Cultivating Non-Traditional Partnerships to Advance Vision Zero Goals

Partnering with the local housing authority to build transportation safety support in some of Austin’s most vulnerable communities
79 people die in crashes in the average year.
Who’s Affected?

Disproportionately, people walking, biking, & riding motorcycles

people walking, biking, and riding motorcycles account for less than 7% of commute travel in Austin

but over half of all traffic deaths

Source: APD and Census 2013 5-year ACS Journey to work
Who’s Affected?

Vulnerable Communities are Over Represented

Source: TXDOT and Census 2010
What Causes Crashes?

21% of all other contributing factors

79% of fatal or incapacitating crashes

Improper movements, e.g., lane changing, backing, or turning

Driver inattention or distraction

Failure to yield right of way

Speed

Alcohol + drugs

Failure to stop
The Housing Authority of the City of Austin

- 18 public housing properties and 4,000 section 8 units in Austin
- Housing approximately 19,000 individuals between the two types of properties.
- 91% of public housing residents earn on average $11,000/year/household
- Employs 8 residents as mobility ambassadors, at the peak of the program they had 12.
Housing Choice Voucher (Section 8)

Number of Families Served - 5,720
Number of Individuals Served - 14,815
Average Net Income - $13,523
Youth Under 18 - 50%
Disabled - 24%
Elderly - 7%

Housing Authority of the City of Austin
Bringing Opportunity Home
How Do We Reach Those Most Affected?

- We know those who walk and bike are more vulnerable.
- We know those in lower-income neighborhoods see higher rates of death and injury.
- We know the Housing Authority of the City of Austin houses low-income individuals who may have lower rates of car ownership -> more likely to walk, ride a bicycle, or take transit.
- We know HACA has an existing Mobility Ambassador Program

1 + 1 + 1 = THE HOUSING AUTHORITY WOULD MAKE A GREAT PARTNER IN OUR EDUCATION EFFORTS!
Partnership = Two way street

If transportation wants to utilize existing mobility ambassadors to educate their communities on Vision Zero, what can we provide to them in return?

- Money
- Job Training
- Need a work plan with outlined roles and responsibilities
- With the roles and responsibilities outlined, we moved forward with recruitment.

- 19 Applicants
- Hired 3 individuals and 2 alternates
- Each individual is paid an hourly wage for hours spent at training, planning events, and attending events.

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### Vision Zero Neighborhood Safety Education 2017

#### HACA Pilot Work Plan

Goal: The HACA pilot program, structured with a coordinator and support staff, will deliver Vision Zero education in English and Spanish to communities living on and around HACA properties by organizing and staffing a minimum of 12 tabling events over a period of 8 weeks.

<table>
<thead>
<tr>
<th>Task</th>
<th>Deliverable</th>
<th>Description</th>
<th>Timeline/Milestone</th>
<th>Agency Lead</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>Program Development</td>
<td>HACA staff will work with ATD staff to promote the program at the July 27th event; identify candidates, and interview current mobility ambassadors and interested HACA residents.</td>
<td>July 27-August 30, 2017</td>
<td>HACA</td>
<td>Not Started</td>
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<tr>
<td>1.1</td>
<td>Mobility Ambassador Solicitation</td>
<td>Secure interview location, and pull together interview panel</td>
<td>September 28, 2017</td>
<td>HACA</td>
<td>Not Started</td>
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<tr>
<td>1.2</td>
<td>Mobility Ambassador Selection</td>
<td>Staff will select 8 HACA Mobility Ambassadors to become Vision Zero (VZ) Educators.</td>
<td>September 28-October 10, 2017</td>
<td>HACA/ATD</td>
<td>Not Started</td>
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</tbody>
</table>
| 1.3  | Training | ATD, along with ATD and HACA, to provide training to all HACA Pilot Educators. Training to include:
  - Vision Zero: What is it?
  - What behaviors are critical to promoting safe HACA Property? 
  - Refine TBD mobility ambassador training
  - What are some best practices to try and engage the public? What materials will be shared with the public, and how should they be used? | October 2017 | ATD | Not Started |
| 1.4  | HACA Site Selection | Final list of HACA properties that will be the focus of the pilot project. | December 2017 | HACA | Not Started |
| 2.0  | Program Implementation | HACA coordinator will work with local libraries, recreation centers, HACA properties to | December 2017-January 2018 | HACA Coordinator |
HACA Vision Zero Ambassadors Training

Training Included:

- What is Vision Zero? How did it get started in Austin? Why is it important?
- What is the Street Team Pilot Program, and what purpose does it serve?
- What type of events will street team members host and/or attend?
- What are the expectations of street team members?
- How to talk about Vision Zero.
- Engineering improvements that improve street safety.
- FAQs
HACA Vision Zero Ambassadors Training

Additional Training Included:

- Positive Influence Conversations- requested from residents who wanted to build their self-confidence and learn some “dress for success best practices”

- Tabling 101 - How to set up a table, engage people walking by, and talk about the partnership between the City and the housing authority.
HACA Vision Zero Ambassadors

Events

- LaZeta La Michoacana Supermarket Remote with Spanish Radio 102.7
- Rundberg Trick or Treating
- Hopefest
- Harvest Fest
- Radio Remotes t 5 different locations
- Entertainment Complex
- Shadowbend Resident Council
- West Point Robotics Workshop
- Thurmond Heights Resident Council in Rundberg
- Citywide resident meeting at the millenium center
- PCs for people distribution of internet and computers
- Spring Bling 2018 Job Fair

Estimated Reach - 5, 200 People
Successes

- Mobility Ambassadors are well educated on transportation issues and are passionate about the topic of safety!
- Feedback from housing authority residents was generally positive = they enjoyed and learned from the experience!
- Participated in 15 events, reaching around 5,200 people.
- Spanish speakers attended community events where there was a high concentration of Spanish speakers.

“Lives are going to be saved because we worked on this program. The residents were all in the dark about the safety improvements being made. Some had heard of Vision Zero, some hadn’t. The biggest thing is to have everyone embrace it.” – Jan Morgan
Lessons Learned

- Communication tools are KEY!
  - If possible provide residents with consistent communication tool (ie. City-owned phone)
- Understanding, compassion and flexibility are needed.
- Hire more people than you need.
- Cut out the middle person, if possible.
- Provide designated work space and office hours in addition to the events.
Where do We go From Here?

- We will continue to use the Vision Zero Ambassadors at community events and encourage them to plan their own outreach.

- Once complete, we will sit down with the Housing Authority contacts, and discuss what worked and what didn’t and create a summary of the pilot program.

- Future planning may look at how else we can engage the mobility ambassadors in Vision Zero Outreach.

- We will definitely continue the partnership with the Housing Authority and continue to have conversations around how we can partner to further transportation safety in some of the most affected communities in Austin.
Thank You!

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