

ABOUT THE SYMPOSIUM

Traffic safety is a serious issue in Southern California. On average, more than 1,500 people die and 136,000 people are injured in collisions every year, and most collisions happen on local streets – not freeways. SCAG's Traffic Safety Leadership Symposium will explore regional traffic safety issues and the policy and implementation tools available to local governments. Expert panelists will highlight local strategies to improve safety, including balancing equity and enforcement, education and outreach strategies, and safe street design. Attendees will have an opportunity to engage in an interactive roundtable discussion and exercise between each panel session.

SYMPOSIUM AGENDA | MAY 1, 2019

11:00 a.m. REGISTRATION

11:30 a.m. WELCOME

- Sarah Jepson, Acting Planning Director, SCAG

12:15 p.m. EQUITY CONSIDERATIONS IN IMPROVING TRAFFIC SAFETY

Traffic safety is an issue everywhere in Southern California, but people in low-income or disadvantaged communities are often disproportionately impacted. Expert panelists discuss strategies for ensuring equity in transportation planning and investments in low-income communities of color, as well as equipping local agencies with tools they need to help make roads safer for everyone who walks, bikes and drives. Topics will include equitable approaches to enforcing traffic laws in Vision Zero initiatives, incorporating equity in long range transportation planning, promoting access in Equity Focused Communities, and partnering with law enforcement agencies to help understand which public behaviors to focus on during enforcement.

MODERATOR: Jesi Harris, Inspiring Growth Manager, People for Mobility Justice

SPEAKERS:

- Destiny Thomas, Ph.D., Transportation Planning Associate II, Los Angeles Department of Transportation (LADOT)
- Mark Yamarone, Deputy Executive Director of Long Range Planning, Los Angeles County Metropolitan Transportation Authority (Metro)
- Paul Martin, Active Transportation Coordinator, Orange County Transportation Authority (OCTA)

1:30 p.m. BREAK & NETWORKING

TRAFFIC SAFETY LEADERSHIP SYMPOSIUM

1:45 p.m. SPECIAL SPEAKER: THE IMPACT OF DISTRACTED DRIVING

2:00 p.m. PUBLIC EDUCATION CAMPAIGNS AND OUTREACH STRATEGIES

Whether campaigns are aimed at encouraging drivers to practice safe behavior, teaching people how to safely use e-scooters, or educating local communities about the importance of building safer streets, a little outreach can make a big impact. This panel will discuss a variety of strategies through which local agencies and the private sector have improved traffic safety and raised awareness through the help of public education campaigns and initiatives. Topics will include public safety campaigns on distracted driving, public education about e-scooter safety and rules of the road, and collaborating with SCAG's Go Human campaign to reimagine and redesign streets to promote walking, biking and community connection.

MODERATOR: Demetria Espinoza, Senior Equity & Policy Manager, Safe Routes to School National Partnership

SPEAKERS:

- Doug Shupe, Corporate Communications & Programs Manager, Automobile Club of Southern California
- Tim Harter, Senior Manager of Government Relations, Bird
- Rene Yarnall, Community Development Manager, City of San Jacinto

3:15 p.m. DESIGNING SAFER STREETS THROUGH PLANNING

Local communities can access various tools to plan and implement infrastructure improvements that make streets safer for people who walk, bike and drive. An expert panel will highlight opportunities for funding, local success stories, and how technology can help cities gather data to inform regional planning efforts. Topics will include infrastructure design that reduces roadway collisions, fatalities, and serious injuries, as well as using smart streets technology to track and analyze data to improve traffic safety.

MODERATOR: Eric Lewis, City Traffic Engineer / Transportation Division Manager, City of Moreno Valley

SPEAKERS:

- Richard Ke, Highway Safety Improvement Program (HSIP) Manager, Caltrans Local Assistance
- Ryan Stendell, Director of Community Development, City of Palm Desert
- HP Le, Business Development Manager, Verizon Smart Communities and Venues

4:30 p.m. LEADING CHANGE: THE ROLE OF ELECTED OFFICIALS

Learn from local elected officials who have successfully achieved traffic safety improvements in their jurisdictions. Elected officials will share local policies, programs and projects in creating safer and healthier streets. They will also discuss their roles in leadership to inspire and lead change in reducing traffic collisions, as well as planning for disruptive technologies.

MODERATOR: Tom Kirk, Executive Director, Coachella Valley Association of Governments (CVAG)

SPEAKERS:

- Mayor Meghan Sahli-Wells, City of Culver City
- Councilmember Robert Radi, City of La Quinta
- Councilmember Rex Richardson, City of Long Beach