

Ideas for Survivor Advocate Networking

Problem Solution:

I. Nationwide Network of Road to Zero/Vision Zero/Traffic Safety Community Action Groups

- A. **Description:** In order to go beyond the current solutions, the Traffic Safety Ombudsman (TSO) will catalyze the active participation of victim family members and crash survivors – who are often possessed with a tenacity and energy borne from grief and frustration – in meaningful and impactful ways. The TSO will also seek to unify efforts nationwide to be more effective.

To this end, the TSO will organize and facilitate a nationwide network of RTZ/Traffic Safety/Vision Zero community action/advocacy groups through the development of a pilot project for a state-based Road to Zero Coalition which would reproduce its efforts through and support the development of RTZ groups in local communities throughout the state.

The TSO will make important connections with existing traffic safety advocacy groups and harness that energy and knowledge into a more effective, united effort.

Former U.S. President John F. Kennedy launched the [Peace Corps](#) as a result of the seed of an idea suggested to University of Michigan students during a campaign stop. Let's follow that example and harness the energy of today's college graduates to **mobilize the citizens** of this country to be personally involved in this battle against the Goliath who is slaying our loved ones through Death by Motor Vehicle.

B. Action Plan

1. Develop a pilot project for a state-based RTZ Coalition network of local RTZ community action groups.
2. Develop an action plan for organizing a community chapter/branch of the state-based network. To consist of:
 - a chapter director
 - staff training
 - a local board with committees (meeting schedule)
 - setting up an office
 - a budget

- volunteer training
 - communications plan
 - newsletter and social media
 - advocacy strategy plan
 - volunteer training
3. Write an Americorps VISTA (Volunteers In Service To America) grant proposal to train and staff 50 state RTZ Coalition networks through a corps of VISTA Volunteers/Community Organizers, who will develop these grassroots traffic safety advocacy groups by mobilizing community members and college student volunteers/interns.
 4. Establish collaborative relationships with safety professionals and other safety organizations in each state.
 5. Develop a training program for State RTZ Ombudsmans.

II. Develop Digital Tools To Engage Citizens In Traffic Safety Advocacy By Generating A Sense of Urgency While At The Same Time Instilling The Belief That Change Is Possible and Equipping Them To Be Safer Road Users

In order to overcome the attitude that traffic tragedies are an acceptable and inevitable risk of mobility, we need to raise awareness that prevention is possible and, at the same time, generate a sense of urgency to individually and collectively address this problem of preventable vehicle violence. <http://tinyurl.com/jqrhndq>

A. Interactive RTZ Crash Map Tool

1. Description: Even though many have shared their tragic stories on The Hill and at DOT countless times over the years, still the battle for effective safety regulations continues unabated. One participant quoted Joseph Stalin in order to describe the attitude that seems to prevail, “A Single Death is a Tragedy; a Million Deaths is a Statistic.” Fortunately, people are moved when they are faced with the reality and intensity of personal crash stories – especially [told](#) by those who have most been impacted by these tragedies.

To capitalize upon this, as well as to allow survivors a measure of healing, the TSO will develop an interactive Vision Zero map website — with pages devoted to information intended to influence driver and decision-maker actions, including crash details and personal crash stories. This will include pages or links to **crash maps** which highlight specific crash causes or factors, e.g., the **National Speed Fatality Map** recently launched by the National Coalition for Safer Roads and the Vision Zero Network.

2. Action Plan:

- a. Identify website specifications desired.
- b. Draft the web pages to be included.
- c. Design a webpage form/tool for personal crash stories.
- d. Contract with a web developer.
- e. Develop a plan for reaching crash victims/survivors.
- f. Implement plans.

B. Digital Personal/Organizational Traffic Safety Risk Factor Assessment/Resource Tool

1. **Description:** Write an app/program for road users to input information about themselves and which would then provide them with feedback on their traffic safety risk factors, as well as point them to resources and recommendations for decreasing their chances of getting seriously hurt or dying from traffic crashes. This would include such things as games or exercises or awareness-raising tools unique to their particular risk factors. It could also include tools for them to become positively involved as Road to Zero advocates. (A similar tool will be developed for organizations to aid them in identifying what role they can play in advancing the Road to Zero, as well as what resources and relationships to pursue.)

2. Action Plan:

- a. Identify overall goals and specifications desired.
- b. Research resources and similar products.
- c. Contract with a developer/programmer.
- d. Conduct a beta test.
- e. Refine the tool.
- f. Develop a plan for disseminating the tool, including through the RTZ Coalition and network of community groups.

NSC Survivor Advocate Network Questionnaire for AnnaLeah & Mary for Truck Safety Projects

Please answer these questions now or send your thoughts to mariannekarth@gmail.com.

1. Would you be interested in participating in this project: **Develop a pilot project for a state-based RTZ Coalition network of local RTZ community action groups.**
 - ☐ **Definitely**
 - ☐ **Maybe**
 - ☐ **Please send me more information**
 - ☐ **I don't think so.**

2. Would you be interested in participating in this project: In order to overcome the attitude that traffic tragedies are an acceptable and inevitable risk of mobility, we need to raise awareness that prevention is possible and, at the same time, generate a sense of urgency to individually and collectively address this problem of preventable vehicle violence. <http://tinyurl.com/jqrhndq> The TSO will develop an **interactive Vision Zero crash map website** — with pages devoted to information intended to influence driver and decision-maker actions, including crash details and personal crash stories. This will include pages or links to **crash maps** which highlight specific crash causes or factors, e.g., the **National Speed Fatality Map** recently launched by the National Coalition for Safer Roads and the Vision Zero Network.
 - ☐ **Definitely**
 - ☐ **Maybe**
 - ☐ **Please send me more information**
 - ☐ **I don't think so.**

3. Would you be interested in participating in this **Digital Personal/Organizational Traffic Safety Risk Factor Assessment/Resource Tool** project: Write an app/program for road users to input information about themselves and which would then provide them with feedback on their traffic safety risk factors, as well as point them to resources and recommendations for decreasing their chances of getting seriously hurt or dying from traffic crashes. This would include such things as games or exercises or awareness-raising tools unique to their particular risk factors. It could also include tools for them to become positively involved as Road to Zero advocates. (A similar tool will be developed for organizations to aid them in identifying what role they can play in advancing the Road to Zero, as well as what resources and relationships to pursue.)
 - ☐ **Definitely**
 - ☐ **Maybe**
 - ☐ **Please send me more information**