

Solutions: Advancing Vision Zero

Allocating new funding, the Proposition D TNC Tax

- Voter-approved a capital funding source
- \$15 million estimated annually for street safety projects
- Build on existing programs with Proposition D funds:
 - 50% for the new Quick-Build Program, especially protected bicycle facilities or projects on the High Injury Network
 - 50% for signal hardware upgrades, especially signal modifications (new mast arms, poles, visibility) in communities of concern and/or on the High Injury Network

Higher Standard: Sustained Funding for Education Campaign

- Focus on delivering behavior change through education, complementing engineering programs and efforts.
- Education and communications assets are developed, funding will focus on delivery:
 - Staffing for outreach and events
 - On-street, radio and on-line outlets
 - Multi-lingual outreach in all mediums
- Request: \$1.2 million annually, funded consistently through the agency operating funds to ensure ongoing focus and support.
- Coordinate with our regional partners like the Metropolitan Transportation Commission to broaden the message and reach more people

