

Memorandum



CITY OF DALLAS

DATE January 7, 2022

TO Honorable Mayor and Members of the City Council

SUBJECT **Communications for Vision Zero Campaign**

Honorable Mayor and Members of the City Council,

As you were briefed Wednesday, Jan. 5, Communications, Outreach and Marketing (COM), Dallas Police Department (DPD), and Transportation (TRN) have been working collaboratively for months on communications to reduce speeding and eliminate pedestrian deaths and fatal and severe car crashes through an initiative called Vision Zero. Below is a summary of efforts thus far to share messages and graphics that all City departments, including the Office of the Mayor and City Council (MCC) and partner agencies can use to spread the message.

October 2021 DPD, COM, and the Office of Special Events (OSE) partnered with Red Bull to create special [public service announcements](#) (PSAs) discouraging street racing, highlighting the safe, family-friendly Red Bull Show Run featuring a Formula 1 car on a closed track in the Harwood District and urging residents to leave speeding to professionals.

November 2021 DPD Chief Garcia, Transportation Director Khankarli and COM Director Cuellar participated in CM Blackmon's live streamed conversation about pedestrian safety and DPD's bilingual graphics discouraging speeding were shared via COM and MCC.

December 2021 Subject matter experts from TRN were interviewed in English and Spanish about the Vision Zero initiative/campaign by reporters from [WFAA](#) and [Univision 23](#) to encourage public participation in the Vision Zero public engagement process.

January 2022 Public service announcements deterring speeding and promoting roadway safety produced by the [Dallas Police Department](#) and the [North Central Texas Council of Governments](#) (NCTCOG) started being broadcast daily on the City's government access channels, and bilingual info graphics were shared for distribution by MCC, DPD, and TRN as well as through the City's broadcast and digital channels.

The Friday, January 7, 2022 episode of COM's bilingual weekly TV show [One Dallas Update](#) featured DPD's Brian Martinez to address speeding and pedestrian safety.

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Incorporating feedback from the public through the Vision Zero engagement process that concluded last month and the Council briefing this Wednesday, COM, DPD and TRN will continue the Vision Zero campaign, creating additional graphics and PSAs to share City-wide using all broadcast and digital platforms, and will provide these to you as they are completed in the coming weeks.

Meanwhile, we encourage council to utilize the graphics provided previously and reattached for your convenience as well as the [Dallas Police Department, One Dallas Update](#), and [NCTCOG](#) videos to support our transportation public safety efforts. Please contact me with any questions.



Kimberly Bizar Tolbert
Chief of Staff

Attached: Street racing and speeding graphics in English and Spanish

c: Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizar Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development & Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors



**PLEASE SLOW DOWN.
THIS IS YOUR NEIGHBORHOOD.**



City of Dallas

A photograph of a family walking across a crosswalk. A woman in a blue and white striped shirt and jeans is holding the hand of a young child in a blue shirt. Another child in a green shirt is walking ahead. In the foreground, a large yellow diamond-shaped sign with a black silhouette of a pedestrian is visible. The background shows a residential street with houses and trees. The entire image has a green tint and is framed by a white border.

**POR FAVOR, BAJA LA VELOCIDAD.
ESTE ES TU VECINDARIO.**



City of Dallas



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PLEASE PAY ATTENTION

STOP SPEEDING.

IT'S THE LAW.



City of Dallas

POR FAVOR, PON ATENCIÓN

DEJA DE CORRER.

ES LA LEY.

**CARRERAS CALLEJERAS ILEGALES
PUEDEN CAUSAR UNA VIDA DE ARREPENTIMIENTO.**

Si ves algo, di algo.

Llame al 9-1-1 o use la aplicación iWatchDallas.

The logo of the Dallas Police Department, featuring a yellow star in the center of a black circle, with the words "DALLAS POLICE" curved above and "DEPARTMENT" curved below in yellow capital letters.

**DALLAS POLICE
DEPARTMENT**

**ILLEGAL STREET RACING
CAN CAUSE A LIFETIME OF REGRET.**

**If you see something, say something.
Call 9-1-1 or use the iWatchDallas app.**

**DALLAS POLICE
DEPARTMENT**



ESTAMOS TOMANDO MEDIDAS COERCITIVAS CONTRA **CARRERAS ILEGALES**



CONSECUENCIAS DE LAS CARRERAS EN LA CALLE

- Citaciones con multas hasta \$2,000 y/o
- Hasta 180 días en la cárcel
- Su coche es remolcado



Si ves algo, di algo. Llama a 9-1-1 o use la aplicación de iWatchDallas.

WE'RE TAKING ENFORCEMENT ACTION AGAINST ILLEGAL RACING



CONSEQUENCES OF STREET RACING

- Citations with fines up to \$2,000 and/or
- Up to 180 days in jail
- Have your car towed



If you see something, say something. Call 9-1-1 or use the iWatchDallas app.



LAS CARRERAS ILEGALES PONEN A TODOS EN RIESGO.





ILLEGAL RACING PUTS EVERYONE AT RISK.

