



Traffic Safety Champion Webinar

Date: April 24, 2024

Time: 12 p.m. – 1 p.m.

Webinar #2: Leveraging Community Advocacy to Improve Traffic Safety in Your Community

Agenda

Welcome – *Barbara Rooney, Director, California Office of Traffic Safety*

What is your WHY? OPEN DISCUSSION

Updates – *Tim Weisberg, Deputy Director of Marketing and Public Affairs, California Office of Traffic Safety*

- TSC Program Overview
- Updated/New California Data/Statistics
- Distracted Driving Campaign
- TSC Website

OTS Traffic Safety Champions – Community Advocates

- *Michel Shane, SoCal Families for Safe Streets*
- *Theresa Rogerson and Kelly Curlett, Santa Cruz County Community Traffic Safety Coalition*
- *Kara Vernor, Napa County Bicycle Coalition*

Presenter Q&A

Next Steps – *Tim Weisberg, Deputy Director of Marketing and Public Affairs, California Office of Traffic Safety*

- Future Webinars
- Stay connected for resources on how you can get involved or take action in your community

Thank You!