



Traffic Safety Champion Webinar

Date: May 15, 2026

Time: 11:00 a.m. – 12:00 p.m.

Webinar #7: Connecting Multicultural Communities to Traffic Safety Resources: Strategies for Building Trust and Overcoming Barriers

Agenda

Welcome/Updates – Elisa Ramirez (5 min)

- Instructions on how to set up live language translation captions
- TSC Program Overview
- TSC Website – Previous webinars, social media toolkit
- OTS Highlights – Media campaigns, event recaps

Inspirational Champions

- Sergio Ochoa, Caltrans District 3 (15 min)
- Silvestre Orozco, Los Angeles Mexican Consulate (15 min)
- Lili Trujillo, Street Racing Kills (SRK) (15min)

Q&A (5 min)

Next Steps – Elisa Ramirez (5 min)

- Monthly emails to share resources and updates
- Quarterly Webinars
- Contact: trafficsafetychampion@ots.ca.gov

Thank You