

ROAD SAFETY SUMMIT

Introduction →

Long-term Goal

Outreach

Goals

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Why convene a Road Safety Summit?

This is a moment in time:

- when we can change the dialogue.
- when we can begin to shift how people interact with each other on our roads.
- when we can all work together to increase safety on Seattle's streets.



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01.24.2012

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Why convene a Road Safety Summit?

Road Safety is a Public Health Concern.

- For people ages 5 to 24, motor vehicle collisions are the leading cause of death in Washington State.
- Speed, impairment, not granting right of way, and inattention are some of the top factors in collisions

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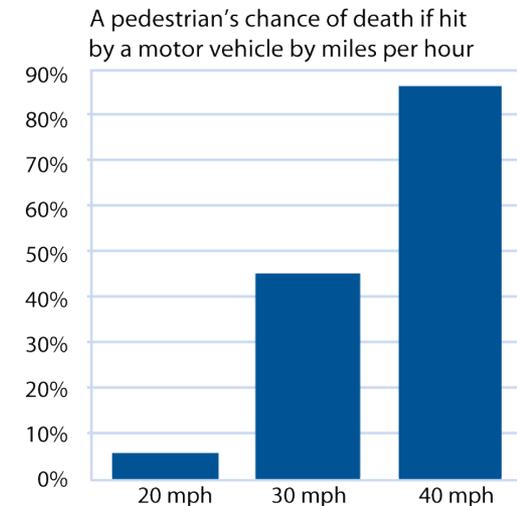
Impaired Driving

Seattle: Impaired Driver-Involved Fatalities by Year

Year	Fatalities	% of Total Fatalities
2007	7	35.0%
2008	11	45.8%
2009	12	40.0%
2010	13	52.0%

Source: FARS, 2010 data is preliminary; prepared by WTSC on 10/17/2011

Pedestrian Fatalities and Speed of Vehicle



Source: U.K. Dept. of Transportation, Killing Speed and Saving Lives, London, 1987

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“We envision a transportation system with no traffic fatalities or serious injuries, where all users share responsibility for their safety and that of others they encounter in their travels.”

To this end, we will launch a long-term and sustained campaign for road safety in Seattle.



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**The City
can't do it
alone.**



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We set out to ask people three questions:

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1. What do you think are the **highest priority safety problems** to solve on Seattle roads?

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2. What do you think are **the most important things to do** to make Seattle roads safer?

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3. We often talk about what government can do to promote safety. What are the **ways that non-governmental groups and individuals can promote safety?**



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We held three Public Forums in October and November, 2011

- Distributed in North, Central, and South Seattle
- Nearly 300 people attended and gave comment in small groups
- Forums were wrapped up during a final public meeting in December

Long-term Goal

We accepted online comment

- Over 400 comments with nearly 3,000 suggestions

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Groups held their own mini-summits

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Boards & Commissions were asked to give feedback

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A sample of concerns and suggestions

Concerns:

Lack of understanding/empathy

People don't know or follow the rules of the road

Distracted driving and speeding

Suggestions:

More education

Increased enforcement

Better roadway design

A sustained, multi-pronged approach will be necessary



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Based on public comment, the evidence base, and stakeholder feedback, we have formed six goals for road safety:

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1. More people know and follow the **rules of the road**
2. Safer roadway **design** for all
3. Fewer people **speeding**
4. Fewer people traveling **distracted**
5. Fewer people traveling **impaired**
6. A culture of **empathy** on Seattle roads

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We will develop an action plan to address these six goals using a “Five E’s” framework:

Education

Environment

Enforcement

Empathy

Evaluation



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- Ask partners to develop strategies collaboratively:
 - City Departments
 - Summit Workgroup members
 - Other stakeholders
 - City Council

- Create draft Action Plan this Spring



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Questions?

See www.seattle.gov/roadsafety for more information
or contact Rebecca Deehr in the Mayor's Office
(rebecca.deehr@seattle.gov, 206.233.2662)



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