December 12th, 2011

Update on Progress

What we've done so far

The Road Safety Summit Workgroup envisions 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.

Toward that end, the Road Safety Summit (through three public forums, data analysis, an online survey, and in-person outreach) provided a chance for the public to give their input on three questions:

1. What do you think are the highest priority safety problems to solve on Seattle roads?
2. What do you think are the most important things to do to make Seattle roads safer?
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?

The Mayor and City Councilmembers assembled a broad cross section of people — elected officials, experts, roadway users, major employers, advocates, business leaders, and community leaders—to work together to determine next steps for road safety in Seattle. The job of the "Summit Workgroup" is to review the public comments, use their knowledge of road safety data and best practices, consider available opportunities and resources, and work as a team to chart a path to action.

What we learned

Over 3,000 comments were received from more than 600 people who attended our three Road Safety Summit meetings or submitted them online. Summit Workgroup members met on December 7 to share ideas. Here's what we learned:

Public comments fell into three broad categories:

Education: There were 797 recommendations for education or education campaigns. There were comments recommending education for all modes as well as suggestions for mode-specific education. Rules of the road and reducing speed were the most popular suggestions for drivers.

Enforcement: There were 278 comments recommending more enforcement, with enforcement for drivers (118 comments) being the most popular. Distracted driving and speeding were the concerns mentioned the most. People also wanted to see the rules for bicyclists enforced more often.

Environment: There were 861 comments about environmental changes, which focused most heavily on design and road conditions. Recommendations on bicycle and pedestrian design had 422 comments, with 150

comments on separating space in the road for different modes. People also wanted to see more and better signage and lighting. We heard a lot of comments about potholes too.

See the attached document for a full breakdown of public comments received in October and November of 2011.

Summit Workgroup members discussed what was surprising and interesting about the public forums and what the public is saying. Here are some of their thoughts:

- Education and enforcement is widely supported
- People want to see behavior change
- People don't know all the rules…
- …but people also know many of the rules and don't follow them anyway
- We should focus on what will add to what's already being done
- Let's look at other campaigns (tobacco, recycling, seatbelts) for best practices
- A long-term, sustained campaign will be necessary to create lasting change

Our next steps

Our long-term strategy is to change the way people behave on our roads. Our tactics – how to achieve that change – will include a focus on education, enforcement, and environment, as well as creating a culture of empathy. We will also evaluate how well our efforts are working.

Based on public comment and stakeholder feedback, these are the cultural norms on the road that we may want to prioritize for change:

- Risky behavior. We heard a lot of concerns about people on the road who are either distracted or speeding. We also know the data shows a problem with people who are impaired. That includes concerns about drivers texting or talking on their cell phones and concerns about people being on the roads while under the influence alcohol or drugs.
- Understanding the rules of the road. The public was clear that they expect everyone to know and to follow the rules of the road. That includes things we all know are wrong, such as speeding or failing to yield to pedestrians in the crosswalk. It also includes new rules that not everyone is familiar with, such as how a bike box works.
- Following the rules of the road. Many people know what the rules of the road are, but don't always follow them. People sometimes roll through stop signs, occasionally drive faster than the speed limit, at times jaywalk.

How are we going to do that?

The community will partner on a plan focusing on the traditional "E's" of Education, Enforcement, Environment and Evaluation while adding one more: Empathy. There is no single solution to accomplish that – it takes a combination of different short-term, medium-term, and long-term actions to change behavior.

Education: People know what "Click It Or Ticket" means, and you've seen "Drive Hammered, Get Nailed" on signs and billboards. Together we will launch a similar long-term, sustained campaign to help people share the road safely.

Enforcement: We will review what we heard from the public about enforcement and examine our current enforcement efforts. By increasing awareness about our enforcement efforts, we can help change behavior.

Environment: We will apply the best practices to our streets, separating modes of travel where it makes sense to do so, and continue to use our Complete Streets plans to make the streets safer for everyone. We will also take a holistic look at corridors. The recent Aurora Traffic Safety Project is a good example of how engineering can combine with education and enforcement to make a measurable improvement in the safety of our roads.

Evaluation: Evaluating our efforts over time ensures that we're improving on what we do and targeting the right things. The education, enforcement, and environmental efforts that we undertake as part of the Road Safety Summit will be evaluated as we go along so that we can be sure we're using resources in the most effective way possible.

Empathy: Our campaign will emphasize the shared responsibility we have to eliminate fatalities and injuries and improve safety on our roads. We need to look out for each other and help everyone get where they're going safely.

ROAD SAFETY SUMMIT - PUBLIC COMMENT SUMMARY

The Road Safety Summit has benefitted from the involvement of the following individuals that agreed to serve as Summit Workgroup members. We thank them for their participation in the Summit and their expertise and guidance.

Road Safety Summit Workgroup members

Dr. David Fleming	Director, Public Health - Seattle & King County
Chief Gregory Dean	Chief, Seattle Fire Department
Peter Hahn	Director, Seattle Department of Transportation
Chief John Diaz	Chief, Seattle Police Department
George Allen	Senior Vice President, Government Relations, Seattle Metropolitan Chamber of Commerce
Chuck Ayers	Director, Cascade Bike Club
Tom Bishop	Transportation Manager, Seattle Public Schools
Jamie Cheney	Director, Commute Seattle
Nick Dale	Indy Stealth Messengers
Dr. Beth Ebel	Director, Harborview Injury Prevention Center
David Freiboth	Chair, King County Labor Council
Dave Gering	Director, Manufacturing Industrial Council
Rob Johnson	Director, Transportation Choices Coalition
Josh Kavanagh	Director of Transportation, University of Washington
Mike Lemeshko	Transit Safety Unit Supervisor, King County Metro
Norma Miller	Director of Campus Operations, Bill & Melinda Gates Foundation
Paulo Nunes-Ueno	Director of Transportation, Seattle Children's
Estela Ortega	Director, El Centro de la Raza
Dave Overstreet	Public Affairs Director, AAA Washington
Doug Palm	Director of Global Facilities, Program for Appropriate Technology in Health (PATH)
Annie Phare	Program Manager, Target Zero, Public Health - Seattle & King County
Lowell Porter	Director, Washington Traffic Safety Commission
Lisa Quinn	Director, Feet First
Susan Ranf	Director of Transportation and Neighborhood Relations, Seattle Mariners
Chas Redmond	Chair, City Neighborhood Council
Jim Schultz	AARP, Driver Safety Program
Michelle Sievers	Community Relations Manager, Pemco Insurance
Peg Staeheli	Principal, SvR Design
Eugene Wasserman	President, North Seattle Industrial Association

Thanks also go to the following organizations, groups, boards, and commissions that offered their perspective in this process or hosted their own Road Safety Summit meeting to gather feedback:

Bike Works	Seattle Bicycle Advisory Board
Cascade Bicycle Club	Seattle Commission for People with Disabilities
Commute Seattle	Seattle Freight Advisory Board
Feet First	Seattle Pedestrian Advisory Board
PATH	Sound Steps Pedestrian Advocacy Committee

ROAD SAFETY SUMMIT - PUBLIC COMMENT SUMMARY

The summary below represents the most common responses to three questions. The first question, "What do you think are the highest priority safety problems to solve on Seattle roads?" is answered below. The second and third questions ("What do you think are the most important things to do to make Seattle roads safer?" and "We often talk about what government can do to promote safety. What are the ways that non-governmental groups and individuals can promote safety?") are compiled together on the following page.

The full record of public comment is available online in addition to this summary, with a full count of separate comments and then a listing of complete comments.

Problems (797 comments total)

Education	**319**
Driver Behavior	**174**
Distracted driving	*51*
Speeding	*43*
Inattention	*20*
Rules of the road/courtesy	*19*
Aggressive driving	*18*
Impaired driving	*12*
Didn't specify	*11*
All modes Behavior	**37**
Didn't specify	*13*
Visibility	*9*
Bicyclist Behavior	**32**
Rules of the road/courtesy	*28*
Visibility	*4*
Lack of knowledge of rules of the road	**26**
Empathy	**17**
Granting right of way	**16**
Pedestrian Behavior	**11**

Other	**31**
Bicycle and pedestrian safety	**20**
Right to assemble	**2**
Advocacy	**2**

Enforcement	**80**
Enforcement for drivers	
Speeding	*13*
Distracted driving	*9*
Impairment	*9*
Didn't specify	*4*
Failing to yield	*4*
Enforcement for bicyclists	
Didn't specify	*8*
Rules of the road	*3*
Enforcement for all modes	
Rules of the road	*6*
Didn't specify	*6*
Lack of enforcement	**10**
Enforcement for pedestrians	**2**

Environment	**367**
Road conditions (potholes, road surface, etc.)	**86**
Inadequate bicycle facilities	**68**
Separate facilities	*37*
Didn't specify	*31*
Inadequate pedestrian environment	**53**
Road design	**41**
Complete Streets	**29**
High speeds	**24**
Signage and markings	**20**

Solutions (2166 Comments total)

Education	797
Education campaign for all modes	**377**
Various	*169*
Suggestions for outreach or campaigns	*121*
Rules of the road/courtesy	*71*
Bicycle facilities	*7*
Partership suggestions	*6*
Mentorship program	*3*
Education campaign for drivers	**108**
Various	*46*
Rules of the road/courtesy	*26*
Speeding	*19*
Driving with bicyclists	*7*
Failing to yield	*3*
Education campaign for bicyclists	**74**
Various	*48*
Rules of the road/courtesy	*26*
Education campaign for visibility	**56**
All modes	*27*
Bicyclists	*24*
Pedestrians	*5*
Empathy	**39**
Education through licensing, car tabs	**38**
Community engagement	**30**

Other	230
Lower speed limits	**45**
Bicycle licensing	**38**
Stricter laws or high fines	**29**
Policy/regulatory change	**28**
Various	*19*
Eliminate right turn on red	*9*
Advocacy	**17**
Community engagement	**15**

Enforcement	278
Enforcement for drivers	**118**
Distracted driving	*35*
Speeding	*29*
Various	*27*
Impairment	*15*
Failing to yield	*12*
Enforcement for all modes	**104**
Various	*81*
Rules of the road	*20*
Distraction	*2*
Enforcement for bicyclists	**32**
Various	*24*
Rules of the road	*4*
Visibility	*4*
Community engagement	**10**
Enforcement for pedestrians	**3**

Environment	861
Bicycle and pedestrian design	**422**
Separated facilities	*150*
Improve pedestrian conditions	*106*
Complete Streets	*81*
Improve shared facilities for bicyclists	*75*
Fewer shared facilities for bicyclists	*10*
Improve road design	**163**
Various	*70*
Signage and markings	*62*
Signalization	*21*
Lighting/visibility	*10*
Improve road conditions	**137**
Traffic calming	**47**
Better public transportation	**27**

Total Comments: 2963