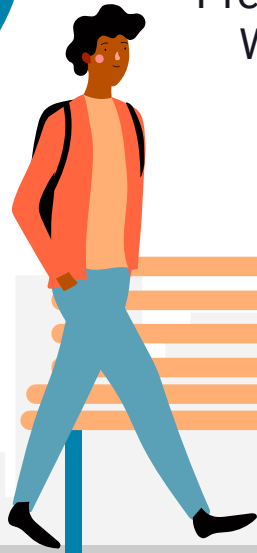


Walker Roller Equity Projects

Prepared by Jessie Knudsen, February 2023
Washington Traffic Safety Commission



Funding Overview

“Block the Box,” Seattle automated enforcement cameras cite drivers blocking crosswalks and intersections while pedestrians have right of way.

Portion of fees allotted to pedestrian and pedalcyclist safety projects administered by the WTSC with guidance and approval of the Cooper Jones Active Transportation Safety Council.

Reduce fatal and serious injury crashes involving pedestrians and pedalcyclists in Washington.



Addressing Equity

In Walker Roller Safety

- Roadways in the United States have historically been built with the needs of vehicles in mind, rather than active transportation users.
- National data shows that roadway travel is less risky for white, able-bodied people, while disabled, low-socioeconomic status, elderly, Black, Indigenous and Alaska Native/Native American populations bear a disproportionate burden of pedestrian and pedalcyclist fatal and serious injuries.
- Causation factors include the built environment, driver bias and behavior, income and exposure.

Addressing 'Hot Spots'

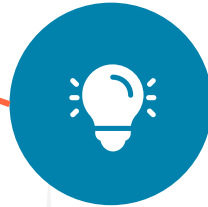


Project Keystones



Data Review

Review 2017-2021 traffic safety data specific to walkers and rollers in their proposed project location.



Equity Focus

Identify a minimum of one data-informed unique walker roller equity issue.



Community Partners

RFP solicitation fails to receive response and HTC requests a January 23 update



Spokane County
John Griffin
Target Zero Manager

Goals + Strategies

Reduce the percentage of pedestrian and pedalcyclist serious and fatal injuries in Spokane County, especially among population demographics that face a disproportionately high risk of harm while walking or rolling.



Public Education

Driver education about laws related to walker and roller safety. Includes culturally competent transcreated campaign materials, strategic messaging targeting those who drive in underserved neighborhoods.



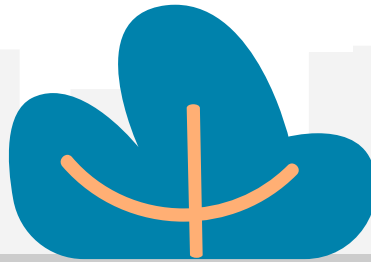
Youth Programming

Youth initiatives delivered through focus-area schools to increase knowledge of and commitment to use of safe behaviors.



Equitable Outreach

Strategic outreach to build partnerships and gain commitment from demographics that face disproportionate rates of pedestrian and pedalcyclist serious injury and death.





The City of Renton

Shivani Lal

City Transportation Planning Manager



Goals + Strategies

Reduce pedestrian and pedalcyclist fatal and serious injury traffic crashes within the City of Renton.



Safe Routes Map

Encourages safe travel, active transportation use. Hosted on City website. The results of project engagement will be applied continuously, as new feedback is received.



Educational Campaign

City-wide public awareness campaign aimed at delivering information about pedestrian and pedalcyclist safety laws to drivers.



Youth Programs

Promote pedestrian and bicyclist safety through the Youth Safety Academy and Young Drivers Council, offered at three focus-area schools.





Clark County
Jessamie Peters
Target Zero Manager

Goals + Strategies

Reduce pedestrian and pedalcyclist fatalities in Clark County, increase safety of unhoused pedestrians and pedalcyclists.



Educational Campaign

Multimedia educational campaign to influence driver behavior utilizing a variety of strategies (billboards, TV, radio, digital, bus wraps, social media) in English and Spanish.



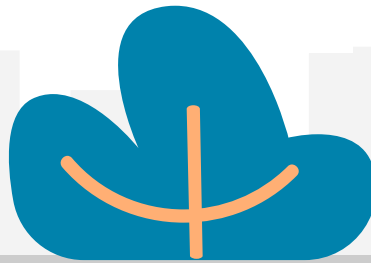
HVE

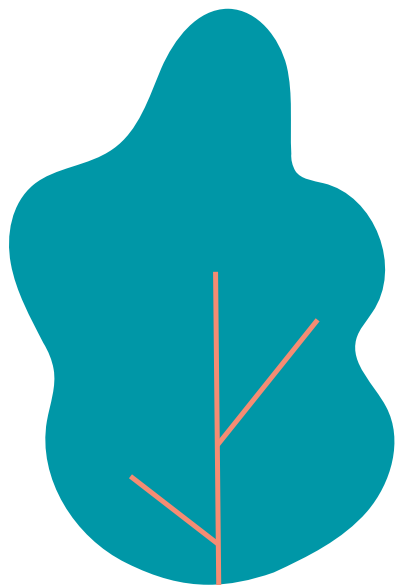
High visibility enforcement targeted at discouraging driver behavior that puts walkers and rollers at risk.



Outreach

Engagement activities include connecting to unhoused populations through community resource provider partners, providing reflective resources, educational material and focus groups.





Thank you

Questions?

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