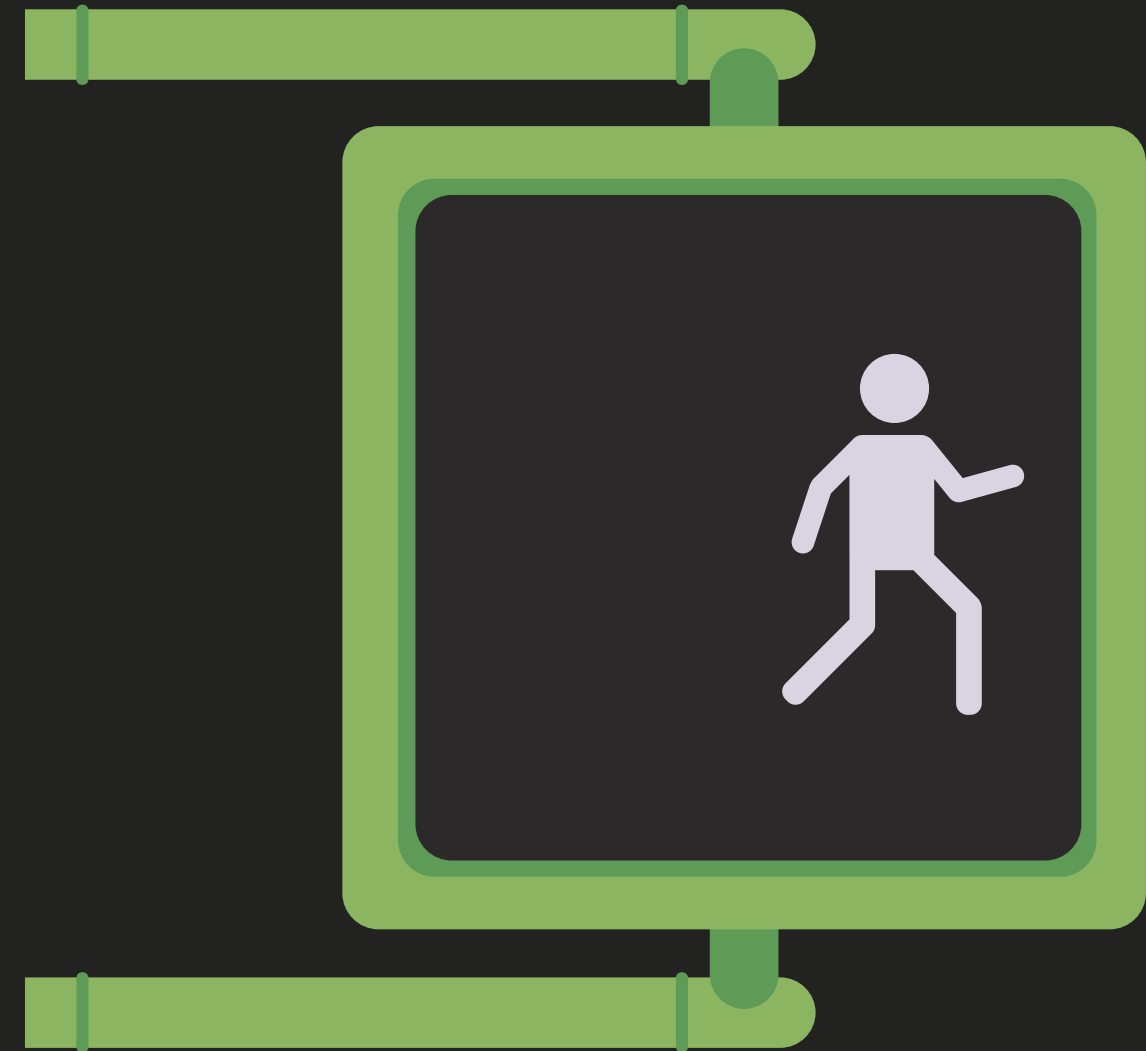


January 2023

# Walker Roller Equity Grants



PREPARED BY JESSIE KNUDSEN

# GOAL



REDUCE THE INCIDENCE OF  
FATAL AND SERIOUS INJURY  
CRASHES INVOLVING  
PEDESTRIANS AND  
PEDALCYCLISTS IN WASHINGTON



# 405(H) Federal Funding



Law enforcement training about state laws applicable to pedestrian and bicycle safety



Enforcement mobilizations and campaigns designed to enforce those state laws



Public education and awareness programs designed to inform motorists, pedestrians and bicyclists of those state laws

# Addressing Equity



## IN WALKER ROLLER SAFETY

Roadways in the United States have historically been built with the needs of drivers in mind, rather than active transportation users.

Pedestrian and pedalcyclist fatalities are not equally distributed among racial, income, age and ability status. National data shows that roadway travel is less risky for white, able-bodied people and that Black, Indigenous and People of Color bear a disproportionate fatality burden.

[www.trec.pdx.edu/research/project/1542/Subcontract:\\_ODOT\\_Understanding\\_Pedestrian\\_Injuries\\_and\\_Social\\_Equity](http://www.trec.pdx.edu/research/project/1542/Subcontract:_ODOT_Understanding_Pedestrian_Injuries_and_Social_Equity)



# UNDERSERVED POPULATIONS

- Age 65+
- Unhoused and unsheltered
- Disabled
- People living in poverty
- Black, Indigenous, and People of Color
- Children

# Factors

## BUILT ENVIRONMENT

Lack of infrastructure investment and maintenance contributes to unsafe environments for pedestrians and pedalcyclists.

## BIAS

Psychological and social identity-related factors can influence drivers' behavior toward certain pedestrians and pedalcyclists.

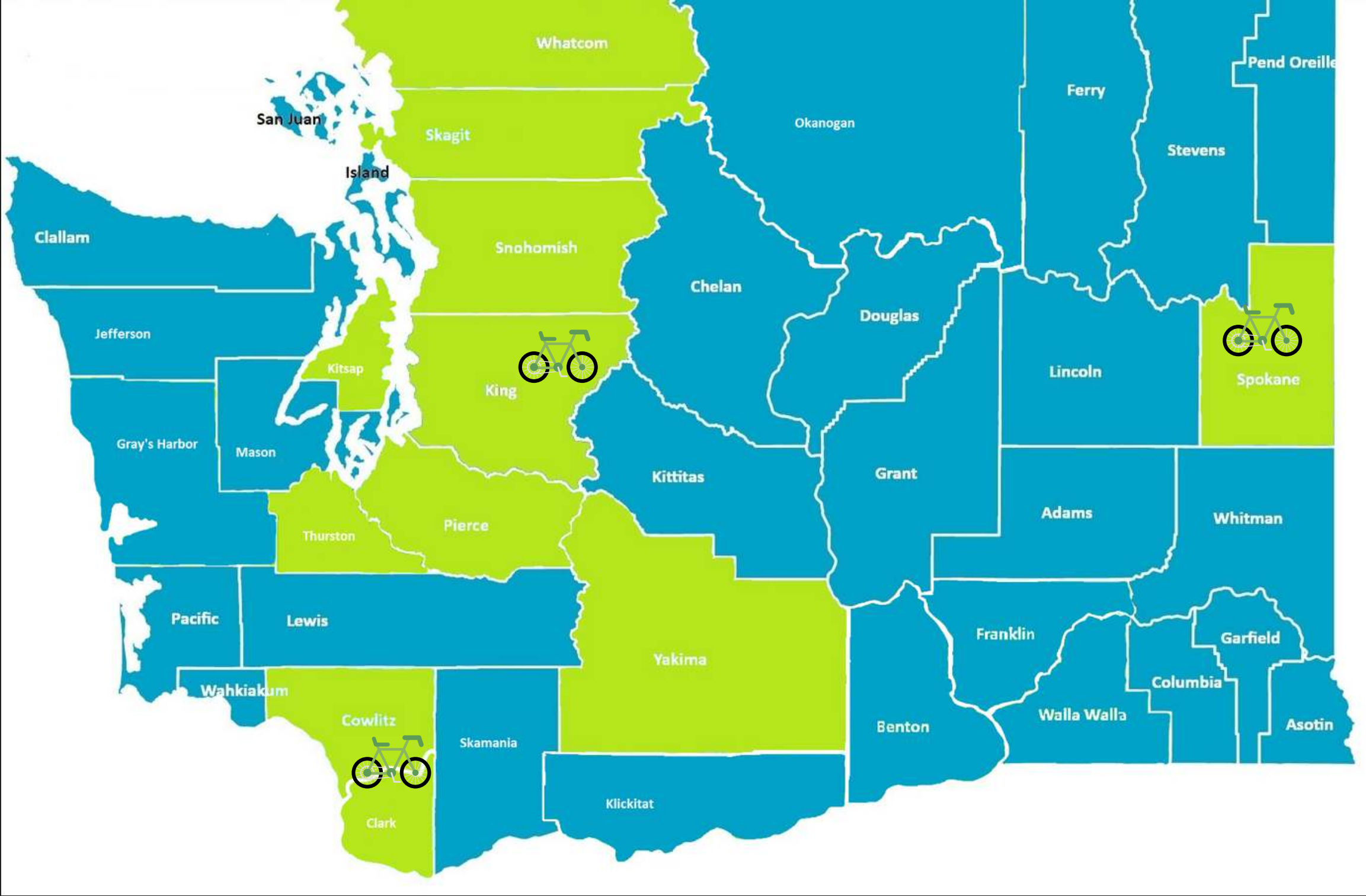
## EXPOSURE

Disproportionate impact on neighborhoods near high-traffic density roads and those who rely on public transportation to reach critical resources.

## INCOME

Closely tied to all three factors listed.

# Addressing "Hot Spots"



# Application Requirements



## DATA

Review traffic safety data specific to walkers and rollers in proposed project location.

## EQUITY FOCUS

Use data to identify a minimum of one unique equity issue that contributes to disproportionate impact on walkers and rollers from underserved populations.

## COMMUNITY PARTNERS

Partner with a minimum of one community partner that serves the focus population(s).



# Spokane County



## PROBLEM IDENTIFICATION

2017-2021, Highest statewide combined bicyclist and pedestrian fatality and serious injury rate per 100,000.

Pedestrians and bicyclists made up 27% of county traffic fatalities.

The City of Spokane ranked:

- 2nd in pedestrian fatality rates.
- 3rd in rate of walker & rollers fatalities.
- 2nd in walker & roller serious injuries.

# Spokane County



## ECONOMIC + RACIAL DISPARITY

More than 65% of 2017–2021 pedestrian fatalities occurred in census tracts with poverty rates of 13%–58% (compared to the state average of 9.9%).

At 2% of the county's population, Black and African American residents are twice as likely to live below the poverty line and represent 10% of 2018 – 2021 pedestrian fatalities.

WTSC, Spokane Regional Health District Demographics and Social Characteristics Report  
[www.fortress.wa.gov/doh/wtnibl/WTNIBL](http://www.fortress.wa.gov/doh/wtnibl/WTNIBL)

# Spokane County

## LANGUAGE BARRIERS

11,806 (7%) Spanish speakers in Spokane County.

2017–2021, the highest concentration of pedestrian fatalities took place between three census tracts with high rates of primary Spanish-speaking households that reported not "speaking English well" or while at home.



# Spokane County



## GOALS + STRATEGIES

Culturally competent campaign materials transcreated.

Strategic outreach at events and dissemination of materials and yard.

Project partnerships with organizations that serve and engage the Spanish-speaking community of Spokane County.

# Spokane County



## GOALS + STRATEGIES

Reduce pedestrian and pedalcyclist fatality and serious injury rates.

Multimedia public education campaign focused on walker and roller safety.

Strategic engagement and outreach to increase walker roller safety in underserved neighborhoods.

School-based events, activities and programming at locations with above average student poverty rates. Student PSAs, school-zone signage, yard signs.

# Spokane County



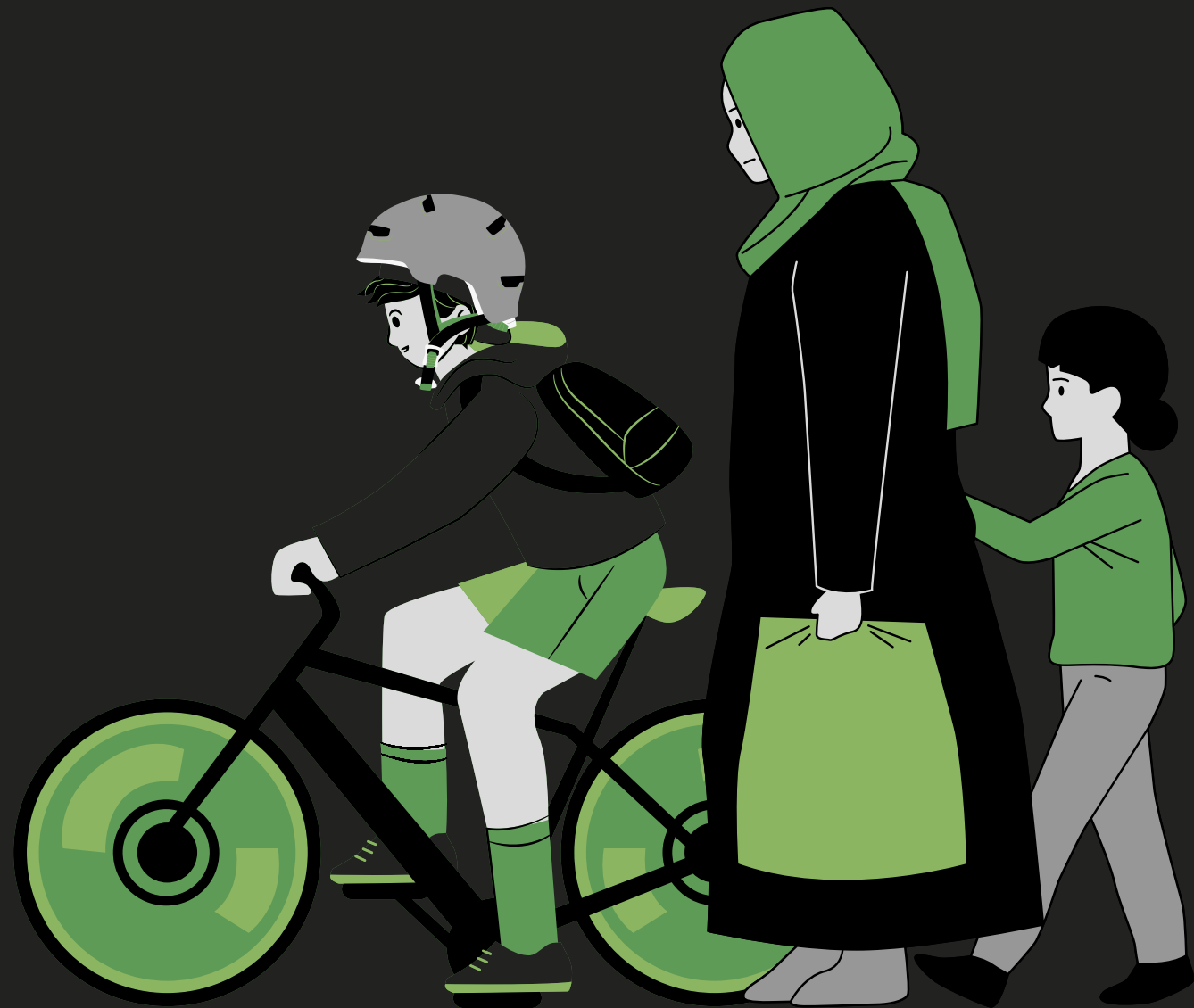
## GOALS + STRATEGIES

Partnership and input from local BIPOC groups.

Strategic outreach, messaging and marketing in census tracts that indicate high rates of BIPOC residency.

Distribute yard signs to BIPOC residents through schools and outreach events.

# Renton Safer Access to Neighborhood Destinations



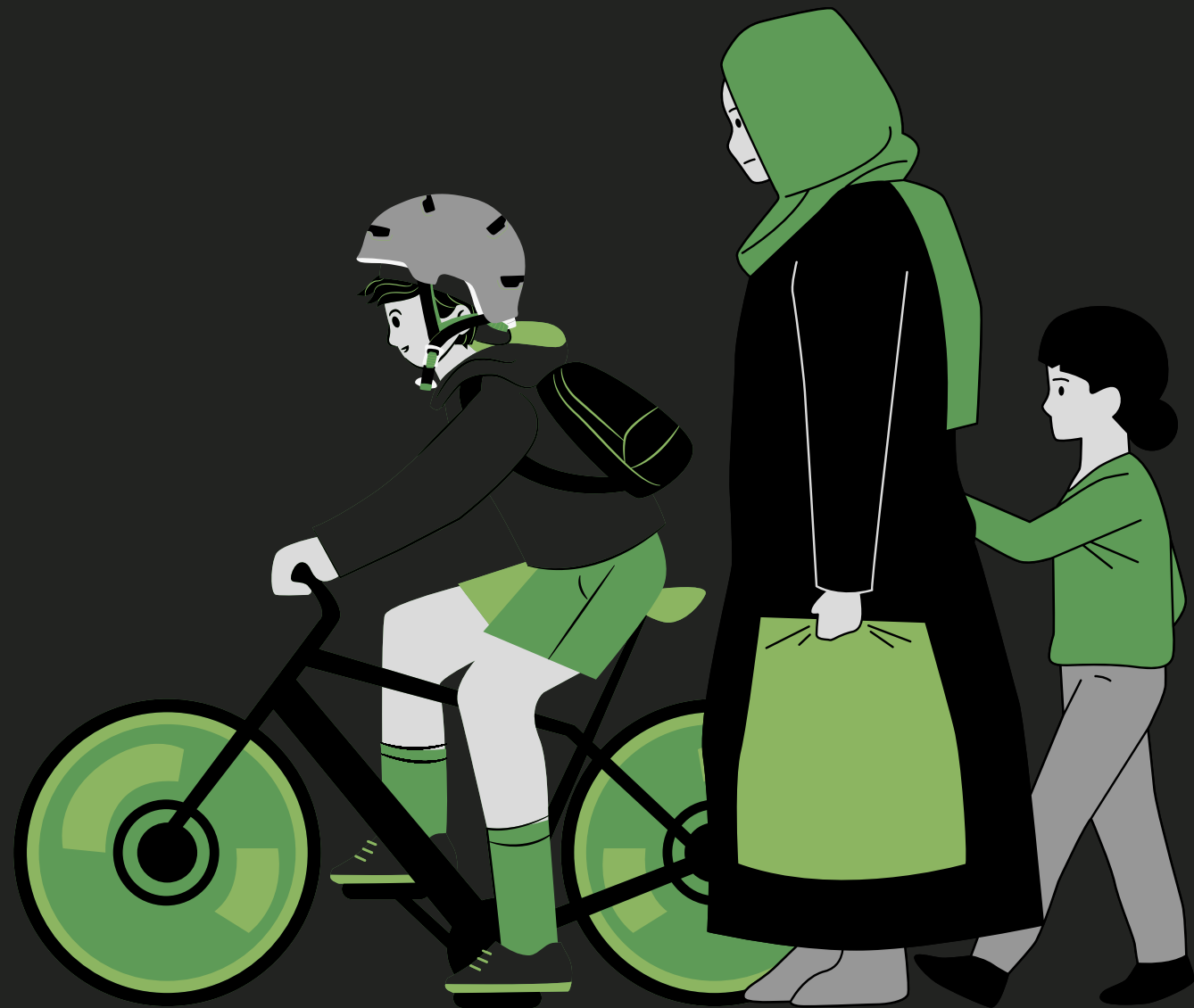
## PROBLEM IDENTIFICATION

Active transportation users experience a disproportionately high risk of harm in crashes compared to drivers.

Especially in low-income neighborhoods.

Local City data show higher rates of pedestrian and cyclist-involved crashes concentrated in Benson Cascade and Skyway West Hill.

# Renton Safer Access to Neighborhood Destinations



## GOALS + STRATEGIES

Traffic safety education and engagement campaign

- Digital co-created pedestrian and bicyclist safe routes map
- Development and implementation of a community traffic safety community engagement program.



# Renton Safer Access to Neighborhood Destinations



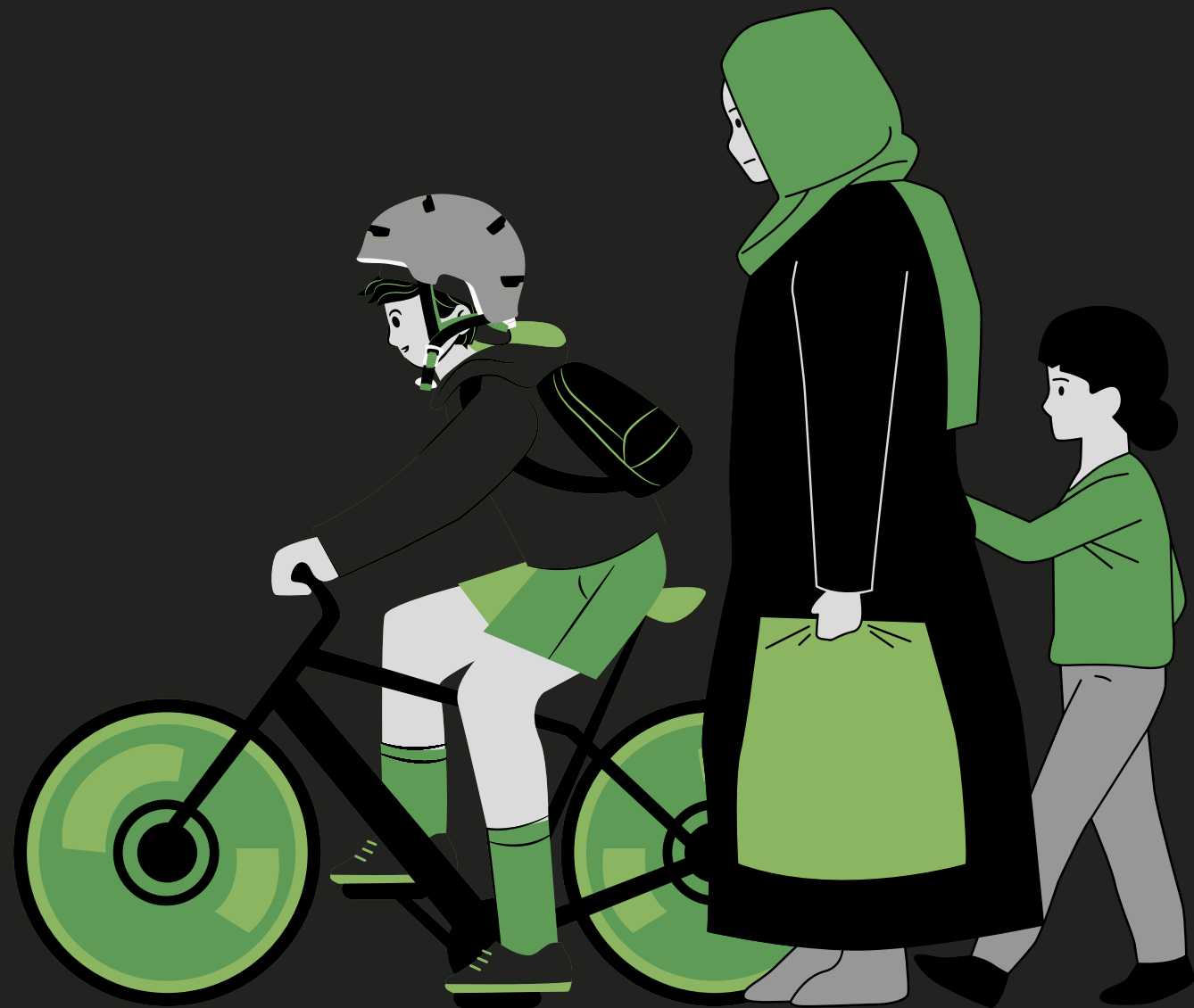
## COMMUNITY PROGRAM

Engages focus-area in activities that promote pedestrian and bicyclist safety.

- Youth Safety Academy (school-aged),
- Young Drivers Council (16-18)
- Responsible Drivers Advisory Group.

Among other age-appropriate activities, participants will complete traffic safety projects, identify community education opportunities and contribute to the map.

# Renton Safer Access to Neighborhood Destinations



## SAFE ROUTES MAP

The co-created digital map encourages safe travel, use of active transportation and adherence to traffic laws. Hosted on the City of Renton website, it serves as a free, accessible resource.

The results of engagement activities will be applied continuously, as new feedback is received.

# Clark County



## DRY.SEEN.SAFE

Project goals support increased pedestrian and pedalcyclist safety through education, engagement and community partnerships. Campaign activities increase public awareness and adherence to traffic safety laws through a two-tiered approach.

Addresses the disproportionate risk faced by unhoused pedestrians in Clark County.

# Clark County



## DRY.SEEN.SAFE

R

eflective waterproof ponchos, reflective tape and face-to-face educational outreach to residents of roadside camps.

Public awareness campaign messaging designed to humanize those living unsheltered or unhoused and educate drivers about the laws that protect EVERYONE'S ability to travel safely by foot or bicycle.

Focus groups and community partner input will inform outreach, education strategies and PSA development.

# Clark County



## DRY.SEEN.SAFE

Addresses the disproportionate danger faced by unhoused pedestrians in Clark County.

"DRY. SEEN SAFE." pilot provides reflective waterproof ponchos, reflective tape and face-to-face educational outreach to residents of roadside camps.

Public awareness campaign messaging designed to humanize those living unsheltered or unhoused and educate drivers about the laws that protect EVERYONE'S ability to travel safely by foot or bicycle.

Focus groups and community partner input will inform outreach, education strategies and PSA development.

# Funding Breakdown



**12 MONTHS**  
**\$456,450**



**SPOKANE**  
\$110,000.00



**RENTON**  
\$182,700.00



**CLARK COUNTY**  
\$163,750.00

Thank You

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