

TARGET ZERO



Region 6 Walker & Roller Update

Prepared by
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Problem Identification

- Vancouver, Washington ranked 12th in pedestrian fatalities statewide in 2020.
- Washington State reached a 30-year high in 2021 for pedestrian fatalities.
- In 2022, 84 active transportation users were struck by vehicles countywide, with seven fatalities.

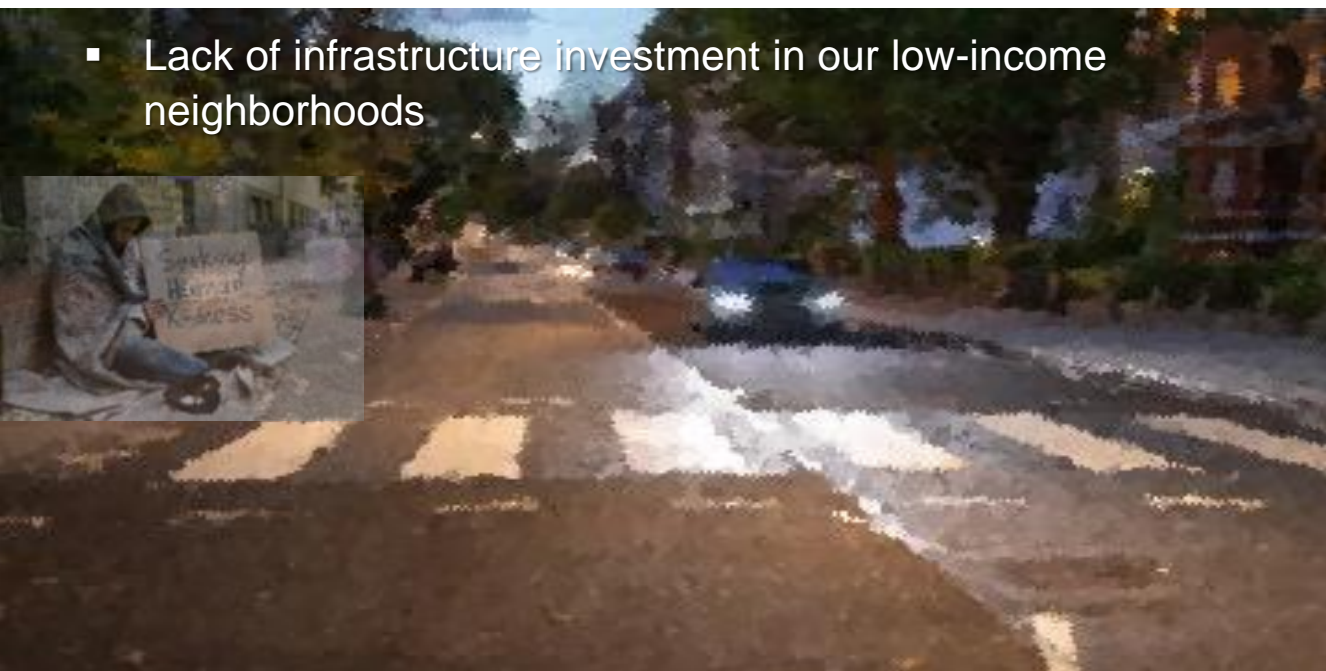


Equity

National data indicates that unhoused individuals and those who live and travel in low-income areas tend to be overrepresented as primary active transportation users and more likely to be killed by a car while traveling.

Socioeconomic factors that may contribute to unhoused individuals being more likely to be personally impacted by a crash while walking, rolling, or using active transportation:

- Inability to afford a motor vehicle
- Inadequate substance use treatment and mental health services
- Lack of infrastructure investment in our low-income neighborhoods



Point In Time Estimates

2020 Clark County is home to nearly 900 unsheltered people

2021 Clark County is home to nearly 1,200 unsheltered people (approx. 33% increase)

2022 Clark County is home to nearly 2,000 unsheltered people (approx. 67% increase)



Goals & Strategies

- Increase pedestrian and roller safety through engagement, enforcement, and education
- Increase public awareness of and adherence to traffic safety laws through county-wide campaign messaging
- Engage our equity focus population (unsheltered) through strategic outreach and safety equipment



Pursuing zero

- Community Partnerships
- Listening Sessions
- Focus Group Testing
- Survey
- Data
- Anecdotal Experiences



OUR MISSION

Bringing Hope & Dignity to The Houseless Community

Our Mission is to Provide Hot Meals, Essential Resources, & Most Importantly, a Sense of Human Connection to The Houseless Community. We aim to create an environment that fosters community leadership through volunteering, networking, and mentorship.



Hot Meals



Essential Resources



Human Connection

<https://thrive2survivewa.org/about>

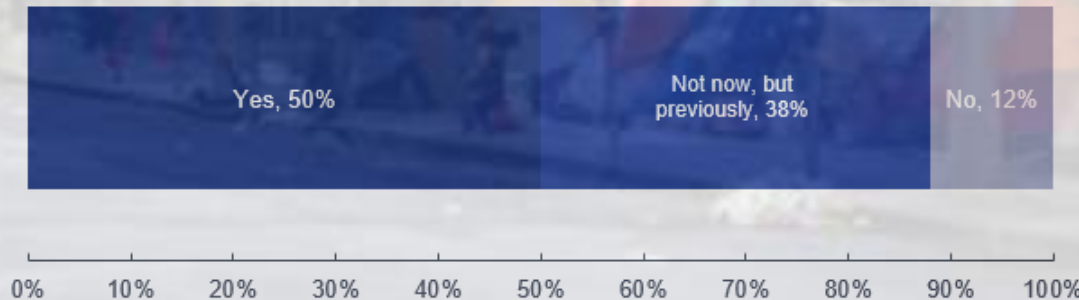


Who We Heard From

113 respondents – Most of the responses were completed with the support of our contractor staff. Staff read the questions from the tablet and typed answers for the respondents.

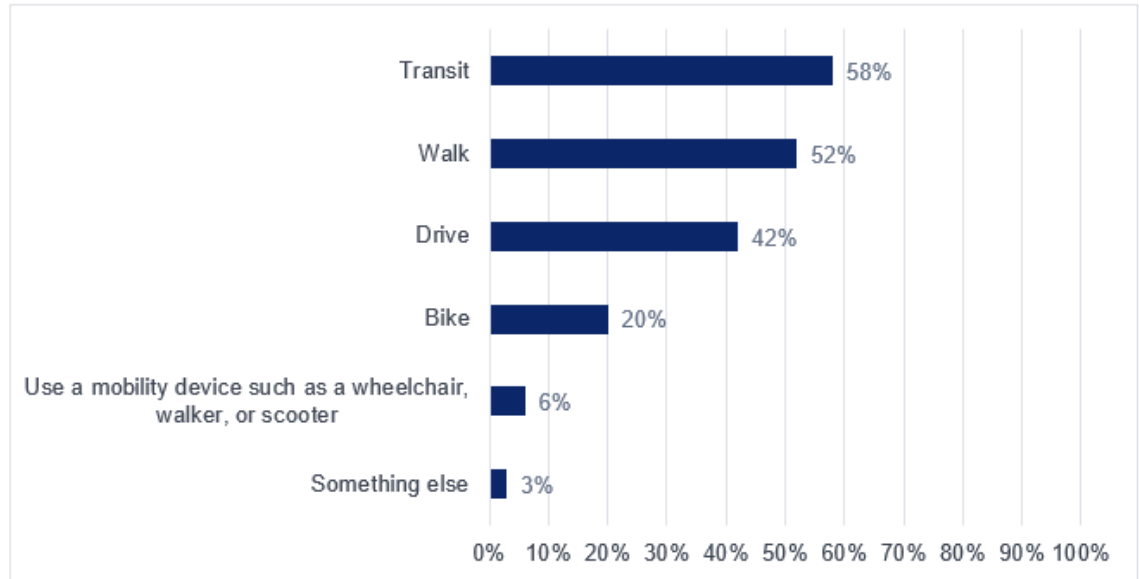
88% of respondents (96 people) are currently experiencing or previously experienced homelessness.

Are you currently experiencing homelessness (including living outside, in a tent, in a shelter or in a personal vehicle etc.)? (n=109)



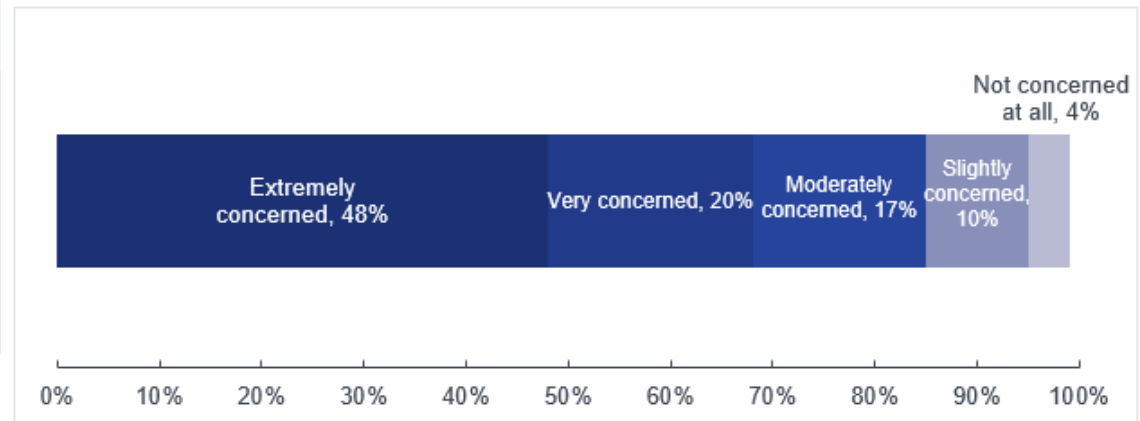
What We Heard

How do you travel around Clark County? Please select all that apply. (n=109)

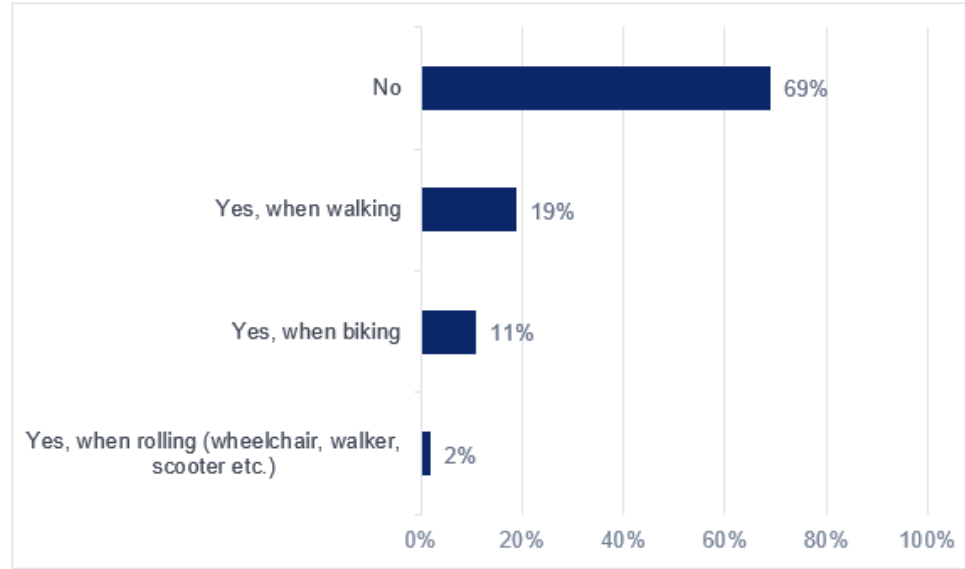


How concerned are you about safety from cars and drivers when you are walking, biking, or rolling (using a mobility device such as a wheelchair, walker, or scooter) on sidewalks and roads? (n=69)

Asked of respondents who did not only select "drive" for the question "how do you travel around Clark County".

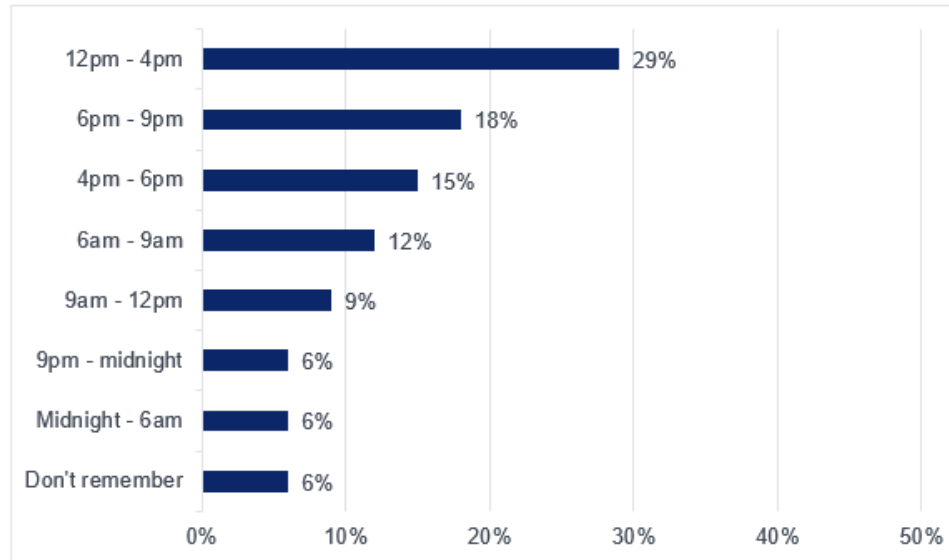


Have you ever been hit by a car? Please select all that apply. (n=109)



What time of day? Your best guess is fine. (n=34)

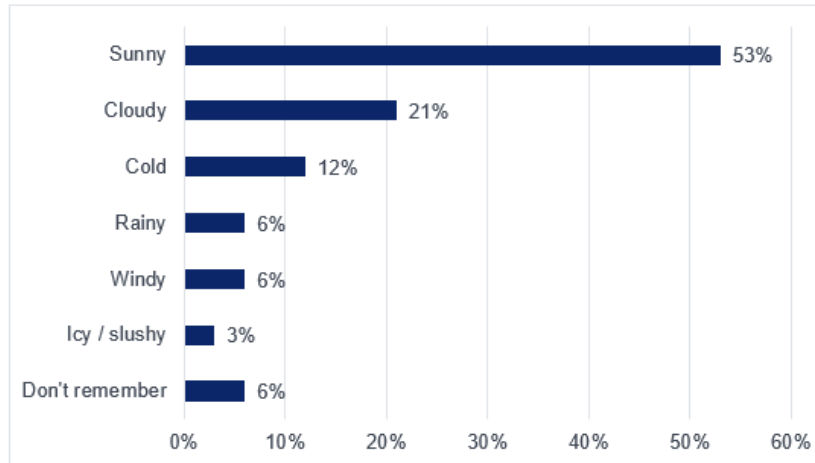
Asked of respondents who said Yes, they had been hit by a car.



Was it dark outside?

Out of 34 responses, 21 (62%) said it wasn't dark, 2 didn't remember, and 11 said it was dark.

What was the weather like when you were hit by a car? (n=34)

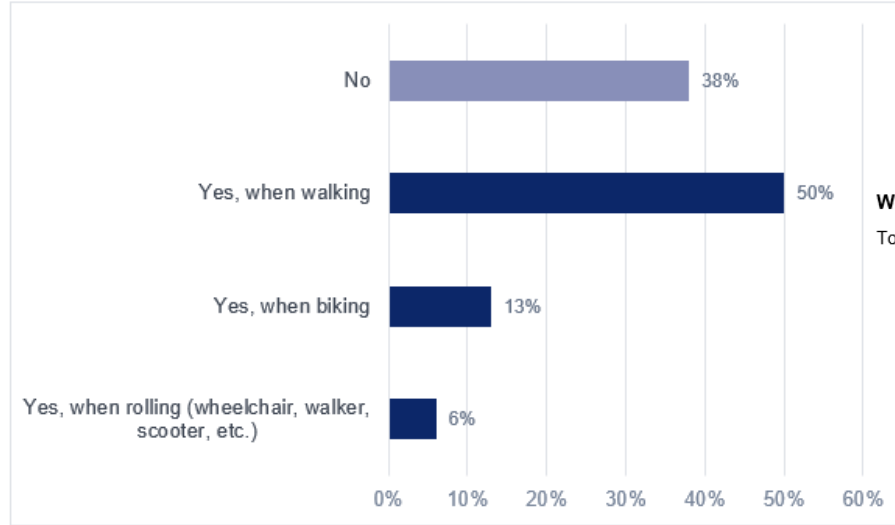


Any other details to explain why or how it [being hit by a car] happened? (n=29)

The most common responses were:

- Lack of Driver Attention/Awareness – 5 responses
- Car Backing Up – 2 responses
- Car and Pedestrian Going at the Same Time – 2 responses
- Failure to Yield/Disregard for Pedestrians – 2 responses
- Intoxicated Drivers – 2 responses
- Driver Pulling Out of Driveway – 2 responses
- Bicyclist Hit by Car – 2 responses
- Negligence/Carelessness – 2 responses

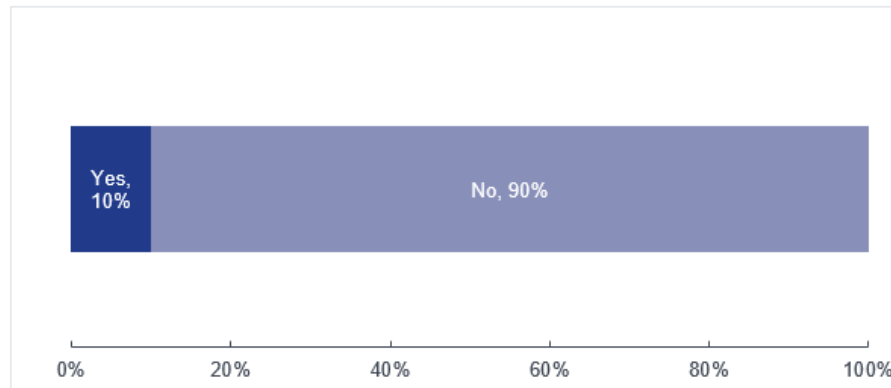
Have you ever had any “close calls” or “near misses” with a car? Please select all that apply. (n=109)



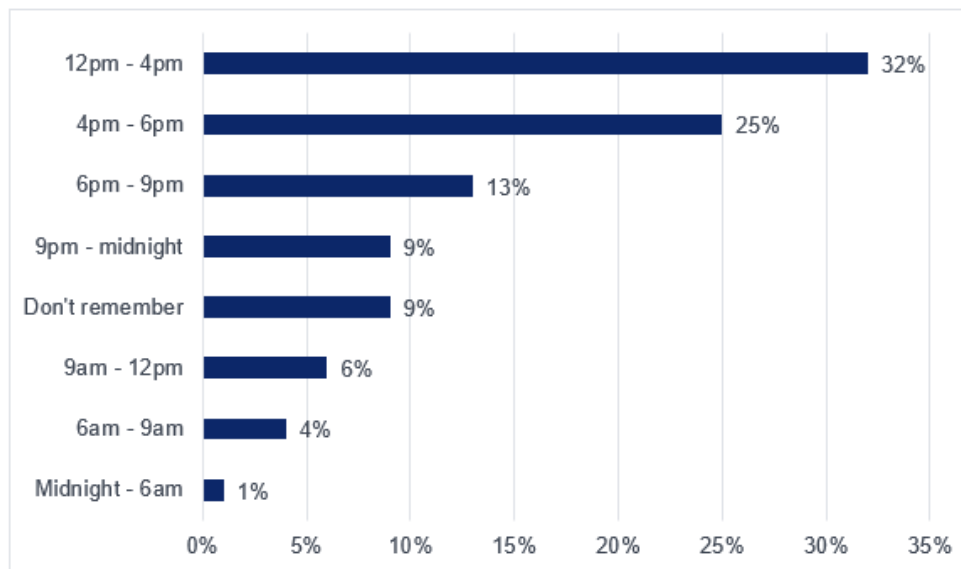
Where did this [close call] happen? (n=40)

- Top two most frequently mentioned places:
- Fourth Plain - 7 responses
 - Mill Plain - 4 responses

Have you ever been injured in any of the “close calls”? This includes if you got injured when you tried to get out of the way. (n=68)



What time of day [was the “close call”]? Your best guess is fine. n=68.



Was it dark outside?

Out of 68 responses, 45 (66%) said it wasn't dark, 5 didn't remember, and 18 said it was dark.

Any other details to explain why or how it [this “close call”] happened? (n=45)

Top response count

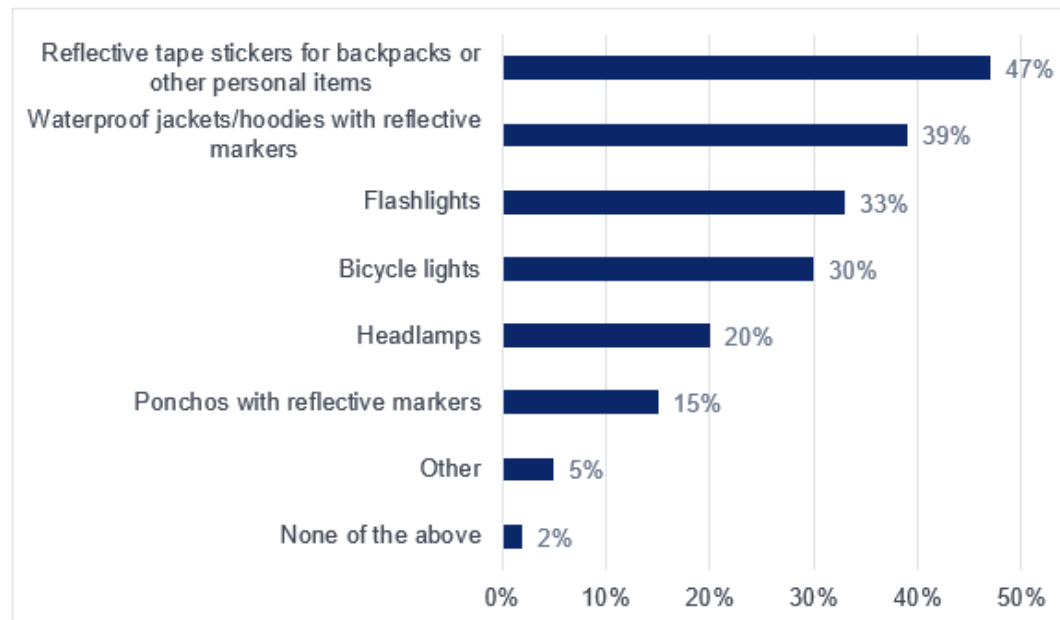
- Turning Car – 9 responses
- Car Not Paying Attention – 8 responses
- Crosswalk Incidents – 7 responses
- Wheelchair-related Incidents – 4 responses
- General Crossing the Street – 3 responses
- Red Light Violation – 2 responses
- Drunk Driver – 2 responses

Thinking about traffic safety in Clark County in general, what specific roads, intersections, or areas are the most dangerous for you? (n=108)

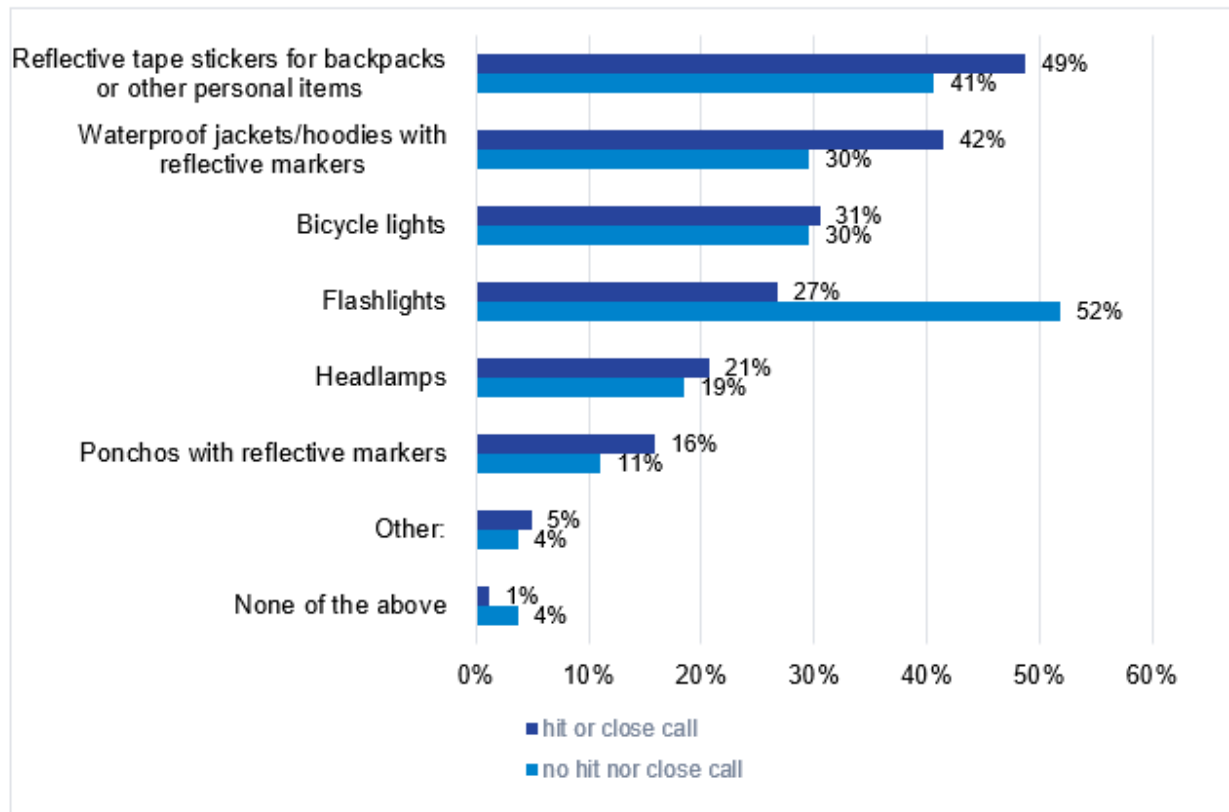
Top responses

- Fourth Plain – 30 responses
- Mill Plain – 14 responses
- Andresen – 11 responses
- Freeway Exit/Entrances – 4 responses
- Highway 99 – 3 responses
- 18th St – 3 responses
- Downtown – 3 responses

Which of the following items would be most helpful in keeping you safe? Please pick your top two (2) choices. (n=109)



Choices segmented by "ever hit by a car or had a close call": yes (n=82) vs. no (n=27)



Why did you pick these two items? (n=109)

Top response count

- Visibility/Safety in Dark / Nighttime – 46 responses
- Reflective gear/tape – 13 responses
- Flashlight/headlamps – 13 responses
- Increased Drive Attention – 10 responses
- Raingear/waterproof clothing – 9 responses



What else would help you feel safe when walking, biking, or rolling? (n=80)

Top Response Count

- Lighting and visibility – 27 responses
- Sidewalk and pedestrian infrastructure – 14 responses
- Awareness and education – 12 responses
- Flashlight – 5 responses

Thanks for your feedback so far. What other message do you think will help drivers be safer around people walking, biking, or rolling, especially people experiencing homelessness? What would you like drivers to know? (n=109)

Top response count

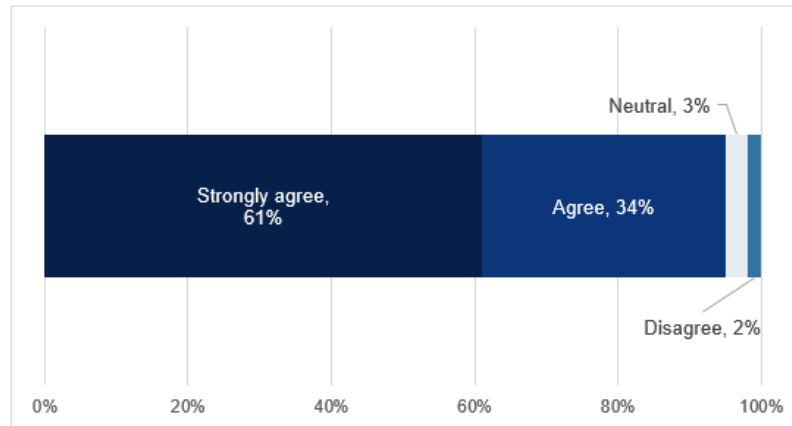
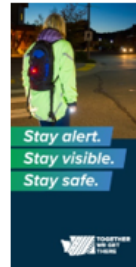
- Be aware/be alert/pay attention and slow down – 64 responses
- Comments related to cell phone usage – 27 responses
- Comments about drinking/drugs and driving – 24 responses
- Comments about pedestrian right of way – 7 responses

What else should WTSC think about as they work to improve safety for people walking, biking, and rolling on the roads, and especially for people who are experiencing homelessness? (n=76)

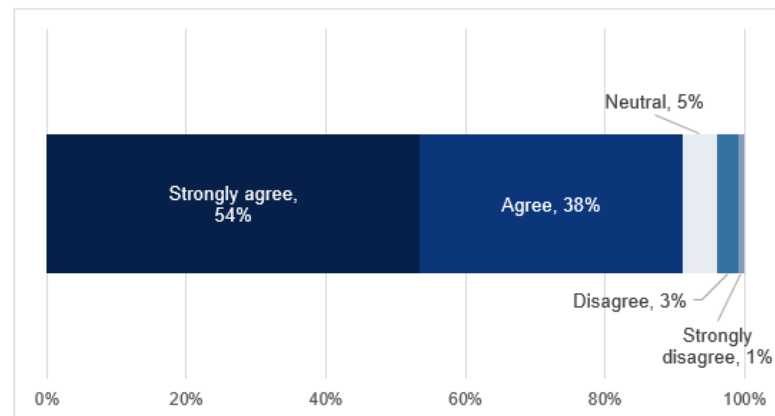
Top response count

- Infrastructure and road maintenance (including speed signs and traffic signals) – 26 responses
- Pedestrian Safety and Awareness – 25 responses
- Driver education and awareness (e.g., competent drivers, enforcing penalties, requirements for drivers learning how to drive) – 20 responses
- Comments that mention bike lanes – 5 responses

Please tell us how much you agree with the following statement: I would like to see WTSC run this ad. (n=109)

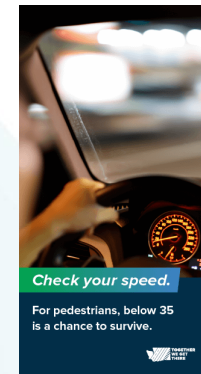
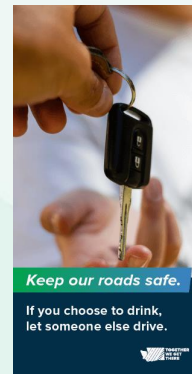
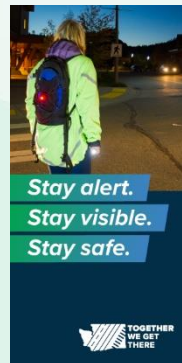


Please tell us how much you agree with the following statement: I would like to see WTSC run this ad. (n=109)



Survey Recommendations

- Unsheltered people are vulnerable and need more support
- Address Traffic Safety Hotspots
- Safety gear
- Responses show that many of the main factors in collisions are **driver behaviors and infrastructure**
- Work with CBOs to increase pedestrian awareness and safety and distribute gear
- Results show people are receptive to ads aiming to increase pedestrian awareness and safety
- Develop campaigns to reach drivers about paying attention, slowing down, and putting down their cell phones while driving.



Campaign Concept

Concept: There's No "I" in Clark County

The roads aren't just for cars, people walking or biking: we all use them. At some point, we are all pedestrians. This concept touches on selflessness and answers the question "Why do you drive safe?" at the ground level: from the mouths of Clark County residents themselves.

It will include quick bios and responses from real residents, community members, and business owners to contribute to a more complex story.

From the individual/personal pieces, a big picture forms: We're in this together, so we need to look out for each other.





Campaign Next Steps

- Distribute outerwear and reflective gear to our focus population
- Contractor drafting initial creative concepts and branding – First look is planned for this month
- Drafting work plan and schedule for a planned spring launch of the campaign
- Finalize branding and creative concepts – November 2023
- Finalize work plan and begin to develop assets and materials based on the plan – November and December 2023

The logo features the word "TARGET" in a bold, green, sans-serif font. Below it, the word "ZERO" is in a larger, bold, dark grey font. The letter "O" in "ZERO" is replaced by a stylized graphic of a road with white dashed lines curving into the distance, set against a green circular background.

TARGET
ZERO

Thank you!

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