Summary of Meeting #5

Pedestrian Safety Advisory Council

August 24, 2016 10:00 am – 2:30 pm

Participants:

* Reviewed Target Zero pedestrian chapter update
* Reflected on what was presented in previous meetings
* Generated, organized, and gained consensus on a set of initial recommendations

Discussion of challenges and opportunities:

* Key factors are speed and distractions
* Use of cameras helps capture what is really happening during collisions
* Some things that are missing: what’s working (an asset based approach), data limitations (measuring serious injury rates, not just numbers, will better portray the progress that is being made)
* Council has good representation from a variety of sectors. Council members appreciate learning from each other; these perspectives will enrich our recommendations
* It is challenging to take in so much information then decide where to begin, but we want to identify a few things that we can do well and not spread ourselves too thin
* The work will need to be staged: there are short-term and long-term solutions; let’s identify the “low hanging fruit”
* Our efforts will make a difference, save lives

## We are committed to:

* Elevating the importance of pedestrian safety
* Taking a collaborative systems approach
* Inviting insurance company participation for data, enforcement, and education help

*Results of brainstorming exercise:*

*Based on what you know today, what needs to change to improve pedestrian safety?*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Prioritize infrastructure investments to support pedestrian safety** | **Explore laws, rules and ordinances that support pedestrian safety** | **Improve pedestrian data** | **Promote positive pedestrian culture** | **Invest in the development & implementation of pedestrian safety plans** | **Include diverse stakeholders** | **Implement proven enforcement strategies** | **Encourage emerging technology that supports pedestrian safety** |
| Improve pedestrian road crossings | Enabling legislation, rules, ordinances | Assess pedestrian data systems | Educate citizens on pedestrian safety | Explore pedestrian safety assessments | Include tribes & others | Photo red/school zone speed enforcement | Research into technology |
| Design roads to reduce speed | Establish presumptive driver liability | Identify over-represented user groups | Increase drivers’ awareness | Crosswalk evaluation statewide | Social equity | Pedestrian enforcement | Facilitate emerging vehicle technology |
| Incentivized funding for infrastructure | Explore alternative modes of transportation [*in ped zones]* | Explore exposure data | Addressing pedestrian safety culture | Invest in local pedestrian safety plans | Homeless/drug & alcohol/mental health services |  |  |
| Engineering: built environment | Legal protection for safety plans | Understanding what works | Increase pedestrian awareness of risk | Identify actionable design applications | People of color  Non-English speaking  Children  Elders  People with disabilities |  |  |
| Land use focus | Photo speed enforcement | Comprehensive, quality, shared, actionable data | Funding for education |  |  |  |  |
|  |  |  | Defensive behaviors for drivers & pedestrians |  |  |  |  |

Next Steps:

Following is a draft outline for the December 2016 report, based on the work that we did at the August 24 meeting.

Come to the September meeting prepared to reach consensus on:

* Specific strategies to recommend in the December 2016 Report, and
* Issues to be explored in 2017 and 2018

## Draft Outline: 2016 Report to the Governor

Introduction

Council establishment, purpose, charter, meetings

Executive Summary

Priority actions to improve pedestrian safety:

* Explore laws, rules and ordinances that support pedestrian safety
* Promote positive pedestrian culture
* Prioritize infrastructure investments to support pedestrian safety
* Improve pedestrian data
* Invest in the development & implementation of pedestrian safety plans
* Implement proven enforcement strategies
* Include diverse stakeholders
* Encourage emerging technology that supports pedestrian safety

Council Progress and Recommendations

## *Focus Area 1: Explore laws, rules and ordinances that support pedestrian safety*

* 1. Expand photo speed enforcement within and beyond school zones
  2. Provide legal protection for city and county pedestrian safety plans
  3. Establish presumptive driver liability
  4. Explore alternative modes of transportation (e.g. golf carts) in pedestrian-heavy zones

*Discussion/Rationale/Evidence:*

1. ***Focus Area 2: Promote positive pedestrian culture***
   1. Add pedestrian safety to Target Zero objectives relating to Impairment, Speeding, and Distraction Involved driving/walking
   2. Establish funding for public education to increase pedestrian and driver awareness of risk and defensive behaviors

*Discussion/Rationale/Evidence:*

1. ***Focus Area 3: Prioritize infrastructure investments to support pedestrian safety***
   1. Provide incentives for including pedestrian safety improvements in infrastructure funding criteria
   2. Assess and improve pedestrian road crossings
   3. Design roads to reduce speed
   4. Explore land use policies that support pedestrian safety

*Discussion/Rationale/Evidence:*

1. ***Focus Area 4: Improve pedestrian data***
   1. Assess pedestrian data systems
   2. Identify over-represented user groups
   3. Explore exposure data
   4. Highlight evidence for proven, effective strategies
   5. Propose strategies to address the factors that lead to some groups being over-represented
   6. Propose changes to assure comprehensive, quality, shared, actionable data

*Discussion/Rationale/Evidence:*

1. ***Focus Area 5: Invest in the development & implementation of pedestrian safety plans***
   1. Explore pedestrian safety assessments
   2. Identify actionable design applications
   3. Crosswalk evaluation statewide
   4. Invest in local pedestrian safety plans

*Discussion/Rationale/Evidence:*

1. ***Focus Area 6: Implement proven enforcement strategies***
   1. Photo red/school zone speed enforcement
   2. Pedestrian enforcement

*Discussion/Rationale/Evidence:*

1. ***Focus Area 7: Include diverse stakeholders***
   1. Develop an inclusion strategy so that we are hearing from groups about issues unique to tribes, people of color, non-English speaking people, children, elders, people with disabilities
   2. Explore strategies around pedestrian impairment and supporting services (housing, drug and alcohol services)

*Discussion/Rationale/Evidence:*

1. ***Focus Area 8: Encourage emerging technology that supports pedestrian safety***
   1. Identify technology that supports pedestrian safety
   2. Coordinate with efforts around *New Technology and Traffic Safety* to assure that pedestrian safety is included
   3. Facilitate emerging vehicle technology

*Discussion/Rationale/Evidence:*

Pedestrian Safety Timeline

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Focus Area*** | ***2016*** | ***2017*** | ***2018*** | ***2019*** |
| 1. ***Explore laws, rules and ordinances that support pedestrian safety*** |  |  |  |  |
| * 1. Expand photo speed enforcement within and beyond school zones |  |  |  |  |
| * 1. Provide legal protection for city and county pedestrian safety plans |  |  |  |  |
| * 1. Establish presumptive driver liability |  |  |  |  |
| * 1. Explore alternative modes of transportation (e.g. golf carts) in pedestrian-heavy zones |  |  |  |  |
| 1. ***Focus Area 2: Promote positive pedestrian culture*** |  |  |  |  |
| * 1. Add pedestrian safety to Target Zero objectives relating to Impairment, Speeding, and Distraction Involved driving/walking |  |  |  |  |
| * 1. Establish funding for public education to increase pedestrian and driver awareness of risk and defensive behaviors |  |  |  |  |
| 1. ***Focus Area 3: Prioritize infrastructure investments to support pedestrian safety*** |  |  |  |  |
| * 1. Provide incentives for including pedestrian safety improvements in infrastructure funding criteria |  |  |  |  |
| * 1. Assess and improve pedestrian road crossings |  |  |  |  |
| * 1. Design roads to reduce speed |  |  |  |  |
| * 1. Explore land use policies that support pedestrian safety |  |  |  |  |
| 1. ***Focus Area 4: Improve pedestrian data*** |  |  |  |  |
| * 1. Assess pedestrian data systems |  |  |  |  |
| * 1. Identify over-represented user groups |  |  |  |  |
| * 1. Explore exposure data |  |  |  |  |
| * 1. Highlight evidence for proven, effective strategies |  |  |  |  |
| * 1. Propose strategies to address the factors that lead to some groups being over-represented |  |  |  |  |
| * 1. Propose changes to assure comprehensive, quality, shared, actionable data |  |  |  |  |
| 1. ***Focus Area 5: Invest in the development & implementation of pedestrian safety plans*** |  |  |  |  |
| * 1. Explore pedestrian safety assessments |  |  |  |  |
| * 1. Identify actionable design applications |  |  |  |  |
| * 1. Crosswalk evaluation statewide |  |  |  |  |
| * 1. Invest in local pedestrian safety plans |  |  |  |  |
| 1. ***Focus Area 6: Implement proven enforcement strategies*** |  |  |  |  |
| * 1. Photo red/school zone speed enforcement |  |  |  |  |
| * 1. Pedestrian enforcement |  |  |  |  |
| 1. ***Focus Area 7: Include diverse stakeholders*** |  |  |  |  |
| * 1. Develop an inclusion strategy so that we are hearing from groups about issues unique to tribes, people of color, non-English speaking people, children, elders, people with disabilities |  |  |  |  |
| * 1. Explore strategies around pedestrian impairment and supporting services (housing, drug and alcohol services) |  |  |  |  |
| 1. ***Focus Area 8: Encourage emerging technology that supports pedestrian safety*** |  |  |  |  |
| * 1. Identify technology that supports pedestrian safety |  |  |  |  |
| * 1. Coordinate with Target Zero efforts around *New Technology and Traffic Safety* to assure that pedestrian safety is included |  |  |  |  |
| * 1. Facilitate emerging vehicle technology |  |  |  |  |