

Cooper Jones Active Transportation Safety Council Meeting

June 16, 2021

10 a.m. -12:00 p.m. Virtual Meeting
Summary Notes

Members Attending: Walt Bowen, Senior Citizen's Lobby; Max Cantu, Snohomish County Medical Examiner's Office; Barb Chamberlain, Active Transportation Division-WSDOT; Dongho Chang, Seattle City Traffic Engineer; Charlotte Claybrooke, Safe Routes to Schools-WSDOT; Chris Comeau, Bellingham City Planner; Josh Diekmann, Tacoma Transportation Engineer; Eric Edwards, Richland Police; Tony Gomez, King County; Will Hitchcock, DOH; David Jones; Carr Lanham, Target Zero Manager, Region 11; Jon Pascal, Kirkland City Council; Pam Pannkuk, Washington Traffic Safety Commission; Dr. Amy Person, Benton-Franklin Health District; Julia Reitan, Feet First; Portia Shields, Yakama Nation; Scott Waller, WTSC; Kerri Wilson, Intercity Transit; Kirsten York, Community Action Councils of Lewis, Mason, and Thurston Counties; Anna Zivarts, Disability Mobility Initiative;

- Advisor: Ryan Peters, NHTSA
- Debi Besser: Program Manager, WTSC
- Guest Presenter: Staci Hoff, Research Director, WTSC
- Guest Presenter: Erica Stineman, Communications Manager, WTSC

Facilitator: Patricia Hughes, Trillium Leadership Consulting

Resources:

- PPT from Staci Hoff
- Presentation from Erica Stineman <https://www.togetherwegetthere.com/>; and <https://www.juntosilegamos.com/>

Actions and Decisions:

Offer suggestions for ways to focus the communications message

Summary Notes:

Time	Topic
10:00a m	Welcome back and Icebreaker <ul style="list-style-type: none">• Who is one celebrity you have met? What was the circumstance?
45 min	2020 Data Update , Staci Hoff, Research Director, WTSC <ul style="list-style-type: none">- See PPT for data- WSDOT multimodal dashboard includes usage and safety data with year-over-year comparisons 2019-2020-2021 https://wsdot.wa.gov/about/covid-19-transportation-report/- Red light violations in Seattle<ul style="list-style-type: none">• 2018- 41,700• 2019- 39,140

	<ul style="list-style-type: none"> • 2020- 36,500 <p>Distraction report that describes the police crash report changes and decline in enforcement: http://wtsc.wa.gov/wp-content/uploads/dlm_uploads/2021/03/Distracted-Driving-in-WA-State-During-COVID.pdf</p>
50 min	<p>Communications Opportunity, Erica Stineman, Communications Manager, WTSC</p> <ul style="list-style-type: none"> • Presentation - https://www.togetherwegetthere.com • Goal is to promote positive traffic safety culture, show people doing the right thing rather than shaming or directing people NOT to do something; (“trans-creating” into Spanish, in addition to translation, maintains style, tone and context) • Developing PSA with \$100K budget: 2 30-sec PSA’s in Eng. and Sp., 30-sec radio PSA’s in Eng. and Sp., still photos, info graphics and media images. • Agency ready to help... Have to use \$ to create products by 9/30/2021. • Break Out group discussion: What are priorities for highest use of the Comms opportunity? Feedback from groups below • Next steps for message development and dissemination – goes to Erica to discuss with media consultant C+C. Scott will participate – a couple of spots for members of ATSC to join. Let Scott know by Tuesday 22 at 2:00. <p>From Barb: Transpo + public health communications resource for everyone including the Comms committee: https://apps.trb.org/cmsfeed/TRBNetProjectDisplay.asp?ProjectID=4101</p> <ul style="list-style-type: none"> • FYI AASHTO Council on Active Transportation that I serve on is starting the process of developing a research initiative for a comms resource focused on active transportation framing, messaging, usage.
10 min	BREAK
15 min	<p>Action Teams:</p> <ul style="list-style-type: none"> – All Things Speed Related – Charlotte, Josh, Dongho, Jon Added Nicky Davis of Island County, Kendra from Shoreline, and Mike from WSDOT in NW region to help edit and add to document – will be ready for July – Policy Committee – will get the group together once before Scott leaves, to focus on state policy and what it says about the issues we deal with; overview of Vision Zero, systematic safety – Fatality Review Committee – will get together in June to finish discussion on how group will operate, then can proceed – Re-Imagining Safety positive feedback from Gov’s office and they are excited about taking it forward when we’re ready to make it public
12:00	Update on hiring - Pam Pannkuk, Deputy Director, WTSC

	Job announcement end of June, interviews in August, get someone on board ASAP
	Action Item Review
12:00 – 12:20	<p>Scott's Send Off!</p> <p>Messages to Scott:</p> <p>KY: Congrats Scott! Best wishes for your future adventures.</p> <p>EE: Good luck in retirement Scott. Will miss you!</p> <p>WH: Good luck and hike well!</p> <p>JR: Happy trails and look both ways before you cross the street</p> <p>DC: Thank you for all you've done for community members and the state, and we'll miss you</p> <p>AZ: You made me want to work for the state – wow!</p> <p>DJ: Appreciate how you've organized this group and coalesced us, leave with happy heart</p> <p>JD: Real pleasure, dedication and commitment – your own selflessness mirrors our</p> <p>PS: Thanks for hard work and true dedication</p> <p>BC: thank you for cheerfulness and patience through endless rounds, editing and all the rest, happy trails and tailwinds!</p> <p>SH: Our conversations end too soon! Hard to go, then easiest thing in the world</p> <p>Ch C: Thank you for good humor, keep it fun, after road trip when we sang</p> <p>WB: Will miss getting to know you better, appreciate your honesty, persistence and dedication, inspires me to move forward; when you get bored – the Senior Lobby could use you!</p> <p>MC: Made me feel comfortable coming in and</p> <p>PH: Thank you for making this work fun and personal and for teaching me the ropes</p> <p>PP: Value, appreciate and trust the passion you have for this group, and for advocating for the council, you've led this group, highly recognized and valued.</p> <p>Scott's Goodbye ATSC Haiku:</p>

Small Group Break Out Notes

Group 1: Charlotte:

1. Message to drivers to drive the speed that's right for the conditions, or the limit, whichever is lower
2. Message to drivers to be courteous and not be aggressive, have patience, show how the don't benefit that much by being rude
3. Message to drivers to put the phone away, use an app to teach you an easy way to set for driving mode

4. Message to pedestrians to use the crosswalk to activate a signal and make eye contact with drivers

Group 2: David

1. General consensus was that social media would be the most cost-effective way to disseminate message. Messages can be tailored to specific groups and/or geographic areas. Messages are also trackable.

Group 3: Carr

- Message to drivers about timing and visibility – Daylight savings and dark months and hours are more dangerous, students walking to school
- Message to pedestrians and rollers of being seen (be aware of implicit ableism)
- Awareness of vulnerable user laws, reminders of cross walk safety. We all care for each other and safe driving is a big part of that.

Group 4: Scott

- Individuals with disabilities can choose to be in the roadway because the sidewalk is impassable - be courteous, they are trying to be safe
- Focusing on egregious driver behaviors and the fact that there should be more positive traffic safety culture...benefits to everyone from that
- Focus on struck from behind and failure to yield behaviors - both are increased in 2020 from 2019
- Avoid pedestrian shaming

Group 5: Erica

- Drivers to follow speed limit
- Actively look and scan at turns or through intersection
- Awareness of your vehicle size – give space as you pass
- Awareness of how dangerous it is to drive a vehicle