

February 10, 2025 10:30 a.m.
Stakeholder Kickoff Meeting

**SPC
Safety
Action Plan
2025**

*Please sign in with your name,
position & organization in the
chat if you are attending online*

Agenda

- Introductions
- Stakeholder Roles & Plan Management (RACI)
- Branding, Plan Contents, Survey, & Modeling
- Regional Briefing on What the Data Shows
- Mapping 2019 – 2023 Hot Spots & High Injury Networks
- Engagement Strategies
- Breakouts: Policies & Projects
- Report back
- Next steps

2025 Safety Action Plan

SCOPE	TASKS	Steering Committee	Stakeholders	SPC	Emergency Medical Svcs	Law Enforcement	Focus Groups	Transit Providers	FHWA & FTA	PROPOSED TIMELINE						
										Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	
Phase 1 Project Kick off & Start Data Collection																
	1.1 Project Assessments	C	I	R	I	I	N/A	I	I	★	★					
	1.2 Steering Committee Meeting #1	R	C	A	I	I	N/A	I	I	★						
Phase 2 Existing Conditions, Data Collection, Analyses & Outreach																
	2.1 Identify - Current crash data, safety barriers, & trends	I	C	R	C	C	C	C	I	★	★					
	2.2 Create branding & public outreach strategies	R	I	A	N/A	N/A	N/A	N/A	I	★						
	2.3 Steering Committee Meeting #2	R	C	A	I	I	C	I	I		★					
	2.4 Plan & develop online/social media engagement	A	C	R	I	I	I	I	I	★	★					
Phase 3 Identify Potential Goals, Countermeasures, & Strategies																
	3.1 Workshop/charrettes	A	C	R	C	C	C	C	I		★					
	3.2 District specific guidance	I	R	A	C	C	C	C	C							
Phase 4 Public Engagement																
	4.1 Launch online & social media campaign	A	C	R	I	I	I	I	I		★					
	4.2 Report out current response activity, best practices	A	I	R	I	I	I	I	I							
	4.3 Useful insights, takeaways on what worked or didn't	A	C	R	I	I	I	I	I							
Phase 5 Debriefings																
	5.1 Refine short list of needs & solutions across region	A	C	R	I	I	I	I	I							
	5.2 Steering Committee Meeting #3	R	C	A	I	I	C	I	I							
	5.3 Resolve comments, edits,	R	C	A	I	I	C	I	I							
Phase 6 Final Plan & Adoption																
	6.1 Prepare Draft SAP	C	C	R	N/A	N/A	N/A	N/A	N/A							
	6.2 Steering Committee Review of Draft SAP	R	I	A	I	I	I	I	I							
	6.3 Steering Committee Meeting #4	R	C	A	I	I	C	I	I							
	6.4 Final Plan & Adoption	A	I	R	I	I	I	I	A							

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Branding



Calls to Action

- ✓ Increase attentive driving
- ✓ Increase sober driving
- ✓ Increase calm driving
- ✓ Increase use of protective gear
- ✓ Increase regional safety culture
- ✓ Support both youth & older driver training
- ✓ Support all vulnerable road users
- ✓ Continue to use Road Safety Audits to employ countermeasures to HIN road segments & intersections
- ✓ Continue to support & strengthen TIMs, HSIP projects, SRTS planning

Plan contents:

1. Cover page, Disclaimers for VZ & Title VI, TOC
2. SPC & nested jurisdictions, electeds endorsements, VZ commitments, federal state & local partners
4. Call(s) to action, SS4A basics, Guiding principles & values, Timeline of all previous planning
5. VRU model development inclusive of land uses, topography, J40 census tracts to inform strategic countermeasures
6. County specific “field notes” booklets of the data that drives current trends, “state of the HIN” and future investments
These “field notes” data pamphlets include features honoring people who’ve died from traffic violence & the everyday people who work to keep our roads safe, “Faces of Safety”
8. How do we get to Zero?
9. Short term actions & performance measures
10. Appendices:
 - Public engagement results, feedback and integration
 - Process to develop this plan
 - Safety Focus Areas with recommended Road Safety Audits not captured in the “fact sheets”
 - Roadmap to implementation of policies, projects (public safety campaign ads/shorts), programming
 - How to work with emerging technologies

Infographics:

FATAL AND SERIOUS INJURIES

MANY PEOPLE LIVING HERE DO NOT, SHOULD NOT, OR CANNOT TRAVEL BY PERSONAL VEHICLE. THESE ROAD USERS ARE LIMITED TO WALKING, CYCLING, OR TAKING TRANSIT, AND BY THE PROTECTIONS AFFORDED TO THEM COMPARED TO PERSONAL VEHICLES, ARE CONSIDERED VULNERABLE ROAD USERS. AS CAN BE SEEN IN THE PERCENTAGES BELOW, THE LIKELIHOOD OF THEM SURVIVING A VEHICULAR CRASH IS TIED TO THEIR MODE OF TRAVEL. THESE ROAD USERS SEE A MUCH HIGHER RISK OF SERIOUS OR FATAL INJURIES, THEREFORE IT IS CRITICAL THAT WE DESIGN AND MAINTAIN A SAFE SYSTEM FOR EVERYONE. WE ARE ALL PEDESTRIANS AT SOME POINT.



Pedestrians are 10x more likely to die or be seriously injured than a person in a car



Bicyclists are 7x more likely to die or be seriously injured than a person in a car



Motorcycle riders are 15x more likely to die or be seriously injured than a person in a car

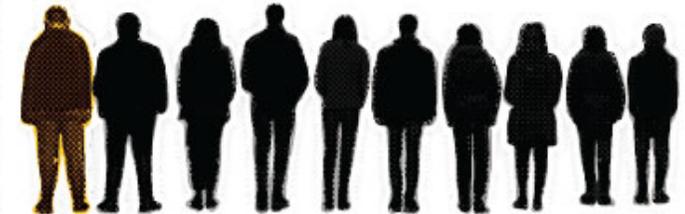
FROM 2019 - 2023 IN ALLEGHENY COUNTY 2,100 PEOPLE HAVE BEEN KILLED OR SERIOUSLY INJURED IN TRAFFIC CRASHES. WHILE THIS MAY BE SHOCKING, REMEMBER THAT EVERY CRASH IS A PERSON. THESE PEOPLE WERE DIFFERENT AGES, DIFFERENT RACES & ETHNICITIES, TRAVELING ON DIFFERENT STREETS AND GETTING AROUND IN DIFFERENT WAYS.



TRAVEL BY VEHICLE REPRESENTS THE LARGEST MODE SHARE: 63.8% OF ALL FATAL & SERIOUS INJURY CRASHES. HOWEVER WHEN COMPARED TO VRU CRASHES ONLY 2.4% DO NOT SURVIVE.

SURVIVING FATAL AND SERIOUS INJURIES

A STUDY FROM THE US DEPARTMENT OF TRANSPORTATION (2000) FOUND THAT THE FASTER A VEHICLE IS TRAVELING, THE HIGHER RESULT THAT A PEDESTRIAN CRASH WILL BE FATAL.



SINCE 2000 VEHICLE BODY DESIGN, SIZE, HEIGHT, AND WEIGHT HAS HAD AN INCREASED EFFECT ON VRU DEATH AND SERIOUS INJURIES. SPORTS UTILITY VEHICLES, LIGHT DUTY TRUCKS AND ELECTRIC VEHICLES ARE OVER-REPRESENTED IN FATALITIES RELATIVE TO THE PROPORTION OF THEIR INVOLVEMENT IN ALL CRASHES.

[HTTPS://DOI.ORG/10.1016/J.JSR.2022.06.005](https://doi.org/10.1016/J.JSR.2022.06.005)

Faces of Safety (example)



Meet Lillie: She is the Director of Transportation at SPC. Lillie works to ensure that transportation priorities for our 10-county region improve the overall quality of life for area residents and that state and federal planning guidelines are adhered to when developing the Transportation Improvement Program (TIP) for specific short-term and long-term transportation and infrastructure projects and Long-Range Transportation Plan (LRTP).

The True Cost of Fatal Crashes

More difficult to calculate than the economic costs of crashes are the quality of life costs. So many of us know someone who was impacted by a crash, and those impacts reverberate throughout entire communities.

One such tragic event involved 6-year-old Derick Bedwell, who was killed in a drunk-driving crash in rural Molalla in June 2018. Because of the remote location, the victims had to flag a passing vehicle and travel 13 miles to reach cell service. By the time medical personnel arrived, it was too late. Derick's death impacted his family, his friends and his entire community.

In addition to tragic fatal crashes like this, crashes that don't end lives can still drastically affect them. Health issues stemming from serious crashes can lead to job and housing loss, financial trouble and mental health problems.

Cole's Story

by Mike Sukle and Michelle Roche,
Cole's father and mother



If you would like to share your story about how a traffic fatality or serious injury has affected your life, please visit the Denver Vision Zero Coalition website (walkdenver.org/vision-zero) or contact the City and County of Denver at visionzero@denvergov.org.

OUR CALL TO ACTION

On April 14, 2002, your run-of-the-mill miracle happened.

A little boy with crazy blonde hair was born into this world. His name was Cole Michael Sukle. To some that may not sound like much of a miracle, but everyone who met Cole would come to understand how that day would change so many lives.

Cole, like many kids his age had a lot of interests. He was an athlete. An artist. A student. A brother. And a son, grandson and cousin. He had a big yellow dog that he loved as much as the dog loved him. He loved Hawaii. And he could recite every line from favorite TV shows, Family Guy and How I Met Your Mother. But what made Cole really special was how comfortable he was in his own skin and how he invited you to feel the same. He easily made friends with just about anyone. If you're trying to picture Cole, close your eyes and just imagine bright sunshiny yellow. That's the feeling of Cole. He was well known for laughs, jokes and bringing a special kindness to those around him. He didn't care what color someone was, what kind of grades they got, how much money they had, or where they came from. Cole had a gift for bringing people together.

On July 13, 2016, Cole was doing what he enjoyed most - riding his skateboard around his neighborhood with two of his best buddies. The three had just left Cole's house when tragedy struck. A block from home, a quarter of a mile from their middle school, and well within the bike lane, an elderly woman under the influence of alcohol struck Cole and one of his friends. The friend left with minor injuries, but Cole didn't survive. On July 14 at 11:14 a.m. Cole became an organ donor. He gave both of his kidneys saving two lives.

Even in passing, the loss of Cole has brought the community, classmates, friends, family and even strangers closer together than ever before. That's just what Cole does.

We hope that Cole's story will bring Denver together to implement Vision Zero so that no one's child, brother, best friend or neighbor will ever have their life taken from them simply by walking, biking or enjoying their own neighborhood.

Engagement Strategies



1. Looking for donation leads for raffle prizes to be given once a week from March through April for participation in the Survey or attending a public meeting. This can be anything from a bag of local roasted coffee, bags of shelf-stable groceries, bikes, helmets, locks, gift cards, etc.
2. Promotional items will be dispersed at events, townhalls, etc. These include water bottles, holographic stickers, neon drawstring sports packs, first aid kits, school bus stress relievers and vinyl bumper stickers.
3. Gather nominations for the “Faces of Safety” feature story from each county. This includes crossing guards, EMS, law enforcement, transit and school bus drivers, planners & engineers.
4. Safety Bingo! This game is meant to have all ages think about the street they live on, simple road geometry, land uses, existing safety facilities & what they observe.

Survey:

Polling to gather your input:

<https://www.surveymonkey.com/r/G5NFG7>

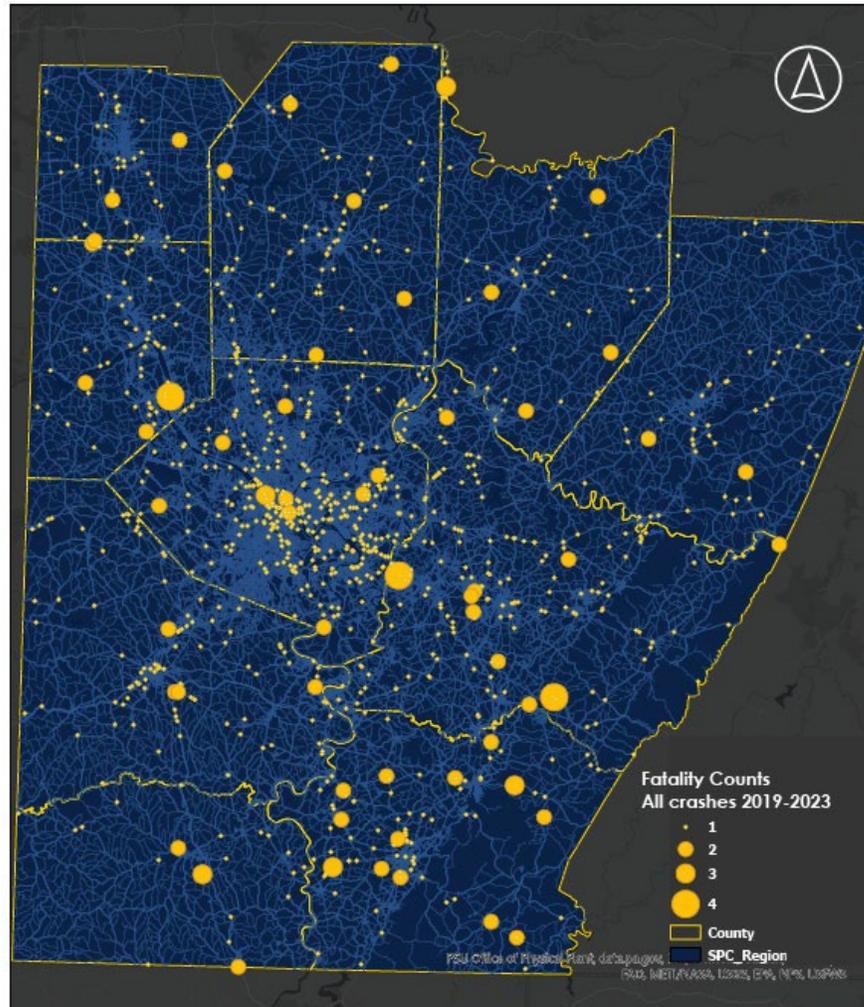
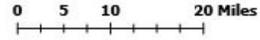


Confirmed Public Engagement Calendar

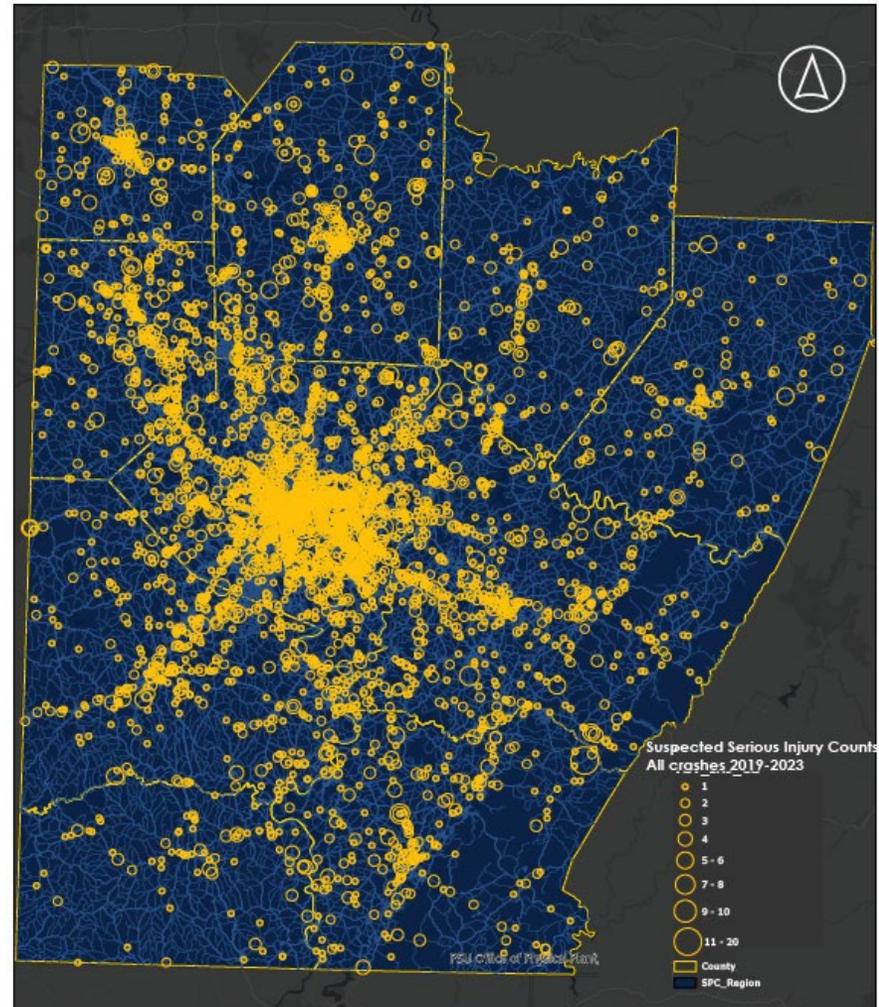
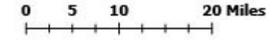
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
February	3	4	5 Steering Committee #2	6	7	8
	10 Stakeholder Mtg #1	11 Hazelwood Initiative townhall	12	13 West Oakland Traffic Safety mtg	14	15
	17	18	19 PGH Mill 19	20 Indiana County	21	22
	24	25 Washington County	26 Lawrence County	27 Fayette County	28	Mar 1
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
March	3	4 Brighton Heights townhall	5 Westmoreland County	6	7	8
	10 Greene County C&C Twp VFC	11 Armstrong County & CASGED	12 Zone 5 Safety Council	13 Butler County	14	15
	17 Beaver County	18	19	20	21	22
	24	25 Zone 6 Sheraden TBD	26	27	28	29

Mapping 2019-2023 FSSI Crashes

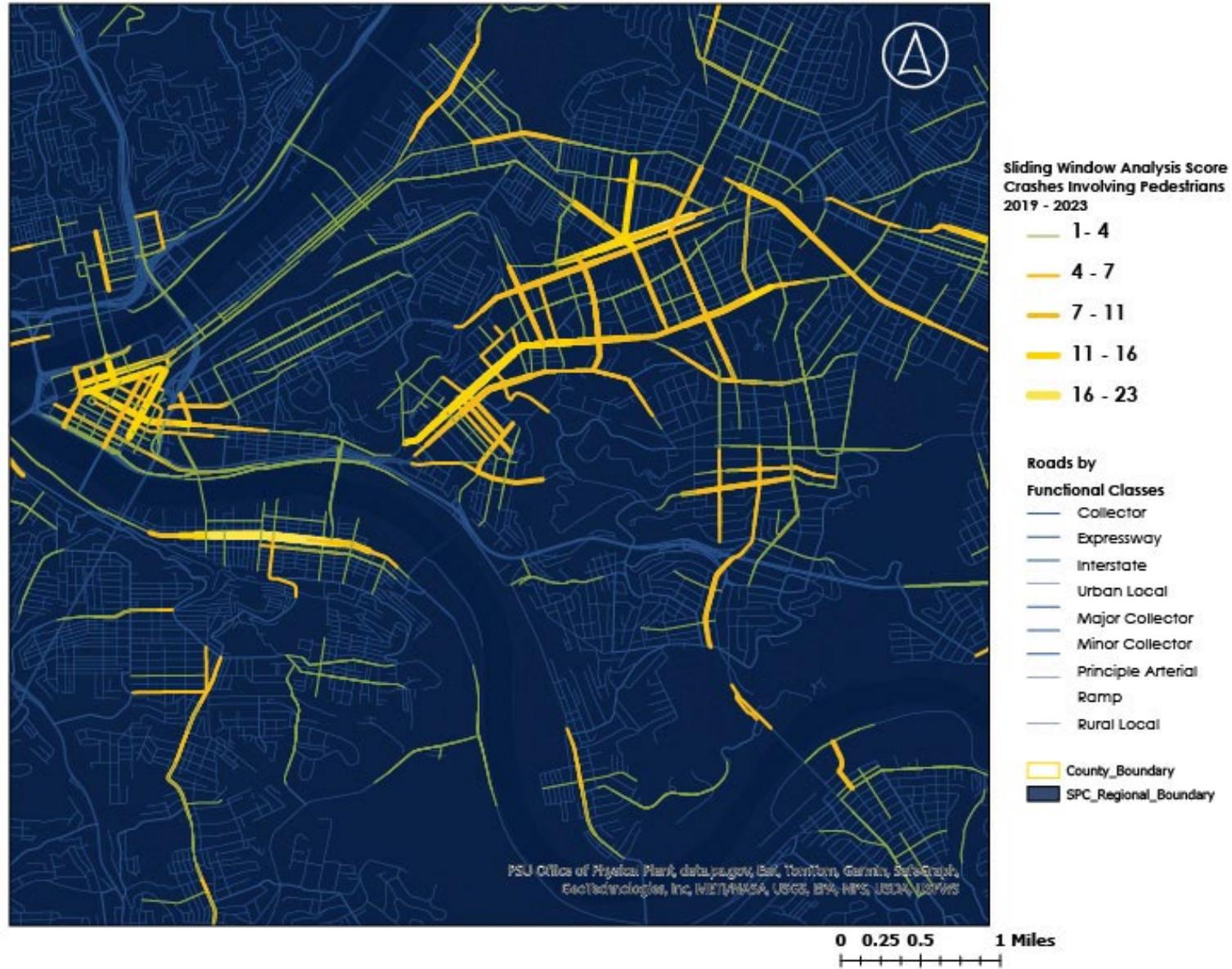
SOUTHWESTERN PA REGION
Fatal Crash Density Using Graduated Symbols
Data: PCIT 2019 - 2023



SOUTHWESTERN PA REGION
Suspected Serious Injury Crash Density Using Graduated Symbols
Data: PCIT 2019 - 2023

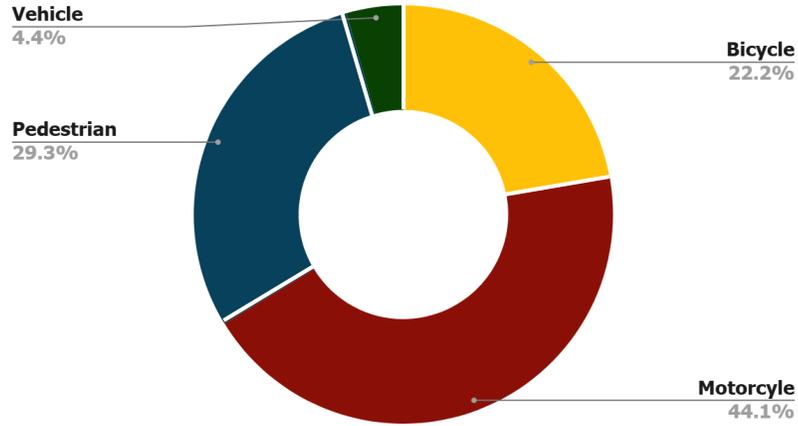


2019 through 2023 H.I.N Detail in PGH

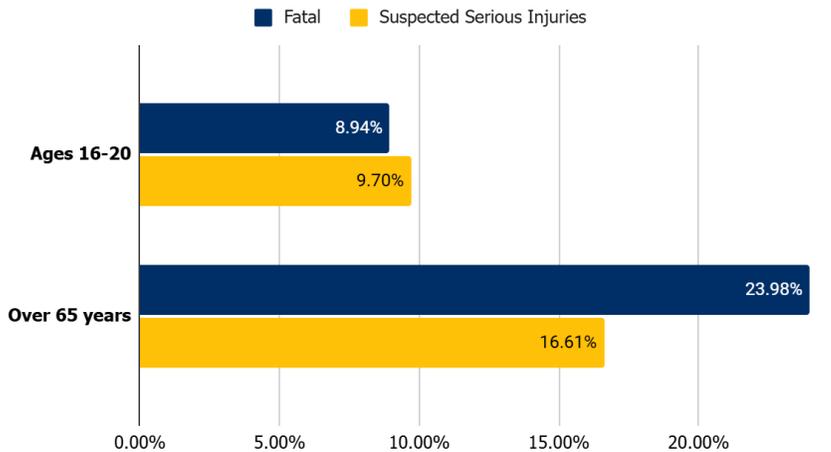


DATA: 2019-2023 crash factors

Fatal & Suspected Serious Injuries by Mode



Fatal & Suspected Serious Injuries



	Unbelted	DUI	Aggressive	Speeding	Lane Departures
Regional	2.2%	20.3%	8.2%	11.4%	35.9%
Allegheny	1.5%	18.1%	9.1%	12.7%	28.0%
Armstrong	3.8%	29.5%	6.0%	10.9%	51.9%
Beaver	1.5%	24.7%	12.5%	11.2%	37.7%
Butler	2.5%	19.6%	7.4%	7.4%	40.2%
Fayette	2.6%	23.7%	9.1%	11.7%	41.7%
Greene	2.7%	26.5%	7.1%	13.3%	59.3%
Indiana	2.4%	15.7%	5.2%	6.7%	41.0%
Lawrence	2.2%	15.9%	6.6%	8.8%	37.6%
Washington	4.4%	24.6%	7.7%	12.1%	48.2%
Westmoreland	2.1%	19.7%	6.2%	10.8%	36.1%

How can we go beyond typical Vision Zero planning?

1. Keep educational programs updated
2. Culture Change
3. Collaborative Crash Review process to identify gaps in data or reporting
4. Changes in Land Use & its impacts on High Injury Networks
5. Include changing demographics, effects from rapid growth & decline
6. Supporting Vulnerable Road Users across all modes of travel
7. Prediction of potential crash hotspots using scenario planning based on crash characteristics & contextual factors
8. County by County or Neighborhood by Neighborhood successful safety trends & proven strategies

BREAK OUT GROUPS:

POLICIES?

- Regulatory trends
 - Curbside management
 - Micromobility
 - Emerging technologies
 - Signal timing
 - Speed
 - Urban & Rural

PROJECTS?

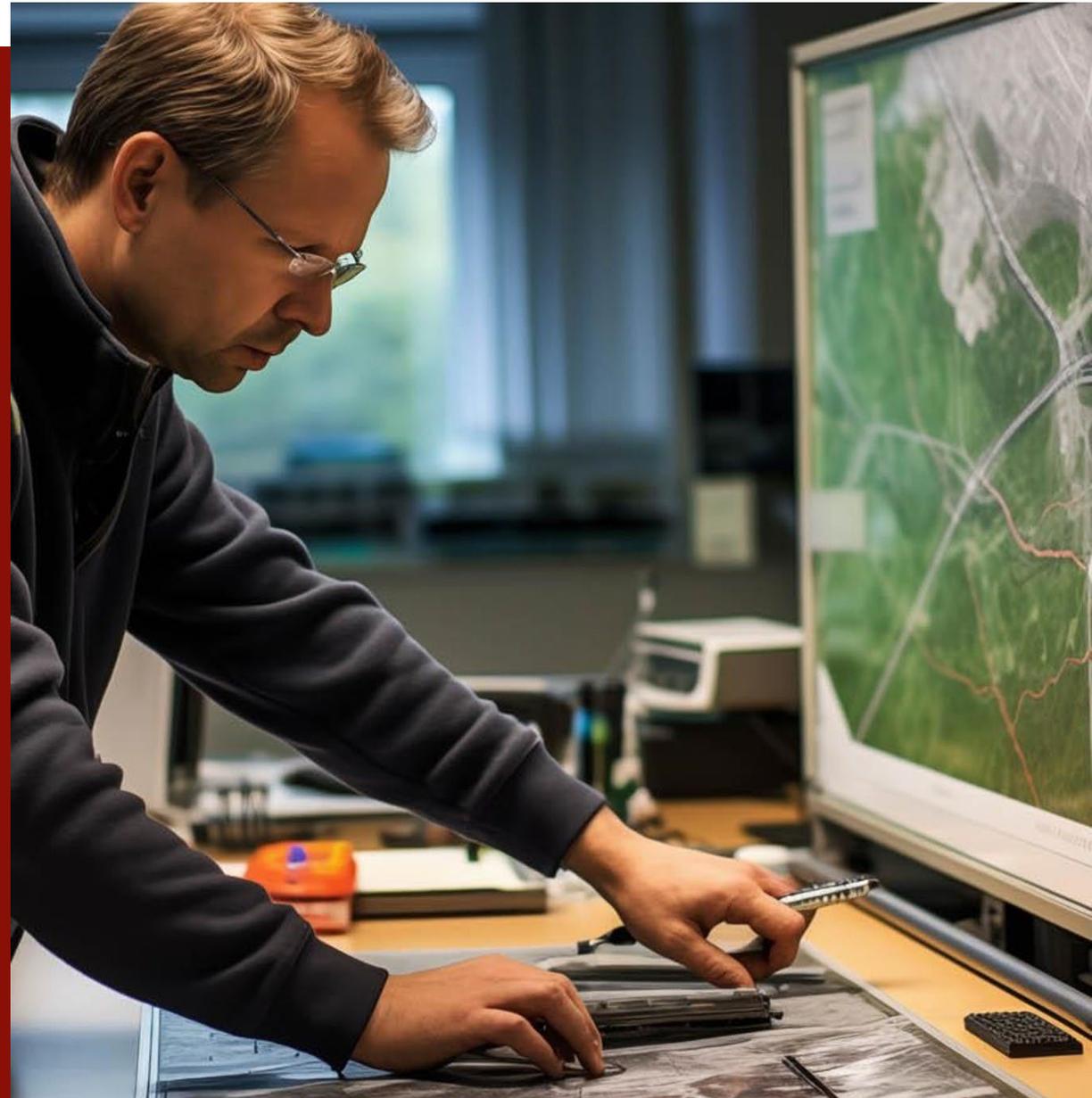
- Infrastructure
 - Sidewalks
 - Roadways
 - Signals & Signs
 - Wayfinding
 - Painting
 - Dedicated lanes



Next Steps

Coordinate meetings

- ▶ Local townhalls and focus groups. Implement & start tracking social media campaign for online engagement
- ▶ Raffle prize outreach for survey participation
School engagement, SRTS, Bike Rodeos, etc.
- ▶ ENGAGE: community charettes, focus group meetings, and “Faces of Safety” interviews
- ▶ Report back to SPC for sharing to District and Local Partners as needed.





Thank You

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