We are leaders in the region to realize equity for all. Diversity, racial equity and inclusion are integrated into how we carry out all our work.

psrc.org/equity
Today’s Presentation

- The Challenge We Face as a Region
- Safety Focus in the Regional Transportation Plan
- Discuss Guiding Principle – Safe System Approach
- Review Work To Date
- Discuss Scope of Work
- Selection Criteria
- Timeline for Selection Process
Deaths and Serious Injuries have seen a significant increase in recent years.
Safety Trends – Fatalities & Serious Injuries

% Increase in Fatalities and Serious Injuries in the PSRC Region by Mode (2012 - 2022)

- Pedestrians: 41% increase
- Bicyclists: 22% increase
- Motorists: 42% increase
- Total: 40% increase

➢ All modes have seen a substantial increase in fatalities and serious injuries over the last 10 years

Source: Washington State Department of Transportation, Crash Data Web Portal (9/12/2023)
Traffic Related Fatality Rates in the PSRC Region by Race/Ethnicity, 2021

➢ Traffic deaths disproportionately impact people of color

Population Data Source: US Census Bureau American Community Survey (ACS) 5-year data Table B03002
Safety in the Regional Transportation Plan

- Safety is a key policy focus area in the 2022 Regional Transportation Plan (RTP) and is a cross-cutting issue throughout the plan.

- The RTP directs PSRC to develop a Regional Safety Action Plan (RSAP), including strategies, actions and performance indicators.

- RTP also directs PSRC to use RSAP to inform regional and local planning, including criteria used for the project selection process and the Regional Capacity Project List.
Guiding Principle – Safe System Approach

- Focus is on investing in crash prevention AND minimizing harm when crashes do happen
  - Identify and address risks vs. react solely based on crash history
  - Focus on preventing deaths and serious injuries over simply preventing crashes
  - Design roadways that anticipate human mistakes and reduce crash severity in addition to educating system users
Work to Date

- PSRC and 6 local agencies jointly applied and were awarded $4.9 M for safety planning via USDOT SS4A
  - PSRC is using its portion to develop a Regional Safety Action Plan
- PSRC held first Regional Safety Summit June 2023 - 140 attendees
  - Purpose was to convene stakeholders to advance the conversation on how to achieve zero roadway fatalities and serious injuries
  - Feedback from Summit will inform development of the RSAP
- Earlier this month PSRC selected consultant team for Technical Support work. Will work closely with Engagement consultant.
SS4A Action Plan Requirements

- Regional Safety Action Plan will include all of these required elements:
  - Commitment and goal setting
  - Safety analysis
  - Engagement and collaboration
  - Equity considerations
  - Policy assessment
  - Development of strategies and actions
  - Monitoring and tracking
What is a Regional Safety Action Plan?

- Regional safety action plans are complementary to local safety action plans
- Will provide regional scale analysis and tracking
- Will provide context-specific options for strategies and actions based on different typologies
- Local plans have location-specific project and program lists
Overarching Scope of Work

- Public Engagement/Outreach
- Safety and Equity Analyses
- State of the Region Report
- State of the Practice Review
- Safety Plan/Policy Inventory
- Project/Strategy Identification
- Document Development
Engagement and Outreach

• Build on the Safety Summit – we want to hear from more people

• Use an array of outreach efforts (events, workshops, focus groups, online surveys, etc.) to make sure we are hearing from everybody
  o Include equity focus groups and other stakeholder groups not usually at the table

• Describe why we are engaging and what we heard
  o Get regional perspectives, identify general public’s thoughts on safety issues, priorities, and what we should be doing
Engagement and Outreach Tasks

- Task 1: Engagement Planning and Management
- Task 2: Regional Public Meetings
- Task 3: Online Open Houses
- Task 4: Stakeholder Briefings
- Task 5: Public Opinion Survey
- Task 6: Focus Groups
- Task 7: Graphics, Web Content and Public Information Materials
- Task 8: Stakeholder Engagement Report
Selection Criteria

1. Experience and qualifications of proposed personnel.

2. Expertise in a variety of public engagement techniques.

3. Experience in engaging hard to reach stakeholders, historically underserved populations, and members of the community.
   a. Expectation to meet PSRCs Best Practices for Equitable Engagement as detailed in the 2023 Public Participation Plan

4. Creativity in proposed engagement approaches.

5. Ability to communicate technical information clearly and effectively to lay audiences using a variety of techniques and media.
Selection Criteria (cont.)

6. Ability to construct compelling messages and themes from technical analyses.

7. Recommendations of references.

8. Ability to work within deadlines and to develop mutually agreed dates for deliverables.

9. The criteria may also include small business involvement and satisfaction of EEO goals.
Timeline

- **January 12, 2024:** Proposals Due – Submit proposal in PDF format via email by 12:00 p.m. PDT

- **January 22–26, 2024:** Interviews with one or more proposing firms

- **January 30, 2024:** Consultant selection to occur; contract negotiations will be initiated immediately upon selection

- Target Completion Date for Plan is Q1 of 2025

- Direct questions to Liana Lopez at 206-971-3290 or llopez@psrc.org
Thank you.
Questions?