



Puget Sound Regional Council

Regional Safety Action Plan Outreach Toolkit

A guide for local governments and community partners on how to spread the word about the draft Regional Safety Action Plan.

What is the Draft Regional Safety Action Plan?

The [draft Regional Safety Action Plan](#) is the result of a multi-year effort to improve traffic safety in the central Puget Sound region in response to an alarming increase in roadway deaths. The public comment period will end on February 14, 2025. The plan is expected to be adopted in May 2025.

Key Findings Addressed in the Plan:

- Deaths on the region's roadways have nearly doubled in the last decade.
- Bicycles and pedestrians represent nearly half of the increase in deaths.
- Crashes are happening everywhere, as much in the rural areas as larger cities.
- Native American and Alaskan Native community members are seven times more likely to die in crashes than white residents.

Help us get the word out

We need your help to reach more of the diverse residents and communities we serve throughout the central Puget Sound region. We have developed this toolkit to help you distribute information about the draft Regional Safety Action Plan and help people in your community engage with us.

Written information and links to share:

- [Engagement Hub](#)
- [News release](#)
- [Blog post to share or reprint](#)
- [Transportation Policy Board Presentation](#)
- [Flyer](#)

Sample Newsletter Entry

Puget Sound Regional Council (PSRC) wants to hear from you! PSRC's draft Regional Safety Action Plan is focused on eliminating traffic deaths and serious injuries on our roadways in King, Kitsap, Pierce and Snohomish counties. Your Input on what you think a safer transportation system could look like is critical. Provide feedback on the plan by February 14 through the [Engagement Hub](#).

Social Media Posts to share:

- Facebook: <https://www.facebook.com/share/p/1B5Wv315hh/>
- Instagram: <https://www.facebook.com/share/p/1B5Wv315hh/>
- X: <https://x.com/SoundRegion/status/1879657314908832162>
- LinkedIn: https://www.linkedin.com/posts/soundregion_when-you-think-of-safe-roads-in-the-region-activity-7285423112890785793-dR5s?utm_source=share&utm_medium=member_desktop
- Threads: <https://www.threads.net/@soundregion/post/DE3PF3Hudh9?xmt=AQGzQq5yTlPptqNqZjcsR4Wdmoyk0gE6jMYoACaoebKCOQ>
- BlueSky: <https://bsky.app/profile/psrc.bsky.social/post/3lfstcuu4tk2j>

Sample Social Media Text:

When you think of safe roads in the region, what do you see? PSRC is creating a Regional Safety Action Plan to eliminate traffic deaths and serious injuries on our roadways. Provide feedback by February 14 through our Engagement Hub: <https://psrc-rsap.infocommunity.org/>

Social Media Graphic:

