

How to Develop a Pedestrian Safety Action Plan

Involving Stakeholders

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Learning Objectives

⇒ **At the end of this module, you will be able to:**

- **Describe why and how to integrate meaningful stakeholder involvement in your Pedestrian Safety Action Plan**



Subjects Covered

1. Who are the stakeholders?

- Individual citizens
- Staff
- Citizen-based organizations
 - Pedestrian advisory boards
 - Geographically-based neighborhood groups
 - Business groups

2. How to ensure active, meaningful participation



Individual Citizens

⇒ Citizen complaints:

- Is there a pattern or a history of crashes?
- Is there a clear design deficiency?
- Is there already a project in the area that will address the problem?

- Always respond, but in a responsible manner, not the squeaky-wheel syndrome.

Citizen-based Organizations

Should represent the community:

- ⇒ Pedestrian Advisory Boards
- ⇒ Geographically-Based Neighborhood Groups
- ⇒ Advocacy and Non-Profit Groups
- ⇒ Use established groups as liaisons with the community
- ⇒ Business groups

Public Agency Staff

Many are already working on ped safety:

- ⇒ **MPOs**
- ⇒ **Local, state transportation and public works departments**
- ⇒ **Transit providers (many ped crashes are related to transit stops)**
- ⇒ **Health Departments**

This leads to better coordination, avoiding duplication of efforts.

Contacting Stakeholders

Methods of Contacting Stakeholders:

- ⇒ Mailings
- ⇒ Newsletters
- ⇒ Door hangers
- ⇒ Email
- ⇒ Press releases to news media
- ⇒ Websites
- ⇒ Booths at events/fairs

Creating events to inform, involve and obtain buy-in

Public Hearings/Meetings



Primarily Inform

Limited involvement

Presentations



Inform, Educate

Visuals by Steve Price, Urban Advantage

Open House / Community Fair

- ⇒ “Cocktail party” w/o cocktails
- ⇒ Eliminates speeches
- ⇒ Maximum participation
- ⇒ Large-scale projects
- ⇒ Technical in nature
- ⇒ Diverse audience
- ⇒ Inform
- ⇒ Consult



Limited Feedback to Host

How to Enhance Open Houses

- ⇒ Add design/discussion table
- ⇒ Create “voting” displays
- ⇒ SIMPLE surveys



Focus Groups

⇒ One-on-one

⇒ Small groups with similar needs

- Senior Citizens
- Merchants
- Schools
- Enforcement
- Public Health



Conducted during the information-gathering phase

Walking Audit

Tour



Debrief

Interactive Workshops



Encourage people to work through their differences

Typical Workshop Agenda

- ⇒ Introductions
- ⇒ Visioning exercise
- ⇒ Concerns list
- ⇒ Presentation
- ⇒ Stakeholder table discussion
- ⇒ Stakeholder table presentations
- ⇒ What's next



Stakeholder Presentations



People actively involved in their own destiny

Charrette

Multi-day series of events to quickly develop solutions — consists of the events we just covered:

- ⇒ **Focus Groups**
- ⇒ **Field Tour**
- ⇒ **Presentation**
- ⇒ **Training**
- ⇒ **Workshop Activities**



Charrette: Training / Briefing

- ⇒ Pros and cons of potential solutions
- ⇒ Anticipate and address contentious issues
- ⇒ Opportunity to educate



Ongoing Involvement/Information

4. Participant Suggestions



After learning about potential solutions, Community Workshop participants worked in groups to share concerns and develop recommendations. Each table then shared their suggestions with the entire audience. Recommendations for short to long term improvements reflect these suggestions.

These photos show parkway entrance to the Commerce development in southeast Reno. There are raised medians, bike lanes, trails, crosswalks, and a roundabout.

Highlights

- Acceleration/ Deceleration lanes
- Traffic Signals
 - East Lake Blvd.
 - Pagni Lane
 - Laramie Drive
- Enforce 50 mph speed limit/ lower to 45
- Legalize Automated Enforcement Cameras
- Signs: speed, penalty, daylight headlights
- Flicking warning lights
- Over the roadway
- Educate drivers
 - Target youth, new residents
- Transition corridor to a slower speed road
- "Parkway Concept"

Parkway Concept

Several groups offered suggestions related to re-constructing the roadway after I-580 opens. Ideas included incremental changes, such as adding gateway signs and renaming the highway to "Pleasant Valley Parkway." The illustrations are examples of gateway and parkway features in other areas.

There are many considerations when redesigning a roadway. What are the desired speeds? How many travel lanes are needed for the volume of traffic? Are bicycles and pedestrians to be welcomed? Answering these and other questions requires a collaborative process that includes all interested parties.



NEVADA DOT

The public wants to know how their input is used:
⇒ Websites; newsletters; follow-up meetings

Involving Stakeholders

Summary

Involving stakeholders includes:

- ⇒ Responding to individual citizens
- ⇒ Coordinating with other agency staff
- ⇒ Using citizen-based organizations
 - Pedestrian advisory boards
 - Geographically-based neighborhood groups
 - Business groups
- ⇒ Holding events to inform and involve

Learning Objectives

You should be able to:

⇒ Describe why and how to integrate meaningful stakeholder involvement in your Pedestrian Safety Action Plan

Questions?