Pedestrian Master Plan

APPENDIX 3: EVALUATION OF THE 2009 PMP PERFORMANCE MEASURES

The 2009 Pedestrian Master Plan included 12 performance measures to gauge the City's progress on meeting the goals of the PMP. Each performance measure identifies a "baseline" or starting point to compare with information gathered for the current update. The 2009 Plan also identifies a desired "trend" for each measure, to describe the direction desired for each outcome. By establishing whether a trend is moving in the direction of the desired outcome, it is possible to determine the progress made towards meeting the plan's goals.

Table 1 provides the baseline data for each measure (as reported in 2008, typically). The table also provides the most current data for each measure for comparison with the baseline. Each of the measures are explained further on the following pages.

TABLE 1: PMP PERFORMANCE MEASURES EVALUATION

Goal	Performance Measure	Baseline Measurement	Desired Trend	Evaluation	On Track?
Safety Reduce the number and severity of crashes involving pedestrians.	Rate of crashes involving pedestrians	Total reported crashes/pedestrian trips (as identified in PSRC Household Travel Survey) Pedestrian crashes per 100,000 residents	Decreasing rate	Collision rates per pedestrian trips 2006:[1] 113 pedestrian collisions per 100,000 pedestrian trips 2014:[2] 74 pedestrian collisions per 100,000 pedestrian trips Collision rates per 100,000 residents: 2008:[3] 79 pedestrian collisions per 100,000 residents 2015:[4] 78 pedestrian collisions per 100,000 residents	Collision rates by walking trips: Yes Collision rates per 100,000 residents:[5] No significant change
	Change in vehicle speeds on identified corridors	Measured 85th percentile vehicle speed on identified corridors[6]	Reduction in 85th percentile vehicle speeds	Percentage of corridors with 85th percentile speeds at or below the posted speed limit 2011:[7] 30% 2015:[8] 40%	No significant change[9]

[1]2015 SDOT Traffic Report, Puget Sound Regional Council 2006 Household Activity Survey data
[2]2015 SDOT Traffic Report, Puget Sound Regional Council 2014 Puget Sound Regional Travel Survey data
[3]2015 SDOT Traffic Report
[4]SDOT Traffic Operations
[5]While number of pedestrian related collisions, and thus the collision rate, may fluctuate from year to year, Seattle has seen an overall decrease in the linear collision rate over time, as shown in Figure XX.
[6]Corridors identified in the 2009 PMP for evaluation include Aurora Ave N, Stone Way N, 24th Ave NW, Rainier Ave S, and Fauntleroy Way SW. 85th percentile refers to the speed at which 85 percent of motorists are traveling at, or below.
[7]2011 SDOT Traffic Report
[8]SDOT Traffic Operations
[9]While a 10% increase in the number of corridors with 85th percentile speeds at or below the speed limit is an improvement, the increase is only in one corridor, and has not been consistent over time. Therefore, we have indicated that no significant change has occurred on this measure.

TABLE 1: PMP PERFORMANCE MEASURES EVALUATION (CONTINUED)

Goal	Performance Measure	Baseline Measurement	Desired Trend	Evaluation	On Track?
	School participation in pedestrian safety, education, and encouragement programs	Total number of public schools that participated in a program	Increasing school participation	Number of new public schools served per year[10] 2008: 5 2010: 21 2012: 16 2015: 46	Yes
	Driver and pedestrian behaviors and awareness of pedestrian laws	Knowledge, Attitude, and Behavior (KAB) survey results[11]	Increasing awareness and optimal behavior	Percentage of drivers who say they already do enough to stop for pedestrians 2008: 69% 2014: 68% Percentage of pedestrians that say they already do enough to be safe and pay attention to vehicles 2008: 77% 2014: 79% Percentage of survey respondents who reported they are aware of each of the four vehicle/pedestrian regulations noted in survey. 2008: 71% 2014: 68%	

[10]SDOT Safe Routes to School (SRTS) Program

[11]The KAB survey was administered in 2008 and again in 2014. The full 2014 survey report is provided in Appendix

TABLE 1: PMP PERFORMANCE MEASURES EVALUATION (CONTINUED)

Goal	Performance Measure	Baseline Measurement	Desired Trend	Evaluation	On Track?
Equity Make Seattle a more walkable city for all through equity in public engagement, service delivery, and capital investments.	City investments toward Top Tier projects in High Priority Areas[12]	Inventory/proposed project list	Increasing percentage of Top Tier projects completed in high priority areas	Along the Roadway projects:[13] Between 2008 and 2015, 2% (113) of the along the roadway projects identified in the 2009 PMP were constructed. Crossing the Roadway projects:[14] Between 2008 and 2015, 4% (91) of the crossing the roadway projects identified in the 2009 PMP were constructed.	Yes
	Public communication about pedestrian issues	Hits on Seattle Pedestrian Master Plan web page	Increasing number of "hits" on website	2008: unknown 2015: 31,441	Not tracked
	Transit ridership	Number of boardings and alightings per service hour (citywide bus ridership)[15]	Increasing rate of ridership per service hour	Boardings per service hour 2010:[16], [17] 58.37 2015:[18] 62.66	Yes
	Mode share (more people walking)	Percentage of trips made on foot (as measured in the PSRC Household Travel Survey)	Increasing percentage of trips	Percent of trips made by foot 2006:[19] 18.1% 2014:[20], [21] 24.5%	Yes

[12]Analysis includes Tier 1 or Tier 2 projects located in Tier 1 or Tier 2 High Priority Areas
[13]SDOT Asset Management database
[14]Ibid.
[15]While the measure indicates boardings and alightings, only boardings were used so trips weren't double counted
[16]2010 was the first year with reliable data
[17]King County Metro data
[18]Ibid.
[19]Puget Sound Regional Council 2006 Household Activity Survey
[20]2014 Puget Sound Regional Travel Survey
[21]Higher number walking is partially due to changes in the survey that includes reporting short trips (predominantly walking)

TABLE 1: PMP PERFORMANCE MEASURES EVALUATION (CONTINUED)

Goal	Performance Measure	Baseline Measurement	Desired Trend	Evaluation	On Track?
Vibrancy Develop a pedestrian environment that sustains healthy communities and supports a vibrant economy.	Increase streetscape vibrancy	Number of annual street use permits that include streetscape elements	Increasing number of permits that include streetscape elements	2008:[22] 24 2015:[23] 722	Yes
	Increase pedestrian volumes in selected count locations	Volume of pedestrians in selected count locations throughout the city	Increasing number of pedestrians in selected count locations over time	Downtown:[24] 2009: 36,100 2015: 48,600 Citywide:[25], [26] 2011: 62,865 2015: 92,210	Yes
Health Raise awareness of the important role of walking in promoting health and preventing disease.	Self-reported physical activity	Percent of respondents reporting little or no physical activity	Decreasing percentage	2006:[27] 11% 2012:[28] 11%	No change
	Children walking or biking to or from school	Number of children walking to school as measured in school travel surveys.	Increasing number of trips by children	2007:[29] 14% (Pre-SRTS) 2011:[30] 18.3% 2013:[31] 22.7%	Yes

[22]SDOT Public Space Management
[23]Ibid.
[24]Downtown Seattle Association downtown counts. Average of summer and holiday counts at locations that have been counted consistently since 2009
[25]Average of spring, autumn, and winter SDOT pedestrian counts
[26]SDOT's citywide pedestrian count program started in 2011
[27]2006 Health of King County Report, page 5-9, 2002-2004 averages based on Behavioral Risk Factor Surveillance System (BRFSS) data http://www.kingcounty.gov/healthservices/health/data/hokc.aspx
[28]King County City Health Profile Seattle, page 6, 2007-2011 averages based on BRFSS data http://www.kingcounty.gov/healthservices/health/data/CityProfiles.aspx
[29]SDOT Safe Routes to School Program
[30]Ibid.
[31]Ibid.

RATE OF CRASHES INVOLVING PEDESTRIANS

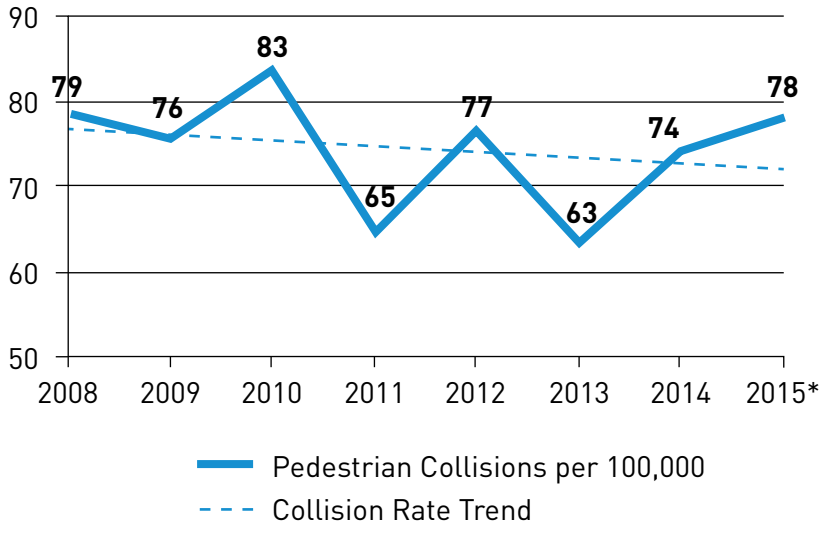
Trends in pedestrian crash rates, stated in terms of overall pedestrian exposure, are derived from analysis of police-reported pedestrian crashes. The exposure number is the total number of pedestrian trips as provided by the Puget Sound Regional Council (PSRC) Household Travel Survey. The PSRC Household Travel Survey is helpful in that it collects information on the type of transportation mode used for all trips, while the annual American Community Survey (administered by the US Census Bureau) only reports on the type of transportation mode used for commute trips. Using the PSRC data may therefore give a more accurate picture of actual pedestrian exposure. However, the PSRC travel survey is not administered annually, and travel data is only available for the year in which the survey is administered (to date, approximately every seven years).

To evaluate trends in pedestrian crash rates, we compare crash rates for 2006 and 2014, two years in which PSRC administered the travel survey and for which data for all trips is available. The pedestrian crash rate, as measured by all reported walking trips, decreased between 2006 and 2014. The pedestrian crash rate in 2006 was 113 pedestrian collisions per 100,000 pedestrian trips, while the rate in 2014 is 74 pedestrian collisions per 100,000 pedestrian trips.

We also report on trends in pedestrian crashes per 100,000 residents. Evaluating the pedestrian crash rate as a function of the total number of residents can help provide an annual snapshot of crash trends without relying on outside data. This is the indicator provided in the SDOT's annual Traffic Report. Table 3-4 compares the crash rate per 100,000 residents in 2008 (the first year SDOT produced the Annual Traffic Report) and the estimated number for 2015.

In 2008, the pedestrian crash rate was 79 crashes per 100,000 residents, and it slightly decreased to 78 pedestrian crashes per 100,000 residents in 2015. Figure 1 shows all data from 2008 to 2015. Due to the relatively low number of pedestrian collisions in Seattle, the crash rate can fluctuate greatly from year to year. Despite a decline in the overall trend for pedestrian crash rates between 2008 and 2015, we have seen an increase in the rate over the past two years.

FIGURE 1: PEDESTRIAN COLLISIONS PER 100,000 RESIDENTS



*2015 estimate

VEHICLE SPEEDS ALONG IDENTIFIED CORRIDORS

Traffic engineers gauge trends in vehicle speed in a number of different ways. The 85th percentile measure is the most commonly used, and represents the speed at or below which 85% of traffic travels. The 2009 PMP suggested monitoring whether 85th percentile vehicle speeds are at or below the speed limit on five corridors: Aurora Ave N, Stone Way N, Fauntleroy Way SW, 24th Ave NW, and Rainier Avenue S.

Starting in 2011, SDOT began collecting speed data at consistent locations each year, in addition to the ad-hoc locations that serve site-specific traffic evaluation needs. Since that time, this data has been included in SDOT's annual Traffic Report. Table 2 shows the 85th percentile speeds for the corridors identified in the 2009 PMP. Between 2011 and 2015, Stone Way N is the only corridor that has consistently maintained speeds at or below the speed limit. We found that 30% of the identified corridors had 85th percentile speeds at or below the posted speed limit in 2011, while 40% did in 2015. While a 10% increase in the number of corridors with 85th percentile speeds at or below the speed limit is an improvement, the increase is only in one corridor, and has not been consistent over time. Therefore, we have indicated that no significant change has occurred on this measure.

TABLE 2: POSTED SPEED LIMITS AND 85TH PERCENTILE SPEEDS ON IDENTIFIED CORRIDORS

	Speed Limit	Direction	85th Percentile Speeds					Overall Trend
			2011	2012	2013	2014	2015	
Aurora Ave N, south of N 112th St	35	NB	42.8	44.1	42.7	25.5	42.9	Above
Aurora Ave N, south of N 112th St	35	SB	42.5	41.7	42.2	42.1	43.5	Above
Stone Way N, south of N 45th St	30	NB	25.2	25.1	25.1	23.6	25.2	Below
Stone Way N, south of N 45th St	30	SB	27.1	26.7	27.1	26.7	26.9	Below
24th Ave NW, south of NW 80th St	30	NB	31.6	32.3	31.8	31.8	31.0	Above
24th Ave NW, south of NW 80th St	30	SB	31.5	32.2	31.6	31.6	31.1	Above
Rainier Ave S, northwest of S Holly St	30	NWB	37.5	38.5	39.1	39.9	38.8	Above
Rainier Ave S, northwest of S Holly St	30	SEB	36.3	37.2	37.1	37.5	37.0	Above
Fauntleroy Way SW, south of SW Alaska St	35	NB	35.2	34.0	35.2	35.2	29.1	Below
Fauntleroy Way SW, south of SW Alaska St	35	SB	34.2	33.6	33.1	20.9	28.6	Below
Percentage of corridors with 85th percentile at or below the posted speed limit			30%	40%	30%	40%	40%	

SCHOOL PARTICIPATION IN PEDESTRIAN SAFETY, EDUCATION, AND ENCOURAGEMENT PROGRAMS

The number of public schools that participate in pedestrian safety, education, and encouragement programs helps us gauge our progress toward safety. In the Safe Routes to School (SRTS) program, students learn how to safely walk or bicycle to school. There were 93 schools that participated in a SRTS program between 2008 and 2015 (73 public and 20 private).

Between 2008 and 2015, a total of 193 programs have been delivered, 167 in public schools and 26 in private schools. Table 3 shows the total number of SRTS programs delivered per year and the number of new public schools that participated each year. The number exceeds the total number of schools that have participated in SRTS because some schools have received programs more than once.

TABLE 3: TOTAL NUMBER OF SAFETY, EDUCATION, AND ENCOURAGEMENT PROGRAMS DELIVERED PER YEAR*

Year	Number of programs	Number of new public schools served
2008	5	5
2009	24	20
2010	21	10
2011	21	9
2012	16	5
2013	25	7
2014	35	6
2015	46	11

*Note: some schools have receive programs more than once

DRIVER AND PEDESTRIAN BEHAVIORS AND AWARENESS OF PEDESTRIAN LAWS

A Knowledge, Attitude, and Behavior (KAB) survey helps us gauge public awareness of pedestrian/vehicle regulations, as well as optimal safety behaviors for people driving and people walking. The survey was first administered in 2008, and was re-administered as part of the Plan update in 2014.

While the KAB survey has several questions, the following three provided the basis for the assessment:

1. If you had to rate yourself overall as a driver, would you say that you already do enough to stop for pedestrians, or do you think you could do more to reduce the likelihood of a collision?
2. If you had to rate yourself overall as a pedestrian, would you say that you already do enough to be safe and pay attention to vehicles, or do you think you could do more to reduce the likelihood of a collision?
3. To help with planning, the City is trying to better understand residents' familiarity with vehicle and pedestrian regulations. For each of the following please tell me if you are aware of that regulation or not.
    a. Drivers may not use a cell phone while driving unless it is hands-free
    b. Drivers may not pass a car that is stopped for pedestrians at a crosswalk
    c. Drivers may not proceed if a pedestrian is in their half of the roadway, or within one lane of their half of the roadway
    d. All intersections are legal pedestrian crossings and drivers must stop for pedestrians, even if there is not a marked crosswalk

For most driver behaviors, the percentage engaging in sub-optimal behavior is statistically unchanged between 2008 and 2014. Two behaviors–not stopping for pedestrians at intersections with no light/sign, and not checking left and right on a green light–have increased slightly, and one –using a cell without a headset – has decreased slightly. The most frequent sub-optimal behaviors continue to be pulling into the crosswalk to turn on a red light, turning before pedestrians are at least a full lane away, and texting/looking at their phone when driving.

For most pedestrian behaviors measured, the percentage of residents engaging in sub-optimal behavior is up slightly from 2008. The most frequent sub-optimal behaviors continue to be crossing between intersections and starting to cross when the "don't walk" signal is blinking.

Awareness of pedestrian laws is similar to 2008, although it has dropped somewhat for "drivers may not proceed if a pedestrian is in their half of the roadway, or within one lane of their half of the roadway." In 2014, awareness of hands-free cell phone requirements is the highest (96%), and "all intersections are legal pedestrian crossings and drivers must stop for pedestrians, even if there is not a marked crosswalk" is the lowest (68%).

The full 2014 Knowledge, Attitude, and Behaviors survey report is included in the Appendix 4.

CITY INVESTMENT TOWARD TOP TIER PROJECTS IN HIGH PRIORITY AREAS

This measure tracks the completion of identified "opportunities for improvement" identified in the 2009 Pedestrian Master Plan. The desired trend is an increasing percentage of top tier projects completed in high priority areas. For the purposes of assessing this measure, "top tier locations" include all tier 1 and tier 2 priority locations for "along the roadway" and "crossing the roadway," and "high priority areas" includes all tier 1 and tier 2 priority areas. A full description of the 2009 PMP tiers is found in Appendix 5.

There are several ways to analyze this measure. The first is to evaluate how the PMP has guided public investments since the Plan's adoption. Table 3.1 shows that the majority (approximately 79%) of all pedestrian improvements we provided between 2009 and 2015 were located within PMP high priority areas. Those located outside of PMP high priority areas are typically provided to help leverage funding from other projects.

Another way to evaluate Plan completion is to assess the raw number of top tier projects in high priority areas that have been built. The 2009 PMP identified 5,665 top tier "along the roadway" locations in high priority areas, and 2,158 top tier "crossing the roadway" locations in high priority areas[32].

Between 2009 and 2015, we built improvements in 2% (113) of identified top tier "along the roadway" locations, and 4% (91) of top tier "crossing the roadway" locations in high priority areas[33]. Crossing location projects may contain several project elements (curb ramps, pedestrian signal, refuge islands, etc.)

It is important to note that network completion is largely a function of available funding. The 2009 PMP established an overwhelmingly large number of priorities, and the low completion rate may indicate a need to more closely match Plan priorities to projected funding availability. The updated approach to prioritizing improvements is discussed further in Chapter 4.

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[32]Top tier projects include Tier 1 and Tier 2 "along the roadway" and "crossing the roadway" locations in Tier 1 or Tier 2 high priority areas.

[33]A single intersection crossing improvement may contain several project elements (ADA curb ramps, pedestrian signal, refuge islands, etc.)

PUBLIC COMMUNICATION ABOUT PEDESTRIAN ISSUES

When the PMP was first published, it was exclusively an online document, an innovation at the time. This performance measure was created to track the number of hits the Seattle Pedestrian Master Plan webpage received as a proxy for public awareness of the Plan. Unfortunately, the Department did not collect data on the number of hits to the website in 2008, but the data from 2013-2015 shows an increase in website hits from nearly 25,000 hits in 2013, to more than 29,000 in 2014, to over 31,000 hits in 2015. However, recent increases could be attributed to interest in the PMP Update, which began in 2014.

The measure may not be an adequate indicator for general awareness of pedestrian issues, as website hits may in fact decrease over time as the plan ages, then increase during subsequent updates of the plan.

TRANSIT RIDERSHIP

The number of people riding transit can be an indicator of overall pedestrian activity, as many people walk to and from transit stops. This analysis reports on ridership data for Seattle routes – a subset of the King County Metro fixed route bus network. Ridership is defined as weekday boardings.[34] For the purposes of this analysis, Seattle routes are defined as those with at least 80% of their stops within the city limits. This definition is consistent with that used by the Seattle Transportation Benefit District (STBD) in the service purchase from Metro and the Transit Service Funding Agreement.

The baseline year in Tables 1 and 4 is 2010, the first year with available reliable data. Since 2010, the number of service hours on Seattle routes has decreased, while the number of weekday boardings has increased. In September 2014, King County Metro reduced service due to a funding shortfall. The 2015 weekday ridership and service hours reflect the service reductions that King County Metro made in September 2014. Seattle voters approved Proposition 1 on November 4, 2014, which provides funds for the City to invest in expanded bus service. Most of this expanded bus service was implemented in June and September 2015 (although the 2015 data does not reflect these additional hours or ridership).

The tables show an increase in transit ridership (and utilization of the service hours) since 2010, with approximately 58 weekday boardings per service hour in 2010, and 63 in 2015.

TABLE 4: TRANSIT RIDERSHIP, 2010 – 2015

Year[32]	Weekday Ridership (boardings) on Seattle Routes	Service Hours	Weekday ridership (boardings) per service hour
2010	218,677	3,746	58
2012	215,582	3,691	58
2014	224,042	3,674	61
2015	224,056	3,575	63

[35]Spring data is used for the analysis

MODE SHARE

Pedestrian mode share refers to the percentage of trips that are made on foot. This measure reports on the percentage of all trips that were walking trips, based on the Puget Sound Regional Council (PSRC) Household Travel Survey. The PSRC Household Travel Survey is informative in that it collects information on the type of transportation mode used for all trips (not just commute trips). However, the PSRC travel survey is not administered annually, and travel data is only available for the year in which the survey is administered (to date, approximately every seven years). The baseline data used for this evaluation is derived from the 2006 PSRC survey, the closest year that the survey was administered to the PMP's adoption in 2009. The PSRC survey was administered again in 2014.

The 2006 Household Travel Survey showed that 18.1% of all trips in Seattle were made by foot that year, while the 2014 Household Travel Survey reported that 24.5% of all trips were made by foot eight years later. Part of the increase in reported walk trips in 2014 may be due in part to a slight change in survey methodology, as the 2014 survey asked people to include reports on very short trips and exercise/recreational trips, such as walking around the neighborhood or walking the dog. The 2014 survey therefore includes recreational walking trips, while the 2006 survey focused primarily on transportation-related trips.

STREETSCAPE VIBRANCY

This measure compares the total number of street use permits issued for a specified list of pedestrian-related streetscape elements. An increasing trend in the number of permits issued for street activation is intended to serve as an indicator of streetscape vibrancy. The following permit types were used to track this measure:

- Block Party & Play Streets
- Farmers Market
- Festival Streets
- Identification Pole Banners
- Sidewalk Cafés
- Street Vending
- Tables & Chairs

Table 5 shows the number of permits issued for selected activities over time. The number of permits has generally increased over time, especially as SDOT has initiated new programs such as play streets (2013), and passed legislation to promote festival streets and street vending (both in 2011).

TABLE 5: STREETSCAPE VIBRANCY PERMITS ISSUED, 2008-2015

Year Issued	2008	2009	2010	2011	2012	2013	2014	2015	Total per permit type
Block Party & Play Streets				1		77	307	433	818
Farmers Market				8	10	9	11	11	49
Festival Street				1	4	2	2	1	10
Identification Pole Banners	8	7	3	1	8	2	3	7	39
Sidewalk Café	8	26	26	28	33	35	40	34	230
Street Vending		1		46	135	174	214	230	800
Tables & Chairs	8	7	18	18	14	9	7	11	92
Total per year	24	41	47	103	204	308	584	727	2,033

PEDESTRIAN ACTIVITY

The total number of people walking can be an indicator for pedestrian vibrancy. We have reported on downtown pedestrian counts conducted by the Downtown Seattle Association (DSA) since 2007. Beginning in 2011, we also began collecting quarterly citywide counts using the National Bike and Pedestrian Documentation (NBPD) methodology. Additionally, new, permanent counters at selected locations on multi-use trails also collect pedestrian counts. The following paragraphs summarize the data collected from both DSA and SDOT pedestrian count activities.

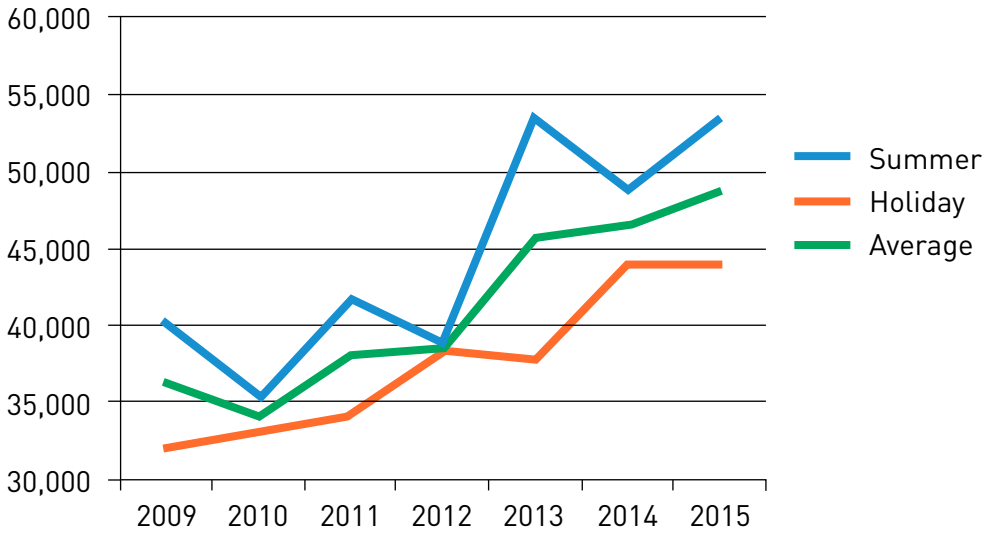
Downtown Seattle Association Counts

The Downtown Seattle Association (DSA) is focused exclusively on making Downtown Seattle a great place to live, work, shop and play through public policy advocacy, economic development and marketing. Since 2007, the DSA has conducted counts are conducted in summer and during the holiday season, and provide a snapshot of overall pedestrian volumes downtown. To ensure that comparisons over time use data collected from consistent locations, only a subset of DSA count locations is reflected in Table 3-4 and Figure 3-6. The following 12 locations have been counted consistently since 2009:

- Denny Triangle (7th & Stewart)
- CBD/ Retail Core (4th & Pine)
- International District (5th & Weller)
- West Edge (2nd & University)
- Pioneer Square (1st & Yesler)
- Denny Triangle (Denny & Westlake)
- CBD/ Retail Core (7th & Pike)
- CBD/ Retail Core (6th & Pine)
- Uptown (1st Ave N and Mercer St)
- First Hill (Madison & Minor)
- Capitol Hill (Broadway and E John)
- South Lake Union (Westlake and Harrison)

The average of summer and holiday counts was 36,100 in 2009 and 48,660 in 2015. Pedestrian counts increased 36% between 2009 and 2015 at these locations during the holiday count, and increased 33% during the summer count. The average trend has been generally been an increase in pedestrian volumes each year since 2010, as shown in Figure 2.

FIGURE 2: DOWNTOWN SEATTLE ASSOCIATION COUNTS 2009-2015



Spot Pedestrian Counts

In 2011, we started using the National Bicycle and Pedestrian Documentation (NBPD) project methodology for counting bicycles and pedestrians. These spot counts provide consistent, annual pedestrian volumes at 50 locations that are tracked over time. Each count is conducted at an intersection, and records the number of pedestrians crossing each leg of the intersection. The counts are conducted in January, May, and September for PM peak (5-7pm), off peak (10am-noon), and Saturday (noon-2pm) time periods at each location.

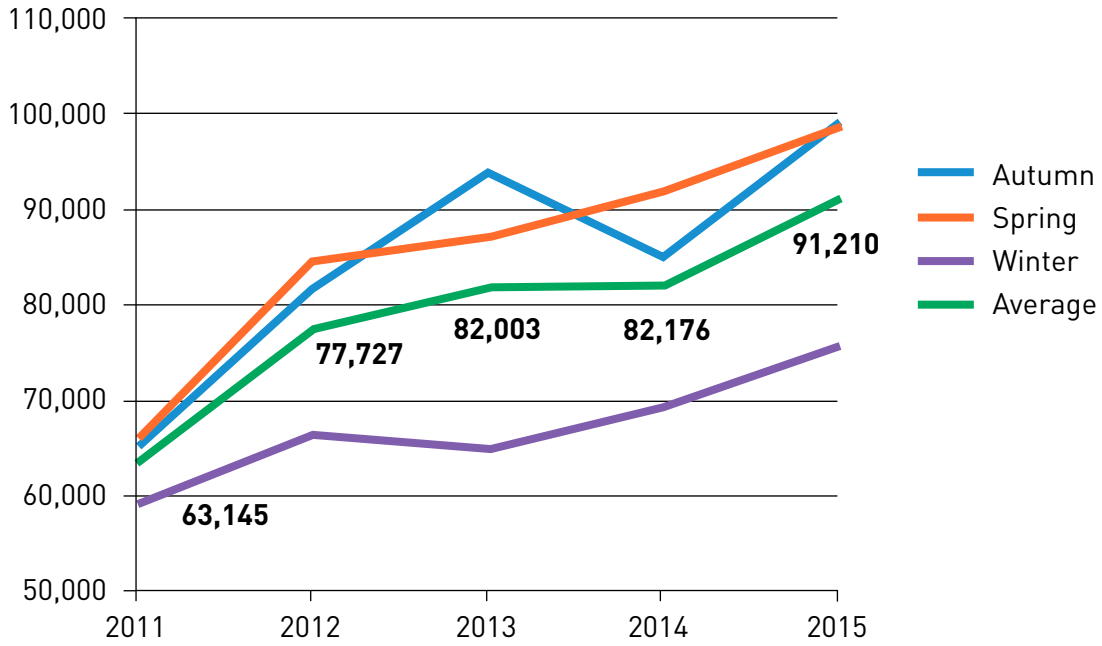
This ongoing program expands SDOT's pedestrian data beyond the Center City; it also provides insight into seasonal and daily pedestrian patterns. Figure 3 shows the trends in this data. In general, volumes have consistently increased for each season year over year. Some fluctuation can occur from year to year due to changes in weather at the time of the count, or specific location challenges (i.e. construction obstructions or closures).

SELF-REPORTED PHYSICAL ACTIVITY

The PMP was the first of Seattle's modal master plans to establish a goal to improve health outcomes for individuals, and to use health data when prioritizing infrastructure. Health data provided by the King County Behavioral Risk Factor Surveillance System (BRFSS) was integrated into the PMP prioritization methodology. The BRFSS is the largest, continuously conducted, health survey in the world, administered with funds through the Center for Disease Control and Prevention (CDC). It collects information from adults on health behaviors and preventative practices.

The Plan includes a performance measure tracking self-reported physical activity, as opportunities to achieve a basic level of physical activity increase as we develop a safe, connected pedestrian network. The Plan established a desired trend of a decreasing percentage of survey respondents reporting little or no physical activity. BRFSS data for King County was used to determine the "percentage of respondents who reported no physical activity during the previous 30 days" in both 2006 and 2014.

FIGURE 3: ANNUAL CITYWIDE PEDESTRIAN COUNTS, 2011-2015



The rate of self-reported physical activity has not significantly changed since 2006. While Seattle saw no change in the percentage of people who reported no physical activity between 2006 and 2014 (both at 11.0%), King County, as a whole, saw an increase from 14.5% to 15.0% in people reporting no physical activity.

CHILDREN WALKING OR BIKING TO OR FROM SCHOOL

This measure compares the number of children walking to school over time. For the purposes of this evaluation, school travel surveys completed by schools participating in the Safe Routes to School (SRTS) program were used to track the number of children walking to school. Currently, no method exists to track the total number of children walking to school throughout the city; the number of children walking at schools participating in the SRTS program serves as a proxy measure.

The survey responses match the desired trend of an increasing number of walking trips by children to school. For schools completing the travel surveys, the percent of children walking to school was 14% (pre-SRTS program), 18.3% in 2011, and 22.7% in 2013.