



# 2013 Center City Holiday Pedestrian Safety Campaign



Seattle Pedestrian Advisory Board

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February 12, 2014

# SDOT's mission



Deliver a safe and reliable transportation system that enhances Seattle's environment and economic vitality.

# SDOT's vision



A vibrant Seattle through transportation excellence.

# SDOT's values



# Presentation overview

- Campaign goals
- Outcomes
- Next steps
- Questions/discussion

# Campaign goals

Facilitate behavior change  
and reduce collisions

Via education and  
enforcement





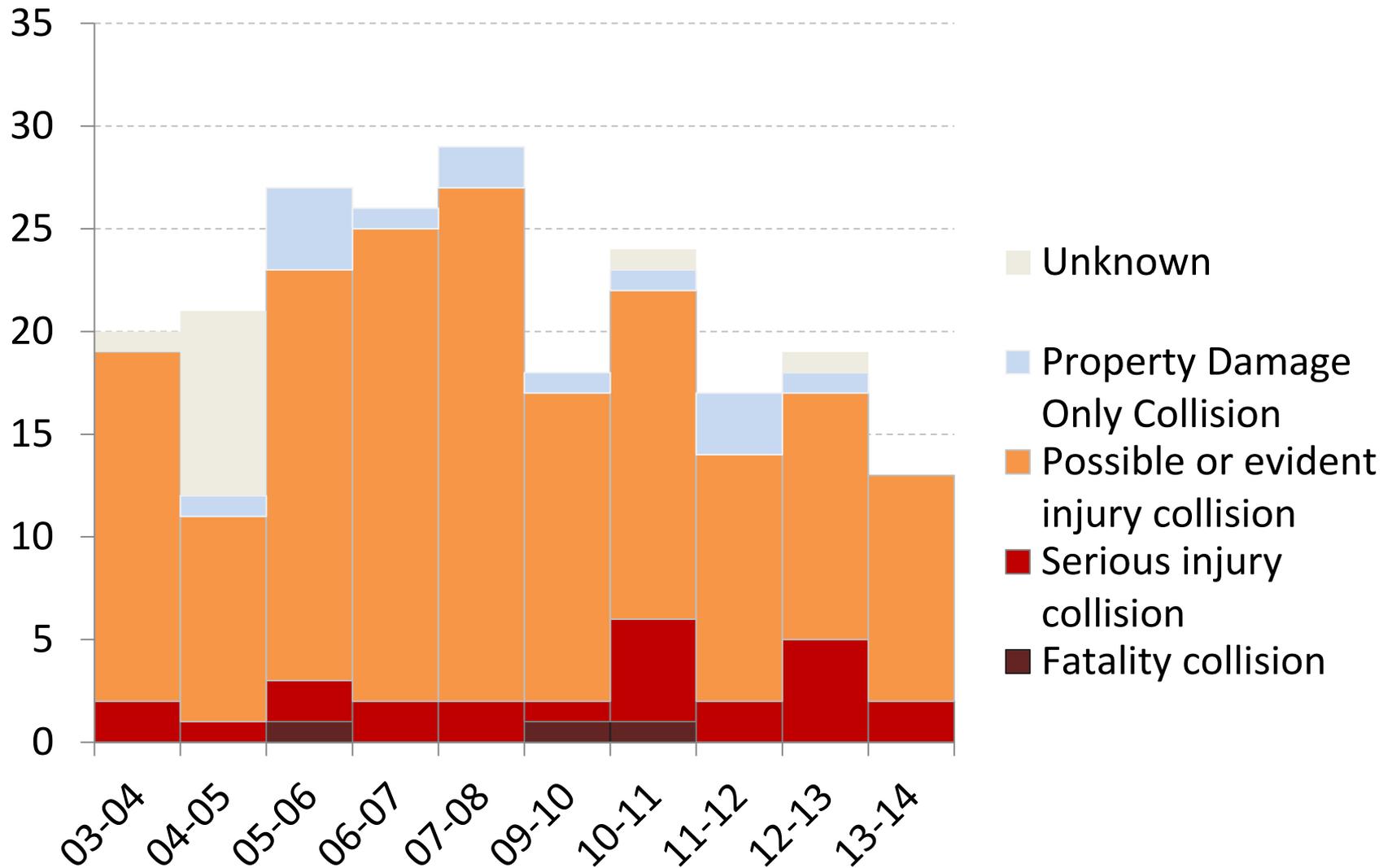
Launch Event – November 23, 2013 at Westlake Park

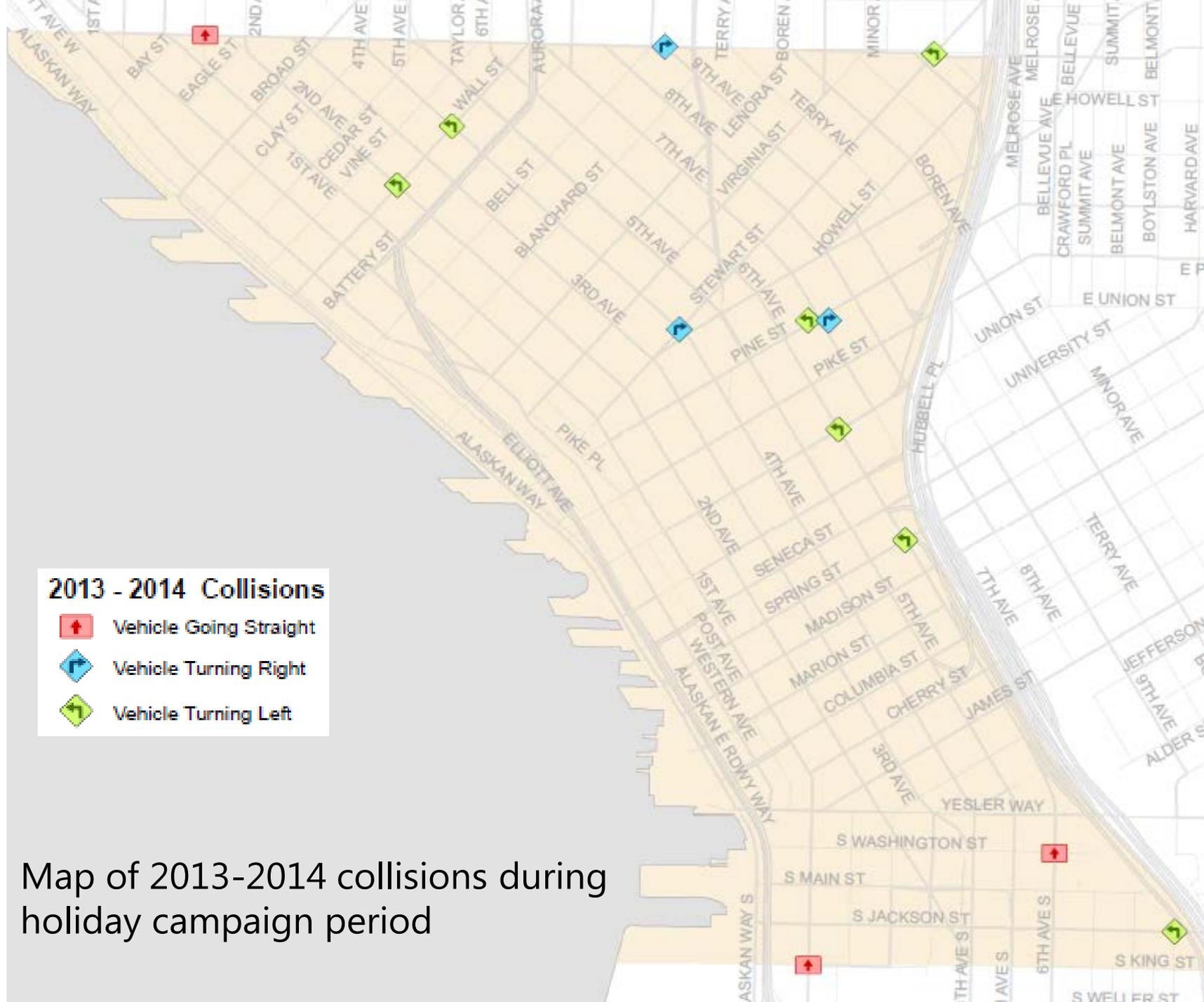


# Outcomes

- Collisions decreasing
- Campaign awareness
- Citations issued

# Collisions continue to decrease





Map of 2013-2014 collisions during holiday campaign period

# Collision details

13 total collisions

- Vehicle going straight: 3
- Turning right: 3
- Turning left: 7
  
- 2 serious injuries
- 3 drivers under the influence

# Campaign awareness

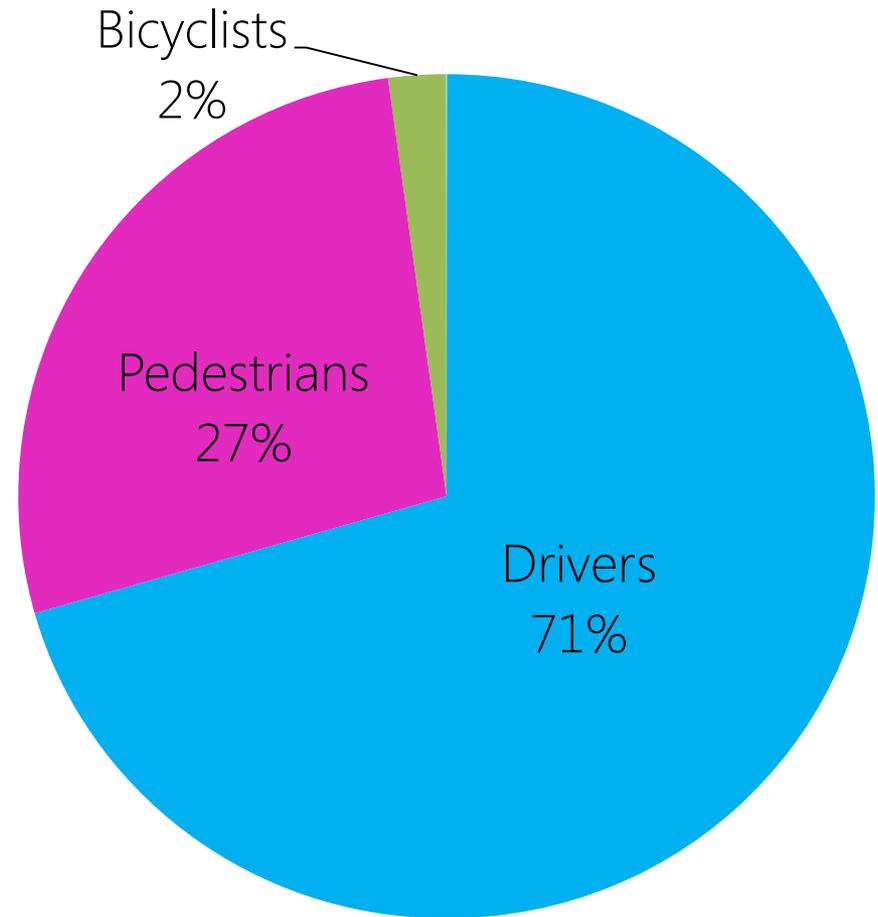
Westlake Mall intercept survey results (37 respondents):

- 32% aware of campaign
- 54% thought "drive with care, walk aware" message was clear and effective

# Citations

275 citations issued:

- 194 (71%) to drivers
  - 17 failure to yield
  - 10 cell phone/texting
- 75 (27%) to pedestrians
- 6 (2%) to bicyclists



# Next steps

Tonight	Get your ideas and feedback
May 2014	Conduct Knowledge, Attitudes, and Behaviors Survey
Summer 2014	Present survey findings and campaign evaluation to Council

# Questions?

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<http://www.seattle.gov/safehappyholidays.htm>



# Thanks!

<http://www.seattle.gov/transportation>

