



### **Corridor Description**

The Aurora Avenue North Traffic Safety Corridor is approximately eight miles in length, extending from the Battery Street Tunnel to the city limits at North 145<sup>th</sup> Street along State Route 99. Aurora serves a diverse population of users including drivers, pedestrians, bicyclists, and transit users.

Aurora Avenue North is “main street” for the businesses and residential neighborhoods of South Lake Union, Queen Anne, Fremont, Wallingford, Phinney Ridge, Green Lake, Licton Springs, Greenwood, Broadview, and Haller Lake. The average vehicle traffic load ranges from 35,500 to 85,900 vehicles per day. Between April 2005 and March 2008, 1,581 collisions occurred or nearly 46 collisions per month. 49 of these collisions involved fatal or serious injuries and 78 were alcohol-related. The majority of crashes occurred during daylight hours (65%) when the weather is clear and the pavement is dry (63%). Crashes were fairly evenly distributed through out the year with the exception of September when crashes are 41 percent higher than the monthly average. Collisions occur most frequently on Fridays and the fewest occur on Sundays. The peak hour for crashes is between 4:00 p.m. and 5:00 p.m.

Some of the significant characteristics of collisions on the Aurora Corridor are:

- Rear-end, angle and sideswipe (same direction) are the three most common types of collisions
- Failing to yield, inattention, and following too close are the three leading contributing causes of collisions
- Failing to yield, driving under the influence, and inattention are the three leading causes of fatal and serious injury crashes

### **Planned Activities**

In October 2008, a Task Force consisting of local residents, business owners, and state and local government was formed to identify issues, develop solutions, and to create an Action Plan to improve traffic safety along Aurora. Some of the highlights of this Action Plan include:

- A new marked crosswalk on the north leg of N 130<sup>th</sup> St with new ADA curb ramps
- New radar speed signs at several locations along Aurora accompanied by increased enforcement efforts at each location
- Pedestrian safety emphasis patrols at key intersections to ensure that drivers yield to pedestrians and educate drivers about pedestrian law
- New sidewalks on the east side of Aurora near N 115<sup>th</sup> St
- New stop bars at all signalized intersections to provide additional guidance to emphasize the point behind which vehicles are required to stop
- New street name signs for the entire corridor and improvements to regulatory, warning, and way finding signage
- An educational campaign intended to raise awareness about driving on Aurora

### **Desired Outcomes**

The Aurora Traffic Safety Project aims to improve safety for users of Aurora Avenue including pedestrians, cyclists, and drivers through low-cost, near-term solutions. The main goals of this project are to:

- Reduce the number of serious and fatal collisions by 25 percent
- Reduce the number of hit pedestrian/cyclist collisions
- Improve pedestrian mobility along and across Aurora
- Improve public awareness about pedestrian law

Project planning began October 2008. The project officially launched in June 2009 and is expected to last 18 to 24 months.

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**Task Force:**

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# Action Plan

## Aurora Avenue North Traffic Safety Corridor Engineering

Location	Corridor Safety Issue Identified	Planned Actions	Organization	Target Date	Cost	Desired Impact
Entire Aurora Corridor	Aurora is a wide street with long crossing distances for pedestrians  <i>Mid Term</i>	Where not already in place, install pedestrian countdown signals	SDOT/WSDOT	Ongoing	Approx. \$1500 to \$3000 each - \$15,000 (WSDOT)	Reduce Hit Pedestrian/Cyclist collisions
Battery Street Tunnel North Portal to Aurora Bridge	Drivers often exceed the speed limit  <i>Mid Term</i>	Install a permanent radar speed sign facing NB and SB traffic between the Aurora Bridge and the Battery Street Tunnel	SDOT/WSDOT	Summer 2010	\$15,000 each \$30,000 total (WSDOT)	Deter speeding and reduce speed related collisions
Crockett Street	Hit Fixed Object Collisions are high near SB curve at Crockett St  <i>Near Term</i>	Install reflective markers on the roadway	SDOT	Completed Spring 2009	\$4000 (SDOT)	Reduce the number of hit fixed object collisions by providing extra guidance to drivers
Halladay Street	Halladay Street entrance to NB Aurora has the highest occurrence of rear-end collisions  <i>Mid Term</i>	Improve this intersection through channelization changes or installation of metered on-ramp signal	SDOT/WSDOT	2010	\$50,000 (WSDOT)	Reduce rear-end collisions
Raye Street	Traffic often backs up onto Aurora at peak hours	Install flashing beacon & signage to warn NB drivers of traffic back-ups ahead	SDOT/WSDOT	2010	\$10,000 (WSDOT)	Reduce rear-end collisions
Aurora Bridge to Woodland Park Zoo	Drivers often exceed the speed limit  <i>Mid Term</i>	Install permanent radar speed signs facing NB and SB traffic	SDOT/WSDOT	2010	\$15,000 each \$30,000 total (WSDOT)	Deter speeding and reduce speed related collisions
Bridge Way Exit	Vehicles exit Aurora and enter neighborhoods at high speeds and traffic often backs up onto Aurora at peak hours  <i>Near and Mid Term</i>	A. Review channelization to try slow vehicles and shorten pedestrian crossing B. Ensure proper pedestrian signage is in place C. Install flashing beacon & signage to warn NB drivers of traffic back-ups ahead	SDOT/WSDOT	A. 2010 B. Summer 2009 C. 2010	A. \$1000 (SDOT) B. \$500 (SDOT) C. \$10,000 (WSDOT)	A. Deter speeding and improve pedestrian safety B. Improve pedestrian safety & reduce hit pedestrian/cyclist collisions C. Reduce rear-end collisions

# Action Plan

## Aurora Avenue North Traffic Safety Corridor Engineering

Location	Corridor Safety Issue Identified	Planned Actions	Organization	Target Date	Cost	Desired Impact
From N 38 <sup>th</sup> Street to N 40 <sup>th</sup> Street	Hit Parked Car Collisions near the N 38 <sup>th</sup> St entrance to Aurora are highest on the corridor  <b>Mid Term</b>	Review channelization and consider lengthening parking restrictions 1 car length at N 38 <sup>th</sup> Street to the north in order to improve acceleration lane (work with businesses)	SDOT	Summer 2009	<b>\$500 (SDOT)</b>	Reduce hit parked car collisions
N 46 <sup>th</sup> St entrance to SB Aurora	Merge to SB Aurora can be difficult due to vehicle volumes and geometry of channelization  <b>Mid Term</b>	A. Review design of SB merge lane B. Reduce sign clutter and add new speed limit signage	SDOT	Fall 2009	<b>\$2500 (SDOT)</b>	Improve merge conditions
N 46 <sup>th</sup> St/Green Lake Way Exit	Vehicles exit Aurora and enter neighborhoods at high speeds  <b>Near and Mid Term</b>	A. Review channelization to try to slow traffic on exit, shorten pedestrian crossing, and direct traffic away from EB Allen Pl and EB N 45 <sup>th</sup> St B. Ensure proper pedestrian signage is in place	SDOT	A. 2010 B. Summer 2009	A. <b>\$1000 (SDOT)</b> B. <b>\$500 (SDOT)</b>	A. Deter speeding and improve pedestrian safety B. Improve pedestrian safety & reduce hit pedestrian/cyclist collisions
West side of Green Lake	NB drivers can be surprised by transition from 'freeway-like' segment of Aurora to neighborhood business district  <b>Mid Term</b>	Install "Signal Ahead" signage	SDOT	Summer 2009	<b>\$500 (SDOT)</b>	<ul style="list-style-type: none"> <li>Alert drivers that the roadway is changing and that they are approaching signalized intersections</li> <li>Reduce intersection related collisions</li> </ul>
NB curve at Green Lake	High occurrence of Hit Fixed Object collisions near NB curve at Green Lake  <b>Mid Term</b>	Install reflective markers on the roadway	SDOT/WSDOT	Late 2009/Early 2010	<b>\$5000 (WSDOT)</b>	Reduce the number of hit fixed object collisions by providing extra guidance to drivers
N 70 <sup>th</sup> St to Winona Ave N	NB drivers often exceed the speed limit  <b>Near Term</b>	Install permanent radar speed sign facing NB traffic	SDOT/WSDOT	2010	<b>\$15,000 (WSDOT)</b>	Deter speeding and reduce speed related collisions

# Action Plan

## Aurora Avenue North Traffic Safety Corridor Engineering

Location	Corridor Safety Issue Identified	Planned Actions	Organization	Target Date	Cost	Desired Impact
Winona Ave N	Angle collisions are high at this location  <b>Mid Term</b>	Evaluate NB Aurora to WB Winona left turn signal to determine if this should be a protected left turn only	SDOT	2010	TBD (SDOT)	Reduce angle collisions
N 80 <sup>th</sup> St	Drivers often make risky left turns to NB and SB Aurora from 80 <sup>th</sup> – this is a major crossing for students walking to and from Bagley Elementary School  <b>Mid Term</b>	A. Investigate adding left turn phase for EB/WB 80 <sup>th</sup> St if feasible – or – lengthen pedestrian crossing time/create a leading pedestrian phase B. Evaluate school zone signage	SDOT/WSDOT	Fall/Winter 2009	A. \$1000 (SDOT) B. \$1000 (SDOT)	A. Reduce angle collisions and improve pedestrian safety B. Reduce hit pedestrian/cyclist collisions
N 85 <sup>th</sup> St	Intersection with highest number of pedestrian/cyclist collisions  <b>Long Term</b>	Upgrade ADA ramps on all four corners	SDOT	TBD	TBD (SDOT)	Improve pedestrian safety at this major transit transfer point
N 90 <sup>th</sup> St	High occurrence of angle collisions  <b>Near Term</b>	Install left turn phase to signal and install c-curb to delineate NB and SB traffic	SDOT	Completed 2008	\$40,000 (SDOT)	Reduce angle collisions
N 90 <sup>th</sup> St to N 100 <sup>th</sup> St	Several hit pedestrian/cyclist collisions in this 10 block section lacking a crosswalk  <b>Long Term</b>	Work with WSDOT to investigate installing a signal in the vicinity of the transit stops at N 95 <sup>th</sup> St	SDOT/WSDOT	Ongoing	TBD (SDOT)	Improve pedestrian safety & reduce hit pedestrian/cyclist collisions
Approx. N 110 <sup>th</sup> St to N 115 <sup>th</sup> St	Improve signing and striping of more clearly establish NB BAT (Business Access & Transit) lane  <b>Near Term</b>	Install signing and channelization to establish NB BAT lane	SDOT	TBD	\$2500 (SDOT)	Improve transit speed and reliability
N 115 <sup>th</sup> St	Pedestrian fatality has occurred at this intersection that lacks a crosswalk on the south leg  <b>Mid Term</b>	Install: <ul style="list-style-type: none"> <li>• New sidewalk on the east side of Aurora (south of N 115<sup>th</sup> St)</li> <li>• New ADA curb ramps</li> <li>• New crosswalk</li> <li>• Modify the signal</li> </ul>	SDOT	2010	Grant Funded	Improve pedestrian safety & reduce hit pedestrian/cyclist collisions

# Action Plan

## Aurora Avenue North Traffic Safety Corridor Engineering

Location	Corridor Safety Issue Identified	Planned Actions	Organization	Target Date	Cost	Desired Impact
N 120 <sup>th</sup> St to N 145 <sup>th</sup> St	Signs, utilities, driveways and lack of sidewalks make the pedestrian environment unfriendly  <b>Mid Term</b>	Investigate the establishment of designated pedestrian zones and work to reduce sign clutter	SDOT	2010	<b>TBD (SDOT)</b>	Improve pedestrian safety & reduce hit pedestrian/cyclist collisions
N 128 <sup>th</sup> St	Drivers often make risky left turns to NB & SB Aurora from N 128 <sup>th</sup> St  <b>Mid Term</b>	Evaluate restricting left turns during peak hours	SDOT	Early 2010	<b>\$1000 (SDOT)</b>	Reduce angle collisions
N 130 <sup>th</sup> St	No crosswalk on north leg of intersection – overhead pedestrian bridge is not ADA accessible  <b>Mid Term</b>	<ul style="list-style-type: none"> <li>• Install new marked crosswalk on the north leg of the intersection</li> <li>• Install new curb ramps</li> <li>• Modify signal phasing to accommodate new walk phase</li> </ul>	SDOT/WSDOT	Late 2009/Early 2010	<b>\$75,000 (WSDOT)</b>	Improve pedestrian safety & reduce hit pedestrian/cyclist collisions
N 130 <sup>th</sup> St to Roosevelt Way	Improve NB BAT Lane  <b>Near Term</b>	Upgrade signage to alert drivers to presence of BAT lane	SDOT	TBD	<b>\$1000 (SDOT)</b>	Improve transit speed and reliability
N 135 <sup>th</sup> St	Two serious pedestrian collisions have occurred at this intersection – no curb ramps on the west side  <b>Long Term</b>	Investigate installing new ADA curb ramps on the west side of the intersection	SDOT	2010	<b>%,000</b>	Improve pedestrian safety & reduce hit pedestrian/cyclist collisions
N 135 <sup>th</sup> St to N 145 <sup>th</sup> St	10 block section lacking a crosswalk  <b>Long Term</b>	Work with WSDOT to investigate installing a signal – location TBD	SDOT/WSDOT	2010	<b>TBD (SDOT)</b>	Improve pedestrian safety & reduce hit pedestrian/cyclist collisions
N 115 <sup>th</sup> to N 145 <sup>th</sup> St	Speed limit increases to 40 mph though the nature of the roadway/land use does not change – many driveway related collisions  <b>Long Term</b>	Work with WSDOT to investigate reduction of speed limit to 35 mph	SDOT/WSDOT	2010	<b>TBD (SDOT)</b>	Reduce driveway related collisions

# Action Plan

## Aurora Avenue North Traffic Safety Corridor Engineering

Location	Corridor Safety Issue Identified	Planned Actions	Organization	Target Date	Cost	Desired Impact
Multiple Locations	Full review of collision patterns needed at: <ul style="list-style-type: none"> <li>▪ Winona Ave N</li> <li>▪ N 80<sup>th</sup> St</li> <li>▪ N 85<sup>th</sup> St</li> <li>▪ N Northgate Way/N 105<sup>th</sup> St</li> <li>▪ N 130<sup>th</sup> St</li> </ul> <b>Long Term</b>	Review collision patterns to determine if improvements could improve safety	SDOT	2010	<b>TBD (SDOT)</b>	Reduce collisions
Transit Stops	Review bus stop locations with King County Metro for consolidation, relocation, and additions that compliment existing signalized crosswalk locations  <b>Long Term</b>	Work with King County Metro during Aurora BRT Planning	SDOT/Metro	2009/2010	<b>TBD (SDOT/Metro)</b>	Improve pedestrian mobility
Median Islands	Some median islands prevent traffic from entering left turn pockets creating congestion  <b>Long Term</b>	Review existing median islands	SDOT/WSDOT	2010	<b>TBD</b>	Improve traffic flow and reduce collisions
Transit Stops and Crosswalks	Corridor can be very dark in winter months making pedestrians hard to see  <b>Long Term</b>	Evaluate lighting throughout the corridor	SDOT/SCL	Ongoing	<b>TBD</b>	Improve visibility of pedestrians

### Definitions

Near Term: Project to be completed in 2009

Mid Term: Project to be completed within the two year project period

Long Term: Ongoing effort

NB: Northbound

SB: Southbound

EB: Eastbound

WB: Westbound

BAT Lane: Business Access and Transit Lane

# Action Plan

## Aurora Avenue North Traffic Safety Corridor Enforcement

	Corridor Safety Issue Identified	Planned Actions	Organization	Target Date	Desired Impact
A.	Drivers are exceeding safe speeds. Particular problems are: <ul style="list-style-type: none"> <li>School zones</li> <li>Battery Street Tunnel North Portal to Winona</li> <li>N 90<sup>th</sup> Street to City Limits</li> </ul>	<p>A. Deploy SPD Aggressive Driving Reduction Team</p> <p>B. Deploy School Zone Ticket Van to Bagley Elementary and Ingraham High School</p> <p>C. Coordinate installation of radar speed signs with speed emphasis patrols</p>	SPD	<p>A. Ongoing</p> <p>B. Ongoing</p> <p>C. TBD</p>	Deter speeding
B.	Failure to yield is the leading cause of collisions on the corridor.	<p>A. Conduct Aggressive Driving Reduction Team Emphasis Patrols</p> <p>B. Conduct crosswalk pedestrian safety emphasis patrols to target motorists who fail to stop for pedestrians in crosswalks at:</p> <ul style="list-style-type: none"> <li>Winona Ave N</li> <li>N 80<sup>th</sup> St</li> <li>N 85<sup>th</sup> St</li> <li>N Northgate Way/N 105<sup>th</sup> St</li> <li>N 130<sup>th</sup> St.</li> </ul>	<p>SDOT</p> <p>SPD</p>	<p>A. Ongoing</p> <p>B. September 2009, January 2010</p>	Reduce the number of pedestrian/cyclist collisions at intersections and educate drivers about crosswalk law
C.	Drivers often run red lights and make risky or improper turns at signals: <ul style="list-style-type: none"> <li>From WB and EB 80<sup>th</sup> to Aurora</li> <li>At N 85<sup>th</sup> St</li> <li>At N Northgate Way</li> <li>At Winona Ave N</li> </ul>	Add red light photo enforcement camera	<p>SDOT</p> <p>SPD</p>	<p>N 85<sup>th</sup> St Completed Fall 2008</p> <p>Ongoing</p>	<ul style="list-style-type: none"> <li>Reduce the number of angle collisions</li> <li>Reduce the number of pedestrian/cyclist collisions at intersections</li> </ul>
D.	Motorists often speed while approaching Aurora from I-5 exits or from other streets approaching Aurora	<p>Deploy Speed Watch Trailer to:</p> <ul style="list-style-type: none"> <li>Winona Ave N/Linden Ave N</li> <li>N 80<sup>th</sup> St</li> <li>N 85<sup>th</sup> St</li> <li>N 100<sup>th</sup> St</li> <li>N Northgate Way/N 105<sup>th</sup> St</li> <li>N 125<sup>th</sup> St</li> <li>N 130<sup>th</sup> St</li> </ul>	SPD	Ongoing	Deter speeding

# *Action Plan*

## **Aurora Avenue North Traffic Safety Corridor Enforcement**

	<b>Corridor Safety Issue Identified</b>	<b>Planned Actions</b>	<b>Organization</b>	<b>Target Date</b>	<b>Desired Impact</b>
E.	Following too close to other vehicles is a top cause of collisions	Deploy Aggressive Driving Reduction Team	SPD	Ongoing	Reduce the number of rear-end collisions
F.	There is a higher instance of alcohol-related collisions near Green Lake	A. Conduct DUI Emphasis Patrols B. WSLCB to conduct targeted enforcement and educational outreach at establishments along and near Aurora	SPD WASLCB	Ongoing	A. Reduce the number of alcohol-related collisions B. Gain compliance of licensed liquor establishments regarding not serving impaired customers, identify non-compliant liquor establishments & enable liquor control enforcement

Note that the enforcement strategy is flexible. Traffic resources can be shifted to address specific needs as they arise. The Seattle Police Traffic Section will manage the enforcement overtime. All overtime tracking, and the collection and analysis of citations/statistics will be done by the Seattle Police Traffic Section and submitted to the WTSC for review.

# Action Plan

## Aurora Avenue North Traffic Safety Corridor Education

	Corridor Safety Issue Identified	Planned Actions	Organization	Target Date	Desired Impact
1.	Engage the community in the introduction of the corridor project by planning a kick off event and initial project promotional campaign	<p>A. Plan and execute a project kick off event</p> <ol style="list-style-type: none"> <li>1. Develop kick off theme and program</li> <li>2. Determine venue for event</li> <li>3. Identify kick off promotional materials and order</li> <li>4. Develop guest list</li> <li>5. Promote the event</li> </ol> <p>B. Develop print materials, traffic signs design, and other informational materials and conduct media and community outreach.</p>	Education Team		<p>Good attendance at the kick off event and strong media coverage that explains the project purpose. Increased awareness of the project and a foundation for community outreach.</p> <p>Raise driver and community awareness of the project and its purpose.</p>
2.	Create a public identity for the project to be used on signs and all information and promotional materials.	Develop a project identity with a logo that portrays safety on Aurora	Education Team/ Graphic Designer	Completed Spring 2009	Camera ready art work in a variety of sizes and formats for branding project materials
3.	<p>To reduce unsafe driver and pedestrian behavior that are contributing to collisions along the Aurora Corridor and to support enforcement and engineering initiatives, public awareness should be raised about the importance of safe driver, cyclist and pedestrian behavior and the consequences of unsafe behavior. These education and outreach efforts should focus on the leading causes of collisions:</p> <ul style="list-style-type: none"> <li>• Failing to yield to other vehicles, pedestrians and cyclists</li> <li>• Inattention</li> <li>• Driving under the influence</li> <li>• Disregarding signals</li> <li>• Exceeding Safe Speed</li> <li>• Following too close</li> <li>• Improper turns</li> </ul>	<p>A. Relying upon project data and team knowledge of the community identify key messages, target audiences and delivery methods.</p> <p>B. Develop an awareness program to reinforce safe driving messages coordinated with enforcement emphasis patrols.</p> <p>C. Develop education and awareness materials that are relevant to the target audience</p> <ol style="list-style-type: none"> <li>1. Drivers</li> <li>2. Pedestrians (Ped Hot Spots at Bagley 85<sup>th</sup> and Ingraham-130<sup>th</sup>, Northgate Way, 115<sup>th</sup>, others??)</li> <li>3. Cyclists (Hot Spot 85<sup>th</sup>)</li> </ol> <p>D. Identify opportunities in the community to promote safety on Aurora. This may include periodic events such as XXX, ongoing community forums such as civic and community groups, overpass banners, traditional advertising opportunities such as bus interior and exterior advertising, PSAs or</p>	Education Team	ongoing	<p>Appropriate educational and promotional materials integrated with an outreach plan that promotes safety on the corridor.</p> <p>Increased awareness the driving laws targeted by enforcement.</p> <p>Increase awareness of the project and of safe driving, walking and bicycling behavior</p> <p>Increased opportunities to educate the public about safe driving, cycling and pedestrian behaviors on the Aurora corridor</p> <p>Create awareness of engineering improvements and ongoing safety awareness.</p>

# *Action Plan*

	Corridor Safety Issue Identified	Planned Actions	Organization	Target Date	Desired Impact
		<p>radio sponsorships, Web site, schools and businesses.</p> <p>E. Maintain an ongoing information and promotional program to support engineering improvements            1. Fill in with initiatives from the Engineering Action Plan</p> <p>F. Develop a safety advocate outreach program designed to reach target at risk audiences such as walk to school children, teen drivers, seniors, etc</p>			<p>Increase awareness of the project and of safe driving, walking and bicycling behavior in target audiences</p>

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