

# Pedestrian Master Plan

## Scope of the Plan, Working Draft 10/9/07

**Purpose:** The purpose of this document is to identify the key tasks and deliverables envisioned for the Pedestrian Master Plan Project. The term “scope” in this document refers to the set of activities (tasks and deliverables) that will be accomplished in order to develop a Pedestrian Master Plan that meets the project goals.

**Draft Project Goals:** SDOT has been using the following to describe the high level project goals:

- Get more people walking
- Reduce the number and severity of crashes involving pedestrians
- Engage the people of Seattle in the solutions

These draft goals are likely to be modified as the plan develops and more people get engaged in the planning effort.

**Organization of the Scope of the Plan:** Consistent with the Pedestrian Master Plan Approach Timeline, the scope of the plan has four parts:

**Part 1: Setting the Foundation.** The tasks and deliverables under Part 1 will develop the foundation pieces for the plan including goals and problem definition, a public engagement strategy and implementation steps, scope development and consultant selection and tasks associated with SDOTs management of the project.

**Part 2: Existing Conditions and Toolbox Development.** The tasks and deliverables in Part 2 focus on data collection and analysis, and creation of a toolbox of best practices and strategies for creating a more walkable Seattle. Data collection and analysis tasks will focus on both qualitative and quantitative information in order to understand the existing conditions for pedestrians and the nature and location of the “gaps.” The toolbox will define a set of strategies and solutions to develop and implement the Plan.

**Part 3: Pedestrian System: Identify and Evaluate Solutions.** Part 3 focuses on defining a network or system of pedestrian facilities throughout the city envisioned for the year 2020. Tasks will include identifying and mapping the system, applying the “toolbox of strategies and solutions” to the system as a basis for a list of policies, projects and programs to be implemented. Another task in Part 3 will be to develop and apply criteria to evaluate the system. The foundation for the pedestrian system plan will be information gathered in Parts 1 & 2 of the Plan.

**Part 4: Develop and Approve Pedestrian Master Plan.** Part 4 focuses on finalizing the set of near-, mid- and long-term plan actions as well as compiling the actual plan document. Part 4 also includes the final review and adoption process.

## Part 1: Setting the Foundation

#	Task	Description	Deliverables
1	<b>Establish Council Resolution 30951</b>	<p>Create a City Council directive that accomplishes the following:</p> <ul style="list-style-type: none"> <li>• Begins problem definition for the pedestrian master plan</li> <li>• Identifies high-level scope elements and directs SDOT to establish an ad hoc advisory group</li> <li>• Directs SPD and SDOT to develop a Pedestrian Education and Enforcement program</li> </ul>	Resolution 30195 drafted and approved
2	<b>Goals and Problem Definition</b>	Identify the goals, obstacles and issues that will guide development of the Pedestrian Master Plan. Also identify the research, education and evaluation tools to support development of the Plan	<ul style="list-style-type: none"> <li>• Summary of project goals, obstacles and issues</li> <li>• Review research, education, evaluation tools</li> <li>• Refine problem definition</li> </ul>
3	<b>Public Engagement Strategy and Implementation</b>	Develop a public engagement strategy that will result in meaningful input on walking in Seattle from a range of stakeholders. Include a description of events, information gathering activities, meetings and other outreach strategies. Focus on outreach to hard-to-reach populations, giving thought to translation and interpretation services, as well as communication media, and meeting times and venues that work for a diverse group of people. Leverage other outreach efforts that are being done by the City or its partners as often as possible	<ul style="list-style-type: none"> <li>• Develop Public Engagement Strategy that includes: <ul style="list-style-type: none"> <li>○ Stakeholder analysis</li> <li>○ The Pedestrian Master Plan Advisory Group and meetings</li> <li>○ Project website</li> <li>○ Roundtable discussions</li> <li>○ Events and broad outreach strategies at both the citywide and neighborhood scale</li> <li>○ Surveys, such as neighborhood walks and Knowledge, Attitude and Behavior (KAB) studies</li> <li>○ Media coordination/outreach</li> </ul> </li> <li>• Implement Public Engagement Strategy</li> </ul>
4	<b>Scope of the Plan</b>	Develop a complete scope of the Pedestrian Master Plan Project	Identify specific tasks and deliverables to be completed through the Pedestrian Master Plan project

<b>#</b>	<b>Task</b>	<b>Description</b>	<b>Deliverables</b>
5	<b>Consultant Selection</b>	Engage a consultant team to help develop components of the Pedestrian Master Plan scope	<ul style="list-style-type: none"> <li>• Identify specific tasks and deliverables to be completed through a consultant contract</li> <li>• Conduct the consultant selection process in compliance with SDOT contracting procedures. Include members of the Interagency Team and PMPAG on the consultant selection panel</li> </ul>
6	<b>Project Management</b>	Manage the project scope, schedule and budget	<ul style="list-style-type: none"> <li>• Develop and manage the project scope, schedule and budget</li> <li>• Assist with coordination on related pedestrian safety initiatives including the City Council Pedestrian Safety Committee, and the Pedestrian Safety Education and Enforcement Campaign</li> <li>• Coordinate input and review by SDOT staff and other Interagency Team members</li> <li>• Staff the PMPAG. Assist with the process to identify PMPAG members</li> <li>• Coordinate the PMPAG's review of Plan deliverables</li> <li>• Convene PMPAG meetings and produce agendas and meeting minutes</li> <li>• Manage consultant activities and contracts</li> </ul>

## Part 2: Existing Conditions and Toolbox Development

<b>#</b>	<b>Task</b>	<b>Description</b>	<b>Deliverables</b>
7	<b>Data Collection and Analysis</b>	Define and analyze key demographic, design and safety trends that affect pedestrians	<ul style="list-style-type: none"> <li>• Compile existing data resources, including: demographic, mobility and health trends, collision data, infrastructure inventories (e.g., sidewalks, curb ramps, signals, public stairways, traffic circles), land use and zoning information, street classifications, community destinations, parking information, environmental conditions (e.g. topography, creek watersheds, environmentally critical areas)</li> <li>• Identify and summarize gaps in existing data</li> <li>• Define additional data needs and collection methods (e.g. surveys, KABs, inventories, counts)</li> <li>• Conduct data collection</li> <li>• Analyze, review and summarize results</li> <li>• Refine problem definition as needed</li> </ul>

#	Task	Description	Deliverables
8	<b>Background and Existing Conditions</b>	Compile information and analysis into a “State of the Pedestrian Environment Report” that is based on the information developed in Tasks 1-7	<p>Create an easy-to-read and graphic-rich report that describes:</p> <ul style="list-style-type: none"> <li>• Policies, codes, and regulations (e.g., Urban Villages, Complete Streets, Climate Action and Social Equity)</li> <li>• Demographic trends (e.g., age, income, race/ethnicity, household characteristics, people with disabilities, employment)</li> <li>• Mobility Trends (e.g., walk to work/school data, auto ownership, mode share, vehicle volumes, transit network and ridership)</li> <li>• Health Trends (e.g., obesity, physical activity)</li> <li>• Land Use and Zoning (including future land use)</li> <li>• Recreation</li> <li>• Design and Engineering—inventory information, trends and current practices (e.g., sidewalks, curb ramps, signals, crosswalks, trails, traffic calming, street trees and landscaping)</li> <li>• Safety and Security (collision data, crime statistics)</li> <li>• Environment (e.g., creek watersheds, critical areas, topography)</li> <li>• Universal access</li> <li>• Budget and funding</li> <li>• Education</li> <li>• Enforcement</li> </ul>
9	<b>Toolbox of Strategies and Solutions</b>	Develop a toolbox of strategies and solutions, based on researched best practices, to address the issues defined in Task 8	<b>The Toolbox</b> is envisioned as a best practices guide of design, policy and operational practices for Seattle that addresses same topics identified in the State of the Pedestrian Environment Report

### Part 3: Pedestrian System: Identify and Evaluate Solutions

#	Task	Description	Deliverables
10	<b>Identify and Evaluate Pedestrian System Solutions</b>	Define the components of Seattle's Pedestrian System, focusing on infrastructure improvements. Define the criteria to evaluate the system components	A <b>2020 Pedestrian System Plan</b> including maps and project descriptions and evaluation criteria (e.g., feasibility, cost, relation to goals and problem definition, leveraging opportunities). The system plan will include projected conditions including future population and employment growth data and land use projections and their impacts on the pedestrian system through the year 2020

### Part 4: Develop and Approve Pedestrian Master Plan

#	Task	Description	Deliverables
11	<b>Identify Specific Plan Actions</b>	Identify the full range of actions (e.g., projects, programs, policy and code updates) to complete the Pedestrian System	<ul style="list-style-type: none"> <li>• Compile the complete list of near, mid and long term actions (e.g., projects, programs, and process improvements)</li> <li>• Identify policy, design criteria and regulatory changes, as well as maintenance activities that need to be implement to accomplish the system plan</li> <li>• Develop preliminary cost estimates and detailed project sheets where applicable</li> </ul>
12	<b>Develop Funding and Implementation Strategy</b>	Develop a funding strategy and a specific set of implementation actions	<ul style="list-style-type: none"> <li>• Develop a funding strategy that includes an assessment of existing resources, the total costs of all projects defined in Plan, and a strategy to address the gap</li> <li>• Develop performance reporting tools and methods</li> <li>• Define an outreach and training plan for City managers and staff in the departments and agencies represented on the IAT to inform them of policy and operational changes resulting from the Plan that will impact their work</li> </ul>
13	<b>Review Draft Pedestrian Plan</b>	Provide multiple opportunities for input on the draft plan	Draft plan review will be incorporated into the public engagement strategy (See Task 3)
14	<b>Pedestrian Plan Approval Process</b>	Prepare Final Draft Plan for Mayor's Office and Council review and approval	<ul style="list-style-type: none"> <li>• Prepare final draft plan for Mayor and Council approval</li> <li>• Draft Council Resolution for adoption</li> </ul>
15	<b>Performance Monitoring and Stewardship</b>	Ongoing monitoring and stewardship of the plan, based on the performance reporting tools and methods defined in Task 12	Develop a monitoring and stewardship process

## Proposed PMPAG Role by Task

<b>Task #</b>	<b>PMPAG Role</b>
<b>1. Establish Council Resolution 30951</b>	<ul style="list-style-type: none"> <li>• PMPAG membership established</li> <li>• Attend monthly PMPAG meetings</li> <li>• Attend other meetings/events related to the development of the Plan, as appropriate, including PMPAG steering committee meetings, City Council Pedestrian Safety Committee meetings, project-related events and others</li> <li>• Act as liaison between the PMPAG and the group or constituency each member represents</li> </ul>
<b>2. Goals and Problem Definition</b>	<ul style="list-style-type: none"> <li>• Review and advise on plan goals and problem definition</li> <li>• Review research, education and evaluation tools and advise on ways to incorporate into the Plan</li> </ul>
<b>3. Public Engagement Strategy &amp; Implementation</b>	<ul style="list-style-type: none"> <li>• Review and advise on public engagement strategy draft</li> <li>• Attend/participate in public engagement activities such as roundtable discussions, events, surveys, etc.</li> </ul>
<b>4. Scope of the Plan</b>	<ul style="list-style-type: none"> <li>• Review and advise on the scope of the plan</li> </ul>
<b>5. Consultant Selection</b>	<ul style="list-style-type: none"> <li>• Review and advise on the consultant Request for Qualifications (RFQ)</li> <li>• Members of the PMPAG participate in consultant selection process (review of proposals and interview)</li> </ul>
<b>6. Project Management</b>	<ul style="list-style-type: none"> <li>• Communicate with SDOT project manager on review of deliverables, meeting agendas and other items over the course of the Plan process</li> </ul>
<b>7. Data Collection and Analysis</b>	<ul style="list-style-type: none"> <li>• Review existing data resources</li> <li>• Review and advise on gaps in existing data as well as data needs and collection methods</li> <li>• Review and advise on data analysis</li> <li>• Review and advise on refinements to problem definition, as needed</li> </ul>
<b>8. Background and Existing Conditions</b>	<ul style="list-style-type: none"> <li>• Review and advise on content and format of State of the Pedestrian Environment report</li> </ul>
<b>9. Toolbox of Strategies and Solutions</b>	<ul style="list-style-type: none"> <li>• Review and advise on content and format of the Toolbox of Strategies and Solutions</li> </ul>
<b>10. Identify and Evaluate Pedestrian System Solutions</b>	<ul style="list-style-type: none"> <li>• Review and advise on the content and format of the 2020 Pedestrian System Plan</li> <li>• Review and advise on the evaluation criteria developed as part of this task</li> </ul>

<b><i>Task #</i></b>	<b><i>PMPAG Role</i></b>
<b>11. Identify Specific Plan Actions</b>	<ul style="list-style-type: none"> <li>• Review and advise on the content and format of:</li> <li>• the list of near, mid and long term actions (e.g., projects, programs, and process improvements)</li> <li>• policy, design criteria and regulatory changes, as well as maintenance activities that need to be implement to accomplish the system plan</li> <li>• preliminary cost estimates and detailed project sheets where applicable</li> </ul>
<b>12. Develop Funding and Implementation Strategy</b>	<ul style="list-style-type: none"> <li>• Review and advise on the content and format of the funding strategy and performance reporting tools and methods</li> </ul>
<b>13. Review Draft Pedestrian Plan</b>	<ul style="list-style-type: none"> <li>• Participate in activities related to the review of the draft plan (e.g. community meetings, forums or events) as well as gather feedback and input on the draft plan from the constituencies each PMPAG member represents</li> </ul>
<b>14. Pedestrian Plan Approval Process</b>	<ul style="list-style-type: none"> <li>• Attend meeting with the Mayor and Council, as requested, to discuss the plan and planning process</li> </ul>
<b>15. Performance Monitoring and Stewardship</b>	<ul style="list-style-type: none"> <li>• Review and advise on performance monitoring and stewardship plan</li> </ul>

