

Corridor Description

The Rainier Avenue South Traffic Safety Corridor is approximately eight miles in length, extending from 75th Avenue South north to South Dearborn Street. It serves a diverse population of users including drivers, bicyclists, transit users and pedestrians, as well as a large population that speaks English as a second language.

Rainier Avenue is the “main street” for the business districts and residential neighborhoods of McClellan Station, Genesee, Columbia City, Hillman City, Othello and Rainier Beach. The average vehicle traffic load ranges from 18,000 to 42,000 vehicles per day. 1,743 collisions occurred between January 2002 and December 2004 or nearly 50 collisions per month. Two percent (2%) of these collisions involved fatal or disabling injuries and three percent (3%) were alcohol-related. The majority of crashes occurred during daylight hours (74%) and during clear weather (66%). Crashes were fairly evenly distributed through out the year with the exception of August when crashes are 41 percent higher than the monthly average. The highest numbers of crashes occur on Saturdays and Sundays and the fewest occur on Mondays. The peak time of day for crashes is 3:00 p.m.

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

- **Rear-end, angle and sideswipe (same direction)** are the three most common types of collisions
- **Failing to yield, following too close and inattention** are the three leading contributing cause of collisions.
- **Driving under the influence, exceeding safe speed and failing to yield** are the three leading causes of fatal and disabling injury crashes
- **Failure to yield to pedestrian/cyclists collisions** occur three times more often than similar roadways in the region.

The project kicked off April 2006 and is expected to last 18 to 24 months.

Co-Chairs:

Grace Crunican
Director, Seattle Department of Transportation

Harry Bailey
Assistant Chief, Seattle Police Department

Steering Committee:

Aki Kurose Middle School
Ronald F Howard
Feet First
David Levinger
Jen Cole
Franklin High School
Patricia Newton
Genesee Merchants Association
Grover Haynes

King County DOT
Mary Coltrane
King County Metro Transit
Victor Obeso
Ellen Bevington
Sharon Slebodnick
King County Public Health
Deanne Boisvert, MNPL, BSPH

National Highway Traffic Safety Administration (NHTSA)
Kirk Gillett
Nelson Trucking
Peter Whitehead
Rainier Beach Coalition for Community Empowerment
Elaine Hayes

Spring 2007

Rainier Beach High School
Robert Gary, Jr.

Rainier Beach Merchants Association
Mark Capestany

Rainier Othello Safety Assn
Brita Decker

Rainier Othello Safety Assn
Jeremy Valenta

Rainier Valley Chamber of Commerce
Rob Mohn

SE Seattle Crime Prevention Council
Mariana Quarnstrom

Seattle Bicycle Advisory Board
Stephanie Innis-Frans

Seattle Dept. of Neighborhoods
Glenn Harris

Seattle Dept. of Planning & Development
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Seattle Fire Dept.
Deputy Chief Gary English

Seattle Law Dept.
Mike Finkle

Seattle Office of Economic Development
Ken Takahashi

Seattle Office of Policy & Management
Kenny Pittman

Seattle Parks Dept.
Cheryl Fraser

Seattle Police
Chief Harry Bailey
Captain Joseph Kessler

Lt. Michael Nolan
Sergeant Brian Johnson

Seattle Schools
Dave Anderson

South Lake Improvement Group
Jeannine Jacobson

Southeast Effective Development
Scott Barkan

University of Washington
Ruth Egger

WA Liquor Control Board
Susan Blaker

WA Traffic Safety Commission
Gina Beretta

WSDOT
Matthew Enders
Brian Walsh



Action Plan

Rainier Avenue South Traffic Safety Corridor Enforcement

	Corridor Safety Problems Identified	Planned Actions	Organization	Target Date	Desired Impact
1.	<p>Drivers are exceeding safe speeds. It is the second highest contributing cause for collisions on the corridor Particular problems are:</p> <ul style="list-style-type: none"> • School zones • 3:00pm collision spike • Pedestrian zones • Traffic volume • Left turn lanes are used to pass at excess speeds between Seward Park and the south city limits. 	<p>A.Target specific locations for speed enforcement actions B.Install a permanent speed reader facing NB traffic on Rainier at south end of the corridor</p>	<p>SPD SDOT</p>	<p>Ongoing A) Rainier Ave included in new aggressive driving campaign B) 3Q2007</p>	<p>A.Deter speeding B.Set the tone for motorists to slow down before they enter the more congested business and neighborhood districts.</p>
2.	<p>Impaired driving is the leading cause of fatal and disabling collisions on the corridor. There are licensed liquor establishments on or near the corridor.</p>	<p>A.Conduct DUI emphasis patrols. B.SPOT will submit a copy of every Rainier DUI arrest to WSLCB. C.WSLCB will track DUI arrests to identify bars/taverns with high DUI arrests. D.WSLCB will conduct enforcement and educational campaigns at targeted establishments.</p>	<p>SPD Washington States Liquor Control Board (WSLCB)</p>	<p>Ongoing 7 DUIs since 6/06 D) Materials distributed</p>	<p>A.Decrease the incidents of DUI in the Rainier corridor. B.Gain compliance of licensed liquor establishments re: not serving impaired customers. C.Identify non-compliant liquor establishments & enable liquor control enforcement.</p>
3.	<p>Failure to yield is the leading cause of collisions on the corridor.</p>	<p>A.Conduct safety emphasis patrols to target motorists who fail to stop for pedestrians. B.Conduct red light running emphasis patrols.</p>	<p>SPD</p>	<p>Ongoing 485 citations since 6/06</p>	<p>A.Voluntary compliance for motorists yielding to pedestrians and other motorists. B.Voluntary compliance with traffic signals.</p>



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4.	Pedestrians are violating traffic laws and are engaging in unsafe behavior: <ul style="list-style-type: none"> • Crossing outside of sidewalks particularly near Franklin High School. • Jaywalking north of McClellan (near Lowes, QFC and the bus stop) • Ignoring traffic signals • Not paying attention to vehicle traffic • Unfamiliar with drivers and pedestrian traffic laws 	Pedestrian safety patrols will target jaywalking	SPD		Voluntary compliance to eliminate jay-walking

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.



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Rainier Avenue South Traffic Safety Corridor *Engineering*

	Corridor Safety Problems Identified	Planned Actions	Organization	Cost	Target Date	Desired Impact
1.	Roadway conditions are poor for bicyclists <ul style="list-style-type: none"> Roads are narrow No bike lanes north of Seward Park <i>Near Term & Long Term</i>	A. Provide analysis of the problem and possible solutions to the SETS. B. Near term - look at possibility of installing bike-friendly storm drain grates and providing more signing to direct bicyclists to current bike routes (I-90, Dearborn, Lake Washington Blvd).	SDOT	Not addressed in this project. Deferred to Bike Master Plan.	NA	Bike friendly storm drain grates provide safer path for cyclists. Deferred to Bike Master Plan.
2.	Signs may be blocked by parking or traffic. <i>Near Term</i>	Conduct sign inventory (drive-through) to look at pavement markings & signs, adding or removing as needed.	SDOT	\$4,800 for inventory (SDOT will cover) ~ \$10,000 for sign replacement)	1Q 2007 Inventory complete: <ul style="list-style-type: none"> 820 regulatory signs 107 missing 50 percent will be replaced 2Q -4Q 2007 <ul style="list-style-type: none"> Metro agreed to re-stripe all bus stops Begin replacing, installing and cleaning about 400 regulatory signs 	Improved placement of signs provides important driver information and allows them to pay more attention to their driving.
3.	Many areas along the Corridor have multiple	A. Ongoing effort to look at turn	SDOT	\$3,200 to	2Q 2007	If driveway turn



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	Corridor Safety Problems Identified	Planned Actions	Organization	Cost	Target Date	Desired Impact
	or uncontrolled access points <ul style="list-style-type: none"> There are a high number of driveways related crashes at McClellan/Mt Baker Lots of driveways and businesses close to the road create problems near Othello Near Term & Long Term	restrictions (working with businesses). B. Long term - look at driveway consolidation.		evaluate for possible turn restrictions. (SDOT covers)		restrictions are implemented they would reduce the likelihood of some crashes.
4.	There are a number of areas and behaviors that create unsafe conditions for pedestrians <ul style="list-style-type: none"> Auto pedestrian conflicts near schools, apartments and senior housing. Pedestrians are being hit at Henderson (signalized intersection) 20% of pedestrian collisions occur in Hillman City/Columbia City Inadequate sidewalk widths in some locations High vehicle speeds at signalized intersections with free right turn lanes Near Term	A. Provide countdown pedestrian signals at 5 intersections along Corridor. B. Provide LED pushbuttons at 3 intersections along Corridor. C. At Henderson/Rainier, implement a lead pedestrian interval in the signal timing. D. Evaluate road diet options for the future. E. Evaluate the need for a designated left turn arrow at Orcas or adding signals at Mead and/or Findlay. F. Evaluate the possible use of bulb-outs in the SETS to address pedestrian activity in the Hillman business area.	SDOT	(A) \$17,000 (B) \$1,700 (C) \$1,000 (SDOT to cover) (D) \$10,000 (part of SETS) (E) \$1,000 (SDOT will cover.) (F) May be done as part of D.	1Q 2007 A) Complete <ul style="list-style-type: none"> Rainier/ Bayview Rainier/McClellan Rainier/ Ferdinand Rainier/ Orcas Rainier/ Othello D&F) Complete <ul style="list-style-type: none"> Draft SETS released April 2007 2Q – 4Q 2007 B, C & E	San Francisco study suggest a small reduction in crashes and a better understanding of the pedestrian indications. Signal timing at Henderson could provide a better understanding of need to yield to peds.
5.	There are a number of high collision	A. Continue ongoing work to look at signal	SDOT	(A) \$5,000 to	C) Complete	Signal timing will



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	<p>intersections (and other locations) in the Corridor.</p> <ul style="list-style-type: none"> • MLK (rear-end, angle, sideswipe - same direction) • Genessee (angle, rear-end) • McClellan- (rear-end, driveway-related, sideswipe - same direction) • Orcas (angle, rear-end) • Othello (angle, rear-end, driveway-related) • Henderson (rear-end, angle) <p>Near Term</p>	<p>timing and turning improvements at these locations.</p> <p>B. Install protected left turn at Genessee (currently Prot/Perm).</p> <p>C. Provide photo enforcement at one intersection along Corridor.</p> <p>D. Look at restricting left turns at key locations (during peak hours).</p> <p>E. Look at signal timing/visibility.</p>		<p>evaluate signal timing (SDOT covers this)</p> <p>(B) \$5,000</p> <p>(C) \$25,000 (covered by City)</p> <p>(D) \$4,800 for evaluation (SDOT covers)</p> <p>(E) see A</p>	<ul style="list-style-type: none"> • Photo enforcement installed at Orcas • 4,375 citations issued to date • See approx. 25% decrease in no. of citations compared to beginning. <p>2Q -3Q 2007</p>	<p>concentrate on clearances and tweak progression. Could reduce rear-end crashes. Photo enforcement should reduce right angle crashes. If left turns are restricted they would reduce those types of crashes.</p>
6.	<p>There are a number of parked car and fixed object collisions. (higher than normal rates for fatal/disabling collisions)</p> <p>Near Term</p>	<p>A. Stripe permanent parking spaces in high crash areas, specifically south of Seward Park Ave and near Genessee.</p> <p>B. Evaluate temporary parking spaces near Genessee.</p>	SDOT	<p>(A) \$1,600</p> <p>(B) \$1,500 to evaluate and modify signage</p>	<p>A) Stripping at Genessee is done. Permanent stripping of parking spaces on hold.</p> <p>2Q 2007</p>	<p>Better definition of parking area should keep cars off sidewalk and provide better guide for motorists.</p>
7.	<p>Visibility of signs is poor for drivers.</p> <p>Near Term</p>	<p>A. Provide larger street name signs along the length of the Corridor.</p> <p>B. Install 2 "Your Speed Is" signs along Corridor (1 northbound, 1 southbound).</p>	SDOT	<p>(A) \$72,000</p> <p>(B) \$20,000</p>	<p>2Q-3Q 2007</p> <p>A) Ongoing. New street name signs installed from Jackson Pl to Othello</p> <p>2Q -3Q 2007</p> <p>B) Installation of two radar speed signs coming in</p>	<p>Reduced driver confusion will aid safety. Electronic speed signs result in good compliance to limits.</p>



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					June 2007	
8.	The transition to the road diet at Cornell is abrupt and there is a blind curve with a marked crosswalk. <i>Near Term</i>	A. Modify merge signing around road diet area to make sure it conveys this information to drivers. B. Provide pedestrian crossing warning signs around curve area.	SDOT	\$1,000 (SDOT to cover)	1Q 2007 Complete	Improved notice to motorists of conditions where they may need to slow down.
9.	At the crosswalk north of Seward Park Ave, cars can park right up to the crosswalk. <i>Near Term</i>	Look at reducing 1 parking space in advance of crosswalk to improve pedestrian visibility (work with businesses).	SDOT	\$500 (SDOT to cover)	2Q	Improves sight line between motorists and peds.
10.	Corridor boundaries must be defined. <i>Near Term</i>	Install 6-8 Corridor signs to designate the project.	SDOT	\$640 for Design \$4,000 for sign installation.	2Q 2006 Complete	Create awareness that safety is a focus along the corridor
	Total Engineering Project Estimate			\$189,740		
	Total SDOT Contribution			\$63,440		
	Total WSDOT Contribution			\$126,300		



Action Plan

Rainier Avenue South Traffic Safety Corridor *Education*

	Corridor Safety Problems Identified	Planned Actions	Organization	Target Date	Desired Impact
1.	To prevent safety violations that are contributing to collisions along the Rainier Corridor, public awareness should be raised about the importance of the rules of the road and safe driving, cyclist and pedestrian behavior. These education and outreach efforts should focus on the leading causes of collisions: <ul style="list-style-type: none"> • Failing to yield to other vehicles, pedestrians and cyclists • Following too close • Inattention • Disregarding signals • Exceeding Safe Speed • Driving under the influence • Improper turn 	A. Develop a project identity with a logo that portrays safety on Rainier	Education Committee/ Graphic Designer	Completed Developed: Logo Rack Card Posters Bookmarks Pens Key Chains <i>(Posters, bookmarks and parts of web site translated)</i>	Camera ready art work in a variety of sizes and formats for branding project materials
		B. Plan and execute a project kick off event 1. Develop kick off theme and program 2. Determine venue for event 3. Identify kick off promotional materials and order 4. Develop guest list 5. Promote the event	Education Committee	Completed: April 2006	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.
		C. Conduct a public perception survey pre and post	Education Committee	On hold	Information to evaluate public awareness of safety on the Rainier corridor and changes in awareness over the course of the project.



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		D.Relying upon project data and team knowledge of the community identify key messages, target audiences and delivery methods.	Education Committee	Ongoing: Participate in local festivals, crosswalk actions and public meetings	Appropriate educational and promotional materials integrated with an outreach plan that promotes safety on the corridor.
		E.Develop education and awareness materials that are relevant to the target audience.	Education Committee	Ongoing: Conducted to focus groups to understand which messages work with males between 20 to 40 years old	Increase awareness of the project and of safe driving, walking and bicycling behavior.
		F.Identify opportunities in the community to promote safety on Rainier. This may include periodic events such as Seafair, ongoing community forums such as civic and community groups, traditional advertising opportunities such as bus interior and exterior advertising, PSAs or radio sponsorships, Web site, schools and businesses.	Education Committee	Ongoing: Billboard public service boards in place from May 07 thru August 07	Increased opportunities to educate the public about safe driving, cycling and pedestrian behaviors on the Rainier corridor.
		G.Develop a speaker materials and a speakers' bureau to respond to presentation opportunities.	Education Committee	Ongoing: PowerPoint developed for all task force members can use	Increase support from and awareness of both targeted and the general community