

Transportation Safety Technical Advisors (TSTA) Meeting #1 Summary

January 25, 2023, 1:00-4:00PM

Attendees

Mike Armour, City of Wichita
Detective Rob Kempf, Wichita Police
Department
Sergeant Brian Mock, Wichita Police
Department
Raven Alexander, City of Wichita Transit
Jessica Warren, CTD 9
Dan Squires City of Derby
Georgie Carter, City of Haysville
Jolene Graham, City of Maize

Chad Parasa, WAMPO
Ashley Bryers, WAMPO
Alicia Hunter, WAMPO
Dora Gallo, WAMPO
Macee Crowell, TranSystems
Slade Engstrom, TranSystems
Nicole Waldheim, B&N
Erin Grushon, B&N
Triveece Penelton, Vireo

CSAP Overview and Outcomes

The purpose of TSTA Meeting #1 was to introduce the Wichita MPO Comprehensive Safety Action Plan (also known as the CSAP), highlight transportation safety successes in the region to build upon, and identify challenges to overcome. The agenda for the meeting included the following and a recording of the presentation is at www.wampo.org/safety.

- Welcome and Introductions
- An overview of the CSAP
- A description of the Safety Communications calendar to engage people in this plan
- A description of two common safety terms – safe system and vision zero
- A discussion on the region's current safety programs
- And an interactive session on opportunities to move the state of the safety practice forward to reduce severe crashes even further

Communications Calendar

A key feature of the CSAP is a communications calendar. It outlines safety outreach methods to be conducted over the course of the plan. The goal of the calendar is to have all partners share the same information at the same time to increase the reach of critical safety education. It was shared with transportation and safety partners as a handout and in a subsequent email.

Safe System Overview

WAMPO and its partners support a goal of vision zero, which is the notion that no-one should be killed or suffer lifelong injuries because of a roadway crash. The CSAP will build upon several existing safety efforts including the [August 2021 WAMPO Vision Zero report](#). The Safe System Approach (SSA) provides a tool or a framework to help agencies get to zero by being more intentional about addressing safe roads, safe road users, safe speeds, post-crash care, and safe vehicles. The CSAP will integrate the SSA elements into the planning process to identify programs and projects eligible for future safety funding and grants.

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Current Safety Program

Several safety efforts are in progress in the region. The purpose of this discussion was to understand what effective solutions are already being implemented to address Safe System priorities. These will be highlighted at TSTA Meeting #2, to determine their effectiveness, and where relevant, incorporated into the CSAP.

Safe Roads

Local agencies are making roads safer in several ways. This includes pilot testing effective solutions; implementing newer treatments; and addressing safety needs through routine road maintenance.

Specific treatments being utilized are:

- Center left-turn lanes
- Policy updates (e.g., road diet guidance)
- Plastic posts
- Curb extensions
- HAWK signals
- Bike boxes
- Roundabouts
- Raised crosswalks
- High visibility crosswalks
- Center median refuge islands
- Pothole maintenance
- Pavement marking maintenance
- Access control policies

Safe Road Users

All road users should look out for themselves and each other. Agencies can help by prioritizing safety into transportation decisions, education, and enforcement. Specific solutions being utilized are:

- Roadway design considerations to prevent a severe crash
- Education campaigns on safe behavior
- Targeted enforcement
- Police department engagement at community meetings
- Variable message boards
- Use of safety crash statistics to target education and enforcement at high crash locations

Safe Speeds

The higher the speed, the less survivable the crash. Setting speed limits appropriate to context, slowing speeds through engineering improvements, and educating people on safe speeds and enforcing those are important solutions. Specific solutions being utilized are:

- Speed trailers
- A recently developed memorandum on setting speeds outside of the 85th percentile
 - Targeted enforcement

Post-Crash Care

When crashes do happen, first responders need to get to crash site and to hospital as a priority, but accurate crash data also need to be collected and reported. The Kansas University School of Medicine is looking at data standards, as well as procedures for meaningful post-crash investigations.

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Safe Vehicles

Vehicle technology can save lives. As transportation and safety professionals, we do not have a role in vehicle manufacturing but can provide support in other ways. Specific solutions being utilized are:

- Agencies are introducing vehicles with newer safety features into their fleets
- Training is occurring on the newer vehicles
- A Vehicle to Infrastructure pilot is occurring in the region

Safe System Benchmarks And Safety Program Next Steps

For WAMPO's safety program to be successful and move the needle on severe crashes, different topics need to be discussed, assessed, and solutions integrated into planning and programming. Six key areas were shared with stakeholders, including:




- **Culture:** Safety needs to be a priority for the traveling public, at transportation agencies, and in our individual job responsibilities
- **Leadership and Commitment:** Leaders need to be bought in and supportive of safety efforts
- **Planning:** Plans need to be developed using inputs and considerations of transportation safety
- **Data Analysis:** Crash and other data need to be available and utilized to make informed decisions
- **Project Delivery:** Projects should be executed with safety policies and countermeasures in mind
- **Safe System Framework:** The Safe System Approach should be used as a tool to guide decision-making

Tables 1-6 summarize stakeholder discussions for each of the six topics. They include:

- **Benchmarks:** The elements that go into successfully executing different pieces of a safety program
- **State of Practice:** An assessment of whether the benchmarks are not a current practice, occasional practice, and which are institutional
- **Opportunities:** Successful practices for the benchmarks
- **Challenges:** Roadblocks to achieving the benchmarks
- **Solutions:** Suggestions to address barriers preventing a successful safety program





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Table 1. Culture				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Agency staff prioritize safety in their job responsibilities		<ul style="list-style-type: none"> Smaller cities promote safety to staff, hold trainings, etc. 	<ul style="list-style-type: none"> Time in general – COVID-19 impacted timing for training; It is not in the “job description/culture.” 	<ul style="list-style-type: none"> Strive to make "transportation safety" an explicit part of the vision for all municipalities in the region and extend it to the culture established in their public works departments.
Agencies in the region coordinate regularly on transportation safety priorities		<ul style="list-style-type: none"> Cities and the County are working together on projects; Coordinated Transit District (CTD) 9 regularly coordinates with agencies, service providers, and special populations. 	<ul style="list-style-type: none"> Need a champion for safety. 	<ul style="list-style-type: none"> WAMPO staff serve as the region's transportation safety champion(s). Staff should continue to convene agencies, service providers, and special populations to coordinate regularly on transportation safety priorities.
Agencies in the region have made clear their support of transportation safety		<ul style="list-style-type: none"> Example efforts include the WAMPO Comprehensive Safety Action Study, WAMPO Active Transportation Committee, and WAMPO Health and Safety Committee. 	<ul style="list-style-type: none"> Only a priority among some people and communities; cities need someone to start championing it; agency support for transportation safety has been more of an assumption than an explicit effort. 	<ul style="list-style-type: none"> WAMPO should communicate the final CSAP to area communities, advocacy organizations, targeted committees (Active Transportation and Health and Safety), and others. During the process, WAMPO should actively seek their endorsement and/or adoption of the plan.





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Table 1. Culture Continued				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Agencies in the region have a dedicated safety champion	 INSTITUTIONAL	<ul style="list-style-type: none"> The TSTA has the potential to represent and create more champions. 	<ul style="list-style-type: none"> Need a champion for the region. 	<ul style="list-style-type: none"> Continue with regular TSTA meetings during WAMPO CSAP development and after.
Agency leadership regularly discusses transportation safety	 	<ul style="list-style-type: none"> The Regional Economic Area Partnership (REAP) helps advocate for projects, e.g., the North Junction Project. An example story map is here 	<ul style="list-style-type: none"> Concerned safety could be politicized or litigated; insurance has been the motivating factor. 	<ul style="list-style-type: none"> WAMPO should establish a CSAP Implementation Committee (or continue convening the TSTA) and then meet with them according to an established schedule. Agenda items may involve transportation safety policies, projects, funding, and more.
Agency leaders have committed to an eventual goal of zero	 INSTITUTIONAL	<ul style="list-style-type: none"> Wichita's Bike/Ped Board has discussed Vision Zero. WAMPO has a Vision Zero report. 	<ul style="list-style-type: none"> Staff are not aware of Vision Zero unless they have gotten education on it elsewhere; crash liability concerns. 	<ul style="list-style-type: none"> WAMPO should continue communicating and sharing its Vision Zero Report (updated August 2021) and results of the CSAP with TSTA members and the rest of the region. During the process, WAMPO should actively seek 1) endorsement of vision zero, 2) commitment to adopting the Vision Zero philosophy, and 3) development of local safety action plans. WAMPO may also fund communities' local safety plans.



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Table 1. Culture Continued				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Agency training on transportation safety is available to current and/or new employees		<ul style="list-style-type: none"> Defensive Driving Training is available for Wichita municipal workers. 	<ul style="list-style-type: none"> Prioritizing training and centralizing it. 	<ul style="list-style-type: none"> Develop a centralized hub for transportation safety training modules, including defensive driving for municipal workers and others.
Participation in safety trainings, events, workshops are encouraged for all employees	  INSTITUTIONAL	<ul style="list-style-type: none"> Employees have no choice and must do it; KDOT has served as an active champion. 	<ul style="list-style-type: none"> Some agencies need to hold trainings more often - Differs agency to agency; Getting large groups to attend can be an issue. 	<ul style="list-style-type: none"> Strategize with municipalities to hold at least two transportation safety training opportunities in their communities each year. Leverage existing resources, e.g., from KDOT or a centralized training hub, to accomplish them.
Agencies have implemented accountability measures for safe driving of fleet vehicles		<ul style="list-style-type: none"> Currently have accountability policies and Wichita has an Accident Review Board. 	<ul style="list-style-type: none"> High turnover rates make fleet management difficult. 	<ul style="list-style-type: none"> Continue utilizing accountability policies, measures, and review boards for safe driving of fleet vehicles. Review the policies, measures, and impacts with employees at least twice a year.

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Table 2. Leadership and Commitment				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Key elected officials and leaders are champions for safety and have made a public commitment to the goal of eliminating severe crashes		<ul style="list-style-type: none"> WAMPO's Chair is a safety champion; Haysville has 2-3 City Councilmembers who are champions and have completed safety projects; and officials support technical staff. 	<ul style="list-style-type: none"> Change is bottom up and is not happening even though staff is sharing information with people above them. 	<ul style="list-style-type: none"> WAMPO should approach local municipalities with the idea of signing on to a "regional transportation safety compact" that outlines their commitment to eliminating severe crashes and leveraging the CSAP as part of the effort. Via the compact, each community could agree to implement at least one CSAP recommendation.
Key elected officials and leaders are made aware of regional safety efforts regularly		<ul style="list-style-type: none"> A WAMPO institutional practice already exists, and the agency usually distributes the information. 	<ul style="list-style-type: none"> Elected officials change with election cycles. 	<ul style="list-style-type: none"> Use briefings for public officials, WAMPO Transportation Policy Board and Safety and Health Committee Meetings, and/or other communication tools to ensure both established and newly elected officials throughout the region are made aware of and updated on safety efforts happening in the Wichita area.

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Table 3. Planning				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Transportation and safety stakeholder committee is in place and meets regularly		<ul style="list-style-type: none"> WAMPO Health & Safety Committee and WAMPO Bike/Ped Committee meet regularly. The City of Wichita meet regularly with USD259 (Public School) and have weekly updates with WPD. 	<ul style="list-style-type: none"> No one has pushed for it in the past. People do not know about the committees. 	<ul style="list-style-type: none"> Consider highlighting specific committees or providing brief updates on all committees in WAMPO communications like the quarterly newsletter.
Stakeholder committee is representative of the community		<ul style="list-style-type: none"> Bike and Ped Committee includes members of the bike community and general population. 	<ul style="list-style-type: none"> In response to "success" noted, another stakeholder commented that the Bike and Ped Committee is not diverse or representative of the full community. Can be challenging getting everyone up to speed. Getting people engaged is difficult in general right now. Identifying who to involve and reaching them. 	<ul style="list-style-type: none"> Each committee conducts annual self-review of membership and participation to identify critical gaps in representation and develop outreach strategy to recruit new members.
Targets to achieve significant declines in severe crashes are set		<ul style="list-style-type: none"> MPO & DOT have targets. 	<ul style="list-style-type: none"> MPO & DOT have targets, but the public is not aware. Safety conflicts (example provided of a bike lane being suggested on a major arterial). 	<ul style="list-style-type: none"> Continue to provide safety transparency through WAMPO safety webpage. Add crash data information, when available.

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Table 3. Planning Continued

Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
The public is aware of/engaged in transportation safety efforts		<ul style="list-style-type: none"> City shares where/when targeted PD enforcement is happening. The City's bike/ped advisory board engages the public. 	<ul style="list-style-type: none"> Reaching a broader audience. Getting people to pay attention to information and care. 	<ul style="list-style-type: none"> Use infographics to communicate the safety story and consistently communicate with the public.
Plans reflect input from the public and stakeholders on safety needs	 	<ul style="list-style-type: none"> Plans consider public input (desires for separated bike facilities). Wichita and Derby - plans document public input. 	<ul style="list-style-type: none"> Not a lot of public participation in WAMPO plans. And very little input on Derby plans. 	<ul style="list-style-type: none"> Identify and build relationships with community gatekeepers and work with them to reach a wider audience.
Plans assess current safety policies, guidelines, and standards		<ul style="list-style-type: none"> WAMPO plans do have these. They all must meet KDOT and federal requirements. Road diet guidance is reflected in current policies. 	<ul style="list-style-type: none"> Local road safety plans are not yet complete throughout region. 	<ul style="list-style-type: none"> WAMPO look for more opportunities to share/communicate current policies, guidelines, and standards with local communities and the public.
Plans discuss safety implementation		<ul style="list-style-type: none"> Comment that this may be an institutionalized practice - always in plans. Most plans give implementation options. 	<ul style="list-style-type: none"> Some attendees questioned if implementation is really happening. 	<ul style="list-style-type: none"> Conduct review of past plans' implementation items and assess what has and has not advanced. Identify challenges and ways to address them for items not advancing.
Plans identify projects and strategies, time ranges, and prioritization criteria			<ul style="list-style-type: none"> Not a lot of money targeted specifically at safety. 	<ul style="list-style-type: none"> Ensure the CSAP recommendations consider all potential funding sources, including opportunities through the IJJA/BIL.




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Table 3. Planning Continued				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Plans describe how safety progress will be measured over time	 	<ul style="list-style-type: none"> MPO required to measure. 	<ul style="list-style-type: none"> Communicating implementation and tracking metrics/data to locals. 	<ul style="list-style-type: none"> Use infographics to communicate the safety story and consistently communicate with the public.
Safety data, trends, or other information are being routinely monitored and shared with the public	 	<ul style="list-style-type: none"> KU School of Medicine Study on crash analysis was presented to the public and TAC. 	<ul style="list-style-type: none"> Local agencies could be utilizing regional information. 	<ul style="list-style-type: none"> Use infographics to communicate the safety story and consistently communicate with the public.




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Table 4. Data Collection and Analysis				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Crash data is collected regularly and used to inform safety decisions	 INSTITUTIONAL	<ul style="list-style-type: none"> ■ Wichita's High Accident Intersection Program. ■ KDOT System Database ■ Smaller cities all have similar programs to Wichita's High Accident Intersection Program. ■ WPD sharing maps on social media. 	<ul style="list-style-type: none"> ■ Collection details not always great. ■ Crash form fill-out is sometimes incomplete. ■ Officers sometimes complain about time it takes to fill out form. ■ Tough to inform safety decisions to public. 	<ul style="list-style-type: none"> ■ Look at additional training with officers showing why and how we use the data. ■ Review ways to encourage public consumption of the data.
Crash data is augmented with data from other sources, such as hospitals, roadway data, VMT, etc.	 OCCASIONAL PRACTICE	<ul style="list-style-type: none"> ■ Using Rates versus pure number of crashes to show statistical outliers. 	<ul style="list-style-type: none"> ■ Hospital data availability, e.g., reluctance due to HIPAA. ■ Variations in data by hospital. 	<ul style="list-style-type: none"> ■ Create a regional data subcommittee. ■ Engage in discussion regarding mainstreaming aggregated data but stripping out personal information.
Crash analyses are being used to identify existing crash concerns, locations, and safety improvements	 INSTITUTIONAL	<ul style="list-style-type: none"> ■ Rolling list of intersections with crash concerns. 	<ul style="list-style-type: none"> ■ Comments were like item 1. 	<ul style="list-style-type: none"> ■ CSAP analysis will identify high crash locations. This should be updated a minimum of every five years.





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Table 4. Data Collection and Analysis Continued				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Crash analyses are being used to identify potential crash locations, risks, and safety improvements	 INSTITUTIONAL		<ul style="list-style-type: none"> ■ Intersections typically focal area of analysis. 	<ul style="list-style-type: none"> ■ CSAP analysis will identify high risk locations for a single crash type. This should be updated a minimum of every five years. ■ Review other common risk areas, segments, curves, and possibly break intersections into signalized, roundabout and unsignalized.
Crash analysis are being mapped or visualized	 INSTITUTIONAL	<ul style="list-style-type: none"> ■ GIS Crash layer on City of Wichita website. ■ KU study for pedestrian and bicycle crashes. 		<ul style="list-style-type: none"> ■ Continue to map relevant data.
Equity is considered in analysis and the decision-making for safety improvements		<ul style="list-style-type: none"> ■ WAMPO has created recent reports and maps that identify vulnerable populations. 	<ul style="list-style-type: none"> ■ Data access and availability (e.g., address of drivers versus crash location). ■ Growth and Development drive most project funding. ■ Need dedicated safety funding to address some projects. 	<ul style="list-style-type: none"> ■ CSAP analysis will include equity considerations. ■ Dedicated Safety Funding, work on aggregated address data to preserve privacy.




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Table 5. Project Delivery				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
MTP and/or TIP projects prioritize transportation safety	 INSTITUTIONAL	<ul style="list-style-type: none"> When selecting TIP & MTP projects, safety is a priority criterion. 		<ul style="list-style-type: none"> Review levels of funding going toward safety improvements (standalone safety projects and where safety is incorporated into transportation projects).
CIP (Capital Improvement Program) projects prioritize transportation safety		<ul style="list-style-type: none"> Transportation projects selected for CIP funding still prioritize safety due standard policies and code requirements. 	<ul style="list-style-type: none"> Transportation safety projects have to compete with all other types of projects and other transportation needs. 	<ul style="list-style-type: none"> Prioritize safety criteria as the number one priority when selecting transportation projects for CIPs and TIP.
FHWA proven countermeasures are being implemented		<ul style="list-style-type: none"> Where safety measures have been implemented, agencies have seen improvements. Specific examples given were Roundabouts, bike lanes, & designated left & right turn lanes 	<ul style="list-style-type: none"> Challenges with a lack of public acceptance of the proven safety measures being implemented (specifically, roundabouts). Short of looking them up, many agencies are not aware of what the specific FHWA proven safety measures are. 	<ul style="list-style-type: none"> Provide educational material to public about specific safety measures being constructed (hot to use, data behind it, reason for it, etc.) Provide resources to local agencies to encourage implementation of proven solutions.
Other engineering countermeasures are being implemented		<ul style="list-style-type: none"> Specific safety measures mentioned are bulb-outs around on-street parking, and speed tables in heavy pedestrian areas 		<ul style="list-style-type: none"> Continue to pilot test other countermeasures and track effectiveness.


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Table 5. Project Delivery Continued				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
NHTSA proven countermeasures are being implemented		<ul style="list-style-type: none"> ■ DMS Signs & holiday messages referring to seatbelts, drinking driving, distracted driving has been successful. ■ Seatbelt & DUI Checks. 	<ul style="list-style-type: none"> ■ Communication with law enforcement when problems could occur outside of the crash area (when traffic gets rerouted). ■ More attention-grabbing DMS signs. ■ City of Wichita PD discussed being short staffed in the traffic department. 	<ul style="list-style-type: none"> ■ Continue using TMC and make improvements to communications between P.D. and TMC team. ■ Consider using DMS signs to promote seatbelt and DUI checks in area
Other education and enforcement countermeasures are being implemented (i.e., safe driving competitions, tactical urbanism)		<ul style="list-style-type: none"> ■ More frequent promotions about distracted driving available. For example, Maize High School handed out cash rewards to high schoolers wearing their seat belts to school. 	<ul style="list-style-type: none"> ■ Not a lot of material available to provide to the public about important safety measures being implemented. 	<ul style="list-style-type: none"> ■ When new safety measures are being implemented or constructed, agencies could provide public notices, diagrams, figures, data, etc. explaining the importance of that safety measure, how to operate the safety measure, etc.
Complete Streets or other safety design policies are available and followed		<ul style="list-style-type: none"> ■ Complete Streets designs are becoming more prominent in new designs. Bike users & pedestrians safety is being considered & prioritized more frequently with city projects. ■ Bike/Ped plans are more prominent in master plans 	<ul style="list-style-type: none"> ■ Ped/bike is still not widely accepted as a mode of transportation. ■ Can be difficult to gauge the safety of pedestrians & bike users due to the vulnerability of users. ■ Complete Streets & other safety policies are broad. ■ Bike/ped plans not always carried out as intended or as timely as originally planned. 	<ul style="list-style-type: none"> ■ Continue to educate local agencies on complete streets policies and guidance. ■ Consider a walking tour on a street retrofitted to complete street standards to educate people on its purpose.





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Table 5. Project Delivery Continued				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Maintenance policies that integrate safety considerations are in place and followed		<ul style="list-style-type: none"> More funds available for Bike/Ped facilities. 	<ul style="list-style-type: none"> Lack of funding to continue maintenance of safety measures. 	<ul style="list-style-type: none"> Consider prioritizing low-maintenance safety measures.


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Table 6. Safe System Framework				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Safer Vehicles are being addressed in the region		<ul style="list-style-type: none"> Safety training for company vehicles is largely required. 	<ul style="list-style-type: none"> Gap in knowledge related to how transportation professionals can impact safe vehicles 	<ul style="list-style-type: none"> As part of the CSAP, continue to discuss Safe Vehicles as a pillar of the SSA and identify strategies and actions
Post-Crash Care is being addressed in the region		<ul style="list-style-type: none"> The City of Maize is a good example of local agency and enforcement collaboration on crash data related questions. 	<ul style="list-style-type: none"> Local law enforcement is interpreting and recording crash data different which makes it challenging to make regional comparisons. 	<ul style="list-style-type: none"> As part of the CSAP, identify data gaps and develop strategies and actions to continue to address those.
Safe Speeds are being addressed in the region	  INSTITUTIONAL	<ul style="list-style-type: none"> Speed studies and speed enforcement campaigns help with ongoing monitoring of speed-related conditions and deterring unsafe speeds. 		<ul style="list-style-type: none"> Continue with speed studies and enforcement.


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Table 6. Safe System Framework Continued				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Safe Road Users are being addressed in the region		<ul style="list-style-type: none"> ■ The City of Haysville has teen-related safety education and could be a good example of information to share regionally. ■ Anecdotally, drivers may be more aware of bicyclists (than say 10 years ago) because of increased numbers of bicyclists. ■ The City of Wichita Get Out and Walk campaign. 	<ul style="list-style-type: none"> ■ This City of Wichita campaign does not have any focus on safety for pedestrians. ■ Engineers are not able to prioritize communications in addition to other responsibilities. In addition, many agencies do not have communications departments. ■ Lack of awareness from drivers, bicyclists, and enforcement on the rules of the road. In addition, the public needs to be accountable for their actions, ■ Training or re-training of drivers on new infrastructure, rules of the road, and defensive driving. 	<ul style="list-style-type: none"> ■ Catalogue existing education campaigns in the region and share with partners. ■ Identify opportunities to incorporate safety messaging into the City of Wichita campaign. ■ Share the WAMPO safety communications calendar with partners. At identified times, share developed resources, links, and content for posts to make it easy for partners to cross share. ■ Develop a communications and education document (PowerPoint, one-pager, other) defining the basic rules of the road for pedestrian, bicyclists, and drivers. ■ Develop a communications and education series that highlight one new safety item a month or bi-monthly

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Table 6. Safe System Framework Continued				
Benchmark	State of Practice	Opportunities to Build Upon	Challenges	Solutions
Safe Roads are being addressed in the region		<ul style="list-style-type: none"> ■ The region is learning how to do safe roads - trying pilot projects and prioritizing proven safety countermeasures. 	<ul style="list-style-type: none"> ■ Overcoming the public notion that change is bad. ■ PR around safety improvements and investments is lacking. ■ Connecting the results of a data analysis to the improvements being recommended. ■ Innovative safety improvements often receive pushback. 	<ul style="list-style-type: none"> ■ Develop a communications and education series that highlight one new safety item a month or bi-monthly. ■ Share the WAMPO safety communications calendar with partners. At identified times, share developed resources, links, and content for posts to make it easy for partners to cross share. ■ Share the final CSAP, when complete, which will identify the key data-driven challenges and proposed solutions. ■ As part of the communications and education series, share information on innovative safety improvements.