

# Everyone Deserves Safe Streets

Strategic Thoughts on  
Safe Streets for All Projects



**dc**design & **PedalLove**

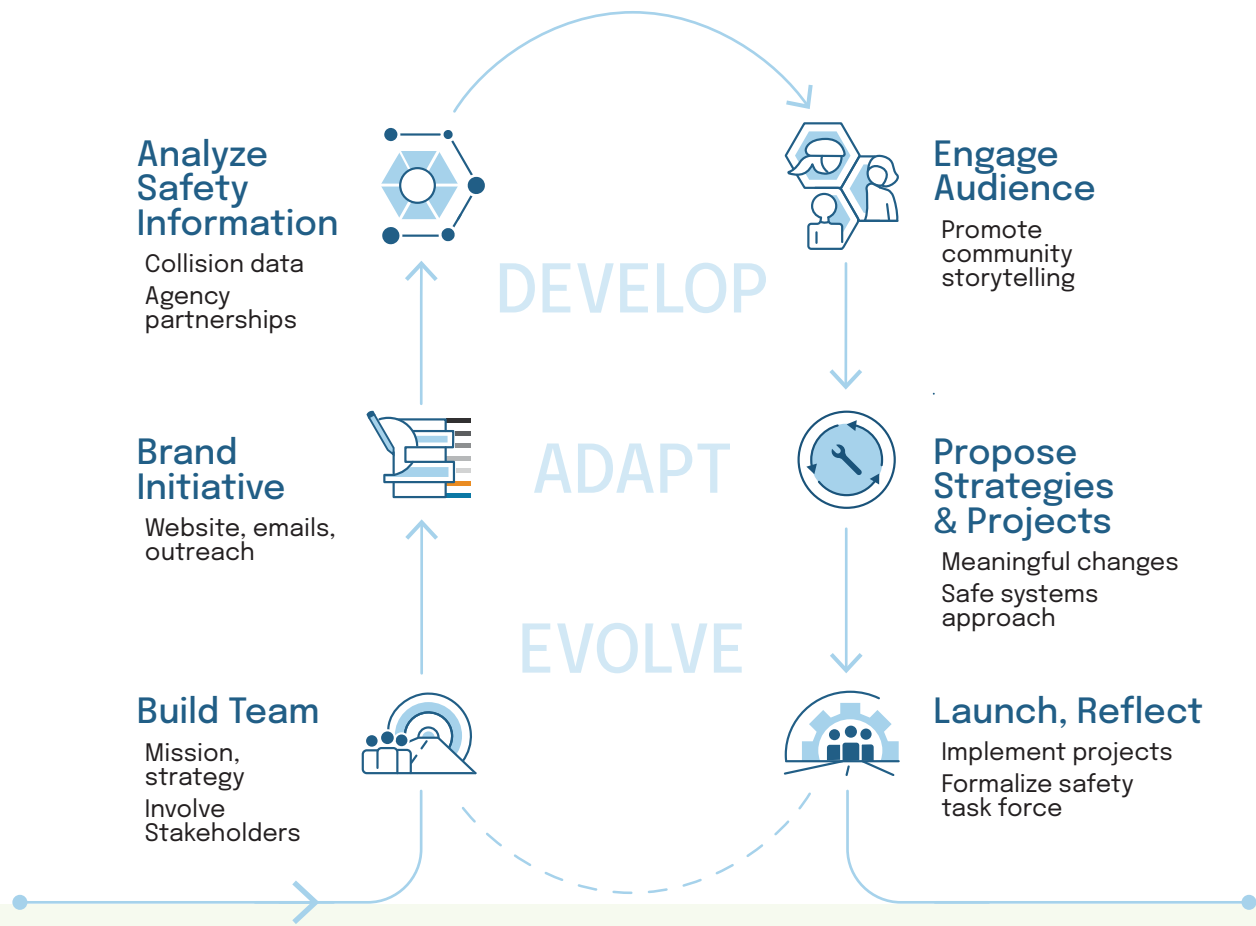
# Opportunity

Streets connect us. They are the pathways that provide access to services and spaces that we all need. DCR believes making streets safer, for everyone, is critical to improving the sustainability of our cities and to improving the quality of life for everyone.

The new Federal Department of Transportation Safe Streets and Roads for All grant program is a landmark opportunity to develop safety plans and implement projects, based on the Safe Systems Approach. With regard to developing dynamic safety plans, we would like to share some thoughts based on our experience which we think will create strong projects with lasting results.

Necessary improvements to achieve this include:

- **Slowing** speeds of motorized vehicles in urbanized areas.
- **Separating** motorized and non-motorized modes of travel with dedicated bike and multi-use path networks.
- **Connecting** communities of all sizes with multi-modal transportation networks.
- **Access** to frequent public transit for everyone within a five minute walk.



# Journey

**KICKOFF!**  
Create a multi-agency team with a clear vision of success.



## Build Team

A team that reaches across agencies to connect regional planning and engineering departments with public health and law enforcement agencies, as well as local advocacy and equity groups, is critical to developing a well rounded narrative.

**Multi-agency interests and participation needs to be a broad priority, represented by top leadership.**

**Meet**  
with constituents and local equity groups, and review initial project list.



## Brand Initiative

It is important to establish a graphic identity as a strong visual framework for all content, that reflects an inclusive community environment. Graphic development includes mapping, icons, and visualizations of data as well as the range of transportation users and mobility options.

**DCR specializes in developing graphics and iconography that communicates inclusivity and broaden understanding of complex safety data.**

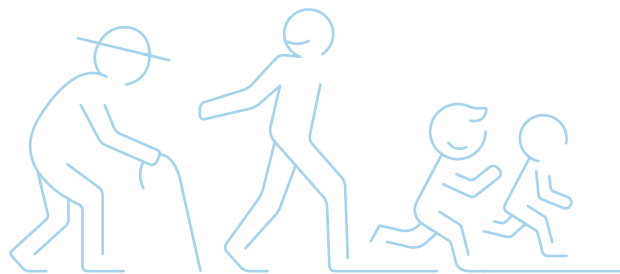
**Establish**  
enhanced multi-agency collision database. Start data analysis.



## Analyze Safety Information

Our multi-agency approach is integral to contributing experience, data, and other inputs to the process, creating a robust story of safety conditions in the region. Visual and graphic tools are a constructive way to analyze safety trends and better communicate data.

**Combining health agency, law enforcement, and planning data provides for a more current and comprehensive collision database, supported through personal experiences and stories.**



**Collect stories**  
from stakeholders and constituents.



### Engage Audience

Local stakeholders and citizens, mentored by Pedal Love, should be involved in telling their stories throughout the planning process. The main goal is to understand the diverse range of local experiences of safety, particularly for those biking & walking.

**Well told stories and experiences from community members reminds elected officials why their decisions matter.**

**Identify**  
main causes of collisions in the region and appropriate counter-measures.



### Propose Strategies & Projects

The data and goals are influential in developing both clear and creative solutions to reducing collisions and increasing safety. Clear, actionable strategies focused on systematic change provide a roadmap for the future. The strategies should be founded in an effort to create a safe network through slower speeds and safe design.

**The Safe Systems Approach is centered around ensuring all people can travel safely by promoting safe streets, safe speeds, and safe vehicles.**

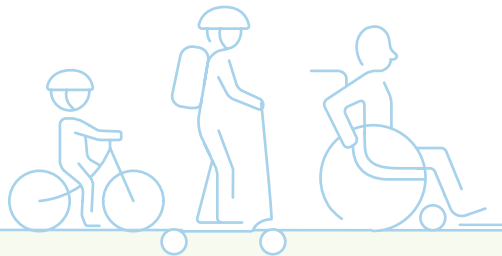
**Finish, implement, & evaluate.**



### Launch, Reflect

Once the plan is complete, partner agencies and other stakeholders can be instrumental in reviewing and providing feedback as well as helping to spread information. A Safety Task Force should be formed to continue to develop ideas outlined in the plan. Agencies can apply for implementation grants to fund projects.

**The Safety Task Force will continue to implement safe street solutions, replicating success and constantly improving.**



# Who We Are

**dcr**design  
dcrdesign.net

David Figueroa  
Roland Hansson  
Georgia Crowley  
Alexandra Lee-Gardner  
Nick Bockelman  
Nils Figueroa  
Linnea Landgren

**DCR Design** is a consulting firm based in California, combining strong project direction with expertise in mapping systems for safety and active transportation, information design, geospatial analysis & database development.

We have worked on a number of projects focused on increasing safety in transportation including:

- San Luis Obispo Council of Governments Active Transportation Plan
- LA DOT Livable Streets
- South Bay Slow Speed Network Plan

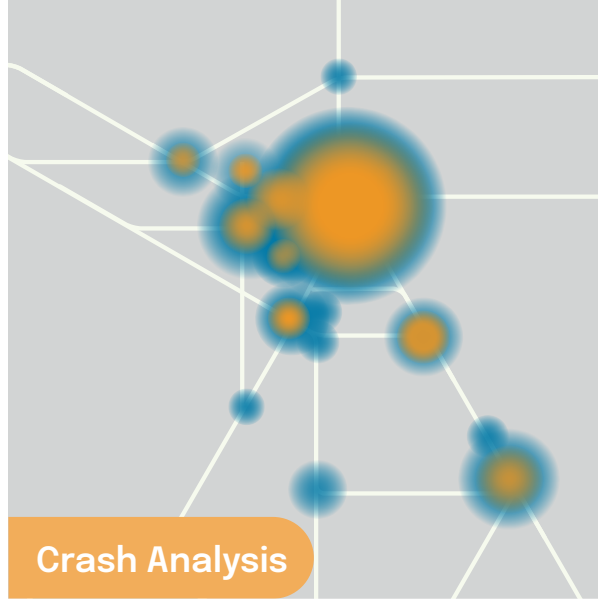
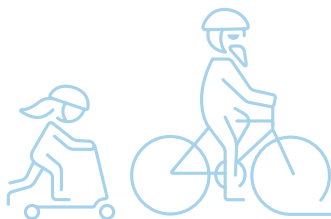
**PedalLove**  
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Melissa Balmer  
Jim Brown

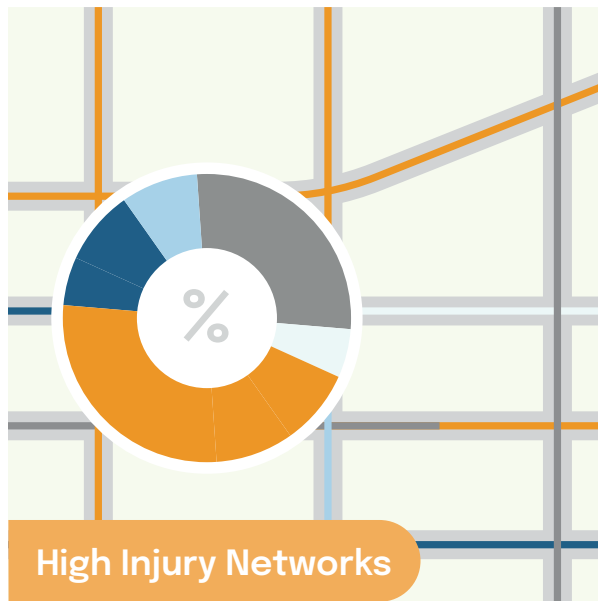
**PedalLove** is a small firm focused on sharing and teaching tools and tips to help improve storytelling, presentation and media relations skills as part of a smart communications strategy.

Our focus is active mobility and the climate crises and how smart, emotionally engaging storytelling around safe biking, walking and public transit can play crucial roles in the climate crisis. We have worked with several organizations to help them collect important stories such as:

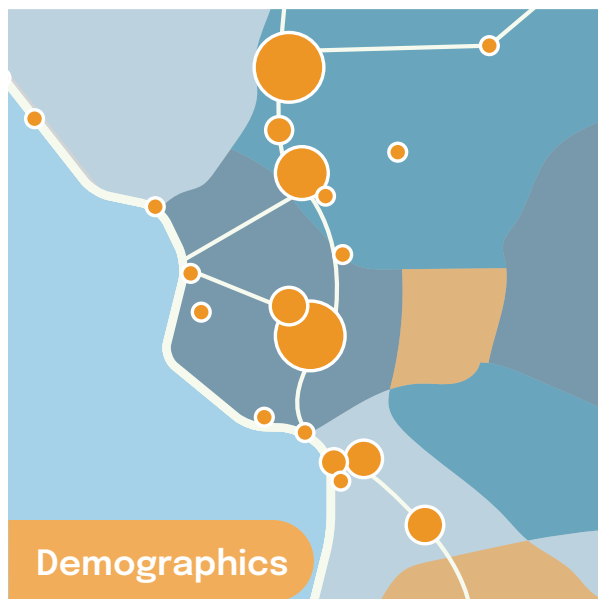
- Multnomah County Health Department
- Vision Zero Network
- San Luis Obispo Council of Government



Crash Analysis



High Injury Networks



Demographics