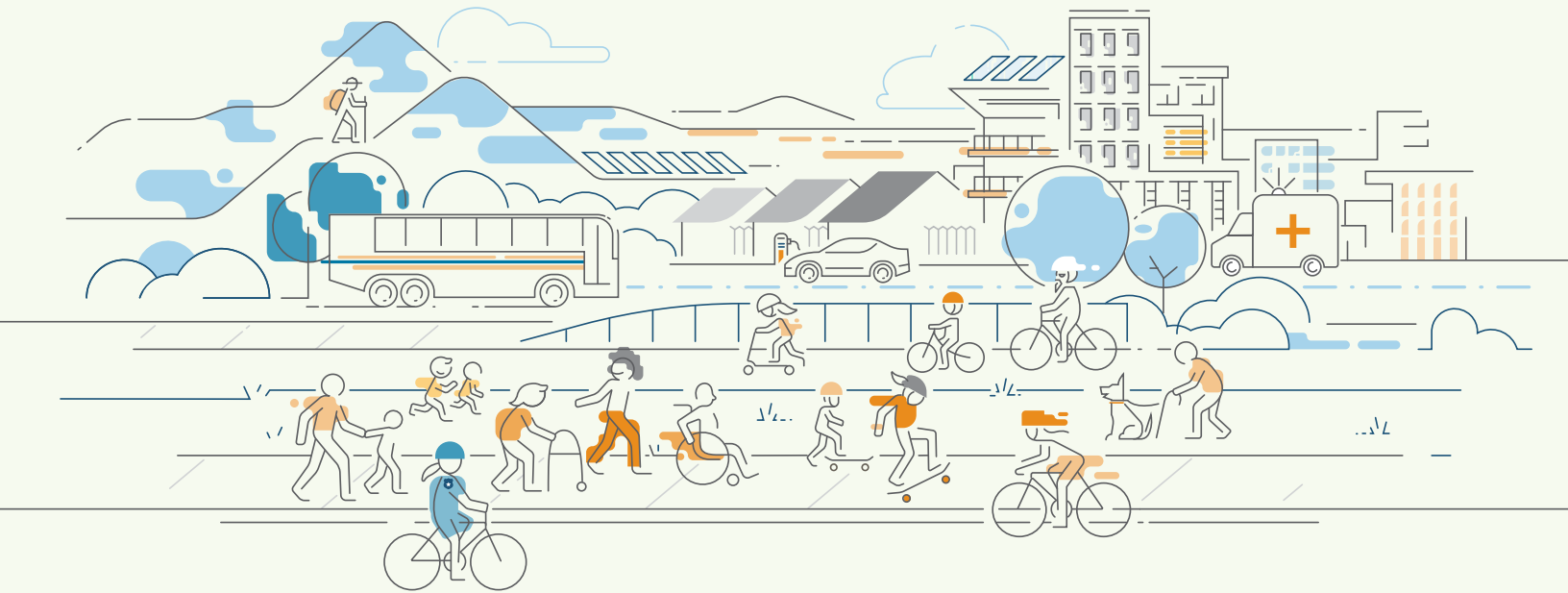


Everyone Deserves Safe Streets

Strategic Thoughts on
Safe Streets for All Projects



dcr design & **PedalLove**

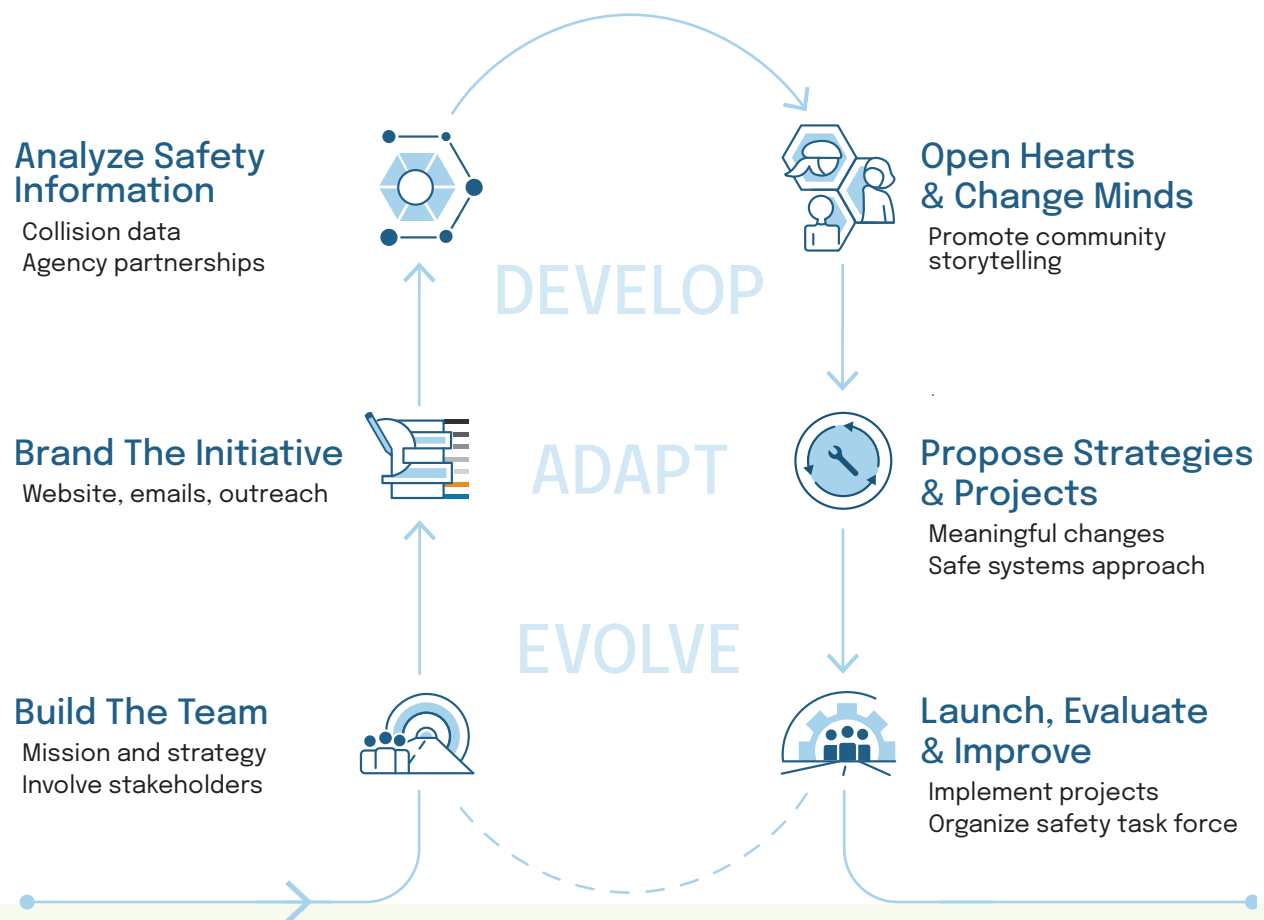
Opportunity

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 livability and 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. Developing meaningful and robust safety plans is the first step in this program. DCR and our partners at Pedal Love have some thoughts and experience we'd like to share about how to create strong plans 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



Build The Team

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

Multi-agency interests and collaboration need to be a key priority, represented by top leadership.



Brand The Initiative

Establishing a strong graphic identity creates a visual framework connected to all project content, communicating an inclusive community environment. Graphic development includes mapping, icons, and visualizations of data as well as the range of transportation users and mobility options.

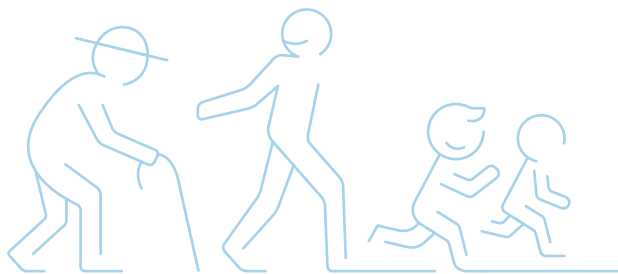
DCR specializes in developing graphics and iconography that communicates inclusivity and broaden understanding of complex safety data.



Analyze Safety Information

Our multi-agency approach is integral to contributing experience, data, and other inputs to the process, creating a robust story of local safety conditions. Visual and spatial tools are critical ways to present and 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.





Open Hearts & Change Minds

Compelling, memorable and effective stories have strong shape and structure, as well as key elements related to personal experience. This creates "narrative transportation" meaning your audience is fully captivated.

Incorporating personal stories from the community humanizes the planning process. Stories describe community needs and aspirations with more nuance than data alone can provide.



Propose Strategies & Projects

Data analysis, community goals and stories provide the evidence for identifying clear and creative projects. Pro-active, actionable strategies focused on systematic change provide a roadmap for the future. The strategies should be founded on a commitment to create a safe network through slower speeds and inclusive design.

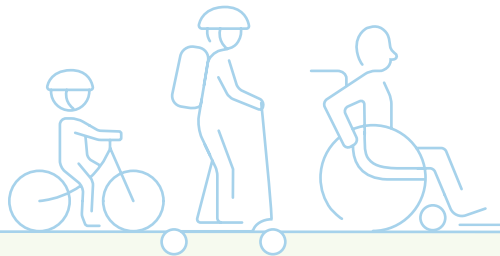
The Safe Systems Approach is centered around ensuring all people can travel safely by promoting safe streets, safe speeds, and safe vehicles.



Launch, Evaluate & Improve

Once the plan is adopted, partner agencies and other stakeholders can be instrumental in reviewing and providing feedback and spreading information. The adopted plan will trigger grant applications to fund projects. Continued evaluation and improvement will be critical in achieving safety targets.

The Safety Task Force will continue to coordinate safe street solutions, replicating success through pro-active planning and constant improvement.



Who We Are

dcrdesign
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David Figueroa
Roland Hansson
Georgia Crowley
Linnea Landgren
Nick Bockelman
Nils Figueroa

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

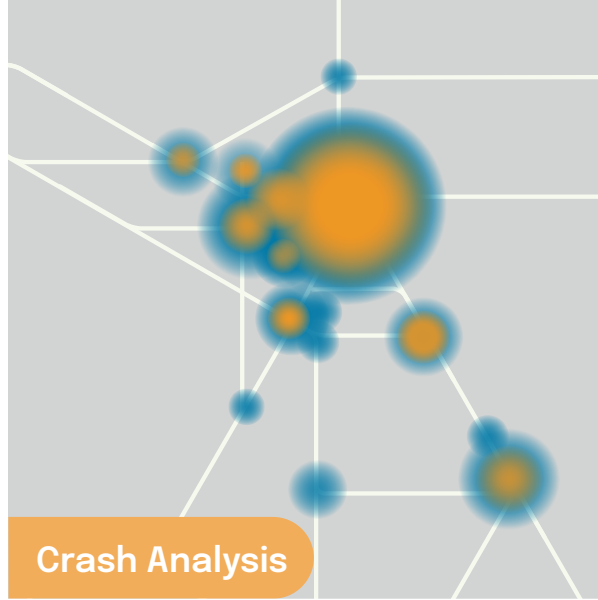
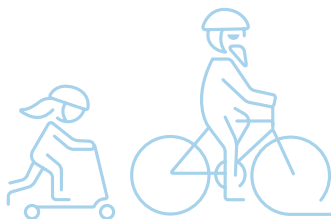
PedalLove
pedallove.org

Melissa Balmer
Jim Brown

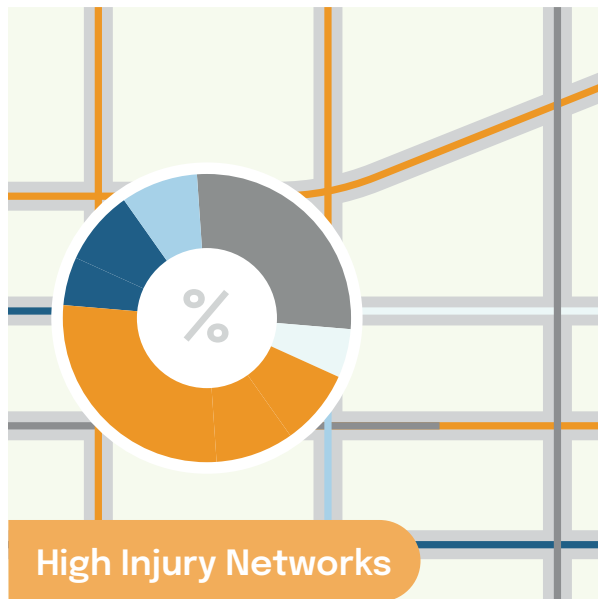
PedalLove is a small firm focused on sharing and teaching tools and tips to help improve storytelling, presentation and media relations skills as part of a smart communications strategy.

Our focus is active mobility and sustainable living 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:

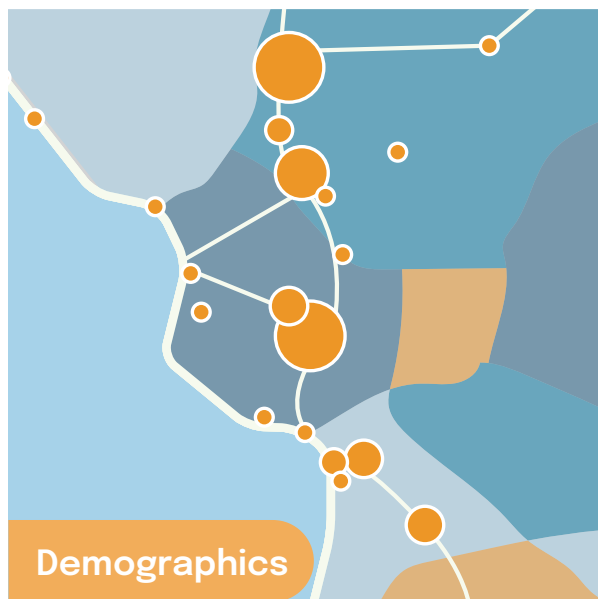
- Multnomah County Health Department
- Vision Zero Network
- San Luis Obispo Council of Government



Crash Analysis



High Injury Networks



Demographics