



Mayors' Challenge Safer People & Safer Streets

Springfield, Oregon's Successes



Long Beach, CA
April 5, 2016



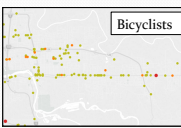
Emma Newman
Development & Public Works
City of Springfield

Presentation Outline

- Overview of Springfield
- Goals for Participating in Initiative
- Initiative Kick Off
- Overall Initiative Activities
- Enforcement Activities
- Education Activities
 - Instructional Videos
 - Outreach Materials
- What's Next – Initiative Workplan Priorities
- Partners
- Contact Information

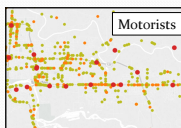
Overview of Springfield

Bicyclists

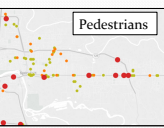


2007-2014 Crash Data

Motorists




Pedestrians



Crash Severity (Highest)

- Fatal
- Injury Level A (Major)
- Injury Level B (Moderate)



Goals for Participating in the Initiative

- *Build on our commit of improving roadway safety for all users through education, enforcement and planning*
- *Help achieve identified City Council goals and the specific action item of the City-wide bicycle and pedestrian connectivity and way-finding implementation plan*
- *Learn what other cities are doing to improve safety for pedestrian, bicyclist and drivers; share what we have accomplished or are planning with other cities*

Initiative Kick Off

- Mayor Christine Lundberg kicked off the initiative at a Bike to School Day event on May 6, 2015 at Guy Lee Elementary School



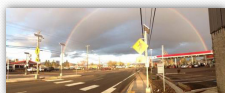
Overall Initiative Activities

- Mayor Lundberg's Initiative Kick Off
- Renewal of the Bicycle & Pedestrian Advisory Committee by the Springfield City Council
- Additional partner agency engagement to ensure the needs of all road users are considered in design, planning, construction and education



Enforcement Activities

- Springfield Police Department increased enforcement effort, specifically on Main St., resulting in 1,512 citations issued in 2015 for an increase of 42.8% over 2014
- Springfield's Main St. is seven miles long and the speed limit varies from 20 mph to 40 mph depending on location along the corridor



Education Activities

- Springfield Development & Public Works

Department:

- Traffic Safety games included in Public Works Week Carnival & Equipment Rodeo for Springfield 3rd Graders
- Pedestrian game and presentation included in Safety Town for all Springfield kindergarteners hosted by the Springfield Kiwanis Club



Education Activities Continued

- Provided videos and informational cards to Safe Routes to School as part of Springfield Public Schools 2nd Grade Safety Education class
- Developed traffic safety talking points for staff use when providing a media interview
- Regularly posted traffic safety tips and promoted educational videos through social media; Facebook and Twitter specifically



Education Activities Continued

- Included safety reflectors and informational cards as an ordering option in Point2Point's SmartTrips phase 2 campaign; over 500 ordered
- Coordinated with Mayor Lundberg to introduce instructional videos through two separate media opportunities; discussed the need for education about pedestrian crossings and roundabouts and how pedestrians, drivers and bicyclists can safely use and observe each type



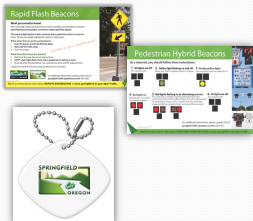
Education - Instructional Videos

- [Rapid Flashing Beacon Video](#)
- [Pedestrian Hybrid Beacon Video](#)
- [Roundabouts Video](#)



Education - Outreach Materials

- Pedestrian Crossings Informational Card – available at springfield-or.gov
- Pedestrian Reflectors – handed out at community events, City Hall and through partner education efforts
- Roundabouts Informational Card – in development



What's Next – Initiative Workplan Priorities

- **Challenge 1** - Develop and adopt a Bike & Pedestrian Masterplan; Transportation System Plan – Development Code Update
- **Challenge 2** - Right-of-Way language in update of ADA Transition Plan
- **Challenge 3** - Include funding for Bike/Ped counters in grant applications for design of construction projects
- **Challenge 4** - Update Street Standards for design of construction projects
- **Challenge 7** - Implement a \$6,000 grant from the Oregon Department of Transportation to expand education and outreach particularly on Main St.

Partners



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