Let’s Walk and Roll Safely **AGENDA**

Sponsored by the Washington Traffic Safety Commission

Strategy 1 – Create a partner team to develop community outreach that supports the increase of knowledge that prioritizes the safety of walkers and rollers.

**Initial Meeting of the Project Partner Team**

December 15, 2021

8:15 Welcome and Overview

* Introductions
* Purpose of the Project: The project addresses the problem of safety for pedestrians/walkers and rollers sharing roadways in a highly congested traffic corridor in the vicinity of Asotin County Community Services, DSHS, Interlink, and the Valley Community Center. Disabled/elderly clients traveling on foot, by wheelchair, walker, bikes, and transit transfer area heighten the danger of pedestrian/vehicle crashes.
* Identify Project Partner Team**- You have been invited to be a partner team member based on your letter of support, or request to be included in the project.** The purpose of the team is to develop and implement a cohesive and localized messaging for drivers, as well as walkers and rollers.
* Identify project partners resources**, i.e.,** assist in traffic counts and observations as needed, provide high profile support during activities, provide expert advice on safety infrastructure to improve access for pedestrians, provide activity support, planning and assisting with targeted promotional activities of the project (10 total activities)
* Discuss baseline online project survey to identify awareness and attitude measures regarding stopping to let walkers and rollers cross the street.
* Discuss the development by Asotin County of an RFP to identify a qualified media consultant firm:
	+ What are the desired attributes of a media a consultant company?
	+ What media companies have been effective in messaging campaigns?

8:45 Adjourn

The next meeting will be a report out of the successful bidder and discussion of a communications plan.