

Traffic safety outreach and education on outer SE Division St. SE 82nd Ave. to city limit

PBOT recognizes that safety improvements work best as a package that includes engineering, equity, education, and enforcement.



In addition to fast-tracking engineering safety projects on outer SE Division Street—described separately in the map and Safety Action Plan handouts—PBOT is conducting multicultural outreach and education throughout 2017. This outreach supports Portland's Vision Zero Action Plan and upholds PBOT and the City of Portland's commitment to racial equity.

February 2017

- PBOT staff and Commissioner Dan Saltzman attended an event hosted by APANO to learn about traffic safety concerns from community members who live near outer SE Division Street. Attendees included about two dozen Cantonese-speaking individuals and several English-speaking people.
- Partnered with Division Midway Alliance to conduct a pedestrian safety training translated into Burmese and Karen for approximately 60 limited/non-English speaking community members.

March 2017

- Partnered with Portland Chinese Times and APANO to conduct a pedestrian safety "Walk and Talk" training translated into Cantonese for 150 Asian community members.
- PBOT Director Leah Treat participated in a live Russian radio broadcast program at Slavic Community Center of NW. Director Treat shared information about the new speed safety cameras on SE Division and SE 122nd and answered incoming questions from callers. The show was broadcast to thousands of Russian speaking community members locally and across the country.

April to December 2017

- Help community members become transportation safety trainers in their native language
- Distribute safety materials at specific intersections, crossings, and/or parking lots
- Conduct pop-up events at transit stops
 - Two to three, including Nov. 2017 "Be Seen. Be Safe." event
- Host a Vision Zero table at community events
 - July 30, Boyles Park; Aug. 1, Mill Park; Aug. 12, Jade Night Market; Aug. 19, Jade Night Market
 - September, Division Midway International Market
- Distribute Vision Zero SLOW DOWN yard signs and/or create new language specific signs
- In collaboration with community members, develop public art that incorporates traffic safety messages and contributes to local placemaking efforts along outer SE Division Street