

Safety Education Advisory Committee

Charter

Purpose

The purpose of the Safety Education Advisory committee (SEAC) is to help strengthen community presence and promotion of safety programs and services by bringing together community representatives who have an active interest and stake in helping make our streets safe, to share ideas and create leverage for effective strategies to raise awareness and promote safe behavior for pedestrians, bicyclists and motor vehicles around buses and trains.

Mission

The SEAC will review and assess, and provide guidance and support to each other's agencies efforts to affect successful outcomes to safety strategies, campaigns, events and activities to promote safe behavior around transit. A key indicator of success will be the demonstration of increased awareness and practice of safe behaviors around transit by targeted audiences.

Objectives

1. Monitor and review safety education and outreach campaigns and activities from key resources around the region, to better understand scope and coverage, and gaps.
2. Gather information and evaluate the effectiveness of safety education and awareness in the community.
3. Provide feedback for TriMet staff in order to improve and/or maintain a level of safety awareness among targeted audiences in the region.
4. Advise and support TriMet in maximizing and leveraging resources to best meet the needs of effective safety education and outreach in the community.
5. Support TriMet in implementing effective shared messaging and engagement strategies to result in public awareness and demonstration of safe behavior.
6. Provide feedback to TriMet Operations regarding safe practices and interactions between TriMet vehicles and pedestrians, bicycles and motor vehicles.

Strategic Approach

1. Ensure focus on priority audiences, areas and issues.
2. Leverage resources of key stakeholders, partner agencies and jurisdictions to promote safety.
3. Identify and activate opportunities for improved safety outreach and public education.
4. Provide actionable feedback to TriMet with regard to safety education, enforcement and engineering efforts to make our streets safer.