

# We're Piloting Educational Safety Smart Signs!

## PILOT BACKGROUND

In partnership with the King County Target Zero Safety Coalition, we will be piloting real-time, educational feedback signs to motorists to discourage unsafe driving.

The campaign is part of an effort to encourage safe, focused driving in King County, where over 1,000 people were seriously injured or killed in traffic collisions in 2023. This is the first time that SmartSigns have been used in King County, and the King County Target Zero Force Coalition hopes its learnings will serve as a useful resource in combatting unsafe driving here and in other regions across the state.

## PILOT LOCATION

**Rainier Ave S and S Henderson St** is one of many locations selected for this initial pilot campaign.

## GOALS

The purpose of this project is to inform drivers of unsafe driving behaviors such as distracted driving from phone use, seatbelt use, and speeding.

## WHEN IS THIS HAPPENING?

**We will be installing this SmartSign device in mid-April and remove it by the end of May.** No personal data will be collected with these signs. These are strictly a tool to reduce unsafe driving behaviors and the speeding, seatbelt use, and distracted driving data collected will not be used for enforcement purposes.



## PROJECT CONTACT

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