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\$388,000 Federal Grant to fund 2025 transportation safety campaign

SPOKANE COUNTY, WA – From 2018 to 2022, the month of November has seen the highest number of pedestrian-involved fatal and serious injury crashes compared to the rest of the year. This alarming trend is one of several identified in the [Regional Safety Action Plan](#) (RSAP), that will be addressed through public awareness campaigns funded by a [\\$388,000 Federal grant](#).

The funding, awarded to the Spokane Regional Transportation Council (SRTC) through the U.S. Department of Transportation’s Safe Streets and Roads for All (SS4A) program, was announced on Friday, November 15. In the Summer of 2025, SRTC will conduct a pilot safety education campaign in partnership with the [Spokane Regional Health District](#) and [Spokane County Target Zero Task Force](#).

“The Regional Safety Action Plan was important in identifying factors leading to regional crashes,” said Mike Ulrich, RSAP Project Manager. “While local jurisdictions are pursuing infrastructure improvements, this grant allows us to test messaging strategies addressing the human behaviors behind these crashes.”

The safety messages that will be shared are based on data from the RSAP, which the SRTC Board of Directors adopted on [September 12, 2024](#). The RSAP was a year-long initiative funded by a \$400,000 SS4A grant. The plan identifies possible strategies, projects and policy changes to achieve zero severe and fatal crashes in the Spokane region. The RSAP also contains jurisdictions’ crash analysis, aiding local governments in leveraging available safety funding to address the safety needs in their communities.

The RSAP was developed using the department’s [Safe System Approach](#), which prioritizes anticipating and accommodating human mistakes while promoting safer driver behavior to prevent crashes and reduce the severity of injuries. Raising awareness about hours of darkness, distracted driving and more can help remind drivers and pedestrians about safe traveling practices and decrease the risk of fatal and serious crashes.

While details of the project have not been finalized, the effort will use non-traditional media to raise awareness about safety issues, promote safe behaviors and strengthen community involvement around safety. These targeted safety messages will assess the most effective way to communicate with residents traveling in Spokane County.

Those interested in learning more about the campaign as details develop can visit www.srtc.org or follow SRTC’s social media channels for agency updates at [X](#), [Facebook](#), [Instagram](#), [LinkedIn](#) or [NextDoor](#).

About Spokane Regional Transportation Council

The Spokane Regional Transportation Council (SRTC) is the lead agency for transportation planning for the area covered by Spokane County. As the region’s metropolitan planning organization (MPO) and regional transportation planning organization (RTPO), SRTC develops plans and programs that coordinate transportation planning throughout the Spokane region. SRTC’s Board of Directors is made up of elected officials across Spokane County, who make important planning and funding decisions for the region. For more information on SRTC and member jurisdictions, visit www.srtc.org.

contacting the SRTC office by telephone at (509) 343-6370 or by email at contact.srtc@srtc.org at least 48 hours in advance. Persons with hearing impairment may contact (509) 343-6387 through the Washington Relay Service at 7-1-1.

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