The New E’s

MORPC ATWG Meeting
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The Three E’s

Engineering. Education. Enforcement.
WINNING the WAR on TRAFFIC ACCIDENTS

By Paul G. Hoffman
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While vast strides have been made toward reducing the rate of highway accidents, this lowered rate must be seen further reduced, while more people ride more miles each year. Here is a paradox challenging the automotive industry today.

Injuries and property damage, a saving of approximately 200,000 injuries and $25,000,000 in cash loss.

This work was accomplished by a careful and well-administered program of Education, Enforcement and Engineering, the new names in traffic safety. Engineering concerns the work of providing better mechanisms for automobiles and better

In other words, we must go on saving lives and, in building America back to normal prosperity, we will actually expose more homes to the danger of highway accidents.

In 1935 the accident rate was approximately eighteen per 100,000,000 vehicles-miles. In 1936 it was reduced to sixteen and then to fifteen and eight-tenths. In 1938 it reached the remarkable low level of twelve per 100,000,000 miles. There were 8,600 fewer fatalities last year and, assuming a proportionate reduction in injuries and property damage, a saving of approximately 200,000 injuries and $25,000,000 in cash loss.

Many learned American minds are deep in the work of improving our highway system. From the national capital to the most obscure prairie county, highway directors are devising broader, safer, more useful roads and streets and these roads are being built as swiftly as money and machinery will allow. It will take several of years to achieve the perfect national highway system, but it's on the way.

In 1939 there were registered in the United States approximately 10,000,000 motor vehicles. During that year they accounted for approximately 2,000,000 injuries and 25,000 fatalities. The total annual cost of highway accidents is estimated at $2,000,000,000. The average cost per injury is $1,000 and the average cost per fatality is $100,000. The average cost per injury is $1,000 and the average cost per fatality is $100,000.
First edition of the MUTCD 1935
The conventional approach of relying on engineering, education, and enforcement is no longer enough to ensure that our streets meet the needs of the 21st century.
The New E’s

Ethics. Equity. Empathy.
A values-based approach
ETHICS

Hold paramount the safety, health and welfare of the public.

- Engineer’s Code of Ethics
Is it ethical to…

For a transportation consultant to bribe a client to win work?

- Yes
- No
- It depends
Is it ethical to…

To put a bus stop on a 50 mph, 6 lane road with 35,000 vehicles per day, but not create a safe way for people to access it?

- Yes
- No
- It depends
Is it ethical to...

To prioritize a faster travel time for one person over the safety of another person?

- Yes
- No
- It depends
From redlining to urban renewal to Jim Crow laws, many communities have faced unfair burdens because they were different from those in power. Those historical inequities still impact those communities today. Our work must actively seek to reverse those inequities and invest in these places in a way that does not displace them.
Equity means…

- Distributing resources to people in a just and impartial way
- Giving everyone what they need today (not the same thing)
- Considering how existing power structures have governed resources distribution in the past

“As Transportation Professionals we face constant opportunities to either dismantle or perpetuate inequalities.”

Tamika Butler, Toole Design
Own it…

- We all make mistakes
- Acknowledge them
- Repair any damage
- Learn
- Equity requires Empathy (including towards ourselves)
- It’s normal to be afraid…but you must act

The Ethical Approach is necessary if we’re going to build a world that truly serves everyone
Empathy—listening to others openly and with compassion—allows us to truly understand people’s needs and set aside our own biases. Empathy is essential to accomplish our work in a way that’s centered on the people who use our transportation systems each day. And that’s the point, right?
Empathy is **not** Sympathy

- Empathy is feeling another person’s pain
- Empathy fuels connection
- Empathy builds trust

- Sympathy is feeling sorry for someone’s pain
- Sympathy drives disconnection
- Sympathy leads to pity and lack of understanding of someone’s situation
Human-centered Design requires Empathy

“I can’t come up with any new ideas if all I do is exist in my own life.”

*Emi Kolawole, The Field Guide to Human-Centered Design*

Empathy is…

- Capacity to step into other people’s shoes
- Understand their lives
- Solve problems from their perspective
- Leaving behind preconceived ideas and old ways of thinking

*When people know that you are listening to them…*
COUNTY COUNCIL MEMBERS UNDERTAKE

Five members of the County Council are participating in public transportation like the Ride On, Metro, or carpool. Albomoz, Evan Glass, Will Jawando, and Hans Riemer participating.

The council members are sharing their public transit experiences join them.
THE NEW E'S OF TRANSPORTATION

The conventional Three E's of engineering, education, and enforcement do not provide the guidance or moral compass we need to plan, design, and build a transportation system for the 21st century. It's time for a new approach to transportation, based on the values we want to see reflected in our communities.

IT'S TIME FOR NEW E'S.
Where to find more…

The New E’s of Transportation Podcast

- Apple Podcasts
- Google Play Music
- Stitcher for Podcasts
Think about your Values

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