

# The New E's

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MORPC ATWG Meeting

January 7, 2020

David Shipps, AICP

@ShippsDavid 

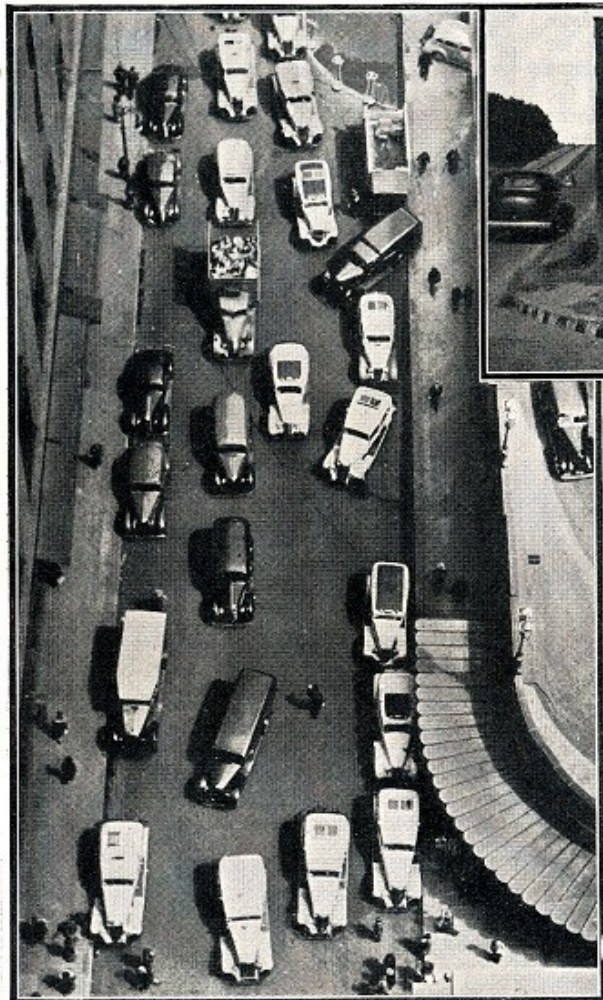
# The Three E's

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Engineering. Education.  
Enforcement.



# WINNING *the* WAR on



*Congestion such as that in street at left can be eliminated by education, enforcement and engineering. Above, ten-foot sign has letters and arrows clearly read by day or night*

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

In 1935 the accident rate was approximately eighteen per 100,000,000 vehicle-miles. In 1936 it was reduced to sixteen and four-tenths, in 1937 it was fifteen and eight-tenths and in 1938 it reached the remarkable low level of twelve per 100,000,000 miles. There were 8,000 fewer fatalities last year and, assuming a proportionate reduction

in injuries and property damage, a saving of approximately 200,000 injuries and \$250,000,000 in cash loss.

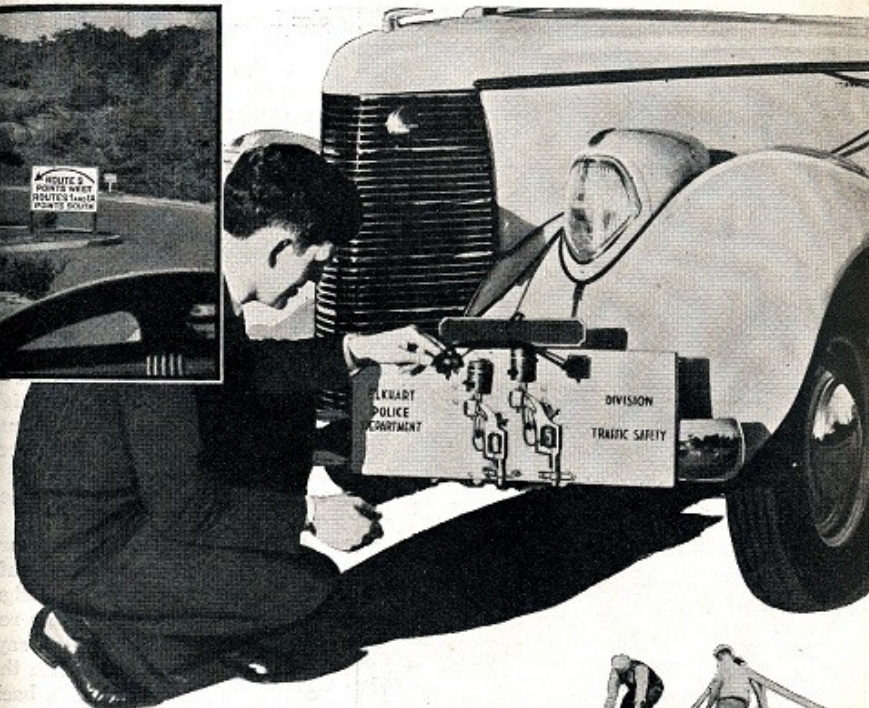
This work was accomplished by a careful and well-administered program of Education, Enforcement and Engineering, the now famous three E's of safety. Engineering concerns the work of providing better mechanics for automobiles and better me-

**By Paul G. Hoffman**

President The Automotive Safety Foundation

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

# TRAFFIC ACCIDENTS



chanics for the roads on which these automobiles operate.

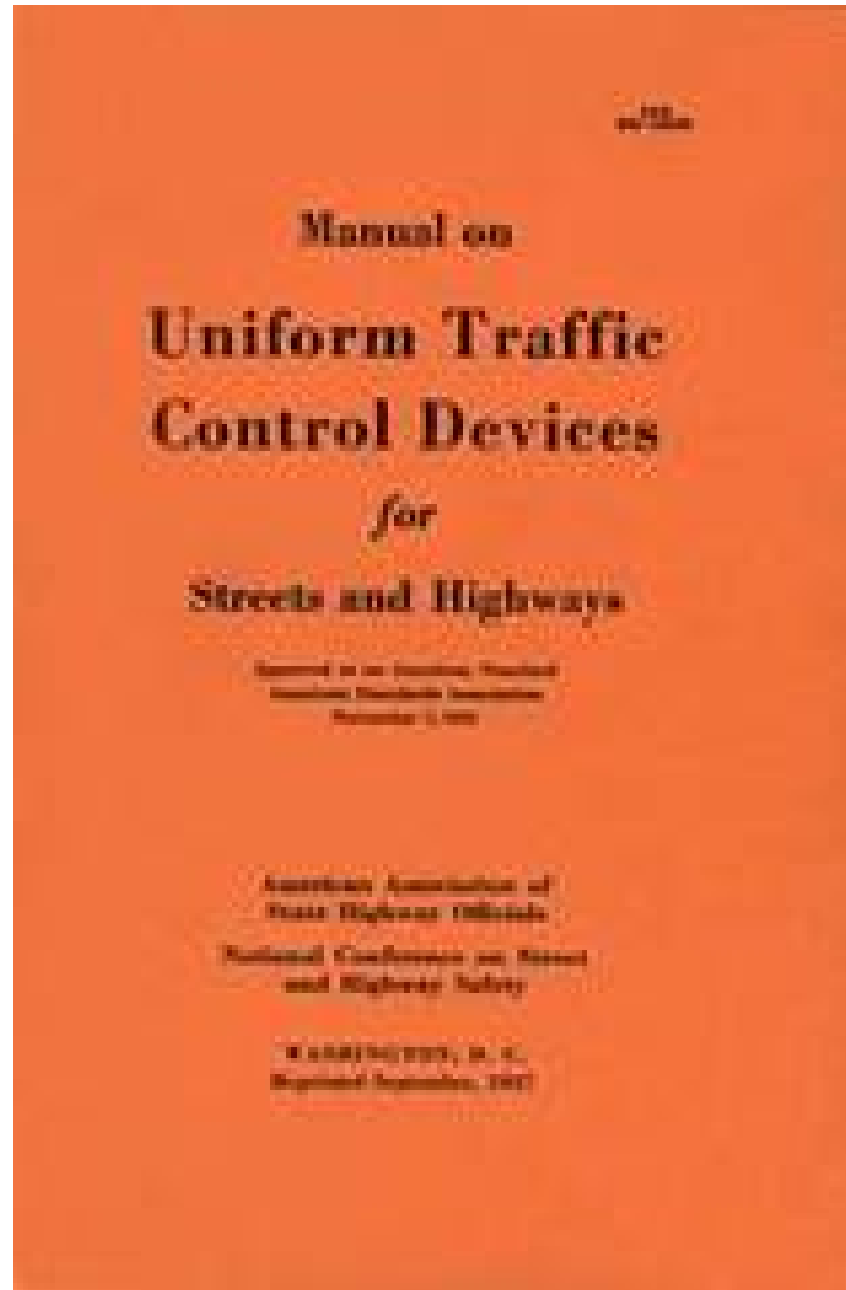
Many learned American minds are deep in the work of improving our highway system. From the national capitol to the most obscure prairie county, highway directors are devising broader, safer, more useful roads and streets and these roads are being built as swiftly as money and machinery will allow. It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

In 1908 there were registered in the United States approximately 140,000 motor vehicles. During that year they accounted for approxi-

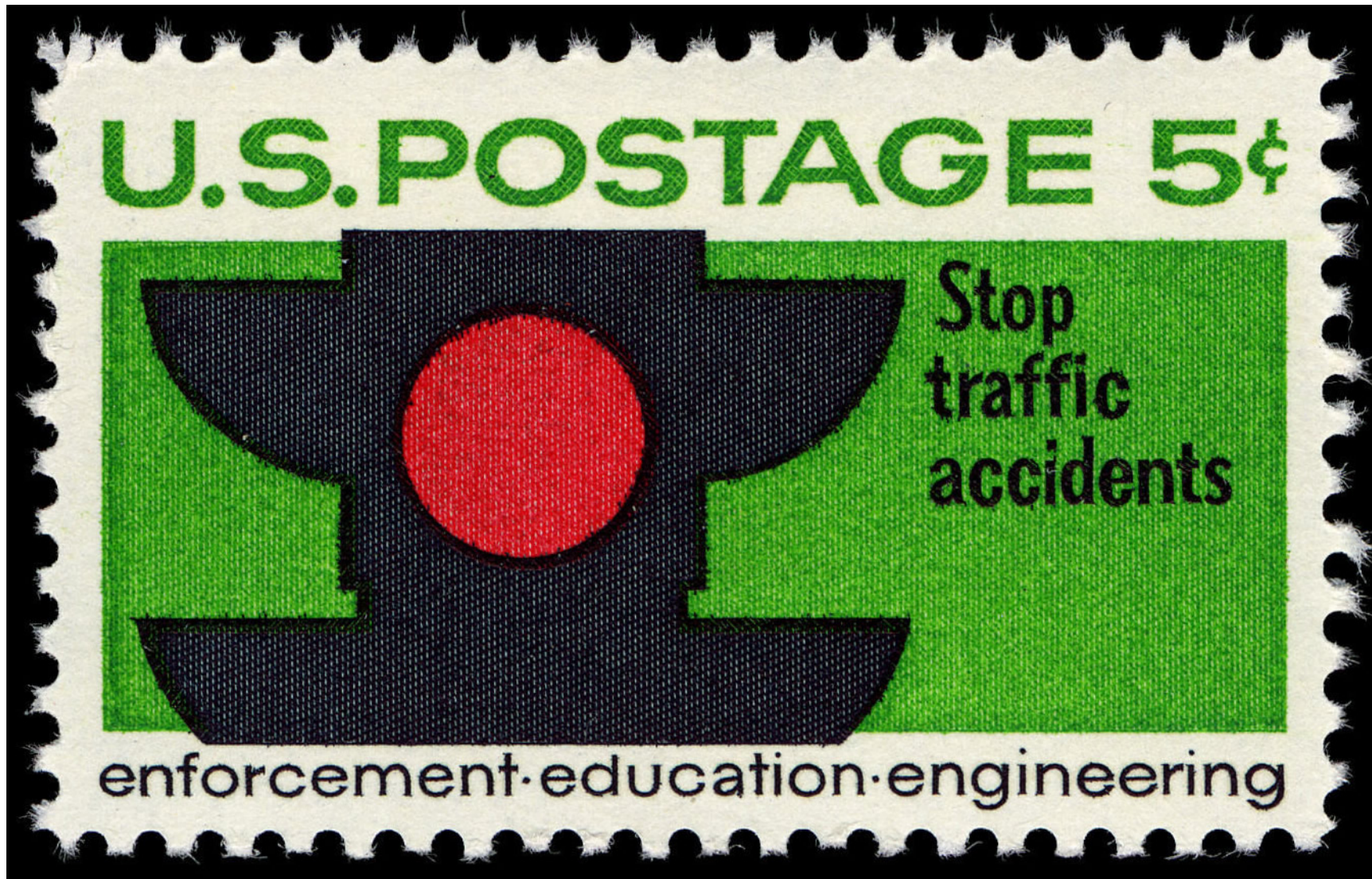


*Top, left, eight-foot sign seen from 100 feet; right, to test brakes, one revolver fires when brakes are applied, the other when car stops. Bottom, 24,000 pounds of sandbags were piled on before steel roof gave way*





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

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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







# EQUITY



*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...

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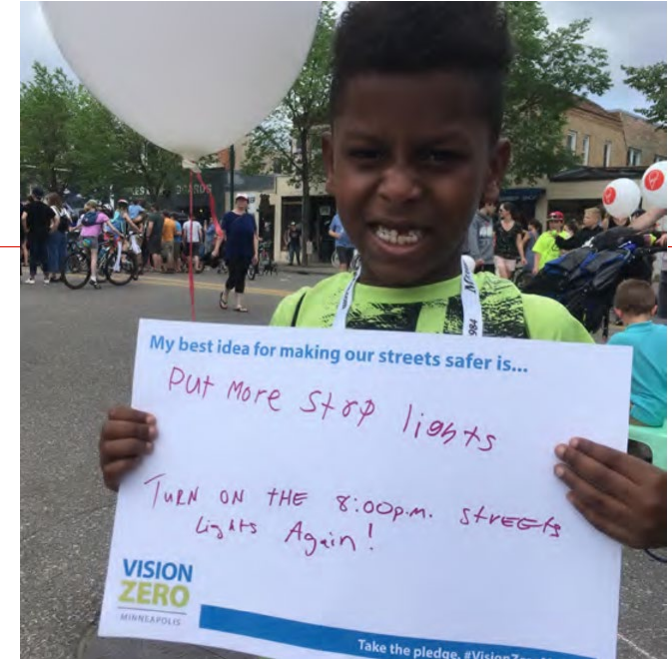
- Distributing resources to people in a just and impartial way
- Giving everyone what they need today (not the same thing)
- Considering how existing power structures have governed resources distribution in the past

*“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



*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

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- 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

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*“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...*

JUNE 11, 2019 | BY [BEN PALMER](#)

## COUNTY COUNCIL MEMBERS UNDERTA

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

The councilmembers are sharing their public transit exp join them.



**Will Jawando**  
@willjaw

Just finished r  
Randolph road  
#MOCO #tran



60 6:57 AM

See Will Jaw



**Will Jawando** @willjawando · Jun 14

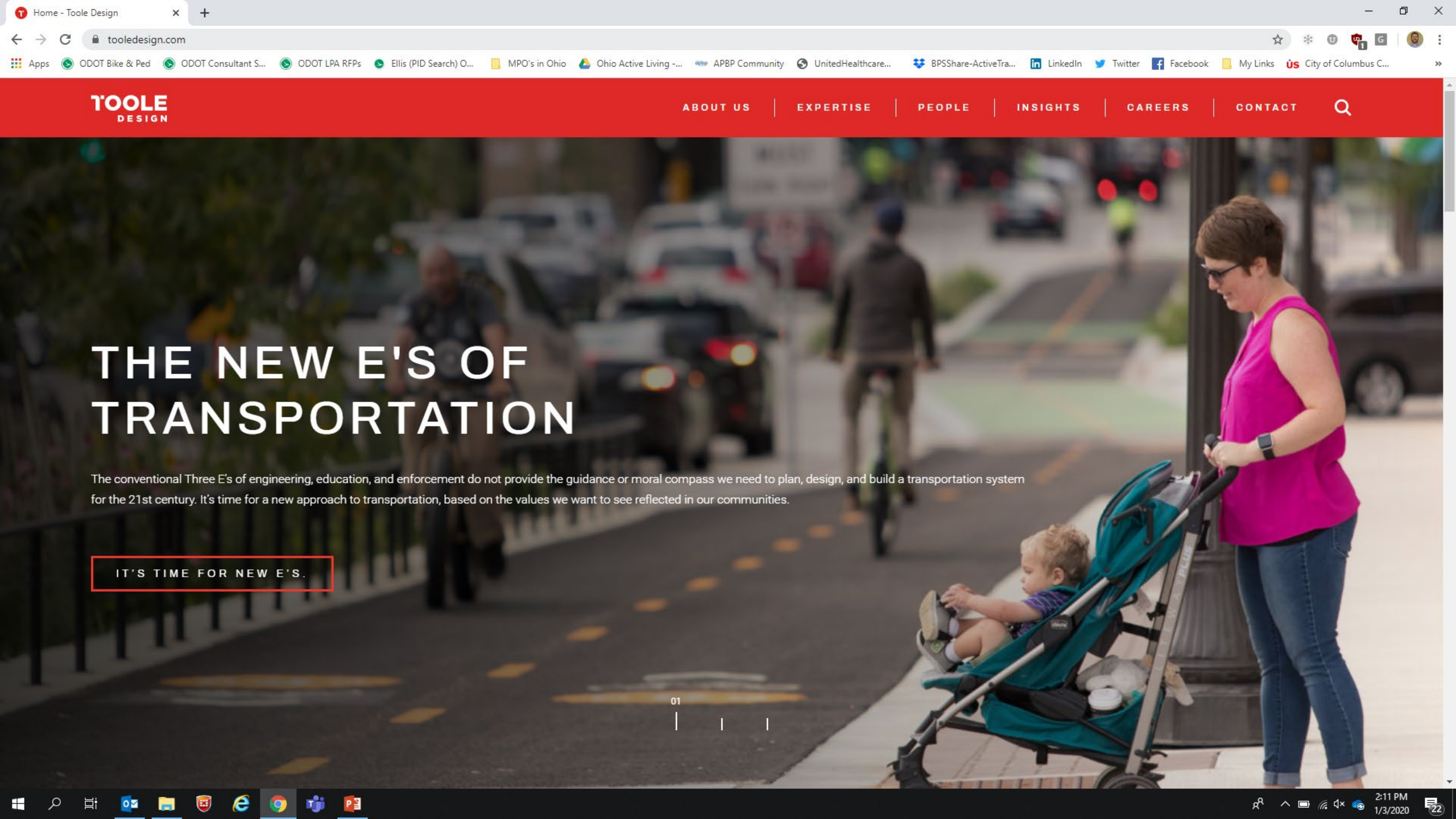
Last day of the [#transitchallenge](#) & my [@RideOnMCT](#) #10 Twinbrook didn't show up at 7:58 when it was supposed to & I had to make the difficult decision of either waiting or walking another 12 minutes to catch a different bus. I made the walk & I'll lose 20 mins on my arrival time



0:43 1,296 views

13 9 48





# THE NEW E'S OF TRANSPORTATION

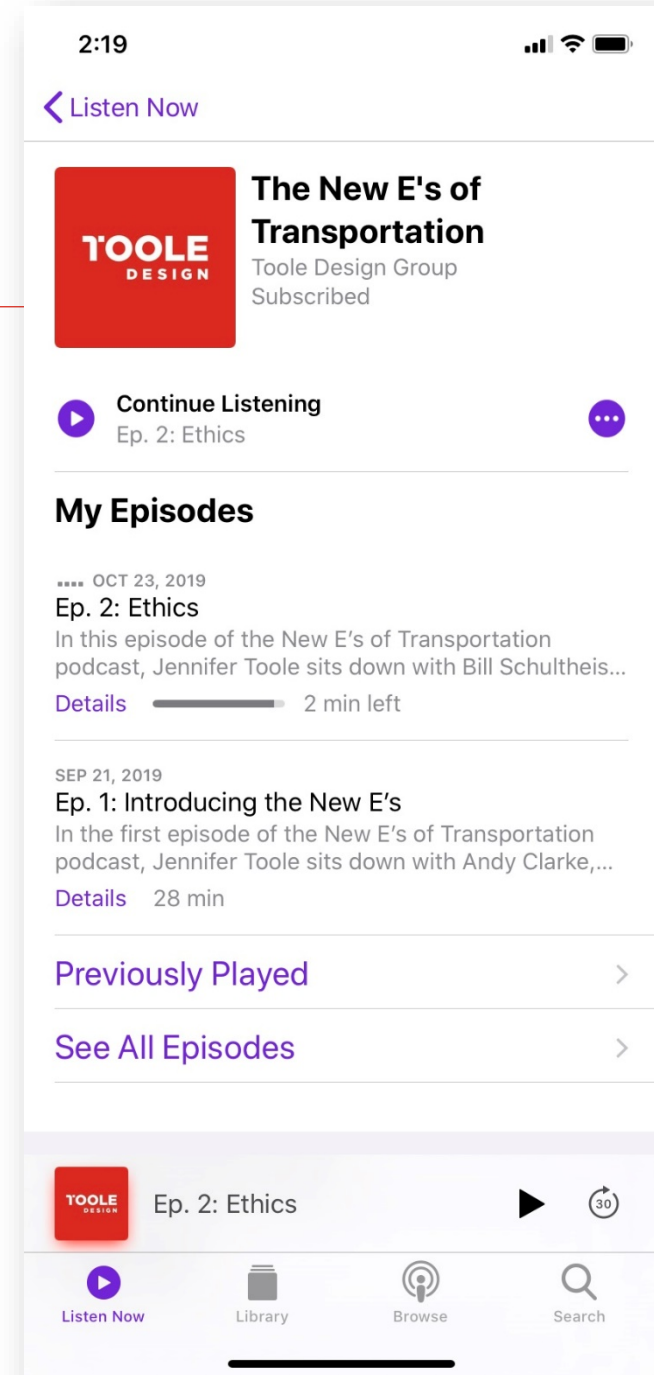
The conventional Three E's of engineering, education, and enforcement do not provide the guidance or moral compass we need to plan, design, and build a transportation system for the 21st century. It's time for a new approach to transportation, based on the values we want to see reflected in our communities.

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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David Shipps, AICP