

140th Ave SE / 132nd Ave SE Corridor Project

Corridor Location: 140th/132nd AVE SE Corridor

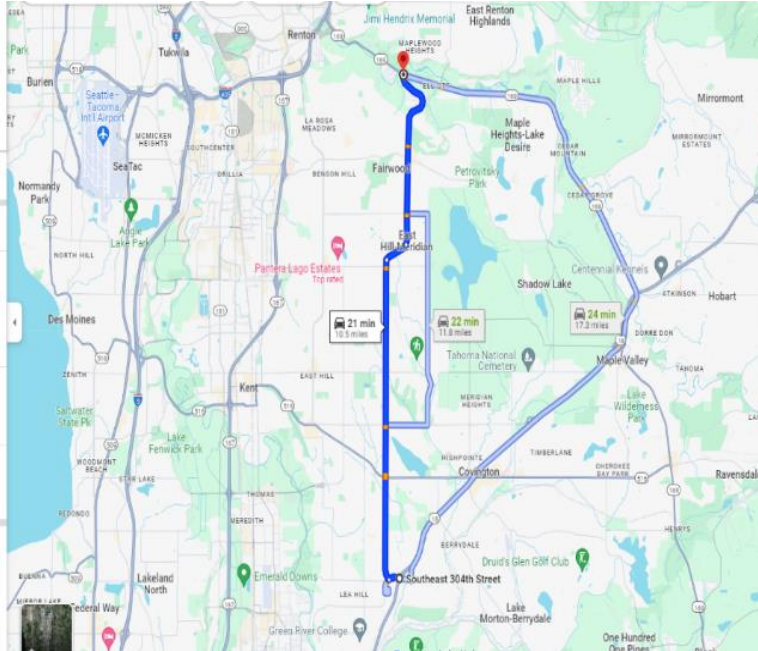
Contract Recipient: City of Kent WA

Grant Amount: \$125,000

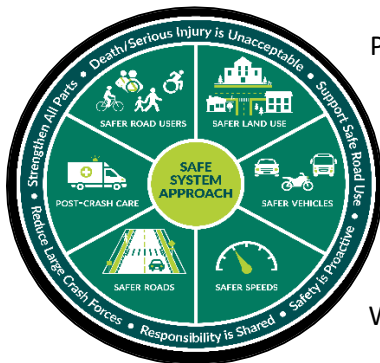
Project Dates: October 1, 2024-September 30, 2025.

Scope of Work

This project seeks to reduce speeding and the number of injuries and deaths among King County community members and other travelers along the 140th Ave SE/132nd Ave SE corridor between Renton, Unincorporated King County, Kent and Auburn. This 10.5-mile corridor has consistently been identified as a critical zone due to problematic driving behaviors, highlighted in the [latest study](#) by Michelin Mobility Intelligence and the WTSC. Strategies that will be utilized for this corridor are a combination of best practice recommendations from the [National Highway Traffic Safety Administration’s \(NHTSA\) “Countermeasures That Work”](#) and successes with previous corridor projects in our state such as [Lake City Way](#). Strategies include education for various age groups, media/marketing campaign, engineering, enforcement and community outreach.



Project Strategies



Project strategies are based on the Safe System Approach, which was adopted by the US Department of Transportation, the Washington State Department of Transportation, the Washington Traffic Safety Coalition, and the King County Target Zero Coalition. This approach to road safety acknowledges that death and serious injuries are unacceptable, people make mistakes, responsibility is shared, and road safety is a priority, multidisciplinary effort. The core tenants of Washington’s Safe Systems Approach include the following:

- 1. Safer Road Users: Education:** Create and deploy a robust educational campaign to support the information and awareness of local communities to the dangers of speeding.

- a. Yard Signs for residents; bumper stickers, flyers/posters for partners and businesses
 - b. School specific programming including Teen Target Zero, [Teens in the Drivers Seat](#) and [Safest Ride](#)
- 2. Safer Speeds: Enforcement and Media/Marketing:** Conduct media and messaging campaigns on speeding in support of high visibility enforcement (HVE) to be coordinated on this roadway each month.
- 3. Safer Roads: Engineering:** work with local jurisdictions to develop and deploy engineering solutions to reduce speed, injuries and deaths along the corridor
- a. Convene partners to identify engineering priorities
 - b. Identify and purchase signage solutions
 - c. Identify and support additional funding strategies as appropriate
- Safer Land Use, Safer Vehicles, and Post Crash Care:** Engaging with our coalition members across various disciplines with a focus on this roadway.
- 4. Community Engagement Event:** Residents and community members are invited to hear and give feedback about work being done on the corridor.
- a. Provide resources from partners via booth setups
 - b. Hear from residents
 - c. Share educational materials and distribute yard signs

Proposed Date/Time/Location:

Date: March 27th, 2025

Time: 6:00 – 8:00 pm

Location: Sunrise Elementary School, Kent, In-Person Only (no remote option)

Host: City of Kent

For more information, please contact Sara Hallstead, Target Zero Manager at shallstead@kentwa.gov.

Current State in King County

The latest data on traffic incidents in King County reveals a stark increase in fatalities and serious injuries. In 2022, there were 154 deaths (a 97% rise from 2013) and 698 serious injury crashes (a 49% rise from 2014). Alarmingly, deaths from alcohol/drug impairment rose by 85%, fatalities among pedestrians and cyclists by 129%, and unrestrained occupant casualties by 100%, compared to 2013/2014. These tragic incidents disproportionately affect American Indian/Alaskan Native, Asian/Pacific Islander, Black, and Hispanic communities.

King County is facing a critical public health and public safety challenge with traffic safety. The annual societal cost of traffic collisions for the county is estimated at \$6.7 billion (2023 dollars), alongside the irreplaceable loss of life. Funding from WTSC grants will support efforts to address these issues, offering a collective opportunity to reverse the trends in fatalities and serious injuries and to reduce disparities among different populations in the community.

King County Target Zero Coalition:

The King County [Target Zero Coalition](#) was formed by Public Health – Seattle & King County in 1998 through limited funding from the [Washington Traffic Safety Commission \(WTSC\)](#) and flexible state public health funding. It is currently supported through state-funded grants. Target Zero is a statewide program administered through the WTSC with the goal of reducing the number of serious injuries and fatalities, among those walking, rolling, driving, and traveling on Washington roadways, to zero by 2030. For additional information, you can follow our social media pages on [Facebook](#) or [Instagram](#).