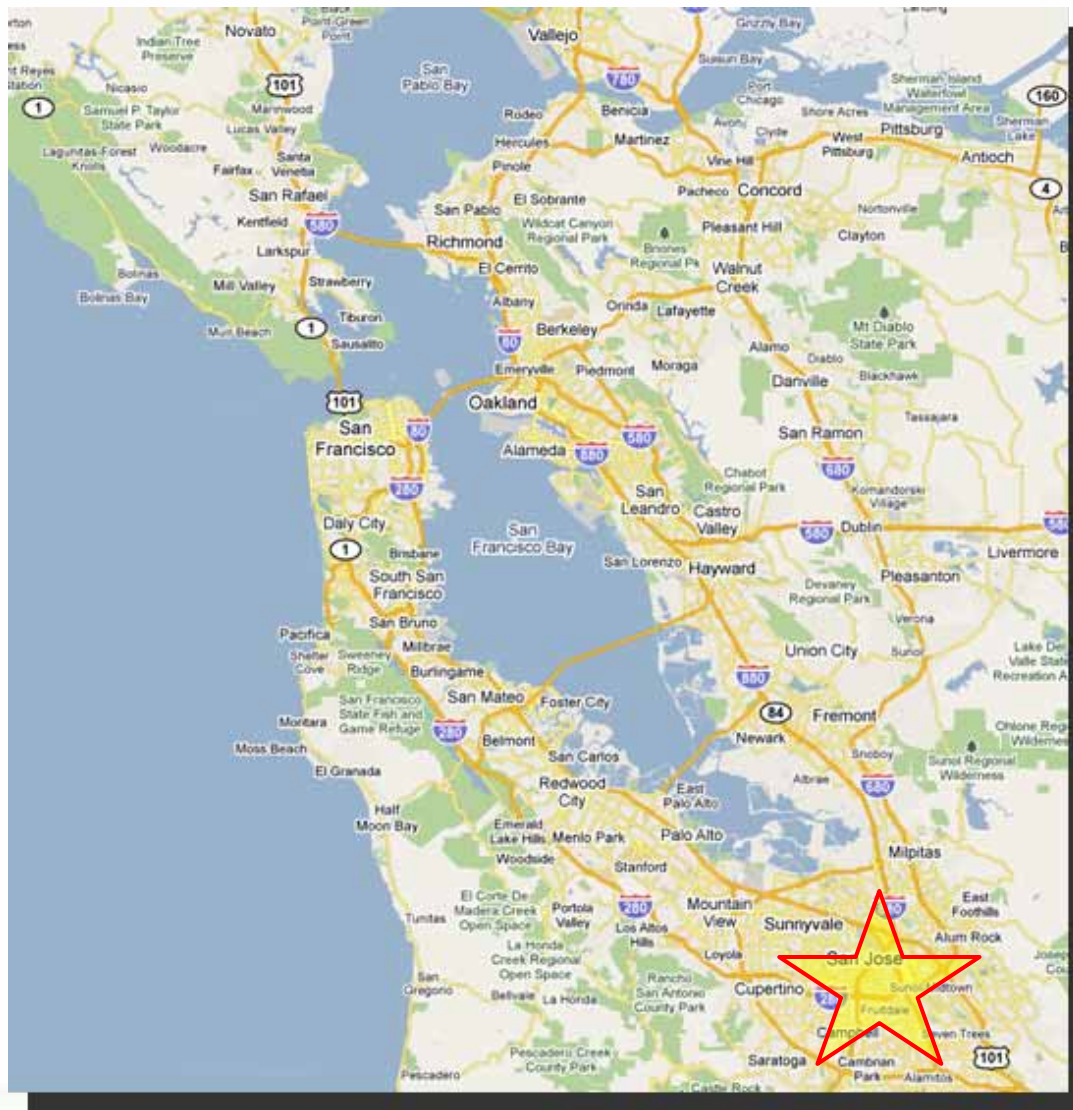


Community Approaches to Pedestrian Safety Education: Street Smarts



Linda Crabill Byrne, City of San Jose, CA
David Parisi, Parisi Associates



San Jose, CA

- 10th largest U.S. city
- Population of over 1,000,000
- Over 200 schools

Map courtesy of Google Maps



Street Smarts



Street Smarts

- Used in San Jose as “basic” tool to calm traffic
- Education as first approach to calm traffic, before engineering solutions
- More cost effective than engineering
- Used with engineering and enforcement to improve safety

Targeted Behaviors

1. Red light running
2. Stop sign violations
3. Speeding
4. School zone violations
5. Crosswalk violations



Schools

- Helmet events
- Pedestrian & bicycle safety assemblies
- Bike “Roadeos”
- Parent seminars
- Educational materials: banners, posters, CD, DVD, activity books



Neighborhoods

- Presentation
- Neighborhood Kit
- Volunteer
- Commitment



Results

- Delivered to 90,000 kids at 175 schools since launch in Jan. 2005
- Reaches more than 23,000 children annually
- Nearly 2,000 bicycle helmets are fit and distributed each year
- 91% of teachers evaluating program rate value as “Good” or “Excellent”

Results

- An estimated 1,200 adults and seniors receive traffic safety education annually
- 30 San Jose neighborhoods have adopted Street Smarts
- 26 cities and counties using Street Smarts

Number of Pedestrian Injuries (Including Fatalities)

2002-03 - **337**

2003-04 - **318**

2004-05 - **319**

2005-06 - **329**

2006-07 - **312**

2007-08 - **313**

2008-09 - **292**

* Measures combined results of engineering, education & enforcement

Number of Crashes with Red-Light Running Violations

2003 - **960**

2004 - **870**

2005 - **865**

2006 - **845**

2007 - **780**

2008 - **729**

2009 - **627**

Number of Pedestrian and Bike-Related Injuries and Fatalities (per 1,000 population)

2004-05 - **.62**

2005-06 - **.63**

2006-07 - **.60**

2007-08 - **.58**

2008-09 - **.59**

Injury and Fatality Crash Rate (per 1,000 population)

2004 – **3.54**

2005 – **3.43**

2006 – **3.31**

2007 – **3.02**

2008 – **2.73**

2009 – **2.61**

Number of Pedestrian and Bike Injury Crashes for Children (ages 5-14)

2004-05 - **105**

2005-06 - **110**

2006-07 - **106**

2007-08 - **94**

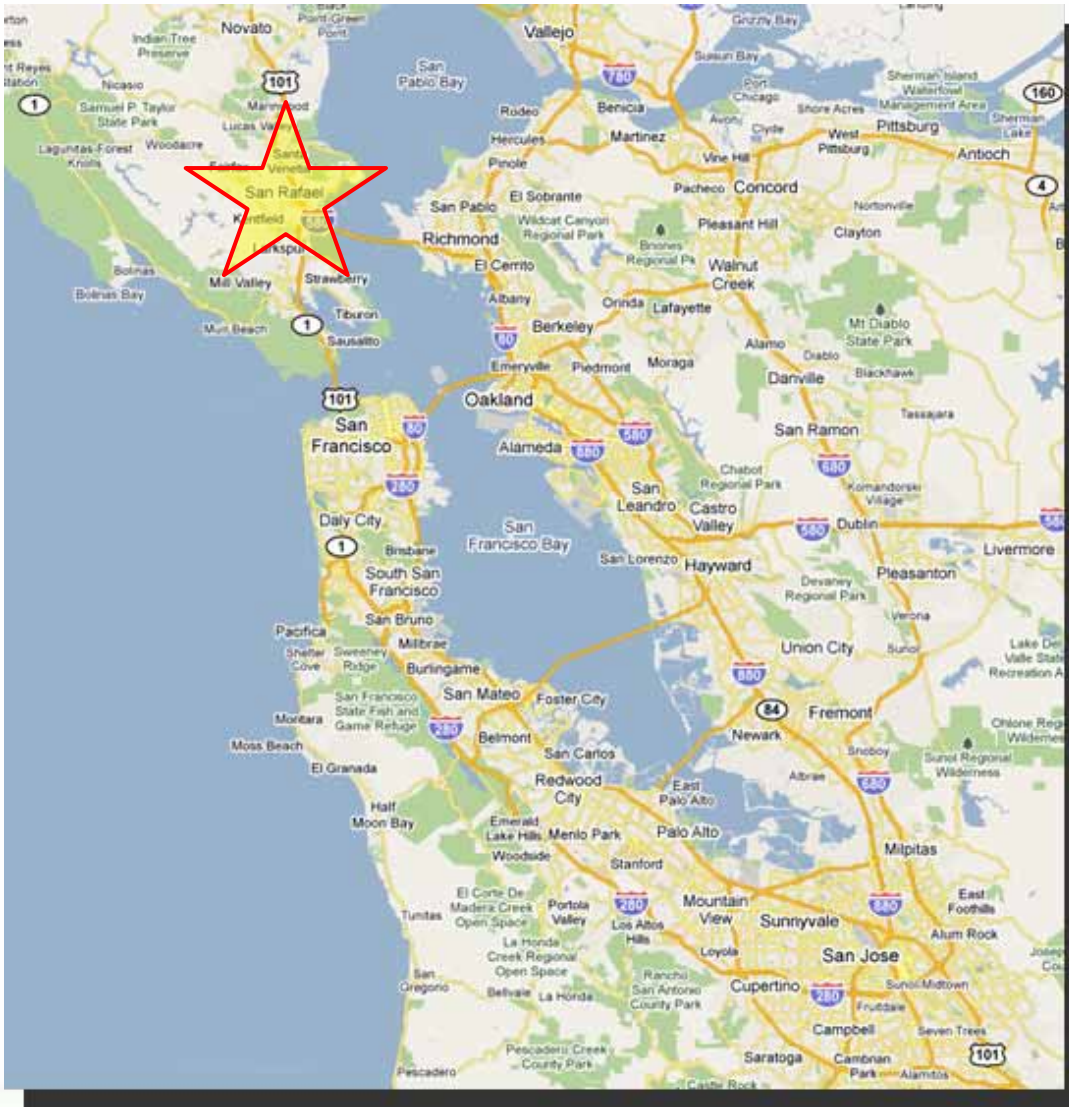
2008-09 - **74**

Regional Program

- Modular and easy to customize
- Rebranded with your agency name
- Flexible to meet the needs of any community
- Partner cities share materials at no cost
- Can incorporate your existing bike/ped safety materials

Marin County, CA

- Population of 250,000
- 11 small cities and towns



Map courtesy of Google Maps



Street Smarts



**Street
Smarts
Marin**

Public education campaign to:

- Change driver, bicyclist and pedestrian behavior
- Make streets safer
- Reduce number of traffic collisions

Originated in San Jose in partnership with:

- Caltrans
- CHP
- AAA
- MTC
- Safe Moves
- San Francisco
- Santa Clara
- SJUSD
- San Jose Police
- VTA



Participating Cities and Towns

- Belvedere
 - Corte Madera *
 - Fairfax
 - Larkspur *
 - Mill Valley *
 - Ross
 - San Anselmo
 - Tiburon
- Street Smarts Committee consists of city/town management, law enforcement and public works representatives

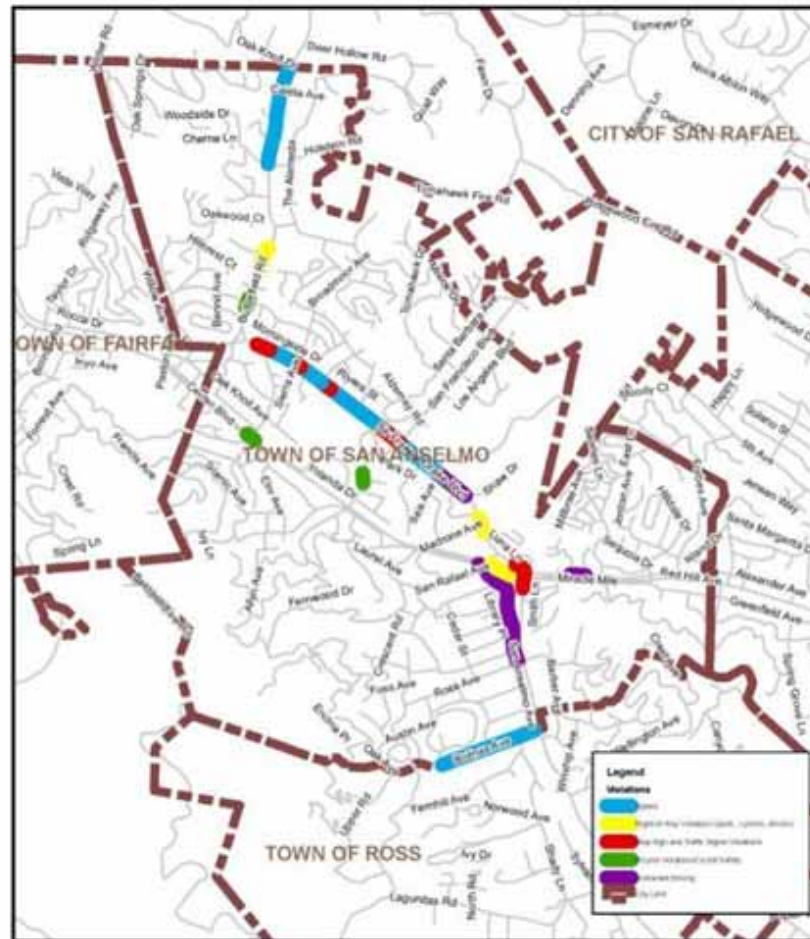
* Pilot cities

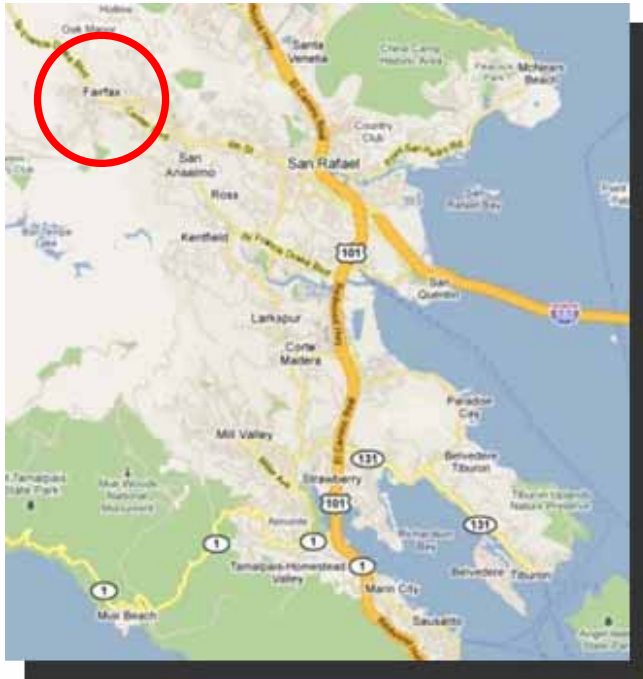
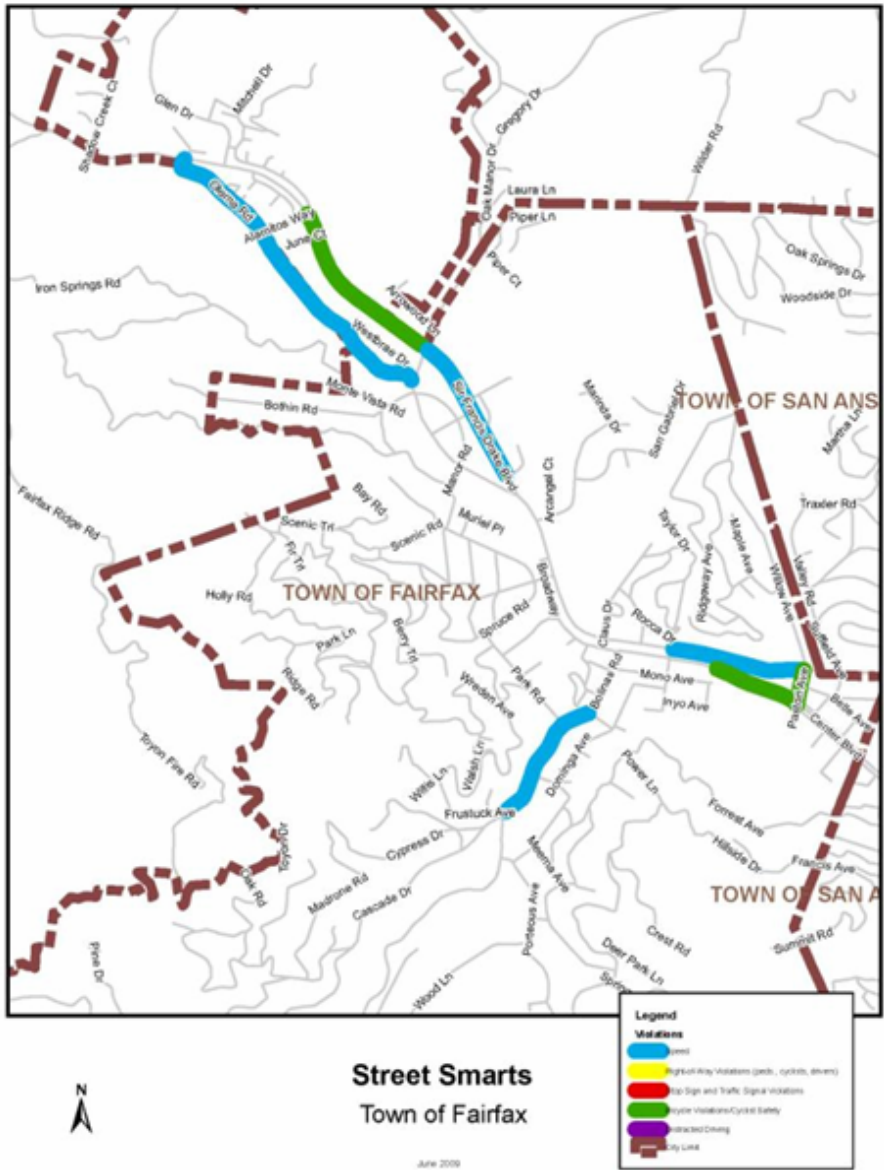
Top 5 “Bad Behaviors” Targeted in Marin

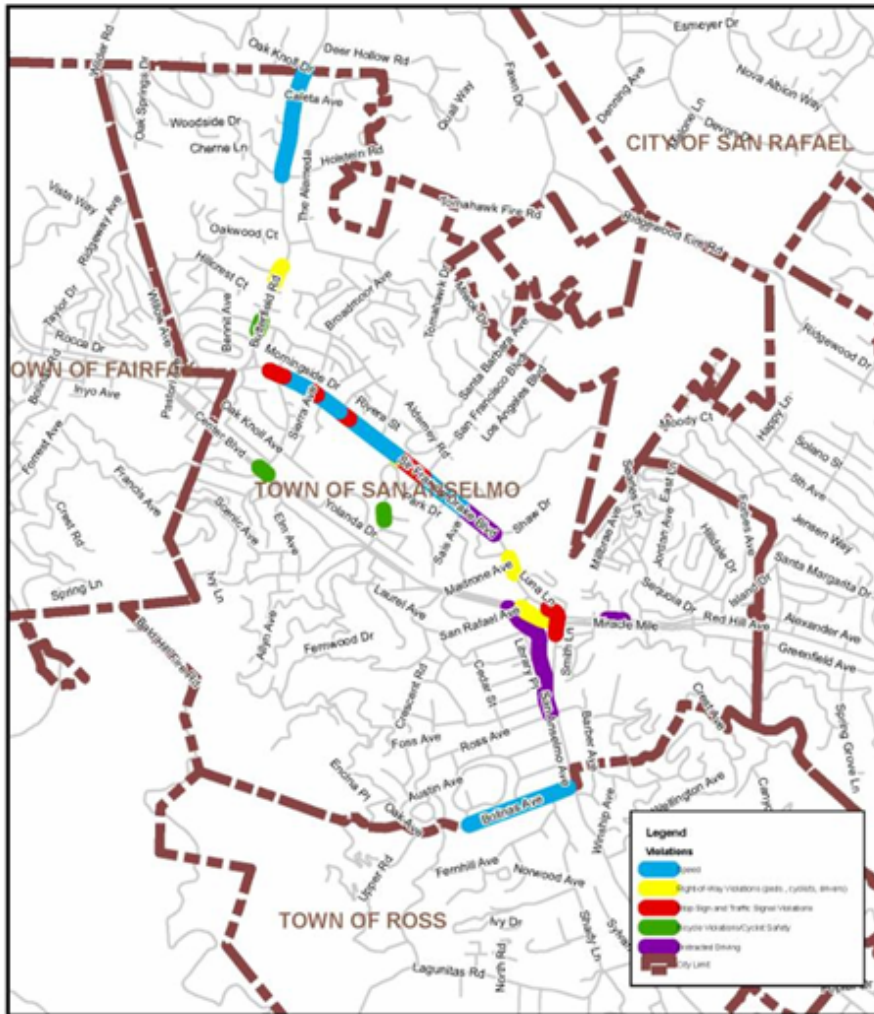
- Speeding
- Stopping violations
- Right-of-way violations
- Distracted driving
- Bicyclist violations and safety



Street Smarts Focuses on “Hot Spots”

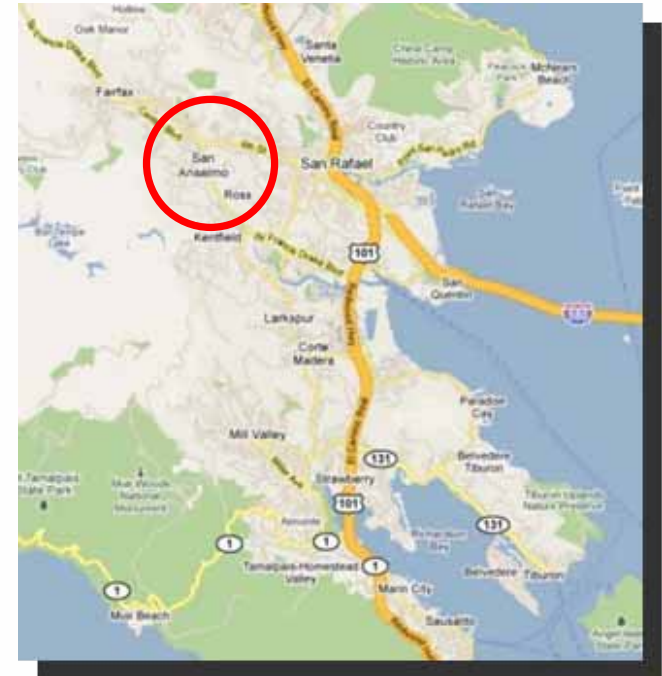


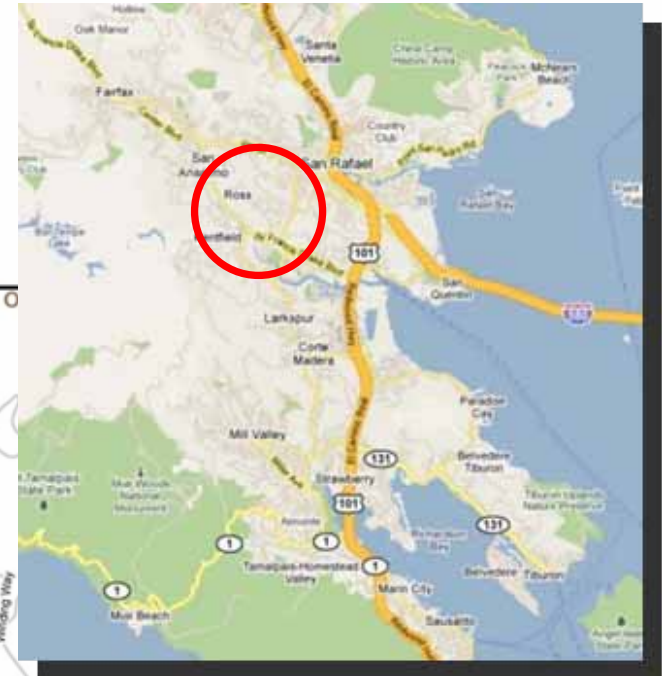
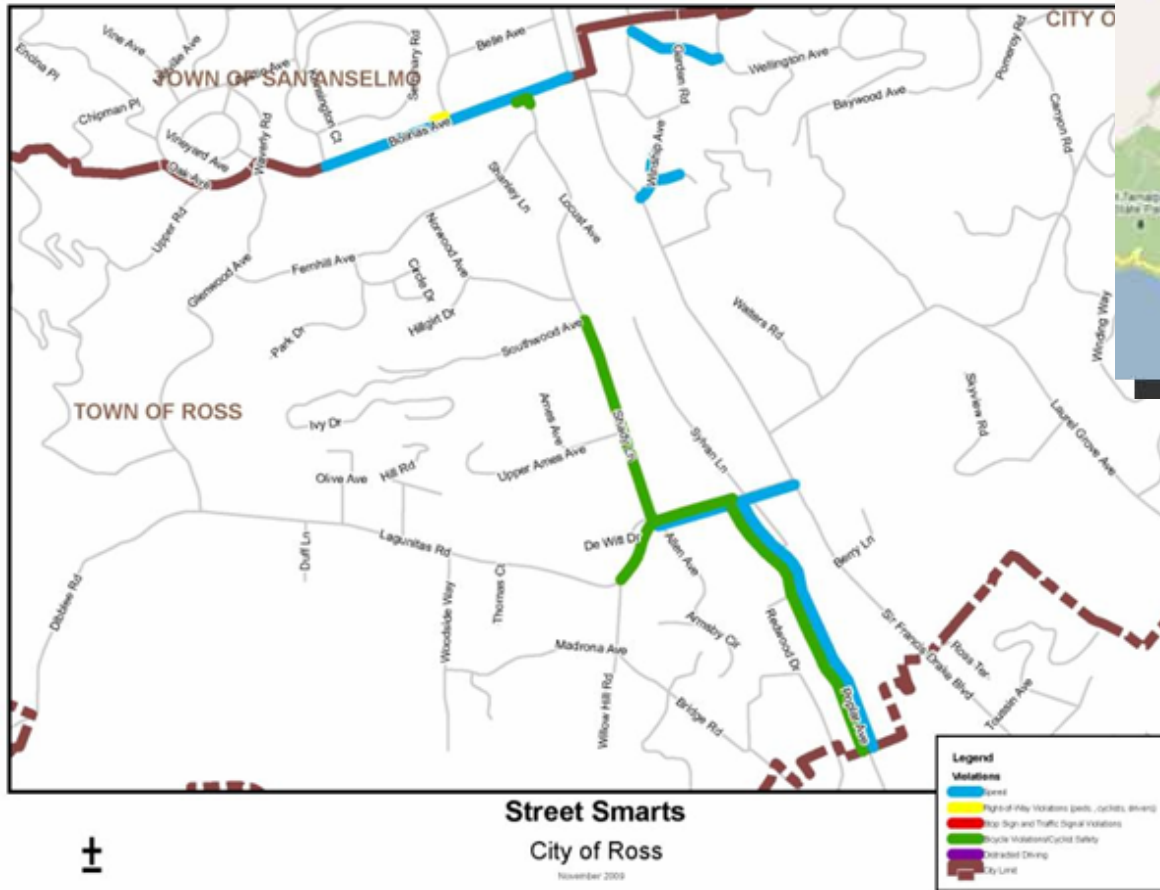


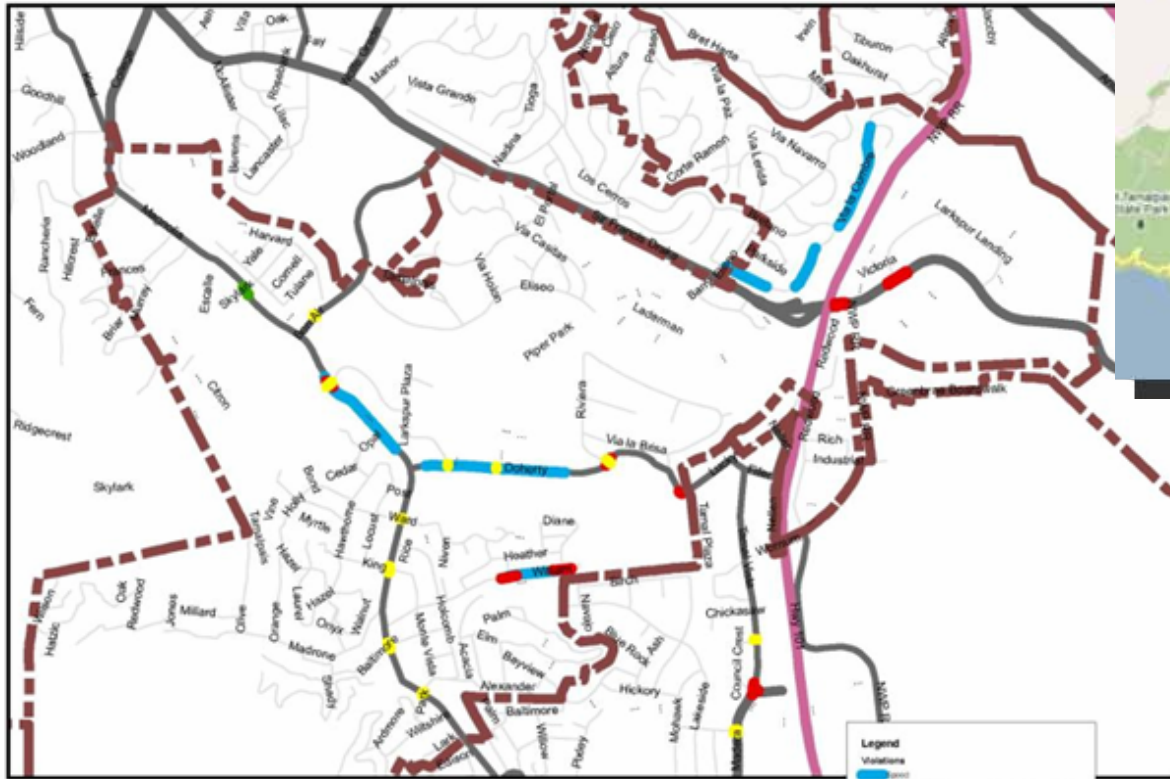


Street Smarts
Town of San Anselmo

June 2008



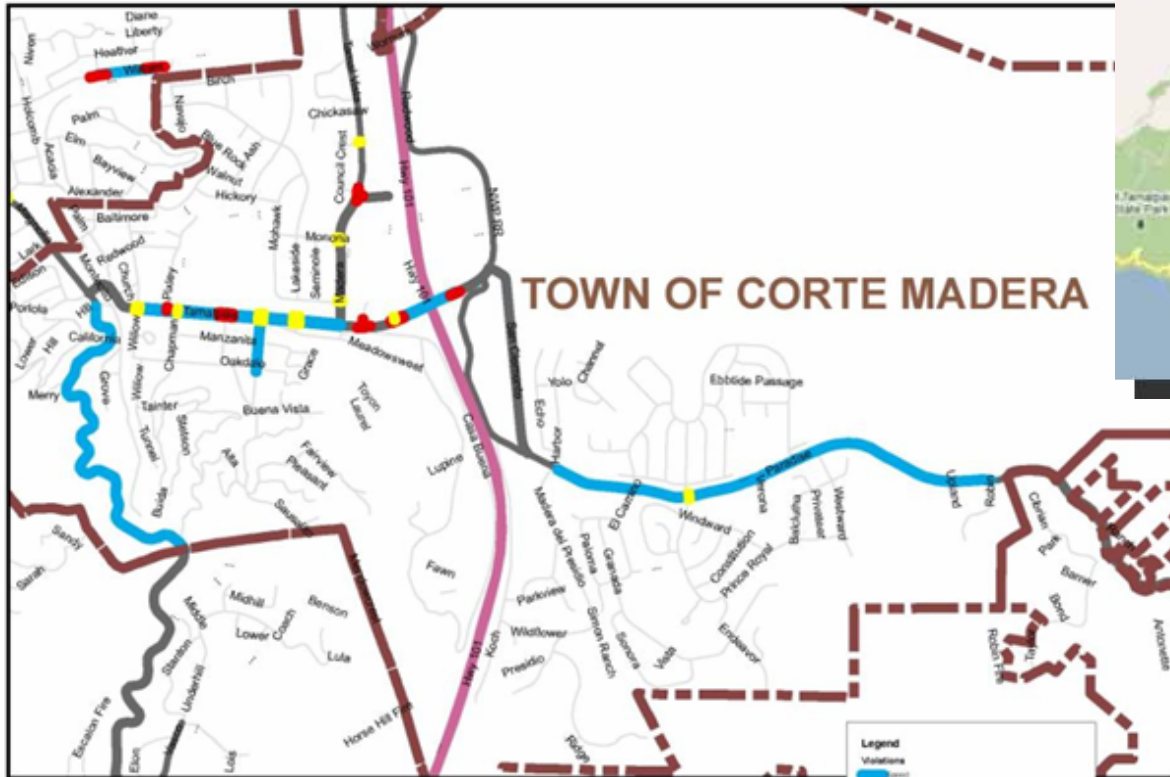




Street Smarts
City of Larkspur

November 2009





TOWN OF CORTE MADERA

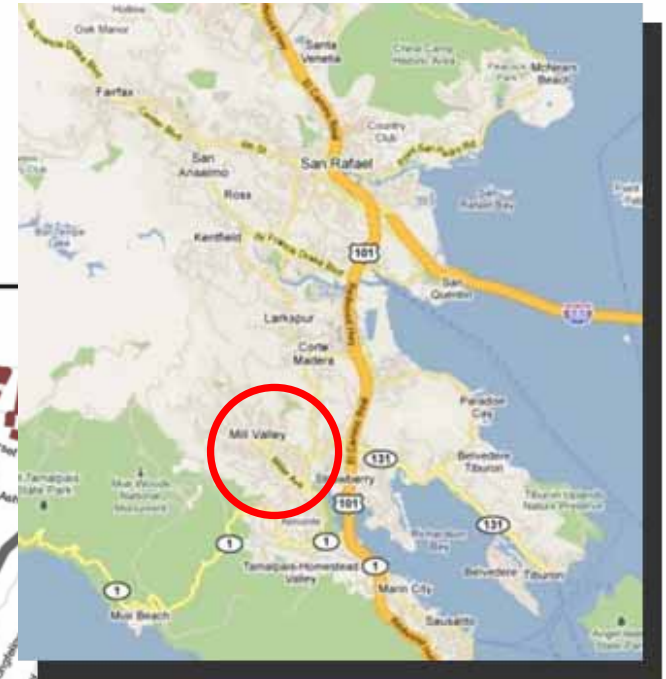
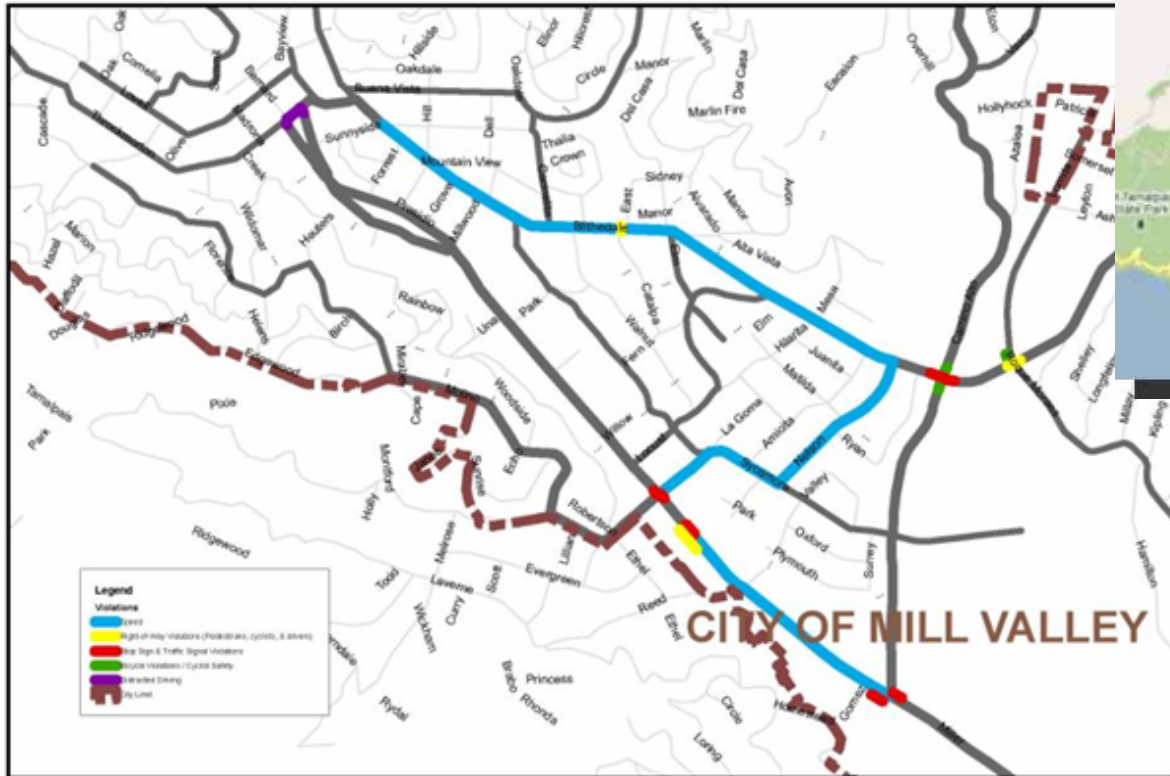
Legend

- Speed
- Right of way violations (pedestrians, cyclists, & others)
- Stop Sign & Traffic Signal Violations
- Unsafe Violations / Cyclist Safety
- Distracted Driving
- Town Limit

Street Smarts
Town of Corte Madera

November 2009

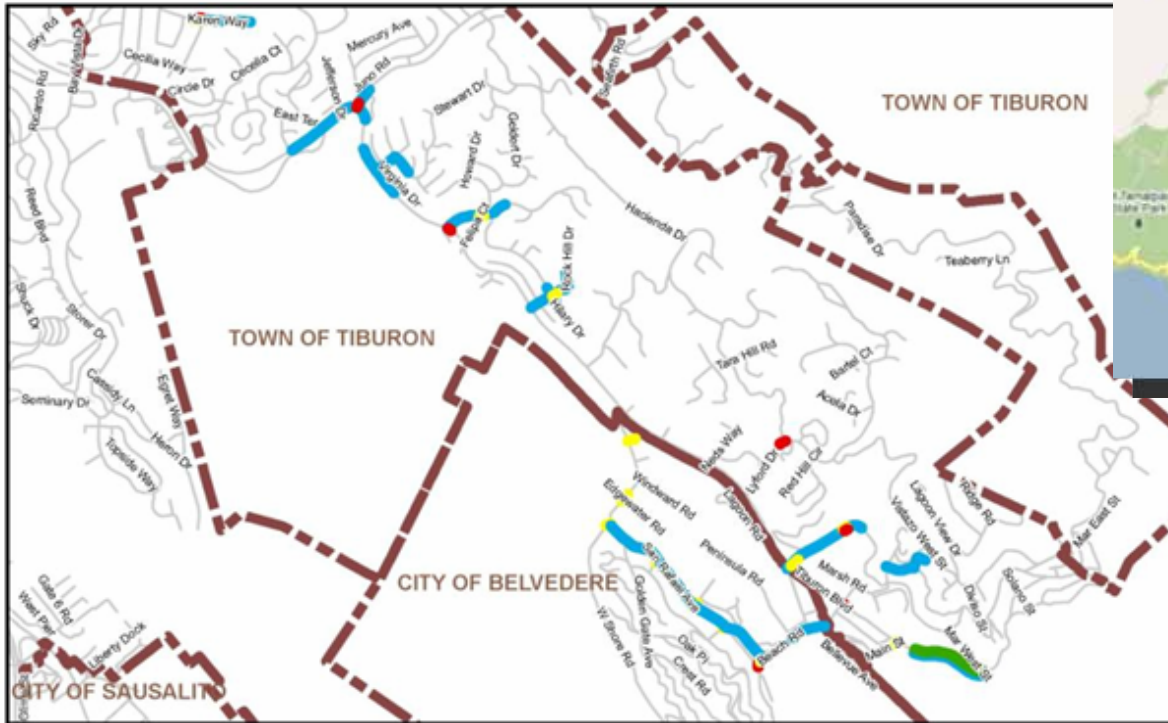




Street Smarts
City of Mill Valley

November 2009

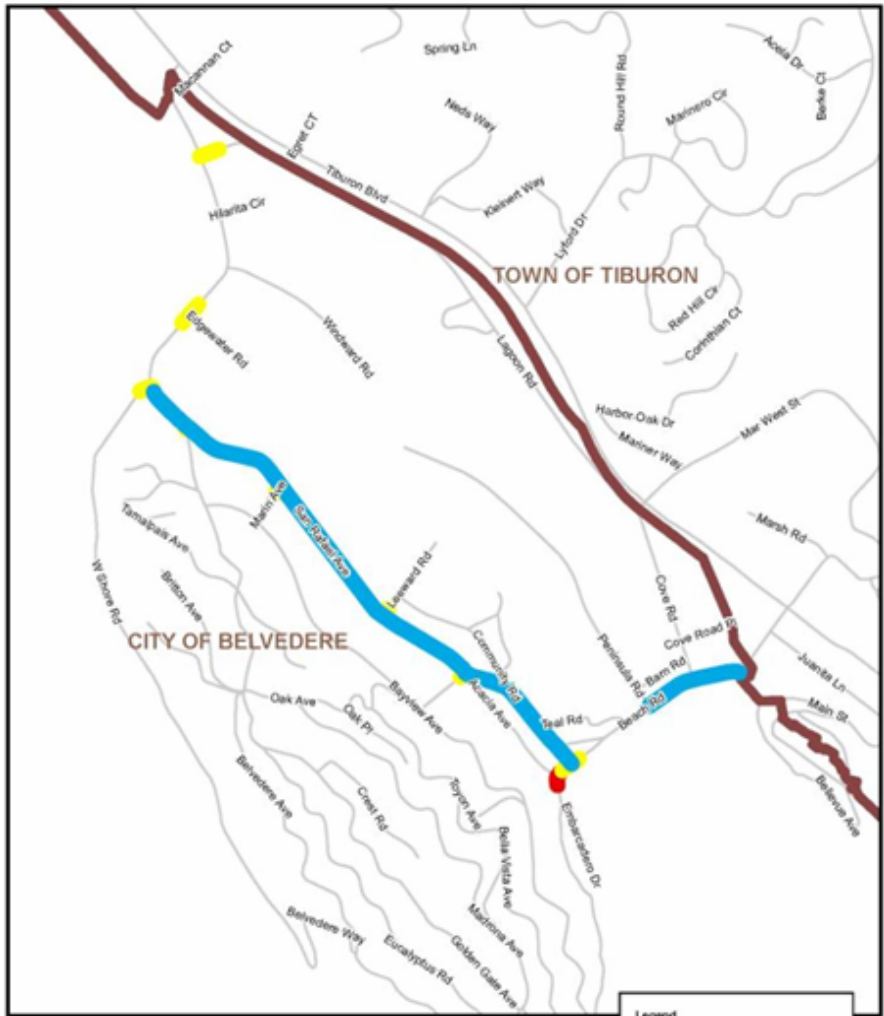




Street Smarts
City of Tiburon

June 2008





Street Smarts
City of Belvedere

June 2009

- Legend**
- Violations
 - Blue: General
 - Yellow: High-Speed Violations (ped., cyclists, drivers)
 - Red: Stop Sign and Traffic Signal violations
 - Green: Bicycle Violations/Cyclist Safety
 - Purple: Distracted Driving
 - Brown: City Limits



Pedestrian and Bicycle Information Center

Street Smarts Marin Program Elements

- Banners and signs
- Brochures
- Community outreach
- Neighborhood kits
- Website
- Press coverage

SAFE DRIVING PRACTICES

DO:

- Come to a complete stop at stop signs.
- Always yield to pedestrians in crosswalks.
- Only load passengers at the curb in the designated safe loading areas.
- Expect children to pop up in the wrong place!
- Follow the safety instructions given by crossing guards and school officials.
- Buckle up **everyone** in your car.
- Always pay attention to the road.



Banners and Signs



Safety Poster 17.5" x 20"



Vertical Light Post Banners 84" h x 30" w



Horizontal Building and Fence Banners 30" x 90"



Safety Poster 8.5" x 11"



Brochure 9" x 4"



Posted Signs 3' x 4'



Lawn Signs: 18" h x 24" w



Banners and Signs



Banners and Signs



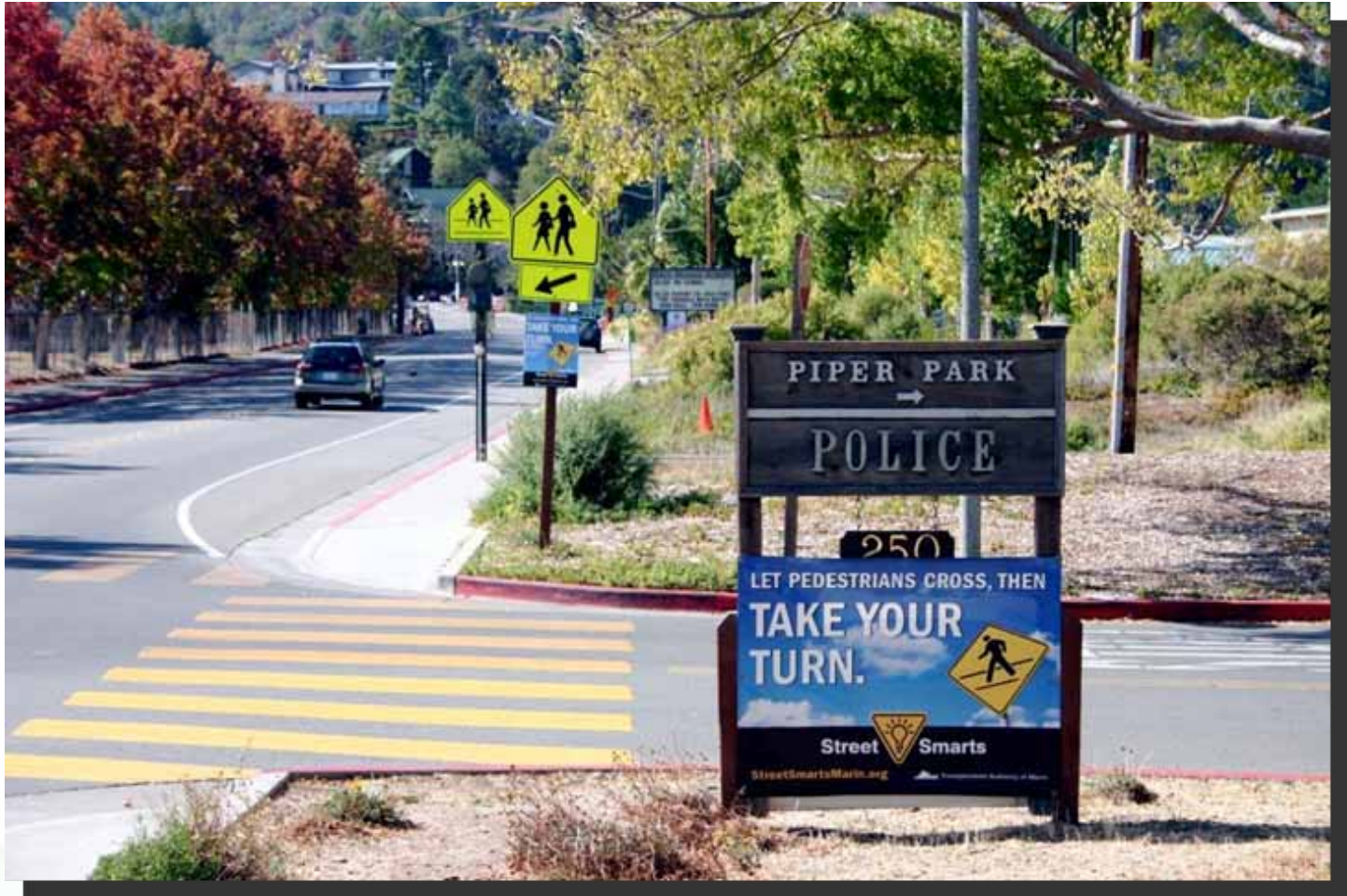
Banners and Signs



Banners and Signs



Banners and Signs



Banners and Signs



Banners and Signs



Banners and Signs



Banners and Signs



Message Placement Plans

Requested	Street	Location	QTY	Sign type	Message
SA 1	Bolinas	at Richmond	1	24"x18" posted	Children Crossing
SA 2	Richmond	St Anselms School	1	3'x6' banner fence	Thank you for slowing down
SA3	Mariposa	at Belle	1	Lawn sign	Children Crossing
SA 3	Ross Ave	at Jones	1	24"x18" lawn sign	Children Crossing
SA 4	Ross Ave		1	3x8' fence banner	TYFSD
SA 4	Ross Ave	along street	TBD	lawn signs	Get Smart Pls Slow Down
SA 5	SFDB	after Welcome Sign	1	vertical banner	TYFSD SA SUPPORTS SS
SA 5	SFDB	at 56 SFDB	1	vertical banner	Stopping is Part of Driving
SA 5	SFDB	before Tunstead	1	vertical banner	Let them Cross, then take...
SA 6	Tunstead	at SFDB	1	cross street 24"x30'	SA Supports SS TTYFSD
SA 7	SFDB	Kiosk at Creek Park	1	48" x 96" banner	SA Supports: Drive, Bike, W, Smart
SA 8	SFDB	at Essex w/b side	1	vertical banner	SA Supports, TYFSD
SA 9	SFDB	at Walgreens w/b	1	vertical banner	Get Smart Pls Slow Down
SA 10	1000 SFDB	Parks and Rec Bldg	1	X- street 24"x30'	SA Supports TYFSD
SA 11	SFDB	at Saunders	2	24x18 lawn sign	TYFSD-teens
SA 12	Brookside School		1	3'x8' fence/bldg	TYFSD
SA 12	Brookside School	aces streets to school	1	Lawn sign	3 Children Crossing signs
SA 13	STN 20 Fire Station		1	48' x 96"	TYFSD
SA 14	Upr Campus Brookside	Green Valley Ct	2	x8' fence/bldg & 2 lav	TTYFSD and Children Crossing
SA 15	300 block Butterfield	along street	2	2) lawn signs	1) TTYFSD and 1) Children Crossing
SA 16	Lansdale Stn Playgrou	SA comes out at Center	1	Lawn sign	Same Rules, Same Road
SA 17	Center/Saunder	Hi school crossing	2	2) Lawn signs	LPX, It's a crosswalk
SA 18	1327 SFDB	DRAKE HS	1	3'x 8' fence	TYFSD w/ Teen photo
	EXTRA LAWN SIGNS	Public Works Yard	2	awn sign w/ H stand	It's a crosswalk, not a
	EXTRA LAWN SIGNS	Public Works Yard	6	lawn signs w/ H	TYFSD w/ the kids

Brochures

BUT ARE YOU A GOOD STOPPER?
WHERE WOULD YOU STOP?



AT 30 MPH YOU WOULD STOP HERE.

After hitting the first two children and increasing their chance of major injury such as broken bones, severe cuts, unconsciousness, or permanent disability, by 60%.

how good of a driver you are. The faster you go, the longer it takes to stop your moving car. Speeding is hazardous to our children's health.



Street  Smarts

SAFE DRIVING IS GOOD FOR EVERYONE!

EVERYONE KNOWS YOU ARE A REALLY **GOOD DRIVER.**



AT 25 MPH YOU WOULD STOP HERE.

Driving five miles over the speed limit may not seem like a very big deal, until you harm or kill a child who unexpectedly runs in front of your car. It doesn't matter.



For more information about Street Smarts Marin, the traffic safety education program from the Transportation Authority of Marin, go to StreetSmartsMarin.org.

Developed by City of San Jose, Department of Transportation with the Oregon Department of Transportation; portions copyrighted by ODOT and permission granted in advance to reproduce in whole or in part for free, educational uses.

Transportation Authority of Marin



www.StreetSmartsMarin.org



Pedestrian and Bicycle Information Center

Brochures

DO YOU HAVE KIDS? DO YOU KNOW KIDS?
THINK ABOUT HOW YOU WANT PEOPLE TO DRIVE AROUND YOUR KIDS...



SAFE DRIVING PRACTICES

DO:

- Come to a complete stop at stop signs.
- Always yield to pedestrians in crosswalks.
- Only load passengers at the curb in the designated safe loading areas.
- Expect children to pop up in the wrong place!
- Follow the safety instructions given by crossing guards and school officials.
- Buckle up **everyone** in your car.
- Always pay attention to the road.



DANGEROUS DRIVING PRACTICES

DON'T:

- Pick up or drop off your child in the middle of the street.
- Call your children across the street to your car.
- Double-park.
- Make **U-turns** in school zones.
- Block the crosswalk or driveways with your car.
- Park in red zones or bus zones.
- Leave your vehicle unattended in a passenger loading zone.
- Speed through school zones or residential areas.
- Talk on your cell phone.
- Get distracted while you are driving.

TEACH THE CHILDREN IN YOUR LIFE TO:

- Walk on the sidewalk, **not** in the street.
- Look **all** ways before crossing the street.
- Make eye contact with drivers before stepping off a sidewalk.
- Cross the street only in the crosswalk or at an intersection, **not** in the middle of a block.
- Watch for backing cars.
- Obey adult crossing guards and school safety patrols.
- Pay attention to cars when walking or biking.
- Never step out from between parked cars (drivers can't see them in time to stop).
- Never chase a ball into the street.

PROTECT YOUR CHILDREN. PROTECT OUR CHILDREN.

We need to protect our children. Remember, you have the power to keep them safe. When you're in a school zone, pay extra attention, obey all traffic laws, and drive the speed limit. Good drivers are good stoppers!

Please drive carefully, especially in school zones.

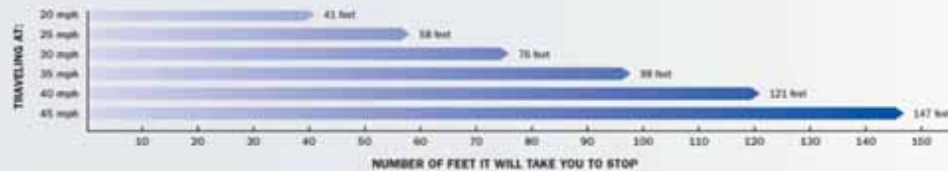
DID YOU KNOW?

- Many speeders in your neighborhood **live** in your neighborhood.
- 23% of fatal accidents happen on local roads, such as residential streets.
- You are more likely to die when struck by a car traveling 30 mph than a car traveling 25 mph.
- According to the World Health Organization's 2007 "Youth and Safety Report": Car crashes are the number one cause of death for young persons, worldwide, between the ages of 10 and 24.

DON'T BE A STATISTIC!



DISTANCE IT TAKES TO STOP A CAR



Brochures

GET STREET SMART! SAFE DRIVING IS GOOD FOR EVERYONE'S HEALTH.
DID YOU KNOW...?

Street Smarts

TRAVELING AT	NUMBER OF FEET IT WILL TAKE YOU TO STOP
20 mph	45 feet
30 mph	75 feet
40 mph	120 feet
50 mph	200 feet

SAFE DRIVING PRACTICES DO:

- Come to a complete stop at stop signs.
- Always yield to pedestrians in crosswalks.
- Only load passengers at the curb in the designated safe loading areas.
- Expect children to pop up in the wrong place!
- Follow the safety instructions given by crossing guards and school officials.
- Buckle up everyone in your car.
- Always pay attention to the road.

DANGEROUS DRIVING PRACTICES DON'T:

- Speed through school zones or residential areas.
- Pick up or drop off friends in the middle of the street.
- Call your friends across the street to your car.
- Double park.
- Make U-turns in school zones.
- Block the crosswalk or driveways with your car.
- Park in red zones or bus zones.
- Leave your vehicle unattended in a passenger loading zone.
- Talk on your cell phone or text.
- Eat, drink or get distracted while you are driving.

LEARN TO WALK—SAFELY THAT IS:

- Walk on the sidewalk, not in the street.
- Look all ways before crossing the street.
- Make eye contact with drivers before stopping off a sidewalk.
- Cross the street only in the crosswalk or at an intersection, not in the middle of a block.
- Watch for backing cars.
- Obey adult crossing guards and school safety patrols.
- Pay attention to cars when walking or biking.
- Walk your bike when using a crosswalk.
- Never step out from between parked cars (drivers can't see you in time to stop).
- Never dart out into the street.

PROTECT YOURSELF. PROTECT THE CHILDREN.

We need to protect children. Remember, you have the power to keep others safe. When you're in a school zone, pay extra attention, obey all traffic laws, and drive the speed limit. Good drivers are good stoppers!

Please drive carefully, especially in school zones.

For more information about Street Smarts Marin, the traffic safety education program from the Transportation Authority of Marin, go to: StreetSmartsMarin.org.

Developed by City of San Jose, Department of Transportation with the Oregon Department of Transportation; portions copyrighted by ODOT and permission granted in advance to reproduce in whole or in part for free, educational uses.

Transportation Authority of Marin

DID YOU KNOW?

- Many speeders in your neighborhood live in your neighborhood.
- 23% of fatal accidents happen on local roads, such as residential streets.
- You are more likely to die when struck by a car traveling 30 mph than a car traveling 25 mph.
- According to the World Health Organization's 2007 "Youth and Safety Report":
Car crashes are the number one cause of death for young persons, worldwide, between the ages of 10 and 24.

DON'T BE A STATISTIC!



Community Outreach



DID YOU KNOW?

Pedestrians are almost twice as likely to die if they are struck by a vehicle at 40 mph than at 30 mph?

Utah Highway Safety

DID YOU KNOW?

PEDESTRIAN INJURIES AT IMPACT SPEEDS

MPH

40



85% death

15% injured

30



45% death

50% injured

5% uninjured

20



5% death

65% injured

30% uninjured

National Highway Traffic Safety Administration

GET SMART SLOW DOWN



Street Smarts

StreetSmartsMarin.org

Transportation Authority of Marin

DID YOU KNOW?

**The most common cause of death
for children?**

DID YOU KNOW?

Motor vehicle crashes are the leading cause of death among children 3 and older.



American Automobile Association

**CHILDREN CROSSING
PLEASE SLOW DOWN.**



Street

Smarts

StreetSmartsMarin.org

Transportation Authority of Marin

DID YOU KNOW?

After braking at 40 mph, how far does a car travel before it comes to a complete stop?

DID YOU KNOW?

A car traveling 40 mph requires 120 feet to come to a complete stop.

*American Association of
State Highway
Transportation Officials*



STOPPING IS PART OF DRIVING



Street Smarts

StreetSmartsMarin.org

Transportation Authority of Marin

DID YOU KNOW?

Are motorists required to yield to pedestrians who are crossing the street where there is no crosswalk?

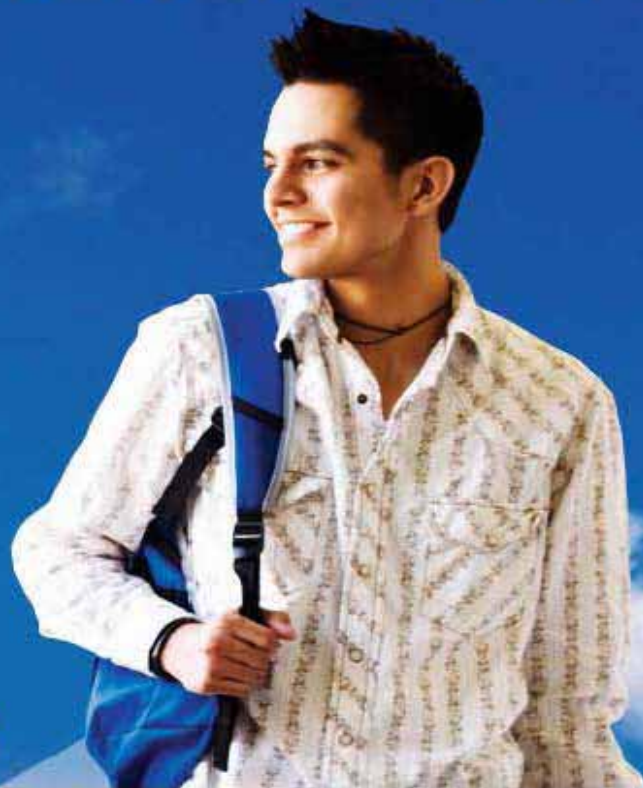
DID YOU KNOW?

Motorists must yield to pedestrians crossing at an intersection, even if there is no crosswalk painted.



California Vehicle Code

**LET PEDESTRIANS
CROSS,
THEN TAKE
YOUR TURN.**



Street

Smarts

StreetSmartsMarin.org

Transportation Authority of Marin

DID YOU KNOW?

Drivers behave differently when you cross at a painted crosswalk?

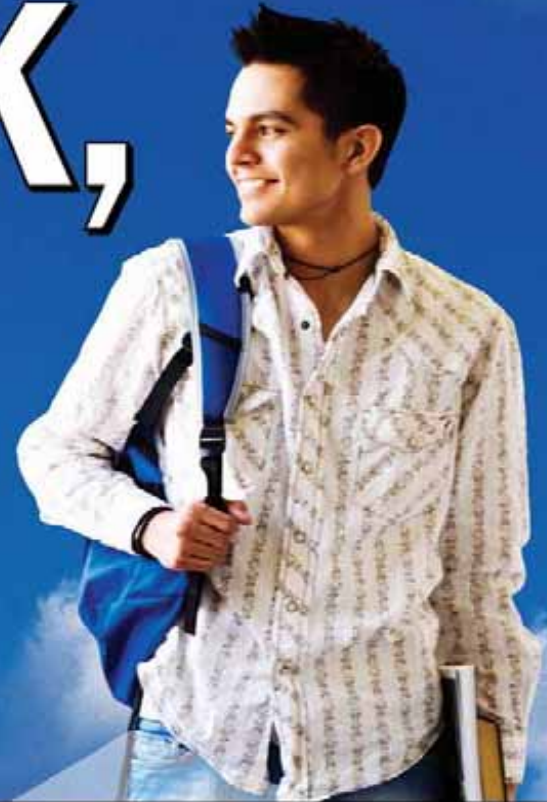
DID YOU KNOW?

Drivers are up to 40% more likely to yield for pedestrians crossing in crosswalks than at intersections without crosswalks.

Federal Highway Administration



**IT'S CALLED A
CROSSWALK,
NOT A CROSS-
WHEREVER.**



Street

Smarts

StreetSmartsMarin.org

Transportation Authority of Marin

Neighborhood Kits

- Available to residents upon request
- Includes:
 - Background information about Street Smarts Marin
 - Assortment of lawn signs
 - “Get Street Smart – Did You Know?” CD
 - Street Smarts educational brochures
 - AAA and bicycle coalition fliers

Website



Six Stages for Changing Behavior

1. Becoming aware of message
2. Understanding the message
3. Believing the message
4. Recognizing the benefit of change
5. Changing attitude
6. Changing behavior

Street Smarts Marin Survey



1. What Marin County city/town do you reside in? _____
2. Do you think the attitudes and behaviors of drivers, cyclists and pedestrians in Marin are a problem? Yes No Maybe
3. If so, do you think a public education program addressing those behaviors can encourage positive change? Yes No Maybe
4. Which of these messages have you seen and remembered recently in your town or neighboring communities?

Messages	Have Seen	Effective
Thank You For Slowing Down		
Get Smart, Slow Down		
Children Crossing, Please Slow Down		
Stopping is Part of Driving		
Let Pedestrians Cross, Then Take Your Turn		
It's Called a Crosswalk, Not a Cross-wherever		
Spandex Isn't Armor, Exercise Caution		
Share the Rules, Share the Road		
Same Road, Same Rules		
(Your Community) Supports Street Smarts. Drive Bike Walk Smart		

5. These messages are part of an educational campaign called Street Smarts Marin. Before today, were you aware of the Street Smarts Marin program? Yes No
6. If you answered "yes" to the previous question, where have you heard of the campaign? (Check all that apply)
 - Banners or signs posted in a community
 - Banners in school zones
 - City or Town's website
 - City or Town's Newsletter
 - My child's school
 - Public Event (i.e. Parade, festivals, council or other town meetings etc.)
 - Street Smarts Marin Community Safety Training
7. How effective do you think the Street Smarts campaign is (or will be) in encouraging positive change in your attitudes and behaviors while driving, bicycling and walking?
 - Excellent Good Satisfactory Fair Poor
8. Would you like the campaign brought to your community (again)?
 - Yes No No opinion

Other comments or ideas for how we could improve Street Smarts Marin?

9. Contact Information. This information will only be used for the purpose of replying to you if you wish to be contacted about the Street Smarts Marin Program.

Name _____ phone number _____ e-mail _____

Would you like to volunteer to spread the Street Smarts message? Learn how at StreetSmartsMarin.org or call Dan Cherrier at (415) 226-0829.

Please return the completed questionnaire where you received it or mail it to: Transportation Authority of Marin, 750 Lindero Street, Suite 200, San Rafael, CA 94901.

The Community Questionnaire is also available on-line at StreetSmartsMarin.org.



Survey Results

- Over 61% (up to 89%) think attitudes and behaviors of Marin drivers, bicyclists and pedestrians are a problem
- Over 51% (up to 91%) believe a focused public education campaign can encourage positive change
- Street Smarts messages are effective
- 95% state the campaign is effective or will be effective in changing attitudes and behaviors
- Over 75% want the program to continue in their community (only 2% do not)

Street Smarts Marin Committee Feedback

- Some behavior changes already observed
- Campaign has had positive impact on attitudes and behaviors and has increased awareness
- Communities want to continue program beyond 2010
- Strong support at cities and towns to expand program

Community Approaches to Pedestrian Safety Education: Street Smarts



Linda Crabill Byrne, City of San Jose, CA
David Parisi, Parisi Associates