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

- 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)

<table>
<thead>
<tr>
<th>Period</th>
<th>Number</th>
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<tbody>
<tr>
<td>2002-03</td>
<td>337</td>
</tr>
<tr>
<td>2003-04</td>
<td>318</td>
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<tr>
<td>2004-05</td>
<td>319</td>
</tr>
<tr>
<td>2005-06</td>
<td>329</td>
</tr>
<tr>
<td>2006-07</td>
<td>312</td>
</tr>
<tr>
<td>2007-08</td>
<td>313</td>
</tr>
<tr>
<td>2008-09</td>
<td>292</td>
</tr>
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</table>

* *Measures combined results of engineering, education & enforcement*
<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>960</td>
</tr>
<tr>
<td>2004</td>
<td>870</td>
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<tr>
<td>2005</td>
<td>865</td>
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<tr>
<td>2006</td>
<td>845</td>
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<tr>
<td>2007</td>
<td>780</td>
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<tr>
<td>2008</td>
<td>729</td>
</tr>
<tr>
<td>2009</td>
<td>627</td>
</tr>
<tr>
<td>Year</td>
<td>Rate</td>
</tr>
<tr>
<td>------------</td>
<td>------</td>
</tr>
<tr>
<td>2004-05</td>
<td>.62</td>
</tr>
<tr>
<td>2005-06</td>
<td>.63</td>
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<tr>
<td>2006-07</td>
<td>.60</td>
</tr>
<tr>
<td>2007-08</td>
<td>.58</td>
</tr>
<tr>
<td>2008-09</td>
<td>.59</td>
</tr>
<tr>
<td>Year</td>
<td>Rate per 1,000 population</td>
</tr>
<tr>
<td>------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>2004</td>
<td>3.54</td>
</tr>
<tr>
<td>2005</td>
<td>3.43</td>
</tr>
<tr>
<td>2006</td>
<td>3.31</td>
</tr>
<tr>
<td>2007</td>
<td>3.02</td>
</tr>
<tr>
<td>2008</td>
<td>2.73</td>
</tr>
<tr>
<td>2009</td>
<td>2.61</td>
</tr>
</tbody>
</table>
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

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
- 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 Fairfax

Legend

PBIC Livable Communities Webinar Series

Pedestrian and Bicycle Information Center
Street Smarts Marin Program Elements

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

- City of Larkspur Supports Street Smarts
  Drive Bike Walk Smart
- Stopping is Part of Driving
- Let Them Cross, Then Take Your Turn
- They Thank You for Slowing Down
- 5 Ways to Get Street Smarts
- Vertical Light Post Banners 64" h x 32" w
- Safe Driving is Good for Your Child’s Health
- Let Pedestrians Cross, Then Take Your Turn
- It's Called a Crosswalk, Not a Crosswalk Everywhere
- Get Smart Slow Down
- Spandex Isn't Armor Exercise Caution

PBIC Livable Communities Webinar Series
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

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

**Note:** TYFSD = Teen Traffic Safety District.
Brochures
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 at crosswalks.
- Only load passengers at the curb in designated 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.
-... and many more.

**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.
-... and many more.

**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 shoppers!

**DISTANCE IT TAKES TO STOP A CAR**

<table>
<thead>
<tr>
<th>SPEED</th>
<th>DISTANCE (feet)</th>
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<tbody>
<tr>
<td>20 mph</td>
<td>44 feet</td>
</tr>
<tr>
<td>30 mph</td>
<td>58 feet</td>
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<tr>
<td>25 mph</td>
<td>50 feet</td>
</tr>
<tr>
<td>40 mph</td>
<td>88 feet</td>
</tr>
<tr>
<td>35 mph</td>
<td>86 feet</td>
</tr>
<tr>
<td>30 mph</td>
<td>79 feet</td>
</tr>
<tr>
<td>45 mph</td>
<td>123 feet</td>
</tr>
<tr>
<td>50 mph</td>
<td>147 feet</td>
</tr>
</tbody>
</table>

**DON'T BE A STATISTIC!**
**Brochures**

**GET STREET SMART! SAFE DRIVING IS GOOD FOR EVERYONE’S HEALTH.**

**Did You Know...?**

**Learn to walk—safely that is:**
- Walk on the sidewalks, 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.
- Walk your bike when using a crosswalk.
- Never skip 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 citizens. Please drive carefully, especially in school zones.

**DID YOU KNOW?**
- Many pedestrians in your neighborhood live in your neighborhood.
- 93% of these 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 15 mph.
- According to the World Health Organization’s 2002 “Road and Safety Report,” children are the number one cause of death for young persons, worldwide, between the ages of 5 and 24.

**Don’t be a statistic!**

**Safe driving practices do:**
- Give a complete stop at all signs.
- Always yield to pedestrians in crosswalks.
- Only look at the corners in designated safe loading areas.
- Expect children to pop up in the wrong place.
- Follow the safety instructions given by crossing guards and school officials.
- Back 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.
- Wake in 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.

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

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Transportation Authority of Marin

PBIC Livable Communities Webinar Series

Pedestrian and Bicycle Information Center.
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

Street Smarts
Transportation Authority of Marin
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

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 more 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

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David Parisi, Parisi Associates