

# How-to-Develop a Pedestrian Safety Action Plan

## *Education Strategies*



# Learning Objectives

- ⇒ Gain understanding of pedestrian education needs (what) and strategies (who, when, and how)
- ⇒ Learn ways to integrate education strategies in your Pedestrian Safety Action Plan



# Education – Enforcement – Engineering

- ⇒ Working together – 4 E's approach–
- ⇒ Synergy - Each makes the other more effective

“Right design invites right use”



# Education Overview

- ⇒ Link between E's
- ⇒ Determining and targeting audiences
- ⇒ Key messages that make a difference
- ⇒ Effective strategies to deliver messages



# Examples of Successful Education Programs



# “Willy Whistle” Education Campaign

## Target Audience:

⇒ Children ages 4 to 7

## Message:

⇒ How to look before crossing the street and safely cross midblock

## Success:

⇒ Dart-out ped crashes involving 4-6 year old children decreased by approximately 30%

(Blomberg et al., 1983)



# “And Keep on Looking” Video

## Target Audience:

⇒ Children 4th thru 7th grades

## Successes:

⇒ Increase in safe street crossing knowledge for children aged 9 to 12 in Seattle, Washington

⇒ Over 20% reduction in ped crashes for children aged 9 to 12 in Milwaukee, Wisconsin

(Preusser and Lund, 1988)



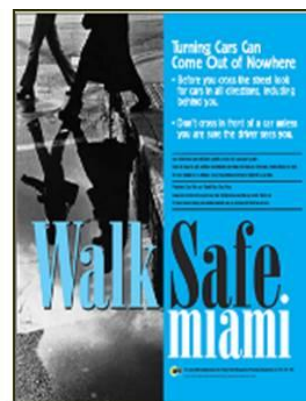
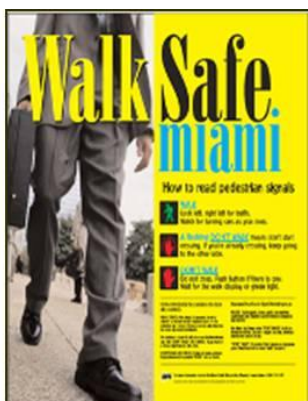
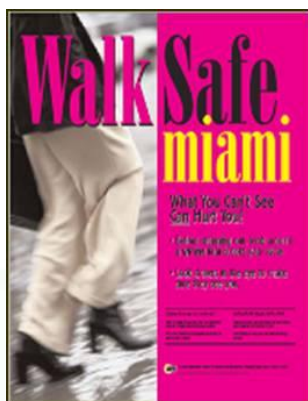
# “Walk Safe Miami”

⇒ Ped safety program consists of education, enforcement and engineering measures in Miami-Dade County

- Included child pedestrian education program “Walk Safe Miami”

⇒ Success:

- County-wide pedestrian crashes reduced by 8 to 12%
- Child pedestrian crashes county-wide decreased 22%





# Components For Success

- ⇒ **Combine and coordinate with planning, engineering, and enforcement measures**
- ⇒ **Use short- and long-term efforts**
- ⇒ **Supplement informational programs with opportunities to put learning into practice**



# Education-related Problems

Some problems education can address:

- ⇒ Pedestrians don't understand/activate signals
- ⇒ Children don't know how to cross streets safely
- ⇒ Pedestrian crashes due to drinking and walking



Pedestrians disregard traffic signals

# Education-related Problems

Some problems education can address:

- ⇒ Drivers don't yield to pedestrians in crosswalks
- ⇒ Motorists speeding
- ⇒ Drivers don't consider non-motorized modes of travel
- ⇒ Designers/engineers don't use ped-friendly designs



Left-turning vehicle fails to yield to pedestrian

# Goals of Education

Should be specific, measurable, and address identified problems





# Who Needs Educational Messages?

- ⇒ Pedestrians – all ages
- ⇒ Drivers
- ⇒ Commuters, employees
- ⇒ Elected officials, decision-makers
- ⇒ Transportation officials and designers
- ⇒ Neighbors





# Developing Educational Messages

Messages need to be specific about behavior change:

⇒ “Be Alert” and “Be Safe” is not enough

⇒ Be descriptive: “Look for cars at driveways”



# Developing Educational Messages

**Messages need to be realistic:**

- ⇒ **Telling someone to “cross at a crosswalk” won’t help if the crosswalk is a mile away**
- ⇒ **Engineering changes may need to be made first**



# Targeting Specific Audiences

**Must consider:**

- ⇒ **What is the best way to reach audience?**
- ⇒ **When and how should audience receive information?**
- ⇒ **Are there demographic factors to consider - language and cultural sensitivities?**



# Common Education Messages

## Road users

- ⇒ Be visible and vigilant
- ⇒ Focus on personal safety
- ⇒ Obey traffic laws



## Commuters and Employees

- ⇒ Encourage carpool, transit, non-motorized transport





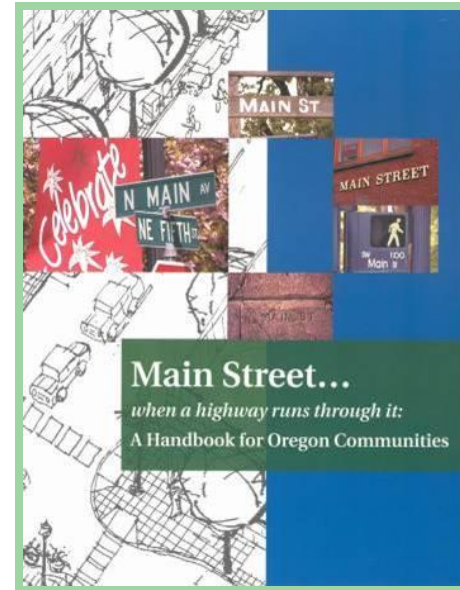
# Common Education Messages

## ⇒ Decision-makers

- Support policies, programs, and projects that promote walking

## ⇒ Neighbors

- Keep sidewalks clear
- Go for a walk





# Educating Children

**They are:**

- ⇒ **Overrepresented in pedestrian crashes**
- ⇒ **More vulnerable in crashes**
- ⇒ **Less likely to understand how to cross safely**
- ⇒ **Less able to judge traffic or understand signals**



# Educating Elementary and Middle School Children

- ⇒ Education campaigns teach children about safe practices
- ⇒ Teach skills early:
  - Children need to learn & practice safety skills right away
  - These are life-long skills



# Educating Elementary and Middle School Children

**Begin with young children:**

- ⇒ **Children K-2 should cross w/adult**
- ⇒ **Children don't develop cognitive ability to cross streets on their own until 3rd or 4th grade (around 10)**
- ⇒ **Parents are the best judge of when their child can cross alone**





# Key Messages: Crossing Safety

**Children need to know where and how to cross:**

- ⇒ **Stop at the curb or edge of the road, every time**
- ⇒ **Before crossing: look left, right, left & over shoulder**
- ⇒ **Keep looking as you cross Walk straight across the road, obey signal if there is one**



# Key Messages: Crossing Safety

Children need to know where and how to cross:

- ⇒ Don't cross where drivers can't see you: between parked cars or bushes, behind or right in front of buses





# Strategies for Elementary School Children

The Safe Routes to School Guide suggests:

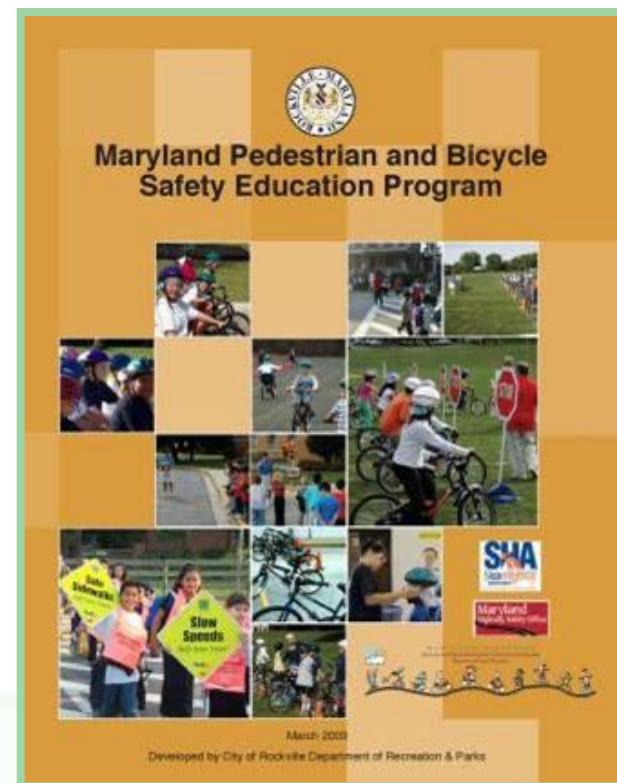
- ⇒ Assemblies, classroom and physical education lessons
- ⇒ Parent involvement at-home
- ⇒ Structured skills practice
- ⇒ Traffic safety quizzes, games, coloring and activity books



# Example: Maryland Statewide Education Curriculum

**Comprehensive, hands-on K-2 curriculum:**

- ⇒ **Series of lessons and skill training**
- ⇒ **Administrators Guide, Teachers Guide, and Lesson Handbook**
- ⇒ **Has reached over 7,000 students at 10 schools**



# Strategies For Middle School Children

- ⇒ Relate messages to issues such as fitness and independence
- ⇒ Organize a student committee to address problems
- ⇒ Use multimedia to convey messages
  - Music, video games, and computer software
  - Web sites like California's [www.radrider.com](http://www.radrider.com)



# Example: SRTS mapping in Detroit, MI

⇒ “Mapping out a Safer Community” students use GIS to study neighborhoods near their school and identify concerns

⇒ Program strategies:

- Put students in control
- Integrate walking in a subtle way
- Make use of technology





# Educating High-School and College-Age Students

High-school students are *less likely* to walk:

- ⇒ High schools may be too far or unsafe to walk to
- ⇒ Students enjoy new driving privileges



College-age students are *more likely* to walk/bike:

- ⇒ Parking may be limited
- ⇒ Car-ownership is expensive
- ⇒ Generally more physically fit than other age groups
- ⇒ Tend to take more risks
- ⇒ Alcohol can be a problem



# Key Messages For High-school and College-Age Students

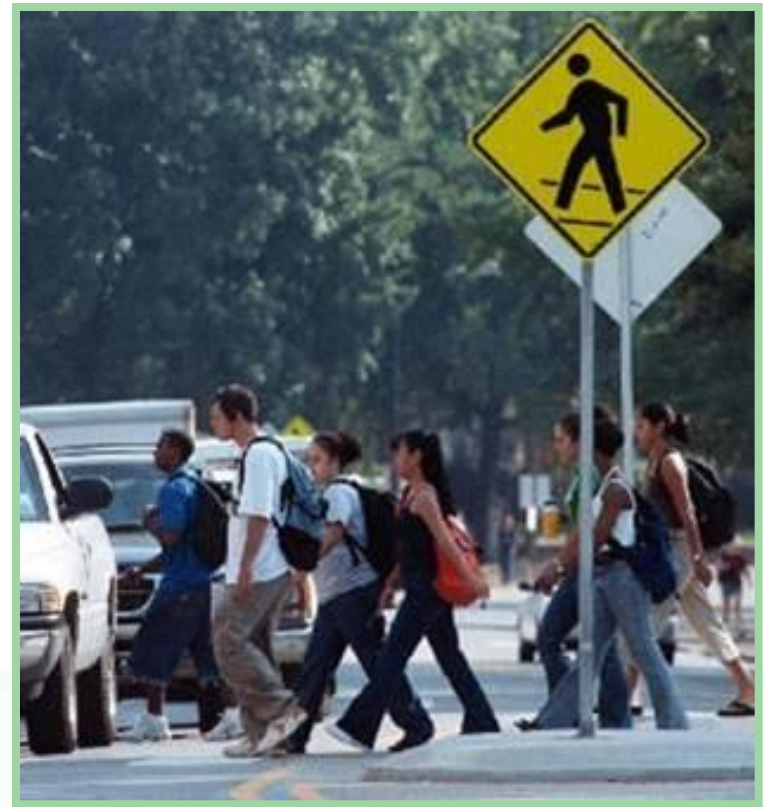
## Reasons to walk or bike:

- ⇒ Save money and the environment
- ⇒ Avoid vehicle parking hassles
- ⇒ Stay healthy



# Key Messages For High-school And College-Age Students

- ⇒ Cross at marked crosswalks or intersections
- ⇒ Observe signals
- ⇒ Yield to cars and bicyclists if not in a crosswalk
- ⇒ On roads without sidewalks, walk or jog facing traffic
- ⇒ Avoid cell phone use when crossing streets or driveways



# Strategies for High-School and College-Age Students

- ⇒ **Relate messages to their concerns about health and environment**
- ⇒ **Use student peers to relay messages**
- ⇒ **Develop partnerships with student organizations and school departments/offices**
- ⇒ **Distribute materials at campus and school events**
- ⇒ **Give incentives - students love free stuff!**

# **Example: Mayor Daley's Junior Ambassadors**

## **Summertime bicycle education**

- ⇒ **Team of teenagers who work with the Chicago Bicycling Ambassadors to spread bicycle safety messages**
- ⇒ **Many events (Chicago Park District day camps) focus on peer-to-peer education**
- ⇒ **To become Junior Ambassadors, teens complete a 16-week after-school bicycle safety & repair class**





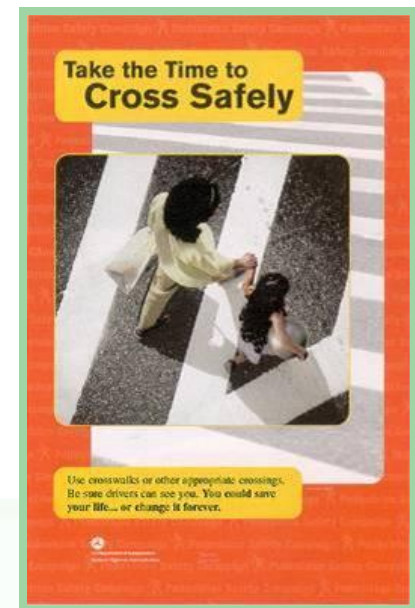
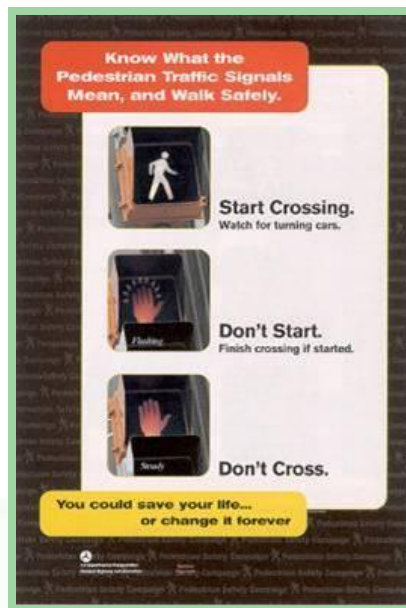
# Key Messages for All Pedestrians

- ⇒ Make yourself visible to drivers, especially at night (flashlight, retro-reflective material)
- ⇒ Look (left, right, left, over shoulder) before cross
- ⇒ Look for cars turning and at driveways



# US DOT Pedestrian Safety Campaign Materials

⇒ Includes video, radio PSAs, posters, brochures, press releases, sample articles, materials in Spanish



# Strategies for Adult Pedestrians

- ⇒ Incorporate messages into public relations efforts
- ⇒ Include safety messages in maps
- ⇒ Host agency web-site



# Educating Seniors

- ⇒ Overrepresented in pedestrian crashes
- ⇒ Higher risk of fatality if hit
- ⇒ Diminishing abilities - slower walking speed, reduced vision, slower reflexes





# Key Messages for Seniors

⇒ Pick route with fewer difficult crossings



# Key Messages for Seniors

- ⇒ Pick route with fewer difficult crossings
- ⇒ Watch for turning cars



# Key Messages for Seniors

- ⇒ Pick route with fewer difficult crossings
- ⇒ Watch for turning cars
- ⇒ Cross intersections slowly but safely
- ⇒ Understand signals and wait for a “fresh” green light



# Strategies for Seniors

**Work with organizations that have a strong network:**

- ⇒ **AARP**
- ⇒ **Community centers**
- ⇒ **United Seniors Walkable Neighborhoods for Seniors Project**
- ⇒ **YMCA: Silver Sneakers older adult fitness program**





# Strategies for Seniors

**Initiate campaigns in targeted settings**

⇒ **Retirement communities**

⇒ **Healthcare  
clinics/hospitals**

⇒ **Libraries**

⇒ **Churches**



# Example: Walk Wise, Drive Smart campaign

⇒ Aims to create more pedestrian-friendly environments for seniors in Hendersonville, NC



# Example: Walk Wise, Drive Smart campaign

Program includes:

- ⇒ Educational workshops
- ⇒ Walking audits
- ⇒ Events: National Active Aging Week
- ⇒ Partners: AARP

<http://www.walk-wise.org/>



# Educating Drivers



**Many motorists aren't looking for pedestrians**



# Key Messages for Drivers

⇒ Always watch for pedestrians, especially turning left or right; stop completely



# Key Messages for Drivers

- ⇒ Obey speed limit; avoid aggressive maneuvers; avoid distractions such as cell phones



# Key Messages for Drivers

⇒ Yield to pedestrians - stop **BEFORE** crosswalk!



# Key Messages for Drivers

⇒ **Avoid multiple threat: never pass a car that may be stopped for pedestrians**





# Key Messages for Drivers

- ⇒ Kids trust drivers to “do the right thing”
- ⇒ Never wave someone across the street: you can’t be certain no other cars are coming



# Strategies for Drivers

- 1. Plug into local media; take advantage of existing resources**
- 2. Distribute driver & pedestrian safety material together:**
  - Maps, brochures, bumper stickers
- 3. Couple education with enforcement**
- 4. Add pedestrian safety information to traffic publications**
- 5. Use engineering treatments to alert drivers to pedestrians**

# Examples

- ⇒ Portland: “I Brake for People” Campaign
- ⇒ FHWA: Stop for Pedestrians: Think of the Impact you Could Make
- ⇒ NHTSA: 2007 Speed Campaign Toolkit
- ⇒ Street Smarts Campaign



# Educating Drivers and Pedestrians about Alcohol

**Alcohol is a factor in many pedestrian deaths:**

- ⇒ **1/3 of pedestrians killed in traffic crashes had been drinking**
- ⇒ **Drunk drivers frequently hit and kill pedestrians**





# Alcohol Is a Complex Issue

It requires a multi-faceted approach:

- ⇒ Education
- ⇒ Engineering improvements
- ⇒ Law enforcement (public intoxication, DUI)
- ⇒ Educating point-of-sale personnel about dangers of over-serving
- ⇒ Amending laws related to alcohol issues:
  - Availability of alcohol, rights of officers
- ⇒ Working with public health officials

# Key Messages Related To Alcohol

## Motorists:

- ⇒ Do not drive impaired
- ⇒ Watch for unexpected movements by pedestrians



# Key Messages Related To Alcohol

## Pedestrians:

⇒ Alcohol affects balance, judgment, alertness, coordination

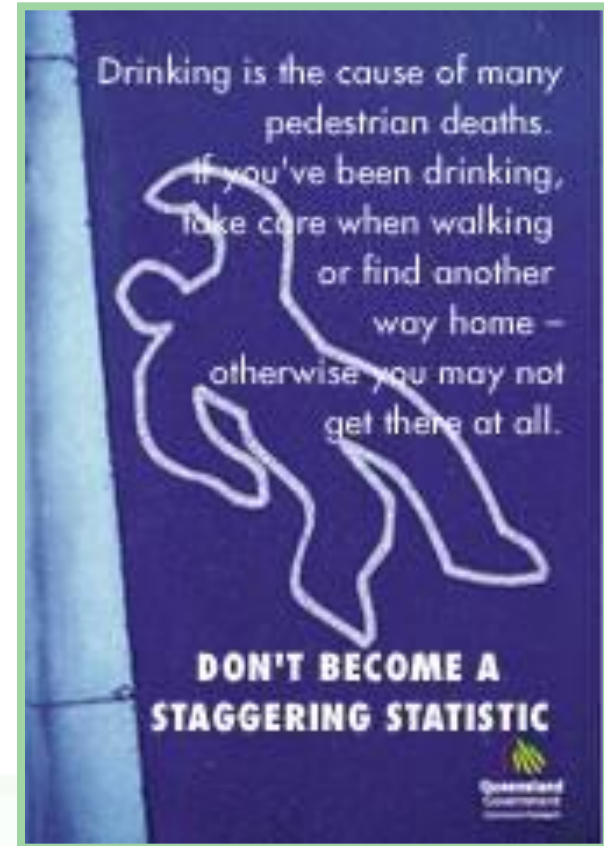
⇒ If you plan to walk:

- Limit how much you drink
- Be visible
- Have a friend escort you home



# Example: Queensland Transport's Public Education Campaign

- ⇒ Promote pedestrian safety during 2000 Olympics
- ⇒ Used PSA's, news releases, fliers, coasters, and T-shirts (worn by bar staff) to educate drinkers
- ⇒ Partnership with hoteliers & restaurants





# Educating Commuters

- ⇒ More people walking = safety in numbers!
- ⇒ 40% of US trips are 2 miles or less
- ⇒ More than 25% of all trips are under a mile
  - Of all trips under a mile only 25% are taken on foot



# Key Messages for Commuters

## ⇒ Consequences of driving:

- Congestion
- Crashes and fatalities
- Pollution
- COST



## ⇒ Benefits of walking

## ⇒ Feasibility of walking



# Strategies for Commuters & Employees

## ⇒ Develop Transportation Demand Management (TDM) programs and policies

- Organized by employers, communities, local agencies
- Educate road users about commute choices
- Provide incentives

## ⇒ Include information on safe walking and driving in company or agency traffic safety program

For other strategies to promote walking, visit:

<http://www.walkinginfo.org/promote/strategies.cfm> or  
<http://www.vtpi.org/tdm/index.php#incentives>

# Example: Portland SmartTrips

- ⇒ Individualized marketing program to reduce drive-alone trips; includes info packet, maps, and organized activities
- ⇒ Success tracked through surveys and performance measures
- ⇒ 9 to 13% reduction in drive-alone car trips and increase in other modes

For details: <http://www.walkinginfo.org>





# Educating Elected Officials, Decision-Makers, Transportation Officials, Designers

⇒ An effective program must go beyond educating the general public



# Who To Include?

- ⇒ **Employees: anyone driving official vehicles**
- ⇒ **School officials**
- ⇒ **Transit agencies – Bus Drivers**
- ⇒ **Engineers and Planners**
- ⇒ **Council Members**
- ⇒ **EMS – ER – Health Org.**



# Key messages for Decision-Makers

- ⇒ **Walking: integral to transportation and the economy**
- ⇒ **Pedestrians: indicators of a healthy community**
- ⇒ **Walkability requires careful attention to design**
- ⇒ **Combine physical improvements with policy support**



# Strategies for Decision-Makers

- ⇒ Take officials on a walking audit
  - Show the facts
- ⇒ Partner with other agencies and groups
- ⇒ Lobby politicians and decision-makers





# Key Messages for Neighbors

⇒ Keep sidewalks clear

⇒ Drive slowly



# Strategies for Neighbors

⇒ Go for a walk; look at problems on-site



# Education Strategies Summary

- 1. Education can take on many forms**
- 2. Education involves many community members**
- 3. Education should begin at a young age and should be sustained**
- 4. Education should target drivers, pedestrians, transportation decision-makers, and more**
- 5. Education is more successful when partnered with enforcement and engineering measures**

# **Incorporating Education into Pedestrian Safety Action Plans**

## **Where does education fit?**

⇒ **State level: Traffic Safety Commissions or Governor's Highway Safety Programs**

⇒ **Community level: Health educators, school officials, law enforcement officers, Community Traffic Safety Committees**

⇒ **Consultants**

- **Example: Seattle hired a consultant to conduct a ped/bike education and promotion program**



# Learning Objectives

*You should be able to:*

- ⇒ Describe the pedestrian education needs (what) and strategies (who, when, and how)
- ⇒ Describe ways to integrate education strategies in your Pedestrian Safety Action Plan



# Questions?

# Education Strategies

## Exercise # 5



**Let's discuss the questions on the Handout**