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*WalkWise is a grassroots initiative that provides innovative pedestrian safety education to citizens through a free interactive 15- to 30-minute presentation. Through outreach efforts, business sweeps, and word-of-mouth referrals we generate interest in the presentation. Through the presentation, we both educate the public about pedestrian/bicycle laws and practical safety tips, while collecting data about their existing knowledge of the rules of the road, measuring how well they learned the rules after the program and gauging their opinions about walking and bicycling.*

### **OUTREACH/BOOKING PROCESS**

- Identify host agency (Presentation referrals, online contact form, club/association websites, networking events, tables, meetings, business sweeps).
- Contact host (email or phone).
- Record group, contact person and title, email address & phone number, method of contact, and date & time of contact in Excel. Follow up as needed
  - *It may be helpful to highlight contacts that have booked, are interested, or that have declined.*
- Send host confirmation email and send presenter bio and program blurb or flyer if requested.
- Place appointment on presenter's calendar with name of group and address. Include name of contact person and phone number, approximate size of group, and whether the meeting space has a

projector and screen/monitor. Also include any other relevant details (where to park, meeting agenda, etc.)

- Follow up with host a few days before the presentation date to confirm details.
- Record presentation in a spreadsheet, with date, time, presenter, name of group, address (include county), number of attendees and group type.
  - Use spreadsheet to keep running tab of total number of presentations and total number of attendees.
- On the day of the presentation (or evening before if presentation is early), ensure presenter has all the materials: sign-in sheets, camera (if using), photo-releases, adequate supply of bags, projector & screen if needed.

## **SWEEPS**

- Select a corridor (ours is based off crash-maps)
- Choose a section of the corridor, preferably where businesses are clustered together, that can be easily covered in a short time (typically we only stay out long enough to fill one sign-in sheet).
- Bring a long Sweeps record sheet and safety materials (a bag, some bookmarks, posters, etc.)
- Enter the business (*note: never enter a business if you feel uncomfortable or unsafe*) and ask to speak to a manager or supervisor.
- Introduce yourself and give quick overview of program. Ask for permission to display safety materials. Mention that WalkWise can provide a free presentation to staff.

- Ask them to sign the sheet. If they decline, fill in the other information after you leave business. (Get business card if possible.) Provide them with a bag for their time.
  - Even if they accept the safety materials, never insist on a signature if they don't want to provide it.
- A day or two after the sweep, follow up with the business via email or phone call, thanking them for their time and reminding them of the presentation.

### **POST PRESENTATION**

- Within a day or so of presentation, send follow-up thank you emails from Sign-in sheet.
  - Print any thank-you/praise emails from hosts or attendees. Scan them and keep scans in a folder. Keep original with sign-in sheet.
- Record names and emails in a spreadsheet.
  - Scan sign-in sheets for the month to T-Drive.
  - Keep hard copies for seven years.
- Record attendees names on list of Ambassadors on WalkWise Website.
- Post photos to WalkWise Facebook page.
- In about two weeks, send email to batch of attendees with Survey link. *(I do this every Monday)*
  - Periodically compare respondents to spreadsheet and mark off attendees who have responded. Send one reminder in two weeks.
  - Send T-Shirts out as needed. *(I do this about once a month)*
- Periodically collect Turning Point data from presenter *(I do this about once a month or so)*. Enter data into SPSS.



# Safety Tips for Pedestrians Bicyclists & Drivers



*Presented by*  
**Center for Urban  
Transportation Research**



Funded by FDOT



Which state consistently has the highest rate of pedestrian and bicyclist fatalities?

1. New York
2. Texas
3. Arizona
4. Florida

# 2008 NATIONAL RECOGNITION



[+](#) Enlarge

By Brian Blanco, for USA TODAY

Bicycle and pedestrian safety advocate Mike Lasche shares the road with motorists after measuring the distance across a spot where pedestrians intending to

## Fla. deadliest state for walkers, cyclists

By [Larry Copeland](#), USA TODAY

MIAMI, Florida — Florida is the deadliest state in the U.S. for pedestrians — and bicyclists don't fare any better.

In 2008, the most recent year for which federal statistics are available, 11.1% of pedestrians and 17.4% of bicyclists killed in the U.S. died in the Sunshine State, which has 6% of the nation's population.

The top four of the 10 most dangerous

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# 2014 NATIONAL RECOGNITION

**USA TODAY**

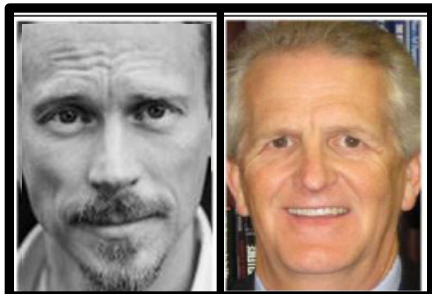


## **Pedestrian deaths drop after three-year rise**

In Florida, which in a 2011 report had four of the nation's five deadliest cities for pedestrians, the number of pedestrian deaths in the first half of last year fell to 179 from 234 in the same period the previous year—a 23.5% drop



# FOCUS FOR FDOT IS REDUCING BICYCLIST, PEDESTRIAN DEATHS



by Billy Hattaway and DeWayne Carver, news-press.com  
November 16, 2014

Recent letters regarding bicycle fatalities express frustration and ask how we can stop these tragedies from occurring. As bicyclists ourselves, we also feel this way when a cyclist is injured or killed. The Florida Department of Transportation is focused as never before on reducing Florida's rate of bicyclist and pedestrian fatalities.

*(Photo:*

*Special to The News-Press)*

Our Alert Today/Alive Tomorrow program reaches out to all roadway users because we understand there is no single simple solution to this problem. We will have the greatest success when we change roadway users' behaviors through a combination of engineering, education, and enforcement.

Engineering solutions are evolving rapidly, and FDOT is incorporating those solutions with benefits. Among other changes, we are reducing urban roadway lane widths to provide wider bicycle lanes on state roads. Through our new Center for Urban Transportation Research, we are finding contexts where they are found. We are evaluating multi-use pathways) for different types of riders and others who can't ride in traffic?

In education, we find the same direction as traffic is much safer than riding on the sidewalk already are looking for traffic going in the same common set-up for a

**“We will have the greatest success when we change roadway users’ behaviors through a combination of engineering, education, and enforcement.”**





**Fletcher Avenue Complete Streets Rendering  
Groundbreaking Fall 2014**

When sidewalks are not provided on a roadway, as a pedestrian you should:

1. Walk on the shoulder  
**AGAINST TRAFFIC**
2. Walk on the shoulder  
**WITH TRAFFIC**

# WHY WALK AGAINST TRAFFIC?



At a crosswalk with a pedestrian signal, you can START crossing with which of the following signals:

1. Flashing Hand
2. Steady Walking
3. Flashing Hand w/countdown
4. Steady Hand





Bicyclists are allowed to ride on sidewalks.

1. True
2. False



Must yield to pedestrians and make an audible warning when passing.

It's legal for a bicyclist to ride on a roadway with the flow of traffic.

1. True
2. False







\*Cyclists on roadways fair best when they act and are treated as vehicles.

A bicycle is a legal vehicle.

# 2013 Florida Traffic Crash Statistics – Fatalities & Injuries

Florida	Fatalities	Injuries	3 Year Average (Fatalities)
<b>Pedestrians</b>	498	7,467	490
<b>Bicyclists</b>	135	6,520	104
<b>Motorcyclists</b>	425	7,905	396
<b>Drivers</b>	2,224	198,032	2,243

## 2013 Crash Statistics

Approximately **70%** of the pedestrian fatalities in FL are male.

**35%** of the FL fatalities are 45 - 64 years old.

Pedestrians had been impaired in **35%** of the fatal crashes.

More than **60%** of the pedestrian crashes occurred at night.

# Important Tips for Pedestrians



**W**ALKWISE

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**W**ear bright colors or reflective clothing night and day to increase your visibility. See and be Seen.

**WALKWISE**



**Alert Today Alive Tomorrow. Never text or talk on your phone while crossing a road.**

A photograph of a busy street intersection. In the foreground, a pedestrian wearing a white jacket and bright blue pants is walking across a crosswalk. To the left, another person is partially visible. The street is filled with cars, including a silver sedan in the immediate foreground and a white truck further back. A large red signpost stands on the left side of the road. In the background, there are trees, utility poles, and a building with a sign that reads "INTEGRITY BAIL BONDS". The sky is overcast.

**WALKWISE**

**Look left, right, and left again. Make eye contact with drivers, look for cars making right hand turns.**

# WALKWISE



**Know your surroundings. Use extra caution when crossing multiple-lane, higher speed streets.**



**WALKWISE**



**W**atch for cars in parking lots.

- Pedestrians had been drinking in 32% of the fatal crashes.



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**Impaired walking can be dangerous.**

**WALKWISE**



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**Stay on Sidewalks when available. Be cautious of cars entering or exiting driveways.**



**WALKWISE**

**Expect the unExpected, walk defensively. You never know when a car will fail to yield at a crosswalk.**

**W**

- Wear bright colors or reflective clothing.

**A**

- Always be Alert.

**L**

- Look Left, right, and Left again.

**K**

- Know your surroundings.

**W**

- Watch for cars in parking lots.

**I**

- Impaired walking can be dangerous.

**S**

- Stay on Sidewalks.

**E**

- Expect the unExpected.

# Pedestrian & Motorist Enforcement

## Pedestrian Fines

- Hillsborough \$51.50
- Pinellas \$62.50
- Pasco \$62.50

## Motorist Fines

- Hillsborough \$153
- Pinellas \$166
- Pasco \$164



## Ticketable Offenses



Yield to Pedestrians.



Never block a crosswalk.

# Empower Yourself and Others

I pledge to WalkWise, Bike  
Smart and Drive Safely  
and spread the word  
about the importance of  
pedestrian safety to my  
friends,  
family, neighbors,  
colleagues and others!





# WalkWise Ambassadors

Refer a Friend & Remember the WW Safety Tips



Take the WW Survey



Spread the Word – Join WW Facebook



Visit [www.walkwiseflorida.com](http://www.walkwiseflorida.com)