

# Walkwise Washington: Proposed Pedestrian and Bicycle Safety Training Initiative

Employer Outreach Committee

Item 7

April 21st, 2015

Michael Farrell, DTP

# Background

- Proposed by Peggy Schwartz of the *North Bethesda Transportation Management District*
  - Response to a request from one of their employers
  - WABA has long offered employer-based safety training for bicyclists
  - No similar training for pedestrians is currently offered in the Washington region
  - New course would fill a gap in regional, local pedestrian safety efforts
  - Florida “Walkwise” course is the model
- Ms. Schwartz contacted:
  - Jeff Dunckel, Pedestrian Safety Coordinator at MCDOT
  - Nicholas Ramfos, Director of Commuter Connections
  - Michael Farrell, Bicycle and Pedestrian Coordinator
- COG has agreed to develop such a course
  - Will be based on Walkwise
  - Michael Farrell will be the lead staff person
    - » Adapt Walkwise materials to the Washington region
    - » Coordinate with MCDOT, regional “Street Smart” Pedestrian and Bicycle Safety Campaign, *North Bethesda Transportation Management District*, other stakeholders on content

# Walkwise Pedestrian and Bicycle Safety Course

- Developed by Center for Urban Transportation Research - University of South Florida
  - Funded by Florida DOT
- Over 1600 presentations given since 2009!
  - Employers, senior centers, school groups, civic groups, homeless shelters, etc.
  - 15 minutes – 1 hour
  - Often use an ARS/Audience Response System
- Content:
  - Program Guide for Presenters
    - Outreach/Booking Process
    - “Sweeps” of businesses in problem corridors
    - Post-presentation actions
  - Powerpoint presentation
    - Scope of the problem – safety stats
    - Safety tips for pedestrians and bicyclists
  - Handouts
    - Safety tips cards
    - Reflective bands, backpacks, bike lights, bookmarks etc.

# Sample Walkwise Slides - Stats

## 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

Source: Florida Traffic Crash Statistics Report, 2013

## 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.

# Sample Slides – Interactive Q&A

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?



# Interactive Q&A

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

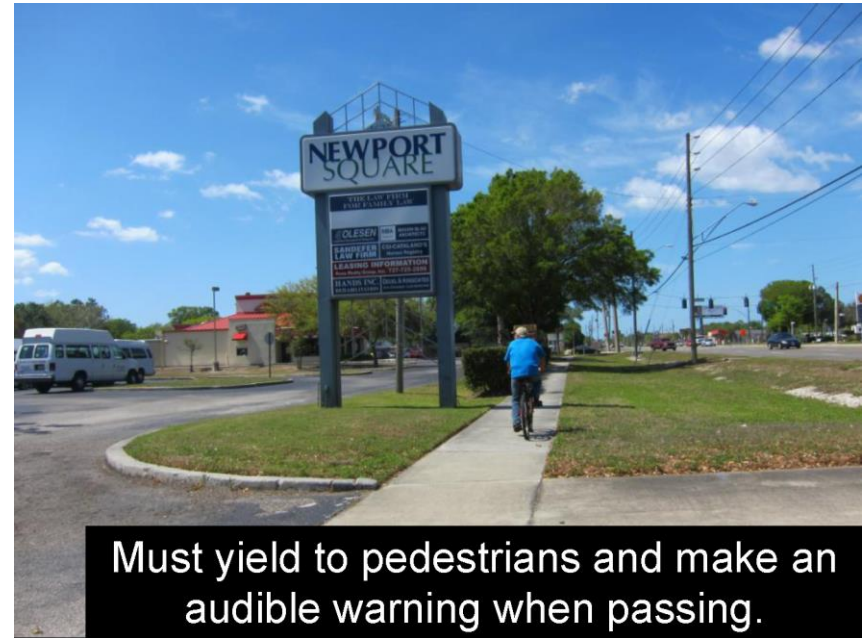
1. Flashing Hand
2. Steady Walking
3. Flashing Hand w/countdown
4. Steady Hand



# Q&A

Bicyclists are allowed to ride on sidewalks.

1. True
2. False



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

# Q&A

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.

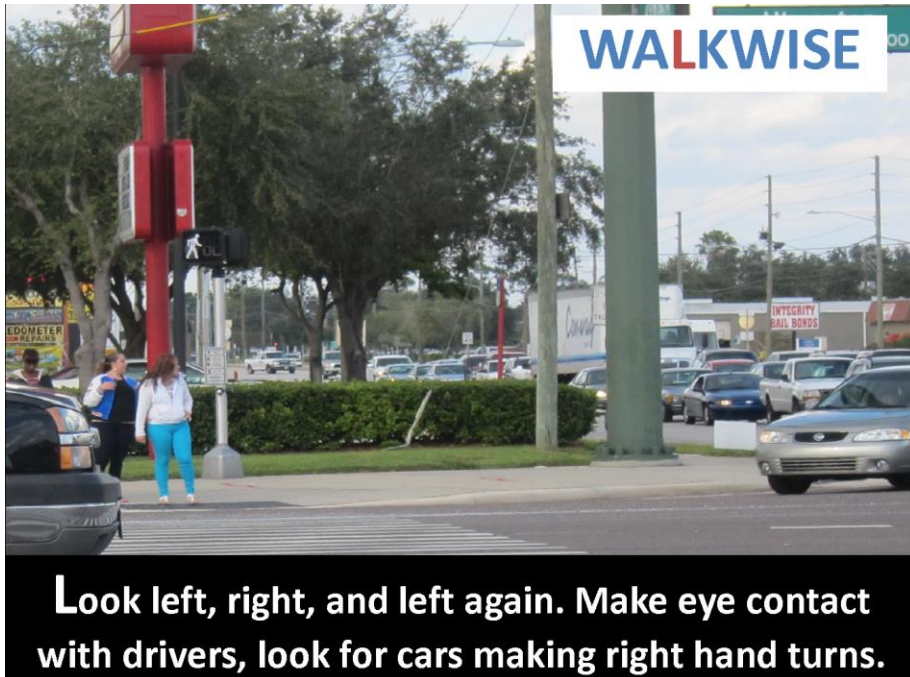
A bicycle is a legal vehicle.



# WALKWISE Safety Tips



# Tips



# Tips



# Tips



# STREET SMART PEDESTRIAN MESSAGES



**STREET SMART**  
BeStreetSmart.net

**Make eye contact,  
not body contact.**

Be sure drivers see you before  
crossing the street.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



**STREET SMART**  
BeStreetSmart.net

**Don't be caught  
dead wearing black.**

When it's dark, wear something  
bright or reflective.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



**STREET SMART**  
BeStreetSmart.net

**It wouldn't hurt to  
use the crosswalk.**

Cross where drivers expect to see you.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



**STREET SMART**  
BeStreetSmart.net

**The penalties for  
jaywalking vary.**

Use crosswalks.  
Wait for the walk signal.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



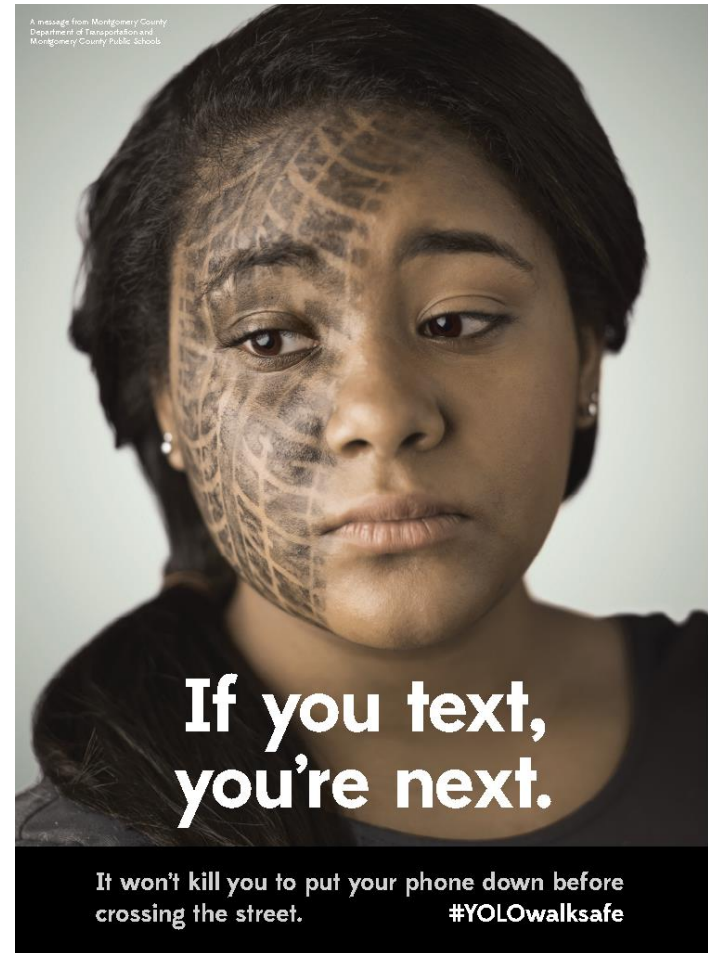
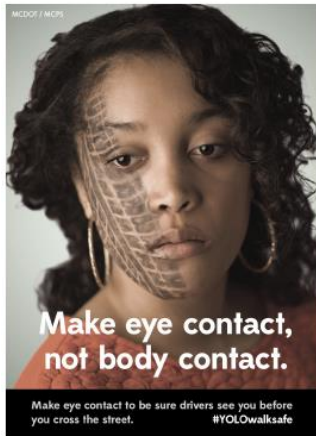
**STREET SMART**  
BeStreetSmart.net

**Chase a bus  
and you might  
catch a car.**

Don't run for the bus.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

# Yolo - MCDOT



# Walkwise Tips & Street Smart Tips

- 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.

## For Pedestrians:



**Cross the street**  
at marked crosswalks and intersections.



**Watch for turning vehicles.**  
Before crossing, look left, right,  
then left again.



**Use pedestrian pushbuttons.**



**Begin crossing**  
the street on the "walk" signal.



**Stay visible after dark**  
and in bad weather.



**Watch out for trucks & buses**  
backing out of parking spaces  
and driveways.

# Adapting Walkwise

- Needs & Issues
  - Local photos (no palm trees)
  - Compatibility with Street Smart, Yolo, other safety messaging currently in use
  - Use Walkwise brand or expand Street Smart Messaging for a safety course?
  - Coordinate with
    - Street Smart Advisory Group,
    - Bicycle and Pedestrian Subcommittee
    - MCDOT
    - North Bethesda Transportation Management District
    - Commuter Connections Employer Outreach
    - Other stakeholders



# Next Steps

- Decide relation of Walkwise to Street Smart, Yolo, other campaigns
  - Estimate needs/costs of adapting Walkwise materials
  - Need for consultant time?
- Develop a plan for promoting/delivering the presentations to the target audiences
  - Proposed cost, scale
  - Identify staff, partners
- Work with stakeholders to adapt the Walkwise materials to the Washington Region



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