



Bicycle and pedestrian safety education campaigns

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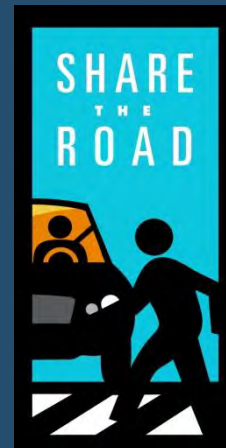
Your Destination...Our Priority





Campaign Need

- Existing materials were limited and outdated
- Needed a single source of information and messages
- Increase awareness of safe driving, biking and walking behaviors





Goals

- Promote safe driving, walking and biking behaviors
- Inform motorists of driving rules, including safe passing distances and the Minnesota crosswalk law
- Reduce motor vehicle crashes involving bicyclists and pedestrians





Target Audiences

- Young male bicyclists and pedestrians
- Motorists (including heavy vehicle operators)





Process

- Collected, analyzed and summarized data
- Identified existing and emerging trends
- Created core group – partners and consultant
- Conducted meetings
- Developed messaging





Partners

- Department of Public Safety
- Department of Natural Resources
- Department of Health
- Bicycle Alliance of Minnesota
- St. Paul Smart Trips
- Transit for Livable Communities
- State Non-Motorized Transportation Advisory Committee



SHARE ROAD BICYCLE CRASH FACTS

CRASHES MOST COMMONLY OCCUR ...

at INTERSECTIONS

84%



between
3-6 PM

IN POSTED
SPEED LIMITS

SPEED LIMIT 30 TO SPEED LIMIT 35

IN URBAN AREAS **over 5,000** LARGER POPULATIONS

DURING WARM WEATHER MONTHS

JUNE JULY AUG

BICYCLISTS ARE AT FAULT FOR ABOUT HALF OF CRASHES. MOTORISTS ARE AT FAULT FOR THE OTHER HALF.



IN 2012:

7 KILLED ON MINNESOTA ROADS **ALL MALES**

875 INJURED ON MINNESOTA ROADS **73% MALES** **27% FEMALES**

OVER HALF



OF ALL BICYCLE AND COMMERCIAL VEHICLE CRASHES ARE DUE TO

BICYCLISTS NOT BEING VISIBLE or DISTRACTED DRIVERS / RIDERS

persons under
25 YEARS OLD

ACCOUNT FOR NEARLY

50% OF CYCLISTS INJURED

SHARE ROAD PEDESTRIAN CRASH FACTS

CRASHES MOST COMMONLY HAPPEN:



@ INTERSECTIONS

SPEED LIMIT 35

OR SLOWER



6-9 a.m.



3-6 p.m.



2 a.m.

OCT

NOV

DEC

PEDESTRIANS ARE AT FAULT FOR ABOUT HALF OF CRASHES. MOTORISTS ARE AT FAULT FOR THE OTHER HALF.



IN 2011:

40 KILLED **859 INJURED** ON MN ROADS

5% OF ALL PEDESTRIAN CRASHES RESULT IN DEATH
THAT'S 10X DEADLIER

Compared to one-half of one percent of all traffic crashes resulted in a death.

PERSONS UNDER **25 YEARS OLD** ACCOUNT FOR

18% OF PEDESTRIANS KILLED

40% OF PEDESTRIANS INJURED

MALES ACCOUNT FOR 73% OF PEDESTRIAN FATALITIES



1/3

PEDESTRIANS KILLED THAT WERE TESTED HAVE HIGH ALCOHOL CONTENT IN THEIR BLOODSTREAMS



One-Pagers



BICYCLE SAFETY IS A TWO-WAY STREET

BICYCLISTS AND MOTORISTS ARE EQUALLY RESPONSIBLE FOR BICYCLE SAFETY.
Follow the law and these safety guidelines:

MOTORISTS



Bicyclists may ride on all Minnesota roads, except where restricted

- Slow down and maintain at least 3 feet of clearance when passing bicyclists
- Yield to bicyclists when turning, especially when making right hand turns
- Allow extra time for bicyclists crossing intersections
- Always check for bicyclists before opening your car door
- Look for bicyclists by checking mirrors and blind spots before entering or leaving a lane of traffic
- Children on bicycles are often unpredictable



Avoid distractions and be respectful

- Stay alert and avoid all distractions while driving
- Steer clear of aggressive behavior towards bicyclists

MOTORISTS CAUSE CRASHES

- Failure to yield right-of-way
- Driver inattention/distraction
- Vision obscured

BICYCLISTS



Ride predictably and responsibly

- Obey all traffic controls, signs and signals
- Ride in the same direction as traffic and maintain a straight course - avoid swerving in and around parked cars and other obstacles
- Signal all turns
- When a road is too narrow for cars and bikes to ride safely side by side, bicycles should take the travel lane - riding in or near the center of the lane
- Allow for extra time when crossing intersections
- Use extra caution when riding around commercial vehicles - never pass on the right, keep your distance and avoid blind spots
- Be respectful and show motorists the same courtesy that you expect from them



Make yourself visible and be safe

- Wear bright colored clothing, preferably with reflective material
- Use headlights, tail lights and rear reflectors
- Wear a helmet and keep your bike in good repair
- Avoid riding on sidewalks - motorists at intersections, alleys and driveways often do not see bicycles

ICYCLISTS CAUSE CRASHES

- Failure to yield right-of-way
- Inattention/distraction
- Disregard traffic control device
- Improper/unsafe lane use

To learn more about bicycle safety in Minnesota, visit www.sharetheroadmn.org

Minnesota Department of Transportation

PEDESTRIAN SAFETY IS A TWO-WAY STREET

PEDESTRIANS AND MOTORISTS ARE EQUALLY RESPONSIBLE FOR PEDESTRIAN SAFETY.

For more information go to www.sharetheroadmn.org

Follow the law and these safety guidelines:

MOTORISTS



Stop for pedestrians at crosswalks

- Remember that every intersection is a crosswalk, even those without painted lines, signs or stop lights
- Look for and stop for crossing pedestrians when making right or left turns at intersections
- Leave lots of room between you and the pedestrian when stopping



Watch for pedestrians at all times

- Scan the road and sides of the road ahead for pedestrians
- Before making a turn, look in all directions for pedestrians crossing
- Look carefully behind your vehicle before backing up, especially for small children
- Watch for people in wheelchairs and motorized carts, who may be below eye level



Avoid distracted and aggressive driving

- Put away the cell phones, food and make-up
- Stop for pedestrians, even when they are in the wrong or crossing mid-block
- Never pass or drive around a vehicle that is stopped for pedestrians
- Obey speed limits and come to a complete stop at STOP signs

MOTORISTS CAUSE CRASHES

Motorist behaviors cause about half of all pedestrian-vehicle collisions. Causes include failure to yield, inattention and distraction.

PEDESTRIANS



Look before you cross

- Make eye contact with drivers and ensure they see you and will stop
- Clearly show your intentions to cross
- Watch for turning and passing vehicles
- Look across ALL lanes for moving vehicles before proceeding



Make yourself visible to drivers

- Stand clear of buses, hedges, parked cars or other obstacles before crossing
- Cross in a well-lit area at night
- Wear bright-colored clothing and reflective material
- Mount a safety flag on a wheelchair, motorized cart or stroller



Avoid dangerous and distracted behaviors

- Cross streets at marked crosswalks or intersections; don't cross mid-block
- Remove headphones and stay off cell phones while crossing
- Obey all traffic signals
- Don't solely rely on traffic signals; look for vehicles before crossing
- Always walk on the sidewalk; if there is no sidewalk, walk facing traffic
- If intoxicated, don't walk without assistance — a cab ride home may be a safer option

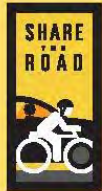
PEDESTRIANS CAUSE CRASHES

Pedestrian behaviors cause about half of all pedestrian-vehicle collisions. Causes include ignoring signs or signals, inattention and crossing mid-block.





Pocket Card



BICYCLE SAFETY IS A TWO-WAY STREET.

MOTORISTS

- Bicyclists may ride on all Minnesota roads, except where prohibited
- Slow down and maintain at least 3 feet of clearance when passing bicyclists
- Yield to bicyclists when turning, especially when making right hand turns & when entering intersections
- Avoid distractions and be respectful

www.sharetheroadmn.org

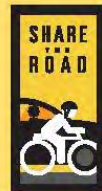


PEDESTRIAN SAFETY IS A TWO-WAY STREET.

PEDESTRIANS

- Make eye contact with drivers before crossing the street
- Clearly show you intend to cross
- Remove headphones and stay off cell phones while crossing

www.sharetheroadmn.org



BICYCLE SAFETY IS A TWO-WAY STREET.

BICYCLISTS

- Bicyclists may ride on all Minnesota roads, except where prohibited
- Ride predictably and responsibly
- Obey all traffic controls, signs and signals
- Be respectful and show motorists the same courtesy that you expect from them
- Make yourself visible and be safe

www.sharetheroadmn.org



PEDESTRIAN SAFETY IS A TWO-WAY STREET.

MOTORISTS

- Remember that EVERY corner is a crosswalk – stop for crossing pedestrians
- Scan the road for pedestrians, especially before turning
- Never pass a vehicle stopped for pedestrians

www.sharetheroadmn.org






Hey, Drivers ...

EVERY CORNER IS A CROSSWALK.

Yep... every single one.

Even those without painted lines, signs or stop lights.

 Remember, pedestrian safety is a two-way street.

FOR MORE INFORMATION ON HOW TO KEEP PEDESTRIANS SAFE, VISIT dot.mn.gov/dotmvt.org

Hey, Runners ...

CROSSING? MAKE EYE CONTACT WITH THE DRIVER.


Be clear of your intentions to cross.

 Remember, pedestrian safety is a two-way street.

FOR MORE INFORMATION ON HOW TO KEEP PEDESTRIANS SAFE, VISIT dot.mn.gov/dotmvt.org

Hey, Speedracer ...


THIS ISN'T NASCAR. LOOK FOR PEDESTRIANS BEFORE TURNING CORNERS.

 Remember, pedestrian safety is a two-way street.

FOR MORE INFORMATION ON HOW TO KEEP PEDESTRIANS SAFE, VISIT dot.mn.gov/dotmvt.org

Hey, Walkers ...

DISTRACTED WALKING IS DANGEROUS WALKING.

 Remember, pedestrian safety is a two-way street.

FOR MORE INFORMATION ON HOW TO KEEP PEDESTRIANS SAFE, VISIT dot.mn.gov/dotmvt.org





Campaign Launch: Crosswalk Events





Current and Next Steps

- Law enforcement outreach
- Driver Education curriculum
- Highway Safety Improvement Program funds
- Grassroots efforts





Additional Efforts

- Walk! Bike! Fun! curriculum
- Bicycle drivers manual
- Bike manual rewrite
- Bicycle and pedestrian plans
- Bikeable and walkable community workshops





Minnesota Safe Routes to School

Nicole Campbell



We all have a stake in **A  B**



What is Safe Routes to School (SRTS)?

The 5 E's

1. Engineering
2. Education
3. Encouragement
4. Enforcement
5. Evaluation



BENEFITS

- Increased Physical Activity
- Increased Academic Performance
- Decreased Air Pollution
- Reduced Congestion Around Schools
- Can Lead to Cost Savings for Schools (reduced need for hazard busing)
- May Increase Children's Sense of Freedom and Autonomy
- Helps Establish Lifetime Habits
- A Chance to Learn New Skills
- Community Building



Minnesota Safe Routes to School Vision

Minnesota is a state where all students can walk and bicycle on routes that are safe, comfortable, and convenient.

Value Statements

Minnesotans value...

- That all students have the opportunity to walk and bicycle no matter their race, ethnicity, income level, age, ability, or geographic location.
- The health, academic, community, environmental, and independence-building benefits of walking and bicycling.
- Safe walking and bicycling routes that are maintained for use in all four seasons.
- Working together to make walking and bicycling an easy choice for students.
- Transportation and land use policies, programs, and plans encourage close proximity of schools, residences, and other youth-friendly destinations.



MnDOT SRTS Program

- ▶ Walk! Bike! Fun! Curriculum and teacher trainings
- ▶ Technical assistance & training for schools
- ▶ SRTS planning assistance for schools
- ▶ Local implementation grants
- ▶ Covers all 5 e's





Safe Routes to School Statewide Programs



Walk! Bike! Fun! Bicycle and Pedestrian Safety Curriculum

DRAFT

MINNESOTA
WALK! BIKE! FUN!



WALK! BIKE! FUN! is a comprehensive curriculum that teaches safe traffic behavior through classroom activities and on-the-bike skills practice. The goals of the extensive lesson plans teach skills to children to walk and bicycle safely — building confidence and helping them stay safe, active, and healthy.

- ▶ 2013: Curriculum launched in late 2013
- ▶ 2014: 5 teacher trainings around the state
- ▶ 2015: BikeMN holding regional teacher trainings and providing technical assistance



Coming Soon– New Statewide Programs & Resources

- ▶ June: 5–year Statewide SRTS Implementation Plan
- ▶ June 2015: New SRTS brand and campaign
- ▶ June 2015: Statewide Resource Center–clearinghouse for resources and information





Future Solicitations

Info coming summer 2015



2016: SRTS Solicitations Preview

- ▶ Biennium state funds
- ▶ Will announce by June 2015

2015–2016 Solicitations:

- ▶ Mini-grants
- ▶ Bike Fleets
- ▶ Planning assistance grants
- ▶ Infrastructure funding



What Your Community Can Do To Get Started with SRTS

- ▶ Start or join a SRTS Team
- ▶ Connect with local resources– SHIP Coordinators, planning or engineering staff, law enforcement, local organizations
- ▶ Consider a SRTS Plan or planning process
- ▶ Start small– walk audits or walk/bike events
- ▶ Coming Soon! Minnesota Safe Routes to School Resource Center



Thank You!

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