

Safety Takes Synergy: Lessons & Successes from the Pedestrian Injury Prevention Action Team Program

Madison County Safety Coalition:
Pedestrian Safety Workgroup
Richmond, Kentucky
Lloyd Jordison, RN

Pedestrian Safety Workgroup (Education/Enforcement/Evaluation)

- Required a diverse group
 - Educators
 - Law Enforcement
 - Health Advocates (Safety, Aging, Walkability)
 - Environmental Advocates
 - Government Officials
 - Transportation Engineers/Planners
 - Schools
 - Business

Pedestrian Safety Workgroup (Education/Enforcement/Evaluation)

- Lessons Learned during Collaboration
 - Perspective – No one group can “fix” the problem alone
 - Perspective – “Do not just blame the Pedestrian”
 - Language – Use *Pedestrian Endangering Behavior* to describe the issue

Pedestrian Safety Workgroup (Education/Enforcement/Evaluation)

- **Lessons Learned during Collaboration**
 - Process – Use the resources that are available
 - University Students – Evaluation, Education
 - KIPRC – Technical Support
 - Law Enforcement
 - Build on work that has already been done in the community
 - Limit the geographic size of project

Education

- **First – Internal Education**
 - Workgroup members
 - University Students – Who produced the education materials and did the evaluation
 - Law Enforcement – Chief of Police
 - Government Officials – City Manager
- **Next – Public Education**
 - Campus Students, Faculty, and Staff
 - Business Community
 - Public – within the geographic limits

Education

- **Brochure and Poster Distribution**
 - 47 Business Locations
 - Community Partners
 - Law Enforcement
- **Poster Placement**
 - Throughout geographic project area
 - University Campus
 - Public streets

Brochure - University/Business/Public

RESOURCES

PEDESTRIAN SAFETY INFORMATION


- National Highway Traffic Safety Administration (NHTSA) <http://www.nhtsa.gov/pdfs/411881.pdf>

NEED A RIDE?

- EKU Shuttle <http://www.eku.edu>
- Kentucky River Foodfalls Transport (859) 228-6000 or (800) 619-7063

TAXI SERVICES

- 624-CARS
- 624-TAXI




They're both dual vision.

Made Possible by:

- Madison County Health Department
- Madison County Safety Coalition
- Eastern Kentucky University
- Kentucky Injury Prevention and Research Center

Thanks for this brochure was provided to the National Highway Traffic Safety Administration (NHTSA) through a grant agreement with the State of Kentucky. Services provided through this brochure are not intended to constitute an offer, recommendation, or solicitation of insurance or any other financial product or service. For more information, please contact your insurance agent.

EVERY 7 MINUTES A PEDESTRIAN IS STRUCK BY A VEHICLE



Be cautious when crossing streets. Never assume that traffic will stop. Always look carefully before crossing the street - even when you are crossing in a crosswalk.

#lookbothways


Poster - Walkers

TEXTING WHILE WALKING?!



OH CELL NO!

Phone Down - Eyes Up - Watch Out For Vehicles




Poster - Drivers

TEXTING WHILE DRIVING?!



OH CELL NO!

Phone Down - Eyes Up - Watch Out For Others



Enforcement

- Buy-in from Chiefs
- Warning needed for both Pedestrians & Drivers
- Perspective from Law Enforcement
 - Easier to deal with Motor Vehicles than Pedestrians
 - Campus Police were already addressing Pedestrian Safety
 - Campus Police had expanded communication abilities on campus

Warnings - Pedestrians

PEDESTRIAN WARNING OF VIOLATION

You have just committed a traffic violation that put you and others at risk.

- Changing Redirection Between City Lanes (WS 10A-27000, violation code 00270)
- Fail to Yield to Walk Signaled Pedestrian (WS 10A-27003, violation code 00273)
- Failure to Yield to Walk Signaled Pedestrian (WS 10A-27004, violation code 00274)
- Changing Redirection with Vehicle Department Clearance (WS 10A-27006, violation code 00276)

As a pedestrian, you have an obligation to obey all traffic laws and to use caution, just as drivers are required to do. You are only receiving a warning for this offense. If you commit a future violation, a citation may be issued to you. A citation can cost hundreds of dollars in fines and court costs. To avoid a citation, please walk carefully and legally!

ISSUING AGENCY:

Wagonville Police Department
 Aurora Department
 Mountain View
 Littleton
 Golden
 Arapahoe County
 Other Agency

VIOLATION INFORMATION:
Date / Time: _____
Location: _____

VIOLATOR INFORMATION:
Name: _____
DOB: (M/D/YY) _____ Sex: _____
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(Required Control Number for Safety Project)

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Warnings - Drivers

OPERATOR WARNING OF VIOLATION

You have just committed a traffic violation that placed a pedestrian at risk.

- Fail to Yield the Right of Way to a Pedestrian (WS 10A-27003, violation code 00273)
- Fail to Yield to Pedestrian with Walk Signaled (WS 10A-27004, violation code 00274)
- Disregarding a Traffic Control Device (WS 10A-27005, violation code 00275)
- Careless Driving (WS 10A-27006, violation code 00276)

As a driver, you have an obligation to obey all traffic laws and to use caution and avoid endangering others. You are only receiving a warning for this offense. If you are responsible for a future violation, a citation may be issued to you. A citation can result in hundreds of dollars in fines and court costs. To avoid a citation, please drive carefully and legally!

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Evaluation

- Pre- and Post-intervention direct observation survey
 - Adapted our survey from one used by the Santa Cruz County Health Services and the South County Bike and Pedestrian Work Group.
 - Nine sites – at crosswalk locations
 - Pre-observations: 601 pedestrian, 524 motorist
 - Post-observations: 525 pedestrian, 353 motorist

Evaluation

- Eastern Kentucky University
 - Jordan Tate, MPH student capstone project
- Major findings
 - Cell Phone use decreased for pedestrians and motorist
 - Other pedestrian endangering behaviors did not decrease
 - Pedestrians waiting for signal
 - Motorist yielding to pedestrians

Evaluation –Pedestrian Cell Phone Use

Pre-intervention:



Post-intervention:



Evaluation –Motorist Cell Phone Use

Pre-intervention:



Post-intervention:



Challenges

- Timeline
 - Difficult to do all this in one year
 - Partner schedules do not match Federal Year
 - Logistics – Approval processes
 - Little margin for disruptions
 - Weather
 - Bomb Threat
 - Loss of Officer Daniel Ellis
- Public understanding of Engineering limitations

Outcome

- Increased Awareness
- Increased buy-in from community
- Policy changes
 - Richmond development policies – High Visibility crosswalks required
- Voice at the table with transportation planning; local, regional, and state
- Next steps – Creating a Countywide project

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