

FY2010 BICYCLE AND PEDESTRIAN SAFETY AWARENESS CAMPAIGN

Synopsis

With the nation's 5th highest rate of pedestrian fatalities and over 3 bicyclist fatalities per million population, Arizona clearly has a need for to continue the targeted public safety education program to successfully impact behaviors for safer streets. The purpose of this proposal is to provide funding to continue implementation of the Bicycle and Pedestrian Safety Awareness public education campaign to increase the safety awareness of motorists, pedestrians, and bicyclists. The FY2010 Bicycle and Pedestrian Safety Awareness Campaign will build upon creative materials that have been developed as part of a FY2007 funding grant provided to ADOT by GOHS and to implement a safety awareness campaign in additional communities in Arizona. The campaign is geared toward the general public. Just as recycling programs have led to a shift in the public behavior and even legislation, ADOT has prepared a campaign with key messages that will become the rule in Arizona.

A. GENERAL INFORMATION

a). Professional and Technical Personnel

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B. Service Area

The web-based system will guide the applicant through the Service Area.

C. Project Proposal Outline (Narrative)

Are

1. Background / Problem

a) General Characteristics: The applicant Agency, the Arizona Department of Transportation, Multimodal Planning Division, supports and manages the Arizona Bicycle and Pedestrian Program. The purpose of the Program is to plan, develop, and support implementation of facilities and programs that improve the accessibility, safety, and mobility needs of bicyclists and pedestrians on Arizona roadways.

Climate – The topography of the State of Arizona ranges from low-lying deserts in the south to high-elevation mountain peaks in the north. The weather and climate are just as varied as the topography, with temperatures exceeding 100 degrees in the summer time in the desert valleys, and falling into the single digits and below in the high-altitude deserts and mountains of the north.

Population – The estimated population of Arizona in 2008 was 6,629,455, an increase of over 290,000 people from 2007 when the estimated population was 6,338,777. Arizona's population is projected to continue to increase, as demonstrated by historical population growth: Arizona's population increased nearly 40% between 1990 and 2000. The estimated percentage increase in population between 2000 and 2008 was 29.2%, according to the Arizona Department of Commerce.

Demographics – The people of Arizona are as diverse as the topography and climate. Over ¼ of the population is of Hispanic origin. Nearly 13% of the population is age 65 or over, higher than the national average of 12.4%.

b) Streets and Highways: ADOT is responsible for the maintenance and operations of over 6,800 miles of state highway throughout Arizona. However, influence of the ADOT Bicycle and Pedestrian Program expands beyond the state-owned highways. Programs implemented by the ADOT Bicycle and Pedestrian Program serves users on all Arizona roadways, including local city and county owned roads. In all total, there are more than 60,000 miles of roadways in Arizona.

c) Problem or Deficiency:

Arizona has some of the nation's highest fatality rates for both bicyclists and pedestrians. The most recent data (2007) from the National Center for Statistics and Analysis shows Arizona ranks fifth in pedestrian fatalities (154) and had over 3 bicyclist fatalities per million population (the U.S. average rate for bicyclist fatalities per million population is 2.3). Our state can lower these rates, but it will involve a strategic and extended public education effort. Education takes time because a change in attitudes and behaviors happens over time. Research shows public education campaigns take approximately three years to impact behavior (e.g., recycling), and this is accomplished only through dissemination of a consistent message at a consistent level.

Behavior starts in the minds of drivers, pedestrians, and cyclists. The FY2010 Bicycle and Pedestrian Safety Awareness Campaign will continue the progress that has been made by previous GOHS grants provided to the ADOT Bicycle and Pedestrian Program, and continue to address problems at the source by bringing education into the equation. In general, people slow down for speed bumps or flashers in school zones (engineering), or because a police officer is near (enforcement). At other times, behavior requires a personal decision based on awareness, knowledge, conscience, courtesy, responsibility, thoughtfulness, etc. This is when education is essential. Engineering and enforcement aren't enough to alter attitudes or behavior toward bicycle and pedestrian awareness. Changing attitudes and behaviors requires education, resulting in awareness and understanding and ultimately safer streets for all users.

The education of bicyclists, pedestrians, and motorists is a key component to reduce vehicle and bicycle/pedestrian conflicts. For bicyclists to safely travel with motorists, they need to practice safe cycling habits that exhibit knowledge of the "rules of the road." Like drivers, bicyclists must understand and obey the rules and laws that apply. Likewise, pedestrians must also understand and obey rules and laws if they are to coexist safely with vehicles. Drivers also can be taught to be more aware and careful around bicyclists and pedestrians through a safety education campaign and spot enforcement programs. ADOT has devoted significant effort to improve bicycle and pedestrian safety over the past several years through the development of the Statewide Bicycle and Pedestrian Plan. However, ADOT recognizes that there is significant work yet to be completed.

2. Attempts to Solve Problem

To guide ADOT's efforts in educating cyclists, motorists, and pedestrians, an Education Plan was developed in conjunction with the ADOT Bicycle and Pedestrian Plan, which identifies five focus areas for improving bicycling and pedestrian safety. These are:

- Safety Education Training
- Safe Routes to School
- Bicycle and Pedestrian Facility Design Training
- Safety Awareness Campaign
- Archived Data

As part of the Safety Education Training focus area, ADOT developed and distributed the following educational materials:

- Bicycle Share the Road Guide –updated in 2007
- Sharing the Road with Pedestrians Guide – in the process of being updated
- Arizona Bicycling Street Smarts
- Cycle Arizona Bicycle Map – in the process of being updated to include rumble strip data

Previous funding grants provided by the Governor's Office of Highway Safety have enabled ADOT to make significant progress in the "Safety Awareness Campaign" focus area. In FY2007, GOHS grant monies were used to initiate development and implement a Bicycle and Pedestrian Safety Awareness Campaign Pilot Program. This included research on crash data, meeting with the Statewide Bicycle and Pedestrian Steering Committee to define focus areas, obtaining community support, and drafting the campaign pilot program scope and implementation timelines. The campaign promotes safety tips for bicyclists, pedestrians and motorists through a variety of materials. The campaign identity "Be a Roll-Model" was integrated in all program materials. Campaign materials were created for various media, and for all age levels. The materials include two 60 second radio commercials, one for bicycle safety and one for pedestrian safety. These commercials focus on preventing bicycle/motorist conflicts by stating where bicyclists can safely and legal ride, letting motorists know that they must share the road with bicyclists, and to give bicyclists at least 3 feet. Print ads, promotional stickers, flyers, and hanging tags were also made with similar messages. To maximize the available GOHS grant funds for implementation of the Bicycle and Pedestrian Safety Awareness Campaign developed under funding from the grant, distribution of campaign materials was focused on a small geographic area, the Verde Valley communities of Cottonwood, Sedona, and Clarkdale.

Campaign materials were posted at various sites throughout the Verde Valley, including bicycle shops, and major retail stores (e.g. Walmart). The Campaign materials also included 'hang tags' that were distributed to local bicycle shops to be hung on every new bicycle. The hang tag included safety information and tips.

The campaign radio announcements reached residents in the surrounding communities of Jerome, Page Springs, Prescott Valley, and Flagstaff.

In FY2008, GOHS grant monies were provided to continue funding the Bicycle and Pedestrian Safety Awareness Campaign. Notice to proceed was recently received by ADOT. The FY 09 Bicycle and Pedestrian Safety Awareness Campaign, is expected to begin within the next few weeks.

Another effort to improve pedestrian safety in Arizona is the ADOT Pedestrian Safety Action Plan, The Plan, which will be completed in spring 2009, analyzed pedestrian crashes on state highways throughout Arizona. The Plan identified segments and intersections with the highest number of crashes, and made recommendations for each location. The Plan recommends continued implementation of the Bicycle and Pedestrian Safety Awareness "Be a Roll-Model" Campaign as funding becomes available.

3. Project Objectives

The purpose of this proposal, FY2010 Bicycle and Pedestrian Safety Awareness Campaign is to continue to fund a sustained, public education campaign to increase the safety awareness of motorists, pedestrians, and bicyclists on Arizona roadways. FY2010 Bicycle and Pedestrian Safety Awareness Campaign will have general goals of awareness, perception, and influence in additional communities throughout Arizona. It is envisioned that the FY2010 Bicycle and Pedestrian Safety Awareness Campaign will:

- Generate awareness and educate drivers, pedestrians, and bicyclists on traffic safety
- Change perception and attitude of target audiences
- Ultimately, positively influence behavior and reduce amount of violations/accidents/fatalities

The goal of the FY2010 Bicycle and Pedestrian Safety Awareness Campaign is to improve driver, pedestrian, and bicyclist behavior through education and awareness over a multi-year period. With the high rates of bicyclist and pedestrian fatalities, Arizona clearly has a need for a targeted public safety education program that will successfully impact behaviors for safer streets. As stated previously, to change behaviors and create awareness, campaign programs have to be implemented consistently for at least three years. The FY2010 funds will continue the efforts of the initial Campaign in the Verde Valley area to further drive the message of safety so behaviors and attitudes change.

4. Method of Procedure

October 1, 2009 – December 31, 2009

- Analyze the program to date to identify what worked and what can be improved upon

January 1, 2010 – March 31, 2010

- Identify media that will be utilized to distribute the Campaign materials and message
- Identify communities that are appropriate and will benefit most from the Campaign

April 1, 2010 – June 30, 2010

- Print and prepare materials for distribution
- Implement the Campaign in the identified community(ies)

July 1, 2010 – September 30, 2010

- Continue to implement the Campaign in the identified community(ies)
- Gather feedback and begin initial evaluation of the Campaign

FY2010 Statewide Bicycle and Pedestrian Safety Awareness Campaign will capitalize on materials that have been created as part of the FY2007 Safety Awareness Campaign. Additional communities will be selected in which to implement the creative and advertising materials. Communities will be selected based on assessment of criteria and input received from interested units of local governments, organizations and tribal communities. Criteria for selection included geographic areas demonstrating the greatest need; areas underserved by previous state or federal funding for similar programs; available resources or staff to assist with implementation; and the level of desire to participate in the program. Additional considerations included the availability of media outlets with cost-effective media, and the ability to effectively impact the most people within two geographic areas.

Media advertising will be a major part of the program. Creative materials will be developed and made available to the Verde Valley community at events, bicycle shops, schools, libraries, and other venues. Just as recycling programs have led to a shift in the public behavior and even legislation, ADOT hopes the tag lines and key messages of the Statewide Bicycle and Pedestrian Safety Awareness Campaign will become the rule in Arizona. The Campaign will focus on the Verde Valley area so the program is sustainable and to effectively alter behaviors. Furthermore, the radio stations and other media in Verde Valley reach other communities as well, including Flagstaff. Messages will continue to target motorists, pedestrians, and bicyclists of all ages. While retaining the umbrella brand message of the campaign, messages will be customized to address specific behaviors of individual communities. The educational materials will be distributed to communities identified during the campaign formation process for dissemination at community events, placement in bicycle stores, schools, libraries, etc. It is envisioned that FY 2010 funds will supplement and continue the activities developed and initiated with FY07 funds, and make these creative materials available to additional pilot program communities.

5. Budget

Agency: Arizona Department of Transportation, Multimodal Planning Division

A proposed budget for the FY2010 Bicycle and Pedestrian Safety Awareness Campaign is presented on the next page.

BUDGET

I.	Personnel Services		\$ 0.00
II.	Employee Related Expenses		\$ 0.00

III.	Professional and Outside Services		\$59,500
	Implementation of media materials and consultant services	\$59,500	
IV.	Travel In-State		\$500.00
V.	Travel Out-of-State		\$0.00
VI.	Materials and Supplies		\$75,000
	Press releases, radio commercials in Spanish and English, print ads, promotional stickers, posters, tags, brochures	\$75,000	
VII.	Other Expenses		\$ 0.00
VIII.	Capital Outlay		\$ 0.00
	<u>TOTAL ESTIMATED COSTS</u>		<u>\$135,000.00</u>