

## **PEDESTRIAN/CYCLIST SAFETY CAMPAIGNS SUMMARY OF FINDINGS**

Twenty-five states and DC responded to an e-mail requesting information about pedestrian and bicycle safety campaigns. Of these, 22 had campaigns and 4 did not. Most states with campaigns were very forthcoming, providing a wealth of information. Those that did not expressed an interest in initiating a campaign or were in the exploration stage. While New Jersey did not respond to the e-mail, northern New Jersey does have a pedestrian campaign. New York and Pennsylvania also did not respond and do not appear to have statewide campaigns, but NYC and Philadelphia both have safety campaigns. California did not reply, but has an enforcement campaign. Other states that did not respond may also have campaigns.

The majority of states are experiencing an increase in pedestrian crashes and fatalities. Some are also seeing an increase in bicycle crashes. Most attribute this development to an increase in non-motorized mode share. Because most states experience far more pedestrian injuries and fatalities than cyclist injuries and fatalities, most campaigns focus primarily on the interaction between motorists and pedestrians. Many states, however, take a “vulnerable users approach” and include a bicycle component. Others have expanded their pedestrian campaigns to include bicyclists.

Maryland, the DC area, North Carolina and Florida have the most extensive campaigns of the states that responded. In most states, campaigns are a recent development, implemented after 2010. Others have seen sporadic efforts. The DC area has been conducting their safety campaign for 13 years.

Campaigns are usually data driven or data informed. Efforts generally target population centers and areas with the greatest number of crashes. Injuries and fatalities are the driving factor in choosing where to initiate campaigns. Many campaigns begin locally and expand after proving successful.

Of those who responded, all of the 22 with campaigns include education while only 6 include enforcement as an integral part of the campaign. The other 16 either do not conduct enforcement campaigns or enforcement is a minor aspect of the campaign.

The majority of states found at least some improvement as a result of conducting a campaign, although most did not provide statistics.

The majority of campaigns emphasize two concepts: awareness and sharing. To encourage these behaviors, most campaigns make an effort to humanize other road users. Examples include: “Share and be Aware”, “Watch for Me NC”, “Drive Kind Ride Kind”, “Look for Me: We’re All Going Somewhere”, and Delaware’s “See it Both Ways”. These basic concepts appeared to be the most easily grasped and retained.

There is a wide range of funds spent on these campaigns from a low of \$15,000 to a high of \$6,500,000. Paid media is the most costly.

Many campaigns, especially those funded by federal dollars, are willing to share material with other states at no charge. Some states actively look to others for guidance. For example, North Carolina has provided guidance to a number of states, and the DC effort involves multiple states and is in the process of serving as a model for expanded campaigns in Maryland.

Not all campaigns are equally effective. The research indicates that effective campaigns are:

### **Comprehensive**

- Targets and balances the needs of both/all modes equally as opposed to singling out one mode for the majority of the attention. This balanced approach acknowledges that all road users are responsible for safety, and that two individuals are involved in a collision. It avoids the blame game, the resentment created from real or perceived finger-pointing.
- Addresses education, enforcement and infrastructure, understanding that all three are necessary to create a safe environment. Campaigns should define and address all aspects of the problem, developing an understanding of *why* the problem is occurring.

### **Coordinated**

- Includes as many community partners as feasible since all have a stake in enhancing the safety of our roads. These cooperative partnerships may include state and local governments, non-profits, and the private sector. The states with the most extensive campaigns expressed the need for buy-in from the police. It appears that the most successful campaigns engage the police force as either a full partner or the lead in efforts.

### **Committed**

- An effective campaign needs commitment in terms of attitude, effort, time, resources and money. Pedestrians' and cyclists' rights to use our infrastructure must be fully embraced, and all modes of transportation seen as equal partners if a campaign is to be successful. Successful campaigns avoid treating the effort as "once and done" or an occasional "blitz". Effective campaigns are either year round or repeated in regular intervals, over a period of years. Although campaigns may see results in the first year, it takes multiple years to change attitudes and to experience a long-lasting and significant impact.

We can provide the summary spreadsheet of the campaigns, a written document containing the body of the e-mails that contain links and other more detailed information, and e-mails from states that provided attachments.