

### INTRODUCTION

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### COLORADO

#### E-mail 2016-01-04

Jacobsen - CDOT, Betsy [betsy.jacobsen@state.co.us](mailto:betsy.jacobsen@state.co.us)

[ ... ]

Our office of safety has done some education and awareness programs, but they tend to target the pedestrian or bicyclist rather than the motorist. This past summer they implemented a program that was all social-media driven, so they only paid for the cost of production. While it was driven by data, it had mixed reviews when it first began: <https://www.codot.gov/news/2015-news-releases/08-2015/cdot-taps-into-the-power-of-humor-to-communicate-serious-safety-message>

The last time I did a media-based program was several years ago, focused on sharing the road among all users. It was primarily radio, outdoor and social media. You can see it at this link: <https://www.codot.gov/programs/bikeped/building-a-bike-ped-friendly-community/share-the-road> We never have enough to truly generate the number of impressions needed for a media campaign, so we focus on one or two key communities where crash rates are highest. It's difficult to measure the success of media campaigns because it's hard to definitively link the campaigns to actions.

Recently I've been working with specific Colorado communities to develop grass-roots collaborations among all road users. The collaboration decides on goals and objectives, and we help start them off with a \$5000 stipend. Each community creates their own messaging and focuses on the needs of their specific community. Given our limited budget, we've found this to be fairly cost effective as the community decides what's most important and how to proceed. It also creates new connections and communication among users such as law enforcement, motorcyclists, bicyclists, truck drivers, emergency responders, pedestrians, etc.

[ ... ]

Betsy

**DC**

**E-mail thread 2016-01-04**

Michael Farrell [mfarrell@mwkog.org](mailto:mfarrell@mwkog.org)

[ ... ]

Cc: Branyan, George (DDOT) <[george.branyan@dc.gov](mailto:george.branyan@dc.gov)>; 'Kenna Williams'  
[KennaW@sherrymatthews.com](mailto:KennaW@sherrymatthews.com)

You're welcome to use our materials. The Street Smart campaign emphasizes pedestrian safety since we have far more pedestrian fatalities than bicyclist fatalities, but the campaign includes messaging relating to bicyclists.

I agree with Jim that advertising alone doesn't work well without an engineering and enforcement component.

In Maryland, Montgomery County has done the most, cutting pedestrian fatalities and serious injuries by a third. They've made extensive use of the Street Smart campaign materials, running them year-round on their Ride-On buses. In terms of spending, their pedestrian safety initiative is 80% engineering treatments at high-crash locations, 10% enforcement and 10% education, including Street Smart, outreach teams, and school-based education.

<http://www.mwkog.org/uploads/committee-documents/b1xfWlle20151006163356.pdf>

Maryland Department of Transportation has been impressed with the results and is using Montgomery County as a state-wide model. As part of that effort, Baltimore has adopted the Street Smart ads.

<http://towardzerodeathsmd.com/pedestrian-safety/>

Michael J Farrell  
Senior Transportation Planner  
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202-962-3760  
202-962-3202 fax  
Slow down and watch for pedestrians!  
[www.Beststreetsmart.net](http://www.Beststreetsmart.net)

Sebastian, Jim (DDOT) [jim.sebastian@dc.gov](mailto:jim.sebastian@dc.gov)

[ ... ]

Cc: Branyan, George (DDOT) <[george.branyan@dc.gov](mailto:george.branyan@dc.gov)>; Mike Farrell [mfarrell@mwkog.org](mailto:mfarrell@mwkog.org)

We been hammering away for about a decade with our regional street smart campaign aimed at all users.

You can check it out at [www.beststreetsmart.net](http://www.beststreetsmart.net).

## Vulnerable User Awareness Campaigns

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It's hard to know the impact but it's safe to say it only works with enforcement behind it which we try to do.

Mike can tell you more.

Jim

## FLORIDA

### E-Mail from FDOT 2016-01-04

The Florida Department of Transportation implemented a focused initiative to improve pedestrian and bicyclist safety in the fall of 2011. This effort began with a safety assessment by the National Highway Traffic Safety Administration. The assessment provided us with a list of prioritized recommendations that were used to develop Florida's first Pedestrian and Bicycle Strategic Safety Plan. Following development of the plan we initiated Florida's Pedestrian and Bicycle Safety Coalition, a group of dedicated safety advocates to implement the strategies within the plan. The coalition is made up of a diverse group of state, local, and public safety advocates that have a vested interest in resolving this problem.

Alert Today Florida (which has recently been expanded to include Alert Tonight Florida) is the primary campaign branding. Under this umbrella we address the main safety issues that affect the safety of pedestrians and bicyclists. For example, impaired drivers fatally injure many pedestrians and bicyclists in Florida, so we developed "One Foolish Act", a PSA and Social Media Campaign targeting driver responsibility. As we gained additional data, we found that nearly 1/3 of pedestrians and bicyclists (combined) that were fatally injured were also impaired. So we expanded the campaign to include an editorial that speaks to impaired walking and cycling. We primarily use the editorial in programs at sporting events, the Walk Like MADD campaign, and in lower socioeconomic areas where alcohol is a factor. There are other campaigns under the Alert Today Florida umbrella. You can take a look at those at your leisure at [www.alerttodayflorida.com](http://www.alerttodayflorida.com).

We use a comprehensive, data driven approach in Florida. It began with identifying our priority areas (areas with the highest representation of crashes). We then drilled down to see where the crashes were occurring (with GIS mapping), what kinds of roads they were on (state or local, urban or rural, etc.), what caused the crash (who was at fault, what was the primary cause listed in the crash report, etc.), who was involved in the crashes (age, gender, resident, non-resident, etc. for both the drivers and the victims), contributing factors (weather, alcohol, speed, etc.) and the day/time the crashes were occurring. This problem identification helped us identify the appropriate countermeasures initially.

We then added a layer called "Community Context". This allowed us to get a better picture of the dynamics in the respective areas so we could know things like which language to develop materials in, what type of "culture" was exhibited in the area so we could choose the right media outlets, etc.

## Vulnerable User Awareness Campaigns

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Once these key elements were identified, we were able to apply engineering treatments or improvements, promote high visibility enforcement efforts, develop the appropriate educational materials in a variety of languages, and improve emergency response.

But even that wasn't enough. There were still policies and guidelines that needed to be developed or updated and data that was still missing. So we took it a step further by implementing a statewide Complete Streets Policy, following up with a Complete Streets Implementation Plan, and training locals on how to put it into place. We looked at signal timing and intersection lighting among other things to see where we could improve. And we are experimenting with a few exposure data collection opportunities.

This isn't a small feat by any measure, and the effort is not just ours (FDOT), the effort is statewide, from the top down and the bottom up.

Our initial goal was to increase awareness of pedestrians and bicyclists on the roadway, and to increase awareness of traffic laws pertaining to them. So far we have seen a significant increase in these areas. But we still have a long way to go to reach our goal of zero fatalities. Our efforts will continue, but may take years before we see a significant impact.

Our funding is annual. We use both contracts and grants for our efforts. Until the FAST Act was enacted, we used \$4.5 million in HSIP funds per year to support communication (media) and high visibility enforcement efforts, however, from our initial overview, it looks like those funds will not be allowable moving forward. We will of course seek additional guidance and if needed, additional resources to support these efforts.

We also receive funding from NHTSA through our Highway Safety Grant Program that supports the facilitation of the comprehensive program, supports the coalition, covers the costs of observational and public opinion surveys, and supports some paid media. This is approximately \$2 million annually. Those funds should continue to be allowable under the FAST Act.

Our paid media includes sports marketing (advertising at major sporting events), billboards, television, radio, social media, movie theater advertising, media interviews and articles, hotel and restaurant advertising (posters in restrooms, elevator door and front desk decals, door hangers, etc.), bicycle hang tags in bike shops, and exhibits at local events (grass roots level).

I attached the checklists I use for problem identification and community context to this e:mail. Feel free to use them if you'd like.

I think I've covered your initial questions, but feel sure that once you review our website you may want to follow up ☺ Feel free to call or e:mail me anytime. My contact information is below.

Sincerely,

*Trenda McPherson*

State Bicycle/Pedestrian Safety Program Manager  
FDOT Traffic Safety Office  
605 Suwannee Street, MS 53  
Tallahassee, Florida 32399-0450  
(850)414-4025 office

<http://www.alerttodayflorida.com>  
<https://www.facebook.com/AlertTodayFlorida>

## GEORGIA

### E-mail from Georgia Bikes 2016-01-06

nedra deadwyler [nedra@georgiabikes.org](mailto:nedra@georgiabikes.org)

Sent: Wed 1/6/2016 11:49 AM

Cc: Brent Buice <[info@georgiabikes.org](mailto:info@georgiabikes.org)>; Digioia, Katelyn L <[KDigioia@dot.ga.gov](mailto:KDigioia@dot.ga.gov)>; kbarron@dot.ga.gov; sally@peds.org; [eadams@dot.ga.gov](mailto:eadams@dot.ga.gov)

[ ... ]

Newly in the position of Education Programs Manager with Georgia Bikes! the statewide bicycle advocate in Georgia, I will give you some semblance of past work. The overall scope is to reduce bicycle injuries and fatalities by delivering our recently redesigned bicycle pocket guide, train law enforcement on the rights, responsibilities and privileges of people on bikes, and teach a bicycle safety course to the general public.

Here is a condensed list of education and outreach accomplishments in 2015:

- Georgia Bikes in 2015 conducted 6 on-site POST-certified courses which covers state laws pertaining to bicyclist rights and responsibilities, motorist responsibilities when driving near bicyclists, and crash reporting guidance.

Georgia Bikes created and distributed 4,000 Law Enforcement Pocket Guides to 42 agencies. The Guides cover bicyclist rights and responsibilities, motorist responsibilities when driving near bicyclists, and crash reporting guidance.

Georgia Bikes created and distributed 9,000 Bicyclist Pocket Guides to over 50 communities, with 12,000 more being printed in September 2015.

Hosted the sixth Georgia Bikes! Bike Summit in Milledgeville, reaching over 600 participants. Summit presentations, workshops, and keynote speakers share resources and best practices for improving bicyclist safety ·

Workshops and on-site trainings have resulted in locally adopted bike safety plans and policies in Athens, Atlanta, Columbus, Decatur, Dunwoody, Milledgeville and Savannah.

## Vulnerable User Awareness Campaigns

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Georgia Bikes managed the development, production, and distribution of professionally produced radio and television Public Service Announcements. The PSAs emphasize the three feet safe passing law and safe cycling behaviors. These have been broadcast in Athens, Atlanta, Augusta, Columbus, and Savannah.

One of my goals this year is to get more League Certified Instructors (LCIs) activated and teaching within the communities they live. If you are interested in becoming an LCI, please let me know. Georgia Bikes! works through partnerships to support safety in communities, if there are groups you are a part of- law enforcement, ride club, other types of groups, etc. who will aid in assembling participants for a class, I would be interested in setting up a date.

I hope that this gives you an idea of the type of work and practices undertaken by Georgia Bikes! to provide safety education and best practices. If you have more questions, please contact Nedra-  
[nedra@georgiabikes.org](mailto:nedra@georgiabikes.org).

Best regards,  
Nedra

### **E-mail from Georgia DOT 2016-01-04 21:52**

[ ... ]

Thank you for your message. I have cc'd Karlene Barron who is involved with the Georgia DOT's Drive Alert, Arrive Alive Campaign (<http://www.dot.ga.gov/DS/SafetyOperation/DAAA>), as well as Brent Buice of Georgia Bikes (statewide bike advocacy) and Sally Flocks of PEDS (metro Atlanta pedestrian advocacy). Please reach out to them if you'd like additional information about their efforts.

I am not aware of a statewide vulnerable road user awareness effort to date in Georgia like what you've described below. Some good work has been done by Sally, Brent, and others at the more local level. I have also heard about efforts in both Florida and North Carolina, also more focused on cities and communities but more wide reaching than what we've done in Georgia.

Thanks again,  
-Katelyn

Katelyn DiGioia, E.I.T

**State Bicycle and Pedestrian Engineer** | Georgia Department of Transportation | Office of Traffic Operations

[kdigioia@dot.ga.gov](mailto:kdigioia@dot.ga.gov) | Desk: 404.635.2834

935 East Confederate Avenue | Building 24 | Floor 2 | Atlanta, Georgia 30316-2531

## IDAHO

### E-Mail thread through 2016-01-05

ITDBikePed <ITD-MBX-TP-BikePed@itd.idaho.gov>

Sent: Tue 1/5/2016 2:56 PM

[ ... ]

Our Idaho Driver's Manual has a whole chapter on Sharing the Road including sections on Bicyclists and Pedestrians. Of course, to obtain your license prospective drivers should be studying this material. The Manual can be found at

[http://itd.idaho.gov/dmv/DriverServices/documents/driver\\_manual.pdf](http://itd.idaho.gov/dmv/DriverServices/documents/driver_manual.pdf)

Also, our Division of Motor Vehicles (DMV) has developed a Practice Driver's License Test which contains a question or two on interacting with bicyclists and the test itself now always includes at least one bicycle related question. Finally, DMV has also developed a Bicycle Safety Practice Quiz that is consistent with Idaho laws and regulations. The quiz also has questions on bicycle safety best practices. It is available online in both English and Spanish. It can be found at

<https://itd.idaho.gov/dmv/driverservices/BicycleSafetyQuiz.html>

[ ... ]

Brian M. Shea  
Senior Transportation Planner  
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[Brian.Shea@itd.idaho.gov](mailto:Brian.Shea@itd.idaho.gov)

**From:** Josephine Middleton  
**Sent:** Monday, January 04, 2016 3:15 PM  
**To:** ITDBikePed; Amy and Bruce  
**Subject:** RE: motorist awareness campaign

[ ... ]

We are a rural state so the number of bicycle and pedestrian crashes is relatively small in comparison to other types of crashes. Most bicycle and pedestrian fatal and serious injury crashes are on local roads that the ITD does not maintain. OHS ran a paid media campaign in some of our more populated areas a few years back to remind motorists about the presence of bicyclists and pedestrians using billboards, transit and radio. The campaign cost about \$15,000.

[ ... ]

## Vulnerable User Awareness Campaigns

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JOSEPHINE MIDDLETON  
ITD OFFICE OF HIGHWAY SAFETY  
D | 208.334.8112 ~ C | 208-608-8303

**From:** ITDBikePed  
**Sent:** Monday, January 04, 2016 10:32 AM  
**To:** Amy and Bruce  
**Cc:** Josephine Middleton  
**Subject:** RE: motorist awareness campaign

[ ... ]

I've only been the Statewide Bicycle & Pedestrian Coordinator for a little over a year now so I'm not really aware of our previous efforts with respect to any previous campaigns on behalf of vulnerable users. Additionally, these types of campaigns are the responsibility of our Office of Highway Safety (OHS). Josephine Middleton in OHS manages the bicycle and pedestrian Safety Program for the Department.

I've spoken with Josephine earlier this morning and she will be getting back to you on any past campaigns or projects and one that is being tentatively planned for this coming spring.

[ ... ]

Brian M. Shea

[ ... ]

## INDIANA

### E-mail from DOT 2016-01-04

At this time Indiana has not developed any motorist awareness programs related to bicycle and pedestrians. However, in July of 2015, the Federal Highway Administration identified Indianapolis and Indiana as Focused Approach to Safety city and state due to our bicycle and pedestrian accident and fatality rates. By being designated an FAS area we will be given more opportunities for technical assistance to reduce these rates. This assistance will include: data analysis and action plan development from initiation to implementation, training with appropriate materials in a variety of formats, including classroom-based workshops and online webinars and support for a wide range of analysis tools and countermeasures. So potentially with this assistance we may end up with awareness programs. If we do, I will be happy to forward the information on to you.

Thank you and please let me know if you have any further questions.

Jeanette

### **Jeanette P. Wilson**

100 North Senate Ave, Room 955  
Indianapolis, Indiana 46204

## Vulnerable User Awareness Campaigns

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Office: (317) 232-5496

Email: [jwilson@indot.in.gov](mailto:jwilson@indot.in.gov)

### KANSAS

#### E-mail from DOT 2016-01-21

Chris Bortz [CBortz@ksdot.org](mailto:CBortz@ksdot.org)

[ ... ]

Cc: Mike Spadafore <[mspadafore@ksdot.org](mailto:mspadafore@ksdot.org)>; Brian Gower [Gower@ksdot.org](mailto:Gower@ksdot.org)

[ ... ]

The state of Kansas has only conducted very small limited campaigns surrounding vulnerable users. About 4 to 5 years ago, KDOT produced a safety video that focused on the motor vehicle driver and their importance in the interaction with bicycle riders. It was produced in house and distributed as a PSA, no paid media was utilized. Through funding from the National Highway Traffic Safety Administration, we do produce a ped and bike brochure. This brochure is solely focused on the pedestrian and bicycle rider and not a motor vehicle operator.

As we move forward with safety initiatives, we will certainly keep your thoughts in mind, but at this time we don't have anything planned for this effort from the state level.

Chris Bortz  
KDOT Traffic Safety Manager

### KENTUCKY

#### E-mail from DOT 2016-01-04 10:10

The KY Transportation Cabinet does provide material (brochures, videos, website pages, and much more) to promote the use of the bicycle and walking as a viable means of transportation/travel and we also work to educate both the motorized and non-motorized alike on the rules/laws of the road. Some of the larger cities (Louisville, Lexington, and several in Northern KY) have radio and television commercials that focus on the education/awareness component for all roadways users as it relates to bicycle travel on our roadways.

To my knowledge there has not been a statewide campaign (through the Transportation Cabinet) since I have been here (since 2012) specifically for education or awareness relating to the use of bicycle travel on our roadways.

Our office is currently working with local and statewide law enforcement and the Office of Highway Safety on programs that will better educate our officers on the use of bicycles and walking for travel in our state. Our office is also working with several cities/counties to create or improve their bicycle and pedestrian travel master plans.

## Vulnerable User Awareness Campaigns

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I have included several links to our web site and the areas that may be helpful to you for your work.

- KYTC/KY Laws and Policies for Bicycle and Pedestrian Travel / <http://transportation.ky.gov/bike-walk/Pages/Laws-and-Policies.aspx>
- KY Statewide Commission dedicated to Bicycling and Walking issues / <http://transportation.ky.gov/Bike-Walk/Pages/Kentucky-Bicycle-and-Bikeway-Commission.aspx>
- Statewide resource map/information. A link to all known areas with Bicycling and or Pedestrian Master Plans / <http://transportation.ky.gov/bike-walk/Pages/Local-Info.aspx>
- Safety Information / <http://transportation.ky.gov/Bike-Walk/Pages/Safety.aspx>
- Technical Information / <http://transportation.ky.gov/Bike-Walk/Pages/Technical-Info.aspx>
- Resource Toolbox for Bicycle and Pedestrian Planning / <http://transportation.ky.gov/Bike-Walk/Pages/ResourceLinks.aspx>

Please feel free to call or email if you have any further questions.

Thank you,  
Troy Hearn

*Troy Hearn*

*Bicycle and Pedestrian Program- Statewide Coordinator  
Division of Planning ~~ Kentucky Transportation Cabinet  
200 Mero Street ~~ Frankfort, KY 40622  
P 502/782-5060 ~~ C 859-967-8359 ~~ F 502/564-2865  
[troy.hearn@ky.gov](mailto:troy.hearn@ky.gov)  
<http://bikewalk.ky.gov/>*

## MAINE

### **E-Mail from MaineDOT 2016-01-04 21:37**

At this time, Maine has not recently had any awareness campaigns, but we do have a working group that has met a couple of times to explore what we'd like to see moving forward. We're exploring a comprehensive education campaign that addresses safety concerns around the interactions between motorists, bicyclists, and pedestrians.

While we don't have anything to share at this time, we'd be very interested in you sharing your results.

Thanks much and good luck in your quest.

## Patrick D. Adams

Bicycle and Pedestrian Program Manager  
MaineDOT - Multimodal Planning Division  
16 State House Station  
Augusta, ME 04333-0016  
Direct Line: (207) 624-3311  
Cell Phone: (207) 592-0873  
Office: (207) 624-3300  
Fax: (207) 624-3099  
Web: <http://www.maine.gov/mdot/bikeped/>

## MARYLAND

### E-mail from DOT 2016-01-07

[ forwarded by Thomasina Saxon [TSaxon@sha.state.md.us](mailto:TSaxon@sha.state.md.us) ]

**From:** Antonio Campbell  
**Sent:** Thursday, January 07, 2016 2:25 PM  
**To:** SHA Bikes <[bikes@sha.state.md.us](mailto:bikes@sha.state.md.us)>

[ ... ]

Maryland has been very aggressive in working towards zero fatalities. Most of the funding come through the State Highway Administration but is actually administered in a variety of ways including the public education we do in-house and the work of our partner, the Maryland Highway Safety Office (MHSO).

Our link on Bicycle Safety is [linked here](#)

Information for MHSO's campaign including "Street Smart" is [linked here](#).

[ ... ]

Tony Campbell  
Bike / Pedestrian Program Coordinator, SHA  
410-545-5656

## MASSACHUSETTS

### E-mail from DOT 2016-01-05 11:34

[ ... ]

MassDOT recently released a widely distributed brochure that addresses many of your concerns below regarding vulnerable users. We focused on 12 communities to include increased enforcement and police presence/education regarding interactions between bicycles, pedestrians and motorists. Thousands of people were stopped and asked about their walking/bicycling/driving behavior, their responses were recorded and they were handed brochures (see attached brochure which is also available in Chinese, Haitian Creole, Portuguese and Spanish).

An overview: <http://blog.mass.gov/transportation/massdot-highway/bicycle-pedestrian-safety-program-announced/>

Also, check out this cool accompanying video! <https://www.youtube.com/watch?v=hhkEb0ie7Cg&feature=youtu.be>

\$450,000 was allocated in 2014 and an additional \$150,000 for 2015. Hope this helps.

Peter Sutton  
Bicycle and Pedestrian Program Coordinator  
Massachusetts Department of Transportation, Office of Transportation Planning  
Phone: 857-368-8876  
[www.mass.gov/massdot](http://www.mass.gov/massdot)

## MICHIGAN

### E-Mail thread ending 2016-01-05

DeBruyn, Joshua (MDOT) [DeBruynJ@michigan.gov](mailto:DeBruynJ@michigan.gov)

[ ... ]

The monies used for the awareness campaign in Grand Rapids were TE funds under the SAFETEA-LU Federal Transportation Funding Program. The new Transportation Alternatives Program (TAP) which replaced TE under recent federal transportation funding program no longer permits this level of awareness campaign being funded.

Josh DeBruyn, AICP  
Bicycle and Pedestrian Coordinator  
Bureau of Transportation Planning  
Michigan Department of Transportation  
425 W. Ottawa Street  
P.O. Box 30050  
Lansing, MI 48909

## Vulnerable User Awareness Campaigns

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517-335-2918 Phone  
[www.michigan.gov/mdot-biking](http://www.michigan.gov/mdot-biking)

**From:** DeBruyn, Joshua (MDOT) [<mailto:DeBruynJ@michigan.gov>]

[ ... ]

Michigan has NOT conducted any organized motorist awareness campaign targeted at vulnerable users.

However, we have developed materials YouTube Videos and brochures targeted at motorists. The video can be found on the right hand side of the MDOT Bicycling page [here](#).

Our brochure “What Every Michigan DRIVER Should Know About Bike Lanes” is linked [here](#).

The video is shared with the public via social media at various times of the year starting in May. The brochure is published online and also shared via social media but we also make hard copies available for public distribution upon request.

That is the extent of MDOT’s public motorists awareness at this time.

On a separate but related note MDOT did award the City of Grand Rapids, Michigan a Federal Transportation Enhancement Grant several years ago for a large scale motorists and bicyclists awareness campaign. The project is still in the development stages but will be made public in the Spring (May, 2016). Here are a few news articles about this project.

[http://www.mlive.com/news/grand-rapids/index.ssf/2014/07/632k\\_bicycle\\_safety\\_education\\_1.html](http://www.mlive.com/news/grand-rapids/index.ssf/2014/07/632k_bicycle_safety_education_1.html)

[http://www.mlive.com/news/grand-rapids/index.ssf/2015/04/take\\_survey\\_help\\_632k\\_bicycle.html](http://www.mlive.com/news/grand-rapids/index.ssf/2015/04/take_survey_help_632k_bicycle.html)

Once the campaign development effort is complete the materials will be made available on a website as federal funds were used and that is one of the requirements of using federal funds.

Best of luck in your efforts.

Josh DeBruyn, AICP

[ ... ]

### MONTANA

#### E-mail from DOT 2016-01-07

Erb, Michelle [merb@mt.gov](mailto:merb@mt.gov)

[ ... ]

Ludlow, Sheila [sludlow@mt.gov](mailto:sludlow@mt.gov)

[ ... ]

In 2014, MDT adopted the vision zero campaign (<http://www.mdt.mt.gov/visionzero/>), which is a multipronged initiative with the ultimate goal of eliminating deaths and injuries on Montana highways. Vision Zero focuses on:

1. **Education** through public information campaigns during the busiest travel periods and local outreach through Buckle Up Montana, DUI Task Force and Safe On All Roads (SOAR) programs, including teen traffic safety educational programming.
2. **Enforcement** of Montana seat belt and impaired driving laws by Montana Highway Patrol and local law enforcement agencies, whose presence reminds drivers and occupants to obey traffic laws. In addition to increased enforcement periods during Mobilization and Selective Traffic Enforcement Program or STEP periods, when traffic enforcement is increased around the busiest travel times of the year and around events that include an emphasis of alcohol consumption.
3. **Engineering** of Montana roadways to ensure that Montana's thousands of miles of state roads and highways are built and maintained with safety as the first concern.
4. **Emergency medical response** adequately funded and equipped to respond to vehicle crashes with proper emergency response vehicles, training and medical equipment through the Emergency Medical Services Grant Program.

MDT campaign focus for all users is the Share the Road program(<http://www.mdt.mt.gov/travinfo/bikeped/sharetheroad.shtml> ). Share the Road is an integral part of MDT's Vision Zero, moving toward zero deaths and zero injuries on Montana's roads. MDT's Share the Road Program provides information and resources to improve bicycle and pedestrian safety, with the end goal of eliminating bicycle and pedestrian fatalities.

Share the Road is a simple but important concept. Motorists, bicyclists, and pedestrians are all responsible for safety on Montana's roadways. Whether driving, bicycling, or walking, everyone must take care, because a collision with a motor vehicle and a bicycle or pedestrian is often deadly. Paying attention, following traffic laws, and extending common courtesy will result in a safer environment for all travelers.

Also, the Office of Public instruction integrates bicycle and pedestrian awareness into the Montana drivers manual. This highlights the rules of the roads for all modes of transportation to new drivers.

*Michelle Erb*

Bike/Pedestrian Coordinator  
Montana Department of Transportation  
Rail, Transit & Planning Division  
Phone: 444-9273  
Fax: 444-7671

**NEBRASKA**

**E-mail 2016-01-12**

Schoenmaker, David [David.Schoenmaker@nebraska.gov](mailto:David.Schoenmaker@nebraska.gov)

[ ... ]

Cc: Owen, Mike <Mike.Owen@nebraska.gov>; Salac, Noel [Noel.Salac@nebraska.gov](mailto:Noel.Salac@nebraska.gov)

[ ... ]

I've attached some spreadsheets and a summary pdf that will give you an idea of the range of PSA's that Nebraska does. This information should provide the basic details of our campaigns, (duration, scope and cost) that you requested.

Sincerely,  
David

David Schoenmaker, P.E.  
Bicycle Pedestrian Coordinator  
Traffic Data Analysis & Collection  
Planning & Project Development Division  
1400 Highway 2, PO 94759  
Nebraska Department of Roads  
Lincoln, NE 68509-4759  
Voice 402 / 479-3924 Fax 402 / 479-3884

**NEW MEXICO**

**E-mail from NMDOT 2016-01-07**

Garcia, Franklin, NMDOT [Franklin.Garcia@state.nm.us](mailto:Franklin.Garcia@state.nm.us)

[ ... ]

Cc: Fernandez, Jonathan, NMDOT <JonathanM.Fernandez@state.nm.us>; Armijo, Juliet, NMDOT [Juliet.Armijo@state.nm.us](mailto:Juliet.Armijo@state.nm.us)

## Vulnerable User Awareness Campaigns

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The New Mexico Department of Transportation (NMDOT) has developed several programs and initiatives to address bicycle and pedestrian safety. The items attached are part of the current ***Look For Me We're All Going Somewhere*** messaging that is utilized as an awareness campaign. The cost for media placement is approximately \$50,000.

The NMDOT also partners with the University of New Mexico Center for Injury Prevention (CIPRE) to conduct community outreach, education and training with a focus on drivers, pedestrians, bicyclists and the general public. This training has included a 5-day Law Enforcement Basic Pedestrian/Bicycle Crash Investigation training course offered by the Institute for Police Technology and Management.

The pedestrian education program manager also participates in all driver education instructor training sessions that are offered throughout the year.

The UNM CIPRE staff worked with the City of Albuquerque, FHWA, International District Community Health Coalition, Pueblo of Sandia, Mid-Regional Council of Governments, Albuquerque Police Department and the Santa Fe Metropolitan Planning Organization on two road safety audits. Albuquerque is an FHWA designated focus city and New Mexico is a focus state for pedestrian and bicycle collisions.

Franklin Garcia  
Bureau Chief  
NMDOT Traffic Safety Division  
(505) 490-0890 cell  
(505) 827-3200 office

### **E-mail from NMDOT 2016-01-06**

Kozub, Rosa, NMDOT [Rosa.Kozub@state.nm.us](mailto:Rosa.Kozub@state.nm.us)

[ ... ]

Cc: Garcia, Franklin, NMDOT [Franklin.Garcia@state.nm.us](mailto:Franklin.Garcia@state.nm.us); Armijo, Juliet, NMDOT [Juliet.Armijo@state.nm.us](mailto:Juliet.Armijo@state.nm.us)

[ ... ]

NMDOT has conducted numerous safety campaigns emphasizing the need to respect all users of the road, with specific efforts focusing on vulnerable users. Most notable is the Look For Me campaign, which was recently re-launched, and was initially rolled out a few years ago. We also have a new in-depth safety documentary under production that specifically focuses on vulnerable users—pedestrians, bicyclists, motorcyclists. I believe that will be released this spring, and it will include airings on TV throughout the state, as well as supplementary materials to be shown to specific groups, such as teen drivers.

These campaigns are handled and contracted through NMDOT's Traffic Safety Bureau, so I've cc'd TSB staff who may have the specific information you're asking for below.

Happy new year,

**Rosa Kozub | Urban & Regional Planner**  
Programs Supervisor  
Bicycle, Pedestrian, Equestrian (BPE) Coordinator  
New Mexico Department of Transportation  
Asset Management & Planning Division  
P.O. Box 1149

## Vulnerable User Awareness Campaigns

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Santa Fe, NM 87504  
Office: (505) 476-3742  
Mobile: (505) 231-9869

### NORTH CAROLINA

#### E-mail from NCDOT 2016-01-02 10:27

Our primary effort has been through the Watch for Me NC campaign. You can read about the basics on [www.watchformenc.org](http://www.watchformenc.org)

I am happy to tell you more about it, but it would be best over the phone as there is a lot of information to share.

[...]

Thanks,  
Lauren Blackburn

### OHIO

#### E-mail from DOT 2016-01-04 22:16

From 2009 to 2011 we did have an all road user education campaign. It consisted on a Safe Routes to School component as well as a highway safety component. We used PSA's and a distracted driving simulator (which we still use and in fact have grown that portion of the program <http://www.dot.state.oh.us/Divisions/Planning/ProgramManagement/HighwaySafety/SHSP/Pages/DistractedDriver.aspx> )

The Safe Routes to School Portion developed a video (<https://www.youtube.com/watch?v=qPMcEBIqVWo>) Several PSA's were also created and used. Several education pieces were created: (<http://www.dot.state.oh.us/Divisions/Planning/ProgramManagement/HighwaySafety/ActiveTransportation/Pages/Education.aspx>)

The total budget for both programs was about 400,000.

We are currently in the process of a few initiatives to improve awareness statewide.

1. We are partnering with the Ohio Department of Health to develop a statewide Safety/Mode Shift Campaign. We do not yet know what that campaign will look. It is currently out for proposals.
2. The Strategic Highway Safety Plan is the document we use to set goals and develop criteria for funding. The newest iteration of that plan calls for a standalone Bicycle and Pedestrian emphasis area. In addition, the Department of Health is similarly guided by their Chronic Disease Plan. We

## Vulnerable User Awareness Campaigns

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are working together (with a larger group) to develop the strategies we will be focusing on for the next few years. If an educational campaign is part of the suggested strategies we will move toward developing that campaign. Many of the suggestions from our steering committee revolve around education. In fact I will add your concerns to others we have received.

### **Julie Walcoff**

Ohio Department of Transportation  
Bicycle Pedestrian and Safe Routes to School Program Manager  
1980 West Broad Street; 3260  
Columbus, Ohio 43223  
614-466-3049

[bike.ohio.gov](http://bike.ohio.gov)

[www.dot.state.oh.us/saferoutes](http://www.dot.state.oh.us/saferoutes)

[www.everymove.ohio.gov](http://www.everymove.ohio.gov)

[The Risks of Riding Right](#)

**And Remember: Be Safe Out the Door**

## **OKLAHOMA**

### **E-mail from DOT 2016-01-04 21:26**

I am sorry to say that Oklahoma has not had a statewide campaign for vulnerable user awareness, it is however, something we plan to do. We have supported a metropolitan size campaign, but were not instrumental in the creation of materials.

<http://www.okc.gov/watchforme/>

This program is similar to one in North Carolina, as all federally funded programs can share ideas as to not recreate the wheel.

<http://www.okc.gov/bikewalkokc/index.html>

This is a planning effort happening in coordination with the safety campaign which will result in a bike/ped plan with safety in mind.

I hope these ideas help! Please contact me with any other questions.

*Jessica E. Scott*

*Bicycle & Pedestrian Coordinator*

Local Government Division

**Oklahoma Department of Transportation**

200 NE 21st | Oklahoma City, OK | 73105

**P** (405) 522-4895 | **F** (405) 521-4797

**jscott@odot.org** | **bikeped@odot.org**

### OREGON

#### E-mail from DOT 2016-02-04

YIP Julie A [Julie.A.YIP@odot.state.or.us](mailto:Julie.A.YIP@odot.state.or.us)

[ ... ]

[ ... ] Oregon has been conducting a small budget media campaign for bicyclists and pedestrians throughout the years. We use federal safety funds carved from DUI and Seat Belt funding to conduct bike and pedestrian safety education. With the funds, we conduct Ped Safety Enforcement Operation training and statewide mini-grants (\$90,000). The remainder (\$50,000) is used for providing brochures on pedestrian safety and for a \$35,000 media campaign. The Bicycle Safety Education program provides a statewide bike safety education \$30,000 grant to the Bicycle Transportation Alliance for bike safety education instructor training and for a targeted school-based bike safety program. \$30,000 is for a statewide ODOT program which produces youth bike manuals, bike safety flyers and activity books, and helmet-fitting brochures. There is a \$20,000 budget for a media campaign.

If you know anything about media, budgets of \$30,000 and \$20,000 are very limiting. We contract out with a media consultant and have created 30 second television PSA, radio PSAs, transit boards and print media. Oregon does not do paid media unless the funding source requires it (NHTSA grants for DUI allow this), relying on the station managers to play our PSAs when time is available. We've been working with Facebook and Pandora recently as we learn how to use social media. So you see, our efforts sound like what you describe in Delaware.

Oregon has also incorporated in the statewide Driver's Education curricula on Oregon's pedestrian law (ORS 811.028, Stop for Pedestrians in Crosswalk) and ORS 811.065 (Safe Passing of Bicyclist) and includes bicyclists and pedestrians in training videos for new drivers.

I have been looking at New Jersey's efforts for Pedestrian Safety awareness campaign in 2015, as they were granted a National Highway Transportation Safety Administration (NHTSA) pedestrian campaign grant which far exceeds what we work with in Oregon.

[http://www.nj.com/traffic/index.ssf/2015/03/can we get along in the crosswalk safety campaign.html](http://www.nj.com/traffic/index.ssf/2015/03/can_we_get_along_in_the_crosswalk_safety_campaign.html) I see that a consistent branded message over time is effective and that the balanced message addressing BOTH drivers and vulnerable road users is required, otherwise we open ourselves up to "blaming" one or the other road user.

[ ... ]

Julie Yip, MS# 3  
Oregon Safe Routes to School  
Oregon Bicyclist and Pedestrian Safety Education  
4040 Fairview Industrial Drive SE  
Salem, OR 97302  
503-986-4196 (direct)

## TENNESSEE

### E-mail from TnDOT 2016-01-04 21:38

Tennessee has not conducted a statewide awareness campaign for motorists/nonmotorists. I am actually meeting with our Dept. of Safety and Homeland Security in the next week or so to sit down and discuss strategy because TN had a big increase in pedestrian fatalities this year. We would ultimately like to do something similar to North Carolina and their ‘Watch for Me NC’ campaign (<http://watchformenc.org/>)

[...]

Jessica Wilson | Bicycle & Pedestrian Coordinator  
Multimodal Transportation Resources Division  
James K. Polk Bldg, 18<sup>th</sup> Floor  
505 Deaderick St., Nashville, TN 37243  
p. 615-741-5025  
[Jessica.L.Wilson@tn.gov](mailto:Jessica.L.Wilson@tn.gov)  
[tn.gov/tdot](http://tn.gov/tdot)

## TEXAS

### E-mail thread from TxDOT 2016-01-04

Teri Kaplan [Teri.Kaplan@txdot.gov](mailto:Teri.Kaplan@txdot.gov)

Sent: Mon 1/4/2016 11:56 AM

[ ... ]

Cc: Lydia Bryan Valdez [Lydia.BryanValdez@txdot.gov](mailto:Lydia.BryanValdez@txdot.gov)

[ ... ]

In my email below, I did not identify the efforts that TxDOT has made and is making to bring awareness to vulnerable roadway users (pedestrians and bicyclists).

TxDOT’s “*Drive Friendly Drive Safe Program*” focuses on bicycle and pedestrian safety. For information and links to press materials, bumper stickers, posters, etc., please visit TxDOT’s website at: <http://www.txdot.gov/driver/share-road/drive-friendly-drive-safe.html>

Another TxDOT website: <http://www.txdot.gov/inside-txdot/media-center/psas/motorcycles-bicycles/share-road.html> provides a link to TxDOT’s Bicycle Safety PSA, TxDOT’s Drive Friendly. Drive Safe campaign, and TxDOT’s Motorcycle Safety Campaign – Share the Road entitled “Look Twice” for motorcycles.

Also TxDOT’s 2015 Educational Series focuses on a range of transportation issues affecting TxDOT and the state of Texas, which includes an overview of TxDOT’s Bicycle and Pedestrian Program (an update is expected in January/February 2016). Please visit TxDOT’s website at:

<http://www.txdot.gov/inside-txdot/office/state-affairs/educational-series.html>

## Vulnerable User Awareness Campaigns

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In addition, in 2015 TxDOT completed its *Texas Guide to Safe Bicycling* brochure (25 page document) and its *Bike Friendly Bike Safe* handlebar hanger (with safety tips, proper use of hand signals and how to wear your helmet). These will be posted to TxDOT's website in January/February 2016.

Also in 2015, TxDOT hired a consultant to review its Bicycle and Pedestrian Program to develop its *TxDOT Bicycle Strategic Direction Report* which was completed in December 2015. Bicycle and pedestrian safety is a focus area for TxDOT.

Again, thank you for your interest in bicycle and pedestrian safety. I will look forward to hearing from you.

Best regards,

*Teri Kaplan*

Statewide Bicycle and Pedestrian Coordinator

TxDOT TAP Program Manager

TxDOT-PTN

512-374-5235

[Teri.Kaplan@txdot.gov](mailto:Teri.Kaplan@txdot.gov)

**From:** Teri Kaplan

**Sent:** Monday, January 04, 2016 7:54 AM

[ ... ]

TxDOT does not currently conduct a statewide comprehensive education and awareness campaign for motorists to be more aware of vulnerable roadway users (pedestrians and bicyclists).

TxDOT has funded several projects in support of bicycle and/or pedestrian safety through our Traffic Operations Division, Ms. Lydia Bryan Valdez has had oversight responsibilities for these projects. I have copied Lydia on this email to provide information.

In Addition, Bike Texas, a statewide bicycle advocacy organization, provides safe cyclists curriculum and educational resources through their web site at: <http://www.biketexas.org/>

TxDOT has supported development of some of the educational materials made available through Bike Texas.

As active transportation has increased with more people walking and bicycling, development of a statewide motorists awareness campaign for vulnerable roadway users may be in order, please call me to discuss your bicycle advocacy activities in Delaware.

[ ... ]

### **E-mail of 2016-01-05 about using TxDOT materials**

Lydia Bryan Valdez [Lydia.BryanValdez@txdot.gov](mailto:Lydia.BryanValdez@txdot.gov)

Sent: Tue 1/5/2016 10:00 AM

## Vulnerable User Awareness Campaigns

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To: [ ... ]  
Cc: Teri Kaplan [Teri.Kaplan@txdot.gov](mailto:Teri.Kaplan@txdot.gov)

[ ... ]

Would you like to request an authorization to use the DriveKind RideKInd (DKRK) educational video and materials in Delaware? The DKRK educational video and related materials were produced with Federal funds and thus *it may be possible* for us to share them with Delaware. If you wish to use the materials in Delaware, please submit a request in writing as to how you wish to use the materials, including logo placements. We will submit the request to our Office of General Counsel accordingly. The approval process takes 4-6 weeks after the request is submitted.

The DriveKind RideKind link is on countless Texas websites: For example, law enforcement use the video for training, City Departments use it for their employee Safety Training Program, Commercial Transit Companies use it as their employee training and so forth. The video, DKRK packet, DVD and stickers are excellent and are in huge demand.

Please submit your letter in writing letting me know how you wish to use the materials and I will begin the approval process.

Note; All requests are handled on a case by case basis.

[ ... ]

Lydia Bryan-Valdez  
TxDOT Traffic Safety Program Manager/CTCM/Paralegal  
512-416-3243

## VIRGINIA

### E-mail from DOT 2016-02-10

Bolecek, John (VDOT) [John.Bolecek@vdot.virginia.gov](mailto:John.Bolecek@vdot.virginia.gov)

[ ... ]

Please see below:

John Bolecek  
Statewide Bicycle and Pedestrian Planner  
Virginia Department of Transportation  
804-371-4869  
[John.Bolecek@vdot.virginia.gov](mailto:John.Bolecek@vdot.virginia.gov)

**From:** Engelhart, Cindy L., P.E. (VDOT)  
**Sent:** Wednesday, February 10, 2016 12:06 PM  
**To:** Bolecek, John (VDOT)  
**Cc:** Allahdoust, Fatemeh (VDOT)  
**Subject:** RE: motorist awareness campaign

## Vulnerable User Awareness Campaigns

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[ ... ] the Street Smart Campaign website has a very extensive library of campaign educational materials going back to 2003. There are several different styles of poster materials and safety tip cards that were used over the years in at least 2 languages, (sometimes 5 or 6). All electronic files were produced with public funds and therefore available for free to other jurisdictions. Materials include radio spots, safety tip cards, bus cards (to install inside of the bus), posters for bus shelters, pump topper posters, a video spot for TV, etc.

[ ... ] these materials [are] under the “resource” tab at the following website. <http://bestreetsmart.net/index2.php>

To answer her basic questions on the duration of the campaign - we run the campaign twice a year starting with a kickoff event and subsequent activities that extend for 4 weeks. The fall is timed to coincide with the time change around Halloween when crashes bump up.

In my opinion the most economical and innovative component of the campaign are the “backpack posters” shown in photos in the annual report. The scope and cost of the campaign is also best explained in the final report posted here

[http://bestreetsmart.net/resources/2015/Street\\_Smart\\_Annual\\_Report\\_WEB\\_2015.pdf](http://bestreetsmart.net/resources/2015/Street_Smart_Annual_Report_WEB_2015.pdf)

Respectfully,

Cindy Engelhart, P.E.  
District Bicycle and Pedestrian Coordinator  
VDOT - NOVA District

## WISCONSIN

### E-mail from DOT 2016-01-06

Mrotek Glenzinski, Jill - DOT [Jill.MrotekGlenzinski@dot.wi.gov](mailto:Jill.MrotekGlenzinski@dot.wi.gov)

[ ... ]

Cc: Corsi, Larry - DOT <Larry.Corsi@dot.wi.gov>; 'Jessica Binder'  
[jessica.binder@wisconsinbikefed.org](mailto:jessica.binder@wisconsinbikefed.org)

[ ... ] WisDOT in partnership with Wisconsin Bike Fed, our state bike advocacy organization, has a Share & Be Aware campaign. Share & Be Aware is a statewide campaign to raise awareness for all roadway users (motorists, bicyclists, and pedestrians) on the rules of the road and responsibilities for safe travel.

The [Share & Be Aware](#) website provides various resources and information about the campaign. There are regional ambassadors that can assist communities, training opportunities, educational brochures, PSAs and more – please see the sidebar options on the webpage.

I’ve also cc’d Larry Corsi, WisDOT Bike and Pedestrian Safety Coordinator and Jessica Binder, WI Bike Fed Program Manager on this email. They both work closely in delivery this campaign. If you have specific questions they would be a good resource for you. Share & Be Aware has

## Vulnerable User Awareness Campaigns

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been a very successful program for Wisconsin, I hope that this information is useful to you in developing a program and resources for Delaware.

Additionally, WisDOT has a [Kids Safety](#) webpage that provides various resources on bike and pedestrian safety tailored for children. There are also materials provided for Teachers and Parents. Larry Corsi would also be able to answer any additional questions on this resource. I hope that this information is useful to you as well.

Again, thank you for your email and interest in Wisconsin biking and walking efforts. I hope that this is helpful to you. – Jill

Jill Mrotek Glenzinski  
WisDOT State Bicycle & Pedestrian Coordinator  
Bureau of Planning and Economic Development  
4802 Sheboygan Ave Rm 901  
Madison, WI 53707  
[jill.mrotekglenzinski@dot.wi.gov](mailto:jill.mrotekglenzinski@dot.wi.gov)  
608.267.7757