



REGIONAL BICYCLE AND PEDESTRIAN SAFETY EDUCATION CAMPAIGN

Julie Anderson

March 2021

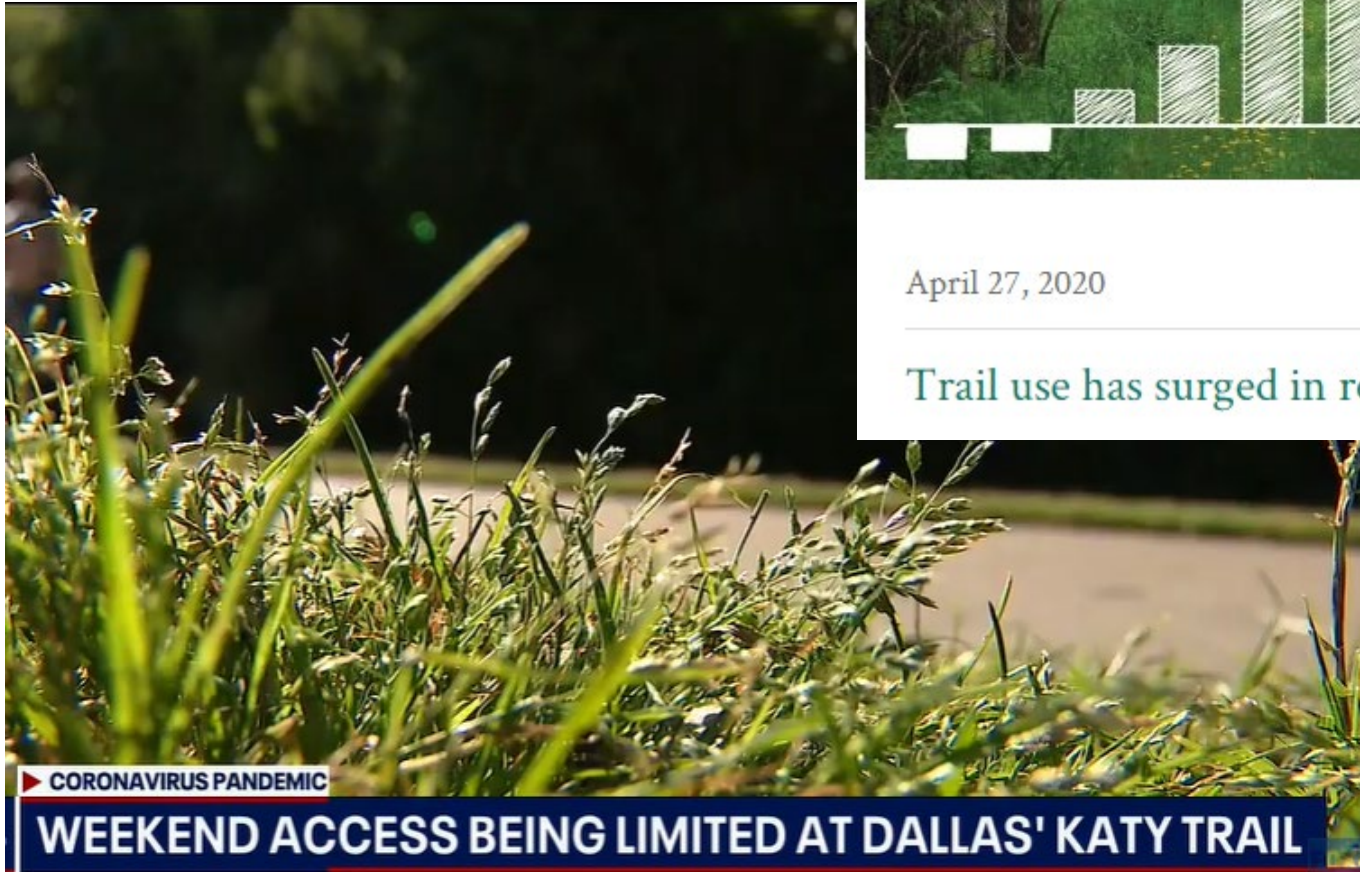


Trail use across the DFW region increased 70% last spring



April 27, 2020

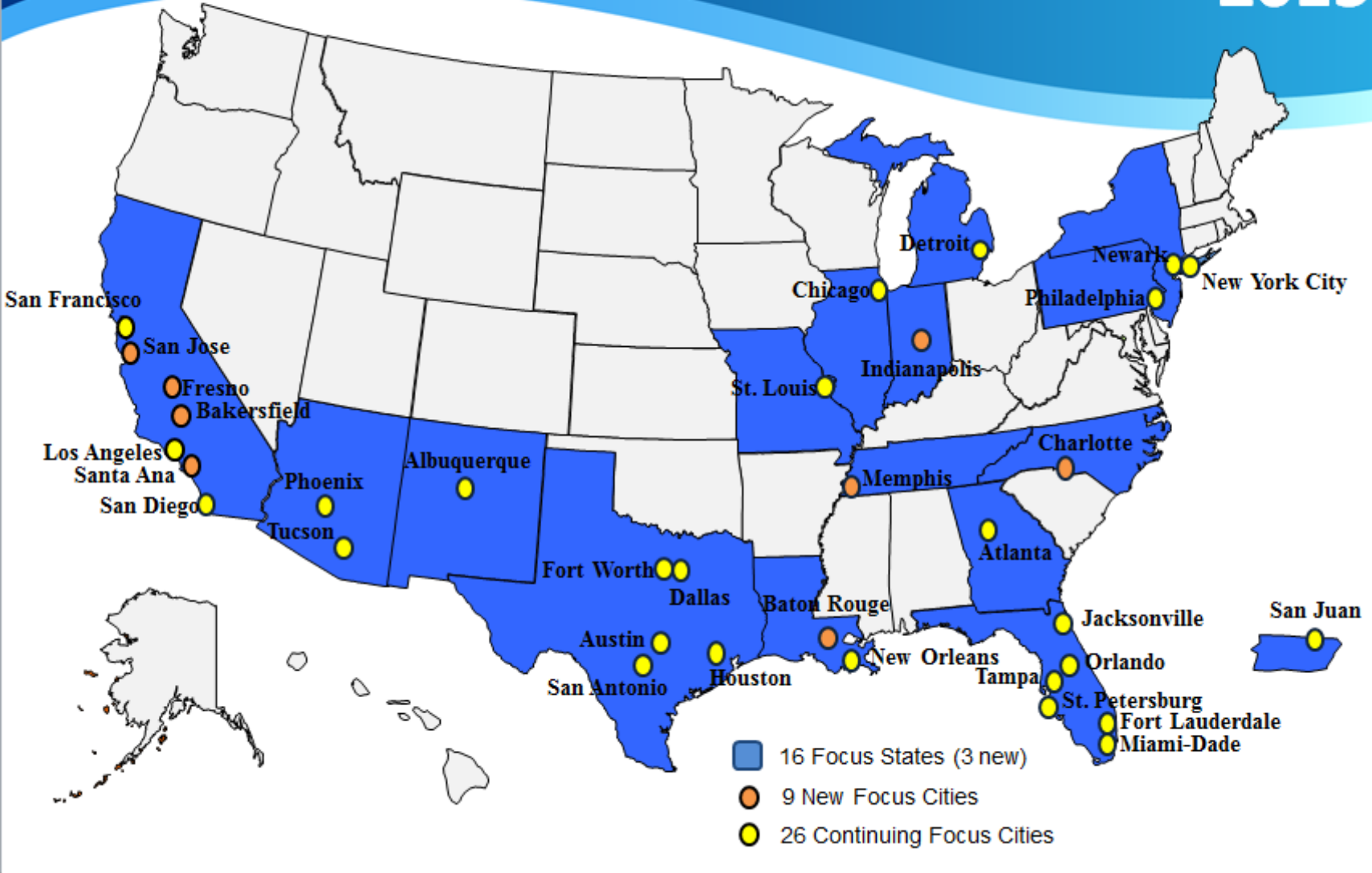
Trail use has surged in response to the COVID-19 pandemic



Use has continued to be high through the year

Pedestrian-Bicycle Focus Cities/States

2015



Audience

Bicyclists



Pedestrians



Motorists



Primary
Messaging

Targeted Messaging

(informed by
research from the
Pedestrian Safety
Action Plan)

Young Adults aged 23-33



Black residents



Marketing



FORT WORTH BIKE SHARING



Spotify



Walking Safety



SAFETY TIP

Look both ways when crossing a street & make eye contact with the driver

LOOKOUT
+ TEXANS +
BIKE WALK DRIVE SAFELY

LookOutTexans.org

Walking Safety



SAFETY TIP

Be **SEEN** with reflective
or bright colors while
walking in the dark

80%

of fatal pedestrian
crashes happen in
dark lighting
conditions

LookOutTexans.org

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+ TEXANS +
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Walking Safety



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Be SE or br wall

of t cro

Look



SAFETY TIPS

- Cross in crosswalks at intersections
- Cross streets and driveways in front of vehicles
- Cross only when the signal indicates

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SAFETY TIP

Be SEEN with reflective or bright colors while walking in the dark

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SAFETY TIPS

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Biking Safety

SAFETY TIPS

- Bicyclists are required to stop and yield at traffic signals and stop signs.
- Always ride in the same direction as traffic.
- Be SEEN with a front white light & rear red reflector or light



LOOKOUT TEXANS
KEEP WALK DRIVE SAFELY
LookOutTexans.org

BASKET DECALS

SIDE **FRONT** **SIDE**

149mm

165mm

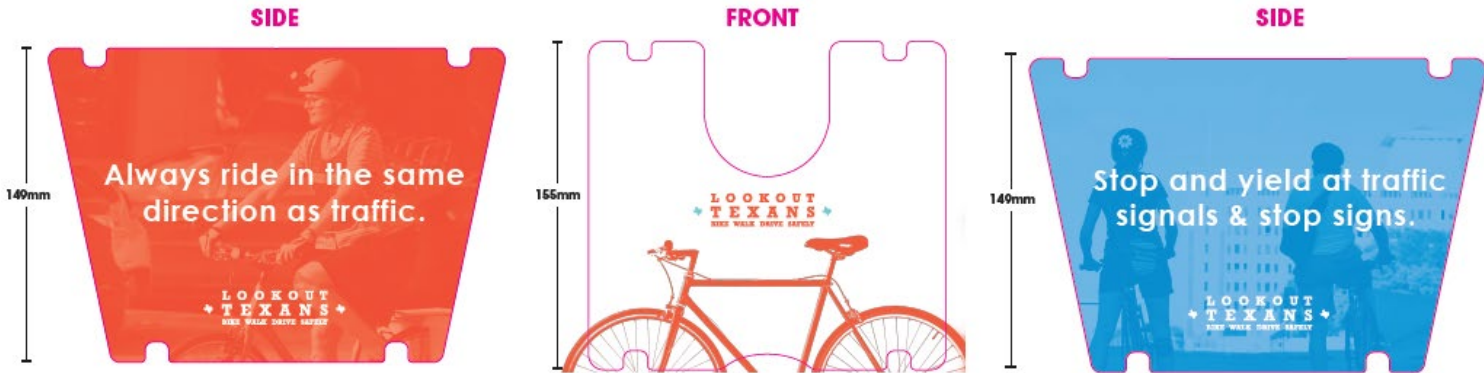
149mm

Always ride in the same direction as traffic.

LOOKOUT TEXANS
KEEP WALK DRIVE SAFELY

Stop and yield at traffic signals & stop signs.

LOOKOUT TEXANS
KEEP WALK DRIVE SAFELY



SKIRT GUARD DECALS

DS SKIRT GUARD **NDS SKIRT GUARD**

218mm

281mm

306mm

334.5mm

BE SEEN
while riding at night

LOOKOUT TEXANS
KEEP WALK DRIVE SAFELY

Ride with the light on during dark lighting conditions.

LOOKOUT TEXANS
KEEP WALK DRIVE SAFELY




Driving Safely Near People Bicycling & Walking

SAFETY TIP

Allow a **MINIMUM** of 3 feet when passing a bicyclist.



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SAFETY TIP

Yield to crossing
PEDESTRIANS

More than

70%

of crashes at an intersection involve a motorist striking a pedestrian within a crosswalk

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TEXANS
BIKE WALK DRIVE SAFELY



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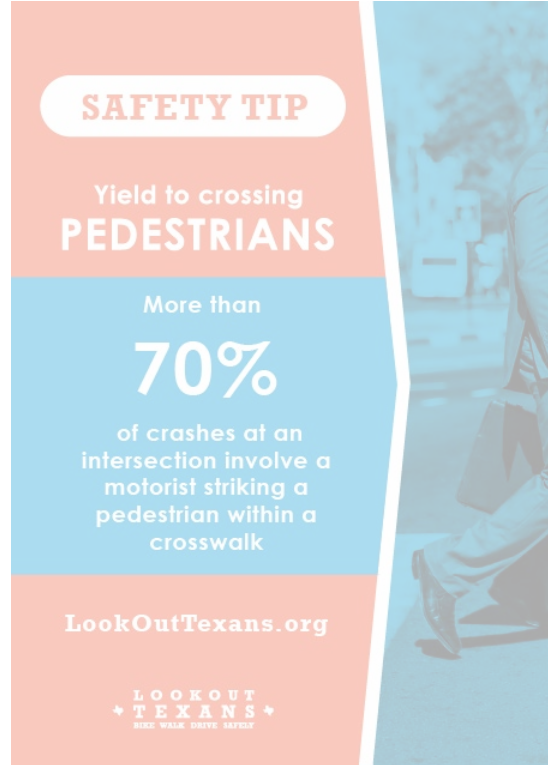
SAFETY TIP

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LOOKOUT + TEXANS +
BIKE WALK DRIVE SAFELY



SAFETY TIP

Crosswalks are for **PEDESTRIANS**



LookOutTexans.org **LOOKOUT + TEXANS +**
BIKE WALK DRIVE SAFELY



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LOOK OUT TEXANS

BIKE WALK DRIVE SAFELY

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SAFETY TIPS

NORTH TEXANS' STORIES

SCHOOL RESOURCES

VIDEOS



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Safety Tips

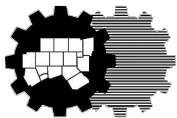


School Resources



Videos

Check out
LookOutTexans.org
for more safety tips,
videos, and resources
for schools



North Central Texas
Council of Governments

