REGIONAL BICYCLE AND PEDESTRIAN SAFETY EDUCATION CAMPAIGN

Julie Anderson
March 2021
Trail use across the DFW region increased 70% last spring

Use has continued to be high through the year

April 27, 2020
Trail use has surged in response to the COVID-19 pandemic
Pedestrian-Bicycle Focus Cities/States 2015

- 16 Focus States (3 new)
- 9 New Focus Cities
- 26 Continuing Focus Cities
Audience

Targeted Messaging (informed by research from the Pedestrian Safety Action Plan)

Bicyclists

Pedestrians

Motorists

Young Adults aged 23-33

Black residents

Marketing

FORT WORTH BIKE SHARING

Photo placeholder

South Central Texas Council of Governments

4
Walking Safety

SAFETY TIP

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

LookOutTexans.org
Walking Safety

SAFETY TIP

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

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
Walking Safety

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

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

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

**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](https://LookOutTexans.org)

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

BASKET DECALS

Always ride in the same direction as traffic.

Stop and yield at traffic signals & stop signs.

SKIRT GUARD DECALS

BE SEEN while riding at night.

Ride with the light on during dark lighting conditions.
Driving Safely Near People Bicycling & Walking

SAFETY TIP
Allow a MINIMUM of 3 feet when passing a bicyclist.
Driving Safely Near People Bicycling & Walking

SAFETY TIP

Yield to crossing PEDESTRIANS

More than 70% of crashes at an intersection involve a motorist striking a pedestrian within a crosswalk

LookOutTexans.org
Driving Safely Near People Bicycling & Walking

SAFETY TIP
Allow a MINIMUM of 3 feet when passing a bicyclist.

SAFETY TIP
Yield to crossing PEDESTRIANS
More than 70% of crashes at an intersection involve a motorist striking a pedestrian within a crosswalk.

SAFETY TIP
Crosswalks are for PEDESTRIANS

LookOutTexans.org
Driving Safely Near People Bicycling & Walking

SAFETY TIP
Allow a MINIMUM of 3 feet when passing a bicyclist.

SAFETY TIP
Yield to crossing PEDESTRIANS
More than 70% of crashes at an intersection involve a motorist striking a pedestrian within a crosswalk.

SAFETY TIP
Crosswalks are for PEDESTRIANS
Check out LookOutTexans.org for more safety tips, videos, and resources for schools.