Watch for Me CT: Bicyclist and Pedestrian Safety Program

Amy Watkins, MPH
Connecticut Children’s
The problem
A national problem...
In Connecticut, around 1,500 pedestrians and 550 bicyclists are hit by cars each year.

Of those, about 60 pedestrians and 5 bicyclists die due to their injuries.

We are losing more than one person a week.
Addressing the problem
WHAT DRIVES YOU TO "SAFETY"

Giving people information that helps make better choices to live longer & be safer.

Amy

Responsibility.org

GHSA
Governors Highway Safety Association
The National Highway Safety Advisory

#GHSA 2018

Nikki Kurt.com

Watch For Me CT
What is Watch for Me CT?

Watch for Me CT is a comprehensive program aimed at reducing the number of injuries and fatalities as a result of traffic crashes involving pedestrians and bicyclists in Connecticut.

It is funded by the Connecticut Department of Transportation (CTDOT) and managed in partnership with Connecticut Children’s Injury Prevention Center.
<table>
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<tr>
<th>It is a statewide campaign to increase the overall visibility of pedestrian and bicyclist safety issues via:</th>
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<td>➢ A media campaign including billboards, bus tails, radio, and other outlets</td>
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<td>➢ Educational materials that increase awareness about safe behaviors and knowledge of laws for pedestrians, drivers, and bicyclists</td>
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<td>➢ Engagement in community activities that drive attention to pedestrian and bicyclist safety</td>
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<td>➢ Facilitation of idea sharing between organizations and communities</td>
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Resources
Tabling at local events

Invite Watch For Me CT to bring information to your events
Host an awareness event

We can create an event specifically for your town
Presentations

- Bicycle and pedestrian safety
- Driving safely around pedestrians and bicyclists
- Complete streets
- Distracted driving
- Trail use and safety
- Topics tailored to your needs
Technical assistance

- Data extrapolation
  Using the Crash Data Repository to look at trends and hotspots in your town
- Leading walk audits
- Assisting with formulation of safety plans
- Creating and implementing town specific campaigns
- Speaking with media
Educational materials

Targeting all audiences:
- Drivers
- Pedestrians
- Bicyclists

Material for all ages:
- Children
- Teens
- Adults
- Seniors
Roundabouts are designed to make intersections safer and more efficient for drivers, pedestrians and cyclists.

Roundabouts reduced injury crashes by 75 percent at intersections where stop signs or signals were previously used for traffic control.

Studies have shown that roundabouts typically achieve:
- A 37% reduction in overall collisions
- A 75% reduction in injury collisions
- A 90% reduction in fatality collisions
- A 40% reduction in pedestrian collisions

Driving through roundabouts

- As you approach a roundabout, you will see a yellow “roundabout ahead” sign with an advisory speed limit for the roundabout.
- Slow down as you approach the roundabout, and watch for pedestrians in the crosswalk.
- Continue toward the roundabout and look to your left as you near the yield sign and dashed yield line at the entrance to the roundabout. Yield to traffic already in the roundabout.
- Once you see a gap in traffic, enter the circle and proceed to your exit. If there is no traffic in the roundabout, you may enter without yielding.
- Look for pedestrians and use your turn signal before you exit, and make sure to stay in your lane as you navigate the roundabout.

KEY THINGS TO REMEMBER

- Yield to drivers in the roundabout
- Stay in your lane; do not change lanes
- Do not stop
Safe Driving Around Pedestrians and Bicyclists
For Municipal and Truck Drivers

Let 'Em Walk, Let 'Em Live: Avoiding Conflicts With Pedestrians

Avoid conflicts with pedestrians in the crosswalk:
- Yield to pedestrians when turning right if they have the "walk" crosswalk indicator.
- Stop well back so that drivers in the other lanes also see the pedestrian and you have a safety cushion in case you are rear-ended and pushed forward.
- Cars stopped in the street may be stopped to allow a pedestrian to cross. Never pass a car stopped at a crosswalk.
- Yield to pedestrians when turning if they have the "walk" indicator, even if you have a green light.
- Never pass a car stopped at a crosswalk. Cars stopped in the street may be stopped to allow a pedestrian to cross. Proceed with caution.

- Don't pull into a crosswalk when waiting to make a turn.
- Stop well back so that drivers in the other lanes also see the pedestrian and you have a safety cushion in case you are rear-ended and pushed forward.
- When you are turning, you may have to wait for a gap in traffic. Beware that while you are watching that gap, pedestrians may enter into your intended path.
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- If a pedestrian is blind (using a white cane or walking with a guide dog) you should stay stopped until they are safely across the road and out of the crosswalk.

Two Wheels, Same Road: Driving Safely Around Bicyclists

- Cyclists are often permitted to ride on the sidewalks and are required to use the roadway.
- Be prepared for cyclists to take the lane: it's their right if they need it.
- Do not honk your horn, this could startle the cyclist and cause erratic behavior.
- When you are turning, you may have to wait for a gap in traffic. Beware that while you are watching for that gap, cyclists may have moved into your intended path.
- Always check your blind spot for cyclists. Be aware of cyclists approaching and passing your truck at intersections – they do not know they are in your blind spot.

Tips For Safety Around All Road Users

- Move Your Eyes: Look well ahead at least 12 to 15 seconds and look left, right, ahead and into mirrors. Peripheral vision becomes increasingly ineffective as your speed increases, and moving your eyes helps you see to the side. By moving your eyes, you get a "big picture" perspective of the traffic environment.
- Be aware of factors that might impact your driving ability, such as medications, fatigue, alcohol, weather conditions, and poor lighting or visibility.
- Clear your windows and turn on your headlights for better visibility during rain, snow, or foggy conditions. In snow, brush off your taillights and headlights.
- Slow down - people may not realize how long it takes for a truck to stop.
- Always be ready for the unexpected.
- Do not assume that you have been seen.
- Look behind you before you back up.

Know the 3-Foot Law:
Keep at least 3 feet between you and a bicyclist or pedestrian. If you can't give 3 feet, WAIT TO PASS. It is legal to cross the center line to pass a bicyclist or pedestrian if there is no oncoming traffic and it is safe to do so. The 3-foot law protects YOU - you never know what might cause someone to move into your lane suddenly.

Smooth Operator: How to be a Safe Driver Around Pedestrians and Bicyclists

Let 'Em Walk, Let 'Em Live: Avoiding Conflicts With Pedestrians

- Yield to pedestrians when turning if they have the "walk" indicator, even if you have a green light.
- Never pass a car stopped at a crosswalk. Cars stopped in the street may be stopped to allow a pedestrian to cross. Proceed with caution.
- Don't pull into a crosswalk when waiting to make a turn.
- Stop well back so that drivers in the other lanes also see the pedestrian and you have a safety cushion in case you are rear-ended and pushed forward.
- When you are turning, you may have to wait for a gap in traffic. Beware that while you are watching for that gap, pedestrians may have moved into your intended path.
- Move over for stopped emergency vehicles, road workers, and disabled vehicles.
- Be cautious near bus stops or taxi stands, where there may be a lot of pedestrians.
- If you are turning, you may have to wait for a gap in traffic. Beware that while you are watching for that gap, pedestrians may have moved into your intended path.

Two Wheels, Same Road: Driving Safely Around Bicyclists

- Expect cyclists on the road. They are often required to use the roadway and not permitted to ride on sidewalks.
- Be prepared for cyclists to take the lane: it's their right if they need it.
- Yield to upcoming cyclists when turning left at an intersection, just as you would for motorists.
- Always check your blind spot for cyclists. Be aware of cyclists approaching and passing your truck at intersections – they do not know they are in your blind spot.

Tips For Safety Around All Road Users

- Move Your Eyes: Look well ahead at least 12 to 15 seconds and look left, right, ahead and into mirrors. Peripheral vision becomes increasingly ineffective as your speed increases, and moving your eyes helps you see to the side. By moving your eyes, you get a "big picture" perspective of the traffic environment.
- Be aware of factors that might impact your driving ability, such as medications, fatigue, alcohol, weather conditions, and poor lighting or visibility. Avoid driving distracted.
- Slow down - people may not realize how long it takes for a truck to stop.
- Always be ready for the unexpected.
- Do not assume that you have been seen.
- Look behind you before you back up.

Know the 3-Foot Law:
Keep at least 3 feet between you and a bicyclist or pedestrian. If you can't give 3 feet, WAIT TO PASS. It is legal to cross the center line to pass a bicyclist or pedestrian if there is no oncoming traffic and it is safe to do so. The 3-foot law protects YOU - you never know what might cause someone to move into your lane suddenly.
Digital collateral

Download and share messages and graphics on social media, websites, or print pieces
BIKE SAFETY TIPS

WEAR A HELMET
IT COULD SAVE YOUR LIFE.

OBEY ALL SIGNS AND SIGNALS
LIKE STOPPING AT STOP SIGNS AND RED LIGHTS.

BE AS VISIBLE AS POSSIBLE
BY USING LIGHTS, MIRRORS AND REFLECTIVE CLOTHING.

RIDE IN THE DIRECTION
OF TRAFFIC
TO BE WHERE DRIVERS EXPECT YOU.

PAY ATTENTION
BY ALWAYS WATCHING AND LISTENING FOR CARS.

AVOID DISTRACTIONS
LIKE LISTENING TO MUSIC OR USING YOUR PHONE.
PEDESTRIAN SAFETY TIPS

WATCH FOR CARS
IN ALL DIRECTIONS: LEFT, RIGHT AND BACKING UP

AVOID DISTRACTIONS
LIKE USING YOUR PHONE, PARTICULARLY WHEN CROSSING STREETS.

ALWAYS WALK ON THE SIDEWALK
IF THERE IS NO SIDEWALK, WALK FACING TRAFFIC AND AS FAR FROM THE ROADWAY AS YOU CAN.

USE CROSSWALKS WHEN AVAILABLE
IF THERE IS NO CROSSWALK, PEDESTRIANS MUST YIELD TO TRAFFIC.

ENHANCE YOUR VISIBILITY
ESPECIALLY AT NIGHT BY WALKING IN WELL-LIT AREAS, USING A FLASHLIGHT OR WEARING REFLECTIVE CLOTHING.

CROSS THE STREET WHERE YOU HAVE THE BEST VIEW OF TRAFFIC
AT BUS STOPS, CROSS BEHIND THE BUS.
BE CAREFUL CROSSING MULTIPLE LANES OF TRAFFIC.
75% of crashes happen on weekdays.

Nearly 50% of all crashes happen between June and September.

4 PM - 6 PM, when most crashes happen on weekdays.

11 AM - 4 PM, most crashes happen on weekends.
Under CT state law, drivers must yield to pedestrians in marked and unmarked crosswalks.

Yield to people in crosswalks.
Be visible at night.

Same road. Same rules. Same rights.
WATCh FOR RUNNERS

Be safe, be seen.
Run with bright clothes, reflectors and lights.

WatchForMeCT.org

WATCh FOR KIDS

WATCh FOR ME - CT

Give bikes 3 feet.

WatchForMeCT.org
TWICE AS MANY KIDS ARE KILLED WHILE WALKING ON HALLOWEEN THAN ANY OTHER DAY OF THE YEAR

DRIVERS:
Watch for kids crossing mid-block.
Slow down and be especially alert.
Watch for kids trying to cross mid-block.
Keep phones down so you’re not distracted.

WatchForMeCT.org
Let us help you!

- Invite us to your local events
- Ask us to create an awareness event for your town
- Invite us to give a presentation
- Get technical assistance
- Use our digital collateral

Source: Insert Here
How to reach us

www.watchformeCT.org

On Facebook and Instagram as /WatchForMeCT

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