## Watch for Me CT:

Bicyclist and Pedestrian Safety Program

Amy Watkins, MPH
Connecticut Children's





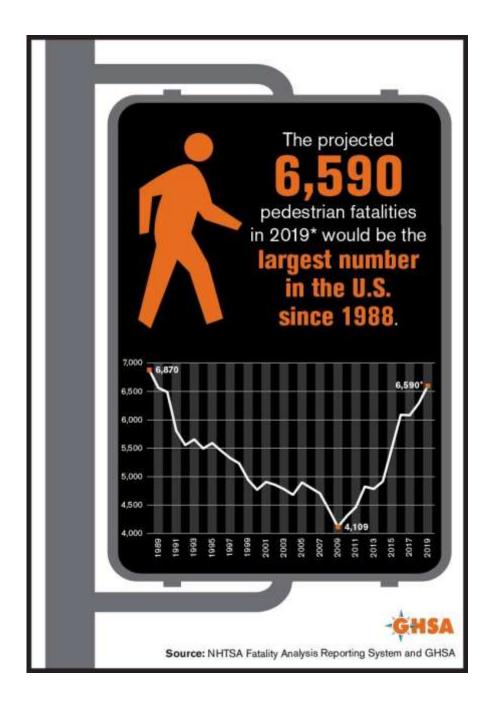
1

## The problem





# A national problem



A local 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.









# 2

Addressing the problem





## WHAT DRIVES YOU TO "SAFETY"







# GHSA 2018







## 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.





It is a statewide campaign to increase the overall visibility of pedestrian and bicyclist safety issues via:

- ➤ A media campaign including billboards, bus tails, radio, and other outlets
- Educational materials that increase awareness about safe behaviors and knowledge of laws for pedestrians, drivers, and bicyclists
- Engagement in community activities that drive attention to pedestrian and bicyclist safety
- Facilitation of idea sharing between organizations and communities

Source: Insert Here





# 3

## 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







#### WHEN YOU'RE DRIVING:

- Yield to people in crosswalks.
- Always look first for pedestrians and bicyclists before turning, backing up, and when driving at night.
- Pass bicyclists only when it is safe to do so and be sure to give them 3 feet of room.
- Be prepared for bicyclists to take the whole lane —it's their right if they need it.



#### WHEN YOU'RE WALKING

- Look for cars in all directions—including those turning left or right or backing up—before crossing the street or parking lot.
- Obey all pedestrian traffic signals.
- At night, walk in well-lit areas, carry a flashlight, or wear something reflective to be more visible.
- Cross the street where you have the best view of traffic. At bus stops, cross behind the bus or at the nearest crosswalk.
- Always walk on the sidewalk; if there is no sidewalk, walk facing traffic and as far from the roadway as you can.
- Don't cross distracted; put the phone down and unplug earphones when crossing.



#### WHEN YOU'RE BICYCLII

- . Wear a helmet, It could save your life.
- . Obey all traffic signals and stop at "Stop" signs and red lights.
- Ride in the direction of traffic and as far to the right as is safe.
- Use front and rear lights and reflectors at night and be as visible as possible.
- . Use hand signals to indicate when turning.



## ON GREEN, WATCH FOR PEOPLE CROSSING!

NEW SIGNAL OPERATION AT (STREET NAME) AND (STREET NAME)

An intersection near you is being upgraded to include concurrent pedestrian signals, which clarify to both drivers and pedestrians when pedestrians should cross reduce delays for everyone, and may help reduce the severity of pedestrian involved crashes.

#### WHAT ARE CONCURRENT PEDESTRIAN SIGNALS?

Pedestrians cross in the same direction and at the same time as parallel traffic, who have a green light.







DRIVERS: LOOK FOR THIS SIGN!
IT WILL LET YOU KNOW THAT
PEDESTRIANS MAY HAVE THE
WALK SIGN WHEN YOU HAVE A
GREEN LIGHT.

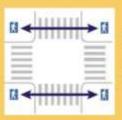
MOTORISTS MAY TURN LEFT OR RIGHT OVER THE CROSSWALK <u>AFTER YIELDING</u> TO PEDESTRIANS IN OR ENTERING THE CROSSWALK.

This means that turning cars must wait for pedestrian traffic before completing the turn.

SOME LOCATIONS MAY PROVIDE PEDESTRIANS WITH A FEW SECONDS HEAD START BEFORE THE LIGHT TURNS GREEN FOR MOTORISTS.

This establishes pedestrian presence in the crosswalk prior to providing the green ball for motorists. Pedestrians should watch for turning cars in case they are not yielding.

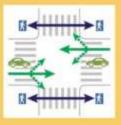
#### CONCURRENT WITH PEDESTRIAN HEAD START



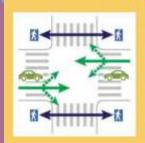
Phase 1: Pedestrians only Pedestrians are given a 3-7 second head start entering the intersection.

Phase 2: Pedestrians and motorists

Motorists are provided a green light. Turning traffic yields to pedestrians entering or in the crosswalk.



#### CONCURRENT WITHOUT PEDESTRIAN HEAD START



The walk signal for pedestrians typically begins at the same time as the green light for parallel traffic. Turning traffic yields to pedestrians entering or in the crosswalk.

Space for contact info, logos, etc.



## Roundabouts

#### Roundabouts are designed to make intersections safer and more efficient for drivers, pedestrians and cyclists.

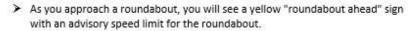
Roundabouts reduced injury crashes by 75 percent at intersections where stop signs or signals were previously used for traffic control.

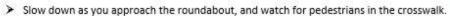
Studies have shown that roundabouts typically achieve:

- 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**





- 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

- Don't pull into a crosswalk when waiting to make a turn.
- · Yield to pedestrians when turning right if they have the "walk" crosswalk indicator.
- Stop well back so that drivers in the other lanes can 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.
- 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.
- Look left and right before entering an intersection to make sure that there are no 'late running' pedestrians.
- Be careful near bus stops or taxi stands passengers might suddenly decide to cross the road.
- 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 not 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.
- Yield to oncoming 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.
- Clean 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 can 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 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

- 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 oncoming cyclists when turning left at an intersection, just as you would for motorists.
- . Do not honk your horn, this could startle the cyclist and cause erratic behavior.
- Always check your blind spot for cyclists and be mindful of the "door zone."

#### 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!
- 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











































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

awatkins01@connecticutchildrens.org



