Bicycle and Pedestrian Safety Initiatives

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Game Plan

• Share the Road Public Education Campaign
• Bicycle Design
• Safe Routes to School
Campaign Need

• Existing materials were limited and outdated
• Needed a single source of information and messages
• Increase awareness of safe driving, biking and walking behaviors
Goals

• Promote safe driving, walking and biking behaviors

• Inform motorists of driving rules, including the safe passing distances and the Minnesota crosswalk law

• Reduce motor vehicle crashes involving bicyclists and pedestrians
Target Audiences

• Young male bicyclists and pedestrians
• Motorists (including heavy vehicle operators)
Process

• Collected, analyzed and summarized data
• Identified existing and emerging trends
• Created core group – partners and consultant
• Conducted meetings
• Developed messaging
Partners

• Department of Public Safety
• Department of Natural Resources
• Department of Health
• Bicycle Alliance of Minnesota
• St. Paul Smart Trips
• Transit for Livable Communities
• State Non-Motorized Transportation Advisory Committee
BICYCLE CRASH FACTS

CRASHES MOST COMMONLY OCCUR...

- **84%** at intersections in urban areas or larger populations
- **3-6 PM** between 3-6 PM
- **5,000+** during warm weather months

**50% BICYCLISTS AT FAULT**

BICYCLISTS ARE AT FAULT FOR ABOUT HALF OF CRASHES. MOTORISTS ARE AT FAULT FOR THE OTHER HALF.

PEDESTRIAN CRASH FACTS

CRASHES MOST COMMONLY HAPPEN:

- **35 or slower** speed limit
- **Intersections**

**50% MOTORISTS AT FAULT**

PEDESTRIANS ARE AT FAULT FOR ABOUT HALF OF CRASHES. MOTORISTS ARE AT FAULT FOR THE OTHER HALF.

IN 2012:

- **7 KILLED** on Minnesota roads
- **875 INJURED** on Minnesota roads

OVER HALF of all bicycle and commercial vehicle crashes are caused by:

- **BICYCLISTS NOT BEING VISIBLE**
- **Distracted Drivers / Riders**

PERSONS UNDER 25 YEARS OLD account for nearly 50% of cyclists injured.

IN 2011:

- **40 KILLED**
- **859 INJURED**

5% of all pedestrian crashes result in death. That's 10X deadlier compared to one out of every 25 traffic crashes that result in death.

Persons under 25 years old account for 40% of pedestrian fatalities. Males account for 73% of pedestrian fatalities. 1/3 of pedestrians killed that were tested had high alcohol content in their bloodstream.
Brochures

BICYCLE SAFETY IS A TWO-WAY STREET

Bicyclists and motorists are equally responsible for bicycle safety. Follow the law and these safety guidelines:

**MOTORISTS**
- Bicyclists may ride on all Minnesota roads, except where restricted
  - Slow down and remain at least 3 feet of clearance when passing bicyclists
  - Yield to bicyclists when turning, especially when making right-hand turns
- Allow extra time for bicyclists crossing intersections
- Always check for bicyclists before opening car doors
- Look for bicyclists when backing vehicles
- Children on bicycles are often unpredictable

**Avoid distractions and be respectful**
- Stay alert and avoid distractions while driving
- Slow down if aggressive behavior towards bicyclists

**BICYCLISTS**
- Ride predictably and responsibly
  - Stay in traffic controls, signs and signals
  - Ride in the same direction as traffic and maintain a straight course
- Avoid turning in and out of areas of high pedestrian activity

**Avoid distractions and be respectful**
- Make yourself visible and be safe
  - Wear high-visibility clothing, preferably with reflective material
  - Use headlights, tail lights and rear reflectors
- Wear a helmet and keep your bike in good repair
- Avoid riding on sidewalks, except at intersections, when and where allowed

**MOTORISTS CAUSE CRASHES**
- Failure to yield right-of-way
- Driver inattention/distraction
- Vision obscured

**CYCLISTS CAUSE CRASHES**
- Failure to yield right-of-way
- Inattention/distraction
- Drunk/drunken traffic control devices
- Improper and improper lane use

To learn more about bicycle safety in Minnesota, visit www.sharetheroadmn.org

PEDESTRIAN SAFETY IS A TWO-WAY STREET

Pedestrians and motorists are equally responsible for pedestrian safety. Follow the law and these safety guidelines:

**MOTORISTS**
- Slow for pedestrians at crosswalks
  - Avoid turning in and out of areas where pedestrians are crossing
- Look for pedestrians before backing vehicles
- Avoid distractions and be respectful
- Make yourself visible and be safe

**Avoid distracted and aggressive driving**
- Use headlights, taillights and rear reflectors
- Wear a helmet and keep your bike in good repair
- Avoid riding on sidewalks, except at intersections, when and where allowed

**PEDESTRIANS**
- Look before you cross
  - Make sure no vehicles or pedestrians are about to enter the roadway
  - Use hands-free devices

**Avoid dangerous and distracted behaviors**
- Cross streets at marked crosswalks or intersections
- Never cross streets while drinking

- Always walk on the sidewalk, wearing a visible, light-colored garment, and using a bicycle helmet when possible.
**Pocket Card**

**BICYCLE SAFETY IS A TWO-WAY STREET.**

**MOTORISTS**
- Bicyclists may ride on all Minnesota roads, except where prohibited
- Slow down and maintain at least 3 feet of clearance when passing bicyclists
- Yield to bicyclists when turning, especially when making right hand turns & when entering intersections
- Avoid distractions and be respectful
  
  www.sharetheroadmn.org

**PEDESTRIAN SAFETY IS A TWO-WAY STREET.**

**PEDESTRIANS**
- Make eye contact with drivers before crossing the street
- Clearly show you intend to cross
- Remove headphones and stay off cell phones while crossing
  
  www.sharetheroadmn.org

**BICYCLE SAFETY IS A TWO-WAY STREET.**

**BICYCLISTS**
- Bicyclists may ride on all Minnesota roads, except where prohibited
- Ride predictably and responsibly
- Obey all traffic controls, signs and signals
- Be respectful and show motorists the same courtesy that you expect from them
- Make yourself visible and be safe
  
  www.sharetheroadmn.org

**PEDESTRIAN SAFETY IS A TWO-WAY STREET.**

**MOTORISTS**
- Remember that EVERY corner is a crosswalk – stop for crossing pedestrians
- Scan the road for pedestrians, especially before turning
- Never pass a vehicle stopped for pedestrians
  
  www.sharetheroadmn.org
always
CHECK FOR
CYCLISTS when TURNING.

Remember, bicycle safety is a two-way street.

FOR MORE INFORMATION ON HOW TO KEEP CYCLISTS SAFE, VISIT sharetheroadmn.org

CYCLISTS, OBEY all TRAFFIC SIGNS

Remember, bicycle safety is a two-way street.

FOR MORE INFORMATION ON HOW TO KEEP CYCLISTS SAFE, VISIT sharetheroadmn.org

BE VISIBLE use REFLECTORS and WEAR BRIGHT CLOTHING.

Remember, bicycle safety is a two-way street.

FOR MORE INFORMATION ON HOW TO KEEP CYCLISTS SAFE, VISIT sharetheroadmn.org

MAINTAIN at least a 3FT DISTANCE when PASSING.

Remember, bicycle safety is a two-way street.

FOR MORE INFORMATION ON HOW TO KEEP CYCLISTS SAFE, VISIT sharetheroadmn.org
Hey, Drivers...
EVERY CORNER IS A CROSSWALK. Yep... every single one.

Even those without painted lines, signs or stop lights.

Hey, Runners...
CROSSING? MAKE EYE CONTACT WITH THE DRIVER.

Be clear of your intentions to cross.

Hey, Speedracer...
THIS ISN'T NASCAR. LOOK FOR PEDESTRIANS BEFORE TURNING CORNERS.

Hey, Walkers...
DISTRACTED WALKING IS DANGEROUS WALKING.

Remember, pedestrian safety is a two-way street.
Bus Wraps, Billboards and Bathroom Ads

Hey, Drivers... STOP FOR PEDESTRIANS AT EVERY CORNER.

sharetheroadmn.org

Hey, Walkers...

TOMORROW YOU MAY FEEL LIKE A TRUCK HIT YOU. TONIGHT, MAKE SURE ONE DOESN'T.

Cross only at corners and obey traffic signals.

Remember, pedestrian safety is a two-way street.

sharetheroadmn.org
Crosswalk Events
Radio and Social Media

We are concentrating on pedestrian safety this month, and we kicked off our efforts with an event on Sept. 25 in five cities. Here's the video of the kick off.

Share The Road Event
Share the Road Next Steps

- Law enforcement outreach
- Driver Education curriculum
- Grassroots efforts
- Bicycle drivers manual
Bicycle Manual Rewrite

- AASHTO manual limited
- Include newest bike treatments
- Encourage flexibility in design
- To be completed early 2016
Separated Bike Lanes
RRFB
RRFB

- Why so effective?
  - Rapid flashing sequence
  - Brighter lights
  - Ability to aim the LEDs
- Warns drivers of pedestrian presence
- Increased yielding from 18% to 81%
- Does not lose effectiveness – over 2 years effectiveness still over 80%
- Can go overhead for multilane roads, but no studies on effectiveness
Pedestrian Hybrid Beacon

- Creates a legal requirement to stop
  - APS
  - Countdown pedestrian signals
- Can be coordinated
- Better mid-block but can be used at intersections
- Pedestrian activated
- Addresses multiple threat crashes, can be used where signal warrants aren’t met
Pedestrian Hybrid Beacon at 12th Ave in St. Cloud EB
What Drivers See:
- Dark
- Flashing
- Steady
- Alternating (like RxBR)
- Dark

What Pedestrians See:
- Push the button
- Pedestrian icon
- Start Crossing
- Flashing
- Continue Crossing
- Pedestrian icon
• 95 percent compliance rate
• 29 percent reduction in total crashes
• 69 percent reduction in pedestrian crashes
• Installed mid-block or at least 100 ft from intersection
• No cross street indications
Contacts

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www.sharetheroadmn.org
What is SRTS?

1. Engineering
2. Education
3. Encouragement
4. Enforcement
5. Evaluation
BENEFITS

- Increased Physical Activity
- Increased Academic Performance
- Decreased Air Pollution
- Reduced Congestion Around Schools
- Can Lead to Cost Savings for Schools (reduced need for hazard busing)
- May Increase Children’s Sense of Freedom and Autonomy
- Helps Establish Lifetime Habits
- A Chance to Learn New Skills
- Community Building
MnDOT SRTS History

- Federal funding began in 2005 with SAFETEA-LU
- MN state program created by legislature in 2012
- SFY 2015- $1 million in state funds for infrastructure grants
SRTS in 2015

- Strategic planning with more than 40 organizations
- Statewide programs and grants
- 5-year strategic plan

Strategic Focus Area #1: Increasing Visibility
Strategic Focus Area #2: Supporting Local Efforts
Strategic Focus Area #3: Sustaining Coordination
Strategic Focus Area #4: Developing Policy
Safe Routes to School Statewide Programs
Walk! Bike! Fun! Bicycle and Pedestrian Safety Curriculum

- Ped safety skills (K-3), bike safety skills (4-6)
- BikeMN teacher trainings 2013-2015
  - Teachers
  - Community Education
  - School Resource Officers/Local Police
- Meets MN curriculum standards
Lessons

- Walking
  - Traffic safety
  - Crossing streets, intersections
  - Group walk

- Biking
  - Safety, helmets, quick checks, fixing flats
  - Starting and stopping
  - Drive my bike
  - Riding on the road
  - Group bike ride
Results

**USAGE**

- After school bike clubs
- Bus safety week
- Field trips
- Health, PE, science classes
- Community Ed programs

**JANUARY 2015 EVALUATION**

- “Several kids were not able to ride bikes, but all but one were riding their bike by the end of the unit”
- -MN 5th grade PE teacher in rural school district
**MnSRTS Resources**

- Minnesota not MnDOT
  - BikeMN, BCBS MN, MDH
- Highlights:
  - 5e’s resources
  - Toolkit & branded materials
  - Success stories
  - Partner information
  - SRTS Network archive
  - Request presentations
  - Training
  - SRTS social media
Tip Sheets, Calendar, Crossing Guard Reference, Funding

**TIPSHEET**

**WALKING SCHOOL BUS**

**WHAT IS A WALKING SCHOOL BUS?**
A walking school bus is an organized or ad hoc group of students with adult leaders that walk to and from school together. Walking school buses can be a great way for busy parents, who cannot always walk with their children, to feel comfortable with their children walking to school, and it helps to address safety concerns along the route. Students benefit from being active before and after school, and improving their safety walking skills.

**How do I set up a Walking School Bus?**
First decide what kind of walking school bus fits your community. Walking school buses can be simple or elaborate. Here are some different examples:

- Families in a neighborhood meet up once a week to walk to school together.
- Adult walking leaders meet at predetermined spots to pick up students on routes to school.
- Families meet at designated location (like the library, church, grocery store, etc.) and walk together to school.
- Trained adult volunteers stop at each participating student’s home to “pick them up” along an established route to school.
- Adult leaders “return” the walking school bus along its route. Each adult needs at least a portion of the walk, then hands off to the next adult at a prearranged location.
- Local law enforcement officers lead walking school buses targeting chronic tardy or absent students.

**Pick a safe route:**
- Choose a route with sidewalks or well-established paths that are wide enough for 2 or 3 students to walk easily and with enough lighting for early morning travel.
- Minimize street crossings. Avoid buses, high-speed, or multi-lane roads.
- Avoid routes with potential problems like busy roads, missing sidewalk connections, bad lighting, vacant buildings, or criminal activity.

**MN SRRTS | BICYCLE TRAINING**
phone: 800.123.4567 | www.domainname.org

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**TIPSHEET**

**MODEL POLICIES**

**WHY WRITE POLICIES?** Written policies help SRTS programs evolve into more permanent changes. Policies may also lead to more support for programs and more funding opportunities. Strong policies build the foundations for sustainable SRTS programs to last throughout the future.

**INSTRUCTIONS**
- See the model policies below and customize them for your school, school district, agency, municipality, or department.

**EDUCATION**

**DISCOVERY**

**INTERMEDIATE**

**Safety Education**
Our school requires a comprehensive education curriculum with a focus on traffic safety education and active transportation skills. The curriculum includes:
- Implementing the Minnesota Walk! Bike! Fuel Pedestrian and Bicycle Curriculum for all students age 5-12
- Conducting pedestrian safety workshops for all students in grades K-2nd
- Hosting bicycle skills and safety workshops for all students in 5th grade
- Gathering “how to use public transit” classes in 6th grade
- Promoting safe driving skills to 10th graders, with an emphasis on avoiding injuries to pedestrians and bicyclists

**Local Education Success:** The Arrowhead Regional Development Commission (ARDC) implemented the Walk to School program in 2007. 3rd grade students throughout northeastern Minnesota received 30-45 minutes of in-class instruction on bicycle safety, as well as receive a helmet at no charge. Rewards are then given to students who save their helmets.

**MN SRRTS | MODEL POLICIES**
phone: 800.123.4567 | www.domainname.org
GETTING STARTED
What Your Community Can Do To Get Started with SRTS

- Start or join a SRTS Team
  - Kanabec County Safe Roads Coalition

- Consider Walk! Bike! Fun! training or use in school or community programs

- Connect with local resources- SHIP Coordinators, Regional Development Commissions, local organizations

- Consider a SRTS plan or planning process

- Coming Soon! Minnesota Safe Routes to School Resource Center
SRTS Solicitations Preview

- Biennium state funding announced

2015-2016 Solicitations:
- Mini-grants (2016)
- Bike Fleets (2016)
- Planning assistance grants (fall 2015)
- Infrastructure funding (fall 2015)
Thank You!

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http://www.dot.state.mn.us/saferoutes/index.html