

Pedestrian Priorities

- Legislative and Communications Committee
 - October 16 Presentation
- Feedback Received
 - Highlight local funding secured on OCTA website
 - OCTA to provide best practices support to cities
 - OCTA to help cities strategize and pursue funding for active transportation projects

Pedestrian Safety Workshop

- Date/Location:
 - January 22, 5 p.m., OCTA Orange Office
- Target Audience
 - Members of public and advocacy organization representatives
- Topics Covered
 - Input on Education, Engineering, Enforcement
 - Opportunity for public feedback to guide OCTA

Pedestrian Safety: 3 E's Approach

- Engineering
 - December 10 Presentation to Technical Advisory Committee
- Enforcement
 - January 7 Presentation to Police Chiefs Roundtable
- Education
 - OCTA Marketing Campaign

General Pedestrian Principles

1. Pedestrians want and need to cross streets safely
2. Drivers need to understand pedestrians' intent
3. Keep crossings short
4. Speed Matters
5. Pedestrians will cross where it's convenient

Effective design makes use of these principles

Principle # 1



Pedestrians want and need to cross the street safely

Principle # 2



Depoe Bay OR



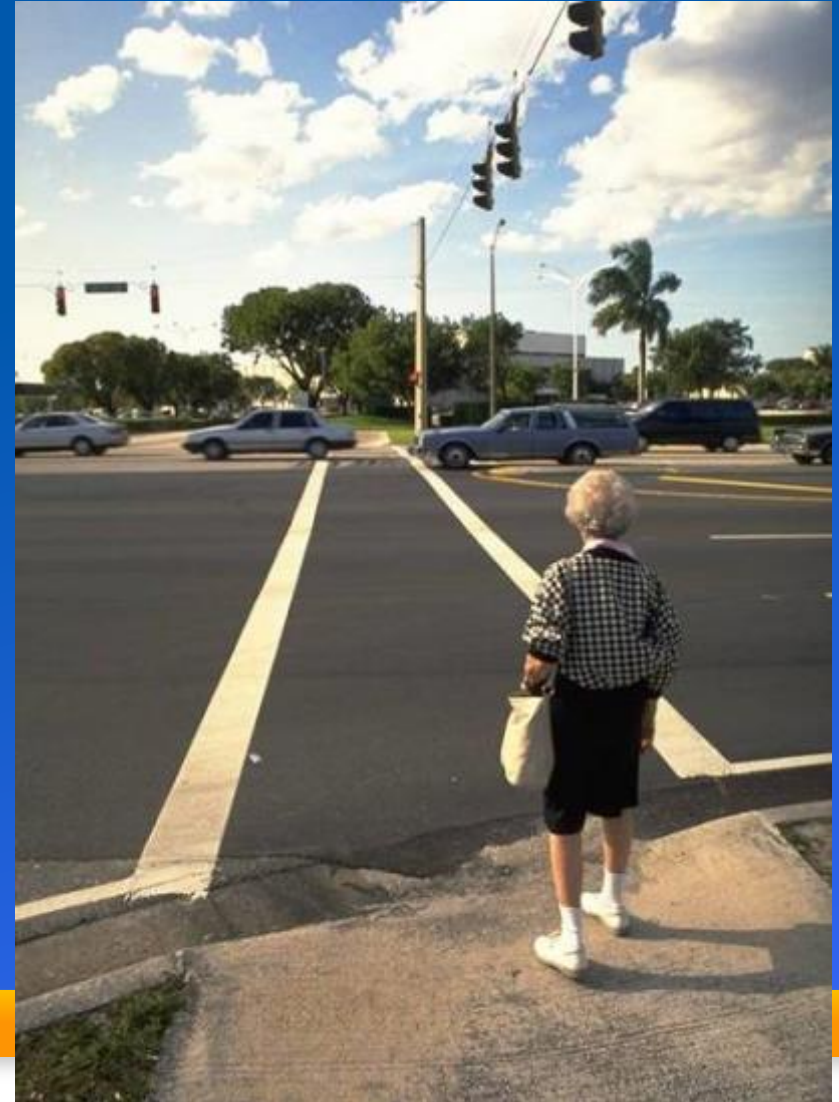
Drivers need to understand pedestrians' intent

Principle # 3

Keep Crossings Short

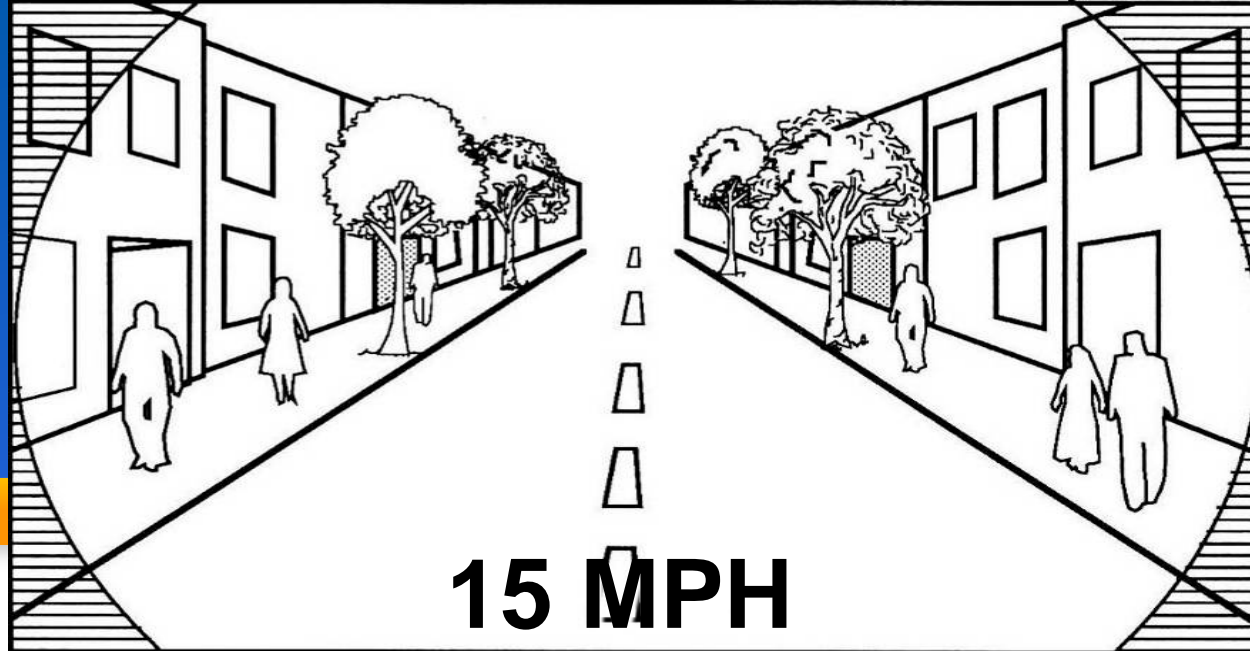
Impacts of long crossing distance:

- Increases exposure time
- Increases vehicle-pedestrian conflict
- Increases vehicle delay
- Decreases ability of slower pedestrians to cross

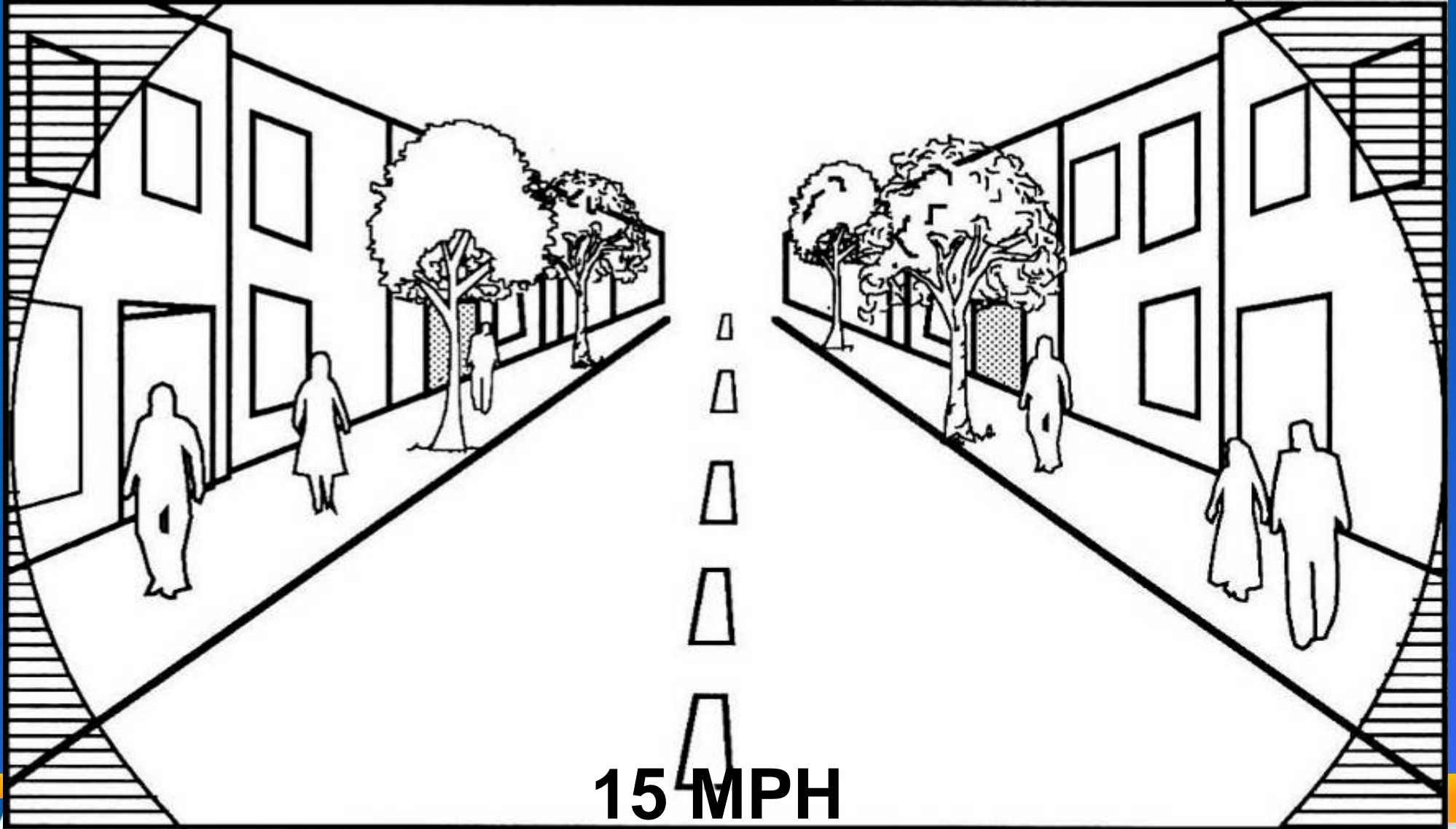


Principle #4: Speed Matters

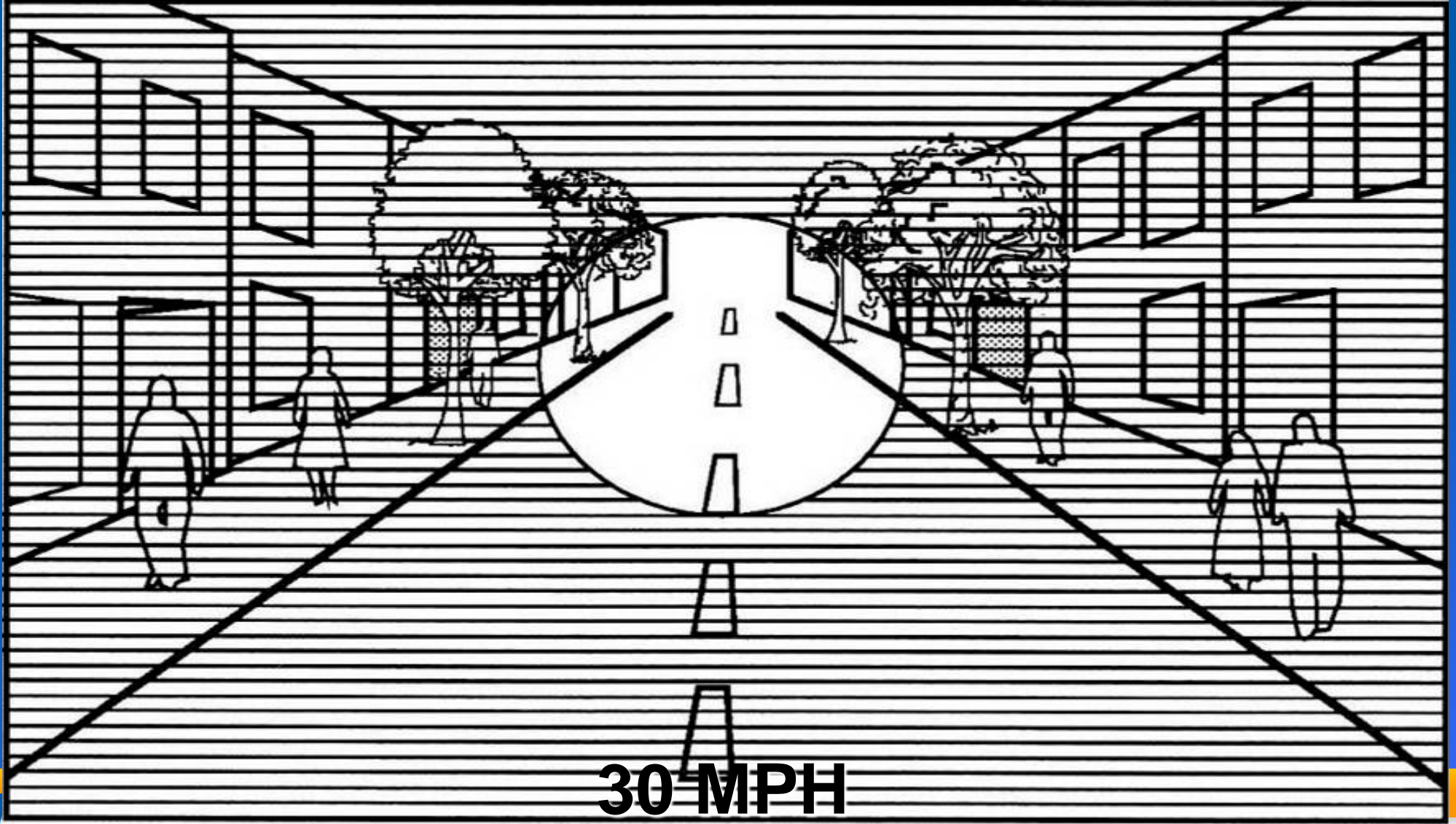
- Drivers' field of vision and ability to see pedestrians
- Drivers' ability to react and avoid a crash
- Crash Severity



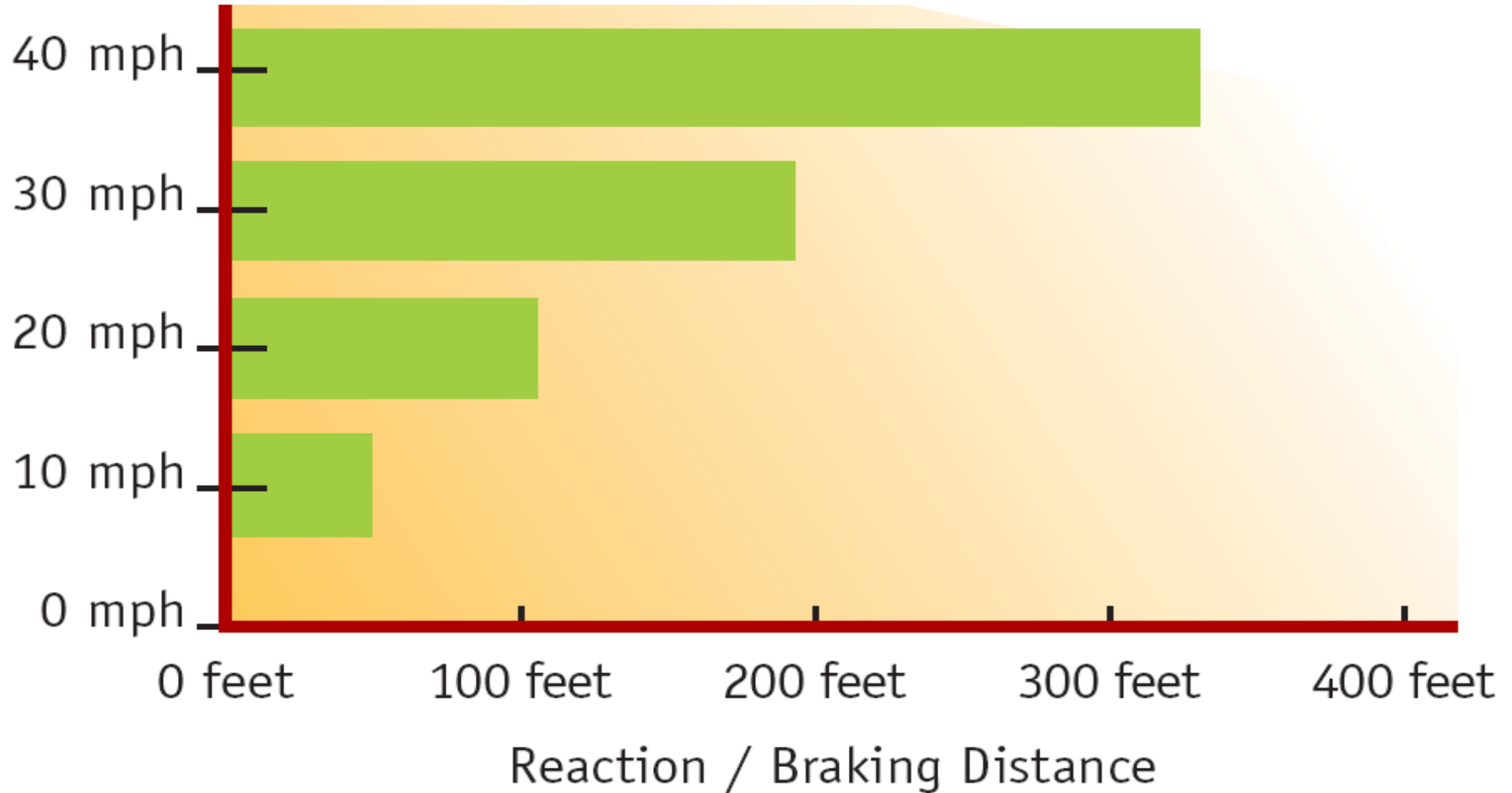
As speed increases, driver focuses less on surroundings



As speed increases, driver focuses less on surroundings

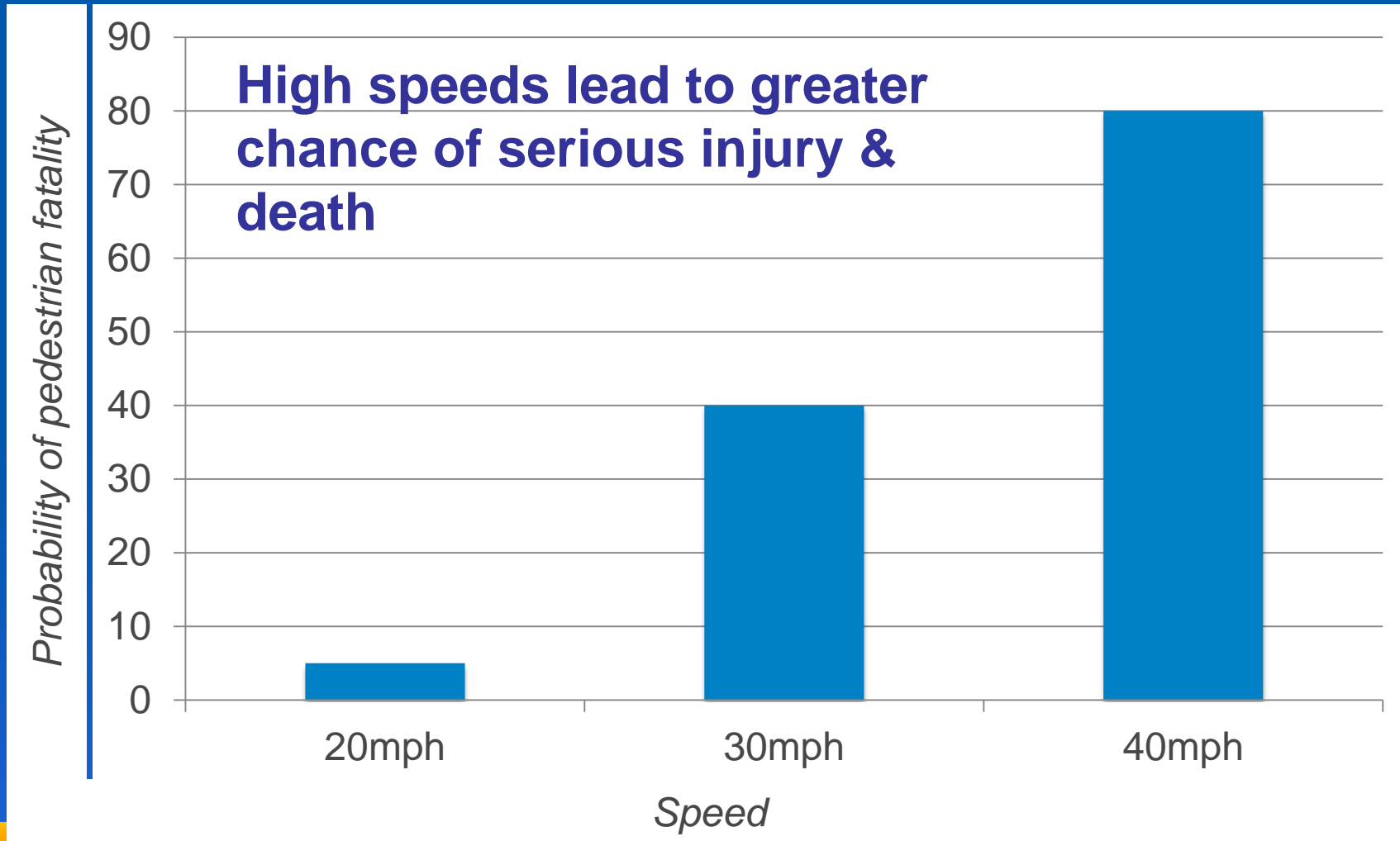


Speed Affects Crash Avoidance



High speeds equate to greater reaction and stopping distance

Speed Affects Crash Severity



W.A. Leaf and D.F. Preusser, "Literature Review on Vehicle Travel Speeds and Pedestrian Injuries Among Selected Racial/Ethnic Groups," US Department of Transportation, National Highway Traffic Safety Administration (1999).



Joseph OR



Traffic-calming methods
such as curb extensions help slow traffic

Principle # 5

Pedestrians will cross where it's most convenient



Salem OR

Stakeholders in Implementation

- Engineering
 - Local Jurisdictions, OCTA, Public
- Enforcement
 - Local Law Enforcement, State Legislature
- Education
 - OCTA, Local Jurisdictions, Schools, Community Organizations

Bicycle Safety Campaign Background

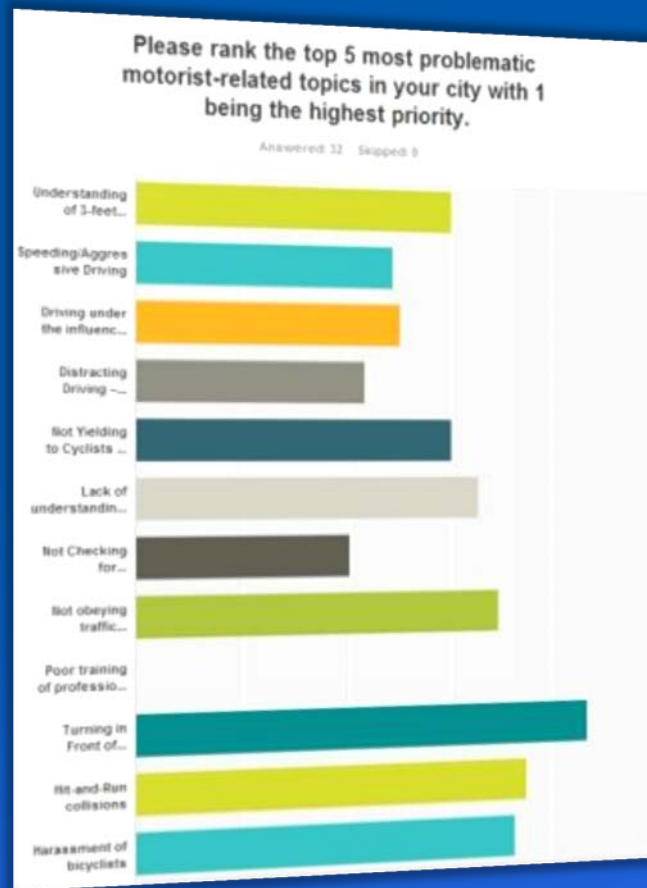
- Bike Smart. Bike Safe.



- Three Feet for Safety Act



Active Transportation Survey



Top Topics – Bicycle

Survey Results (highest responses shown) -

1. Wrong way riding (riding against traffic)
2. Not obeying traffic law/signs
3. Understanding the rules of the road
4. Riding visibly and predictably
5. Bicyclist riding on sidewalks

Top Topics – Pedestrian

Survey Results (highest responses shown) -

1. Distracted walking and lack of awareness of bicyclists/vehicles
2. Not obeying street traffic controls and signs
3. Jaywalking
4. Use of crosswalk and crossing mid-block
5. Understanding laws and safety

Top Topics – Motorists

Survey Results (highest responses shown) -

1. Distracted driving
2. Lack of understanding bicycle and pedestrian rights and laws
3. Speeding and aggressive driving
4. Not obeying traffic signs/laws
5. Not yielding to bicyclists and pedestrians

Safety Marketing Campaign

Promotion Tactics

- Cable TV, radio, online media buys
- Printed materials
- Bus wraps
- Outreach events
- Websites, emails blasts, social media posts
- Videos
- partnerships

2014 Bike Month

2014 OCTA-Hosted Events

- Huntington Beach Bike Festival
- Bike to Work Week
- Angels Game Day Ride
- OCTA Bike Rally
- Bike Safety Camp

Some Additional Community Events

- Santa Ana Bike Rally
- Ride of Silence

2015 Bike Month

Possible Bike Month Events 2015

- Huntington Beach Bike Festival (April)
- Bike to Work Week
- Angels Game Day Ride and/or Other Group Ride
- OCTA Bike Rally
- Family/Child Safety Course
- “Pop Up” event

Input Requested

Please provide input on the following:

- Verify top issues are covered for bike/pedestrian/motorist audiences
- Thoughts on campaign approach (funny, serious, print, digital, interactive, etc...)
- Additional promotional methods for safety campaign
- 2015 Bike Month Event Ideas/Concepts

Questions, Comments & Feedback

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ARTIC Grand Opening Recap

