





#### **Pedestrian Action Plan**



# **Multi-Faceted Approach**

### Engineering

Input from OCTA TAC on December 10, 2014

#### Education

 Input from OCTA Citizens Advisory Committee Bicycle/Pedestrian Subcommittee on December 16, 2014

#### Enforcement

 Input from Orange County Police Chief's Roundtable on January 7, 2015

# Pedestrian Safety Workshop

#### January 26, 2015

- 70 Attendees Including Chair Lalloway,
  Directors Pulido and Murray
- Presentation by Pedestrian Safety Expert
- Display Boards, Verbal, and Written Comments Received



#### **OCTA Efforts**

#### Ongoing Pedestrian Safety Efforts

- OCTA Safety Campaign
- Educational Webinars
- SCAG Safety Campaign Collaboration
- GIS Sidewalk Inventory Study
- Funding Support
- Hit-and-Run Legislation

# OCTA Efforts (continued)

#### Recommended Pedestrian Safety Efforts

- Pedestrian Safety Training
- Active Transportation Project Checklist
- Focus Area Implementation
- Vulnerable User Campaign
- Traffic School Diversion Legislation



# OCTA Efforts (continued)

#### Recommended Pedestrian Safety Efforts

- Promote Best Practices
- "Be Seen" Promotion
- Pedestrian Prioritization Study
- Pedestrian Safety Task Force





### Public Outreach Goals

Raise awareness of pedestrian safety measures

Reach target audiences

Incorporate suggestions from pedestrian safety workshop, TAC and sub committee

## Audiences and Tactics

#### Audiences:

- Drivers
- Students
- Seniors
- General public

#### Tactics:

- Radio public service announcements (multiple languages)
- Print materials
- Targeted outreach
- Partnerships
- Bus advertising
- Online communications



### Bus Ads – Exterior and Interior

Distracted driving causes pedestrian fatalities.

DRIVE RESPONSIBLY!

Learn more at BeRoadSmart.net







TEST YOUR STREET SMARTS

It is safe to cross the street anywhere that is easy for you

True or False

Answer more questions for a chance to win a 30-Day Bus Pass at BeRoadSmart.net









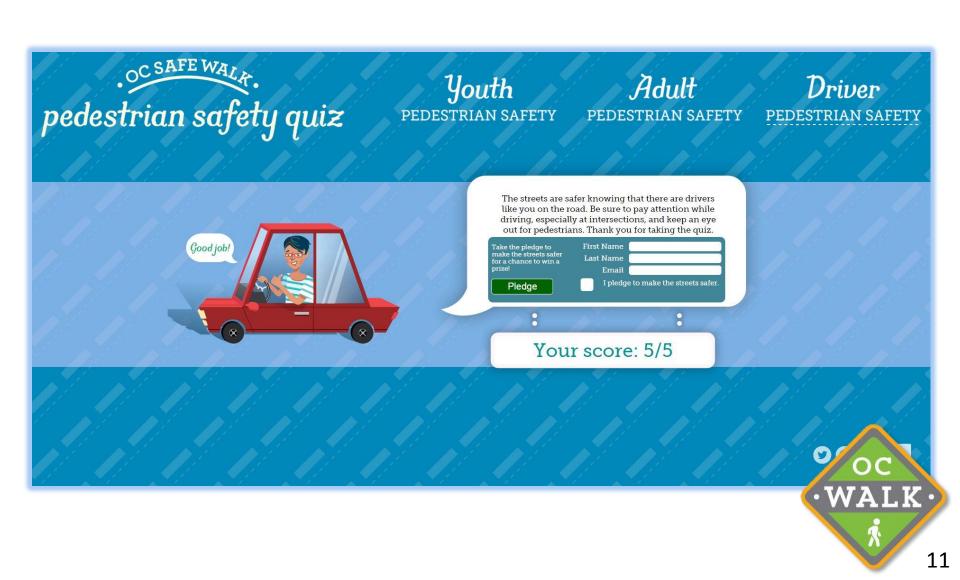
# Online Quiz



Fun, Interactive

Easy to share via social media

# Quiz functionality



# Summary

# Launch - Implementation

Radio: 30-day run

April 13 – May 13

Print - ongoing

Online quiz - ongoing

Outreach – ongoing

Bus ads - ongoing