



# PEDESTRIAN SAFETY EDUCATION

Citizens Advisory Committee –  
Bicycle and Pedestrian Subcommittee  
March 17, 2015  
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# TARGET AUDIENCES

- Non-English speakers
- “Vulnerable Road Users” – Youth, Seniors
- OCTA Bus Riders
- General Public - Drivers

## RADIO PSA

- 4 week run
- Peak drive-time hours
- Spanish, various Asian languages, English

# PRINT MATERIALS

- **Youth Brochure**
  - Simple
  - Educational
  - “Gamification”
  
- **Senior Brochure**
  - Simple
  - Informative
  - Graphic - oriented

➤ Both brochures will be incorporated to our Outreach team’s presentations at schools, senior centers and community centers

# BUS ADVERTISING

- **Exterior**
  - For Drivers
    - Street side of the bus
  
  - For Pedestrians
    - Curb side of the bus
  
- **Interior**
  - For Pedestrians
    - Simple quiz questions
    - Captive audience, encouraged to finish quiz online

# EXTERIOR BUS ADS

**Distracted driving causes  
pedestrian fatalities.**

***DRIVE RESPONSIBLY!***

Learn more at [BeRoadSmart.net](http://BeRoadSmart.net)

Be Seen.  
Be Alert.  
Be Safe.



**7 out of 10 pedestrian fatalities  
occur outside of crosswalks.**

***USE THE CROSSWALK!***

Learn more at [BeRoadSmart.net](http://BeRoadSmart.net)

Be Seen.  
Be Alert.  
Be Safe.



# INTERIOR BUS ADS

TEST YOUR STREET SMARTS

## Cars will always stop for a pedestrian in the crosswalk

True or **False**

Answer more questions for a chance to win a 30-Day Bus Pass at [BeRoadSmart.net](http://BeRoadSmart.net)

Be Seen.  
Be Alert.  
Be Safe.



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](http://BeRoadSmart.net)

Be Seen.  
Be Alert.  
Be Safe.



# ONLINE QUIZ

- Interactive
- Adds “gamification” to education
- Easy to share via social media
- We’re able to collect email addresses
- Different quizzes for youth, adults and drivers
- BeRoadSmart.net

# ONLINE QUIZ



# ONLINE QUIZ

The image shows a screenshot of an online quiz interface for "OCTA Safe Walk Pedestrian Safety Quiz". The interface has a red background with a white path leading forward. At the top, the title "OCTA SAFE WALK pedestrian safety quiz" is displayed. Below the title, there are three tabs: "Youth PEDESTRIAN SAFETY", "Adult PEDESTRIAN SAFETY", and "Driver PEDESTRIAN SAFETY". On the left, a cartoon boy with his arms raised is shown next to a speech bubble containing an exclamation mark. In the center, a white speech bubble contains the question "1. A pedestrian is:" followed by four multiple-choice options: "a. A person that is walking" (checked), "b. Anyone you don't know", "c. A person that is running", and "d. A person that is driving". To the right of the options is a "NEXT" button with a right-pointing arrow. Below the question box, a green-bordered box displays "CORRECT!". At the bottom, a progress bar shows 10 numbered circles, with the first circle (1) highlighted. The OCTA logo is in the bottom right corner.

OCTA SAFE WALK  
pedestrian safety quiz

Youth  
PEDESTRIAN SAFETY

Adult  
PEDESTRIAN SAFETY

Driver  
PEDESTRIAN SAFETY

1. A pedestrian is:

- a. A person that is walking
- b. Anyone you don't know
- c. A person that is running
- d. A person that is driving

NEXT

CORRECT!

1 2 3 4 5 6 7 8 9 10

OCTA

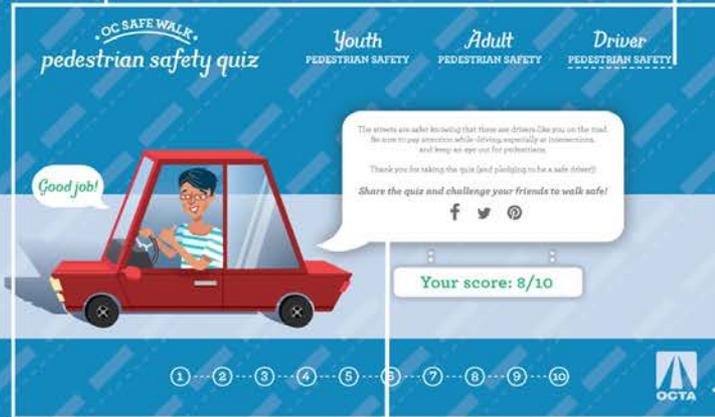
# ONLINE QUIZ

The image shows a screenshot of an online quiz titled "OCTA SAFE WALK pedestrian safety quiz". The quiz is divided into three sections: "Youth PEDESTRIAN SAFETY", "Adult PEDESTRIAN SAFETY", and "Driver PEDESTRIAN SAFETY". The "Adult" section is currently active. On the left, a cartoon illustration of a woman with red hair, wearing a blue polka-dot dress and red shoes, looks distressed with her hand to her forehead. A speech bubble with a red "X" is next to her. In the center, a white speech bubble contains the question: "4. While crossing the street, you should:". Below the question are four multiple-choice options: a. Always pay attention to traffic (marked with a red X), b. Try to make eye contact with the driver, c. Run as fast as you can across the street, and d. Both A and B (marked with a checkmark). To the right of the options is a "NEXT" button with a right-pointing arrow. Below the question and options, a red-bordered box contains the word "WRONG!". At the bottom, a progress bar shows 10 numbered circles, with the 4th circle highlighted. The OCTA logo is in the bottom right corner of the quiz interface.

# ONLINE QUIZ

break point 1024x600

underlined



links to octa.net

font archer pro bold  
correct: green 33AA77  
wrong: red FF0022

tilled pattern  
background color: 0088BB