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

Drivers need to understand pedestrians’ intent

Depoe Bay OR
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
High speeds equate to greater reaction and stopping distance.
High speeds lead to greater chance of serious injury & death

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

Please rank the top 5 most problematic motorist-related topics in your city with 1 being the highest priority.

- Understanding of 3-feet
- Speeding/Aggressive Driving
- Driving under the influence
- Distracting Driving
- Not Yielding to Cyclists
- Lack of understanding
- Not Checking for...
- Not obeying traffic
- Poor training of professionals
- Turning in front of...
- Ill and drunk collisions
- Harassment of cyclists

Answered 52, Skipped 0

Please rank the top 5 most problematic bicycle-related topics in your city with 1 being the highest priority.

- Wrong Way Riding
- Bicyclists Riding on... In
- Understanding Rules of the Road
- Riding Visibility & Predictability
- Riding Without Lights at Night
- Riding under the influence
- Not obeying traffic
- Use of helmets and proper
- Bicyclists Not Yielding to...
- Distracted Bicycling
- Knowledge of White lines...
- Bicyclists Riding in the... Lane
- Group bicyclists...

Answered 52, Skipped 0
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