



# 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](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



Fun, Interactive

Easy to share via social media



# Quiz functionality

*OC SAFE WALK*  
*pedestrian safety quiz*

*Youth*  
PEDESTRIAN SAFETY

*Adult*  
PEDESTRIAN SAFETY

*Driver*  
PEDESTRIAN SAFETY

*Good job!*



The streets are safer knowing that there are drivers like you on the road. Be sure to pay attention while driving, especially at intersections, and keep an eye out for pedestrians. Thank you for taking the quiz.

Take the pledge to make the streets safer for a chance to win a prize!

First Name

Last Name

Email

I pledge to make the streets safer.

**Pledge**

Your score: 5/5



# Summary

## Launch - Implementation

Radio: 30-day run  
April 13 – May 13

Print - ongoing

Online quiz -  
ongoing

Outreach –  
ongoing

Bus ads -  
ongoing