



Arizona Department of Transportation

Office of the Director

206 South Seventeenth Avenue Phoenix, Arizona 85007-3213

Janet Napolitano
Governor

Victor M. Mendez
Director

David P. Jankofsky
Deputy Director

March 29, 2006

Ms. Patricia Arteaga
Governor's Office of Highway Safety
Transmitted via email to: parteaga@azgohs.gov

Re: Governor's Office of Highway Safety, FY 2007 Highway Safety Funding Proposal

Dear Ms. Arteaga:

The Arizona Department of Transportation (ADOT) Bicycle and Pedestrian Program has been working diligently since 2002 on the development and implementation of the Statewide Bicycle and Pedestrian Plan. Information on the ADOT Bicycle and Pedestrian Plan and Program can be viewed at www.azbikeped.org. Phase I and Phase II are complete. ADOT is currently working on the third phase of the Plan, which includes an Education component that focuses on the 3 E's: Engineering, Education, and Enforcement.

In continued support of the ADOT Bicycle and Pedestrian Program and Plan, ADOT is pleased to submit three funding proposals to the Governor's Office of Highway Safety for a Fiscal Year 2007 Reimbursable Grant. The three proposals are:

- Bicycle & Pedestrian Engineering Design: Conduct a series of Bicycle and Pedestrian Facility Design Workshops throughout the state for local, county, tribal land and state engineers and planners so that they are better able to design safe facilities.
- Bicycle & Pedestrian Public Safety Education: Develop a public education campaign to increase the safety awareness of motorists, pedestrians, and bicyclists on Arizona roadways.
- Bicycle, Pedestrian, & Motorist Enforcement: Develop training materials and curriculum to increase awareness among police officers of bicycle and pedestrian safety laws, regulations, and practices so that they are better able to enforce them.



2001 Award Recipient

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As you are aware, cyclists have the very same rights, *and responsibilities*, as motorists. The use of Education, Enforcement and Engineering to provide an increased understanding by cyclists, pedestrians, motorists and public safety of these rights and responsibilities will result in improved safety of all users of Arizona's highways including those in local jurisdictions, on state highways, and on Tribal Lands.

We appreciate your consideration of these proposals.

Sincerely,



Victor M. Mendez

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PROPOSAL SUMMARY SHEET

<u>FOR GOHS USE ONLY</u>		<u>PROPOSAL NUMBER 2007 - _____</u>	
AGENCY: Arizona Department of Transportation			
AGENCY CEO: Victor Mendez			
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CITY: Phoenix	COUNTY: Maricopa	ZIP: 85007	
AGENCY TELEPHONE NUMBER: (602) 712-7227		FAX: 602-712-256-6941	
PLEASE INDICATE WHO WILL SERVE AS PROJECT DIRECTOR: Dale Buskirk			
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<i>SYNOPSIS OF PROPOSAL:</i>
This proposal is to develop a public education campaign to increase the safety awareness of motorists, pedestrians, and bicyclists on Arizona roadways. The awareness campaign will be targeted toward the general public throughout all of Arizona including in metropolitan areas, rural areas, and on tribal lands.

TOTAL AMOUNT OF REQUEST: \$ 125,000.00

<i>GOHS USE ONLY:</i>

AGENCY COVER LETTER

(A transmittal letter from Mr. Victor Mendez, Director, ADOT, is transmitted separately.)

PROJECT PROPOSAL OUTLINE NARRATIVE

1. BACKGROUND / PROBLEM

a) General Characteristics: The applicant agency, the Arizona Department of Transportation, Transportation Planning Division, supports and manages the Arizona Bicycle and Pedestrian Program. The purpose of the Arizona Bicycle and Pedestrian program is to plan, develop, and support implementation of facilities and programs that serve the mobility needs and improve the accessibility and safety of bicyclists and pedestrians on Arizona roadways.

b) Streets and Highways: ADOT is responsible for the maintenance and operation of over 6,800 miles of state highway throughout Arizona. However, influence of the ADOT Bicycle and Pedestrian Program expands beyond the state-owned highways. Programs implemented by the ADOT Bicycle and Pedestrian Program serve cyclists on all Arizona roadways, including local city and county owned roads. In total, there are more than 60,000 miles of roadways in Arizona.

c) Problem or Deficiency: The education of bicyclists, pedestrians, and motorists is a key component to reduce vehicle and bicycle/pedestrian conflicts. For bicyclists to safely travel with motorists, bicyclists need to practice safe cycling habits that exhibit knowledge of the "rules of the road." Like drivers, bicyclists must understand and obey the rules and laws that apply. Likewise, pedestrians must also understand and obey rules and laws if they are to coexist safely with vehicles. Drivers also can be made to be more aware and careful around bicyclists and pedestrians through safety and education campaigns and through spot enforcement programs.

Educating the public can provide the bicyclist, pedestrian and motorist the knowledge and skills necessary for each to more safely coexist.

2. ATTEMPTS TO SOLVE PROBLEM

ADOT has devoted significant efforts over the past several years through the development of the Statewide Bicycle and Pedestrian Plan to improve bicycle and pedestrian safety. However, ADOT recognizes that there is significant work yet to be completed. To guide ADOT's efforts in educating cyclists, motorists, and pedestrians, an Education Plan was developed that identifies five focus areas for improving bicycling and pedestrian safety. These are:

- Safety Education Training;
- Safe Routes to School;
- Bicycle and Pedestrian Facility Design Training;

Arizona Facts

Climate - The topography of the State of Arizona ranges from low-lying deserts in the south to high-elevation mountain peaks in the north. The weather and climate are as varied, with temperatures exceeding 100 degrees in the summer time in the desert valleys, and falling into the single digits and below in the high-altitude deserts and mountains of the north.

Population - The estimated population of Arizona in July 2005 was 6,044,985. The population increased nearly 40% between 1990 and 2000.

Demographics - The people of Arizona are as diverse as the topography and climate. Over ¼ of the population is of Hispanic origin. Nearly 13% of the population is age 65 or over, higher than the national average of 12.4%.

- Safety Awareness Campaign; and
- Archived Data.

As part of the Safety Education Training focus area, the Arizona Bicycle and Pedestrian Program developed and distributed the following educational materials:

- Bicycle Share the Road Guide
- Sharing the Road with Pedestrians Guide
- Arizona Bicycling Street Smarts

As funding becomes available, additional elements of the Education Plan are being developed and implemented.

3. PROJECT OBJECTIVES

The objective of the Statewide Safety Awareness Campaign will further the implementation of the Education Plan of the ADOT Bicycle and Pedestrian Program. Specifically, the purpose of the Statewide Safety Awareness Campaign will be to:

- Increase Arizona bicyclists and pedestrians' knowledge of safe practices, laws, and regulations.
- Increase Arizona motorists' knowledge of bicycle and pedestrian laws, regulations, and safe practices.

The Statewide Safety Awareness Campaign will improve bicyclist and pedestrian safety by educating the general public of the "rules of the road" for bicyclists and pedestrians. Specific strategies that could be employed include:

- Develop an attractive poster displaying, for example; "rules of the road", "give a bicyclist five (5) feet", facts on bike helmet use, and dangers of riding a bike against traffic. These can be widely distributed in schools, libraries, community centers and other public places, such as malls.
- Placing messages on transit buses and at bus stops, on light rail and at light rail stations.
- Using billboards.
- Distributing educational booklets/pamphlets that were developed by the ADOT Bicycle and Pedestrian Program statewide.
- Developing articles for print media, and radio and TV public service announcements (PSA). For example, a PSA can inform motorists how to "share the road" with bicyclists. Sharing the road is something many motorists are uncomfortable with because motorists were never really taught how to safely deal with bicyclist when learning to drive. Nor do many motorists understand that the cyclist has a legitimate right to be on the road and that riding in the gutter or on the sidewalk is, in most instances, less safe. These and other messages should reach a larger audience than can be reached through a classroom setting.
- Remake/update driver education videos on bicycle/vehicle safety for the Defensive Driving School Program. Incorporate this video into the Defensive Driving School Program. Currently, the 12-minute video describes bicyclists as a "hazard." Such terminology does not foster mutual respect between cyclists and vehicles. Thousands of individuals each year, essentially a captive audience, take the Defensive Driving Course instead of getting points on their license.

4. METHOD OF PROCEDURE

The public education media campaign will be targeted towards the general public, will be bilingual (English and Spanish), and will also be implemented on tribal lands. The following activities will be followed to develop and implement the Statewide Safety Awareness Campaign:

- ADOT will coordinate the media campaign with the Governor's Office of Highway Safety. All media material will be approved by the GOHS.
- Distribute the Arizona Pedestrian and Bicyclist Share the Road Documents.
- Identify bicyclist and bicycle/motor vehicle safety issues and statewide problem locations. Collect bicycle and bicycle/motor vehicle crash data, citation data, and survey law enforcement agencies and medical facilities on the types of crashes occurring.
- Develop a Safety Awareness Campaign and present it to the Statewide Bicycle/Pedestrian Steering Committee and to the Governor's Office of Highway Safety.
- Obtain the required professional services to design required poster program and Public Service Announcements.

5. BUDGET

Until the details of the Safety Awareness Campaign are developed, it is difficult to determine a precise budget amount. Consultant services will be required to develop the graphics for posters, and to develop the video presentation. Final costs will be determined in conjunction with GOHS. The proposed program budget is outlined in the following table.

Agency: Arizona Department of Transportation, Transportation Planning Division

BUDGET

I.	Personnel Services		\$ 0.00
II.	Employee Related Expenses		\$ 0.00
III.	Professional and Outside Services		\$75,000
	Advertising/Public Relations Consultant Services (develop posters, video, PSA's, etc.)	\$75,000	
IV.	Travel In-State		\$0.00
V.	Travel Out-of-State		\$0.00
VI.	Materials and Supplies		\$50,000
	Posters, brochures, etc.	\$50,000	
VII.	Other Expenses		\$ 0.00
VIII.	Capital Outlay		\$ 0.00
TOTAL ESTIMATED COSTS			\$125,000

6. PROFESSIONAL AND TECHNICAL PERSONNEL

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