

Professional and Technical Personnel

Project Title: Statewide Bicycle and Pedestrian Safety
Awareness Campaign

Project Director Contact Information: Michael Sanders

Project Administrator Contact Information: Michael Sanders

Synopsis of Proposal

Type of Proposal:

Law Enforcement
Fire Department/Medical
Other

Synopsis of Proposal:

The Arizona Department of Transportation (ADOT) supports and manages the Arizona Bicycle and Pedestrian Program.

With the nation's second highest rate of bicyclist fatalities and the fifth highest rate of pedestrian fatalities, Arizona clearly has a need for a targeted public safety education program that will successfully impact behaviors for safer streets.

The purpose of this proposal is to fund the second year of a sustained, statewide public education campaign to increase the safety awareness of motorists, pedestrians, and bicyclists. The campaign goal is to improve driver, pedestrian, and bicyclist behavior through education and awareness over a multi-year period.

The campaign is geared toward the general public in metropolitan areas, rural areas, and tribal lands. Just as recycling programs have led to a shift in the public behavior and even legislation, ADOT hopes the campaign tag lines and key messages will become the rule in Arizona.

County Served

Select a County: Apache County
Cochise County
Coconino County
Gila County
Graham County
Greenlee County
La Paz County
Maricopa County
Mohave County
Navajo County
Pima County
Pinal County
Santa Cruz County
Yavapai County
Yuma County

Political District Served

Select a Political District Served

- U.S. Congress:** Congressional District 1
Congressional District 2
Congressional District 3
Congressional District 4
Congressional District 5
Congressional District 6
Congressional District 7
Congressional District 8

Political District Served cont'd

Arizona Legislative District: Arizona Legislative District 1
Arizona Legislative District 2
Arizona Legislative District 3
Arizona Legislative District 4
Arizona Legislative District 5
Arizona Legislative District 6
Arizona Legislative District 7
Arizona Legislative District 8
Arizona Legislative District 9
Arizona Legislative District 10
Arizona Legislative District 11
Arizona Legislative District 12
Arizona Legislative District 13
Arizona Legislative District 14
Arizona Legislative District 15
Arizona Legislative District 16
Arizona Legislative District 17
Arizona Legislative District 18
Arizona Legislative District 19
Arizona Legislative District 20
Arizona Legislative District 21
Arizona Legislative District 22
Arizona Legislative District 23
Arizona Legislative District 24
Arizona Legislative District 25
Arizona Legislative District 26
Arizona Legislative District 27
Arizona Legislative District 28
Arizona Legislative District 29
Arizona Legislative District 30

Background/Problem

General Characteristics - Description of the applicant agency including, but not limited to, information on population, demographics, topography, and climate.

a) **General Characteristics:** The applicant Agency, Arizona Department of Transportation, Transportation Planning Division, supports and manages the Arizona Bicycle and Pedestrian Program. The purpose of this 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.

Climate - Topography ranges from low-lying deserts to high-elevation mountain peaks. Temperatures exceed 100 degrees in desert valleys and fall to single digits and below in high-altitude deserts and mountains.

Population - Estimated population in 2006 was 6,166,318. Population increased nearly 40% between 1990 and 2000. The estimated percentage increase in population between April 2000 and July 2006 was 20.2% (U.S. Census Bureau estimates).

Demographics - Over $\frac{1}{4}$ is Hispanic origin. Nearly 13% is age 65 or over, higher than the national average (12.4%).

Background/Problem cont'd

Streets and Highways - Description and listing of all roadway mileage within the agency's jurisdiction if applicable to the project for which funds are being sought.

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.

Background/Problem cont'd

Identify the Problem or Deficiency - that the proposal intends to correct.

Arizona has some of the nation's highest fatality rates for both bicyclists and pedestrians. The most recent data (2005) from the National Center for Statistics and Analysis shows Arizona ranks second in bicyclist fatalities (35), and fifth in pedestrian fatalities (157). Our state can lower these rates, but it will involve a strategic and extended public education effort. Education takes time because a change in attitudes and behaviors happens over time. Research shows public education campaigns take approximately three years to impact behavior (e.g., recycling), and this is accomplished only through dissemination of a consistent message at a consistent level.

Behavior starts in the minds of drivers, pedestrians, and cyclists. This campaign will address problems at the source by bringing education to the equation. In general, people slow down for speed bumps or flashers in school zones (engineering), or because a police officer is near (enforcement). At other times, behavior requires a personal decision based on awareness, knowledge, conscience, courtesy, responsibility, thoughtfulness, etc. This is when education is essential. Engineering and enforcement aren't enough. Changing attitudes and behaviors requires education—awareness and understanding.

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, they 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 taught to be more aware and careful around bicyclists and pedestrians through a safety education campaign and spot enforcement programs.

The goal of the Safety Awareness Campaign is to improve driver, pedestrian, and bicyclist behavior through education and awareness over a multi-year period. The

IdentifyProblem continued

progression of the campaign will be to first raise awareness, then change attitudes, and ultimately positively influence behavior. With the nation's second highest rate of bicyclist fatalities and the fifth highest rate of pedestrian fatalities, Arizona clearly has a need for a targeted public safety education program that will successfully impact behaviors for safer streets.

The campaign is geared toward a wide audience, the general public throughout all of Arizona including metropolitan areas, rural areas, and tribal lands.

Attempts to Solve the Problem

Describe past efforts to resolve the problem, if any, and include reasons why the efforts have been either partially successful or unsuccessful.

ADOT has devoted significant effort to improve bicycle and pedestrian safety over the past several years through the development of the Statewide Bicycle and Pedestrian Plan. 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;
- * Safety Awareness Campaign; and
- * Archived Data.

As part of the Safety Education Training focus area, ADOT developed and distributed the following educational materials:

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

The Share the Road Guides currently are being updated. As funding becomes available, additional elements of the Education Plan are being developed and implemented.

ADOT is currently in the first year of developing and implementing a Statewide Bicycle and Pedestrian Safety Awareness Campaign. Initiation of the campaign was funded (partially) with a Fiscal Year 2007 Grant (GOHS Contract Number 2007-PS-001). The \$60,000 FY07 GOHS Grant will be used to initiate the Safety Awareness Campaign and will allow the Arizona DOT to begin first year of generating awareness and educating drivers,

Project Objectives

State the objectives of the project in terms of the goals to be reached in expanding or modifying present activities or creating new programs. Objectives should be:

- a) Stated in measurable terms directly related to the identified problem.
- b) Concise and deal with a specific item.
- c) Realistic, with a reasonable probability of achievement.
- d) Related to a specific time frame.

The purpose of this proposal is to fund the second year of the Statewide Bicycle and Pedestrian Safety Awareness Campaign to increase the safety awareness of motorists, pedestrians, and bicyclists on Arizona roadways. The Statewide Bicycle and Pedestrian Safety Awareness Campaign will have general goals of awareness, perception, and influence:

- * Generate awareness and educate drivers, pedestrians, and bicyclists on traffic and cycling safety, including "rules of the road."
- * Change perception and attitude of target audiences to "coexist."
- * Ultimately, positively influence behavior and reduce amount of violations/accidents/fatalities.

In a multi-year effort, the progression of the Statewide Bicycle and Pedestrian Safety Awareness Campaign envisioned is:

- * Year One: Raise Awareness
- * Year Two: Change Attitudes
- * Year Three: Change Behaviors

In reality, the Statewide Bicycle and Pedestrian Safety Awareness Campaign may evolve to more years. Many cities with similar campaigns have been conducting them for several years with measurable success.

The true goal of the campaign is the adoption of new attitudes and behaviors that will make Arizona streets, roads and highways safer and friendlier for everyone who uses them. The ultimate benefit will be a reduction in the injuries and deaths caused by non-compliance with traffic laws—whether driving, walking or cycling. To accomplish these goals, Arizona DOT will employ the concept of the "Third E," education

ProjectObjectives continued

in concert with Engineering and Enforcement to improve safety on streets by changing behavior.

Method of Procedure

I understand that all law enforcement related projects/proposals must include an educational component as described in the method of procedure below.

Estimate total time required for preparation ("gearing up")

Description: Professional and Outside Services Procurement

Duration: 2 Months

Comments: Preparation activities that will be required are primarily related to procurement and contracting for an outside professional services agency.

Method of Procedure cont'd

Explain how you propose to solve the problem and meet the objectives. Provide a description of the work to be done on the project and the method of doing the work. The description should be detailed for proper evaluation. If you do not know how you would solve the problem, say so. It may be possible to provide funds to develop a work plan designed to solve your problem.

Media is a major part of the program and will deliver the message throughout the community to effectively reach all identified target markets. Marketing campaigns will be developed to include paid and non-paid media, complimented with marketing support such as events, neighborhood initiatives and school presentations to provide the most comprehensive and cost-effective campaign.

Specific methods of delivery – media vehicles – will be determined by using some of the best media data resources available, such as Scarborough's Qualitap program, to identify the most efficient way to reach each specific target market (i.e. schools, business- and-residential communities and the public at large). Specific methods may include radio, print and outdoor advertisements, neighborhood signs, banners, fliers, posters, transit shelters, and the Internet. Media buying software with Arbitron and Nielson data will be used to plan and execute media plans and schedules to ensure that the paid plan will deliver the frequency and gross rating points required to be effective. Prior to placement, recommended schedules and Qualitap reports will be provided for review to the GOHS Deputy Director. Smaller media outlets such as those specific to tribal interests will also be evaluated and utilized in order to ensure that all audiences designated as a high priority for the program are incorporated. Additionally, contract rates for paid media placement will be negotiated with all media outlets for the best rates available. Non-paid media and public service announcements (PSAs) will be utilized as much as possible to maximize the budget.

The Safety Awareness Campaign will be a persuasive concept in communities. Just as recycling programs have led to a shift in public behavior and even legislation, ADOT hopes that the tag lines and messages of the Safety Awareness Campaign will become the rule in Arizona. Messages will target motorists, pedestrians and bicyclists of all ages. While retaining the brand (campaign) message of the campaign, and in order to optimize the delivery, messages will be

MethodProcedure continued

customized to best address the intended audience and specific behaviors of their communities. This includes translations when needed.

Since ADOT was recently provided with a notice to proceed for the Fiscal Year 2007 Grant, we are in the process of developing specific details and strategies for the Statewide Safety Awareness Campaign. Our research has identified opportunities to maximize limited funds by modeling the Statewide Safety Awareness Campaign after other successful programs, including awareness campaigns developed by the Pima County Department of Transportation and the City of San Jose, California.

The award-winning and highly successful City of San Jose Traffic Safety Education program developed creative materials and messages, which are available for purchase for ADOT to customize to meet Arizona's objectives. Available materials include outdoor signage (bus tails and transit shelters), bumper stickers, advertisements in English and Spanish, radio advertisements in English and Spanish, bookmarks, school safety banners, classroom posters, safety fliers, lawn signs, presentation materials, and folders.

Other methods of relaying key messages include using the Internet (AZ Central, AZ Family and ADOT Bicycle and Pedestrian Web sites), generating interest in the media with press releases and fact sheets, targeting campaigns during the Bike to Work Week and bicycling or walking races/events, producing videos, presenting collateral at major events, and conducting a children's contest.

Taking a collaborative approach, ADOT will partner with law enforcement, Valley Metro, city and county agencies, Valley Forward, safety groups, community groups, bicycle coalitions, senior citizen groups, and school districts to establish think tanks and grass-roots community relations. Details of the Statewide Safety Awareness Campaign (FY07 funds) will be worked out over the next few weeks. It is envisioned that the FY08 funds (this proposal) will supplement and continue the activities developed and initiated with the FY07 funds.

Personnel Services

Personnel Services	Amount
Holiday DUI Task Force:	\$0.00
Selective Traffic Enforcement Program:	\$0.00
Other Personnel Services:	\$0.00
Subtotal:	\$0.00

Employee Related Expenses

Percentage of Employee Related Expenses: 0%

Employee Related Expenses	Amount
Holiday DUI Task Force:	\$0.00
Selective Traffic Enforcement Program:	\$0.00
Other Personnel Services:	\$0.00
Subtotal:	\$0.00

Professional And Outside Services

Professional and Outside Services	Amount
1) Advertising/Public Outreach Consultant Services	\$50,000.00
2)	
3)	
4)	
5)	
6)	
7)	
Subtotal:	\$50,000.00

Travel In-State

Travel In-State

Description: 0

	Quantity	Unit Price	Total
Lodging Expenses -		Nights @	\$0.00
Per Diem Expenses -		Days @	\$0.00
Registration Fees -		Persons @	\$0.00
Subtotal:			\$0.00

Travel Out-of-State**Travel Out-of-State**

Description: 0

	Total
Round Trip Airfare:	
Round Trip Ground Transportation:	

	Quantity	Unit Price	
Lodging Expenses -		Nights @	\$0.00
Per Diem Expenses -		Days @	\$0.00
Registration Fees -		Persons @	\$0.00
Subtotal:			\$0.00

Materials and Supplies

Materials and Supplies Description:	Quantity	Unit Price	Total
1) Posters, brochures, transit tags, transit shelters, advertisements in Spani	1	\$75,000.00	\$75,000.00
2)			\$0.00
3)			\$0.00
4)			\$0.00
5)			\$0.00
Subtotal:			\$75,000.00

Other Expenses**Other Expenses****Amount**

Description: 0

\$0.00

Capital Outlay

NOTE: Fire and EMS agencies requesting extrication equipment must itemize each piece of equipment (spreader, cutter, RAM, Duo Pump, etc...) and cost.

Capital Outlay Description	Quantity	Unit Price	Amount
1) 0	0	\$0.00	\$0.00
2)			\$0.00
3)			\$0.00
4)			\$0.00
5)			\$0.00
6)			\$0.00
7)			\$0.00
8)			\$0.00
9)			\$0.00
10)			\$0.00
Subtotal:			\$0.00

Budget Summary

Summary of Budget	Total
Personnel Services:	\$0.00
Employee Related Expenses:	\$0.00
Professional Outside Services:	\$50,000.00
Travel In-State:	\$0.00
Travel Out-of-State:	\$0.00
Materials and Supplies:	\$75,000.00
Other Expenses:	\$0.00
Capital Outlay:	\$0.00
Total Estimated Cost:	\$125,000.00

Law Enforcement Three-Year Traffic Citation and Collision Data
Summary

Page does not apply

Description	Last Year (2006)	Two Years Ago (2005)	Three Years Ago (2004)
Total Fatalities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Injuries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alcohol-Related Fatalities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alcohol-Related Injuries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed-Related Fatalities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed-Related Injuries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian Fatalities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian Injuries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle Fatalities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle Injuries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Child Restraint Citations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seat Belt Citations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed Citations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Red Light Running Citations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DUI Alcohol Arrests - 21 and over	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DUI-Drug Arrest - 21 and over	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DUI Alcohol Arrests - Under 21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DUI-Drug Arrest - Under 21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth Alcohol Violations - under 21 - Title 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth Alcohol Violations - 21 and over - Title 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Explanation of not available (N/A) stats:

Fire and Emergency Medical Services Three-Year Collision Data
Summary

Page does not apply

Description	Last Year (2006)	Two Years Ago (2005)	Three Years Ago (2004)
Traffic Calls for Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Injuries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fatalities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Average Response Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Explanation of not available (N/A) stats: