

Professional and Technical Personnel

Project Title: Statewide Bicycle and Pedestrian Safety
Awareness Campaign

Project Director Contact Information: victor mendez

Project Administrator Contact Information: Michael Sanders

Synopsis of Proposal**Type of Proposal:**

- Law Enforcement
- 410 Impaired Driver
- Fire Department/Medical Emergency
- Other

Synopsis of Proposal:

With the nation's highest rate of bicyclist fatalities and the 6th 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 provide funding for a Bicycle and Pedestrian Safety Awareness public education campaign to increase the safety awareness of motorists, pedestrians, and bicyclists. The FY2009 Bicycle and Pedestrian Safety Awareness Campaign will build upon creative materials that have been developed as part of a FY2007 funding grant provided to ADOT by GOHS and to implement a safety awareness campaign in additional communities in Arizona. 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 - 001
Cochise County - 003
Coconino County - 005
Gila County - 007
Graham County - 009
Greenlee County - 011
La Paz County - 012
Maricopa County - 013
Mohave County - 015
Navajo County - 017
Pima County - 019
Pinal County - 021
Santa Cruz County - 023
Yavapai County - 025
Yuma County - 027

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.

ADOT, Multimodal Planning Division, supports and manages the 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.

The topography of the State of Arizona ranges from low-lying deserts in the south to high-elevation mountain peaks in the north. The climate is as varied.

The estimated population of Arizona in 2007 was 6,338,777, an increase of over 170,000 people from 2006 when the estimated population was 6,166,318. Arizona's population is projected to continue to increase.

The people of Arizona are as diverse as the topography and climate. Over $\frac{1}{4}$ 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%.

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.

ADOT is responsible for the maintenance and operations of over 9,000 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. All total, there are about 58,000 miles of roadways in Arizona.

It is ADOT's goal, through our Bicycle Policy, to develop a transportation infrastructure that provides safe and convenient bicycle access. It is also ADOT's Roadway Design policy to provide a transportation infrastructure that provides safe and convenient pedestrian access. ADOT further advocates that bicyclists have the right to operate in a legal manner on all roadways open to public travel, with the exception of some fully controlled-access highways where specifically excluded by regulation and where posted signs give notice of a prohibition.

Background/Problem cont'd

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

The most recent data (2006) from the NHSTA National Center for Statistics and Analysis shows Arizona has one of the highest rates in the nation for both bicycle and pedestrian crashes and fatalities. In 2006, Arizona had the highest rate of all 50 states for bicyclist fatalities, with a rate of 4.7 cyclists killed per 1,000,000 population, and the nation's 6th highest pedestrian fatality rate, with 2.71 fatalities per 100,000 population.

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. The Statewide Bicycle and Pedestrian Safety Awareness 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, and thoughtfulness. 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

IdentifyProblem continued

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

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.

The first year of the Safety Awareness campaign was funded (partially) with Fiscal Year 2007 GOHS grant funds (GOHS Contract Number 2007-PS-001). The \$60,000 grant is being used to initiate a Statewide Safety Awareness Campaign Pilot Program.

Initiation of the FY2007 Grant began with a general call to agencies and jurisdictions to submit a letter of interest in serving as the pilot program community. Letters of interest were received from 14 agencies and jurisdictions from throughout Arizona. This demonstrates the significant need throughout the state for bicycle and pedestrian safety awareness. The Verde Valley (Sedona, Cottonwood, and Clarkdale) was selected as the pilot program. They were selected in large part because of the presence of significant and very active volunteer organizations that will help to develop and implement the pilot program. Many other jurisdictions, where a need exists for bicycle and pedestrian education programs, were not selected because of funding limitations. Development of the Pilot Safety Awareness Campaign is underway. Creative materials, including stickers, posters, radio messages, etc. will be disseminated during the spring of 2008.

With FY2007 funding applied this year (2008), the Arizona DOT will begin the first year of generating awareness and educating drivers, pedestrians, and bicyclists on traffic safety

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 a sustained, statewide public education campaign to increase the safety awareness of motorists, pedestrians, and bicyclists on Arizona roadways. The Year 2 Statewide Safety Awareness Campaign will have general goals of awareness, perception, and influence in additional communities throughout Arizona. It is envisioned that the FY 2009 Statewide Safety Awareness Campaign will:

§ Generate awareness and educate drivers, pedestrians, and bicyclists on traffic safety.

§ Change perception and attitude of target audiences.

§ Ultimately, positively influence behavior and reduce amount of violations/accidents/fatalities.

The true goal of the Statewide Safety Awareness 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, ADOT will employ the concept of the “Third E,” education 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.

FY2009 Statewide Bicycle and Pedestrian Safety Awareness Campaign will capitalize on materials that have been created as part of the FY2007 Safety Awareness Campaign.

Development of creative materials and media advertising will be a major part of the program. Creative materials will be developed and made available to the community at events, bicycle shops, schools, libraries, and other venues. Just as recycling programs have led to a shift in the public behavior and even legislation, ADOT hopes the tag lines and key messages of the Statewide Bicycle and Pedestrian Safety Awareness Campaign will become the rule in Arizona. Messages will be developed and incorporated into creative materials that target motorists, pedestrians, and bicyclists of all ages. While retaining the umbrella brand message of the campaign, messages will be customized to address specific behaviors of individual communities.

ADOT is in the process of developing specific creative materials for the FY2007 Statewide Safety Awareness Campaign. FY2007 creative materials may include bumper stickers, radio advertisements in English and Spanish, book marks, school safety banners, classroom posters, safety flyers. These materials will be distributed to the pilot program community for dissemination at community events, placement in bicycle stores, schools, libraries, etc.

It is envisioned that FY09 funds (this proposal) will supplement and continue the activities developed and initiated with FY07 funds, and make these creative materials available to additional pilot program communities.

Personnel Services

Personnel Services	Amount
Holiday DUI Task Force:	\$0
Selective Traffic Enforcement Program:	\$0
Other Personnel Services:	\$0
Subtotal:	\$0

Employee Related Expenses

Percentage of Employee Related Expenses: 0%

Employee Related Expenses	Amount
Holiday DUI Task Force:	\$0
Selective Traffic Enforcement Program:	\$0
Other Personnel Services:	\$0
Subtotal:	\$0

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: N/A

	Quantity		Unit Price	Total
Lodging Expenses -		Nights @	\$0	\$0
Per Diem Expenses -		Days @	\$0	\$0
Registration Fees -		Persons @	\$0	\$0
Subtotal:				\$0

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

Description: N/A

	Total
Round Trip Airfare:	\$0
Round Trip Ground Transportation:	\$0

	Quantity		Unit Price	
Lodging Expenses -		Nights @	\$0	\$0
Per Diem Expenses -		Days @	\$0	\$0
Registration Fees -		Persons @	\$0	\$0
Subtotal:				\$0

Materials and Supplies

Materials and Supplies Description:	Quantity	Unit Price	Total
1) Posters, brochures, tags, radio messages in Spanish & English	1	\$75,000.00	\$75,000.00
2)			\$0
3)			\$0
4)			\$0
5)			\$0
Subtotal:			\$75,000.00

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

Description: 0

\$0

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	\$0
2)			\$0
3)			\$0
4)			\$0
5)			\$0
6)			\$0
7)			\$0
8)			\$0
9)			\$0
10)			\$0
Subtotal:			\$0

Budget Summary

Summary of Budget	Total
Personnel Services:	\$0
Employee Related Expenses:	\$0
Professional Outside Services:	\$50,000.00
Travel In-State:	\$0
Travel Out-of-State:	\$0
Materials and Supplies:	\$75,000.00
Other Expenses:	\$0
Capital Outlay:	\$0
Total Estimated Cost:	\$125,000.00

Law Enforcement Three-Year Traffic Citation and Collision Data
Summary

Page does not apply

Description	Last Year (2007)	Two Years Ago (2006)	Three Years Ago (2005)
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 (2007)	Two Years Ago (2006)	Three Years Ago (2005)
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:

410 Application for Funding

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Agency CEO:

Title:

Agency:

Project Administrator:

Title:

Email Address:

Phone Number:

Fiscal Contact:

Title:

Email Address:

Phone Number:

BAC Records Contact:

Title:

Email Address:

Phone Number:

Requested Funding Level For

Agency Only

Task Force

I agree that my agency will participate in at least one DUI Task Force enforcement program (to include sobriety checkpoints and saturation patrols) each month, the BAC test results of each driver involved in a fatal crash will be reported to the Arizona Department of Transportation, Traffic Records Section, and that an RCI will be submitted monthly for reimbursement.

I Agree