

July 15, 2016

MEMORANDUM

TO: Councilmembers

RE: Handouts received during the July 14, 2016 Council Meeting

Attached, please find a copy of the following handouts received from the Bicycle and Pedestrian Advisory Committee during its presentation (File ID 16-838) at the July 14, 2016 City Council meeting:

1. Walk Smart flier
2. Pedestrian Safety card
3. Pedestrian Safety Campaign press release
4. Reflective bands

If you have any questions, please contact me at x-7671.

Respectfully Submitted,



Todd Stermer,
Assistant City Clerk
City of Fresno

It's Up To All of Us

Pedestrian Safety Campaign

WalkSmartCA.org

City of Fresno Facts

In partnership with the City of Fresno's Police Department, the Bicycle Pedestrian Advisory Committee (BPAC) has launched a new "It's Up to All of Us" public education campaign to increase awareness of safe behaviors among bicyclists and pedestrians, and heighten awareness and personal responsibility among motorists, and others about safely sharing the road with bicyclists and pedestrians.

This safety message will use public advertising with Fresno Area Express (FAX) city bus wraps and billboard signage, radio, TV, online media, and community outreach to promote targeted messages that focus on reducing pedestrian fatalities and injuries. In the ads, drivers receive the message: "Your speed could impact a Life" calling on the entire community to slow down, not be distracted and keep everyone safe. In addition 5,000 Pedestrian Safety informational postcards produced by the Fresno Police Department and 1,500 light reflectors donated by Community Regional Medical Center will be distributed. The campaign focuses on speed, distracted walking and crosswalk safety. One of the most critical changes urged by the campaign is for drivers to slow down. As speeds increase, so does the percent of fatalities.

- According to Fresno Police Department data, 2016 has already seen over 100 pedestrian and 60 bicyclist injuries due to collisions with motor vehicles this year. Five of ten traffic fatalities that occurred in the City of Fresno this year involved pedestrians.
- Locally, Fresno Police Department has investigated 50 fatalities and 792 injury collisions involving pedestrians and bicyclists from January 2013 to December 2015.
- Five percent of pedestrians are likely to be killed when struck at 20 mph, whereas nearly 80 percent of pedestrians are likely to be killed when struck at 40 mph.

WalkSmartCA is part of the "It's Up to All of Us" public education campaign, which is designed to educate both pedestrians and drivers on what steps they can take to keep our streets safe. WalkSmartCA is implemented by the California Department of Public Health/PedsSafe Program, through a grant from the California Office of Traffic Safety, funded by the National Highway Traffic Safety Administration. The "It's Up to All of Us" Campaign (www.walksmartca.org) is made possible by the California Department of Public Health, through a grant from the California Office of Traffic Safety and the National Highway Transportation Safety Administration.

ABOUT BPAC: The Bicycle Pedestrian Advisory Committee (BPAC) was established in 2002, by Fresno City Council and is comprised of concerned community members with interest and expertise in bicycle and pedestrian issues. BPAC meets monthly at City Hall, on the fourth Wednesday of the month. Members of BPAC work closely with staff members of the Public Work Department along with other departments as needed toward making Fresno a more cyclist and pedestrian friendly community. For more information visit www.fresno.gov/bpac.

CAR 40 SPEED MPH

WALKING SPEED 3 MPH

Your SPEED could impact a LIFE

WalkSmartCA.org | Fresno.gov/bpac

California Office of Traffic Safety and California Department of Public Health

Fresno Police Department

FRESNO

FOR IMMEDIATE RELEASE

“It’s Up to All of Us” Pedestrian Safety Campaign

According to Fresno Police Department data, 2016 has already seen over 100 pedestrian and 60 bicyclist injuries due to collisions with Motor Vehicles this year. Five of the ten traffic fatalities that occurred in the city of Fresno this year have involved pedestrians. To address these deadly statistics, today, the **City of Fresno’s Bicycle Pedestrian Advisory Committee (BPAC) and the Fresno Police Department** are launching a new **“It’s Up to All of Us”** public education campaign to increase awareness of safe behaviors among bicyclists and pedestrians, and heighten awareness and personal responsibility among motorists, and others about safely sharing the road with bicyclists and pedestrians.

“Public safety is a top priority for the City of Fresno so I am proud to support the “It’s Up to All of Us” campaign,” said **Councilmember Esmeralda Soria**; “It is important we work together to raise awareness and tell our residents to slow down when driving, be aware of your surroundings, and be respectful of pedestrians and bicyclists.”

This safety message will launch by using public advertising with Fresno Area Express (FAX) city bus wraps and billboard signage, radio, TV, online media, and community outreach to promote targeted messages that focus on reducing pedestrian fatalities and injuries. In the ads, drivers receive the message: **“Your speed could impact a Life,”** calling on the entire community to slow down, not be distracted and keep everyone safe. In addition 5,000 Pedestrian Safety informational postcards produced by the Fresno Police Department and 1,500 light reflectors donated by **Community Regional Medical Center** will be distributed.

Campaign focuses on speed, distracted walking and crosswalk safety

One of the most critical changes urged by the campaign is for drivers to slow down. As speeds increase, so does the percent of fatalities. Only about five percent of pedestrians are likely to be killed when struck at 20 mph, whereas nearly 80 percent of pedestrians are likely to be killed when struck at 40 mph. “This campaign can have a significant impact on people’s lives. If even one life is saved or one tragedy is averted due to our efforts, we will have been successful,” said BPAC Chair Dr. Anthony Molina.

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The “It’s Up to All of Us” Campaign (www.walksmartca.org) is made possible by the California Department of Public Health, through a grant from the California Office of Traffic Safety and the National Highway Transportation Safety Administration.

PEDESTRIAN SAFETY

Here are some simple tips on how you can stay safe as a pedestrian:



Walk on sidewalks whenever they are available. If there is no sidewalk, walk facing traffic and as far from traffic as possible.

Keep alert at all times; don't be distracted by electronic devices that take your eyes (and ears) off the road.



Cross streets at crosswalks or intersections whenever possible. Never assume a driver sees you! Plan routes to avoid hazardous crossings.

Be visible at all times. Wear bright clothing during the day, and wear reflective materials or use a flashlight at night.



Avoid alcohol and drugs when walking, they impair your abilities and judgment.

These tips are brought to you by:



CALIFORNIA OFFICE OF TRAFFIC SAFETY

For more information, visit www.nhtsa.gov



BE A PEDESTRIAN, NOT A VICTIM

On average, a pedestrian was killed every two hours and injured every seven minutes in traffic collisions.

(Traffic Safety Facts: Pedestrians, April 2014)

65,000 pedestrians were injured in traffic collisions in 2014.



4,884 pedestrians were killed in traffic collisions in 2014



3 out of 4 pedestrian fatalities occurred outside of daylight hours

EVERYONE IS A PEDESTRIAN!

Walking is awesome! – it's free, it's great exercise, and you can do it to get almost anywhere. What's not awesome is when people are killed or injured while walking. See the other side for tips on how to stay safe!



COMMUNITY REGIONAL MEDICAL CENTER

Be safe, Be smart, Be seen