



CUTR 

 **WALK WISE**
FLORIDA

**An Innovative Approach to Pedestrian
and Bicycle Safety Education**


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CENTER FOR URBAN TRANSPORTATION RESEARCH

Agenda

- About Program
- History of Program
- Presentation Details
- Audience Response Systems
- Test Your Knowledge
- Sweeps
- Evaluation



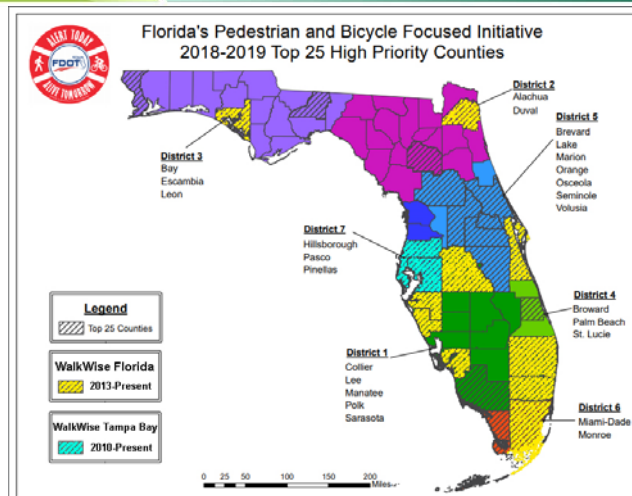
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About Program

- **WalkWise Florida** is a grassroots initiative that provides pedestrian/bicycle safety education to citizens.
- Presentations
- Business Sweeps
- Outreach Events



WalkWise Florida Program



Feedback

- **“Your presenter was quite a hit not to mention that there were a lot of ‘myths’ that were put to rest with FACTS!!”**
–Ms. Walker (Duval County)
- **“Thank you so much for giving your presentation to our organization tonight, it was short and informative”**
–Ms. Slavkovsky (Polk County)
- **“Just a note to say thank you for your presentation yesterday. I think that everyone enjoyed it AND learned something, too, that may help improve safety our South Florida roads.”**
– Ms. Morey (Palm Beach County)
- **“Thank you for presenting an outstanding ‘WalkWise’ presentation at our meeting. The feedback was outstanding and so informational!”**
–Ms. Finke (Palm Beach County)



Presentations

- How it works:
 - Training presenters
 - Equipment purchase
 - Create PowerPoint
 - Scheduling presentations
 - Present and network!
 - Send post surveys
 - Evaluate.



Audience Response System

- **Choose** by clicking on the corresponding number
- **Change** answer prior to the poll closing – last answer will be recorded
- **All answers are anonymous**, and stored for reporting
- Participation is **voluntary**



A bicycle legally defined as a vehicle.



A bicyclist may use the full lane even while traveling substantially below the speed of traffic if the lane is too narrow for both a car and bicycle to share

Cyclists on roadways fare best when they act and are treated as vehicles.



Pedestrian & Motorist Enforcement

Pedestrian Fines

- Duval County \$62.50
- Clay County \$62.50
- St. Johns County \$64.50

Motorist Fines

- Duval County \$164.00
- Clay County \$164.00
- St. Johns County \$131.00



Program Evaluation

- Total: 2013-2017
 - WalkWise Ambassadors – 11,015
 - Presentations – 572
 - Pre Questionnaire – 73%
 - Education Retention (post questionnaire) – 92.1%



Outreach Events



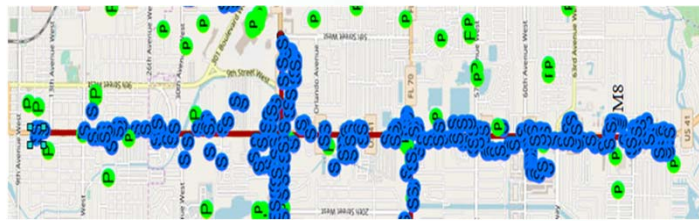
On-Street Questionnaires

- High Crash Corridors
- Pedestrians & Bicyclists
- Survey Questions

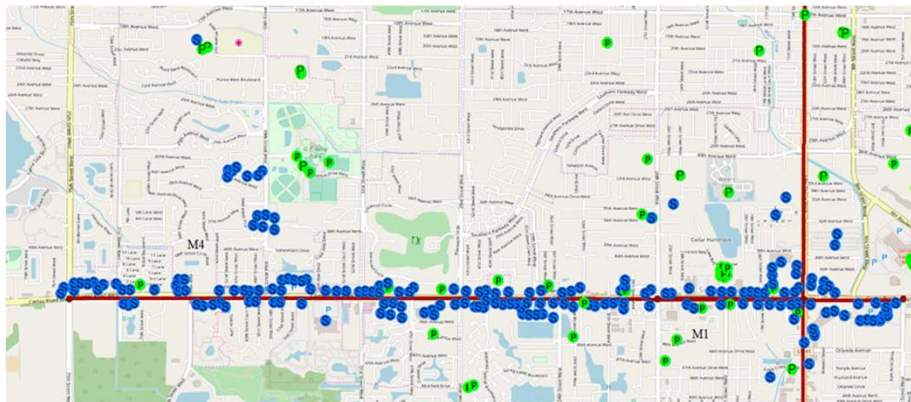


Business Sweeps

- WalkWise presenter connecting with businesses along select high crash corridors.
- Offer future presentation opportunity.
- Provide safety information.



High Crash Corridor Sweeps



Program Obstacles and Solutions

- Presentation scheduling
- Seasonal presentations
- Corridor presentations
- Finding presenters
- WalkWise Demos
- Schedule ahead of time
- Within a 1-2 miles
- Connect with local agencies
- Present for larger social groups, i.e. task force



www.WalkWiseFlorida.com



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