An Innovative Approach to Pedestrian and Bicycle Safety Education

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Agenda

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

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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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