



Department of Transportation

Update on Slow Your Roll! - Pedestrian and Bicycle Safety Outreach Campaign Targeted to Motorists

Transportation Advisory Commission
September 26, 2019





Background

Department of Transportation

- The City was awarded \$175,000 in OTS Grant Funds to develop and implement a pedestrian safety campaign and upgrade the City's collision database.
- The grant period began in October 1, 2018 and will end on September 30, 2019.
- Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.



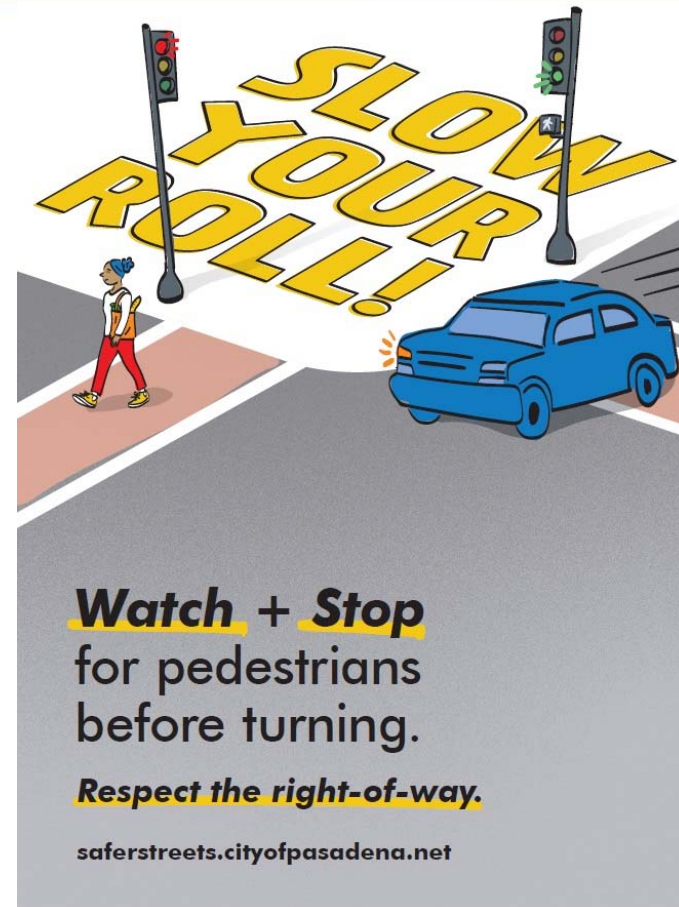
PASADENA



Background

Department of Transportation

- The outreach program focuses on pedestrian safety, targeting drivers.
- Pedestrian safety tip cards and safety materials.
- Valet operators.
- Central business district
- New drivers at local high schools.
- July 2019 - September 2019.





Outreach Activities

Department of Transportation



Date	Reach	Location
08/02 Jackalope Summer Nights	100	Central Park
08/03 Chris Holden Block Party	200	Jackson Street
08/08 Senior Summer Bash	40	Day One
08/22 Bridges Not Walls Event	100	Villa Park



Outreach Activities

Department of Transportation

Date

07/25 Movies at the Park
08/01 Little Tokyo Nights
08/04 Block 9 Metro
08/05 Block 9 Aqua
08/06 National Night Out
08/07 Block 9
08/09 Mardi Gras
08/17 PUSD Internship Celebration
08/20 Big Bang AM

Date

08/20 Big Bang PM
08/20 Muir Back to School
08/22 Madison/Colorado
08/23 Raymond/Colorado
08/27 Holly/Raymond AM
08/27 Holly/Raymond PM
08/29 Longfellow Pop Up
09/04 Washington Back to School
09/04 Wilson Back to School



Advertisement Campaign

Department of Transportation

- Social media and advertisement campaign will continue throughout FY20.
- Pedestrian safety tip cards and posters will be posted throughout commercial districts.

**While driving,
don't forget:**

-  Pedestrians are allowed to enter a crosswalk during the flashing countdown.
-  Look out for and yield to pedestrians in crosswalks.
-  When turning, pay attention to pedestrians entering the crosswalk.
-  Do not text while driving.
-  Stop before the line at crosswalks.

#SLOWYOURROLL