

# REPORT / RECOMMENDATION



**To:** Edina Transportation Commission

**Agenda Item #:** VI. D.

**From:** Mark K. Nolan, AICP, Transportation Planner

**Action**

**Discussion**

**Date:** June 19, 2014

**Information**

**Subject:** Educational Public Safety Campaign Goals

## Action Requested:

No action requested.

## Information / Background:

Please recall that the Edina Transportation Commission's (ETC) 2014 Work Plan includes a new Educational Public Safety Campaign initiative. This campaign will be developed to focus on promoting safe walking, biking and driving behavior on Edina's roadways. In the past the ETC has discussed raising awareness of all road users that safety is the highest priority on the City's streets, sidewalks and trails. At current, the campaign is envisioned to include advertisements and other materials that may be similar to those used in the SEE.SAFE.SMART.Rochester campaign, for example (see attached).

Additionally, at their June 3, 2014 meeting, City Council received a Bicycle Friendly Community award and passed an ordinance that allows the legal operation of bicycles on sidewalks, subject to certain restrictions. Given these developments, the ETC will discuss the overall (and perhaps more specific) goals of the Educational Public Safety Campaign so that staff may begin to scope the project and gather necessary resources. Please note that the 2014 Statewide Health Improvement Program (SHIP) has made \$8,000 available for this campaign; remaining funds will come from other City sources.

## Attachments:

SEE.SAFE.SMART.Rochester Campaign Ads

Bike Long Beach "Tips for a Safe Trip" Website



SEE.SAFE.SMART.  
ROCHESTER

Sponsored by [ActiveLivingRochester.org](http://ActiveLivingRochester.org)

# Campaign Overview

- This campaign was developed with consultants for the purpose of supporting safer walking and biking in Rochester Minnesota.
- The campaign launched in August 2010 with a focus on children – drawing attention to the beginning of the school year.
- Paid Media utilized includes: Billboards (fall 2010 only), Bus Sides, and Ad panels in the Rochester Skyways and Subways (pedestrian subways).



# Safe Routes to School

- Supporting safe mobility for children supports safe mobility for the community.
- To support efforts around safe walk/bike to school, and to encourage this behavior, campaign materials and support were provided to several local elementary schools in October 2010. Support materials included banners, reflective slap bracelets and safety colored shirts, along with some brief talking points for classroom teachers.
- SEE.SAFE.SMART.ROCHESTER campaign materials and support will continue to be available to schools.



# Campaign Ads

- The following ads have been released over the last year. To the extent possible, produced materials will be re-used when rotating messages through the seasons.
- We have a licensed agreement with our consultants to use these without limitation within Olmsted County and on the Web. Use beyond the borders of Olmsted County is limited.
- Additional ads have been produced, or are in production, which are not included in this slide set.



Please stop for the kids.

Thank you to Diane Tucker who has helped Rochester kids cross at the intersection of Center Street East and 11th Avenue East for over 31 years.

SEE. SAFE. SMART.  
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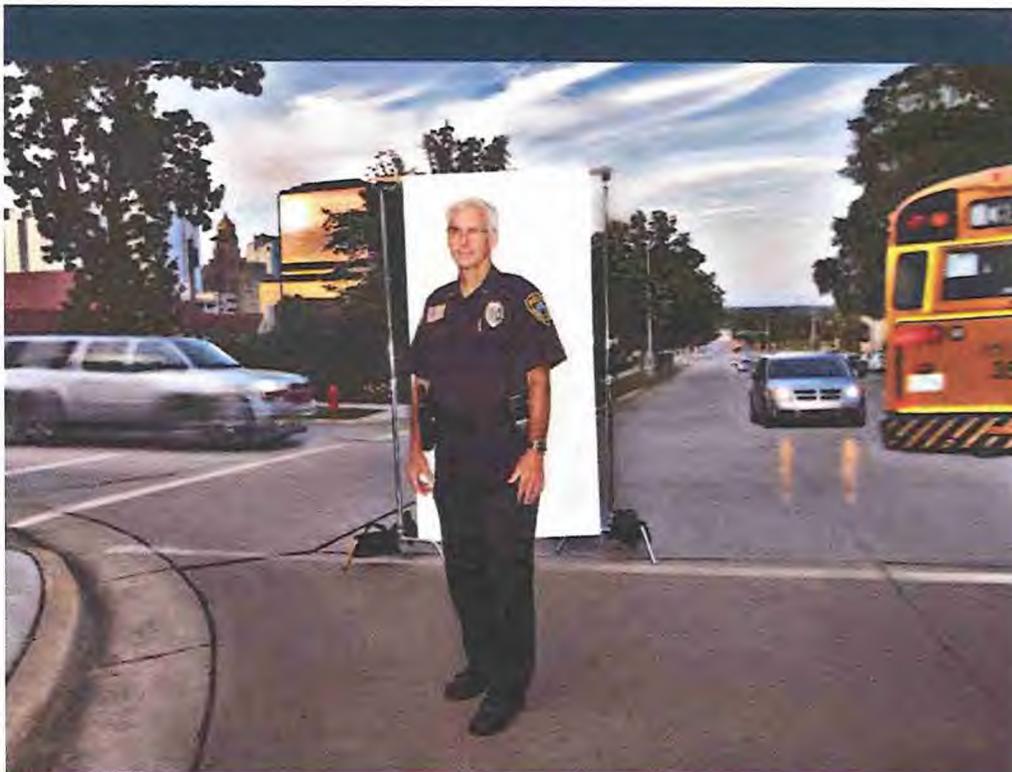
# Share the road & get to work together.

Thank you to April Sutor, commuter who works toward safer cycling and walking in Downtown Rochester.

Vehicles must provide 3 feet of clearance when passing a bicycle.  
Downtown, bikes on sidewalks must be walked.

SEE.SAFE.SMART.  
**ROCHESTER**

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Please do your part.  
Slow down in town.

Thank you to Lt. KC Reed, serving and protecting Rochester for over 35 years.

SEE. SAFE. SMART.  
**ROCHESTER**

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Please keep an eye out  
for everyone.

Thank you to Curt Acala and his wife Julia, active community advocates for low-profile pedestrians in Rochester.

SEE.SAFE.SMART.  
**ROCHESTER**

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# Safe head. Strong heart.

Always wear your helmet and ride safely, sharing the trails and roads.  
What a great cardio work out and a great way to spend time with family and friends!

*Thank you to the Thomas Family who ride the trails together in Rochester.*

SEE.SAFE.SMART.  
**ROCHESTER**

Sponsored by [ActiveLivingRochester.org](http://ActiveLivingRochester.org)



# Great cardio. Safe cranium.

Always wear your helmet and ride safely, sharing the trails and roads.  
What a great cardio work out and a great way to spend time with family and friends!

*Thank you to the Thomas Family who ride the trails together in Rochester.*

SEE.SAFE.SMART.  
**ROCHESTER**

Sponsored by [ActiveLivingRochester.org](http://ActiveLivingRochester.org)



## Ride & drive with class.

Please watch out for each other, whether you ride, walk or drive. Get there safely.  
In business districts, bikes on sidewalks must be walked.

Thank you to Mr. Johnsrud and his class for watching out for each other on the roads.

SEE.SAFE.SMART.  
**ROCHESTER**

Sponsored by [ActiveLivingRochester.org](http://ActiveLivingRochester.org)



# Don't make a right turn wrong.

Our great community makes it a wonderful place to ride, walk and drive. Please make sure you take appropriate care when turning right. Get there safely. Thank you to Sandra Moore who rides great for community.

SEE.SAFE.SMART.  
**ROCHESTER**

Sponsored by [ActiveLivingRochester.org](http://ActiveLivingRochester.org)



# On sidewalks downtown, walk your ride.

On downtown sidewalks always walk your bike, or get there by riding on the street and obeying traffic laws. Be safe and enjoy the ride... or the walk.  
Thank you Brittany, Michelle and Rene, who always walk their bikes on the sidewalks of downtown Rochester.

SEE.SAFE.SMART.  
**ROCHESTER**

Sponsored by [ActiveLivingRochester.org](http://ActiveLivingRochester.org)



# Divide and Concur

It's everyone's chance to make it a better place every day by sharing the road access and following the traffic laws.  
Thanks to Phil Wheeler and Mitzi Baker who bike and drive the road to a safer and happier Rochester.

SEE.SAFE.SMART.  
**ROICHESTER**

Sponsored by [ActiveLivingRochester.org](http://ActiveLivingRochester.org)

# Hey, we've gotta share the road, man.

Share the road and obey traffic laws to support a safer, healthier Rochester.  
Thanks to Phil Wheeler who bikes regularly and contributes to a greater community.

SEE.SAFE.SMART.  
**ROICHESTER**

Sponsored by [ActiveLivingRochester.org](http://ActiveLivingRochester.org)

# Engaging Community Participation

- These ads feature local people and locally based images.
- The campaign “style” was designed to resonate with the Rochester community.
- Diversity, while not perfectly represented, is represented in terms of age, ability, gender and race.

# You Can Help!

- Share messaging in your organization, school, workplace.
- Support safe streets – walk, drive, and bike aware.
- Be courteous to other travelers – Be SAFE.
- Interested in getting involved? Contact Active Living Rochester to find out more.

# More Information

- SEE.SAFE.SMART.Rochester is part of the Active Living Rochester initiative, which is supported by Blue Cross and Blue Shield of Minnesota through the Active Living Minnesota program.
- **Staff Contact:**
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  - 507-328-7122
- **Photographer & Consultant:**
  - Dennis M.Jeneaux, DMJ Photography in collaboration with Feed the Dog Creative
  - 2014 Washington Ave. N
  - Minneapolis, MN 55411
  - [www.dmjphotography.com](http://www.dmjphotography.com)

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# TIPS FOR A SAFE TRIP

*Long Beach is a bicycle-friendly community where motorists and bicyclists share the streets and follow the rules ensuring safe roads for all.*

*Be Aware of the Rules of the Road.*

## MOTORISTS & BICYCLISTS

**SAME ROAD, SAME RULES, SAME RIGHTS** | *The California Vehicle Code grants motorists and bicyclists the same rights and responsibilities on public streets—both are responsible for obeying the laws and rules of the road.*

**STAY FOCUSED AND AVOID DISTRACTIONS** | *Whether you drive a car or ride a bike, it's illegal to talk or text using a hand-held cell phone. Wearing headphones that cover both ears is also prohibited.*

**RED MEANS STOP AT TRAFFIC SIGNALS AND STOP SIGNS** | *Motorists and bicyclists must stop at red lights and stop signs, and yield at stop signs to those who arrive first.*

**BEWARE OF THE "DOOR ZONE"** | *Motorists should take extra precaution when opening car doors into traffic to avoid collisions with oncoming bicyclists. And, bicyclists should allow at least five feet or more clearance while riding alongside parked cars to avoid the "Door Zone."*

## MOTORISTS

**SLOW WHEN PASSING BICYCLISTS** | *On narrower streets, pass bicyclists slowly and only pass with adequate space.*

**GIVE BICYCLISTS THREE FEET OR MORE WHEN PASSING** | *The faster a car's speed, the greater the distance a motorist needs to pass safely. If there is not adequate space to pass, change lanes or wait until you can pass safely.*

**TAKE CARE AT DRIVEWAYS AND INTERSECTIONS** | *Most crashes occur at intersections and driveways. So when pulling out of driveways, look both ways for bicyclists and*



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### UPCOMING BIKE EVENTS

pedestrians and take extra care when turning right at intersections.



**USE YOUR HORN TO WARN, NOT TO SCORN** | Nobody likes angry honking, and sudden loud noises startle and distract bicyclists. In fact, it's against the law to use your horn for non-emergency warnings.

## BICYCLISTS

**BE PREDICTABLE AND USE HAND SIGNALS** | Bicyclists are safest when their actions and behaviors are predictable to motorists and pedestrians. Bicyclists should follow the same rules as if they are driving a car, such as looking behind and using signals prior to making turns.

**BE VISIBLE DAY AND NIGHT** | Wear bright or contrasting clothing to be seen by motorists. By law, at night bicyclists must turn on a white headlight and use side and rear reflectors. A rear-facing red LED light is recommended.



**BIKE WITH THE FLOW OF TRAFFIC** | Bicyclists must travel with the flow of traffic. It's the law. Riding in the same direction of traffic helps bicyclists to be visible and predictable to motorists and pedestrians.

**WALK YOUR BIKE ON THE SIDEWALK IN BUSINESS DISTRICTS** | No bike riding on the sidewalks in business districts (LB Muni. Code 10.48.070). Bicyclists must either walk their bikes on the sidewalks or lock them at one of the many convenient bike racks available for public use. Long Beach Business Districts include: 4th Street, Belmont Shore, Bixby Knolls, Cambodia Town, Downtown Long Beach and the East Village Arts District.

**PEDESTRIANS RULE** | Always slow down and yield to pedestrians who are crossing the street or walking on sidewalks or roadways.

**WEAR A HELMET** | Protect your most valuable asset by wearing a bike helmet. Children under 18 are required by state law to wear a helmet.

### BIKE LONG BEACH ON FACEBOOK

**Recommend** 3 people recommend this. Be the first of your friends.

### SIGN UP TO RECEIVE THE BIKE LONG BEACH E-LETTER

NAME

E-MAIL ADDRESS (required)

PHONE NUMBER

ZIP CODE

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### ABOUT BIKE LONG BEACH

Bike Long Beach is a Public Works program within the City of Long Beach.

