

## EDUCATE AND ENFORCE

## Educate and enforce proper road use by all.

Over 40 Mayors' Challenge communities undertook efforts to reduce pedestrian and bicyclist injuries and fatalities through activities such as education campaigns on safe driving, walking and cycling, and partnerships with local police departments. Challenge communities engaged thousands of citizens through outreach events such as promoting Safe Routes to School and raising awareness of high-risk pedestrian and bicyclist crash areas.

The winning cities for this Challenge Activity are Louisville, KY, (large City) and Oro Valley, AZ, (small City). Louisville is recognized for its "Look Alive Louisville" campaign, which focuses on pedestrian safety awareness and was launched as part of the Mayors' Challenge. City staff gave 75 "Safe Streets for Adults" presentations to over 1,000 people, and developed interactive pedestrian safety curricula for grades K-12.

Oro Valley, AZ, is recognized for using the Mayors' Challenge as an opportunity to focus on reducing bicycle crashes at major intersections using a combination of targeted public education, including a public service announcement (PSA) featuring Mayor Satish Hiremath, and high-visibility enforcement actions at three key intersections to improve bicycle safety. Oro Valley used [National Highway Traffic Safety Administration's \(NHTSA\) Countermeasures That Work](#) as a resource throughout the Mayors' Challenge. For more information on Louisville and Oro Valley, see their [Award Winner fact sheets](#).

## How are communities educating and enforcing proper road use?

Education and enforcement activities varied by the unique needs in each Mayors' Challenge community. Tucson, AZ; Philadelphia, PA; and Bonita Springs, FL, partnered with the police departments and sheriff's offices on initiatives, including walk to school events, driver education, and open streets events. Some of these events included giveaways of bike lights and helmets to encourage safe bike riding. At one such event Ann Arbor, MI, distributed over 500 bike lights.

Some communities, like Henderson, NV, and Lexington, KY, partnered with media outlets to publicize safety campaigns relating to bicycle and pedestrian travel.

Other communities, such as Pascagoula, MS, and Kaua'i County, HI, focused on educating city officials and local law enforcement about bicycle and pedestrian safety.

Overall, Mayors' Challenge Activity 7 encouraged cities to further engage their citizens, local bicycle and pedestrian advocacy groups, and



Police officers in Fremont, CA, at a safety education fair.

police departments to improve awareness, and it emphasized the importance of all users sharing the road safely.

### Communities integrate education and enforcement

Education and enforcement are most effective when they are implemented together, and Mayors' Challenge communities highlighted their multi-pronged approaches to making streets safer for all users. Eugene, OR, ran a "Every Corner is a Crosswalk" campaign to educate drivers that Oregon law requires people driving cars or riding bikes to stop for people in all crosswalks, whether they are marked or unmarked. The campaign used a combination of bus ads; radio and TV advertising; and targeted enforcement by police at specific intersections.

Fremont, CA, started a social media safety campaign with the hashtag #staysafefremont, which incorporates traffic safety themes from NHTSA on an ongoing basis. The city also initiated an interdepartmental effort between the Public Works Department and the Fremont Police Department to promote traffic safety education and enforcement as part of its Vision Zero 2020 initiative, which includes a bicycle safety video focused on the how to use separated bike lanes.

Longmont, CO, collects a fee with each moving violation ticket, which is used to fund efforts to educate the public about traffic safety laws.

### Communities focus on K-12 roadway safety education

Mayors' Challenge communities also focused on educational programs for school-aged kids, reaching over 10,000 youth in the Challenge period. Promoting safe behaviors among younger age groups and educating them about safe roadway behavior can help create lifelong safe roadway users. In St. Petersburg, FL, over 750 youth participated in bicycle rodeos, which included a giveaway of 500 properly fitted helmets.

In Orange County, FL, the "Walk-Ride-Thrive!" pedestrian safety program reached over 600 students with a pedestrian safety training and



Police officers in the City of Sunrise's Bicycle Unit help increase awareness of pedestrian and bicyclist safety by interacting with residents throughout the community.

## Sunrise, FL's Police Bicycle Unit Provides Community Benefits

**In Sunrise, FL, 30 police officers were assigned to the Bicycle Unit, providing the community an efficient and highly visible resource, especially in areas with high pedestrian and motor vehicle traffic. During the Challenge year, the Bicycle Unit officers logged 1,145 miles traveling through neighborhoods, interacting with both youth and adults at schools, parks, and businesses. The program led to increased safety awareness for pedestrians and bicyclists and also facilitated positive relationships and trust between the police officers and residents of Sunrise.**

provided an additional 2,300 students with "Walk-Ride-Thrive!" safety brochures.

Springfield, OR, focused on various pedestrian safety games for children in grades K-3, including a Safety Town Hall for kindergartners, a focus on Safe Routes to School for 2nd graders, and traffic safety games for 3rd graders.

Revere, MA; Chattanooga, TN; Kaua'i County, HI; and Jackson, MS, hosted Safe Walk to School events.



Walk to school day in the Kaua'i County, HI.

Mayor Harry Rilling of Norwalk, CT, and his Saturday morning walkers. The Mayor follows a NorWALKer Route each Saturday morning as part of his Walk With Us program.

### **Communities ensure citizens know where to walk and bike, and how to do it safely**

With many miles of new bicycle facilities being completed across the country, communities are promoting walking and biking and the associated health benefits of active transportation. Communities are also focusing on educating drivers, bicyclists, and pedestrians on how to safely navigate these facilities to avoid conflicts.

The Mayors' Challenge helped Atlanta, GA, staff recognize the need to follow up with education and enforcement measures once new bicycle facilities are complete. Similarly, other Mayors' Challenge communities reported that as they build out bicycle and pedestrian networks, those projects are completed in conjunction with efforts to create and distribute updated bicycle maps.

Hartford, CT, adopted a bike lane map for the first time in its history, and Moscow, ID, developed a recommended bicycle route map, which will be published and paired with public outreach to help cyclists understand how to navigate Moscow safely.

Miami-Dade County's [Bike305 website](#) helps cyclists plan trips and highlights features such as parks, landmarks, transit stations, and trails.

The Palm Beach MPO, FL, developed a bicycle suitability map that shows safe bicycling areas based on facilities present, bicycle level of service, traffic volume, and speed.

Norwalk, CT, worked on redesigning the NorWALKer Routes program, which includes mapped walking routes deemed safe and accessible by the Centers for Disease Control and Prevention's (CDC) Walkability Audit Tool.

For more information about the Mayors' Challenge results and award winners see: [www.transportation.gov/mayors-challenge/awards-and-results](http://www.transportation.gov/mayors-challenge/awards-and-results)