

EDUCATE AND ENFORCE



Winner!

Louisville, Kentucky

The Mayors' Challenge encouraged Louisville Metro to implement four coordinated pedestrian education and enforcement programs based on data on the greatest crash risks. Louisville Metro created a cross-departmental program team to implement a set of projects that have

been integrated into a comprehensive safety program that seeks to address trends identified in crash data analysis. The full team of agencies included the Louisville Metro Police Department, Louisville Metro Public Works, Louisville Metro Health Department, Jefferson County Public Schools, Kentucky Transportation Cabinet (State Department of Transportation), and Kentucky Transportation Center (University of Kentucky).

Louisville's work in this activity built off of the \$307,000 grant it received from the National Highway Traffic Safety Administration (NHTSA) in 2014 to create a pedestrian education program for school-aged children, create safe walking routes for senior citizens, and conduct law enforcement training and crosswalk enforcement activities. In Louisville, a total of six pedestrians were killed in motor vehicle crashes during 2012, representing 10 percent of the city's total traffic fatalities.



Example of "Look Alive Louisville" bus wrap.

Demonstrated Successes

“Look Alive Louisville” Public Education Campaign Reminds Residents to Look for Pedestrians

Louisville Metro launched the “Look Alive Louisville” public education campaign in April 2015. The \$50,000 effort deploys coordinated educational messages using display advertising, a social media page, email blasts sponsorships, video integration, bus wraps, and print advertising to raise awareness about pedestrian safety.

“Safe Streets for Adults” Presentation Focuses Education Messaging on Adult Road Users

The city developed a 30-minute “Safe Streets for Adults” presentation, which has been shown to more than 1,000 adults at employment centers, community meetings and conferences. The city focused the campaign on adults because crash data indicate that the average age of victims of pedestrian fatalities is 44 years old.



“Pedestrian Decoy Operation” Targets Enforcement at High Pedestrian Crash Intersections

According to crash data analysis, many pedestrian crashes in Louisville are caused by motorists

failing to yield. In response, the City developed the Pedestrian Decoy Operation (PDO) program to target safety enforcement efforts, initially at five locations with the highest pedestrian crashes. At PDO locations, uniformed officers hand out pamphlets to motorists and pedestrians with street safety information, and they have begun to give out tickets for infractions. Since April 2015, PDO reached over 8,000 pedestrians with safety handouts and issued over 1,780 citations to motorists. PDO also includes a training video for police officers and the general public to educate about pedestrian safety. NHTSA’s Countermeasures that Work research shows that combining education and enforcement increases pedestrian safety knowledge and behavior.

“Walk Sense for Youth” Program Engages Public School Students in Grades K-12 on Pedestrian Behaviors

Louisville’s “Walk Sense for Youth” program engaged the public school district to create a fun, interactive curriculum-based program for grades K-12. The Walk Sense three-day curriculum contains lessons and activities that teach pedestrian safety skills through the use of videos, outside simulation activities, and art projects.

The program has reached more than 450 students in 11 schools since 2015.

Next Steps

The successful comprehensive safety program will continue through expanding the “Safe Streets for Adults” presentation to new audiences, continuing the “Look Alive Louisville” campaign year, and creating a “train the trainer” session for teachers to continue the “Walk Sense for Youth” program. Louisville will also analyze crash data to evaluate the effects of the campaigns and to identify new locations for increased PDO efforts.

For more information about the Mayors’ Challenge results and award winners see: www.transportation.gov/mayors-challenge/awards-and-results