

City of Portland Bureau of Transportation
Community Lead Pedestrian Safety Outreach and Education Ideas
July 6, 2016

Brainstorm of possible ideas to promote transportation safety:

Host Transportation Safety Trainings for Adults

The transportation safety trainings can include 1 or 2 longer trainings (approx. 1-3 hours each) or 3 - 6 shorter trainings (approx. 1/2 - 1 hour each) scheduled at a time and place that would allow the most adults to participate as possible. Possible trainings topics may include any or all of the following themes:

- Walk and Talk community event including an indoor transportation safety training followed by a walk outdoors to discuss and practice the safety items presented in the indoor training
- Portland Walks - Be Safe pedestrian and driver safety training that uses an 18 minute training film followed by supplemental information and a Q & A (also possible walk outdoors for discussion and practice of the safety ideas presented in the film)
- Every Corner is a Crosswalk training about Oregon crosswalk laws that uses a short animated film followed by supplemental information and a Q & A (also possible walk outdoors for discussion and practice of the safety ideas presented in the film)
- Beacon Buddies training about rapid flash beacons using a short animated film followed by a Q & A (also possible walk outdoors for discussion and practice of the safety ideas presented in the film)
- Greta on the Greenway encouragement training using a short animated film about walking and biking as a viable transportation option and utilizing Portland's Neighborhood Greenways system for getting around by foot or by bike followed by a Q & A (also possible walk outdoors for discussion and practice of the safety ideas presented in the film)

Recruit Transportation Safety Trainers

Identify 2+ individuals that would be interested in learning to be a Transportation Safety Trainer. Participants will learn about transportation safety by attending a "train-the-trainer" class and get training materials for conducting their own trainings.

Link People to the Online Pedestrian Safety Quiz

Encourage people to take the online pedestrian safety quiz at **www.LookBeforeCrossing.org**. When people complete the quiz, they are eligible to receive a FREE reflective tote bag (Portland mailing addresses only)

Transportation Safety Signs

Encourage community members to display transportation safety signs in their yard and/or window (PBOT Yard Sign Lender Program or ODOT Oregonian Crossing or other signage).

Safety Bumper Stickers

Work with youth or adults to create a transportation safety message and share it with others as a bumper sticker, button, T-shirt image, etc.

Submit Newspaper Articles and Editorials

Compile newspaper articles and letters-to-the-editor supporting transportation safety in your community and work to have them published.

Transportation Safety at Community Events

Recruit volunteers to host a transportation safety table at community events (movies in the park, concerts in the park, street fairs, sidewalk sales, etc.).

Stage a Media Event

Coordinate an "I brake for people" or similar media event using live actors or cardboard/wood figures.

Host a Transportation Safety Fair

A Transportation Safety Fair is typically a one-time event that helps community members (kids and adults) connect with transportation related resources and businesses including any of the following:

- Bicycle Transportation Alliance (bicycle safety and encouragement)
- Oregon Walks (formerly Willamette Pedestrian Coalition) (pedestrian safety and encouragement)
- Community Cycling Center (bicycle safety and encouragement for youth)
- TriMet (transit safety and encouragement)
- Legacy Emanuel Hospital (bicycle, pedestrian, driver safety)
- ACTS Oregon (child seat safety)
- Portland Police Traffic Division (safety and enforcement for all modes)
- Portland Bureau of Transportation (transportation safety for all modes)

Transportation Safety from a Teen's Perspective

Identify and engage teenagers (13-19 years of age) in a project to learn about transportation safety in Portland including walking, bicycling, transit riding, and/or driving safety. Teenagers from your community will determine what they want to explore and how they want to present their ideas. Possible ideas may include any of the following:

- Develop a video and post it on YouTube
- Develop a photo montage of getting around Portland by foot and/or by bike
- Develop a children's book to teach younger kids about transportation safety
- Develop a transportation safety message and create a bumper sticker or T-shirt to advertise your safety message
- Create a "Story Corps" listening session for people to share their transportation safety story (teens will invite "elders" to talk into a video camera or recorder to share their experiences). The teens will edit their information and present to community members using video, book, or other tools.

Transportation Safety for Older Adults

Engage older adults (55+ or whatever you determine) to participate in a Senior Walking Challenge and/or a Ped Pals program to encourage safe walking as a mode of transportation and a healthy activity. Every older adult that participates in the program will attend a transportation safety training and then join in one or both of the following activities:

- The Senior Walking Challenge invites older adults to use a pedometer to count the number of steps they walk and then asks them to record their steps for a specific 6 week period. Pedometers and log sheets are provided and everyone that participates receives a prize. Individuals that walk the most will receive additional recognition.
- The Ped Pals program matches adults as walking buddies to provide motivation and encouragement for those who want to increase walking.

Positive Rewards for Safe Behaviors

Develop Safety Bucks or something similar to hand out to people that are making safe decisions when driving, walking, bicycling or rolling that they can redeem for prizes or discounts at retail outlets or childcare/pet care services, etc.

Be Seen. Be Safe Campaign - *Trimet*

Participate in the annual "Be Seen. Be safe." campaign that takes place the week after Daylight Savings Time ends. Promote visibility and watching for people crossing by distributing flashing strobes to people on foot and on bike.

Determine Community Interests

Develop and distribute a survey asking community members to identify what transportation safety project or training they would most like to have implemented in the community.

photo booth

**Please contact Sharon White at 503-823-7100 or
sharon.white@portlandoregon.gov to learn more about these programs and to
discuss your questions and ideas.**

Transportation safety depends on all of us working together to improve Portland