

February, 2013

Best Practices White Paper: Road User Behavior Change Campaigns

Seattle Bicycle Master Plan Update

Introduction

Bicycle ridership in Seattle is increasing quickly. With more bicycles on the road come more opportunities for drivers and bicyclists to interact. This rapid cultural shift may cause anxiety for some road users. This situation is not unusual; Seattle joins many US cities experiencing a rapid shift to the bicycle mode and a resulting focus on bicycle rider/driver interactions.

We know (from survey response and public comments) that there is some tension between Seattle road users in response to these growing pains. **The purpose of this white paper is to examine traffic safety campaigns undertaken by North American cities aimed at changing bicyclist and motorist behaviors that compromise road user safety or contributes to tension between motorists and cyclists.**

A Note on Evaluation

There is a body of research on the effectiveness of crash reduction strategies. The majority of the studies cited relate to the physical environment (e.g. geometric design or signalization), but some address behavioral countermeasures.

At the City's direction, the following sources were reviewed. The listed studies relevant to the campaign models considered in this white paper have been included.

- Federal Highway Administration – Crash Modification Factors Clearinghouse
- Evaluation of Pedestrian Safety Educational Program for Elementary and Middle School Children – Gates, Datta, Savolainen, and Buck¹
- Effects of a driver enforcement program on yielding to pedestrians – Van Houten and Malenfant²

Additionally, we contacted the organizations responsible for each campaign to discuss whether they had any quantitative or qualitative evaluation of the campaign's effectiveness. In all cases where we received information, that has also been noted. We found that most organizations were tracking *outputs* (e.g. number of bicycle lights distributed) rather than *outcomes* (e.g. percentage of bicyclists using lights at night).

¹ <http://trb.metapress.com/content/y663r1g03172wn83/?genre=article&id=doi%3a10.3141%2f2140-13>

² <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1284509/>

A Note about Public Perception

Seattle is not alone in experiencing an increase in public debate around conflicts between motorists and cyclists. Most American cities with similar rates of bicycle mode shift are confronting the same trend of increased dialogue about cyclist courtesy, safety, rights and responsibilities. The remainder of this memorandum considers approaches that directly address dangerous and discourteous behavior between cyclists and motorists. However, a number of external factors should also be considered.

One issue for discussion is the degree to which the **perception** of discourteous cyclists is commensurate with actual **observed** behavior. An objective observation of cyclist behavior may well reveal that most cyclists are law-abiding and courteous most of the time. Yet drivers may remember the small percentage of instances when they do witness bad behavior and attribute that behavior to far more cyclists than is warranted. Drivers in this case do not realize that their memories and impressions are skewed, but they are influenced by confirmation bias³ and the human tendency to remember situations with emotional content (such as a close call while driving).

It is certainly true that some cyclists and some drivers behave badly. The City of Seattle should be a leader in educating all road users about expectations and laws, but should also **communicate a fair and data-driven message about road user safety and behavior**. One way to accomplish this is to design umbrella “Share the Road” or “Respect” campaigns that address all road users, with specific targeted submessages that address each constituent group’s particular issues. An alternative way to address this issue is to develop a simple series of factual talking points that educate the public, and the media, about the big picture of road user behavior. These talking points can be used in a media campaign and interwoven in standard city and advocacy outreach efforts.

Another issue to consider is that of driver comfort around bicyclists. Most bicyclists have experience driving, while many drivers may not have cycled in an urban environment. For this reason, **cyclist behavior that is reasonable or even necessary for safety may be misunderstood by drivers as illegal, discourteous, or dangerous** (such as taking the lane if there is not enough room to share the lane, swerving to avoid obstacles, bicycling outside of the door zone, running a red light if signal actuation does not register bicycles, or refusing to proceed without the right-of-way when drivers attempt to wave them on). Directly educating motorists about these issues is important – but the most effective way to create more empathy and

³ According to the Oxford Dictionaries, confirmation bias is “the tendency to interpret new evidence as confirmation of one’s existing beliefs or theories.”

understanding on the part of drivers is to encourage them to give bicycling a try themselves.

A final factor is the question of **who is bicycling, and how those demographics affect attitudes and behaviors.** While Seattle has a more diverse mix of people who are bicycling than many American cities, cycling still attracts primarily young, fit men – U.S. young men are known to take greater risks than women and older people. As Seattle develops the bikeway network and achieves cultural shift, an ever-more diverse demographic range of cyclists will develop. This more diverse group may be more likely to be responsible, risk-averse road users no matter what mode they select for any given trip. City efforts to attract a more diverse user group will indirectly result in more courteous, safe cyclist behavior.

Problem Behaviors

Key dangerous and discourteous actions on the part of cyclists include the following:

- Running red lights and stop signs
- Wrong-way riding
- Lack of lights/reflectors at night
- Sidewalk riding⁴
- Riding under the influence of drugs or alcohol
- Failure to yield to pedestrians, and/or failure to give audible warning when passing pedestrians⁵

Key dangerous and discourteous actions on the part of motorists include the following:

- Not looking for cyclists when executing turns or merging
- Dooring⁶
- Passing too closely
- Harassing cyclists (e.g., throwing objects at bicyclists, shouting with the intent of startling a rider, or passing closely on purpose)

⁴ While operating a bicycle on a sidewalk is not prohibited in the City of Seattle, there are regulations associated with sidewalk riding that, when not adhered to, can create dangerous conditions for all road users. Specifically, bicyclists on sidewalks are required yield to pedestrians, give audible signals when passing, obey traffic control devices, and “operate in a careful and prudent manner and a rate of speed no greater than is reasonable and proper under the conditions existing at the point of operation, taking into account the amount and character of pedestrian traffic, grade and width of sidewalk...and condition of surface.”

⁵ Failure to wear a helmet has not been included in this list. While wearing a helmet is an effective way to reduce individual risk of injury, it has not been demonstrated to be a causal factor in causing crashes with other road users, and thus is a lower priority for education and enforcement.

⁶ “Dooring” is defined as striking or nearly striking a passing bicyclist by suddenly opening a vehicular door.

Seattle Bicycle Master Plan Update

- Speeding
- Driving under the influence of drugs or alcohol
- Parking/driving in bike lanes

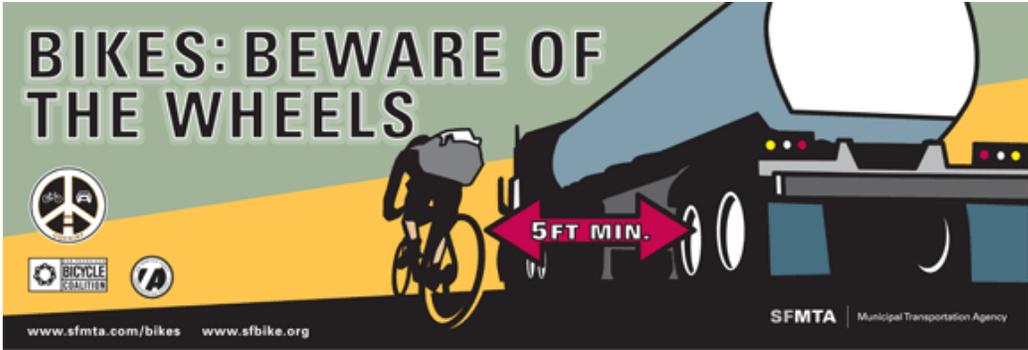
Campaign Concepts

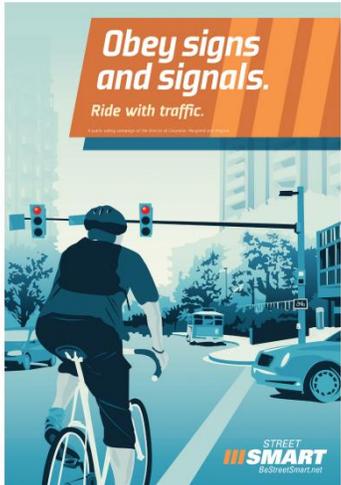
The following section describes best practice campaigns from around North America that address the target behaviors listed above. Each campaign summary lists the city or state where the campaign was implemented, the implementing agency or organization, the purpose of the campaign, a description of the campaign elements, and a link to more information. In addition, we have included any effectiveness data or results collected by the implementing groups, which Seattle BMP goals are addressed, and a rating of resource needs. Programs are organized by target audience: all road users, bicyclists, and motorists. A matrix summarizing the behaviors addressed follows the detailed campaign summaries.

General Road Safety Campaigns

“Eye to Eye” Campaign	
Location:	Portland, Oregon
Agency/ Organization:	Bicycle Transportation Alliance (BTA)
Purpose:	Foster a sense of mutual respect and responsibility between all road users.
Description:	<p>The campaign includes print ads and public service announcements, community events (including trainings and giveaways, like bike bells and lights), and a pledge, quiz, and video. As the BTA puts it, the broader message is, “no matter what mode of transportation we’re using, let’s all give each other some room to breathe.” The campaign also, of course, asks road users to make eye contact with other road users to increase safety for everyone.</p> 
Link:	http://btaoregon.org/2009/06/eye-to-eye-summer-kick-off/
Effectiveness:	Primary output tracked was attendance at events. “Share the Road” campaigns have not been shown to have a clear crash reduction effect, according to the NHTSA “Countermeasures that Work” report; this campaign has some, but not all, attributes in common with a “Share the Road” campaign.
BMP Goals Addressed:	Safety, Livability
Resource Needs:	<p>Staff resources: Moderate [primarily in campaign creation phase]</p> <p>Materials resources: Moderate [primarily in printed materials]</p> <p>Other resources: Media placement costs, though these may be subsidized or waived</p>

“Street Smarts” Campaign	
Location:	San Francisco Bay Area, California
Agency/ Organization:	Various partners and implementing agencies
Purpose:	Address traffic safety issues by educating motorists, bicyclists, and pedestrians.
Description:	<p>Street Smarts reaches motorists, bicyclists, and pedestrians and combines a variety of education programs and outreach campaigns in different communities, including youth poster and video contests, rewards programs for high school students, outdoor media, community outreach, and community-based traffic calming and traffic safety campaign resources. The program was specifically designed to be licensed to other communities for easy implementation.</p> 
Links:	http://www.street-smarts.com/ http://streetsmartsmarin.org/
Effectiveness:	Two rounds of surveys were completed in 2009 and 2011, using the National Safe Routes to School survey format. The data are still being analyzed. “Share the Road” campaigns have not been shown to have a clear crash reduction effect, according to the NHTSA “Countermeasures that Work” report; this campaign has some, but not all, attributes in common with a “Share the Road” campaign.
BMP Goals Addressed:	Safety, Livability
Resource Needs:	<p>Staff resources: Low [because campaign is already created]</p> <p>Materials resources: High [primarily in printed materials and banners/ads]</p> <p>Other resources: Media placement costs, though these may be subsidized or waived</p>

“Coexist” Campaign	
Location:	San Francisco, California
Agency/ Organization:	San Francisco Municipal Transportation Agency (SFMTA)
Purpose:	Inform both cyclists and drivers of large vehicles of ways to safely share street space, and remind cyclists to install and use headlights and rear lights on their bicycles to improve visibility and safety.
Description:	<p>A partnership between the San Francisco Department of Parking and Traffic and the San Francisco Bicycle Coalition, this campaign disseminated messages throughout San Francisco, including Muni bus posters, transit shelter ads, and several hundred permanent signs communicating the California Vehicle Code section that states that bicycles are allowed use of the full lane.</p> 
Link:	http://www.sfmta.com/cms/bsafe/3828.html
Effectiveness:	No information was provided by SFMTA. “Share the Road” campaigns have not been shown to have a clear crash reduction effect, according to the NHTSA “Countermeasures that Work” report; this campaign has some, but not all, attributes in common with a “Share the Road” campaign.
BMP Goals Addressed:	Safety, Livability
Resource Needs:	<p>Staff resources: Moderate [primarily in campaign creation phase]</p> <p>Materials resources: High [primarily in printed materials and banners/ads]</p> <p>Other resources: Media placement costs, though these may be subsidized or waived</p>

“Be Street Smart” Campaign	
Location:	Washington, DC region
Agency/ Organization:	<ul style="list-style-type: none"> • District of Columbia Department of Transportation (DDOT) • Maryland Motor Vehicle Administration • Metropolitan Washington Council of Governments • Virginia Highway Safety Office • Washington Metropolitan Area Transit Authority
Purpose:	The goals of the campaign are to change motorist and pedestrian behavior, and reduce pedestrian and bicyclist deaths and injuries, by raising awareness of and compliance with laws, and by increasing enforcement activities related to bicycle and pedestrian safety. The campaign is designed to be replicable in other jurisdictions.
Description:	<p>Street Smart is an annual public education, awareness and behavioral change campaign in the Washington, DC, suburban Maryland and northern Virginia area. Its goal is to reduce pedestrian and bicyclist deaths and injuries. Since its beginning in 2002, the campaign has used radio, newspaper, and transit advertising, public awareness efforts, and added law enforcement to respond to the challenges of pedestrian and bicyclist safety. Annual kickoff events that feature elected officials and agency leaders together with local pedestrians and bicyclists, as well as law enforcement professionals, have raised the profile of the campaign.</p> 
Link:	http://bestreetsmart.net/
Effectiveness:	<p>Pre- and post-campaign surveys of drivers, bicyclists, and pedestrians in the DC region have been performed annually since 2002, with a particular focus on 18- to 34-year-old males, who have an elevated statistical likelihood of being involved in a crash. For the 2012 campaign, survey respondents have demonstrated a 10% increase in awareness of enforcement activities, a 7% increase in awareness of the campaign, and a strong retention of the pedestrian enforcement message.</p> <p>“Share the Road” campaigns have not been shown to have a clear crash reduction effect, according to the NHTSA “Countermeasures that Work” report; this campaign has some, but not all, attributes in common with a “Share the Road” campaign.</p>
BMP Goals Addressed:	Safety, Livability
Resource Needs:	<p>Staff resources: High [creating and deploying campaign messages, organizing events, and law enforcement time]</p> <p>Materials resources: High [primarily in printed materials and banners/ads]</p> <p>Other resources: Media placement costs, though these may be subsidized or waived</p>

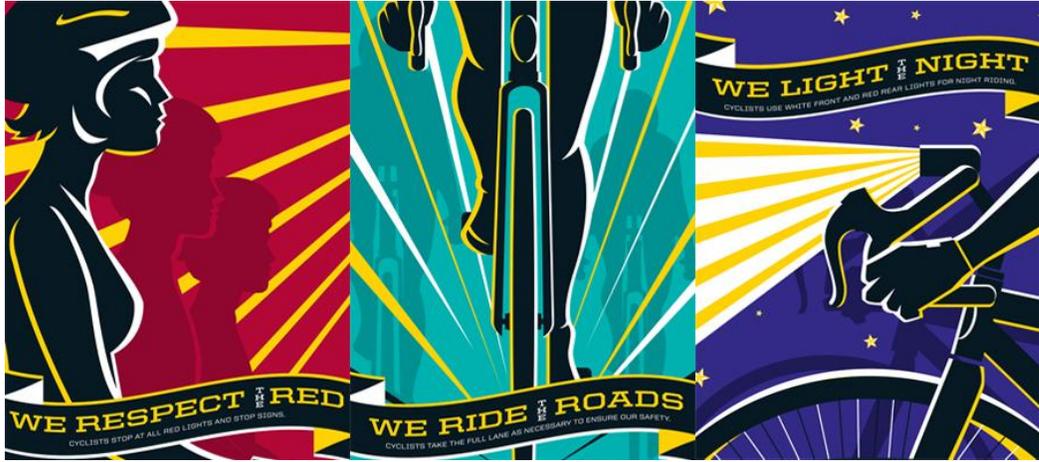
Diversion Class	
Location:	Marin County, California
Agency/ Organization:	Marin County Bicycle Coalition
Purpose:	Provide targeted education (in lieu of citations) to road users who participate in unsafe behaviors.
Description:	<p>Marin County’s bicycle safety class is tailored to first-time offenders of certain bicycle-related traffic violations, including running a stop sign/light. In lieu of citations, cyclists and motorists can take the class instead. Interested citizens can also take the class, even if they did not receive a ticket.</p> 
Link:	http://www.marinbike.org/Campaigns/ShareTheRoad/Index.shtml#StreetSkills
Effectiveness:	Qualitative data: Class participants report that they valued the class and learned new information that relates to safer road user behaviors. No quantitative analysis has been performed. “Share the Road” campaigns have not been shown to have a clear crash reduction effect, according to the NHTSA “Countermeasures that Work” report; this campaign has some, but not all, attributes in common with a “Share the Road” campaign.
BMP Goals Addressed:	Safety, Livability
Resource Needs:	Staff resources: Moderate [greatest as program is being designed; lower during ongoing implementation phase] Materials resources: Low

Bicycle Behavior Change Campaigns

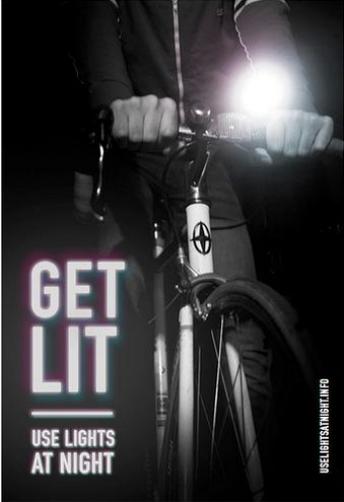
“Bike Smart” Campaign	
Location:	New York, New York
Agency/ Organization:	New York City Department of Transportation (NYCDOT)
Purpose:	Encourage law-abiding cyclist behavior by asking people to sign a pledge to follow laws (e.g., yield to pedestrians, stay off the sidewalk, ride with traffic).
Description:	<p>The campaign includes animations of key problem behaviors, as well as information in English, Spanish, and Chinese. The NYCDOT has further developed a series of posters for commercial cyclists (e.g., messengers) in English, Mandarin Chinese, Haitian Creole, Italian, Korean, Russian, and Spanish.</p> 
Link:	http://www.nyc.gov/html/dot/html/bicyclists/bikesmartpledge.shtml
Effectiveness:	No information was provided by NYCDOT
BMP Goals Addressed:	Safety, Equity, Livability
Resource Needs:	Staff resources: Low [creating and distributing materials] Materials resources: Low [primarily in printed materials]

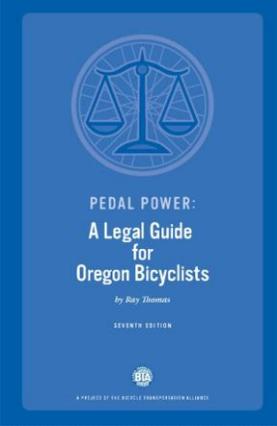
“Biking Rules”	
Location:	New York, New York
Agency/ Organization:	Transportation Alternatives
Purpose:	Engage bicyclists to commit to a code of conduct as responsible road users.
Description:	<p>“Biking Rules” is a clear, simple bicycling code of conduct intended to foster a sense of responsibility among bicyclists. The code aims to have bicyclists lead others by example by pledging to always yield to pedestrians, follow traffic laws, avoid riding in pedestrian spaces such as crosswalks, and other safe, legal behavior.</p> <div style="display: flex; align-items: flex-start;"> <div style="flex: 1;"> <p>Biking Rules Street Code: Lead By Example</p> <p>PEDESTRIANS RULE Pedestrians always have the right of way. PERIOD.</p>  <p>CrossWALKS Leave crosswalks free and clear for safe walking. A bike in the crosswalk can take up as much space as a car. (Law: VTL §1231)</p>  <p>CLAIM A LANE Claim space on the street, not the sidewalk. We know we hate it when cars drive in bike lanes. (Law: AC § 1976)</p>  <p>RIDE RIGHT Ride in the direction of traffic. When we're on bicycles, we ARE traffic! And it is safer for everyone else on the street. (Law: VTL §1231)</p>  <p>UNTANGLE INTERSECTIONS No one can see how good-looking our bikes are if we speed through intersections. And new cyclists will be following our example. Take a break and relax at red lights. (Law: VTL §1231)</p>  </div> <div style="flex: 1; padding-left: 10px;"> <p>PEDESTRIANS RULE Pedestrians always have the right of way. PERIOD.</p> <p>CrossWALKS Leave crosswalks free and clear for safe walking. A bike in the crosswalk can take up as much space as a car. (Law: VTL §1231)</p> <p>CLAIM A LANE Claim space on the street, not the sidewalk. We know we hate it when cars drive in bike lanes. (Law: AC § 1976)</p> <p>RIDE RIGHT Ride in the direction of traffic. When we're on bicycles, we ARE traffic! And it is safer for everyone else on the street. (Law: VTL §1231)</p> <p>UNTANGLE INTERSECTIONS No one can see how good-looking our bikes are if we speed through intersections. And new cyclists will be following our example. Take a break and relax at red lights. (Law: VTL §1231)</p> </div> </div>
Link:	<p>http://bikingrules.org/</p> <p>Related Video: “Pirates of Broadway: Salmon”: http://vimeo.com/9748648</p>
Effectiveness:	<p>Many variables have changed in cycling in NYC (including changes in infrastructure, more cyclists on the road, and other campaigns) since the program began, so it is difficult to isolate the effectiveness of any individual variable. Biking Rules is one tool in the broad goal of educating and activating cyclists to use the streets safely in NYC.</p> <p>2012 outputs include:</p> <ul style="list-style-type: none"> - 22,640 Biking Rules booklets distributed to NYC Cyclists - 322 local businesses distribute Biking Rules to their customers - 17 public schools or community centers distribute Biking Rules - 4 NYPD precincts use Biking Rules as part of their officer training
BMP Goals Addressed:	Safety, Livability
Resource Needs:	<p>Staff resources: Moderate [creating and distributing materials]</p> <p>Materials resources: Low [primarily in printed materials]</p>

“Don’t Be a Jerk” Campaign	
Location:	New York, New York
Agency/ Organization:	New York City Department of Transportation (NYCDOT)
Purpose:	Discourage three of the most dangerous cyclist behaviors: failure to yield to pedestrians, riding on the sidewalk, and riding against traffic.
Description:	This humorous video series features well-known New Yorkers - Mario Batali, John Leguizamo, and Paulina Porizkova - demonstrating how <i>not</i> to ride a bicycle courteously, in an effort to curb wrong-way riding, sidewalk riding, and cutting off pedestrians.
Link:	http://www.nyc.gov/html/dot/html/bicyclists/dontbeajerk.shtml
Effectiveness:	No information was provided by NYCDOT
BMP Goals Addressed:	Safety, Livability
Resource Needs:	Staff resources: High [skilled in video campaign creation] Materials resources: Low [as video is distributed primarily online]

“How We Roll” Campaign	
Location:	Columbus, Ohio
Agency/ Organization:	Yay Bikes!
Purpose:	Reduce bicycle/vehicle crashes near Ohio State University and elsewhere.
Description:	<p>The campaign features attractive media, local outreach, free swag, and free bicycle tours of Columbus, during which experienced student bicyclists share “how they roll” with fellow students. The campaign focuses on discouraging behaviors that lead to crashes: riding on sidewalks, failing to stop at red lights and stop signs, and not equipping bicycles with lights at night. Free lights are installed on bikes as part of the campaign.</p> <p>The bicycle tour takes riders to several local businesses for samples, socializing, and conversations about bicycling. Riding the tour increased participants’ reported levels of confidence with 1) maneuvering a bicycle, 2) fitting a bicycle to their body, 3) understanding bicycle-related traffic laws and 4) riding on streets.</p> <p>How We Roll has been “packaged” and is now available for a fee for other communities and universities.</p> 
Link:	http://yaybikes.com/portfolio/917/
Effectiveness:	Qualitative evaluation of the program indicates that participants find it valuable, particularly in the area of learning new skills that translate to safety. Program organizers have found it challenging to attract new participants, however.
BMP Goals Addressed:	Safety, Livability
Resource Needs:	Staff resources: Moderate [creating and distributing materials; organizing events] Materials resources: Moderate [primarily in printed materials, giveaways, and lights]

“Make Way” Campaign	
Location:	Champaign County, Illinois
Agency/ Organization:	Champaign County Bikes
Purpose:	Educate bicyclists (and motorists) on safe bicycling behavior.
Description:	<p>A series of cohesive, attractive safety messages address common unsafe behaviors, including riding on sidewalks, riding against traffic, not using lights at night, and running stop signs or lights.</p> 
Link:	http://expsychlab.com/2012/02/13/make-way-bicycle-education-campaign/
Effectiveness:	No information was provided by Champaign County Bikes
BMP Goals Addressed:	Safety, Livability
Resource Needs:	<p>Staff resources: Low [creating and distributing materials]</p> <p>Materials resources: Low [primarily in printed materials]</p>

“Get Lit” Campaign	
Location:	Chicago, Illinois
Agency/ Organization:	N/A
Purpose:	Educate cyclists that they are legally obligated to have lights at night, and distribute lights to riders who need them.
Description:	<p>At events or along bikeways, bike lights are distributed and installed on bikes for free, along with educational materials about laws requiring lights and the importance of using them.</p> 
Link:	http://www.uselightsatnight.info/
Effectiveness:	People who receive lights are grateful and report that they will use them. No quantitative studies have been performed. According to the NHTSA “Countermeasures that Work” report, increasing “active lighting and rider conspicuity” is a proven tactic to reduce crashes. However, no data are available to determine the effectiveness of campaigns intended to increase use of active lighting and wearing of visible/reflective clothing by cyclists.
BMP Goals Addressed:	Safety, Equity, Livability
Resource Needs:	Staff resources: Low [creating and distributing materials; distributing lights] Materials resources: Moderate [printed materials and lights – costs scales quite a bit depending on how many lights are distributed]

Bicyclist Legal Clinic and Guide	
Location:	Portland, Oregon
Agency/ Organization:	Bicycle Transportation Alliance (BTA)
Purpose:	Ensure that cyclists know their rights and responsibilities as roadway operators.
Description:	<p>Taught by a local lawyer who specializes in bicycling and is very active in the bicycling community, these free 60-minute legal clinics educate cyclists about their rights and responsibilities. The clinics cover state bicycle and pedestrian laws, insurance information, and what to do if involved in a crash. Participants receive a free copy of “Pedal Power, a Legal Guide for Oregon Cyclists,” written by instructor Ray Thomas and published by the BTA.</p> 
Link:	http://btaoregon.org/resources/
Effectiveness:	Quantitative effectiveness is difficult to measure. Clinics are popular and participants report that they learned new information.
BMP Goals Addressed:	Safety, Livability
Resource Needs:	<p>Staff resources: Low [creating and updating legal guide; organizing clinics – note that legal content was created by a volunteer lawyer]</p> <p>Materials resources: Low [printed guides]</p>

Motorist Behavior Change Campaigns

“PRECAUCIÓN: Tu Familia También Usa La Bicicleta” (Caution: Your family also rides a bike)	
Location:	Los Angeles, California
Agency/ Organization:	Los Angeles County Bicycle Coalition (LACBC), City of Lights, day laborers, City of Los Angeles
Purpose:	Foster respect and responsibility among motorists towards bicyclists; engage day laborers in the development of a Spanish-language PSA.
Description:	<p>The campaign includes posters and videos in Spanish and English, demonstrating the title message. In the video (distributed both in English and Spanish versions), a family is getting ready in the morning. The father leaves for work in his truck and is distracted and negligent on the road, putting bicyclists in danger. The final bicyclist, who almost gets struck by the father’s driver’s side door as he opens it abruptly, is his daughter. She scolds him and rides off, and he is left surprised and concerned.</p> <p>This campaign was created based on a collaboration with the City of Lights/Ciudad de Luces program and with input from day laborers and other organizations that serve Latino/Hispanic residents.</p>
Link:	<p>http://la.streetsblog.org/2012/04/06/precaucion-a-tu-familia-spanish-psa-inspired-by-day-laborers-goes-up-in-bus-shelters-across-the-city/</p> <p>Related videos: http://vimeo.com/37971012, https://vimeo.com/41059886</p>
Effectiveness:	No information was provided by LACBC
BMP Goals Addressed:	Safety, Equity, Livability
Resource Needs:	<p>Staff resources: Moderate [primarily in campaign creation phase]</p> <p>Materials resources: High [primarily in printed materials and banners/ads]</p> <p>Other resources: Media placement costs, though these may be subsidized or waived</p>



Professional Driver Education	
Location:	San Francisco, California
Agency/ Organization:	San Francisco Bicycle Coalition (SFBC)
Purpose:	Ensure that professional drivers know about laws related to cycling, and understand safe vehicle operation around bicycles.
Description:	<p>For taxi cab drivers, this campaign includes flyers, letters for new drivers, and test questions (as part of mandatory testing) for new drivers. For commercial and big rig drivers, this campaign features outreach to businesses with professional drivers, such as FedEx, UPS, and the USPS, in the form of educational flyers and newsletter articles. The campaign also includes posters depicting safe bicycle and commercial vehicle interaction (as described for the “Coexist” campaign above).</p> 
Link:	http://www.sfbike.org/?drivertraining
Effectiveness:	No information was provided by SFBC
BMP Goals Addressed:	Safety, Livability
Resource Needs:	<p>Staff resources: Moderate [creating and distributing materials; working with businesses such as taxi companies]</p> <p>Materials resources: Low [primarily in printed materials]</p>

“Give Me 3” Campaign	
Location:	Los Angeles, California
Agency/ Organization:	Los Angeles County Bicycle Coalition, Los Angeles Department of Transportation, Los Angeles Police Department, and Midnight Ridazz
Purpose:	Encourage drivers to give bicyclists sufficient space when passing.
Description:	<p>There are many variations on this campaign model throughout the U.S., particularly with the proliferation of 3-foot passing laws in the last five years. A particularly sophisticated campaign from Los Angeles, called “Give Me 3,” encourages drivers to give 3 feet of room to cyclists when passing. The slogan was developed through a community contest, and a professional graphic designer produced the posters. Posters were mounted in bus shelters throughout Los Angeles.</p>  <p>The logo features a blue silhouette of a cyclist on the left, with the words "GIVE ME" in blue above it. To the right is a large red number "3". A red car is positioned behind the top curve of the "3", appearing to be passing the cyclist. Below the "3" is the text "3 FEET TO PASS BIKES SAFELY" in red, with small icons for accessibility (hearing, vision, and physical access) to the right.</p>
Link:	http://lacbc.wordpress.com/2010/08/24/give-me-3-bike-safety-posters-unveiled-by-mayor-villaraigosa/
Effectiveness:	No information was provided by LACBC
BMP Goals Addressed:	Safety, Livability
Resource Needs:	<p>Staff resources: Moderate [primarily in campaign creation phase]</p> <p>Materials resources: Moderate [primarily in printed ads]</p> <p>Other resources: Media placement costs, though these may be subsidized or waived</p>

“Watch for Bikes!”	
Location:	Fort Collins, Colorado
Agency/ Organization:	Fort Collins Bicycle Co-Op
Purpose:	Remind drivers to look for bicyclists before opening the driver’s side door.
Description:	<p>The Fort Collins Bicycle Collective produced a series of stickers designed to be affixed to the driver’s side rearview mirror reminding drivers to look for bikes. They distributed them to the City’s motor pool, the Colorado State University motor pool and police department, and the County motor pool, and also made them available upon request to community members. They successfully distributed 10,000 stickers.</p> 
Link:	http://fcbikecoop.org/blog/2011/10/bike-co-op%E2%80%99s-%E2%80%9Cwatch-for-bikes%E2%80%9D-campaign-takes-off/
Effectiveness:	The impact of the program is difficult to measure, but those who take stickers do generally use them.
BMP Goals Addressed:	Safety, Livability
Resource Needs:	Staff resources: Low [creating and distributing sticker] Materials resources: Low

Summary Matrix

The following matrix summarizes the behaviors addressed by the safety campaigns described in this white paper.

	Location	Running red lights/stop signs	Wrong-way riding	Lack of lights	Sidewalk riding	Riding under the influence	Failure to yield to pedestrians	Failure to look when turning	Dooring	Passing too closely	Harassment	Speeding	Driving under the influence	Parking/driving in bike lanes	
General Road Safety Campaigns		Bicycle Behaviors					Motorist Behaviors								
Eye to Eye	Portland, OR			x			x	x	x	x	x			x	
Street Smarts	Bay Area, CA	x	x	x	x		x	x	x	x		x			
Coexist	San Francisco, CA	x	x	x				x	x	x				x	
Same Roads, Same Rules	Massachusetts	x	x	x			x	x	x	x	x			x	
Diversion Class	Marin County, CA	x	x	x	x	x	x	x	x	x				x	
Bicyclist Behavior Change Campaigns		Bicycle Behaviors					Motorist Behaviors								
Bike Smart	New York, NY	x	x	x	x		x								
Ride Safe	Bend, OR		x	x		x									
Biking Rules	New York, NY	x	x	x	x		x								
Don't Be a Jerk	New York, NY	x	x		x		x								
How We Roll	Columbus, OH	x	x	x	x										
Make Way	Champaign Co., IL	x	x	x	x				x						
Get Lit	Chicago, IL			x											
Legal Clinic	Portland, OR	x	x	x	x	x	x	x	x	x	x	x	x	x	
Motorist Behavior Change Campaigns		Bicycle Behaviors					Motorist Behaviors								
PRECAUCIÓN video	Los Angeles, CA							x	x		x				
Watch for Bikes (Taxi Cab)	Toronto, ON								x						
Professional Driver Education	San Francisco, CA							x	x	x				x	
Give Me 3	Los Angeles, CA									x					
Watch for Bikes!	Fort Collins, CO								x						

Targeted Enforcement Campaigns

Many of the behaviors under discussion are appropriate for targeted enforcement actions as a strategy to support a media education campaign. The most common types of enforcement actions target the following behaviors:

- Running red lights (both drivers and cyclists; red light running cameras are an effective permanent countermeasure for motorists)
- Speeding countermeasures (enforcement actions, speed radar trailers, automated ticketing, etc.)
- Lack of lights at night (often coupled with warnings, information distribution, and/or bike light installation, as noted for Lights-On campaigns, above)
- Failure to yield to pedestrians (both drivers and cyclists; commonly handled as a sting operation)
- Parking in bike lanes (can be handled through parking enforcement requests)
- Driving in bike lanes (can be handled as a sting)
- Bicycling on sidewalks in downtown (ticketing for this can be perceived as heavy-handed, particularly for people who are bicycling on sidewalks because they are too intimidated to bicycle on the street in downtown traffic; warnings or educational outreach through downtown “ambassadors” may be a better strategy).

Conclusion

There are numerous examples of campaigns from around the country that aim to change known problem behaviors on the part of bicyclists, motorists, or both parties. These campaigns use a variety of strategies and media, ranging from posters, videos/PSAs, press conferences, websites, pledge forms, classes and workshops, and stickers to communicate their core messages. If Seattle pursues a road user behavior change campaign, SDOT could make a contribution to the national understanding about the effectiveness of media and outreach campaigns by performing a detailed before-and-after evaluation study.