

**AGENDA:** October 2, 2014

**TO:** Santa Cruz County Regional Transportation Commission

**FROM:** Veronica Elsea, Chair of the Pedestrian Safety Work Group  
Karen Pushnik, Senior Transportation Planner

**RE:** Pedestrian Safety Work Group's Pedestrian/Motorist Brochure

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## **RECOMMENDATIONS**

The Elderly & Disabled Transportation Advisory Committee (E&D TAC), their Pedestrian Safety Work Group subcommittee and Staff recommend that the Regional Transportation Commission:

1. Approve printing and release of the brochure developed by the Pedestrian Safety Work Group titled 'What Pedestrians Want Motorist to Know/What Motorists Want Pedestrians to Know' brochure; and
  2. Provide distribution and outreach ideas.
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## **BACKGROUND**

A subcommittee of the Regional Transportation Commission's Elderly & Disabled Transportation Advisory Committee works specifically on pedestrian safety issues. The mission of this subcommittee, called the Pedestrian Safety Work Group (PSWG), is to help ensure safe and accessible pedestrian travel throughout the county for the benefit of all residents.

## **DISCUSSION**

The PSWG has been working on a brochure for motorist and pedestrians modeled on similar brochures for motorists and bicyclists, one of which was produced by the RTC's Bicycle Committee. The five PSWG members – representing the Santa Cruz Metropolitan Transit District, ParaCruz, Hope Services, and citizens from the 3<sup>rd</sup> and 5<sup>th</sup> supervisorial districts -- developed the text, reviewed relevant statutes and provided initial formatting and design. The intent of the brochure is to help both motorists and pedestrians understand each other's expectations and offer helpful tips, especially involving disabled pedestrians. The brochure was reviewed by the E&D TAC at their August 5, 2014 meeting, final edits were incorporated, and the committee recommended RTC approval.

**The Elderly & Disabled Transportation Advisory Committee, Pedestrian Safety Work Group and Staff recommend that the Santa Cruz County Regional Transportation Commission approve for printing and distribution the attached brochure (Attachment 1).**

In addition, the PSWG and E&D TAC brainstormed distribution and outreach ideas for the brochure. Ideas included:

- Senior Centers
- Doctor offices
- Department of Motor Vehicles (DMV)
- Community Centers
- Online – RTC & Metro websites
- Libraries
- Greybears
- In Home Health Services
- Senior Driving Classes
- Elementary School Parent Teacher Associations (PTA)
- Ecology Action
- Run/Bike groups (Wharf to Wharf, Santa Cruz Track, etc)
- Bike to Work/School Breakfast sites
- Commission on Disabilities/Seniors Commission
- Open Streets events
- County Fair (Metro Booth)

**Additional input from the RTC about outreach and distribution is welcomed and appreciated.**

Pedestrian Safety Work Group Chairperson Veronica Elsea will attend the meeting to present the materials.

## **SUMMARY**

The final draft of the E&D TAC's subcommittee, the Pedestrian Safety Work Group's brochure titled "What Pedestrians and Motorists want each other to know" is ready for final approval, printing and distribution.

Attachment 1: Motorist/Pedestrian Brochure - Final Draft

## Resources

### PEDESTRIAN HAZARD REPORT

Report obstacles or hazards that may inhibit bike or pedestrian travel by using the RTC's Online Hazard Report.

<http://www.sccrtc.org/services/hazard-reports/>

These reports are forwarded to the appropriate local jurisdiction for action. Reports may be submitted at any time.

### LOCAL LAW ENFORCEMENT (831 AREA CODE)

Call 911 in the event of an emergency

City of Santa Cruz PD	471-1131
City of Capitola PD	471-1141
City of Watsonville PD	471-1151
City of Scotts Valley	440-5670
UCSC PD	459-2231
County Sheriff (unincorporated area)	471-1121
CHP (unincorporated Co/Highways)	796-2160

The mission of the Pedestrian Safety Work Group is to help ensure safe and accessible pedestrian travel throughout the county for the benefit of all residents.

### SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

(831) 460-3200 [www.sccrtc.org](http://www.sccrtc.org)



*What*  
**Pedestrians**  
*and*  
**Motorists**  
*want*  
**Each Other  
 to Know**

### SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

The Elderly & Disabled Transportation  
Advisory Committee



Brochure developed by the Pedestrian Safety Work Group, a subcommittee of the Santa Cruz County Regional Transportation Commission's Elderly & Disabled Transportation Advisory Committee

## What Pedestrians Want Motorists to Know



### Sometimes pedestrians do have the right-of-way!

- Drivers are required to yield to pedestrians crossing in intersections with or without a marked crosswalk.
- Blind pedestrians, who are using a white cane or a guide dog, always have the right-of-way when they enter the street, regardless of the state of crosswalks or traffic signals. Respect their best efforts to cross safely.



### Not all pedestrians behave as you'd expect!

- Watch out for shorter pedestrians including children and those using wheelchairs, scooters or strollers.
- One speed does not fit all! Pedestrians have varying physical abilities and may move slower or quicker than motorists expect.
- Blind pedestrians may not make eye contact with motorists, but may try to figure out what the motorist is doing by listening to traffic movement and engine noise.
- Be patient. Some pedestrians may need more time to make decisions. Those with some disabilities may be more easily intimidated or overwhelmed.



### Watch and be aware of pedestrians!

- Pedestrians may encounter hazards when crossing the street, such as tripping over railroad tracks. Don't assume they'll be out of your lane when you get there.
- Pedestrians may not hear your hybrid or electric vehicle.
- When you notice blind pedestrians, use your voice rather than your horn to let them know you're there.
- Look before making right turns. Always yield to pedestrians.
- If the sidewalk is blocked or inaccessible, pedestrians may be forced into the street. Watch for pedestrians, including those using mobility devices in the bike lane.
- Please allow pedestrians a clear path. Don't block the crosswalk or the sidewalk.



### Operate your vehicle with care!

- Don't pass or go around another vehicle that may be stopped for a pedestrian.
- Remember that most cars weigh 20 times the average person and even at very slow speeds, a car can easily injure or kill a pedestrian.
- Put away your electronic devices. Distracted driving is especially hazardous for pedestrians.

## What Motorists Want Pedestrians to Know



### Learn and obey traffic laws!

- Please don't jay walk. Motorists are expecting you to cross at intersections or in marked crosswalks.
- Be extra cautious when using a mid-block crosswalk. Motorists may not be expecting to stop.
- At signalized intersections, only walk when the walk signal is on.
- Do not cross a street where it is prohibited.



### Vehicles can't stop as fast as you think!

- Motorists may not be able to react to unpredictable or sudden moves, like darting out from between cars or starting to cross where visibility is limited.
- It takes about 11 car lengths or 150 feet for an average vehicle traveling at 25 mph to stop, including the driver's reaction time.
- Know where you have the right-of-way but make smart choices. You are still responsible for your own safety. Never forget that in a collision the pedestrian will be the loser!



### Don't assume that every motorist sees you!

- Wear reflective and visible clothing, especially at night. Carry a flashlight or add lights to backpacks.
- Make eye contact or turn your head in motorists' direction.
- Stop, look and listen before you enter a street.
- Stay predictable when crossing the street. Don't turn around, stop or back up.



### Stay focused!

- Put away your electronic devices. Distracted walking is especially hazardous for pedestrians.

