Watch for Me CT

Pedestrian and Bicycle Safety Program

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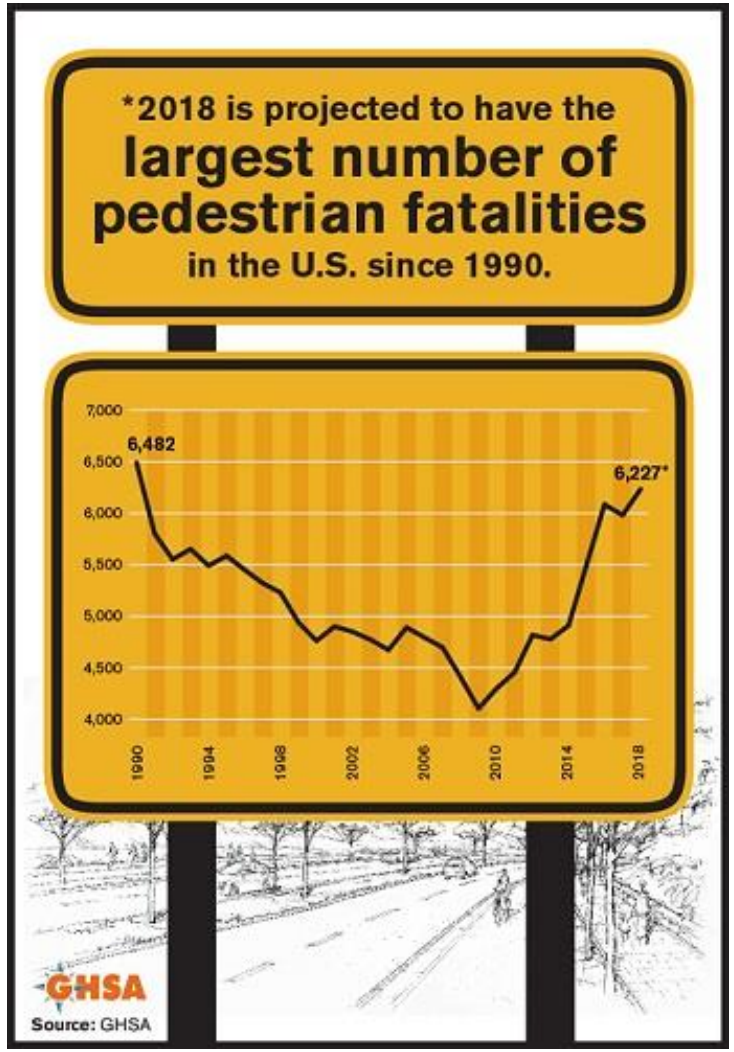
Watch for Me CT Program Coordinator

Why is this important?

In the U.S., more than **6,000 pedestrians and 800 bicyclists are killed** in traffic crashes each year. Hundreds of thousands more are injured.

2018 had the largest number of deaths in almost 30 years.



Source: Governors Highway Safety Association

In Connecticut

- In Connecticut, around **1,500 pedestrians and 550 bicyclists are hit** by cars each year.
- Of those, about **60 pedestrians and 5 bicyclists die** due to their injuries.

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Watch for Me CT is a comprehensive program aimed at **reducing the number of injuries and fatalities** as a result of traffic **crashes involving pedestrians and bicyclists** in Connecticut.

Watch For Me CT

It is funded by the **Connecticut Department of Transportation (CTDOT)** and managed in partnership with **Connecticut Children's Injury Prevention Center**.

The program was adopted in 2017, after a one week period in December 2016 with 9 serious crashes involving pedestrians, resulting in 8 fatalities.

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Primary elements of Watch for Me CT

It is a statewide campaign to increase the overall visibility of pedestrian and bicyclist safety issues via:

- A **media campaign** including billboards, bus tails, radio, and other outlets
- **Educational materials** that increase awareness about safe behaviors and knowledge of laws for pedestrians, drivers, and bicyclists
- **Engagement in community** activities that drive attention to pedestrian and bicyclist safety
- Facilitation of **idea sharing** between organizations and communities

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Partners: engaging the community

- Bike and pedestrian advocacy groups or clubs
- Community groups
- City government
- Police department
- Local transportation agencies and planners
- Health department
- Parks and recreation
- Trail groups
- Schools
- Hospitals
- Universities

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Activities

- Group presentations
- Health and safety fairs
- Open streets and festivals
- Bike events
- Race and trail events
- School presentations and bike/walk to school days
- Conferences and summits

Outcomes and benefits

- **Enhanced bike and walk friendliness** of our communities
- **Heightened awareness** of safe behaviors for drivers, bicyclists and pedestrians
- **Increased media attention** to the issues of pedestrian and bicyclist safety
- **Boosting of partnerships** among groups and advocates who care about these issues
- **Improvements in safety** outcomes for all

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Media campaign: 2017

- Billboards
- Bus tails
- Radio
- Digital

Media campaign: 2018

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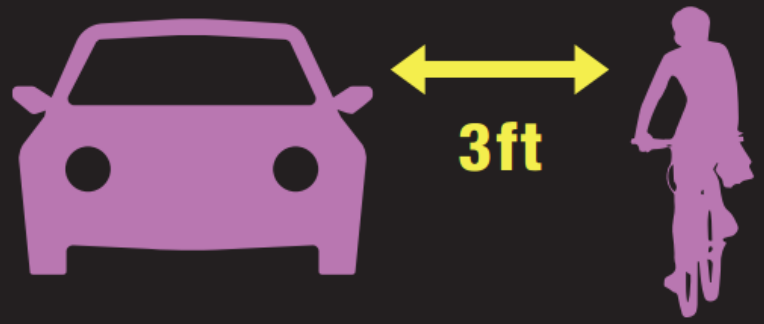
WatchForMeCT.org



Give cyclists 3 feet.
It's the law.

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WatchForMeCT.org

In CT you can cross the double yellow line to give riders the space they need.

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Media campaign: 2019

Give bikes
3 feet.
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Under CT state law, drivers
must yield to pedestrians
in marked and unmarked
crosswalks.
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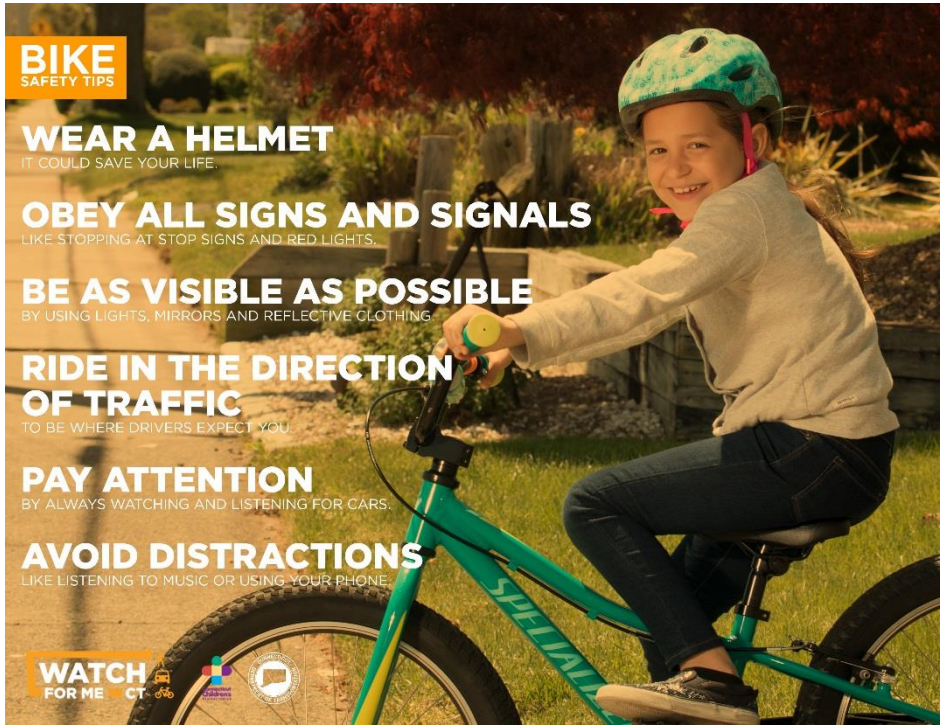
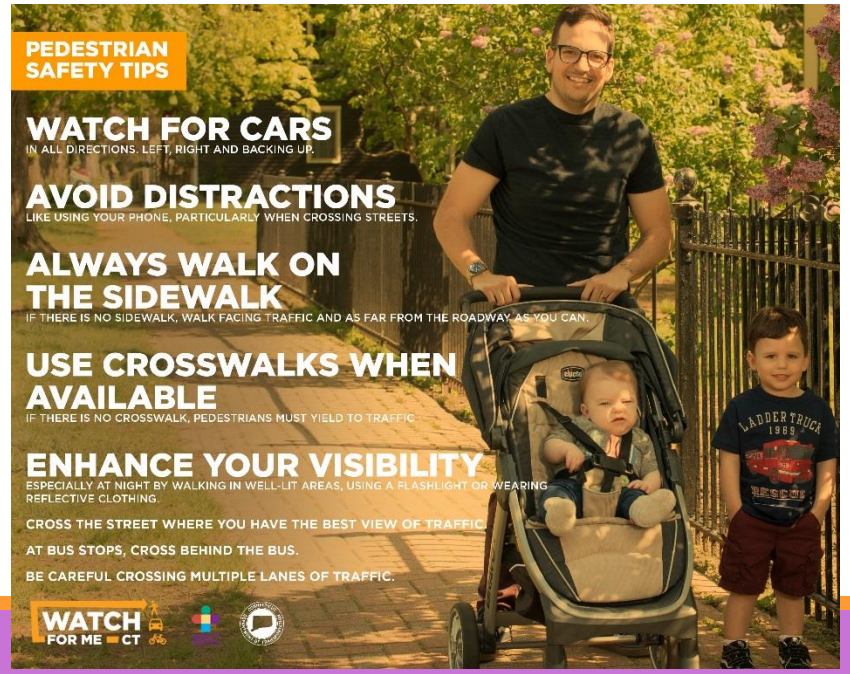
Educational Materials





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Questions?

www.WatchForMeCT.org

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