

Yield to Life

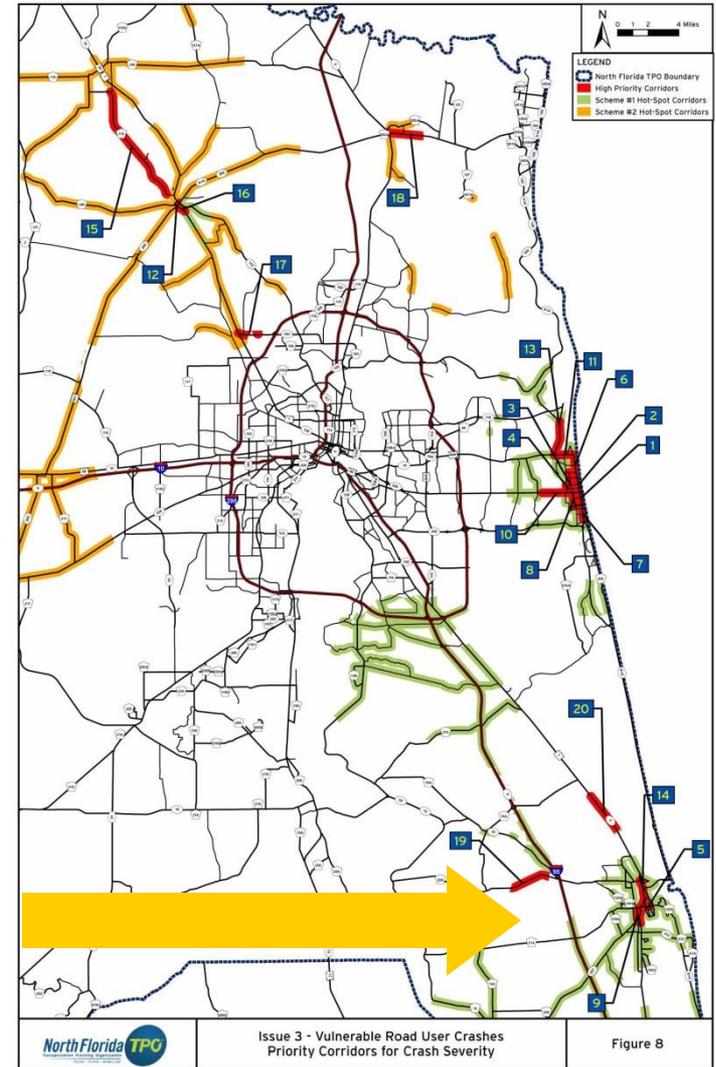
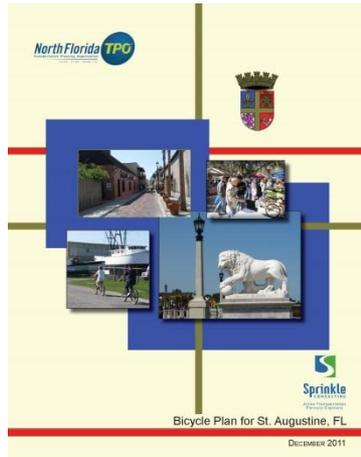
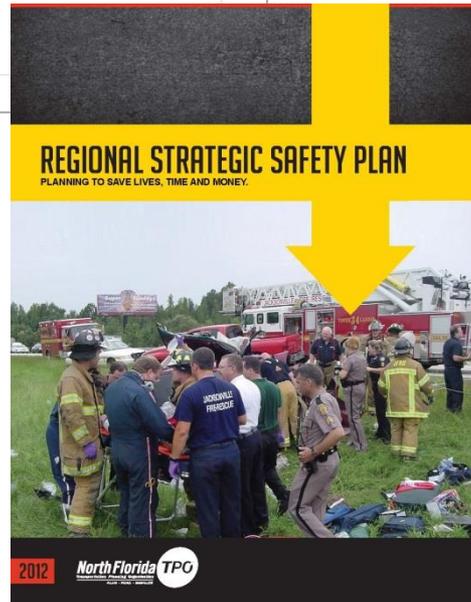


LOOK ALL-WAYS



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Previous Studies



Crash Reports



- Reviewed 2005-2013 crash reports
- 91% of crashes were motor vehicles vs. bikes resulting in injury to at least one person
- Mostly St. Augustine residents, not tourists
- Most people involved in crashes were male and a large majority of cyclists were male
- “Improper Actions” (59% cyclists, 40% motorists, 1% pedestrians)
- Failure to yield right-of-way (39%), careless driving (19%) and driving on the wrong side or wrong way (12%) were top improper actions
- Motorist mostly erred by failing to yield to cyclists or careless driving, while cyclists erred by failing to yield to motorists and riding on the wrong side of the road

Focus Group



- 10 residents, 18-64, 40% male and 60% female
- Described Historic District as most dangerous area
- Cyclists and pedestrians felt drivers had little respect for them and there is not enough room for them
- All agreed too many cyclists do not know rules of the road for bicycles
- Encouraged the city to have signs to remind motorists, cyclists and pedestrians to be more cautious and courteous, while recognizing potential conflicts between signage and tourism/historic character
- Also recommended pamphlets and flyers on traffic, bicycle and pedestrian safety, Flagler College Radio and social media

Campaign 9/8-22



- Website
- Video
- Cable TV PSA
- Flagler College Radio
- Hyperscreens
- Utility Inserts
- Brochures
- Posters
- T-shirts
- Bike Training



Outreach Team

- St. Augustine Police Officers
- Flagler College Communications Students
- TPO Marketing & Public Affairs Staff

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