Campaign to Educate Citizens on Traffic Devices and Traffic Laws

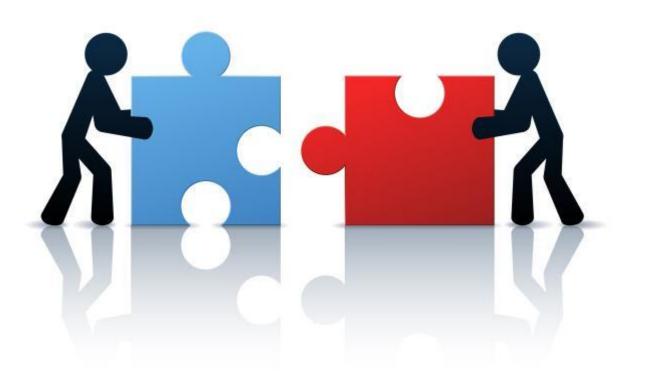
#### Problem

The Department of Transportation and Public Works regularly deals with calls for pedestrian and bicycle friendly communities and also traffic calming requests. However, we often encounter that people do not follow traffic laws due to lack of knowledge or due to conscious improper behaviour.



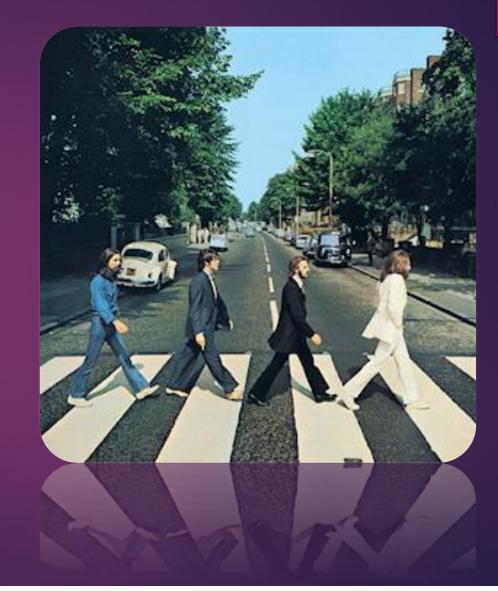
### Components of Our Campaign

- Education
- Advertising
- Reinforcement of Existing Knowledge
- Infrastructure Improvements



## Pedestrians

BY: ADRIAN DIAZ



### Historic Campaigns & Existing Organizations

- Click it or Ticket
- Stop der Kindermoord
- KidsNeuroScience
- ► Bike305
- Alert Today, Alive Tomorrow



#### Education

- Pedestrian and bicycle education beginning from an early age
- Mandatory Driver's education in high school.
- Miami Dade Public Schools should become a sponsor of Bike305.
- Mandatory retesting of road rules at license renewals.
- Mandatory short educational sessions at insurance renewal time.



#### Advertisements

- Online/YouTube Commercials
- Bus Stop Advertisements
- Television Commercials





#### Infrastructure Improvements

- Cameras
  - Speed cameras
  - Intersection cameras
  - School zone cameras
- Complete Streets
  - Wider sidewalks
- Mock roundabouts, four-way stops, and traffic lights in parks and school playgrounds.



### Roundabouts

**BY: TIPHAINE OLIVIER** 



### MythBusters (2.33)



#### Safety!

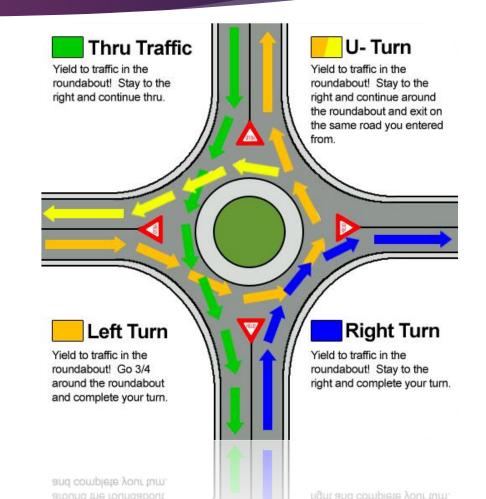
Roundabouts reduced injury crashes by 75% at intersections where stop signs or signals were previously used for traffic control, according to a study by the Insurance Institute for Highway Safety (IIHS).

https://www.youtube.com/watch?v=pt7X05QElv8



#### **Common Public Education Outreach**

- DMV
- Public Meetings
- Websites, Brochures/pamphlets, YouTube videos
- Libraries
- Events/Activities
- Television and Radio



### What We Can Do

- Improvements
  - Partnership/involvement with other traffic campaigns
  - Practice Runs in DMV driving test
  - More outreach on roundabout projects to the public
  - General safety: License at 18
  - Bring back Drivers ed.
- Proposals
  - Mobile Quiz through text/App
  - Early childhood games in the classroom
  - Simulations in parks



### The Future





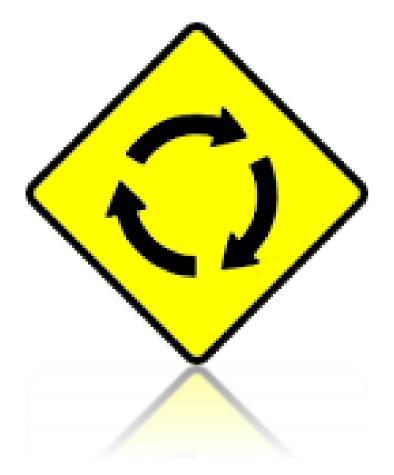
## Properly Stop & Maneuver at Traffic Controlled Intersections



**BY: RASHAAN AHMAD** 

#### Primary Types of Controlled Intersections

- Roundabouts
- Stop Signs
- Yield Signs
- ► Signals
- Traffic Circles



#### The Problem

- From 2006-2010, Miami Dade County had 20% more pedestrian strikes than New York
- In 2012, Miami-Dade had the most hit and runs in the entire state of FL
- 30% of drivers admitted to making rolling stops last year
- 48% of drivers admitted to running a red light at least once last year Sources: Miami New Times, U.S. Census Bureau



#### Proposed Solutions

- Billboard Campaigns (Chicago & Iowa)
- Informative Videos & Animations (Region of Waterloo)
  - http://www.regionofwaterloo.ca/en/gettingArou

nd/How-To-Use-A-Roundabout.asp

- Send representatives to public schools
- Utilize social media marketing
- Provide more incentives for residents to use public transportation
  - Discounts at local businesses for riding public transit



# Friend Son the Road Campaign

# Friend Compaign

- Infrastructure:
  - Encourage more cyclist to use and promote new infrastructure by creating social events
  - Expand green bike lane in all county areas.
  - Show commercials with people using these bike lanes

#### accomplished so far...

with Miami Dade County





Entrance to Rickenbacker

Crandon Blvd Bike Lanes

## Friend Son the Road Campaign

#### Education:

- Increment questions about bike safety on the DMV test.
- Take cyclist's awareness test upon renewal of Driver's License
- Create brochure or pamphlets with basic information about share the road rules and distribute via mail to Miami-Dade citizens.







#### • Create an event:

- Ask commissioners of every distric to ride his or her bike with the community at least once a month to create awareness.
- Show billboard around the cities:
  - Drive With Care Campaign- Pittsburgh
- Create commercials:
  - Bike accidents victims will have the chance to share their experience and educate cyclist and drivers.



