



# Role of Non-Infrastructure in Safe Systems

## Safe System Elements



Safe Road Users



Safe Roads



Safe Vehicles



Post-Crash Care



Safe Speeds



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# Qualitative data is invaluable



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## Project Overview



- Regional ped/bike safety and education campaign in Stanislaus County
- Goals:
  - Increase awareness and empathy of road safety for all
  - Encourage behavior change for all modes

## Focus Group & Survey

People **do not feel safe** walking or biking

Community leaders and public safety officers need narrative that **creates more empathy towards cyclists and pedestrians.**

**“Streets are for Everyone”** to remove the stigma of cyclists and pedestrians.

Educate all road users on **rules of the road**

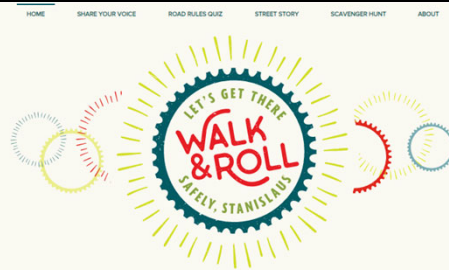


# Train-the-Trainer Activities

- Increase bicycle safety instructors in county



[walkandrollstanislaus.com](http://walkandrollstanislaus.com)



## Let's Get There Safely, Stanislaus!

Walk & Roll Stanislaus is a regional bicyclist and pedestrian safety and education campaign in Stanislaus County. The Stanislaus Council of Governments (StanCOG) is teaming up with community leaders and advocates to improve road safety, increase awareness of and empathy toward active transportation users, and boost walking and bicycling rates throughout the county.



# Road Rules Quiz

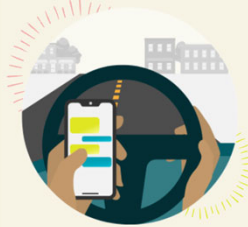
**True or False:** Bicyclists are allowed to ride in the travel lane (with motor vehicle traffic) if the lane width is not safe for a bicycle and vehicle to travel side-by-side.



Your Answer:

- 
- 
- 

**True or False:** It is legal to operate a handheld electronic device while driving.



Your Answer:

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- 

**True or False:** Every intersection is a crosswalk, even if it is unmarked.



Your Answer:

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- 
- 



# Scavenger Hunt



## Walk and Roll Stanislaus – Scavenger Hunt Items to Find

Item to Find	Description	Item to Find	Description
<input type="checkbox"/> Mural	Murals make public art accessible to everyone and add color, vibrancy, and character to communities. Murals can have therapeutic effects for mental health, and provide social, cultural, and economic benefits.	<input type="checkbox"/> Creative bike rack	Bike racks help keep bikes secure, but they can also be fun and creative—some are unique shapes, like a bike, a star, or an animal. Can you find a creative bike rack?
<input type="checkbox"/> A park near your home	Parks come in all shapes and sizes. It could be a small plaza, big playground, baseball diamond, basketball court, or a walking trail along a river—wherever you love to go to play or enjoy nature.	<input type="checkbox"/> Marked crosswalk	Marked crosswalks are painted with white lines or cross stripes at intersections or in the middle of blocks. Can you find a safe, well-marked crosswalk?
<input type="checkbox"/> Curb extension	Curb extensions are designed to make intersections safer by slowing down turning vehicles and shortening the walking distance between the curbs.	<input type="checkbox"/> Your favorite restaurant, market, or food truck	Where is your favorite place to eat that you can walk or bike to? Find a restaurant, cafe, market, food truck, or any other spots you can think of!
<input type="checkbox"/> School in your neighborhood	Did you know there are over 200 schools in Stanislaus County? Show us what it's like to walk or bike to a school near you.	<input type="checkbox"/> Curb ramp	Curb ramps are sloped surfaces that make sidewalks accessible for everyone, including people using strollers, wheelchairs, or other mobility devices.
<input type="checkbox"/> Pedestrian-activated walk signal	These signals have buttons that activate a flashing signal to stop traffic and allow pedestrians to cross the road safely.	<input type="checkbox"/> Speed humps	A speed hump is designed to slow down traffic on streets. They typically reduce vehicle speeds to 15-20 miles per hour, which makes the road safer for people walking and biking.
<input type="checkbox"/> Off-street Path	Off-street paths provide a space for walking and biking that is off the street and separated from vehicle traffic. These paths are comfortable and safe for people of all ages and abilities to walk and bike.	<input type="checkbox"/> Bike route sign	Be on the lookout for bike route signs near bike trails or bike lanes. They are green with a bike symbol, and help people find bike routes nearby.
<input type="checkbox"/> Bicycle lane	Bicycle lanes are dedicated spaces for bicyclists to ride on the street. They are usually separated from cars, trucks, and buses by a solid white line or a striped "buffer" space several feet wide.	<input type="checkbox"/> Statue or Sculpture	Stanislaus County is full of historical statues and public sculptures—find one near you!
<input type="checkbox"/> Bicycle sharrow	Some streets are marked with a "sharrow" symbol in the middle of the lane. These are places where bicycles share the full lane with cars and other vehicles.	<input type="checkbox"/> Bonus: School-zone sign	School zones are marked with a variety of signs to keep the roads safe. Some signs require drivers to slow down at certain times of the day when school is in session.

# Advertising campaign



Compartimos todos este camino.  
**Pongamos la seguridad vial primero.**

WalkAndRollStanislaus.com



