

# Walk Friendly Communities Louisville, KY

**LOOK ALIVE**  
*Louisville*

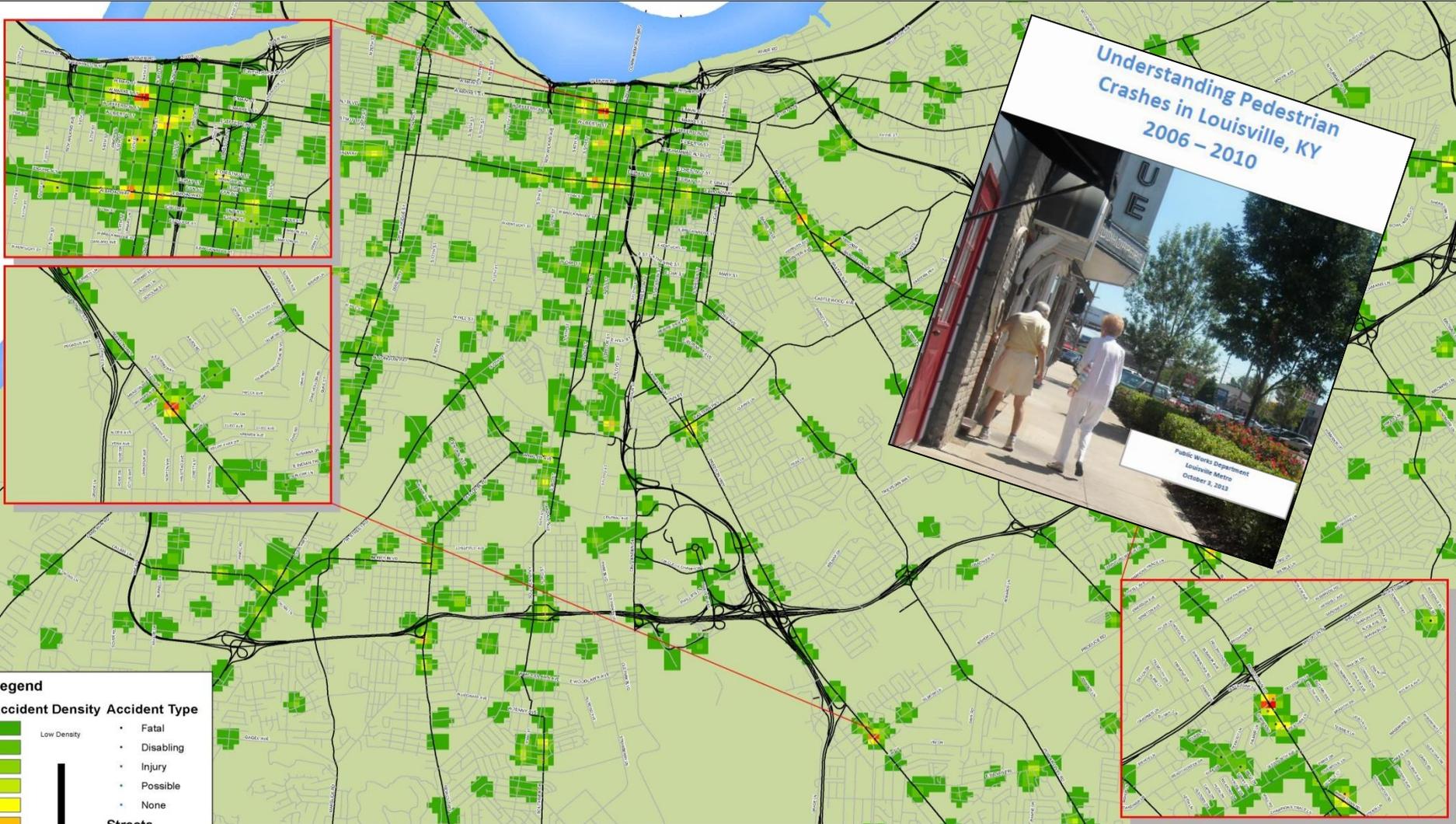


## **Louisville is a Merged City County Government**

- Total Population of 597,337 Largest in KY
- 70% White, 22% Black, 4% Hispanic or Latino
- 385 Square Miles
- Median House Hold Income: \$44,437
- Annual Unemployment rate of 10.6%
- Home of the Kentucky Derby!

# The Problem

# Pedestrian Safety Action Plan



**Legend**

**Accident Density**

- Low Density
- High Density

**Accident Type**

- Fatal
- Disabling
- Injury
- Possible
- None

**Streets**

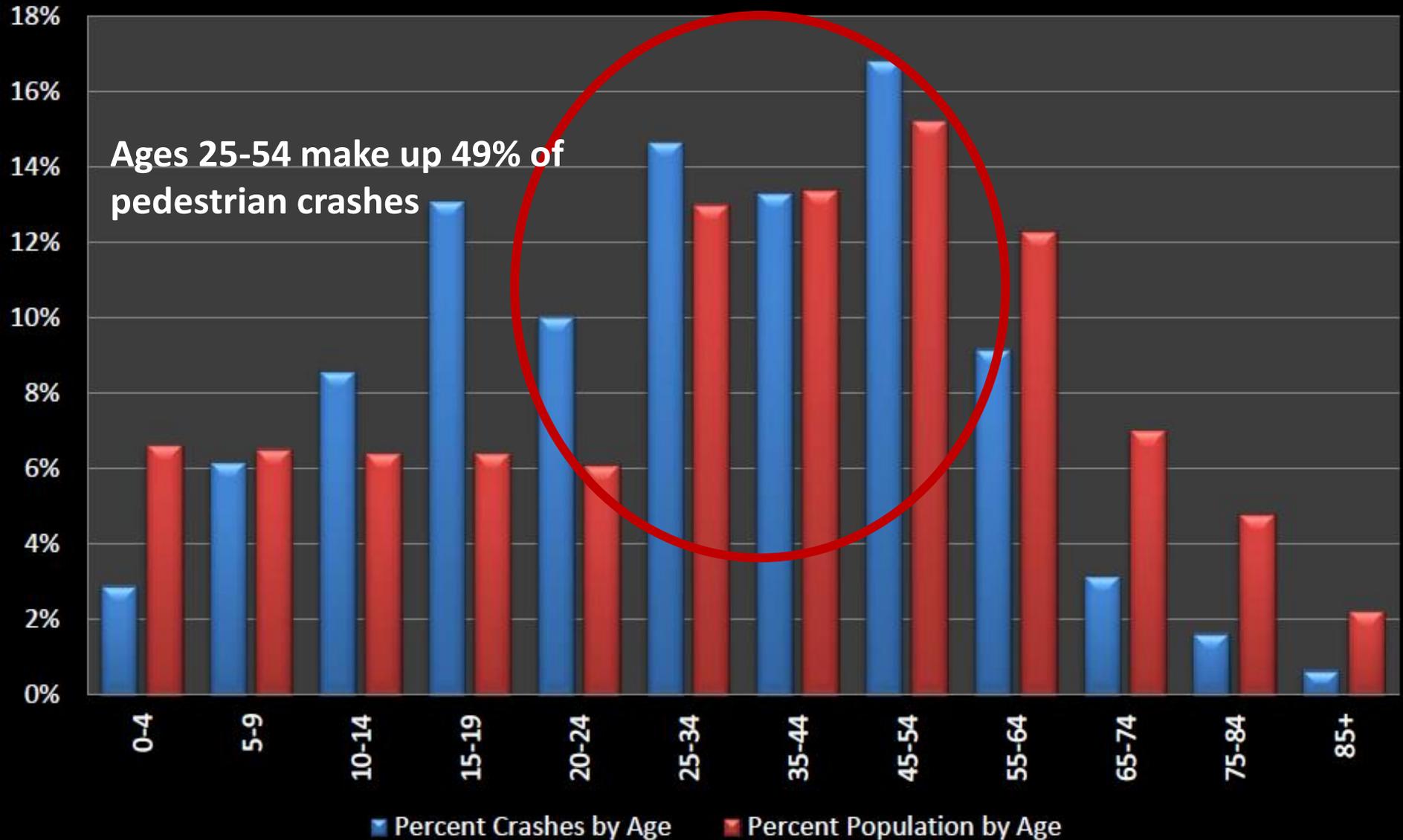
- Metro & Local
- State

PEDESTRIAN ACCIDENT DATA  
2006-2010



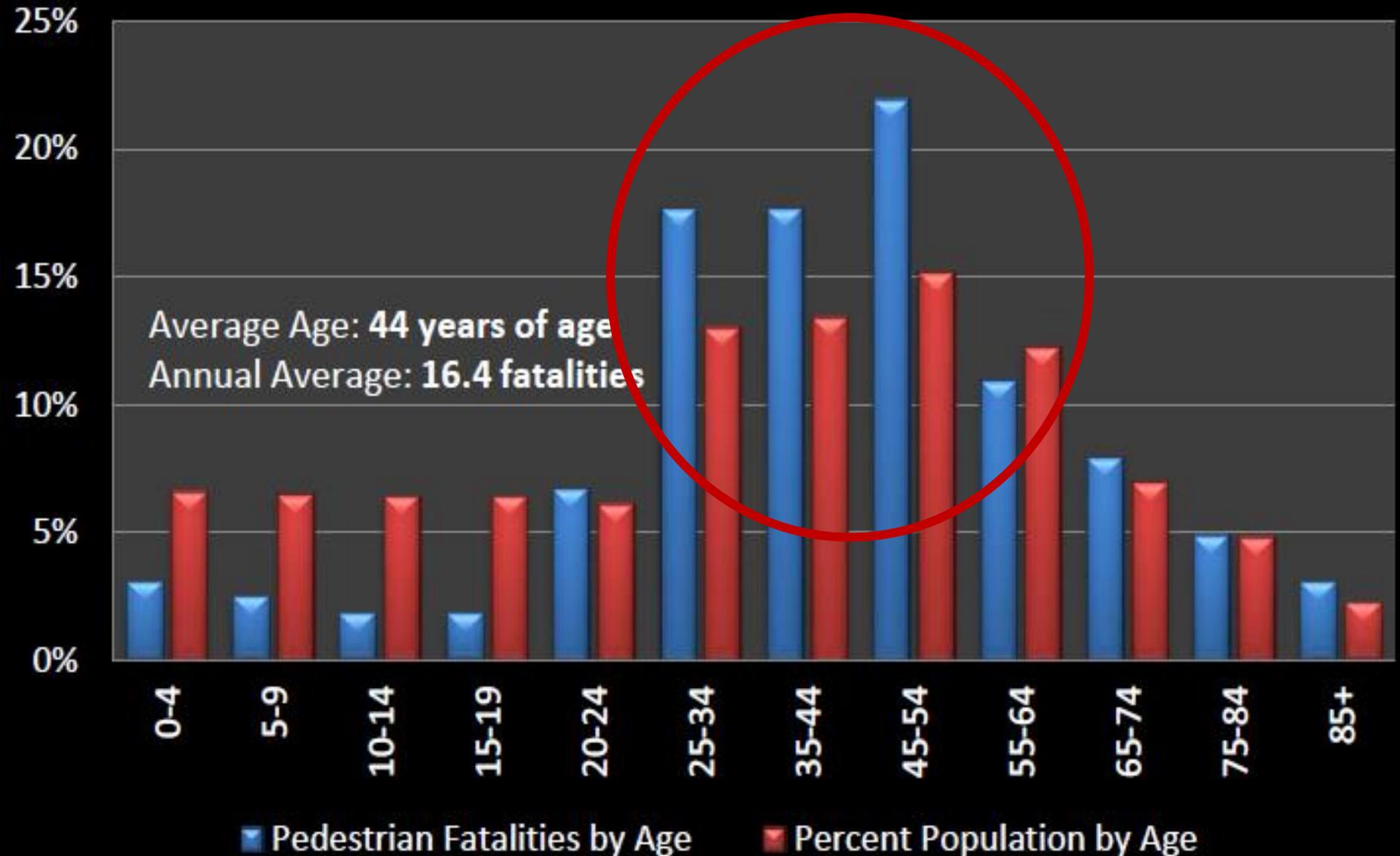
# Pedestrian Crashes by Age 2006-2014

Source: Kentucky Collision Analysis for the Public



# Pedestrian Fatalities by Age 2006-2014

Source: Kentucky Collision Analysis for the Public



# Scope of Work

**Pedestrian Decoy Operation**

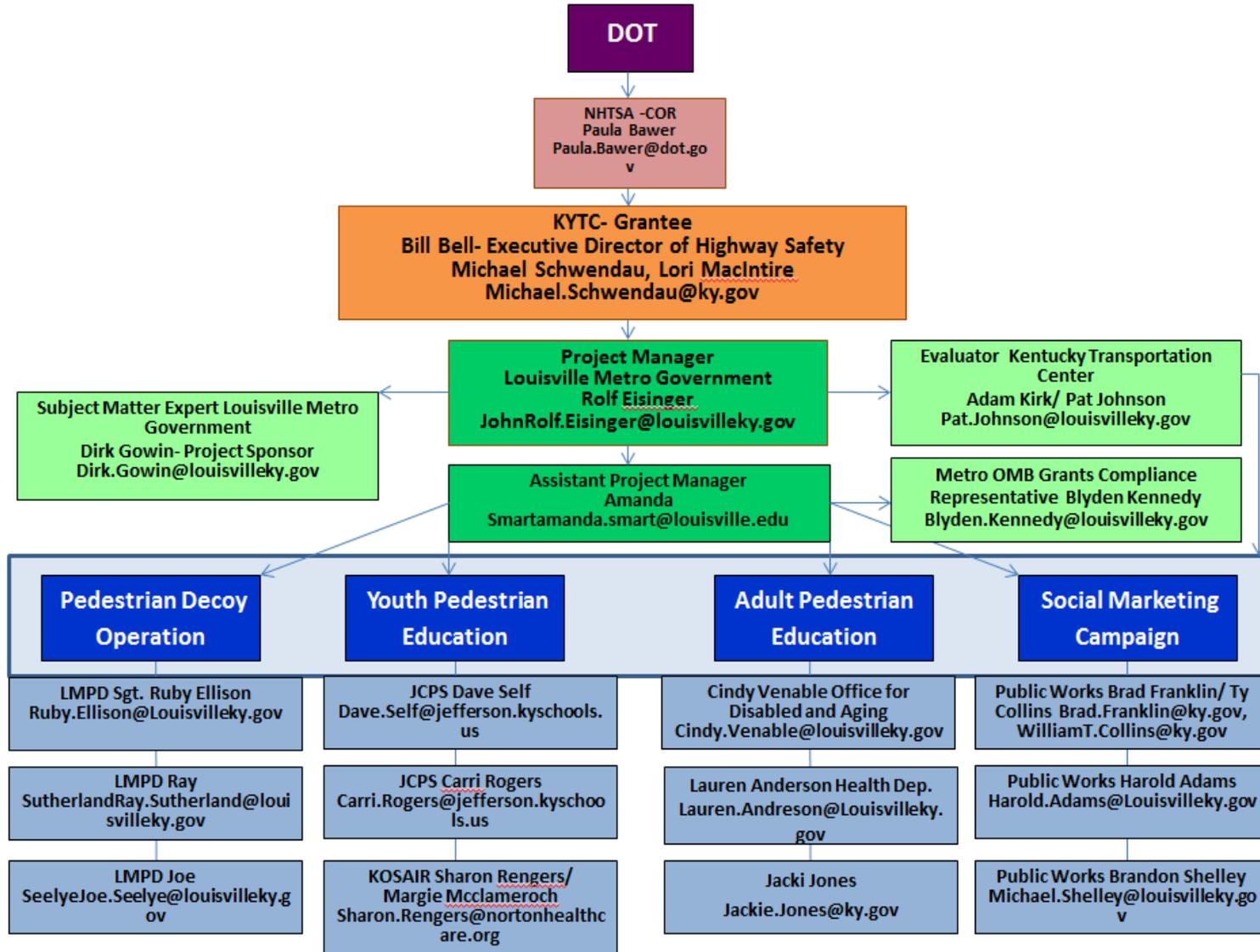
**Public School Education Campaign**

**Safe Streets for Adults Education Program**

**Social Marking**

**Engineering Improvements**

# The Team



# Pedestrian decoy operation

**Project Scope:** \$145,000

- Reduce failure to yield at stop
- pedestrian- crash intersections
- Raise awareness of failure to yield



## **SMART Objective:**

By the end of the **three year Pedestrian Decoy Operation Campaign**, each of the five high crash intersections would result in **864 motorists** being pulled over for failing to yield to pedestrians or a total of **4,179 motorists who fail to yield at all five locations**.

## **Evaluation:**

Number of contacts, crash trend analysis, media promotion

# Pedestrian decoy operation



Buy Photo 

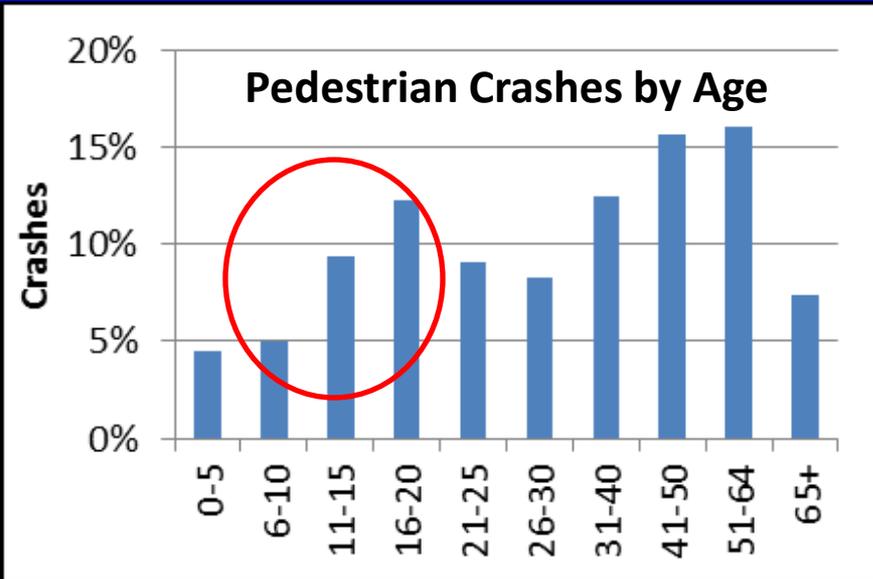
Sgt. Ruby Ellison talks with a

## Deadly accidents prompt LMPD to warn drivers and pedestrians to exercise caution while on roads

Posted: Apr 29, 2016 11:56 AM EDT  
Updated: Apr 29, 2016 11:56 AM EDT



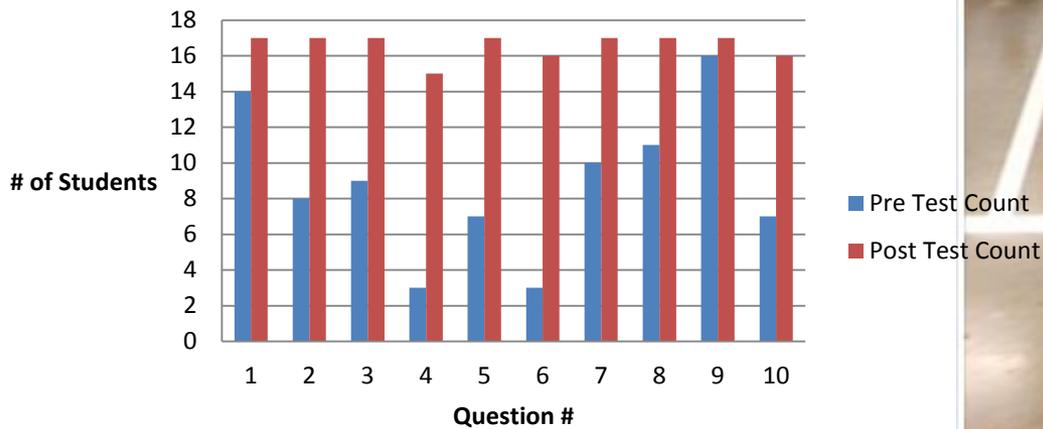
# Public School Education Campaign



<https://louisvilleky.gov/government/public-works/pedestrian-programs>

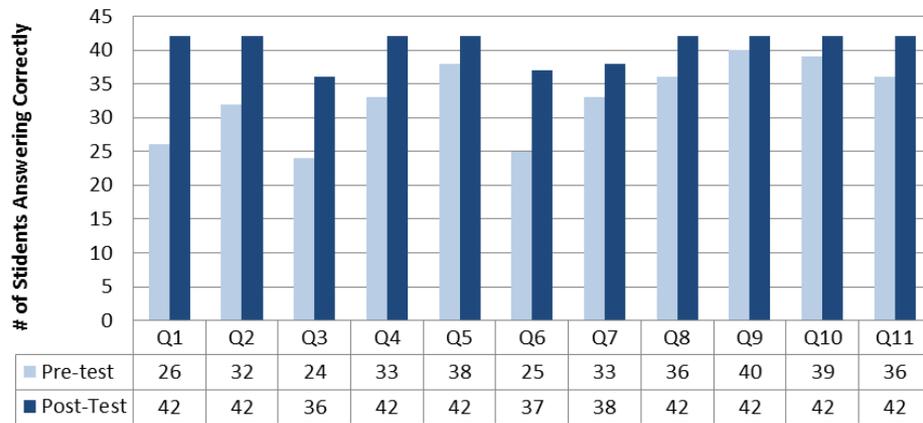
# Public School Education Campaign

## Improvement of Correct Answers (Byck 4th Grade)



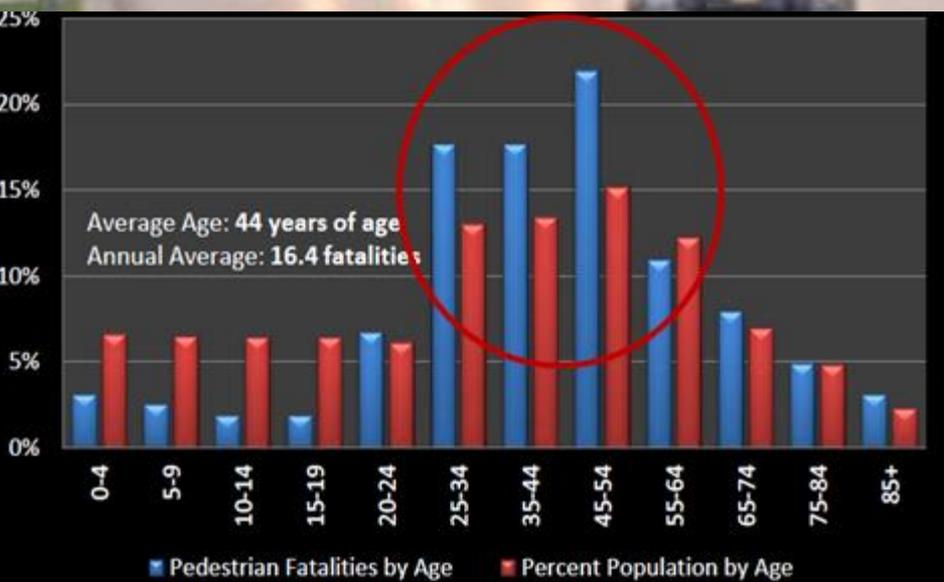
# Public School Education Campaign

**Improvement of Correct Answers  
(Jefferson County Traditional Middle School)**



<https://louisvilleky.gov/government/public-works/pedestrian-programs>

# Safe Streets for Adults Program



# Safe Streets for Adults Program



## Adult Pedestrian Safety Presentation



Sign up NOW for a FREE Safe Streets for Adults Presentation

**Businesses, Neighborhoods Associations, Organizations:**

**How to sign up:** Please contact Public Works and Assets to schedule a free class at your location.

Call: 502-574-5810

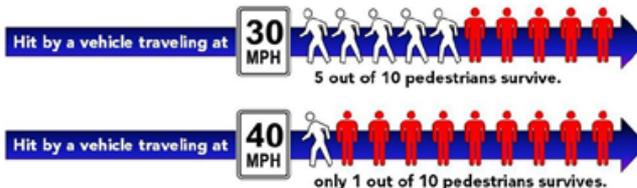
Or go online

<https://louisvilleky.gov/government/public-works/pedestrian-n-programs>

**What:** Safe Streets for Adults is a FREE 30 minute presentation, which aims to improve pedestrian safety by describing top factors in pedestrian crashes and providing solutions. Presentations include a pre/post test to gauge audience knowledge. For more information please check it out online:

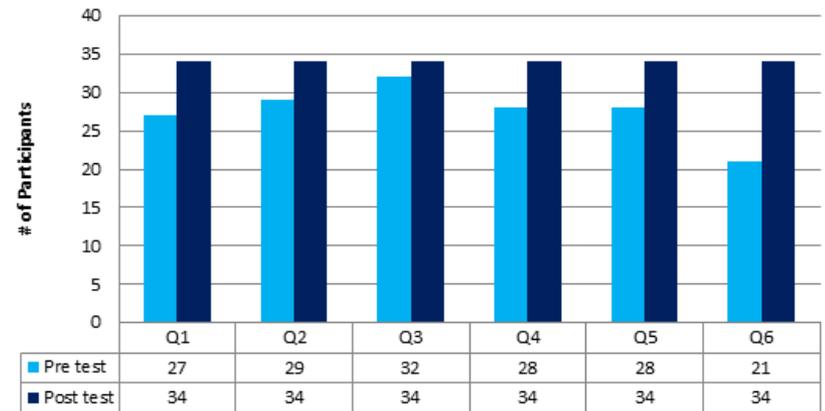
<https://louisvilleky.gov/government/public-works/pedestrian-n-programs>

Did you know?



**Why:** At some point we are all pedestrians and it is important to provide pedestrian education to all adults. The majority of pedestrian crashes occur in individuals aged 25-54 years old which is why this program is vital.

Improvement of Correct Answers



# Social Marketing



# Social Marketing



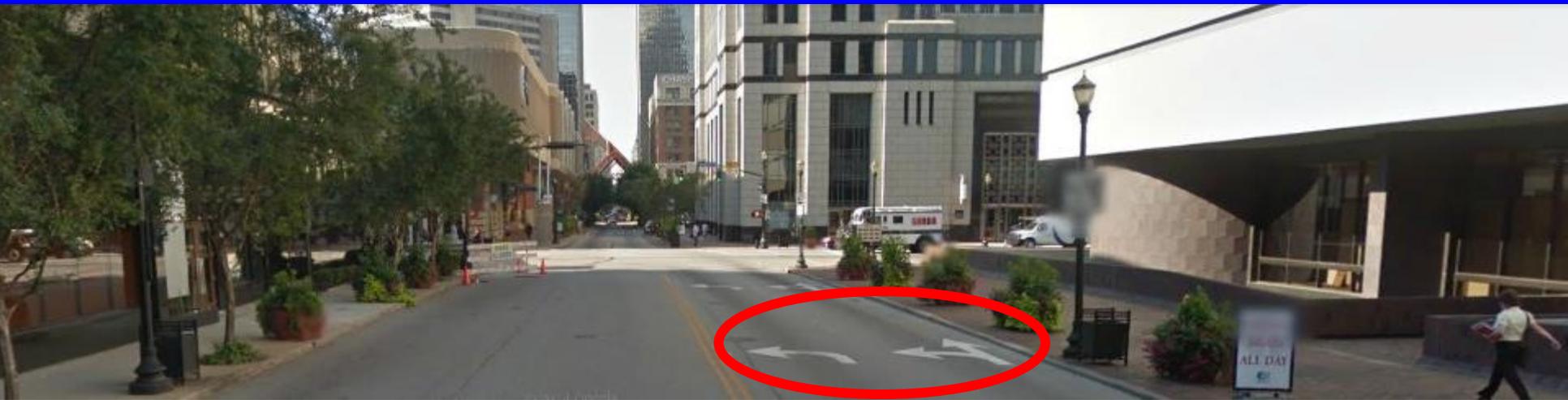
# Social Marketing



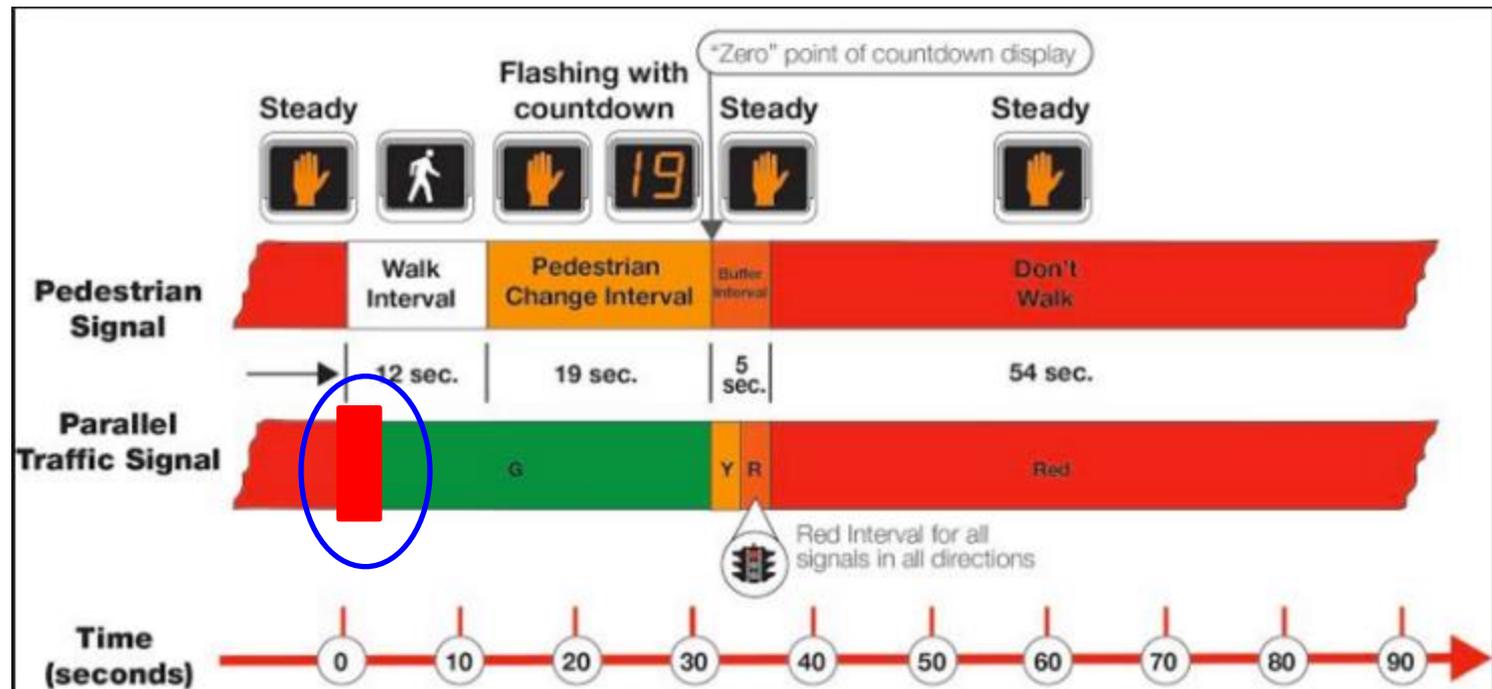
# Social Marketing

Look Alive Louisville and Bike Louisville's Existing Education Classes and Outreach Opportunities		
Bicycle Safety Classes and Programs	Material Description	Where can I find this?
<b>Bike Louisville Facebook Page</b>	Bike Louisville has a Facebook page which provides constant updates about bicycle projects, programs and policies. Over 2,000 people have liked the Bike Louisville Facebook Page.	Facebook
<b>Look Alive Louisville Facebook page</b>	Look Alive Louisville has a Facebook page which provides constant updates about bicycle projects, programs and policies. Over 2,000 people have liked the Bike Louisville Facebook Page.	Facebook
<b>Bike Louisville Newsletter</b>	Bike Louisville sends out a digital monthly newsletter which provides updates about bicycle projects, programs and policies. Over 1,200 people have signed up to receive the Bike Louisville <a href="#">Social Marketing</a> letter	Sign up on the Bike Louisville website <a href="#">here</a>
<b>Bike Louisville Website</b>	Bike Louisville has a website which acts as a platform for Bike Louisville's projects, programs and policies.	Bike Louisville website can be found <a href="#">here</a>
<b>Look Alive Louisville Website</b>	Look Alive Louisville has a website which acts as a platform for pedestrian projects, programs and policies.	Look Alive Louisville website can be found <a href="#">here</a>
<b>American Pedestrian and Bicycle Professions (APBP) Webinars</b>	Bike Louisville hosts bicycle and pedestrian design focused webinars through APBP for our local engineers and planners.	Bicycle Newsletter APBP website <a href="#">here</a>
<b>Bike Sense Curriculum (Youth)</b>	The Bike Sense program is a five day on-bike curriculum that Bike Louisville has used to teach thousands of youth bicycle safety martial throughout Louisville Metro focusing on JCPs and Louisville's community Centers.	The Bike Louisville Website <a href="#">here</a>
<b>Walk Sense Curriculum (Youth)</b>	The Walk Sense program is a three day pedestrian safety curriculum that Look Alive Louisville has used to teach hundreds of youth.	Look Alive Louisville website can be found <a href="#">here</a>
<b>American Bicyclists Road 101 Class (Adults)</b>	The American Bicyclists Road 101 Class is an adult bicycle education curriculum that the Louisville Bicycle Club has used to teach hundreds of adults bicycle safety martial throughout Louisville Metro.	The Bike Louisville Website <a href="#">here</a>
<b>Bicycle Commuting Class (Adult)</b>	Bike Louisville provides a thirty minute presentation about bicycle commuting. Businesses are encouraged to contact Bike Louisville to schedule a presentation.	The Bike Louisville Website <a href="#">here</a>
<b>Safe Streets for Adults</b>	Look Alive Louisville provides a thirty minute presentation about pedestrian safety for adults. Businesses are encouraged to contact Look Alive Louisville to schedule a presentation.	Look Alive Louisville website can be found <a href="#">here</a>

# Engineering Improvements

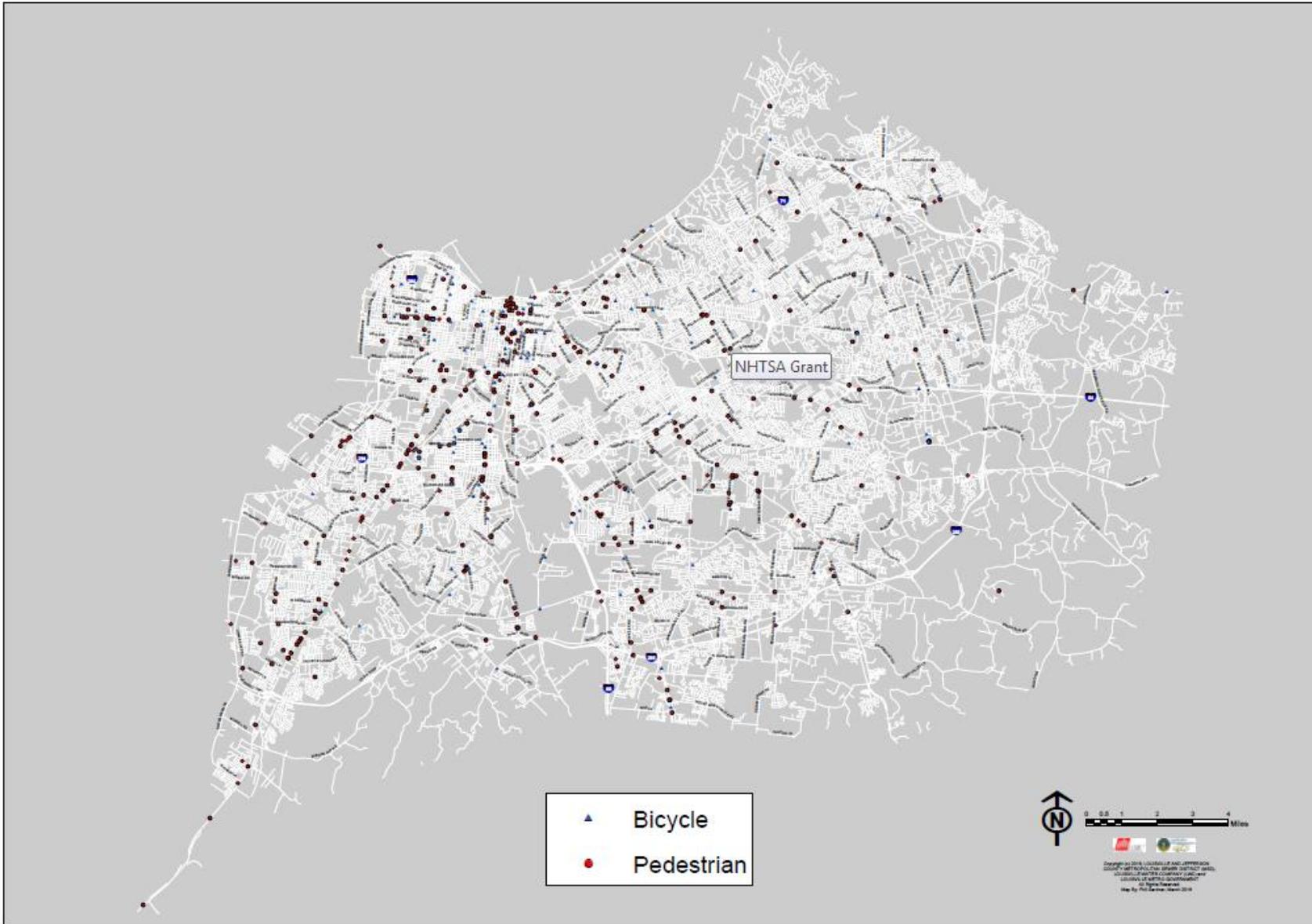


# Engineering Improvements



# Next Steps

## Non-Motorized Severe Crashes 2011 - 2015



# Contact Information

Thank you

Rolf Eisinger  
Bicycle and Pedestrian Coordinator  
[Rolf.Eisinger@Louisvilleky.gov](mailto:Rolf.Eisinger@Louisvilleky.gov)

