



Campaign: Yield to Pedestrians - Slow Down, Look Around

Two-Pager for Planning Discussions

Rev. 4, February 13, 2023, Shari Wilson & Scott Slingerland, CAT-Coalition for Appropriate Transportation

Concept

Walking, the original and most fundamental form of transportation, is also the most underrated form of exercise. CAT's Yield to Pedestrians Campaign will educate drivers on laws and encourage them to slow down and look around. The desired outcome is to improve public health, reduce traffic injuries and deaths, and create a more enjoyable experience to walk and/or operate a wheelchair in the Lehigh Valley.

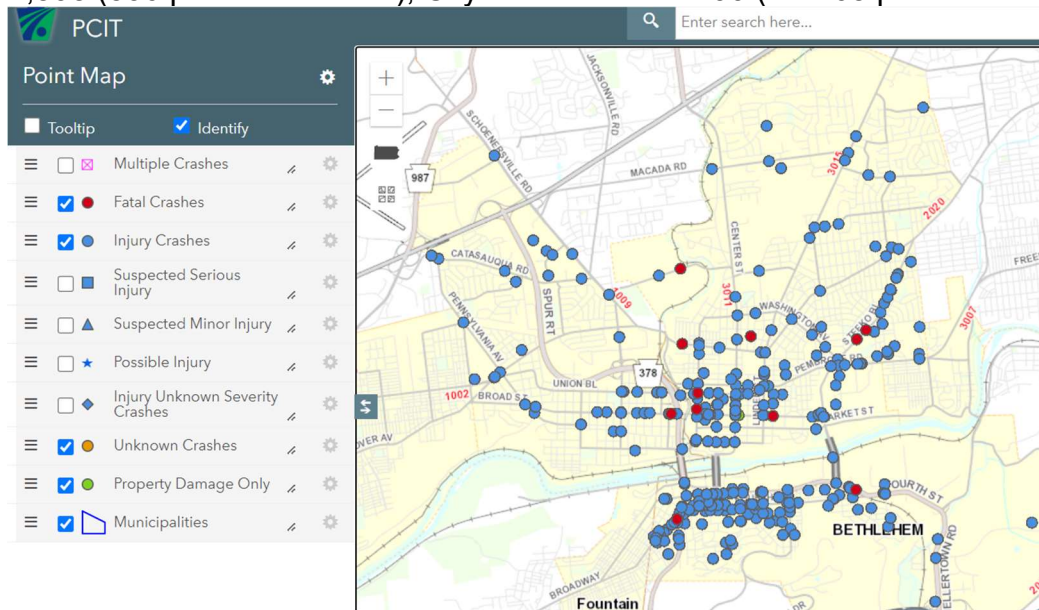
This campaign closely aligns with the City of Bethlehem's Vision Zero and Climate Action Plans, and the Lehigh Valley Planning Commission's Walk/Roll/LV Plan.



Background Data & Survey Results

Between 2001-2021, Pedestrians Struck by Cars in "reportable" crashes:

PA Statewide: 91,730 (11,132 pedestrians killed or seriously injured (KSI) by motorists), Lehigh Valley: 4,898 (536 pedestrians KSI), City of Bethlehem: 799 (with 68 pedestrians KSI)



Lehigh Valley community responses to CAT Yield to Pedestrians Survey 2022-2023:

- What people say are the top 3 problems with drivers:
- 86% say "Drivers don't pay attention"
- 81% say "Drivers going too fast/speeding"
- 80% say "Drivers don't yield when I'm in the crosswalk"

CAT Yield to Pedestrians Campaign Details

Audience

All drivers (cars, trucks, buses, bicycles) and pedestrians in the Lehigh Valley (~650,000 people across Lehigh and Northampton counties including 62 municipalities)

Promotion

The campaign will feature large street banners, printed posters, social/online media, and radio segments all with positive messaging that depicts drivers yielding to pedestrians, reminding them to slow down and look around.

Dates

- March 2022 – June 2023 – Pre-campaign surveys
- June 1 – August 31, 2023 - Banners, PSA's, window posters
- June 7, 2023 – Kick off Press Conference
- June 7 - July 7, 2023 – “Slow Down, Look Around” Street Banners, 5 locations in Bethlehem
- June 10, 2023 – Pedestrian Party Event at Bethlehem Rose Garden Farmers’ Market
- June 10 – July 6, 2023 – Partnering @community events (see below), farmer’s markets, festivals
- September – December 2023 – Post-campaign surveys

Community Events

Each in-person event will offer free swag, games, and prizes. Events will also have special photo-ops.

Organizer & Partners

CAT is organizing in concert with community partners:

- City of Bethlehem (pending)
- Lehigh Valley Planning Commission (pending)
- LANTA Bus (pending)
- United Way Greater Lehigh Valley (pending)
- health networks, schools, local businesses, neighborhood groups

How the City of Bethlehem can be involved in Pedestrian Safety

- Support lowering speed limits on Broad St, Union Blvd, Stefko Blvd, 3rd/4th Streets (southside)
- Increase speed/aggressive driver enforcement & enforcement of driver yield to pedestrian laws during June 2023 and going forward.
- Speak at Kick Off Press Conference (6/7/2023) and join CAT at Rose Garden event (6/10/2023)
- Promote CAT Yield to Pedestrians Campaign through Mayor’s office and City social media & outreach

Supporting Material

Bethlehem Health Bureau Pedestrian Enforcement data, PennDOT PCIT Crash Data, CAT surveys, City of Bethlehem Vision Zero Plan, Climate Action Plan, LVPC Walk/RollLV Plan

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