Statewide Pedestrian and Bicycle Safety Program

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Watch for Me CT is a comprehensive program aimed at reducing the number of injuries and fatalities as a result of traffic crashes involving pedestrians and bicyclists in Connecticut.
Watch For Me CT

It is funded by the **Connecticut Department of Transportation (CTDOT)** and managed in partnership with **Connecticut Children’s Injury Prevention Center**.

The program was adopted in 2017, after a one week period in December 2016 with 9 serious crashes involving pedestrians, resulting in 8 fatalities.
In Connecticut, more than 1,500 pedestrians and 550 bicyclists are hit by cars each year.

Of those, about 60 pedestrians and 5 bicyclists die due to their injuries.
Goals

- **Enhanced bike and walk friendliness** of our communities
- **Heightened awareness** of safe behaviors for drivers, bicyclists and pedestrians
- **Increased media attention** to the issues of pedestrian and bicyclist safety
- **Boosting of partnerships** among groups and advocates who care about these issues
- **Improvements in safety** outcomes for all
Primary elements of Watch for Me CT

It is a statewide campaign to increase the overall visibility of pedestrian and bicyclist safety issues via:

- A **media campaign** including billboards, bus tails, radio, and other outlets
- **Educational materials** that increase awareness about safe behaviors and knowledge of laws for pedestrians, drivers, and bicyclists
- **Engagement in community** activities that drive attention to pedestrian and bicyclist safety
- Facilitation of **idea sharing** between organizations and communities
Partners

- Bike and pedestrian advocacy groups, clubs, boards, and commissions
- Community groups
- Municipalities
- Police departments
- Local transportation agencies and planners
- Health departments
- Parks and recreation
- Trail groups
- Schools
- Hospitals
- Universities
Activities

- Group presentations
- Health and safety fairs
- Open streets and festivals
- Bike events
- Race and trail events
- School presentations and bike/walk to school days
- Conferences and summits
Media campaign: 2017

- Billboards
- Bus tails
- Radio/TV
- Digital
Media campaign: 2018

Same road. Same rules. Same rights.

Be Visible. Use lights and reflectors

Don't be a ninja. Be visible at night.
Give cyclists 3 feet. It’s the law.

In CT you can cross the double yellow line to give riders the space they need.
**WATCH FOR ME CT**

SAFETY IS A SHARED RESPONSIBILITY

**WHEN YOU'RE DRIVING:**
- Yield to people in crosswalks.
- Always look first for pedestrians and bicyclists before turning, backing up, and when driving all night.
- Pass bicyclists only when it is safe to do so and be sure to give them 3 feet of room.
- Be prepared for bicyclists to take the whole lane—it's their right if they need it.

**WHEN YOU'RE WALKING:**
- Look for cars in all directions—including those turning left or right or backing up—before crossing the street or parking lot.
- Obey all pedestrian traffic signals.
- At night, walk in well-lit areas, carry a flashlight, or wear something reflective to be more visible.
- Cross the street where you have the best view of traffic. At bus stops, cross behind the bus or at the nearest crosswalk.
- Always walk on the sidewalk. If there is no sidewalk, walk facing traffic and as far from the roadway as you can.
- Don’t cross distracted—put the phone down and unplug earphones when crossing.

**WHEN YOU'RE BICYCLING:**
- Wear a helmet. It could save your life.
- Obey all traffic signals and stop at “Stop” signs and red lights.
- Ride in the direction of traffic and as far to the right as is safe.
- Use front and rear lights and reflectors at night and be as visible as possible.
- Use hand signals to indicate when turning.

Did you know that under Connecticut state law, drivers must yield to pedestrians in crosswalks—even if the crosswalk is not marked?

**MARKED CROSSWALKS**
Crosswalks may be marked, either with two parallel white lines or a series of white blocks running across the street (or road).

**MID-BLOCK CROSSWALK**
These marked crosswalks are located in the middle of a block, not at an intersection.

**UNMARKED CROSSWALKS**
These crosswalks occur whenever a sidewalk ends at an intersection and continues on the other side. There is an implied crosswalk across the intersection.

For more information on pedestrian and bicycle laws in Connecticut, visit WatchForMeCT.org
Social Media

- Upcoming events
- Educational posts
- Resources
- Photos of past events
- Sharable messaging
- Timely and related news stories
- Recognize organizations and volunteers

www.facebook.com/watchformeCT
Questions?

www.WatchForMeCT.org

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