

COUNTERMEASURE TYPE TARGET GROUP GENERAL ISSUE SPECIFIC ISSUE COUNTERMEASURE

Education / Enforcement

Pedestrians and Bicyclists	Impaired (Drug/Alcohol) Pedestrians/Bicyclists	Locations where crashes involving impaired pedestrians/bicyclists are occurring Locations where alcohol establishments are across the street from pedestrian/bicycle land use generators	Education program that targets bars/alcohol establishments to install some type of visual plaques letting people know the dangers of impaired walking/cycling. Partner with local law enforcement to provide information on the dangers of impaired walking/bicycling to anyone detained for an alcohol related crime
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Enforcement

Bicyclists	Bicyclists fail to obey traffic laws applicable to either vehicles or bicyclists	Bicyclists ride in the road but do not obey traffic control devices, do not utilize bicycle facilities properly, ride against traffic, misuses sidewalks/crosswalks, and/or do not use lights and helmets	Progressive enforcement (educate, warn, cite) Enforcement targets all roadway users A quarterly Cycling Savvy Course in Brevard County could also be started (http://cyclingsavvy.org/)
Pedestrians	Pedestrians Violate Pedestrian Laws	Pedestrians walk in road, improperly cross, and/or do not obey traffic control devices	Progressive enforcement (educate, warn, cite) Enforcement targets all roadway users
Motorists	Motorists Endanger Bicyclists and Pedestrians	Motor vehicles fail to yield ROW, make improper turns, and/or speed	Progressive enforcement (educate, warn, cite) Enforcement targets all roadway users
Pedestrians, Bicyclists, and Motorists	Road Users Endanger Others	Overall interaction among road users indicates inattention, lack of courtesy, or failure to follow the laws	Daily patrol awareness among all patrol officers through the use of roll call training videos for bike/ped Progressive enforcement (educate, warn, cite) Enforcement targets all roadway users
	Observation of appropriate behaviors among road users	Desire to promote appropriate pedestrian/bicycle habits	Positive reinforcement and positive enforcement; coupons for good pedestrian/bicycle behavior given out by law enforcement and school crossing staff
School Students	Inexperienced vulnerable road users	Increase elementary, middle, and high school students awareness about traffic safety laws, both as a pedestrian/bicyclist and as a driver	When school resource officers teach classes at schools about laws, include increased emphasis on traffic safety in these classes Schools could teach class on how to drive/be aware of pedestrians/bicyclists on roadway (high schoolers) and teach pedestrians/bicyclists to be aware of vehicles
Law Enforcement	Increase law enforcement participation in bike/ped safety	Officers may not understand the common causes of bike/ped crashes causing errors in crash reporting and lack of enforcement	Use of NHTSA and FDOT Bike/Ped Law Enforcement Roll Call Videos Distribution of Florida Bike/Ped law cards Distribution of Florida Bicycle Law Enforcement Guide
		Officer may be reluctant to engage in bike/ped enforcement because they do not understand the cause of crashes and/or applicable laws	Use of NHTSA and FDOT Bike/Ped Law Enforcement Roll Call Videos Distribution of Florida Bike/Ped law cards Distribution of Florida Bicycle Law Enforcement Guide
		Officers may not have opportunity to target bike/ped issues because of other priorities	Participation in High Visibility Enforcement Dovetail enforcement with related activities (RLR, Speed, Aggressive Driving) Use enforcement decoy operations
Courts	Educate Judges and hearing officers	Some Judges and hearing officers don't support officer bike/ped enforcement	Meet/work with the administrative office of the courts or the chief judge Show Law Enforcement roll call videos and provide copy of visor cards Use Fair game rules and ticket quality violations, particularly where bike and ped statutes are concerned



PEDESTRIAN & BICYCLE EDUCATION/ ENFORCEMENT COUNTERMEASURES



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COUNTERMEASURE TYPE	TARGET GROUP	GENERAL ISSUE	SPECIFIC ISSUE	COUNTERMEASURE
Education		Pedestrians/Bicyclists Not Utilizing Marked Crosswalks or Crossing at Unmarked Locations	Pedestrians/bicyclists crossing roadways between signals at unmarked locations or crossing at intersections where no crosswalk markings are present	Outreach program to educate pedestrians and bicyclists about utilizing marked crosswalks, signalized crossings, legal crossing locations, helmets, etc. This outreach program could also be utilized to teach pedestrians and bicyclists about how to cross at signalized/unsignalized intersections without marked crosswalks. There is an opportunity to use Space Coast Area Transit's (SCAT) bus transfer stations to pass out bicycle reflectors and flyers encouraging good pedestrian and bicycle safety practices. Program could also be coupled with SCTPO, local law enforcement, Bike Walk Central Florida/Best Foot Forward, the FDOT Alert Today Alive Tomorrow campaign. This could be a grass-roots campaign where it could attend community events and go to common local gathering locations such as apartment complexes, home owners associations, grocery stores, and farmers markets.
	Pedestrians and Bicyclists	Homeless Population without Proper Knowledge of Roadway Safety	Homeless population may not have proper equipment for bicycle or may not be aware of basic bicycle/pedestrian roadway safety	Outreach program to educate the homeless on basic pedestrian roadway safety and proper equipment for their bicycle. This outreach program could involve contacting homeless shelters/social workers to provide bicycle lights, helmets, education pamphlets, etc. This group of people may also be contacted at SCAT bus transfer stations where bicycle reflectors/helmets could be passed out along with flyers encouraging good bicycle/pedestrian safety practices.
		Lack of Lighting Along Roadway	Drivers unable to see bicyclists and pedestrians due to insufficient or no street lighting	Consider an education program promoting nighttime pedestrian/bicycle safety by distributing and/or installing free bike lights/reflectors and making pedestrians/bicyclists aware that they should wear reflective or light colored clothing if they are traveling at night. This may be a program in partnership with SCTPO, law enforcement, SCAT, Bike Walk Central Florida/Best Foot Forward, and/or FDOT's Alert Tonight Alive Tomorrow program. This could be a grass-roots campaign where it could attend community events and go to common local gathering locations such as apartment complexes, home owners associations, grocery stores, and farmers markets.
	Bicyclists	Bicyclists Riding on Sidewalk Against Flow of Traffic	Bicyclists riding on sidewalks in high traffic volume/minor street/driveway density areas Areas with crash history/frequency at minor streets/driveways with bicyclists riding on sidewalk against the flow of traffic	Outreach program to educate bicyclists about the risks associated with riding on the sidewalk against the flow of traffic. Program could be coupled with the FDOT Alert Today, Alive Tomorrow campaign or could be a separate program performed by individual cities in coordination with the SCTPO in bicycle rodeo or workshop settings. This may be a program in partnership with law enforcement and Space Coast Area Transit (SCAT). This could be a grass-roots campaign where it could attend community events and go to common local gathering locations such as apartment complexes, home owners associations, grocery stores, and farmers markets. A quarterly Cycling Savvy Course in Brevard County could also be started (http://cyclingsavvy.org/).
	Motorists	Conflicts Between Bicyclists/Pedestrians and Vehicles	Bicyclist or pedestrians traveling in opposite direction of traffic flow on sidewalk Turning vehicles not yielding to pedestrians/bicyclists at signalized intersections	Outreach program to educate drivers to stop prior to sidewalk and look both ways for pedestrians/bicyclists at minor streets and driveways. This program could also warn drivers about the dangers of not looking/yielding to pedestrians/bicyclists when making right or left turns at signalized intersections and who has the right-of-way. Program could be coupled with the FDOT Alert Today, Alive Tomorrow campaign in partnership with law enforcement. Social media and billboards along major roadways could be used to educate motorists. This could be coupled with the public service announcement program.
Bicyclists/Motorists	Bicyclists Riding in the Roadway	No bicycle lanes or paved shoulder No opportunity to add bicycle lanes Roadway has 35 mph or less posted speed	Florida Statute 316.2065(5) describes when a bicyclist can ride on the roadway. Outreach program to provide training to bicyclists about riding in the flow of traffic and utilizing full travel lane. Program could also educate drivers on how to pass bicyclists when they take a full lane in the roadway. Program could be coupled with the FDOT Alert Today, Alive Tomorrow campaign or could be a separate program performed by individual cities in coordination with the SCTPO in bicycle rodeo or workshop settings. This may be a program in partnership with law enforcement and Space Coast Area Transit (SCAT). This could be a grass-roots campaign where it could attend community events and go to common local gathering locations such as apartment complexes, home owners associations, grocery stores, and farmers markets. To target motorists specifically, social media and billboards along major roadways could be used to educate motorists. This could be coupled with the public service announcement program.	



Walking School Bus
Photo: SCTPO

Education and Outreach Programs
Photo: George Armstrong, FEMA Photo Library



Bike Trainings
Photo: SCTPO

Bike Trainings
Photo: SCTPO

