



ACCOMPLISHMENTS

KEY FINDINGS

LESSONS LEARNED

NEXT STEPS

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WalkWise Tampa Bay is a grassroots effort providing pedestrian safety education to the Tampa Bay community.

*A program of FDOT District 7
Managed by
Center for Urban Transportation Research
University of South Florida*

Have Laptop, Will Travel

- Projectors
- Laptops
- Audience Response System
- Reflective Backpacks
- Reflective Bands
- Bookmarks
- Safety Handouts



Audience Response System is used at presentations to stimulate discussion

- **Choose** your answer by clicking on the corresponding number
- **Change** your answer prior to the poll closing – last answer will be recorded
- **All answers are anonymous** and will be stored for reporting and evaluation



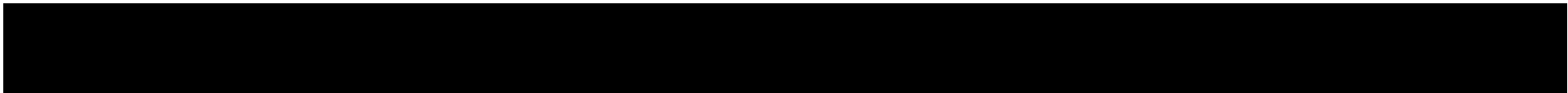


Interactive, educational PowerPoint presentation provided by trained presenters and tailored to the needs of specific groups or individuals.

Presentations

	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
Goal	400	200	300	400
Completed	457	220	340	

Over 15,000 Ambassadors have taken the pledge!





Sample Accolades

"I wanted to personally write to thank you for your great presentation on Monday! It was very informative and answered some questions I had. I feel like I'm a much better pedestrian and driver now!"

"I would like to thank you for the interactive presentation. Several members shared with me how interactive and informative the presentation was. We look forward to sharing the information about your organization with others. Again, thank you for the knowledge we gained."

"[The WalkWise presenter] captured our attention and got everyone involved using with the audience response system. It proved that we all learned something new or at least refreshed our thinking about pedestrian and bike safety. My husband is an avid cyclist and he was listening intently."



Empower Yourself and Others

I pledge to WalkWise
and Drive Safely and
spread the word about
the importance of
pedestrian safety to
my friends,
family, neighbors,
colleagues and others!

- Social marketing research has shown that taking a written pledge, particularly with one's peers or community, is a great motivator for action (Lee and Kotler, 2008).
- Over 15,000 people have taken the WalkWise Pledge to date at over 1,200 presentations, events, and sweeps.





Key Findings

- Key findings from the collection of data through the audience response system show that learning retention was high:
 - Before the presentations, only 65 percent of valid respondents correctly answered that a pedestrian should walk on the shoulder against traffic when sidewalks are not available.
 - Immediately after the WalkWise presentation, about 90 percent of valid respondents answered correctly.





Key Findings

- A similar finding was observed for safe bicycle behavior.
 - Before the presentation, only 42 percent of respondents correctly answered that bicyclists are allowed to ride on sidewalks.
 - After the presentation approximately 93 percent correctly responded that bicyclists are allowed to ride on sidewalks mixed with pedestrians.

Lessons Learned

Public-Private Partnerships = program success

- **Know your target market** – analyze statistics
- **Length** - 15 minutes is perfect as an add-on for any existing meeting agenda
- **Customization** – 30 minute and 1 hour presentations were also available and requested
- **Content** – interactive & fun utilizing an ARS
- **Presenters** – must have enthusiastic, knowledgeable, and committed to pedestrian safety
- **Sweeps** – provided literature to another audience

Lessons Learned

- **Feedback** – Utilize audience feedback
- **Response** – Clients must always get quick response to requests for presentations, media requests, etc.
- **Pledge** – Research has proven that taking pledges has proven effective, increasing the likelihood that the target market will actually follow through with a good intention.
- **Referrals** – Always provide easy referral method



What's New

- New Partnerships
- Targeted Sweeps
- Social Media
 - Instagram, Youtube, Facebook, Twitter
 - Walk Brite App
- Voice Over Online Presentation
- Interactive Online Course to Reach General Public
 - Printed Certificate of Completion
 - Provides Statistics



In photo: Jennifer Bradford (WW Presenter) and attendee after presentation.



THANK YOU

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