STATE OF FLORIDA · DEPARTMENT OF TRANSPORTATION

USF UNIVERSITY OF SOUTH FLORIDA

Pedestrian Safety for our Community

- **WalkWise Tampa Bay is a grassroots effort providing pedestrian safety education using innovative methods.**

- **Managed by the Center for Urban Transportation Research at the University of South Florida with funding from the FDOT District 7.**

Have Gear, Will Travel

- Projector
- Laptop
- Audience Response System
- Trained Presenter

- Reflective Backpacks
- Reflective Bands
- Bookmarks
- Safety Handouts

Over 1,100 presentations
have been conducted to date!

We also provide:

- Website: www.walkwisetampabay.com
  - Create, maintain, and update
- Facebook and Twitter
- Voice Over for Power Point Presentation
- Advertising (Restroom Ads, Posters, flyers etc.)
- Monthly Reports
- Year End Report

How do we do it?

- We offer a 15-minute presentation
- Our presentation is interactive and fun
- We are flexible – weekends, evenings
- Customized – 30 minute and 1 hour presentations also available
- We sweep along high risk coridors
- We listen to our customers
- We respond to media requests
- We attend events upon request

Wear bright colors or reflective clothing night and day to increase your visibility. See and be Seen.

Audience Response System

- **Collects data**
- **Creates an interactive environment that is fun and educational**

Where sidewalks are not provided, a pedestrian should

n = 1030

Bicyclists are allowed to ride on sidewalks

n = 1030

Press Conference
at Madeira Beach
draws a crowd!

Customized education to fit the needs of our community.

Empower Yourself
and Others
I pledge to Walk/Wee and
Drive Safely and spread
the word about the
importance of pedestrian
safety to my friends,
family, neighbors,
colleagues and others!

Media Appearances

Over 10,000
Ambassadors

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!

Contact:

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Center for Urban Transportation Research

University of South Florida

Pedestrian Safety for Everyone!

UNIVERSITY OF SOUTH FLORIDA