

The City of Kenmore's Pedestrian, Bicycle, and Driver Safety Initiative

Let's Move Kenmore to Target Zero Together.



The Target Zero Initiative

The Target Zero Initiative was adopted by the City of Kenmore City Council in April of 2014 with the goal of achieving **zero pedestrian and bicyclist fatalities and serious injuries in Kenmore by 2025** by increasing awareness of pedestrian, bicyclist and driver safety issues.

Kenmore is working toward its Target Zero goal by engaging the Three E's: **Engineering, Enforcement, and Education**. These efforts include creating safer pedestrian and bicyclist pathways, offering helmets at a low price, educating bicyclists, pedestrians, and motorists through events and pamphlets, and enforcing traffic safety laws for all road users.

Be responsible for YOU!

- **Be Seen & Be Safe.** Wear bright, reflective clothing whenever you are out on the road - riding or walking.
- **Share the Road.** Roads are being used by pedestrians, bicyclists, and vehicles.
- **Safety is Contagious.** Watch out for others and be courteous!
- **Don't Be Distracted.** Handheld cell phone use is dangerous and against the law when driving. But, pedestrians should also always be aware of their surroundings and **unplug when crossing the street.**

Pedestrian and Bicycle Safety Starts With You!

What does "pedestrian" mean?

Pedestrian, stem of "pedi" which means "foot," describes someone who is traveling on foot.

FACT: Distracted driving contributed to 3,328 fatalities and 421,000 injuries in 2012 nationwide.
— Distraction.gov



Low-cost helmets for toddlers, children and adults are available at Kenmore City Hall. Get fitted today!

Suggested donations are \$6.00 for toddler sizes, \$7.00 for children and adult sizes, and \$10.00 for multi-sport style.



Pedestrian & Bicyclist Safety



**Be responsible
for YOU & Be Seen!**

**Wear reflective gear
And use required lights**



**BE
AWARE**



How can you be a safer pedestrian?

- **Be present!** Music, texting and talking on the phone are a part of life, but while crossing the street or walking on the road, please turn down the volume, pause the conversation, and **look around**.
- **Make eye contact** with drivers to ensure that they see you when crossing a street.
- **Don't count on cars to stop** for you at crosswalks.
- **Walk facing traffic** if there is not a sidewalk and as far away from vehicles as possible.

Remember to always:

STOP. LOOK. and LISTEN.

How can you be a safer bicyclist?

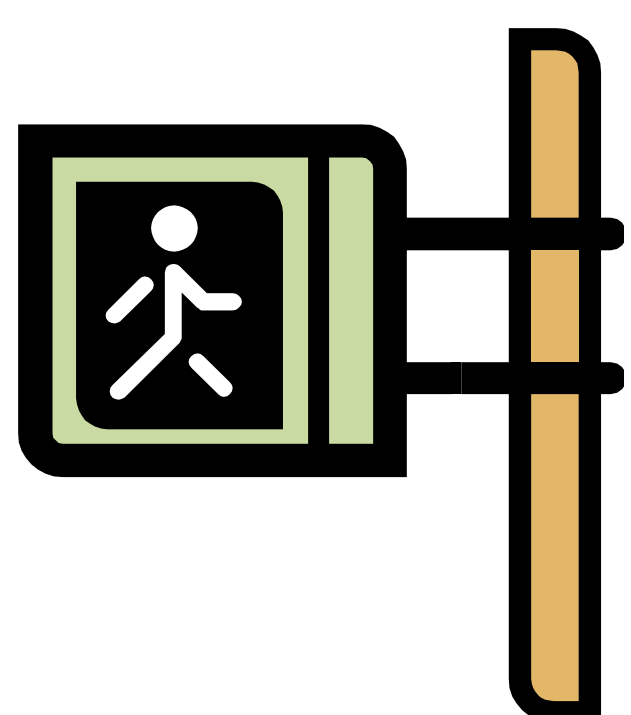
- **Scan for traffic, signal your intentions,** and occupy the center of the lane when turning.
- **Be Seen!** Use the required front and rear lighting when it is dark or getting dark outside.
- **You're considered a vehicle by law.** Take the lane when you're moving with traffic and the side when you are moving slower.
- **Wear a helmet. It's the law!**
- **Be courteous.** Follow the rules of the road and thank drivers who let you by.



Kenmore has placed pedestrian flags at designated crosswalks for your safety. **Use them!**

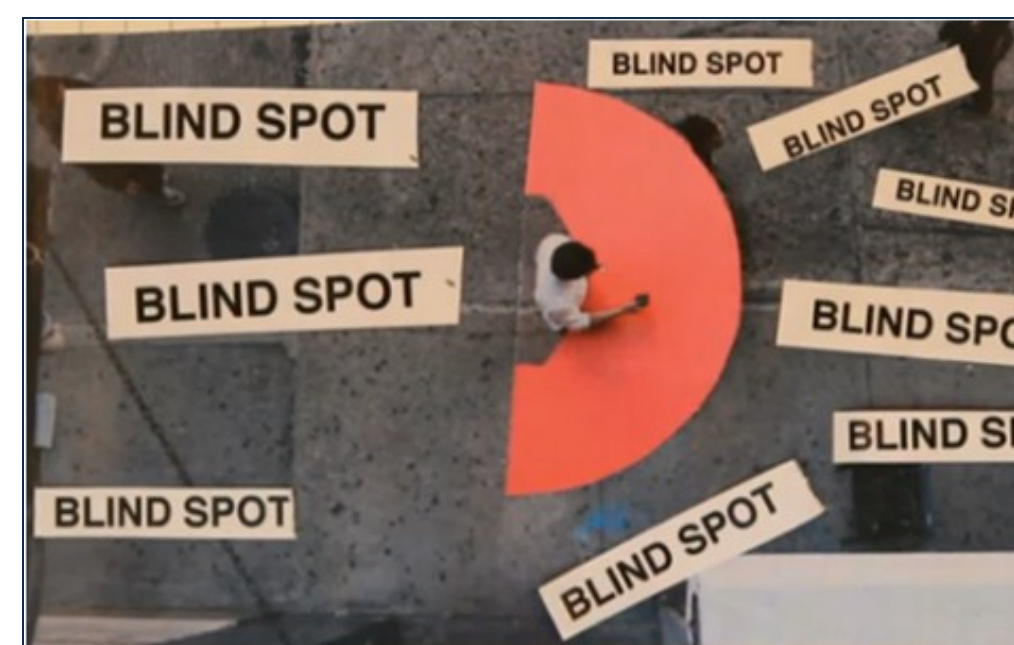


Bicyclists are allowed to ride on the sidewalk and trail but **pedestrians have priority.**



Use and follow pedestrian signals.

Look left, right, and left again before and while crossing the street.



Source: Casey Neistat

Unplug & Listen.

Walking or riding while listening to music is dangerous! Be aware of your surroundings.

- **Be seen!** Increase your visibility by wearing lighter colored clothing and reflective clothing.
- **Practice with your children** to look left, right, and left again before crossing the street.



Driver Safety



Don't Be A Distracted Driver!



Follow Washington's Traffic Safety Laws:

- If you are pulled over for reading, writing, sending a text while driving, or using handheld cell phones, **you'll be fined \$124.**
- **Pedestrians always have the right of way** at marked and unmarked crosswalks.
- **Bicycles are considered vehicles by law.** Watch out for them when **making turns, exiting driveways and parking lots, and opening your car door.**
- Bicyclists may choose to ride on the bike path, bike lane, shoulder or travel lane as suits their safety needs.

Rectangular Rapid Flash Beacons

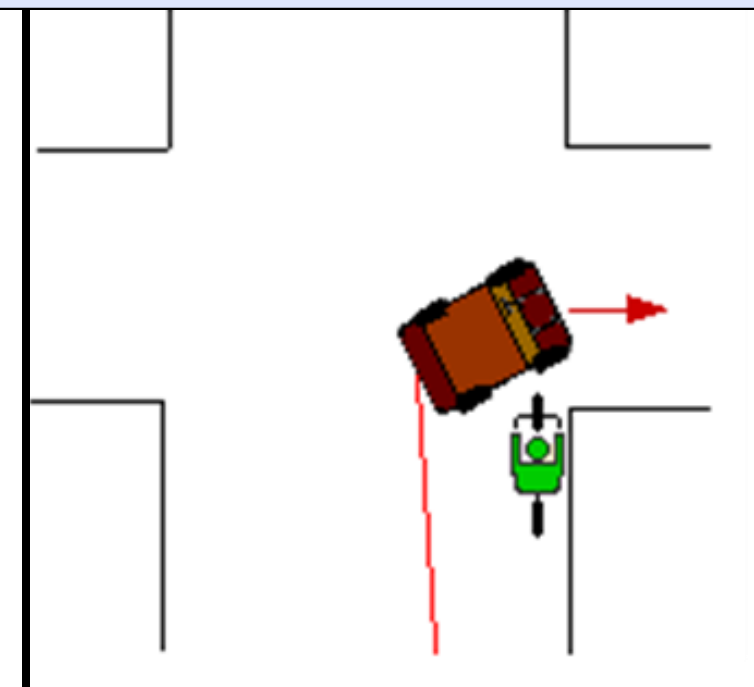
RRFB's around Kenmore help keep crosswalks safe. When flashing, **STOP and WAIT** for pedestrians to cross.



Look Twice For Bikes!

Help make Kenmore safe for bicyclists and pedestrians:

- Reduce your speed in driving in **neighborhoods and school zones**, as children may bolt onto the street.
- **Put the phone away. Don't text or talk and drive.**
- **Watch** for pedestrians and bicyclists at intersections and crosswalks.
- **Give Bikes Three Feet of Space** when passing and **Look Twice for Bikes**, especially when making turns.

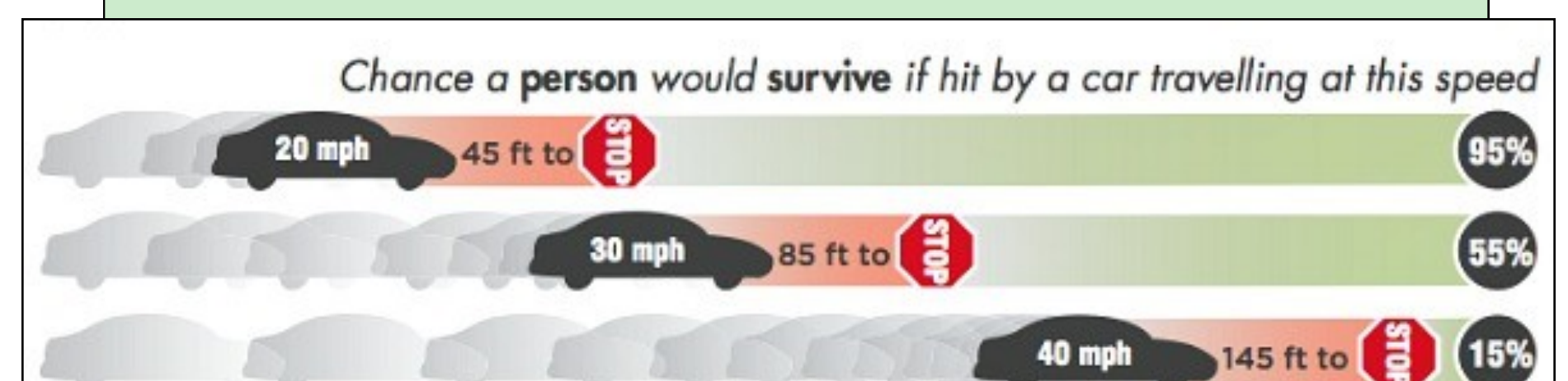


Always check your blind spots!

When texting, your eyes are off the road for an average of 5 seconds. Don't take the chance.

— *Distraction.gov*

FACT: Lower speeds dramatically increase the odds a person will survive if you hit them.



Source: Daily Tech

Kenmore is enforcing traffic safety laws around the city for pedestrians, bicyclists, and drivers.

Enforcement is coming to a crosswalk near you.

