



Contact: Marci Larson, ABC
904-306-7513; 904-307-2888
mlarson@northfloridatpo.com
www.northfloridatpo.com

St. Augustine and North Florida TPO Partner To Reduce Bicycle and Pedestrian Crashes

New 'Yield to Life' Safety Campaign Urges Residents to Look All-Ways and Slow Your Roll

Jacksonville, Fla. (September 8, 2014) – The North Florida Transportation Planning Organization (North Florida TPO) and the City of St. Augustine today launched the “Yield to Life” campaign, a collaborative effort aimed at increasing awareness and reducing bicycle and pedestrian-related crashes in St. Augustine.

The campaign is in response to an unsettling statistic: each year St. Augustine has more than 30 traffic crashes involving cyclists and pedestrians.

"The 'Yield to Life' campaign aims to change hearts, minds and behaviors so that our streets safely work for everyone," said St. Augustine Vice Mayor and TPO Chairperson Nancy Sikes-Kline.

The multi-media campaign will run from September 8-21, 2014. Informative television and radio public service announcements, utility bill inserts, and posters will target St. Augustine residents and Flagler College students, encouraging them to “Look All-Ways” and “Slow Your Roll.” St. Augustine Police Officers will also conduct outreach, discussing traffic safety and distributing brochures and T-shirts.

“The St. Augustine Police Department strives to provide a secure environment for our residents and guests and to ensure their safety whether they travel by walking, riding a bicycle or driving motor vehicle. We live in the Nation’s Oldest City and by working together we will make our City as safe as it is beautiful,” said St. Augustine Police Chief Loran K. Lueders.

Previous research conducted by the TPO for the Regional Strategic Safety Plan showed that St. Augustine is a “hotspot” for crashes involving vulnerable users – cyclists and pedestrians. For this campaign, crash reports were analyzed and revealed that the biggest cause of crashes is cyclists and motorists failing to yield.

The “Yield to Life” campaign offers these safety tips for cyclists, motorists and pedestrians to help prevent accidents:

Cyclists

- Ride in the same direction as traffic, not facing it, and have lights on your bike at night.
- Look all ways for cars and pedestrians at intersections and driveways.
- Obey all traffic signs and signals, and yield to cars and pedestrians.

Motorists

- Remember that cyclists are allowed by law to ride in your lane, so give them at least three feet of space when passing.

- Look all ways and yield to pedestrians and cyclists at corners, even if a crosswalk is not marked.
- Keep an eye out for people walking and biking at night

Pedestrians

- Always walk on the sidewalk or walk facing traffic, as far from the road as possible.
- Look all ways for cars and cross at the crosswalks with a green light.
- Yield to cars if you try to cross mid-block – they do not have to stop for you, so wait until you're sure it's safe before crossing.

“Cycling Savvy” bicycle training will be available on Saturday, September 13, 9 a.m. to 12:30 p.m. in the Alcazar Room at City Hall. The training is for adults and focuses on bicycle laws and techniques for cycling safely in traffic. There is no fee for the class but you must register in advance at www.SlowYourRollStAug.com. Additional training is being provided to Home Again St. Johns clients.

Residents are encouraged to visit www.SlowYourRollStAug.com for more information.

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About North Florida TPO: The North Florida TPO is the independent regional transportation planning agency for Clay, Duval, Nassau and St. Johns counties. We lead our region's efforts in planning, funding and mobilizing resources to develop and maintain our transportation system.