Pasadena Safe Routes to School

Metro Countywide Safe Routes to School Initiative
October 13, 2015
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Introduction

• Past SRTS project summary
• Most recent SRTS project – Pasadena Safe Strides to School Program
Previous SRTS Projects

- City of Pasadena Suggested Routes to School Report and Maps
- Installation of in-roadway lights at 4 locations
- Sidewalk, curb & gutter, and ramp improvements
- Bulb-out treatments
- Upgrade school area signage to comply with CAMUTCD for the entire City
• City submitted grant application for project that consisted of 3 items
  > Develop a Citywide school zone safety outreach campaign
  > Provide a pedestrian safety workshop for all 3rd grade children in schools within the City of Pasadena
  > Provide special school area enforcement operations by Pasadena Police Department

• City received $250,000 for non-infrastructure project
• City hired Alta Planning to develop citywide campaign and in-school workshop - $155,000
  > Responsible for creating campaign slogan
  > Created graphics for use on print and social media
  > Update the City’s pedestrian safety brochure
  > Develop the agenda for in-school workshops

• Pasadena Police Department school area enforcements - $95,000
Pasadena Safe Strides to School Program

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• “We Make Time” – slogan developed
• Created 4 campaign messages
• 4 billboard locations
Pasadena Safe Strides to School Program

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• Posters were distributed to all community centers, libraries, churches, local business, public and private schools
• Email blast of poster to all HOA’s in the City
• On air slot on KPAS
• 20 Bus shelter ads
• Online banners
  > Pasadena Magazine, Pasadena Now, Hometown Pasadena, and Pasadena Weekly
• Pedestrian Safety Brochure
• Safe School Zone Safety Course
  > Consultant reached out the schools with heaviest pedestrian population
  > Consultant made multiple contacts by phone and did on-site visit to each school
  > Total of 7 schools agreed to participate
  > A total of 517 3rd grade students were reached
  > The number of classes per school ranged from two to four
• Safe School Zone Safety Course
  > Class length was 45 minutes
  > All students were given reflective zipper pulls
  > Schools were given a banner to place on fence
Pasadena Safe Strides to School Program

- Pasadena PD conducted a total of 33 different days of special enforcement between March – October 2012
  - Officers visited each school at least once
  - Visited during the hours of 7-9am or 1-3pm
  - Over 90% of citations issued were for speeding
Lessons Learned

Department of Transportation

• Grand funding only covers initial deployment
  > City participates in Walk to School Week activities every October
  > City is looking for ways to continue the educational and outreach components of the program

• Over estimated PD portion of project
  > Staff availability was limited
  > Improve coordination on next Project
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