



BE STREET SMART GLENDALE

walk smart | drive smart | bike smart

About BE STREET SMART GLENDALE

The City of Glendale created the BE STREET SMART GLENDALE campaign to educate, encourage, and empower each person to take personal responsibility for their own safety and the safety of others when walking, driving, or biking in Glendale.

BE STREET SMART GLENDALE offers many ways to take part in the effort to make traveling in Glendale safe for everyone – whether you live or work here, or come to enjoy the many restaurants, shops, and entertainment venues. Schools, employers, churches, clubs, service organizations, and concerned citizens are all a part of the solution to make Glendale a fun, safe place to walk, drive, or bike.

The BE STREET SMART GLENDALE campaign will be supported with advertising to reach pedestrians, motorists, and bicyclists. The advertising will be concentrated on media outlets where these audiences will most readily see and read our messages, such as billboards. Some advertising will also be placed in English- and Armenian-language newspapers, particularly to reach seniors.

In addition to advertising, the plan incorporates other activities and elements to educate, encourage, and reinforce safe behaviors, including:

- BeStreetSmartGlendale.com website
- Printed educational materials in English, Spanish, and Armenian
- Social media
- Earned media
- Promotional items

Partnerships will also play a big role in the BE STREET SMART GLENDALE campaign's commitment to being sustainable over time. Changing behavior requires more than just a well-planned campaign, it requires sustainable actions and reinforcement that is woven into the fabric of the community. Partnerships with schools, businesses, and organizations throughout the community will help to ensure that walking, biking, and driving safely in Glendale becomes a long-term cultural norm.

The Billion Step Challenge

BE STREET SMART GLENDALE partnerships will play a prominent role in planned special events and programs to encourage walking and biking throughout the course of the campaign. First up is the BE STREET SMART GLENDALE **Billion Step Challenge**, which kicks off today to create a thriving community that takes on the challenge to walk and bike more every day, and to do it safely. The Mayor and City Council, the Pedestrian Safety Advisory Committee, community leaders, and others are signing up to accept the Glendale Billion Step Challenge which will track everyone's steps online toward the overall goal of one billion steps. The Downtown Glendale Association, Go



Glendale, the Glendale Chamber of Commerce, Walk Bike Glendale, and Glendale Unified School District are signing on to kick off the challenge, which will also soon be offered citywide. Those who register will receive weekly updates of their personal and citywide progress, as well as ongoing safety messages to encourage the community to walk, bike, and drive safely in Glendale.

Citywide Safety Education Initiative

The BE STREET SMART GLENDALE campaign was developed through the Glendale Citywide Safety Education Initiative to make Glendale safer for all road users. The Safety Education Initiative (SEI) is a data-driven effort to influence behavior change that will result in making Glendale a safer place to walk, bike, and drive. The SEI is funded through a \$500,000 grant the City applied for and received from the California Department of Transportation (Caltrans) Cycle 1 Active Transportation Program (ATP). The Initiative is built upon the premise that each driver, bicyclist, and pedestrian must take personal responsibility for the safety of everyone sharing the road in Glendale.

In the spring and summer of 2016, the City carried out extensive research and data-gathering before determining which were the best ways to communicate and implement the Safety Education Initiative. City staff reviewed data from the Glendale Police Department and SWIRTS (California's Statewide Integrated Traffic Records System), conducted five focus groups with residents and stakeholders, and met with community-based organizations. In addition, a Pedestrian Safety Community Survey was conducted at community events and online where more than 650 people responded to questions regarding their safety concerns. In the Pedestrian Safety Survey, 94% of people agreed or strongly agreed that pedestrian safety is a concern in Glendale. To address this, it is important for all road users, especially drivers, to take personal responsibility for the safety of everyone that uses the road.

The BE STREET SMART GLENDALE program also encompasses the Glendale Safe Routes to School program and the Citywide Pedestrian Plan.

Safe Routes to School

The City is doing its part to improve the safety of Glendale's school-aged children when walking and bicycling to and from school by implementing a comprehensive BE STREET SMART GLENDALE Safe Routes to School Program (SRTS) in 21 elementary and 4 middle schools. The SRTS Program is funded by a \$500,000 grant awarded to Glendale through the Federal Cycle 3 Safe Routes to School Program to implement a Non-Infrastructure Safe Routes to School Program.

Citywide Pedestrian Plan

The Citywide Pedestrian Plan is a long-term plan for Glendale with near term steps for action. The Plan will establish a comprehensive, centralized, and coordinated approach to improving pedestrian infrastructure, safety, and demand with Glendale. It is funded through a \$500,000 Caltrans Active Transportation Program (ATP) grant. The Glendale Citywide Pedestrian Plan will make Glendale a safer, more pleasant, and more convenient place for walking.