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MEMORANDUM

To: Scott Wadle, AICP, Wichita-Sedgwick County Metropolitan Area Planning Department

From: Cynthia Hoyle, FAICP, and Kristen Maddox, Alta Planning + Design

Date: June 24, 2015

Re: Top Ten Priority Behaviors and Campaign Target Audience

Introduction

Overview

This memorandum proposes the Wichita Street Safety Education Initiative's media campaign target audience and the campaign's corresponding Top Ten Priority Behaviors.

Project Prioritization Workshop & Stakeholder Meetings

Members of the Alta team visited Wichita from June 16-17, 2015 to learn more about the problems the safety initiative intends to solve as well as gather input related to the development of educational modules¹, campaign goals, target audience, and priority behaviors. During the trip, the consultants met with stakeholders from a number of fields including:

- Public health-focused organizations/initiatives:
 - Via Christi Health/Safe Kids Wichita Area Coalition
 - Sedgwick County Department on Aging
 - Medical Society of Sedgwick County
- City departments
 - Public Health/Traffic Engineering
 - Communications
 - Police Department
- Wichita-Sedgwick County Planning
- Kansas Department of Transportation (KDOT)

Throughout these meetings, the team worked to gather thoughts related to the project's Project Context and Community Needs memorandum. The team reviewed the following documents within this memorandum:

- Related planning documents such as the WAMPO Safety Plan and the Wichita Bicycle & Pedestrian Plans
- 2009-2014 crash data
- 2015 project survey

¹ The educational modules include League Certified Instructor (LCI) training for community members to learn bicycle safety skills and curriculum development for law enforcement officers.

Major findings include:

- Problematic behaviors are similar across all types of road users. Nonetheless, people bicycling and walking are more likely to be injured in crashes with motor vehicles.
- “Failure to yield” is especially prevalent among crash report data.
- The community survey found public concern surrounding two major themes: unpredictable behavior and law-breaking (i.e. - failure to yield, darting, lack of bicycle lights, etc.). Respondents were not satisfied with current levels of respect between motorists and bicyclists.
- Several high-crash corridors emerged from the crash data. Other corridors and specific locations were frequently mentioned in the community survey. Many, such as 21st, Broadway, Central, and Douglas, were mentioned in both the crash data and the community survey.

A more robust discussion is found in the Project Context and Community Needs memorandum. The first submittal was dated June 12, 2015.

The report and input from key stakeholders informed the prioritization workshop held June 17, 2015. During the prioritization workshop, participants shared their ideas for the media campaign messaging, strategy, and potential partners. The ultimate goals were:

- Identify a list of priority behaviors
- Identify a campaign target audience
- Investigate options for campaign sustainability

Other goals included brainstorming the future campaign’s potential “look and feel” as well as thoughts about priority locations for media placement.

Media Campaign Target Audience

Informed by the project’s prior research, the media campaign will focus on a set of “top ten” priority behaviors to improve transportation in the Wichita area. ***The media campaign will target behavior change messaging to motorists and bicyclists, depending on the targeted behavior.*** The 2015 community survey, Wichita area crash data, and national trends illustrate the importance of educating multiple forms of transportation. Moreover, Wichita’s citizens use multiple forms of transportation. For instance, those who ride bikes may also drive in certain situations. Once a person exits the vehicle, all transit riders and motorists are pedestrians. Furthermore, the City plans to build more bicycle facilities such as bike lanes, bike boulevards, and additions to the robust shared use path system. The media campaign will work to ensure that roadway users understand how to navigate these environments.

The team proposes focusing on the following behaviors throughout the Street Safety Initiative’s media campaign:

Priority Behavior Analysis

Behavior	Media Campaign Target Audience	
	Drivers	Bicyclists/Pedestrians
Yielding to pedestrians, including stopping at stop bars, and trail crossings	X (stop bars)	X (trail crossings)
Distracted driving (<i>with a focus on Kansas law regarding cell phone use while driving</i>)	X	
Motorists' safe and legal bicycle passing distance	X	
On-street parking and opening doors	X	
Awareness of turning conflicts and strategies to avoid "right/left hook"-type crashes	X	X
Bicycle riders' legal status as vehicle operators and expectations regarding traffic laws (<i>i.e.- obeying traffic signals</i>)	X	X
Safe crossing behavior for non-motorized users		X
Encouragement for residents to experience the new on- and off-street bicycle facilities	X	X
The need for trail users to look/slow before crossing		X
Expect bicycles as the days become shorter/use bike lights at night	X	X

The project's educational modules (e.g.- bicycle safety training and law enforcement officer training) will discuss each of the priority behaviors outlined above.