

Appendix D

Fact Sheets & Infographics

Here are materials about speeding and traffic safety that your organizing team can distribute to your neighbors and others as needed. Download these documents from www.knoxvilletn.gov/slowdown, a web page maintained by the City of Knoxville's Office of Neighborhoods.

Don't see what you need here? Go to Appendix J (Traffic Safety Resources) for links to websites and studies that will provide more ideas and resources.

Bicycle Safety

Great tips and reminders for both children and adults. Thanks to ibikeknox.com and the Transportation Planning Organization (TPO) for putting this together.

Crash Facts

This one-page infographic explains how speed kills and lays out crash statistics affecting both bicyclists and pedestrians in the Knoxville region in recent years.

Distracted Driving: When Convenience is Dangerous

A one-page infographic detailing several myths related to car crashes and distracted driving. Produced by the National Safety Council's JustDrive campaign.

End Distracted Driving

In 2019 the Tennessee General Assembly made it illegal for drivers to hold a cell phone while driving. This may reduce distracted driving to some degree, but it is not the whole story. Aimed at both teens and adults, this brochure emphasizes that "**hands-free is not risk-free.**" For other resources, see www.enddd.org. This organization provides speakers; see [Appendix C](#).

Miles Walker Safety Tips

Created by the Knox County Health Department, this creative flier teaches children how to walk safely in an urban environment. Can be downloaded in both color and black-and-white versions.

NTSP Overview

This leaflet summarizes the key parts of the City of Knoxville's Neighborhood Traffic Safety Program (NTSP), which provides traffic calming measures on local streets and some minor collectors in residential neighborhoods.

Teen Driving Traps

Teenagers think they are invincible, right? This flier will help teens in your neighborhood understand risky driving behavior.



YOU ARE OPERATING A VEHICLE

A person riding a bicycle has the same rights and responsibilities as a person driving a car. That means you need to stop at stop signs and red lights, and yield to other traffic before entering a street.



BE PREDICTABLE AND VISIBLE

Ride to the right, but not so close to the edge that you encounter hazards like opening car doors, debris and drains. You can move left in a narrow lane to discourage drivers from passing too closely.



RIDE WITH TRAFFIC

Drivers entering and exiting the roadway do not expect bicyclists to approach from the wrong direction.



WATCH FOR TURNING CARS

Drivers turning without yielding is a common factor in car/bicycle crashes. When you're riding in a bike lane, watch out for drivers who pass you and then turn right, potentially causing a "right hook" crash.



WEAR A HELMET

You're required to wear a helmet if you are riding an e-bike or if you are under 16. But we highly recommend protecting your brain, no matter your age!



LIGHTS ON AT DUSK

Use a red rear light and a white front light whenever you ride at dusk or after dark. A bicycle without lights at night is nearly invisible.

Dealing With Harassment?

If you encounter harassment by a motorist, get the license plate number and a description of the vehicle and call 911 as soon as possible. *Do not confront the driver!*

HOW OLD IS ENOUGH TO RIDE IN THE STREET?

Children under age 10 have trouble understanding how traffic works. They can easily misjudge traffic speeds. Once your child is ready to ride in the street, teach them the basics of riding safely, and model safe cycling behavior.

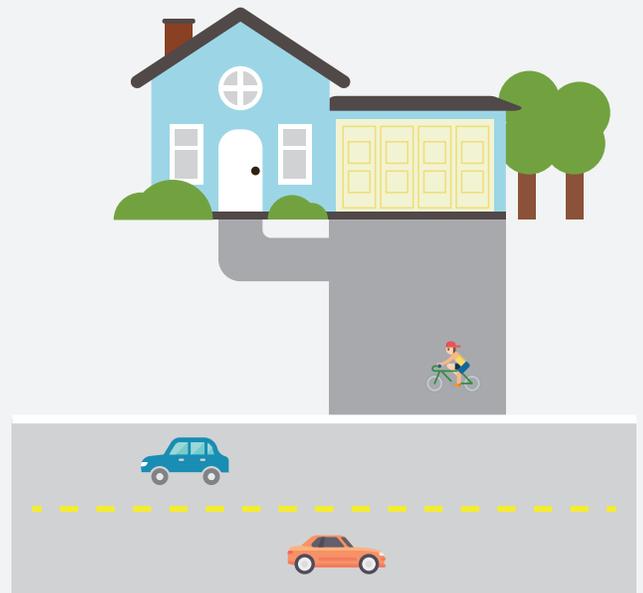
The two most common actions by children that contribute to crashes are:

- **THE RIDE-OUT**

A child rides out into the street from a driveway or side street without yielding to traffic. Teach your child to stop before entering the street and look left, right, then left again.

- **LEFT TURN IN FRONT OF TRAFFIC**

Teach your child to walk their bike across busy streets. On neighborhood streets, kids should be taught to make a left turn by looking over their left shoulder for traffic, signaling a left turn, and moving to the left side of the lane before turning.



MASTER THE BASICS

Before your child can ride in the street, they should master these basic skills. Paved greenways and parking lots are great places to practice.

- **RIDING IN A STRAIGHT LINE**

A child needs to be able to start, stop, and ride with minimal wobbling. Teach them to ride with their heads up, not looking down at the pavement.

- **LOOKING BACK WITHOUT SWERVING**

Bicyclists need to be able to look over their left shoulder while riding to keep an eye on traffic. Practice this skill until your child is able to look back without swerving.

- **USING HAND SIGNALS**

Hand signals may have changed since you were a kid. The standard today is to stick the left arm straight out to signal a left turn, and stick out the right arm for a right turn. Children should be able to maintain control of the bike while signaling.

HELMETS ARE A MUST

Children are more likely to enjoy wearing a helmet if they get to choose it themselves. Make sure the fit is right. It should fit snugly without being uncomfortably tight. The helmet should be worn level, so that it protects the forehead. And make sure the strap isn't loose.



Kids have trouble controlling bicycles that are too big, so pick one that is the right size.



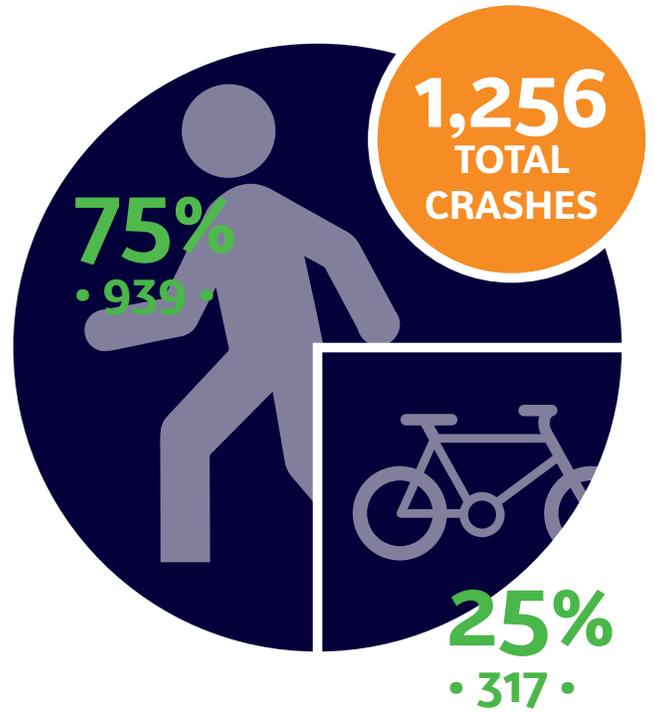
PEDESTRIAN & BICYCLIST CRASH FACTS

General Overview

The Knoxville region averages **17** crashes involving pedestrians or bicyclists **every month**

Between January 2012 and March of 2018, there were **1,256 crashes involving pedestrians and bicyclists** in the Knoxville region.

91% involved injury or death of a person walking or bicycling. **1,084 crashes involved injuries only**. **60 people were killed in these crashes**: 57 people were walking, 3 riding bicycles.



Lower Speeds = Lower Risk of Fatal Crashes



It is **11x more likely** for a pedestrian or bicyclist to be killed in a traffic crash compared to a motorist

4 out of **1,000** car-only traffic crashes **result in death**

47 out of **1,000** traffic crashes involving a person walking or riding a bicycle **result in death**

When Convenience is Dangerous

MYTH: My car came with an infotainment system. Since it's built into my car, it must be safe.

FACT: An NSC survey found more than 50 percent of drivers believe this myth. But technologies that allow drivers to make hands-free calls and use voice commands to dictate texts and emails, change music and update social media can be distracting to drivers – even if they are built into the vehicle. In fact, the AAA Foundation for Traffic Safety found drivers doing some voice tasks via infotainment systems may remain distracted for as long as 27 seconds after they finish a task.

MYTH: I know distracted driving is dangerous, but I can't afford to miss calls, emails or text messages. My job depends on it.

FACT: Car crashes are the #1 cause of workplace deaths with distracted driving as a leading factor in road fatalities. Fortunately, more employers are recognizing this hazardous expectation of always being connected and they are doing something about it. Dozens of Fortune 500 companies have adopted cell phone policies, banning the use of phones while driving. By eliminating this deadly distraction, employers are keeping their workforce safer.

NSC has developed a free Safe Driving Kit to help employers keep their workers safe.
www.nsc.org/safedrivingkit

MYTH: Most car crashes are caused by malfunctions such as faulty brakes, blown tires or engine problems.

FACT: On the contrary, 94 percent of crashes are caused by driver error. Therefore, nearly all of the crashes that happen on our roadways are 100 percent PREVENTABLE.

A leading cause of these human errors? Distractions.

IMPORTANT FACTS

- Distraction leads to driver error
- 7% of all drivers at any given time are using their phones while driving. A NHTSA survey finds 660,000 drivers using cell phones or manipulating electronic devices while driving at any given daylight moment
- Drivers talking on phones, hand-held or hands-free, miss seeing up to 50% of what is around them like:
 - other drivers
 - pedestrians
 - bicyclists
- Before you start your car, turn off your phone and Just Drive

#justdrive



DISTRACTED DRIVING AWARENESS MONTH 2019



nsc.org/justdrive

Parents: Worried about your teens and distracted driving?



So what have you been teaching them about distracted driving?



Teens whose parents drive distracted are more than twice as likely to also drive distracted.

University of Michigan TRI and Toyota, 2012

Be the driver you want your teen to be. Model safe driving every time you drive.

STEPS TO DEVELOP SAFER DRIVING HABITS

Avoid being tempted to use your phone while driving by

- turning your phone off
- putting the phone in glove box or in airplane mode
- downloading apps that block notifications while driving

Ease concerns about not being connected while driving by

- programming auto replies to texts and calls so others know you are not responding because you are driving
- scheduling periodic stops to retrieve messages safely
- inviting family, friends and co-workers to join you in committing to drive safer

Use our Family Safe Driving Agreement to enforce your commitment to drive safer.

For more suggestions visit www.endddd.org/thesolution/



EndDD.org is a campaign of the Casey Feldman Foundation.

Learn how you can work with us to save lives:

Visit <http://www.endddd.org>

KILLED BY A DISTRACTED DRIVER



Casey Feldman, 1988-2009

Because of Casey thousands have stopped driving distracted.

What about you?

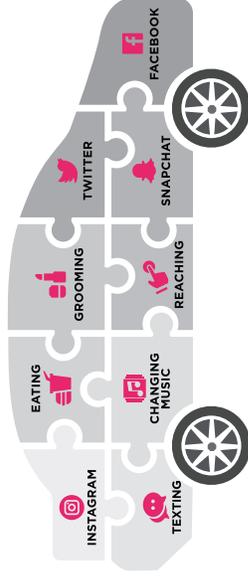


MORE OF US ARE DYING ON OUR ROADS THAN AT ANY TIME SINCE 2007.

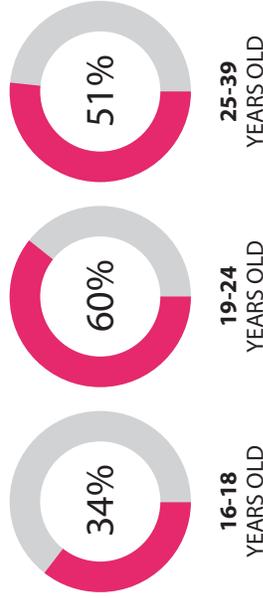
From 2014-2016 traffic deaths increased by the largest percentage in 50 years. There are at least 10 deaths and 1000 injuries every day in the U.S. caused by distracted driving.

NHTSA, 2016

Distracted driving is more than texting



Teens are not the worst offenders when it comes to sending texts or e-mails when driving.



AAA Foundation for Traffic Safety, 2016
Safety Culture Index.

It's time to stop blaming others and look at our own driving behaviors

MOTOR VEHICLE CRASHES ARE THE LEADING CAUSE OF DEATH FOR TEENS.

The fatal crash rate for teens is 3 times greater than for drivers age 20 and over.

Driver distraction is responsible for more than 50% of teen crashes.

Insurance Institute for Highway Safety, 2014
AAA Foundation for Traffic Safety and Lytx, 2015

Our brains don't allow us to safely multi-task while driving.

» Hands-free cell phone use, is still dangerous.

National Safety Council (NSC) White Paper. Understanding the Distracted Brain, 2010

» Hands-free cell phone use causes "tunnel vision," which drastically reduces drivers' side to side scanning of the road.

Transport Canada

» Our smartphones are so cognitively demanding that even after we stop using them it takes up to 27 seconds for us to return our full focus to driving.

Strayer, et al, University of Utah and AAA Foundation for Traffic Safety, 2015

WORKING TOGETHER WE CAN END DISTRACTED DRIVING.

PARENTS: Be the driver you want your teens to be. Model distraction-free driving every time you drive.

TEENS: Drive without distraction and speak up when you see your friends driving distracted.

EMPLOYERS: Adopt cell phone policies, schedule and sponsor EndDD work-place, community and school presentations.



FRIENDS DON'T LET FRIENDS DRIVE DISTRACTED

Most of our smartphone communications are with just 5 people, our "Top 5"

About **85%**

of us would stop sending smartphone communications while driving if asked by one of our "Top 5"

About **70%**

of us would download an app to reduce smartphone use while driving if asked by a "Top 5"

AT&T Peer Influence Survey, September 2015



Ask your "top 5" to give up driving distractions

Hands-free is not risk-free!

MILES WALKER'S TOP TEN SAFETY TIPS

1. Walk on the sidewalk or paths. If there's no sidewalk, walk facing traffic.
2. Cross the street only at corners or marked crosswalks using traffic signals.
3. Be seen. Wear reflective gear.
4. When crossing the street look left, then right, and then left again.
5. When walking on the street or crossing the street, don't run or dart out.
6. When leaving the school stay with a group as long as possible.
7. Never leave school with a stranger. If a stranger offers you a ride, say "NO!"
8. Do not cross between parked cars.
9. Avoid distractions like cell phones or headphones.
10. Make eye contact with drivers before crossing.



**iWalk²
School**
KNOX COUNTY, TN

For more information contact the Safe Routes to School Coordinator at Knox County Health Department at 215-5170 or 215-5546.





Neighborhood Traffic Safety Program

This is a brief summary of the City's **Neighborhood Traffic Safety Program** (NTSP). Complete details, along with the application and other materials, can be found on the City's website at www.knoxvilletn.gov/trafficsafety or by calling Eden Slater at 215-3232.

NTSP has three parts:

Education: Using information and tools supplied by the City, a neighborhood can engage in a neighborhood-centric, neighborhood-run campaign to make drivers, pedestrians and bicyclists more aware of speeding.

Education tools can be used at any time.

Enforcement: A police officer is dedicated to speed enforcement in four-hour blocks for two to four weeks at a time on a rotating basis.

After study results are in, KPD will consider enhanced enforcement.

Engineering: Depending on the individual neighborhood situation, the City makes route modifications or installs one or more traffic calming measures such as speed humps and neighborhood traffic circles.

Neighborhoods must apply for the program and communicate with neighbors. Funding is limited. City will treat the most serious speeding issues first.

Steps Toward Traffic Safety

- 1. Application:** Neighborhood submits an Application for a Traffic Safety Study.
- 2. Kick-off Meeting:** City and Neighborhood meet to highlight speeding problems.
- 3. Petition:** Neighborhood gathers signatures from households on target streets.
- 4. Speed Study:** City conducts a speed study to determine the degree of speeding.
- 5. Results:** City and Neighborhood meet again to discuss results.
- 6. Concept Plan:** City identifies Neighborhoods with severe speeding and works with those Neighborhoods to develop a traffic safety plan to reduce speeding.
- 7. Detailed Design:** City develops final engineering design.
- 8. Bidding & Construction:** City bids out the project, which is constructed by a contractor.
- 9. Post-Construction Evaluation:** City and Neighborhood follow up to make sure the traffic calming measures are working.



TEEN DRIVING TRAPS

How risky is your driving?

Car crashes are the #1 cause of death for teens

Take this quiz to find out how your crash risks add up



- 1. Drive the SPEED LIMIT.**
If you drive 10mph over the speed limit, you are increasing the odds you will crash by how much?
A) 25% B) 40% C) 70%
- 2. Keep your SENSES on driving.**
Listening to music, talking to passengers and using a cell phone (even hands free!) all mean higher crash risks. Look off-road for more than two seconds and your risk for a crash increases by how much?
A) 50% B) 80% C) 100%
- 3. Go SOLO.**
Your risk of a fatal crash multiplies when you have other teens in the car. As a 16- or 17-year-old driver with one teen passenger, your risk increases 50%. Two teen passengers equals a 150% increase. How much do three teen passengers increase your crash risk?
A) 100% B) 200% C) 300%
- 4. Get enough SLEEP.**
Driving drowsy is just like driving drunk. Pulling an allnighter increases your crash risk by how much?
A) 100% B) 200% C) 300%
- 5. Drive SOBER.**
1-2 drinks in an hour increases your crash risk by 100%. If you drink enough to be considered legally impaired, how much greater is your crash risk?
A) 150% B) 225% C) 300%
- 6. Wear a SEATBELT and ask your friends to wear one.**
Not wearing a seatbelt means you're 30x more likely to be ejected in a crash. Wearing a seatbelt lowers your risk of death or serious injury by at least how much?
A) 20% B) 30% C) 45%

See other side for correct answers & your risk score



Top 6 Driving Traps for Teens

1. Speeding
2. Being distracted by music, texting, friends, etc.
3. Giving rides to other teens
4. Drowsy driving
5. Driving drunk or drugged
6. Ignoring seatbelts

GOOD TO KNOW!

Saving up for something special? Don't let risky driving drain your account.

If you are younger than 21, *any trace of alcohol* can result in a DUI/DWI charge. Penalties for an underage DUI/DWI may include:

- 1 year driver's license suspension or revocation
- \$250 fine
- Court-ordered community service
- Court and attorney fees

Here are some other fees and points against your license that risky driving may cost you:

- Reckless Driving \$151 and 6 pts
- Speeding 1-14 Mph \$116 and 3pts
- Speeding 15-24 Mph \$126 and 4pts
- Speeding 25+ Mph \$151 and 5-8pts

Too many points will increase your car insurance rates and may cause you to lose your license.



Even the best of friends can increase your crash risk.



www.KnoxvilleTN.gov/slowdown



CITY OF KNOXVILLE

Take the Quiz on the Other Side, Then See These Answers

1. 70% – <http://2centsapiece.blogspot.com/2013/07/is-speeding-worth-risks.html>
2. 100% – www.aaafoundation.org/sites/default/files/RiskyDrivingReport.pdf
3. 200% – www.aaafoundation.org/sites/default/files/research_reports/2012TeenDriverRiskAgePassengers.pdf
4. 200% – www.everydayhealth.com/conditions/what-happens-when-you-dont-sleep-days/
5. 300% – www.washingtonpost.com/news/wonk/wp/2015/02/09/how-just-a-couple-drinks-make-your-odds-of-a-car-crash-skyrocket/?utm_term=.d93ffbfb2f87
6. 45% – www.cdc.gov/motorvehiclesafety/seatbeltbrief/index.html

Your Result

Add up the percentages for the driving risks you regularly take in questions 1-5. Now subtract the risk percentage for question 6 if you regularly wear a seatbelt.

BASED ON MY CURRENT DRIVING HABITS, MY TOTAL CRASH RISK INCREASES AT LEAST _____%

Change Your Habits, Change Your Risk