



# SENIOR PEDESTRIAN SAFETY CAMPAIGN

A Community Program in Greater  
Hendersonville, NC

Stepping Up to a More Walkable Hendersonville  
[WWW.WALK-WISE.ORG](http://WWW.WALK-WISE.ORG)

# Project Sponsors

- Supported by cooperative agreements & resources from:
  - National Highway Traffic Safety Administration
  - Governors Highway Safety Program
  - North Carolina Healthy Aging Research Network
    - Centers for Disease Control and Prevention (*Healthy Aging Research Network, Prevention Research Centers and Health Care and Aging Studies Branch*)



NC Healthy Aging Research Network



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# Core Partners



Henderson County Health Department



APPLE COUNTRY  
TRANSPORTATION



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# Responding to Need

- Older adults encouraged to walk, but...
  - At increased risk
    - Falls
    - Injury from motor vehicles
  - Other concerns
    - Personal safety
    - Places to rest
    - Access to bathrooms
- Little attention to creating safer environments

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# Project Goals

- Create safer & more inviting neighborhood walking environments
- Use interviews & audits as catalysts for community action
- Evaluate strategies to improve senior pedestrian safety & walkability



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# Engaging Partners

- Build bridges
  - Community advisory group
  - Various sectors/levels often strangers to one another
- Connect to existing initiatives
  - Livable and Senior Friendly Communities
  - Bi-Peds
- Ensure visibility of all
- Stress collaboration
- Evaluate progress

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# Why Target Neighborhoods?



*Not all are created equal...*

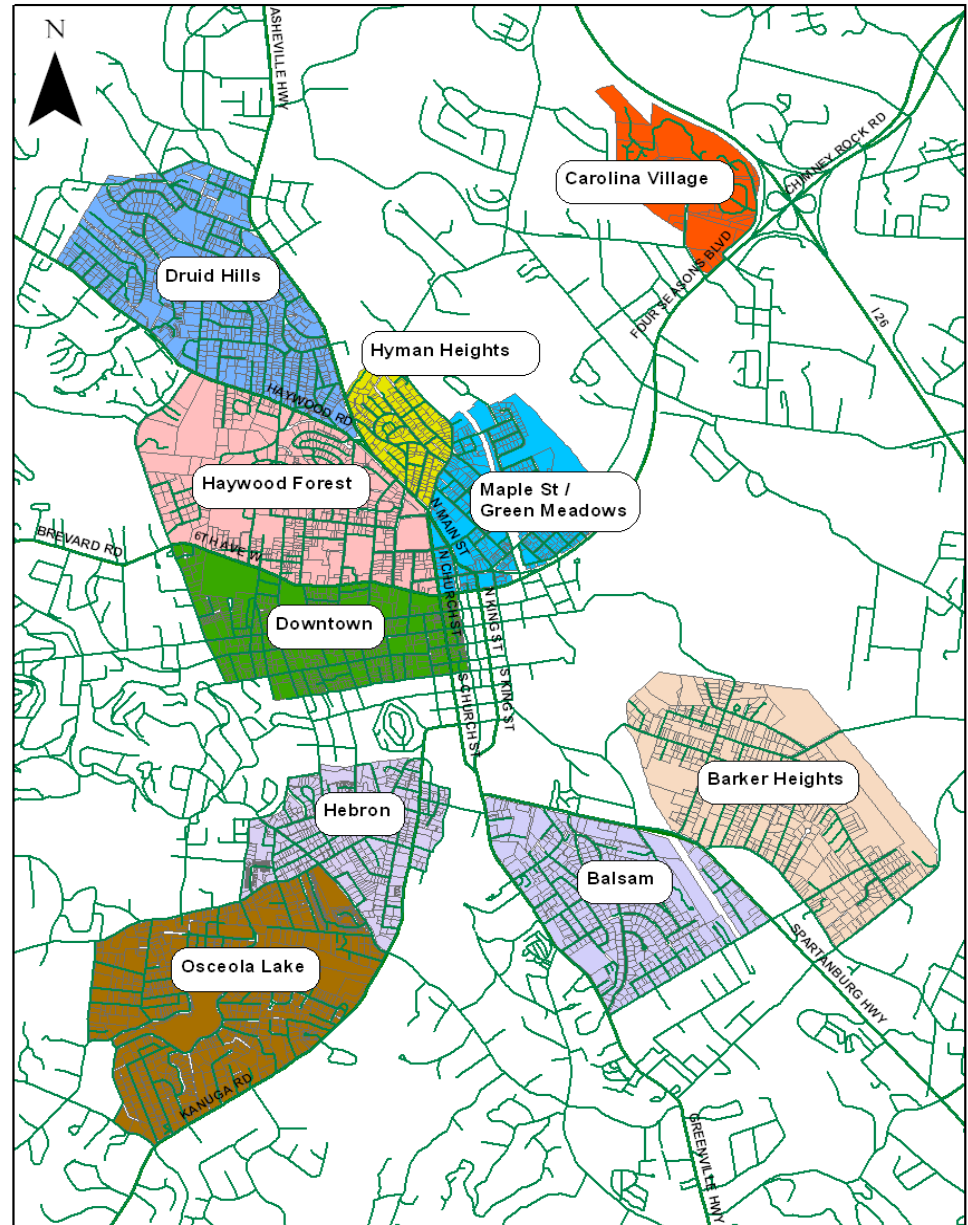
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# 10 neighborhoods

- *High proportion older residents*
- Gather resident input
- Select routes
- Audit routes
- Identify needed changes

## Hendersonville Neighborhoods



# Feedback from Residents

- Unclear who to call about problems
  - Garbage cans on sidewalk
  - Vehicles parked on sidewalks
  - Overgrown shrubs
- Lack of restrooms & benches
- Unfriendly or aggressive drivers
- Sidewalks not wide enough for wheelchairs or scooters
- Cut-through traffic in neighborhoods

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# Requests from Residents

- Tell us who to call for problems.
- Advise us how to have input into decision-making by the city.
- Help us create one safe route in our neighborhood.



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# Audits







- PRC-Healthy Aging Network Audit Tool
  - Land use
  - Destinations
  - Walkways
  - Street characteristics
  - Aesthetic & social environment
  - Intersection traffic & facilities
- Walk-Wise Photo Audit
  - Street-level detail of all problems



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# Photo Audit Sample

Location	Photo	Problem	Risk/Walkability Level	Recommendation
Patton 1020 Patton North side Segment #		<u>Grass over SW</u> Who maintains strip?	<b>MODERATE</b> Tripping hazard for walkers	<u>ASAP</u> – Trim  Neighborhood ED
Patton		<u>SW discontinuity</u> ~ 2"	<b>HIGH</b> Tripping hazard	<u>Now</u> -Flag with paint <u>ASAP</u> - Repair
1104 Patton		<u>Garbage can in PW</u> Obstacle for people in scooters or walkers or with visual impairments	<b>MODERATE</b> Obstacle	Neighborhood ED e.g., flyers for cans; Public Works employee ED
Patton		<u>Overgrown shrub</u> ; unoccupied (?) house; <i>Issue</i> – how to ensure good maintenance on <i>Walk Wise</i> route?	LOW Problem for people with visual impairment	Neighborhood ED; public works, realtor, neighborhood swat team
1112 Patton		<u>Overgrown shrub</u>	LOW	See above
Intersection of Patton & Highland		<u>Paint fading on crosswalks</u>  <u>No curb ramp</u> Not accessible to people with mobility impairments	LOW  <b>HIGH</b>	<u>Future</u> – Paint  <u>ASAP</u> – Install ramp

# Information from Audits

- Numerous street-level problems
  - Sidewalk discontinuities
  - Poor curb cuts
  - Many places with no sidewalks
  - All especially problematic for people with functional challenges
- Most problems amenable to city repair
- Some dependent on homeowner education/action

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# Action Plan

- **Education**
  - Educate professional & lay community about safety & walkability factors
  - Broadly share information about pedestrian safety
- **Enforcement support**
  - Discourage motorist actions that endanger pedestrians
  - Monitor unsafe areas
- **Environmental changes**
  - Make sidewalk & crosswalk improvements
- **Encouragement**
  - Work with partners to increase walking in community

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# Kickoff

- Jackson Park: Saturday, May 13, 2006
- Media event
- Group walks for people of all levels



# Educational Activities

- **Safe Routes for Seniors**
  - Pedestrian Bicycle Information Center
  - April 6, 2006, Library
- **Feet First Neighborhood Walking Audit**
  - David Levinger, President of Feet First
  - Apr. 10, 2006, Audit US 25 & Hyman Heights neighborhood
- **Community Forum- Walking Audit Results**
  - Apr. 11, 2006, City Operations Center

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# Educational Activities

- Safe walking & driving brochures
- Support of AARP/ASA Car Fit Events
  - April 2007 Trinity Presbyterian Church (with Park Ridge Hospital)
  - May 2007 Blue Ridge Mall

**You can make a difference!**

You are an important part of making our city a safe and enjoyable place to walk and to drive.

**Walk Wise:**

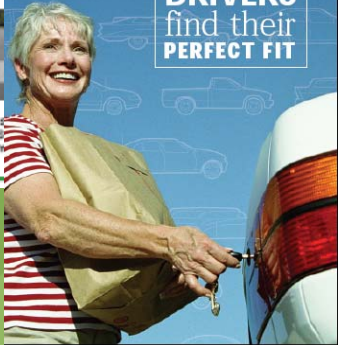
- Be sure you can be seen **BEFORE** crossing the street.
- Report dangerous or unsafe conditions to Public Works, 828-697-3084.



**Drive Smart:**

- Be alert for pedestrians. Remember that some people may cross the street.
- Do not take chances and stop signs mean down.
- **YIELD** to pedestrians. If you do not have signals.

WALK WISE, DRIVE SMART IS A NATIONAL HIGHWAY TRAFFIC SAFETY CAMPAIGN OF THE GOVERNOR'S HIGHWAY SAFETY OFFICE



**CARFIT**  
HELPING  
mature  
DRIVERS  
find their  
PERFECT FIT

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# Enforcement Activities

- Engage City Police
- Use of speed trailers



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# Environmental Changes

- Photo audits of routes in target neighborhoods
- Audits/recommendations sent to Public Works for repairs
- Routes to be stenciled when completed



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# Environmental Work in Progress

- Sidewalk improvements in “Downtown” neighborhood



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# Environmental Work in Progress

- New mid-block crossing signs
  - Main Street
  - Connecting parking lot & library



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# Changing Driver Behavior

- Yard signs
- Traffic rerouting



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# Changing Driver Behavior

- Incentives to motorists to drive carefully & courteously around pedestrians
  - Prizes
  - Postcards for drawing



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# Encouraging Safe Walking

- Incentives for safe walking
- Sponsored group walks
  - Parks
  - Trails
  - Neighborhoods
- Growing participation



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# Helping People Get Started

- Active Aging Week
  - September 2006
  - September 2007
- Opportunities to reach inactive people or who want to try something new
- Collaboration with AARP & Senior Center Walking Programs



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# Lessons Learned

- Tremendous community interest
- Great receptivity by City officials
- Good results from bringing key organizations together
- Everyone --old, young, people with special needs -- wins!

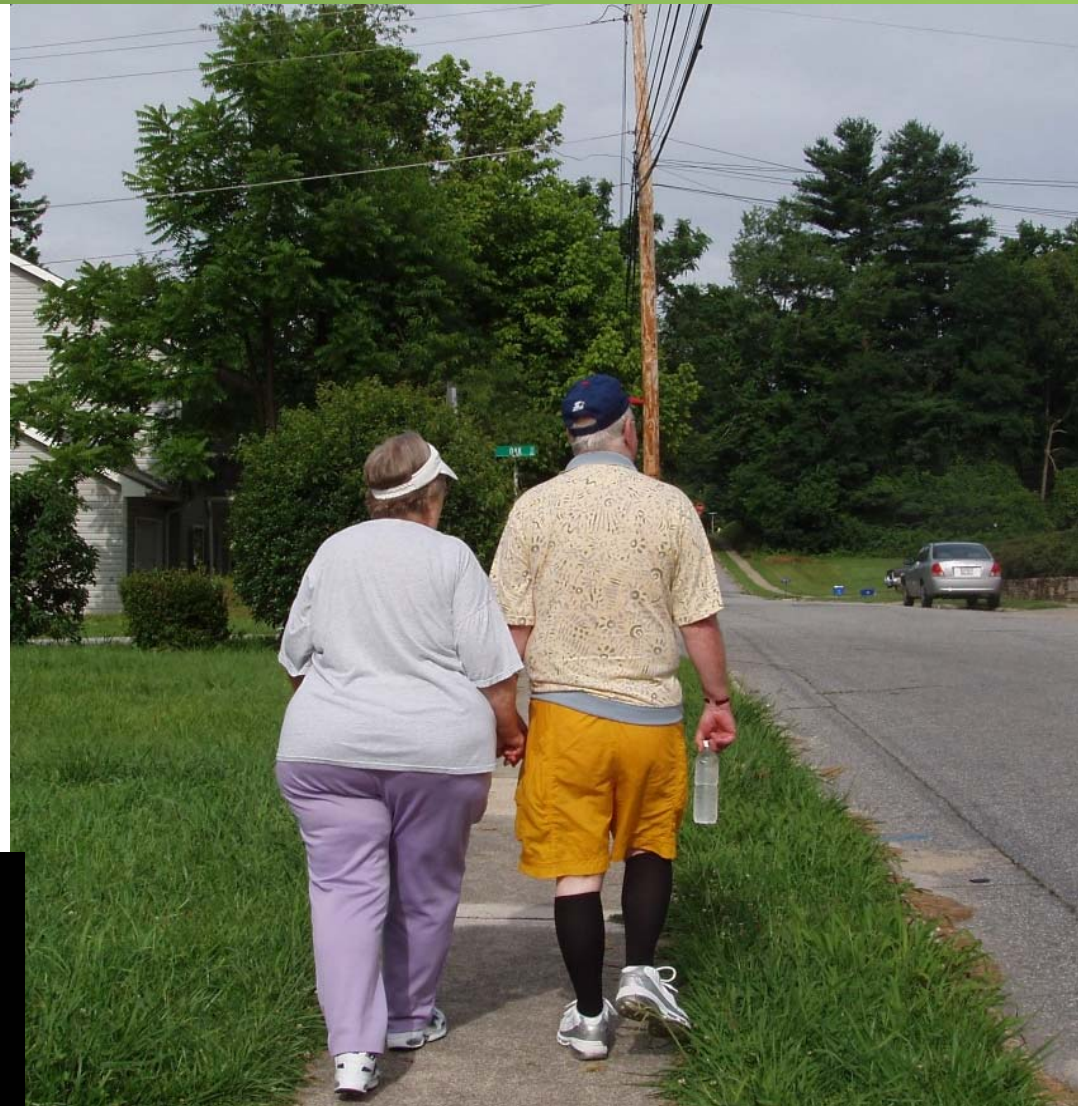


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# Contact Information

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