Yield to Life
LOOK ALL-WAYS
SLOW YOUR ROLL • ST. AUGUSTINE

Yield to Life
SlowYourRollStAug.com
The public awareness campaign targeted St. Augustine residents and students through a website – SlowYourRollSt.Aug.com, video, television public service announcements, Flagler College radio, hyperscreen messages at key venues, utility bill inserts, brochures, posters and T-shirts. Free bicycle safety training was provided for the public at City Hall and the Home Again St. Johns One-Stop Center.

St. Augustine police officers conducted outreach at high traffic intersections in the Historic District, distributing brochures, T-shirts and bike lights. Flagler College communications students took on the campaign as a class project, conducting outreach on campus and at community events, and sharing their experiences via Instagram.

The North Florida TPO developed the Regional Strategic Safety Plan in 2012 to align safety strategies and investments for reducing fatalities in the North Florida region. The Plan identifies the most prevalent crash types and locations, and St. Augustine was identified as a “hotspot” for bicycle and pedestrian crashes.

Additional research was conducted including an analysis of St. Augustine bicycle/pedestrian-involved crash reports and a focus group of people involved in crashes or dangerous interactions. Key findings include:

Crash Reports (2005 – 2013)
- Most crashes involved St. Augustine residents, not tourists.
- Most people involved in crashes were male and a large majority of cyclists were male.
- Those cited for “Improper Actions” were most often cyclists (59 percent), followed by motorists (40 percent) and pedestrians (1 percent).
- Failure to yield right-of-way (39 percent), careless driving (19 percent) and driving on the wrong side or wrong way (12 percent) were the top improper actions.
- Motorists mostly erred by failing to yield to cyclists or careless driving, while cyclists erred by failing to yield to motorists and riding on the wrong side of the road.

Focus Group
- All described the Historic District as the most dangerous area for cyclist/pedestrian/vehicle interactions.
- Cyclists and pedestrians in the group felt drivers had little respect for them and that there is not enough room for them.
- All participants agreed too many cyclists do not know rules of the road for bicycles.
During the campaign month, a 25 percent decrease in bicycle/pedestrian crashes occurred within the City compared to 2013. The crashes that did occur involved cyclists not obeying traffic signs and signals, and riding on the wrong side of the road. Cyclists and pedestrians traveling under the influence also contributed to crash totals.

The Flagler College communications student interns are continuing a program on campus to increase bicycle safety through the fall semester, with the hope of developing an ongoing program for incoming freshman.

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