A Campaign to Reduce Bicycle and Pedestrian Crashes
The number of pedestrian and bicyclist-involved crashes was increasing dramatically in the City of Atlantic Beach.

Although statistics show that this trend is statewide, the Atlantic Beach Police Department made it a priority to reduce the number of crashes that involve pedestrians and bicyclists. Accident data analysis revealed most crashes occurred at key intersections, with Atlantic Boulevard being the primary target.

In approximately half of these incidents motorists were at fault and half were caused by cyclists or pedestrians.

Education is a key component to safety initiatives so the Atlantic Beach Police partnered with the North Florida TPO to design a local program.

The Yield to Life LOOK ALL-Ways campaign began with interviews of area residents, including those involved in crashes. Lack of awareness and paying attention were cited as the major causes.

The TPO developed a comprehensive campaign including safety messages installed along the roadway and sidewalks, utility bill inserts with safety tips mailed to Atlantic Beach residents and police officers reaching out to citizens to discuss safety issues and laws.

Local businesses participated by handing out brochures and hanging safety campaign posters in their windows. The City of Atlantic Beach also enhanced crosswalks with extra signage and markings.

The goal was to get everyone involved, whether driving a car, walking or riding a bike…if everyone made it a priority to Yield to Life and Look ALL-WAYS, everyone would be safer.

Commander Tiffany Layson
Atlantic Beach Police Department

Crash analysis following the campaign showed a 71 percent decrease in bicycle and pedestrian-involved crashes along Atlantic Boulevard.
The North Florida TPO is the independent regional transportation planning agency for Clay, Duval, Nassau and St. Johns counties. We lead our region’s efforts in planning, funding and mobilizing resources to develop and maintain our transportation system.