



FLORIDA DEPARTMENT OF TRANSPORTATION
Transit Bus Accident Study – Phase II
Yield to Bus Campaign - Stakeholder Meetings
District 1

Date: October 19, 2005
Time: 3:00 to 4:00 PM
Location: District 1 Office
Attendees: Ginger Rigney, PCTS
Richard Dreyer, FDOT PTO
Amy Datz, FDOT Transit Office
Debbie Hunt, FDOT Director of Operations
Cindy Clemmons-Adente, FDOT Public Information
Mignon Allen, Dovetail Consulting
Fred Mead, Dovetail Consulting

Annotated Agenda:

- Overview
 - The 'Yield to Bus' campaign stems from the FDOT analysis of transit route accidents on the state and Federal highway system.
 - The current focus is on the development of several safety related strategies and improvements to reduce accidents involving rear end bus collisions.
- Public Awareness Strategy
 - Inform motorists of the Florida law that requires drivers to yield to buses entering the travel lane from a bus bay, and ask them to yield to buses in general.
 - This campaign will include the use of multiple communication channels: Radio, television, billboards and other signage; Driver education courses, license and tag renewals; Driver license test and driving improvement school.
- Target Audience
 - The audience will include the general public, driving within the State of Florida.
 - We are hoping to enlist persons and organizations willing to be champions for safety and support the awareness/communications campaign.
- Our Goal
 - The goal of this project is to develop, seek funding for and implement an awareness campaign plan that will influence driver behavior and lead to increased bus transit safety.

- Main Tasks
 - Our first task is to gather input and support from the FDOT District Offices of Public Transit, Safety, Public Information, Traffic Operations, and the local transit agencies.
 - Develop public awareness action plan/concept paper to enhance bus safety
 - Submit grant application to implement awareness campaign
- Schedule
 - Oct 2005 - Nov 2005 Gather stakeholder input and ideas
 - Feb 2006 Complete public awareness action plan
 - May 2006 Grant award notification
 - October 2006 Funding allocation and program initiation

Meeting Summary:

1. Amy Datz opened this session by explaining the background and findings that led to the Yield to Bus Campaign. In the first phase of the study, Ms. Datz analyzed the top 20 sites for transit bus accidents with the hypothesis that a design flaw in the roadway was the root cause of the accidents. Ms. Datz found that 47% of accidents involving transit buses were attributed to rear end collisions. Therefore, Ms. Datz determined that a need for change through public information and education was needed rather than improved roadway design and engineering. Ms. Datz initiated the development of FDOT's Yield to Bus Campaign based on the TCRP Synthesis 49 Report, "Yield to Bus – State of the Practice."

Ms. Datz stated that one of the goals of the campaign is driver education regarding the Florida Law that requires drivers to yield to buses entering the travel lane from a bus bay. Changing law this law to include all buses is part of FDOT's long term plan. FDOT is also interested in developing road signs to be placed upstream of bus bays, lighting to notify drivers that the bus is entering the roadway, and lighting mounted on the back of buses, according to Ms. Datz. It was proposed by Ms. Datz that the LED lights on the back of the bus would flash, "Yield to Bus... it's the law." When the bus reentered traffic, the light would flash, "Thanks for the brake."

Ms. Datz continued by reviewing the type of communication channels that are under consideration for the awareness campaign.

Ms. Datz explained that FDOT will submit a concept paper for state funding to develop and implement the Yield to Bus public education and awareness campaign. Ms. Datz highlighted the major tasks and schedule for this phase of study. She indicated that stakeholder meetings with each of the District offices who are responsible for public transit, public information, traffic operations, and safety were an important initial step towards gathering support and feedback.

2. Richard Dreyer responded that there are no bus bays in District 1; however, one was under construction at US 98 and Highland City. Mr. Dreyer explained that he received safety reports for certain threshold of damage and fatalities. Given the fact that most of District 1 is not in the urbanized area, there is adequate space on the shoulders and there is little trouble with vehicles passing buses. Mr. Dreyer stated that most safety reports indicate most drivers divert to miss buses and hit other objects. Mr. Dreyer was concerned that transit agencies have historically resisted the installation of bus bays and change because the agencies did not want to address the potential unsafe conditions.

Debbie Hunt, responded that she does not receive reports on transit bus accidents. Ms. Hunt is unsure if her office reviews this information and if the accidents are occurring on state roads or other roads.

3. Ms. Datz would like Florida State University to produce a commercial for the awareness campaign. Ms. Datz is also searching for a strong, powerful marketing image for the campaign, much like Wendy's, "Where's the Beef."

Ms. Cindy Adente stated that the Yield to Bus concept invokes the image of a public school bus, therefore it is important to keep the message clear and broad. Ms. Adente was also concerned that \$450,000 may not be enough funds for television advertising, as one ad can be as much as \$2,300 per day.

Ms. Datz responded that it is FDOT's intent to possibly partner with Department of Education to target a broader audience, to identify shared goals, and to leverage resources.

4. Ms. Datz turned the discussion toward a review of the recommended public information and awareness techniques listed on the project fact sheet. Ms. Datz asked if focus groups with bus operators where they could discuss their experience with these kinds of accidents was a good idea. The group concurred that this was a good idea and FDOT should also consider including lead drivers and supervisors, holding meetings with the transit agency safety staff to review accident reports over the last five years, and obtaining safety data from CUTR.
5. Members of the group recommended that FDOT implement the following combination of techniques:
 - o General public: radio, newspaper, and television advertisements
 - o Transit riders: Direct marketing to riders by transit agencies
 - o Drivers: commuter assistance program has had success with "metro drivers report" in AM, PM peak period...on radio every 10 minutes traffic report or "this report sponsored by FDOT Yield to Bus Campaign" at 30 second spots.
 - o PSA: provide talking points and build relationship with media to run announcements.
 - o Local Talk Shows: public access channels ongoing message at bottom of screen.
 - o Yield to Bus week/month
 - o Proclamation from Governor
 - o Information kits: for all agency stakeholders that includes sample of all media mechanisms for use and distribution
 - o MUCTD: pursue changes to Manual for Uniform Control of Traffic devices

The group also cautioned that Citizens Advisory groups do NOT have a big impact on awareness campaigns of this nature; instead provide the information kit.

Also, members of the group urged FDOT to recognize and understand that each District PIO and other offices are unique and run awareness and media campaigns differently.

6. Top priority techniques:
 - #1 Informational Kits...especially for Public Information Officers
 - #2 Radio and TV Ads...use humor
 - #3 Press Releases
 - #4 Day/Week/Month for Yield to Bus...the media does respond, method has been effective for other campaigns.
 - #5 Branding/Identity

#6 Corporate Partnerships with those who are transit friendly – i.e. Wal-Mart.

7. Ms. Datz thanked everyone for their comments and adjourned the meeting.



FLORIDA DEPARTMENT OF TRANSPORTATION
Transit Bus Accident Study – Phase II
Yield to Bus Campaign - Stakeholder Meetings
District 2

Date: October 25, 2005

Time: 2:00 PM – 3:00 PM

Location: 1109 South Marion Street
Lake City, Florida

Attendees:

Amy Datz	FDOT Public Transit Office
Fred Mead	Dovetail Consulting
Nick Tsengas	Director of Operations
Larry Parks	Director of Production
Phil Worth	Public Transportation
James Bennett	Urban Planning (PTO)
Jim Scott	District Traffic OPS/ENG
Gina Busscher	Public Information Director
Jesus Gomez	Gainesville RTS
Shenley Neely	Gainesville RTS

Meeting Summary:

- Attendees were provided with a copy of "Accessing Transit", and the "Yield to Bus Public Awareness and Safety Campaign Fact Sheet". Amy Datz delivered an introduction to the project that included the following:
 - A review of the FDOT Safety Office accident data involving rear end collisions of motor vehicles with transit buses.
 - An overview and history of "Yield to Bus" campaign efforts.
 - An in-depth discussion of the existing Florida Statute (written 5 years ago) as it relates to yielding to transit buses exiting bus bays.
 - An update of recommendations, concerns and issues expressed by the districts visited thus far (Districts 1 and 7).
- FDOT Rep suggested having affected transit agencies identify the locations of all its bus stops and classify as them as near-side, far-side, bus bays, turn-only lanes, etc. to better understand the problem. It was also suggested that bus accident data be reviewed to see if it can be determined if

these type of accidents are occurring or concentrating in higher numbers at near-side stops versus far-side stops. If this were known, this might influence future recommendations on urban bus stops along congested roadway environments.

3. Ms. Datz briefly discussed the best design practices and diagramed a scenario described in a previous meeting. The scenario depicted was a bus stop located in an exclusive right turn lane, after stopping, the bus then had to merge left to reenter the traffic stream, a potentially very hazardous movement for a bus. Following the discussion, Ms. Datz was told that there were no bus stops with this configuration in Jacksonville, or as far as the group knew in their district.
4. Ms. Datz talked about potentially including school bus and transit buses as a potential funding source related to the Yield to Bus campaign.
5. A representative from Traffic Operations mentioned a TRB Report on yielding to buses and commented that the law as written conflicts with vehicle driver's expectancy and will always be a problem as the motor vehicle drivers are concentrating on their rear-view mirrors. The representative suggested use of "Advance Warning Signs", and possibly lowering speeds of buses and motor vehicles at these locations.
6. A representative from FDOT discussed employing a concept similar to the Motor Carrier Compliance "No Zone" sign on the side of semi trucks. He believes this particular sign captures the thought and image in a graphic that has worked particularly well and could be used as a model for a public awareness campaign for bus safety.
7. A representative from RTS stated that a majority of its accidents are rear-ending collisions, but not accidents occurring when the bus is pulling into traffic from bus bays. RTS only has 15 to 20 bus bays. They also have an unusual roadway feature which they call "Half-Bus-Bays", half the bus pulls into a narrow bay so that half the bus is still in the traffic stream but other vehicle can maneuver around the bus to pass it.
8. Members of the group suggested narrowing the awareness campaign in order to focus on rear-end bus collisions occurring on State Roads only. The RTS representative stated that "Half-Bus-Bays" are now being discussed by some other agencies to prevent buses from having to pull back into traffic. A representative from FDOT recommended the awareness campaign concentrate on 1 or 2 counties initially, including Broward because it has the most bus bays and the most accidents. Mark Wilson of the Central Traffic Operations Office is interested in conducting a pilot program.
9. The following techniques were highly recommended:
 - Information Kits
 - Proclamation from Governor
 - Approach Signs on Road
 - Public Service Announcements
10. Ms. Datz thanked everyone for their comments and adjourned the meeting.



FLORIDA DEPARTMENT OF TRANSPORTATION
Transit Bus Accident Study – Phase II
Yield to Bus Campaign - Stakeholder Meetings
District 3 -Chipley

Date: November 3, 2005

Time: 10:00 to 11:00 AM

Location: U.S. 90 East
Chipley, Fl. 32428-0607

Attendees: Alaxon Pitts, D3 Safety
Tommy Speights, D3 – Public Information
Donnie Duce, D3 – Planning Operations
Kathy Rudd, D3 – Public Transportation
Ray La Fontaine, FDOT, D3 – Planning Operations
Alphonso Menendez, TALTRAN
Mignon Allen, Dovetail Consulting
Amy Datz, FDOT CO PTO
Richard Diver, ECAT (via telephone)

Meeting Summary:

1. Amy Datz introduced the background for the Yield to Bus public awareness campaign, including key research findings that demonstrated the primary causes of transit bus accidents. Ms. Datz explained that she was meeting with all FDOT district stakeholders to inform the districts of what safety, traffic operations, transit and/or public information initiatives we were developing. Ms. Datz indicated that her goal is to submit a concept paper to obtain grant funds for a statewide awareness campaign. The campaign will include methods to influence driver behavior and contribute to the reduction of rear end collision bus accidents.
2. Ms. Datz inquired from each transit agency the amount and use of bus bays. Members of the group responded that transit agencies tend to avoid bus bays, but confirmed that buses are experiencing rear ending accidents.
3. Ms. Datz continued the discussion by describing the methods of public awareness under consideration: TV, radio shows, tag renewal, ticket for moving violations, add module for 'Yield to Bus' at driving improvement school, LED panel on back of bus. Ms. Datz acknowledged that a any lighting change the back of a bus require approval by the National Traffic Safety Board, and adding new signage on roadway such as, "Buses Entering Traffic Ahead" or "Yield to Bus" upstream from a bus bay requires modification of MUTCD.

4. Richard Diver indicated that there may be some obstacles associated with the LED panel, given that the law only pertains to bus bays. If the indicator illuminated every time a bus turns, it would cause a legal problem.
5. Amy Datz confirmed that law only pertains to bus bays; however, she will be working towards changing the law to include yielding to all buses in the traffic stream. Ms. Datz explained that the nature of the project is long-term and progress to date reflects approximately three years into a six year project. Ms. Datz stated that early and ongoing consensus building is the foundation for success with a project such as this.
6. Mr. Diver indicated that talk radio works well in the district and should be considered for the awareness campaign. Ms. Datz agreed and stated that the peak hour drive time is good target time for the radio campaign.
7. Mr. Diver also encouraged public education with law enforcement organizations. Ms. Datz confirmed that target audience includes those agencies and organizations such as the Florida Highway Patrol Police Officers Association. Methods to involve these types of groups may include attendance at industry conferences or implementation of a crack down/enforcement model that would follow the awareness campaign effort. Kathy Rudd added that transit accidents are likely occurring due to lack of public education.
8. The group offered a number of other campaign ideas including meetings with the following stakeholder groups:
 - CTSTs – Ms. Datz stated that the study team has already met with this group.
 - FDOT PIOs – attend the annual conference in July
 - FDOT Safety – attend annual conference in July
 - FTPA
 - Traffic Operations
 - Design Office
 - Bicycle and Pedestrian Association
 - (State) National Safety Council- distributes information at annual conference in September. Orlando is district office for all of Florida, 1-800-237-0676, main number.
9. Amy Datz stated that a summary of this series of meetings with each district meeting will be posted on the PTO website and available for review and comment.
10. Amy Datz continued discussion regarding schedule, vision and goals of study. In a brainstorming format, Ms. Datz asked the group for ideas on how the success of the awareness program will be measured. For example, CUTR has launched a website where they are collecting crash data on transit. The question was asked of the group, “Is this an appropriate source of information and measure for success?”

Mr. Diver suggested that the study team gather data on reduction of accidents at bus pullouts.

Ms. Rudd inquired about the current state of bus transit accidents.

Mr. Diver explained that there are many issues to consider such as cost in labor and manpower to repair bus to get it back into operations; delays in traffic flow to clear bus from roadway; police officer time away from other law enforcement activities.

Alphonso Menendez indicated that TALTRAN has the capability to separate data by rear end accidents for bus operations.

Mr. Diver confirmed that ECAT has the data for both transit vehicle cost and cost estimates (from the police report) for automobile driver by accident. Mr. Diver agreed to send Ms. Datz the report/tracking sheet from the previous year.

11. Ms. Datz moved the discussion forward by asking the group their opinions on the potential benefits and impacts of a transit bus accident awareness campaign.

Mr. Menendez suggested a reduction in traffic delays and congestion and more importantly an increase “On Time Performance” for bus operations. Mr. Menendez also shared that Ron Garrison, new director of TALTRAN, viewed improvement in customer service as very high on his list of priorities for the agency.

Ms. Rudd confirmed that all transit agencies within the State of Florida are required to prepare a Transit Development Plan (TDP). The TDP requires a customer survey. The survey provides baseline on the current level of customer satisfaction. Following the implementation of the awareness campaign, trends in the customer satisfaction level can be analyzed to determine if On Time Performance has improved.

12. Next, Ms. Datz requested the group review the specific list of public awareness techniques developed by the study team and requested feedback on the best or priority techniques:

Kathy Rudd

- #1 PSAs for TV, radio
- #2 Billboards
- #3 Branding – develop a catchy phrase like “Click it or Ticket”

Donnie Duce - reviewed techniques based on criteria of reaching the most people.

- #1 driver test/driving school
- #2 FDOT become more active partner in planning and design

Alphonso Menendez

- #1 Media Advisories
- #2 Radio PSA's - listening to the radio while driving is a common practice across all ages

Tommie Speights

- #1 Radio campaigns: typically develop “themes” for construction projects
- #2 Paid newspaper ads
- #3 Displays and brochures at churches, grocery stores, and kiosks at malls

Richard Diver

- #1 Wrapped Buses with “Yield to Bus” would circulate throughout coverage area (\$6, 000/bus) can wrap a portion of a bus.
- #2 June is safety month, see if safety council will assist in distribution of materials.

Alaxon Pitts

- #1 Driver Education

- #2 PSA's
- #3 Billboards (Make sure the core message is short, to the point, and attractive so drivers will easily understand)

Ray LaFontaine indicated that 402 grant pays for promotional items. Ms. Datz concluded the round table discussion of priority campaigns and mentioned that the study team will also consider a two year calendar or business cards with "Yield to Bus" logo and "Yield to Bus" informational scroll along bottom of cable access channel.



**FLORIDA DEPARTMENT OF TRANSPORTATION
Transit Bus Accident Study – Phase II
Yield to Bus Campaign - Stakeholder Meetings
District 4**

Date: December 7, 2005
Time: 10:00 AM to 11:00 AM
Location: 3400 West Commercial Boulevard,
Fort Lauderdale, FL. 33309

Attendees:

Amy Datz	FDOT Public Transit Office
Mignon Allen	Dovetail Consulting
Larry Merritt	FDOT Public Transit, Rail
Corine Williams	Office of Modal Development, Aviation
Gerry O'Reilly	Transportation Development
Mark Plass	FDOT – D4 – Traffic Operations
Rick Mitinger	FDOT – D4 – Traffic Operations
Gilbert Soles	FDOT – D4 – Traffic Operations
Bill Sorrells	Broward County Transit
Barbara Sarff Kelleher	Public Information Director

Meeting Summary:

1. Amy Datz opened the discussion by handing out the project fact sheet and graphic demonstrating the proportion of transit bus accidents over the last five years. Mr. Merritt suggested the data needs to be examined to determine what is causing the accidents. Gilbert Soles stated he would like to review the Transit Bus Safety Study to get a better idea of the issues. Ms. Datz agreed to make the full report from Phase I of the Transit Bus Accident Study available on the PTO Web page following the meeting.

2. Ms. Datz continued the discussion by explaining that FDOT will be applying for a grant to develop and implement public awareness strategies. Ms. Datz explained the purpose of the district meetings is to generate statewide consensus on the purpose and strategies to be used in the project. Ms. Datz distributed handout, "Electronic Yield Light Specifications" as a sample of what the end result of the study could be. In an urbanized area there are many signs, which create visual pollution causing the driving public to become desensitized to the message.
3. Ms. Datz described the TCRP report, "Yield to Bus", where a successful campaign in British Columbia involved operator leaning out bus and saying "Thank You", Ms. Datz explained she met with LYNX bus drivers about this idea and they recommended that the left turn signal be used to initiate the "Yield to Bus" lighted sign.

Mr. Sorrells was not supportive of this idea primarily because there are already over fifteen (15) lights on back of bus, including a neon STOP light and cars still crash into the bus. Mr. Sorrells described other technical problems such as maintenance. Maintenance is concerned about the number of lights and capability to provide power to lights. Mr. Sorrells believed the main problem is people just not paying attention. Typically, a driver changes lanes to pass a truck and then crashes into back of bus. Mr. Sorrells agreed to send rear-end accident data to Ms. Datz.

4. Ms. Datz continued her discussion by reviewing multiple communication channels to influence driver behavior including driver education courses. Gerry O'Reilly responded that driver education may be an excellent opportunity to describe the typical rear-ends accidents occurring with buses and to give drivers tips on how to avoid getting trapped between trucks and buses, etc.

Representatives concerned with traffic control devices stated:

- They were heavily interested in how frequently bus accidents are occurring.
- Any signs we add to the roadway may get lost in the visual clutter.
- They felt it was better to focus on educational campaign and to best hit the right audience they suggested stratify the data to determine how to target efforts.
- They suggested renting billboard space on corridors where problem is chronically taking place.
- In general, they were not convinced this is a traffic control device issue.

Mr. Sorrells agreed this is not a traffic control device issue. Mr. Merritt added that he can show us photographs of where a sign states "Do not stop on track" and cars are stopped on the tracks.

Ms. Kelleher explained that Florida has a significant number of drivers from other states that are not familiar with Florida laws that may be involved in accidents.

5. Amy Datz asked the group for their ideas and recommendations on public awareness/communications. The group recommended:
 - CTST
 - Selective Traffic Enforcement
 - If you identify areas where this is a problem, pick an area to pass out literature to raise awareness.
 - Amy Datz and Mr. Sorrells clarified that accidents are random.
 - Community based information campaigns are effective
 - Staged Events
 - Day or week blitz on TV, radio
 - "Commuter Tip Week", broadcast at same time person does traffic report, also consider using PSAs but we must air the PSAs at an appropriate time, to ensure enough funds are available, like airing ads during the daily time frame when accidents are happening.

- Website that gives Yield to Bus information
 - Advertising/Wrapping Buses- wrap bus with Yield to Bus information
 - Co-op campaigns - Sports oriented (Mike Wright is contact at FDOT)
 - Consider Commuter Services as a campaign model
6. Mr. Sorrells is concerned that operators would get too comfortable with people letting them into traffic at all times, even outside of bus bay, which would result in the operator receiving a chargeable accident. Ms. Datz recommended a series of meetings with bus operator to further explore the implications. Mr. Sorrells agreed this would be a good approach.
7. Mr. Soles asked Mr. Sorrells if he preferred that the bus stop in a bus bay or have buses stopping in the roadway. Mr. Sorrells said bus bays are essential, and good for safety. Broward County has 5,000 stops about 250 bus bays; he felt the majority of accidents are occurring at bus stops. Ms. Datz mentioned Gainesville had half bus bays, where the rear of the bus is hanging out in the travel lane to facilitate the bus entering back into traffic. Mr. Sorrells understands this occurs to accommodate the schedule, but realizes you cannot compromise safety for schedule.
8. Mr. Merritt expressed that human behavior is extremely hard to change. Realistically, awareness campaigns would be most effective if the message was given more frequently, suggesting it be monthly not annually. Mr. Merritt suggested the study team target drivers before they begin driving. Mignon Allen mentioned the possibility of partnering with Insurance Companies with information kits, etc. Mr. Sorrells stated that insurance companies have been very cooperative, i.e. AETNA and he agreed this was an excellent idea for partnership.



**FLORIDA DEPARTMENT OF TRANSPORTATION
Transit Bus Accident Study – Phase II
Yield to Bus Campaign - Stakeholder Meetings
District 5**

Date: October 26, 2005
Time: 1:00 to 2:00 PM
Location: 133 South Semoran Blvd.
Orlando, FL 32720

Attendees:

Amy Datz	State Transit Environmental Planner
Fred Mead	Dovetail Consultant
Tony Nosse	FDOT Traffic OPS
Diane Poitras	FDOT Public Transportation
Rick Sparer	Earth Tech
Jennifer Clements	Lynx

Steve Homan
Karen Paul

FDOT Public Information Office
FDOT Planning

Meeting Summary:

1. Attendees were provided with a copy of "Accessing Transit", and the "Yield to Bus Public Awareness & Safety Campaign Fact Sheet".
2. Amy Datz delivered an introduction to the project that included the following:
 - A review of the bus transit accident experience involving collisions of motor vehicles with rear-ends of transit buses (design flaw vs. behavioral flaw).
 - An explanation was made regarding the concept paper and grant process.
 - An overview and history of "Yield to Bus" campaign efforts was provided
 - An in-depth discussion of the existing Florida Statute (written 5 years ago) as it relates to yielding to transit buses and bus bays. Ms. Datz confirmed that the law does not address buses pulling into and out of traffic from bus stops.
 - An update of recommendations, concerns and issues expressed by the districts visited thus far (Districts 1, 7 & 2).
 - An explanation of the main objective of project -- to assemble all the stakeholders involved including public information, safety, operations, and others in a discussion of awareness campaign goals and strategies, and measures of success.

3. LYNX feedback:

In Lynx operators lounge, an operator suggested that any modification or retrofit involving the operation by operator of a LED be wired into the left turn signal of the bus to avoid the operator having to push a button or perform another task. Operators were receptive to ideas of an LED on rear of bus and yield signs approaching bus stops. Lynx has installed a 'Yield to Buses' triangle sticker on the rear of its buses. Regarding bus bays in general, Lynx is in favor of bus bays as evidenced on the SR 436 Project.

Jennifer Clements of Lynx briefly discussed problems resulting from bus accidents. A frequent and major complaint of Lynx drivers is being cut-off by motorists. In order to re-enter traffic easily at various locations, some Lynx operators have been observed not properly curbing their buses.

Lynx ideas for Public Service Announcements include:

- sponsoring drive time traffic radio spot
- moving billboards on side and rear of buses
- publications and advertising inside of buses,
- hand-outs,
- transit television on Lymmo.

Paint fee approximately \$4,000 to \$8000 for each Lynx bus.

4. Ms. Datz briefly discussed best transit design practices and a scenario that depicted a bus stop located in an exclusive right-turn lane. FDOT has encouraged far-side stops for this particular configuration.

5. Ms. Datz explained school bus and funding issues as they relate to the campaign. She explained that the awareness campaign may be able to compliment similar campaigns or organizations with similar goals or target audiences. Also, Ms. Datz would like the campaign to include high-school driver's education classes (ideally the information will be shared with parents, teachers and others).
6. Lynx suggested that project encourage agencies to extract data from their Safety Departments regarding accident locations, vehicle types, traffic and other data to help in the awareness effort.
7. There was a discussion of how it would be best to work with the police to enforce the current laws. Can we find out how many tickets have been issued for driver failure to yield to the buses and how much the ticket might be?
8. We also discussed what we could do to measure the effectiveness of the campaign by looking at the number of rear end crashes that occurred before and after the campaign.
9. We talked about focusing on the high school students' drivers educational manual so we could catch young drivers before their bad habits were established.



**FLORIDA DEPARTMENT OF TRANSPORTATION
Transit Bus Accident Study – Phase II
Yield to Bus Campaign - Stakeholder Meetings
District 6**

Date: December 6, 2005
Time: 2:00 to 3:00 pm
Location: 1000 N.W. 111 Avenue
Miami, FL 33172

Attendees:

Amy Datz	FDOT- Public Transportation Office
Mignon Allen	Dovetail Consulting
L. Carl Filer, Jr.	FDOT - Public Transit Manager
Maribel Lena	FDOT - Public Information Officer
Theo Buford	FDOT - Safety

Meeting Summary:

1. Amy Datz began the session by explaining the history of the study. Ms. Datz explained that initially she thought that transit bus accidents may be occurring due to a road design flaw, but

instead found the root cause was a behavioral flaw on the part of automobile drivers. As a result of her findings, Ms. Datz initiated the "Yield to Bus" public information campaign.

2. Ms. Datz drew a diagram of a near side bus stop in an exclusive right turn lane, described a typically rear end transit bus accident and asked the group if this type of accident occurred in Miami. Carl Filer responded that 95% of bus stops are far side bus stops.
3. Ms. Datz continued by reviewing the key tasks and target audience. Ms. Datz mentioned that the Transportation Commission is concerned that Florida has the highest rate of pedestrian and bicycle fatalities and this program supports making positive changes in that area of safety across the modes.
4. Ms. Datz explained that study team has been meeting with all districts and key stakeholders including PIO (public information officers), Safety, Public Transportation Office, Traffic Operations and transit agencies. Ms. Datz stated that the synopsis of all meetings will be posted on the transit website to encourage an open process. She also mentioned that the concepts paper (to apply for grant funds) must be submitted in February 2006. Ms. Datz informed the group that the grant recipients will be announced in May 2006. For the Yield to Bus Campaign, Ms. Datz is considering a request of approximately \$500,000. The grant would fund a softer campaign in year 1 and TV commercials in year 2.
5. Carl Filer, Theo Buford, and, Maribel Lena responded that the cost is prohibitive to do TV commercials, but suggested
 - Community access channel,
 - Scrolls on bottom of screen, and
 - Radio advertisements.
6. Ms. Datz continued by explaining that she would like to brand the campaign with a slogan such as "Click it or Ticket".
7. Next, Ms. Datz distributed an information sheet on the electronic yield light specification. Mr. Filer explained that Miami-Dade transit buses currently have a yellow sticker, which reads: "Yield to the Bus." Mr. Filer recommended the study team contact Alberto Parjus from Miami-Dade Transit, Department of Operations, for further information and discussion.

Amy Datz mentioned the TCRP Report, "Yield to Bus," where a successful campaign involved an operator waving to driver to say thank you after the automobile yielded. Ms. Datz inquired if Miami-Dade has experienced a reduction in accidents since the implementation of the sticker on back of bus.

12. Amy Datz asked the group to review the proposed awareness techniques listed on fact sheet and identify the techniques of greatest priority. The group identified the following priorities:
 - Informational Kit
 - Press Release
 - Brochures
 - Give Aways
 - PSA

All members of the discussion group confirmed that the list was comprehensive and included many good ideas.

13. Mignon Allen asked if there were any reservations, pitfalls concerns, or thoughts on anything discussed so far. Mr. Buford responded that Florida is not a state run transit system; therefore, the study team must work closely with transit agencies to implement a successful campaign -- that is key.

Ms. Allen mentioned that another district recommended that awareness programs only be developed for state routes and asked if this group agreed. Members of the group generally agreed that there is no need to differentiate between roadways – if the study team can accomplish ‘Yield to Bus’ on one roadway, they should move forward to accomplish this on all roadways.

14. Mr. Buford recommended that the study team coordinate with the county government regarding the uniform logo/device on buses. Mr. Buford would like a standard established that would be consistently recognized throughout the state, but also make allowances for individual County designs for logo.

15. The public information officer stated that three (3) dominant languages are used for all public meetings in Miami:

- English
- Spanish
- Creole

16. Ms. Allen reviewed the key research questions to be answered by the study:

1. What is public awareness?
2. What will successful campaign achieve?
3. Who is the target audience?
4. What does FDOT want them to know?
5. What are the appropriate techniques?

Mr. Filer responded that the target audience is law enforcement and recommended two strategies to engage them in the process:

1. Target new officers during Police Academy training and seasoned officers during refresher training to raise awareness of law.
2. Establish a Yield to Bus week or month with a large media campaign to raise awareness. Follow the campaign, with a law enforcement push and ticket writing during this week or month.

17. Ms. Allen asked if the District had any major successful campaigns as a model or other recommendations. Responses included:

- Click it or Ticket.
- Large press conference with speakers (including law enforcement representatives)
- Targeting student government association colleges/universities
- Motor Carrier Compliance partnering with FDOT

18. Ms. Allen asked if there will there be resistance toward change from transit agencies and what is the culture? Members of the group did not foresee a major problem, but have not discussed this specific project with transit agencies and encouraged the study team to do so.



**FLORIDA DEPARTMENT OF TRANSPORTATION
Transit Bus Accident Study – Phase II
Yield to Bus Campaign - Stakeholder Meetings
District 7**

Date: October 20, 2005
Time: 10:00 AM to 11:00 AM
Location: 11201 N. Malcolm McKinley Drive
Tampa, Florida 33612

Attendees:

<i>Ann Joslin</i>	<i>CUTR</i>	
Rob Grege		CUTR
Marian Scorza		FDOT
Katie Bryant		Pasco City Public Transportation
Amy Datz		FDOT-PTO
Fred Mead		Dovetail Consulting
Mignon Allen		Dovetail Consulting
Elba Lopez		FDOT

Meeting Summary:

1. Amy Datz began the discussion by explaining the impetus for the study was an analysis to determine if a design flaw in roadway system existed that was causing bus accidents. To answer the research question, FDOT engaged an engineering firm to look at five years of crash data and determined problem was not a design flaw but behavioral. As a result, FDOT is applying for a grant to develop a public awareness campaign.
2. Ms. Datz indicated that the team has or plans to meet with the following stakeholders
 - PIO -- conference call on November 10
 - Bartow
 - Tampa
 - FTPA conference in August
 - PIO conference in July
 - TCRP
 - NTSB to get LED light placed on back of bus: "Yield to Bus: It's the Law" or "Thanks for the Brake"

3. Mr. Grege suggested using caution before jumping to scenario for LED lights. He suggested the he cost associated with LED installation be further examined. He also mentioned a few additional concerns:
 - Resistance from bus drivers who do not wish to push any more buttons
 - Safety officer may be concerned with more flashing on road
 - "Words" on LED – drivers start reading and forget what they are doing, may lead to more accidents

Mr. Grege also asked what the current experience of transit agencies is with these types of accidents and what transit agencies are doing to address problem. Mr. Grege also sought more clarification on the priority/core message of the awareness campaign.

Ms. Lopez responded that Hartline has tried to address this issue in several different ways. She stated that the problem is right hand turns and merging with traffic. She recommended the study team inventory what the transit agencies have done to address problem as part of its efforts to develop the concept paper.

4. Mr. Grege stated the issue is institutional. JTA research indicated that Yield to Bus is the law, but only applicable on State Routes. Mr. Grege inquired if awareness messages are being delivering through public information and marketing, is a statewide campaign is acceptable? He also asked if transit agencies can financially support campaign and if the information kits for the awareness campaign could be used by all agencies. Ms. Datz responded that the issues raised by Mr. Grege are the purpose for the series of meeting with each District and key stakeholder groups before writing the concept paper.
5. Ms. Lopez suggested using Transit Advisory Group as source of input. Other districts have Transit Advisory Group and Metropolitan Planning Organizations are also members of the advisory group.
6. The next meeting date of November 10 was announced. Ms. Datz is arranging the awareness campaign as an agenda item on the conference call.
7. Ms. Lopez expressed that transit agencies are often concerned about additional requirements from FDOT and the PSTA may be resistant to the changes that result from the awareness campaign; however, Ms. Lopez agrees that this is a good project.
8. Another member of the group stated that near-side bus stops are the biggest problem because the buses stop in the continuous right turn lanes. Fred Mead explained his experience with bus instruction and safety regarding right hand turns.
9. Mr. Grege stated, there is a design flaw/conflict between buses and pedestrians at intersections and traffic flow which requires the continuous lanes. Mr. Grege cautions buses pulling out on right turn lane. Assuming that grant is awarded, he recommends an Advisory Committee be formed during implementation of the campaign that is comprised of Marketing/PIO and Transit Operations. These groups may desire consultant support, but Mr. Grege strongly recommends that the FDOT stakeholder must decide and advise on the content and direction of the campaign.
10. Ms. Lopez offered to compile what has been done to address Yield to Bus for this District.
11. Marian Scorza asked how BRT would fit into this campaign. Ms. Datz responded BRT is only small fraction of current bus routes.

12. Ms. Lopez suggested FDOT be more proactive because agencies are moving toward BRT and ITS needs to make design allowances, e.g. Tampa BRT project has already been through PD & E.
13. Ms. Lopez acknowledged that they are now involving school buses... in this district there are a number of bus/fatal accidents involving children.
14. Ms. Datz stated that she will research who at Department of Education handles public info and would they be willing to partner, but will also be cautious not to be spread the focus of this program too thin.
15. Ms. Lopez suggested contacting the Florida State Highway Patrol.
16. Members of the group recommended the following priorities for the awareness campaign:
 - Billboards (meet with outdoor advertisers)
 - Libraries
 - Theme/Logo/ Brand Identity (most important, first step)
 - Public workshop/meetings and community walks (least important, do not work as well in this area)
 - Promotional Items (put on bag at grocery stores or print on receipt)
 - Displays/Exhibits

Members of the group also suggested that the awareness campaign be comprehensive and include as many techniques as possible to saturate the market.

17. Meeting adjourned at approximately 11:15 am.

APPENDIX A

PUBLIC INFORMATION & AWARENESS TECHNIQUES

The following is a list of techniques under consideration for the Yield to Bus Campaign:

- Information Kits (distributed at driver education courses, license and tag renewals; driver license test and driving improvement school)
- Advertisements (30 and 60 second)
- Informational Videos
- Video library/clippings of bus transit safety television news coverage
- Press releases
- Media Advisories
- Newspaper articles
- Press conferences
- Newsletters
- Reports
- Brochures
- Posters
- Audiovisual presentations
- Websites
- Special Events
- Displays and exhibits with pockets for informational materials placed in public gathering places (grocery stores, banks, churches, shops)
- Public Service Announcements (radio and television)
- Billboards
- Speakers Bureau/Public speaking engagements
- Citizen Advisory Group
- Programs at Schools for Parents
- Theme/Logo/Brand Identity for Campaign
- Community Walk (i.e. "Walk for Safety")
- Buttons, magnets, other promotional items
- Contests
- Public workshops/meetings/open houses