



**It's our Maine problem.**

**IMAGINE  
PEOPLE HERE!**

This demonstration project was created in partnership with the Bicycle Coalition of Maine.

**Let us know what you think of this project at:**



**[bikemaine.org/demosurvey](http://bikemaine.org/demosurvey)**

**Slow ME Down and Imagine People Here:  
The Bicycle Coalition of Maine's  
Efforts to Change Behavior around Speeding  
12.9.20**



# Overview



## Slow ME Down and Imagine People Here: BCM's Efforts to Change Behavior around Speeding

1. Why Launch an Anti -Speeding Campaign?
2. Slow ME Down Year 1 and 2— Education and Social Marketing
3. Imagine People Here Traffic Calming Demonstration Projects— Infrastructure Changes
4. Questions and For More Info





# Why Launch an Anti-Speeding Campaign?



**BICYCLE  
COALITION  
OF MAINE**

**Many people are getting injured and killed as a result of speeding.**

**26% of all traffic deaths in 2018 included speed as a contributing factor (9,378; NHTSA).**

**31% of all traffic deaths in Maine included speed as a contributing factor (42; NHTSA)**

Source: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812932>



# Why Launch an Anti-Speeding Campaign?



**BICYCLE  
COALITION  
OF MAINE**

## Speeding Deaths—Good News

**Good News: The total number of deaths attributed to speeding is trending modestly downward. Some of that trend is the result of safety improvements to protect people IN cars. (NHTSA)**



# Why Launch an Anti-Speeding Campaign?



## Speeding Deaths—Bad News

**Bike/ped deaths are hitting 30 year highs. Deaths of people walking increased by 35% between 2008-2018 (GHSA)**

[https://www.ghsa.org/sites/default/files/2019-02/FINAL\\_Pedestrians19.pdf](https://www.ghsa.org/sites/default/files/2019-02/FINAL_Pedestrians19.pdf)

**Speed is ALWAYS a contributing factor in bike/ped fatality, as even small increases in speed multiply the lethality of crash for a vulnerable user. (US CDC)**

Rosen, E. & Sander, U. (2009) [Pedestrian Fatality Risk as a Function of Car Impact Speed](#). *Accident Analysis & Prevention*, 41(3), 536-542. Accessed via

<https://www.sciencedirect.com/science/article/abs/pii/S0001457509000323>

**While they are better at protecting occupants in crashes at speed, large truck and SUV designs are proving especially deadly to people walking or bicycling. (IIHS)**

<https://www.iihs.org/news/detail/new-study-suggests-todays-suvs-are-more-lethal-to-pedestrians-than-cars>



# Why Launch an Anti-Speeding Campaign?



**BICYCLE  
COALITION  
OF MAINE**

## **Norms around speeding seem to have changed**

**Driving 5-10 miles per hour over the speed limit seems to be the new accepted norm.**

**Cars are smoother, quieter, and have better brakes. They are also safer than ever for occupants.**

**Drivers appear to believe they can "safely" drive fast.**



# Why Launch an Anti-Speeding Campaign?



## Road Designs Often Encourage Speeding

**“Geometric and cross-sectional elements, in combination with the context, establish a driving environment where drivers choose speeds that feel reasonable and comfortable.”**

**Translation: Drivers will drive at “comfortable” speeds according to how wide and straight the road is. The bigger the road, the greater the speed, no matter what the posted speed limit is.**



FHWA: “Policy-compliant designs often appear adequate for speeds far above the designated design speed”

Source: [https://safety.fhwa.dot.gov/speedmgt/ref\\_mats/fhwasa10001/](https://safety.fhwa.dot.gov/speedmgt/ref_mats/fhwasa10001/)



# Built for Speed



Main St, Westbrook  
47 ft wide  
15+ travel lanes  
Posted 25 mph  
60% of traffic exceeds posted speed





# Why Launch an Anti-Speeding Campaign?



## Law Enforcement is Spread Thin

- Can't be everywhere all the time
- Has other things to do in addition to traffic enforcement
- Frequently understaffed in Maine
- Seeks voluntary compliance—maybe we can help!



# Two-Pronged Approach to Behavior Change



**BICYCLE  
COALITION  
OF MAINE**



Education

IMAGINE  
PEOPLE  
HERE!

Infrastructure

Changes in  
Driver Behavior!



# Slow ME Down! Year 1



## So . . . Slow ME Down!

A multifaceted social marketing campaign, consisting of:

- A Sign-On Letter to Municipal Leaders
- Stickers
- Info Graphics
- Lawn Signs
- Community Volunteer Support



# Slow ME Down! Year 1



## Slow ME Down!

**Sign-On Letter to Municipal Leaders expressing support for:**

- 1. A new social norm for drivers in Maine that makes it acceptable to drive at or below the speed limit to protect all road users in residential and business contexts.**
- 2. Cities, towns, and state departments designing roadways with narrower travel lanes, more raised crosswalks, and other features that make it less comfortable for drivers to exceed speed limits.**
- 3. More local street speed-reduction actions, including traffic-calming installations.**

Seeking 500 signatures by year's end, currently approaching 400!



# Slow ME Down! Year 1



## Slow ME Down!

Sign up form provides a chance to offer a statement:

- “Valuing the preciousness of life requires a more human speed”
- “I want to finish my eighth decade riding my bike safely on Maine roadways”
- “My father was killed walking to work in a crosswalk. . . The person who killed him walked away free”
- “Why would they put my life in danger for the few seconds it takes to keep me alive?”
- “I have been hit by motor vehicles three times—once jobbing and twice while cycling. This issue is deeply personal for me.”

Google form accessible at <https://www.bikemaine.org/slow-maine-down-petition/>



# Slow ME Down! Year 1



## Slow ME Down!

- Lawn Signs and Stickers Make “Environmental Changes”



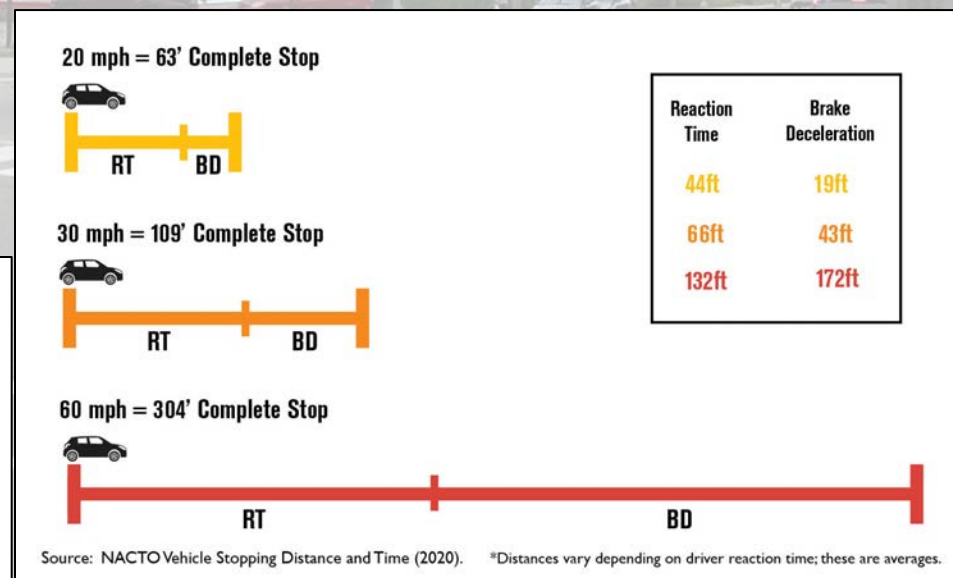
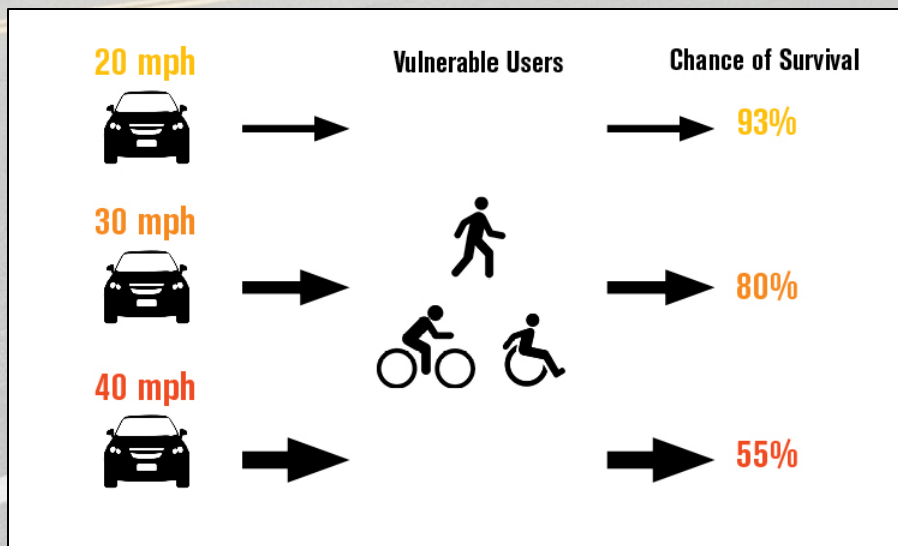


# Slow ME Down! Year 1



## Slow ME Down!

Fact Sheets and Info Graphics to Share with Volunteers





# Slow ME Down! Year 1



## Slow ME Down!

Fact Sheets and Info Graphics to Share with Volunteers

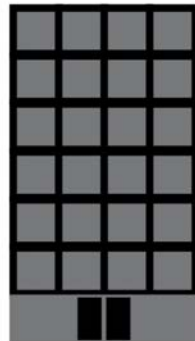
Driving Speed

Seven Story Building

45 mph



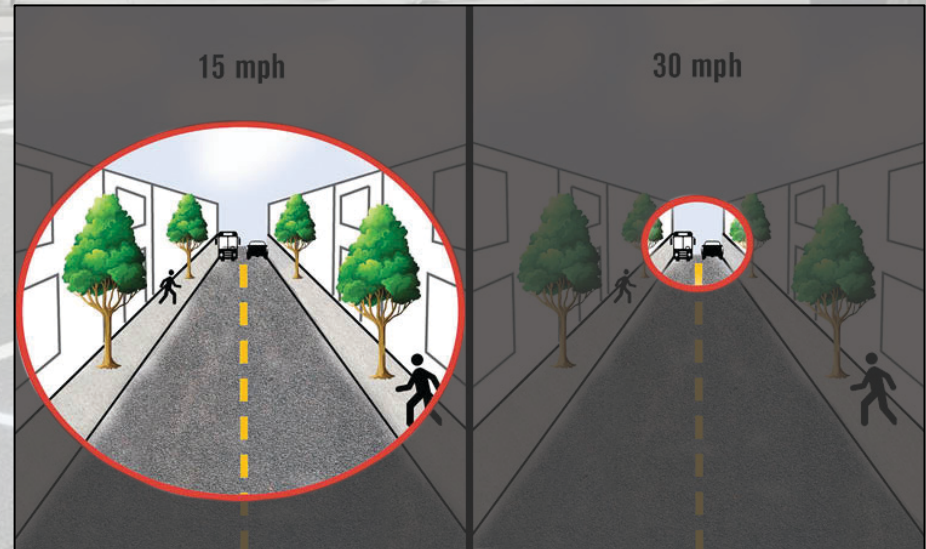
=



70 foot drop



Source: NHTSA.gov (2020).





# Slow ME Down! Year 1



## Slow ME Down!

Fact Sheets and Info Graphics to Share with Volunteers

**SLOW ME DOWN**

**Weather Conditions Should Slow You Down**

**Stopping distances for motorists traveling 35 mph**

			
<b>Sun</b>	<b>Rain</b>	<b>Snow</b>	<b>Ice</b>
60 feet or more	120 feet or more	180 ft or more	600 feet or more



# Slow ME Down! Year 2



**For Year 2—Everything we're doing in Year 1, plus:**

**Seeking to enlist towns as "Slow ME Down" Communities, offering:**

- **Access to a radar gun and speed study webpage**
- **Traffic calming demonstration projects (usually crosswalk enhancements or advisory lanes)**
- **Yield Studies**
- **Technical Assistance**
- **Deeper bike/ped committee support**
- **Forums**
- **Walk/Bike Audits**
- **Etc, as needed or requested**



Imagine People Here



**BICYCLE  
COALITION  
OF MAINE**

**What else is the Bicycle Coalition doing to address speeding traffic?**



Imagine People Here



**BICYCLE  
COALITION  
OF MAINE**

**We are trying to change  
the design speed of  
roadways without doing  
extensive, expensive, slow  
construction.**



# Demonstration Projects



## Tactical Urbanism is

**"... an approach to neighborhood building and activation using short-term, low-cost, and scalable interventions and policies. [It] is used by a range of actors, including governments, business and nonprofits, citizen groups, and individuals. It makes use of open and iterative development processes, the efficient use of resources, and the creative potential unleashed by social interaction. . . [it] is a learned response to the slow and siloed conventional city building process.**

**"  
...**





# Demonstration Projects



**or more simply:**

**... using “quick-build” demonstration projects of short to moderate duration to show residents and decision-makers how possible, easy and cost effective it can be to improve safety and convenience for walkers and bicycle riders (and other users).**



# Imagine People Here



- First Launched in 2013 with a Peoples For Bikes Grant, called Imagine Bikes Here!
- Executed a bike lane project on Cottage Road in South Portland
- Continued in 2015—Rebranded as Imagine People Here to better accommodate pedestrian projects
- 26 Projects installed in Communities Served: Bangor, Bath, Berwick, Brunswick, Fort Kent, Gray, Lewiston, Madawaska, Portland, Rangeley, Sanford, Scarborough, South Portland, Yarmouth, York

## IMAGINE PEOPLE HERE!

This demonstration project was created in partnership with the Bicycle Coalition of Maine.



Let us know what you think of this project at:



[bikemaine.org/demosurvey](http://bikemaine.org/demosurvey)



# Imagine People Here



## South Portland





# Imagine People Here



Westbrook,  
Crosswalk  
Enhancements





# Imagine People Here



Bangor,  
Crosswalk  
Enhancements





# Imagine People Here



## Sanford, Buffered Bike Lanes

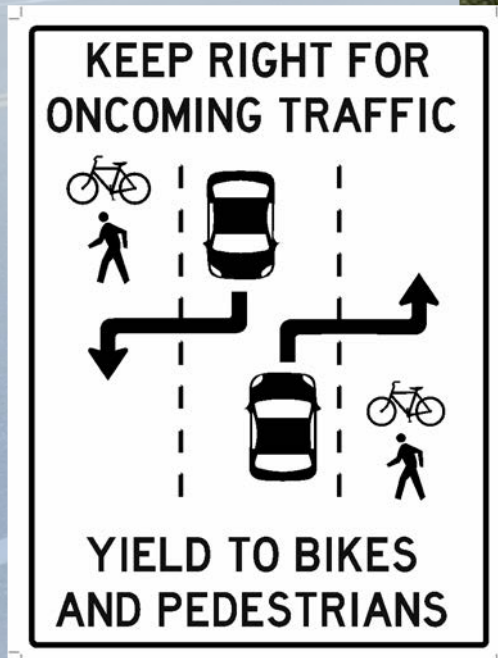




# Imagine People Here



Scarborough,  
Multi-Use  
Advisory Lane





# Imagine People Here



Yarmouth,  
Multi Use  
Advisory  
Lanes





# Imagine People Here



Brunswick,  
Curb Extension





# Imagine People Here



Madawaska and Saco





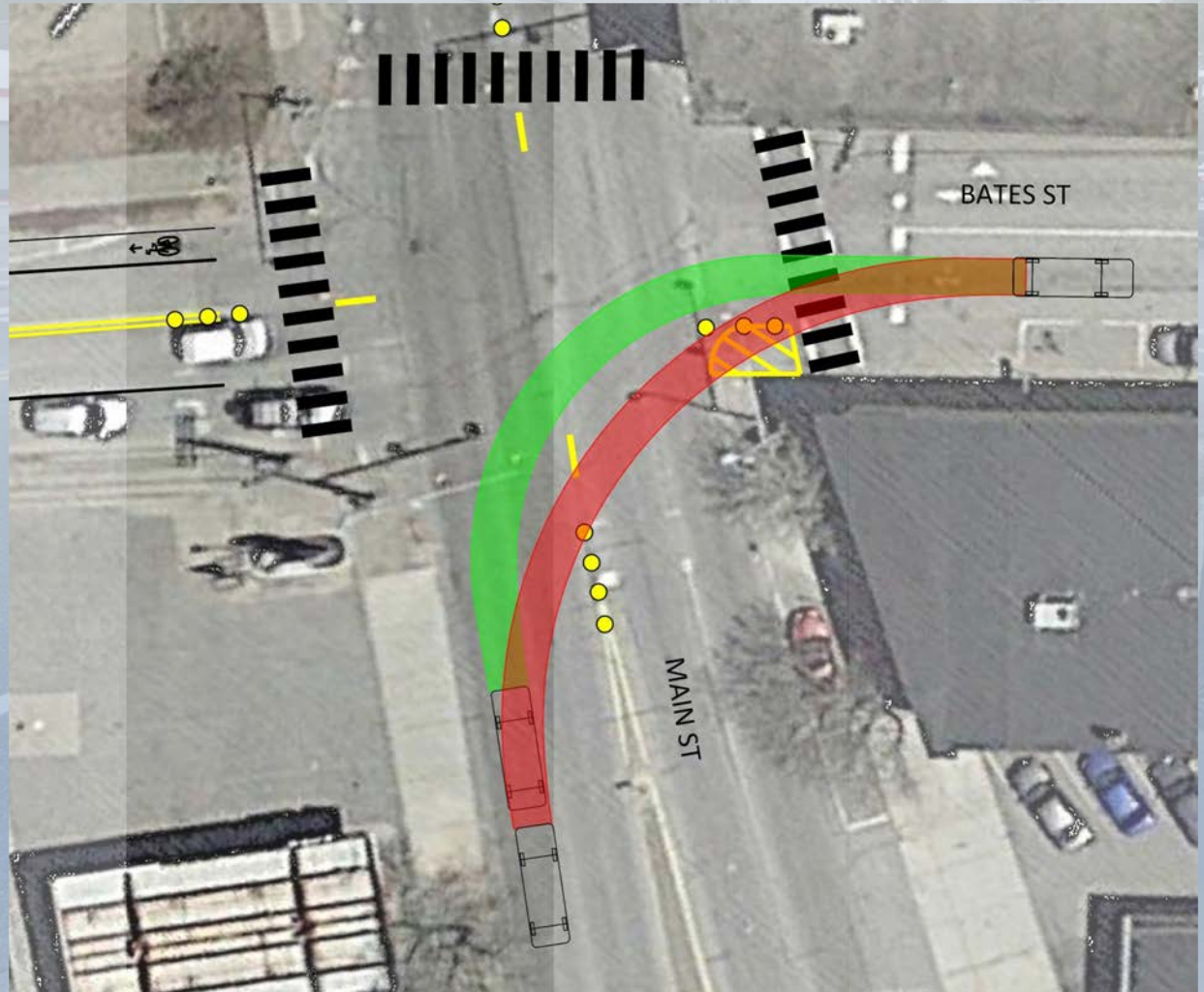
# Imagine People Here



Lewiston,  
Build Maine



# Imagine People Here



Lewiston,  
Build Maine



# Imagine People Here



North Yarmouth, 2019

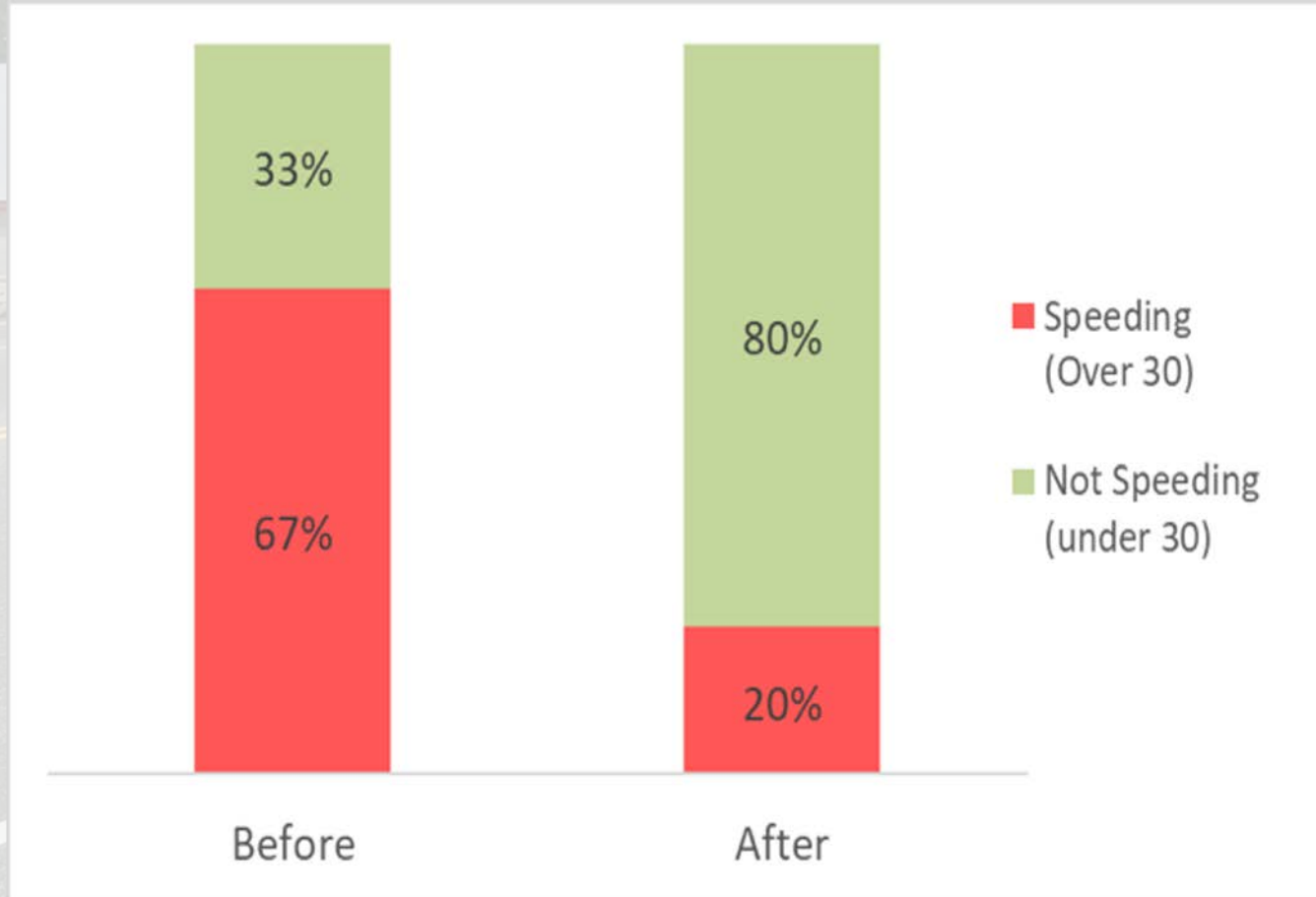




# Imagine People Here



**BICYCLE  
COALITION  
OF MAINE**



Improved Compliance with the Speed Limit



# Two-Pronged Approach to Behavior Change



**BICYCLE  
COALITION  
OF MAINE**



Education

IMAGINE  
PEOPLE  
HERE!

Infrastructure

Changes in  
Driver Behavior!



# Questions and For More Info



**Questions?**

**For more info, visit [www.bikemaine.org](http://www.bikemaine.org)**

**Jim Tasse**

**[jim@bikemaine.org](mailto:jim@bikemaine.org)**