

**de**streetcar



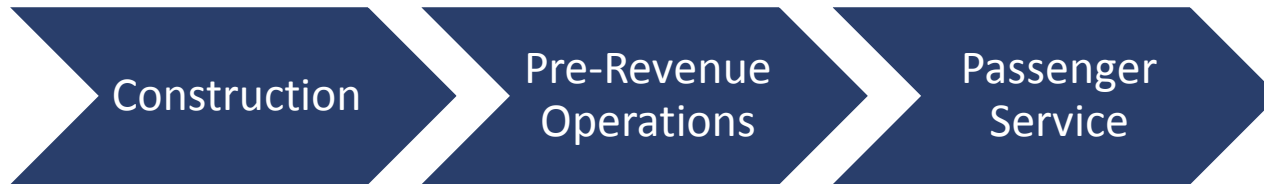
## **Safety Outreach Overview**

**FTA SSO Program Managers Training Workshop**

May 16, 2018

# Program Goals

- Build awareness among citizens about how to safely use or interact with DC Streetcar.
- Develop focused safety messaging for each project phase



- Target messaging for specific audiences

# Safety Program Branding

look + listen   
**be safe!**



# Overall Safety Awareness

- Newsletters
- Webpage
- Brochures

**Streetcar Safety**  
**"Bikes Use Caution" Signs Now in Place**

The District Department of Transportation (DDOT) recently installed 21 new signs along the H-Banning corridor that urge bicyclists to use caution when crossing streetcar tracks.

While DDOT is thrilled at the pace with which the District's bicycling community has grown in recent years, the interaction of bicycles and streetcar tracks can sometimes lead to problems. Bikes getting stuck in streetcar tracks (Bungee bikes) is a common occurrence in U.S. streetcar cities, due in part to the popularity of road bikes with thin tires. The likelihood of a problem is especially pronounced when cyclists cross the tracks at an angle less than 90 degrees.

DDOT installed the new signs to promote awareness of the tracks and to increase overall bicycle safety on H-Banning. DDOT's recommendations for riders begin with track selection. Cyclists are urged to use G and I Streets instead of H Street whenever possible. G and I

Left: One of DDOT's new safety signs at an H-Banning Street.

Below: A Capital Bikeshare user illustrates safe technique crossing on streetcar tracks.

**look + listen be safe!**

**be safe!**

Questions or Comments? Contact us: 202.635.0119 or [info@dcstreetcar.com](mailto:info@dcstreetcar.com)

[@dcstreetcar](https://www.facebook.com/dcstreetcar) [dcstreetcar.com](https://www.facebook.com/dcstreetcar)

**look + listen be safe!**

**be safe!**

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**Safety**

**look + listen be safe!**

- Be aware of activity as you approach construction zones
- Remove your smartphone and pause your conversation
- Follow our safety tips to help prevent accidents. Accidents can be avoided!
- Read more about DC Streetcar safety [tips](#).

DC Streetcar Safety Video

Communication During Construction and Safety Testing

Construction Zone Safety Tips

- Construction zones are ADA compliant
- Bicyclists in a construction zone are illegal
- Directional signs will be in place to advise
- When walking near the Testing and
- Streetcars are powered by electricity. Use

# Overall Safety Awareness

## Safety Video



# Phase-Specific Safety Messaging

## Construction

- 24/7 Hotline
- Weekly construction updates
- Roving assistance and drop-in hours

it's  
**CRUNCH**  
time

Construction is going on,  
but we've got you covered.

**24/7**  
Construction Info

📞 202-210-3700

✉️ [construction@dcstreetcar.com](mailto:construction@dcstreetcar.com)

🌐 [dcstreetcar.com](http://dcstreetcar.com)



**Construction Safety Tips** Follow our safety tips to help prevent accidents. Accidents can be avoided!

 <p>Construction zones are ADA compliant. Alternative routes are provided with clear signage. Sidewalks must be 3-feet wide allowing wheelchairs to pass through the area with ease.</p>	 <p>Directional signs will be in place to detour motorists around the work zone.</p> <ul style="list-style-type: none"><li>• Slow down and do not pass while driving in a work zone.</li><li>• Follow all warning devices in a work zone, such as signs, cones, drums, barricades, and message boards.</li></ul>	 <p>Bicyclists in a construction zone are urged to follow these safety tips:</p> <ul style="list-style-type: none"><li>• Look for signage that alerts bicyclists of streetcar tracks.</li><li>• Plan ahead and take alternative bike routes during construction or avoid the route.</li><li>• Walk your bike across the tracks near construction.</li><li>• Be a safe cyclist. Wear a helmet while biking.</li></ul>	 <p>Watch where you are walking!</p> <ul style="list-style-type: none"><li>• Be aware of signs and flaggers who will guide you to safety.</li><li>• Remove your earphones and pause your conversation when approaching work zones. The key to safety is to be alert.</li></ul>	 <p>Overhead wire and electrical safety</p> <ul style="list-style-type: none"><li>• The overhead wire or "catenary" is energized at 750v DC. Do not attempt to climb the poles, touch the wires, or throw things at them.</li><li>• Remain 10' away from live wires at all times.</li><li>• Streetcar power substations are prohibited from entry for your protection.</li></ul>
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look + listen   
**be safe!**

[dcstreetcar.com](http://dcstreetcar.com)

# Phase-Specific Safety Messaging

## Pre-Revenue Operations

- Observations
- Targeted Outreach
- Safety advertising campaign

**Pre Revenue Operations Safety Observations**

Observer: \_\_\_\_\_  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
Location: \_\_\_\_\_  
Precinct/Burrows: \_\_\_\_\_

Are pedestrians following pedestrian signals?

Are pedestrians looking and listening for the streetcar when crossing the tracks?

Are pedestrians crossing at designated crosswalks?

Are pedestrians at all times following proper pedestrian etiquette?

Cyclist Behavior

Are bicyclists doing safe riding practices?

Who is responsible for the safety of the streetcar?

**dcstreetcar** **be safe!**

### THE NEXT PHASE OF STREETCAR TESTING IS HERE!

**Testing and Operator Training Phase**  
Follow our safety tips to prevent accidents!

**PEDESTRIANS**  
Be aware of your surroundings.

- Don't be a distracted walker. Stop to text or talk.
- Pay attention to traffic when crossing the street.
- Wait for the streetcar to stop. Never cross or run in front of a moving streetcar.
- Signal us for your safety. Cross the street safely and legally by following the pedestrian signals.

**MOTORISTS**  
Share the roads safely.

- Don't get towed. No double parking on the tracks.
- Park your entire vehicle, including side mirrors, within the solid white lines.
- For most of the H Street and Banning Road corridors, streetcar follows existing traffic signals.
- At certain locations they follow streetcar signals:
  - Western Renaissance - 3rd Street NE, 8th Street NE
  - Starburst intersection - where H Street NE crosses Bladenburg Road NE and meets Banning Road
  - Car Barn Training Center entrance - 20th Street & Banning Road NE
  - Eastern Renaissance - Oklahoma Avenue NE & Banning Road NE

**BICYCLISTS**  
Use caution near streetcar tracks.

- Use an alternate route. 5 and 7 Streets have no bike lanes, allowing for two-way bicycle travel while not riding parallel to the tracks on H.
- Cross the tracks at a 90-degree angle or walk your bike across.

Multiple streetcars have returned to H Street/Banning Road corridor for testing and operator training.

Before passenger service can start, DC Streetcar needs to complete:

- Operator training: All streetcar system elements (vehicles, tracks, switches, cables, etc.) are being tested regularly to ensure they will not wear together.
- Operator training: Safety protocols and maintenance staff are familiarizing themselves with how to operate and maintain the streetcar, and will practice in low traffic conditions along the corridor to ensure safe conditions.
- Pre-launch operations: Vehicles and operators will run unattended electric service without passengers to check readiness for launch.

To help ensure safety and a smooth testing phase, **PLEASE DO NOT BOARD** the streetcar during this time. Testing and training activities are generally low impact, but do affect traffic and parking along the corridor. In addition, DPM is out training and educating emergency personnel.

**Questions or Comments?**  
Contact us: 202-413-2004  
www.dcstreetcar.com

**AVOID PARKING TICKETS**  
Be safe and smart when parking

**DC Streetcar parking enforcement starts July 14<sup>th</sup>**  
For more information visit [dcstreetcar.com](http://dcstreetcar.com) or call 202-210-3700

#staywithinthelines

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# Phase-Specific Safety Messaging

## Passenger Service

- Operator perspective video – “Here’s what we’re seeing you do”
- Rules of Riding / Etiquette
- Targeted campaigns

### DC Streetcar: Motorist Safety

Watch and listen as DC Streetcar operators share their best advice and top tips for motorists to interact safely around streetcars.



And the worst thing to do is to try to either outrun the streetcar, jump in front of the streetcar,

### PEDESTRIAN WARNING

#### DC STREETCAR NOTICE

DC Streetcar wants to use education and enforcement to promote good behaviors and help protect our most vulnerable travelers – Pedestrians!

This is **NOT** a ticket... but it could be!

- You did not wait your turn to cross at the intersection.
- You crossed mid-block instead of at an intersection.
- You crossed in between moving vehicles.

#### Here's how you can stay safe along the corridor:

- Never cross or run in front of an approaching streetcar or between two stopped vehicles.
- Wait until traffic has stopped before crossing and only cross at designated crosswalks. Never assume a driver sees you.
- Be aware of your environment and recognize that the streetcar is operating in mixed traffic.
- Stay alert—streetcars are quiet and cannot stop as quickly as a car.

Pedestrians should be aware of your surroundings when walking and always proceed with caution when interacting with the streetcar.

#### #SharetheRoadSafely

For more information, and safety tips visit [dcstreetcar.com/safety/pedestrians-safety](https://dcstreetcar.com/safety/pedestrians-safety) or call 202-388-7927.





# Safety Outreach Program

## Target Audiences

- Cyclists
- Pedestrians
- Kids
- Seniors
- Deaf
- Local Businesses
- Motorists



Share  
the road

look + listen   
**be safe!**

Let's admit it. It's hard not to notice a 9 feet wide, 12 feet tall, red and yellow streetcar that weighs 33 tons. These modern, large and ultra-cool vehicles are the latest addition to the District's roads. Whether you're a motorist, pedestrian or cyclist, welcome them by paying attention and sharing the road.

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# Target Audiences

## Cyclists

- Direct outreach to cyclist groups
- Building relationships
- Keep it up and be real

### DC Streetcar: Bike Safety

DDOT shares bike safety tips around streetcar tracks and introduces the G and I Street NE contraflow bike lanes.



A graphic titled "Map Your Route" featuring a map of a city street grid. The map highlights various routes: "Capital Bikeshare" (red), "DC Streetcar Stops" (orange), "Bike Lanes" (green), and "Alternate Bike Routes" (blue). The DC Streetcar logo is in the top right corner. Below the map is a legend. At the bottom right, the text "look + listen be safe!" is displayed in a stylized font. The DC Streetcar logo and "dcstreetcar.com" are also present.



## Bike Safely cross tracks at a right angle

look + listen   
**be safe!**

The good news? Streetcars will carry bikes. The not so good news? Tracks are built for streetcars, not bikes. You can avoid falling and tire damage by always crossing streetcar tracks at a right angle. Before you ride, consider using the alternate routes on G and I Streets than riding along streetcar tracks.

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# Target Audiences

## Pedestrians

- Safe crossings
- Signalization



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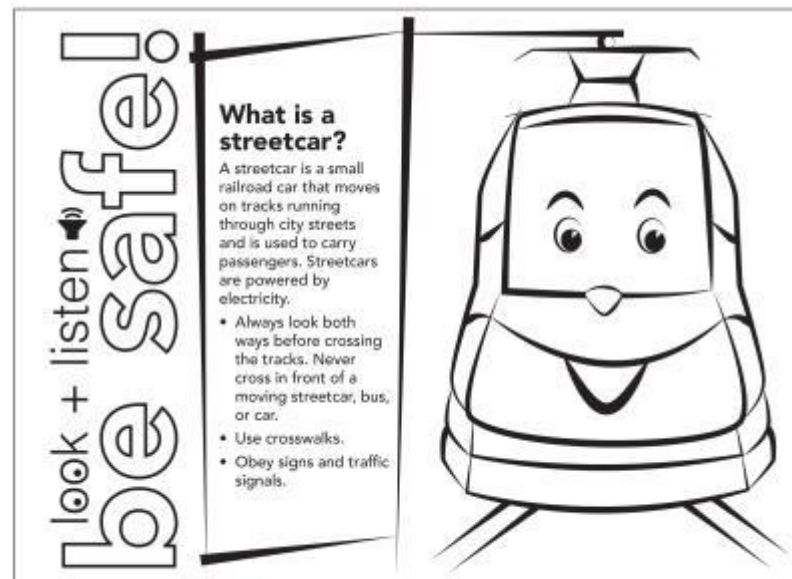
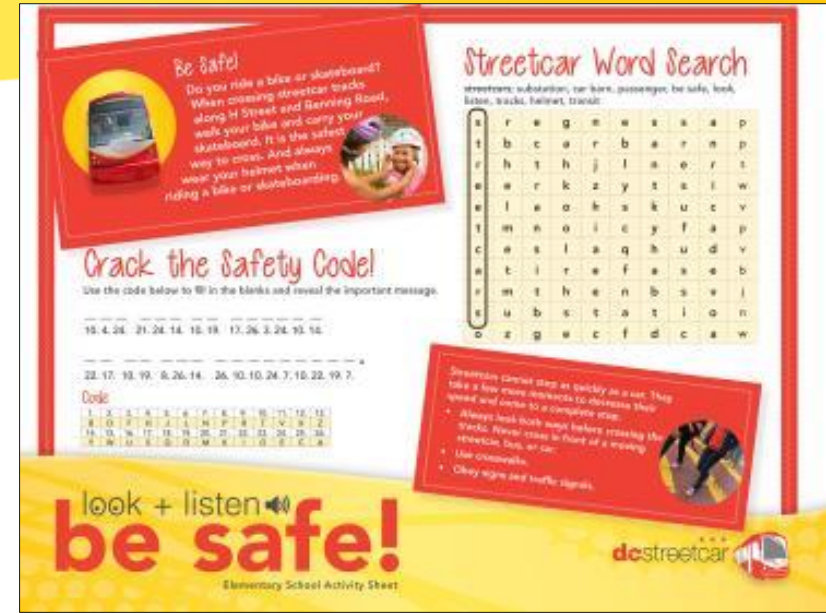
**Wait for it!**

Never cross or run in front of an approaching streetcar.

# Target Audiences

## Kids

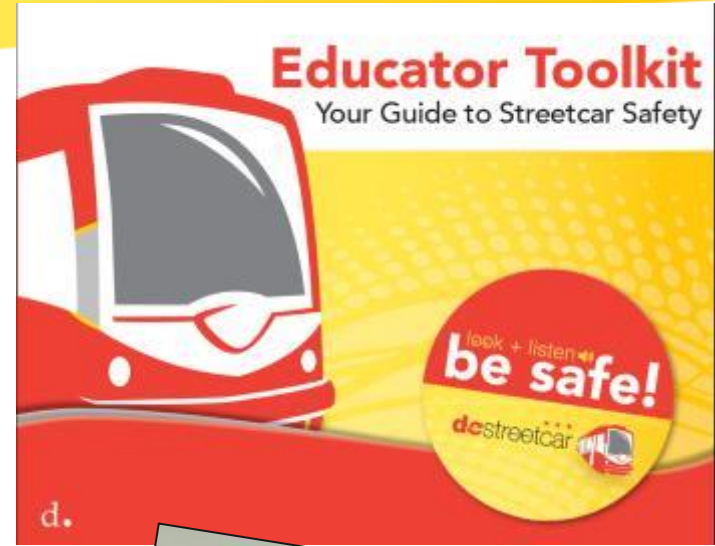
- Safety webpage for kids
- Materials targeted to kids
- School program



# Target Audiences

## School Program

- Educator Toolkits produced in partnership with Operation Lifesaver



# Target Audiences

## Safety Outreach to Schools



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# Target Audiences

## Seniors

- Church fans
- Church program ads
- Socials at senior centers



# Target Audiences

## Deaf

- Gallaudet University outreach – pop-ups, campus newsletter, shuttle bus materials
- Corridor presence

Ease of  
wheelchair and  
stroller use  
incorporated into  
all talking points,  
too!

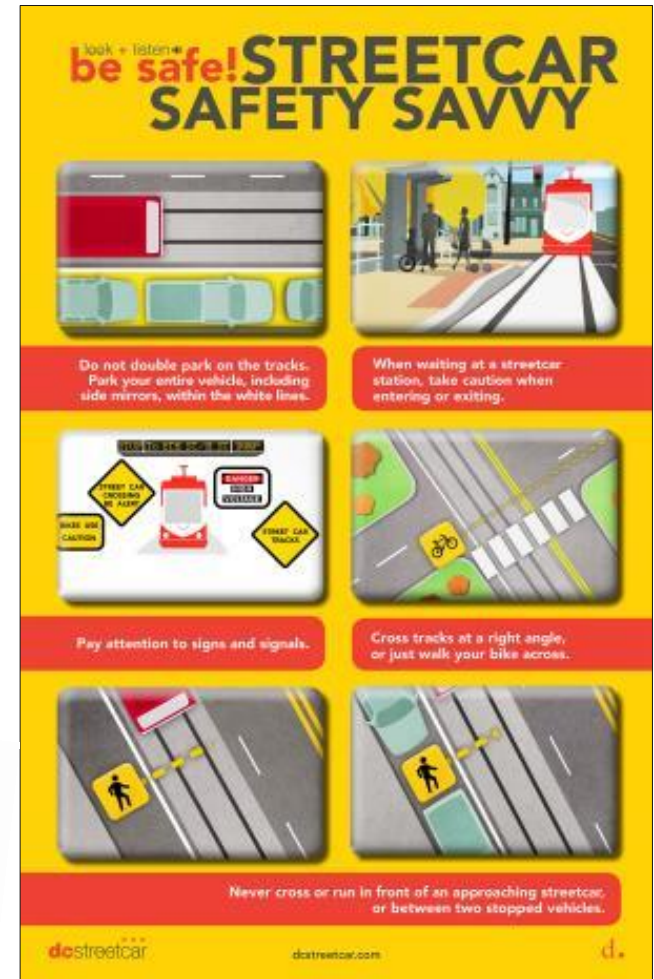




# Target Audiences

## Local Businesses

- Safety posters in local business windows
- Bar coasters with safety messaging
- Coffee sleeves with safety messaging



# Target Audiences

## Motorists

- “Share the Road”
- DC Streetcar questions on the District DMV driving test
- Parking campaigns
- #DCreach



# Lessons Learned?

- Keep monitoring
- Use street teams and media to engage hot spot issues as needed
  - Loading zones
  - Dooring
  - Signalization
  - Special events
- In a changing area, there's always someone new to your messages – don't forget the basics!



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[www.dcstreetcar.com/safety](http://www.dcstreetcar.com/safety)