

10/12/07

City of Kirkland

Social Marketing Plan for Increasing Use of PedFlags

Prepared by:
Social Marketing Services, Inc.

October 2007

Social Marketing Plan

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Social Marketing Plan City of Kirkland Pedestrian Flags

1.0 BACKGROUND, PURPOSE AND FOCUS

1.1 Background

Each year in the City of Kirkland, approximately 20 pedestrian accidents occur, almost 2 per month. Since 1987, there have been 387 recorded crashes (all types), with 7 fatalities and 371 injuries, with data highlights as follows: (See Appendix A for more detail.)

- Almost a fourth of crashes occurred between 5pm and 7pm, with other “spikes” 7am to 8am, and 11am – 1pm (perhaps associated with “workers” downtown).
- They are about twice as likely to occur on a Tuesday, Wednesday, Thursday or Friday as on a Saturday, Sunday or Monday.
- Bad weather doesn’t appear to be the issue, with the vast majority (73%) occurring on clear or partly cloudy days and when surface conditions are dry.
- The vast majority (73%) occur during daylight, as opposed to dawn (15%) or dusk (11%) or dark (3%).
- The vast majority occurred in the downtown area.
- There are few, if any, significant differences for age groups, with about a third under ages 16-30, a third ages 31-45, and a third ages 46+
- There were no huge differences between males at 51% and females at 42% and 7% not reported.

PedFlag, the name of Kirkland’s pedestrian flag program started in 1995 and is installed at 37 locations in the City. (See Appendix for Locations). City staff maintains flags at 16 downtown locations and citizen volunteers maintain the other sites, most of which are not in the downtown corridor. Holders are made by Lake Washington Technical College students and the Washington Traffic Safety Commission has helped fund lost/stolen flags.

Although pedestrian flags have been used in Kirkland and elsewhere for over 10 years, little is understood about why some pedestrians choose to use the flags and why some do not.

Current usage, prior to this study, had been assumed to be between 1% and 5% of pedestrians at these crosswalks using the flags. Flags are concentrated at intersections where most pedestrian injuries have occurred.

1.2 Purpose

The purpose of this social marketing plan is to decrease pedestrian injuries and deaths.

1.3 Focus

The focus, predetermined by a grant the City received, will be on increased use of Pedestrian Flags, versus alternatives such as installation of signals, more in pavement flashing lights, or increased enforcement.

2.0 SITUATION ANALYSIS & FINDINGS FROM SIMILAR EFFORTS (#1 GROUP MEETING)

2.1 Internal Strengths to Maximize

- Pedestrian safety is a priority of the council
- The City of Kirkland has a pedestrian-friendly commitment and image
- The team working on this plan will provide important vantage points:
 - Daryl Grigsby, Public Works Director
 - David Godfrey, Transportation Engineering Manager
 - Reggi Schubiger, Youth Services Coordinator
 - Dana LaRue, Peter Kirk Community center Supervisor
 - Mike Ursino, Sgt. Traffic Police
 - Tracy Burrows, Senior Management analyst
 - Janice Perry, Multimedia services manager
 - David Gourlie, Engineering Program Assistant, Public Works
 - Nancy Lee, Social Marketing Consultant
- Current locations have been there for years, some managed by volunteers
- Ability to respond to volunteer requests for new locations
- Staff availability and interest in helping sustain/revive the program

2.2 Internal Weaknesses to Minimize

- Lack of (recent) promotions and visibility for the program
- Lack of sustainable promotional vehicles
- Potential for excess demand for flags if create too much interest
- Ongoing theft and vandalism; some suspicion flags are stolen to be used as flags for water skiing, which may explain why more flags are missing during the summer months
- Often flags all end up on one side of street

2.3 Opportunities

- To leverage city council and management's high cooperation with pedestrian safety initiatives such as FeetFirst
- The Pedestrian Safety initiative, including recently produced PSA
- The "Step Up to Health" initiative encouraging citizens to be active
- Relationships with several important populations: schools, youth, seniors, neighborhood organizations, businesses
- Senior walk program
- Cultural trends/emphasis on health

2.4 Threats

- A pedestrian who is carrying a flag being hit
- Staff attention could be diverted by other projects or unforeseen events

2.5 Similar Efforts and Findings

A number of cities across the country have followed Kirkland's lead: Portland, Maine; Hudson Falls, New York; St. Paul, Minnesota; Madison, Wisconsin; Cambridge, Massachusetts; Salt Lake City (Contact: Dan.Bergenthal@slcgov.com 1-801-535-6630), Utah; and Washington D.C.

Highlights of marketing strategies include:

2.5.1 *Target Markets*

- Small children (Alexandria, VA)
- Elderly population (Alexandria, VA)
- Tourist groups. (Alexandria, VA)
- Tourists during the Olympics (Salt Lake City, Utah)
- People with disabilities

2.5.2 *Attitudes:*

- "I felt kinda silly. To be honest, I can't believe that anyone would want to carry one of these flags across the street – increased pedestrian safety or not - unless they are trying to be funny." Alexandria, VA
- "It's not for everybody. Admittedly, it's a low-tech solution. And, yes, it's a little odd. But it's a great way to improve your visibility" Alexandria, VA
- 1990 Harris Poll found that 59 percent of all respondents would be willing to walk more often if there were safe, designated paths or walkways. (TCRP & NCHRP & Texas Transportation Institute study)
- "The bigger problem is people finding them too peculiar to use." One person quoted saying when suggested to use a flag "He is wearing khakis with a plaid sport shirt and blazer – and imagines it next to him. He shudders his "Never!" and steps into traffic." Washington Post article April 13, 2005.
- Once people saw they worked, they started using them. (Salt Lake City)

2.5.3 *Product*

- Stresses assertive waving and thank/acknowledge driver (Monroe, Wisconsin)
- Orange/fluorescent colors (Salt Lake City)
- Benefit to stress: visibility (Salt Lake City)
- "LOOK" Crosswalk Pavement Markings (Salt Lake City)
- Decorative streetlight containers for the poles (Salt Lake City)
- Having them printed with "Property of Salt Lake City" with a felt marker helped with theft.
- The problem with the bright orange color is they can be used for other purposes like construction or skiing, etc., so got taken for that. (Salt Lake City)

2.5.4 *Price*

- Stepped up education and enforcement of motorists also needed as well
- Driver yielding violations in Salt Lake City now require an appearance before the city's Justice Court judge. Recommended fine of \$425.

2.5.5 *Place*

- Pole holders are most commonly used
- Trainings at schools and senior centers

- Salt Lake City felt that having so many locations (180+) really helped it seem like a norm

2.5.6 *Promotion*

- Salt Lake City found launching with a lot of publicity helpful (e.g., newspaper, television) and had a clown walking across and using the flags and got pictures of it.
- “Walk safely. Grab a Flag.” Billboard (Madison, Wisconsin)
- “Yield to Pedestrians. It’s the Law” Billboard (Madison, Wisconsin)
- Use the flags even if you don’t need them so drivers learn to expect them. (Madison Press Release)
- Signage/slogans on pole holder
- Kids standing a crosswalk once a month and encouraging others

2.5.7 *Partners*

- Walk to School Week/Walkable Neighborhoods Campaign, the Safe Community Coalition, ActiveForLife (Madison, Wisconsin)
- “Adopt a Crosswalk” Program where partners pay 50 cents for each flag and participate in maintaining them (Salt Lake City)
- Glens Falls Hospital with the Warren and Washington County Public Health Services to coordinate with New York State Department of Health, Healthy Heart Program.

2.5.8 *Outcomes*

- Survey in Dane County/Wisconsin found that 59% of citizens had seen, heard or read something about a pedestrian flag crossing program in the county. (Telephone survey of 402 adults in 2003)
- With 105 sites, after three years of experience with the flags, Salt Lake City has had only one pedestrian injury at a flagged crossing. They found that as the number of city maintained flag locations downtown increased, so did public interest (Salt Lake City)
- Berkeley 3 year pilot program at seven intersections was discontinued. Flag cost reached \$10,000 because of the high theft rate. Only used as intended by 2% of pedestrians and use of flags did not have noticeable effect upon driver behavior. Decided to repaint the crosswalks so more visible and new signs were installed.
- Early studies indicate the pedestrian flag approach, now used in 13 states, greatly increases compliance in giving pedestrians the right of way. Motorists are twice as likely to stop for pedestrians who use flags; in Tampa, accidents involving pedestrians fell 36 percent. (Glens Falls Hospital article).
- Heart Healthy Program had an ad in the paper that was a survey and if people clipped it out and sent it in they would get a free pedometer.
- Texas Transportation Institute study estimates driver compliance with the flags at 65%, but less than signals, half signals and high intensity activated crosswalk signal beacons.

3.0 Target Audience

3.1 Primary (Years 1 and 2)

Pedestrians walking in downtown Kirkland:

- Park users
- Transit users
- Seniors
- Condo residents
- Teens
- Workers downtown
- Those parking in the garage
- Concerts in the park
- Attendees at the Kirkland Performance Center
- Restaurant customers
- Gallery walk
- Shoppers
- Those going to the library
- Bar customers

Since it is estimated that a significant percent of nonusers have used the flag at least once (58 of the 94 nonusers interviewed), we will keep in mind that our bull's-eye target market are *infrequent users that we want to persuade to use all of the time, thus helping to create a social norm.*

3.2 Additional (Year 3)

All other PedFlag locations

4.0 Behavior Objectives and Goals

4.1 Behavior Objectives

We want pedestrians at crosswalks where there are flags to make it a habit to take a flag with them every time they cross and then place it in the holder on the other side. If there are more than one in the group, we want one person to take a flag.

4.2 Goals: Current baseline usage (2007) is 8.6% of all pedestrians in a crosswalk.

- After first six months, 14% of pedestrians take a flag in the downtown locations. (Second Measurement March 2008. Budgeted)
- After first eighteen months, 25% of pedestrians (Second Measurement March 2009. From New Budget. \$5000)
- By end of thirty months, 40% of pedestrians take a flag in the downtown locations (Third Measurement March 2010. From New Budget. \$5000)

TABLE 4.2 (From Research Study: March -April 2007)

	# of Pedestrians Carrying Flags	Base Usage Level	Usage Level
BASELINE MEASURE WE WILL USE: Among all observed in crosswalks, regardless if flag available (Includes those walking with someone carrying a flag)	267	3090	8.6%
Among those walking alone, regardless if flag available (Excludes those walking with someone carrying a flag)	267	2256	11.8%
Among all observed in crosswalk when flag available (Includes those walking with someone carrying a flag)	267	2806	9.5%
Among those walking alone, when flag available (Excludes those walking with someone carrying a flag)	267	1906	14.0%

5.0 Target Audience Barriers, Benefits and Competitors

5.1 Barriers (From Research Study March-April 2007)

TABLE 5.2				
THEME	BARRIER	# = 94	% of 94	POTENTIAL IMPLICATIONS
NOT AT RISK	I felt safe	26	27.7%	Data on Injuries
NOT AT RISK	The car saw me	21	22.3%	Data on Injuries
NOT A NORM	I'd look silly	17	18.1%	Product Design, Recognition
AWARENESS	I didn't occur to me	13	13.8%	Product Design, Signage
DESIGN	My hands were full	14	14.9%	Product Design
NOT A NORM	Flags are for the young & old	14	14.9%	Product Design, Recognition
DESIGN	It takes too much time	10	10.6%	Product Design
AWARENESS	I didn't notice it	9	9.6%	Signage, Education, Pavement Stencil
AVAILABILITY	There were no flags	8	8.5%	More Flags
DESIGN	It takes too much effort	7	7.5%	Product Design
NOT AT RISK	I used the flashing lights	6	6.4%	None
AWARENESS	I don't know what they're for	6	6.4%	Signage, Education, Product Design

5.2 Benefits/Motivators (From Research Study March 2007)

TABLE 5.3						
	ALL RESPONDENTS INTERVIEWED		FOR USERS TO USE FLAGS ALL THE TIME		FOR NON USERS TO USE FLAGS ALL THE TIME	
Number of Respondents	n=120	% of 120	n=26	% of 26	n=94	% of 94
More Flags	14	11.7%	6	23.1%	8	8.5%
Better Signs	13	10.8%	2	7.7%	11	11.7%
More Education	13	10.8%	4	15.4%	9	9.6%
Better Flag Design	9	7.5%	2	7.7%	7	7.5%
Enforcement	6	5.0%	1	3.9%	5	5.3%
Media Campaign	5	4.2%	2	7.7%	3	3.2%
More Flags in Kirkland	4	3.3%	0	0	4	4.3%

5.3 Competitors

- Watching for cars
- Making sure cars notices me
- Use my hands
- Using umbrella to wave
- In pavement lights

6.0 Positioning Statement

We want pedestrians in downtown Kirkland to perceive that carrying a pedestrian flag every time they cross the crosswalk is just like wearing a seatbelt. It is an easy way to be sure they are safe and more effective than just watching for cars or only making eye contact with cars.

We also want pedestrians to see the City of Kirkland and Kirkland businesses as their partners, ones interested in supporting their safety.

7.0 Marketing Mix Strategy

7.1 Product

- 7.1.1 Redesign flag to look like the official pedestrian crossing sign (color and design) and add a flag to the “icon’s” hand, two sided (See Appendix for design).
- 7.1.2 Flag squares should be about 14” square
- 7.1.3 Include a City of Kirkland logo on the flag to deter theft
- 7.1.4 Maintain 18 flags at each location, versus currently 6 flags.
- 7.1.5 Use a “bucket” for ease of access and to display signage
- 7.1.6 Develop small handkerchief flags seniors can carry with them . . . and others who might like them as well.
- 7.1.7 New flags will replace those in all but one managed by the city. Those on 15th and 9th on Market will not be changed out in this phase.

7.2 Partners

7.2.1 Potential Commitment

Get one company for each of the 9 crosswalks identified in 7.2.3, to be a partner, similar to “Adopt a Highway” program. Assign one volunteer to each business who will assist with implementing strategies. Partners would commit to:

- a. Letting us know when more flags were needed
- b. If notice all flags on one side would try to take a flag or two out of a stockpile we would give them in their store
- c. When business is slow acknowledge someone who took a flag by giving them a discount coupon. Consider having students volunteer to do this as well.
- d. Display sign in store with their logo and program logo
- e. Honor coupons (up to some maximum per year)

7.2.2 Potential Benefits

- a. Feature success stories in new stories (Partners stories featured)
- b. Annual recognition by city council
- c. Recognition by Police Chief
- d. Name on “bucket” in front of their store

7.2.3 Potential Business Partners for “Adopt a Crosswalk”

We will solicit a business partner for each of the first 9 crosswalks listed below.

Businesses interviewed indicating interest and should be confirmed include:

- 1. Ben & Jerry’s (Lake Street & 2nd)
- 2. Starbucks (Lake Street & Park Lane)
- 3. Coyote Creek Pizza (Central & Main)
- 4. Windermere Living Room (Central & Market)

Others to approach for the remaining downtown locations:

- 5. Acropolis, then Kinko’s, then Wells Fargo (Central & 5th)
- 6. Santorini (Central & 1st)
- 7. Arts Council (Market & 7th)
- 8. U.S. Bank (Central & U.S. Bank)
- 9. Shell (Central & 4th)

Others, though not ideal due to visibility of crosswalk include:

- 10. Sterling Savings Bank (Central & Main)
- 11. Montlake Bike Shop,
- 12. Yogurt Shop
- 13. Sur La Table
- 14. Wing Dome (Back up to Coyote Creek Pizza)

7.3 Price (Incentives and Disincentives)

- 7.3.1 Typical fine for not stopping for pedestrians in crosswalks is \$101, so for launch, at least, consider increased enforcement periods, ticketing motorists
- 7.3.2 Recognition:
 - Acknowledged by business partners
 - Have parking enforcement officers give coupons, or some other recognition to people they notice using the flags.
- 7.3.3 Reward
 - Coupons for discounts or free items at business partners

7.4 Place (Access to Flags)

Most important, is to get the flags closer to the crosswalk. The bucket for the flags will provide easier access, more visibility and should hold more flags. It must however be “rainproof” and “spillproof.” In addition, there will be 18 versus 6 flags maintained at each crosswalk.

7.5 Promotion

7.5.1 Key Messages

- Slogan: “Take It to Make It.” This statement gives the behavior as well as the benefit, one that addresses major perceived barriers.
- 62 people have been injured or killed in crosswalks in Kirkland
 - Carrying a flag: 0
 - Not Carrying a flag: 62
 - 1996 – 2006
- Partners: “Ben & Jerry’s” reminds you to “Take It to Make It.”

7.5.2 Key Messengers

- City of Kirkland
- City Council (Consider pairing to retailers)
- Downtown “Adopt a Crosswalk” partners and other retailers
- Parking Enforcement Officers
- High school students: Culminating Projects

7.4.3 Key Media Channels to Pursue

- Signage on buckets or pole (3 panels)
- Coupon distributed at retail partners and by law enforcement and volunteers
- News articles in Seattle Times and local newspapers
- Banners at relaunch “Take It to Make It.”
- Drink coasters
- Plaques in retail partner stores
- Presentations at schools
- School Newspapers
- Web site
- Cable story
- Neighborhood Group emails
- Presentations at Kiwanis & Rotary & Lions Club
- Presentations at Senior Centers
- Words on Crosswalk reminding to take a flag

7.5 Other

- Consider getting place on form for police reports to indicate whether carrying a flag so can make it part of reports/media coverage

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8.0 Evaluation Strategy

Evaluation will be conducted by conducting using same survey methodology as for the baseline.

- Second Measurement March 2008. \$9000 Budgeted
- Second Measurement March 2009. From New Budget. \$5000
- Third Measurement March 2010. From New Budget. \$5000

9.0 Budget

The original grant had the following distribution

\$20,000 Social Marketing Services, Inc.

\$11,000 Research & Tracking (Baseline Observation and Focus Group)

\$9,000 remaining (For March 2008 Evaluation)

\$20,000 Implementation

10/12/07

10.0 Implementation Plan for October Launch (NOTE: ESTIMATES AS OF 10/12)

WHAT		WHO	WHEN	HOW MUCH
1.0	Flags	David Gourlie		
1.1	Finalize design	David Gourlie Chuck Harbaugh	By 8/17	\$120 (CH)
1.2	Order 2000 flags (14" square)	David Gourlie	By 8/24	\$8000
1.3	Delivered	David Gourlie	By 10/1	
1.4	Reflective tape applied to flag	David Gourlie	By 10/1	\$550
1.5	Distribute to 15 locations	David Gourlie	10/15	
2.0	Buckets			
2.1	Finalize design of labels	David Gourlie Chuck Harbaugh	By 8/30	\$210 (CH)
2.2	Order 30 buckets	David Gourlie	By 8/24	\$1090
2.3	Order labels/signs	David Gourlie	By 8/24	Cost Included in 2.2
2.4	Assemble and mount buckets with divider	David Gourlie	By 10/15	Const Included in 2.2
2.5	Explore "Thank You" sensor monitor	David Gourlie	By 9/15	\$300
2.6	Install labels/signs	David Gourlie	By 10/15	
3.0	Stencil on Sidewalk			
3.1	Finalize design. Logo with icon on right and black lettering and 2.25" letters for caps	David Gourlie Chuck Harbaugh	By 10/15	\$225 (CH)
3.2	Complete stenciling (Produce mesh)	David Gourlie	By 10/15	\$85
3.0	Retail Partners			
3.1	"Agreement Sheet" Including Coupon	Nancy Lee Concept	By 10/1	Nancy covered.
3.2	Sign Up	Hannah Carmalt	By 10/1	\$1000
3.3	Volunteers for each partner	Julie Reynolds	By 10/15	
3.4	In store signage/displays/materials: Framed sign with logos or poster for windows	TBD Chuck Harbaugh	By 10/15	Nancy covered \$570 (CH) \$200 materials
4.0	Coupons			
4.1	Finalize concept	Nancy Lee	By 8/30	Covered current contract
4.2	Finalize design	Chuck Harbaugh	By 10/1	\$255 (CH)
4.3	Print	Chuck Harbaugh	By 10/15	\$700
5.0	Promotion			
5.1	Drink Coasters	David Godfrey Chuck Harbaugh	By 10/15	\$285 (CH) \$700 print
5.2	1 Banner (Horizontal treatment of banner 2 sides. Yellow background and black letters and icon)	David Godfrey Chuck Harbaugh	By 10/1 3 weeks in October	\$210 (CH) \$1011 materials
5.3	Retail Environment Materials distributed: coupons, bar coasters (multiple locations), partner plaque	David Godfrey	10/15	
5.4	News article: Seattle Times and Local Newspapers	David Godfrey M. Stake, J. Perry	2 nd week in October	
5.5	Web site	David Godfrey Janice Perry	Launch Oct. 15	
5.6	Cable: Consider videos of pedestrians	Janice Perry	October	
5.7	Emails to neighborhood groups (Explain a pilot)	David Godfrey Kari Page	October 2007	
5.8	Presentations (2007)	Daryl Grigsby	Oct –Dec.	
	Downtown Rotary		Oct –Dec.	
	Kiwanis		Oct –Dec.	
	Schools	Police Department	Oct –Dec.	
	Lions		Oct –Dec.	
5.9	Work with police to hand out coupons to people using the flag	Mike Murray	September - Ongoing	
5.10	Work with high school students for culminating project to encourage people to take the flag. Link with retail partners	Reggi Schubiger		
5.11	T-Shirts w/ city logo and brand logo for city officials and retail partners	David Godfrey	Oct. 07	\$800 \$255 (CH)
6.0	Other			
6.1	Explore place to notate on accident report	Mike Murray		
6.2	Explore getting news to report flag/no flag	M. Sake/J. Perry		
Leaves \$19,000 for Implementation from Grant. CH hours 8/13-8/23: \$1000 of \$20,000 implementation budget.				\$17,566 Reserve (\$2,434)

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10/12/07

A. Pedestrian Accident Data:

Tables 01/31/07

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Crash Record System

JB Technology Inc.

Statstical Report City of Kirkland

Wednesday, January 31, 2007

Report Period: Friday, October 16, 1987 to Thursday, December 28, 2006

PEDALCYCLIST ACTION	NUMBER	%
Xing Diagonally	0	0.00
Riding with Traffic	1	50.00
Riding Against Traffic	0	0.00
Fell or Pushed into Path of Vehicle	0	0.00
Cyclist Turned Inot Path of Vehicle-Same Direction	0	0.00
Cyclist Turned Inot Path of Vehicle-Opp Direction"	0	0.00
All Other Actions	1	50.00
Xing or Entering Trafficway	0	0.00
Not Reported	0	0.00
TOTALS	2	100.00

Statstical Report City of Kirkland

Wednesday, January 31, 2007

Report Period: Friday, October 16, 1987 to Thursday, December 28, 2006

Number of Crashes:	387	Number of PDO's:	20 (5.17%)
Number of Fatal Crashes:	7 (1.81%)	Number of Injury Crashes:	357 (92.25%)
Total Fatal:	7	Total Injuries:	371

MONTH	TOTALS	%	MONTH	TOTALS	%
January	33	8.53	July	31	8.00
February	32	8.27	August	35	9.00
March	26	6.72	September	31	8.00
April	35	9.04	October	29	7.50
May	32	8.27	November	46	11.90
June	22	5.68	December	35	9.00

DAY OF WEEK	TOTALS	%	DAY OF WEEK	TOTALS	%
Sunday	32	8.27	Thursday	77	19.90
Monday	34	8.79	Friday	73	18.86
Tuesday	75	19.38	Saturday	26	6.72
Wednesday	70	18.09			

TYPE OF CRASH	TOTALS	%	TYPE OF CRASH	TOTALS	%
Right Angle	1	.26	Approach Turn	1	.30
Sideswipe	0	.00	Ped / Bike	380	98.20
Rear End	1	.26	Backing	0	.00
Head On	0	.00	Other	2	.50
Fxd Obj/Prk Veh	2	.52			

Statstical Report City of Kirkland

Wednesday, January 31, 2007

Report Period: Friday, October 16, 1987 to Thursday, December 28, 2006

Number of Crashes: 387

HOURL	TOTALS	%	HOURL	TOTALS	%
Mid - 0:59	6	1.55	Noon - 12:59	22	5.70
1:00 - 1:59	1	.26	13:00 - 13:59	25	6.50
2:00 - 2:59	2	.52	14:00 - 14:59	26	6.70
3:00 - 3:59	2	.52	15:00 - 15:59	29	7.50
4:00 - 4:59	0	.00	16:00 - 16:59	28	7.20
5:00 - 5:59	2	.52	17:00 - 17:59	47	12.10
6:00 - 6:59	9	2.33	18:00 - 18:59	42	10.90
7:00 - 7:59	22	5.68	19:00 - 18:59	25	6.50
8:00 - 8:59	11	2.84	20:00 - 20:59	20	5.20
9:00 - 9:59	14	3.62	21:00 - 21:59	16	4.10
10:00 - 10:59	13	3.36	22:00 - 22:59	5	1.30
11:00 - 11:59	18	4.65	23:00 - 23:59	2	.50

SEVERITY	TOTALS	SEVERITY	TOTALS
No Injury	162	Disabling Injury	25
Dead at Scene	3	Non Disabling Injury	80
Dead On Arrival	0	Probable Injury	76
Died at Hospital	3	Not Reported	425

WEATHER	TOTALS	%	WEATHER	TOTALS	%
Clear/Partly Cloudy	284	73.39	Sleet/Hail/Freezing Rain	0	0.00
Overcast	57	14.73	Sever Crosswind	0	0.00
Raining	41	10.59	Blowing Sand/Dir/Snow	0	0.00
Snowing	0	0.00	Other	0	0.00
Fog/Smog/Smoke	1	0.26	Unknown	4	1.00

Statistical Report City of Kirkland

Wednesday, January 31, 2007

Report Period: Friday, October 16, 1987 to Thursday, December 28, 2006

Number of Crashes: 387

ROAD SURFACE COND	TOTALS	%	ROAD SURFACE COND	TOTALS	%
Dry	281	72.61	Oil	0	0.00
Wet	103	26.61	Standing Water	0	0.00
Snow/Slush	0	0.00	Other	0	0.00
Ice	0	0.00	Unknown	1	0.30
Sand/Mud/Dirt	0	0.00	Not Reported	2	0.50

LIGHT CONDITIONS	TOTALS	%	LIGHT CONDITIONS	TOTALS	%
Daylight	284	73	Dark-No Street Lights	0	2.30
Dawn	57	15	Other	0	0.00
Dusk	41	11			
Dark-Street Lights On	0	0	Unknown	0	0.00
Dark-Street Lights Off	1	<1	No Reported	4	1.00

RESTRAINT	UNIT 01	UNIT 02	TOTALS
No Restraints Used	16	9	25
Lap Belt Used	9	1	10
Shoulder Belt Used	3	0	3
Lap & Shoulder Belt Used	226	6	232
Child Infant Seat Used	0	0	0
Child Convertible Seat Used	0	0	0
Child Built-In Seat Used	0	0	0
Child Booster Seat Used	0	0	0
Unknown	10	0	10
Not Reported	122	28	150

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AGE	MALE	FEMALE	NOT REPORTED	TOTALS	%
16 - 18	13	13	0	26	6.63
19 - 21	16	12	1	29	7.40
22 - 25	15	9	0	24	6.12
26 - 30	14	21	2	37	9.44
31 - 35	25	20	0	45	11.48
36 - 40	22	21	0	43	10.97
41 - 45	21	16	0	37	9.44
46 - 50	18	17	2	37	9.44
51 - 55	19	16	1	36	9.18
56 - 60	6	9	0	15	3.83
61 - 65	6	2	0	8	2.04
66 - 75	10	4	2	16	4.08
76 - 99	19	19	1	39	9.95
TOTALS	204	179	9	392	100.00

SEX	UNIT 01	UNIT 02	TOTALS	%
Male	205	106	311	51.40
Female	147	106	253	41.82
Not Reported	35	6	41	6.78
TOTALS	387	218	605	100.00

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Time of Day Vs Day of Week

Time	Sun	Mon	Tue	Wed	Thr	Fri	Sat	Totals	%
Mid - 0:59	1	0	0	0	1	1	3	6	1.55
1:00 - 1:59	1	0	0	0	0	0	0	1	0.26
2:00 - 2:59	1	0	0	0	0	0	1	2	0.52
3:00 - 3:59	0	0	1	0	1	0	0	2	0.52
4:00 - 4:59	0	0	0	0	0	0	0	0	0.00
5:00 - 5:59	0	0	2	0	0	0	0	2	0.52
6:00 - 6:59	0	1	2	0	5	1	0	9	2.33
7:00 - 7:59	0	3	7	1	3	8	0	22	5.68
8:00 - 8:59	1	1	3	3	0	3	0	11	2.84
9:00 - 9:59	1	1	2	3	2	3	2	14	3.62
10:00 - 10:59	2	3	0	3	2	1	2	13	3.36
11:00 - 11:59	1	2	1	2	5	5	2	18	4.65
Noon - 12:59	2	3	3	4	3	5	2	22	5.68
13:00 - 13:59	4	1	4	7	6	3	0	25	6.46
14:00 - 14:59	2	3	3	4	7	4	3	26	6.72
15:00 - 15:59	1	3	6	6	8	5	0	29	7.49
16:00 - 16:59	1	6	7	2	4	7	1	28	7.24
17:00 - 17:59	3	2	14	13	9	4	2	47	12.14
18:00 - 18:59	3	3	10	9	8	6	3	42	10.85
19:00 - 18:59	3	2	4	3	6	6	1	25	6.46
20:00 - 20:59	2	0	3	4	3	6	2	20	5.17
21:00 - 21:59	3	0	2	5	2	4	0	16	4.13
22:00 - 22:59	0	0	0	1	2	0	2	5	1.29
23:00 - 23:59	0	0	1	0	0	1	0	2	0.52
Totals	32	34	75	70	77	73	26	387	100.00
Percentage	8.27	8.79	19.38	18.09	19.90	18.86	6.72	100.00	

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Time of Day Vs Type of Crash

Time	Right Angle	Side- Swipe	Rear End	Head On	Fxd Object Prk Veh	Apprch Turn	Bike or Ped	Backing	Other	Totals	%
Mid - 0:59	0	0	0	0	0	0	6	0	0	6	1.55
1:00 - 1:59	0	0	0	0	0	0	1	0	0	1	.26
2:00 - 2:59	0	0	0	0	0	0	2	0	0	2	.52
3:00 - 3:59	0	0	0	0	0	0	2	0	0	2	.52
4:00 - 4:59	0	0	0	0	0	0	0	0	0	0	.00
5:00 - 5:59	0	0	0	0	0	0	2	0	0	2	.52
6:00 - 6:59	0	0	0	0	0	0	9	0	0	9	2.33
7:00 - 7:59	0	0	1	0	0	1	20	0	0	22	5.68
8:00 - 8:59	0	0	0	0	0	0	11	0	0	11	2.84
9:00 - 9:59	0	0	0	0	1	0	13	0	0	14	3.62
10:00 - 10:59	0	0	0	0	0	0	13	0	0	13	3.36
11:00 - 11:59	0	0	0	0	0	0	17	0	1	18	4.65
Noon - 12:59	0	0	0	0	1	0	21	0	0	22	5.68
13:00 - 13:59	0	0	0	0	0	0	25	0	0	25	6.46
14:00 - 14:59	0	0	0	0	0	0	26	0	0	26	6.72
15:00 - 15:59	0	0	0	0	0	0	29	0	0	29	7.49
16:00 - 16:59	0	0	0	0	0	0	28	0	0	28	7.24
17:00 - 17:59	0	0	0	0	0	0	47	0	0	47	12.14
18:00 - 18:59	0	0	0	0	0	0	41	0	1	42	10.85
19:00 - 18:59	0	0	0	0	0	0	25	0	0	25	6.46
20:00 - 20:59	0	0	0	0	0	0	20	0	0	20	5.17
21:00 - 21:59	0	0	0	0	0	0	16	0	0	16	4.13
22:00 - 22:59	0	0	0	0	0	0	5	0	0	5	1.29
23:00 - 23:59	1	0	0	0	0	0	1	0	0	2	.52
Totals	1	0	1	0	2	1	380	0	2	387	100.00
Percentage	0.26	0.00	0.26	0.00	0.52	0.26	98.19	0.00	0.52	100.00	

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Type of Crash Vs Day of Week

Type of Crash	Sun	Mon	Tue	Wed	Thr	Fri	Sat	Totals	%
Right Angle	0	0	1	0	0	0	0	1	0.26
Sideswipe	0	0	0	0	0	0	0	0	0.00
Rear End	0	0	1	0	0	0	0	1	0.26
Head On	0	0	0	0	0	0	0	0	0.00
Fxd Obj/Prk Veh	0	1	0	0	0	1	0	2	0.52
Approach Tum	0	1	0	0	0	0	0	1	0.26
Ped / Bike	32	32	73	70	76	72	25	380	98.19
Backing	0	0	0	0	0	0	0	0	0.00
Other	0	0	0	0	1	0	1	2	0.52
Totals	32	34	75	70	77	73	26	387	100.00
Percentage	8.27	8.79	19.38	18.09	19.90	18.86	6.72	100.00	

Type of Crash Vs Intersection/Non-Intersection

Type Of Crash	Intersection Related	Non-Intersection Related	Totals	%
Right Angle	1	0	1	0.26
Sideswipe	0	0	0	0.00
Rear End	1	0	1	0.26
Head On	0	0	0	0.00
Fxd Obj/Prk Veh	2	0	2	0.52
Approach Tum	0	1	1	0.26
Ped / Bike	317	63	380	98.19
Backing	0	0	0	0.00
Other	2	0	2	0.52
Totals	323	64	387	100.00
Percentage	83.46	16.54	100.00	

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PEDESTRIAN ACTION	NUMBER	%
Xing at Intersection with Signal	30	7.75
Xing at Intersection Against Signal	4	1.03
Xing at Intersection - No Signal	30	7.75
Xing at Intersection - Diagonally	0	0.00
From Behind Parked Vehicle	6	1.55
Xing - Non Intersection - No X Walk	22	5.68
Xing - Non Intersection - In X Walk	22	5.68
Walking in Roadway with Traffic	6	1.55
Walking in Roadway Opposite Traffic	0	0.00
Walking on Roadway Shoulder with Traffic	0	0.00
Walking on Roadway Shoulder Opposite Traffic	1	0.26
Standing or Working in Roadway	6	1.55
Pushing or Working on Vehicle	2	0.52
Playing in Roadway	1	0.26
Lying in Roadway	0	0.00
Not in Roadway	9	2.33
All Other Actions	30	7.75
Fell or Pushed into Path of Vehicle	1	0.26
At Intersection Not Using X Walk	2	0.52
All Other Actions	30	7.75
Not Reported	215	55.56
TOTALS	387	100.00

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PEDESTRIAN WAS USING	NUMBER	%
Sidewalk	16	4.13
Walkway	1	0.26
Shoulder	1	0.26
Marked X Walk	141	36.43
Unmarked X Walk	7	1.81
Designated Bike Route	3	0.78
Roadway	147	37.98
Other	39	10.08
Not Reported	32	8.27
TOTALS	387	100.00

PEDALCYCLE WAS USING	NUMBER	%
Sidewalk	1	50.00
Walkway	0	0.00
Shoulder	0	0.00
Marked X Walk	0	0.00
Unmarked X Walk	0	0.00
Designated Bike Route	1	50.00
Roadway	0	0.00
Other	0	0.00
Not Reported	0	0.00
TOTALS	2	100.00

Appendix B: City of Kirkland Ped Flag Location

November 27, 2006

City Maintained Locations (16)

Central & Market	Kirkland Way/Kirkland Ave
Central/1 st St	Kirkland Ave@KPC
Central/US Bank	Kirkland Ave/3 rd St (2 pairs)
Central/Main	3 rd Street/Park Lane
Central/4 th St	Market & 4 th Ave
Central/5 th St	Market & 5 th Ave.
Lake Street/Park Lane	Market & 7 th Ave
Lake Street/2 nd Ave	Market & 9 th Ave.

Volunteer Locations (35)

Lake St/10 th Ave S	Market/6 th Ave
LW Blvd@Marsh Pk	Market/18 th Ave
LW Blvd/NE 52 nd St	Market/20 th Ave
LW Blvd@4500 Blk	Juanita Dr/93 rd Ave NE
LW Blvd/NE43rd St	98 th Ave NE/Juanita Vill S
NE 68 th St/3/o 106 th Ave NE	98 th Ave NE/Juanita Vill N
NE 68 th St/111 th Ave NE	98 th Ave NE @ Casa Juanita Apts
NE 70 th St/120 th Ave NE	100 th Ave NE/near NE 126 th St
NE 70 th St/122 nd Ave NE	100 th Ave NE/near NE 128 th St NE
NE 80 th St/124 th Ave NE	NE 128 th St @ Evergreen Hospital
NE 80 th St/128 th Ave NE	NE 130 th Ln/121 st Wy NE (EH)
NE 80 th St/130 th Ave NE	124 th Ave NE/NE 112 th Pl
108 th Ave NE/NE 44 th St	124 th Ave NE/NE 108 th Pl
State St/2 nd Ave S	124 th Ave NE/NE 107 th St
6 th St S/1 st Ave S	124 th Ave NE/NE 97 th St
6 th St S/Kirkland Ave	132 nd Ave NE/NE 95 th St
6 th St/13 th Ave	132 nd Ave NE/NE 70 th St

Temporary Locations

NE 68th St/e/o 112th Ave NE

10/12/07

APPENDIX C: OBSERVATION RESEARCH STUDY MARCH-APRIL 2007

**PedFlag Usage & Attitudes Study
Downtown Kirkland**

**Findings from Research Project
March – April , 2007**

Prepared for the City of Kirkland

Presented By:

Feet First &

Social Marketing Services, Inc.

May 11, 2007

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1.0 BACKGROUND

The City of Kirkland is developing a social marketing plan to increase use of PedFlags, with a focus on those located at downtown crosswalks. In March 2007, a research study was undertaken to help inform this planning process, with six major informational objectives:

- Determine a baseline usage level of flags, for goal setting as well as tracking
- Understand more about who uses the flags and who doesn't
- Identify environmental factors impacting usage
- Identify personal factors impacting usage
- Identify perceived barriers to usage among nonusers
- Identify strategies pedestrians think would increase usage

2.0 METHODOLOGY

2.1 Observation Research

The eight locations downtown listed in Table 1 were selected, based on assessment that these are crosswalks where we **most** want pedestrians to use the flags. This also means they are probably the intersections where we will have the most potential to persuade usage, as the pedestrian is also more likely to see the need. The primary (top 4) were selected as having some evening traffic, especially bar and restaurant-related. (M) indicates March. All others are April dates.

Downtown Location	7am-10am	10am-1pm	1am-4pm	4pm-7pm	7pm-10pm	10pm-1am
Primary						
1. Lake St. & 2 nd Ave.	Mon. 19 (M)	Mon. 19 (M)	Thurs. 12	Thurs. 12	Fri. 30 (M)	Fri. 30 (M)
2. Central & 1 st St.	Tues. 20 (M)	Tues. 20 (M)	Fri. 6	Fri. 6	Sat. 7	Sat. 7
3. Lake St. & Park Lane	Wed. 21 (M)	Wed. 21 (M)	Mon. 26 (M)	Mon. 26 (M)	Fri. 13	Fri. 13
4. Central & Main	Thurs. 22 (M)	Thurs. 22 (M)	Mon. 2	Mon. 2	Sat. 14	Sat. 14
Secondary						
5. Central & 4 th	Fri. 23 (M)	Fri. 23 (M)	Mon. 9	Mon. 9	NA	NA
6. 3 rd St. & Park Lane	NA	Sun 15	Tues. 27 (M) Sun. 15	Tues. 27 (M)	NA	NA
7. Central & 5 th	NA	Sun. 8	Wed. 28 (M) Sun. 8	Wed. 28 (M)	NA	NA
8. Market & 7 th	Tues. 3	Tues. 3	Thur. 29(M)	Thur. 29 (M)	NA	NA

Pedestrians at and in crosswalks were observed for 20 days, 120 hours, 6 hours per day, between Monday, March 19, and Sunday April 15. The schedule in Table 1 indicates that the primary locations were observed 18 hours each, for a total of 72 hours. The secondary locations were observed 12 hours each, for a total of 48 hours. Observations were conducted between the hours of 7am and 1am. Evening hours were concentrated on those crosswalks near bars and restaurants. Weekend hours were concentrated on those locations near the park.

Two staff from Feet First in Seattle conducted the observation surveys. A copy of the form they used to capture the data is in the appendix of this report and indicates they made notes on whether used a flag or not, gender, age range, whether in a group or alone, level of traffic, weather, pavement condition, time of day, and whether had a pet or stroller.

2.2 Intercept Interviews

A total of 120 intercept interviews were conducted, with interviewers interviewing one pedestrian per hour and conducting a 2-3 minute survey. Given the primary purpose of the interview was to determine barriers to flag usage, 94 of the interviews were conducted with non-flag users, and the other 26 with users. Interviewers sought to obtain a mix of gender, age and whether the person was in a group, or walking alone. A copy of the survey is in the appendix of this report. In summary, pedestrians were asked:

- All: Whether they lived in the City of Kirkland or somewhere else
- All: Main purpose for being in downtown Kirkland
- Nonusers: Whether carried a flag in the past
- Nonusers: Major reasons did not take a flag this time
- Nonusers: Ideas they have that would encourage them to take the flag every time
- Users: How often use them and why
- Users: Ideas they have that would encourage them to take the flag every time

3.0 HIGHLIGHTS OF FINDINGS

3.1 Observation Surveys

- A total of 3090 people were observed (counted) in crosswalks, either walking alone or in groups. 267 of those pedestrians were carrying flags. If we assume that what we want is for everyone in the crosswalk to carry a flag, the usage level is 8.6%. If we are only concerned about one person in the group carrying a flag, the usage level is 11.6%.
- Although females appear to be a little more likely to use the flags, the difference is not dramatic. It appears that young children and youth and those over 60 are more likely than other age groups to use the flags.
- Pedestrians are more likely to use the flags when there is *heavy traffic* and at *night*. Wet pavement and rain do not make it more likely they will use the flags. In fact, they are more likely to use flags when it is *sunny*.
- Pedestrians with *strollers* are significantly more likely to use the flags. Those where there were *no blinking lights*, in a *group* and those whose *hands were not full* were also more likely than others to carry one. Having a pet does not dramatically increase usage.

3.2 Intercept Interviews

- Although the sample is small (94 respondents), it appears that nonusers in the study sometimes do use the flags.
- When nonusers were asked their major reasons for not using the flag that day, perceptions that they are not at risk “top the list”, followed by lack of awareness of what the flags are for. Of importance as well were: the lack (at times) of availability of flags, feeling “silly” using them, as well as the effort involved in using them.
- Users and nonusers mention the need for more flags, better signage, more education, and a better flag design, if usage will be increased.

4.0 DETAILED FINDINGS: OBSERVATION SURVEYS

4.1 PedFlag Usage Levels

A total of 3090 people were observed (counted) in crosswalks, either walking alone or in groups and 267 of those pedestrians were carrying flags. Usage levels vary by the base we use for the 267 users, as seen in Table 4.1. If we assume that what we want is for everyone in the crosswalk to carry a flag, the 8.6% usage level is the most relevant. If we are only concerned about one person in the group carrying a flag, the 11.8% level is more relevant.

TABLE 4.1A			
	# of Pedestrians Carrying Flags	Base for Determining Usage Level	Usage Level
Among all observed in crosswalks, regardless if flag available (Includes those walking with someone carrying a flag)	267	3090	8.6%
Among those walking alone, regardless if flag available (Excludes those walking with someone carrying a flag)	267	2256	11.8%
Among all observed in crosswalk when flag available (Includes those walking with someone carrying a flag)	267	2806	9.5%
Among those walking alone, when flag available (Excludes those walking with someone carrying a flag)	267	1906	14.0%

Usage levels were greatest at Lake St. & Park Lane, and 3rd St. and Park Lane. Levels were lowest at Central & 4th, Central & 5th, and Market & 7th.

TABLE 4.1B				
Downtown Location	Usage by Location #	Usage by Location %	# of Pedestrians Observed When Flag Available	% of Pedestrians Using Flag by Location
	Total = 267	267 = 100%	Total = 2356	% of 2356
Primary				
1. Lake St. & 2 nd Ave.	23	8.6%	365	15.5%
2. Central & 1 st St.	71	26.6%	360	15.5%
3. Lake St. & Park Lane	28	10.5%	528	22.4%
4. Central & Main	52	19.5%	257	10.9%
Secondary				
5. Central & 4 th	29	10.9%	120	5.1%
6. 3 rd St. & Park Lane	30	11.2%	583	24.7%
7. Central & 5 th	32	12.0%	126	5.4%
8. Market & 7 th	2	.8%	17	.7%

4.2 Profile of Users vs. Nonusers

Although females appear to be a little more likely to use the flags, the difference is not dramatic. It appears that young children and youth and those over 60 are more likely than other age groups.

TABLE 4.2A		
	Flag Holders (My Be in Group)	
Gender	n= 267	% of 267
Male	137	51.3%
Female	130	48.7%
Age		
<10	31	11.6%
10-20	25	9.4%
20-40	111	42%
40-60	57	21.4%
60+	43	16.1%

TABLE 4.2B							
	<10 YRS.	10-20 YRS.	20-40 YRS.	40-60 YRS.	60+ YRS.	MALE	FEMALE
All Pedestrians Flag Available ¹	44	177	1343	744	315	1486	1302
# Using Flag	31	25	111	57	43	137	130
% Using Flag	71%	14.1%	8.3%	7.7%	13.7%	9.2%	10.1%

4.3 Influence of Environmental Factors: Traffic, Weather, Pavement Condition, Time of Day

Table 4.3 indicates that pedestrians are more likely to use the flags when there is *heavy traffic* and at *night*. Wet pavement and rain do not make it more likely they will use the flags. In fact, they are more likely to use flags when it is sunny.

TABLE 4.3										
	TRAFFIC			TIME OF DAY		WEATHER			PAVEMENT	
	Light	Moderate	Heavy	Day 7am-7pm	Night 7pm-1am	Sunny	Overcast	Rainy	Dry	Wet
All Pedestrians (Flags Available)	659	1138	826	2259	364	857	1188	578	2101	522
# Using Flag	42	126	99	216	51	112	101	54	223	44
% Using Flag	6.4%	11.1%	12.0%	9.6%	14.0%	13.1%	8.5%	9.3%	10.6%	8.4%

¹ Those in groups not using flags (129) were assumed to be distributed by age groups similar to those not in groups

4.4 Influence of Personal Factors: Pets, Strollers, Alone or In A Group, Hands Full, Use of Blinking Lights

Table 4.4 reveals that pedestrians with *strollers* are significantly more likely to use the flags. Those where there were *no blinking lights*, in a *group* and those whose *hands were not full* were also more likely to pick up a flag. Having a pet doesn't appear to significantly impact usage.

TABLE 4.4										
	PETS		STROLLERS		GROUPS		HANDS FULL		BLINKING LIGHTS AVAILABLE	
	Pet	No Pet	Stroller	No Stroller	Alone	In A Group	Hands Full	Hands Not Full	Blinking Lights Available	No Blinking Lights
All Pedestrians (Flags Available)	88	2535	60	2563	1701	916	215	2356	302	756
# Using Flag	7	260	24	243	111	156	2	265	43	224
% Using Flag	7.9%	10.3%	40.0%	9.5%	6.5%	17.0%	.9%	11.3%	14.2%	29.6%

5.0 DETAILED FINDINGS: INTERCEPT INTERVIEWS

5.1 Profile of Respondents

A total of 120 interviews were conducted, 26 with users of the flags and 94 with non users. Profiles of those responding are presented in Table 5.1. Note, these are not a reflection of the profile of pedestrians using crosswalks – only that of the 120 people interviewed. Although the sample is small, it appears that nonusers in the study sometimes do use the flags.

TABLE 5.1		
	# OF RESPONDENTS	% OF RESPONDENTS
Residence	n=120	120=100%
City of Kirkland	72	60%
Non Kirkland Resident	48	40%
Purpose of Trip to Downtown Kirkland		
Dining	43	35.8%
Walking/Exercising	23	19.2%
Personal Business	18	15.0%
Work Here	14	11.7%
Shopping	14	11.7%
Doing Business	8	6.7%
Prior Usage of Flag		
Among Flag Users	n=26	
Always	10	38.5%
Mostly	7	26.9%
Sometimes	4	15.4%
Rarely	3	11.5%
First Time	2	7.7%
Among Non Flag Users	n=94	
Yes	58	61.7%
No	36	38.3%

5.2 Perceived Barriers to Usage

When nonusers were asked their major reasons for not using the flag that day, perceptions that they are not at risk “top the list”, followed by lack of awareness of what the flags are for. Important as well were: the lack of availability of flags, feeling “silly” using them, as well as the effort involved in using them.

TABLE 5.2				
THEME	BARRIER	# = 94	% of 94	POTENTIAL IMPLICATIONS
NOT AT RISK	I felt safe	26	27.7%	Data on Injuries
NOT AT RISK	The car saw me	21	22.3%	Data on Injuries
NOT A NORM	I'd look silly	17	18.1%	Product Design, Recognition
AWARENESS	It didn't occur to me	13	13.8%	Product Design, Signage
DESIGN	My hands were full	14	14.9%	Product Design
NOT A NORM	Flags are for the young & old	14	14.9%	Product Design, Recognition
DESIGN	It takes too much time	10	10.6%	Product Design
AWARENESS	I didn't notice it	9	9.6%	Signage, Education
AVAILABILITY	There were no flags	8	8.5%	More Flags
DESIGN	It takes too much effort	7	7.5%	Product Design
NOT AT RISK	I used the flashing lights	6	6.4%	??
AWARENESS	I don't know what they're for	6	6.4%	Signage, Education

5.3 Perceived Benefits in Usage

The 24 flag users interviewed were asked what benefits they saw in using the flags. Increased safety was the primary motivator, but all mentions included:

- It makes me more visible
- Cars pay attention to me
- Flags help me be noticed
- To educate my kids/be a good role model
- To have a little fun
- Because they are there

5.4 Perceived Motivators

Users and nonusers mention the need for more flags, better signage, more education, and a better flag design, if usage will be increased.

TABLE 5.4						
	ALL RESPONDENTS INTERVIEWED		FOR USERS TO USE FLAGS ALL THE TIME		FOR NON USERS TO USE FLAGS ALL THE TIME	
Number of Respondents	n=120	% of 120	n=26	% of 26	n=94	% of 94
More Flags	14	11.7%	6	23.1%	8	8.5%
Better Signs	13	10.8%	2	7.7%	11	11.7%
More Education	13	10.8%	4	15.4%	9	9.6%
Better Flag Design	9	7.5%	2	7.7%	7	7.5%
Enforcement	6	5.0%	1	3.9%	5	5.3%
Media Campaign	5	4.2%	2	7.7%	3	3.2%
More Flags in Kirkland	4	3.3%	0	0	4	4.3%

5.5 Additional Noteworthy Comments

Some respondents offered additional suggestions and comments:

- Provide a reward to people.
- Make it fun: take pictures
- Have a mascot
- Have businesses sponsor the flags
- Have slogans on signs like "Use a flag", "Use Me", "Want to be seen? Pick up a flag", "Be safe and use the flag"
- Have publicity campaigns on TV, local newspaper, other outlets
- Position flag at curb cuts
- Encourage other cities to develop flag programs
- "When a flag lies on the ground, I don't want to pick it up and get my hands dirty."

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6.0 Appendix

6.1 Observation Survey Instrument

6.2 Intercept Survey

6.0 Appendix

6.1 Observation Survey Instrument

Location:		Time:		Date:		Page:									
ID	Time	# and location of flags	Used Flag?	Used Alt Flag?	# in Group	Gender	Age	Traffic	Pet	Stroller	Weather	Pave ment	Assisted Walking	Used Flashers	Other Notes: Alcohol impaired, danced, made fun, fool several flags, fought over flag, stole flag, brought own flag
			Y N			F M	<10 10-20 20-40 40-60 60+	Light Moderate Heavy Light	Y N Y N		Sunny Overcast Raining Sunny	Dry Wet	Waker Wheelchair	Y N	ran hands full blocked vision cars kept driving headphones waited for cars
			Y N			F M	<10 10-20 20-40 40-60 60+	Moderate Light Moderate Heavy Light	Y N Y N		Overcast Sunny Overcast Raining Sunny	Dry Wet	Waker Wheelchair	Y N	ran hands full blocked vision cars kept driving headphones waited for cars
			Y N			F M	<10 10-20 20-40 40-60 60+	Moderate Light Moderate Heavy Light	Y N Y N		Overcast Sunny Overcast Raining Sunny	Dry Wet	Waker Wheelchair	Y N	ran hands full blocked vision cars kept driving headphones waited for cars
			Y N			F M	<10 10-20 20-40 40-60 60+	Moderate Light Moderate Heavy Light	Y N Y N		Overcast Sunny Overcast Raining Sunny	Dry Wet	Waker Wheelchair	Y N	ran hands full blocked vision cars kept driving headphones waited for cars
			Y N			F M	<10 10-20 20-40 40-60 60+	Moderate Light Moderate Heavy Light	Y N Y N		Overcast Sunny Overcast Raining Sunny	Dry Wet	Waker Wheelchair	Y N	ran hands full blocked vision cars kept driving headphones waited for cars
			Y N			F M	<10 10-20 20-40 40-60 60+	Moderate Light Moderate Heavy Light	Y N Y N		Overcast Sunny Overcast Raining Sunny	Dry Wet	Waker Wheelchair	Y N	ran hands full blocked vision cars kept driving headphones waited for cars
			Y N			F M	<10 10-20 20-40 40-60 60+	Moderate Light Moderate Heavy Light	Y N Y N		Overcast Sunny Overcast Raining Sunny	Dry Wet	Waker Wheelchair	Y N	ran hands full blocked vision cars kept driving headphones waited for cars
			Y N			F M	<10 10-20 20-40 40-60 60+	Moderate Light Moderate Heavy Light	Y N Y N		Overcast Sunny Overcast Raining Sunny	Dry Wet	Waker Wheelchair	Y N	ran hands full blocked vision cars kept driving headphones waited for cars
			Y N			F M	<10 10-20 20-40 40-60 60+	Moderate Light Moderate Heavy Light	Y N Y N		Overcast Sunny Overcast Raining Sunny	Dry Wet	Waker Wheelchair	Y N	ran hands full blocked vision cars kept driving headphones waited for cars
			Y N			F M	<10 10-20 20-40 40-60 60+	Moderate Light Moderate Heavy Light	Y N Y N		Overcast Sunny Overcast Raining Sunny	Dry Wet	Waker Wheelchair	Y N	ran hands full blocked vision cars kept driving headphones waited for cars

6.2 Intercept Surveys

INTERCEPT QUESTIONNAIRE USED FLAG OR BROUGHT OWN FLAG

“Hi. I’m working on research funded by a grant for the City of Kirkland regarding crosswalks. Could I please ask you a couple of quick questions? It should only take a minute or two. Your comments will be anonymous.”

(IF SAY DON’T HAVE TIME. ASK IF OKAY TO CALL AND GET A PHONE NUMBER AND FIRST NAME AND TIME TO CALL. WE CAN USE THESE IF WE NEED TO. RECORD IN 7 BELOW)

1. What zipcode do you live in? _____
2. What was the main purpose for your being here in downtown Kirkland?
 - ☐ Work here
 - ☐ Business purpose (other than work here)
 - ☐ Personal business
 - ☐ Shopping
 - ☐ Just out for a walk
 - ☐ Dining
 - ☐ Other: _____
3. I noticed when you used the crosswalk, you carried one of the orange flags. How often do you use a flag when you use this crosswalk? OR. I noticed when you used the crosswalk, you used a flag you brought with you. How often do you use your own flag?
 - ☐ All the time
 - ☐ Most of the time
 - ☐ Some of the time
 - ☐ Rarely
 - ☐ First time
4. What major benefit do you see in using the (your own) flag? (IF CHILD USED, ASK CHILD.)
5. What other reasons?
6. IF DON’T USE ALL THE TIME: And my last question, what can you think of that would encourage you to use the/your own flag **every** time you use the crosswalk, not just some of the time? (IF CHILD USED. ASK CHILD)

Any other suggestions?
7. The city may be conducting additional research on this project. Would you be willing to be contacted in that case to see if you would be interested? RECORD BELOW

Name: _____

Phone: _____

Best Time to Call: _____

**INTERCEPT QUESTIONNAIRE
DIDN'T USE FLAG**

“Hi. I’m working on research funded by a grant for the City of Kirkland regarding crosswalks. Could I please ask you a couple of quick questions? It should only take a minute or two. Your comments will be anonymous.”

(IF SAY DON’T HAVE TIME. ASK IF OKAY TO CALL AND GET A PHONE NUMBER AND FIRST NAME AND TIME TO CALL. WE CAN USE THESE IF WE NEED TO. RECORD IN 7 BELOW)

1. What zipcode do you live in? _____
2. What was the main purpose for your being here in downtown Kirkland?
 - ☐ Work here
 - ☐ Business purpose (other than work here)
 - ☐ Personal business
 - ☐ Shopping
 - ☐ Just out for a walk
 - ☐ Dining
 - ☐ Other: _____
3. I noticed when you used the crosswalk, you didn’t carry one of the orange flags. Have you ever carried one before?
 - ☐ Yes
 - ☐ No
4. How would you describe the major reason you didn’t take a flag?
5. What other reasons?
6. And my last question, what can you think of that would encourage you to use the flag **every** time you use the crosswalk, not just some of the time?

Any other suggestions?
7. The city may be conducting additional research on this project. Would you be willing to be contacted in that case to see if you would be interested? RECORD BELOW

Name: _____
Phone: _____
Best Time to Call: _____

APPENDIX D: RETAIL PARTNER RESEARCH SUMMARY

Adopt a Crosswalk Program

Starbucks:

Interviewed the Assistant Store Manager.

Reaction was “Positive.” Believes it will help increase awareness and usage. His only concern was that he couldn’t commit that when he wasn’t around his staff would do things like go out and fill the flags, etc. If it only involved the management team, then he was fine. Said to call him if you decide to do it. Chris Dotson (425.802.9784)

Ben & Jerry’s:

Interviewed Jen Greene, Owner (425.576.1609)
176 Lake Street South
Kirkland, WA 98033

Rated the idea as a “4” on a “5” point scale, with 5 being high. Really likes the idea of businesses taking ownership and helping to increase usage. Only concern was similar to Starbucks, that they couldn’t promise they would always see that the flags were all on one side and might not have time to go out and put them on the other side. She could easily fill them when they got low on her side. Likes the idea of a plaque in side the store and the discounts for something in her store. Said she would even like to put the Ben & Jerry’s logo on one side of the flag!

Sterling Savings Bank:

Interviewed Customer Service Manager, Danielle Walker
230 Main Street
Kirkland, WA 98033
425.827.8021

Rated her reaction as “Very Positive.” Only concern was whether they would actually be able to see a customer using them and then acknowledge them. (Their view would be tough.) Really like the idea of police/parking enforcement giving people a Coupon instead of a Ticket!!! Interestingly, she says she uses the flag when she walks there to work, but not all of the time. I shared the statistic of “70 people” etc. and she said she was shocked and was going to use the flag every time now! Would be happy to put a sign in their bank with the slogan/logo. Would be glad to participate in the discount coupon and would love to be one of the partners.

Windermere Living Room

Interviewed Vio Parente (I think the owner or manager)
16 Central Avenue
Kirkland, WA
425.284.6095.

Rated the concept as “Very Positive.” No concerns. Has a great view of the crosswalk and would like to do all of the 4 things. Would offer a free wine tasting for his coupon idea. Hopes you do it and that you get in touch with him.

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(Note. I interviewed this place instead of Sur La Table, as he has a much better view. Also could help us address the “drinking crowd.”)

Adopt a Crosswalk Research: Interview Form

My name is Nancy Lee. I am helping the **City of Kirkland** to conduct a research project to **increase the use of pedestrian flags at crosswalks** in downtown Kirkland.

I am doing a brief survey to assess one of the ideas the City is considering. It is an idea that several other cities around the country have used and is called the "Adopt a Crosswalk" program.

I'd like to describe the concept to you and then have you give me your initial reaction to it.

This concept involves partnerships with local businesses and the way it works is that for each of the 8 downtown crosswalks with Pedestrian Flags, a business close to the crosswalk "adopts" the crosswalk and agrees to do 4 things:

1. **Refill flags:** If you notice more flags are needed, try to refill with ones they provide for you. When those run out, you can call the city and they will bring you more.
2. **Recognize Users:** When it is easy for you, acknowledge a customer you saw using the flag. (Or if business is slow, step out side and "congratulate" them.)
3. **Reward Users:** Offer a coupon for a discount on one of your products or services. The city could print these up and make them available to police and parking enforcement officers who can give them to pedestrians they see using the flag. You can also give them to your customers you see using the flag, as could other partner businesses in the program.
4. **Remind Pedestrians to Use the Flag:** Your company's name would be on a sign at the crosswalk, reminding the pedestrian to take a flag. (SHOW EXAMPLE). We could also provide a sign you could put in your store/restaurant/offices.

Overall, how would you rate your reaction to this idea? Would you say:

1. Very Positive
2. Somewhat Positive
3. Not Very Positive

What, if anything, concerns you about the idea?

What, if anything, do you like about the idea?

Contact: Nancy Lee, Social Marketing Services, Inc. 206.232.8768 nancyrlee@msn.com

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APPENDIX E: FOCUS GROUP RESEARCH SUMMARY

City of Kirkland
PedFlag Pretest Research
Focus Group
June 26, 2007

Prepared by Social Marketing Services, Inc.

Focus Group: PedFlag Pretest

1.0 Purpose of Research

- 1.1 To determine any red flags to our proposed approach
- 1.2 To discover any new or better ideas than the ones we are considering

2.0 Respondents and Logistics

- 2.1 Respondents were recruited by telephone from among those who were interviewed during observation research in March and April 2007, and agreed for follow up research. (Approximately 30 names). Those who agreed to attend (13 in total) were then sent a confirmation letter from the City and received a reminder phone call the day before the session. (See Appendix A and B.)
- 2.2 Respondent profile: 6 males and 6 females; 8 Kirkland residents, 1 Bothell and 3 who lived in Kirkland at the time of the research but had moved since that time. 10 respondents appeared to be between 30 and 70 years and there were two teens.
- 2.3 The group was held on Tuesday, June 26th, from 6:30-8pm (At 505 Market Street, where City has offices). Participants were served pizza and were paid \$50 for their participation.
- 2.4 Portions of the group were audiotaped. (For the session when the group walked up to the crosswalk they were not taped.)

3.0 Discussion Guide (90 Minutes)

- 3.1 Introduction (10 minutes)
 - Introduction of moderator (Nancy Lee, Social Marketing Services) and observers (David Godfrey, City of Kirkland and Hannah Carmalt, research assistant to Social Marketing Services)
 - Share purpose: We want to increase use of flags and we want their reaction to ideas we've come up with and whether they have additional or better suggestions
 - First name, where live, whether carry a flag and how often
- 3.2 Warm Up Discussion (15 minutes)
 - Walk up to crosswalk on Market near the offices
 - Top of mind suggestions to get people to use every time
- 3.3 Ideas we are thinking of we want your reaction to: (50 minutes)
 - 3.3.1 New flag design (10 minutes)
 - 3.3.2 Slogan: Take It to Make It (10 minutes)
 - 3.3.3 Bucket instead of pole holder (10 minutes)
 - 3.3.4 Signs on buckets (10 minutes)
 - 3.3.5 Partnerships with retailers/discount coupons (10 minutes)
- 3.4 What would be the best way, other than the signs on the bucket, to get the word out about using the flags (e.g., newspaper, banners)? (10 minutes)
- 3.5 Concluding comments (5 minutes)

4.0 Summary Comments

4.1 Warm-Up Discussion and Top of Mind Suggestions for Increasing Usage

After introductions, the purpose of the group was explained, that the City of Kirkland was interested in increasing the use of pedestrian flags at designated crosswalks. Participants were then asked to estimate what percent of pedestrians used a flag today; most “guessed” less than 5%. It was then explained that the current rate was about 8% and that the City had an ambitious goal to get to 40% in three years and that we needed their reaction to several proposed ideas, as well as additional ideas they might have to help reach this goal.

The group then walked up to the crosswalk near the City Offices at 505 Market Street, and were asked for their top of mind suggestions to get people to use a flag every time they crossed the crosswalk. Suggestions included the following:

- *There need to be more flags.* “This happens to me a lot - where the flags are all on the other side like they are right now.” “When there are no flags on your side, it makes you think they are just optional.”
- *Signage needs to be improved.* “No one reads that small type instructional sign; there needs to be a bolder, simpler, more colorful sign telling people to use the flag.” “There should be a sign or writing on the crosswalk just before you start to go.” “There should be a sign across the street facing you that tells you to take a flag.”
- *Flags need to be improved:* “When I first saw them I thought they were stupid looking and just for kids.” “The flag looks dirty. The first time I saw it, I thought it was a construction flag.”
- *Flags need to be closer to the crosswalk.* “You should have to practically fall over them as you enter the crosswalk. Even four steps away are too many.”
- *Have people there periodically to encourage people to take them.* : “Ever since Hannah interviewed me, I take a flag every time.” “I used to just use them in heavy traffic, but now it’s more of a habit.”
- *There should be some data on the number of people who die or get hurt.* “You could have a sign that shows a pedestrian being hit by a car and the number of times this happens and something about not being the next one.”
- *The flag should be smaller; it is heavy.*
- *The flag should be easier to grab, like an umbrella stand.*
- *There should be flags at schools so kids learn to use them when they are young.*
- *They should be attached to the pole so they can’t be stolen, or you should have a video camera here so they would be seen if taken.*
- *There should be a fine for not using and then enforce it.*

4.2 Reaction to Proposed Ideas

4.2.1 New Flag Design

Overall, reaction to the new flag concept was positive among most respondents:

- The figure with the flag makes it more obvious what to do with the flag.
- The color yellow means “caution” or “danger” which is what you want.
- The color is the same as the crosswalk sign so connects the two better.
- It is more eye-catching than the plain orange.

They did, however, have strong suggestions for improvement:

- Remove the writing on it; it takes up room and is too small to read.
- Put a crosswalk line on the bottom, as it is on the sign.
- The flag seems too big; maybe it’s the stick or the stiffer fabric.
- People are more likely to steal it because it is more appealing.
- One person thought it should be red instead of yellow to mean “stop.”
- One person thought it should show a pedestrian being hit.
- One person thought it should be fluorescent yellow instead. Some thought that would keep them from using it because it looked “too loud.”
- Several suggested adding a reflector tape, perhaps as the cross walk lines. (Note: David then explained the reflector tape would go on the side of the flag and that seemed to handle this.)
- The “little guy” should be holding the flag in the direction you want people to hold it – either up at an angle or straight across.
- Fabric should be lighter weight. (Note: We showed them the fabric that is being considered and many thought that would be better.)
- One person suggested each of the flags have a different “character” to fit all people. Some noted this would be a problem if “your character” wasn’t on your side of the street!

4.2.2 Slogan: Take It to Make It

There were several positive comments: concerns with the slogan:

- It says what to do and why to do it.
- It would get people talking about it, even if it has the negative potential interpretation.
- You could put it on a t-shirt and it would be fun.

There were a few negative comments:

- It might encourage more stealing if on the flag.
- It has some suggestive innuendos.

4.2.3 Bucket instead of pole holder

Overall reaction to having a bucket instead of the pole holder was mixed.

Those who liked the idea commented:

- It will be easier to pick up and put back.
- It is like the umbrella stands they have in places like Redmond Town Center so people know to pick one up.

Those with concerns expressed the following:

- The wooden stick on the flag will get soaked and will then be heavier.
- The wind might blow them out of the bucket. (Maybe, though you could put a magnet on the bottom of the stick and it would stay in the bucket.)

What everyone seemed to rally around was the importance of the position of the holder - not whether it was on a pole or in a bucket. Placing them closer to the crosswalk was most important.

4.2.4 The Signs on the Bucket with the Statistics

The vast majority of participants “really liked” the sign on the bucket with the statistics on the number of injuries and fatalities.

- That number should be everywhere.
- You could put it on the bucket or on the pole. It’s persuasive.

The two teens were not as positive, feeling youth are “numb to statistics.”

4.2.5 Partnerships with retailers/discount coupons

All participants liked the “Adopt a Crosswalk” partnership with retailers, bars and restaurants, where partners would notice when flags were “running low” or on one side of the street; would post messages in their stores; and would recognize users of the flags with incentives such as coupons good for discounts on their products, even stories about frequent users sent to newspapers or posted in the stores. Typical comments included the following:

- They could make this a lot of fun – could turn it into a game.
- More people will think it’s normal.
- You should have them do a punch card where after you use the flag say 10 times, you get a free product from the store.

4.3 What would be the best way, other than the signs on the bucket or the poles, to get the word out about using the flags?

- Have a banner downtown for this, like they do for other events like the Fourth of July.
- Have a campaign every flag day (June 14) and connect it to that. Retailers could “paint their windows” with the flag.
- There should be a community-wide campaign, involving all the businesses. Get everyone involved.
- At the high school, there should be an assembly, like with the mock drinking and driving events.
- Educate kids in elementary school.
- Put articles in local newspapers like the Kirkland Courier.
- Drink coasters with messages would be good.
- Have videos of people and then post them on a Web site; use a Webcam.
- Post the statistics each year on the percent of users.

4.4 What ideas for a slogan do you have, if we don’t use “Take It to Make It.”

- Flags = A Safe Crossing
- Being seen can make the difference
- Stop 4 Me. I’m Crossing.
- Joe should have used a flag. (Show a character with crutches.)
- Save a car. Carry a flag.
- Thank you for stopping.
- It’s hip to be square.
- Save a life. Your own.
- Using flags save lives.
- This flag will get you across.
- Take the time to use the flag.
- Use the flag. Don’t end up in a body bag.
- Kirkland. It’s Flagtastic.
- Drink hard. Flag hard.
- Crossing? Using a flags.
- For safety, wave the flag.
- Be seen. Use the flag.
- Grab a flag.
- Save a life. Yours.
- Take a flag so they can see you.
- 62 inured so far. Don’t be #63. Take a flag.
- They can’t see you, but they can see the flag.
- Use it or bruise it.
- Everyone’s doing it.
- Ichiro does it. So should you. (Picture shows he holds it like a bat.)
- Grab and Go.
- Fly your flag high.
- Won’t nag if you’ve got your flag.

4.5 Additional Suggestions

Participants mentioned a few additional solutions:

- Just like with drunk driving, you should have “In the Memory Of” signs where pedestrians were killed.
- Give the “bandanas” you mentioned for seniors to others who want one as well – if they work!
- You could have different pedestrian icons on promotional materials at different locations (e.g., kids at the Ben & Jerry’s location and working people at the Starbuck’s location).
- Put a little flashlight on the flag so can be seen at night.

4.6 Concluding Comments

- Position of the flag holder (whether a bucket or a pole) is most important.
- The statistics are very persuasive. Get them out there.
- Make sure there are enough flags out there.
- The change to a yellow flag and the pedestrian icon works well.
- The corporate/retail partner idea will help keep this in the forefront.
- Put these at schools, so kids learn young.
- Have a local hero be a role model
- Make it seem like the norm, what everyone does.
- Get the whole community involved.
- It’s still a problem when my hands are full.
- Look at other locations as well, so it becomes a norm.

4.7 Implications for the Marketing Plan

- #1 Flag: The change to a yellow flag, matching the crosswalk sign, with a pedestrian icon carrying a flag would work well. The slogan could be dropped from the flag itself. Crosswalk lines could be “at his feet.” Reflective tape on the side is also important. And we need to determine if the flag should be held straight out or at an angle. The icon should be consistent with that.
- #2 Location of Flags: Whether in a bucket or on the pole, we should do what we can to move the flags closer to the crosswalk.
- #3 Slogan: Weigh the upside of the slogan with the downsides.
- #4 Bucket: Findings are not conclusive as to whether to replace the pole holder with a bucket. If a bucket is used, it should be designed to ensure flags are not easily blown from the bucket or get rain soaked. (Note: Ask Utah, Issaquah and others who use a “bucket” their experiences.)
- #5 Messages: The statistics on injuries works well and should be used at the crosswalk (whether on the pole or on a bucket), as well as in the stores of retail partners.

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- #6 Retail Partners: This concept is strong and should be implemented, especially having partners reinforce behaviors with their customers (e.g. coupons and recognition) as well as include signage in their facilities.
- #7 Media Channels: Retail partners (e.g., bar coasters, coupons, plaques, signs), the local newspaper, banners perhaps once a year on Flag Day (June 14), volunteers at crosswalks encouraging people to take a flag
- #8 Signage: Signs at the crosswalk should include the new slogan, as well as the statistics. A message at the entrance to the crosswalk would be a good prompt.

Attachment A: Recruitment Script

You may recall I interviewed you when I was conducting a research project for the City of Kirkland regarding the use of pedestrian flags at crosswalks downtown Kirkland.

You indicated that it would be okay to contact you if we did any follow-up research and we are.

We are conducting one focus group on Tuesday, June 26th in downtown Kirkland and wanted to invite you to be one of about 10 participants. We will be sharing with you some ideas the city has come up with for increasing usage of the flags and we want your reaction and additional ideas.

It is going to be from 6:30pm until 8pm.

We will serve pizza and you will be paid \$50 for your time.

Would that work for you?

IF YES.

The City will send you a confirmation letter and the exact location downtown for the group.

Could I please get your mailing address where they will send the letter.

Address:

I will also give you a reminder call a few days before the group.

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Attachment B: Confirmation Letter

DATE

Dear (PUT FOCUS GROUP PARTICIPANT NAME HERE)

Thank you for agreeing to participate in our focus group for the City of Kirkland on June 26th. As you know, we are interested in increasing use of the pedestrian flags at downtown crosswalks and have developed a few ideas we will share with you and then ask for your reaction. We are also interested in any additional ideas you may have, so feel free to be thinking about it, even talking with others, ahead of time.

The following are the details on the group:

- Tuesday, June 26th, 6:30 – 8:00pm (*Please arrive by 6:25 so we can start at 6:30*)
- Location: City Offices at 505 Market Street
- Parking: there is some parking at the 505 Building and on-street parking is also available. The building is also served by Metro routes 234 and 255.
- We will serve pizza and soft drinks, juices and water.
- We will give you a \$50 cash honorarium that night for your time.

If you have any questions regarding the group, you may contact me, David Godfrey, at (425) 587-3865 or dgodfrey@ci.kirkland.wa.us

If for some reason you are not able to attend the group, please call Hannah Carmalt at xxx.xxx.xxxx so that she can recruit someone else to take your place.

Sincerely

David Godfrey
Transportation Engineering Manager
City of Kirkland Public Works Department

Appendix F

**Adopt a Crosswalk
PedFlag Partner Agreement**

City of Kirkland

TELEPHONE SCRIPT. SETTING UP MEETING TO DISCUSS:

Hi, my name is Hannah Carmalt and I am calling for the City of Kirkland and wondered if I could please speak with (*SEE ATTACHED NAMES ALREADY INTERVIEWED. IF NO NAME AVAILABLE, ASK TO SPEAK WITH THE MANAGER, ASSISTANT MANAGER OR OWNER.*)

(As you may recall) the City of Kirkland is working on a project to increase use of pedestrian flags in downtown Kirkland crosswalks. One of the strategies we will be using is to find a few businesses downtown who will help encourage pedestrians to use a flag in crosswalks near their businesses. It would involve only a few activities on your part, in return for recognition as an Adopt a Crosswalk partner.

I'm calling to see if I can set up a half hour meeting to come share the program in more detail with you to see if you would like to join us.

Would _____ work for you?

Businesses interviewed indicating interest and should be confirmed include:

1. Ben & Jerry's (Lake Street & 2nd)
2. Starbucks (Lake Street & Park Lane)
3. Coyote Creek Pizza (Central & Main)
4. Windermere Living Room (Central & Market)

Others to approach for the remaining downtown locations:

5. Acropolis, then Kinko's, then Wells Fargo (Central & 5th)
6. San Torini (Central & 1st)
7. Arts Council (Market & 7th)
8. U.S. Bank (Central & U.S. Bank)
9. Shell (Central & 4th)

Others, though not ideal include:

10. Sterling Savings Bank (Central & Main)
11. Montlake Bike Shop,
12. Yogurt Shop
13. Sur La Table
14. Wing Dome (Back up to Coyote Creek Pizza)

Adopt a Crosswalk Program

Starbucks:

Interviewed the Assistant Store Manager.

Reaction was “Positive.” Believes it will help increase awareness and usage. His only concern was that he couldn’t commit that when he wasn’t around his staff would do things like go out and fill the flags, etc. If it only involved the management team, then he was fine. Said to call him if you decide to do it. Chris Dotson (425.802.9784)

Ben & Jerry’s:

Interviewed Jen Greene, Owner (425.576.1609)
176 Lake Street South
Kirkland, WA 98033

Rated the idea as a “4” on a “5” point scale, with 5 being high. Really likes the idea of businesses taking ownership and helping to increase usage. Only concern was similar to Starbucks, that they couldn’t promise they would always see that the flags were all on one side and might not have time to go out and put them on the other side. She could easily fill them when they got low on her side. Likes the idea of a plaque in side the store and the discounts for something in her store. Said she would even like to put the Ben & Jerry’s logo on one side of the flag!

Sterling Savings Bank:

Interviewed Customer Service Manager, Danielle Walker
230 Main Street
Kirkland, WA 98033
425.827.8021

Rated her reaction as “Very Positive.” Only concern was whether they would actually be able to see a customer using them and then acknowledge them. (Their view would be tough.) Really like the idea of police/parking enforcement giving people a Coupon instead of a Ticket!!! Interestingly, she says she uses the flag when she walks there to work, but not all of the time. I shared the statistic of “70 people” etc. and she said she was shocked and was going to use the flag every time now! Would be happy to put a sign in their bank with the slogan/logo. Would be glad to participate in the discount coupon and would love to be one of the partners.

Windermere Living Room

Interviewed Vio Parente (I think the owner or manager)
16 Central Avenue
Kirkland, WA
425.284.6095.

Rated the concept as “Very Positive.” No concerns. Has a great view of the crosswalk and would like to do all of the 4 things. Would offer a free wine tasting for his coupon idea. Hopes you do it and that you get in touch with him.

(Note. I interviewed this place instead of Sur La Table, as he has a much better view. Also could help us address the “drinking crowd.”)

Coyote Creek Pizza

When ordering the pizzas for the focus group, the person “in charge” said they would be interested.

**Adopt a Crosswalk
PedFlag Partner Agreement**

City of Kirkland

The City of Kirkland is partnering with local businesses to increase the use of existing pedestrian flags in crosswalks. We are starting with increased efforts in downtown crosswalks. As an Adopt-a-Crosswalk partner, we would like for you to agree to the following for a minimum of one year:

- #1 *Display a sign* in your business that reminds your customers to use a flag in crosswalks. The sign will include your logo, the campaign's slogan, and a recognition of your business as an Adopt a Crosswalk Partner with the City of Kirkland. The sign will be provided by the City and will include your business logo. It can be used as a framed sign, a sign for your window or an easel-backed sign for your counter.
- #2 *Offer a small discount on one of your products or services* that can be featured on coupons that the city will print and distribute. We will also make these available for you to give to customers you notice using a flag. There will be a maximum of 1000 coupons distributed the first year (October 2007 – September 2008). If we decide we want to print more than that, you will have an opportunity to agree, or not.
- #3 If you notice fewer than 10 flags at your crosswalk, *try to refill* with extras we will provide for you. A total of 20 will be provided for each crosswalk, versus a total of 6 in the past. When your extra supply runs out, you can call or email the city and we will bring more to you. (NOTE: A city project engineer will also check these supplies weekly.)
- #4 When it is convenient for you, *acknowledge a customers you see using a flag*. Better yet, if business is slow, step outside and congratulate them!

To acknowledge our Adopt-a-Crosswalk partners we will display your company's logo on a sign at the crosswalk you have adopted; we will list you as a partner on our Web site, and mention partner names in news releases and at special events and meetings discussing this program. We also welcome any stories or testimonials from your customers that you want to share with us that we can then use in our communications regarding the program.

Throughout the year city representatives will be available to support you. At the end of this first year, a representative from the city will contact you to discuss renewing this agreement and make any desired changes to the discount item you offer as a reward for flag use.

There are no penalties that will be associated for not fulfilling #3 and #4 above. We recognize you and your staff are busy and will accomplish this when possible.

Name and Title

Business

Date

Name and Title

City of Kirkland


Date

THANK YOU!

10/12/07

Coupon (Rough Concept that will be refined before showing to businesses)

YELLOW PAPER WITH BLACK PRINT

FRONT	BACK
<h1>THANK YOU FOR</h1>	Partner Check When Redeemed
<p>Taking It to Make It (Using logo typeface)</p>	Ben & Jerry's @ (address) <input type="checkbox"/> <i>One extra scoop</i>
<p>See the back of this coupon for your rewards from our Adopt-a-Crosswalk partners in downtown Kirkland</p>	Starbucks @ (address) <input type="checkbox"/> <i>One free grande latte</i>
<p>PEDFLAG ICON WITH FLAG</p>	Coyote Creek Pizza @ (address) <input type="checkbox"/> <i>One</i>
	Windermere Living Room @ (address) <input type="checkbox"/> <i>One free winetasting</i>
	Acropolis @ (address) <input type="checkbox"/> <i>One free</i>
	San Torini @ (address) <input type="checkbox"/> <i>One free</i>
	Arts Council @ (address) <input type="checkbox"/> <i>% discount on</i>
	U.S. Bank @ (address) <input type="checkbox"/> <i>Free</i>
	Shell @ (address) <input type="checkbox"/> <i>Good for</i>
	KEEP UNTIL ALL REWARDS WANTED HAVE BEEN USED. EXPIRES DECEMBER 2008.

10/12/07

APPENDIX G: FLAG DESIGN



10/12/07

APPENDIX H: BUCKET MESSAGE DESIGN



APPENDIX I: DRINK COASTER DESIGN



10/12/07

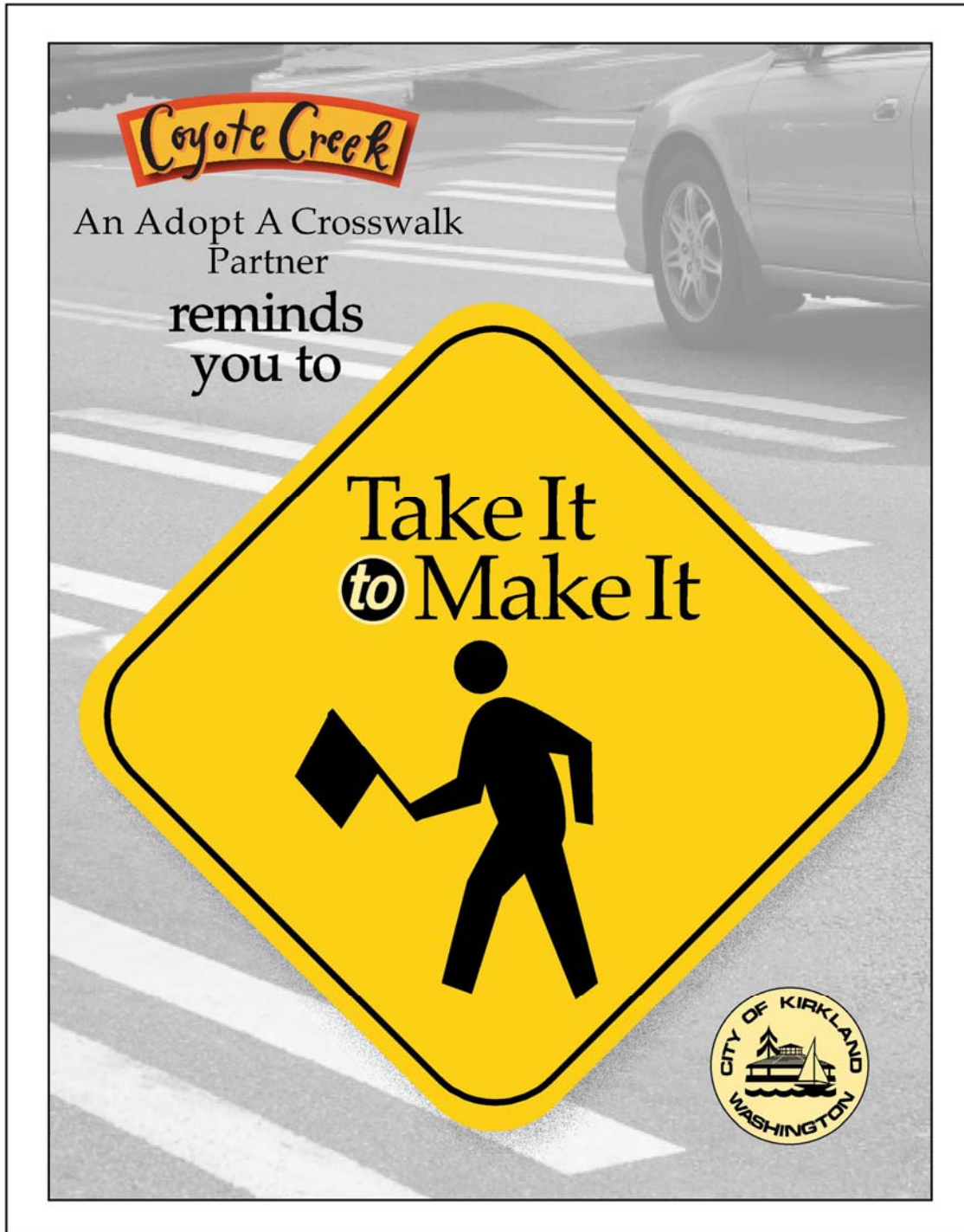
APPENDIX J: T-SHIRT DESIGN



APPENDIX K: PAVEMENT STENCIL DESIGN




APPENDIX L: PARTNER POSTER/CERTIFICATE



APPENDIX M: PARTNER COUPON



Take It to Make It		Partner Check When Redeemed
Adopt-a-Crosswalk partners in downtown Kirkland		
Ben & Jerry's @ 176 Lake Street South, Kirkland One extra scoop	<input type="checkbox"/>	
Coyote Creek Pizza @ 228 Central Way, Kirkland 10% discount on all food and drinks	<input type="checkbox"/>	
Windermere Living Room @ 16 Central Way, Kirkland One free winetasting	<input type="checkbox"/>	
Epicurean Edge @ 107 Central Way, Kirkland 10% discount on merchandise (excluding handmade knives)	<input type="checkbox"/>	
Kirkland Arts Center @ 620 Market Street, Kirkland 10% discount on individual or family memberships	<input type="checkbox"/>	
U.S. Bank @ 177 Central Way, Kirkland Free checking account	<input type="checkbox"/>	
White Swan Car Wash @ 324 Central Way, Kirkland \$2 off car wash	<input type="checkbox"/>	



10/12/07

APPENDIX N: MAIN STREET BANNER

