

We open with black and HEAR the sound of the hammer striking the metal pole in rhythm

We see white on black credits throughout this sequence:  
NEW MEXICO DEPARTMENT OF TRANSPORTATION  
BERNALILLO COUNTY SUBSTANCE ABUSE PREVENTION PROGRAM  
CITY OF ALBUQUERQUE  
STATE FARM INSURANCE  
BIKE ABQ  
SAFETEEN NEW MEXICO  
CHRISTOPHER PRODUCTIONS, LLC

We then SEE the FLASHES OF IMAGES as we HEAR the hammer strike.  
As we HEAR and perhaps SEE QUICK BITES

DR. SYLVIA NEGRET  
Since the mid 1970's the prevalence of obesity has tripled in the United States.

DR. LANCE CHILTON  
Children just aren't getting outside. They aren't getting exercise and they're getting fat.

DR. SYLVIA NEGRET  
As they grow into adulthood this significantly increases their health risks.

DR. LANCE CHILTON  
We need more exercise, whatever it might be.

MATT CROSS-GUILLEN  
Staying healthy starts where you live, work and play.  
Is it easy to walk? Is it easy to take a bike?

DR. MELISSA FLEEGER  
We are a very unsafe place really for bicyclists, for pedestrians and for motorcyclists

DR. LANCE CHILTON  
There certainly are risks to being a bicyclist. I have been hit several times on the streets here in Albuquerque, but I think the risks to my health of not bicycling would be much greater.

Images FLASH of POV BIKE RIDER, Pedestrian, Crosswalk, Bike Lane, etc.

TITLE CARD: Hikers, Bikers and Automobiles  
Pedestrian and Cyclist Safety

SOUND OF CAR RACING BY (PERHAPS AS A WIPE?)

CUT TO POV of driving perhaps seeing a cyclist in front of us, perhaps in the dark and a little dangerous (going down Mountain Road)

ROSA KOZUB

When we're driving we feel like, um, you know the car is an extension of our being essentially and we forget that there are other users on the road that may not have the protection of like a multi ton vehicle around them. When we're talking about bicyclists and pedestrians and motorcyclists as well or the elderly, if somebody hits you, you're much more likely to experience either incapacitating injuries or a fatality. Very much related to that is the speed that vehicles are going. When you're driving you don't think too much about going five or ten miles over the speed limit, but that can severely impact what the outcome is if they are to hit somebody. The fatality rates sky rocket between 20 and 40 mph due to the vulnerability of a bicyclist or a pedestrian.

*GRAPHIC: SPEED CHART FROM NHTSA*

ROSA KOZUB

Speed limits keep other people safe beyond just the driver of the vehicle. They have everything to do with other people on the road and making sure that they remain safe.

MELISSA FLEEGER

So the faster they're going, the more severe the injuries are going to be. Or the more likelihood that the patient is going to die from their injuries.

DR. DAVID SKLAR

When you get hit, you get hit three times. The first time usually is that your legs or the lower part of your body gets hit. And then they get thrown up onto the windshield of the car and that's the second hit. And then the third hit is when they get thrown from the windshield out into the environment and they may strike the road or they may hit a tree or a telephone pole or something like that. Typically those of us in the area of injury prevention like to avoid the term accident, because accident suggests that there's nothing you can do about it,

SGT RODRIQUEZ

We don't use the word accident. An accident is not preventable and a crash is. A crash is caused by some human error.

GRAPHIC    TITLE    The Cyclist

EARL GAGE

A good friend of our family went and bought me a bike for Christmas. I would just ride to work every day. I loved cycling so much.

IMAGES SEQUENCE

JEFF HUSER

Earl was actually on several teams. One was his road racing team and that's where he was really excelling in his road events

EARL GAGE

I just loved being on the bike, being outside by myself, enjoying the weather, enjoying being on the bike peddling.

JEFF HUSER

That was his reason for being, so much was his being on the bike was his whole life really.

EARL GAGE

I raced a lot of times at the National Championships. Ended up in the top ten for a couple of them.

TRANSITION OF GHOST BIKES AND SOUND OF THE HAMMER

SGT RODRIQUEZ

One of the most typical things that a driver of the motor vehicle will tell us was, "I didn't see the bicycle". The same thing applies with motorcycles not being seen. People are like "I didn't see the motorcycle".

GRAPHIC "CONE OF VISION"

KEITH WILSON

Your cone of vision is greatly reduced the higher speed you're going, so if you've got a pedestrian far away from you and you're going 40, 50 mile an hour, you're not really gonna see them until you're right on top of them, whereas if you're going much slower your cone of vision expands and you're gonna be able to pick them up in the, in the environment much sooner and plus you're going a slower speed so you're gonna be able to react in a shorter distance.

SGT RODRIQUEZ

But sometimes as much as it's on the driver of a vehicle to be on the lookout for these people, it's also on the driver of the bicycle or motorcycles to make sure that they're visible, that they're not wearing dark clothing that blends into the road when it starts, starting to get dusk.

GRAPHIC VISABILITY: Motorcycles

JIM JOHNSON

This jacket is pretty obvious. Uh federal law states that motorcycles must be sold with headlights that operate whenever the engine's running. I have extra lights on my bike to give a driver more perspective of my size and my distance. A single headlight can be confusing to car drivers. I just try to make myself more visible and also all the time I'm

riding I'm making sure I'm not in a blind spot of the driver. As I come to an intersection I may slow, I may change lanes, I may flash my light, I'm gonna make myself visible to that person who might not be seeing me.

GRAPHIC VISABILITY: Bicycles

HUGH HULSE

Now by, by state law you're required to have at the very least a front um, headlight and a red rear-reflector. I would suggest though that you always use a red light in the rear as opposed to just a reflector because having something that emits light versus reflecting light is much, much better.

GRAPHIC: BONUS VIDEO; Bike Safety Check

CHUCK MALAGODI

The technology has, has exploded in lights. Um I can remember when I was a kid you put two batteries into a flashlight and it would last an hour. Now you can get two, three hundred hours out of a front light. You can get four or five hundred hours out of a rear flasher. I recommend every cyclist be lit up like a Christmas tree.

GRAPHIC VISABILITY: Pedestrians

MAURICE WILLIAMS

There're certain times when pedestrians need to pay extra attention. Most collisions with pedestrians occur early evening into the night. So if they're walking in early evening and nighttime, they need to be more visible, they need to cross in intersections that are well lit.

SGT RODRIQUEZ

People have to pay attention while they're driving, we don't want them on their cell phones, we don't want them putting on lipstick or shaving on the way to work. They need to look around for other things besides other cars, they need to look for pedestrians.

KEITH WILSON

Distractions are not just unique to, to car drivers. As a pedestrian and a bicyclist, if you've got earbuds in, you're not hearing stuff in surroundings, you're not hearing cars coming up behind you or people coming up behind on you.

TERRA REED

Sometimes I like to listen to music while I'm riding my bike but I'll have one earbud in and one earbud out so I can hear the traffic around me. Um 'cause it's huge to be able to know when cars are coming up behind you. Um when other riders are riding up behind you. Drivers of cars should be watching out for me just like they'd watch out for any other car.

## TRANSITION GHOST BIKES OR DESCANSO'S

GRAPHIC: TITLE "The Crash"

JEFF HUSER

Earl was training for the Tour of the Gila. He had raced the year before and done well, placed highly and he was looking forward to racing down there.

EARL GAGE

I remember nothing at all about that day, not a single thing.

MELISSA FLEEGER

When a motor vehicle hits a bicyclist, the injuries are typically quite severe. Often the driver did not see the cyclist uh before they hit them, so they did not have an opportunity to slow down. So they're going full speed when they hit the cyclist

GRAPHIC "SPEED"

DAVID SKLAR

The speed is a very big factor, but also the difference in mass. A car is typically 2000 pounds compared to an individual who's 100 pounds and so the force is multiplied by the mass and the velocity and transmitted to the person who is a much smaller mass, therefore a much higher velocity. They typically go much faster than the car that hit them.

## **WE HEAR MULTIPLE VOICES OVERLAPPED AS WE SEE EARL'S MEDICAL RECORDS. The voices include Jeff Huser, Melissa Fleeger and David Sklar**

He was taken by ambulance immediately to UNM Hospital

A lot of bleeding, breathing tube in his throat, traumatic brain injury, brain swelling, broken bones, a vehicle, we call a multi-trauma, broken skulls, respirators, blood loss, massive bleeding, broken bones in the arms and legs, unable to walk, unable to feed himself, just minimal movement in his arms and legs.

MELISSA FLEEGER

It takes just a split second for everything to change.

## TRANSITION WITH GHOST BIKES AND HAMMER SOUND

STEVE ALDREDGE

Bicycles are seen by the state as vehicles and have the rights and also have to follow all the responsibilities, just like a motor vehicle on the roadway.

CHRIS STARR

Bicyclists have a right to use the roadway as well. We find that there's a lot of impatience towards bicyclists uh in general by motorists when they're utilizing

roadways. If motorists would just allow bicycles to utilize the road and share, as we were taught so long ago, then we'd all be better off.

GRAPHIC: SHARE-OWS (SHARE = ARROW)

TERRA REED

So the posted speed limit on Mountain Road is 18 miles an hour and the way that the road is designed, there's not a bike lane specifically. The road isn't wide enough for that. Um but there are what are called Share-O's. It looks like an arrow with a bike and that is what tells drivers that um they should be sharing the road with bicyclists.

SPLIT TO THREE SCREEN IMAGE WITH Keith Wilson CU ON BOTTOM THIRD, top split in half with WS from folo car on one side and POV shot on other side.

KEITH WILSON

So here we are approaching the intersection, the start of the green pavement marking with a solid bike lane marking through the intersection and this is because the bike lane is to the right of a shared through and right turn lane and it's to hopefully raise the awareness of drivers who may be making a right turn, there would be through bicyclists to the right. So also this intersection we put in on the far side there, decals to show bicyclists where they can wait so that they'll be detected by the traffic signal. So local governments or cities and towns can be looking at not just making cars go through an area safely, it's looking at all modes of transportation, looking at how the peds and bikes are gonna interact in a design, changing the, the thought process, that it's not just about moving cars efficiently.

MATT CROSS-GUILLEN

We all have places to go in our everyday life. Getting there needs to be safe and if we truly want to promote health among all of our citizens, how do we create the routes to get to wherever we're going in a healthy, safe way?

GRAPHIC "Road Diet"

KEITH WILSON

Sometimes they can do what we call a road diet where they reduce the number of lanes that are currently there. And what that does is it takes a lane of traffic that we can now move to either add bike lanes or expand the sidewalks to make a much nicer environment, and safer environment, for all the users. You may have gone slower, but probably overall your travel time through that corridor didn't change too much and then it had huge benefits for the, the pedestrian and bicyclists who, who use that corridor because now it's a much nicer and safer and corridor for them to interact in.

GRAPHIC PREDICTABILITY: Road Placement

CHUCK MALAGODI

I think one of the biggest things is road placement. Where they actually should be on the road when they're on a bike. What does it show the motoring public what are you gonna be doing? We ask people to ride three feet out from the closest object to the curb and this has been proven time and time and time again that this is the safest place because the cyclist gets recognized as being out there on the road and the motoring public does give the person more passing room.

CHRIS STARR

There's road debris directly next to the curb, broken glass, rocks, loose sand, all of these things can cause uh problems for cyclists. So having a little bit of space where we can react in that, in that wobble lane, is appropriate and desired.

GRAPHIC: PREDICTABILITY: Follow the Law

CHUCK MALADODI

Laws vary quite a bit from municipality to municipality, from state to state. In our City of Albuquerque motorists need to pass cyclists with five feet of clear space. When you come to a red light, complete stop. When you come to a stop sign, complete stop, look left, right, left and we teach the reason you know left, the traffic is always closest to you in the United States, so that's why we always do that double check on the left.

CHRIS STARR

Cyclists are required to follow the same traffic laws as a motor vehicle, which includes not riding on the sidewalk.

CHUCK MALAGODI

In general it's a bad thing to actually ride on the sidewalk.

STEVE ALDREDGE

If a bicyclist is on the sidewalk and a vehicle comes and makes a right hand turn up in the driveway and goes through the bicyclist, that's not a place where you look for a vehicle. And again, the bicycle is considered a vehicle, so if it's up on the sidewalk you're not looking there. Bbutton hooking, is when they'll pass you on the left, which is their right to do, but then slam on the brakes and make a right hand turn and turn in front of the cyclist.

KEITH WILSON

So bicyclists as you're crossing the street you want to make sure that there's not a right turner. Quite often now you see right turning people not stopping for a right turn on red, they just kind of roll through and they're not always watching for you as a bicyclist.

CHUCK MALAGODI

If there's a bike lane to you, you don't see a cyclist at that time, scan in your right mirror, actually consume the bike lane a little bit with your car, put on your directionals and then go ahead and make the right hand turn. You can drive in the bike lane with your vehicle

if you're gonna be making a right hand turn. The cyclist will see that the motorist is kind of getting into the bike lane, they'll have less of a tendency to creep up there. They'll know that that motorist is taking a right hand turn,

## GRAPHIC DOORING

### CHUCK MALAGODI

Dooring's you're getting out of your car, you're not thinking, you open your door and you can actually take a cyclist totally out of the picture that way and what, it's a very ugly accident because the cyclist runs into the door and goes flying forward at that point. So the motorist really needs to scan, in their left view mirror or their back view mirror, to actually make sure a cyclist is not coming up.

### HUGH HULSE

So predictability; everyone needs to know what everyone else is doing on the road for everyone's safety. And then visibility; making sure that everyone around you is aware that you're there.

## TRANSITION WITH GHOST BIKES AND HAMMERING

### GRAPHIC TITLE "The Recovery"

### EARL GAGE

The second hospital I was at is when I eventually realized that I was hit by a car on the bike. People told me I was on Morris. I was travelling south, so I was going... I was coming from there going that way and as I was coming there was a car stopped right there at that stop sign, and I ... a big truck is what everybody tells me. /// I was going, from what they say maybe 30 miles an hour plus, and he didn't estimate how fast I was going. And so he went ahead and crossed the road and kept going. I hit the brakes so hard that I flew over the bike. And what I imagine happened is he hit me while, either while I was in mid-air, or after I hit the ground then he ran me over. Right about here, I almost died.

### JEFF HUSER

And he spent a month at Health South and that was where he really started showing great progress.

### EARL GAGE

I was slowly relearning how to walk again.

### JEFF HUSER

So that was like the third month. He was at that point uh, the therapist actually knew Earl.



#### EARL GAGE

His name was Travis Dixon, and I had known him a little bit before my accident because he was also a cyclist.

#### MOVIE OF EARL ON THE BIKE AT HEALTH SOUTH

#### JEFF HUSER

So they had a stationary bicycle there and felt that would be a great opportunity to motivate Earl and get him back on the bicycle.

#### EARL GAGE

It felt so good. I can't tell you how good it felt. Me back on the bike after what had happened. It felt really really good to me. I wanted to get back to my life. I still had a life to live you know?

#### TRANSITION AUTO SOUNDS AND DESCANSO'S FOOTAGE

#### GRAPHIC PEDESTRIANS

#### SEQUENCE WITH JOYCE WALKING UP TO THE BOSQUE TO LOOK AT BIRDS.

#### JOYCE COATS

Well, I walk every day, early in the morning because I like to see the birds wake up and I walk about five miles every morning, and I'm 81 years old. [laughing] But you gotta keep going. If you don't keep going, when you get older you just can't go.

#### MATT CROSS GUILLEN

Humans are not ants. We don't walk in single file, but why do we design our sidewalks in that way? If we were really to make it cool, we would make a path like this that's eight to ten feet wide. We would design it like that so that we could actually walk and social interact with each other. Imagine going to your next work meeting and you can walk down the sidewalk because it's wide enough and you can have a group interaction.

#### ROSA KOZUB

Legally, cars need to yield to pedestrians in all marked and unmarked crosswalks. At any place where you have an intersection even if there isn't a crosswalk, physically painted on the pavement, that's still a crosswalk and therefore if any vehicle is approaching that crosswalk and the pedestrian essentially starts stepping out into the roadway, all vehicles must yield.

#### MAURICE WILLIAMS

One in five individuals have a disability and it's very important that all mode users be aware that there are individuals in our community that have unique and special mobility needs. That means that when they cross an intersection, they may take more time in order to fully cross intersections safely to the other side.

### ROSA KOZUB

If you imagine that you're just driving three miles to the grocery store. If you pause to let a pedestrian cross the street, that might be ten seconds later that you get to your destination. Um, I know we all have busy lives but ten seconds is usually not, not too much.

### GRAPHIC Eye Contact

### SGT RODRIQUEZ

If you make eye contact with somebody, hopefully they're looking at you and they see you and they understand, okay and so now someone's gonna do something.

### GRAPHIC COMMUNICATION

### MAURICE WILLIAMS

Wave your hand, if you need someone to stop, slow down, wait or you're gonna proceed first, or if you want them to proceed first.

### KEITH WILSON

We're all a pedestrian at some point, you know some more than others, but typically when you go somewhere in your car, you get out and you walk somewhere and so we're all vulnerable at some point and we should all understand those vulnerabilities and be aware of them whenever we're, whatever we're doing, on your cell phone you know you're distracted. So we all have to take the responsibilities for making sure that when we're traveling along our roadways that we're, we're aware of what's going on around us and not distracted.

### GRAPHIC Designing for Visibility

### KEITH WILSON

This location was put in because it was a prime crossing location from people between the two shopping centers and they needed additional intervention to, to make it, to optimize the safety of the crossing for people using it. They put a median in, added rectangular rapid flashing beacons, which uh when pressed they're quite intense flashing. Um attracts the drivers' attention making it clear that the priorities are there for the other users through a crosswalk markings for example, beacons, separate beacons if it's a crossing away from a traffic signal. Pavement markings, like the green pavement markings we've been testing at the conflict zones on our bike lanes.

### MATT CROSS-GUILLEN

You go to a crosswalk when the lines are faded, when they're skinny, when the crosswalk itself is not inviting, one, the cars don't notice it, don't slow down necessarily and you feel dangerous walking across it. But what if crosswalks could be designed with community input to be beautiful works of art painted on the asphalt where we're walking. Drivers notice it, they slow down. When we're designing our communities, we can make cool places to walk in.

## TRANSITION GHOST BIKES OR DESCANSOS OR CARS GOING BY

### GRAPHIC BIKERS

JIM JOHNSON

Motorcycles are much more complicated than driving a car. Motorcycles turn much differently. They're two-wheeled vehicles, so they don't turn by steering. They turn by what we call counter-steering and that's something you need to learn. If you just go out and start riding a motorcycle, you won't be aware of that. Next to intersections the most dangerous place for a motorcyclist is curves. Untrained motorcyclists get in trouble in curves and often crash. And then obviously drugs or alcohol. Alcohol is much more uh heavily represented in drivers of motorcycles that are in crashes than it is in cars.

DAVID SKLAR

A lot of times intoxication is not just a problem for the drivers, it's also a problem for the people who are walking or biking or on a motorcycle.

JIM JOHNSON

Your abilities are much more affected by drinking on a motorcycle than they are in a car. Uh the other thing is people don't wear helmets. I mean it's flaunting your own safety by not wearing a helmet.

DAVID SKLAR

It's estimated between 30% and 50% of people who die on motorcycles, if they were wearing a helmet they, they would not have died, so it definitely saves lives.

JIM JOHNSON PG 5

There's a helmet law for 17 and under and we have to have eye protection.

SGT RODRIQUEZ

Most motorcycle crashes around here it seems like are caused by the motorcyclists riding too fast, weaving in and out of traffic, not using signals, not being predictable, not wearing safety gear, not wearing helmets, not wearing gloves. What do you think's gonna happen when you come off a motorcycle at 50 miles an hour and you're not wearing a pair of gloves? Same thing with a bicycle, like you've gotta protect the soft parts. That pavement really, really hurts and gear's cheap compared to a stay in the hospital.

DAVID SKLAR

With the bicyclists, helmets are very protective if you fall off your bicycle, if you're mountain biking, for example, then the helmet can actually be very protective. Unfortunately it's a little different if you're hit by a car because of the amount of force, sometimes the helmet doesn't really protect with that amount of force. However, motorcycle helmets are more protective, they're built to sustain more force.

TRANSITION GHOST BIKES / DESCANSOS AND THE HAMMER

GRAPHIC TITLE "Back to Life"

EARL GAGE

When I got back on the bike for the first time, that was maybe six months after my accident, I went with Jeff Huser and we rode on a tandem bicycle.

JEFF HUSER

Until we felt he might be ready for you know, being on his own. And we started that, just riding around and getting his balance back and his big challenge was getting off and on the bike 'cause his right leg wasn't working too well.

EARL GAGE

And I got it down to where I could dismount off the bike pretty well but not remount on the bike. That was very hard.

JEFF HUSER

Close to a year later we had done some riding up in the foothills too, on the mountain bikes and I said, okay let's maybe try to go up the road to the crest and I said we'll we'll just see how far we'll go. He said I wanna go to the top. He was so excited. He said I wanna go to the top and I said okay well let's just, we'll take it one step at a time.

EARL GAGE

I kept feeling good and kept going, kept going, going all the way to the top. It felt so good to be up there at the top. So good. Very good.

JEFF HUSER

Most people would probably have not made it out of the nursing home. Would probably still be significantly handicapped and the way he approached bike riding, his passion for cycling was such that you know, there's not much that could keep Earl down.

EARL GAGE

Just wanting to get back to life. I still had a life to live, and I wanted to finish and get back to it, you know?

SEQUENCE OF EARL PUTTING BIKE ON TOP OF CAR

I still need to finish high school because I was just about to finish high school when the accident happened. And so I'm, I'm about half way through my GED, and so then after that I'll probably start taking classes at CNM, and then work my way to UNM from there. Maybe get back to racing mountain bikes and racing Cyclocross bikes just because those don't have anything to do with the roads, I don't feel safe on the road any more after what happened. With all the cars and everything, it just, it scares me too much. When I ride to work, I'll run the road a little bit, but it's mainly on the bike path, and it just feels a lot safer like that, you know? I don't feel safe at all on the roads any more.

MOVE TO GHOST BIKE ON TRAMWAY WITH CREST IN BG time lapse perhaps  
AS WE HEAR:

MELISSA FLEEGER

As a provider, it is incredibly frustrating to see what is completely preventable. To be taking care of somebody who's life is now devastated and to know that they could have completely prevented the injury.

HUGH HULSE

You're going to have people that break the laws and make poor decisions and you're going to have that in people driving cars and you're going to have that in people riding their bikes. People are people and we need to just all respect each other and each other's rights to be out there.

TERRA REED

We all are going somewhere but we should all be able to get there safely.

END WITH THE GHOST BIKE TIMELAPSE ON TRAMWAY