



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Pedestrian Safety Forum

The Federal Perspective and NHTSA's Role

07.12.2018

AGENDA

07. 12. 2018

1

Appreciation

2

Data Overview

3

Comprehensive
Countermeasures

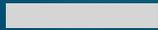
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National Partners

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Open
Discussion

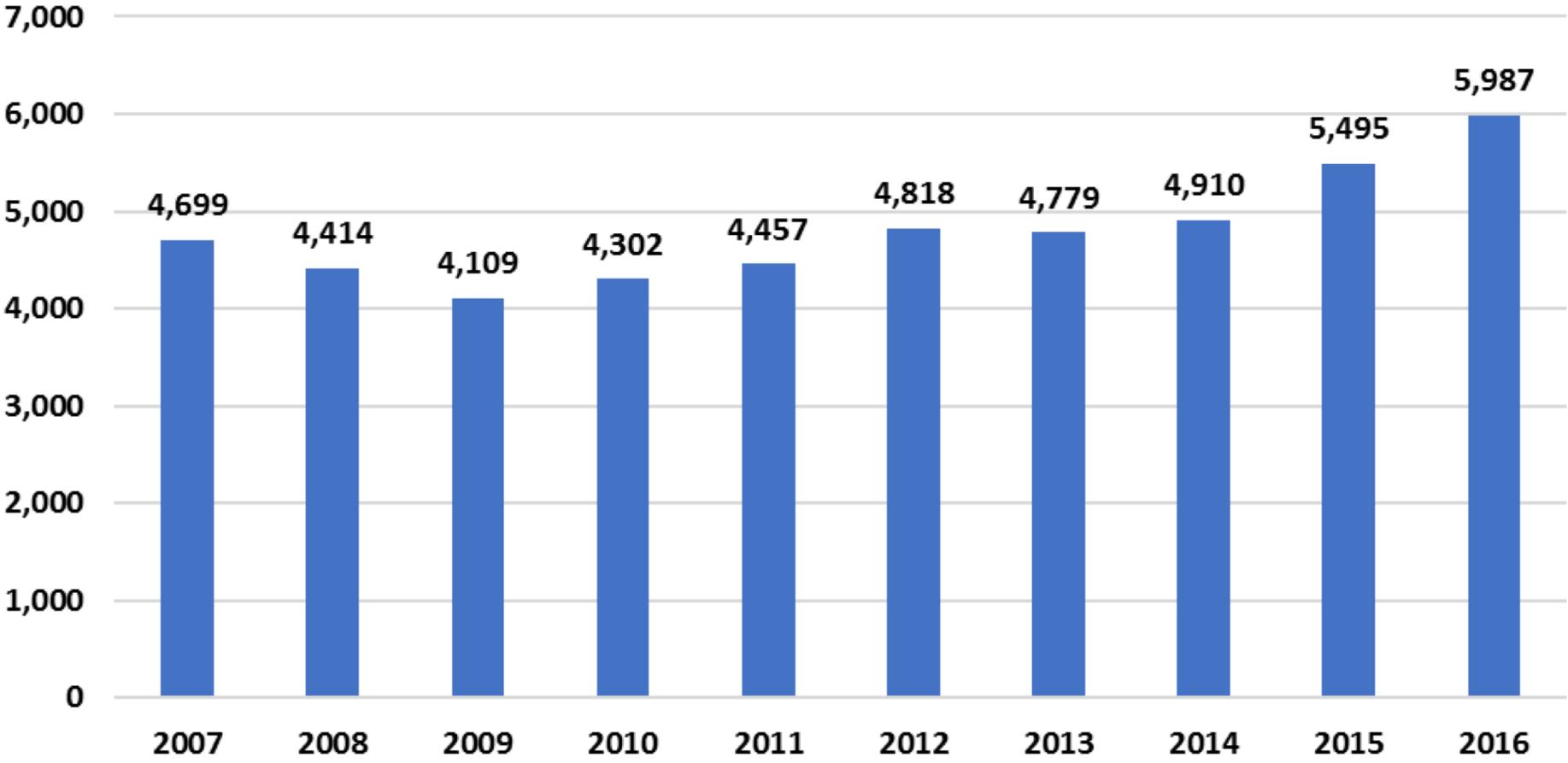
Data Overview



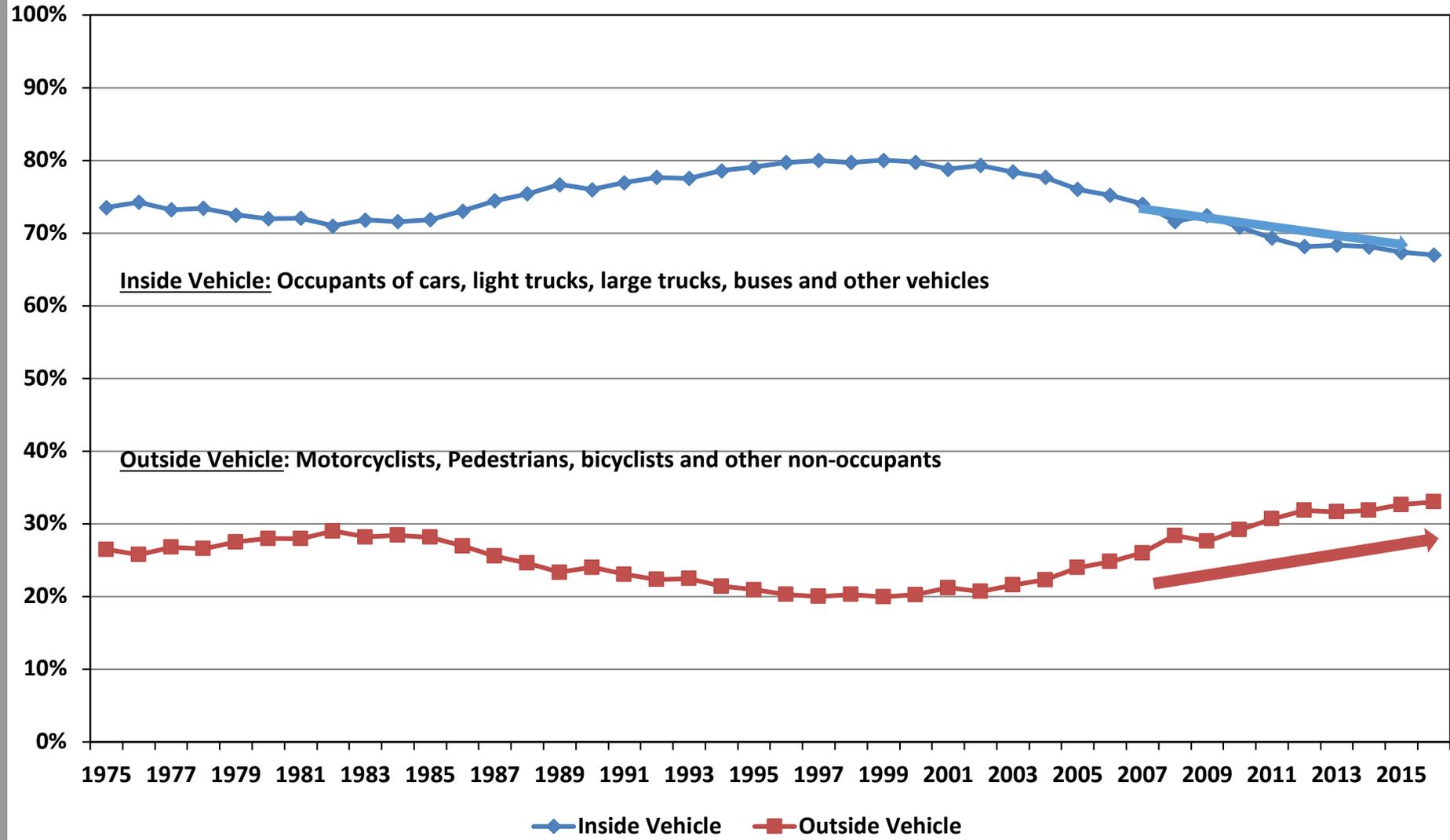
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Pedestrian Fatalities in Motor Vehicle Traffic Crashes, 2007-2016



Proportion of Fatalities by Road User, 1975-2016



Source: FARS

Pedestrians Killed in Traffic Crashes and Fatality Rates, by Age and Gender, 2016

| Age (Years) | Male | | | Female | | | Total | | |
|-----------------------|------------|------------------------|----------------|------------|------------------------|----------------|------------|------------------------|----------------|
| | Killed | Population (thousands) | Fatality Rate* | Killed | Population (thousands) | Fatality Rate* | Killed | Population (thousands) | Fatality Rate* |
| 0-4 | 40 | 10,187 | 0.39 | 36 | 9,740 | 0.37 | 76 | 19,927 | 0.38 |
| 5-9 | 43 | 10,430 | 0.41 | 25 | 10,000 | 0.25 | 68 | 20,430 | 0.33 |
| 10-14 | 60 | 10,519 | 0.57 | 41 | 10,100 | 0.41 | 101 | 20,618 | 0.49 |
| <i>Children (≤14)</i> | 143 | 31,136 | 0.46 | 102 | 29,840 | 0.34 | 245 | 60,975 | 0.40 |
| 15-19 | 178 | 10,802 | 1.65 | 91 | 10,328 | 0.88 | 269 | 21,130 | 1.27 |
| 20-24 | 323 | 11,491 | 2.81 | 119 | 10,890 | 1.09 | 443 | 22,381 | 1.98 |
| 25-29 | 323 | 11,631 | 2.78 | 127 | 11,259 | 1.13 | 450 | 22,891 | 1.97 |
| 30-34 | 301 | 10,968 | 2.74 | 132 | 10,818 | 1.22 | 433 | 21,786 | 1.99 |
| 35-39 | 286 | 10,376 | 2.76 | 121 | 10,397 | 1.16 | 408 | 20,774 | 1.96 |
| 40-44 | 298 | 9,776 | 3.05 | 110 | 9,920 | 1.11 | 408 | 19,696 | 2.07 |
| 45-49 | 303 | 10,376 | 2.92 | 123 | 10,572 | 1.16 | 426 | 20,948 | 2.03 |
| 50-54 | 453 | 10,730 | 4.22 | 172 | 11,109 | 1.55 | 625 | 21,839 | 2.86 |
| 55-59 | 431 | 10,683 | 4.03 | 151 | 11,297 | 1.34 | 583 | 21,980 | 2.65 |
| 60-64 | 350 | 9,316 | 3.76 | 121 | 10,167 | 1.19 | 471 | 19,483 | 2.42 |
| 65-69 | 253 | 7,937 | 3.19 | 100 | 8,883 | 1.13 | 353 | 16,820 | 2.10 |
| 70-74 | 183 | 5,454 | 3.36 | 83 | 6,356 | 1.31 | 266 | 11,810 | 2.25 |
| 75-79 | 137 | 3,724 | 3.68 | 89 | 4,644 | 1.92 | 226 | 8,368 | 2.70 |
| 80+ | 187 | 4,678 | 4.00 | 125 | 7,568 | 1.65 | 313 | 12,246 | 2.56 |
| <i>Seniors (65+)</i> | 760 | 21,793 | 3.49 | 397 | 27,451 | 1.45 | 1158 | 49,244 | 2.35 |
| <i>Total*</i> | 4,179 | 159,079 | 2.63 | 1,783 | 164,049 | 1.09 | 5,987 | 323,128 | 1.85 |

Is Pedestrian Injury
and Death a Public Health Problem?

Simply Stated. Yes.

$5987 + 69,000 = 74,987$

RESEARCH

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What we know about Pedestrian Safety

- Impact of Lowering Speeds on Pedestrian Safety
- Safety in Numbers (SIN)
- State of Knowledge (SOK) on Pedestrian Safety
- Pedestrian Data Analysis
- Evaluating Enforcement of Pedestrian Safety Laws

1998 versus 2018: Then and Now

A Geospatial Analysis of Pedestrian Injury in Multnomah County Oregon

Select Findings

Alcohol

Age

Socioeconomic Factors

Speeding = Injury, Death

Predictable Locations (e.g., non-intersection)

Street Design



1998 versus 2018: What About Now?

Alcohol

Age

Socioeconomic Factors

Speeding = Injury, Death

Predictable Locations
(e.g., non-intersection)

And



What's New?

Technology!

Distracted Walking

Speed + Vehicle Size, Type

And Emerging Issues



Comprehensive Countermeasures

National Highway Traffic Safety Administration

Just Published! 9th edition
*Countermeasures That Work: A Highway Safety
Countermeasures Guide for State Highway Safety Offices*



OUR PRIMARY APPROACH

Comprehensive approaches are classified under the “Es” of injury prevention, which include:

- Engineering
- Enforcement
- Education

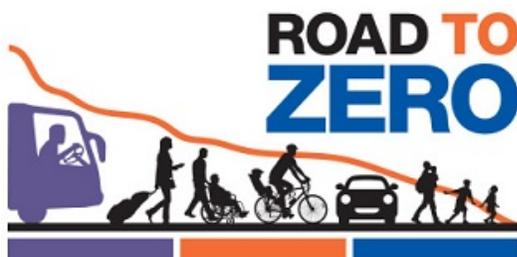


Educational Resources

- **Motion Graphics**
- **Educational Materials**
- **Legislative Digest (on the horizon)**

Pedestrian Safety Toolkits in Spanish





Road to Zero

- Eliminate traffic fatalities within 30 years (2050).
- Focus on promoting proven lifesaving strategies.
- Coalition will lead development of new scenario-based vision to eliminating risks.



Safer People Safer Streets

- Safer Streets – Assessments,
- Safer Communities – Mayors' Challenge
- Safer Policies – informed by UTC and data drill down.



Focused Approach

- Designation to cities exceeding the national average.
- Demonstrate education and enforcement strategies to reduce pedestrian fatalities
- Replicate, implement and sustain state support of local level pedestrian safety enforcement and education.

Training, Technical Assistance & Other

- **Pedestrian and Bicyclist Safety Program Management Training**
- **Law Enforcement Training**
- **State Pedestrian and Bicyclist Safety Program Assessments**
- **PBSAP Technical Assistance for 405 States**

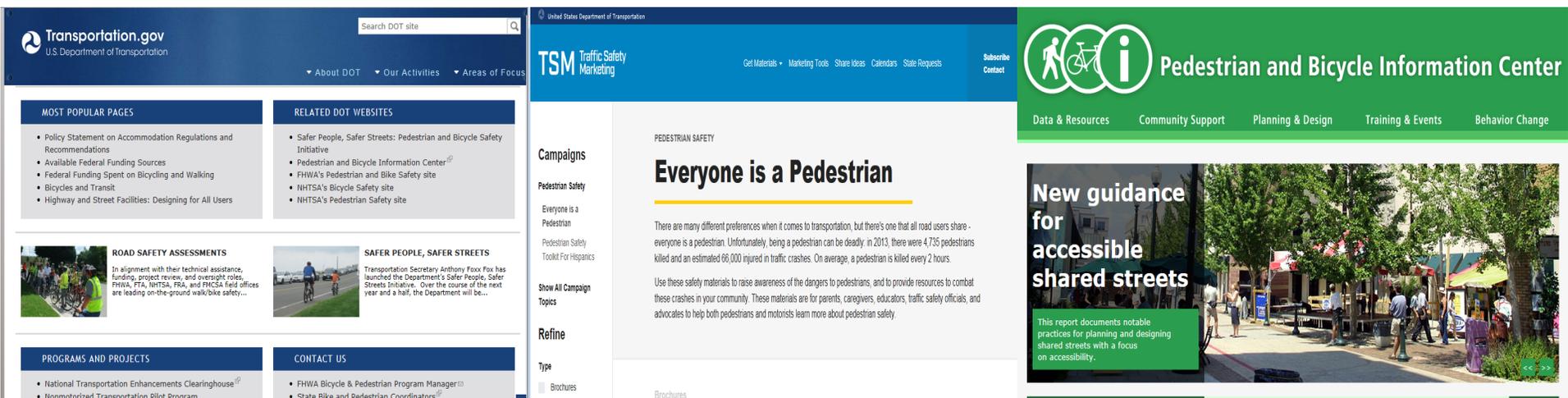
National Partners



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Links to Resources



- Transportation.gov
- Traffic Safety Marketing
- Pedestrian & Bicycle Information Center

Stakeholders

- **Centers for Disease Control and Prevention (CDC)**
- **Pedestrian and Bicycle Information Center (PBIC)**
- **State DOT**
- **State Highway Safety Office (SHSO)**
- **Governors Highway Safety Association (GHSA)**
- **Alliance for Biking & Walking**
- **League of American Bicyclists**
- **National Safety Council**
- **AARP**
- **National Center for Safe Routes to School**
- **Safe States Alliance (SSA)**

Questions to Ask, Answer, Ponder?

How Can WE Make a Difference in Texas Now!?



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Drive, Bicycle and Walk Safely!