



Everyone Walks: Understanding & Addressing Pedestrian Safety

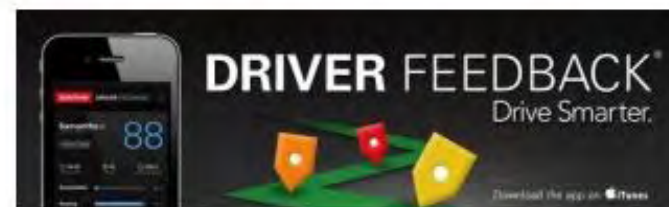
Pam Fischer

Pam Fischer Consulting

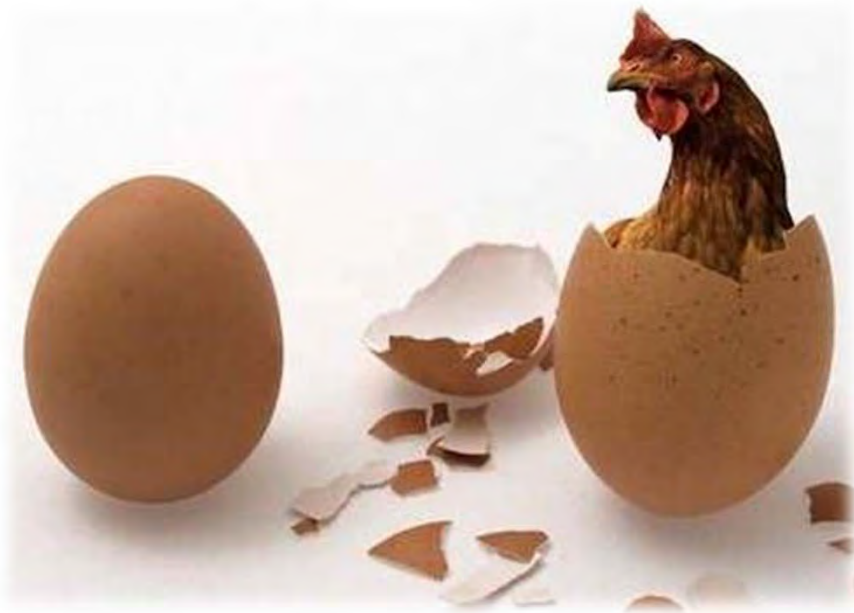
August 12, 2015



http://teendriving.statefarm.com



What came first?



Why this report?

7,516

4,735

37%

14%

1 pedestrian
killed every 2 hours

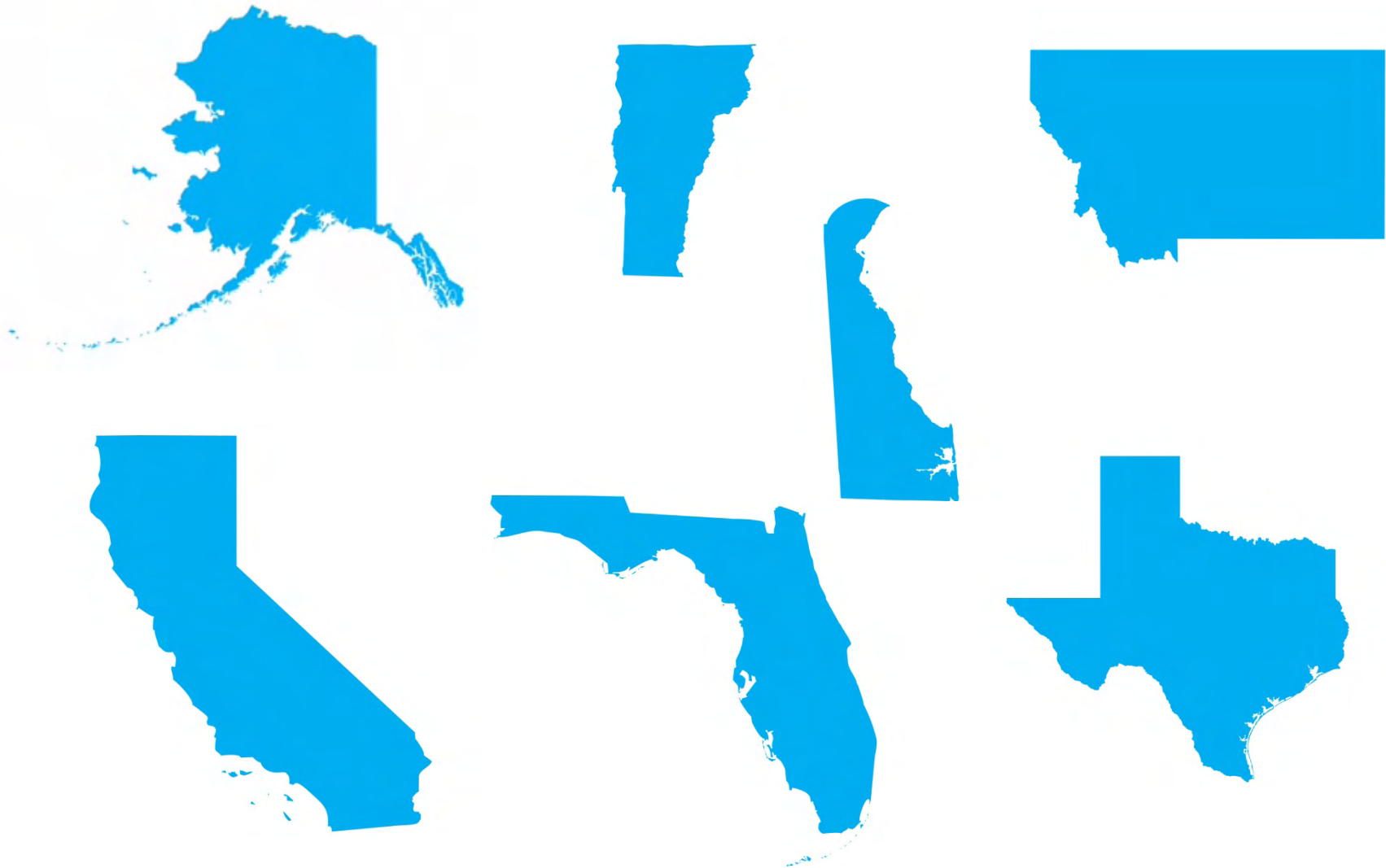
1 injured every 8 minutes



Why this report?



Why this report?



Key Takeaways



Collaborate with the public health sector to enhance data collection and promote safe walking.

Provide comprehensive training to law enforcement.

The Problem



Who, When & Where?

- 46 (fatals) & 36 (injuries) y-o males
- Evening, late night hours
- July-December
- Urban
- Non-intersection
- Single vehicle
- Hit & Run



NHTSA, 2015

Why?

- Alcohol
- Speed
- Distraction



Teens & Technology



What can states do?

Leverage Federal Tools

- Pedestrian Safety Assessments
- *Resident's Guide for Creating Safety Walking Communities*
- *Everyone is a Pedestrian* website & pilots
- Mayor's Challenge
- *Countermeasures that Work* (chapters 8 & 9)
- *Pedestrian Safety Enforcement Operations: How to Guide*
- *HVE on Driver Compliance to Pedestrian Yield Right of Way Laws*



Show me the money!

- SRTS
- Non-Motorized Pilot Program
- Section 403 grants
- Section 402/405
- Flex HSIP
- State Plans



Policy Initiatives

- Vulnerable User laws
- Driver Education
- Speed/Pedestrian Safety Slow Zones
- Complete Streets



National Complete Streets Coalition

Enforcement

- Education & Training
- Road Safety Audits
- TIM

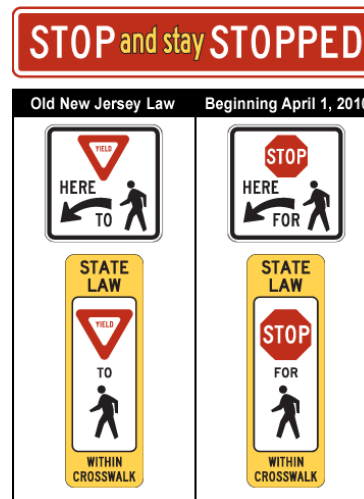
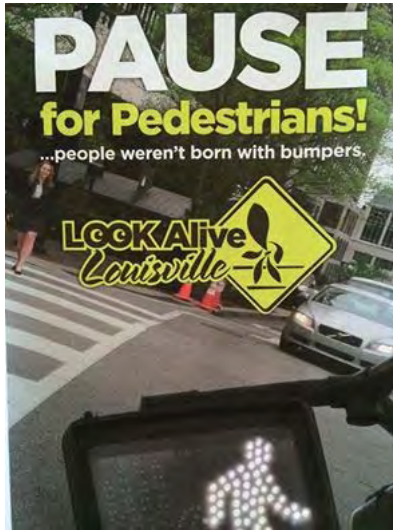


Sustained Enforcement

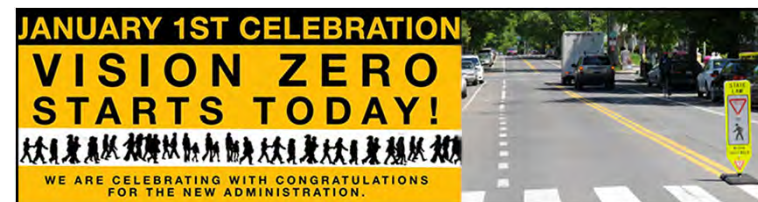
- Leadership
- Pedestrian safety enforcement is traffic enforcement
- Training
- Education/Outreach
- Grassroots Involvement
- Evaluation
- Feedback



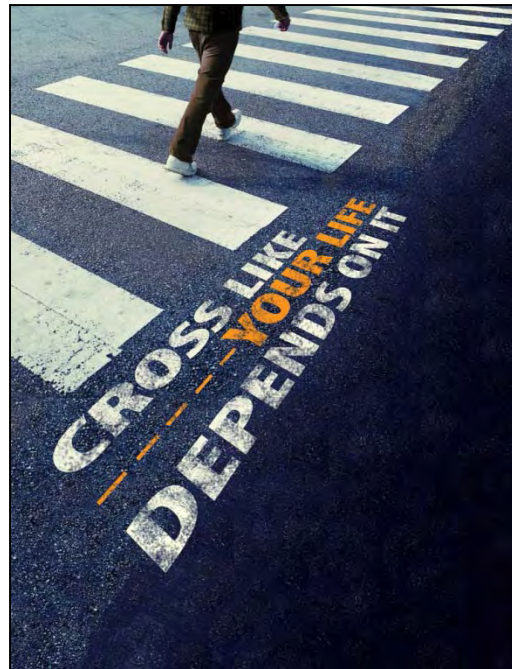
Education



State Initiatives



State Initiatives



Dear _____

I've been learning about safely crossing the street through my after-school program, Kama'āina Kids. I love you and want to share with you valuable tips so that we will both remember to be alert when crossing the street.

Please read the information on the back and sign your name as a pledge to walk wise and safely. Return the pledge card to me. Tear off the safety tips and keep them in a place where you will always be reminded to walk safely!

Love, _____

GET A FREE HAPPY MEAL!

Complete your pledge & bring this coupon to any McDonald's of Hawaii restaurant & receive a FREE Happy Meal of your choice.

Owner/Operator for restaurant send to: Allen Analele King (Owner) 4713 Honoanui, Waikiki, HI 96814. Valid only at participating U.S. McDonald's. Not valid with any other offer. Offer valid on any McDonald's menu. Cash value 1/20 of 1 cent. Limit one coupon per person per visit. Coupon may not be transferred, exchanged, sold, copied or duplicated in any way or reproduced via electronic media, valid when product served. May not be valid for custom orders. Expires April 30, 2015. © 2015 McDonald's.

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Questions?



<http://www.ghsa.org/html/publications/sfped.html>