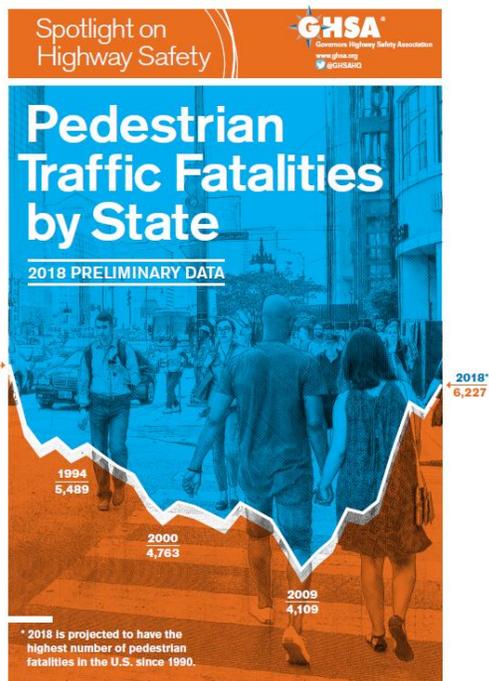


# Review of Pedestrian Traffic Fatalities by State Report (By GHSA) and Summary of Measures Taken by Different States



Farzana Atique, PhD, PE  
April 23, 2019

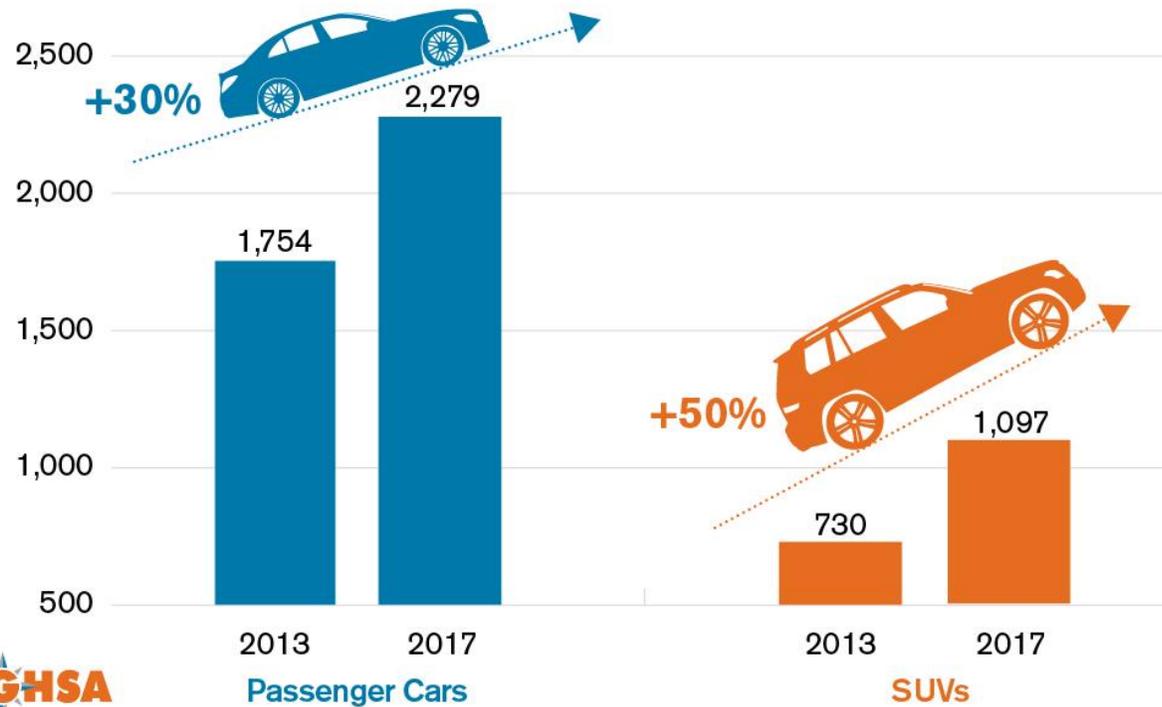
## Key findings in the Report

- GHSA estimates the nationwide number of pedestrians killed in motor vehicle crashes in 2018 was 6,227, an increase of 4% from 2017
- From 2008 to 2017 the number of night time pedestrian fatalities increased by 45%
- 26% of pedestrian fatalities in 2017 occurred at intersections or were intersection-related (72% not at intersection)

- Roadway Type: About 60% of pedestrian fatalities occur on local streets and state highways (16% US Highways, 10% Interstate, 8%)
- Alcohol impairment — for the driver and/or pedestrian — was reported in about half of traffic crashes
- The number of pedestrian fatalities in the 10 largest cities declined 15% in 2017. The decline was especially sharp in New York city.

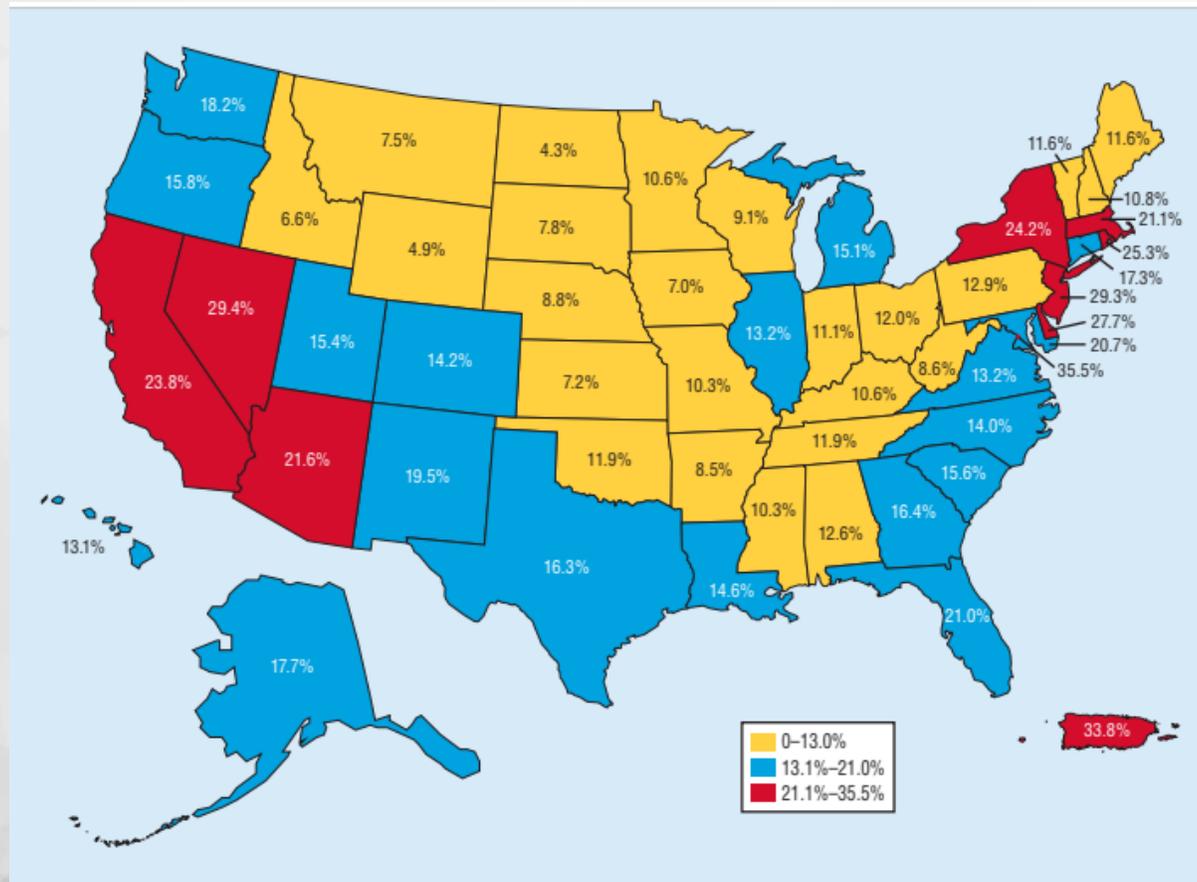
# Key findings in the Report

Since 2013, pedestrian fatalities involving SUVs increased by 50%, compared to 30% for passenger cars.



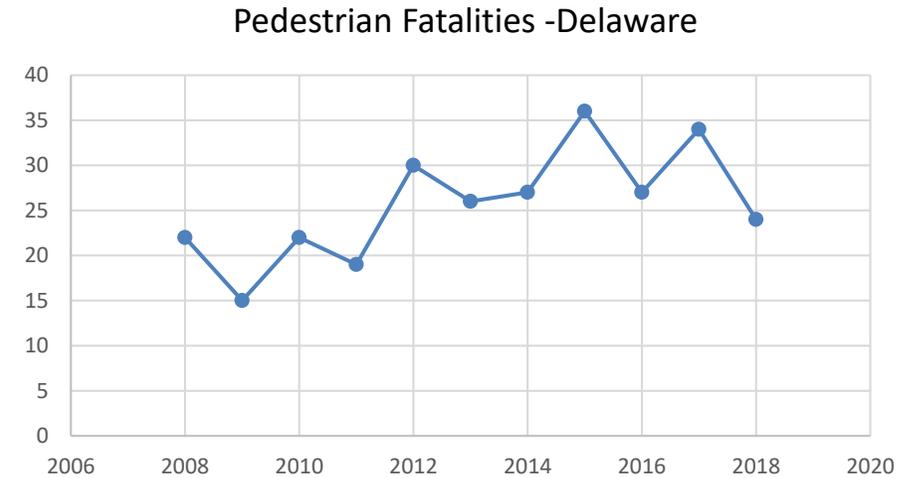
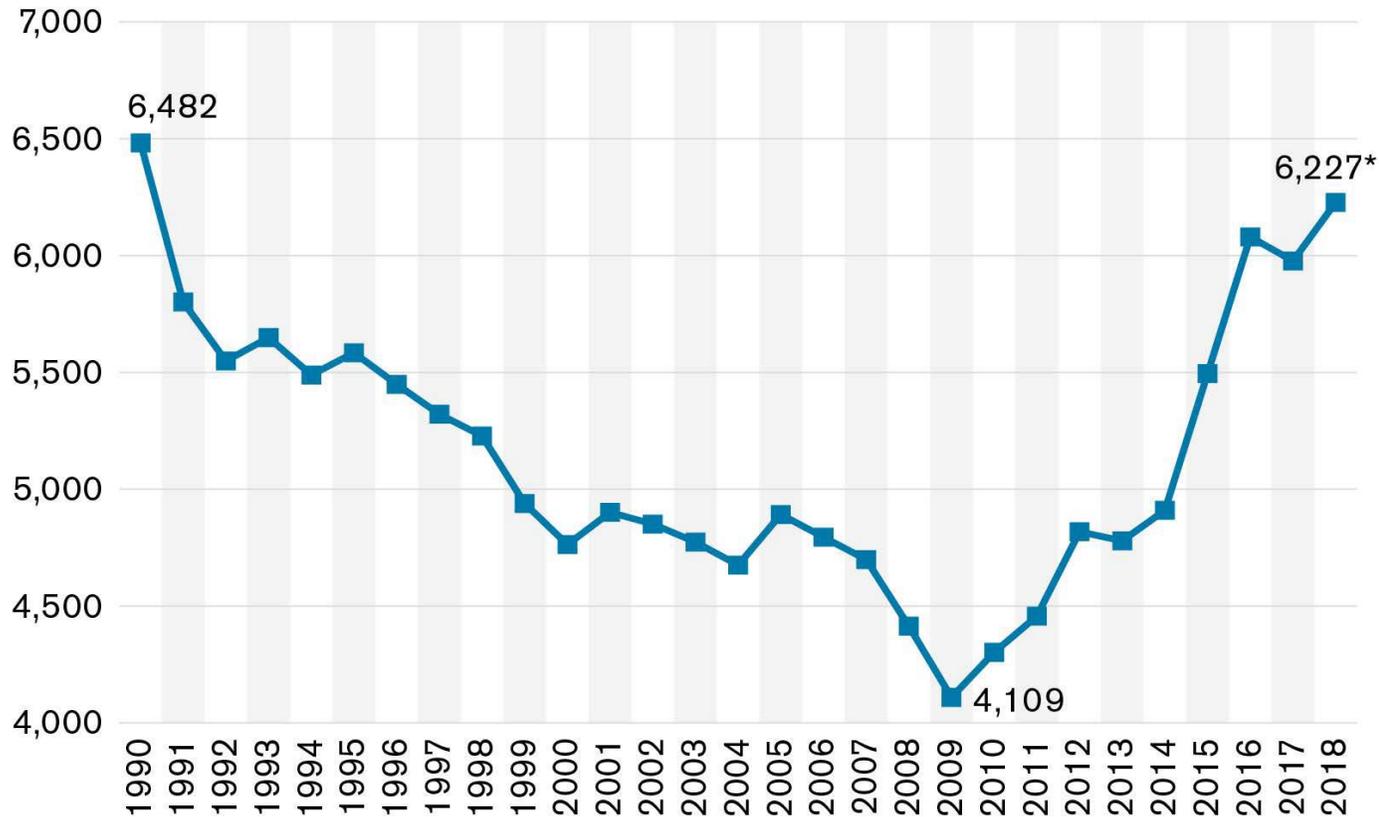
Source: NHTSA Fatality Analysis Reporting System

# Percentage of Total Traffic Fatalities Who Were Pedestrians, by State, 2017



<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812681>

# Comparison of National Trend vs Trend in Delaware



<https://www.ghsa.org/index.php/resources/Pedestrians19>

## Reasons for Increase in Pedestrian Deaths in 2010 through 2012

- "Reasons for Increase in Pedestrian deaths in 2010 through 2012 are not clearly understood."
- Possibilities
  - More people walking in the aftermath of the economic recession of 2008 through 2009 because of motor vehicle operating costs
  - The encouragement of walking for health and environmental benefits
  - Growth in vulnerable population (immigrants, seniors)
  - Increase in distracted driving and walking
  - Milder weather pattern (2012 was the mildest)

Source:

<https://www.ghsa.org/sites/default/files/2016-11/Spotlight%20Pedestrian%202013%20-%20Final.pdf>

Spotlight on  
Highway Safety



### Pedestrian Traffic Fatalities by State

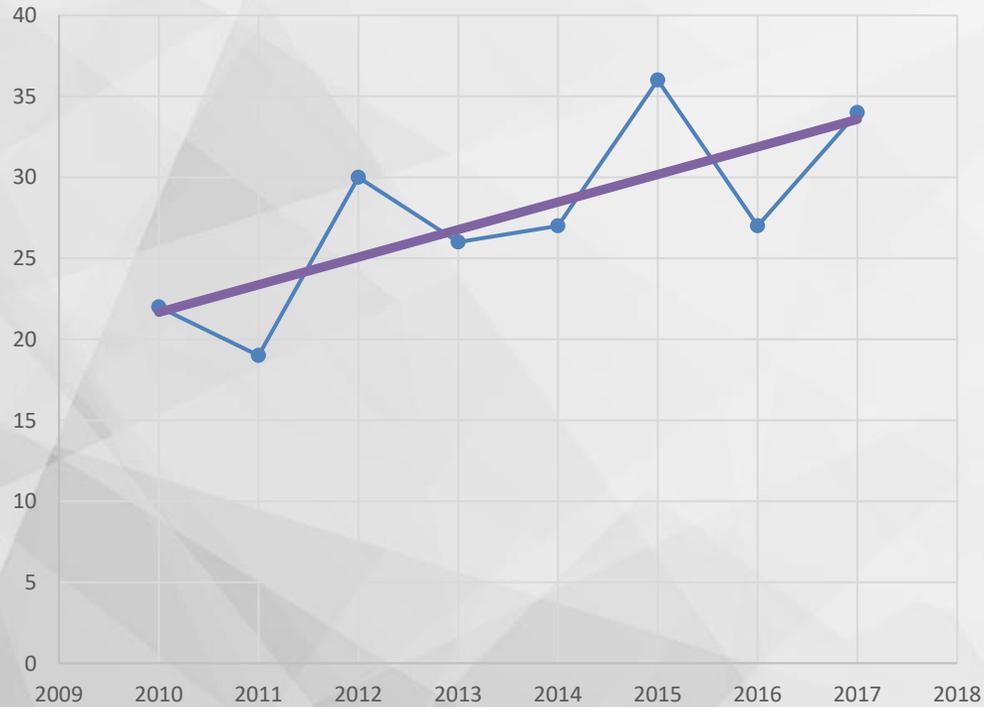
2013 PRELIMINARY DATA

Prepared for  
Governors Highway  
Safety Association  
by Dr. Allan Williams

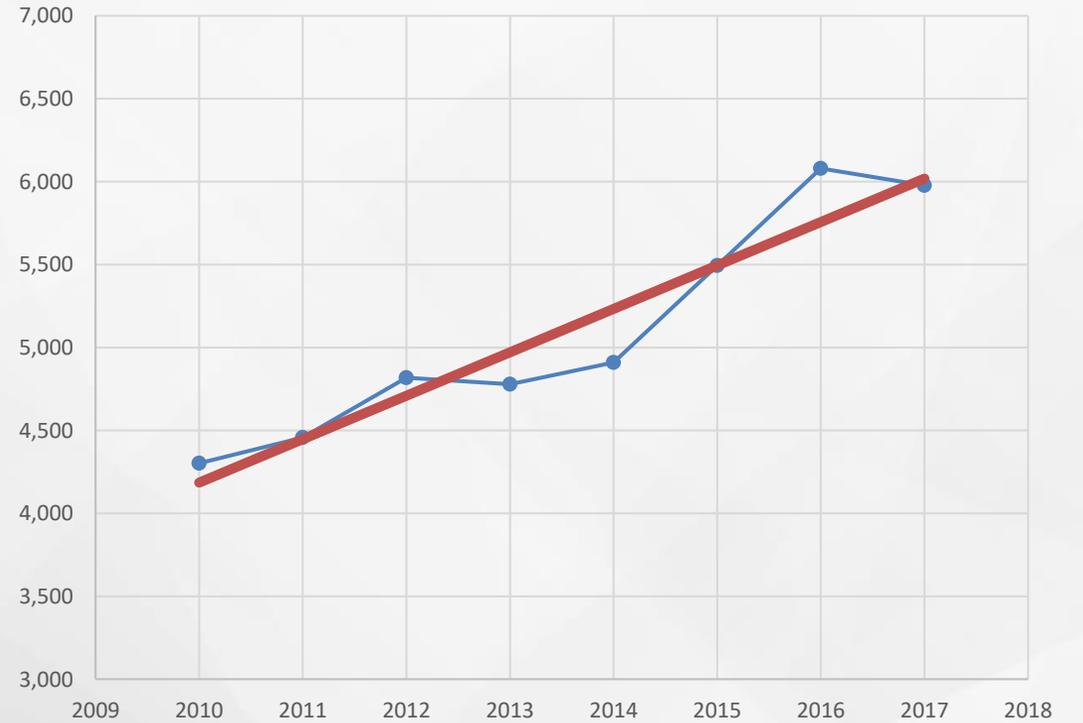


# Comparison of National Trend vs Trend in Delaware

Delaware's Trend



National Trend



## Strategies Recommended by State Highway Officials

- Targeted law enforcement efforts
- Public information campaigns
- Educational outreach on high-risk area
- State Routes to School Program
- Focusing enforcement in high risk zones
- Pedestrian safety assessments/road safety audits

## Strategies Recommended by State Highway Officials

- Support for engineering countermeasures
- Adoption of Complete Street Policies
- Inclusion of pedestrian safety action items in Strategic highway Safety Plan (SHSPs)

## NORTH CAROLINA-Watch for Me NC

### *PUBLIC INFORMATION CAMPAIGN*

- NC program was launched in 2012 with four pilot communities.
- In 2017, 32 communities participated in the program.
- A targeted approach combining public education and high visibility enforcement
- Paid Media
- Local outreach and Earned Media
- Law Enforcement operations
- Issuing warnings/citations
- “Good Ticket” approach

Source: <https://www.watchformenc.org/>

# FLORIDA

## *SUPPORT FOR ENGINEERING COUNTERMEASURES*

- Florida allocated \$100 million to lighting improvements in 2,500 priority locations across the state to increase the visibility of pedestrians using the roadway at night.

## MASSACHUSETTS

### *TARGETED LAW ENFORCEMENT EFFORTS*

- Massachusetts provided funding to 84 local police departments across the state to conduct overtime enforcement patrols aimed at reducing pedestrian and bicyclist injuries and fatalities.
  - I. Targeted patrols
  - II. Sweeper patrols involve plain clothes officers looking for impaired pedestrians or cyclists.
  - III. Crosswalk decoy patrols involve both uniformed and plain clothes officers making sure people are stopping for crosswalks

# NORTH DAKOTA

- Active Transportation Demonstration Projects



## NORTH DAKOTA

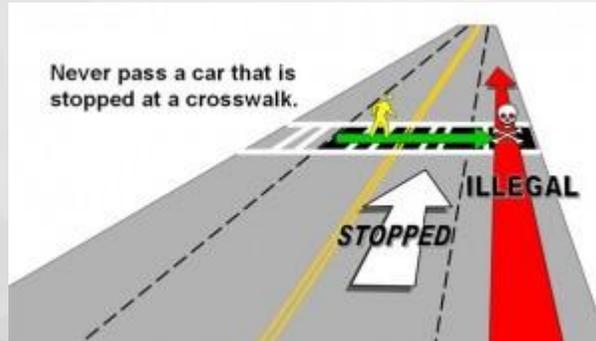
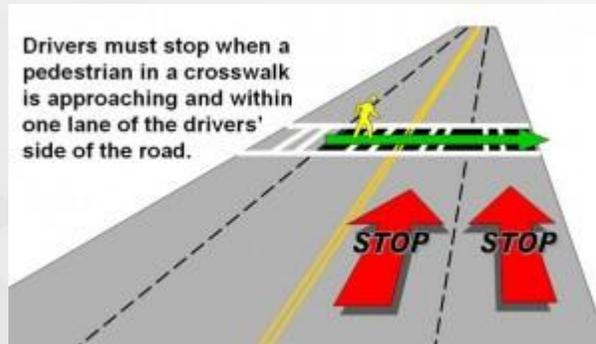
- *Pop Up projects in Delaware*
- Old Newark Pop-Up Mini-Circle Demonstration
- Pop up Bike lane demonstration on Casho Mill Road by University of Delaware chapter of Engineers Without Borders



<https://bikenewark.org/events/bike-to-school-week-2017/>

# GEORGIA

- Advocacy Group-Pictorial representation of who has the right of way



# GEORGIA

- Advocacy Group-Pictorial representation of who has the right of way



Source: <https://www.peds.org/>

# VISION ZERO

- New York City
  - Enacted a 25 MPH city wide speed limit.
  - 25 Arterial Slow Zones and 8 Neighborhood Slow Zones
  
- Portland City, Oregon
  - Installment of Safety Speed Cameras



# VISION ZERO

## Comparison of Speed Limit

Location	Oregon speed (mph)	Details	Delaware speed (mph)
Alley	15		NA
Narrow Residential Roadway	15		25
Business District	20	Includes Arterial Streets	25
School Zone	20		20
Public Park	25		NA
Residence District	25	Excludes Arterial Streets, * Portland City speed limit 20 mph	25

Source: Oregon: [https://www.oregonlegislature.gov/bills\\_laws/ors/ors811.html](https://www.oregonlegislature.gov/bills_laws/ors/ors811.html)

Delaware: <http://delcode.delaware.gov/title21/c041/sc08/>

## Creative videos

- <https://vimeo.com/173967968>

