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

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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.
Since 2013, pedestrian fatalities involving SUVs increased by 50%, compared to 30% for passenger cars.
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:
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)
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/
**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.
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.
Active Transportation Demonstration Projects

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

Source: https://www.peds.org/
Advocacy Group-Pictorial representation of who has the right of way

Source: https://www.peds.org/
- 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
## Comparison of Speed Limit

<table>
<thead>
<tr>
<th>Location</th>
<th>Oregon speed (mph)</th>
<th>Details</th>
<th>Delaware speed (mph)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alley</td>
<td>15</td>
<td></td>
<td>NA</td>
</tr>
<tr>
<td>Narrow Residential</td>
<td>15</td>
<td>Includes Arterial Streets</td>
<td>25</td>
</tr>
<tr>
<td>Residential Roadway</td>
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<td></td>
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</tr>
<tr>
<td>Business District</td>
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<td>25</td>
</tr>
<tr>
<td>School Zone</td>
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<tr>
<td>Public Park</td>
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<td></td>
<td>NA</td>
</tr>
<tr>
<td>Residence District</td>
<td>25</td>
<td>Excludes Arterial Streets, * Portland City speed limit 20 mph</td>
<td>25</td>
</tr>
</tbody>
</table>

Delaware: [http://delcode.delaware.gov/title21/c041/sc08/](http://delcode.delaware.gov/title21/c041/sc08/)
Creative videos

- https://vimeo.com/173967968