

Increasing Pedestrian Fatalities: Contributing Factors and Promising Solutions

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September 19, 2018

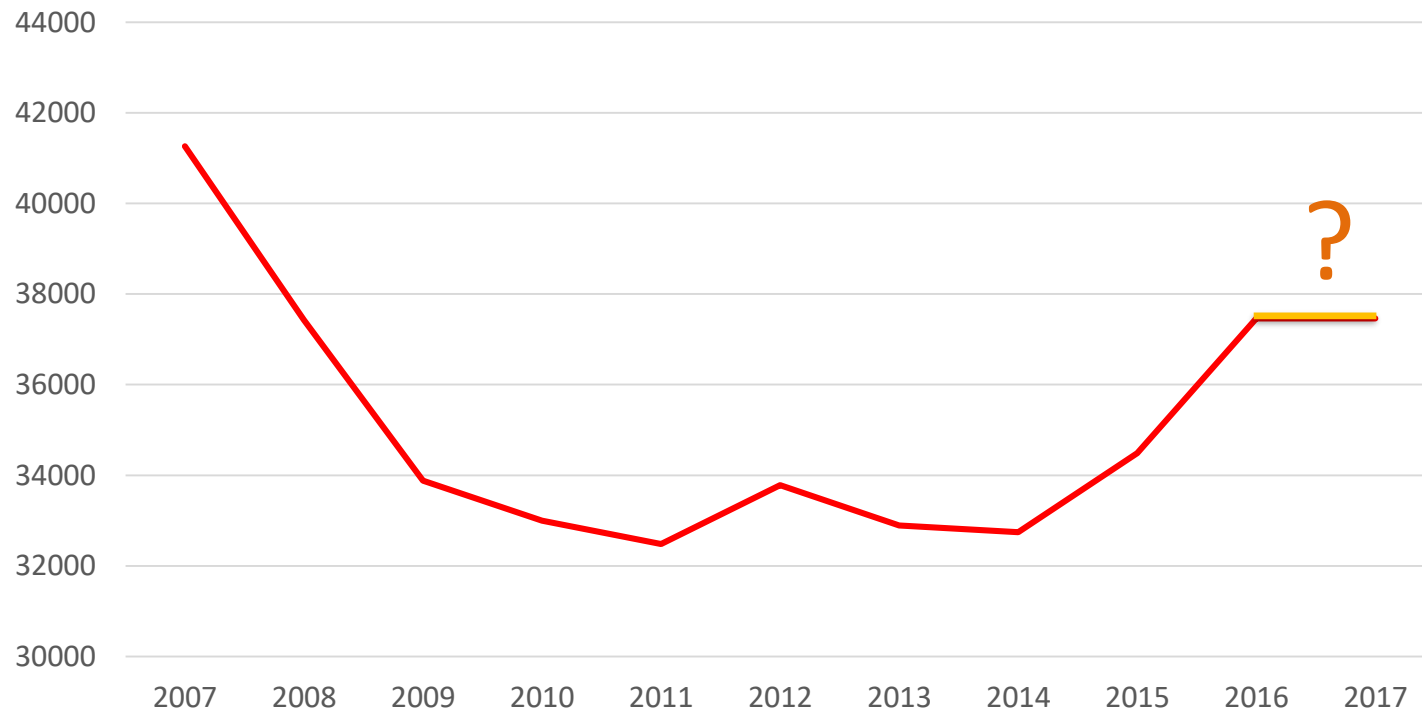


About GHSA

- Governors Highway Safety Association (GHSA)
- Represents state and territorial highway safety offices, tasked with addressing behavioral safety issues
 - Regulated by and funded through NHTSA
 - Approx. 50% are located within State DOTs (others in Public Safety, independent, or elsewhere in State gov't)
 - Full list at: www.ghsa.org/html/about/shsos.html

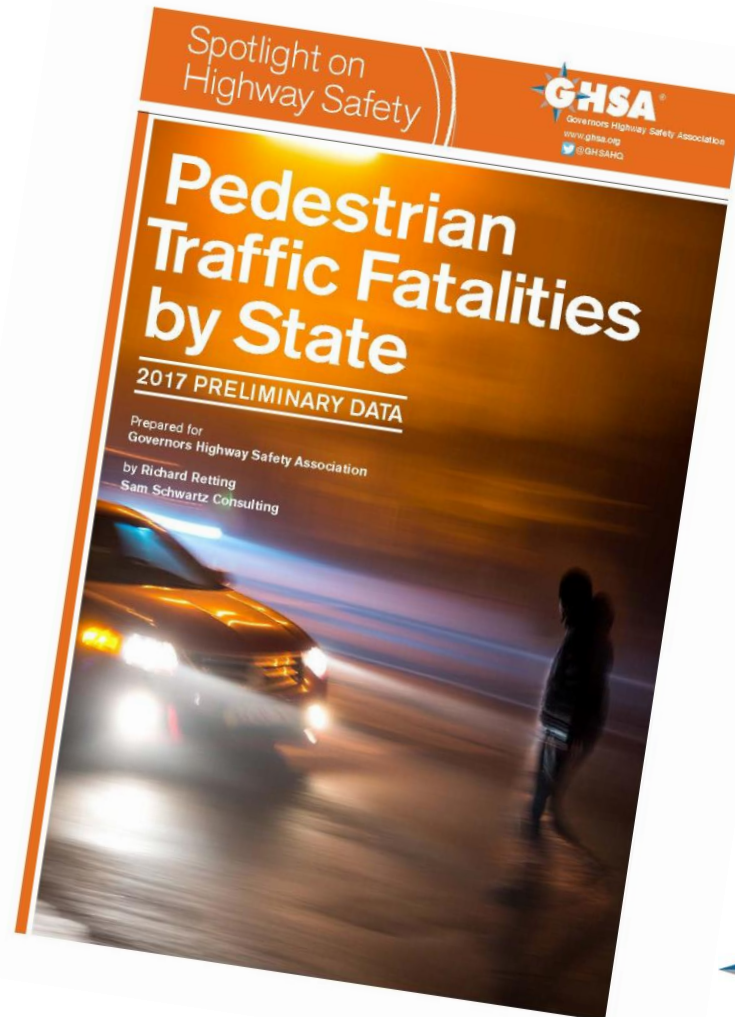
Overall Traffic Fatality Trends

People killed in Fatal Crashes, U.S.



Pedestrian Traffic Fatalities by State: 2017 Preliminary Data

- Released Feb. 29, 2018
- Authored by Richard Retting, of Sam Schwartz Transportation Consultants



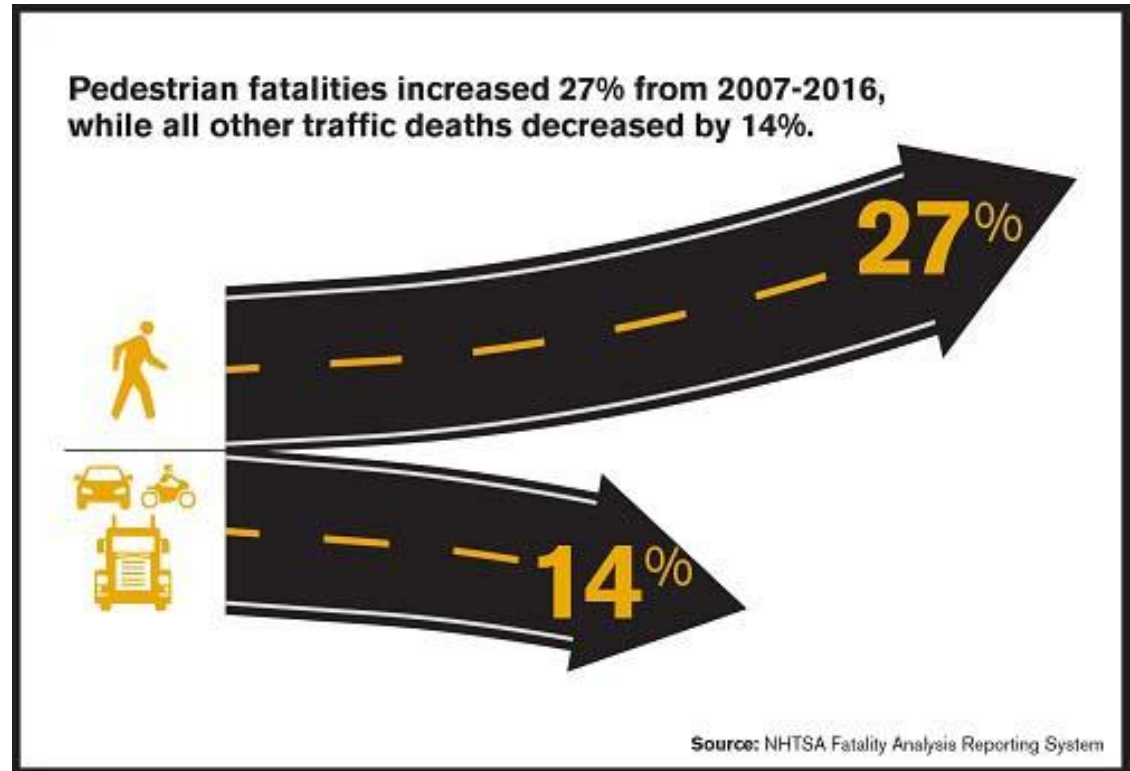
Walking is Increasingly Popular

- Benefits to:
 - Health
 - Transportation
 - Economy
 - Environment
 - Transit

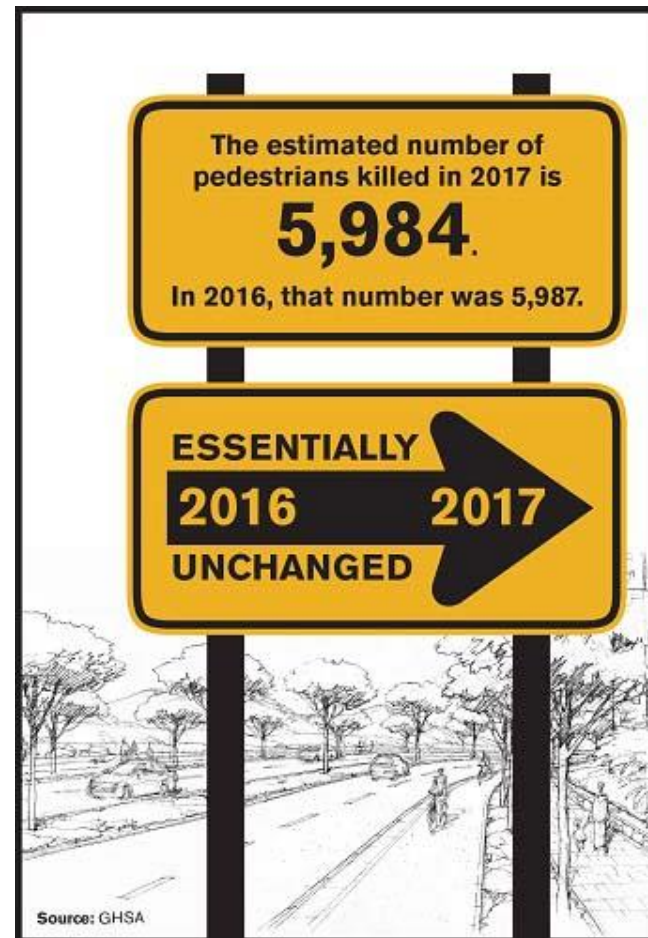
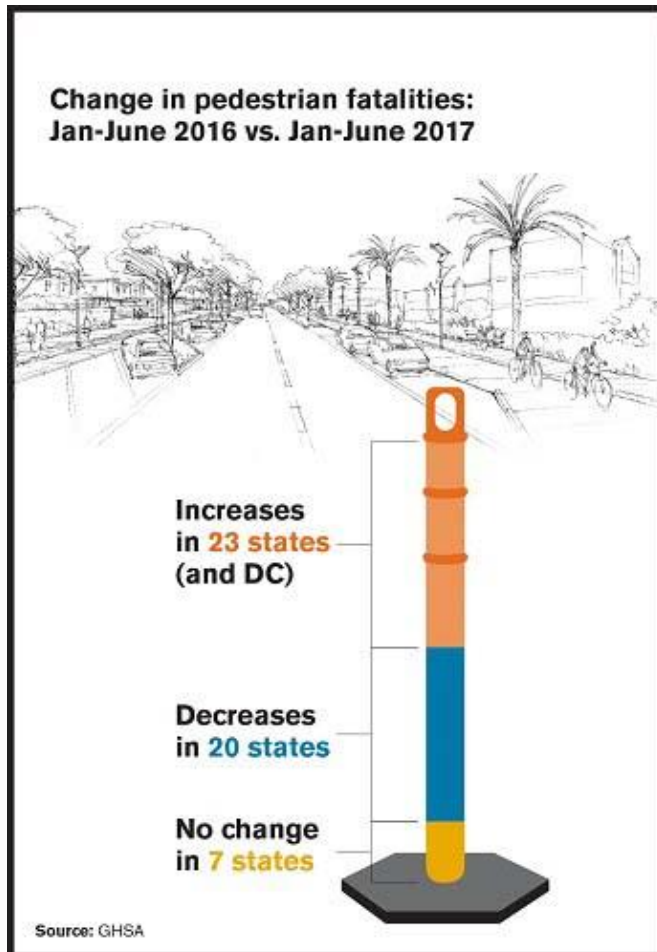


Increase in Pedestrian Fatalities

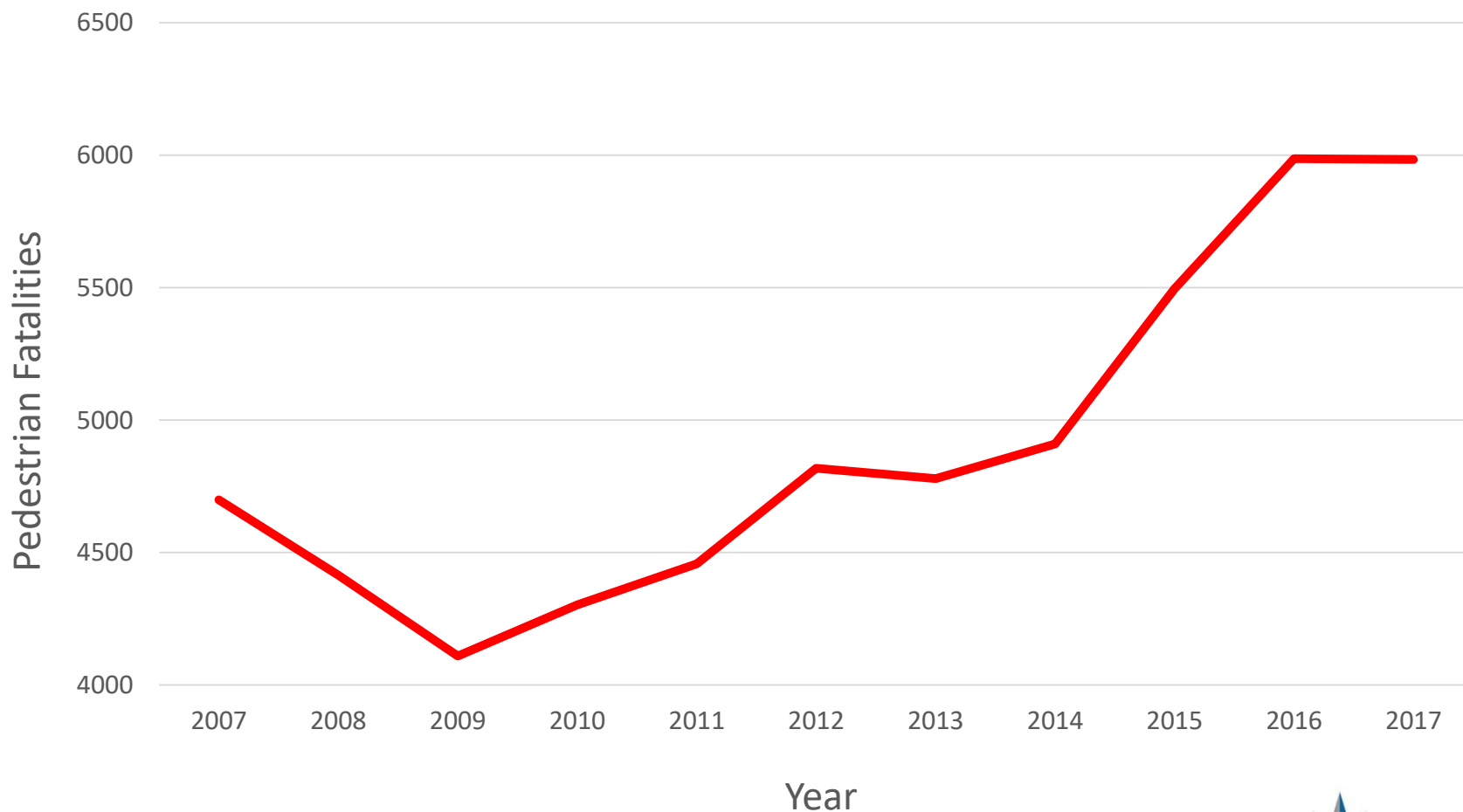
- Full-year projection based on preliminary data for first 6 months of 2017 from SHSOs



Projected Increase in Pedestrian Fatalities

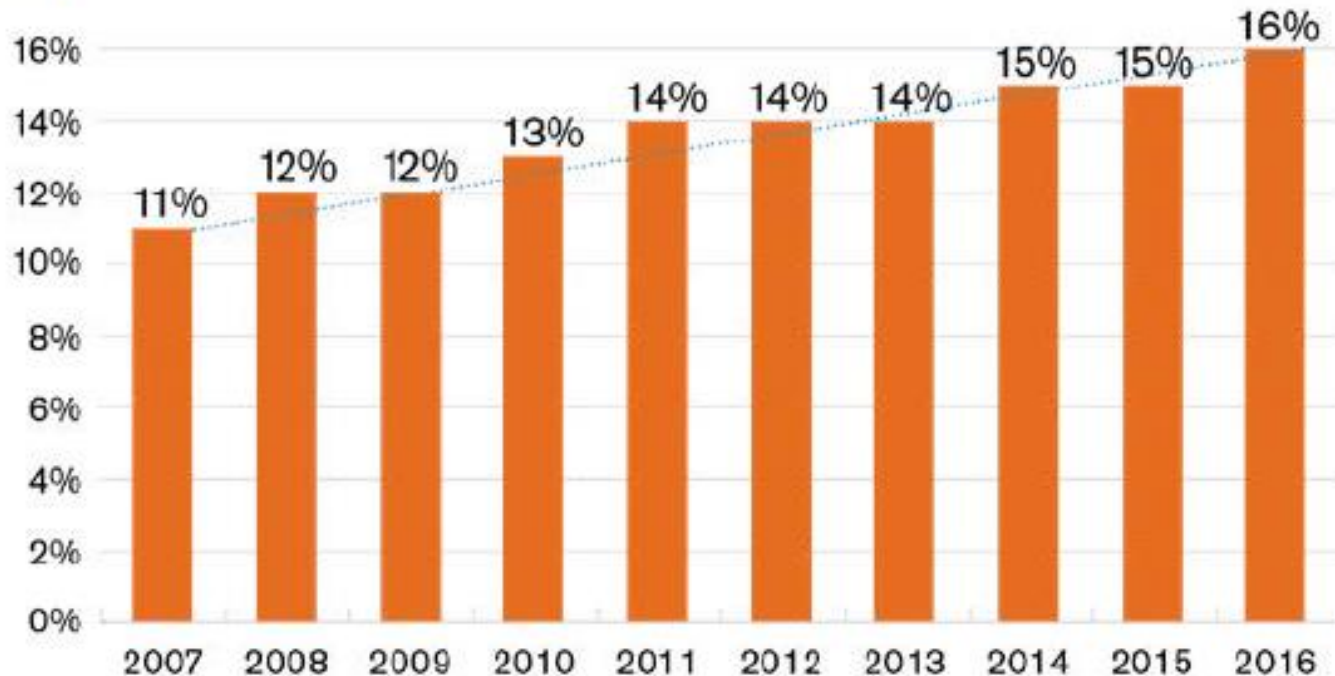


Pedestrian Fatal Crash Data (FARS) with GHSA 2017 Estimate



Pedestrian Deaths as a Percent of Total Motor Vehicle Deaths

Figure 1 Pedestrian Deaths as a Percent of Total Motor Vehicle Deaths, 2007 - 2016



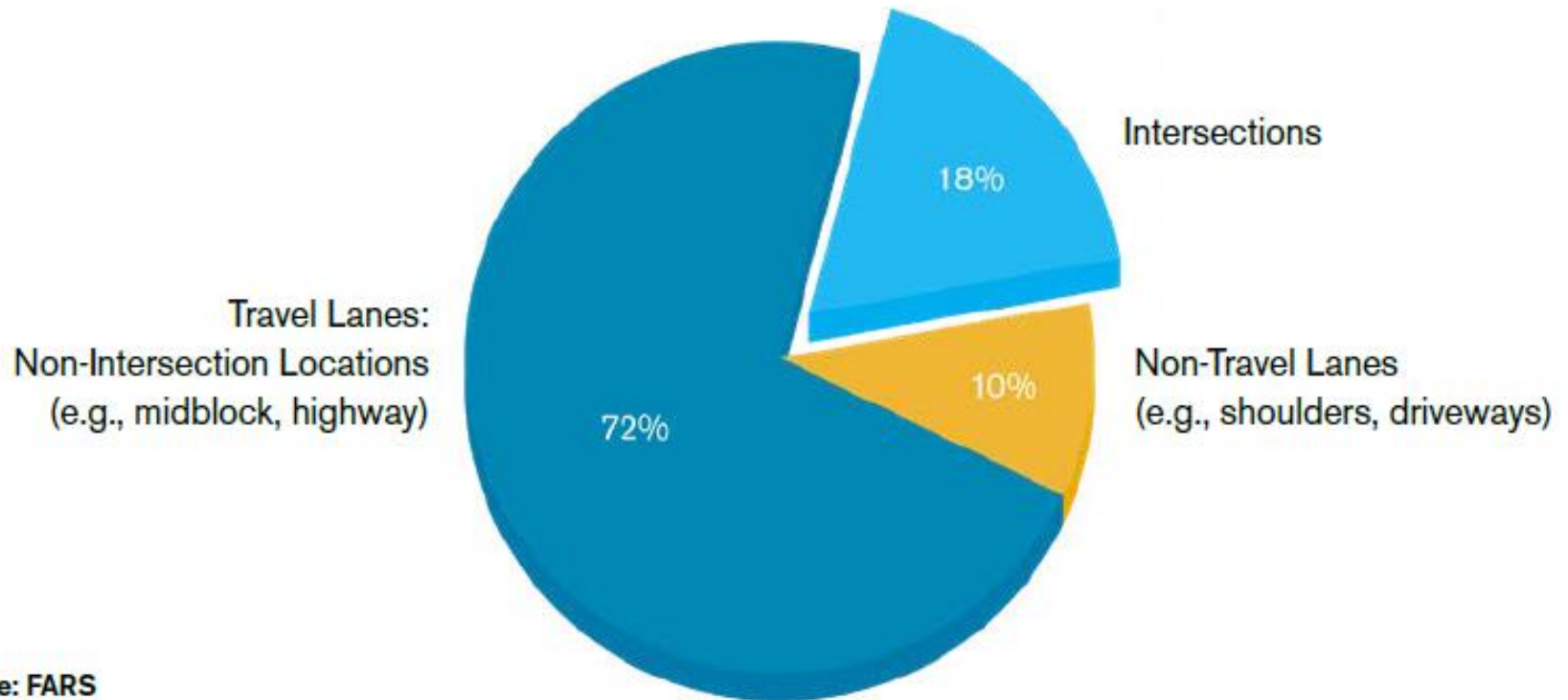
Source: FARS

Fatalities by Geography

- California, Florida, Texas, New York, and Arizona: 43 percent of all pedestrian deaths during the first six months of 2017.
- Arizona had highest rate (1.81) of pedestrian fatalities by 100,000 population by state.
- Virginia: 0.53 by 100,000 population
- Most pedestrian fatalities occur in urban areas.

Environmental Factors

Figure 5 2016 Pedestrian Deaths in Relation to Location Type



Source: FARS

Broad Contributing Factors

- More walking (increased exposure)
- Weak pedestrian infrastructure
- Behavioral issues, including distracted driving
- Externalities:
 - Economic conditions
 - Demographics
 - Weather
 - Fuel prices
 - Amount of motor vehicle travel

Behavioral Factors

- Inattention
 - Drivers
 - Pedestrians
- Impairment
 - Drivers
 - Pedestrians



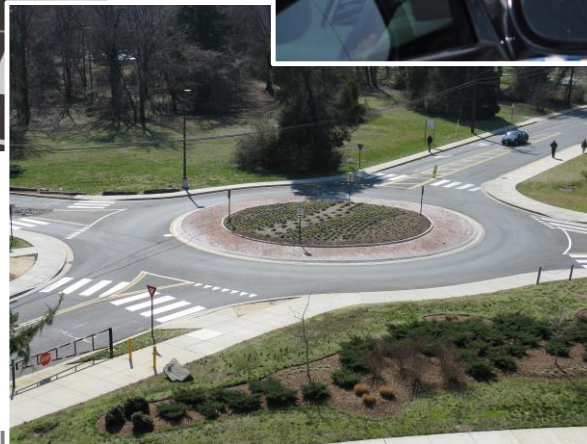
Countermeasures – Engineering

- Engineering & Enforcement
 - Increase separation of pedestrians from cars
 - Make pedestrians more visible



Countermeasures – Enforcement and Public Education

- Reduce speeds
- Public Education



Countermeasures That Work v.8

Pedestrian Countermeasures	Effectiveness	Cost	Use	Time
Pedestrian safety zones	★★★★	\$\$\$	Low	Medium
Reduce and enforce speed limits	★★★	\$	High	Varies
Conspicuity enhancement	★★★	\$	Low	Medium
Enforcement strategies	★★★	\$\$	Low	Short
Elementary-age child pedestrian training	★★★	\$	Unknown	Short
Safe Routes to School (SRTS)	★★★	\$	High	Short
Child school bus training	★★	\$	High	Short
Communications and Outreach Addressing Impaired Pedestrians	★★	Varies	Low	Medium

Other promising countermeasures

- Responsible beverage service
- Ride-service programs and ride-sharing services



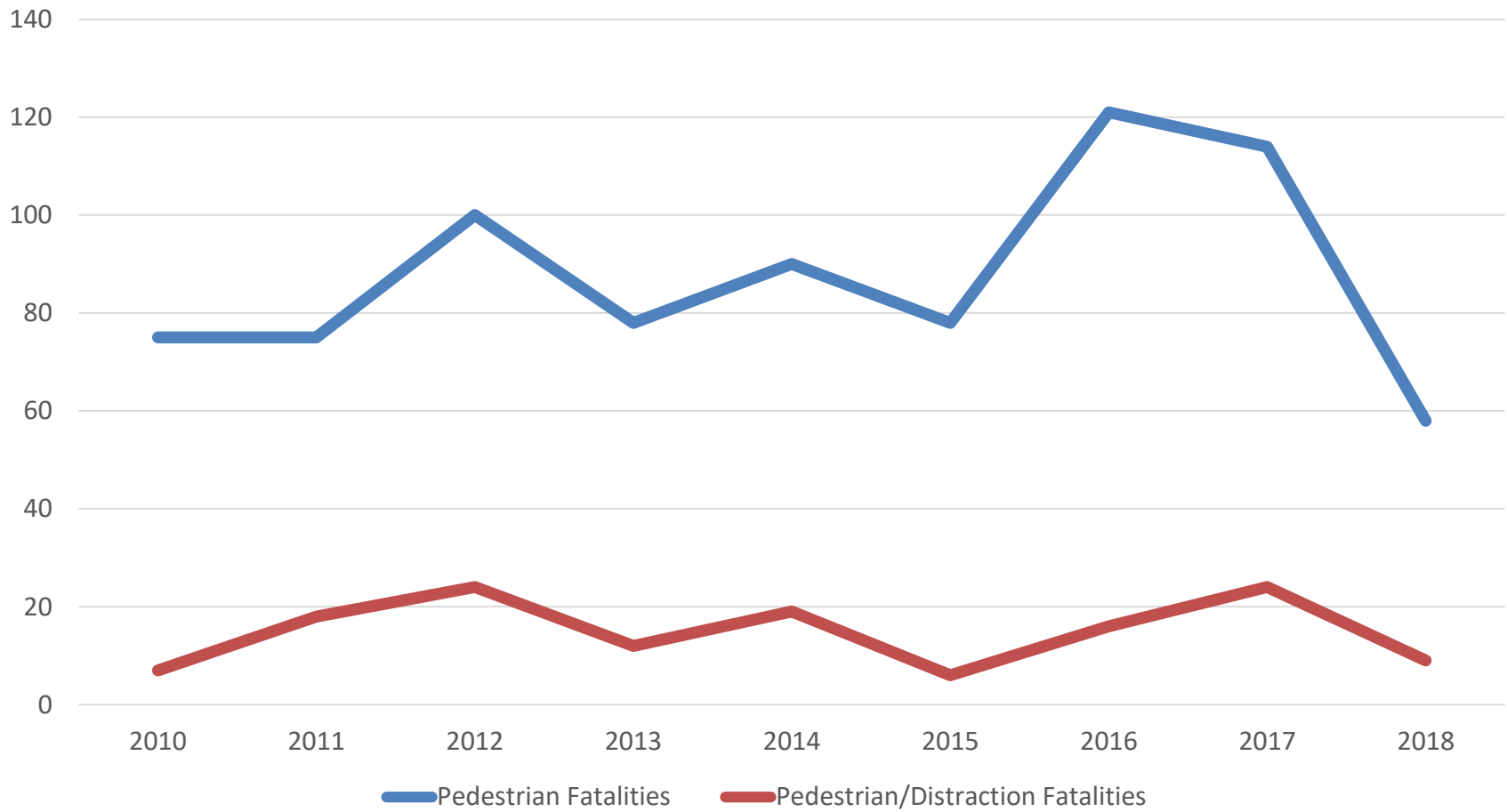
Side•car



Federal/SHSO Resources

- Section 402 grant funds
- FHWA Guidance: *How to Develop a Pedestrian Safety Action Plan*
- Section 403 pedestrian safety research and demonstration projects
- Section 405 (h) non-motorized safety grants
- Highway Safety Improvement Program (HSIP)

Pedestrian Fatalities in Virginia



SHSO Efforts in Virginia

- Programmed \$302,519 in FY 2018 (sec. 402)
- Focus on education and enforcement
- SHSO Pedestrian Safety Task Force (2016)
- VA DOT Pedestrian Safety Action Plan (2018)

Thank you!

www.ghsa.org/sites/default/files/2018-03/pedestrians_18.pdf

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