



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Pedestrian Safety Forum

The Federal Perspective and NHTSA's Role

07.12.2018



AGENDA

07. 12. 2018

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Appreciation

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Data Overview

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Comprehensive
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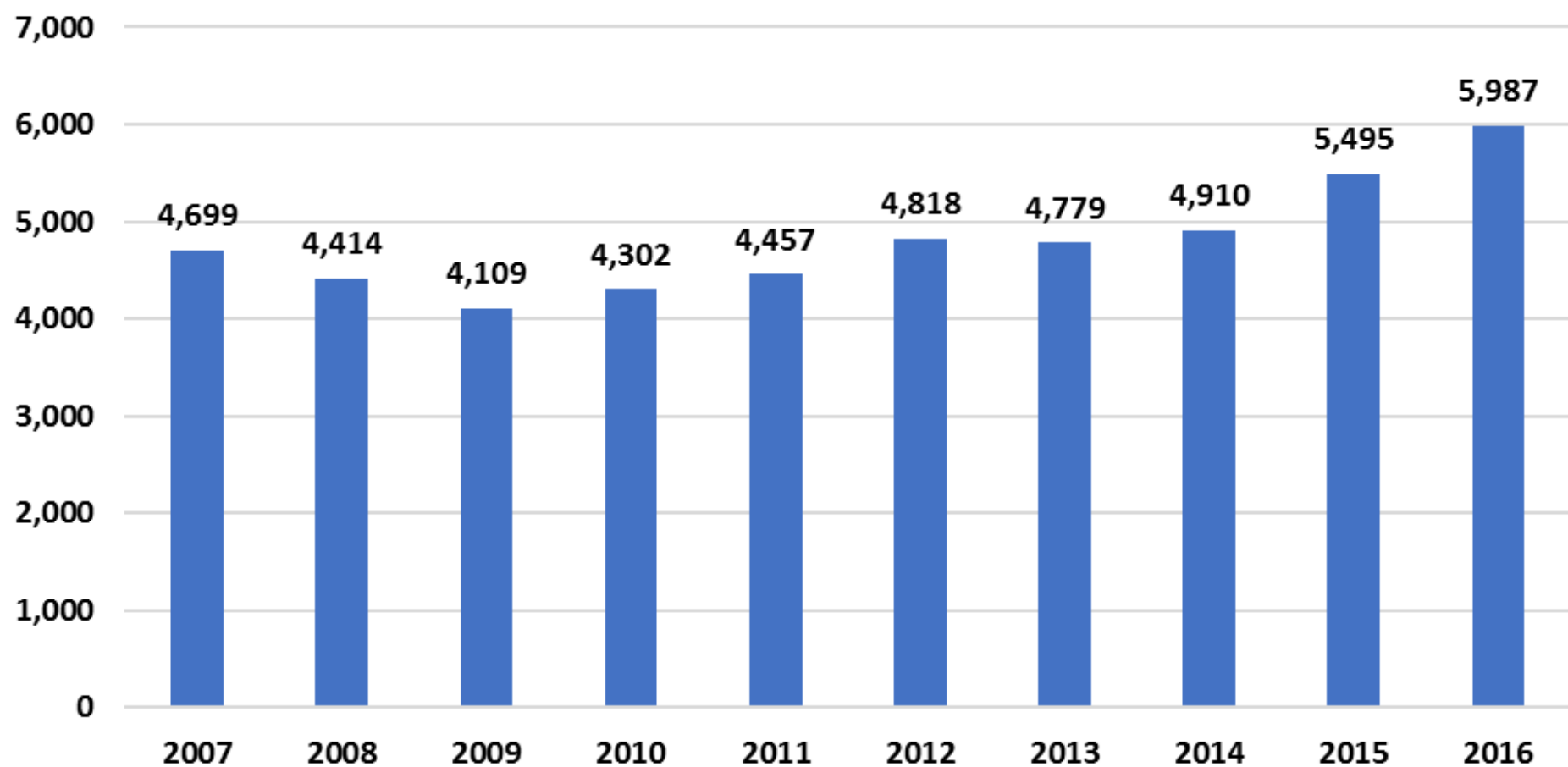
Open
Discussion

Data Overview

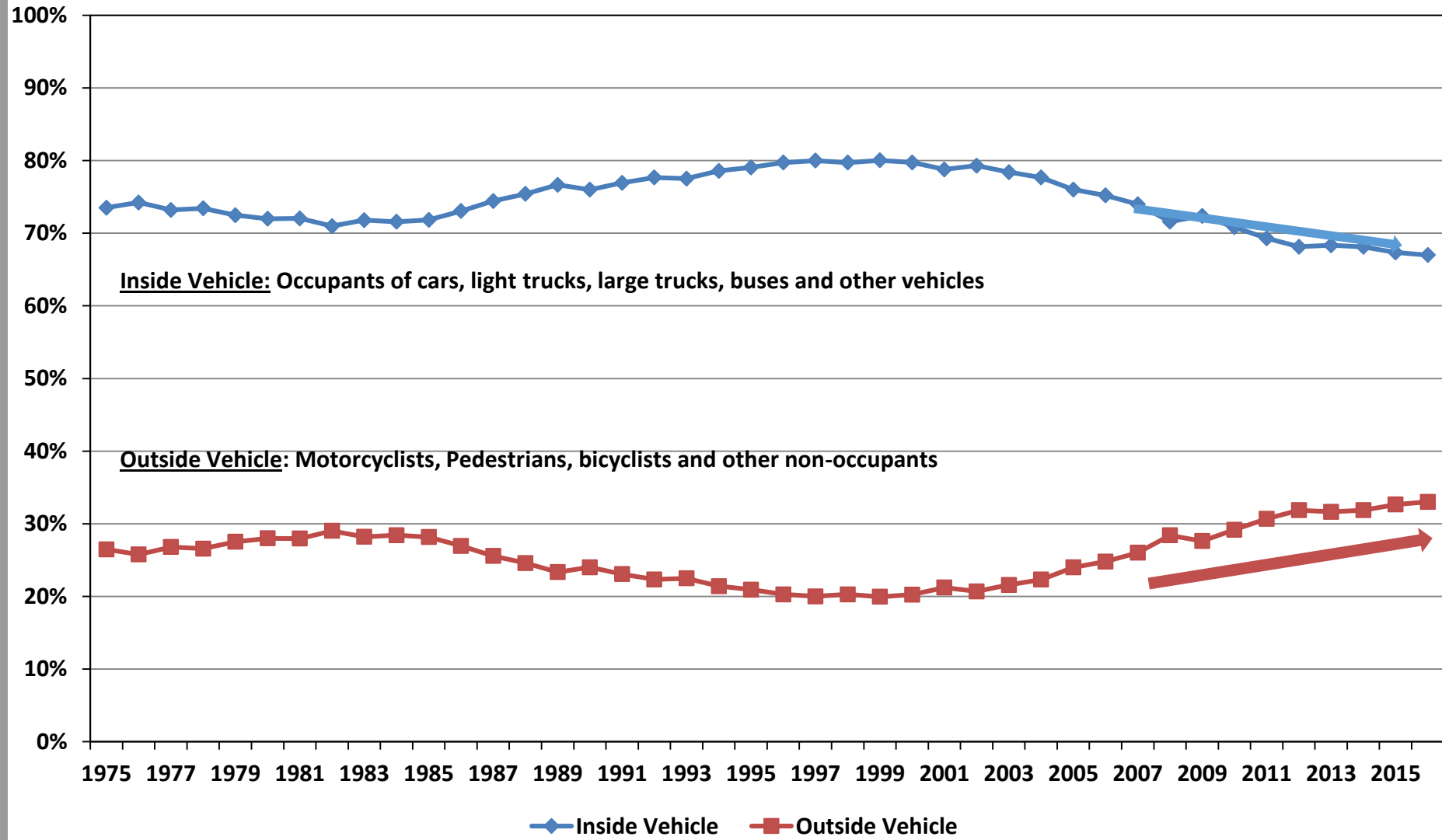
Dr. Maggi Gunnels



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>	<i>143</i>	<i>31,136</i>	<i>0.46</i>	<i>102</i>	<i>29,840</i>	<i>0.34</i>	<i>245</i>	<i>60,975</i>	<i>0.40</i>
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>	<i>760</i>	<i>21,793</i>	<i>3.49</i>	<i>397</i>	<i>27,451</i>	<i>1.45</i>	<i>1158</i>	<i>49,244</i>	<i>2.35</i>
<i>Total*</i>	<i>4,179</i>	<i>159,079</i>	<i>2.63</i>	<i>1,783</i>	<i>164,049</i>	<i>1.09</i>	<i>5,987</i>	<i>323,128</i>	<i>1.85</i>

Is Pedestrian Injury
and Death a Public Health Problem?

Simply Stated. Yes.

$5987 + 69,000 = 74,987$

RESEARCH

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*

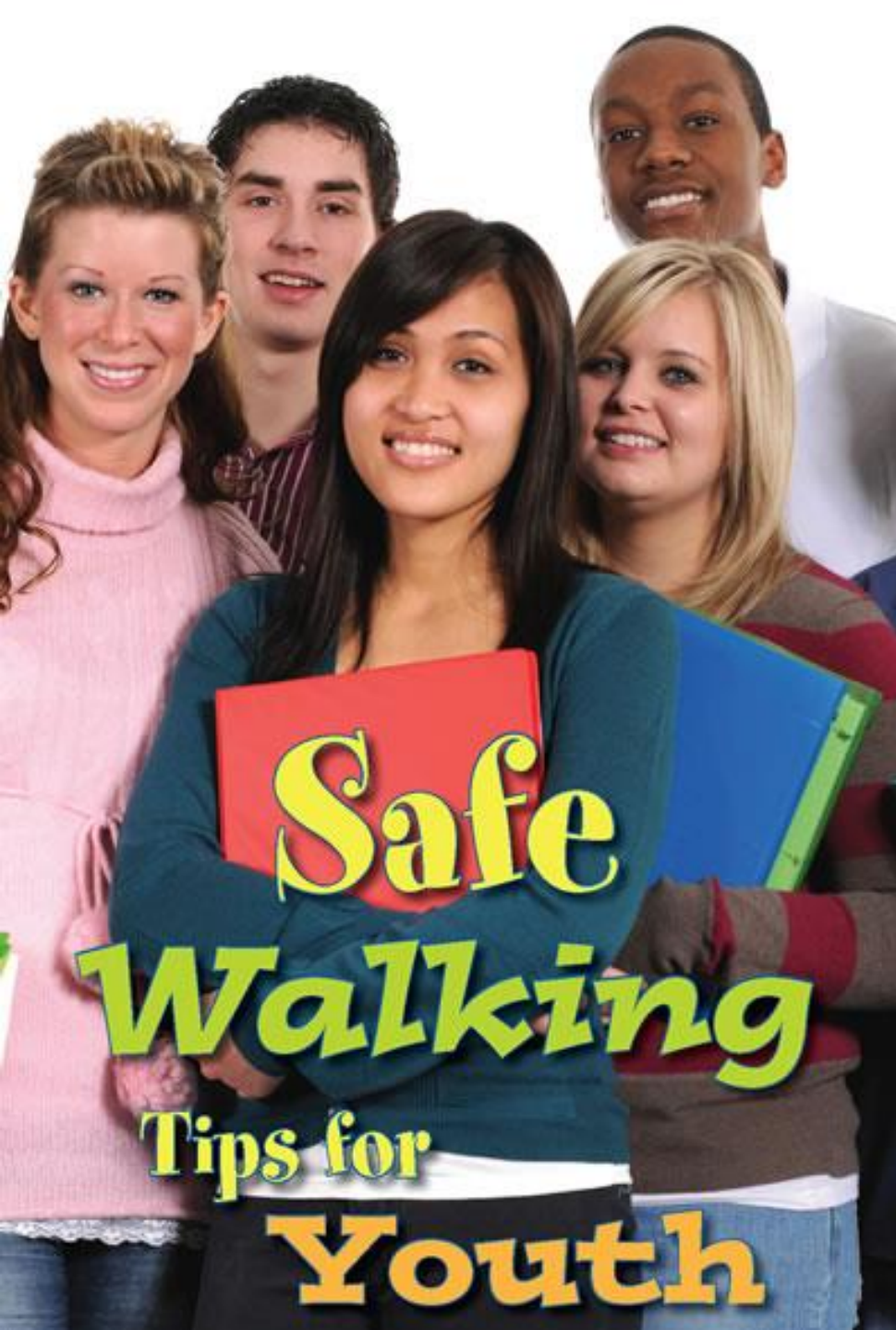




OUR PRIMARY APPROACH

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

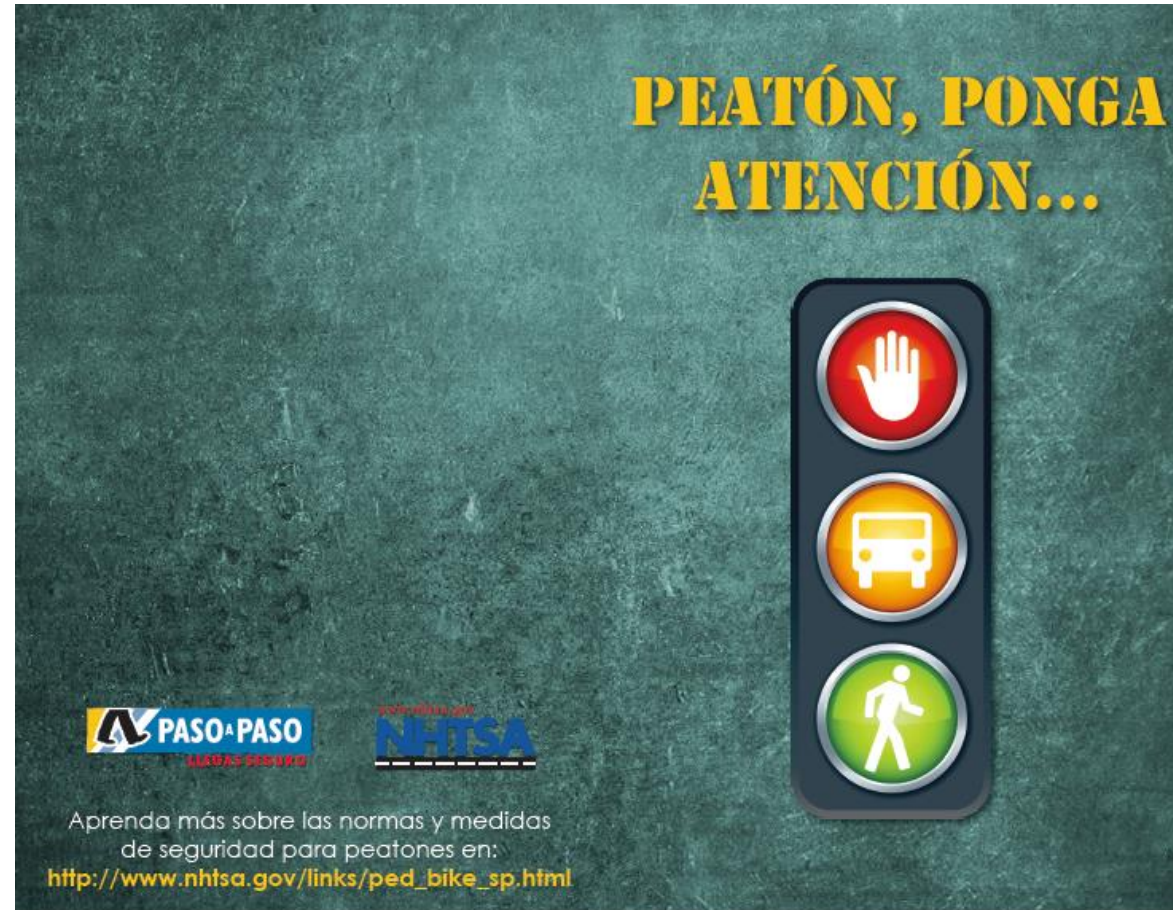
- Engineering
- Enforcement
- Education

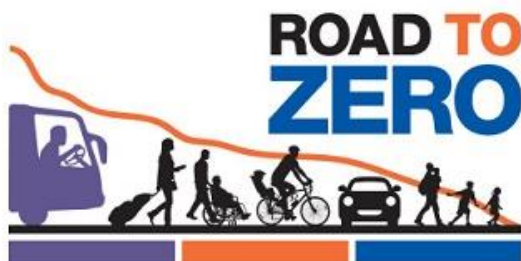


Educational Resources

- 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

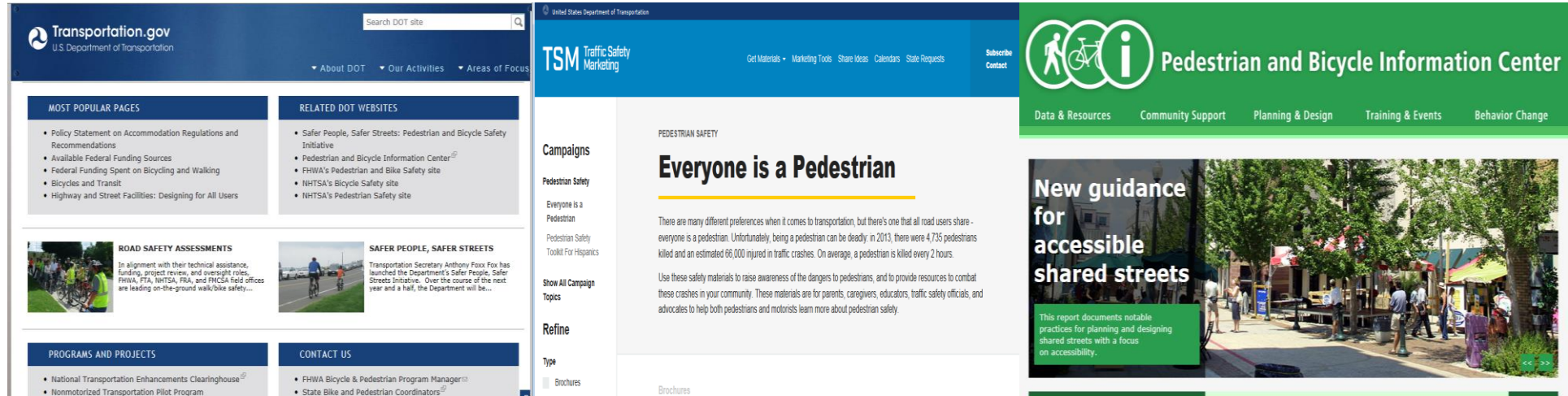
- **Pedestrian and Bicyclist Safety Program Management Training**
- **Law Enforcement Training**
- **State Pedestrian and Bicyclist Safety Program Assessments**
- **PBSAP Technical Assistance for 405 States**

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!