



# NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

## Pedestrian Safety

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*2020 Texas Pedestrian Safety Forum*  
*August 6, 2020*

# Pedestrian Safety

08.06.2020

1

**NHTSA**

2

**Data & Research**

3

**Approaches**

4

**New Efforts**

# About NHTSA

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Our mission  
is to save lives, prevent injuries,  
and reduce economic costs  
due to road traffic crashes,  
through education, research,  
safety standards, and enforcement.

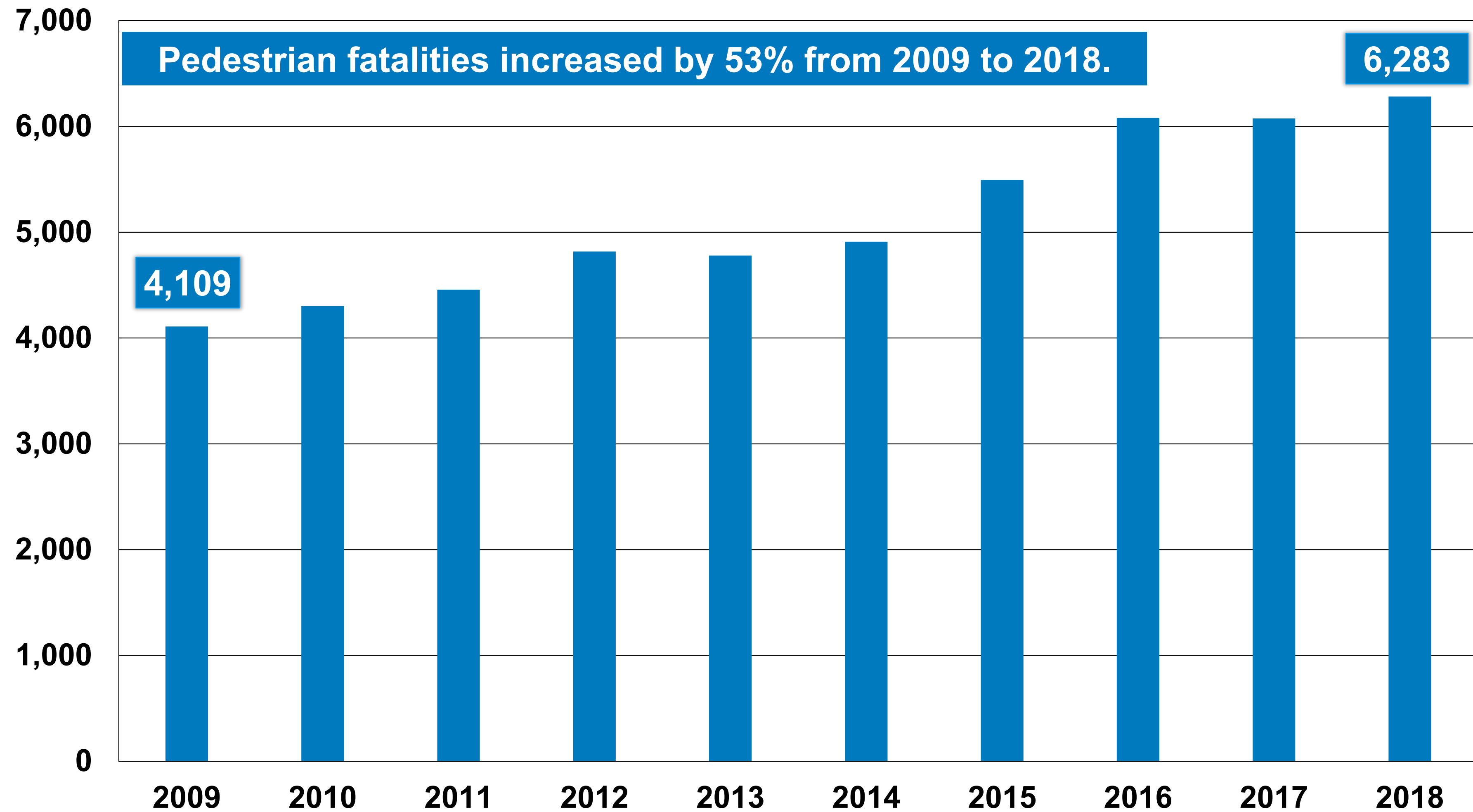


# Pedestrian Injuries & Fatalities In Motor Vehicle Crashes



Information from  
Fatality Analysis Reporting System-census of fatal traffic crashes  
National Emergency Medical Service Information System

# Pedestrian Fatalities



# Pedestrian Fatalities in Motor Vehicle Crashes, 2018

## Where?

- 81% Urban
- 74% Not at intersection
- Arterial roads (35% principal, 20% minor)

## When?

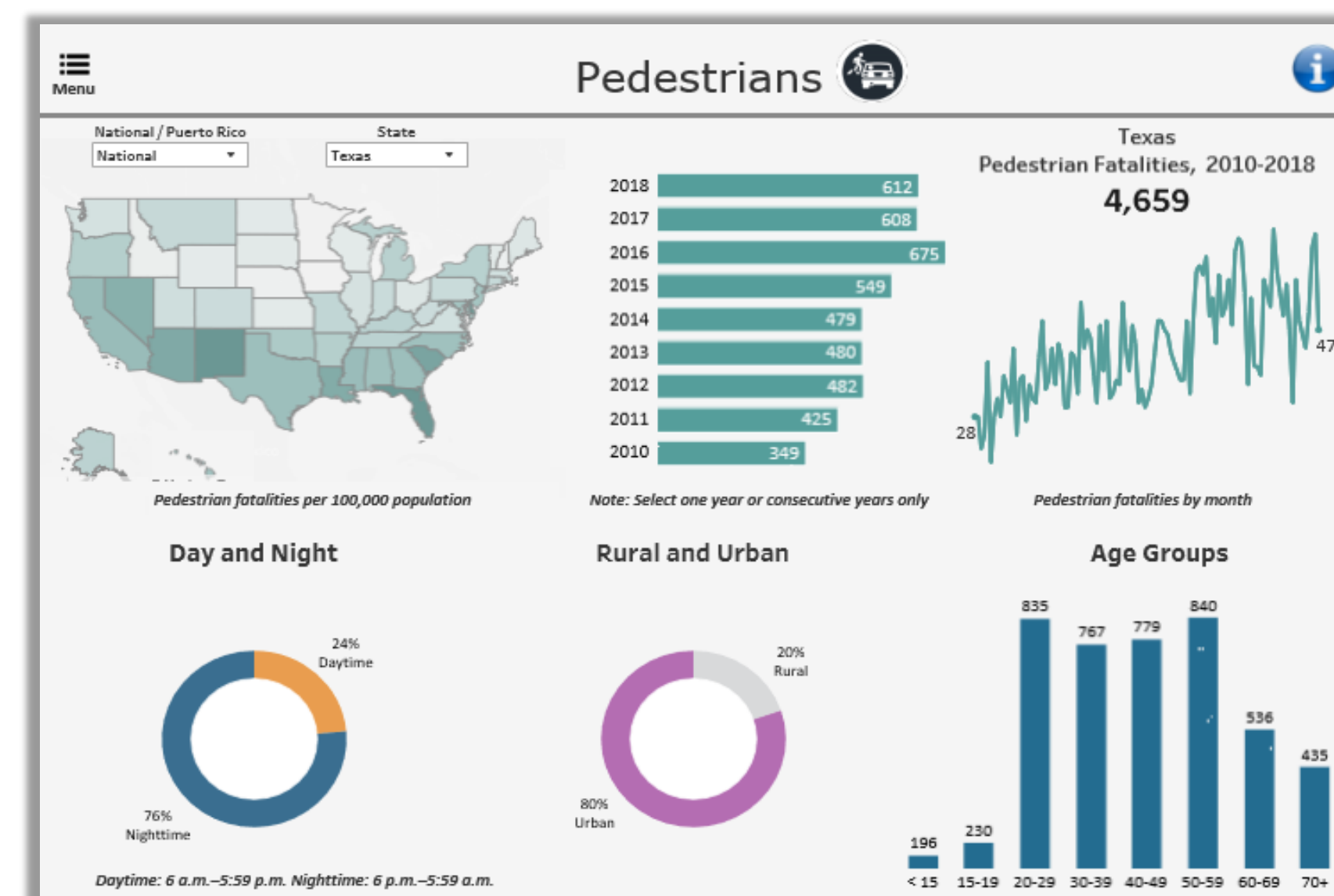
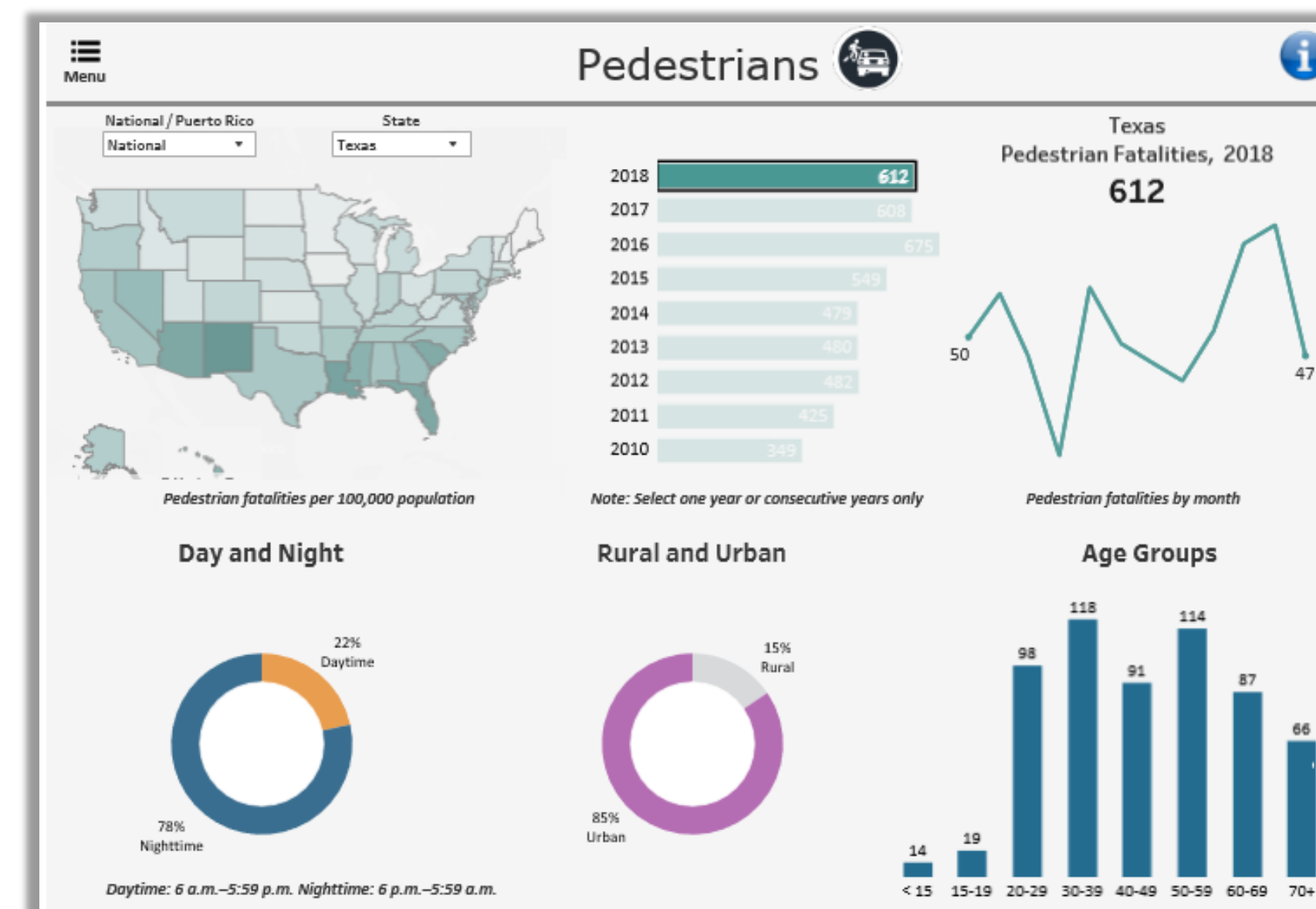
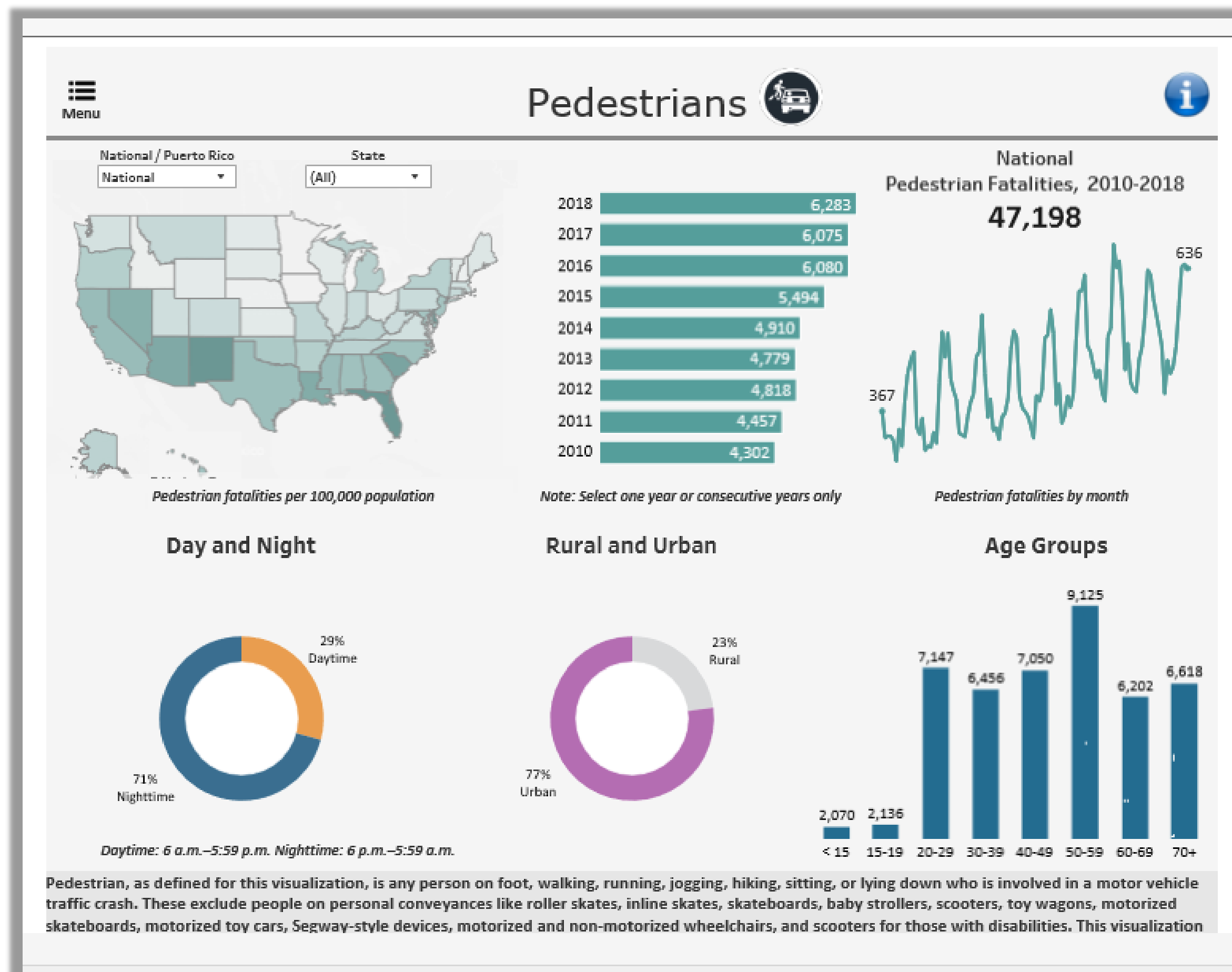
- In the dark (76%)
- 6 PM - 9 PM in fall and winter
- 9 PM - midnight in spring and summer
- Weekends between 6 PM and midnight
- October - January

## Who?

- Largest number age group 55-59
- Highest % age group 60-64
- Males

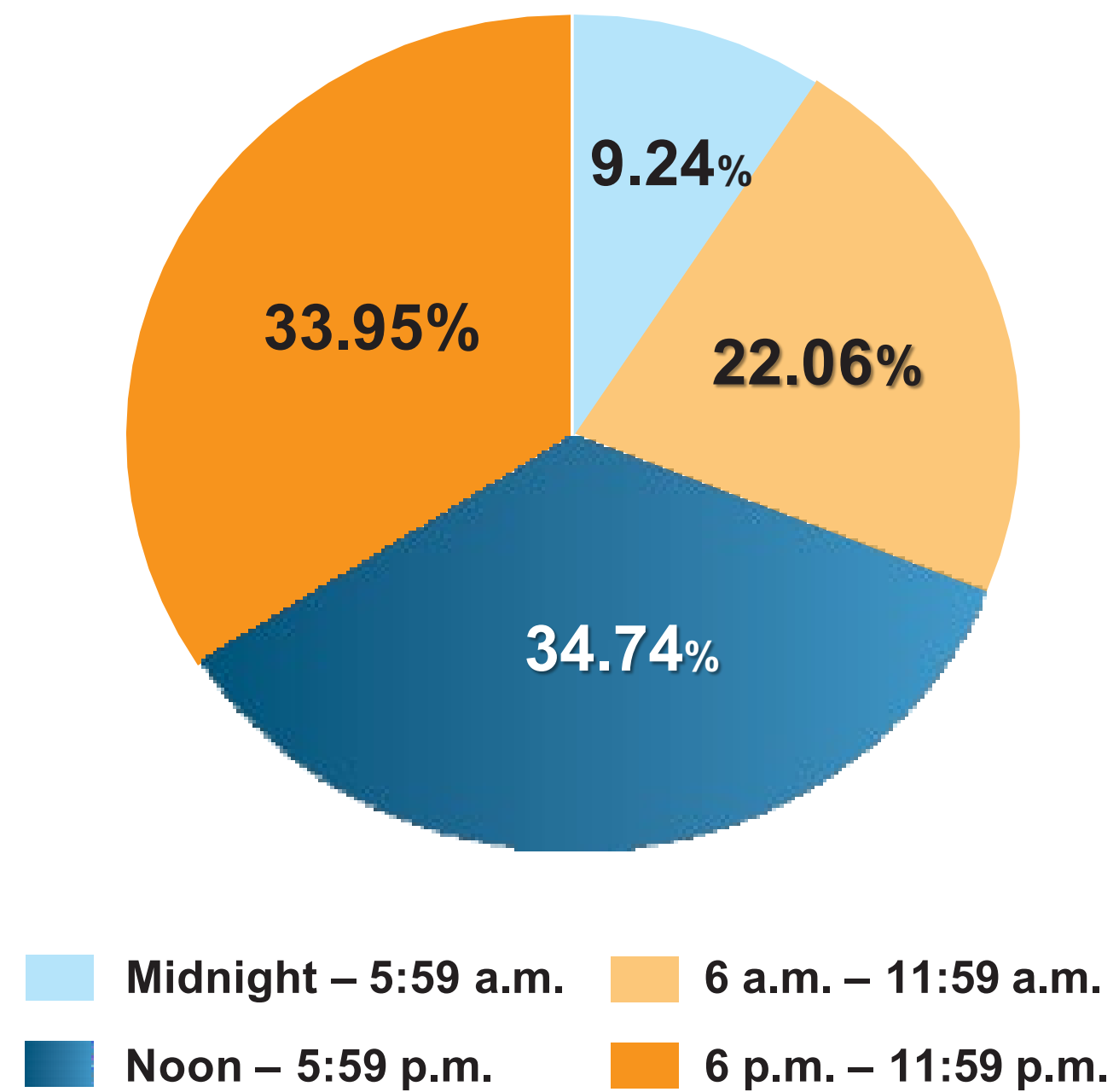
Source: FARS 2018 ARF

# Improving access and usability of data . . .

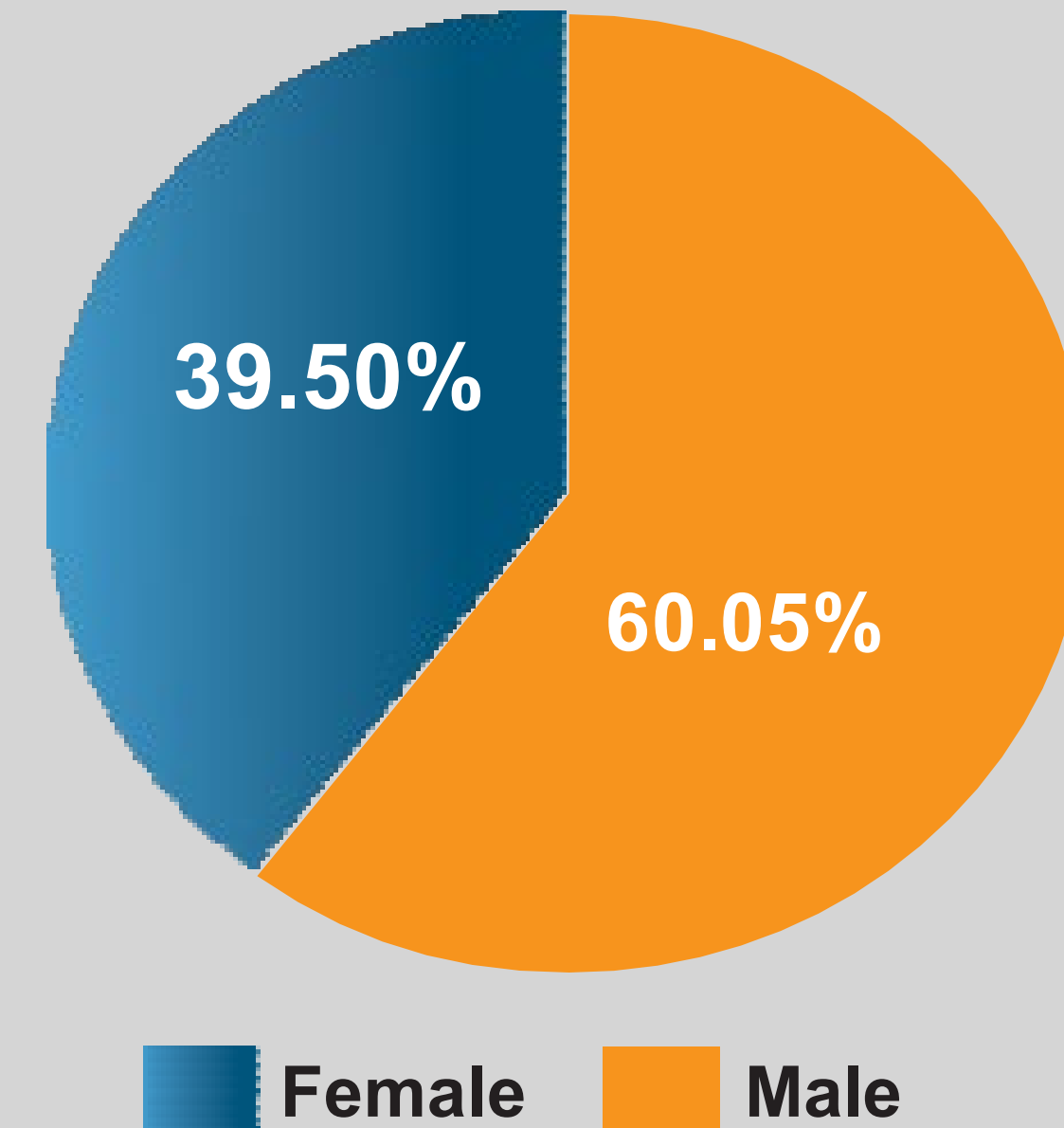


## Pedestrian EMS Activations, 2017-2018

### Time of Day



### Sex



“ Human factors contribute to more than 90% crashes. ”

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*(Treat, et al, 1979), (Singh, 2015)*



## Speed

- Factor in 26% of total traffic fatalities
- Higher the speed more likely serious injury or death for pedestrian



## Alcohol

- Alcohol involvement reported in 48% of traffic crashes resulting in pedestrian fatalities
- Estimated 33% of fatal pedestrian crashes had a pedestrian with a BAC of .08 g/dL or higher
- Estimated 16% of fatal pedestrian crashes had a driver with a BAC of .08 g/dL or higher



## Distraction Inattention

- 506 nonoccupants were killed in crashes involving a distracted driver

(National Center for Statistics and Analysis, 2020)

Of note: Drivers and pedestrians share fault for pedestrian-vehicle crashes, with drivers at fault 32% and pedestrians at fault 59% of the time (Ulfarsson et al., 2010)



# Injury Prevention Approach

1

**Engineering**

2

**Enforcement**

3

**Education**

3

**Emergency Medical Services**

## ***Enforcement***

- Enforcing existing laws aimed at motorists such as failure to yield and speed laws
- Enforcing laws aimed at pedestrians such as improper crossings

## ***Education***

- Informing public of injury risk and laws
- Teaching public safe behaviors.

## ***Engineering***

- Vehicle Safety
- Vehicle Technology

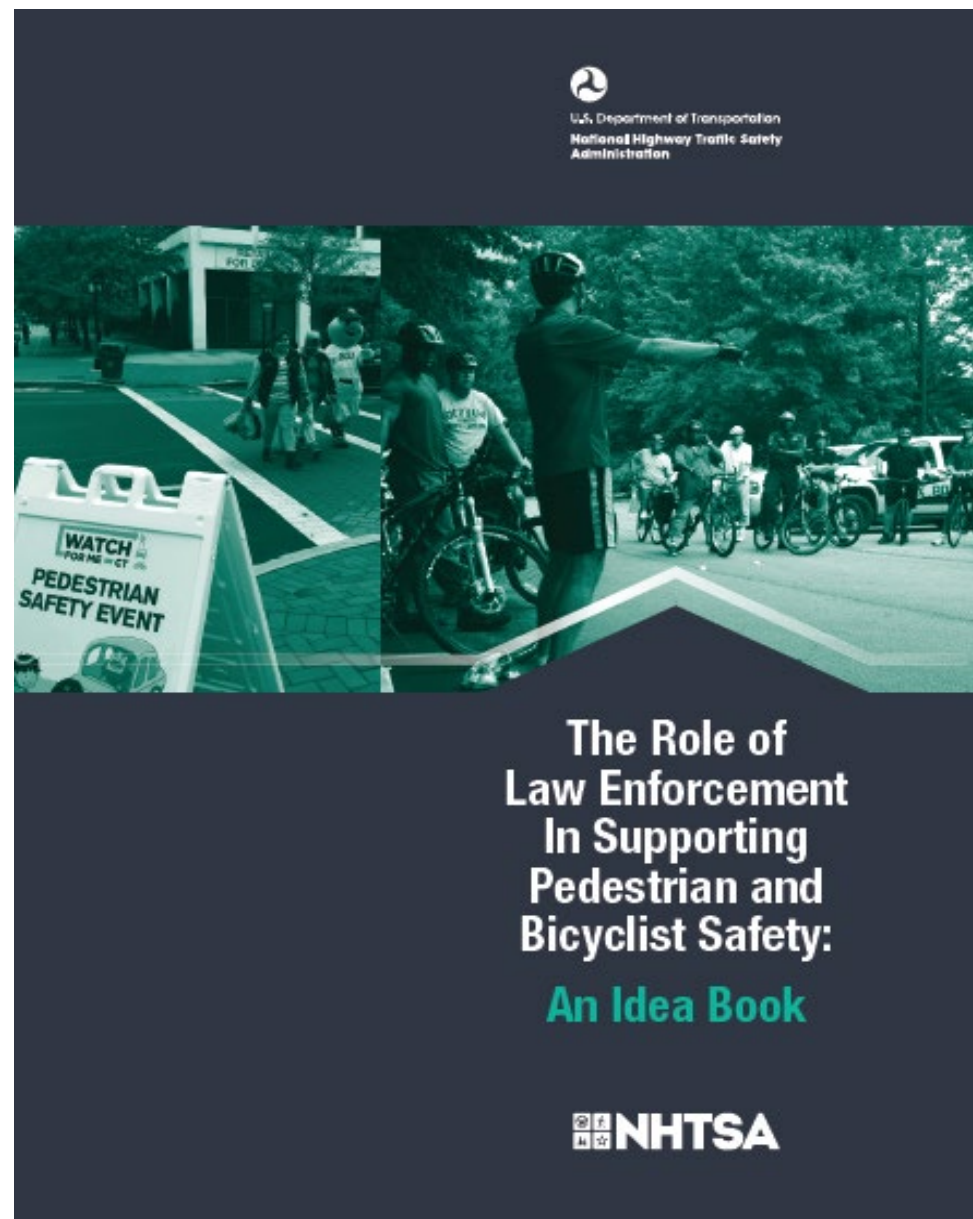
## ***Emergency Medical Services***

- Advancing care
- Improving services

Some NHTSA efforts coming soon . . .

## ***Enforcement***

Role of Law Enforcement  
In Supporting Pedestrian Safety:  
An Idea Book



## ***Education***

### Pedestrian Safety Month

Week 1

Speed/Walk to School

Week 2

Distraction/Impairment

Week 3

Illegal School Bus Passing/  
Older Road User

Week 4

Daylight Savings/  
Enforcement

## ***Engineering***

Upgrade  
New Car Assessment Program  
(NCAP)  
include new technologies

## ***Emergency Medical Services***

Bystander Care Campaign



# Safe System Approach

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safety culture  
human centered design  
everyone is responsible



# Safe System Efforts

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- Vehicle improvements, standards, technologies  
Adaptive Driving Headlamps
- Speed policies & management  
Speed Management Program Plan (SMPP)/  
Automated Speed Enforcement
- Collaborative partnerships  
PHMSA, FRA, FHWA, FTA, NHTSA  
Road to Zero (NSC)

# Some KEY RESOURCES

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## Published:

DWI Histories of Fatally Injured Pedestrian (2019)

Traffic Tech: The Effect of High-Visibility Enforcement on Driver Compliance with Pedestrian Right-of-Way (2017)

Effect of Electronic Device Use on Pedestrian Safety (2016)

Advancing Pedestrian and Bicyclist Safety: A Primer for Highway Safety Professionals (2016)

## Coming soon . . .

The Role of Law Enforcement In Supporting Pedestrian and Bicyclist Safety: An Idea Book

Pedestrian Injury in Motor Vehicle Crashes: What to Know About EMS Activations

Speed Safety Camera Program Planning and Operations Guide (FHWA/NHTSA)

Countermeasures That Work 10<sup>th</sup> Edition, Chapters 8 & 9

Community-Based Assessment Tool and Manual

*www.nhtsa.gov*  
*www.trafficsafetymarketing.gov*



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