

Texas Pedestrian Safety Task Force Outcomes

2023



SEPTEMBER 13, 2023

Texas A&M Transportation Institute
Texas Pedestrian Safety Coalition



Objective of the Texas Pedestrian Safety Task Force (PSTF)

The PSTF (Pedestrian Safety Task Force) aims to provide stakeholders and TxDOT (Texas Department of Transportation) with information about new pedestrian safety initiatives, including initiatives relative to alcohol involvement and law awareness. The PSTF discussed diverse options to enhance pedestrian safety in Texas and provided guidance for activities conducted by the Texas Pedestrian Safety Coalition.

This memo summarizes the process the task force followed to develop the ten initiatives, as well as a detailed overview of the needs and resources, stakeholders, action items, direct products, and the impacts of the initiatives and further encourage ownership and forward movement on thinking through all ten of the initiatives.

Development of Pedestrian Safety Initiatives

The Texas A&M Transportation Institute (TTI) worked with the PSTF to develop ten pedestrian safety initiatives. Figure 1. Below provides an overview of the process that TTI and the PSTF followed to finalize the initiative.

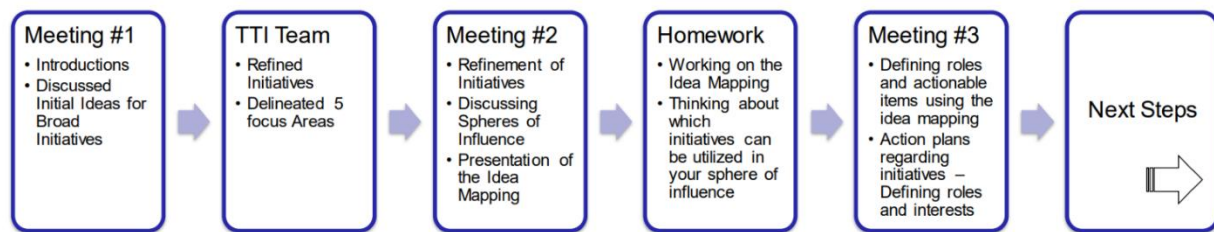


Figure 1. Roadmap to the development of the ten initiatives and future action items.

The following subsections provide an overview of the activities held within each of the three meetings during initiative development.

First PSTF Meeting

On April 13, 2023, the TTI (Texas A&M Transportation Institute) team held the first PSTF meeting to discuss and brainstorm pedestrian safety initiatives for Texas. After the meeting, the TTI team reviewed the gathered information and categorized the concepts into five strategic priority areas: Policy, Equity, Enforcement, Infrastructure, and Education and Outreach. The team then crafted a refined list of twelve initiatives that collectively addressed all five priority areas. Additionally, before the second meeting, the TTI team developed an approach called “Idea Mapping” to further develop the thoughts of the PSTF members and create solution-based initiatives.

Second PSTF Meeting

On June 22, 2023, TTI staff held the second PSTF meeting, where Spheres of Influence, Idea Mapping, the five focus areas, and the refined list of twelve initiatives were presented, discussed, modified, and finalized. The result of the discussion was the development of the ten most relevant initiatives to be prioritized.

The following list contains the ten pedestrian safety initiatives finalized by the PSTF during the virtual meeting on June 22, 2023. These initiatives are potential candidates for future grants, and further discussions will take place during the next task force meeting.

Ten Pedestrian Safety Initiatives

1. Best practices for evaluating the effectiveness of outreach and education activities/ (Outreach and Education).
2. Identify topics where there is misalignment within the pedestrian safety community between perception and reality (i.e., pedestrian safety and alcohol, pedestrian safety, and midblock crossing, etc.). What myths/misalignments/misunderstandings can we explore so we can drill down to the real answer and start working on real solutions? (Outreach and Education)
3. Best practices for how stakeholders can work together to improve pedestrian safety facilities on state roads. (Infrastructure)
4. Best practices for identifying and analyzing pedestrian safety indicators that provide leading indicators (e.g., near misses) as opposed to lagging indicators (e.g., crashes). (Infrastructure)
5. State of practice for target speed versus posted speed on high crash facilities (or all facilities). (Infrastructure)
6. Best practices for effective messaging and evaluation for pedestrian safety laws. (Enforcement)
7. Best practices for data collection at the scene of pedestrian-involved crashes. How can we enhance traffic safety databases? (Enforcement)
8. Document examples of best practices and innovative approaches to enforcing pedestrian safety. (Enforcement)
9. Best practices for meaningfully incorporating underserved populations into pedestrian safety initiatives (e.g., redesigning a roadway to rebuilding I-35, to policymaking) to ensure that outcomes are benefiting all segments of our population. (Equity)
10. Determine if repeat traffic offenders (DUI, excessive speed, etc.) are disproportionately involved in pedestrian crashes and determine potential policies that address repeat offenders. (Policy)

As mentioned above, during the second PSTF meeting, the TTI team introduced the concept of “Spheres of Influence” and “Idea Mapping” using a modified logic model. This approach aimed to engage the task force members in determining specific activities and outputs related to each initiative, fostering collaboration, and generating innovative ideas for future change projects. While Spheres of Influence and Logic Models serve different purposes, they can complement each other when used harmoniously to achieve the goals or objectives related to identifying the needs and resources, stakeholders, action items, direct products, and the impacts related to the initiative at hand.

Below is a more in-depth depiction of the two concepts (Spheres of Influence and Idea Mapping i.e., logic models) and how they were described and presented at the second task force meeting.

Spheres of Influence

A Sphere of Influence is the scope and community built around us i.e., our backgrounds and resources we can bring to the table. We can create change and impact in this sphere through the utilization of some people and systems you operate with. In this sphere leaders can utilize their resources to build influence externally to successfully implement their vision. Understanding your spheres of influence is crucial for strategic planning and decision-making. It helps you identify where you have the most significant impact or potential to affect change.

Spheres of influence analysis involve identifying key stakeholders, assessing their interests and power, and determining how they can be leveraged to achieve your objectives.

Figure 2 below provides a visual of the spheres of influence used during the idea mapping process.

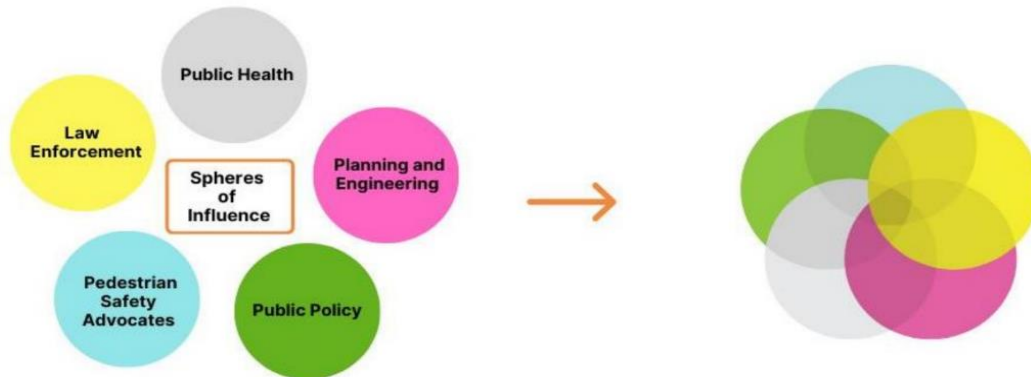


Figure 2. Spheres of Influence.

Idea Mapping

Idea Mapping is a modified application of a logic model structure. This is an effective way of understanding and analyzing the various components of different initiative approaches. This method is a helpful tool that can be utilized to show the various components, activities and goals of a new program or initiative. It shows a clear map of the key components of a successful execution or the missing components that need to be filled in.

The Idea Mapping presented to the PSTF consisted of the following elements:

- Inputs: Resources and assets allocated to the program.
- Activities: Planned actions or interventions.
- Outputs: Direct and immediate results of the activities.
- Impacts: The changes and effects, long-term goals, or societal changes.

This mapping provides a visual representation of how the program is expected to work and help stakeholders understand the cause-and-effect relationships.

This approach enables a thorough analysis of the problem statement, ensuring that inputs effectively lead to actions and result in meaningful impacts across the short, intermediate, and long-term periods. Figure 3 below provides an example of the idea mapping worksheet the PSTF members were presented during the second meeting and later used to develop pedestrian safety initiatives during the third meeting.



Figure 3. Idea Mapping Worksheet.

How Spheres of Influence and Logic Models Work Together:

- **Strategic Planning:** When developing a strategic plan for an organization or project, you can use spheres of influence to identify key stakeholders and potential partners who can support your initiatives. Logic models/Idea Maps can then be used to map out the specific activities and outcomes required to engage and influence these stakeholders.
- **Resource Allocation:** Spheres of influence can inform resource allocation decisions by identifying priority areas where resources should be directed. Logic models/ Idea Maps can then help ensure that these resources are used effectively by providing a structured framework for planning and monitoring.
- **Program Evaluation:** Logic models/Idea Maps are valuable tools for evaluating the effectiveness of programs or interventions, while the Spheres of influence can help identify which stakeholders' perspectives and outcomes are most critical to consider when evaluating impact.
- **Communication and Reporting:** Combining spheres of influence and logic models/idea maps can improve communication with stakeholders by providing a clear narrative of how the organization or project is positioned within its broader context and how it plans to achieve its goals.

Spheres of influence help identify key stakeholders and areas of impact, while logic models provide a structured framework for planning, implementation, and evaluation. When used together, they enhance strategic planning, resource allocation, and communication, increasing the likelihood of achieving desired outcomes.

Third PSTF Meeting

On August 23, 2023, TTI held the third taskforce meeting as a hybrid meeting at TTI Offices in San Antonio. This meeting was held as a workshop where PSTF members used the idea mapping worksheets to participate interactively and share their unique perspectives via a whiteboard for those in person and [Google Jamboard](#) for those who were remote. By utilizing this model in a workshop format, we encouraged collaborative participation and sparked innovative ideas and conversation. We were able to further elaborate and discuss three initiatives to create a tangible roadmap, and the task force can identify new projects, approaches, and solutions for future change. In the future, we aim for each initiative to have an impact mechanism while considering factors such as cost, implementation time, barriers, and potential effectiveness ratings for evaluation purposes.

PSTF Workshop to Finalize Pedestrian Safety Initiatives

During the third meeting the task force as a group expanded upon three of the ten initiatives with utilization of a collaborative tool called Google Jamboard. The three chosen were not due to precedence but determined by interest and to expand upon work done by members outside of the coalition so that each task force member felt ownership in the initiatives and providing an opportunity for stakeholders from diverse backgrounds to better understand their role in each initiative.

The three initiatives that were chosen to elaborate were the following:

1. *Best practices for data collection at the scene of pedestrian-involved crashes. How can we enhance traffic safety databases? (Enforcement)*
2. *Best practices for how stakeholders can work together to improve pedestrian safety facilities on state roads. (Infrastructure)*
3. *Document examples of best practices and innovative approaches to enforcing pedestrian safety. (Enforcement)*

The following subsections provide a summary of the input provided during the PSTF workshop for the above three initiatives.

Initiative 1: Best practices for data collection at the scene of pedestrian-involved crashes. How can we enhance traffic safety databases? (Enforcement)

Needs and Resources

What resources do we have, or needs are required to implement this initiative?

- a. Funding and Time
- b. Individuals who have time to conduct outreach.
- c. Standardized data collection forms
- d. Training programs for law enforcement officers
- e. Technological tools for data collection and analysis
- f. Relevant policies and guidelines

Stakeholders

What individuals or organizations should lead the initiative, be included in the implementation of the initiative, or be consulted with during the initiative?

- a. Government Entities
- b. Municipalities
- c. State Officials

- d. TRCC (Traffic Records Coordinating Committee)
- e. Law enforcement officers and Legal Prosecutors
- f. Traffic investigators and Educators
- g. Pedestrian safety advocates
- h. Data analysts
- i. Hazard Crews - MPO/DOT Reps
- j. EMS

Actions

What activities will stakeholders conduct to implement the initiative?

- a. Conducting on-site investigations
- b. Gathering witness statements
- c. Documenting crash details (e.g., location, weather conditions)
- d. Collecting data on pedestrian behavior and demographics
- e. Studying of LEO forms
- f. Evaluation of current training
- g. Implementation of new training
- h. Incorporate EMS (Emergency Medical Services) ePCR data on location and details - especially in delay in police response or no police response
- i. Communication, Outreach, and Interdisciplinary Collaboration

Direct Products

What are the outputs, deliverables, and/or tangible products that are an outcome from this initiative?

- a. Documentation of how to improve LEO crash reporting
- b. Changes to the CR3 to be more descriptive for ped and bike crashes. For example, there is not a FTY ROW turning right in the contributing factors list
- c. New educational courses and resources for LEO
- d. Creating a taskforce for multiple stakeholders to engage and discuss obstacles for better collaboration

Impacts

How will implementing this initiative improve pedestrian safety across the state of Texas?

- a. Improved accuracy and completeness of crash data
- b. Enhanced collaboration between law enforcement and other stakeholders
- c. Effects that occur over a medium-term period, such as:
- d. Identification of high-risk areas for pedestrian crashes
- e. Development of targeted interventions and enforcement strategies
- f. Long-lasting effects that contribute to overall traffic safety, such as:
- g. Reduction in pedestrian-involved crashes
- h. Improved understanding of factors contributing to crashes
- i. Development of evidence-based policies and interventions
- j. Best practices lessons learned implemented into new projects

Initiative 2: Best practices for how stakeholders can work together to improve pedestrian safety facilities on state roads. (Infrastructure)

Needs and Resources

What resources do we have, or needs are required to implement this initiative?

- a. Funding for research to document best practices (surveys, case examples, data exploration, etc.)
- b. Time and funding for TxDOT staff to learn from other states, from research, and to put into practice lessons learned.
- c. Funding for ROW and to install safe, accessible, attractive, and comfortable pedestrian facilities
- d. Data such as crashes, counts, estimated demand, shade, sidewalk inventory, width of facilities
- e. Time and funding for other stakeholders (MPOs (Metropolitan Planning Organizations), cities, counties, business owners, residents, school ISDs/universities, pedestrians, etc.) to share ideas

Stakeholders

What individuals or organizations should lead the initiative, be included in the implementation of the initiative, or be consulted with during the initiative?

- a. Government agencies
- b. Transportation departments,
- c. Law enforcement
- d. Pedestrian advocacy groups
- e. Local communities
- f. Citizens who regularly use pedestrian facilities
- g. Advocates for those who are mobility and visually impaired
- h. Youth Voice
- i. Local Schools and Business

Actions

What activities will stakeholders conduct to implement the initiative?

- a. Collaborate with transportation departments, traffic engineers, and urban planners to implement safety improvements.
- b. Increase enforcement of traffic laws related to pedestrian safety and maintain regular patrolling around state roads.
- c. Provide input, guidelines, and recommendations regarding design, education, and awareness programs to improve pedestrian safety facilities.
- d. Data collection and analysis to identify areas, intersections, or roads with high pedestrian accident rates or lacking proper safety measures.
- e. Develop or enhance existing legislation and policies that prioritize pedestrian safety, including speed limits, crosswalk regulations, and enforcement mechanisms.
- f. Provide training and educational programs for transportation professionals and stakeholders regarding pedestrian safety best practices, design principles, and road engineering standards.
- g. Participate in public hearings, awareness campaigns, and contribute local knowledge to prioritize and advocate for safer pedestrian facilities.
- h. Education and awareness campaigns: Develop and implement campaigns to educate both motorists and pedestrians about safer practices, traffic rules, and potential risks.
- i. Continuously assess the effectiveness of implemented safety measures through data collection, monitoring traffic patterns, accident statistics, and public feedback.
- j. TxDOT takes sidewalk inventory to next level, including elements such as corner curb radius, RTOR removal, shade, lighting, barriers between walkway and moving high speed

- k. Community engagement activities that identify / illuminate pedestrians
- l. Focus groups w/ city and state officials to identify gaps and overall priorities being mindful and giving attention to health equity with demands

Direct Products

What are the outputs, deliverables, and/or tangible products that are an outcome from this initiative?

- a. Community toolkit for implementing safe routes to school and other programs to enhance pedestrian safety
 - a. List of best practices from survey, case examples, etc.
- b. Safe crossing and adding sidewalks
- c. Reach Design Product - instant notification of location by the community member (think hotel bathroom needs attendant)
- d. Recommended ped facilities priority needs list
- e. LED (Light Emitting Diodes) lights with little "cords" to hang on bikes, bags, wrists, for people to walk (& bike) at night more safely (w/o looking at their phones, which can be quite dangerous)
- f. Updated sidewalk inventory to include shade, barriers, crossing needs.
- g. Install pedestrian safety facilities that community and stakeholder's desire

Impacts

How will implementing this initiative improve pedestrian safety across the state of Texas?

- a. Motorists can see pedestrians & cyclists at night (wherever/however they are out there) & everyone is reminded how dangerous nighttime can be for everyone's visibility
- b. Increased number and quality of pedestrian safety facilities, such as well-marked crosswalks, accessible sidewalks, and improved lighting.
- c. Improved public knowledge and understanding of pedestrian safety principles, leading to reduced risky behaviors and improved compliance with traffic rules.
- d. Closer partnerships and cooperation among stakeholders, fostering ongoing communication, shared resources, and joint efforts toward pedestrian safety
- e. Immediately increased awareness: Raised public attention towards pedestrian safety issues.
- f. Focused enforcement of traffic laws, especially those related to pedestrian safety.
- g. Initial infrastructure improvements: Completion of initial safety enhancements at identified high-risk areas.
- h. A decrease in the number of accidents involving pedestrians due to improved infrastructure and awareness.
- i. Increased adherence to traffic rules and safer behaviors by both pedestrians and motorists.
- j. Improved public perception: Enhanced public perception of pedestrian safety facilities and related efforts, leading to increased trust and support.
- k. Established and sustained prioritization of pedestrian safety as a societal value.
- l. Improved accessibility and equity: Greater accessibility and safety for pedestrians, particularly in disadvantaged communities or areas with high pedestrian traffic.
- m. Significant decline in pedestrian fatalities and injuries due to the implementation of effective safety measures.
- n. Enhanced livability and attractiveness, leading to increased economic activity in areas prioritizing pedestrian safety

Initiative 3: Document examples of best practices and innovative approaches to enforcing pedestrian safety. (Enforcement)

Needs and Resources

What resources do we have, or needs are required to implement this initiative?

- a. Research studies on pedestrian safety
- b. Traffic data and statistics - Data on pedestrian accidents and violations
- c. Laws and regulations related to pedestrian safety
- d. Funding for safety initiatives
- e. Budget allocations for enforcement programs
- f. Expertise and knowledge from relevant stakeholders
- g. Training and capacity-building initiatives for enforcement personnel
- h. Funding, equipment, and time for LEOs and transportation agencies who are willing to share experiences/data and assist with pilot studies

Stakeholders

What individuals or organizations should lead the initiative, be included in the implementation of the initiative, or be consulted with during the initiative?

- a. Law enforcement agencies
- b. Community members and pedestrians
- c. Traffic engineers and urban planners
- d. Pedestrian advocacy groups
- e. Government departments responsible for transportation and infrastructure

Actions

What activities will stakeholders conduct to implement the initiative?

- a. The specific tasks or initiatives undertaken to enforce pedestrian safety.
- b. Implementing traffic calming measures (e.g., speed bumps, crosswalks)
- c. Conducting public awareness campaigns and educational programs
- d. Enhancing street lighting and visibility
- e. Enforcing traffic laws and regulations related to pedestrian safety
- f. Establish communication channels between law enforcement agencies and the community
- g. Organize training sessions for law enforcement officers on pedestrian safety enforcement techniques
- h. Implement targeted enforcement operations in high-risk areas or during specific times
- i. Conduct regular inspections and audits to evaluate compliance with pedestrian safety regulations
- j. Collaborate with local transportation authorities to improve infrastructure for pedestrian safety

Direct Products

What are the outputs, deliverables, and/or tangible products that are an outcome from this initiative?

- a. Community toolkit for best practices and innovative approaches to enforcing pedestrian safety and community participation
- b. Require SPEED GOVERNORS (simply at 80 mph & more complex ones on smart cars w/precise GPS for link by link governing at +15 mph above the local speed limit) on ALL VEHS
- c. Develop and update comprehensive pedestrian safety policies and regulations
- d. Educational campaigns to raise awareness about pedestrian safety laws

- e. Creation an app for phones that after hours and in a roadway can trigger the camera flash to be a beacon of light - automatically present and on for the phone (user turns off)
- f. Matrix of innovative approaches along with costs, effectiveness, barriers to implement, etc.
- g. A comprehensive communication system, network, or task force that allows LEOs around the state and country share findings of innovative approaches
- h. Reward program to highlight good behaviors, processes - not always punitive (can use local community partners and take into concerns limited LEO)
- i. Automated speed enforcement via phones, traffic cams, doorbells, cars, Bad behavior snips get sent to websites, & on to enforcement agencies.

Impacts

How will implementing this initiative improve pedestrian safety across the state of Texas?

- a. Almost everyone slows down, and survival rates jump up. Short, medium & long term.
- b. Increased awareness of pedestrian safety among the community
- c. Improved compliance with traffic laws by drivers and pedestrians
- d. Enhanced visibility and safety at high-risk pedestrian areas
- e. Intermediate impacts: Effects that are seen over a medium-term period.
- f. Decreased number of pedestrian accidents and injuries
- g. Improved pedestrian infrastructure and accessibility
- h. Changes in behavior and attitudes towards pedestrian safety
- i. Increased trust and confidence in law enforcement agencies' commitment to pedestrian safety
- j. Enhanced public perception of pedestrian safety as a priority in the community
- k. Cultivating a culture of pedestrian safety within the community
- l. Reduced pedestrian fatalities and serious injuries
- m. Increased walkability and active transportation options
- n. Adoption of best practices and innovative approaches to pedestrian safety enforcement at a regional or national level
- o. Improved quality of life for community members due to enhanced pedestrian safety measures
- p. Updated pedestrian safety guidelines and policies
- q. Increased compliance with traffic laws
- r. Reduction in pedestrian accidents and injuries Increased presence and visibility of law enforcement officers in areas with high pedestrian activity
- s. Enhanced knowledge and skills of law enforcement officers regarding pedestrian safety enforcement
- t. Improved adherence to pedestrian safety laws by community members and drivers
- u. Enhanced coordination between law enforcement agencies, community stakeholders, and transportation authorities
- v. Enhanced infrastructure and design features to support pedestrian safety

Resources

The Google Jamboard will stay open for reference for all the Pedestrian Safety Task Force. In addition, a resource PowerPoint is provided below, which serves as a summary of this memo and assists with the steps of the process taken for stakeholders to utilize should they wish to take any of the initiatives or the exercises forward to present to respective groups and external stakeholders.

- [PowerPoint](#)
- [Google Jamboard](#)
- [Blank Idea Mapping Worksheet](#)