



# TEXAS PEDESTRIAN SAFETY COALITION

Pedestrian Safety Coalition Meeting

October 29, 2024



# Agenda



- 10:30 – 10:40: Welcome and Introductions
- 10:40 – 10:50: 2025 Texas Pedestrian Safety Coalition Activities
- 10:50 – 11:20: Celebrating Pedestrian Safety Month with NHTSA: An Overview of Resources and Tools
  - Kristin Rosenthal, Highway Safety Specialist, National Highway Traffic Safety Administration
- 11:20 – 11:40: Engaging Communities Through Art While Enhancing Pedestrian Safety
  - Nancy Pullen-Seufert, Director, National Center for Safe Routes to School
  - Idrees Mutahr, Project Manager, Joe Louis Greenway
- 11:40 – 12:00: Stakeholder Updates
- 12:00: Adjourn



# 2025 Texas Pedestrian Safety Coalition Activities



- 2025 Texas Pedestrian Safety Coalition Forum
  - Tentatively planned for April 2 & 3, 2025 in Austin
  - Day 1: Walking tours & potential networking event (afternoon)
  - Day 2: Forum (9:00 – 4:00)
- Webinars (three total, first in February)
- Pedestrian Safety Task Force (meeting dates TBD)
- Meeting with TxDOT Transportation Safety Specialists (throughout the year)
- Identifying stakeholder gaps and meeting with groups to expand reach of coalition (throughout the year)
- Coalition Meetings (four total)
- NHTSA Pedestrian and Bicycle Safety Assessment (date TBD)



# Celebrating Pedestrian Safety Month with NHTSA:

## *An Overview of Resources and Tools*

Kristin Rosenthal, Highway Safety Specialist, NHTSA



# Engaging Communities Through Art *While Enhancing Pedestrian Safety*

Nancy Pullen-Seufert, Director, National Center for Safe Routes to School  
Idrees Mutahr, Project Manager, Joe Louis Greenway



# Stakeholder Updates



# Thank you!





# NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

## Pedestrian Safety Month Resources and Tools

**Kristin Rosenthal**  
Highway Safety Specialist  
Office of Safety Programs  
Safety Countermeasures Division

October 29, 2024





“

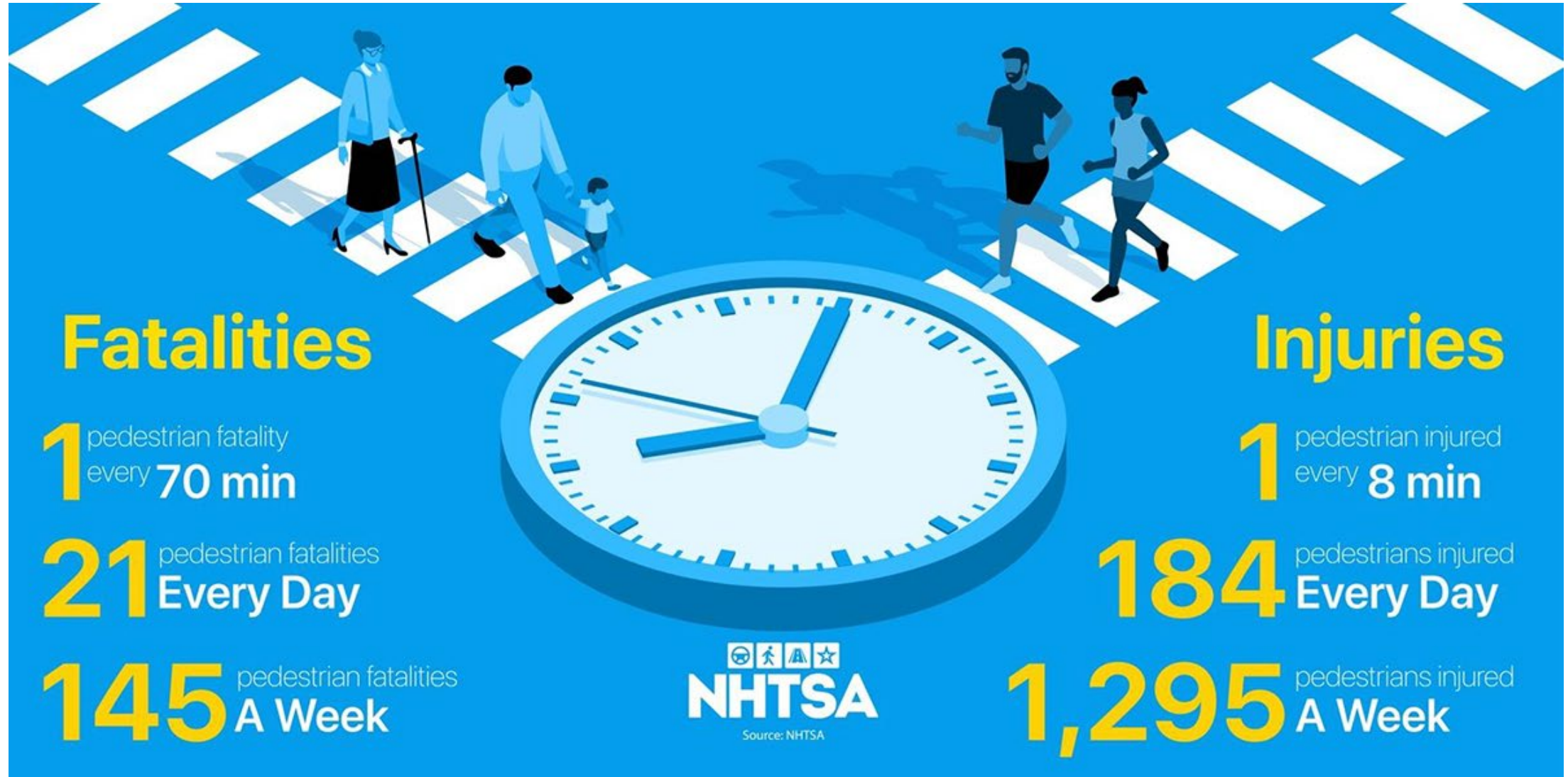
*Our mission is to save lives, prevent injuries, and reduce economic costs due to road traffic crashes, through education, research, safety standards, and enforcement.*

”

.....

*NHTSA Mission*

# National Pedestrian Safety Month







## PEDESTRIAN SAFETY COMMUNITY RESOURCE GUIDE

OCTOBER 2024

# Community Resource Guide



Safe System Approach Elements



SAFER  
PEOPLE



SAFER  
ROADS



SAFER  
SPEEDS



SAFER  
VEHICLES



POST-CRASH  
CARE

## Highest Contributing Factors for Pedestrian Fatalities:

- Nighttime
- Non-intersections
- Impairment
- Hit and Run
- Speed

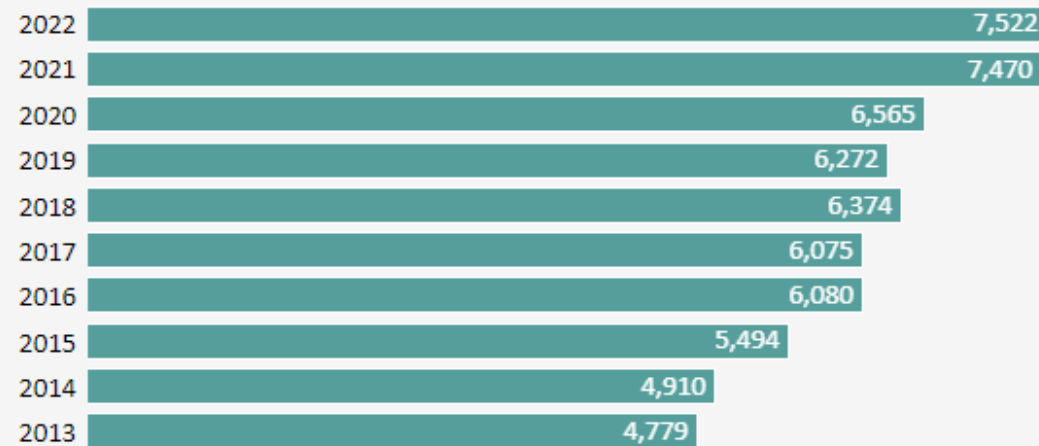




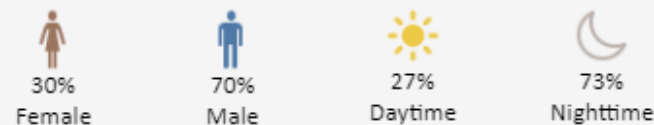
# PEDESTRIANS

## National Pedestrian Fatalities, 2013-2022

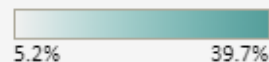
61,541



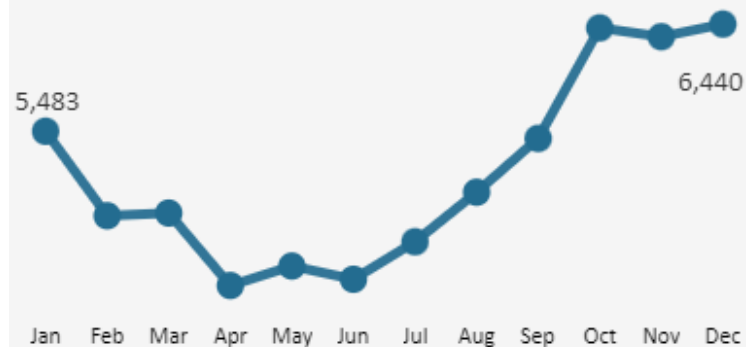
Note: Select one year or consecutive years only



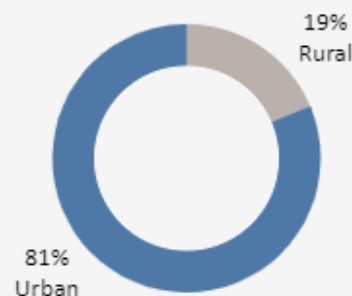
### Percentage of Pedestrian Fatalities



### Month



### Rural/Urban



### Age Group

< 5 Yrs (20%)	5 - 9 Yrs (17%)	10 - 14 Yrs (17%)	15 - 20 Yrs (9%)	21 - 24 Yrs (10%)	25 - 29 Yrs (13%)
30 - 34 Yrs (15%)	35 - 39 Yrs (17%)	40 - 44 Yrs (18%)	45 - 49 Yrs (19%)	50 - 54 Yrs (20%)	55 - 59 Yrs (21%)
60 - 64 Yrs (22%)	65 - 69 Yrs (20%)	70 - 74 Yrs (18%)	75 - 79 Yrs (18%)	> 80 Yrs (15%)	

# Percentage of Pedestrian Fatalities, by State



Home



Crash Characteristics



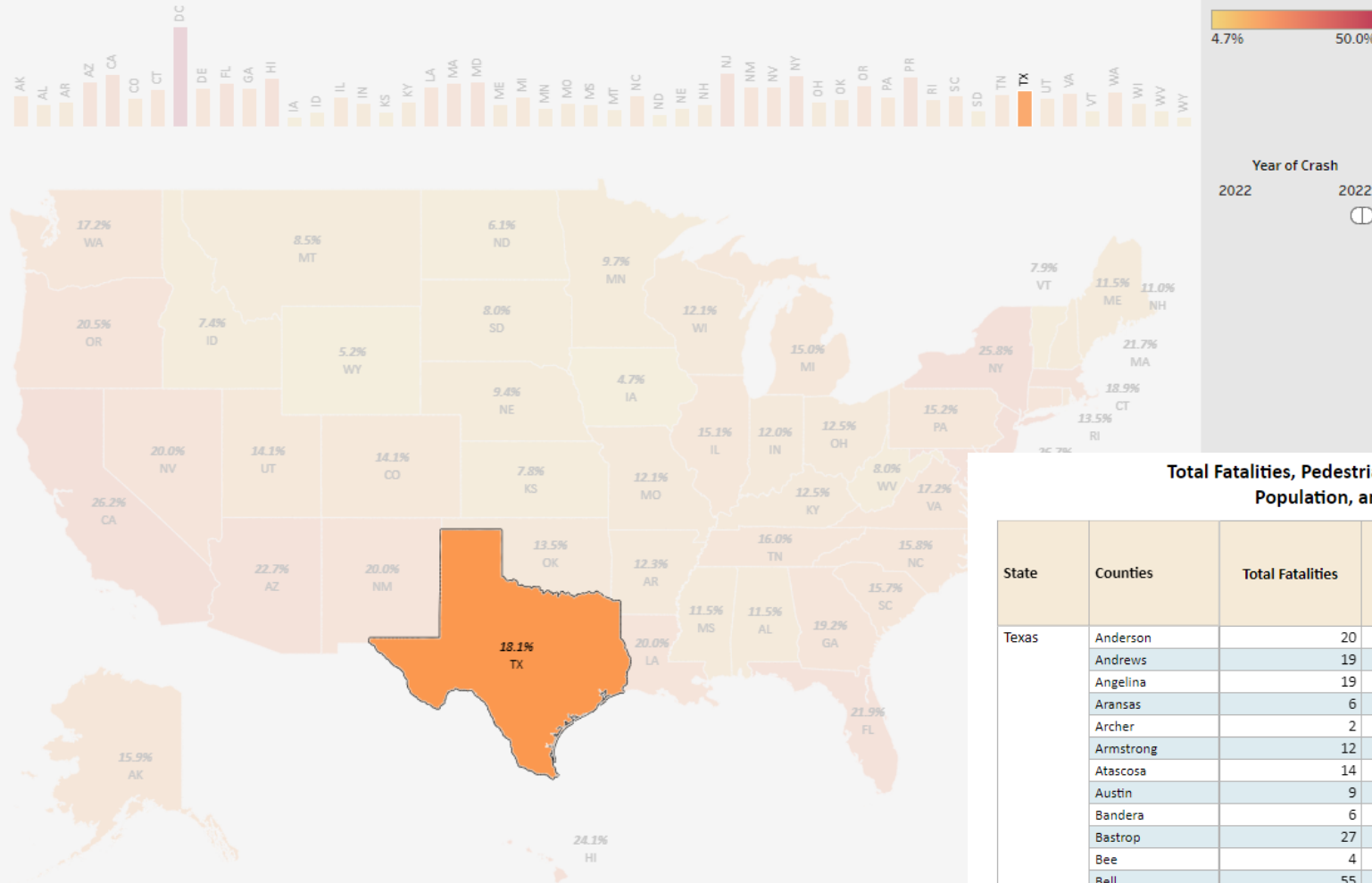
Environmental Characteristics



Vehicle Type



Alcohol



Total Fatalities, Pedestrian Fatalities, the Percentage of Fatalities Who Were Pedestrians, Population, and Pedestrian Fatality Rates, by State and County, 2022

State	Counties	Total Fatalities	Pedestrian Fatalities	Percentage of Total Fatalities	Population	Pedestrian Fatalities Per 100K Population (County)
Texas	Anderson	20	1	5.0%	58,064	1.72
	Andrews	19	0	0.0%	18,334	0.00
	Angelina	19	2	10.5%	87,101	2.30
	Aransas	6	1	16.7%	24,944	4.01
	Archer	2	0	0.0%	8,835	0.00
	Armstrong	12	0	0.0%	1,850	0.00
	Atascosa	14	2	14.3%	50,864	3.93
	Austin	9	1	11.1%	31,097	3.22
	Bandera	6	0	0.0%	22,115	0.00
	Bastrop	27	0	0.0%	106,188	0.00
	Bee	4	1	25.0%	30,394	3.29
	Bell	55	7	12.7%	388,386	1.80
	Bexar	247	71	28.7%	2,059,530	3.45
	Blanco	5	1	20.0%	12,418	8.05
	Bosque	8	0	0.0%	18,697	0.00
	Bowie	16	1	6.3%	92,035	1.09
	Brazoria	44	1	2.3%	388,181	0.26
	Brazos	17	2	11.8%	242,014	0.83



Year of Crash

2022

State

Texas

# Community Resource Guide

## COALITION BUILDING

Now that you have looked at your state and local data and have the facts, it's time to recruit community members as additional safety champions. A coalition joins a diverse group of stakeholders together and helps them strive toward a common goal. Coalitions strengthen public/private partnerships, enhance communication and empower diverse stakeholders to work together to promote a safer community. Public involvement from the beginning and throughout a coalition's lifecycle has the potential to help projects come to life faster and better meet the needs of the community. This section provides five steps to guide you through the process of building your own coalition.<sup>1</sup>

"In Texas, the needs of pedestrian safety stakeholders are as broad and diverse as the state itself. The Texas Pedestrian Safety Coalition provides consistent opportunities for stakeholders throughout the state to work together, share best practices and coalesce around one clear objective: to improve pedestrian safety for every Texan. Whether it's learning about a cutting-edge approach that raises awareness about your community's sidewalk conditions; meeting a colleague who can provide their experience implementing a pedestrian safety program that you're interested in developing; or simply ensuring that you have your finger on the pulse of the most up-to-date and effective safety countermeasures—coalitions are an integral part of enhancing pedestrian safety through building collective expertise, knowledge sharing and identifying opportunities for collaboration."

**Ben Ettelman | Research Scientist | Texas A&M Transportation Institute**

<https://trafficsafetymarketing.gov/Pedestrians>

## COMMUNITY ACTIVITIES

Now that you have your action plan, outlined below are some low-cost and ready-to-use strategies to enhance pedestrian safety for various groups within your community. Integrating pedestrian safety activities within your community will enhance community engagement, build partnerships and create opportunities for frequent communication, outreach and education. Ensure that equity considerations for all community members, including the underrepresented populations within your community, are integrated into community activities.

### Safe System Approach Elements



### WORKING WITH CHILDREN AND SCHOOLS

Focused messaging near where children live, play and attend school, and where those with limited mobility travel, can bring additional attention to the importance of motorists focusing on the driving task. Unfortunately, pedestrian injuries and fatalities among school-age children occur more often on the way to and from the bus stop, or outside the school bus.

- 1. **NHTSA's Child Pedestrian Safety Curriculum** teaches and encourages pedestrian safety for students grades kindergarten through 5th grade. It is organized into five lessons: walking near traffic, crossing streets, crossing intersections, parking lot safety and school bus safety. Each lesson builds upon the previous set of skills learned.<sup>2</sup>
- 2. **Planning Safer School Bus Stops and Routes Interactive Toolkit:** Millions of children across the nation ride on a school bus every day—that's why school bus safety is important in every community. As part of a comprehensive program to improve safety related to school buses, NHTSA launched an interactive toolkit for planning safer school bus stops and routes. This guide highlights best practices in selecting safer school bus stops and includes considerations for school bus routes and pedestrian paths. This product is referred to as a toolkit because it is designed to be a user-friendly resource that practitioners and communities can easily apply when making decisions about school bus stops and routes.<sup>3</sup>



► Additional resources on school bus safety and National School Bus Safety Week can be found [here](#).

Potential Stakeholder (Name and Organization)	What Kinds of Expertise Could This Stakeholder Provide?	Collaboration Opportunities

With your newly formed coalition, assess the following:

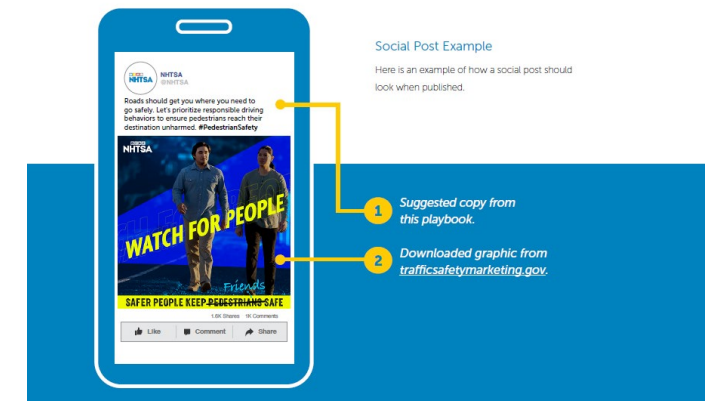
Coalition Assessment	Yes, No, Unsure —Provide Sources
Does your coalition know the key agencies (schools, local businesses, city council, <a href="#">Regional Planning Commissions</a> , <sup>4</sup> Municipal Planning Commissions, etc.) and decision-making processes that can have the most impact on your pedestrian safety goals?	
Does your coalition have relationships with the key decision-makers, the business community, transportation organizations and a range of community groups that reflect the diversity in your community?	
Does your coalition represent your community? Does your coalition have a diverse representation of members, including age, race, gender, socioeconomic status, primary language spoken, people with disabilities or advocates, and different neighborhood areas?	
Has your coalition identified the barriers, evaluated a range of methods for achieving your goal and selected a few that will be most effective?	

# Social Media Playbook



NHTSA

<https://trafficsafetymarketing.gov/Pedestrians>



Social Post Example

Here is an example of how a social post should look when published.

1 Suggested copy from this playbook.

2 Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).



# Graphics and Infographics

## Graphics

Graphics | English

Infographics | English

Graphics | Spanish



Grandmas | Static | English  
1200x1200 | Facebook, X,  
Instagram

[PREVIEW](#) | [DOWNLOAD](#)



Dads | Static | English  
1200x1200 | Facebook, X,  
Instagram

[PREVIEW](#) | [DOWNLOAD](#)



Families | Static | English  
1200x1200 | Facebook, X,  
Instagram

[PREVIEW](#) | [DOWNLOAD](#)



Friends | Static | English  
1200x1200 | Facebook, X,  
Instagram

[PREVIEW](#) | [DOWNLOAD](#)

## Graphics

Graphics | English

Infographics | English

Graphics | Spanish



Pedestrian Children | English  
1200x1200 | Facebook, X,  
Instagram

[PREVIEW](#) | [DOWNLOAD](#)



Pedestrian Impaired | English  
1200x1200 | Facebook, X,  
Instagram

[PREVIEW](#) | [DOWNLOAD](#)



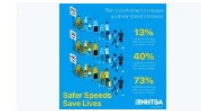
Pedestrian Darkness | English  
1200x1200 | Facebook, X,  
Instagram

[PREVIEW](#) | [DOWNLOAD](#)



Pedestrian Non-Intersection | English  
1200x1200 | Facebook, X,  
Instagram

[PREVIEW](#) | [DOWNLOAD](#)



Pedestrian Speed | English  
1200x1200 | Facebook, X,  
Instagram

[PREVIEW](#) | [DOWNLOAD](#)



Pedestrian Speed Sign | English  
1200x1200 | Facebook, X,  
Instagram

[PREVIEW](#) | [DOWNLOAD](#)



Fatalities Injuries | English  
1200x600

[PREVIEW](#) | [DOWNLOAD](#)

## Graphics

Graphics | English

Infographics | English

Graphics | Spanish



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# Pedestrian Safety Resources

- [Pedestrian Safety Community Resource Guide](#)
- [Social Media Playbook](#)
- [Sample Press Release for PSM](#)
- [NHTSA Image Library- Traffic Safety Images- Pedestrians \(zenfolio.com\)](#)
- [Pedestrian Data Visualization Tool](#)
- [Multilingual Pedestrian Safety Videos](#)
- [NHTSA Pedestrian Safety](#)

*More resources: [Pedestrian Safety | Traffic Safety Marketing](#)*



# Contact Information

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*National Highway Traffic Safety Administration*

*Senior Highway Safety Specialist*

*Office of Safety Programs*

*Safety Countermeasures Division*

[Kristin.Rosenthal@dot.gov](mailto:Kristin.Rosenthal@dot.gov)



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