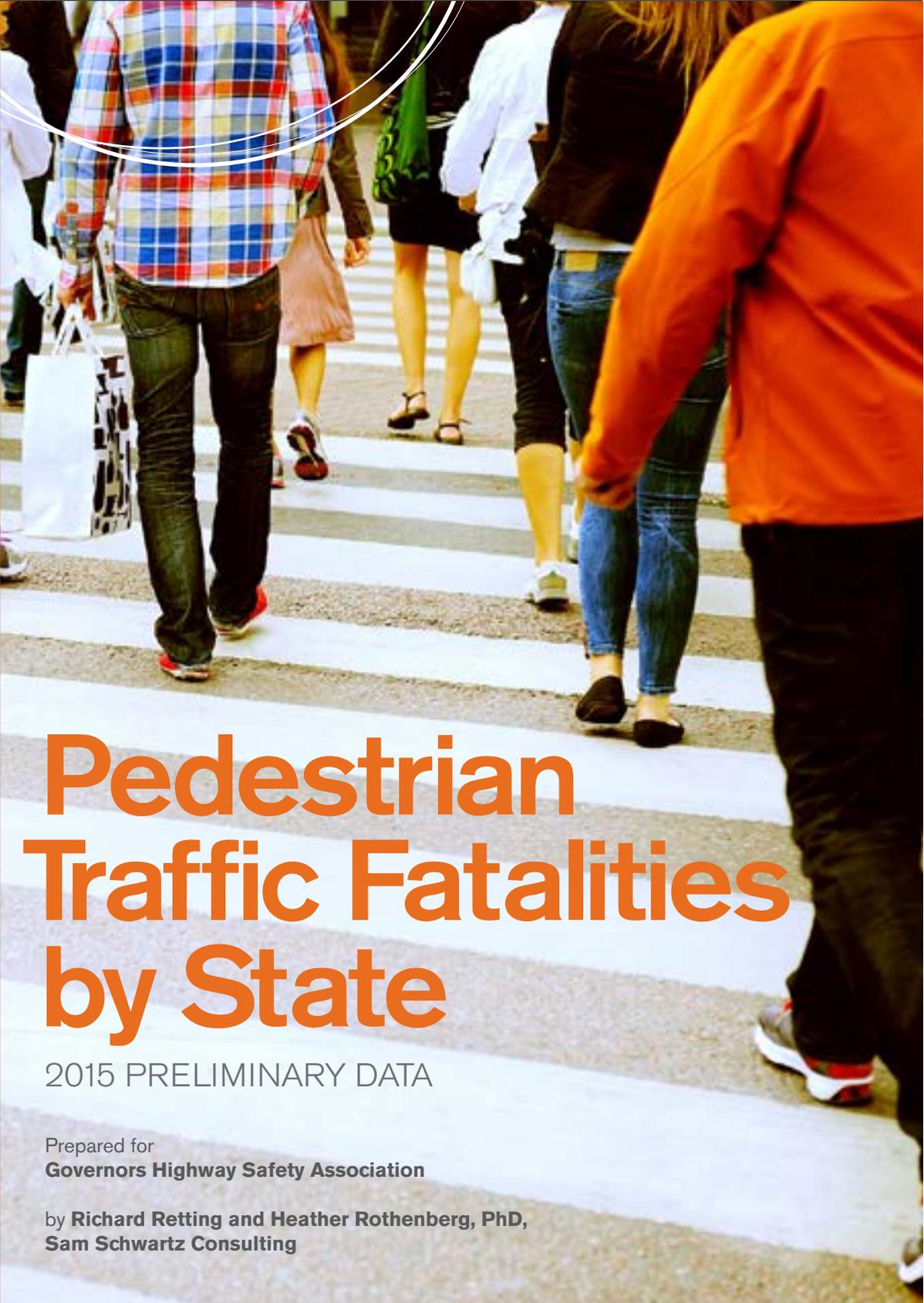


Spotlight on Highway Safety



Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

Prepared for
Governors Highway Safety Association

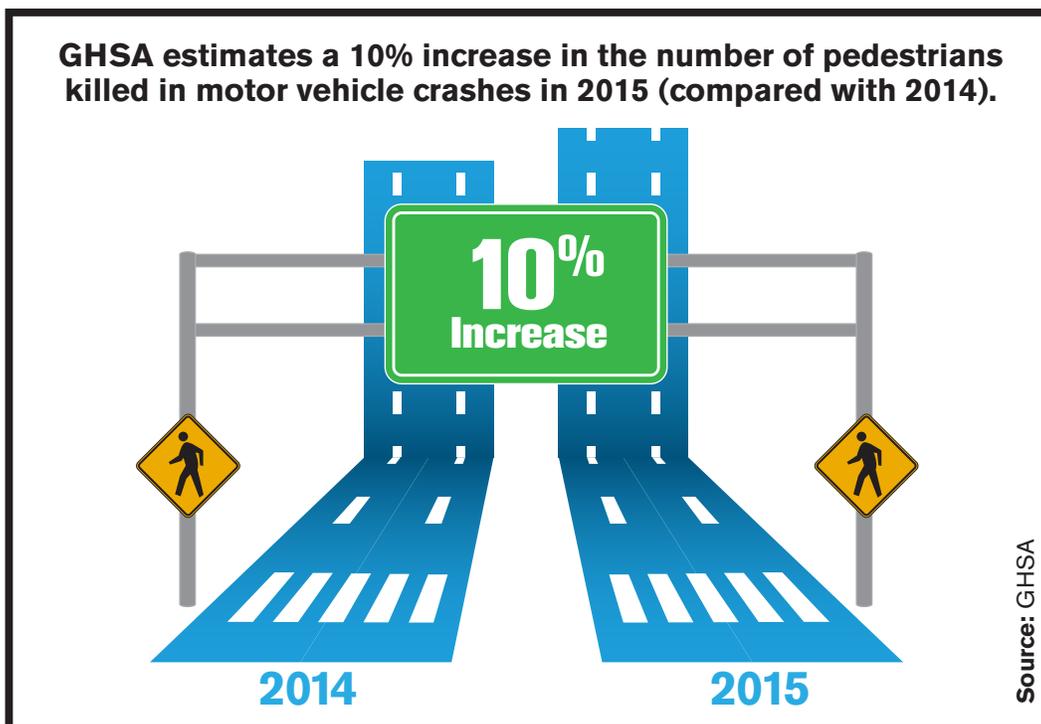
by **Richard Retting and Heather Rothenberg, PhD,**
Sam Schwartz Consulting

Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

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Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

SUMMARY

The number of pedestrian fatalities in the United States increased 19 percent from 2009 to 2014, a period in which total traffic deaths decreased by about 4 percent. In fact, pedestrians now account for the largest proportion of traffic fatalities recorded in the past 25 years. Earlier studies by the Governors Highway Safety Association (GHSA), based on preliminary data reported by State Highway Safety Offices (SHSOs), were the first to predict recent increases in pedestrian fatalities.

The present study, based on preliminary data from all states and the District of Columbia (DC) for the first six months of 2015, found an increase of 6 percent in the reported number of fatalities compared with the first six months of 2014. After adjusting for anticipated underreporting in the preliminary state data, **GHSA estimates there has been a 10 percent increase in the number of pedestrians killed in 2015 compared with 2014.** In addition, pedestrian deaths as a percent of total motor vehicle crash deaths have increased steadily from 11 percent in 2005-2007 to 15 percent in 2014. It has been 25 years (1990) since pedestrians accounted for 15 percent of total traffic fatalities. Preliminary data indicate that pedestrians will represent about 15 percent of total fatalities again in 2015.

GHSA's latest survey indicates the following:

- States reported a range of decreases, increases, and unchanged number of pedestrian fatalities in the first half of 2015 compared with the same period in 2014:
 - ◆ 21 states had decreases in pedestrian fatalities;
 - ◆ 26 states and the District of Columbia had increases; and
 - ◆ three states – Maine, Utah, and Wyoming – remained the same.
- States differ widely in fatality numbers:
 - ◆ The number of pedestrian deaths for the first half of 2015 ranged from 0 in Vermont to 347 in California;
 - ◆ Four states – California, Florida, Texas and New York – accounted for 42 percent of all pedestrian deaths; and
 - ◆ Arizona, Delaware, and Florida had the highest rates of pedestrian deaths per resident population.
- States use various combinations of engineering, enforcement and education countermeasures to address pedestrian safety, including targeted traffic enforcement in conjunction with public outreach and education.

Many factors contribute to changes in the number pedestrian fatalities, including economic conditions, demographics, weather conditions, fuel prices, the amount of motor vehicle travel, and the amount of time people spend walking. Travel monitoring data published by the Federal Highway Administration (FHWA) indicates that motor vehicle travel on all roads and streets increased by +3.5 percent (+52 billion vehicle miles) for the first half of 2015 as compared with the same period in 2014¹. A more recent contributing factor may be the growing use of cell phones while walking, which can be a significant source of distraction for pedestrians.

¹ FHWA. 2015. Traffic Volume Trends, June 2015.

Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

INTRODUCTION/BACKGROUND

Walking is the oldest, most basic, and arguably the most beneficial form of human transportation. Walking provides many important personal and societal benefits:

- **Health:** The Centers for Disease Control and Prevention notes that “walking is a great way to get the physical activity needed to obtain health benefits.”² Along with the important benefit of social engagement, walking can reduce the risk of obesity, heart disease, diabetes and stroke.
- **Transportation:** The 2009 National Household Travel Survey found that 28 percent of trips are less than one mile in length, and 40 percent of trips are less than two miles in length, representing 15-30 minute walks. Moving from a vehicle to the sidewalk can help reduce congestion.³
- **Economic:** Walking is free, compared to the AAA estimate in 2015 that the cost of operating a sedan for one year is approximately \$8,698.⁴
- **Environmental:** According to the US Environmental Protection Agency, motor vehicles are responsible for more than one-half of nitrogen oxide emissions and toxic air pollutant emissions, and one-half of smog-forming volatile organic compounds.⁵ Walking is responsible for none of these.
- **Transit:** Walking is intrinsically linked with public transit, which provides a vital alternative to travel by private automobile.

The good news is walking is becoming an increasingly popular mode of transportation. A November 2015 report by the Government Accountability Office (GAO) noted that nearly a million more people reported walking or biking to work in 2013 than in 2005⁶.

According to the U.S. Census Bureau's American Community Survey (ACS), in 2013, an estimated 4 million Americans reported walking to work in the past week. This number has risen 21 percent since 2005, the first year of available data, when an estimated 3.3 million people reported their primary method of commuting to work in the past week was by walking. The percentage of Americans who walk to work may be higher than reported by the ACS, which asks respondents to choose the primary means of how they traveled to work in the previous week. If a respondent used more than one transportation mode they were asked to select the mode used for most of the trip. By allowing respondents to select only a single transportation mode, ACS undercounts trips in which more than one mode is used. For example, if an individual commuted to work from home by walking one-half mile to a train station, riding a train for 10 miles, and then walking another one-half mile to his office, that individual would select “train,” even though walking comprised a significant part of the journey. In addition, ACS does not count trips other than traveling to work, which therefore omits walking trips associated with school, shopping, social engagement and exercise.

² Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity, and Obesity. Walking: Why Walk? Why Not? <http://www.cdc.gov/physicalactivity/walking/> Accessed November 2, 2015.

³ Pedestrian and Bicycle Information Center. Facts about Walking and Bicycling. <http://www.pedbikeinfo.org/data/factsheet.cfm> Accessed November 2, 2015.

⁴ AAA NewsRoom. Annual Cost to Own and Operate a Vehicle Falls to \$8,698, Finds AAA. <http://newsroom.aaa.com/2015/04/annual-cost-operate-vehicle-falls-8698-finds-aaa/> Accessed November 2, 2015.

⁵ Environmental Protection Agency: Cars, Trucks, Buses, and “Nonroad” Equipment. http://www3.epa.gov/airquality/peg_caa/carstrucks.html Accessed November 2, 2015.

⁶ General Accounting Office. 2015. Pedestrians and Cyclists: Cities, States, and DOT Are Implementing Actions to Improve Safety. GAO Report No. GAO-16-66.

Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

Unfortunately, pedestrians represent a growing percentage of total traffic fatalities and injuries. For example, pedestrian fatalities comprised 11 percent of all traffic deaths nationwide in 2005, but 15 percent in 2014, as detailed below.

Table 1 and Figures 1 through 5 provide analysis of pedestrian fatality data from the Fatality Analysis Reporting System (FARS) as published by the National Highway Traffic Safety Administration (NHTSA)⁷. Although the number of pedestrian fatalities has fluctuated within a relatively narrow range over the past 10 years (4,109 to 4,892), with no consistent pattern of annual increases or decreases, pedestrian fatalities account for a steadily increasing percentage of total traffic fatalities.

Table 1 Pedestrian Fatalities and Percent of Total Traffic Fatalities, 2005–2014

Year	Pedestrian Fatalities	Total Traffic Fatalities	Pedestrian Deaths as a Percent of Total Traffic Fatalities
2005	4,892	43,510	11%
2006	4,795	42,708	11%
2007	4,699	41,259	11%
2008	4,414	37,423	12%
2009	4,109	33,883	12%
2010	4,302	32,999	13%
2011	4,457	32,479	14%
2012	4,818	33,782	14%
2013	4,735	32,719	14%
2014	4,884	32,675	15%

Source: FARS

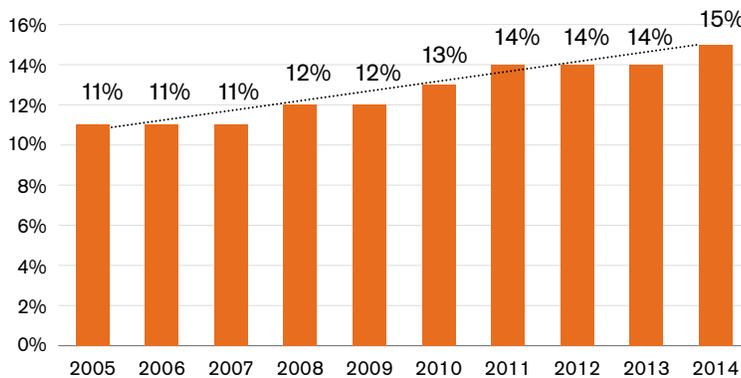
⁷ NHTSA. 2015. Traffic Safety Facts 2013 Data – Pedestrians. USDOT Publication No. DOT HS 812 124. <http://www-nrd.nhtsa.dot.gov/Pubs/812124.pdf> Accessed December 21, 2015.

Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

During this ten year period, pedestrian deaths as a percentage of total motor vehicle crash deaths increased steadily from 11 percent to 15 percent (Figure 1). It has been 25 years (1990) since pedestrians accounted for 15 percent of total traffic fatalities. In addition to the role that increased walking activity may play in the increasing number of pedestrian fatalities as a proportion of total traffic deaths, another factor may be the larger and more consistent declines in occupant fatalities, attributed in part to steady enhancements in vehicle crashworthiness and crash avoidance technology. By contrast, pedestrians remain just as susceptible to injuries when hit by a motor vehicle.

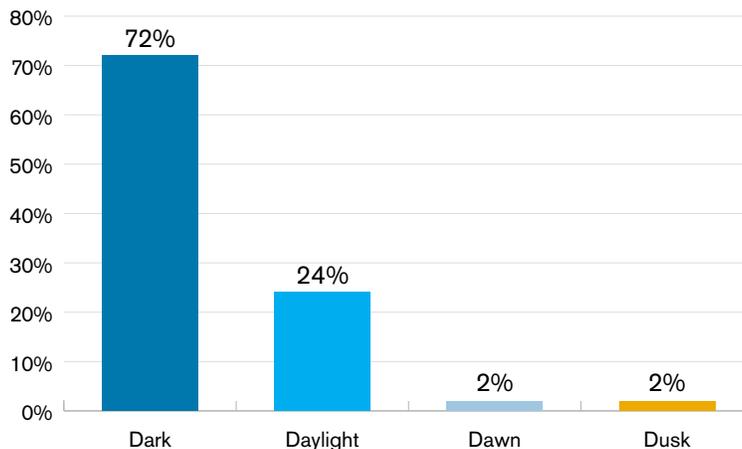
Figure 1 Pedestrian Deaths as a Percent of Total Motor Vehicle Deaths, 2005 - 2014



Source: FARS

Late night hours pose an especially high-risk for those traveling by foot. About half of the pedestrian fatalities in 2014 happened between 6 pm and midnight, with 72 percent occurring after dark (Figure 2).

Figure 2 2014 Pedestrian Fatalities by Light Level



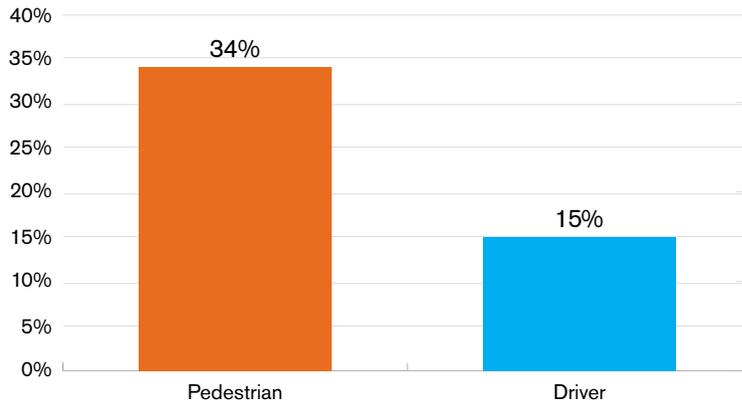
Source: FARS

Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

Alcohol involvement for the driver and/or pedestrian was reported in about half of traffic crashes that resulted in pedestrian fatalities in 2013 (2014 alcohol fatality data were not available from NHTSA in time for this report). An estimated 34 percent of fatal pedestrian crashes involved a pedestrian with a Blood Alcohol Concentration (BAC) of 0.08 grams per deciliter (g/dL) or higher; an estimated 15 percent of drivers involved in these crashes had a BAC of 0.08 g/dL or higher (Figure 3).

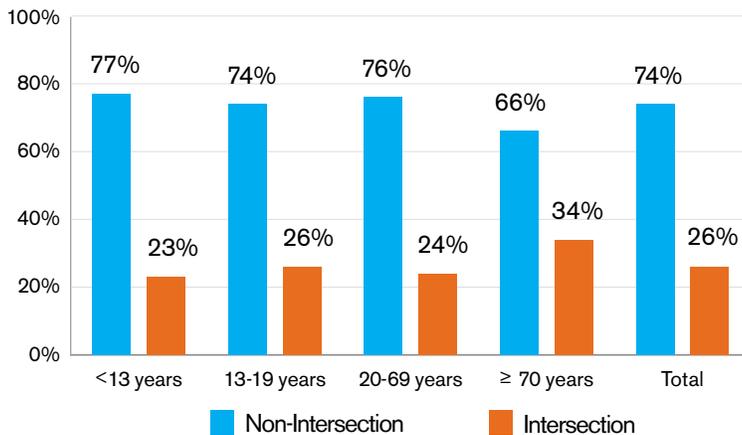
Figure 3 % of Pedestrians/Drivers with BACs > 0.08 g/dL in Fatal Pedestrian Crashes in 2013



Source: NHTSA Traffic Safety Facts, 2013 Data, Pedestrians

The majority of pedestrian fatalities in 2014 (74 percent) occurred at non-intersection locations (Figure 4). The percentage of pedestrian deaths at intersections was higher for people 70 and older compared to other age groups.

Figure 4 2014 Pedestrian Deaths by Junction Type and Age



Source: FARS

Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

Table 2

Pedestrian Fatalities by State per 100,000 Population, 2014

Source: FARS and U.S. Census Bureau

Table 2 shows the rate of pedestrian fatalities per 100,000 population by state for 2014 based on FARS crash data and US Census population data. New Mexico had the highest rate (3.55), while Minnesota had the lowest (0.27). Seven states had pedestrian fatality rates per 100,000 population greater than 2.0 – Arizona, Delaware, Florida, Louisiana, Nevada, New Mexico and South Carolina.

Sorted by State

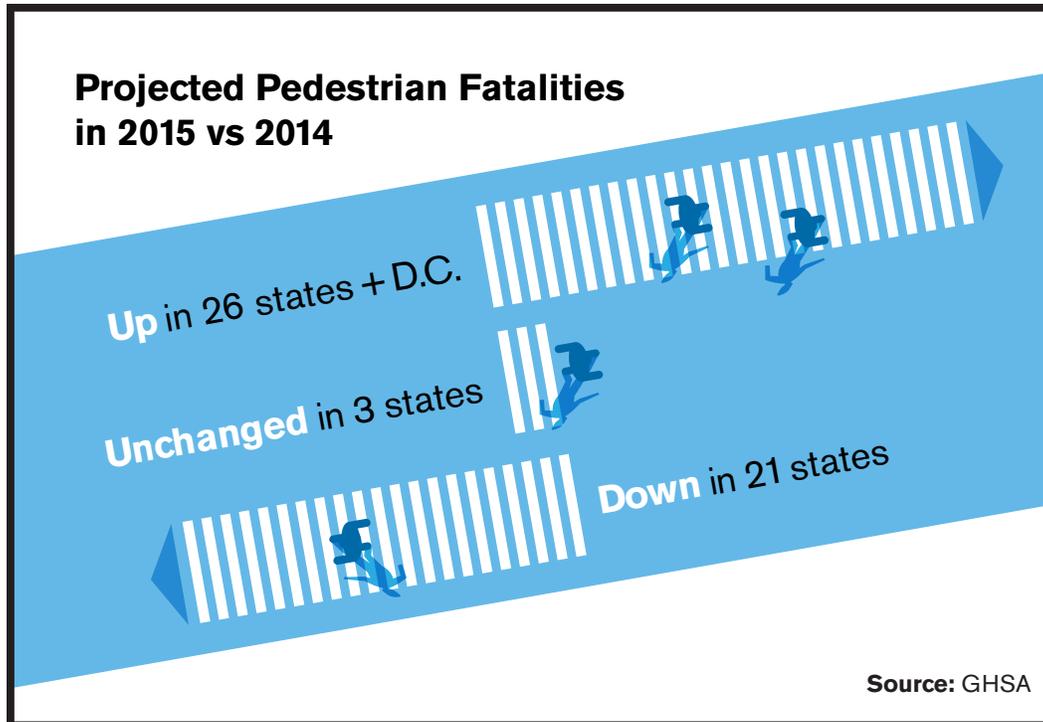
State	Pedestrian Fatalities per 100K Population - 2014
Alabama	1.98
Alaska	1.90
Arizona	2.09
Arkansas	1.21
California	1.80
Colorado	1.18
Connecticut	1.31
Delaware	2.67
District of Columbia	1.37
Florida	2.96
Georgia	1.61
Hawaii	1.69
Idaho	0.80
Illinois	0.95
Indiana	1.18
Iowa	0.61
Kansas	0.79
Kentucky	1.29
Louisiana	2.26
Maine	0.68
Maryland	1.69
Massachusetts	1.04
Michigan	1.49
Minnesota	0.27
Mississippi	1.77
Missouri	1.07
Montana	0.98
Nebraska	0.48
Nevada	2.47
New Hampshire	0.90
New Jersey	1.88
New Mexico	3.55
New York	1.33
North Carolina	1.73
North Dakota	1.22
Ohio	0.74
Oklahoma	1.29
Oregon	1.44
Pennsylvania	1.26
Rhode Island	1.33
South Carolina	2.21
South Dakota	1.05
Tennessee	1.31
Texas	1.77
Utah	1.09
Vermont	0.80
Virginia	1.06
Washington	1.06
West Virginia	1.03
Wisconsin	0.78
Wyoming	0.86
U.S. Average	1.53

Sorted by Fatality Rate

State	Pedestrian Fatalities per 100K Population - 2014
New Mexico	3.55
Florida	2.96
Delaware	2.67
Nevada	2.47
Louisiana	2.26
South Carolina	2.21
Arizona	2.09
Alabama	1.98
Alaska	1.90
New Jersey	1.88
California	1.80
Mississippi	1.77
Texas	1.77
North Carolina	1.73
Hawaii	1.69
Maryland	1.69
Georgia	1.61
Michigan	1.49
Oregon	1.44
District of Columbia	1.37
New York	1.33
Rhode Island	1.33
Connecticut	1.31
Tennessee	1.31
Kentucky	1.29
Oklahoma	1.29
Pennsylvania	1.26
North Dakota	1.22
Arkansas	1.21
Colorado	1.18
Indiana	1.18
Utah	1.09
Missouri	1.07
Virginia	1.06
Washington	1.06
South Dakota	1.05
Massachusetts	1.04
West Virginia	1.03
Montana	0.98
Illinois	0.95
New Hampshire	0.90
Wyoming	0.86
Idaho	0.80
Vermont	0.80
Kansas	0.79
Wisconsin	0.78
Ohio	0.74
Maine	0.68
Iowa	0.61
Nebraska	0.48
Minnesota	0.27
U.S. Average	1.53

Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA



THE PRESENT STUDY

The continuing interest in pedestrian safety prompted GHSA to undertake the present study for the first half of 2015. Using the same methods as in the three prior pedestrian fatality studies, State Highway Safety Offices were asked to provide preliminary counts of pedestrian deaths that had occurred in the first half of 2015. This is intended to provide an early look at 2015 trends, many months before FARS data are available. (Annual FARS data are typically released toward the end of the following year; for example, 2014 FARS data were made available in December 2015.)

It should be noted that the reported state data are preliminary and in some cases incomplete. All 50 states and the DC provided counts of pedestrian deaths for the first six months of 2015. Comparing these results with the first six months of 2014 as reported by FARS, pedestrian deaths increased by 6 percent, as summarized in Table 3.

Although not shown in Table 3, the reported number of pedestrian fatalities in Puerto Rico increased from 36 during the first six months of 2014 to 48 during the same time period in 2015.

Tables 4 and 5 show the same numbers of pedestrian fatalities for the first six months of 2015, but are sorted by number of fatalities (Table 4) and the percent change from 2014 to 2015 (Table 5).

Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

Table 3

Pedestrian Fatalities by State for First Six Months of 2014 and 2015

Source: State Highway Safety Offices

State	Jan-June 2014	Jan-June 2015 (Preliminary)	% Change from 2014 to 2015	
			#	%
Alabama	39	41	+2	+5%
Alaska	6	3	-3	-50%
Arizona	78	87	+9	12%
Arkansas	16	10	-6	-38%
California	323	347	+24	+7%
Colorado	23	30	+7	+30%
Connecticut	16	15	-1	-6%
Delaware	9	12	+3	+33%
District of Columbia	5	7	+2	+40%
Florida	284	273	-11	-4%
Georgia	86	79	-7	-8%
Hawaii	17	13	-4	-24%
Idaho	7	2	-5	-71%
Illinois	55	68	+13	+24%
Indiana	47	50	+3	+6%
Iowa	10	8	-2	-20%
Kansas	12	6	-6	-50%
Kentucky	30	36	+6	20%
Louisiana	49	46	-3	-6%
Maine	5	5	0	0%
Maryland	46	40	-6	-13%
Massachusetts	27	34	7	+26%
Michigan	66	60	-6	-9%
Minnesota	7	14	+7	+100%
Mississippi	30	32	+2	+7%
Missouri	24	43	+19	+79%
Montana	3	6	+3	+100%
Nebraska	5	9	+4	+80%
Nevada	20	24	+4	+20%
New Hampshire	9	2	-7	-78%
New Jersey	73	76	+3	+4%
New Mexico	31	21	-10	-32%
New York	106	129	+23	+22%
North Carolina	76	74	-2	-3%
North Dakota	4	1	-3	-75%
Ohio	25	56	+31	+124%
Oklahoma	22	32	+10	+45%
Oregon	21	42	+21	+100%
Pennsylvania	73	59	-14	-19%
Rhode Island	6	2	-4	-67%
South Carolina	42	55	+13	+31%
South Dakota	4	1	-3	-75%
Tennessee	47	46	-1	-2%
Texas	232	235	+3	+1%
Utah	21	21	0	0%
Vermont	2	0	-2	-100%
Virginia	35	38	+3	+9%
Washington	32	41	+9	+28%
West Virginia	7	11	+4	+57%
Wisconsin	15	22	+7	+47%
Wyoming	4	4	0	0%
TOTAL	2,232	2,368	+136	Average +6%

Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

Table 4 (left table)
Pedestrian Fatalities for First Six Months of 2015 Sorted by Number

Source: State Highway Safety Offices

Table 5 (right table)
Percent Change in Pedestrian Fatalities, First Half of 2014 vs. 2015

Source: State Highway Safety Offices

State	Pedestrian Fatalities	State	Percentage Change from 2014 to 2015
California	347	Ohio	+124%
Florida	273	Minnesota	+100%
Texas	235	Montana	+100%
New York	129	Oregon	+100%
Arizona	87	Nebraska	+80%
Georgia	79	Missouri	+79%
New Jersey	76	West Virginia	+57%
North Carolina	74	Wisconsin	+47%
Illinois	68	Oklahoma	+45%
Michigan	60	DC	+40%
Pennsylvania	59	Delaware	+33%
Ohio	56	South Carolina	+31%
South Carolina	55	Colorado	+30%
Indiana	50	Washington	+28%
Louisiana	46	Massachusetts	+26%
Tennessee	46	Illinois	+24%
Missouri	43	New York	+22%
Oregon	42	Kentucky	+20%
Alabama	41	Nevada	+20%
Washington	41	Arizona	+12%
Maryland	40	Virginia	+9%
Virginia	38	California	+7%
Kentucky	36	Mississippi	+7%
Massachusetts	34	Indiana	+6%
Mississippi	32	Alabama	+5%
Oklahoma	32	New Jersey	+4%
Colorado	30	Texas	+1%
Nevada	24	Maine	0%
Wisconsin	22	Utah	0%
New Mexico	21	Wyoming	0%
Utah	21	Tennessee	-2%
Connecticut	15	North Carolina	-3%
Minnesota	14	Florida	-4%
Hawaii	13	Connecticut	-6%
Delaware	12	Louisiana	-6%
West Virginia	11	Georgia	-8%
Arkansas	10	Michigan	-9%
Nebraska	9	Maryland	-13%
Iowa	8	Pennsylvania	-19%
DC	7	Iowa	-20%
Kansas	6	Hawaii	-24%
Montana	6	New Mexico	-32%
Maine	5	Arkansas	-38%
Wyoming	4	Alaska	-50%
Alaska	3	Kansas	-50%
Idaho	2	Rhode Island	-67%
New Hampshire	2	Idaho	-71%
Rhode Island	2	North Dakota	-75%
North Dakota	1	South Dakota	-75%
South Dakota	1	New Hampshire	-78%
Vermont	0	Vermont	-100%
U.S. Total	2,368	U.S. Average	+6%

Percentage Change Up

Percentage Change Down

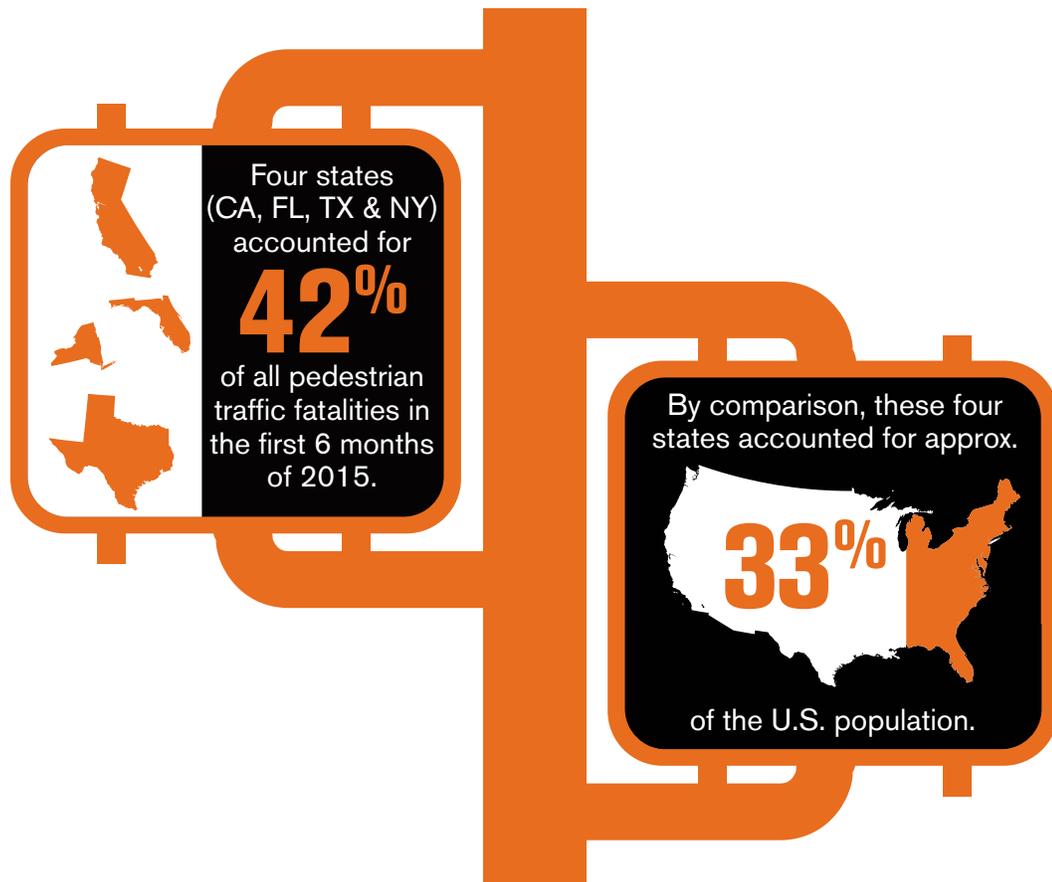
Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

The actual change in the number of pedestrian deaths in 2015 is expected to be more than the 6 percent increase reported in Table 2 because some deaths are likely not yet recorded in state traffic records systems. Compared to the preliminary fatality data for 2013 and 2014 provided by states for prior GHSA Pedestrian Spotlight reports, the final FARS-reported number of overall pedestrian fatalities was 4.8 percent higher. This same situation occurred in prior GHSA Motorcycle Spotlight reports, which found a consistent pattern of underreporting, averaging about 4 percent in recent years. It seems reasonable, therefore, to assume an undercount of 4 percent in the preliminary data provided by the states. Increasing the preliminary 2015 count by 4 percent would mean there were an estimated 2,463 pedestrian deaths in the first half of 2015 ($2,368 \times 1.04$), compared with 2,232 reported for the first half of 2014. This leads to the conclusion that **there has been an estimated 10 percent increase in pedestrian fatalities between 2014 and 2015, based on analysis of preliminary data for the first half of 2015.**

As illustrated in Figure 5, four states – California, Florida, Texas and New York – accounted for 42 percent of all pedestrian deaths during the first six months of 2015. By comparison, these four states represent approximately 33 percent of the U.S. population according to the 2015 U.S. Census.

Figure 5 4 States Accounted for 42% of all Pedestrian Deaths in First 6 Months of 2015



Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

Table 6

Pedestrian Fatalities by State per 100,000 Population, Jan. - June 2015

Source: State Highway Safety Offices and U.S. Census Bureau

Table 6 shows the rate of pedestrian fatalities per 100,000 population by state for the first half of 2015. Florida had the highest rate (1.35), while Vermont had the lowest (0). Eight states had pedestrian fatalities per 100,000 population greater than 1.0 – Arizona, Delaware, DC, Florida, Mississippi, New Mexico, Oregon and South Carolina.

Sorted by State

State	Pedestrian Fatalities per 100K Population - 2015
Alabama	0.84
Alaska	0.41
Arizona	1.27
Arkansas	0.34
California	0.89
Colorado	0.55
Connecticut	0.42
Delaware	1.27
DC	1.04
Florida	1.35
Georgia	0.77
Hawaii	0.91
Idaho	0.12
Illinois	0.53
Indiana	0.76
Iowa	0.26
Kansas	0.21
Kentucky	0.81
Louisiana	0.98
Maine	0.38
Maryland	0.67
Massachusetts	0.50
Michigan	0.60
Minnesota	0.26
Mississippi	1.07
Missouri	0.71
Montana	0.58
Nebraska	0.47
Nevada	0.83
New Hampshire	0.15
New Jersey	0.85
New Mexico	1.01
New York	0.65
North Carolina	0.74
North Dakota	0.13
Ohio	0.48
Oklahoma	0.82
Oregon	1.04
Pennsylvania	0.46
Rhode Island	0.19
South Carolina	1.12
South Dakota	0.12
Tennessee	0.70
Texas	0.86
Utah	0.70
Vermont	0.00
Virginia	0.45
Washington	0.57
West Virginia	0.60
Wisconsin	0.38
Wyoming	0.68
U.S. Average	0.74

Sorted by Fatality Rate

State	Pedestrian Fatalities per 100K Population - 2015
Florida	1.35
Arizona	1.27
Delaware	1.27
South Carolina	1.12
Mississippi	1.07
Oregon	1.04
District of Columbia	1.04
New Mexico	1.01
Louisiana	0.98
Hawaii	0.91
California	0.89
Texas	0.86
New Jersey	0.85
Alabama	0.84
Nevada	0.83
Oklahoma	0.82
Kentucky	0.81
Georgia	0.77
Indiana	0.76
North Carolina	0.74
Missouri	0.71
Utah	0.70
Tennessee	0.70
Wyoming	0.68
Maryland	0.67
New York	0.65
Michigan	0.60
West Virginia	0.60
Montana	0.58
Washington	0.57
Colorado	0.55
Illinois	0.53
Massachusetts	0.50
Ohio	0.48
Nebraska	0.47
Pennsylvania	0.46
Virginia	0.45
Connecticut	0.42
Alaska	0.41
Wisconsin	0.38
Maine	0.38
Arkansas	0.34
Iowa	0.26
Minnesota	0.26
Kansas	0.21
Rhode Island	0.19
New Hampshire	0.15
North Dakota	0.13
Idaho	0.12
South Dakota	0.12
Vermont	0.00
U.S. Average	0.74

Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

EFFORTS TO REDUCE PEDESTRIAN FATALITIES AND INJURIES

The frequency and severity of motor vehicle/pedestrian crashes can be reduced through a broad range of approaches, including targeted traffic enforcement, engineering countermeasures, public education, and vehicle design changes. Some noteworthy examples are provided below.

Evidence-based strategies to **Increase Separation of Pedestrians from Motor Vehicles** include:

- Refuge islands
- Sidewalks and pedestrian overpasses/underpasses
- Optimized traffic signal timing
- New traffic signals where warranted

Evidence-based strategies to **Make Pedestrians More Visible to Drivers** include:

- Improved street lighting
- High-visibility crosswalks
- Rectangular rapid-flashing beacons (RRFBs) mounted to pedestrian crossing signs

Higher vehicle speeds are strongly associated with both a greater likelihood of pedestrian crashes and more serious pedestrian injuries. Evidence-based **Engineering and Enforcement Measures to Reduce Speeds** include:

- Road diets that create space for other uses (e.g., bicycle lanes, sidewalks, turn lanes)
- Roundabouts in place of stop signs and traffic signals
- Traffic calming devices such as speed humps and curb extensions
- Automated enforcement as a supplement to traditional enforcement

Pedestrian Traffic Fatalities by State

2015 PRELIMINARY DATA

Public Education has always been a component of efforts to reduce pedestrian/motor vehicle collisions. Pedestrians and motorists need to know about the risk factors associated with sharing the road, but studies have indicated that many have limited understanding of right-of-way rules they are legally obliged to follow at crosswalks and other locations^{8, 9}. Although standalone public education programs generally have not been effective in reducing pedestrian crashes, there is a role for public education in supporting speed management activities.

- NHTSA developed a speed campaign toolkit for public information and education outreach that provides marketing materials to support development of a speed management strategy¹⁰.
- Public information campaigns that raise awareness of police crackdowns on impaired driving, distracted driving, and other offenses can increase the effectiveness of these enforcement activities.
- “Share the Road” and similarly branded campaigns can be used to increase driver awareness of pedestrians and encourage drivers to yield to pedestrians¹¹.



8 Hatfield, J., Fernandes, R.F., Soames, J., & Smith, K. (2007). Misunderstanding of right-of-way rules at various pedestrian crossings: Observational study and survey, *Accident Analysis & Prevention*, 39, 833-842.

9 Mitman, M.F., & Ragland, D.R. (2007). Crosswalk confusion: More evidence why pedestrian and driver knowledge of the vehicle code should not be assumed. *Transportation Research Record*, 2002, 55-63. Washington, DC: National Research Council.

10 Speed Campaign Toolkit, <http://trafficsafetymarketing.gov/speed/toolkit/>

11 <http://safeny.ny.gov/media/beSmart-peds.htm>

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FEDERAL SAFETY PROGRAMS AND RESOURCES

Federal government resources available to help states reduce pedestrian fatalities and serious injuries, include the following:

- **Section 402.** The State and Community Highway Safety Grant Program, initially authorized by the Highway Safety Act of 1966, has been reauthorized and amended a number of times since then, most recently under Fixing America's Surface Transportation (FAST) Act. The cornerstone of state behavioral highway safety strategies, this program provides the greatest flexibility for states to target their resources to meet their most pressing needs. Eighteen states responding to GHSA's questionnaire for this report said they currently use Section 402 funds to support pedestrian safety programs.
- **Section 403.** Under this program, NHTSA has conducted a series of Education and Enforcement Efforts in Pedestrian Focus Cities, including demonstration projects in Louisville, KY, New York, NY, and Philadelphia, PA. In addition, funds were awarded to the Safe States Alliance for a project on Injury Prevention for Pedestrians.
- **Section 405.** Beginning in Federal Fiscal Year 2017 (Oct. 1, 2016), under NHTSA's Section 405: National Priority Safety Programs funding, approximately \$14 million will be awarded to states annually to decrease pedestrian and bicyclist crash fatalities. A state is eligible if its bicyclist and pedestrian fatalities exceed 15% of its total annual crash fatalities based on the most recent year of FARS data available. Funds may be used to train law enforcement officials on bicyclist/pedestrian traffic laws and for bicyclist/pedestrian safety enforcement and education campaigns. This is the only incentive grant with a maximum federal fund limit of 80%.
- **Pedestrian and Bicycle Safety Focus States and Cities.** Since 2004, FHWA's Safety Office has been working aggressively to reduce pedestrian deaths by focusing extra resources on the cities and states with the highest pedestrian fatalities and/or fatality rates. Part of this effort has included How to Develop a Pedestrian Safety Action Plan, which helps state and local officials know where to begin to address pedestrian safety issues.
- **Highway Safety Improvement Program (HSIP).** The goal of this program is to achieve a significant reduction in traffic fatalities and serious injuries on all public roads, including non-state-owned public roads and roads on tribal lands. The HSIP requires a data-driven, strategic approach to improving highway safety that focuses on the application of proven engineering countermeasures to significantly reduce fatal and serious-injury crashes. Although MAP-21 allowed HSIP funds to be spent on behavioral safety programs, this option was eliminated under the FAST Act.

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Multicultural Outreach Several states are developing culturally relevant programs and materials to address high-risk populations, including Native Americans and Hispanics. Using media outlets such as Univision (Spanish TV) and developing culturally relevant posters, rack cards, banners, and videos, they are educating key populations that may not be reached by traditional educational materials.

WHAT STATES ARE DOING

State Highway Safety Offices (SHSOs) are committed to improving the safety of all road users by focusing on behavioral issues that lead to traffic crashes such as impaired, distracted, and aggressive driving; seat belt use, child passenger, pedestrian, bicyclists, and motorcyclist safety; and teen and older driver issues. SHSOs are typically tasked with addressing behavioral safety issues via education and enforcement. SHSOs administer federal and state highway safety grants and produce annual state Highway Safety Plans (HSPs) as required by USDOT. In some states SHSOs are responsible for traffic records coordination and Safe Routes to School programs. Some of the most common SHSO strategies currently underway to reduce pedestrian fatalities and serious injuries include:

- **Targeted traffic enforcement**
- **Public information campaigns**
- **Educational outreach in high-risk areas**
- **Data analysis**
- **Mapping to identify high-risk zones**
- **Pedestrian safety assessments/road safety audits**
- **Strategic partnerships with universities and other organizations/agencies**
- **Inclusion of pedestrian safety action items in Strategic Highway Safety Plans (SHSPs)**

State-specific examples of pedestrian safety initiatives are described in detail on pages 17-28.



California

California employs a multi-faceted approach to reduce pedestrian deaths and injuries, while encouraging more walking trips. In FY 2015, 13 grants totaling over \$3 million were awarded to local agencies to target bicyclist and pedestrian safety through schools and local communities, and three grants were awarded for regional or statewide pedestrian safety projects. In FY 2016, over \$4 million is budgeted for 21 local and five statewide pedestrian safety grant projects. Over \$40 million was awarded to local agencies by CalTrans for over 700 pedestrian improvements using local HSIP funds.

The state's SHSP includes a "Challenge Area," led by the California Walks coalition, to research, develop, and implement action items to improve safety for pedestrians, including:

- CalTrans initiatives to implement "Complete Streets" policies and develop plans to collect pedestrian infrastructure and pedestrian volume data for incorporation into the CalTrans Traffic Accident Surveillance and Analysis System.

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- A California Department of Public Health initiative to implement a statewide pedestrian safety public education campaign, including a website walksmartca.org which features radio ads, online and downloadable educational materials, a campaign guide with media resources, and a communications and culture change manual. This project was funded by grants from the California Office of Traffic Safety.
- The Institute of Transportation Studies Technology Transfer Program at UC Berkeley offers Pedestrian Safety Assessments as a free statewide service.
- San Francisco launched a Vision Zero program with increased enforcement and community education to promote pedestrian and bicyclist safety.



Connecticut

Road diets and roundabouts are becoming more prevalent and acceptable forms of roadway design that reduce traffic speed and the risk of fatal and serious injuries to pedestrians in the event of a collision with a motor vehicle. Certain high-risk areas have been selected for these engineering treatments. Educational outreach campaigns accompany these projects to inform the community of how they work. One recent example is the installation of a road diet on a dangerous section of road in East Hartford and corresponding educational efforts.



Delaware

Over the past two years, the Office of Highway Safety (OHS) has worked with law enforcement agencies across the state to create and conduct educational awareness campaigns and mobilizations. OHS analyzes both injury and fatality crash data to identify target locations for its law enforcement partners. Officers are provided the opportunity to interact directly with pedestrians, offer some education, and provide a promotional item (such as a flashlight) to encourage safe walking behaviors.

In addition, OHS partners with the Delaware DOT to address appropriate infrastructure changes. The SHSO also participates in community-based pedestrian safety advocacy groups and the preparation of the SHSP and related pedestrian safety countermeasures, and it has offered pedestrian safety sessions during its biennial highway safety conference.

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Georgia

Georgia is conducting more pedestrian safety educational programs that include information for non-native English speakers. The state also has increased signage near intersections encouraging pedestrians to use crosswalks.



Hawaii

Through *Walk Wise Hawaii* and other initiatives, the SHSO and its partners conduct free pedestrian safety presentations and have booths at community and special events, particularly in August, which has been designated as Pedestrian Safety Month. The SHSO provides enforcement funds to the Honolulu Police Department to conduct pedestrian safety operations that address both for drivers and pedestrians who violate Hawaii's laws and conducts year-round media campaigns on television and in movie theatres.



Idaho

The Idaho Transportation Department (ITD) partners with pedestrian safety advocates and is represented on various boards and committees that promote active and safe multi-modal transportation. Examples include the ITD-formed Bicycle and Pedestrian Advisory Committee and Safe Routes to School Advisory Committee, which are composed of representatives from education, the Bicycle-Pedestrian Alliance, state and local highway districts, Idaho Smart Growth, and law enforcement.



Indiana

In 2014, Indiana began awarding 402 funds to law enforcement and community agencies to specifically address pedestrian safety and conducted an FHWA training on Developing a Pedestrian Safety Plan. In addition, FHWA has designated Indianapolis a pedestrian focus city and Indiana a pedestrian focus state, which comes with additional resources dedicated to improving pedestrian safety.

The Alliance for Health Promotion analyzed data for areas with high pedestrian crashes in Indianapolis/Marion County. Walkability assessments were conducted in the eight most dangerous locations, three of which were designated Pedestrian Safety Zones.

Meanwhile, in Bloomington, a community with a large population of students and year-round pedestrian and bicyclist activity, the Civil Streets organization coordinated proven education and enforcement countermeasures under a single campaign to reduce the incidence of bicyclist and pedestrian crashes leading to injury or death.

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Iowa

Using 402 funds, Iowa is piloting a pedestrian safety education and enforcement program in two cities with the state's highest pedestrian fatalities during the past five years. City engineers also are working with the Iowa DOT to install pedestrian countdown signals and other engineering countermeasures to improve pedestrian safety.



Maryland

The Maryland Highway Safety Office (HSO) is working with its statewide partners (members of the SHSP Pedestrian Emphasis Area Team) to take a data-driven approach to improving pedestrian safety through the four E's (engineering, enforcement, education and EMS). The Maryland HSO works in close partnership with the Maryland State Highway Administration, leveraging their HSIP funding for pedestrian safety projects. Approximately \$500,000 is used to support Maryland's two major media and public outreach campaigns for pedestrian safety. The Street Smart campaigns in the DC and metropolitan Baltimore areas (<http://bestreetsmart.net/>) and Walk Smart in Ocean City (<http://www.ocwalksmart.com/>) both use high visibility enforcement coupled with paid and earned media and grassroots public outreach to engage roadway users.

Educational outreach includes public awareness and education through sporting venues, community events, school programs, health departments and religious outreach. Federal 402 funds also have been used to support law enforcement overtime for speed enforcement in and around high pedestrian corridors and enforce pedestrian safety laws. Most enforcement projects are restricted to areas where known engineering countermeasures have been deployed and are accompanied by educational efforts.



Massachusetts

The Massachusetts Highway Safety Office provides overtime funds to municipal police departments across the state to conduct bicyclist and pedestrian safety enforcement. In 2015, participating departments made over 8,500 stops, approximately 90% of which were motorists. The most common offense was failure to yield to a pedestrian at a crosswalk.

Massachusetts DOT (MassDOT) also conducts a similar program that not only supports enforcement efforts, but also uses enforcement to collect data on where unsafe pedestrian practices are occurring and the reason why. The agency has also used HSIP funds to partner with local bicyclist and pedestrian advocacy groups to conduct road safety audits in targeted communities.

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Michigan

Guidance on specific countermeasures has been and is continually being developed. Safety funding has put an emphasis on pedestrian and bicyclist safety projects.

In FY 2015 and FY 2016, the Office of Highway Safety Planning awarded Section 402 funds to Western Michigan University to conduct a comprehensive statewide analysis of pedestrian and bicyclist crashes, causation factors, best practices, and successful countermeasures. The findings from this study will enable the state to recommend and implement countermeasures to decrease fatalities and injuries.

Improved and enhanced pedestrian crossings and lighting are continually being considered as additions or upgrades to existing intersections, while children and teens are educated about safe walking practices through Michigan's Safe Routes to School program. The state also supports and participates in mandatory impaired driving crackdowns coupled with paid media, and sobriety courts. Fatal alcohol-related crashes where the driver had been drinking and hit a pedestrian have fallen from 9 percent in 2012 to 6 percent in 2014.



Mississippi

For the first time in 2016, the Mississippi Office of Highway Safety (MOHS) will participate in NHTSA's Pedestrian and Bicycle Safety Management Program. This initiative will help the staff better identify the extent of the state's pedestrian and bicyclist safety program and identify and implement appropriate countermeasures in partnership with the state DOT and other local partners.



Montana

Despite pedestrian fatalities accounting for a small percentage of the state's total crash fatalities, Montana's SHSP emphasis area for Road Departure and Intersection Crashes includes pedestrian safety. Montana DOT (MDT) is also implementing the ADA Transition Plan for state-owned facilities, which requires that pedestrian crossings be reviewed on MDT facilities and roadways. In addition, best practices for pedestrian crossings are reviewed in all state construction projects.



Nebraska

Because the majority of Nebraska's pedestrian fatalities occur at night, safety campaigns promote the use of reflective material by pedestrians and emergency flashers for motorists with disabled vehicles. Federal 402 funds have been used to support enforcement

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of pedestrian safety laws in metro area school zones at the start and end of the school year. These funds have also been used for targeted enforcement at crosswalks used by elderly pedestrians.

Nevada

Pedestrian safety is one of the six critical emphasis areas under the state's SHSP. Additionally, Nevada has an aggressive Road Safety Audit plan, which includes pedestrians as a mode of travel to be considered when evaluating roadways. In at least two instances, the audit has led to reduced speed limits and in many cases, pedestrian improvements such as enhanced lighting at crosswalks.

Nevada's two most populous counties (Clark and Washoe) are leveraging Complete Street policies to make pedestrian friendly infrastructure improvements that include dedicated bus and bike lanes, shelter setbacks, and lead interval signals and other Intelligent Transportation System (ITS) measures on existing and newly designed roadways that add another layer of protection.

Nevada's most visible pedestrians safety initiative is the *Joining Forces* high visibility enforcement and public outreach program, which operates statewide and reaches approximately 95 percent of the state's population (the program also addresses impaired and distracted driving, seat belt use and speeding). The HVE, which uses roving and saturation patrols and pedestrian decoy details, is coupled with education and extensive media outreach that calls on all roadway users to watch out for each other. *Be pedestrian safe* educational materials and radio and television PSAs, all carrying the state's *Zero Fatalities* brand, address the laws, offer tips for walkers and drivers, and include information about the impact of driving and walking impaired or distracted. The program is so popular that law enforcement agencies co-op efforts on their own time to conduct HVE for pedestrians.

New Jersey

Historically, pedestrian fatalities in New Jersey account for approximately 25 percent of all crash-related fatalities. To address this problem, the SHSO awards both federal 402 and state funds (a portion of fines collected from motorists convicted of failing to stop for a pedestrian in a crosswalk are dedicated to a Pedestrian safety Education and Enforcement Fund) to law enforcement and nonprofit agencies to develop and implement safety campaigns in communities that have a high incidence of pedestrian crashes, injuries and fatalities.

State and local law enforcement officials have been trained to conduct the pedestrian decoy program, which has been used in New Jersey since 2009. Officers monitor driver and pedestrian

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behavior at selected marked crosswalks for periods of several days over an extended period of time. Observing (plain clothes) officers note violations and call ahead to waiting officers who stop and warn or cite all offenders, regardless of mode. Officers use the stops to educate roadway users about their duties and responsibilities under the law.



New York

New York's statewide pedestrian safety plan (PSP) was developed collaboratively by state agencies and places a special emphasis on 20 high pedestrian crash and fatality locations. The PSP will be rolled out in the late spring/early summer of 2016 and includes education, enforcement details and engineering treatments. A television commercial was produced to educate pedestrians and motorists about the dangers of distraction, midblock crossing and wearing dark colored clothing at night.

An uptick in pedestrian crashes and fatalities in the Village of Saugerties prompted the police department to work with the New York State DOT to upgrade pedestrian signage and signals. The law enforcement agency also conducted pedestrian safety patrols to stop and cite violators and held fundraising events in support of other pedestrian safety efforts.

The Community Outreach Center of Rockland County received funding for pedestrian safety education and the purchase of reflective sashes for use by members of the Orthodox Jewish community, who typically walk and dress in dark clothing. The Center published a flyer on proper crossing procedures to distribute at its educational sessions.



North Carolina

The North Carolina DOT works closely with local law enforcement through the Watch for Me NC (www.watchformenc.org) campaign to enforce pedestrian crossing laws and educate the public about bicyclist/pedestrian safety. Funded through a federal Section 403 grant, the campaign is credited with improving motorists' stopping and pedestrians' crossing behaviors.



North Dakota

The North Dakota DOT encourages the use of countdown timers and advanced walk intervals (re-time signals to provide a leading pedestrian interval) at identified urban intersections where pedestrian traffic is higher. Additionally, there is a focus on school zone enforcement and various education and outreach activities using Safe Routes to Schools funds.

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Ohio

Ohio conducts Safe Communities programs which direct programming based on local problem identification. For example, Franklin County had 25 pedestrian fatalities in 2011, 13 in 2012 and 12 in 2013. Hamilton County had 5 pedestrian fatalities in 2011, 8 in 2012 and 5 in 2013. These fatalities are 22.37 percent of the statewide pedestrian fatalities in those years. Franklin and Hamilton County Safe Communities will conduct evidence based programs that will specifically address their pedestrian problem identification.



Oklahoma

The Oklahoma Highway Safety Office is educating pedestrians, motorists and others who utilize multi-modal streets in metropolitan areas, while the Oklahoma DOT is conducting assessments and implementing engineering improvements in high pedestrian traffic areas. The state continues multi-agency conversations regarding what can be done in both metropolitan and rural areas to improve pedestrian safety.

Funding is being provided to the Indian Nations Council of Governments (INCOG) for Bicyclist/Pedestrian safety education and engineering improvements in the Tulsa metropolitan area. The *Watch For Me* initiative is promoted via media and community events, radio PSAs and social media. Funding is also utilized at select Tulsa area schools to improve signage and crosswalk visibility.



Oregon

Enforcement agencies across Oregon utilized pedestrian safety enforcement operation overtime funding (up to \$5,000 based on availability of 402 funds) to enforce Oregon's crosswalk law and promote pedestrian safety between March and September, 2015. A total of 26 agencies participated and completed 71 pedestrian safety operations. Participating law enforcement agencies also used social media to educate the public about the state's crosswalk law and invited local news media to cover their enforcement operations.

A statewide pedestrian safety campaign targeted both pedestrians and drivers through the Oregon DOT (ODOT) Facebook account, local news print media, and through theater video ads.

Federal funds were also used to purchase portable in-street "Stop for Pedestrians within Crosswalk" signs for a crossing guard enhancements pilot project at two schools where there was no regular law enforcement to help with driver compliance. Crossing

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guards place portable signs in school zone crosswalks on the center line prior to their shift. Driver compliance has increased in crosswalks when using the in-street sign.

Transportation Growth Management planning grants are available to communities for updates of system transportation plans and bicyclist-pedestrian transportation plans. ODOT issued a call for applications for Statewide Transportation Improvement Program (STIP) and Transportation Enhancement (TE) federal aid projects that include bicycle and pedestrian network improvements on local roads.

ODOT updated its Transportation Safety Action Plan (TSAP). This plan doubles as the Strategic Highway Safety Plan and lays out a set of actions that Oregonians have identified as steps to a safe travel environment, including pedestrian safety. The TSAP is the roadmap for ODOT Safety Programs.

In addition, ODOT has a Bicycle and Pedestrian Plan which includes design elements that enhance the safety and comfort of pedestrians.

Lastly, Safe Routes to School efforts are being implemented in 2nd grade classes to improve pedestrian safety.

Puerto Rico



Puerto Rico's strategic plan directs the Traffic Safety Commission (TSC) to address pedestrian safety by providing training in vulnerable user laws to police officers, educating all roadway users about pedestrian laws and sharing the road, implementing engineering countermeasures that promote safe bicycling and walking, providing assistance to communities for local safety improvement projects, and conducting a walking and bicycling safety assessment and workshop.

South Carolina



Over the past five years, the South Carolina Office of Highway Safety and Justice Programs and the Highway Patrol (SCHP) have collaborated to address pedestrian safety. Through SCHP's Project S.E.E. (Stop, Educate, Enforce) campaign, motorists and pedestrians are educated about sharing the road and safe driving and walking practices. Emphasis is placed on stopping pedestrians who are observed walking/crossing unsafely. They are given information about the specific violations and reflective wristbands to improve their visibility while walking roadside. Radio spots and billboards call on motorists to "Look" for pedestrians, bicyclists, motorcyclists and moped operators.

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Texas

Texas has identified pedestrian safety as a high priority area and included the following strategies in its HSP: increase pedestrian safety education and outreach for all roadway users; improve walkability and bikability on roads and streets; improve pedestrian injury and fatality data collection; and improve the identification of problem areas for pedestrians.

In FY 2016, 402 funds were awarded to Texas A&M to develop and implement, “The Unintended Highway Pedestrian – What would you do?” Using the *Move Over America* media campaign as a model, messages are being developed to educate an estimated one million Texas drivers in Texas about what to do if stranded, stuck and distraught on the highway.

Texas is also providing FY 2016 grant funding to the Texas Transportation Institute (TTI) for “Deterring Distracted Walking Among Youth.” This peer-to-peer program addresses the dangers of teens walking while distracted and is being piloted at middle and high schools in the San Antonio area.



Utah

Utah is in the process of finalizing a state pedestrian action plan. Several tasks are currently being implemented and include pedestrian crosswalk enforcement at identified high-crash intersections along the Wasatch Front. The state also conducted a highly successful media event addressing pedestrian safety and visibility in conjunction with daylight savings time and shorter daylight hours. It also reminded motorists to be alert and watch for vulnerable road users.

Police departments are being funded to conduct crosswalk enforcement at identified high-crash intersections. Efforts include notifying the media and public about enforcement and providing pedestrian safety tips and driving alerts as part of these efforts.



Washington State

In Washington, Native people are five times more likely than others to die as a pedestrian. In 2015, the Tribal Traffic Safety Advisory Board created culturally-relevant traffic safety educational materials (posters, rack-cards, vinyl banners and videos) with the tagline “Be Seen.” Materials are available on the Links tab at <http://wtsc.wa.gov/programs-priorities/tribes/>.

This year, the Washington State Legislature passed a bill establishing a pedestrian safety advisory council. The council will review and analyze data related to pedestrian fatalities and serious

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injuries to identify points at which the transportation system can be improved and to identify patterns in pedestrian fatalities and serious injuries.

The Washington State DOT has a robust pedestrian and bicyclist program. Between 2005 and 2013, over \$44 million was made available to 55 agencies for 103 projects. Between 2005 and 2013, approximately \$51 million was made available for 138 Safe Routes to School projects in 41 school districts that reached over 16,000 middle-school children a year.

The Seattle DOT (SDOT) partnered with AARP Seattle and the KOMO media family to develop pedestrian safety public PSAs related to pedestrian safety for television, radio and online. The partnership included support from KOMO TV's traffic reporter as well as on-air talent for Spanish language version television spots.

Outreach to deter collisions involving intoxicated pedestrians was a joint venture between SDOT and the Seattle Police Department (SPD). SDOT and SPD distributed coasters with impairment messaging to nightlife hotspots. SPD conducted pedestrian safety and DUI emphasis patrols. SDOT used its network of 24 dynamic message signs to alert the public, estimated to reach a minimum of 300,000 people per day.

Wisconsin



Wisconsin used HSIP funding for the *Share and Be Aware* program to educate roadway users. In addition, a two-day class trains law enforcement officers on how to more effectively enforce pedestrian and bicyclist safety laws. One class was held in FY 2015, and more are planned for FY 2016.

Wisconsin has pedestrian high-visibility enforcement projects in three cities that includes a data-gathering component to evaluate effectiveness.

Additionally, a two-day training course entitled Designing for Pedestrian Safety is offered to planners and engineers. Two were held in FY 2015, and three are planned for FY 2016.

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DISCUSSION

Pedestrian fatalities in the U.S. are on the rise. The number of pedestrian fatalities increased 19 percent from 2009 to 2014, a period in which total traffic deaths decreased by about 4 percent. And the most recent analysis based on preliminary data for the first six months of 2015 indicate a further rise in the nationwide number of pedestrian fatalities. In addition to the total number of pedestrian fatalities increasing during the first six months of 2015, more states had increases (26 plus DC) than had decreases (21) compared with 2014.

Many factors may contribute to changes in the number pedestrian fatalities, including economic conditions, demographics, weather, fuel prices, and the amount of motor vehicle travel and time people spend walking. Travel monitoring data published by FHWA indicates that motor vehicle travel on all roads and streets increased by +3.5 percent (+52 billion vehicle miles) for the first half of 2015 as compared with the same period in 2014¹². The year-to-date travel estimate was the highest number of vehicle miles traveled ever reported by FHWA.

A more recent factor contributing to the pedestrian fatalities may be the growing use of cell phones while walking, which can be a significant source of distraction for both drivers and pedestrians. According to the The Wireless Association, the reported volume of annual wireless data usage increased 26 percent from 2013 to 2014, and the number of annual multimedia messages increased by 58 percent¹³.

The fact that pedestrian deaths as a percent of total motor vehicle crash deaths have increased steadily in recent years from 11 percent to 15 percent could reflect, in part, the fact that passenger vehicles have become increasingly safer for vehicle occupants through design changes and supplemental safety equipment, thus decreasing the chance of fatal injuries to occupants in crashes. Pedestrians do not benefit from occupant-oriented vehicle crashworthiness improvements, and thus could account for an increasingly larger share of total traffic fatalities.

State highway safety offices in all 50 states, DC, and Puerto Rico continue to actively engage with their partners to implement a wide range of educational, enforcement and engineering initiatives aimed at reducing the numbers of pedestrian fatalities and serious injuries. Along with critical funding support provided through federal partners, states will continue to focus their efforts on effective countermeasures to reverse the trend of increasing pedestrian fatalities.

¹² FHWA. 2015. Traffic Volume Trends, June 2015.

¹³ <http://www.ctia.org/your-wireless-life/how-wireless-works/annual-wireless-industry-survey>

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