

Pedestrian Safety Initiatives
National Highway Traffic Safety Administration (NHTSA)

Report to the Transportation Research Board Pedestrian Safety Committee
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Pedestrian safety issues and activities in NHTSA are primarily housed within Research and Program Development (RPD), although some biomechanics and crashworthiness research addresses pedestrian safety with respect to vehicle design. In addition, the National Center for Statistics and Analysis compiles pedestrian fatality and injury crash data. RPD is responsible for the behavioral aspects of pedestrian safety, including pertinent research, public information and education, training, enforcement, and outreach. Within RPD, the pedestrian safety program is the responsibility of both the Office of Safety Programs and the Office of Behavioral Safety Research. Many pedestrian safety activities are carried out jointly with the Federal Highway Administration (FHWA). Current NHTSA initiatives are listed below.

RESEARCH INITIATIVES - PEDESTRIAN SAFETY – Ongoing

- ***National Survey of Bicyclist and Pedestrian Attitudes and Behavior***

A randomly selected national sample of 9,000 people age 16 and older will be surveyed regarding the scope and magnitude of bicycle and pedestrian activity and the public's behavior and attitudes regarding bicycling and walking. NHTSA will use the findings from this collection to assist States, localities, and communities in developing and refining bicycling and walking safety programs. The target project completion date is Fall 2013.

RESEARCH INITIATIVES - PEDESTRIAN SAFETY – Completed

- ***Demonstration and Evaluation of the Heed the Speed Pedestrian Safety Program***

This study expands the *Heed the Speed* program to determine the extent to which pedestrian safety is impacted when education and enforcement are combined on traffic calmed and non-traffic calmed streets. The original *Heed the Speed* program succeeded in reducing speeding in residential locations in Phoenix and Peoria but did not assess the impact of speed reduction on pedestrian safety. This program was implemented in Philadelphia. Available Spring 2012.

- ***Identifying Countermeasure Strategies Targeting Older Pedestrians***
The goal of the project is to identify countermeasures to target older pedestrian populations. Available late 2012.
- ***Pilot Test of Strategies to Reduce Alcohol-Impaired Pedestrian Crashes***
This study used a comprehensive countermeasure program in Chicago to decrease nighttime pedestrian crashes. The program implemented a combination of targeted engineering, education, and enforcement countermeasures in areas where nighttime pedestrian crashes were high. An evaluation was conducted to determine the effectiveness of the program. The project is complete and the report is under review.
- ***The Effects of High Visibility Enforcement on Driver Compliance to Pedestrian Right of Way Laws***
This project explored the effects of police enforcement combined with media attention, public education, and cost effective engineering devices on drivers' yielding behavior to pedestrians in crosswalks. This study was conducted in Gainesville, FL. The project is complete and the report is under review.

PEDESTRIAN SAFETY RESEARCH PRODUCTS:

(Available on the web at <http://www.nhtsa.gov> under Driving Safety, Research & Evaluation)

- ***Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices – 2011***
This guide is a basic reference to assist State Highway Safety Offices (SHSOs) in selecting effective, science-based traffic safety countermeasures for major highway safety problem areas, including pedestrian and bicycle safety. The guide describes major strategies and countermeasures that are relevant to SHSOs, summarizes their use, effectiveness, costs, and implementation time; and provides references to the most important research summaries and individual studies. Online now at: <http://www.nhtsa.gov/staticfiles/nti/pdf/811444.pdf>
- ***Office of Behavioral Safety Research Electronic Library of Publications:*** NHTSA's Office of Behavioral Safety Research, in conjunction with the DOT Library, has established an electronic library of the Office's research publications. The library can be accessed at <http://ntlsearch.bts.gov/tris/ntlc/nhtsa/index.shtm>.

PEDESTRIAN SAFETY PROGRAM INITIATIVES –

- ***Education and Enforcement In Focus City and Focus State Pedestrian Safety Efforts***
NHTSA is supporting the following Pedestrian Focus States and Cities in designing and implementing the education and enforcement components of their Pedestrian Safety Action Plans:
 - North Carolina (Expected Completion September 2013)
 - Chicago, Illinois (Expected Completion September 2012)
 - New Mexico (Expected Completion September 2013)

- Florida (Expected Completion September 2012)
- ***Demonstration of “Walk and Bike Safely: Beginning Level for Adult English Language Learners”***
Preusser Research Group, in cooperation with NHTSA, is evaluating the usability of the curriculum, listed above. The project seeks to ensure the curriculum is easily taught by volunteer instructors in venues such as community and/or faith-based centers versus trained teachers at accredited learning centers, and to measure changes in student knowledge and intent to change behavior after taking the class. (Expected Completion: Fall, 2014)
- ***Pedestrian Safety Program Technical Assessment***
NHTSA organizes a team of pedestrian and highway safety experts that evaluate State pedestrian safety program activities based on NHTSA’s Uniform Guidelines for State Highway Safety No. 14, Pedestrian Safety. The team develops a consensus report that includes the current status of the State’s pedestrian safety program and provides recommendation for improvement. Any State interested in having NHTSA facilitate a pedestrian safety assessment should contact Leah Walton at 202-366-4969 or leah.walton@dot.gov.

PEDESTRIAN SAFETY PROGRAM PRODUCTS

- ***Pedestrian Safety Program Management Course***
NHTSA developed a Pedestrian Safety Program Management Course to enable traffic safety program managers to better develop, facilitate and support comprehensive pedestrian safety programs in their states or regions. NHTSA is currently converting the training to be delivered in an e-learning environment. Two online trainings will be delivered through the DOT Traffic Safety Institute (TSI) in 2012.
- ***Child Pedestrian Safety Curriculum***
NHTSA has developed a school-based curriculum to educate children grades K-5 in pedestrian skills. It is organized into five lessons that target the main areas of pedestrian safety: walking near traffic, crossing streets, crossing intersections, parking lot safety, and school bus safety. Curriculum will be available on CD-Rom in late Spring, 2012. Online now at: <http://www.nhtsa.gov/ChildPedestrianSafetyCurriculum>
- ***Walking and Bicycling Safely: Beginning Level Curriculum for Adult English Language Learners*** This pedestrian and bicycle curriculum is designed to suit the needs of low literacy adult learners of the English language. It may be used in a formal classroom or in community or faith-based settings. The product includes an instructor guide, audio clips, and a student workbook, and uses mostly pictures and verbal discussions to communicate the safety messages rather than written information. Online now at: <http://www.nhtsa.gov/ESL>