



# PEDESTRIAN SAFETY

## COMMUNITY RESOURCE GUIDE

OCTOBER 2024

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# TABLE OF CONTENTS

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<b>Introduction</b> .....	<b>3</b>
U.S. National Blueprint for Transportation Decarbonization.....	4
A Safe System Approach.....	4
<b>Safety Data</b> .....	<b>7</b>
What is the Pedestrian Safety Crisis? .....	7
<b>Coalition Building</b> .....	<b>9</b>
Step 1—Starting a Pedestrian Safety Coalition.....	9
Step 2—Identify Key Issues and Prioritize Goals of the Pedestrian Safety Coalition.....	12
Step 3—Make a Roadmap Detailing Next Steps .....	13
Step 4—Put Words Into Action .....	14
Step 5—Maintain, Evaluate and Adjust to Overcome Challenges .....	15
<b>Community Activities</b> .....	<b>16</b>
Working with Children and Schools.....	16
Working with Teens.....	17
Working with Adults.....	17
Working with Older Pedestrians.....	19
Working to Enhance Emergency Response .....	19
<b>Leveraging Opportunities and Resources</b> .....	<b>20</b>
<b>References</b> .....	<b>22</b>

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# INTRODUCTION

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In 2022, approximately one pedestrian was killed every 70 minutes in traffic crashes on U.S. roads.<sup>21</sup> The National Highway Traffic Safety Administration (NHTSA) is working with partners and stakeholders at the national level to address this crisis through resource development, training opportunities and increased access to funding sources.

NHTSA needs communities to assist in these efforts and generate local changes that make our communities safer and more accessible for all those who walk, bike or roll. Every community has different needs, and members of the community understand firsthand what strategies will be most effective for improving pedestrian safety within their respective community. Together, we can make a difference and save the lives of those who may be family members, friends and neighbors in our communities.

[Power of Community \(POC\)](#) is one of the five pillars in the 2023 update of the United States Department of Transportation (U.S. DOT) Equity Action Plan. The idea of including POC in the Equity Action Plan is to ensure individuals and communities have a greater voice in transportation decisions affecting them.<sup>36</sup>

Public involvement has the ability to reduce barriers to equity in the transportation decision-making process by challenging status quo thinking, realizing public involvement is not a one-size-fits-all model and holding agencies accountable in the outcomes of their public involvement activities. To learn more on how you can harness the power of community in your town, city or state, check out [Promising Practices for Meaningful Public Involvement in Transportation Decision-Making](#)<sup>37</sup> and the [Coalition Building section](#) that begins on page [9](#) of this guide.



Every October, NHTSA focuses specialized efforts on pedestrian safety through the recognition of National Pedestrian Safety Month. NHTSA is calling on states, local leaders, traffic safety professionals, transportation planners and engineers, stakeholders and community members to enhance pedestrian safety efforts within their communities. U.S. DOT is strengthening its efforts to improve pedestrian safety by recommending community activities and providing the [Pedestrian Safety Social Media Playbook](#) that offers free social media materials and other resources. This October, during National Pedestrian Safety Month, NHTSA encourages communities and local leaders to organize awareness events and use the newly developed social media playbook to engage a diverse and inclusive coalition dedicated to promoting safer conditions for pedestrians within your local communities.<sup>28</sup>

## U.S. NATIONAL BLUEPRINT FOR TRANSPORTATION DECARBONIZATION

Many people rely on walking as a mode of transportation for everyday activities, leisure and entertainment purposes. Walking also provides health, social and economic benefits, along with environmental benefits that address the growing climate crisis and can lead to increased community engagement and healthier, quieter, cleaner and safer streets.

The transportation sector, which includes all modes of travel through land, air and sea to move people and goods, is the largest source of greenhouse gas emissions in the United States, responsible for one-third of all emissions. “Decarbonizing” (the reduction or elimination of carbon dioxide emissions from a process, such as manufacturing or the production of energy) the transportation sector will require multiple strategies and resources to deliver safe, effective, affordable and sustainable solutions to existing and emerging challenges. The [U.S. National Blueprint for Transportation Decarbonization](#) is a first-of-its-kind strategy for cutting all greenhouse gas emissions from the transportation sector by 2050.<sup>38</sup>



The Blueprint was developed by the U.S. Environmental Protection Agency (EPA), along with the U.S. Departments of Energy (DOE), Transportation (DOT) and Housing and Urban Development (HUD). It exemplifies a whole-of-government approach to addressing the climate crisis and will help reach net-zero carbon emissions by 2050. The Blueprint lays the groundwork for communities to build a safer and more sustainable transportation system.<sup>38</sup>

## A SAFE SYSTEM APPROACH

In January 2022, U.S. DOT released its [National Roadway Safety Strategy \(NRSS\)](#) that outlines its department-wide approach to working with stakeholders to achieve this goal. The strategy also describes the actions that will be taken to make a meaningful difference over the next few years. At this strategy’s core is a department-wide adoption of the [Safe System Approach](#), which has been embraced by the transportation community to address and mitigate the inherent risks present in our enormous and complex transportation system. The Safe System Approach works by building and reinforcing multiple layers of protection to both prevent crashes from happening and minimize the harm caused to those involved in crashes that do occur. It is this holistic and comprehensive approach that provides a guiding framework to make places safer for people. This is a shift from a conventional safety approach because it focuses on human mistakes and vulnerability, while also designing a system with many redundancies in place to protect everyone.<sup>35</sup>

Everyone, including those who plan, design, build, operate and use our transportation system, shares the responsibility for road safety. That means everyone must work together to prevent and eliminate crashes that result in serious injuries and death on our nation’s roadways. A Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries.<sup>35</sup>

People will inevitably make mistakes and decisions that can lead or contribute to crashes, but the transportation system can be designed and operated to accommodate certain types and levels of human mistakes, and avoid death and serious injuries when a crash occurs.<sup>35</sup>

The Safe System Approach focuses on the following key objectives:

- **Death and Serious Injury are Unacceptable:** The Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries, since no one should experience either when using the transportation system.
- **Humans Make Mistakes:** People will inevitably make mistakes that can lead to crashes, but the transportation system can be designed and operated to accommodate human mistakes and avoid death and serious injuries when a crash occurs.
- **Humans are Vulnerable:** People have limits for tolerating crash forces before death and serious injury occur; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates human vulnerabilities.
- **Responsibility is Shared:** All stakeholders (transportation system users and managers, vehicle manufacturers, etc.) must ensure that crashes don't lead to fatal or serious injuries.
- **Safety is Proactive:** Proactive tools should be used to identify and mitigate latent risks in the transportation system, rather than waiting for crashes to occur and reacting afterward.
- **Redundancy is Crucial:** Reducing risks requires that all parts of the transportation system are strengthened so that if one part fails, the other parts still protect people.

The key focus of the Safe System Approach is to reduce death and serious injuries through design that accommodates human mistakes and injury tolerances.<sup>35</sup>



**Safer People:** Encourage safe, responsible behavior by people who use our roads, and create conditions that prioritize their ability to reach their destination unharmed.<sup>35</sup>



**Safer Roads:** Design roadway environments to mitigate human mistakes and account for injury tolerances to encourage safer behaviors and facilitate safe travel by the most vulnerable users.<sup>35</sup>

The Federal Highway Administration's (FHWA) [Improving Intersections for Pedestrians and Bicyclists Informational Guide](#) focuses on improving intersections with accessibility considerations. This helps ensure roadway infrastructure accommodates individuals with disabilities and allows for safe travel.<sup>6</sup>



**Safer Speeds:** Promote safer speeds in all roadway environments through a combination of thoughtful, equitable, context-appropriate roadway design, appropriate speed-limit setting, targeted education, outreach campaigns and enforcement.<sup>35</sup>





**Safer Vehicles:** Expand the availability of vehicle designs and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.<sup>35</sup>

NHTSA believes automatic emergency braking (AEB) systems represent the next wave of potentially significant advances in vehicle safety. By 2029, vehicle manufacturers must make AEB standard in cars and light trucks to help reduce vehicle and pedestrian crashes. AEB systems apply the vehicle's brakes automatically in time to avoid or mitigate an impending forward crash. NHTSA projects that this will save at least 360 lives a year and prevent at least 24,000 injuries annually.<sup>13</sup> [Watch how it works.](#)<sup>11</sup>



**Post-Crash Care:** Enhance the survivability of people in crashes through expedient access to emergency medical care. Create a safe working environment for vital first responders and prevent secondary crashes through robust traffic incident management practices.<sup>35</sup>

Communities must commit to using all available resources, including education, community outreach and coalition building, engineering solutions, judicious enforcement and other proven safety countermeasures to eliminate all crash-related injuries and fatalities on our nation's roadways and create a transportation system that allows for all people—whether as a motorist, passenger, or those who walk, bike or roll—to travel safely. This October, NHTSA celebrates the hard-working people across the nation who are improving safety for pedestrians. Thank you for your help in making transportation systems safer for pedestrians in your communities, and we call on you to continue these efforts.

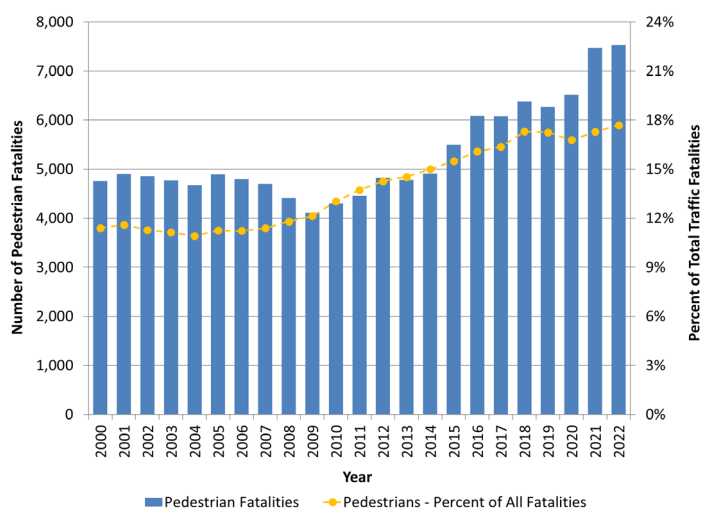
Within this Pedestrian Safety Community Resource Guide, you will find low-cost resources that you can immediately utilize to enhance your focus on pedestrian safety. These tools describe elements of a Safe System Approach and support community-based coalition building efforts by raising awareness of pedestrian safety. You will find resources, messaging, visuals and activities that you can use to take action and help make walking and rolling more enjoyable and, more importantly, safer for all.

To amplify your voice in the community, NHTSA created a [Pedestrian Safety Social Media Playbook](#) that you can use with this Pedestrian Safety Community Resource Guide to complement or support your coalition communication strategies.

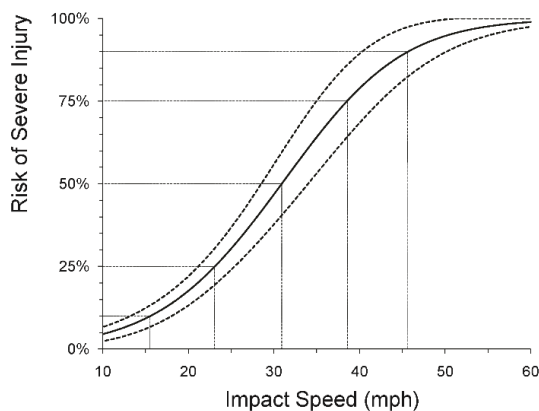
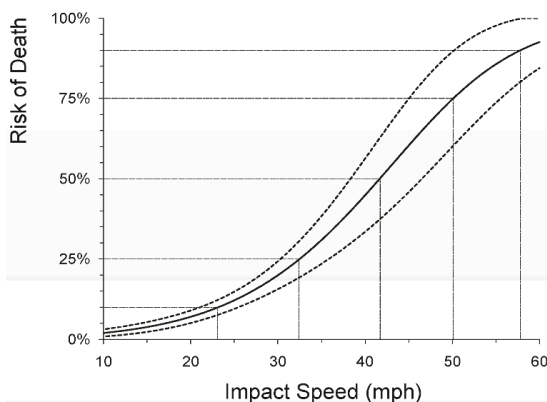
# SAFETY DATA

## WHAT IS THE PEDESTRIAN SAFETY CRISIS?

In 2022, there were 7,522 pedestrian fatalities in the United States, representing a 0.7% increase from 2021, while 67,336 pedestrians were injured, reflecting an 11% increase from the previous year.<sup>19</sup> How does your community compare to the national statistics? You can use the [Pedestrian Safety Data Visualization Tool](#) to see a snapshot of the issues that face your state and community. This portal provides interactive, user-friendly dashboards for pedestrian safety as well as other highway safety areas.<sup>16</sup>



Roads that are straight, multi-lane and have higher speed limits are linked to higher rates of pedestrian fatalities. A significant majority of pedestrian fatalities occur on these types of roads even though they make up a small percentage of the transportation network.<sup>2</sup>



Risk of Death (left) and Risk of Severe Injury (right) in Relation to Impact Speed<sup>10</sup>

The highest contributing factors to pedestrian injuries and fatalities also include:

**Nighttime**—In 2022, 78% of pedestrian fatalities occurred in the dark. From 2012-2021—a time when pedestrian fatalities have been increasing—the number of pedestrian fatalities that occurred in the dark increased by 64%, while daylight fatalities increased by 22%. In 2021, 25% of all pedestrian fatalities occurred from 6 p.m. to 8:59 p.m. and 26% from 9 p.m. to 11:59 p.m.<sup>21</sup>

**Non-Intersections**—In 2022, 75% of fatal pedestrian crashes occur at places outside intersections (e.g., at locations with no traffic control device, marked lanes or signal lights, and mid-block crossings).<sup>21</sup>

**Impairment**—Alcohol use is a significant factor in fatal crashes. In 2022, 48% of all crashes resulting in pedestrian fatalities involved either a driver and/or pedestrian with a Blood Alcohol Concentration (BAC) of .01 grams per deciliter (g/dL) or higher.<sup>21</sup>



**Hit and Run**—Nearly one out of four pedestrians (24%) killed in crashes were struck by hit-and-run drivers. Common environmental and temporal factors surrounding hit-and-run crashes include poor lighting conditions, early morning time frame and occurrence on the weekend.<sup>21</sup>

**Speed**—Pedestrians are particularly vulnerable to severe injury and fatality when struck by higher-speed vehicles. Even a modest reduction in average vehicle speed can result in significantly fewer and less severe pedestrian crashes. Lower speeds can also help to reduce the societal and individual costs of crashes and injury and the burden on post-crash care. The average risk of death for a pedestrian reaches 10% at an impact speed of 23 mph, 25% at 32 mph, 50% at 42 mph, 75% at 50 mph and 90% at 58 mph. Risks vary significantly by age. For example, the average risk of severe injury or death for a 70-year-old pedestrian struck by a car traveling at 25 mph is similar to the risk for a 30-year-old pedestrian struck at 35 mph.<sup>35</sup>

## Pedestrian Fatality Trends

More facts and figures can be found on the [Pedestrian Safety page](#).



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# COALITION BUILDING

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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**

## Step 1—Starting a pedestrian safety coalition.

A pedestrian safety coalition starts with concerned citizens who can help identify the most dangerous locations and existing pedestrian disparities. It can take a community-wide approach and plan to resolve these concerns through positive changes. Consensus on goals will guide future work and serve as a road map to move forward.<sup>1</sup>

Determine who in the community has the expertise to help and should be invited to join the coalition. Strong coalitions represent a diverse group from a geographic, cultural and experiential perspective. This may include community leaders, planners, engineers, departments of public works, schools and crossing guards, youth, disability rights or faith-based organizations, business owners, public health professionals, law enforcement, EMS, local media, policy- and decision-makers, state highway safety offices (SHSOs), families, community members, advocates and other untraditional stakeholders. This builds constructive relationships and enhances efficiency while maximizing community resources.<sup>1</sup> Keep in mind that things will take time, and it's okay to start small. You may not have all of these people on your coalition right away. Don't be discouraged. Use the resources and people you do have and continue to share your work and invite others to join. This will help your coalition grow.

The coalition’s meetings and activities should be accessible, centrally located, near public transit options and/or virtual for all to attend. Making sure that every participant—regardless of their experience or location—can attend is an important best practice.

Use coalition members to identify the strengths, weaknesses, opportunities and threats within the community in regard to pedestrian safety via SWOT analysis. Conduct public outreach forums to gain an understanding of what community members witness, experience and feel the barriers to safer roads within their communities are. Take the time to assess what cultural differences may exist. Integrate meaningful public involvement that seeks full representation from the community, considers public comments and feedback and incorporates that feedback into the planning process. Including a diverse representation of people from your community in your coalition is key to ensure gaps are addressed equitably.<sup>37</sup> To learn more about your community, reference the [U.S. Census Bureau’s Narrative Profiles](#). This tool can provide additional information about commuting, geographic mobility, language use and computer/internet use, which is helpful in determining appropriate outreach strategies.<sup>34</sup> The U.S. DOT also developed [Promising Practices for Meaningful Public Involvement in Transportation Decision-Making](#) to help meaningfully involve the public in various stages of transportation safety planning.<sup>37</sup>



Adapted from the Environmental Protection Agency’s (EPA) [Community Action Roadmap](#), the following exercises are designed to best determine what pedestrian safety initiatives most benefit your community at this time. After completing, discuss where to start with your community.<sup>4</sup>

**Start Here:**

1. Who are the influencers in your community?
2. Who has shared goals in your community?
3. Who else could you connect with to build support and influence?<sup>4</sup>

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>8</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?	

It is important that your coalition establishes expectations and guidelines, such as:

- Foster creativity and innovation
- Create a safe space for community inclusion, diversity and opposing viewpoints
- Keep meetings and coalition work on track
- Assign responsibilities and hold individuals accountable
- Facilitate decision making
- Mediate conflict
- Ensure communication is clear and timely
- Provide encouragement and celebrate success<sup>1</sup>

**Step 2—Identify key issues and prioritize goals of the pedestrian safety coalition.**

Use [NHTSA's Walkability Checklists](#) to determine how safe and walkable your community is. Understand the transportation barriers for all community members, including the underrepresented populations within your community. Take a walk together to assess the safety for pedestrians in your community. Any identified problems can be motivation to advocate for real and lasting change. Collectively, you can make improvements. Walkability checklists are available in [English](#), [Spanish](#), [Korean](#), [Chinese](#), [Vietnamese](#) and [Tagalog](#).<sup>29</sup>

The chart below will help organize your findings after completing NHTSA's Walkability Checklist. When prioritizing actions, make sure to consider the length of time to complete particular tasks.<sup>4</sup>

Issues of Concern	Detailed Description	Goal	Priority

**Use photos to tell your story.** As the saying goes, a picture is worth a thousand words. Here are some tips on using images to convey an easy and compelling message. Using photos to showcase pedestrian safety issues has three main goals: (1) to enable people to demonstrate their community's strengths and concerns, (2) to promote discussion and gain knowledge about important issues through photos and (3) to advocate to policy- and decision-makers.

- Use photos showing the impact of the issue on the community. Include people in the photos when possible (with permission).
- Use a map to show where the impact occurs and the proximity of the issue to vulnerable communities (e.g., schools, preschools and senior facilities) or valuable resources (e.g., creeks, housing, businesses or open space).
- Use maps to show related health, environmental or economic disparities between your community and surrounding communities.
- Use graphs to show data and how the issue relates to regulatory standards or national averages.
- Highlight quotes from local or other respected opinion leaders. Include a photo of the speaker.
- Show or tell a success story from a similarly affected community to demonstrate that change is not only needed, but also possible.<sup>4</sup>

### **Step 3—Make a roadmap detailing next steps.**

Start with the goals you have prioritized. What steps need to be taken to reach each goal? Identify who is/are the best person/people to accomplish each task. Set deadlines to complete each action. Schedule times to meet as a coalition and communicate your progress. Most importantly, commit to a unified action plan through cooperation and communication.<sup>1</sup>



You can use NHTSA's [Low-Cost Pedestrian Safety Zones: An Eight-Step Handbook \(DOT HS 813 478 - July 2023\)](#). This handbook describes the availability of lower-cost and quicker-to-implement strategies for communities to address pedestrian safety problems. This has great potential to minimize pedestrian crashes and lessen their severity. It can also expedite solutions in traditionally underserved areas.<sup>15</sup>

<b>Identified Risk:</b>	
<b>Goal:</b>	
<b>Next Steps:</b>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>
<b>Who is Responsible:</b>	
<b>Deadline(s):</b>	

#### Step 4—Put words into action.

Now it's time to act. Utilize your roadmap to guide your next steps. These actions might include community awareness activities, engagement events and social media campaigns.<sup>1</sup>

Visit NHTSA's [Pedestrian Safety page](#) for communication resources and the Pedestrian Safety Social Media Playbook to support your coalition communication strategies.

In February 2023, the U.S. DOT launched a call-to-action campaign, inviting stakeholders to share how they are embracing the National Roadway Safety Strategy's (NRSS) vision of eliminating roadway fatalities. The call-to-action encourages stakeholders to enhance their efforts and share how they are:

- Taking steps to actively reduce the number of deaths and serious injuries on America's roads
- Expanding adoption of a Safe System Approach and a Zero Fatalities vision
- Transforming how we as a nation think about road safety



Join the U.S. DOT and share your community's commitment to pedestrian safety.

Sign up [here](#) to be an ally with U.S. DOT.<sup>35</sup>

## Step 5—Maintain, evaluate and adjust to overcome challenges.

Maintenance is necessary to keep the coalition motivated and on track. Here are some reminders:

- Ensure contact information is updated and current
- Schedule recurring meetings at a routine day and time to keep members engaged without adding unnecessary burden
- Make sure all meetings and activities have an accessible location and time to maximize a wide array of community involvement
- Identify a note-taker and distribute minutes after each meeting
- Be flexible and willing to adjust to change when necessary
- Evaluate as you go
- Support each other along the way<sup>1</sup>

Evaluate your process through self-evaluation to identify and improve next steps. Ideally, you should include feedback from your community and partners. You can use an anonymous survey or discuss as a group and flip chart the notes. Walk through each of the key functions and solicit feedback. Consider:

1. What worked well?
2. What could be improved?
3. What are some ideas for addressing those challenges?
4. Do you have existing members who could help build success in these areas?
5. Are there any new partnerships you could form to address any gaps?
6. Have any changes in data occurred?
7. What are some next steps?<sup>4</sup>

# 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. Spanish-language materials to support outreach to the Hispanic community can be found at [Seguridad Peatonal](#) and [TrafficSafetyMarketing.gov/Pedestrians](#).

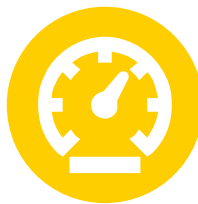
## Safe System Approach Elements



SAFER  
PEOPLE



SAFER  
ROADS



SAFER  
SPEEDS





SAFER  
VEHICLES



POST-CRASH  
CARE

## 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.

-  • [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>9</sup>
-  • [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>23</sup>





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



- [Promote Safe Routes to School \(SRTS\)](#): SRTS is an approach that promotes walking and bicycling to school through infrastructure improvements, enforcement, tools—including a guide and safety education—and incentives. SRTS programs can be implemented by a department of transportation, metropolitan planning organization, local government, school district, a school or even parents.<sup>32</sup>



- [National Walk, Bike & Roll to School Day](#) is October 9, 2024. Local Walk, Bike & Roll to School Day coordinators across the country have described how a simple, one-day event has led to great changes, such as long-term walking and rolling programs, new sidewalks and pathways and needed policy changes at schools and in communities. Improvements that normally take a long time to institute can happen quickly when city officials walk or roll to school with students and see firsthand what needs to be done.

- ▶ [How to plan a Walk to School Day event in your community](#)<sup>39</sup>

## WORKING WITH TEENS

Remind teens that walking and driving require critical thinking skills. Remember to always be a good role model and set an example for safe pedestrian and driver behavior. Teens learn watching others.



- [Walking Safely & Driving Safely Around Pedestrians and Bicyclists Motion Graphics](#)
- [Pedestrian Safer Journey](#)—Pedestrian Safer Journey helps educators, parents and others who care about pedestrian safety to get the conversation started with children and teens.

- ▶ You can use this guide: [Teen Discussion Guide](#)<sup>31</sup>



- NHTSA's [Peer-to-Peer Teen Traffic Safety Program Guide](#) is applicable to both teen drivers and teen pedestrians. This guide examines the importance and benefit of investing in peer-to-peer teen traffic safety programs as part of a broader strategic initiative. It identifies the essential elements of a peer-to-peer program determined through research and discussion with an expert panel and others working with teens or in the teen driving and/or traffic safety arenas, and outlines why each is important.<sup>22</sup>



## WORKING WITH ADULTS

No matter how safe a driver thinks they may be, speeding is dangerous. Speed limits aren't a suggestion; they are the law. Obeying posted speed limits keeps drivers, passengers and pedestrians safe. There are many reasons drivers choose to speed, but lateness, traffic and a general disregard for others are the main culprits behind this risky behavior. Much like impaired driving, speeding is a selfish choice that can have deadly consequences for the driver, vehicle passengers or pedestrians.

A growing body of research shows that speed limit changes alone can lead to measurable declines in speeds and crashes. In alignment with the Safe System Approach, achieving **safer speeds** requires a multifaceted, equitable approach that leverages road design and other infrastructure interventions, speed limit setting, education and enforcement. Roadway design and other infrastructure factors play a significant role in managing speeds and can deter excessive speeding behaviors from occurring in the first place. Speeding increases both the frequency and severity of crashes, yet it is both persistent and largely accepted as the norm amongst the traveling public. Promote safer speeds in all roadway environments through a combination of thoughtful, equitable, context-appropriate roadway design, targeted education, outreach campaigns and enforcement.<sup>17</sup>



- [Countermeasures That Work: Lowering Speed Limits](#). In general, there is significant evidence that when speed limits are raised, speeds, crashes and injuries rise, and when speed limits are lowered, speeds, crashes and injuries usually decline.<sup>10</sup>

- ▶ Conduct a community “speed study” on a local street where speed has been identified as a safety issue. Invite local stakeholders and local law enforcement to come and use a speed gun or smart phone app to note speeds of vehicles. Discuss results and possible solutions going forward.

▶ [Learn about speed limits and speed studies from FHWA](#).<sup>7</sup>



- Speeding is more than just breaking the law. The consequences are far-ranging. [High-Visibility Enforcement](#) (HVE) combines enforcement, visibility elements and a publicity strategy to educate the public and promote voluntary compliance with the law. HVE is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors (e.g., speeding).

Impairment can impact the safety of pedestrians. Choosing to drink alcohol, use drugs or partake in other substances can lead to lapses in judgement or risky behaviors that contribute to thousands of fatal pedestrian crashes per year. Unlike drivers, pedestrians do not have the protection of a vehicle and its safety features during a crash.



- [Ways to Get Home Safely](#)<sup>30</sup>: Walking lifeguard, ridesharing, safe ride home and transit guides are examples of programs and resources to help people get to their destinations safely after drinking alcohol.

A Week Without Driving runs from September 30–October 6, 2024. If you can drive or afford a car, you may not understand what it’s like to rely on walking, rolling, transit and asking for rides. But for nearly a third of people living in the United States—people with disabilities, young people, seniors and people who can’t afford cars or gas—this is their every day. The Week Without Driving challenge was created so that those who have the option to drive can learn firsthand about the barriers and challenges that non-drivers face and work with non-drivers to create more accessible communities for all.<sup>40</sup>



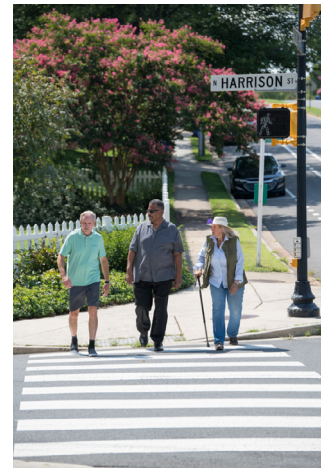
- [Take the Week Without Driving Challenge!](#) Choosing to walk rather than drive or ride in a vehicle helps the environment, is economically friendly and good for your health. Try a week without driving or help [organize a one-week car-free zone](#) in a high pedestrian traffic area, such as in downtown centers or around schools.<sup>40</sup>



## WORKING WITH OLDER PEDESTRIANS

Older people have poorer outcomes from crashes because of increased fragility—the likelihood of injury when exposed to crash forces—and increased frailty—the individual capacity to withstand and recover from the injury.

- Whether you're stepping out to exercise, run errands or both, make sure you maintain your safety while enjoying the health benefits of walking. Check out NHTSA's tips to being healthy and walking safely.
  - ▶ [Stepping Out as an Older Adult](#)<sup>26</sup>
- The Pedestrian Safety Workshop: A Focus on Older Adults is designed to engage communities in addressing the pedestrian safety issues that older adults face and to give older adults strategies for safer walking. The Pedestrian Safety Workshop: A Focus on Older Adults was developed by the Highway Safety Research Center at the University of North Carolina Chapel Hill through funding from NHTSA.
  - ▶ [The Pedestrian Safety Workshop: A Focus on Older Adults](#)<sup>20</sup>
- [Clearinghouse for Older Road User Safety \(ChORUS\)](#): Your resource for information pertaining to highway safety for older drivers, passengers, pedestrians and cyclists.
  - ▶ [Prioritizing Pedestrian Safety as the Days get Darker Earlier](#)<sup>3</sup>



## WORKING TO ENHANCE EMERGENCY RESPONSE

In many cases, the life of a crash victim can be saved if a bystander stops, calls for help and delivers very basic emergency care. **Post-crash care** focuses on the provision of the best care to prevent injuries from becoming fatal, on-scene safety, transport of victims to higher levels of care, traffic-incident-management training, technologies to improve responder and motorist safety, National Emergency Medical Services Information System (NEMSIS) and shortening the time it takes EMS to respond on-scene with the most appropriate care.

- Encourage [bystander care](#) programs that stress the importance of helping those who have been injured in a motor-vehicle crash by stopping, calling for help, and staying until help arrives.
- [Stop the Bleed](#) offers quick and easy online and in-person training to teach the public what they can do to prevent bleeding injuries from becoming more serious.<sup>33</sup>
- [5 Simple Steps That May Save a Life \(FEMA\)](#)
  - ▶ Call 9-1-1
  - ▶ Stay Safe
  - ▶ Stop the Bleeding
  - ▶ Position the Injured
  - ▶ Provide Comfort<sup>5</sup>



**You Are the Help Until Help Arrives—[Online Training Video](#)**

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# LEVERAGING OPPORTUNITIES AND RESOURCES

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## FUNDING OPPORTUNITIES

Funding opportunities can be used to enhance your community's efforts to promote and enhance pedestrian safety. The [U.S. DOT Navigator](#) provides assistance with grant applications, project planning and services. U.S. DOT funding programs have specific requirements that activities and projects must meet. The resources below can help connect communities with federal traffic safety funding opportunities and resources. Eligibility must be determined on a case-by-case basis.

## NHTSA GRANT PROGRAMS

- NHTSA [402](#) (23 U.S.C. 402, Highway Safety Act of 1966): Authorizes the State and Community Highway Safety Grant Program, which provides federal aid to states, territories and the Indian Nations for implementing traffic safety projects at the state and local levels. Project activity must be included in the state's highway safety plan. Contact your [State Highway Safety Office](#) for details.
- NHTSA [405](#) (23 U.S.C. 405g): Establishes criteria for awarding grants to states for the purpose of decreasing non-motorized road-user fatalities involving a motor vehicle in transit on a trafficway. Funds are subject to eligibility, application and award. Project activity must be included in the state's highway safety plan. Contact your State Highway Safety Office for details. The Bipartisan Infrastructure Law expanded the eligible use of funds for a Section 405 Nonmotorized Safety grant beginning in FY 2024. See 23 U.S.C. 1300.<sup>26</sup> For prior year grant awards, FAST Act eligible uses remain in place.

## FHWA PROGRAMS

- [Safe Transportation for Every Pedestrian \(STEP\)](#): Safe Transportation for Every Pedestrian (STEP) is a recognized program, having produced valuable resources and providing technical assistance on proven countermeasures for pedestrian safety. The STEP program focuses on several key safety issues for pedestrians, including crossing at night, midblock crossings and older pedestrians.
- [Safe System Roadway Design Hierarchy](#): Developed to help agencies and practitioners identify and prioritize countermeasures and strategies based on their alignment with the Safe System Approach when developing transportation projects. The hierarchy outlines a four-tiered approach that is general in nature and applicable to any scenario, from a city street to an interstate freeway. The tiers include Remove Severe Conflicts; Reduce Vehicle Speeds; Manage Conflicts in Time; and Increase Attentiveness and Awareness. This will facilitate greater understanding and increased application of Safe System Approach principles, toward the goal of eliminating traffic-related fatalities and serious injuries.

- [Safe System Project-Based Alignment Framework](#): Provides practitioners with a means of assessing existing conditions and identifying potential improvements through a Safe System lens using quantitative (crash exposure, likelihood, severity) and qualitative (safety prompts) evaluations of the site.
- [Safe System Policy-Based Alignment Framework](#): Helps agencies assess policies, plans, processes, programs and documents in a holistic manner through a Safe System lens.

## **U.S. DOT OFFICE OF THE SECRETARY (OST) GRANT PROGRAMS**

- [Reconnecting Communities and Neighborhoods \(RCN\)](#): Combines [Reconnecting Communities Pilot \(RCP\)](#) (IIJA § 11509 and div. J, title VIII, Highway Infrastructure Programs, para. (7)), which provides funds for planning grants and capital construction grants that relate to a transportation facility that creates a barrier to community connectivity and [Neighborhood Access and Equity Grant Program](#), Inflation Reduction Act (IRA) § 60501; enacted as Pub. L. 117-169, 23 U.S.C. 177, which provides funds for projects that improve walkability, safety and affordable transportation access and funding for planning and capacity building activities in disadvantaged or underserved communities.
- [Strengthening Mobility and Revolutionizing Transportation \(SMART\)](#) (IIJA § 25005): Provides grants to eligible public sector agencies to conduct demonstration projects focused on advanced smart community technologies and systems in order to improve transportation efficiency and safety.
- [Safe Streets and Roads for All \(SS4A\)](#) (IIJA § 24112): Discretionary program funds regional, local and tribal initiatives through grants to prevent roadway deaths and serious injuries. Projects must be identified in a comprehensive safety action plan (§ 24112(a)(3)).
- [Thriving Communities Program](#) (Department of Transportation Appropriations Act, 2022 (Pub. L. 117-103, div. L, title I): Technical assistance, planning and capacity-building support in selected communities.
- U.S. DOT [Pedestrian and Bicycle Funding Opportunities](#) by project type.
- [Rural Road Safety Funding at USDOT: Example Projects from 2022](#) compiles a selection of recently awarded projects from certain U.S. DOT discretionary and non-discretionary grant programs that aim to address rural road safety. This compilation is meant to support prospective rural applicants in understanding how U.S. DOT grants have previously been used to improve rural road safety, as well as to showcase the underlying importance of safety across U.S. DOT grant programs.

### **Pedestrian Safety Campaign Materials and Social Media Playbook:**

For more NHTSA Pedestrian Safety resources, visit: [Pedestrian Safety | Traffic Safety Marketing](#).

Spanish-language materials to support outreach to the Hispanic community can be found at [Seguridad Peatonal](#) and [TrafficSafetyMarketing.gov/Pedestrians](#).

### **Contact Information:**

For any other inquiries, please email: [nhtsa.safetycountermeasures@dot.gov](mailto:nhtsa.safetycountermeasures@dot.gov).

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