

Technical Assessment of State Pedestrian Safety Programs

Presented by:

Leah Walton

National Highway Traffic Safety Administration

Trenda McPherson

Florida Department of Transportation

March 14, 2013



Today's presentation

- ⇒ Introduction and housekeeping
- ⇒ Audio issues? Dial into the phone line instead of using “mic & speakers”
- ⇒ PBIC Trainings
<http://www.walkinginfo.org/training>
- ⇒ Registration and archives
<http://www.walkinginfo.org/webinars>
- ⇒ Questions at the end
- ⇒ Follow-up email with certificate of attendance for 1.5 hours of instruction and link to download slides

NHTSA Pedestrian Safety Program Technical Assessment

PBIC Webinar
Leah Walton
March 14, 2013

NHTSA Uniform Guidelines for State Highway Safety Programs

- Offer direction to States in formulating their highway safety plans for highway safety efforts that are supported with section 402 and other grant funds.
- Provide a framework for developing a balanced highway safety program and serve as a tool with which States can assess the effectiveness of their own programs.
- NHTSA encourages States to use these guidelines and build upon them to optimize the effectiveness of highway safety programs conducted at the State and local levels.

Uniform Guidelines *for* State Highway Safety Programs



Highway Safety Program Guideline No. 14

Pedestrian and Bicycle Safety

(November 2006) | [PDF version for print](#)

Each State, in cooperation with its political subdivisions, tribal governments, and other parties as appropriate, should develop and implement a comprehensive highway safety program, reflective of State demographics, to achieve a significant reduction in traffic crashes, fatalities, and injuries on public roads. The highway safety program should include a comprehensive pedestrian and bicycle safety program that promotes safe pedestrian and bicycle practices, educates drivers to share the road safely with other road users, and provides safe facilities for pedestrians and bicyclists through a combination of policy, enforcement, communication, education, incentive, and engineering strategies. This guideline describes the components that a State pedestrian and bicycle safety program should include and the criteria that the program components should meet. Given the multidisciplinary nature of the highway safety problem, implementation of a comprehensive pedestrian and bicycle safety program requires coordination among several State agencies.

What is a Technical Assessment?

- A cooperative effort between NHTSA, State Highway Safety Office, Department of Transportation, and other pedestrian safety partners.
- An unbiased examination of the existing State pedestrian safety program.
- Produces a report to be used over time to review the pedestrian safety program, note the program's strengths and accomplishments, and note where improvements can be made.
- Based on the Uniform Guidelines for State Highway Safety Programs.

NHTSA Program Assessments

- First Assessment – EMS in Virginia, 1988
- Current Assessments
 - Motorcycles
 - Traffic Records
 - Occupant Protection*
 - Standard Field Sobriety Testing
 - Pedestrians
 - Impaired Driving
 - EMS

*Occupant Protection as well as Child Occupant Protection

Highway Safety Program Guideline No. 14

Pedestrian and Bicycle Safety

- Program Management
- Multidisciplinary Involvement
- Legislation, Regulation and Policy
- Law Enforcement
- Highway and Traffic Engineering
- Communication Program
- Outreach Program
- Driver Education and Licensing
- Evaluation Program

Assessment Process

- Initial request
 - Request from State to NHTSA Regional Office
 - Regional Office submits request to NHTSA Headquarters
 - Identify Assessment date
- Pre-assessment site visit
 - Meeting with State Highway Safety Office
 - Review roles & responsibilities
 - Identify State-specific issues to be addressed
 - Discuss testimony presenters
 - Discuss ground rules and briefing book
 - Scouting or discussing meeting location

Assessment Process

- Plan assessment
 - Select Expert Team (NHTSA with State approval)
 - Coordinate with Federal Highway Administration
 - Produce Briefing Book (State)
- Conduct Assessment
 - NHTSA HQ & Region staff facilitate Assessment
 - Monday – Wednesday noon presentations/testimony
 - Draft final report produced on Friday
- Final report
 - State reviews report for technical corrections within 2 weeks of assessment
 - NHTSA provides Final Report to State within 30 days after State reviews and provides comments.

NHTSA Assessment Benefits

- Provide an opportunity for open, non-threatening dialogue between the host office and its customers
- Assist with long-range planning
- Assist with resource allocation
- Identify strengths, weaknesses, and opportunities for improvement
- Generate administrative and political support for program improvement
- Serve as a benchmark against which to measure future improvements

NHTSA Regional Offices



NHTSA Pedestrian Assessment Team

- Review's State's background information/briefing book prior to arrival
- Attends assessment team briefing and takes the lead during interviews and team discussions
- Synthesizes information, develops recommendations, and writes draft final report
- Participates in review/edit sessions to ensure a consensus report is produced
- Participates in final briefing to summarize report

Thank you!

Leah Walton

National Highway Traffic Safety Administration

Pedestrian Program Manager

202-366-4969

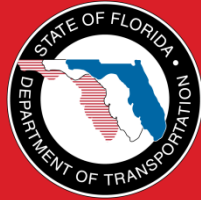
leah.walton@dot.gov

www.nhtsa.gov/Pedestrians

Florida's Bicycle/Pedestrian Focused Initiative

Trenda McPherson
State Bicycle/Pedestrian Safety
Program Manager
Florida Department of Transportation

What is our Purpose?



- ✧ The purpose of Florida's Bicycle/Pedestrian Focused Initiative is to increase awareness of pedestrian and bicycle safety laws to all road users in an effort to reduce crashes resulting in fatalities and injuries of pedestrians and bicyclists on Florida's roadways.

Vision, Mission, and Goal



- ∞ Vision: Provide a safe transportation system where people of all ages and abilities can walk, bike, utilize transit, and travel by motor vehicle safely and comfortably in a pedestrian friendly environment.
- ∞ Mission: The State of Florida will use a unified, comprehensive approach to improve pedestrian mobility and safety through leadership, innovation, and program delivery.
- ∞ Goal: To improve the overall safety of pedestrians and bicyclists by reducing pedestrian-related crashes, injuries, and fatalities while ensuring that all areas of Florida's transportation system provide safe and accessible travel options for pedestrians and bicyclists.



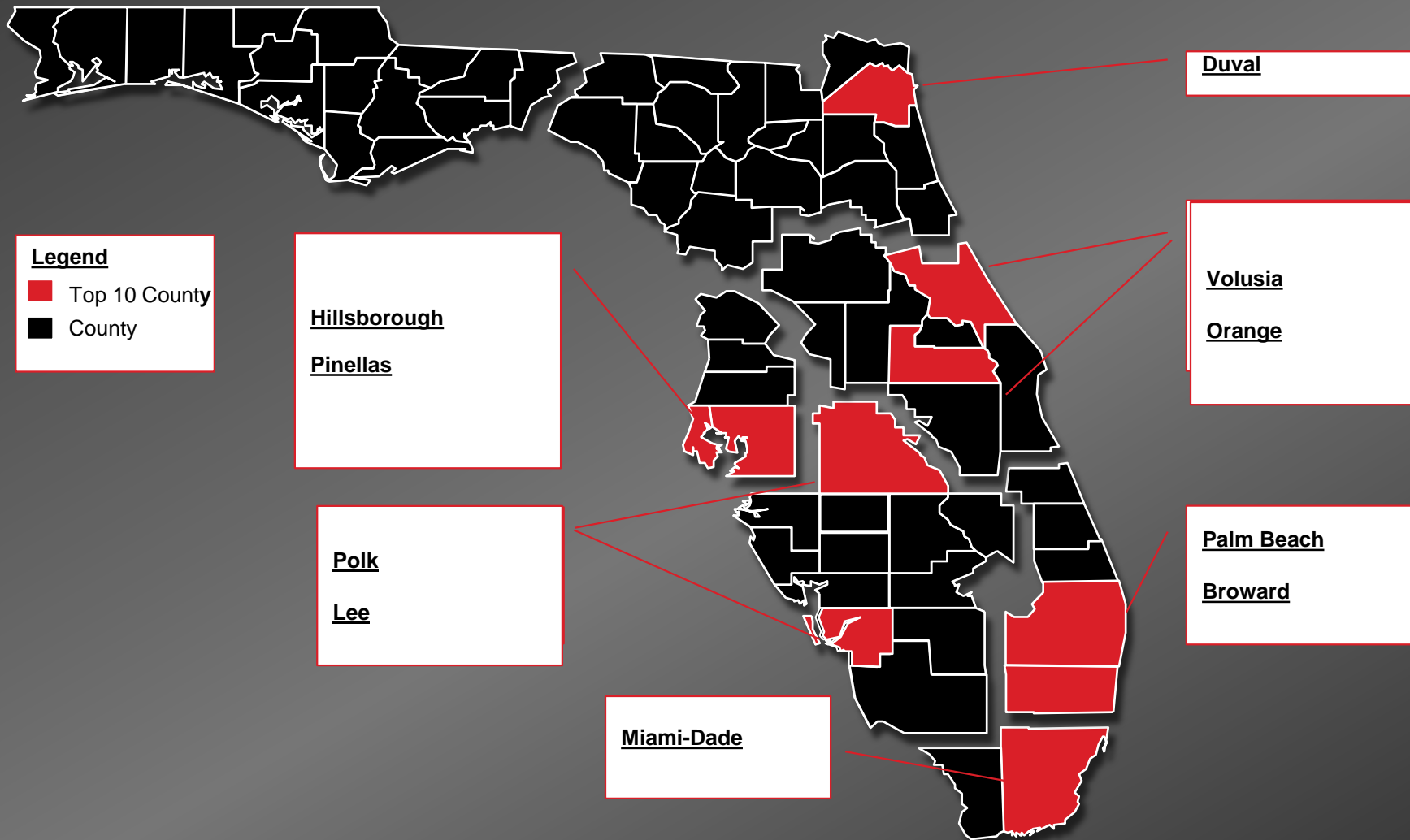
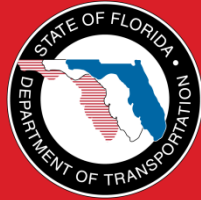
Problem Identification

"The joy and pain of urban existence, the comfort or hardship of it, its efficiency or failure are influenced by the wisdom or the thoughtfulness with which streets are platted."

Charles Mulford Robinson, 1911



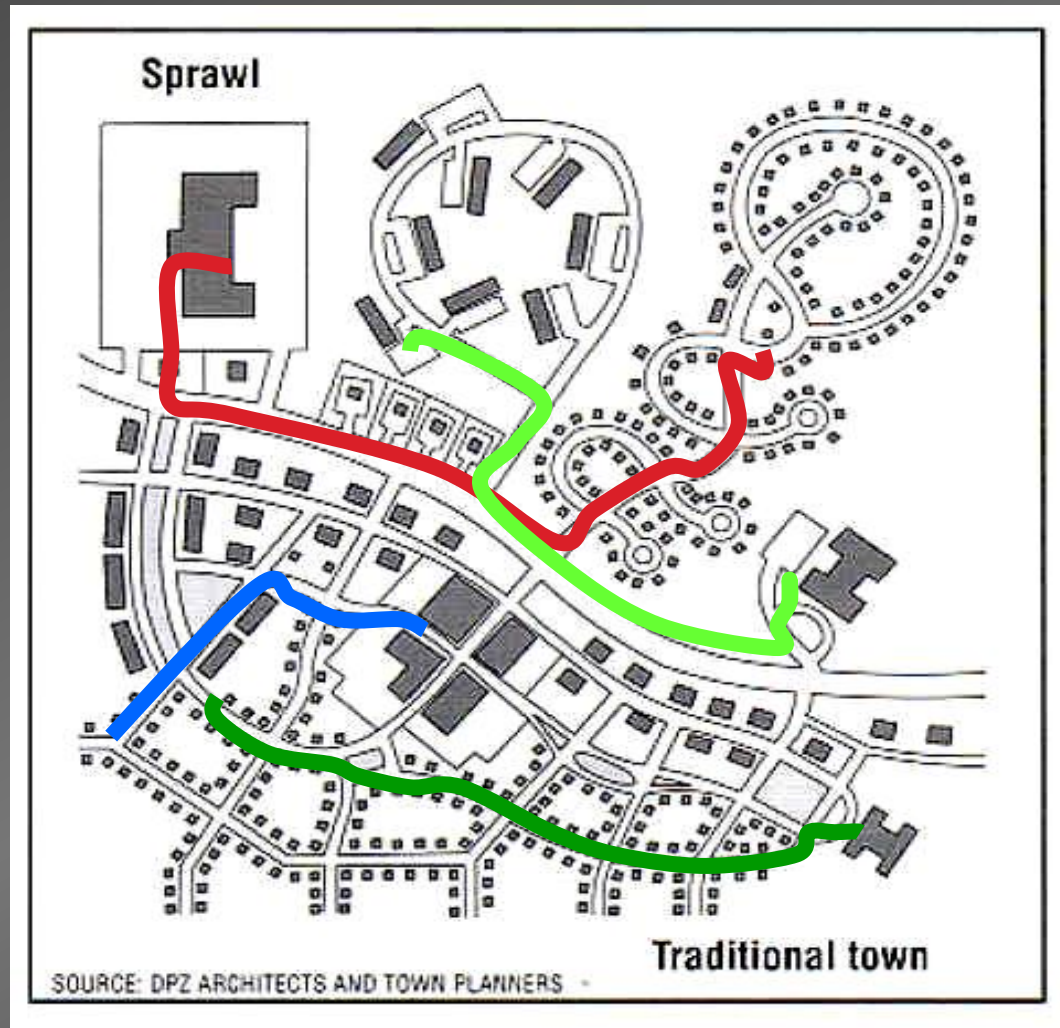
Florida Top 10 High Priority Counties for Bicycle/Pedestrian Crashes



Contributing Factors



Land Development Patterns



Separated Land Use



School Board Policy

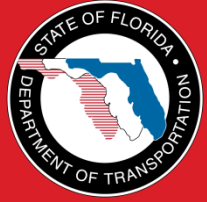


Orange County
Elementary School
830 Students

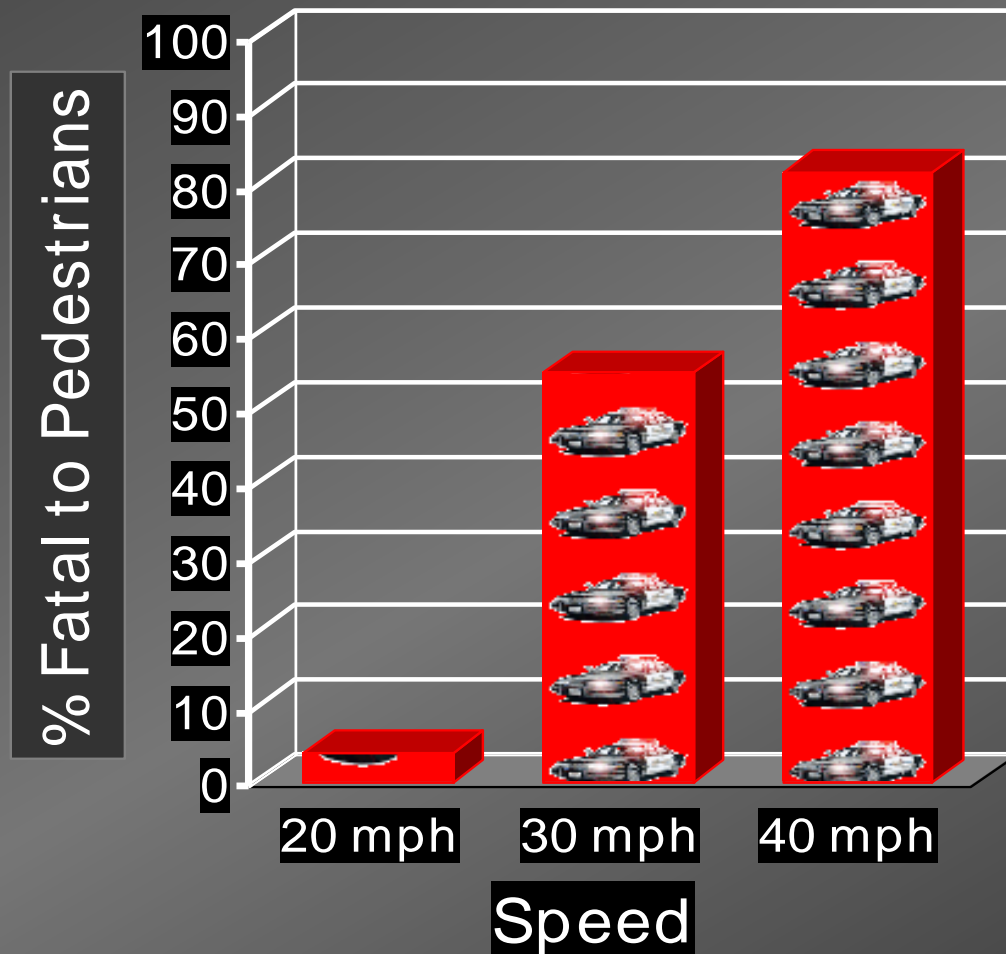
- 1969 - 48% of students walk or bike to school
- 2012 - less than 13% walk or bike to school
- Since 1945, the number of schools declined 70% while average school size grew 127 to 653 students

* National Household Travel Survey

Land Development Regulations



Pedestrian Fatalities & Speed



What influences a driver's speed?

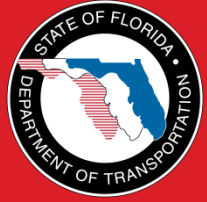


∞ Form

- Road geometrics
- Road width
- Lane width
- On street parking
- Adjacent land use/development
- Traffic volume (Including presence of
- Pedestrians & Bicycles)



Driver Expectation



Pedestrian Activity



Assessing the Situation



Request



**To: Regional Administrator
National Highway Traffic Safety Administration**

Briefly explain why you need an assessment and how you will use it:

“Florida ranks above the national average in pedestrian injuries and fatalities and is seeking to strengthen our Pedestrian Safety Program. It has been our experience that assessments provide excellent recommendations that can be utilized to build a solid program.”

“This letter is to request that we be placed on the National Highway Safety Administration’s list to receive an assessment of the Pedestrian Safety Program in or around January 2012.”

Briefing/Scheduling



- ∞ You will be asked to prepare a briefing book (report) for the team. NHTSA will provide you with an initial list of questions to answer.
- ∞ You should also consider including items such as crash trends, crash factors, economic impact, types of injuries, and the demographics of the crash victims.
- ∞ It's important to schedule people to speak to each emphasis area during the assessment. Select people that are already working in your state to improve the situation.
- ∞ The team will interview these people and utilize the information to assist in making solid recommendations.

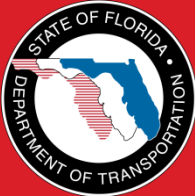
During the Assessment



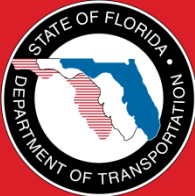
∞ The assessment team will:

- Meet with management and staff from the Highway Safety Office to discuss everyone's expectations from the assessment.
- Conduct interviews per your schedule.
- Utilize the information received in both the interviews and the briefing materials to develop a comprehensive report of recommendations.
- Give you an opportunity to respond and/or make corrections.

Assessment Photos



Assessment Photos



Final Technical Report



- ∞ The final report will begin with priority recommendations that should be given the most weight.
- ∞ This report is your guide. There is no requirement or timeline for completing any tasks. Some states implement only the priority recommendations while other states implement most of the recommendations.
- ∞ The recommendations are valuable tools that can assist your state in implementing a very successful program.

Examples of Priority Recommendations



I. Program Management

- ☞ Develop a model methodology for the use of crash data for problem identification to support the development of local pedestrian safety programs, incorporating input from FDOT state and District staff, regional and local agency staff with pedestrian data analysis expertise, and nontraditional partners such as public health epidemiologists.
- ☞ Create and implement a 3-year Strategic Plan for Pedestrian Safety that:
 - is data-driven;
 - has clear goals for overall injury and fatality reduction;
 - is developed with the active involvement of stakeholders from the State, regional and local levels, and representing the fields of engineering, education and enforcement;
 - is focused on implementing proven countermeasures and best practices; and
 - identifies specific priorities; and articulates specific action steps and milestones against which to measure progress.
- ☞ To guide the implementation of the new strategic pedestrian safety plan to identify and empower a lead coordinator and establish a working group to:
 - monitor day to day progress,
 - identify innovative approaches and best practices, and
 - provide technical support to implementing agencies and organizations.
- ☞ Develop model guidelines for pedestrian safety enforcement programs, using strategies that have been proven to be effective.
- ☞ Annually, in advance of solicitation of applications for pedestrian safety grants provide detailed crash information by geographic area, with sufficient detail to enable applicants to identify high crash locations, times and demographics to target interventions. Provide information concurrently on proven countermeasures and innovative approaches to applicants.

Training



- ∞ Ped 101 is a training offered by NHTSA.
- ∞ Our state determined it would be very useful in educating our diverse team in the art of program management and effective evaluation.
- ∞ Ped 101 was conducted in Florida in May 2012. All team members of Florida's Focused Bicycle/Pedestrian Initiative participated.

Ped 101 Photos



Campaign Development/Pilot Area Baseline Data



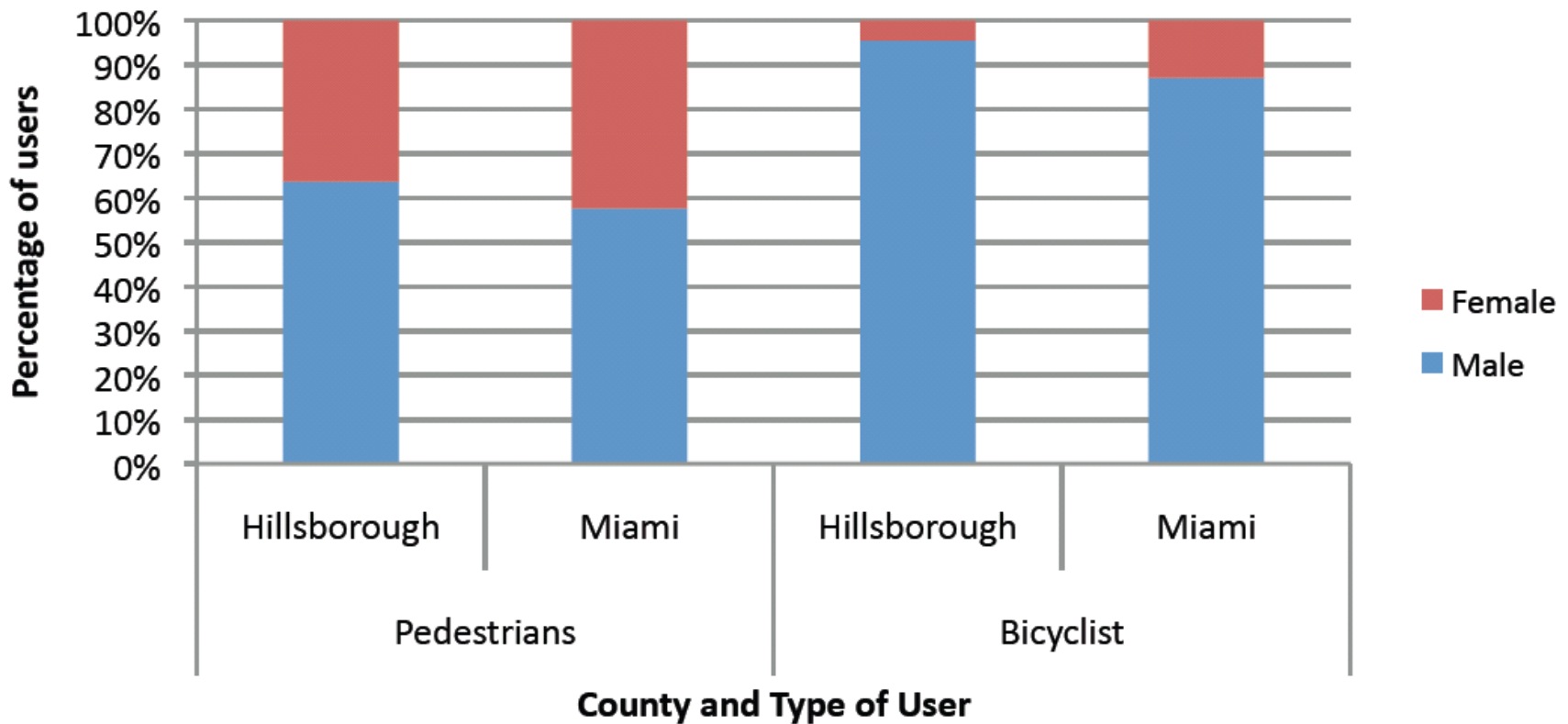
- ∞ Baseline data were collected in June/July 2012 through an observational survey and public opinion survey
- ∞ Two prone approach
 - Ask what the public knows about pedestrian related laws
 - Observe what the public does in reality
- ∞ 34 sites in Miami-Dade
- ∞ 20 sites in Hillsborough
- ∞ Public opinion survey was conducted with in person interviews for pedestrians and online for drivers

Baseline Data/Selected Findings from Public Opinion Surveys



- ≈ Approximately, 2/3 of the users are aware of the direction in which they should travel (walk or bike).
- ≈ Hillsborough County users have better law awareness than Miami-Dade County users concerning right of way while crossing streets in different situations.
- ≈ Approximately 80% of users are aware of the correct time to cross intersection at a signalized intersection.
- ≈ Higher percentages of Hillsborough users have some understanding of jaywalking.

Baseline Data/Gender Demographics for Collected Observational Data



Baseline Data/Descriptive Statistics for Collected Observational Data



Attributes	Hillsborough	Miami
Number of sites	34	20
Number of users	1575	4084
Number of bicyclists	422 (26.79%)	612 (14.98%)
Percent of non-alert users	15.97%	15.84%
Percent of users who didn't walk on sidewalk	4.07%	4.20%
Percent of bicyclist who didn't use helmet	96.78%	86.45%
Percent of bicyclists with no bicycle lights	90.10%	89.37%
Percent of bicyclists riding against traffic	29.74%	22.47%
Percent of users not crossing on crosswalk	27.79%	20.42%
Percent of crosswalk users crossing on red	24.40%	34.59%
Percent of vehicles not yielding to users	44.12%	44.75%

Media Buy

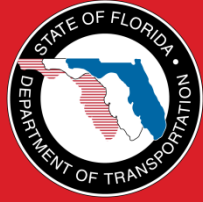


- ☞ Advertisements of the PSA were placed in Hillsborough and Miami-Dade counties:
- Billboards
 - Outside buses
 - Inside buses
 - Tip cards, t-shirts, wristbands
 - Bus shelters
 - Website banners
 - www.AlertTodayFlorida.com

Billboard Advertisements



Transit Advertisements



Television Advertisement



Internal Bus Ads & Tip Cards - English



SAFETY DOESN'T HAPPEN BY ACCIDENT.



**WHETHER YOU'RE DRIVING OR WALKING—
PAY ATTENTION. READ THE SIGNS.
LEARN THE RULES.**

**ALWAYS USE THE CROSSWALK.
STOP BEFORE TURNING RIGHT ON RED.
LOOK BEFORE CROSSING.
YIELD TO PEDESTRIANS.**

Funded by the Florida Department of Transportation

Focusing on the Problem: Motorists



- ∞ **Motorists that most commonly crash with pedestrians:**
 - **Drivers age 65+**
 - Possibly cognitive (vision, etc)
 - **Drivers age 20-25**
 - Possibly driver distraction, speeding, or impairment
- ∞ **Response to Aging Road Users, Driver Distraction, and Speeding:**
 - Radio PSA's directed at targeted behaviors

Sample Radio PSA – Change



Focus Test-Change :30



English

- 96% Favorable opinion
- 92% Associate the spot to FDOT
- Showing motorists responsibility, gets my attention, and makes me think about pedestrian safety all above 85% agreement
- 46% were likely to discuss with others, most likely with their spouse/significant other and their friends

Spanish

- 92% Favorable opinion
- 88% Associate the spot to FDOT
- Showing motorists responsibility, is memorable, reinforces pedestrian safety laws, and shows pedestrians and motorists are both responsible to prevent crashes all had above 90% agreement
- 88% were likely to discuss with others, most likely with their spouse/significant other and their friends

- 60% of walkers and 27% of motorists said they were definitely likely to change their behavior as a result of this message

Focusing on the Problem: Pedestrians



∞ In the three year period from 2008 to 2010:

- More pedestrians ages 65+ were fatally injured in pedestrian crashes than any other group
- This group was followed by pedestrians ages 45-54
- The largest overall increase in pedestrian fatalities was among pedestrians ages 65+ which increased 11 percent from 2008 to 2010
- The largest overall decrease in pedestrian fatalities was among pedestrians ages 45-54 which decreased 18 percent from 2008 to 2010

Focusing on the Problem: Impairment

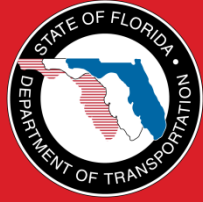


Comprehensive Impaired Driving Campaign

- Television PSA's
- Radio PSA's
- Billboards
- Print Materials
- Promotional/Incentive Items

Still in the early stages of development...

Round Table Meetings



- Facilitated discussions initiated by Secretary Hattaway
 - Tampa
 - Bartow
 - Miami
 - Ft. Lauderdale
 - Deland
 - Jacksonville



Round Table Meeting Photos



Tampa



Bartow



Miami



Ft. Lauderdale



Deland



Jacksonville

Strategic Planning



∞ The team is currently utilizing:

- Priority recommendations from the assessment
- Information gathered in the round table meetings
- Vulnerable Road Users Strategies in the Strategic Highway Safety Plan
- Other Road Users Strategies in the Aging Road User Strategic Safety Plan

To develop Florida's first Pedestrian Strategic Safety Plan.

This plan will be data driven and will initially address the top ten high priority areas in the state. This draft plan was completed January 31, 2013 and will be finalized in March 2013.

Coalition Implementation



- ∞ Florida's Pedestrian Safety Coalition is charged with implementation of the Pedestrian Strategic Safety Plan.
- ∞ The first meeting of the coalition was conducted February 12-13, 2013 in Tampa.
- ∞ Initial Steps:
 - Identify Emphasis Area Teams
 - Develop the Business Plan



Pedestrian Road Safety Audits

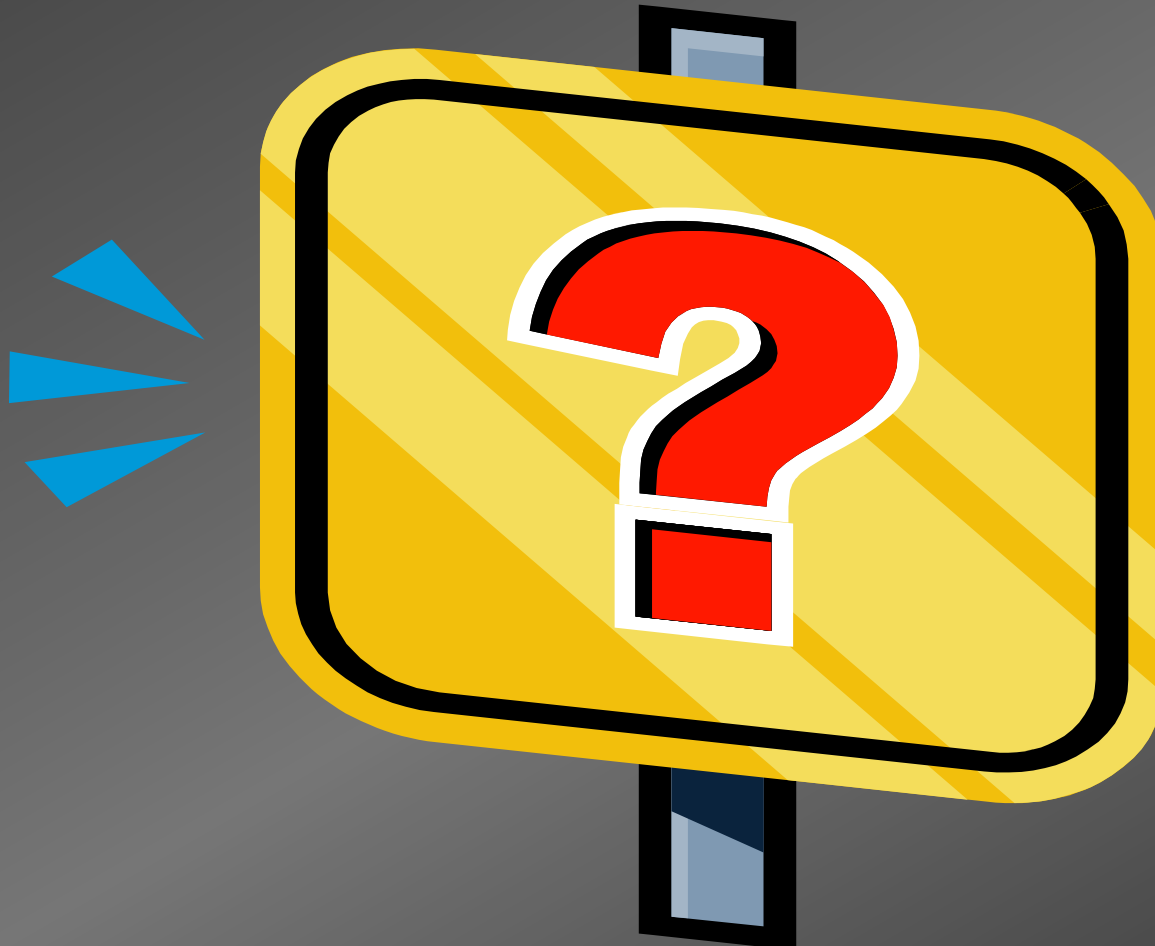
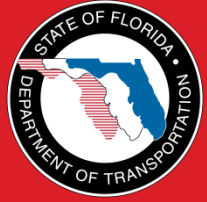
- ∞ **March 6-7, 2013 in Jacksonville**
 - Districts Two, Three, and Volusia County (from Five)
- ∞ **March 27-28, 2013 in Orlando**
 - Districts One, Five, and Seven
- ∞ **April 3-4, 2013 in Miami**
 - Districts Four and Six

- ∞ Centralized “Train the Trainer” sessions for statewide benefit
- ∞ Participants will include external partners such as Law Enforcement and Pedestrian Safety Coalition Members

Duval County Pedestrian RSA Photos



Questions



Thank you!

⇒ Archive at

- walkinginfo.org/training/pbic/pedfocus_webinars.cfm
- Downloadable and streaming recording and presentation slides

⇒ Questions?

- Leah Walton: leah.walton@dot.gov
- Trenda McPherson: trenda.mcpherson@dot.state.fl.us
- Other: webinars@hsrc.unc.edu