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

- **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 has been implemented in Philadelphia. The target project completion date is September of 2010.

- **Pilot Test of Strategies to Reduce Alcohol-Impaired Pedestrian Crashes**
  This study will utilize a comprehensive countermeasure program in Chicago to decrease nighttime pedestrian crashes. The program will implement a combination of targeted engineering, education, and enforcement countermeasures in areas where nighttime pedestrian crashes are high. An evaluation will be conducted to determine the effectiveness of the program. The target project completion date is Spring 2011.
• **The Effects of High Visibility Enforcement on Driver Compliance to Pedestrian Right of Way Laws**
  This project will evaluate 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 will be implemented in the City of Gainesville in Florida. The target project completion date is February of 2011.

• **Identifying Countermeasure Strategies Targeting Older Pedestrians**
  Using the results of two previous studies targeting older pedestrians, this project will examine conditions that may explain why the two studies yielded different outcomes. The goal of the project is to use this information for future programming and to identify age and culturally appropriate methods of targeting countermeasures to older pedestrian populations, both main stream aging population and older minority populations. The target project completion date is July of 2011.

• **An In-Depth Examination of Pedestrian Involved Hit and Run Traffic Crashes**
  This study will investigate factors related to pedestrian-involved hit and run traffic crashes and identify potential countermeasures that could assist law enforcement in reducing them. Following a literature review, statistical data analysis and GIS analysis, 10 jurisdictions have been selected for further in-depth study, including a survey of drivers involved in pedestrian crashes. The target project completion date is Fall of 2011.

**RESEARCH INITIATIVES - PEDESTRIAN SAFETY – Completed**

• **SBIR: Research and Development of Pedestrian Exposure Measurement Technology**
  Pedestrian exposure is difficult to capture because it can be defined in a number of ways. The objective of this project, under the Small Business Innovative Research program (SBIR), is to determine if a GPS-based technology can be used to collect data on pedestrian exposure while incorporating the various ways exposure can be defined. Project was completed in Summer of 2009.

**PEDESTRIAN SAFETY RESEARCH PRODUCTS:**


• **Literature Synthesis: Child Pedestrian Safety Education: Applying Learning and Developmental Theories to Develop Safe Street-Crossing Behaviors**
  Recent discussions in the literature have argued the effectiveness of education approaches versus engineering approaches for increasing child pedestrian safety. One of the main arguments against education is that children rarely show increases in safe
street-crossing behavior after education interventions. However, eventually children must learn to navigate in traffic as pedestrians. A majority of child pedestrian education in the U.S. utilizes videos and classroom instruction to teach young children. However, interventions based on relevant child development and learning theories might be more effective in increasing safe pedestrian behaviors in young children. Therefore, a scientific review of the literature on children’s pedestrian education has been evaluated with respect to child development and human learning. Published in September of 2009 (DOT HS 811 190).


  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.


### PEDESTRIAN SAFETY PROGRAM INITIATIVES

- **Updated Pedestrian Safety Curriculum for Children**

  NHTSA has developed a school-based curriculum to educate children grades K-5 in pedestrian skills. The course materials will have supplemental take-home activities for parent/guardian involvement in the learning process. (Available Spring 2010)

- **NHTSA Pedestrian Safety Training for Law Enforcement**

  NHTSA has developed a computer-based law enforcement training course on pedestrian safety countermeasures. The course could be used to provide continuing education credits, and will be promoted to law enforcement academies and agencies. (Available Winter 2010)

- **Pedestrian Safety Program Management Course**

  NHTSA and the FHWA National Highway Institute (NHI) have entered into an Interagency Agreement to develop 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.

• **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:
  - Detroit, MI (Expected Completion September 2010)
  - North Carolina (Expected Completion September 2013)
  - Chicago, Illinois (Expected Completion September 2012)
  - New Mexico (Expected Completion September 2013)
  - Florida (Expected Completion September 2012)

• **Pedestrian Safety and Injury Prevention Partnership**
The State and Territorial Injury Prevention Directors Association (STIPDA) continue to work on strengthening the relationship between traffic safety and public health. As the result of a Smart Growth Roundtable, hosted by STIPDA and NHTSA, STIPDA will develop a Livability Checklist for Communities to help assess the Livability of communities as it relates to public health, housing, transportation, and environment. A Resource Guide will accompany the Checklist to provide direction and guidance on a community’s next steps in achieving a more comprehensive Livable environment. (Expected Completion Summer 2011)

• **Older Pedestrian Safety Workshop**
  UNC HSRC is conducting three pilot tests of the Watching Out For Us workshop for increasing senior pedestrian safety, and full trainings will be conducted in 10 communities nationwide. (Expected Completion Winter 2011)

• **Resident’s Guide to Creating Safe and Walkable Communities**
  Through an agreement with NHTSA, UNC HSRC is conducting an evaluation of the Resident’s Guide. Ten demonstration sites will be chosen to use the Resident’s Guide to establish pedestrian safety improvement initiatives to demonstrate its usability and completeness. APBP is funding an additional 5 sites. (Expected Completion Winter, 2011)

• **Hispanic Pedestrian and Bicycle Safety Outreach**
  ASPIRA, through support from NHTSA has developed an English as a Second Language (ESL) curriculum on pedestrian and bicycle safety to reach recent immigrants (especially Hispanic) which include: a) an instructors guidebook; b) student workbook; and c) audio clips. Additionally, a curriculum more suitable for low-literacy learners is being developed, using mostly pictures and verbal discussions to communicate the safety messages. A Hispanic youth countermeasures project was developed to engage Hispanic youth 3-5th grade and 6-8th grade in pedestrian and bicycle safety initiatives. Expected availability of the intermediate ESL curriculum is Spring 2010, Summer 2010 for the youth project and Spring 2010 for the low-literacy project.
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

Stop and Look with Willy Whistle
NHTSA has updated the “Stop and Look with Willy Whistle” pedestrian safety video for elementary aged school children. The video runs approximately 7 minutes in length and covers the components of safe street crossing for children. This video is available through NHTSA’s website. http://www.nhtsa.dot.gov/people/injury/willie/video.html

Pedestrian Safety Among Hispanics
In an effort to reduce pedestrian and bicycle fatalities involving newly-arrived Hispanic immigrants, NHTSA has made available traffic safety materials in Spanish (e.g., posters, brochures, radio announcements, et al) for use by local, State, and national traffic safety advocates to educate these newly-arrived individuals on pedestrian safety in the United States. These materials are available through NHTSA’s website.