

# SAFETY

## IN NUMBERS

### Everyone is a pedestrian

Everyone is a pedestrian\* at some time, and most know to keep their distance from moving traffic. Despite that, pedestrians were among the few categories of road users where deaths rose, accounting for 14% of total traffic fatalities in 2011, up 3% from 2010. If the proportions remain the same, we can expect that one pedestrian will be injured every 8 minutes and one will die every 2 hours in a traffic crash this year ([www-nrd.nhtsa.dot.gov/Pubs/811748.pdf](http://www-nrd.nhtsa.dot.gov/Pubs/811748.pdf)).

Nearly 3 out of 4 pedestrian deaths occur in urban environments (73%), at non-intersections (70%), during the nighttime (70%), and many involve alcohol. More than a third (37%) of the pedestrians killed, and 1 in 8 (13%) of the drivers in pedestrian fatalities, had blood alcohol concentrations (BACs) of .08 g/dL or higher in 2011, the illegal limit in every State. Either the driver or pedestrian, or both, had some alcohol in 47% of all fatal pedestrian crashes.

What we know is that pedestrians and drivers do not obey laws and signals consistently and many often use cell phones and music players while walking or driving. Only 60% of pedestrians said they expected drivers to stop when they were in crosswalks, even though they have the right-of-way (Review of Studies on Pedestrian and Bicyclist Safety, 1991-2007, [www.ntl.bts.gov/lib/45000/45700/45710/811614.pdf](http://www.ntl.bts.gov/lib/45000/45700/45710/811614.pdf)).

\*NHTSA defines a pedestrian as any person on foot, walking, running, jogging, hiking, in a wheelchair, sitting, or lying down. Crashes that occurred exclusively on private property, including parking lots and driveways, are not included in NHTSA's FARS and GES databases but are gathered in NHTSA's Not-In-Traffic Surveillance System ([www-nrd.nhtsa.dot.gov/Pubs/811085.pdf](http://www-nrd.nhtsa.dot.gov/Pubs/811085.pdf), and [www-nrd.nhtsa.dot.gov/Pubs/811116.pdf](http://www-nrd.nhtsa.dot.gov/Pubs/811116.pdf)).

For more information on combating pedestrian deaths visit:

[www.nhtsa.gov/EveryonesAPedestrian](http://www.nhtsa.gov/EveryonesAPedestrian)

#### *Pedestrians Who Died:*



*3 in 4 (73%) were in urban areas*



*2 in 3 (70%) were at non-intersections*



*1 in 2 (48%) died on the weekend*



*1 in 3 (32%) died between 8 p.m. to midnight*



*1 in 3 (37%) were drunk*



U.S. Department of Transportation  
National Highway Traffic Safety  
Administration

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# THE PROBLEM

## What data tells us

- Most weekday pedestrian deaths occur between 4 p.m. and midnight, but most weekend pedestrian fatalities occur between 8 p.m. and 4 a.m. (Traffic Safety Facts, Pedestrians, 2011 Data, [www-nrd.nhtsa.dot.gov/Pubs/811748.pdf](http://www-nrd.nhtsa.dot.gov/Pubs/811748.pdf))
- More than two-thirds (70%) of the pedestrians killed in 2011 were males. Male injury rates were higher than females' (24 versus 20 per 100,000 population).
- Almost 1 in 5 (21%) of the children 10 to 15 years old killed in traffic crashes were pedestrians, and almost 1 in 5 (19%) of those 65 and older were pedestrians. More than half (62%) of all pedestrian fatalities were adults 21 to 64.
- Most pedestrian deaths occur in urban environments (73%) rather than rural, at non-intersection locations (70%) rather than intersections or other configurations, and during the night (70%). One in 5 (19%) pedestrian fatalities were hit-and-run.
- Pedestrian fatality rates range from a high of 19.7 to a low of 0.51 per 100,000 population in cities across America. Big cities usually have the most pedestrian deaths, but the cities with the 5 highest rates have populations between 90,000 and 212,000 (Source: NHTSA FARS 2011 data).
- More than a third (37%) of pedestrians killed in 2011 had BACs of .08 g/dL or higher, the illegal alcohol limit for drivers in all States, and 1 in 8 (13%) of the drivers in pedestrian fatality crashes had BACs of .08 or higher.
- A NHTSA telephone survey found that 6% of pedestrians said they felt threatened for their personal safety on the most recent day they walked and of these, 3 in 5 (62%) cited motorists as the top reason. (National Survey of Bicyclist and Pedestrian Attitudes and Behavior, [www.ntl.bts.gov/lib/30000/30200/30296/810971.pdf](http://www.ntl.bts.gov/lib/30000/30200/30296/810971.pdf))

## It takes a community

- To encourage drivers to yield the right-of-way to pedestrians, Gainesville, Florida implemented a high-visibility enforcement program in 2010 and 2011. (The Effects of High-Visibility Enforcement on Driver Compliance to Pedestrian Yield Right-of-way Laws, [www.nhtsa.gov/staticfiles/nti/pdf/811787.pdf](http://www.nhtsa.gov/staticfiles/nti/pdf/811787.pdf))
- The city refreshed pedestrian advance crossing markings at 12 test crosswalk sites. The Gainesville Police Department, the University of Florida Police Department, and the Alachua Sheriff's Department ran four waves of enforcement over the course of one year. During the first wave in February, officers gave only warnings and handed out flyers explaining Florida's law, proper yielding behavior of drivers, and proper crossing behavior of pedestrians. Officers asked drivers to be good role models.
- The university ran information in the school newspapers, school flyers went out to parents at all Gainesville elementary schools, and the police department ran radio ads explaining the program.
- During the last 9 months of the program, feedback signs along high-traffic roads showed the yielding percentage for the past week and the record to date.
- There was a slow and steady increase in drivers yielding the right-of-way to pedestrians. It began when officers issued warnings and handed out flyers, increased when officers issued citations, and then increased again when Gainesville added paid ads, in-street signs, and feedback signs to the enforcement program. Yielding also increased in nearby comparison sites that were not part of the enforcement effort.
- Gainesville included engineering, enforcement, education, media, and broad community participation in its program.

## Gainesville feedback sign



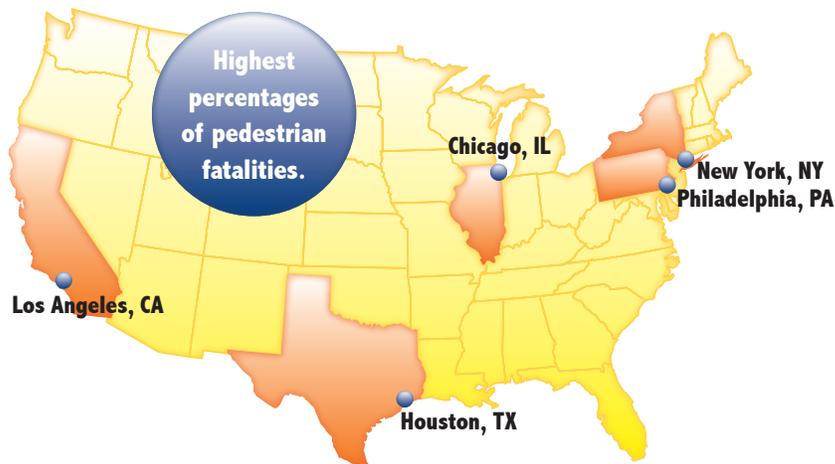
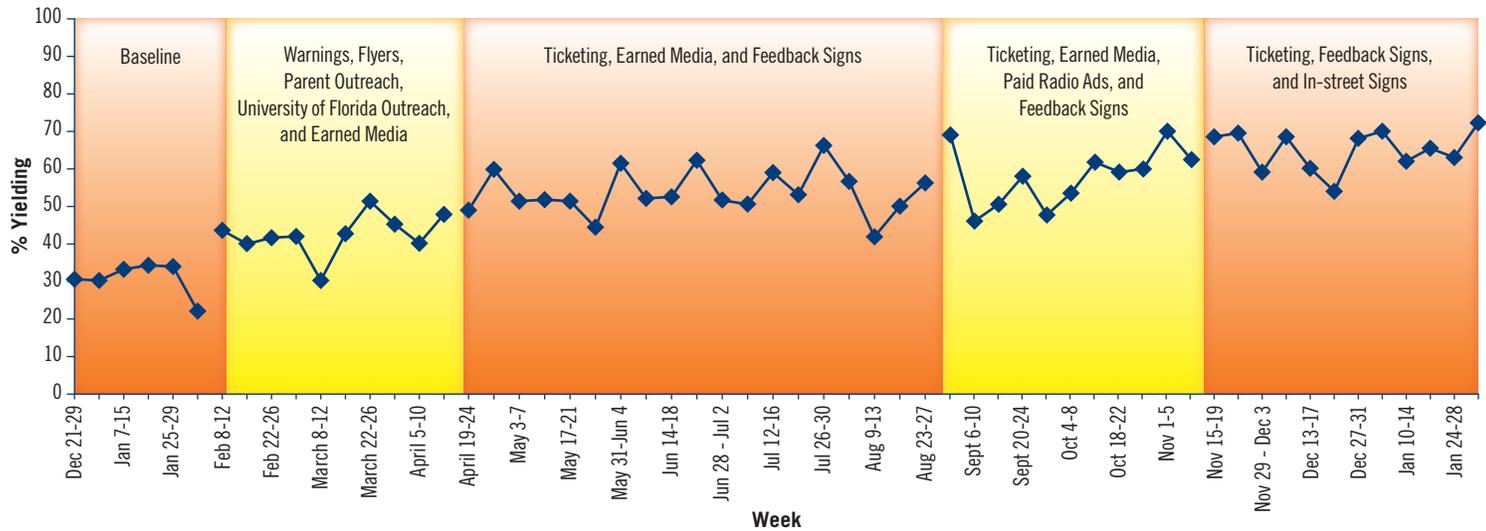
## Gainesville in-street pedestrian sign



# THE FACTS



## Driver Yielding Averages Across All 6 Enforcement Sites in Gainesville

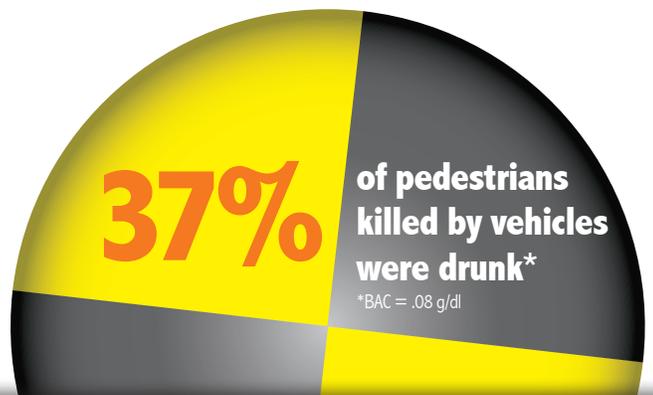


## Cities with the highest percentages of pedestrian fatalities of total motor vehicle deaths and their fatality rates (per 100,000 population in 2011)

	Percentage	No.	Rate
New York, NY	51%	183	3.3
Los Angeles, CA	42%	88	5.5
Chicago, IL	30%	36	4.4
Houston, TX	25%	49	9.1
Philadelphia, PA	35%	30	5.6

## Cities with the highest and lowest pedestrian fatality rates (per 100,000 population in 2011)

Cities with the 5 highest rates		Cities with the 5 lowest rates	
Birmingham, AL	19.7	Olathe, KS	0.78
Waco, TX	18.9	Naperville, IL	0.70
Charleston, SC	17.9	Syracuse, NY	0.69
Hesperia, CA	17.5	Glendale, CA	0.52
Knoxville, TN	17.2	Moreno Valley, CA	0.51



# WHAT YOU CAN DO

## We know what works

NHTSA's *Countermeasures That Work* recommends effective actions that communities can take to keep pedestrians safe ([www.nhtsa.gov/staticfiles/nti/pdf/811727.pdf](http://www.nhtsa.gov/staticfiles/nti/pdf/811727.pdf)).

## Drivers can

- Look out for pedestrians, especially in hard-to-see conditions such as at night or in bad weather.
- Slow down and be prepared to stop when turning or entering a crosswalk where pedestrians are likely to be.
- Stop at the crosswalk stop line to give drivers in other lanes an opportunity to see and yield to the pedestrians, too.
- Be cautious when backing up – pedestrians, especially young children, can move across your path. See [www.safercar.gov/parents/backover.htm](http://www.safercar.gov/parents/backover.htm).

## Pedestrians can

- Be predictable. Follow the rules of the road, cross at crosswalks or intersections, and obey signs and signals.
- Walk facing traffic and as far from traffic as possible if there is no sidewalk.
- Pay attention to the traffic moving around you. This is not the time to be texting or talking on a cell phone.

- Make eye contact with drivers as they approach. Never assume a driver sees you.
- Wear bright clothing during the day and reflective materials (or use a flashlight) at night.
- Look left-right-left before crossing a street.

## Parents and youth groups can

- Visit [www.nhtsa.gov/EveryoneIsAPedestrian.gov](http://www.nhtsa.gov/EveryoneIsAPedestrian.gov) for information for young children.
- Teach young children right-of-way rules and safe pedestrian behaviors.
- Conduct a walkability checklist of your favorite walking routes in your neighborhood. See [www.nhtsa.gov/Driving+Safety/Pedestrians/Walkability+Checklist](http://www.nhtsa.gov/Driving+Safety/Pedestrians/Walkability+Checklist).

## States and communities can

- Join NHTSA in combating pedestrian deaths by learning what you can do. Visit [www.nhtsa.gov/EveryoneIsAPedestrian](http://www.nhtsa.gov/EveryoneIsAPedestrian).
- Work with youth groups, schools, traffic safety agencies, law enforcement agencies, and public health agencies to explain your pedestrian law for both proper yielding behavior of drivers and crossing behavior of pedestrians.
- Map the pedestrian trouble spots in your community. Our Zone Guide for Pedestrian Safety publication shows you how, at [www.nhtsa.gov/lib/30000/30500/30500/808742.pdf](http://www.nhtsa.gov/lib/30000/30500/30500/808742.pdf).

- Conduct high-visibility enforcement campaigns to improve drivers yielding to pedestrians.
- Visit [http://safety.fhwa.dot.gov/ped\\_bike/](http://safety.fhwa.dot.gov/ped_bike/) and [www.saferoutesinfo.org/](http://www.saferoutesinfo.org/) for comprehensive information about improving pedestrian environments.

## Phoenix, Arizona Pedestrian Crossing

Phoenix moved the crosswalk from a nearby intersection to the middle of the block to provide more direct access to the community center.



Kerry Wilcoxson, City of Phoenix



Kerry Wilcoxson, City of Phoenix

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