

# **Resources and Tools to Improve Pedestrian Safety**

Task 3 Report

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## Table of Contents

1	Overview.....	4
2	References.....	5

# 1 OVERVIEW

Pedestrian fatalities are both increasing in absolute numbers (with 6,516 pedestrian deaths in 2020) and as a percentage of all roadway fatalities (Insurance Institute for Highway Safety, 2022; National Highway Traffic Safety Administration, 2022; Sandt et al., 2020; Schneider, 2020). Pedestrian deaths increased 59% between 2009 and 2020 while other deaths from motor vehicle crashes grew by 9% over the same time period (Insurance Institute for Highway Safety, 2022). Transportation stakeholders are uniquely positioned to lead efforts to improve pedestrian safety. However, whether stakeholders engage in effective strategies to improve pedestrian safety is influenced by their traffic safety culture – their shared values and beliefs.

This project seeks to improve pedestrian safety by developing resources to assess and grow beliefs among transportation stakeholders to support deployment of effective pedestrian safety strategies. In the first task, the Center for Health and Safety Culture conducted a literature review and interviews with traffic safety stakeholders. The literature review focused on identifying published research to get a sense of the culture – the values and beliefs – among traffic safety stakeholders surrounding pedestrian safety prioritization and deployment of strategies and to understand the barriers and challenges that might inhibit the implementation of pedestrian safety strategies. The interviews focused on understanding the current pedestrian safety culture and opportunities for improvement from ten current traffic safety stakeholders involved in decision making about the implementation of pedestrian safety strategies.

In the second task, The Center developed and conducted a survey with current traffic safety stakeholders to reveal beliefs about pedestrian safety and their understanding, support for, and engagement in pedestrian safety strategies. Based on the review of literature, we designed the survey to focus on the following topics:

- prioritization of pedestrian safety,
- beliefs about a safe system for pedestrians,
- current approaches to pedestrian safety,
- familiarity, support for, and use of best practices to improve pedestrian safety,
- getting public input,
- use of the complete streets approach,
- valued resources used by practitioners.

In this task, we created a toolkit for stakeholders based on the previous two tasks. The toolkit includes five tools and one resource. Leaders and stakeholders can use these tools independent of one another and in any order depending on what is needed for their organizations. The resource focuses on growing public participation, and the tools address:

- growing supportive beliefs to improve pedestrian safety,
- ways to prioritize pedestrian safety and bolster current approaches,
- telling your pedestrian safety story,
- engaging in meaningful conversations about pedestrian safety, and
- promoting pedestrian safety across the social environment.

The toolkit is designed to be a standalone document (using the portable document format – pdf) that can be shared over the internet or printed.

The draft version includes images which have not been finalized. Therefore, these images contain watermarks and are not in their final resolution.

## 2 REFERENCES

- Insurance Institute for Highway Safety. (2022, May). *Fatality Facts 2020: Pedestrians*.  
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