

# Developing, Implementing, and Sustaining Pedestrian Safety Programs



## INTRODUCTION

Pedestrians are New York's most vulnerable roadway users and improving their safety continues to be a priority. Pedestrian fatalities make up approximately 30% of the total motor vehicle-related fatalities in New York State (NYS)\*. Identifying and implementing effective countermeasures that work requires collaborative efforts involving education, enforcement, engineering, emergency medical services (EMS) and equity. Responsibility for addressing pedestrian safety is shared among several agencies who frequently participate in collaborative efforts. For many years, the NYS Governor's Traffic Safety Committee (GTSC), NYS Association of Metropolitan Planning Organizations (NYSAMPO), NYS Department of Health (NYS DOH), NYS Department of Transportation (NYSDOT), Federal Highway Administration (FHWA) and National Highway Traffic Safety Administration (NHTSA), have worked together to reduce motorist and pedestrian fatalities and injuries through training; capital improvement projects; public information, education, and outreach; and enforcement.

Announced in 2016, the NYSDOT and DOH teamed up with the GTSC on a first-of-its-kind pedestrian safety campaign in NYS. The [Pedestrian Safety Action Plan](#) (PSAP) provides a \$110 million, five-year commitment to improving pedestrian safety across upstate New York and Long Island. The PSAP is a five-year plan expiring in December 2021. The PSAP team is currently exploring the development of a successor plan.

This resource serves as a 'how to guide' to help communities begin developing, implementing, and sustaining pedestrian safety programs. The guide is meant to be a point of reference for collating data; coalition building; identifying and implementing strategies that work to address pedestrian-involved crashes; and examining, reassessing, and redefining established pedestrian safety plans.

## DEVELOPMENT

### Step 1: Identifying the problem

- **Collect and analyze crash and health data (Includes Emergency Medical Services (EMS), Emergency Department (ED), Hospitalization and Vital Statistics)**
  - Examine contributing factors in pedestrian-motor vehicle crashes (e.g., speed, driver and/or pedestrian distractions, driver and/or pedestrian impairment, pedestrian crossing behaviors, time of day, day of week, and/or month of year)
  - Consider demographics (e.g., age, race, ethnicity, gender, income)
  - Review multiple years of data and conduct a trend analysis to best target crash mitigation activities. This will help reveal persistent pedestrian crash issues and potential "hot spot" crash locations (roadways/corridors/intersections).
  - Review data with attention given to equity considerations
    - **Data Resources**
      - Law Enforcement Agency internal Records Management System [Governor's Highway Safety Association \(GHSA\)](#)
      - [Institute for Traffic Safety Management and Research \(ITSMR\)Traffic Safety Statistical Repository](#)
      - [NHTSA Crash Stats](#)
      - [NYS DOH Crash Outcome Data Evaluation System \(CODES\)](#)
      - [NYS DOT Accident Location Information System \(ALIS\) and soon to be replaced by Crash Location and Engineering Analysis and Reporting \(CLEAR\)](#)

## Step 2: Building a coalition

- Identify and recruit key stakeholders (public, private and/or not-for-profit entities)  
Include the 5 Es: Education, Enforcement, Engineering, EMS, and Equity
  - May include:
    - AAA
    - Private-sector Business
    - Chambers of Commerce
    - Colleges and Universities (Injury Prevention Research Centers)
    - Departments of Education
    - Departments of Motor Vehicles
    - Departments of Public Safety/Public Works
    - DOT
    - Elected Officials
    - EMS
    - Faith-based Groups
    - Healthcare Providers
    - Highway Safety Office
    - Injury Prevention/Traffic Safety Advocates (SAFE KIDS, National Safety Council, Brain Injury Association of NYS)
    - Judicial
    - Law Enforcement Agencies
    - Local Engineering Departments and/or Planning Boards
    - Media Outlets
    - MPOs
    - NHTSA
    - NYS Office of Minority Health and Health Disparities Prevention
    - Parent Teacher Associations
    - Public Transportation Operators/Organizations
    - School Personnel
    - State and Local Health Departments
    - Traffic Safety Boards
- Conduct stakeholder meeting(s) to initiate program planning
  - Assemble team, review data, and establish overall program goals and objectives
  - Conduct roadway environment review
    - Road Safety Audits (FHWA) to identify any deficiencies in the road network; observe how the public utilizes current facilities; and notice how drivers and pedestrians interact
    - Utilize a [Walkability Checklist](#) to focus project efforts
  - Identify proven countermeasures and strategies to be targeted at the top contributing factors under the problem identification
    - [NHTSA Countermeasures That Work](#)
    - [FHWA Safe Transportation for Every Pedestrian \(STEP\)](#)
      - [Proven Safety Countermeasures](#)

## Step 3: Developing a plan for action

- Review PSAPs for suggested ideas and guidance
  - [FHWA How to Develop a PSAP](#)
  - [NYS PSAP](#)

- [US Department of Transportation \(USDOT\) PSAP](#)
- [NYC Vision Zero Borough PSAPs](#)
- **Identify and select specific program strategies for implementation**
- **Identify target audience**
  - Determine who will program strategies address
  - Establish where programs will take place
  - Give special attention to disproportionately affected and underserved populations
- **Identify and select specific program strategies for implementation**
- **Conduct community-level meeting(s)**
  - Present the proposed plan and collect public feedback
  - Engage community members to secure buy-in for program implementation

## **IMPLEMENTATION**

### **Step 1: Rolling out program activities**

- **Identify partner roles, responsibilities, and countermeasures to apply**
  - Delegate partner responsibilities based on selected strategies
  - Establish and maintain team communication and coordination of efforts during implementation process
- › Education
  - Multimedia efforts and activities
    - Campaigns (e.g., See! Be Seen!)
    - Print (brochures, posters, bookmarks, fact sheets, tip cards, guides, incentives, enforcement specific resources)
    - Public Service Announcements
    - On-line Resources (websites, web-based resources, presentations, interactive games, YouTube videos, on-line radio ads)
    - Social media (Facebook, Instagram, Twitter)
    - Out of home: billboards, bus tails, bus shelters
  - Implementation of pedestrian safety school-based curricula
  - [New York City DOT Pedestrian Safety](#)
  - [Walk to School Day Events](#)
  - Deploy street teams
- › Engineering
  - Transportation infrastructure improvements (roadways, signals, signage)
  - Promotion and education of automobile advanced safety technology
  - Adoption of Complete Streets policies/legislation
  - Ensure pedestrian safety is considered as part of all relevant construction projects
- › Enforcement
  - Conduct Pedestrian Safety for Law Enforcement Training

- Coordinate mobilization operations (e.g., [Operation See! Be Seen!](#))
  - Utilize enforcement “champions” as de facto pedestrian safety educators (teachable interactions with the public)
- › EMS
- Improve on-scene data collection for pedestrian motor vehicle crashes
  - Utilize EMS to provide pedestrian safety injury prevention programs as a core component of their duties
- › Equity
- Consider cultural sensitivities and diverse audiences
  - Develop public information and outreach programs to meet the needs of diverse populations
  - Ensure language accessibility
  - Engage partners and develop relationships to identify gaps and to reach disproportionately affected and underserved populations

## **Step 2: Identifying funding and in-kind resources**

- Potential funding agencies:
  - [GTSC](#)
  - [NHTSA](#)
  - [CDC](#)
  - [US Department of Transportation / Federal Highways Administration /MPOs](#)
  - [Governor’s Highway Safety Association](#)
  - [National Safety Council](#)
  - National Road Safety Foundation
  - SAFE KIDS Worldwide
  - [Grants.gov](#)
  - [Pedestrian and Bicycle Information Center](#)

## **SUSTAINABILITY**

### **Step 1: Evaluating the current plan**

- Measure program effectiveness
- Solicit feedback from partners, target audience members and the public
- Identify program strengths and examine opportunities for improvement
- Disseminate program results/findings

### **Step 2: Establishing community ownership**

- Disseminate program outcomes that illustrate social, economic and health benefits to communities
- Recognize community partners and residents for their participation in program activities
- Illustrate need for improvement to drive community members to continue program implementation

### **Step 3: Maintaining or securing financial and programmatic resources**

- *See Step 3 under Implementation*

## NYS AGENCY CONTACTS AND SEE! BE SEEN! CAMPAIGN MATERIALS

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[NYS Pedestrian Safety](#) programs and See! Be Seen! campaign materials, including multi-language educational tip cards for drivers and pedestrians, posters, bookmarks, a sample press release, warning “citations”, NYS Vehicle and Traffic Law quick reference pocket guides and more, are available for [download](#). Agencies may also [order](#) free printed copies directly from the NYS DOH.

