

Pedestrian Safety Emphasis Area Team Report
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Pedestrian Safety Strategies and Countermeasures - Revised

Strategy #1: Improve driver and pedestrian safety awareness and behavior

Countermeasures and Programs

- Educate motorists on appropriate actions if they become stranded on a freeway or high speed roadway to reduce crashes with unintended pedestrians on high speed roadways
 - staying in the vehicle
 - call for help; 911, Driver's License toll-free number
 - partner with 311, 911, tow truck, AAA, and Freeway Patrol Programs such as HERO in Austin,
 - Steer to Clear - remove vehicles to a safe place off the main lanes
- Encourage motorists and consider policies for "moving over" away from stranded cars and roadside pedestrians
 - Safe passing laws e.g., San Antonio ordinance; current proposed legislation
- Improve driver awareness of pedestrians
 - Education campaign focused on turn maneuvers by drivers
 - Consider "Look Right and Yield to Pedestrians" Campaign
 - Consider adopting techniques used by the Transit Industry
 - Square your Turns (don't cut corners)
 - Rock and Roll in the seat to see pedestrians and bicyclists
 - Develop an educational video about laws for yielding to pedestrians in crosswalks
 - Consider using humor
 - Cover:
 - types of traffic control, and what to do
 - Unmarked cross-walks
 - Relationship of speed and pedestrian risk for injury or death
 - Promote a sense of shared responsibility for pedestrian safety, motorists, pedestrians, and transportation and law enforcement agencies.
 - All safety marketing builds on this platform
 - Users and stakeholders are in this together
 - Target education by location and demographics and nature of problem
 - Tailor to local characteristics in conjunction with Pedestrian Safety Action Plans (see strategy 7)

- Identify and analyze local safety problems (e.g., San Antonio approach)
 - Consider School age children education (e.g., San Antonio and Austin)
 - Better education focus on pedestrian safety (schools, defensive driving, DL renewal – test or information)
 - Consider Adult needs of adult and senior pedestrians
- Reduce crashes involving impaired and distracted pedestrians
 - Adapt impaired driving messages to impaired walking and biking (link to impaired driving team)
- Campaign about drugged, drunk walking. Identify alternatives to impaired walking
- Work with Teens in the Driver’s Seat to create awareness around walking and biking issues for young drivers
- Incorporate pedestrian issues into driver testing and defensive driving courses

Strategy #2: Reduce pedestrian crashes on urban arterials and local roadways

Countermeasures and Programs

- Research the distance needed between safe pedestrian crossings to come up with a table of safe crossing opportunities needed every X feet on different roadway classifications.
 - Identify locations where safe crossings require excessive detours from the desired path.
 - Urban Arterials – incorporate distance along and width of crossing, and adjacent pedestrian generators (land use, transit)
 - Use FHWA materials on STEP (safe transportation “for” every pedestrian.
- Encourage use of level of service for all users at signalized intersections. Provide environment for safer crossings (collector and local)
 - Encourage review of roadway design guidelines and standards for pedestrian needs (incorporate target speed concept)
 - Retrofit locations to provide safer pedestrian environments
 - Narrowing
 - Speed management treatments
- Encourage use of target speeds for arterial, collector and local roadways and alternatives to using 85th percentile speed as the criteria for speed limits.
- Implements raised crosswalks at high pedestrian traffic crossings. Include:
 - right turning roadways

- midblock crossings
- on the approach and departure lanes of roundabouts.
- Use Lead Pedestrian Intervals at signalized intersections (i.e., pedestrian signals activate prior to parallel green) at high pedestrian use intersections and pedestrian push button locations
- Encourage use of pedestrian-only intervals where appropriate.
- Provide assistance to cities and other agencies to develop policies and implement projects that address common pedestrian crash countermeasures (shortening crossing distances, providing complete sidewalk networks, providing enhanced crossing devices, median islands, etc.)
- Disseminate information and training on effectiveness and appropriateness of pedestrian traffic control measures
 - PHB, RRFB, other (see FHWA STEP information)
 - determine effectiveness of lights embedded in the crosswalk that flash when pedestrians are crossing the street
 - Target APWA, TexITE, TxDOT
- Disseminate information on links between urban form (driveway density, setbacks, pedestrian scale frontage, roadway design speeds, etc.) and safety outcomes
- Disseminate information on FHWA's every day counts Safe Transportation for Every Pedestrian (STEP) for countermeasures for improving pedestrian access and improved safety

Strategy #3: Improve pedestrians visibility at crossing locations

Countermeasures and Programs

- Encourage use of visible / reflective clothing by pedestrian
- Vehicle lights that come on when the turn signal is activated and shine in that direction
- Disseminate information on and deploy pedestrian-illuminating lighting on urban corridors and other areas of pedestrian activity, including midblock crosswalk lighting in accordance with FHWA guidance (combine with other outreach – identify target audience)
 - Recommendations for lighting levels
 - Determine best lighting types and practices for identifying pedestrians
 - Use of smart lighting for to illuminate locations when a pedestrian is detected

- Identify target audience for information
- Eliminate screening by parked or stopped vehicles, vegetation, and street furniture.
 - remove on-street parking
 - Don't Block the Box campaigns
- Deploy bulb outs, median islands, parking restrictions, advance yield bars, Z crossings and associated improvements that allow for pedestrians to be protected and more visible to traffic

Strategy #4: Improve pedestrian networks

Countermeasures and Programs

- Incorporate pedestrian considerations in transportation plans. Prioritize pedestrian safety and considerations for mobility and accessibility in the context of the land use and roadway environment. Prioritize improvements to fill gaps in networks and crossings within ¼ mile of bus stops and ½ mile of other mass transportation.
- Develop policies to analyze pedestrian level of services, path delay and network connectivity as part of project development. Develop and disseminate a complete streets policy support guide with model policy and implementation information for local agencies and MPOs use.
- Ensure opportunities for crossing arterials/highways safely consider the overall pedestrian network and travel desires. Consider setting standards or guidelines for the distance between safe crossings given land uses/densities/roadway function Provide safe crossings of freeways.
- Provide appropriate features along the pedestrian network
 - Include wide shoulders (5' or more) in rural roadway projects expected to serve pedestrians.
 - Include sidewalks and buffers in urban collector and arterial roadway projects, including frontage roads of major highways.
 - Install or upgrade traffic and pedestrian signals along pedestrian priority corridors. Install pedestrian hybrid beacons or rapid reflectorized flashing beacons at mid-block crossings
 - Construct pedestrian refuge islands and raised medians to shorten single stage pedestrian crossings.
- Remove barriers to pedestrian travel
 - Construct pedestrian over/under passes (over freeways)

- Provide adequate crossings to overcome physical barriers such as creeks, steep grades, railroad tracks, etc.

Strategy #5: Improve pedestrian involved crash reporting

Countermeasures and Programs

- Work to include crash typing in the pedestrian crash reporting—etc. Use the Pedestrian Crash Analysis Tool for categories on crash typing
 - Add fields to the standard crash report form to better define pedestrian crashes and provide additional detail regarding the specifics of each crash, including those needed to use the PBCAT tool, such as more precise definitions of crash location on or along the roadway, what activity was the pedestrian engaged in (e.g., crossing or walking along the road, and driver actions prior and during crash).
- Develop law enforcement roll call video on the need for and uses of pedestrian crash data (which could be incorporated into a comprehensive video about the importance of all crash data)

Strategy #6: Establish vehicle operating speeds to decrease crash severity

Countermeasures and Programs

- Encourage use of target speeds with pedestrian, land use and roadway context, including options for target speeds of 35 MPH or less on arterials and the evaluation of existing speed limits to appropriate target speeds.
 - Provide design flexibility guidance for techniques to reduce operating speeds on surface streets (which may include lanes narrower than 12 ft., medians, street furniture, trees, building setbacks, etc.)
 - Encourage use of tree lined medians, bicycle lanes, safe and attractive pedestrian crossings and walkways in achieving target speeds.
 - Encourage concept of changing designation of roadway space (eliminating lanes, providing turn lanes, medians, and bike lanes, and road diets in achieving target speeds
 - Support the use of traffic calming for local streets (which may include raised crosswalks/intersections, woonerfs/shared streets, chicanes, bike boulevards, etc.)
- Design new roadways for a target speed appropriate for the adjacent environment rather than for a design speed intended to maximize potential speed of vehicle and vehicular capacity

Strategy #7: Develop strategic pedestrian safety plans tailored to local conditions

Countermeasures and Programs

- Develop Pedestrian Safety Action Plans (PSAPs) in the states urbanized areas..
- Identify / Create funding sources
 - Consider matching fund program
 - Identify barriers to use of existing funds
 - Allow for systemic approach to implementing PSAPs

Next Steps

Additional Resources

- *NYC traffic safety education*
<http://www.nyc.gov/html/dot/html/about/safety-education.shtml>
- *Traffic Safety Conference*

Upcoming Meeting Dates

- Possible meeting in May.