

*Strategies and Countermeasures for the Pedestrian Safety Emphasis Area.<sup>1</sup>*

<b>Strategy #1 Improve driver and pedestrian safety awareness and behavior</b>	
<b>Countermeasures and Programs:</b>	
1a	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 (stay in the vehicle, call for help, Steer It and Clear It).
1b	Consider policies for moving over and encourage motorists to move over away from stranded cars and roadside pedestrians (Safe Passing Law). Examples: expansion of the Move Over/Slow Down Law, safe passing laws such as the San Antonio ordinance and proposed statewide legislation.
1c	Improve driver awareness of pedestrians. Examples: Look Right and Yield to Pedestrian Campaign, Square Your Turns, Rock and Roll in the seat to see pedestrians and bicyclists; educational videos about laws on yielding to pedestrians in crosswalks, targeted education by location, demographics, and other factors.
1d	Reduce crashes involving impaired and distracted pedestrians (Adapt impaired driving messages to impaired walking and biking).
1e	Implement a campaign about drugged, drunk walking. Identify alternatives to impaired walking such as transit, taxis, and transportation network companies (e.g., Uber/Lyft). Work with Teens in the Driver's Seat (high school age program) and U in the Driver's Seat (college-age program) to create awareness around walking and biking issues for young drivers and pedestrians.
1f	Incorporate pedestrian issues into driver testing and defensive driving courses.

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<sup>1</sup> All pedestrian strategies and countermeasures should consider the needs of persons with disabilities.

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

**Countermeasures and Programs:**

2a	Research the distance needed between safe pedestrian crossings: Develop criteria for the maximum desirable distances between safe crossing opportunities for different roadway classifications. Use FHWA materials on Safe Transportation for Every Pedestrian; level of service calculations for all users at signalized intersection and retrofit locations to increase safety (narrowing, speed management treatments).
2b	Encourage use of pedestrian compatible target speeds for the design of arterial, collector, and local roadways.
2c	Implement raised crosswalks at high pedestrian activity locations (Include: right turn channelization roadways, midblock crossings, and on the approach/departure lanes of roundabouts).
2d	Use leading or exclusive pedestrian intervals at signalized intersections (i.e., pedestrian walk signals activate prior to parallel green), at high pedestrian use signaled intersections, and pedestrian push button locations.
2e	Develop and implement a program to assist cities and other agencies to develop policies and implement projects that address common pedestrian crash types (shorten crossing distances, provide complete sidewalk networks, provide enhanced crossing devices, median islands, etc.).
2f	Disseminate information/training on effectiveness/appropriateness of pedestrian traffic control measures. Examples: pedestrian hybrid beacons, rectangular rapid flash beacon; determine effectiveness of lights embedded in the crosswalk that flash while crossing.
2g	Disseminate information on the connection between urban form (driveway density, setbacks, pedestrian scale frontage, roadway design speeds, etc.) and safety outcomes. Encourage incorporation into local land use planning and review.
2h	Disseminate information on FHWA's Every Day Counts Safe Transportation for Every Pedestrian for countermeasures for improving pedestrian safety.

**Strategy #3 Improve pedestrians' visibility at crossing locations**

**Countermeasures and Programs:**

3a	Improve nighttime visibility of pedestrians. Examples: use of visible/reflective clothing by pedestrians, pedestrian-illuminating lighting on urban corridors, midblock crosswalk lighting in accordance with FHWA guidance, smart lighting to illuminate when pedestrians are detected, identify target audiences for information dissemination.
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3b	Minimize the screening of pedestrians by parked or stopped vehicles, vegetation, and other objects (remove on-street parking, encourage Don't Block the Box campaigns) or add bulb-outs.
3c	Deploy bulb-outs, neckdowns, median islands, parking restrictions, advance yield bars, Z crossings, and associated improvements that allow pedestrians to find refuge from, and visibility to, vehicular traffic.

**Strategy #4 Improve pedestrian networks**

**Countermeasures and Programs:**

4a	Incorporate pedestrian considerations in transportation plans. Prioritize pedestrian safety and considerations for mobility and accessibility in the context of 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.
4b	Develop policies to analyze pedestrian levels of service, 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.
4c	Ensure opportunities for crossing arterials/highways safely consider the overall pedestrian network and travel desire lines. Consider setting standards or guidelines for the distance between safe crossings given land uses/densities/roadway function. Provide safe crossings of freeways.
4d	Provide appropriate features along the pedestrian network (wide shoulders, sidewalks, pedestrian crossing treatments, pedestrian refuge islands).
4e	Create connected pedestrian networks and remove barriers to pedestrian travel (Pedestrian over/under passes, crossings to overcome physical barriers).

**Strategy #5 Improve pedestrian involved crash reporting**

**Countermeasures and Programs:**

5a	Work to include crash typing in the pedestrian crash reporting. Use the Pedestrian Crash Analysis Tool (PBCAT) for categories on crash typing.
5b	Add fields to the standard crash report form to better define pedestrian crashes and provide additional detail on the specifics of each crash. This includes those needed to use the PBCAT tool and develop law enforcement roll call videos on the need for and uses of pedestrian crash data.

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

**Countermeasures and Programs:**

6a	Encourage use of target speeds that consider pedestrians, land use, and the roadway context (e.g., a target speed of 35 mph or less on arterials). Other examples: provide design flexibility guidance for techniques to reduce operating speeds on surface streets; encourage use of tree lined medians, bicycle lanes, safe and attractive pedestrian crossings and walkways; support use of traffic calming for local streets.
6b	Design new roadways for a target speed appropriate for the adjacent environment and safety of all users rather than for a design speed intended to maximize motor vehicle speeds.

<b>Strategy #7</b> <b>Develop strategic pedestrian safety plans tailored to local conditions</b>	
<b><i>Countermeasures and Programs:</i></b>	
7a	Develop Pedestrian Safety Action Plans (PSAPs) in urbanized areas.
7b	Identify/create funding sources (i.e., match funding, funding barriers). Other examples: identify barriers which limit use to existing funds; allow for systemic approach (based on site characteristics and not crashes) when implementing countermeasures recommended in PSAPs.