

Governors Highway Safety Association
Spotlight on Highway Safety:
Pedestrian Traffic Fatalities by State
2015 Preliminary Data

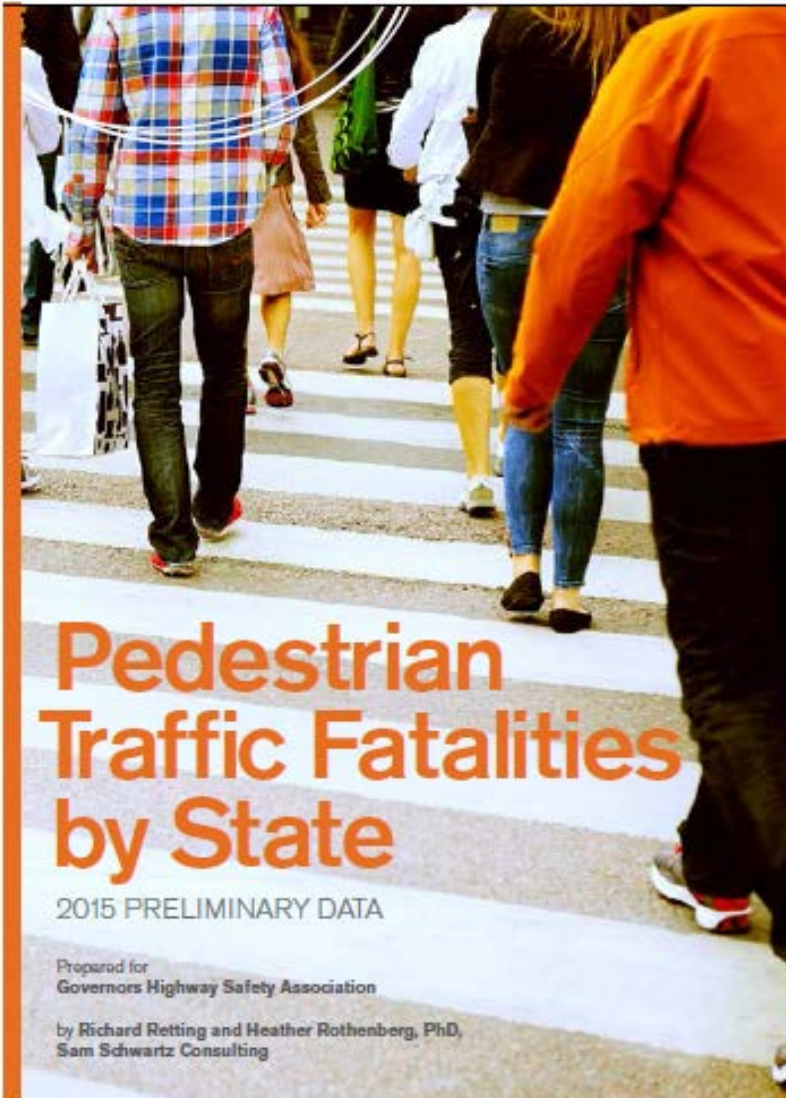
National Transportation Safety Board
Pedestrian Safety Forum
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Richard Retting
Sam Schwartz Consulting

Pedestrian Fatalities: 1975 - 2015

- 225,000 Pedestrian Deaths
- Equivalent to entire populations of:
 - Baton Rouge, LA
 - Birmingham, AL
 - Boise, ID
 - Richmond, VA
 - Rochester, NY
 - San Bernardino, CA
 - Spokane, WA

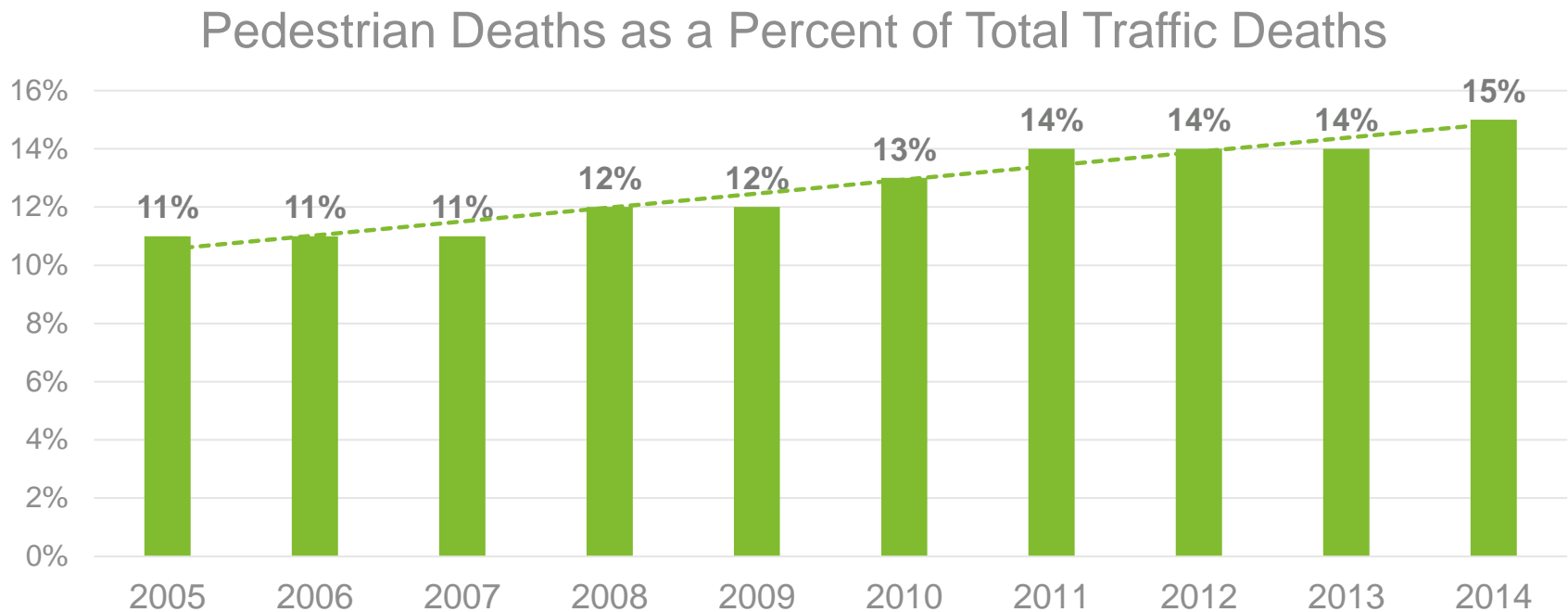




Present study
based on:

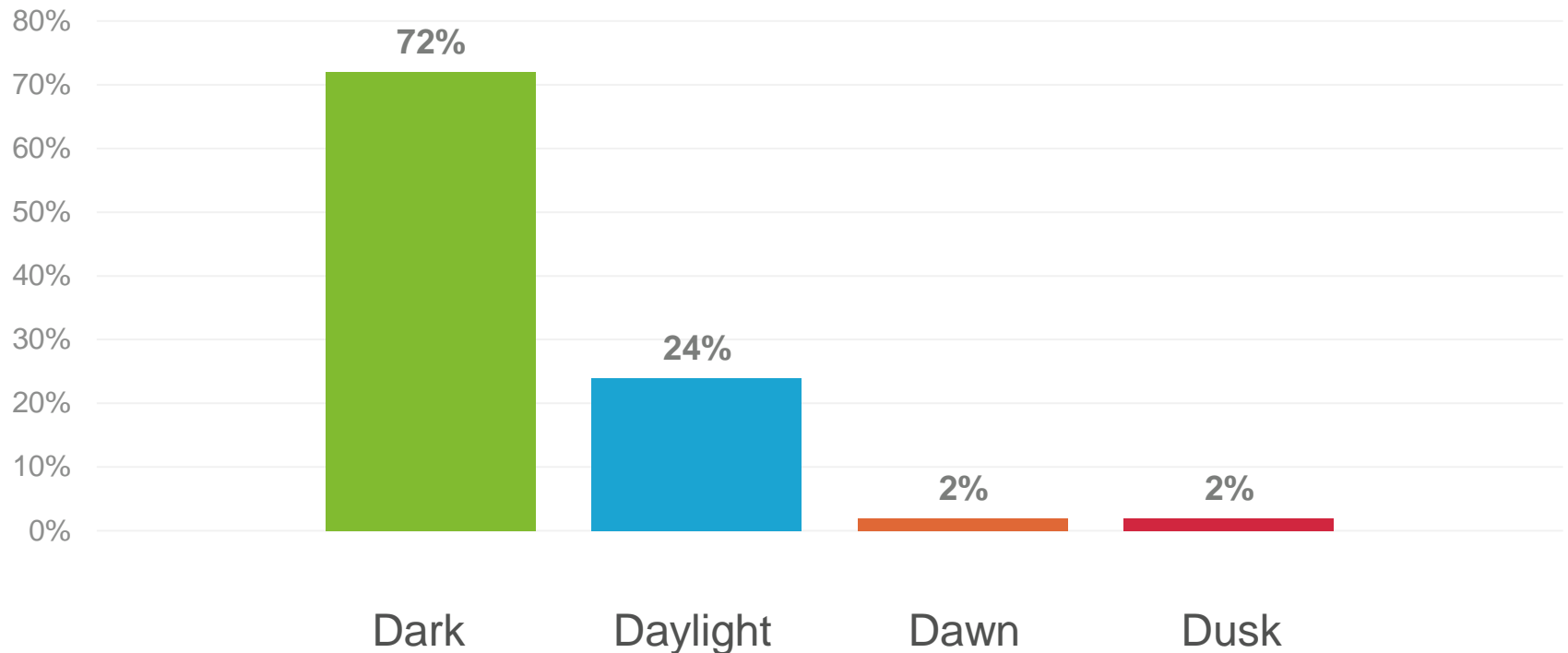
- Preliminary data provided by all states and DC for first six months of 2015
- 2014 FARS data

Pedestrians represent a growing percentage of total traffic fatalities and injuries



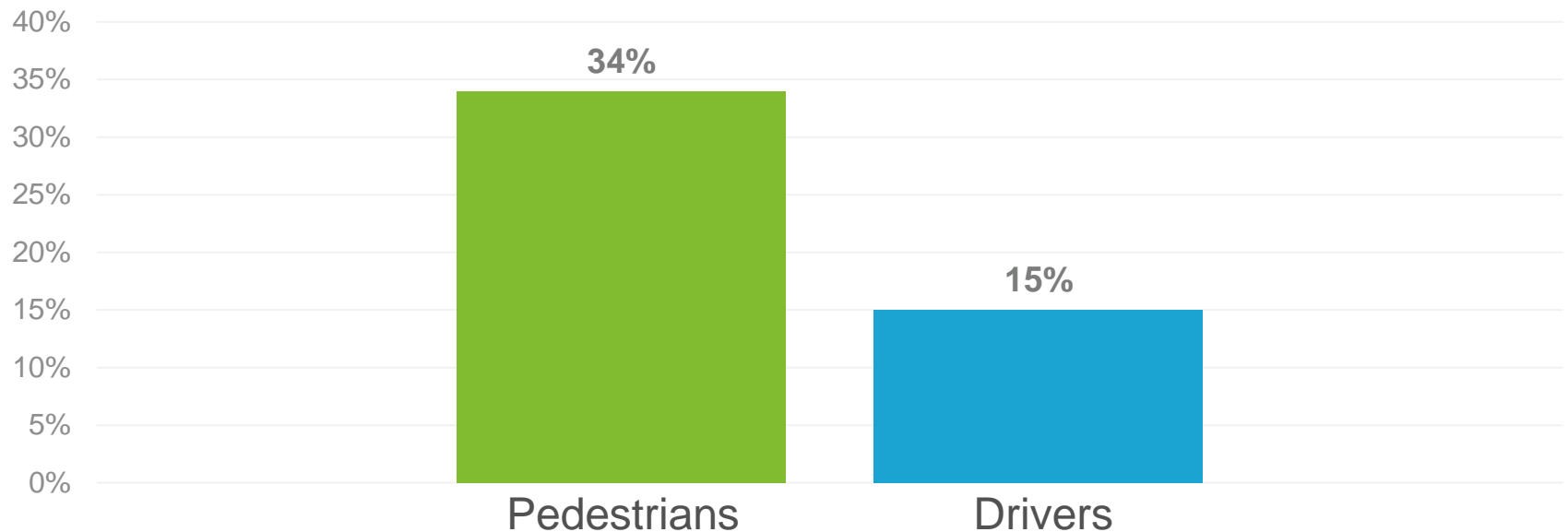
About half of pedestrian fatalities occur between 6 pm and midnight; 72% occur after dark

2014 Pedestrian Fatalities by Light Level

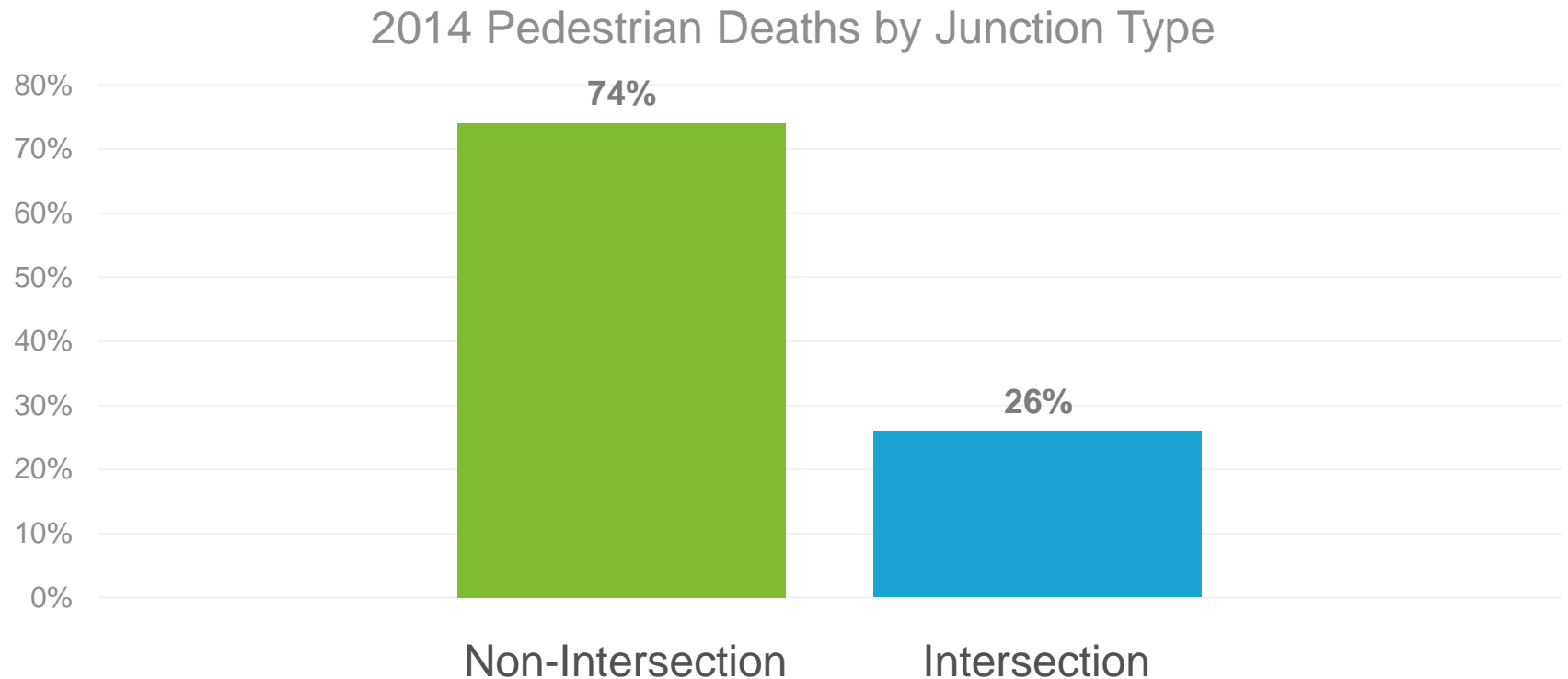


Alcohol intoxication for driver and/or pedestrian reported in about half of crashes resulting in pedestrian fatalities

% of Pedestrians/Drivers with BACs > 0.08 in Fatal Crashes, 2014



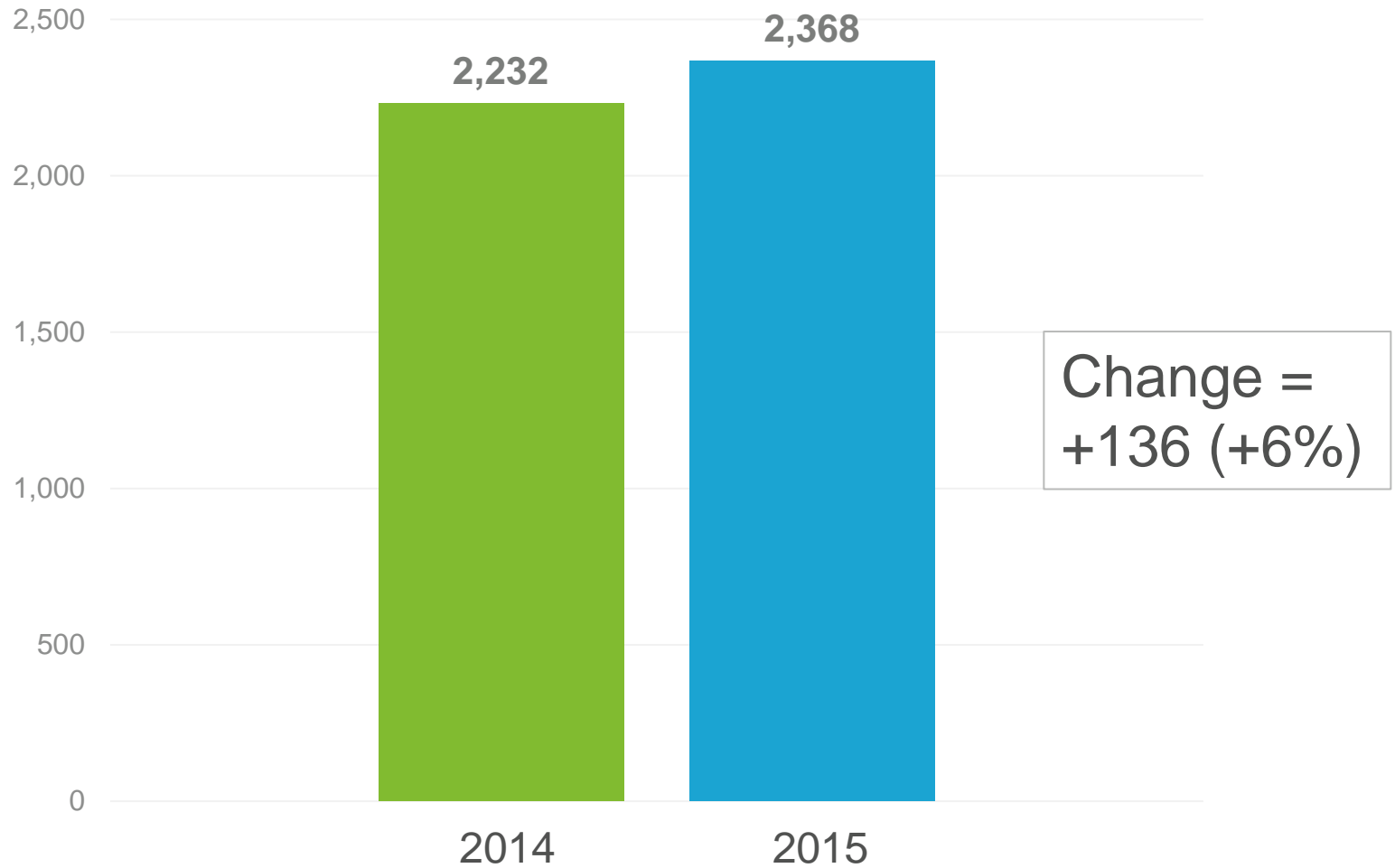
About two-thirds of pedestrian fatalities occur at non-intersection locations



Projected Fatalities: 2015 vs 2014

- For GHSA report, State Highway Safety Offices in all 50 states and DC asked to provide preliminary counts of pedestrian deaths for first half of 2015.
- Intended to provide an early look at 2015 trends, many months before FARS data available.

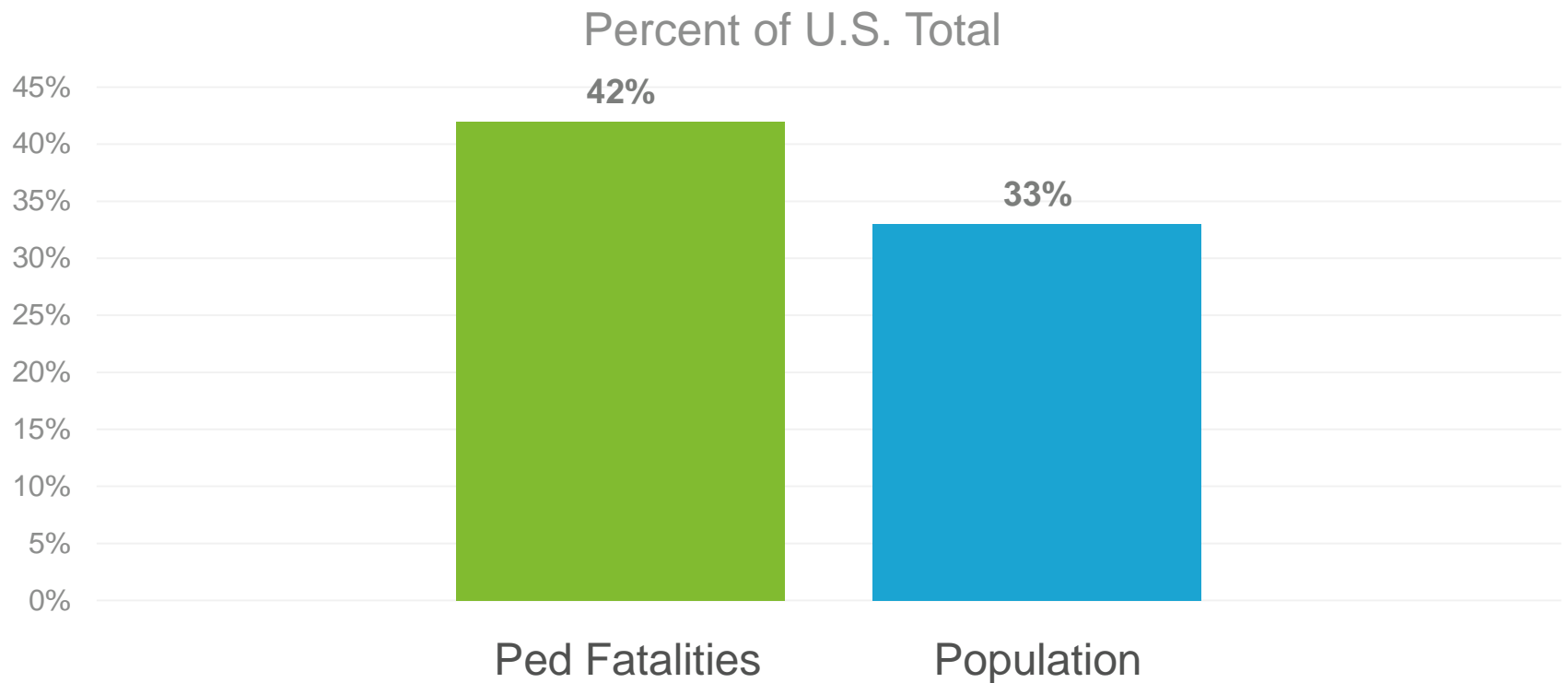
Projected Fatalities: 2015 vs 2014



Projected Fatalities: 2015 vs 2014

Up (26 + DC)		Down (21)		No Change
Alabama	Nebraska	Alaska	Michigan	Maine
Arizona	Nevada	Arkansas	N. Hampshire	Utah
California	New Jersey	Connecticut	N. Mexico	Wyoming
Colorado	New York	Florida	N. Carolina	
DC	Ohio	Georgia	N. Dakota	
Delaware	Oklahoma	Hawaii	Pennsylvania	
Illinois	Oregon	Idaho	Rhode Island	
Indiana	S. Carolina	Iowa	S. Dakota	
Kentucky	Texas	Kansas	Tennessee	
Mass.	Virginia	Louisiana	Vermont	
Minnesota	Washington	Maryland		
Mississippi	W. Virginia			
Missouri	Wisconsin			
Montana				

California, Florida, New York, Texas



Projected Fatalities: 2015 vs 2014

- Actual change in number of pedestrian deaths in 2015 expected to be > 6% increase because some deaths are likely not yet recorded in state traffic records systems.
- Final FARS numbers 4.8% higher than preliminary data provided by states for 2014 and 2015 GHSA Pedestrian Spotlight reports.
- Thus, reasonable to assume undercount of 4% in preliminary data.

Projected Fatalities: 2015 vs 2014

- Increasing preliminary 2015 count by 4% would mean there were an estimated 2,463 pedestrian deaths in first half of 2015 ($2,368 \times 1.04$), versus 2,232 for first half of 2014.
- This leads to conclusion that **there has been an estimated 10% increase in pedestrian fatalities between 2014 and 2015.**
- Largest one-year increase since FARS was established in 1975.

Factors contributing to changes in number pedestrian fatalities

- Economic conditions
- Fuel prices
- Weather
- Changing demographics
- Amount of motor vehicle travel and time people spend walking
- Travel monitoring data published by FHWA indicates motor vehicle travel increased by +3.5% (+52 billion vehicle miles) for first half of 2015 versus same period in 2014. Year-to-date travel estimate was highest number of VMT ever reported by FHWA.

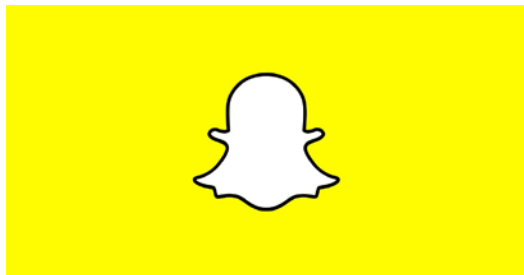
Factors contributing to changes in number pedestrian fatalities

A more recent factor may be growing use of cell phones while walking, which can be a significant source of distraction for both drivers and pedestrians.



Factors contributing to changes in number pedestrian fatalities

- Annual wireless data usage increased 26% from 2013 to 2014.
- Number of annual multimedia messages increased 58%.

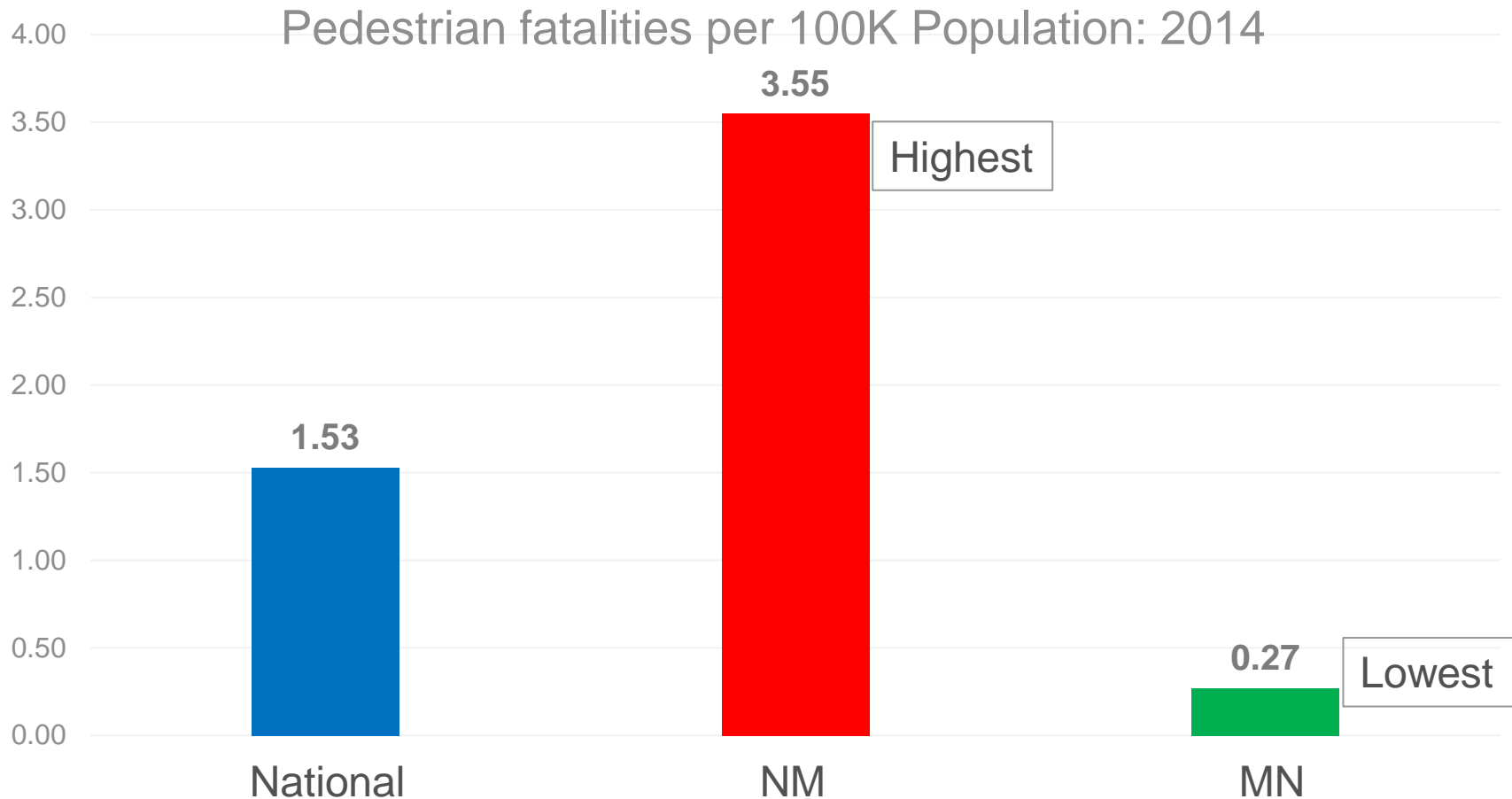


Efforts to Reduce Pedestrian Fatalities

- Increase Separation of Pedestrians from Motor Vehicles
- Make Pedestrians More Visible to Drivers
- Reduce Traffic Speeds
- Vehicle Design Changes
- Public Education

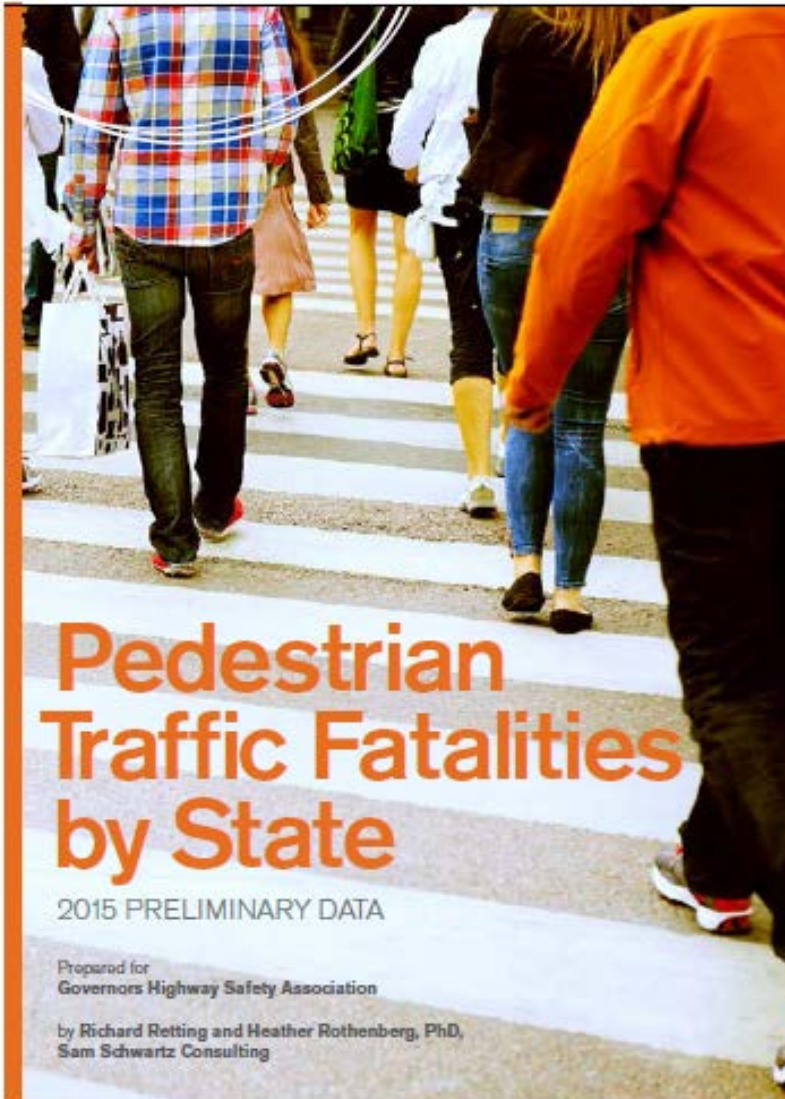
What About Exposure?

Ped fatalities per 100K Population: primary metric



Other Pedestrian Exposure Metrics

- Local/Regional Pedestrian Data
 - Many municipalities and MPOs collect their own pedestrian and bicycle count data
- National Household Travel Survey (FHWA)
 - Trip purpose, Means of Transportation, Distance, Time of Day/Day of Week
- American Community Survey (Census Bureau)
 - Means of Transportation to Work
- Strava Metro: Data service providing “ground truth” on where people ride and run using GPS-tracked activities



GHSA report generated substantial media coverage and discussion about pedestrian safety, which will hopefully reinforce actions to reduce pedestrian fatalities and serious injuries.