Pedestrian Safety Skills

Tampa Bay
After this session, attendees should be able to:

• Describe the grassroots WalkWise Pedestrian Safety Campaign

• Understand why pedestrian fatalities and crashes are high in Florida

• Know the WalkWise steps for pedestrian safety

• Identify pedestrian behavior resulting in fatalities
WalkWise Tampa Bay is a grassroots effort providing pedestrian safety education to people living in or visiting Hillsborough, Pinellas, and Pasco Counties. WalkWise Tampa Bay is managed by the Center for Urban Transportation Research at the University of South Florida with funding from the FDOT District 7.
Problem

Nationally, Florida has the highest pedestrian fatality rate per 100,000 people.

source: NHTSA Traffic Safety Facts, 2009 Data
Why are Pedestrian Fatalities and Injuries High in Florida?

• Alcohol
  – Both pedestrians and drivers

• Roadways
  – Built for high speed traffic over 40 mph
  – Multiple turn lanes allow for high speed right turns
  – Roadways are challenging to cross especially mid-block and at night

• Pedestrian and Driver Behavior
  – Aggressive or Distracted Drivers
  – Pedestrian’s don’t obey laws
  – Dark clothing at night/crossing mid-block on high speed streets
FDOT District 7 Five-Year Pedestrian Safety Goal

Reduce pedestrian fatalities by 20% by 2015; saving 15 lives per year.
WalkWise Goals & Objectives

• WalkWise Tampa Bay will provide an interactive, educational PowerPoint presentation provided by a trained presenter and tailored to the needs of specific group or individuals.

• Grassroots effort along high crash corridors

400 Presentations
to 4,000 people!
Comprehensive Safety Program

- WalkWise Tampa Bay is one component of the overall Pedestrian Safety Program for FDOT District Seven.

5 E’s

- Education
- Enforcement
- Engineering
- Encouragement
- Evaluation
Targeted along High Crash Corridors in Pinellas, Pasco and Hillsborough Counties
Create an Effective Team

• Qualifications
  – Must be passionate about pedestrian safety
  – Must have ability to speak to large or small groups
  – Must be able to deal with diverse groups
  – Must travel to locations around the 3 counties and work nights and weekends
  – Must attend train the trainer sessions
Have Laptop, Will Travel

- Projectors
- Laptops
- Audience Response System

- Reflective Backpacks
- Reflective Bands
- Bookmarks
- Safety Handouts
Presentations

Number of Presentations

![Graph showing the number of presentations over time, with a cumulative goal and actual line.](image)
Sign ins

Number of Attendees (sign ins only)

Cumul Goal  Cumul Actual  Goal
Other Duties

• Website:  www.walkwisetampabay.com
  – Create, maintain, and update
• Facebook page
• Voice Over for Power Point Presentation
• Advertising (Restroom Ads, Posters, flyers etc.)
• Submit Monthly Reports
• Year End Report
Media Appearances
Ambassadors 4,001-5,000

5000. Emily Stehle, Clearwater, 2011
4999. Peggy Davis-Lidon, St. Pete, 2011
4998. Diane Behkews, Clearwater, 2011
4997. Misha B., St. Pete, 2011
4996. Mina Duncan, St. Pete, 2011
4995. Robert Katatsky, St. Pete, 2011
4994. Diane Gaughan, Lealman, 2011
4993. Robert Cook, Pinellas Park, 2011
4992. Randy Cook, Pinellas Park, 2011
4991. Felice Boggs, Clearwater, 2011
4990. Carol Preston, Pinellas Park, 2011
4989. Bridget Samuel, St. Pete, 2011
4988. Marilyn Bell, St. Pete, 2011
4987. Deloris Rhone, New Port Richey, 2011
4986. Dina Rhone, New Port Richey, 2011
4985. Vernon Holte, Pinellas Park, 2011
4984. Iris Terrill, St. Pete, 2011
4983. Kathleen Thomas, St. Pete, 2011
4982. Debbie Rubadon, Treasure Island, 2011
4981. Susan Baker, Temple Terrace, 2011
4980. Loretta Hart, Pinellas County, 2011
4979. Heather Dryer, Tampa, 2011
4978. Tomohiko Music, Tampa, 2011
4977. Fern Kinion, Tampa, 2011
4976. Cindy Vida, Thonotosassa, 2011
4975. Christina Mahzamani, Brandon, 2011
4974. Farronti Mahzamani, Brandon, 2011
4973. Page Morton, Palm Harbor, 2011
THE PRESENTATION
Pedestrian Safety Skills

Tampa Bay
Test your knowledge
Great Job!
NATIONAL RECOGNITION

Fla. deadliest state for walkers, cyclists
By Larry Copeland, USA TODAY

MIAMI, Florida — Florida is the deadliest state in the U.S. for pedestrians — and bicyclists don't fare any better.

In 2008, the most recent year for which federal statistics are available, 11.1% of pedestrians and 17.4% of bicyclists killed in the U.S. died in the Sunshine State, which has 6% of the nation's population.

The top four of the 10 most dangerous

Bicycle and pedestrian safety advocate Mike Lasche shares the road with motorists after measuring the distance across a spot where pedestrians intending to

Florida has #1 Fatality Rate Nationally for Pedestrian Fatalities

If Florida was at the national average, there would have been 225 less fatalities.
The loss from pedestrian crashes and fatalities is devastating.
2009 Florida Traffic Crash Statistics - Injuries

4% of all injured persons in traffic crashes are pedestrians.
2009 Florida Traffic Crash Statistics - Fatalities

However 18% of all fatalities in traffic crashes are pedestrians.
## Pedestrian Behavior/Fatalities

<table>
<thead>
<tr>
<th>Pedestrian Actions (2009)</th>
<th># Killed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crossing <strong>NOT</strong> at Intersection</td>
<td>232</td>
</tr>
<tr>
<td>Crossing at Intersection</td>
<td>65</td>
</tr>
<tr>
<td>Walking along Road <strong>WITH</strong> Traffic</td>
<td>29</td>
</tr>
<tr>
<td>Standing or Playing in Road</td>
<td>22</td>
</tr>
<tr>
<td>Unknown</td>
<td>14</td>
</tr>
<tr>
<td>Cross at Mid-Block Intersection</td>
<td>11</td>
</tr>
<tr>
<td>Working in Road/Working on Vehicle in Road</td>
<td>10</td>
</tr>
<tr>
<td>Walking along Road <strong>AGAINST</strong> Traffic</td>
<td>6</td>
</tr>
<tr>
<td>All Others/Uncategorized</td>
<td>93</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>482</strong></td>
</tr>
</tbody>
</table>

Source: Florida Traffic Crash Statistics Report, 2009

Of all pedestrians killed 40.46% had been drinking.

45 – 54 year olds accounted for 110 of the 482 fatalities.

Of the fatalities, 338 were male and 141 were female.
STEP into WalkWise Safety
Wear bright colors or reflective clothing night and day to increase your visibility. See and be Seen.
Always be alert. Never text or talk on your phone while crossing a road.
Look left, right, and left again. Make eye contact with drivers, look for cars making right hand turns.
Know your surroundings. Use extra caution when crossing multiple-lane, higher speed streets.
Watch for cars when walking in parking lots.
Impaired walking the same as impaired driving can be dangerous and deadly.
Stay on sidewalks when available. Be cautious of cars entering or exiting driveways.
Expect the unexpected, walk defensively. You never know when a car will fail to yield at a crosswalk.
| W | • Wear bright colors or reflective clothing. |
| A | • Always be Alert. |
| L | • Look Left, right, and Left again. |
| K | • Know your surroundings. |
| W | • Watch for cars in parking lots. |
| I | • Impaired walking can be dangerous. |
| S | • Stay on Sidewalks. |
| E | • Expect the unexpected. |
A few more tips!
Bicyclists on Sidewalks have the rights and duties of pedestrians, but must yield to pedestrians and make an audible sound when passing from behind. Crash risk is greater for cyclists riding against traffic on a sidewalk than riding with traffic on a sidewalk. Always ride with traffic on a roadway.
When available, use pedestrian flags.
Gulf Blvd. Pilot Program
Pedestrians & Motorists can be ticketed and fined

**Pedestrian Fines**

- Hillsborough: $49.50
- Pinellas: $62.50
- Pasco: $62.50

**Motorist Fines**

- Hillsborough: $151
- Pinellas: $166
- Pasco: $164

August, 2010: NHTSA Administrator Strickland visits the Tampa Bay area. A $430,000 grant from NHTSA will be used for enforcement.
Important Tips for Drivers
Be alert when it is dark as most pedestrian fatalities occur at dawn or dusk. In 2009, 65% of pedestrian fatalities in the Tampa Bay area occurred between 6:00 p.m. and midnight, a six hour window.
Stop at red lights look, left, right, left for pedestrians before making right hand turns on red.
Anticipate crossing difficulties by seniors or pedestrians with disabilities.
Never block a crosswalk or pass cars stopped at crosswalks. A stopped car may be a clue a pedestrian is crossing. Pedestrian crashes in the Tampa Bay area occurred most frequently in urban areas.
What have you learned?
Great job!
Empower Yourself
Take the Pledge

I pledge to WalkWise and spread the word about the importance of pedestrian safety to my friends, family, neighbors, colleagues and others.

Send an email to bond@cutr.usf.edu if you would like your name on the WalkWise Ambassador List!
WalkWise Ambassadors

1. Remember the WalkWise Safety Steps
2. Pass along your knowledge to a friend
3. Visit walkwisetampabay.com frequently
4. Join the WalkWise Facebook Group discussion
Pedestrian Safety Skills

Tampa Bay

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