



Understanding Pedestrian Collisions



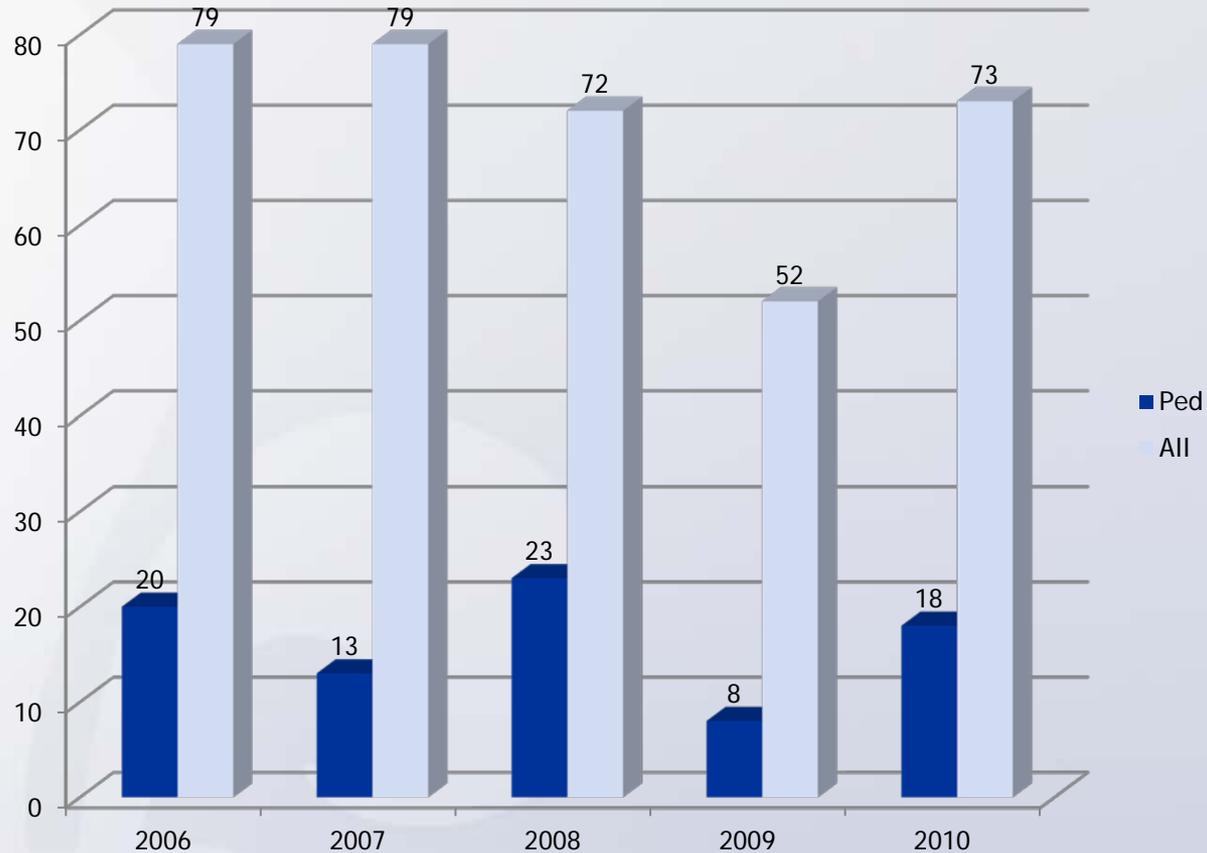
Partnering Conference
September 10, 2013



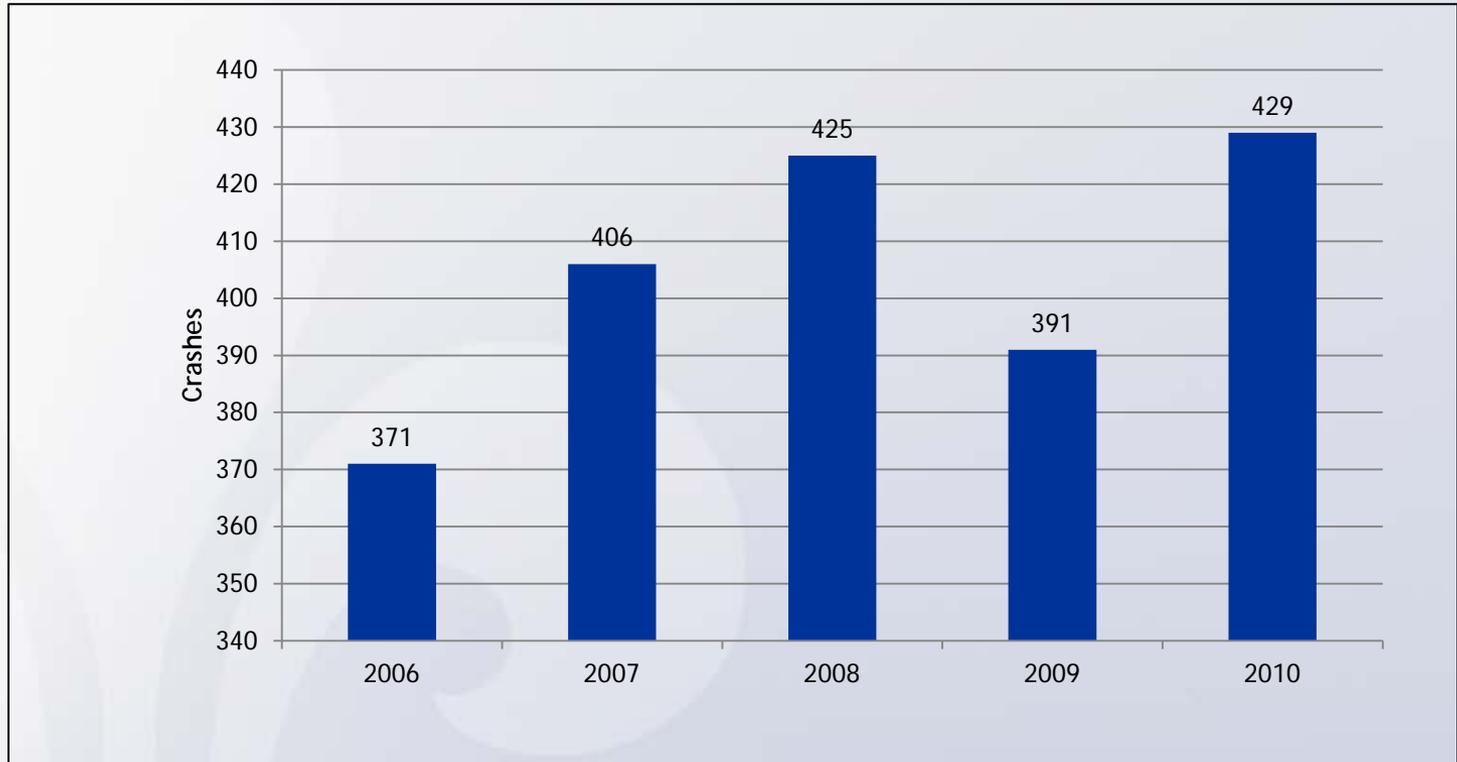
Pedestrian Safety Focus States and Cities

- ⚠️ Pedestrian Focus Cities:
 - > 20 average annual pedestrian fatalities (the annual national average number of pedestrian fatalities is 20); or
 - Pedestrian fatality rate > 2.33 per 100,000 (the average national rate of pedestrian fatalities is 2.33 per 100,00 population).
- ⚠️ States with a focus city were automatically identified as focus states.

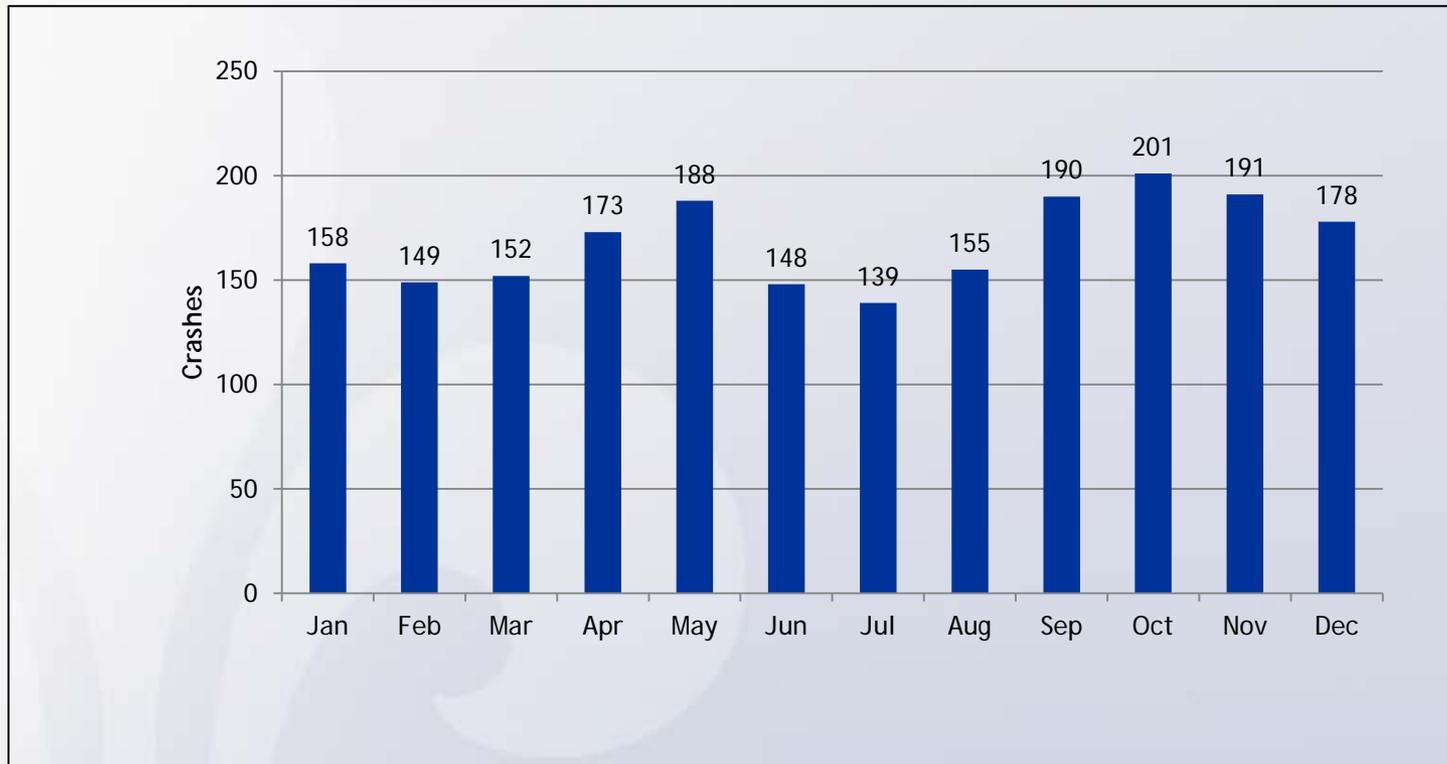
Louisville Metro Traffic Fatalities



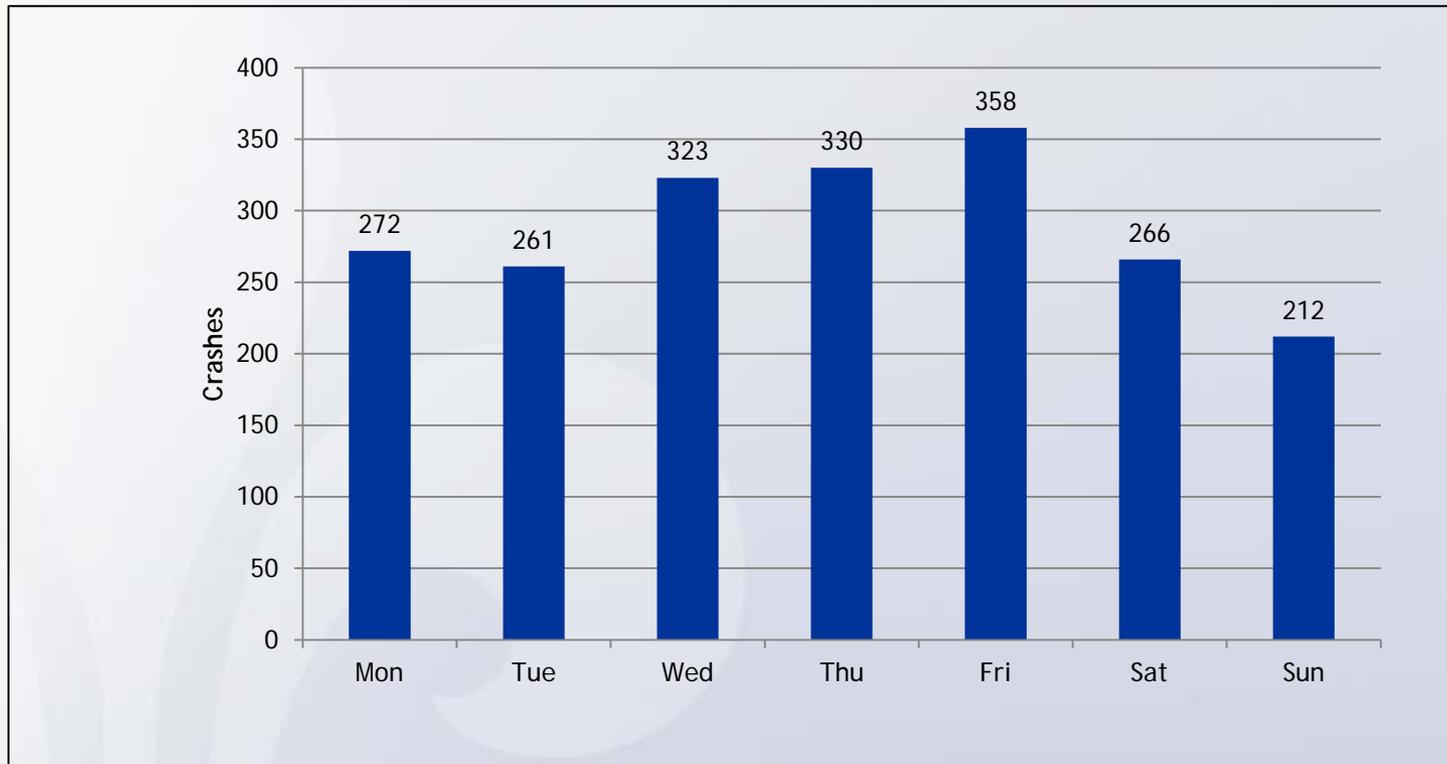
When Are Crashes Occurring By Year



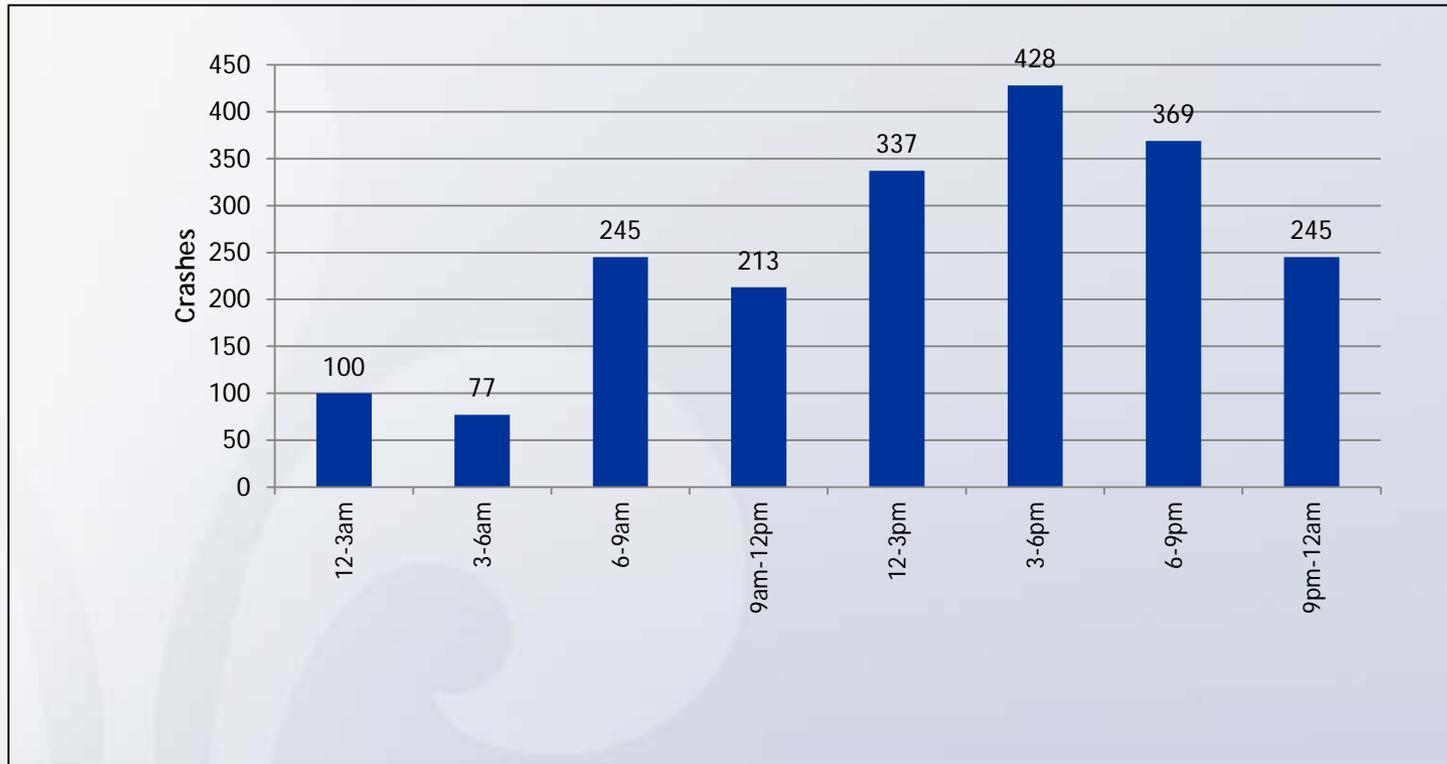
When Are Crashes Occurring By Month



When Are Crashes Occurring By Day of the Week

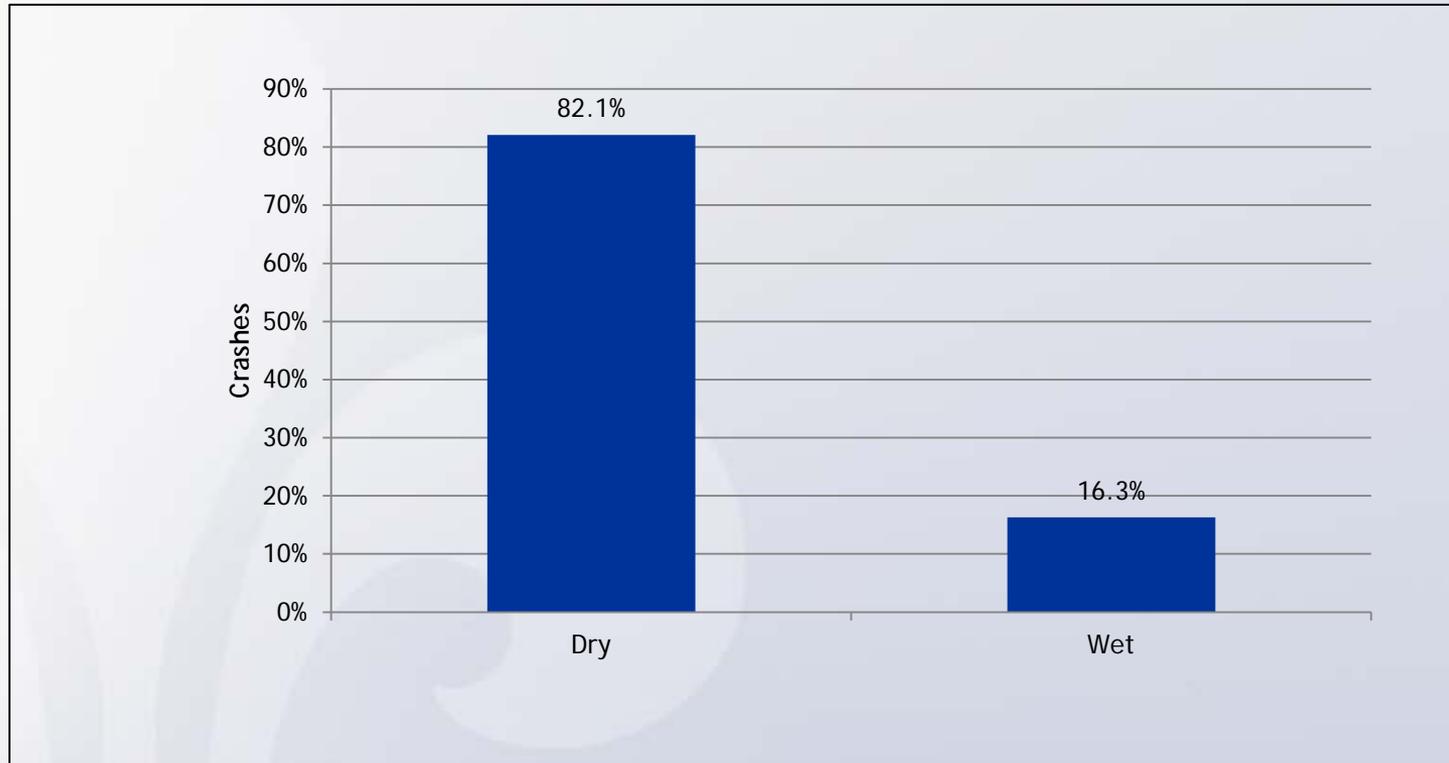


When Are Crashes Occurring By Time of Day



Environmental Conditions

Road Condition



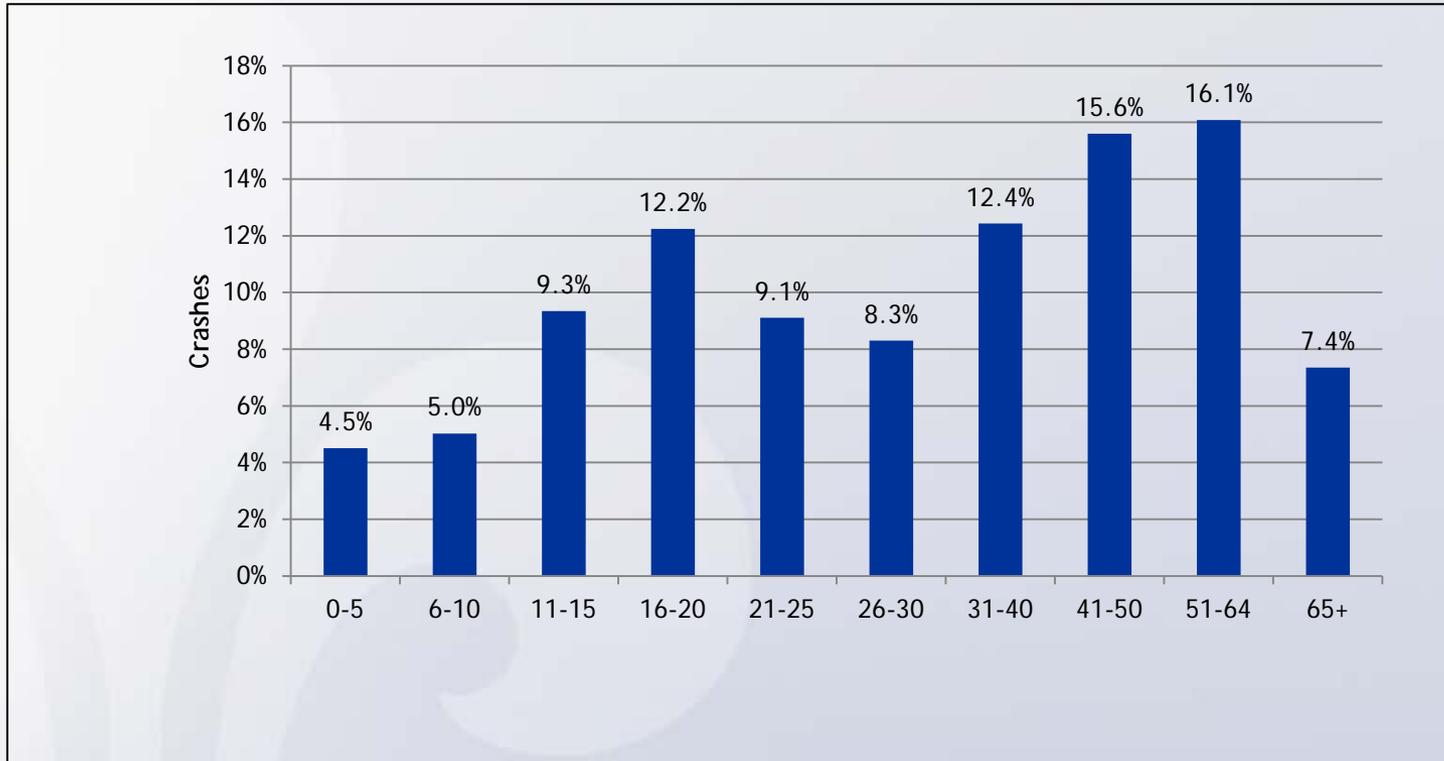
Environmental Conditions

Light Condition

The light condition for crashes was generally favorable. Crashes occurred during:

- Daylight; 59.9%
- Dark-lighted roadway; 22.8%
- Dusk and dawn; 7.3%

Pedestrian Age



Pedestrian Factor

The top pedestrian factors for all crashes were:

- Darting into road; 18.0%
- Walking in roadway; 17.0%
- Crossing with signal; 13.2%
- Not at intersection; 12.2%
- In crosswalk; 12.0%

Driver Condition

The top motorist factors for all crashes were:

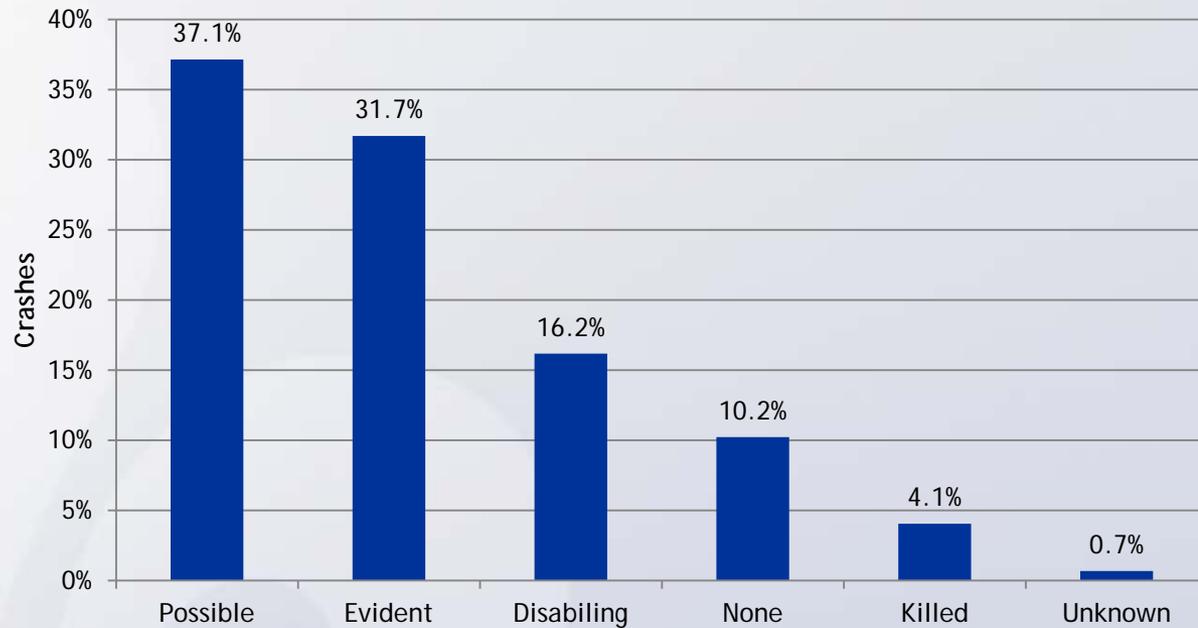
- Inattention; 22.1%
- Failed to Yield Right of Way; 8.8%
- Alcohol involvement; 2.1%
- Distraction; 1.9%
- Disregard traffic control; 1.8%

Driver Pre-Crash Maneuvers At Intersections

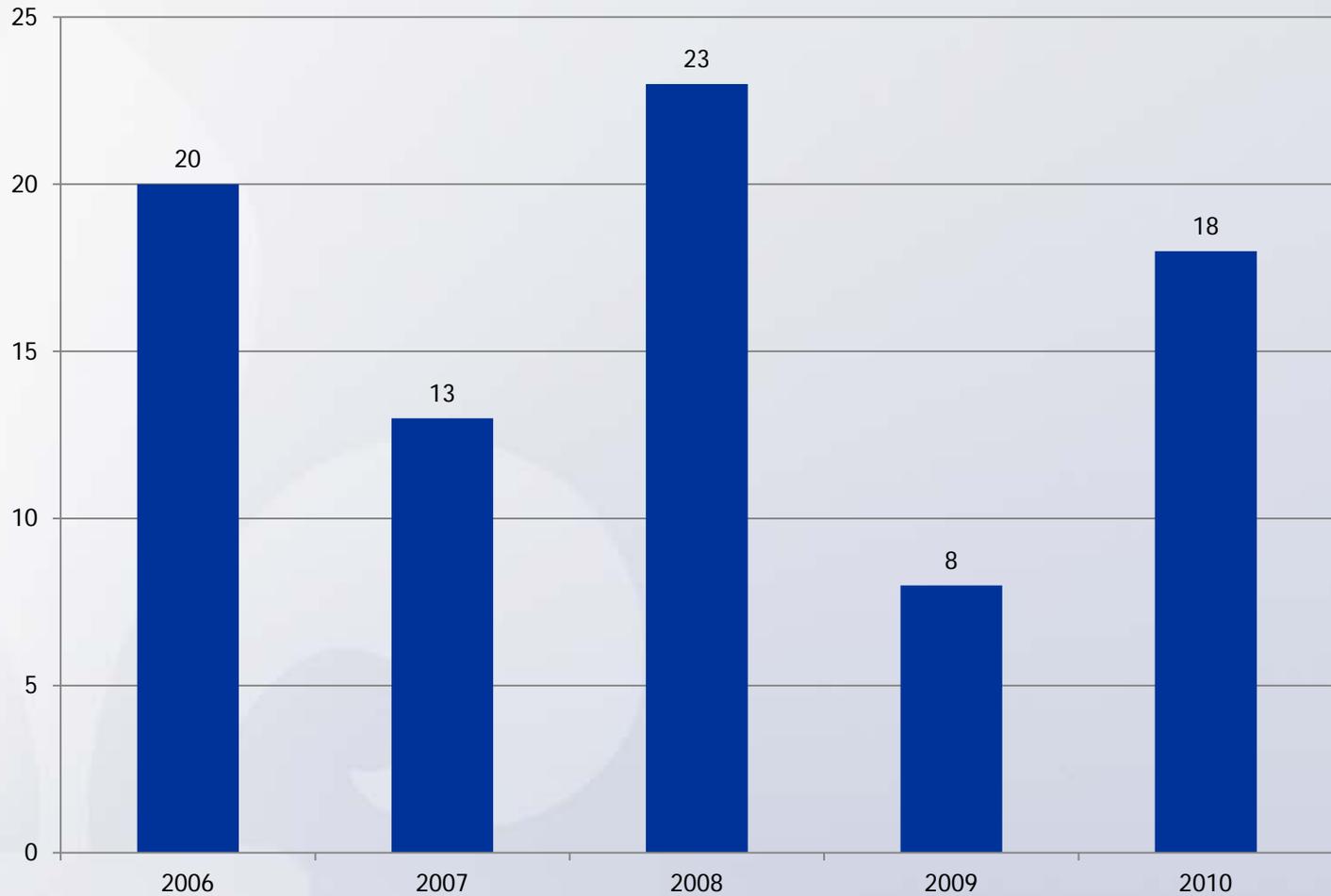
The top motorist pre-crash maneuvers were:

- Going straight ahead; 39.3%
- Making left turn; 32.5%
- Making right turn; 13.5%
- Starting in traffic; 2.5%

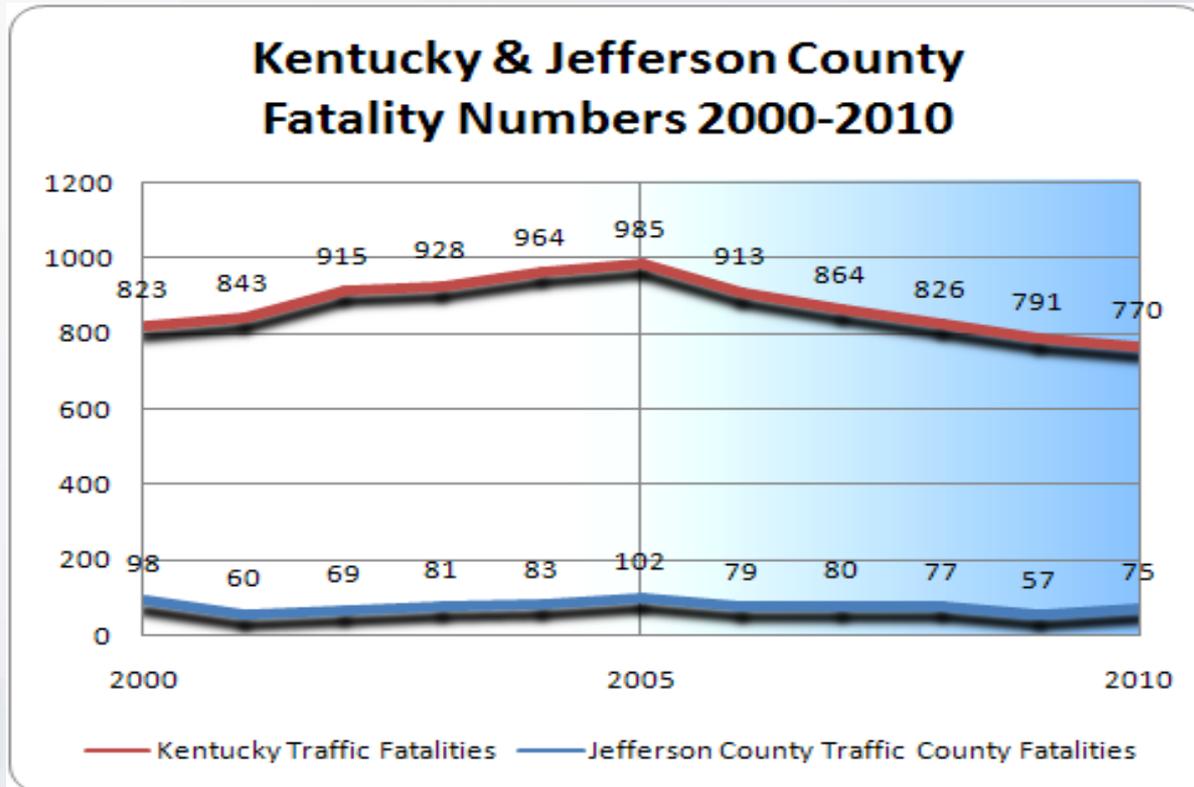
Injury Severity



Fatalities By Year



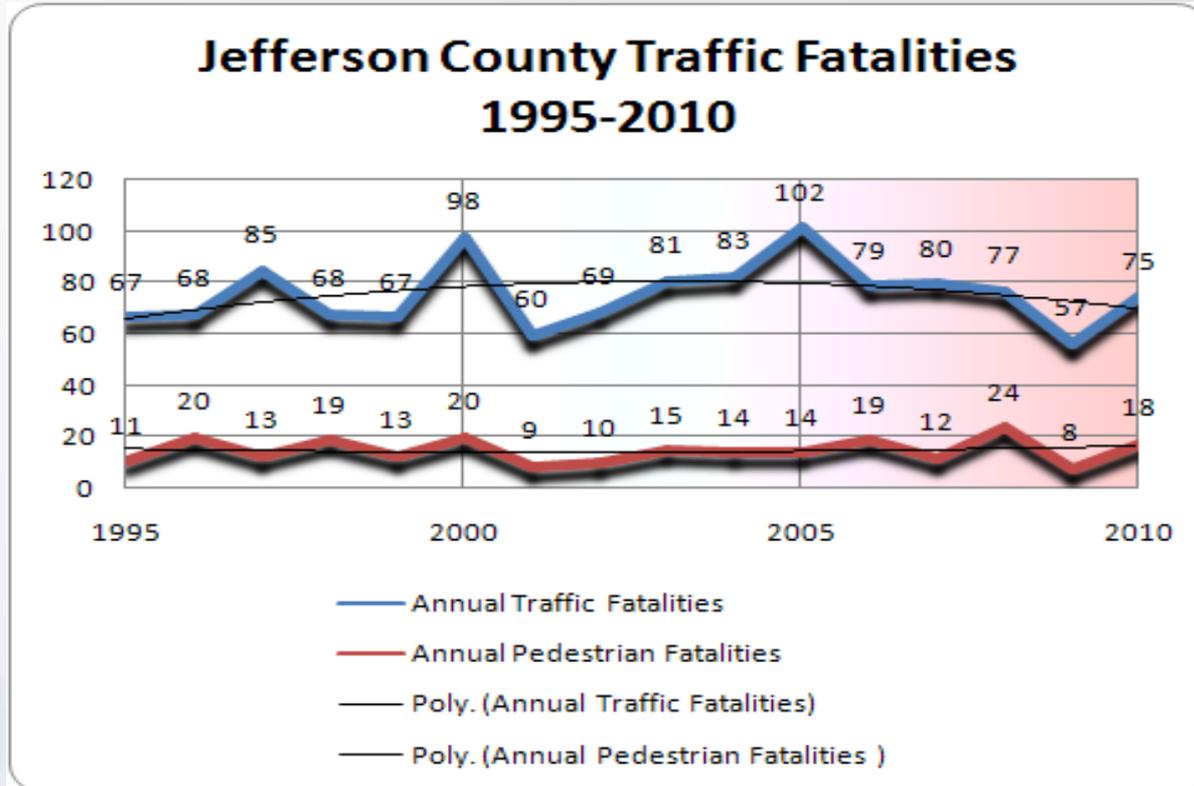
Kentucky & Jefferson County Traffic Fatalities



Overall Traffic Crashes

- Traffic fatalities in 2009: 57
Safest year on record in Louisville since 1993
- Traffic fatalities in 2005: 102
Highest since 1994
- Louisville's 2010 traffic fatality rate is higher than 9 of 10 cities of similar size in 2010.
- 40% of arterial roadway fatalities occurred when vehicles were speeding.
- 64% of fatalities occurred on roads with 35 mph limits.
- Traffic crashes cost Louisville's economy \$462.6 million annually.

Jefferson County Traffic Fatalities

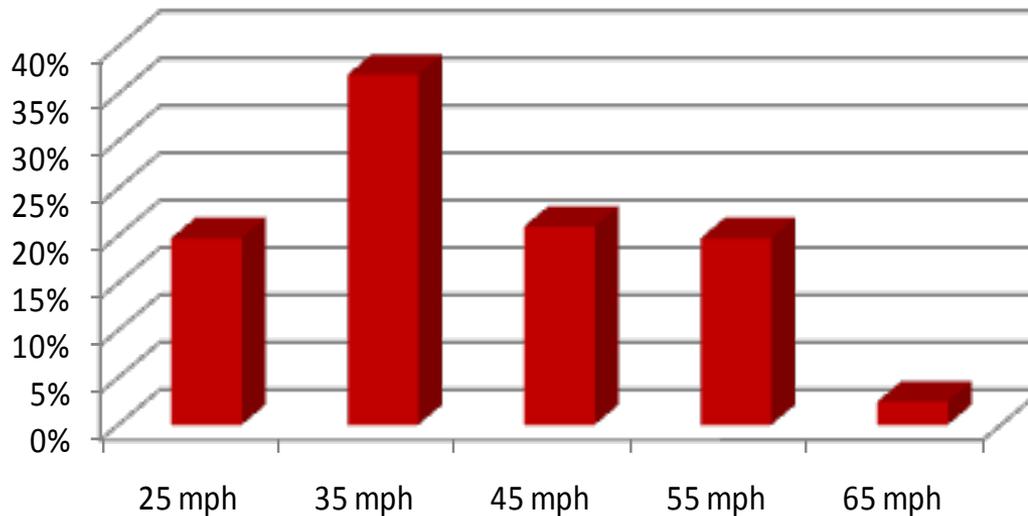


Collisions Involving Pedestrians

- Over the past five years Louisville recorded an average of 16 pedestrian fatalities a year.
- Between January 1, 2006 and December 31, 2010, the Kentucky State Police database reports 2,018 crashes involving pedestrians.
- 40% of pedestrian crashes and 75% of pedestrian fatalities took place outside of daylight conditions.
- Serious pedestrian crashes involving unsafe speeds are twice as deadly as other such crashes.

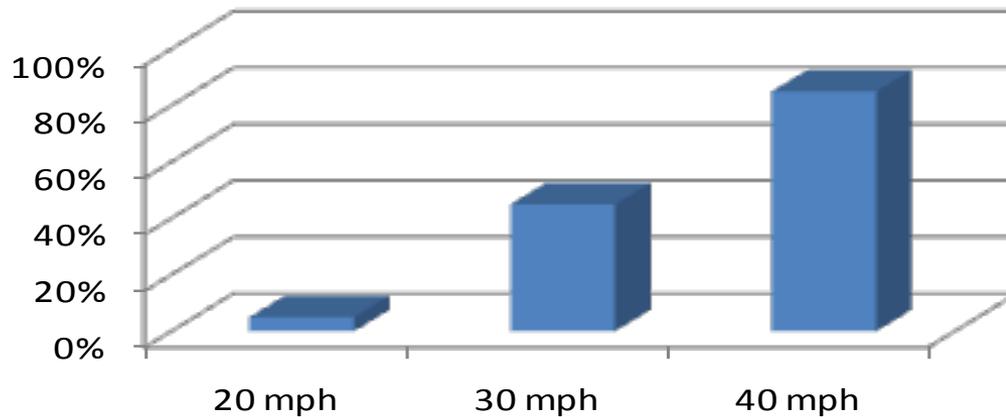
Pedestrian Fatalities by Posted Speed Limit

Percentage of Pedestrian Fatalities by Posted Speed Limit



Pedestrian Chance of Death by Speed of Motor Vehicle

A pedestrian's chance of death if hit by a motor vehicle traveling at different speeds



■ Killing Speed and Saving Lives, UK Dept. of Transportation

Health Cost of Crashes

Following are the top five leading causes of death per 100,000 population of youth ages 5 to 25 years of age in Jefferson County for 2009:

| | |
|--------------------------|------|
| ➤ Unintentional injuries | 53.2 |
| ➤ Assault (Homicide) | 25.8 |
| ➤ Motor vehicle crash | 21.2 |
| ➤ Suicide | 14.6 |
| ➤ Cancer | 7.7 |

Health Cost of Crashes

- Unintentional injuries were the leading cause of death in 2009 of children nationwide and in Metro Louisville.
- Though traffic deaths among the young are a small portion of the total, these crashes are a leading cause of death among people ages 5 to 24.
- Only unintentional injuries and homicide kill more people in this age group in Louisville Metro.



**Girl Struck,
Killed By Car
In Louisville**

Economic Cost of Crashes

- The United States Department of Transportation (USDOT) estimates the national impact of crashes at \$230.6 billion, representing 2.3% of GDP in 2003.
- Motor vehicle crashes cost Kentucky \$3.1 billion per year, \$771 for each resident, in medical costs, lost productivity, travel delays, workplace costs, insurance costs and legal costs.
- Annual cost of all traffic crashes in Louisville Metro are estimated at \$460 million dollars annually.

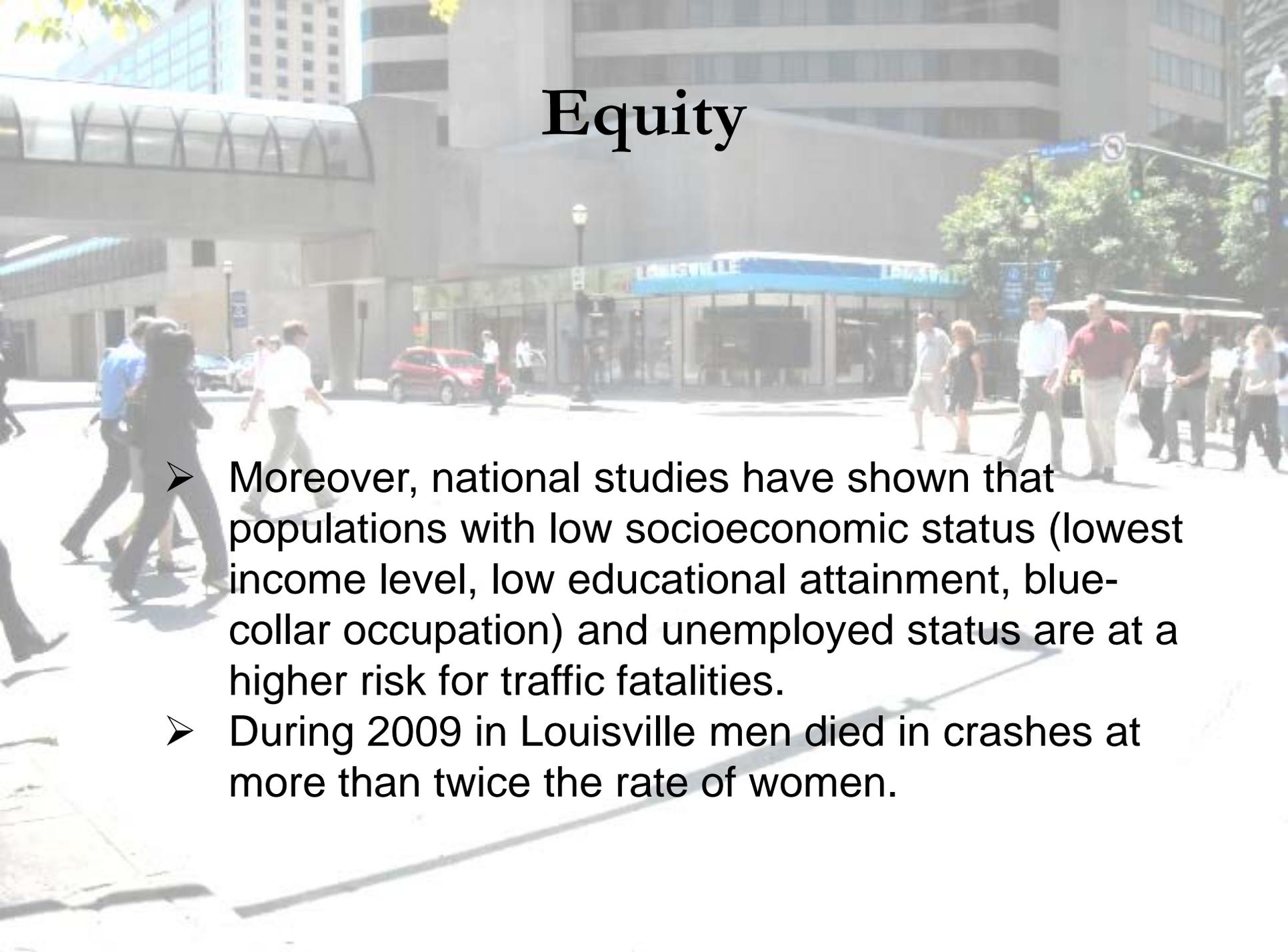


Equity

- Seniors comprise 12% of the population whereas they make up over 17% of all traffic fatalities while 25-34 year olds make up 14% of the population, but 18% of the total traffic fatalities.



Equity

A photograph of a busy city street in Louisville, Kentucky. In the foreground, several pedestrians are walking across a crosswalk. In the background, a building with a blue awning that says 'LOUISVILLE' is visible. The scene is bright and sunny, with shadows cast on the pavement.

- Moreover, national studies have shown that populations with low socioeconomic status (lowest income level, low educational attainment, blue-collar occupation) and unemployed status are at a higher risk for traffic fatalities.
- During 2009 in Louisville men died in crashes at more than twice the rate of women.

Quality of Life

- Street safety (and perceived safety) is a major quality of life concern, especially for families with children. Guaranteeing street safety, like reducing crime, is a key factor in attracting and retaining a middle class population.
- Unsurprisingly, traffic calming improvements that reduce speed and volume have been strongly linked to increased home values, a key factor in family location decisions.

