Walk Friendly Communities
Louisville, KY
Louisville is a Merged City County Government

– Total Population of 597,337 Largest in KY
– 70% White, 22% Black, 4% Hispanic or Latino
– 385 Square Miles

– Median House Hold Income: $44,437
– Annual Unemployment rate of 10.6%
– Home of the Kentucky Derby!

2010 U.S. Census
The Problem

Pedestrian Safety Action Plan

[Map showing pedestrian accident data with legend for density and accident type]

Understanding Pedestrian Crashes in Louisville, KY 2006 - 2010

PEDESTRIAN ACCIDENT DATA
2006-2010

Legend

Accident Density & Accident Type
- Fatal
- Disabling
- Injury
- Possible
- None

Streets
- Metro & Local
- State

Accident Density: Low Density
High Density

0 1,000 2,000 4,000 Feet
Ages 25-54 make up 49% of pedestrian crashes.
Pedestrian Fatalities by Age 2006-2014

Source: Kentucky Collision Analysis for the Public

Average Age: 44 years of age
Annual Average: 16.4 fatalities

Pedestrian Fatalities by Age | Percent Population by Age
Scope of Work

Pedestrian Decoy Operation

Public School Education Campaign

Safe Streets for Adults Education Program

Social Marking

Engineering Improvements
The Team

DOT

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Public Works Brandon Shelley
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Project Scope: $145,000

- Reduce failure to yield at stop
- Pedestrian-crash intersections
- Raise awareness of failure to yield

SMART Objective:

By the end of the three year Pedestrian Decoy Operation Campaign, each of the five high crash intersections would result in 864 motorists being pulled over for failing to yield to pedestrians or a total of 4,179 motorists who fail to yield at all five locations.

Evaluation:

Number of contacts, crash trend analysis, media promotion
Pedestrian decoy operation

Deadly accidents prompt LMPD to warn drivers and pedestrians to exercise caution while on roads

Posted: Apr 29, 2016 11:56 AM EDT
Updated: Apr 29, 2016 11:56 AM EDT
Public School Education Campaign

Pedestrian Crashes by Age

https://louisvilleky.gov/government/public-works/pedestrian-programs
Public School Education Campaign

Improvement of Correct Answers
(Byck 4th Grade)

https://louisvilleky.gov/government/public-works/pedestrian-programs
Public School Education Campaign

Improvement of Correct Answers
(Jefferson County Traditional Middle School)

# of Students Answering Correctly

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q5</th>
<th>Q6</th>
<th>Q7</th>
<th>Q8</th>
<th>Q9</th>
<th>Q10</th>
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<tbody>
<tr>
<td>Pre-test</td>
<td>26</td>
<td>32</td>
<td>24</td>
<td>33</td>
<td>38</td>
<td>25</td>
<td>33</td>
<td>36</td>
<td>40</td>
<td>39</td>
<td>36</td>
</tr>
<tr>
<td>Post-Test</td>
<td>42</td>
<td>42</td>
<td>36</td>
<td>42</td>
<td>42</td>
<td>37</td>
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https://louisvilleky.gov/government/public-works/pedestrian-programs
Safe Streets for Adults Program

Pedestrian Crashes by Age

Average Age: 44 years of age
Annual Average: 16.4 fatalities

https://louisvilleky.gov/government/public-works/pedestrian-programs
Safe Streets for Adults Program

Adult Pedestrian Safety Presentation

Look Alive Louisville

Sign up NOW for a FREE Safe Streets for Adults Presentation

Businesses, Neighborhoods, Associations, Organizations:

How to sign up: Please contact Public Works and Assets to schedule a free class at your location.

Call: 502.574.5810

Or go online

https://louisvilleky.gov/government/public-works/pedestrian-programs

What: Safe Streets for Adults is a FREE 30 minute presentation, which aims to improve pedestrian safety by describing top factors in pedestrian crashes and providing solutions. Presentations include a pre/post test to gauge audience knowledge. For more information please check it out online:

http://louisvilleky.gov/government/public-works/pedestrian-programs

Did you know?

Hit by a vehicle traveling at 30 MPH
5 out of 10 pedestrians survive.

Hit by a vehicle traveling at 40 MPH
only 1 out of 10 pedestrians survives.

Why: At some point we are all pedestrians and it is important to provide pedestrian education to all adults. The majority of pedestrian crashes occur in individuals aged 25-54 years old which is why this program is vital.

Improvement of Correct Answers

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<td>34</td>
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Social Marketing
Social Marketing

PAUSE for Pedestrians!
...people weren’t born with bumpers.

CLICK FOR MORE INFO

PAUSE for Pedestrians!
...people weren’t born with bumpers.

CLICK FOR MORE INFO

Look Alive Louisville
Pedestrian Safety Program

Look Alive Louisville
Create Page @username
Each year in Louisville, about 16 pedestrians die in collisions with vehicles. **PAUSE** for pedestrians! People don't have bumpers. **LOOK Alive!** Louisville XV

[Image of a bus with social marketing messages]
<table>
<thead>
<tr>
<th><strong>Bicycle Safety Classes and Programs</strong></th>
<th><strong>Material Description</strong></th>
<th><strong>Where can I find this?</strong></th>
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<tr>
<td>Bike Louisville Facebook Page</td>
<td>Bike Louisville has a Facebook page which provides constant updates about bicycle projects, programs and policies. Over 2,000 people have liked the Bike Louisville Facebook Page.</td>
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<td>Facebook</td>
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<tr>
<td>Bike Louisville Newsletter</td>
<td>Bike Louisville sends out a digital monthly newsletter which provides updates about bicycle projects, programs and policies. Over 1,200 people have signed up to receive the Bike Louisville Social Marketing Newsletter</td>
<td>Sign up on the Bike Louisville website <a href="#">here</a></td>
</tr>
<tr>
<td>Bike Louisville Website</td>
<td>Bike Louisville has a website which acts as a platform for Bike Louisville’s projects, programs and policies.</td>
<td>Bike Louisville website can be found <a href="#">here</a></td>
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<td>Look Alive Louisville website can be found <a href="#">here</a></td>
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<td>American Pedestrian and Bicycle Professions (APBP) Webinars</td>
<td>Bike Louisville hosts bicycle and pedestrian design focused webinars through APBP for our local engineers and planners.</td>
<td>Bicycle Newsletter APBP website <a href="#">here</a></td>
</tr>
<tr>
<td>Bike Sense Curriculum (Youth)</td>
<td>The Bike Sense program is a five day on-bike curriculum that Bike Louisville has used to teach thousands of youth bicycle safety martial throughout Louisville Metro focusing on JCPS and Louisville’s community Centers.</td>
<td>The Bike Louisville Website <a href="#">here</a></td>
</tr>
<tr>
<td>Walk Sense Curriculum (Youth)</td>
<td>The Walk Sense program is a three day pedestrian safety curriculum that Look Alive Louisville has used to teach hundreds of youth.</td>
<td>Look Alive Louisville website can be found <a href="#">here</a></td>
</tr>
<tr>
<td>American Bicyclists Road 101 Class (Adults)</td>
<td>The American Bicyclists Road 101 Class is an adult bicycle education curriculum that the Louisville Bicycle Club has used to teach hundreds of adults bicycle safety martial throughout Louisville Metro.</td>
<td>The Bike Louisville Website <a href="#">here</a></td>
</tr>
<tr>
<td>Bicycle Commuting Class (Adult)</td>
<td>Bike Louisville provides a thirty minute presentation about bicycle commuting. Businesses are encouraged to contact Bike Louisville to schedule a presentation.</td>
<td>The Bike Louisville Website <a href="#">here</a></td>
</tr>
<tr>
<td>Safe Streets for Adults</td>
<td>Look Alive Louisville provides a thirty minute presentation about pedestrian safety for adults. Businesses are encouraged to contact Look Alive Louisville to schedule a presentation.</td>
<td>Look Alive Louisville website can be found <a href="#">here</a></td>
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Engineering Improvements
Engineering Improvements

Diagram showing the timing of pedestrian signals and parallel traffic信号.

- **Pedestrian Signal**:
  - Walk Interval: 12 sec.
  - Pedestrian Change Interval: 19 sec.
  - Buffer Interval: 5 sec.
  - Don't Walk: 54 sec.

- **Parallel Traffic Signal**:
  - Green (G), Yellow (Y), Red (R)

- **Time (seconds)**:
  - 0 to 90 seconds timeline
Next Steps

Non-Motorized Severe Crashes
2011 - 2015

- Bicycle
- Pedestrian

NHTSA Grant
Contact Information

Thank you

Rolf Eisinger
Bicycle and Pedestrian Coordinator
Rolf.Eisinger@Louisvilleky.gov