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Safe Streets for Adults: Presentation Script

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1. Safe Streets for Adults is one of the projects funded by the Louisville Pedestrian Grant. This presentation will take you through the: who, what, when, and why of pedestrian crashes and test your knowledge of pedestrian issues before and after.

 2. The purpose is to provide pedestrian safety tips to both people driving and people walking our city streets.
So who is a pedestrian? Anyone travelling on foot. I guess that would make all of us pedestrians at some point during the day.
Before we get started, let's test our current level of knowledge regarding pedestrian safety.

 3. So let's test your knowledge. Answer the following questions to the best of your ability. You will be able to check your answers at the end of the presentation.
 1. The majority of pedestrian crashes occur in which age group?
 - A. 1-25
 - B. 25-54
 - C. 54+

 2. What is the #1 factor in pedestrian & motorist crashes?
 - A. drinking
 - B. inattention
 - C. failure to yield
 - D. running into the roadway

 3. If there is no sidewalk where do you walk?
 - A. on the right side of the road facing away from traffic
 - B. on the left side of the road facing traffic

 4. 4. How can you ensure that drivers are paying attention when you cross the street?
 - A. make eye contact
 - B. wait for the crossing signal
 - C. walk only in crosswalk

 5. Pedestrians struck at 40 miles per hour have ___% chance of dying?
 - A. 20
 - B. 60
 - C. 90

 5. 6. What is the number one cause of pedestrian caused fatalities?
 - A. walking in the road



- B. dark clothing at night
- C. darting into the roadway

6. Back in 2012 we pulled 5 years of pedestrian crash data to determine, who, where, when and how these crashes are occurring. We also noticed our pedestrian fatal rate was higher than the national average which provided an opportunity to receive \$307,000 in federal funds for our Look Alive Louisville campaign.

National ave is 2.09 per 100,000 <http://www-nrd.nhtsa.dot.gov/Pubs/812124.pdf>
Louisville ave is 2.64 per 100,000 assuming 2010 population data of 597,265 and 15.8 ave fatalities from 2006-2010

7. The Who

The majority of pedestrian crashes in Louisville occur in people 25-54 years old. This age group makes up 49% of all pedestrian crashes. The above graph depicts percentage of pedestrian crashes by age group. The age group circled in red is 25-54 year olds.

8. The Who

The majority of pedestrian fatalities in Louisville occur in people 25-64 years old. The average age is 44 and Louisville averages 16 pedestrian fatalities a year.

9. Who

From 2006 to 2014 pedestrian crashes in 25-54 year old increased 32%.

10. Where: Most of our intersection pedestrian crashes are occurring at these 5 locations: 1. 4th and Market, 2. Bardstown Rd. and Goldsmith 3. Preston and Gilmore, 4. Broadway and 4th, 5. And Broadway and 2nd

11. The data also highlighted our top 5 high crash corridors which include: include Dixie Hwy, Hikes Ln at Buechel Rd, Baxter Ave from Winter to Payne St, Bardstown Rd and Preston Hwy from the Watterson to the Snyder

12. So why are these crashes occurring? Inattention is by far the greatest reason for the motorists.

13. Myth Busters revealed that talking on a cell phone while behind the wheel is as dangerous as driving drunk. What about texting!! Studies show this is a lot worse because text requires visual, manual, and cognitive attention from the driver.

14. What about for pedestrians? Both darting into roadway or walking in roadway are leading factors.



15. There isn't always a sidewalk available, so what can someone do to be safer- walk facing traffic.
Also, several of our crashes are in crosswalks or at intersections. Making eye contact can help ensure the motorist sees you.
16. The leading motorist factor that results in pedestrian fatalities is inattention
17. The leading pedestrian factor that results in pedestrian fatalities is Dark Clothing/ not visible. One way to be visible is to use the flashlight on our cell phone.
18. Speed kills. If you hit a pedestrian at 40 mph they will have a 90% chance of dying but at 20 mph they have a 90% of living. Most of our downtown streets have a maximum speed limit of 25.
19. Why, because we have so many people walking around and also look at how far it takes a car to stop based on the above speeds. At 40 mph it takes 150' which is about a 1/2 a block to stop!
20. Now let's see if our pedestrian safety knowledge has changed.
 1. The majority of pedestrian crashes occur in which age group?
 - A. 1-25
 - B. 25-54
 - C. 54+
 2. What is the #1 factor in pedestrian & motorist crashes?
 - A. drinking
 - B. inattention
 - C. failure to yield
 - D. running into the roadway
 3. If there is no sidewalk where do you walk?
 - A. on the right side of the road facing away from traffic
 - B. on the left side of the road facing traffic
21. 4. How can you ensure that drivers are paying attention when you cross the street?
 - A. make eye contact
 - B. wait for the crossing signal
 - C. walk only in crosswalk
5. Pedestrians struck at 40 miles per hour have ___% chance of dying?
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22. 6. What is the number one cause of pedestrian caused fatalities?
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23. Thank you and please let me know if you have questions. Also, please like our Look Alive Louisville Facebook page.

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