

# Walkwise

## Safety Tips for Pedestrians

**DRAFT**

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# Why Walk or Bike?

- Exercise
- Save money
- Discover your neighborhood
- Enjoy the outdoors
- Raise your energy level
- Improve your mood
- Live longer!



# Exercise by Walking or Biking

Formal exercise programs require:

- Time
  - Commitment
  - Money
- ➔ People drop out

Active Transportation (Walk, Bicycle)

- Free or cheap!
- Part of everyday life
- Almost everyone can do it
- Every little bit helps





# Walking to Transit

One third of regular transit users meet the minimum daily requirement for physical activity during their commute.

# Benefits for Business

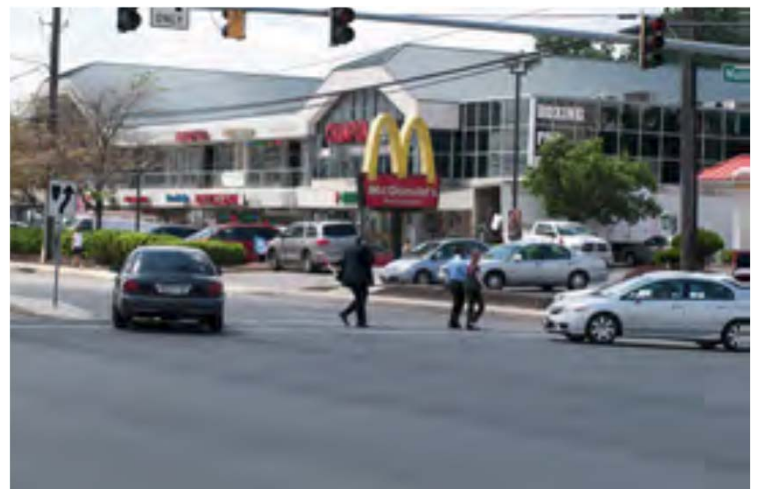
## •Active Transportation makes Sense for Employers

- Makes employees healthier
- Reduces medical costs and absenteeism
  - Employees who bike to work take 1.3 fewer sick days per year
- Improves morale
- Reduces need for auto parking



# Risks

- In the U.S. 4,442 pedestrians and 743 bicyclists died in traffic crashes in 2013.
  - Pedestrians accounted for 14%, and bicyclists for 2%, of traffic fatalities
- Sunbelt pedestrian fatality rates, adjusted for walk mode share, are about 5X as high as in the Northeast.
  - Wide roads, high traffic speeds, lack of sidewalks and crosswalks mean higher pedestrian fatalities.
- DC region has about average pedestrian risk
  - DC region is rated the 24<sup>th</sup> most dangerous for pedestrians among the 52 largest Metro areas
  - Pedestrians account for ¼ of fatalities



# Risks vs. Benefits

- People who bicycle to work have a 40% lower mortality rate than those who do not, even controlling for other kinds of physical activity\*
- Health benefits outweigh traffic risks by a factor ranging from 20:1 to 77:1, depending on local crash rates
- In the US traffic risk is higher, but
  - Crash rates tend to decline as numbers of pedestrians and bicyclists increases (“Safety in Numbers”)
  - Example – Portland, OR increased cycling 5X from 1992-2008 while bicycle crashes remained the same.

\* Andersen, Schnohr, Schroll and Hein, 2000  
<http://archinte.ama-assn.org/cgi/content/abstract/160/11/1621>

# Summary

- Active Transportation Promotes Health
  - People who ride to work live longer
- Benefits outweigh Risks
  - Risks are highest auto-oriented areas
  - The more people walk or bike, the safer it gets
- Need Community Design for Walkability

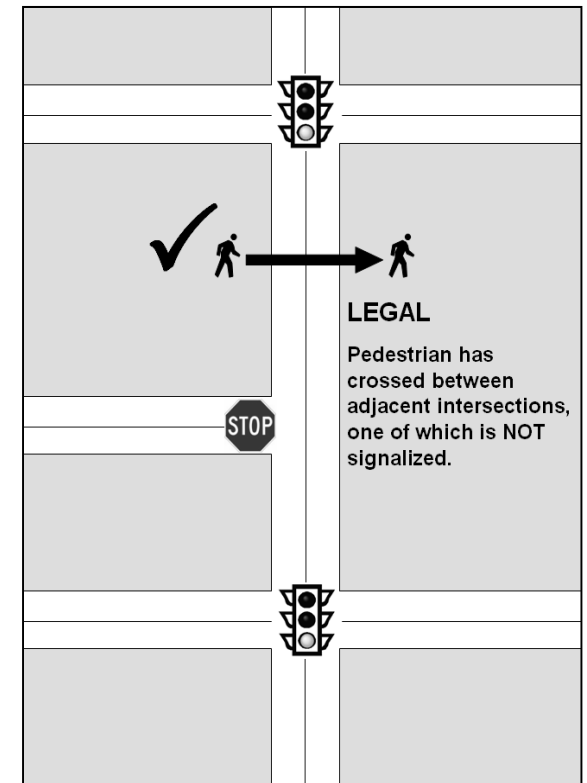
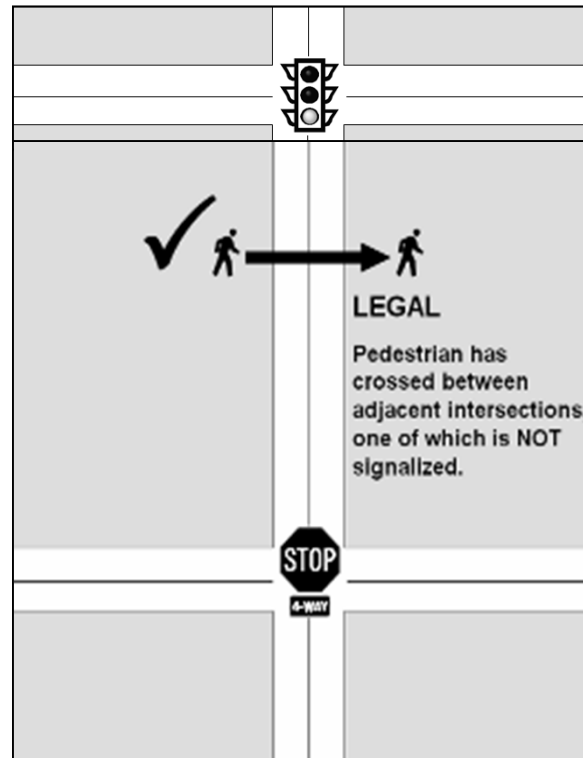
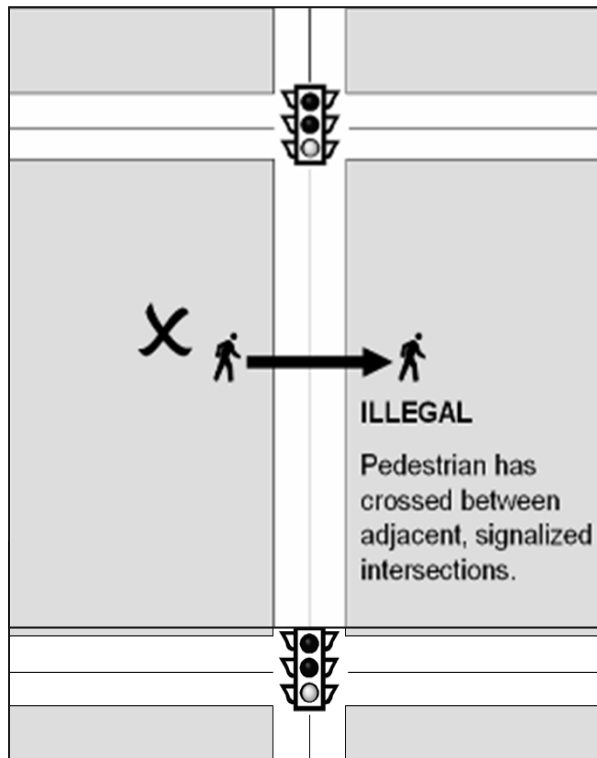




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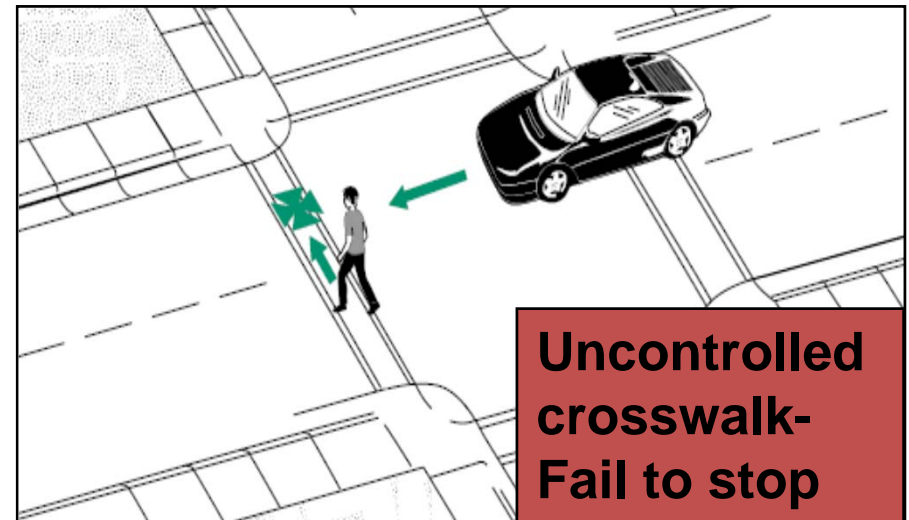
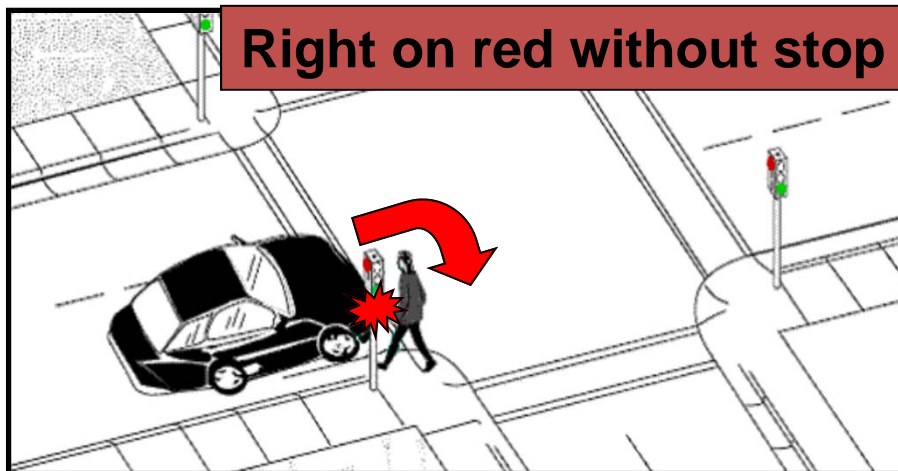
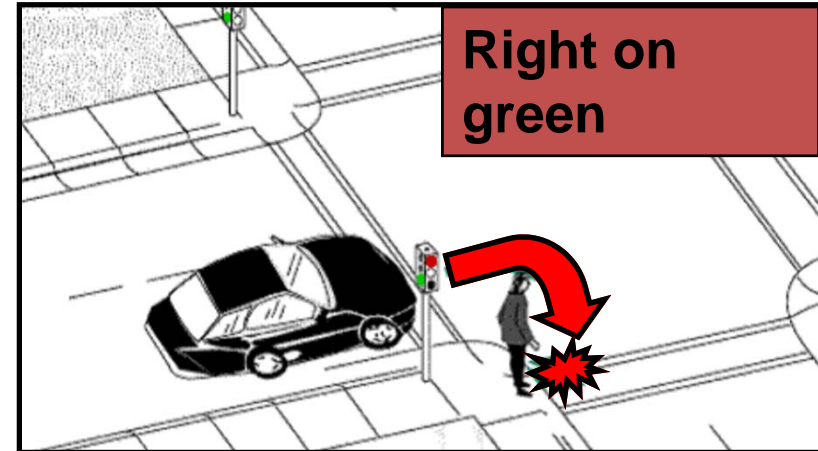
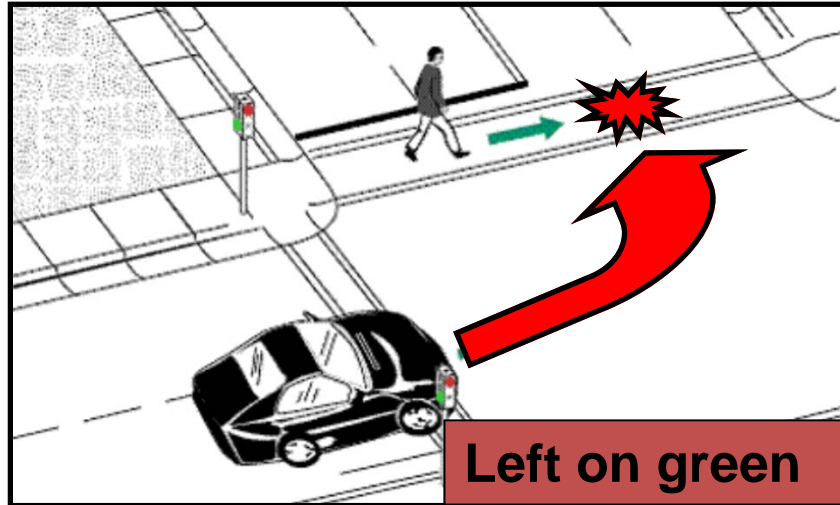


# Where Can I Cross the Street?



- You may cross mid-block, *but* ....
  - Not between two signalized intersections
  - You do NOT have the right of way if you cross mid-block
- Cross at *marked crosswalks* and *intersections*

# Motorist at Fault



Intersection Conflicts



# Walkwise Tips & Street Smart Tips

- 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.

## For Pedestrians:



**Cross the street**  
at marked crosswalks and intersections.



**Watch for turning vehicles.**  
Before crossing, look left, right,  
then left again.



**Use pedestrian pushbuttons.**



**Begin crossing**  
the street on the "walk" signal.



**Stay visible after dark**  
and in bad weather.



**Watch out for trucks & buses**  
backing out of parking spaces  
and driveways.

# Wear Something Bright



- When it's dark, wear something bright or reflective
- Use bike lights
- Be Safe – Be Seen!

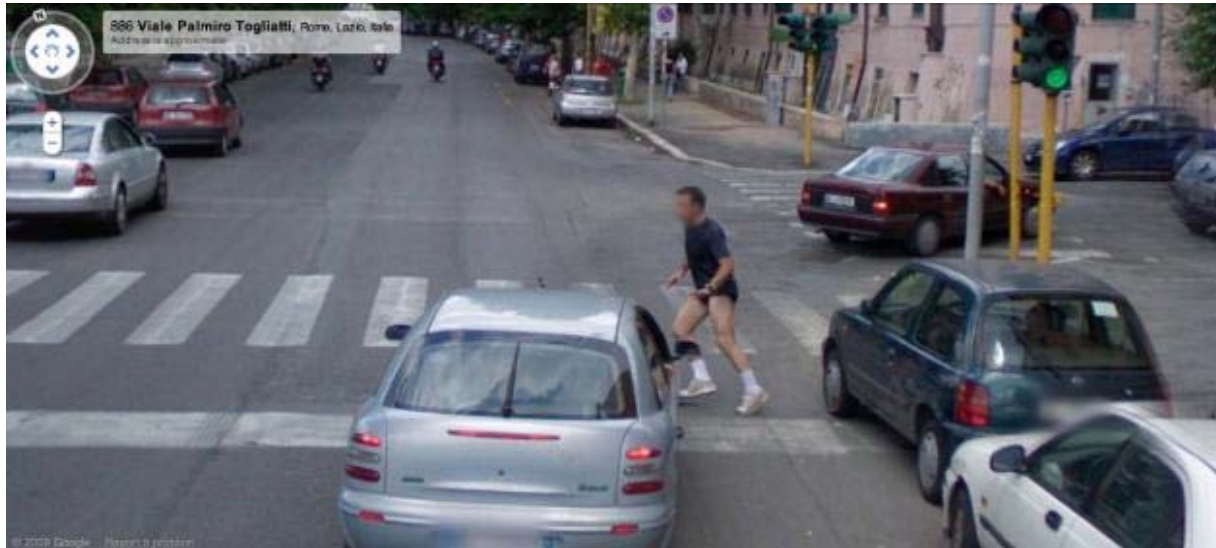
# Always be Alert



Never text or talk on your cell phone while crossing the street!



# Look Left – Right - Left



- Before crossing the street, look left, right, and left again
- Cross with the signal
- Watch for Turning Vehicles
- Make Eye Contact with drivers

# Watch for Cars in Parking Lots





# Impaired Walking can be Dangerous





# Stay on Sidewalks

- Use sidewalks where available
- If there is no sidewalk, walk on the shoulder *facing* traffic



# Expect the Unexpected

- Walk Defensively
- Cars may not yield at a crosswalk
- Don't be "Dead right"
- Assert your Right of Way when you can do so safely



# Walkwise

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# Take the Walkwise Pledge

I pledge to WalkWise, Bike Smart and Drive Safely and spread the word about the importance of pedestrian safety to my friends, family, neighbors, colleagues and others!