

Implementation & Equity 201:

The Path Forward to Complete Streets

**People are dying on our streets:
Why is this happening and how can we
talk about it responsibly?**

Webinar begins at 1:30PM EDT



Smart Growth America
Improving lives by improving communities



National Complete
Streets Coalition

People are dying on our streets: Why is this happening and how can we talk about it responsibly?

August 7, 2018



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Detroit Free Press

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STREETS BLOG USA



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Emiko Atherton

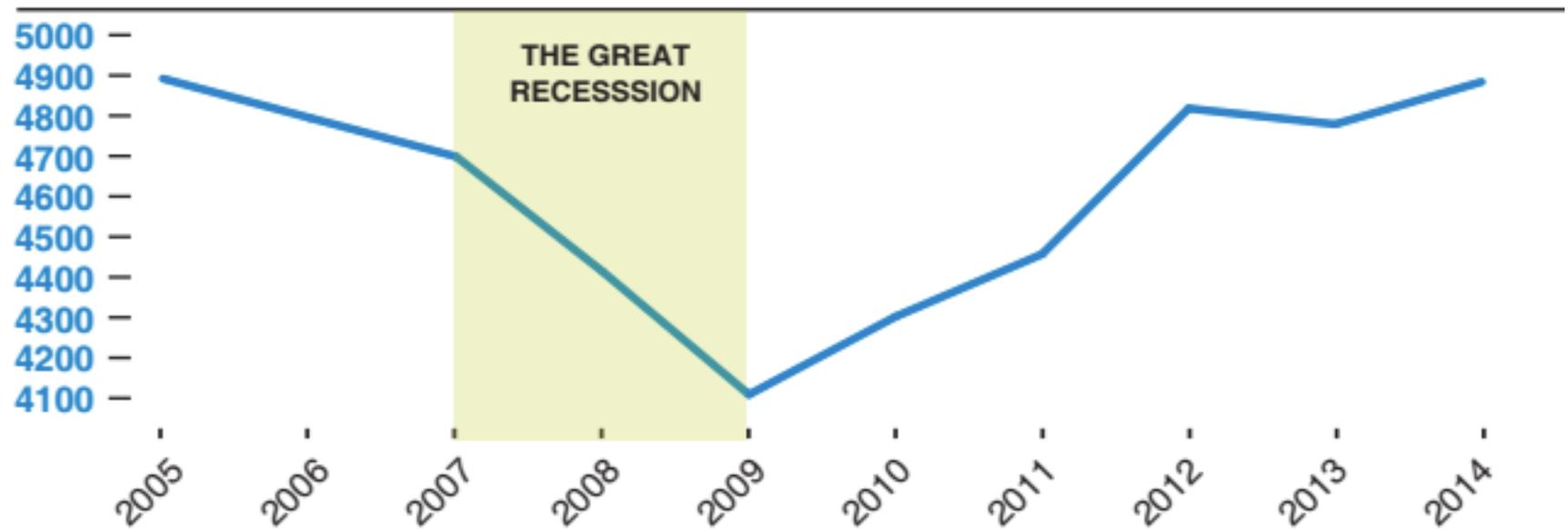
Director

@CompleteStreets

46,149 people died while walking between 2005-2014

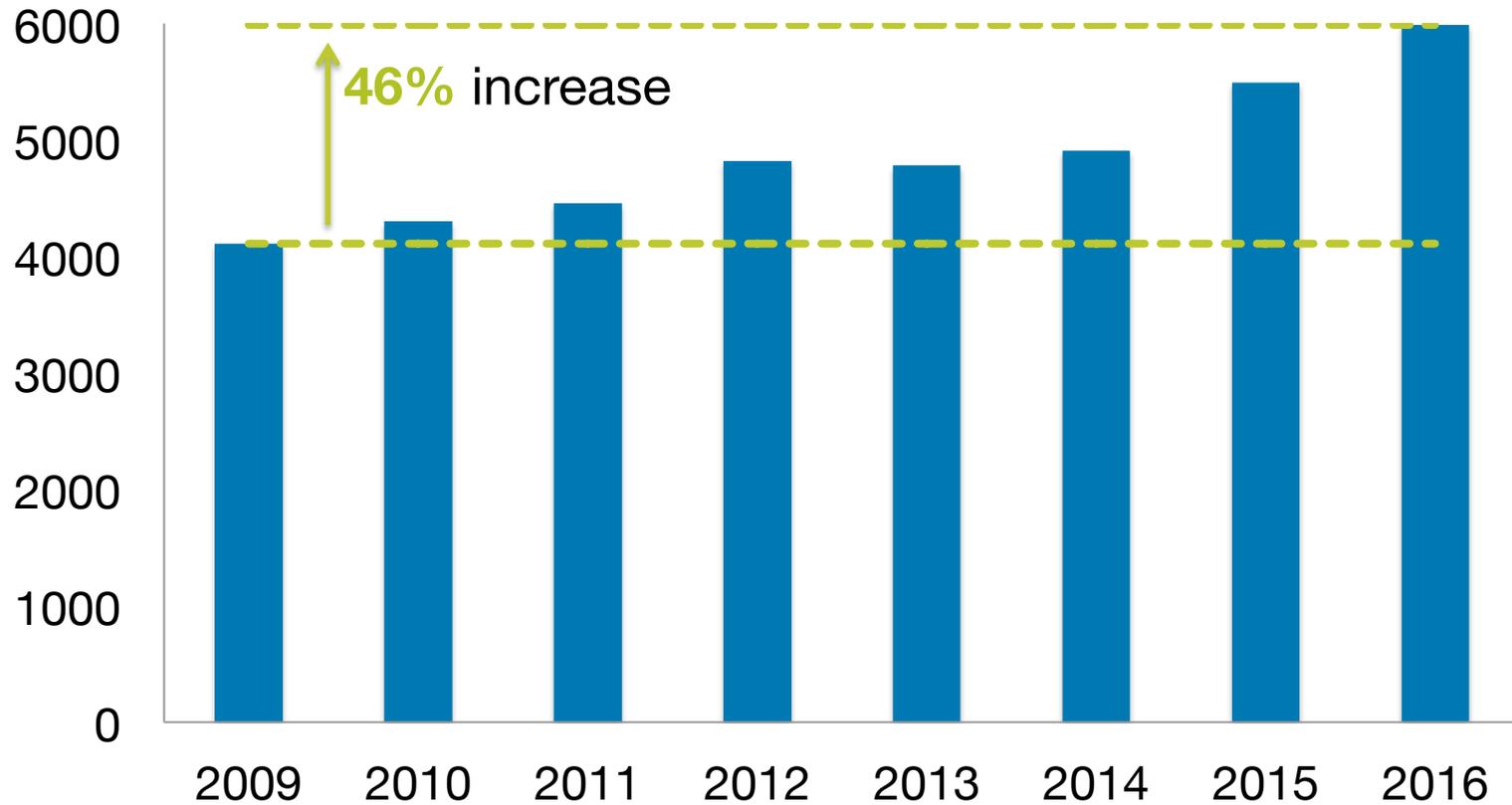
Pedestrian deaths nationally by year, 2005-2014

Fatalities by Year, 2005-2014



Safety

Number of people killed while walking



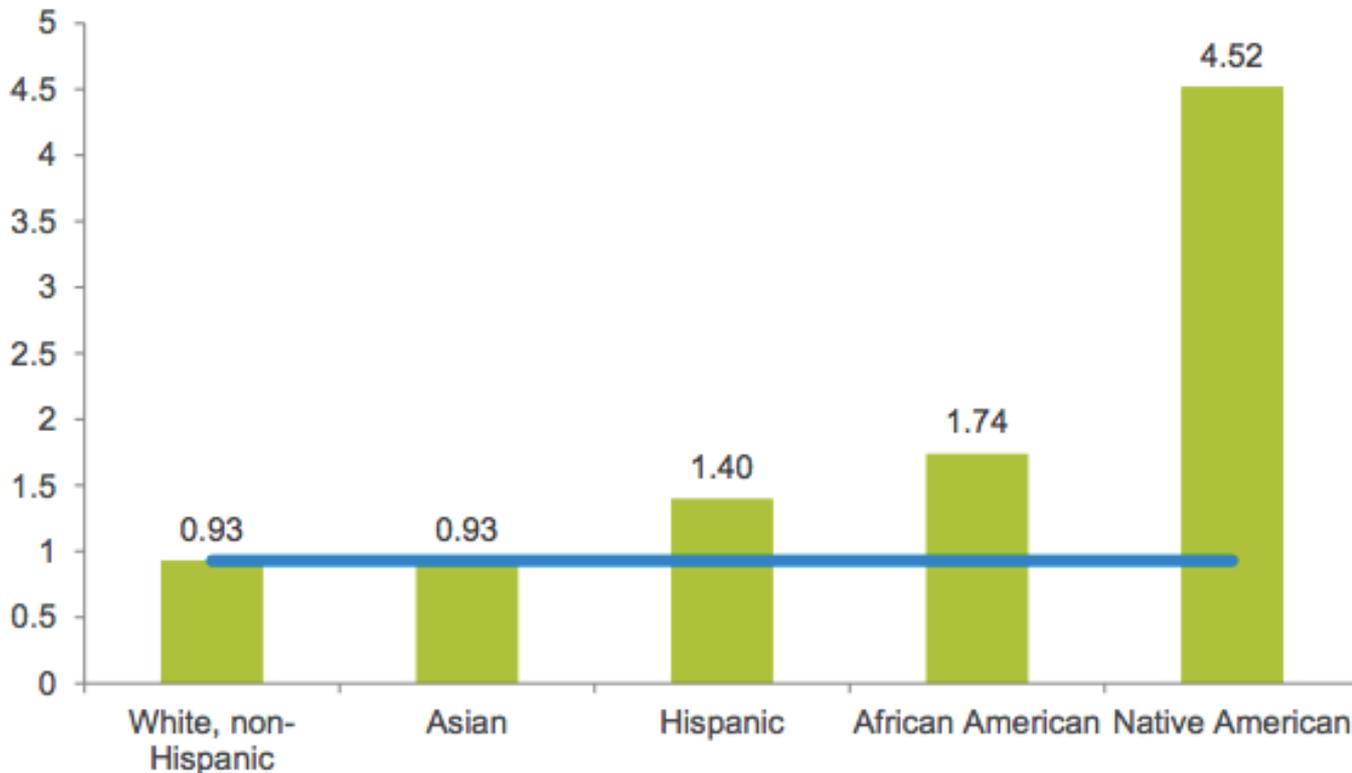
Data source: FARS



**Dangerous
by Design**

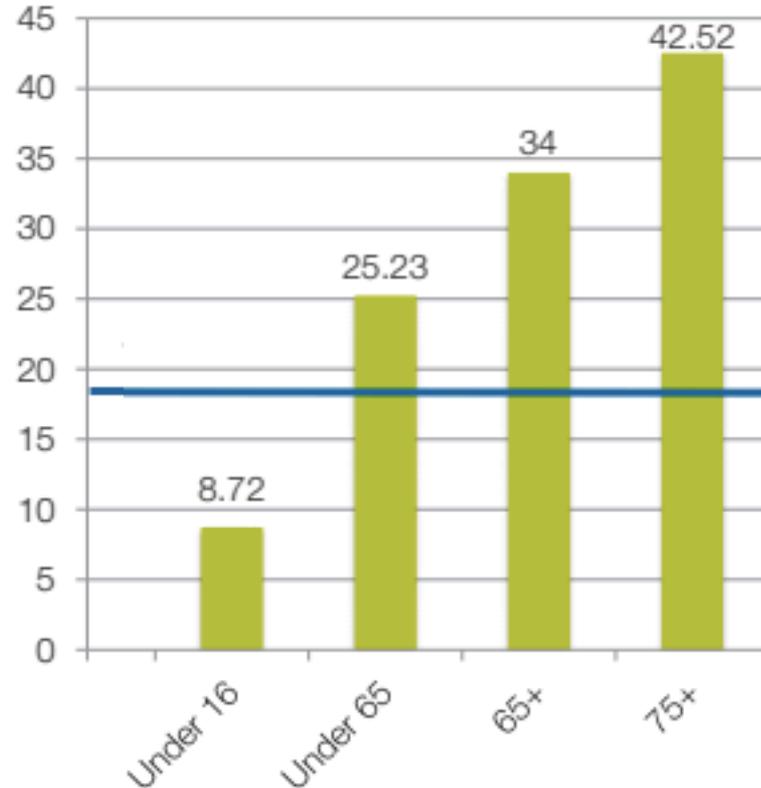
People of color are more likely to be killed while walking

Annual pedestrian fatalities per 100,000 people by race/ethnicity (2005-2014)



Older adults are more likely to be killed while walking

PDI by age, race, and ethnicity



Why is this happening and how can we talk about it responsibly?



Death on foot: America's love of SUVs is killing pedestrians

America's love for SUVs is killing pedestrians, and federal safety regulators have known for years.

Eric D. Lawrence, Nathan Bomey and Kristi Tanner, Detroit Free Press/USA TODAY NETWORK
10:52 a.m. EDT July 1, 2018

STREETSBLOG USA

Podcast / Transit / Bike/Ped / Smart Growth

No, "Drunk Walking" Is Not Causing the Rise in Pedestrian Deaths

A new report from PBS News Hour violates the most basic precepts of good journalism in a pathetic attempt to pin the rise in pedestrian fatalities on people who drink and walk.

By Angie Schmitt | Jul 6, 2018 | 146



Photo: Transportation for America



Last week the [Detroit Free Press](#) published some stellar reporting about why America's transportation system is killing more pedestrians: the

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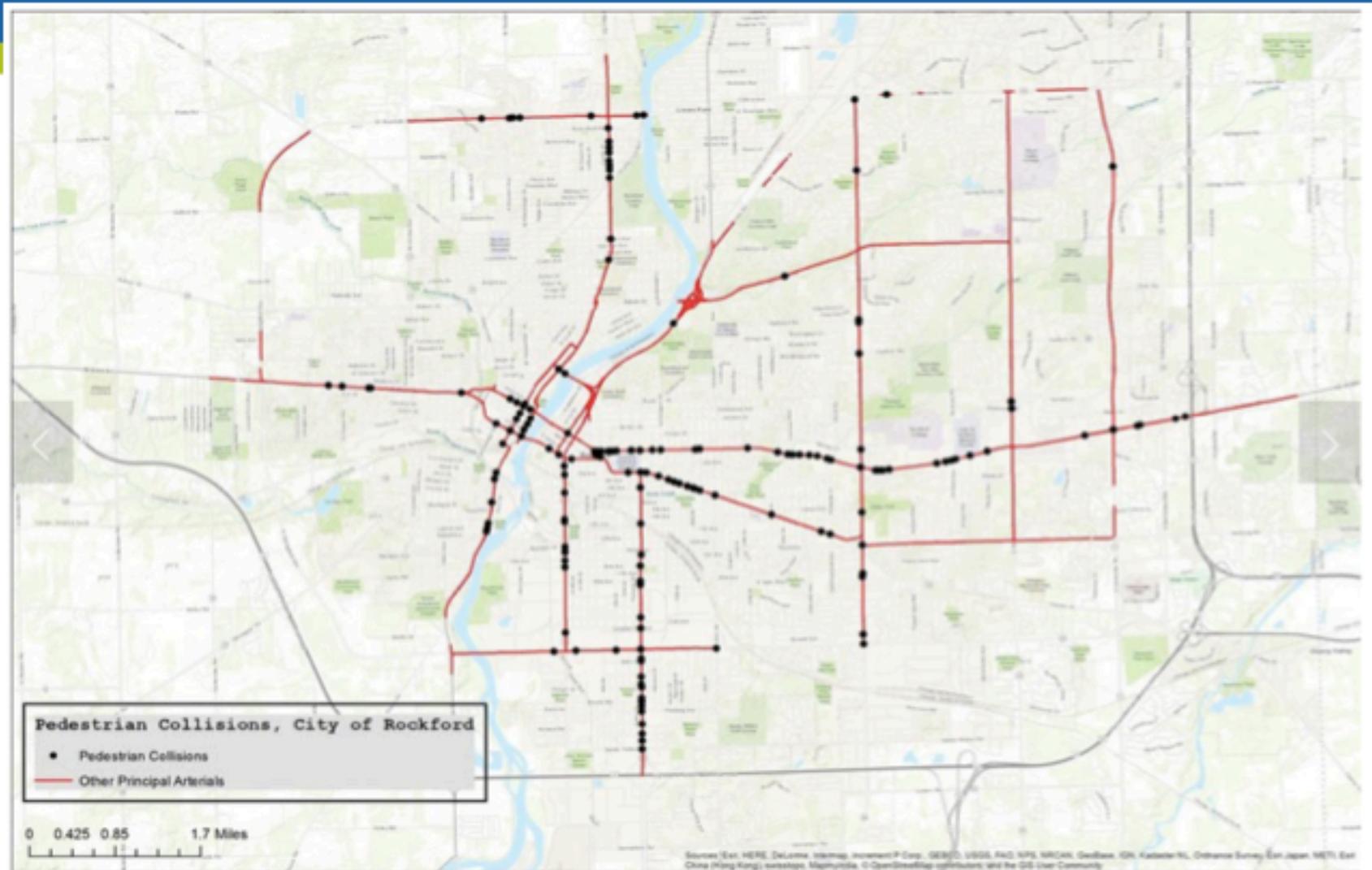
@midatalove

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Don't Blame the Victim!

- Top mistakes reporters make:
 - #1. Calling the crash an "accident"
 - #2. Discussing the victim's clothing
 - #3. Ignoring street design
 - #4. Using passive voice
 - #5. Naming the car, not the driver.

Map of crashes in Rockford, IL



Map: Michael and Jennifer Smith

Arnulfo Salazar Case

- Not in a crosswalk
- Not wearing reflective clothing
- “Ran” in front of cruiser





Detroit Free Press

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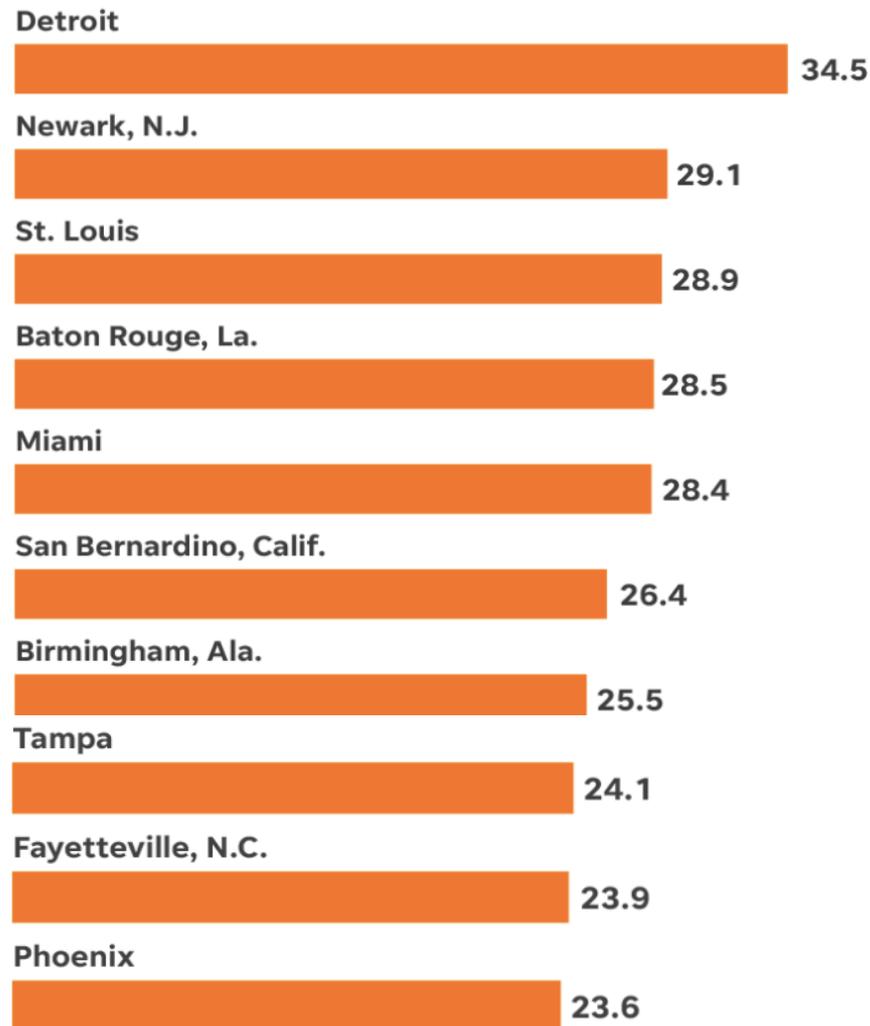
Death on foot: America's love of SUVs is killing pedestrians

Number of pedestrian fatalities

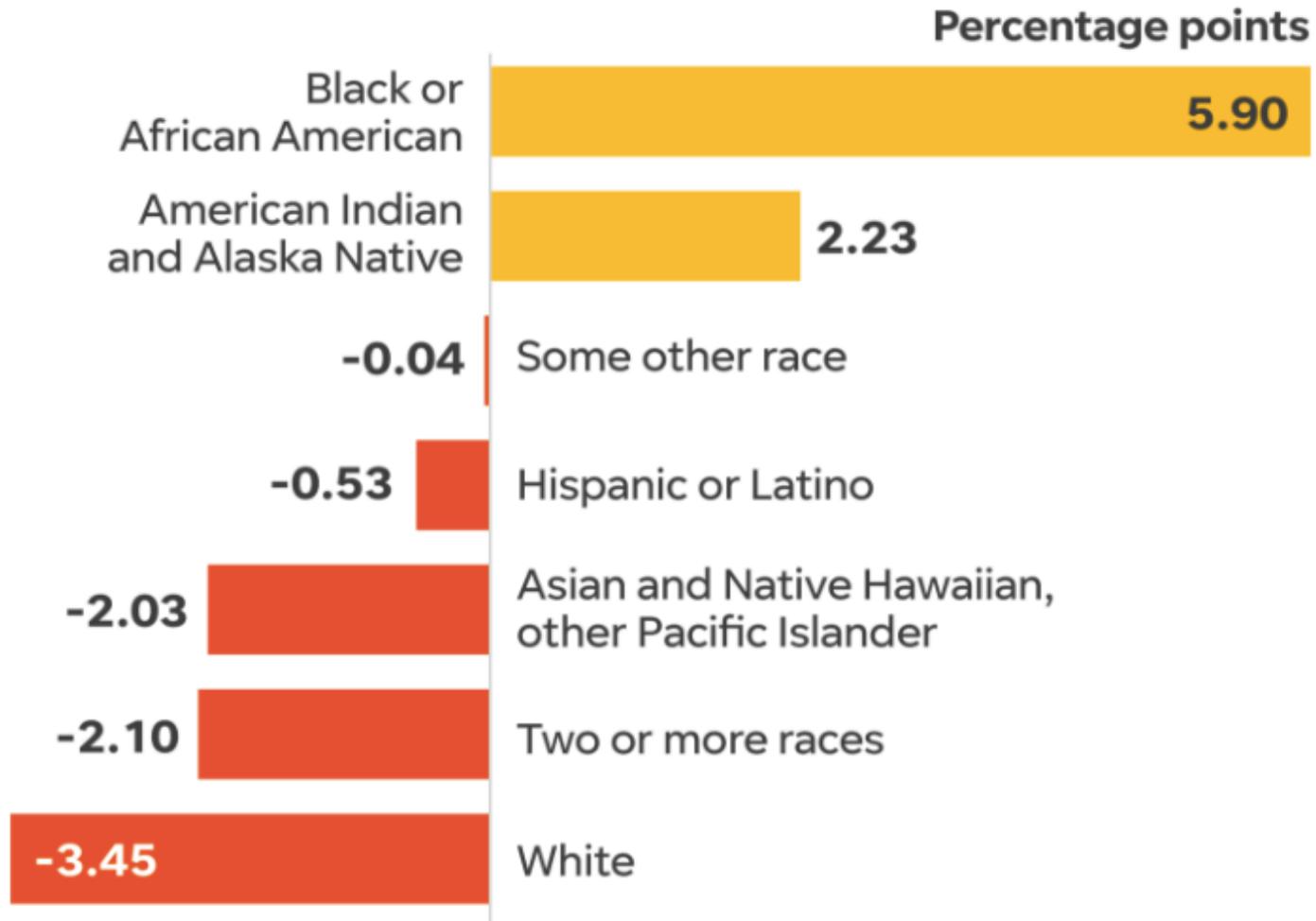


Top 10 deadliest cities in the U.S.

Among U.S. cities with populations of at least 200,000, Detroit has the highest pedestrian death rate in fatal traffic crashes. Deaths per 100,000 residents, 2010-2016:



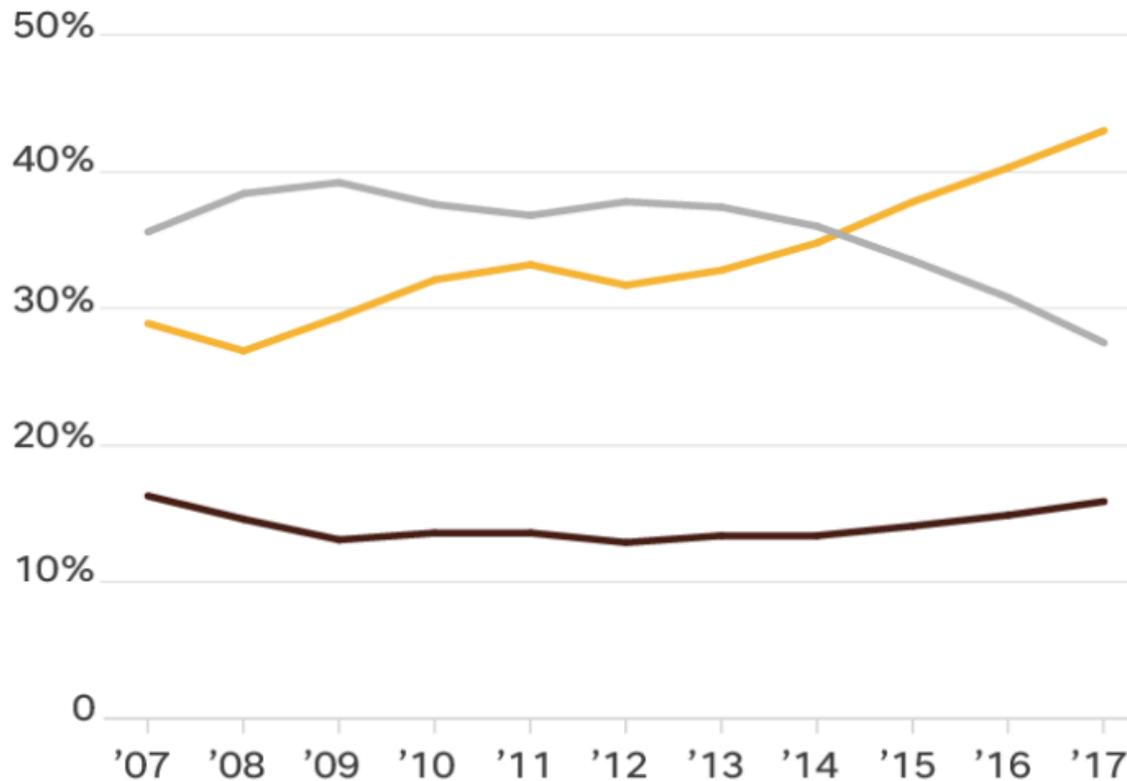
Pedestrian fatalities have a disproportionate effect on minorities



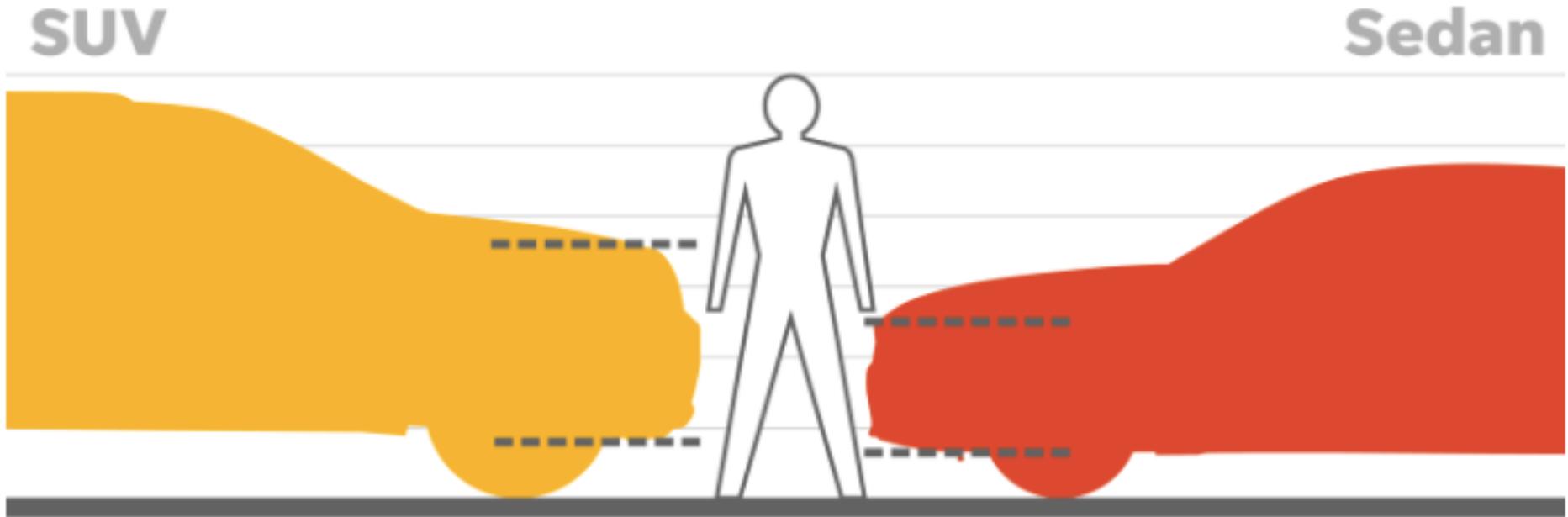
SUVs have surpassed sedans as the best-selling vehicle in the U.S. annual market share:

Sales of new SUVs surpassed those of sedans in 2014.

● Sport-utility vehicles ● Pickups ● Sedans



Size does matter

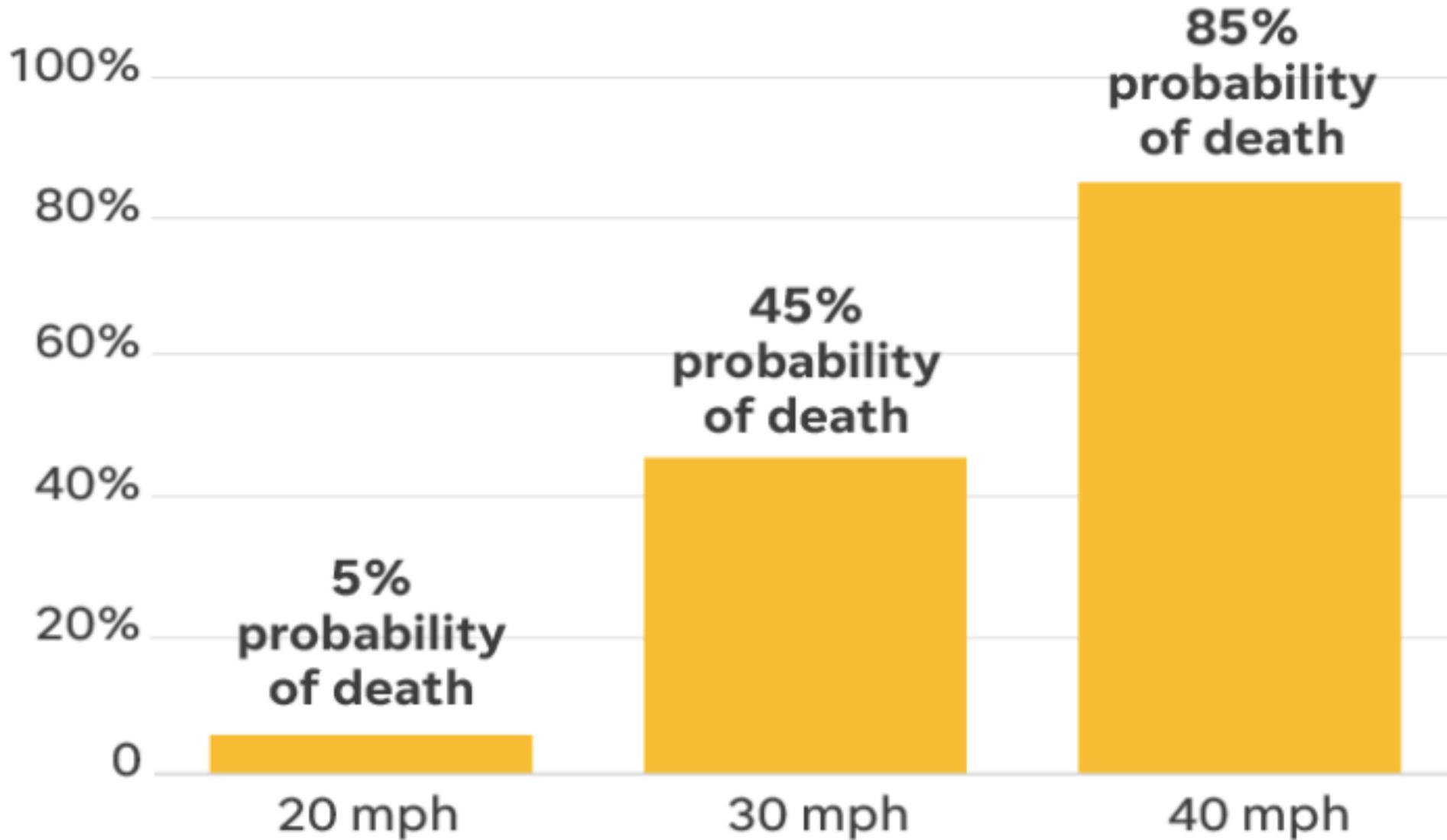


Safety standards stalled

The majority of fatal pedestrian crashes involve light vehicles.²¹⁰ About one-third of pedestrians who are injured are struck by an SUV or pickup truck (see Appendix VII, Table VII1), which corresponds closely to the make-up of SUVs and pickups in the U.S. vehicle fleet. However, SUVs and pickups account for closer to 40 percent of pedestrian fatalities, which suggests that injuries may be more severe when sustained in collisions with these vehicles. Results from a meta-analysis of 12 independent injury data studies showed that pedestrians are 2-3 times more likely to suffer a fatality when struck by an SUV or pickup truck than when struck by a passenger car.²¹¹ Laboratory tests reflect this real-world data observation.^{212 213 214} The higher risk of fatality associated with being struck by an SUV or pickup also applies to a vulnerable

Speed vs. risk of death

As the speed of any vehicle increases, the risk of death increases.



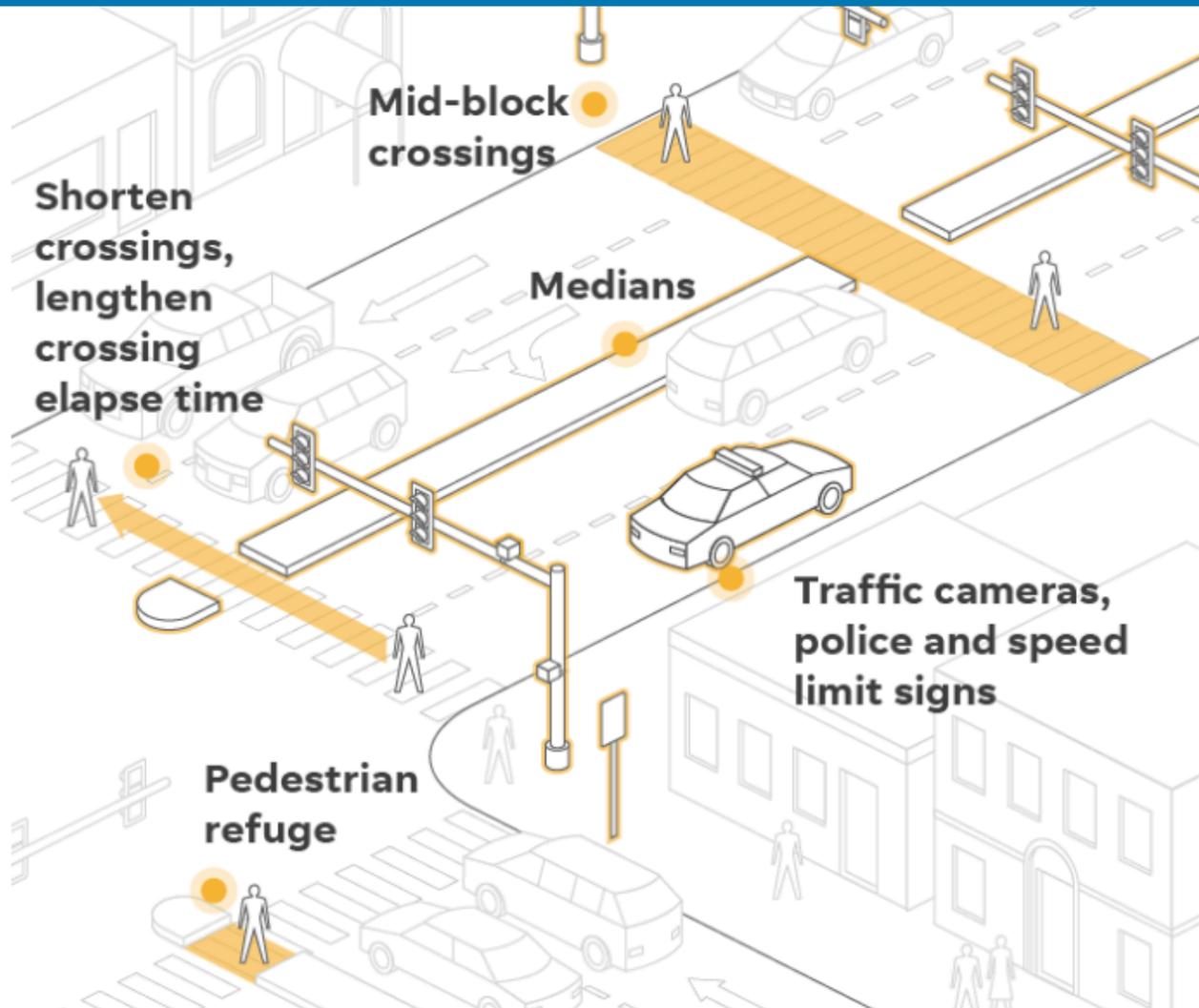
Known safety measures



Known safety measures



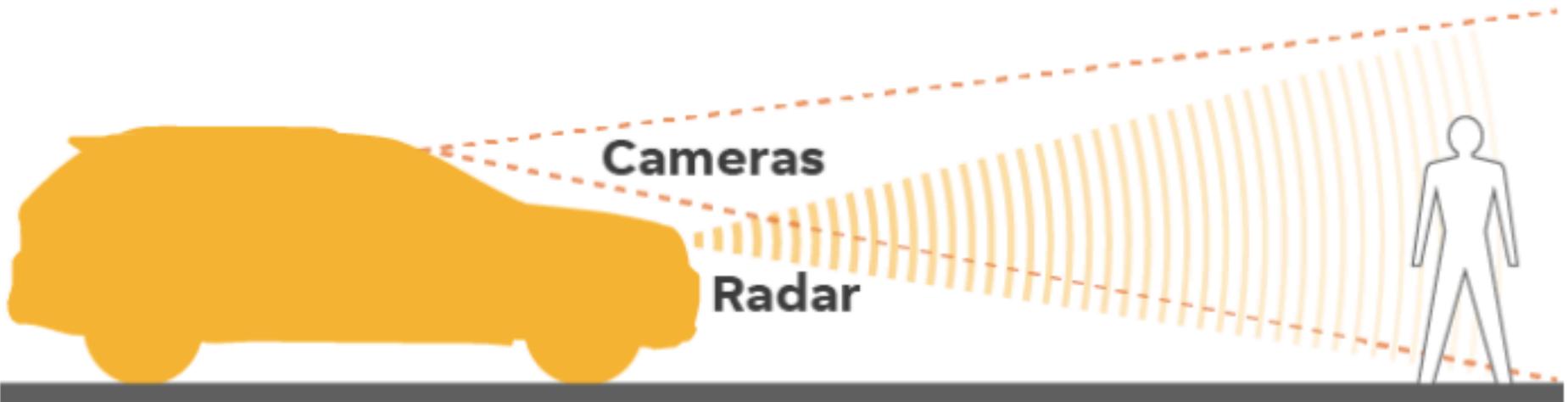
Elements that improve pedestrian safety



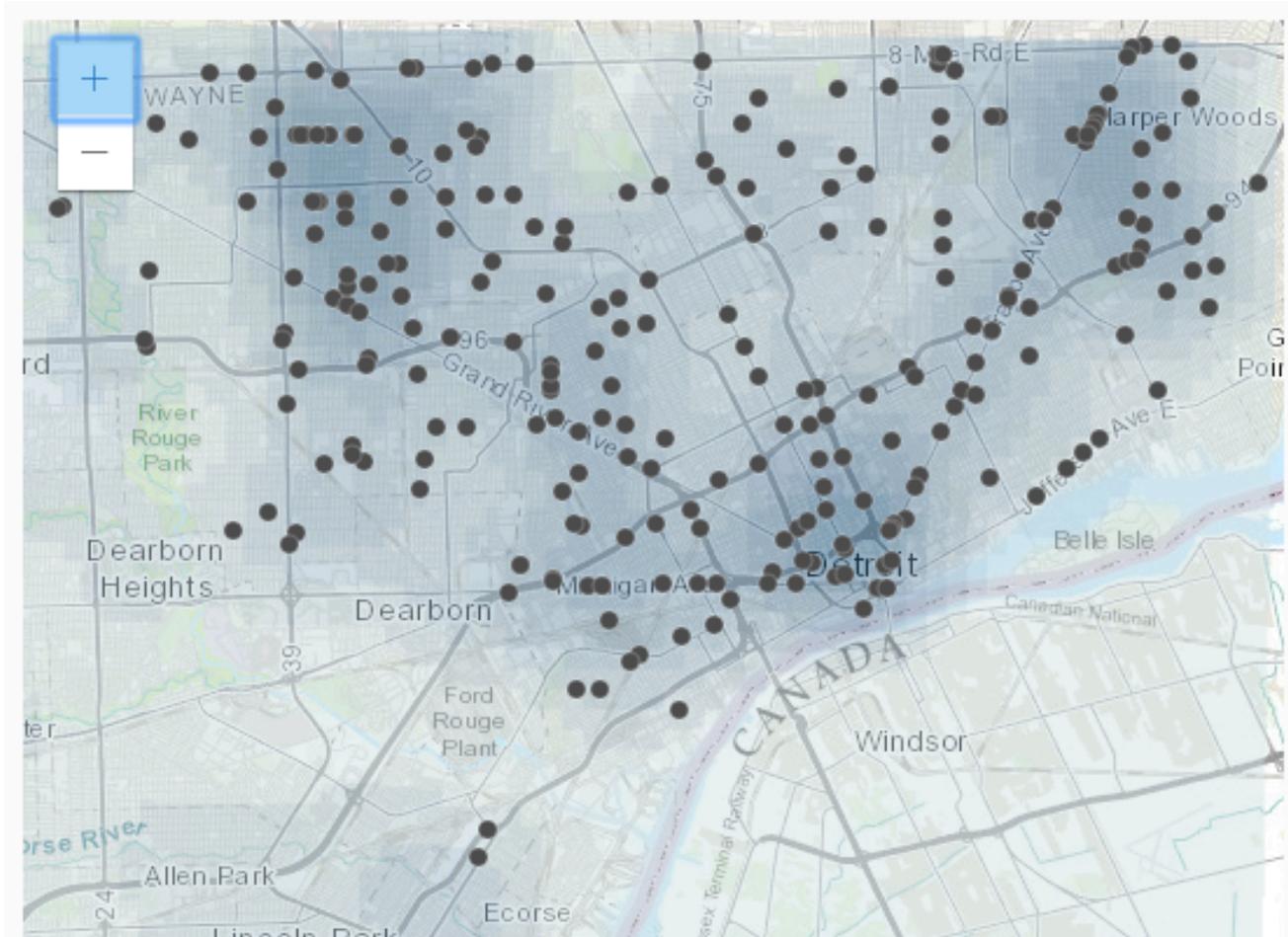
Automatic braking

Advanced automatic emergency braking

Radar and cameras detect pedestrians within a 20-meter radius and deploy automatic emergency braking in less time than it takes to blink twice.



Detroit pedestrian fatalities





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Questions?

Type your questions in
the ReadyTalk chat box



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Want to learn more?

Stay tuned for upcoming events



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