

Emphasis Area: Pedestrian



The Pedestrian emphasis area is included in the SAVE Plan to ensure progress toward non-motorized fatal and serious injury performance measures, and because improving pedestrian safety is closely linked with other NOACA programs that promote active transportation and enhance the livability of communities.

Analysis of the region's crash data showed that pedestrian crashes occur at a disproportionately high rate on local roads in comparison with roads maintained by the state, with almost 92% of all pedestrian fatal and serious injury crashes occurring on locally-maintained roads in the NOACA region. Based on historical trends since 2007, the Pedestrian emphasis area has shown a significant increase in fatalities.

PEDESTRIAN 5-YR AVERAGE TRENDS



Crash Trend for Pedestrian Fatalities

▲ 36%

5-Year Rolling Average from 2011 to 2017

Performance Measures:

Number of pedestrian fatalities

Number of pedestrian-related serious injuries

Targets:

2% reduction in pedestrian fatalities each year between 2017 and 2023, from 19 to 17

2% reduction in pedestrian serious injuries each year between 2017 and 2023, from 94 to 83

Strategies:

Collect and analyze data to identify high crash locations

Support the implementation of proven and low-cost infrastructure safety countermeasures

Support education about pedestrian safety practices

Develop and support NOACA's planning programs and other efforts that assist with transportation safety

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Performance Measure #1: Number of pedestrian fatalities

TARGET: 2% reduction in pedestrian fatalities each year between 2017 and 2023, from 19 to 17

Performance Measure #2: Number of pedestrian-related serious injuries

TARGET: 2% reduction in pedestrian serious injuries each year between 2017 and 2023, from 94 to 83

Strategy #1: Collect and analyze data to identify high crash locations

Action	Measure
Assist local agencies by identifying pedestrian crash locations through network screening	# communities assisted # locations identified
Collect data on pedestrian traffic to guide project planning decisions	# locations where data is collected

Strategy #2: Support the implementation of proven and low-cost infrastructure safety countermeasures

Action	Measure
Support projects in the TIP that include proven and low-cost safety countermeasures that reduce the number and severity of pedestrian crashes	# projects included in TIP
Identify and prioritize locations for systemic improvements within region for implementation	# locations identified
Promote the use of NOACA's Street Supplies program to evaluate pedestrian safety treatments	# messages promoted

Strategy #3: Support education about pedestrian safety practices

Action	Measure
Support ODOT's Your Move campaign encouraging Share the Road principles and other pedestrian safety media campaigns	# messages promoted
Host and attend pedestrian safety training workshops	# workshops hosted, attended
Assist communities with performing walk audits	# walk audits

Strategy #4: Develop and support NOACA planning programs and other efforts that assist with transportation safety.

Action	Measure
Develop and implement a regional plan that supports Safe Routes to School (SRTS) programs	plan developed, implementation started
Support the NOACA Regional Bicycle and Pedestrian Master Plan	# meetings attended