Webinar on Educating Young Drivers on Pedestrian and Bicycle Safety

For State Administrators, ADTSEA State Affiliates, State Driver Licensing Agencies and Highway Safety Offices

Hosted by: ADTSEA

Sponsored By: ANSTSE and NHTSA

Supported By: GHSA and AAMVA
Welcome

• Welcome to the Webinar on Educating Young Drivers on Pedestrian and Bicycle Safety.

• We appreciate you taking the time to participate in this webinar and your willingness to learn more about educating young drivers.
Purpose of the Webinar

• To increase awareness of the pedestrian and bicycle crash problem, review how driver education and other education and outreach programs are addressing the problem, and identify opportunities and resources to enhance and expand efforts to combat the problem.
Introductions and Opening Remarks

- Allen Robinson, ADTSEA CEO
- Jim Wright, Manager, Driver Licensing Programs, NHTSA
- Brian McLaughlin, Senior Associate Administrator, NHTSA
Introductions

- Brett Robinson, Highway Safety Services, ANSTSE Secretariat
- Dr. William E. Van Tassel, AAA, ANSTSE Chairperson
• Formed as a result of the Administrative Standards project initiated by NHTSA
• Volunteers representing National Associations
• Premise of voluntary consensus-seeking partnerships that identify and advocate areas of common ground for the improvement of traffic safety education in America
<table>
<thead>
<tr>
<th>ANSTSE Members</th>
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<tbody>
<tr>
<td>American Automobile Association (AAA)</td>
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<tr>
<td>National</td>
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<tr>
<td>AAA Foundation for Traffic Safety</td>
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<td>American Association of Motor Vehicle</td>
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<td>Administrators (AAMVA)</td>
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<td>American Driver and Traffic Safety</td>
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<td>Education Association (ADTSEA)</td>
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<td>Driver Education and Training Administrators (DETA)</td>
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<td>Driving School Association of the Americas (DSAA)</td>
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<td>Governors Highway Safety Association (GHSA)</td>
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<td>Transportation Research Board (TRB)</td>
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Overview of the Pedestrian and Bicycle Crash Problem

Ruth Esteban-Muir
Program Manager
Pedestrian and Bicyclists Safety Programs
NHTSA
<table>
<thead>
<tr>
<th>Year</th>
<th>Killed</th>
<th>Resident Population (Thousands)</th>
<th>Fatality Rate per 100,000 Population</th>
<th>Licensed Drivers (Thousands)</th>
<th>Fatality Rate per 100,000 Licensed Drivers</th>
<th>Registered Motor Vehicles (Thousands)</th>
<th>Fatality Rate per 100,000 Registered Vehicles</th>
<th>Vehicle Miles Traveled (Billions)</th>
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<td>210,115</td>
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<td>2011</td>
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<td>311,588</td>
<td>10.42</td>
<td>211,875</td>
<td>15.33</td>
<td>265,043</td>
<td>12.25</td>
<td>2,950</td>
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<td>2012</td>
<td>33,561</td>
<td>313,914</td>
<td>10.69</td>
<td>211,815</td>
<td>15.84</td>
<td>265,647</td>
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<tr>
<th>Year</th>
<th>Injured</th>
<th>Resident Population (Thousands)</th>
<th>Injury Rate per 100,000 population</th>
<th>Licensed Drivers (Thousands)</th>
<th>Injury Rate per 100,000 Licensed Drivers</th>
<th>Registered Motor Vehicles (Thousands)</th>
<th>Injury Rate per 100,000 Registered Vehicles</th>
<th>Vehicle Miles Traveled (Billions)</th>
<th>Injury Rate per 100 Million VMT</th>
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<td>259,360</td>
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<td>2009</td>
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<td>257,312</td>
<td>870</td>
<td>2,967</td>
<td>75</td>
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<tr>
<td>2011</td>
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<td>265,647</td>
<td>889</td>
<td>2,969</td>
<td>80</td>
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Sources: Vehicle Miles of Travel and Licensed Drivers — Federal Highway Administration; Registered Vehicles — Polk (1999-2010 Old NVPP and 2011-2012 New NVPP) and Federal Highway Administration; Population — U.S. Bureau of the Census.
Bicyclist and Pedestrian Fatalities

Number of Bicyclist and Pedestrian Fatalities and Percentage of Total Motor Vehicle Fatalities, 2008-2012

Sources: NHTSA Traffic Safety Facts 2008-2012 Data, Pedestrians
NHTSA Traffic Safety Facts 2008-2012 Data, Bicyclists and Other Cyclists
Data Details

- Primarily urban
- Non intersections
- Low light conditions
- Males
- Average age: Pedestrian, 46
  Bicyclists, 43
- Significant alcohol-involved

Source: FATALITY ANALYSIS REPORTING SYSTEM (FARS) 2012 ARF
Licensed Drivers by Age

Licensed Drivers by Age Group
2008 & 2012

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2008</th>
<th>2012</th>
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<tr>
<td>20 AND UNDER</td>
<td>6.38%</td>
<td>5.70%</td>
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<tr>
<td>21-24</td>
<td>6.69%</td>
<td>6.72%</td>
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<td>25-29</td>
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<td>30-34</td>
<td>8.52%</td>
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<td>35-39</td>
<td>9.24%</td>
<td>9.02%</td>
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<td>40-44</td>
<td>9.49%</td>
<td>9.37%</td>
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<td>45-49</td>
<td>10.22%</td>
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<td>50-54</td>
<td>9.80%</td>
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<td>55-59</td>
<td>9.08%</td>
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<td>60-64</td>
<td>6.06%</td>
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<td>65-69</td>
<td>6.71%</td>
<td>4.20%</td>
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<td>70-74</td>
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<tr>
<td>75+</td>
<td>6.59%</td>
<td>6.71%</td>
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Total
# Licensed Drivers:
2008: 208,320,601
2012: 211,814,830

Source: FHWA Highway Statistics 2008-2012
Pedestrian and Bicyclist Fatal Crashes by Age

Source: FATALITY ANALYSIS REPORTING SYSTEM (FARS) 2008-2011 FINAL & 2012 ARF

Total # Drivers Involved:
2008: 5,476
2012: 5,861

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2008</th>
<th>2012</th>
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<tbody>
<tr>
<td>&lt;17</td>
<td>2.08%</td>
<td>1.72%</td>
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<tr>
<td>18-20</td>
<td>6.88%</td>
<td>6.67%</td>
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<tr>
<td>21-24</td>
<td>9.66%</td>
<td>10.07%</td>
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<td>25-29</td>
<td>11.30%</td>
<td>10.56%</td>
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<td>30-34</td>
<td>8.22%</td>
<td>9.01%</td>
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<td>35-39</td>
<td>8.51%</td>
<td>9.01%</td>
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<td>40-44</td>
<td>8.64%</td>
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<td>45-49</td>
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<td>50-54</td>
<td>7.76%</td>
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<td>55-59</td>
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<td>60-64</td>
<td>5.58%</td>
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<td>65-69</td>
<td>3.43%</td>
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<tr>
<td>70-74</td>
<td>2.49%</td>
<td>2.49%</td>
</tr>
<tr>
<td>75+</td>
<td>1.75%</td>
<td>2.50%</td>
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</table>
Top Mistakes We Make

**Pedestrians**
- Enters street incorrectly (mid-block, non-intersection)
- Fails to stop at intersection
- Walks in wrong direction
- Walking impaired
- Inconspicuous

**Bicyclists**
- Enters street without yielding
- Turns or swerves suddenly
- Rides through stop sign or red light
- Rides wrong direction
- Inconspicuous

**Drivers**
- Improper turns
- Failing to search
- Turning right on red
- Driving too fast
- Overtaking & not seeing
Information Provided to Young Drivers on Pedestrian and Bicycle Safety – ADTSEA Feedback from the States

Christie Falgione, Director of Traffic Safety and Licensing, Highway Safety Services
Information Provided to Young Drivers on Pedestrian and Bicycle Safety

- ADTSEA examined what is provided in driver education on pedestrian and bicycle safety.
- 30 out of 31 States examined provide information on pedestrians and bicyclists.
- Mostly through lesson plans, handouts and videos. Curricula and driver’s manuals common as well.
Information Provided to Young Drivers on Pedestrian and Bicycle Safety

- Most obtained through websites, DOT or DMV offices, and curricula
- Some states have their own bicycle coalitions or foundations (VT, ME, OR)
- Most states review their programs yearly and most updated within the last two years (2012-2014)
Information Provided to Young Drivers on Pedestrian and Bicycle Safety – AAMVA Feedback from the States

Michael Calvin, Senior Advisor for Strategic Initiatives, AAMVA
AAMVA examined what is provided by licensing agencies on pedestrian and bicycle safety.

All 33 jurisdictions examined provide information on pedestrian and bicycle safety in their driver manual.

About half of the jurisdictions (16) examined provide additional information, mostly through pamphlets and websites.
6 jurisdictions responded that it is required, by law, to include knowledge test questions on pedestrian and bicycle safety. The number of test questions related to pedestrian and bicycle safety in a jurisdiction’s bank of questions varies greatly from 1 question (SC) to 54 questions (Quebec) in the bank. 6 is the most common number of questions in the test bank.
Information Provided to Young Drivers on Pedestrian and Bicycle Safety

- Most jurisdictions have randomized questioning therefore there may not be a question on each test.
- Majority of jurisdictions have 3 questions on each knowledge test related to pedestrian and bicycle safety.
- Jurisdictions vary on when information was reviewed last, anywhere from 2007 to 2014. The majority have revised their materials in 2013.
How to Provide Information on Pedestrian and Bicycle Safety to Young Drivers – ADTSEA, AAA and other Driver Education Materials

Allen Robinson, ADTSEA CEO
Bill Van Tassell, AAA, ANSTSE Chairperson
ADTSEA Driver Education Curriculum 3.0

Developed By
The American Driver and Traffic Safety Education Association

http://www.adtsea.org/ADTSEA%20Curriculum%20Overview.html
ADTSEA Model 3.0 Curriculum
Pedestrian Safety

Sharing the Road with Pedestrians

Fact Sheet 8.2
Content Information

Sharing the Road with Pedestrians

Always recognize that pedestrians are especially defenseless, because they do not have the same protection drivers have in a vehicle. Drivers have a responsibility to take every precaution to avoid hitting pedestrians.

Pedestrians who do not drive, especially children and older people do not know the traffic laws and what a driver can do with a motor vehicle; therefore, they may take more risks and can cause serious problems. Pedestrians are also difficult to see, and drivers have difficulty determining their intentions. Allow for more time and space for pedestrians as you would for any other vehicle on the road.

- Yield to pedestrians at all times, even if they are not in a crosswalk and they are crossing the street where they should not be.
- Sometimes you will see mid-block crosswalks between intersections which require you to yield as you would at an intersection. Mid-block crossings have warning signs and pavement markings.
- Even when you are facing a green light, you must yield the right-of-way to all pedestrians in the intersection. You only have the right-of-way when your intended path is clear.
- When preparing to make a left turn or U-turn, check for pedestrians in your path, even if you have a green arrow.
- As you prepare for a right turn, especially on a red traffic signal, be cautious of pedestrians approaching on your right.
- When approaching a stopped vehicle from behind, slow down and do not pass until you are sure that there are no pedestrians crossing in front of it. You may not pass a vehicle stopped for a crosswalk even on multi-lane roads.
- Always check for pedestrians in your path before backing, especially in shopping centers or places where there are many pedestrians.
- Be careful in school, playground and residential areas where children could run out from between parked vehicles. It is a good idea to drive slower than the speed limit in these areas and be prepared to stop quickly.
- In a school zone when lights are flashing or children are present, you must obey a slower speed limit. At a school crossing where there is traffic patrol, stop and yield when you are signaled to do so.
Bicycles are becoming increasingly more popular; therefore, it is important to become aware of how to share the road with bicycles. Bicyclists may not be easily seen in traffic. Drivers must be alert for bicyclists and be extra careful when approaching them. Just as motorists have different levels of skill; bicyclists also have varying levels of skills. A skilful bicyclist rides predictably and holds a steady line. An unskilful bicyclist may swerve unpredictably, ignore traffic signs and signals, and ride without a light at night. If you see an unskilful bicyclist, be ready for any sudden movements.

- Bicycles are legally entitled to use the road and should be treated as vehicles. Drivers must yield to bicyclists as you would for pedestrians and other vehicles.
- Drivers must yield the right-of-way to a bicyclist when a bicycle path or bike lane intersects a road.
- Do not attempt to share a lane with the cyclist. Follow the bicycle and wait for a safe opportunity to pass.
- When approaching or passing a bicyclist, slow down and allow as much space as possible. If you are about to make a right turn, do not pass a bicyclist immediately before the turn, slow down and let the cyclist clear the intersection before making your turn.
- Be careful after you have passed a bicyclist. Do not slow down or stop quickly. A motor vehicle’s brakes are more powerful than a bicycle’s, and sudden stopping could cause a crash.
- Do not sound your horn close to bicyclists, unless there is a chance of a collision. Sounding your horn to alert your presence may startle them and cause them to steer into your path and crash.
- When making turns, watch carefully for bicyclists entering your lane. Be especially careful if you see children riding bikes on the sidewalk. They may come onto the road.
- Never turn sharply in front of a bicyclist and do not force a bicyclist off the road.
- Although bicyclists are required to ride in the direction of traffic, drivers should look for them riding anywhere on the roadway.
- Be particularly careful around bicyclists when the roadway is wet or covered with sand or gravel. Like motor vehicles, bicycles cannot brake as quickly or turn as sharply under these conditions. Road conditions which lessen traction affect bicycles much more than vehicles.
- You should check for bicyclists in your path before backing. Be especially cautious near schools or residential areas where bicyclists may be present.
www.adtsea.org

- Comprehensive unit on sharing the road with bicyclists developed by the Adam Little Foundation
  - Includes a lesson plan with objectives and content specific to sharing the road with bicyclists.
  - Accompanied with a PowerPoint presentation, which can be utilized by driver education teachers in the classroom.
Lesson 11.1

Pedestrians

Lesson Objectives

- Identify factors that put pedestrians at risk.
- Explain the correct procedure for interacting with pedestrians in different situations.
- Describe actions that pedestrians can take to ensure their own safety.

Vocabulary

- jaywalk

Of all roadway users, pedestrians are the most vulnerable. In the United States, collisions injure or kill an average of 1 pedestrian every 8 minutes and kill 1 pedestrian every 108 minutes.

Many pedestrians are not fully aware of traffic laws and signals. The greatest risk of injury is among children and seniors. Children are less visible to drivers and often lack judgment to know when it is safe to cross streets. Seniors may not hear or see well, and some may walk more slowly.

Drivers fail to see pedestrians, and some pedestrians are careless or in a hurry and take chances on the roadway. Some pedestrians jaywalk, or disregard traffic rules and signals. Jaywalkers may cross against a light or dart out from between parked cars. Nearly half of all pedestrian fatalities involve the use of alcohol by the driver or pedestrian.

Protecting Pedestrians

Pedestrians may cross a road anywhere. As a driver, you have a legal and moral obligation to protect them in every situation. If you are alert in situations where you are likely to enter the roadway, you can reduce the risk of conflict.

Use the FTPE Process and always be ready to yield to pedestrians. Be particularly alert in the following situations:

Crosswalks

Pedestrians have the right of way when crossing within a crosswalk. Marked crosswalks may be located at intersections or mid-block. Collisions often occur in crosswalks when drivers fail to look for pedestrians as they cross.

Some crosswalks are controlled by signals that tell pedestrians when to cross. However, signals may not give enough time for all pedestrians to clear the crosswalk. You must yield until everyone has cleared the crosswalk, even if your light is green.

Lesson 11.2

Bicycles and Mopeds

Lesson Objectives

- Explain why riders of bicycles and mopeds are vulnerable on the roadway.
- Describe how to search for signals and how to predict their actions.
- Identify actions drivers can take to help protect pedestrians.
- List the guidelines to follow whenriding bicycles and mopeds.

Bicycles and mopeds are popular forms of transportation and recreation. Sharing the road with these small vehicles requires particular attention.

A moped is a small, two-wheeled vehicle that can be driven with either a motor or pedals. The word moped comes from combining the root words motor-driven and pedi-drivers. Like a motorcycle, a moped is powered by an engine and controlled by a hand throttle. Like a bicycle, a moped can be pedaled and can be stopped with a hand brake.

Mopeds have very small engines, with maximum speeds of only 20 to 35 mph. Their small size makes them economical and easy to navigate. But their low power makes it hard for them to keep up with the flow of traffic, so they are vulnerable among larger and faster vehicles. Mopeds are not permitted on high-speed roadways.

Searching for Bicycles and Mopeds

You may encounter bicycles and mopeds almost anywhere you drive. Their small size makes them hard to see, especially at intersections. Their size also makes it difficult to judge their speed and distance—they often appear to be moving much slower than they really are.

Use the FTPE Process to actively search for bicycles and mopeds. Scan sideways enough to include the sides of the roadway.

Because mopeds are small and maneuverable, they can surprise motorists. Always signal well in advance before making a turn or lane change.
ANIMALS

Small animals, whether a dog in the city or a raccoon in the country, may dart into
your path. Check traffic, then brake
sharply if it can be done safely; never risk
a collision or put someone’s life in
jeopardy to avoid a small animal. Sway
to avoid, only after checking carefully.

Large animals, like deer, horses, etc., can
cause considerable damage to your
vehicle and its occupants. Sway or
brake sharply (release prior to impact)
and, if a collision is inevitable, choose the
less critical of these options.

In either situation, you can minimize the
hazard by scanning for animals, reducing
your speed and leaving as wide a margin
of safety as possible. Be especially
evilant at dusk, at night, in fog, and
when signs are posted to warn of animal
crossings or “Open Range”.

BICYCLES

Cyclists are using the NTS in ever
increasing numbers for pleasure, to work,
or to commute. They sway to avoid
storms, drainages, puddles, potholes, and
debries on the roadway and may move
into your path. Many disregard traffic
signs, signals, and rules of right-of-way.
Often they ride at excessive speeds for
the driving conditions.

Check for cyclists before turning,
changing lanes, or opening your door
when parked. Make cyclists aware of your
position and your intentions. Tap the
horn (from a distance) to communicate.
Be sure to give them plenty of space
when passing in the city and even more
when passing in the country where the
higher speed may cause cyclists problems
because of air turbulence. Never pass
when there is oncoming traffic.

SAFETY TIPS

In 2001, 728 pedestrians were killed and 45,000 were injured in traffic crashes
in the United States.

More than one-third of the pedestrians killed in traffic crashes in 2001 were
between 5 and 12 years old. 56 percent of the pedestrians killed in traffic
crashes in 2001 were between 25 and 64 years old. Alcohol involvement - either
by the driver or the cyclist - was reported in more than one-third of the fatal
crashes in 2001. NHTSA, DOT HS 809 477
Inattentive pedestrians

When it is raining, snowing or foggy, it may be even more difficult to see pedestrians. Plus, because of umbrellas, hoods and hats, they may not see you.

Bicycles

Bikes demand increased awareness
How to Drive™
(AAA)
AAA Web Resources

Pedestrian Safety

Everyone is a pedestrian at some point. Every time you leave your house, walk into a store, cross the street with your child, go for a jog or walk through a park, you are a pedestrian.

While fatalities from traffic crashes have decreased over the past decade, the number of pedestrian fatalities has fluctuated every little. According to NHTSA’s National Center for Statistics and Analysis, pedestrian deaths in 2012 accounted for 14 percent of all traffic-related fatalities. You might walk for fun, for your health or as a means to transit to places. Wherever the reason, everyone is a pedestrian at some point, and everyone plays a role in keeping our roadways safe.

2014 AAA Video Safety Matters from AAA Public Affairs

AAA Web Resources

Bicycle Safety

Cyclists are sons, daughters, mothers and fathers. By showing common courtesy and respect on the road, we can ensure the two-way street is a safe street for all.

Video created in partnership with the Share the Road Cycling Coalition and AAA.

AAMVA Noncommercial Model Driver’s Manual and Knowledge Test Item Pool

Michael Calvin, AAMVA
AAMVA Noncommercial Model Driver’s Manual

- Developed for States to adopt and utilize as their noncommercial driver’s manual
- Includes model content on sharing the road with pedestrians and bicycles
Pedestrians
As a driver:

- Always yield to pedestrians even if they are not in a crosswalk.
- Be aware of pedestrians crossing at mid-block crosswalks. They may not be marked by warning signs and road markings.
- Always yield to the vision-impaired. When a pedestrian is crossing a street with a guide dog or carrying a white cane, you must come to a complete stop.
- Yield to all pedestrians even if the traffic light is green.
- When making a right or left turn on red, you must yield to pedestrians.
- Watch for pedestrians when driving next to parked or stopped vehicles.
- Check for pedestrians before backing, especially in parking lots.
- Slow down near playgrounds and in residential areas. Children can run out from between parked vehicles. Be ready to stop quickly.
- In a school zone when lights are flashing or children are present, you must obey a slower speed limit. At school crossings where there is a traffic patrol, stop and yield as signaled.
Bicycles
Bicycles are considered vehicles. Bicyclists must follow the same rules of the road as other vehicles. A bicyclist has the same rights and responsibilities as you.

Bicycles are hard to see in traffic. Search for them and be extra careful around them. Bicyclists have varying skill levels. A skillful rider is predictable and holds a steady line. An unskillful rider may swerve without notice, ignore traffic signs and signals, and ride without a light at night. Be ready for sudden turns.

As a driver you must:

- Yield to bicyclists at intersections, just like you do for pedestrians and other vehicles.
- Yield right-of-way when a bicycle path or bike lane crosses a road. Do not stop, park or drive in a bicycle lane unless you are entering or leaving an alley or driveway.
- Slow and allow as much space as you can when approaching or passing a bicycle. Slow down and let a cyclist clear an intersection before you make a turn.
- Don’t slow or stop quickly. You can stop more quickly than a bicycle. You could cause a crash.
- Do not use your horn close to bicyclists unless there is a chance of a crash. Your horn could startle them and cause them to steer into your path.
- Watch for bicyclists entering your lane. Watch out if you see children riding bikes on the sidewalk. They may ride onto the road.
- Do not turn sharply in front of bicycles. Do not force a bicyclist off the road.
- Although bicyclists are required to ride in the direction of traffic, you should look for them riding anywhere on the road.
- Be extra careful around bicyclists when the road is wet or has sand or gravel. These things affect bicycles much more than other vehicles.
- Cooperate with bicyclists. They have to use hand signals when turning and stopping. They may not be able to signal if conditions require both hands on the handlebars. Look for other clues of what they plan to do. Riders usually turn their head or look over their shoulder before changing lanes.

Stop
Left Turn
Right Turn

- When parked on the street, check to the sides and rear for bicycles before you open your door.
- Check for bicyclists in your path before backing up. Be extra cautious near schools or residential areas where riders may be present.
- [Insert jurisdiction information pertaining to riding a bicycle while impaired.]
The knowledge test item pool contains 11 questions related to sharing the road with pedestrians and bicycles out of the total of 180 questions. It accounts for 6% of the knowledge test item pool.
Infrastructure Used to Address Pedestrian and Bicycle Safety and Maneuvering these Roadway Designs

Tamara Redmon
Pedestrian Safety Program Manager, FHWA
Pedestrian safety improvements depend on an integrated approach that involves the 4 E’s: Engineering, Enforcement, Education, and Emergency Services.

The FHWA’s Office of Safety addresses the Engineering/Infrastructure piece and develops projects, programs and materials for use in reducing pedestrian and bicyclist fatalities.
Infrastructure Used to Address Pedestrian and Bicycle Safety

- Pedestrian Hybrid Beacon (PHB)
- Rectangular Rapid Flash Beacon (RRFB)
- Sharrow
- Bike Lane
- Roundabout
Maneuvering Roadway Designs
Developed for Pedestrians and Bicyclists: PHB
Maneuvering Roadway Designs Developed for Pedestrians and Bicycles: RRFB

Motorists stop behind the advance yield markings until pedestrians and bicycles have cleared the intersection.

RRFB will flash when pedestrian is present.

Cyclists in the roadway yield to pedestrians and bicycles in the crosswalk.
Maneuvering Roadway Designs Developed for Pedestrians and Bicyclists: Sharrow

**shar·row** noun /ˈʃaɪrəʊ/

1. The Shared-Lane Pavement Marking, used to enhance the safe travel of bicycles and motor vehicles in the same traffic lane.
2. A pavement marking which tells bicyclists where to safely ride, and alerts motorists where to expect bicycles.
3. The Sharrow:
   - Helps position bicyclists on narrow lanes, where cars and bikes cannot travel side-by-side safely.
   - Guides bicyclists to a safe position next to parking lanes, outside the “Door Zone”.
   - Alerts motorists to where bicycles may use the full lane, as Florida law allows.
   - Encourages safe passing.
   - Reduces wrong-way bicycling.

Under Florida law, bicycles have the same rights and responsibilities as motor vehicles. Jacksonville embraces safe alternate transportation.

*Bike Safe. Drive Safe. Share the Lane.*
Maneuvering Roadway Designs Developed for Pedestrians and Bicyclists: Bike Lanes
Maneuvering Roadway Designs Developed for Pedestrians and Bicyclists: Roundabout
Pedestrian Safer Journey and Bicycle Safer Journey:

- Online resources.
- Help educators/parents get the conversation started with children and youth about how to walk and bike safely.
- English and Spanish versions for kids ages 5-9, 10-14, and 15-18.
- Videos accompanied by a quiz or discussion.
- Educator's resource library can be used as an introduction to pedestrian and bicycle safety skills or to augment a comprehensive curriculum.

http://www.pedbikeinfo.org/pedsaferjourney/index.html

http://www.pedbikeinfo.org/bicyclesaferjourney/index.html
GHSA Highway Safety Policies and Priorities and Safe Routes to School

Troy E. Costales, Immediate Past Chairman, GHSA
N.1 Driver Education/Training

- Supports the model driver education/training curriculum that would complement and be integrated with graduated licensing laws.
- The curriculum should continue, at a minimum, to focus on vehicle handling and crash avoidance, driver behavior and risk reduction, roadway features and their safety implications, and vehicle-road user interactions for all types of vehicles and road users (e.g., car-truck, pedestrian-car, etc.).

G.2 Bicycle Safety

- Supports implementation of bicycle safety education programs and enforcement of mandatory bicycle helmet laws.
- The problem of bicycle safety should be researched, continually monitored and evaluated.
- Special bicycle safety programs aimed at young children and teenagers should also be implemented at the state and community levels.

G.3 Pedestrian Safety

- Supports efforts to raise public awareness about pedestrian safety and encourages implementation of community-based pedestrian safety countermeasures.
- Urges jurisdictions to implement special pedestrian safety emphasis programs for young children and older adults.
- Supports further research on pedestrian issues and progress toward reducing pedestrian fatalities and injuries.
- Supports enforcement of traffic laws to protect pedestrians, in particular those laws protecting pedestrians crossing roadways at crosswalks.

• In 2005, congress established the national Safe Routes to School (SRtS) program.
• Empowers states and local communities to make walking and bicycling to school safe and available.
• Provides examples of practices by state programs.

• Contains both infrastructure and non-infrastructure components.
• Non-infrastructure includes education, encouragement, enforcement and evaluation activities.
• Targeted to state and federal SRTS practitioners, policy and decision makers within DOTs, local SRTS practitioners, other transportation enhancement program administrators.

NHTSA Safety In Numbers Fact Sheets

Ruth Esteban-Muir
NHTSA
NHTSA SAFETY 1N NUM3ERS
Pedestrian Fact Sheet

- Statistics on crashes involving pedestrians
- Promising practices in increasing pedestrian safety (high-visibility enforcement program)
- Cities with the highest and lowest pedestrian fatality rates
- Tips for drivers
- Tips for pedestrians
- What parents, states and communities can do
Everyone is a pedestrian.

Everyone is a pedestrian at some time, and most know how to keep their distance from moving traffic. Despite that, pedestrians were among the few categories of road users where deaths rose, accounting for 14% of total traffic fatalities in 2011, up 6% from 2010. If the proportions remain the same, we can expect that one pedestrian will be injured every 8 minutes and one will die every 2 hours in a traffic crash this year [www.nhtsa.dot.gov/Pubs/TIPS8178.pdf].

Nearly 3 out of 4 pedestrian deaths occur in urban environments (73%), at intersections (70%), during the nighttime (70%), and many involve alcohol. More than a third (37%) of the pedestrians killed, and 1 in 8 (13%) of the drivers in pedestrian fatalities, had blood alcohol concentrations (BACs) of 0.08 grams per deciliter or higher in 2011, the illegal limit in every State. Either the driver or pedestrian, or both, had some alcohol in 48% of all fatal pedestrian crashes.

What we know that pedestrians are more than just objects: They are people with voices and signals consistently and many often use cell phones and music players while walking or driving. Only 60% of pedestrians said they expected drivers to stop when they were in crosswalks, even though they have the right-of-way. (Review of Studies on Pedestrian and Bicycle Safety, 1999-2007. www.cdc.gov/nhts/1998/nhts1998summary.html#048)

For more information on pedestrian deaths, visit: www.nhtsa.gov/EveryoneIsAPedestrian

What data tells us
- Most weekday pedestrian deaths occur between 1 p.m. and midnight, but most weekend pedestrian fatalities occur between 8 p.m. and 4 a.m. [Traffic Safety Facts, Pedestrians, 2011 Data, www.nhtsa.gov/Pubs/NHTSA1178.pdf]
- More than two-thirds (70%) of the pedestrians killed in 2011 were male. Male injury severity was higher than female (28 vs. 8,000,000 population)
- Almost 1 in 5 (20%) of the children 10 to 14 years old killed in traffic crashes were pedestrians and almost 1 in 10 (10%) of these died, and older were pedestrians. More than half (54%) of all pedestrian fatalities were adults 25 to 64.
- Most pedestrian deaths occur in urban environments (73%) rather than rural; at intersections (70%) rather than non-intersections; (70%) rather than intersections; (70%) rather than intersections; (70%) during the nighttime (70%); and in 1 in 5 (20%) pedestrian fatalities were hit and run.
- Pedestrians 14% more than the 2011 median age of 43.8 years for 2011 [Source: NHTIS, 2011 Data].
- More than a third (37%) of pedestrians killed in 2011 had BACs of 0.08 grams per deciliter or higher. The illegal limit in every State.
- A NHTSA telephone survey found that 6% of pedestrians said they felt threatened for their personal safety on the road.
- A NHTSA telephone survey found that 5% of pedestrians said they felt threatened for their personal safety on the road
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It takes a community
- To encourage drivers to yield the right-of-way to pedestrians. Gainesville, Florida implemented a high-visibility enforcement program in 2009 and 2011. (The Effect of High-Visibility Enforcement on Driver Compliance to Pedestrian Yield Right-of-
- Street law, www.cahs.org/bloresearch/bloresearch.html)
- The city extended pedestrian advance crossing markings at 12 non-crosswalk sites. The Gainesville Police Department, the Alachua County Sheriff's Department and the Alachua County Department on first year of enforcement over the course of one year. During the first year, officers gave only warnings and handed out flyers explaining Florida law, proper yielding behavior of drivers, and proper crossing behavior of pedestrians. Officers asked listeners to be good role models.
- The university also informed in the school newspapers, school flyers went out to parents at all Gainesville elementary and middle schools, and the police department ran radio and exploring the program.
- During the last 5 months of the program, feedback signs along high-traffic road allowed the yields percentage for the past week in the second to rise.
- There was a slow and steady increase in drivers yielding the right-of-way to pedestrians. It began when officers issued warning and handed out flyers, increased when one police officer issued the lowest ticket (which was not the actual ticket), and increased again when Gainesville added yield signs, increase signs, and feedback signs to the enforcement program. Yelling also increased in many comparison sites that were not part of the enforcement effort.
- Gainesville included engineering, enforcement, education, media, and broad community participation in its program.
NHTSA SAFETY 1N NUM3ERS
Bicycle Fact Sheet

• Statistics on crashes involving bicyclists
• Mistakes that bicyclists make
• Mistakes that drivers make
• States with the highest and lowest bicycle fatality rates
• Data on using electronic devices while bicycling
• Use of bike helmets
• Tips for bicyclists
• Tips for drivers
NHTSA SAFETY NUMBERS
Bicycle Fact Sheet

Preventing Two-Wheeled Tragedies: The Mistakes We All Make

In the warmer summer months, more people are out bicycling—for exercise, recreation, or to run errands, commute to work, or conserve energy. From 2000 to 2012, the number of Americans traveling to work by bicycle increased from 400,000 to about 760,000 (U.S. Census Bureau, May 2014). While a bicycle can offer many health, financial, and environmental benefits, it can also bring the dangers associated with any vehicle.

Cyclists and drivers make mistakes that contribute to crashes, but when a crash happens involving a cyclist and a car, SUV, pickup truck, or bus, it is the cyclist who is likely to be injured or killed.

Bicyclists account for 2 percent of all traffic fatalities and 2 percent of all nonfatal injuries in 2012. Most bicyclist fatalities occurred between 4 p.m. and midnight (48%) and in urban areas (68%). Almost 1 in 10 (38%) of those killed while riding bicycles were male. One in four bicyclists (24%) who died in crashes had blood alcohol concentrations (BACs) of .08 grams per deciliter (g/dL) or higher; the illegal blood alcohol level is .08 g/dL.

Many crashes could be avoided if all bicyclists and motorists followed the rules of the road.

For more information, visit:
www.NHTSA.gov/Bicycles

http://www.nhtsa.gov/Bicycles

American Driver and Traffic Safety Education Association

ANSTSE

NHTSA
NHTSA SAFETY 1N NUM3ERS

Bicycle Fact Sheet

Facts

- Frequency of Using an Electronic Device While Bicycling: Two-thirds of respondents who rode a bicycle within the past year reported that they never used electronic devices during their bicycling trips over that time period. However, one-third of electronic device users do so during some or all of their bicycling trips.

- Opinion on Bicycle Helmets Protecting Against Head Injuries: All respondents were asked if they thought bicycle helmets provided protection against head injuries. They were more inclined to think that bicycle helmets provide a high level of protection to adults, than to think they provide a high level of protection to children. More than half of the respondents thought that bicycle helmets provide at least some protection for children, and for adults.

What You Can Do

- We know what works: NHTSA recommends that bicycle safety laws be enforced and that bicycle safety laws be enforced. Bicycle safety laws that require the use of bicycle helmets while riding can be enforced. Bicycle safety laws that require the use of bicycle helmets while riding can be enforced.

- Everyone can:
  - Follow the rules of the road. Be in all states. Bicycles are considered vehicles. You must follow all the rules of the road.
  - Use your signal. Signal your intentions to others. If you find yourself in a tight spot, make sure the person behind you knows that you are about to do something.
  - Make yourself and your bicycle visible at all times, especially at night and to drivers. Riding with brightly visible clothing and using white lights is front and red reflectors or lights in the rear is required by all states. Drivers cannot see you if you are dressed in dark colors at night.

- Bicyclists can:
  - Be predictable. Signal your intentions to others. At least 100 feet (30 meters) before changing lanes, ride in a single lane on the right side of the road, and plan your route well in advance.
  - Be visible. Ride your bicycle in the lane. Use your signal, and be sure to use turn signals, if available, or tell other drivers your intentions.

- Be ready to stop at intersections. This is easier to do if you are not distracted by electronic devices. We need to be alert to pick up information about traffic around us, so do not put yourself at a disadvantage by texting or by using ear buds or headphones while you are riding.


- Ride sober. Alcohol affects balance, judgment, and reaction time, among other things, so don’t drink or miss your friends ride to a ride which increases the risk of a crash.

Drivers can:

- Be predictable. Signal your intentions to others and anticipate what other road users may do.

- Turn off cell phones.

- Allow enough room when passing bicycles, as you would when passing another vehicle. A single lane does not allow enough room for both a bicycle and another vehicle; therefore, you must move into the next lane to pass the bicycle because they can be unnoticeable.

- Stop and give assistance if you strike a bicycle, call 911 as necessary. Failing away from the crash constitutes a hit and run which is a serious crime in all states.

Visit www.nhtsa.gov/bicycles for information about bicycle safety tips, activities for children, Safe Routes to School, and how to be a “Road Buddy.”

For more information, visit: www.nhtsa.gov/Bicycles
NHTSA Links

• NHTSA Bicycles Website:
  http://www.nhtsa.gov/Bicycles

• NHTSA Pedestrians Website:
  http://www.nhtsa.gov/Pedestrians

• NHTSA Everyone is a Pedestrian Website:
Examples of State Practices on Pedestrian and Bicycle Safety

Christie Falgione
Director Traffic Safety and Licensing
Highway Safety Services, ANSTSE
Examples of State Practices

- **Illinois Bicycle Rules of the Road and Website**
  - provides bicyclists information on sharing the road with motorists and safety tips for drivers

- **Wisconsin Pedestrian and Bicycle Videos, PSA’s and PowerPoints**
  - provides information on sharing the pedestrians and bicyclists

Contact Wisconsin DOT
Examples of State Practices

• Montana Curriculum
  – provides lesson plans, videos, PowerPoint and a quiz for sharing the road with pedestrians and bicyclists

• Vermont Bicycle and Pedestrian Coalition
  – Provides handouts, pamphlets and videos
  http://vtbikeped.org/
Examples of State Practices

• Oregon and North Dakota Curriculum
  – provides lesson plans on sharing the road with pedestrians and bicyclists

• Kansas Traffic Safety Resource Office
  – provides videos, handouts, pamphlets, guest speakers on pedestrian and bicycle safety

http://www.ksdot.org/bureaus/burRail/bike/default.asp
Examples of State Practices

- Oregon Department of Transportation Resources
  - The Drivers Guide to Bikes
  - Oregon Bicyclist Manual
  - The Bicyclists Survival Guide
Examples of State Practices

- California DMV Website – access to pedestrian and bicycle safety including the driver manual, brochures, fact sheets, safety tips
  
  https://www.dmv.ca.gov/about/pedestrian.htm

- British Columbia’s Driver’s Manual – provides detailed information on sharing the road with pedestrians and bicyclists
  
Examples of State Practices

- Maryland MVA Website and Resources – practice online questions, pamphlets online and handed out at community events, bike safety video, PSA’s, messages via radio, TV and social media

http://www.mva.maryland.gov/safety/mhso/program-bicycle-safety.htm

http://www.mva.maryland.gov/safety/mhso/program-pedestrian-safety.htm
Examples of State Practices

- Minnesota Public Safety Website
  - Provides detailed information on sharing the road with pedestrians and bicycles, laws and safety tips, bicycle and pedestrian counts webinar, best practices for pedestrian/bicycle safety

  https://dps.mn.gov/divisions/ots/pedestrians-bicycles/Pages/default.aspx
  http://www.dot.state.mn.us/bike/
  http://www.dot.state.mn.us/peds/
Examples of State Practices

- New York Online Driver’s Manual, Pamphlets and Websites
  - online driver’s manual contains pedestrian and bike safety information, websites with resources and pedestrian and bike safety pamphlets, and Bike Smart Guide to cycling

http://www.safeny.ny.gov/peds-ndx.htm
http://coexistnys.org/
Examples of State Practices

- Pennsylvania DOT Website
  - provides fact sheets, safety publications, printable information cards, bicycle driver manual, multiple safety videos for pedestrians and bicyclists

http://www.justdrivepa.org/Traffic-Safety-Information-Center/Bicycle-And-Pedestrian-Safety/
Examples of State Practices

- **North Carolina DOT Website**
  
  NCDOT's Division of Bicycle and Pedestrian Transportation (DBPT) is one of the oldest programs of its kind in the nation, established in 1973. DBPT seeks to integrate bicycle and pedestrian safety, mobility and accessibility into the overall transportation program through engineering, planning, education and training.

Overview of NHTSA’s Uniform Guidelines for Pedestrian and Bicycle Safety

Ruth Esteban-Muir, NHTSA
Troy E. Costales, GHSA
NHTSA’s Uniform Guidelines for State Highway Safety Programs: Guideline No. 14 Pedestrian and Bicycle Safety

- Program Management
- Multidisciplinary Involvement
- Legislation, Regulation and Policy/Law Enforcement
- Highway and Traffic Engineering
- Communication Program
- Outreach Program
- Driver Education and Licensing
- Evaluation Program
How to Verify Content on Pedestrian and Bicycle Safety is Being Covered

Allen Robinson, ADTSEA CEO
Ruth Esteban-Muir, NHTSA
How to Verify Content on Pedestrian and Bicycle Safety is Being Covered

• Utilize the ADTSEA’s (Developed by the Adam Little Foundation) Share the Road with Bicyclists list of objectives as a checklist to determine:
  – what your state is currently covering
  – what needs to be added

• Utilize quality curriculums, textbooks and the AAMVA Model Driver Manual / Knowledge Test Item Pool.
How to Verify Content on Pedestrian and Bicycle Safety is Being Covered

• Incorporating or expanding road skills exams to emphasize specific driving maneuvers associated with responding to pedestrians and bicyclists. This includes:
  – Yielding and stopping for pedestrians at intersections, turns and designated zones
  – Scanning for possible mid-block crossings
  – Properly sharing the road with pedestrians and bicyclists
Open Discussion

• Do you think pedestrian and bicycle safety is a problem that needs to be addressed to young drivers?
• What kind of priority do you think it is?
• How can we make sure new drivers learn how to share the road with bicyclists and pedestrians?
• What is your state using or doing to make young drivers aware of pedestrian and bicycle safety?
Open Discussion

• How are you covering pedestrian and bicycle safety during instruction time or BTW time?
• Have you incorporated pedestrian and bicycle safety into your road test and knowledge test? If not, why?
• What do you feel should be incorporated into driver education curriculums on pedestrian and bicycle safety?
• What did you think of the webinar?
Next Steps?

• Will provide links to resources, webinar slides and a recording of the webinar.
• A questionnaire on the webinar will be sent to you.
• Additional resources on www.ANSTSE.info.
• States can schedule a NHTSA pedestrian/ bicycle peer review.
• Review your state’s resources on pedestrian and bicycle safety.
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Remarks from NHTSA Deputy Administrator

David J. Friedman, Deputy Administrator, NHTSA
Deputy Administrator, NHTSA

David J. Friedman
Deputy Administrator
National Highway Traffic Safety Administration

“Taking the RITE approach . . .”

Responsibility
Infrastructure
Technology
Education and Enforcement