

# FACTS: PEDESTRIAN SAFETY



Across the country, there is an epidemic of pedestrian deaths. In 2017, a pedestrian was killed every 88 minutes, nationwide.<sup>(1)</sup> In 2009, the Dangerous by Design report named Metro Orlando the #1 most dangerous place in the country for pedestrians. In 2019, we were still at the top of the list.<sup>(2)</sup> Central Floridians deserve and expect safe streets.

## National Data

- ▶ Federal reports estimate more than 142,000 pedestrians are injured and 5,000 pedestrians are killed each year.<sup>(3)</sup>
- ▶ 91% of pedestrian crashes involve a single car.<sup>(1)</sup>
- ▶ Pedestrians are 1.5x more likely to be killed in a car crash than car passengers on each trip.<sup>(1)</sup>

## Florida Data

- ▶ Pedestrians make up more than 20% of all the traffic fatalities.<sup>(1)</sup>
- ▶ Florida accounts for nearly 11% of all the pedestrian deaths in the country.<sup>(1)</sup>
- ▶ Florida metropolitan areas were ranked as the most dangerous places to walk in the nation (including Orlando-Kissimmee-Sanford).<sup>(2)</sup>

## Metro Orlando Data

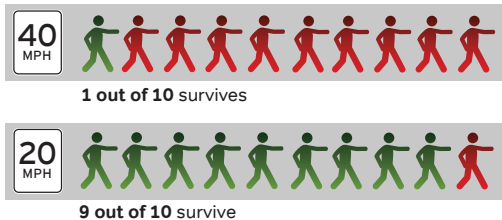
(Orange, Osceola and Seminole counties)

- ▶ On average, 3 pedestrians are injured every day, and at least 1 is killed every week.<sup>(4)</sup>
- ▶ 14% of pedestrian fatalities occur in marked crosswalks.<sup>(5)</sup>
- ▶ In the next 5 years, Central Florida will invest \$595 million into the region's pedestrian, bicycle and transit network.<sup>(6)</sup>

## What are some of the contributing factors?

### 1 Speed

Hit by a vehicle traveling at:



2 **Streets** designed to move cars fast, rather than for the safety of all road users.

3 **Drivers** who don't know traffic laws. Example: You HAVE to yield or stop for a pedestrian in a crosswalk (even if you have a green light).

## Injury & Fatality Report

961 reported people struck by drivers in Orange, Osceola and Seminole counties in 2018 – of those, 70 people died.<sup>4</sup>

	2015	2016	2017	2018	2015-2018 TOTAL
<b>Osceola County</b>					
Injuries & Fatalities	145	148	132	129	554
Fatalities	14	19	13	9	55
<b>Orange County</b>					
Injuries & Fatalities	655	638	725	685	2,703
Fatalities	39	49	62	55	205
<b>Seminole County</b>					
Injuries & Fatalities	137	125	146	147	555
Fatalities	6	9	13	6	34

## Florida law is clear F.S.(316.130)

Drivers approaching a pedestrian legally crossing the street in a crosswalk, must yield—slowing or stopping—to allow the pedestrian to cross.



From 2008 to 2017, nearly **50,000** Americans walking were hit and killed by drivers. *That's more people than the entire city of Altamonte Springs.*<sup>(1)</sup>



# STEPPING UP FOR SAFETY

We've established that Central Florida has a problem with crashes that injure and kill pedestrians. The **Best Foot Forward coalition** believes the status quo is unacceptable. There is no silver bullet to end pedestrian crashes, but previous successes, combined with continued persistence can make a proven difference. Pedestrians death and injuries are not accidents, but crashes that can be prevented.

The mission of Best Foot Forward is to lower pedestrian fatalities by getting more drivers to yield and stop for pedestrians in crosswalks, as Florida law requires.

## Fast Facts About BFF

- ▶ Proven success – More drivers are yielding to people walking in crosswalks today than they were 7 years ago.
- ▶ In 2012, BFF tracked just 17% of drivers yielded to people in crosswalks, on roads with speeds 35mph or slower. Today, that number has risen to 60%.
- ▶ On roads 40 mph or higher, the driver yield rate has risen from 2% to 43% over the last 7 years.

## BFF Progress to Date

Osceola County (2018-2019)



610

TOTAL CITATIONS AND WARNINGS



25

ENFORCEMENT DETAILS



17

MARKED CROSSWALKS MONITORED



14

PRESENTATIONS AND EVENTS

ENFORCEMENT

ENGINEERING

EDUCATION

## In The Numbers

- ▶ 19% of pedestrian fatalities nationwide involved hit-and-run drivers.<sup>(1)</sup>
- ▶ 14% of pedestrian fatalities in Florida occur in marked crosswalks.<sup>(6)</sup>
- ▶ Between 2017 and 2018, injuries and fatalities in the Orlando Metro area decreased by 24%.<sup>(6)</sup>

### It's not the tourists' fault:

- ▶ 93% of pedestrians killed in Florida live here.
- ▶ 96% of drivers who hit pedestrians in Florida live here.<sup>(6)</sup>

## Best Foot Forward Coalition



Best Foot Forward invites every road user to step up for safety, join the conversation and take action to save pedestrians lives. These statistics are not who we are. We deserve better than this, and together, we can make it happen.

1. NHTSA, Traffic Safety Facts (March 2019)
2. Smart Growth America, Dangerously by Design 2019
3. National Center for Injury Prevention and Control, CDC
4. Florida Highway Safety Motor Vehicles
5. Center for Urban Transportation, University of South Florida
6. MetroPlan Orlando, 2017

**FAILURE TO YIELD = \$166 + 3 POINTS**  
MINIMUM FINE ON YOUR LICENSE



Best Foot Forward is administered by Bike/Walk Central Florida.