Pedestrian Safety Action Plan

July 28, 2016 – PDCTC Bike Ped Advisory Committee
Urban Concentration
Urban Areas and Focus Communities (outside NYC)
Requires a comprehensive plan
Engineering Strategies

- Investigate and Treat Hot Spots
- Expand Corridor Program
- Systemic Improvements (Urban, State)
- Local Safety Project Solicitation
Uncontrolled Crosswalks

Basic Treatments

Sign Examples
Uncontrolled Crosswalks

Enhanced Treatments
Signalized Intersections

- **Improve Signal Operation**
  - Adequate crossing times
  - Left turn phasing
  - Accessible signals
  - Countdown timers
  - Leading pedestrian intervals

- **Additional Signs**
  - No Turn on Red
  - Yield to Pedestrian (overhead)
  - Street Name (in advance of intersection)

- **Hi-visibility Crosswalks**

- **Back plates**
Public Information and Education

- Target Behaviors Identified by Data Analysis
- Develop Awareness Campaigns
  - Develop/Deliver Consistent Campaign Messaging
  - Multi-lingual as Needed
  - Local Partners (e.g. Traffic Safety Boards, Local Health Departments)
- Media Marketing
  - TV, Radio, Print
  - Email, Social Media
  - Billboards and Transit Advertising
Public Information and Education

- **Technical Support for Partners**
  - Training for Partner Organizations (e.g. public health, law enforcement, planners, school personnel)
  - “Toolkit” of Information and Resources

- **Short Term: Statewide**

- **Long Term: Target Focus Communities**
Enforcement

- Pedestrian Safety Law Enforcement Training in focus communities
- Outreach to courts
- 1-2 week enforcement blitz annually

Operation See! Be Seen!
Pedestrian Safety Awareness Week
Open to play PSA

https://youtu.be/5Thk8BdMG4I
PSAP Officially Kicked-off

- June 20th Press Event
  - DOT, DOH, GTSC, FHWA and City of Albany Participate
  - Widespread Coverage

- Website Launched
  - 3 E’s Information
  - PSAP Report Available
PSAP Next Steps

- **Engineering**
  - Design Services Contracts
  - Data Packages

- **Education**
  - Outreach to Focus Communities
  - New PSA

- **Enforcement**
  - Training Development
  - Annual Enforcement Blitz
How Can MPO’s Help?

- Corridor Identification
- Local Project Solicitations (2017)
- Education Outreach to Locals
- Other?