

# **Education and Enforcement in Focus City and Focus State Pedestrian Safety Efforts: Detroit, MI**

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Wayne State University – Transportation Research Group

# Our Partners

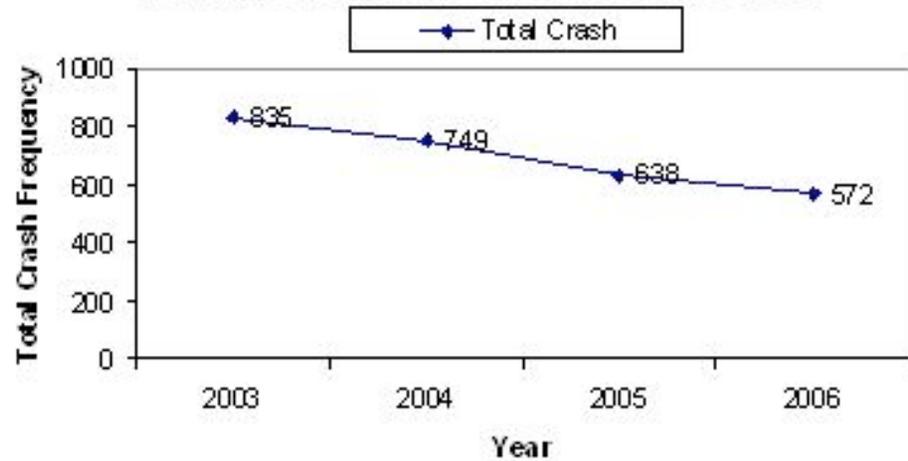
- Michigan Department of Transportation
  - Deirdre Thompson
- Office of Highway Safety Planning
  - Pietro Semifero
  - Pat Carrow
- Southeastern Michigan Council of Governments
  - Tom Bruff
- City of Detroit
  - Hani Dickow
  - Sunny Jacob

# Project Tasks

- Initial Kickoff Meeting and Formation of Detroit Area Pedestrian Safety Action Team
- Pedestrian Safety Problem Identification
- Pedestrian Safety Enforcement and Education Program Development
- Implementation of Pedestrian Safety Enforcement and Education Programs
- Evaluation of Pedestrian Safety Enforcement and Education Programs
- Transferable Pedestrian Safety Model

# City of Detroit Crash History

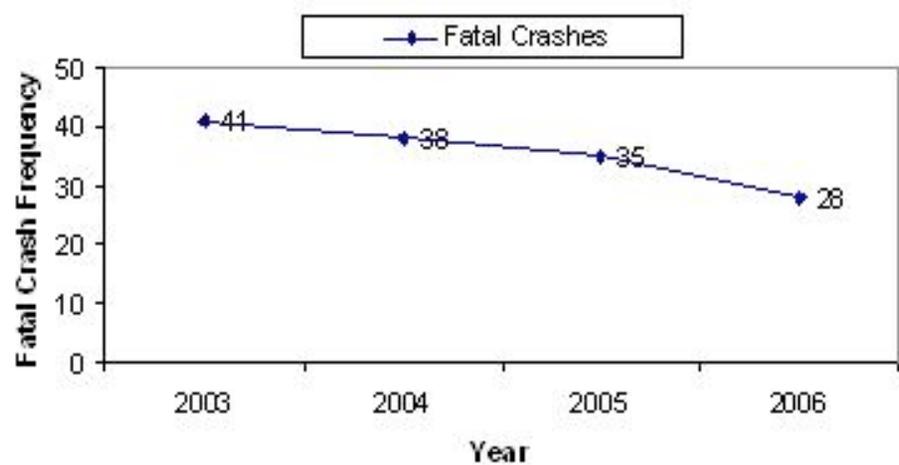
Detroit Pedestrian Total Crashes 2003-2006



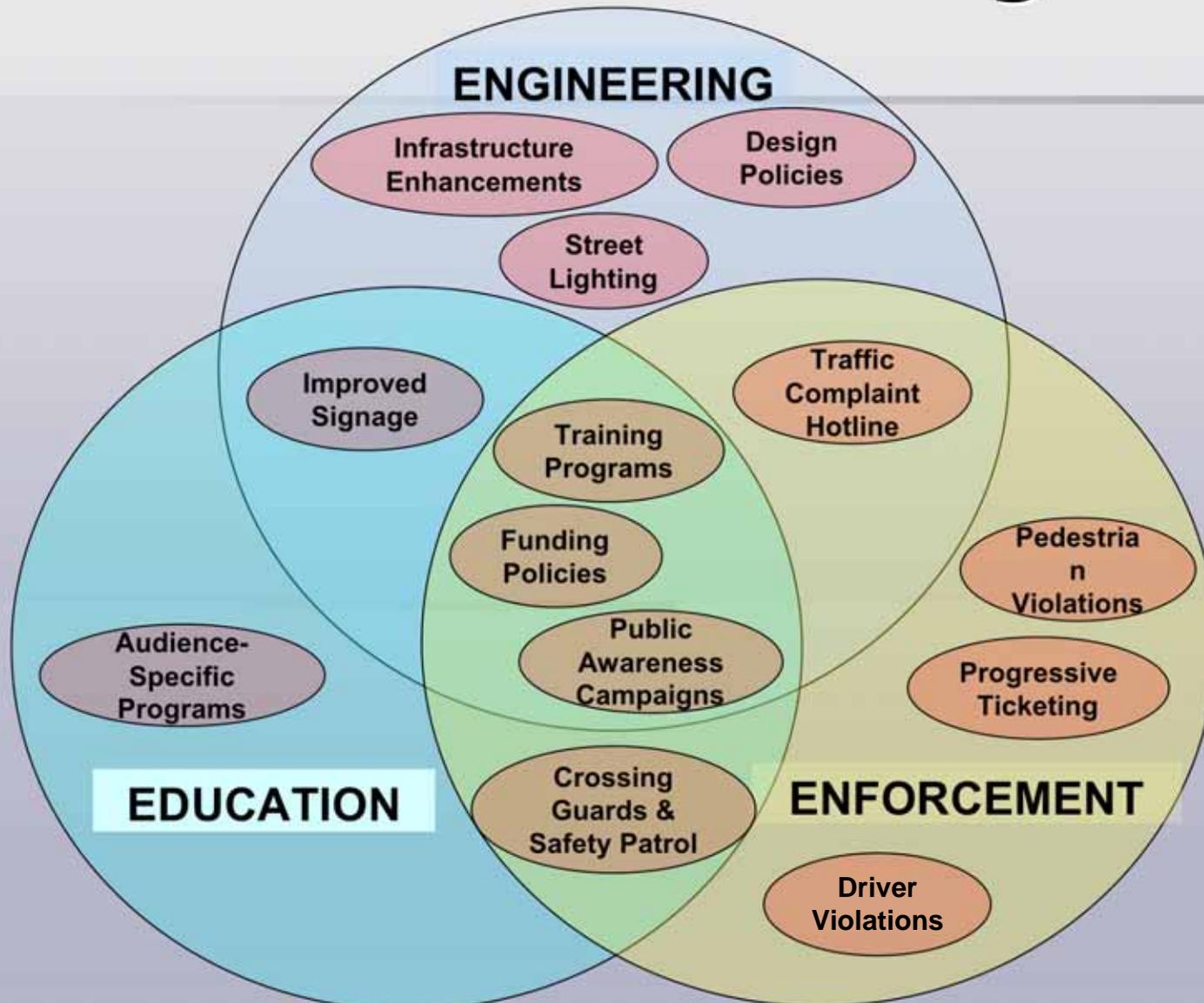
Detroit Pedestrian Injury Crashes 2003-2006



Detroit Pedestrian Fatal Crashes 2003-2006



# How Engineering, Enforcement and Education Work Together



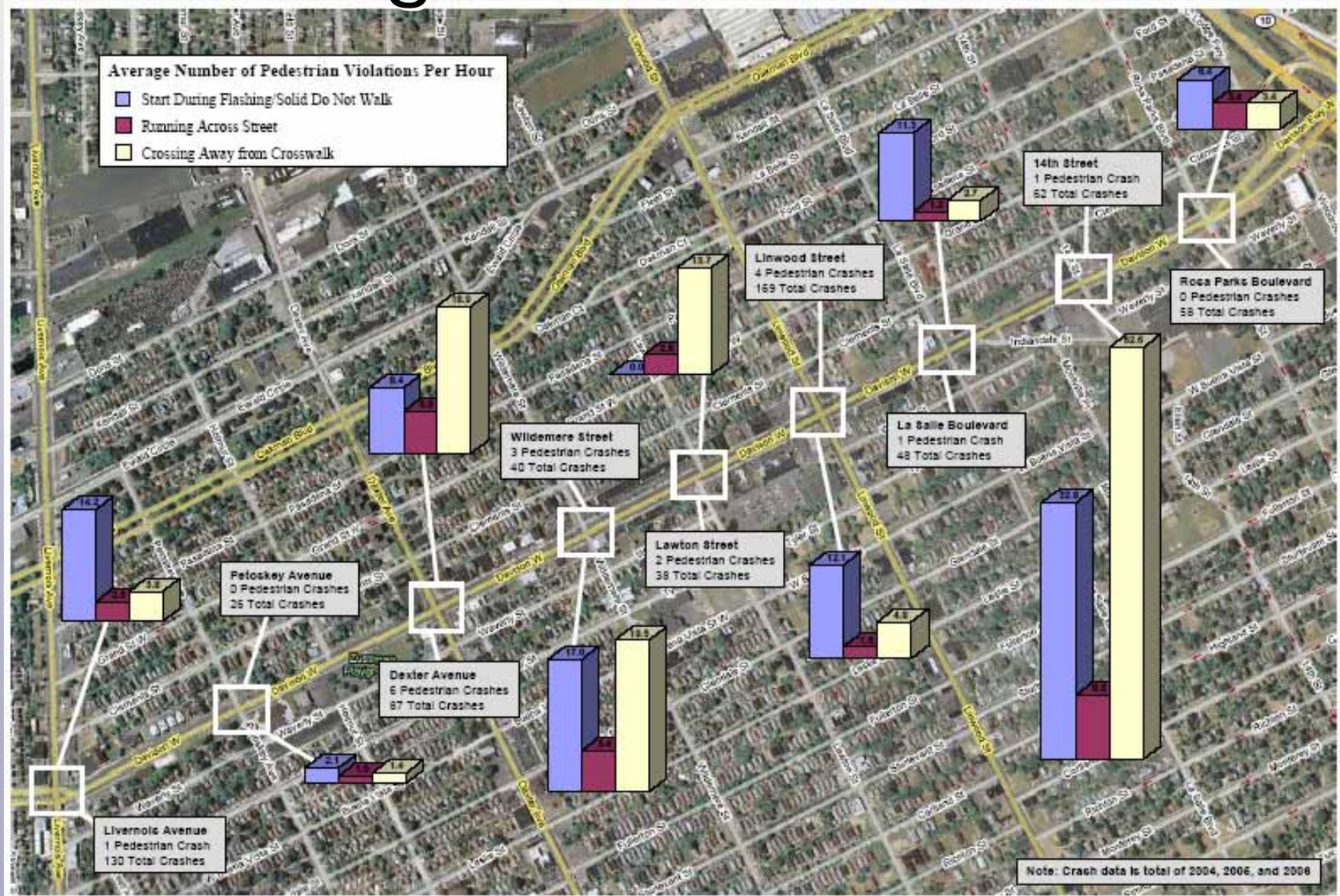
# Engineering Study

- **“EVALUATION OF PEDESTRIAN SAFETY IN THE CITY OF DETROIT”**
- **Sponsored by MDOT**
- **Development of Engineering Countermeasures for 14 high crash intersection locations and 1 high crash corridor (Davison Avenue)**

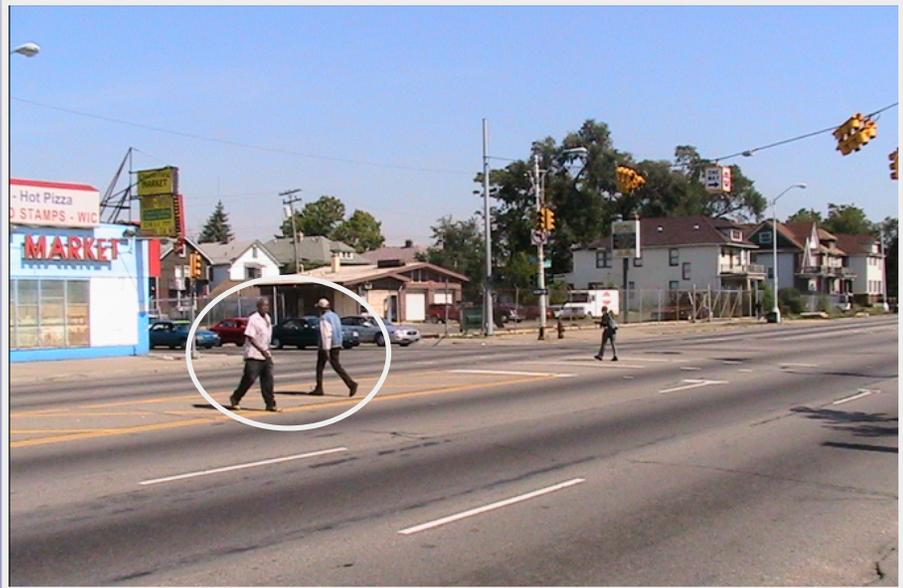
# Pedestrian Crashes Along Davison Corridor (2004-2006)



# Pedestrian Violations Per Hour Along Davison Corridor

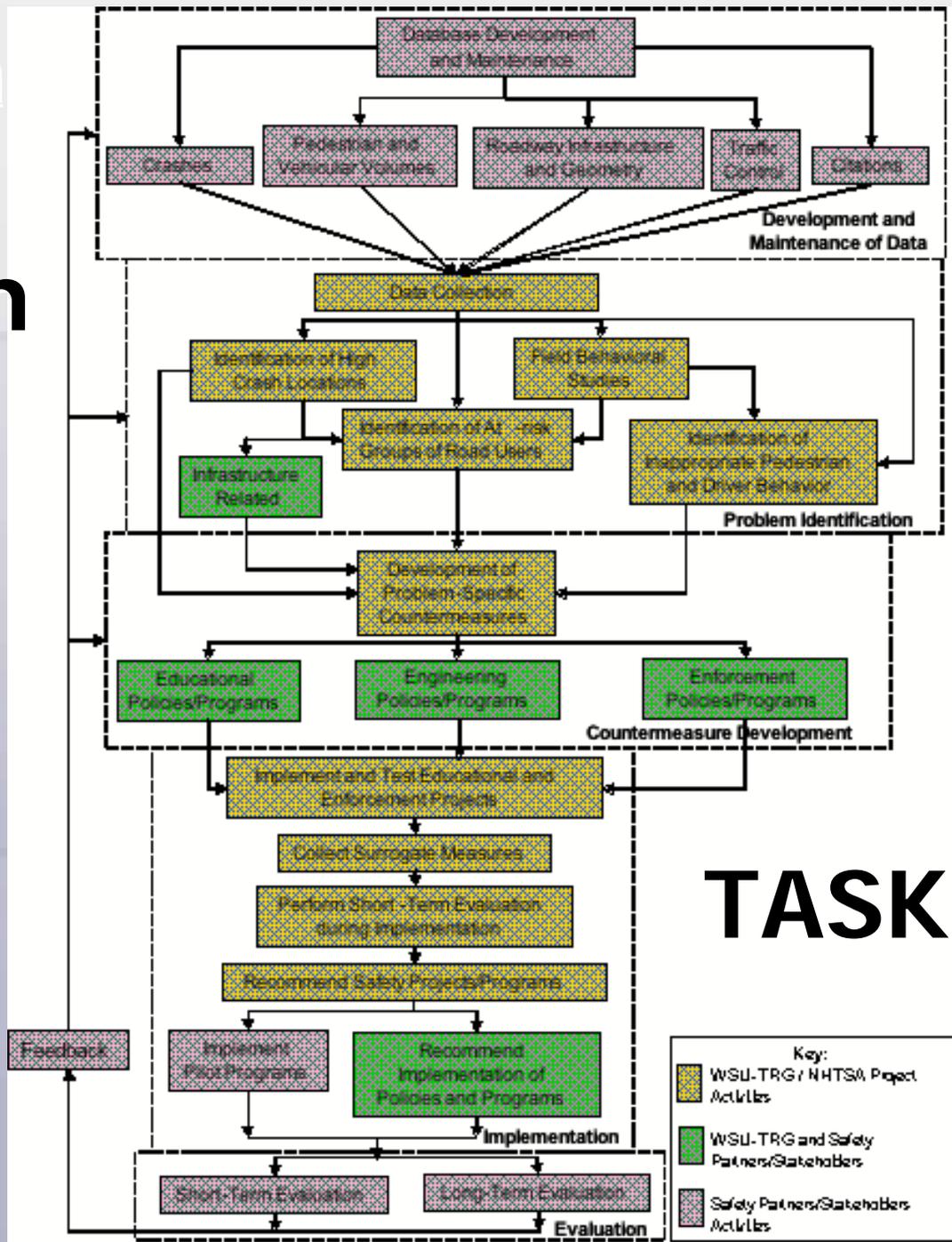
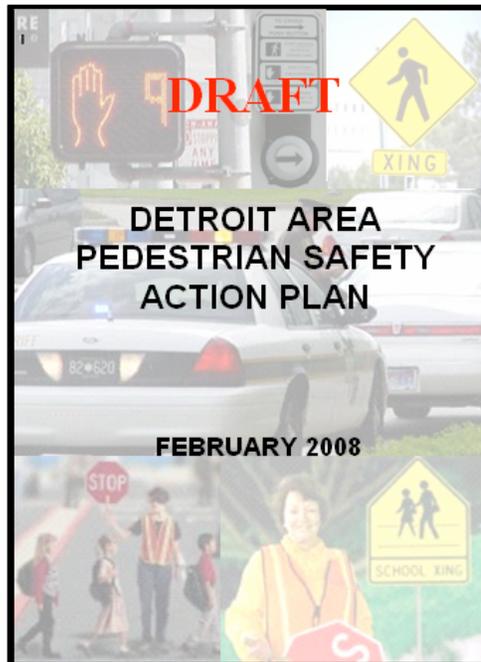


# Pedestrians Crossing Mid-Block on Davison





# Detroit Area Pedestrian Safety Action Plan (DAPSAP)



## TASKS

# Detroit Area Pedestrian Safety Action Team

- Includes representative from the following organizations:
  - AAA Michigan
  - City of Detroit
  - DPD
  - Detroit Public Schools
  - FHWA
  - Governor's Council on Physical Fitness, Health and Sports
  - Michigan Department of Community Health
  - Michigan Department of Education
  - MADD
  - MDOT
  - OHSP
  - NHTSA
  - Secretary of State
  - SEMCOG
  - Wayne County
  - WSU PD

# Target Populations

- Educational Programs
  - School Children: Grades K-8
  - High School Children: Grades 9-12
  - WSU Campus
  - Intoxicated Adult Pedestrians
- Enforcement Programs
  - Teenage Pedestrians
  - Adult Pedestrians
  - Drivers
  - Intoxicated Adult Pedestrians

# Evaluation Methods

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- Process Evaluation
- Administrative Evaluation
- Effectiveness Evaluation
  - Pedestrian Crashes
  - Surrogates MOEs include:
    - Compliance Rates of Pedestrians and Drivers
    - Violation Rates of Pedestrians and Drivers
    - Pedestrian Conflicts
  - Pre- and Post-Tests for Educational Programs

# Timeline

- Evaluation will occur before and after implementation of programs
- First round of program implementation will begin before summer vacation
- Transferable Pedestrian Safety Model due August 2009