NHTSA

PEDESTRIAN SAFETY

COMMUNITY RESOURCE GUIDE

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INTRODUCTION

The National Highway Traffic Safety Administration (NHTSA) is actively working with partners and stakeholders at the national level to address the pedestrian safety crisis through comprehensive resource development, technical training opportunities and increased access to federal funding sources.

To achieve meaningful progress, NHTSA relies heavily on local communities to assist in these efforts. Grassroots, neighborhood-level interventions generate the localized changes that make our streets safer and more accessible for all individuals who walk, bike or roll. Because every community has a unique layout and character, local residents and advocates best understand which strategies will effectively improve safety in their neighborhoods. Together, we can take a stand to make a meaningful difference and protect the lives of our families, friends and neighbors.



NHTSA issues an urgent call to action for states, local administrative leaders, traffic safety professionals, transportation planners, civil engineers, 911 dispatch personnel, emergency responders and community stakeholders to dramatically enhance pedestrian safety efforts. To support these localized campaigns, the U.S. Department of Transportation has strengthened its support by recommending evidence-based community activities and providing free, customizable outreach materials through the Social Media Playbook[1]. Local leaders are strongly encouraged to organize awareness-raising events and use this playbook to engage a varied and inclusive coalition dedicated to securing safer walking conditions.[1]

A SAFE SYSTEM APPROACH

The U.S. DOT's Safe System Approach[2] represents a fundamental paradigm shift in the transportation community. Moving away from traditional safety planning, which often attributes crashes primarily to individual user error, this comprehensive framework treats safety as a shared responsibility. The core concept is to design, build and operate multiple layers of protection that both prevent crashes from occurring and minimize physical harm when crashes do happen. It is a proactive, human-centric design approach built on six guiding objectives:

- **Death and Serious Injury are Unacceptable:** The Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries, since no one should experience either when using the transportation system.
- **Humans Make Mistakes:** Roadway users will inevitably make mistakes. The transportation network must be designed and operated to accommodate human errors, preventing these mistakes from resulting in severe or fatal consequences.
- **Humans are High-risk:** Human bodies have physical limits for tolerating crash forces before death or major injury occurs. Roadway speeds and crash impact vectors must be managed

to accommodate these human vulnerabilities.

- **Responsibility is Shared:** Safety does not rest solely on individual road users. All stakeholders—including transportation managers, civil engineers, vehicle manufacturers, planners and policy-makers—share the responsibility to ensure crashes are not fatal.
- **Safety is Proactive:** Rather than waiting for a fatal crash to occur and reacting afterward, communities must use proactive tools to systematically identify, assess and mitigate latent risks across the roadway network.
- **Redundancy is Crucial:** Minimizing risk requires strengthening every element of the system—infrastructure, vehicle technology, speeds and behavioral education—so that if one layer fails, other protective layers still shield people from harm.

The key focus of the Safe System Approach is to reduce death and serious injuries through design that accommodates human mistakes and injury tolerances.[2]

Safer People: Encourage safe, responsible behavior by people who use our roads, and create conditions that prioritize their ability to reach their destination unharmed.[2]

Safer Roads: Design roadway environments to mitigate human mistakes and account for injury tolerances to encourage safer behaviors and facilitate safe travel by the most high-risk users.[2]

Implementing this approach at a local level often involves identifying shared risk areas and applying low-cost countermeasures that can be deployed rapidly. For example, NHTSA's Low-Cost Pedestrian Safety Zone Case Study[3] documents how three pilot cities applied rigorous data analysis, hands-on field reviews, and local agency coordination to deploy highly effective, low-cost safety countermeasures. This model fits seamlessly into broader local safety plans and is supported by a comprehensive suite of resources, including an eight-step handbook, countermeasure selection guide and companion video[4].

Safer Speeds: Promote safer speeds in all roadway environments through a combination of thoughtful, equitable, context-appropriate roadway design; appropriate speed-limit setting; targeted education; outreach campaigns and enforcement.[2]

Safer Vehicles: Expand the availability of vehicle designs and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.[2]

Post-Crash Care: Enhance the survivability of people in crashes through expedient access to emergency medical care. Create a safe working environment for vital first responders and prevent secondary crashes through robust traffic-incident-management practices.[2]



Communities must commit to using all available resources, including education, community outreach and coalition building, engineering solutions, judicious enforcement and other proven safety countermeasures to eliminate all crash-related injuries and fatalities on our nation's roadways and create a transportation system that allows for all people—whether as a motorist, passenger or those who walk, bike or roll—to travel safely.

Within this Pedestrian Safety Community Resource Guide, you will find low-cost resources that you can immediately use to enhance your focus on pedestrian safety. These tools describe elements of a Safe System Approach and support community-based coalition-building efforts by raising awareness of pedestrian safety. You will find resources, messaging, visuals and activities that you can use to take action and help make walking and rolling more enjoyable and, more importantly, safer for all.

To amplify your voice in the community, NHTSA created a Social Media Playbook[1] that you can use with this Pedestrian Safety Community Resource Guide to complement or support your coalition communication strategies.

Pathways to Safer Streets: A National Traffic Safety Action Plan

- Pedestrians remain among the most vulnerable users on our roadways. NHTSA's Pathways to Safer Streets[5] initiative delivers a national action plan designed to safeguard pedestrians. Key strategies include curbing excessive speeding and driver distraction in high-risk zones through technology and law enforcement, combating impaired driving, and expanding rapid post-crash trauma care like prehospital blood transfusions. By aligning national partnerships and state data resources, this holistic approach aims to significantly eliminate preventable pedestrian injuries and fatalities nationwide. At NHTSA, we aim to drastically reduce injuries and fatalities through the eight core pathways[5].
    - Reengage Law Enforcement
    - Reduce Excessive Speeding
    - Prevent Impaired Driving
    - Leverage State Highway Safety Offices
    - Expand Prehospital Blood Transfusion Programs
    - Mobilize a National Partnership Strategy
    - Increase Occupant Protection Use
    - Reduce Distracted Driving

THE PEDESTRIAN SAFETY CRISIS

WHAT IS THE PEDESTRIAN SAFETY CRISIS?

Evaluating the scope of the pedestrian safety crisis requires close attention to the national baseline and local variations. **Each year, traffic crashes on U.S. roads claim the lives of thousands of pedestrians and injure tens of thousands more.** To analyze how your specific community performs, local organizers can utilize the interactive NHTSA Pedestrian Data Visualization Tool, which provides user-friendly, state-specific safety dashboards.

PRIMARY CONTRIBUTING FACTORS TO PEDESTRIAN INJURIES AND FATALITIES

- **Extreme Nighttime Risk:** Most pedestrian fatalities occur at night, with the highest risk concentrated during the evening hours.[6]
- **Non-Intersection Locations:** Most fatal pedestrian crashes occur outside of traditional intersections in areas that lack traffic control devices or marked crosswalks, leaving pedestrians vulnerable to vehicle traffic.[6]
- **Impairment & Shared Risk:** Alcohol consumption significantly impacts pedestrian fatalities, highlighting a critical need for improved transit options and targeted public awareness initiatives.[6]
- **Hit-and-Run Crimes:** Pedestrian fatalities caused by hit-and-run drivers take place more frequently under poor lighting conditions, during the early morning hours, and on weekends.[6]
- **The Physics of Speed:** Pedestrian survival rates decrease dramatically with higher vehicle impact speeds, particularly for older individuals who face increased vulnerability even at lower velocities.[6]

Pedestrian Fatality Trends

More facts and figures can be found on the NHTSA Crashstats Page[6].

COALITION BUILDING

Addressing deep-seated safety issues requires local collaboration. A dedicated safety coalition unites public and private stakeholders around a common mission, pools community resources, and coordinates localized advocacy. Active, transparent public involvement from a coalition's inception ensures that infrastructure projects and safety programs are designed around the actual lived experiences of residents. The following five-step blueprint is adapted from proven frameworks to guide your community safety campaign.[27]

STEP 1—START A PEDESTRIAN SAFETY COALITION

A successful coalition starts small but thinks broadly. It can take a community-wide approach and plan to resolve these concerns through positive changes. Consensus on goals will guide future work and serve as a road map to move forward. [27]

Determine who in the community has the expertise to help and should be invited to join the coalition. Strong coalitions represent a varied group from a geographic and experiential perspective. This may include community leaders, planners, engineers, departments of public works, schools and crossing guards, youth, disability rights or faith-based organizations, business owners, public health professionals, 911, law enforcement, EMS, local media, policy- and decision-makers, state highway safety offices (SHSOs), families, community members, advocates and other nontraditional stakeholders. This builds constructive relationships and enhances efficiency while maximizing community resources.[8] Keep in mind that things will take time, and it's okay to start small. You may not have all of these people on your coalition right away. Don't be discouraged. Use the resources and people you do have and continue to share your work and invite others to join. This will help your coalition grow.

The coalition's meetings and activities should be accessible, centrally located, near public transit options and/or virtual for all to attend. Making sure that every participant—regardless of their experience or location—can attend is an important best practice.

Use coalition members to identify the strengths, weaknesses, opportunities and threats within the community in regard to pedestrian safety via Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis. Conduct public outreach forums to gain an understanding of what community members witness, experience and feel the barriers to safer roads within their communities are. Take the time to assess what differences may exist. Integrate meaningful public involvement that seeks full representation from the community, considers public comments and feedback and incorporates that feedback into the planning process. Including a varied representation of people from your community in your coalition is key to identifying gaps. To learn more about your community, reference the U.S. Census Bureau's Narrative Profiles[7].

Adapted from the Environmental Protection Agency's (EPA) Community Action Roadmap[8], the following exercises are designed to best determine what pedestrian safety initiatives most benefit your community at this time. After completing, discuss where to start with your community.[8]

Start Here:

1. Who are the influencers in your community?
2. Who has shared goals in your community?
3. Who else could you connect with to build support and influence?[8]

With your newly formed coalition, assess the following:

Potential Stakeholder (Name and Organization)	**What Kinds of Expertise Could This Stakeholder Provide?**	**Collaboration Opportunities**

Coalition Assessment	Yes, No, Unsure —Provide Sources
Does your coalition know the key agencies (schools, local businesses, city council, regional planning commissions,[9] municipal planning commissions, etc.) and decision-making processes that can have the most impact on your pedestrian safety goals?	
Does your coalition have relationships with the key decision-makers, the business community, transportation organizations and a range of community groups that reflect the people in your community?	
Does your coalition represent your community?	
Has your coalition identified the barriers, evaluated a range of methods for achieving your goal and selected a few that will be most effective?	

It is important that your coalition establishes expectations and guidelines, such as:

- Foster creativity and innovation
- Create a safe space for community communication and opposing viewpoints
- Keep meetings and coalition work on track
- Assign responsibilities and hold individuals accountable
- Facilitate decision-making
- Mediate conflict
- Ensure communication is clear and timely
- Provide encouragement and celebrate success

STEP 2—IDENTIFY KEY ISSUES AND PRIORITIZE GOALS OF THE PEDESTRIAN SAFETY COALITION

Use NHTSA's Walkability Checklist[10] to evaluate your neighborhood's walkability. Conduct 'walk audits' with coalition members and city officials to see safety gaps firsthand. Document barriers for historically underrepresented populations or those with mobility challenges. Use the table below to record and prioritize your walk audit findings. Walkability checklists are available in English and Spanish.

The chart below will help organize your findings after completing NHTSA's Walkability Checklist. When prioritizing actions, make sure to consider the length of time to complete particular tasks.[10]

Issues of Concern	Detailed Description	Goal	Priority

Use photos to tell your story. As the saying goes, a picture is worth a thousand words. Here are some tips on using images to convey an easy and compelling message.

Using photos to showcase pedestrian safety issues has three main goals: (1) to enable people to demonstrate their community's strengths and concerns, (2) to promote discussion and gain knowledge about important issues through photos and (3) to advocate to policy- and decision-makers.

- Use photos showing the impact of the issue on the community. Include people in the photos when possible (with permission).
    - Use a map to show where the impact occurs and the proximity of the issue to high-risk communities (e.g., schools, preschools and senior facilities) or valuable resources (e.g., creeks, housing, businesses or open space).
    - Use graphs to show data and how the issue relates to regulatory standards or national averages.
    - Highlight quotes from local or other respected opinion leaders. Include a photo of the speaker.
    - Show or tell a success story from a similarly affected community to demonstrate that change is not only needed, but also possible.



STEP 3—MAKE A ROADMAP DETAILING NEXT STEPS

Start with the goals you have prioritized. What steps need to be taken to reach each goal? Identify who is/are the best person/people to accomplish each task. Set deadlines to complete each action. Schedule times to meet as a coalition and communicate your progress. Most importantly, commit to a unified action plan through cooperation and communication.[8]

You can use NHTSA's Low-Cost Pedestrian Safety Zones: An Eight-Step Handbook[11]. This handbook describes the availability of lower-cost and quicker-to-implement strategies for communities to address pedestrian safety problems. This has great potential to minimize pedestrian crashes and lessen their severity.[11]

Identified Risk:	
Goal:	
Next Steps:	1. 2. 3. 4.
Who is Responsible:	
Deadline(s):	

STEP 4—PUT WORDS INTO ACTION

Now it's time to act. Utilize your roadmap to guide your next steps. These actions might include community awareness activities, engagement events and social media campaigns.[1]

Visit NHTSA's Pedestrian Safety page[1] for communication resources and the Pedestrian Safety Social Media Playbook to support your coalition communication strategies.

STEP 5—MAINTAIN, EVALUATE AND ADJUST TO OVERCOME CHALLENGES

Maintenance is necessary to keep the coalition motivated and on track. Here are some reminders:

- Ensure contact information is updated and current.
- Schedule recurring meetings at a routine day and time to keep members engaged without adding unnecessary burden.
- Make sure all meetings and activities have an accessible location and time to maximize a wide array of community involvement.
- Identify a note-taker and distribute minutes after each meeting.
- Be flexible and willing to adjust to change when necessary.
- Evaluate as you go.
- Support each other along the way.

Evaluate current processes through structured self-assessment to identify operational strengths and areas for growth. Ideally, you should include feedback from your community and partners. You can use an anonymous survey or discuss as a group and flip chart the notes. Walk through each of the key functions and solicit feedback. Consider:

1. **What worked well?**
   - Identify successful practices, positive outcomes and high-performing processes.
2. **What could be improved?**
   - Pinpoint bottlenecks, inefficiencies or recurring operational challenges.
3. **What are some ideas for addressing those challenges?**
   - Brainstorm actionable solutions, process refinements and tactical adjustments.
4. **Do you have existing members who could help build success in these areas?**
   - Leverage internal community strengths, expertise and leadership capacity.
5. **Are there any new partnerships you could form to address any gaps?**
   - Identify external collaborations, new and untraditional stakeholder groups or strategic alliances to support missing capabilities.
6. **Have any changes in data occurred? What are some next steps?**
   - Review recent data trends, performance metrics and immediate action items moving forward.

COMMUNITY ACTIVITIES

Now that you have your action plan outlined, below are some low-cost and ready-to-use strategies to enhance pedestrian safety for various groups within your community. Integrating pedestrian safety activities within your community will enhance community engagement, build partnerships and create opportunities for frequent communication, outreach and education. This section details evidence-based, highly focused safety campaigns tailored for specific demographics and strategic areas in your neighborhood. Combine these targeted programs with the elements of the Safe System Approach to ensure maximum community protection.

Spanish-language materials to support outreach to the Spanish-speaking community can be found at Seguridad Peatonal and TrafficSafetyMarketing.gov/Pedestrians[1].

Safe System Approach Elements



WORKING WITH CHILDREN AND SCHOOLS

Focused messaging near where children live, play and attend school, and where those with limited mobility travel, can bring additional attention to the importance of motorists focusing on the driving task. Unfortunately, pedestrian injuries and fatalities among school-age children occur more often on the way to and from the bus stop, or outside the school bus.

- NHTSA's Child Pedestrian Safety Curriculum: A comprehensive, 5-lesson curriculum structured for students in grades K-5. Lessons build progressively, teaching skills for walking near traffic, crossing streets, navigating intersections, parking lot safety, and school bus safety.[12]
- Planning Safer School Bus Stops and Routes Interactive Toolkit: Millions of children ride school buses daily, making student transportation safety a priority in every community. As part of a comprehensive program to enhance these efforts, NHTSA developed an interactive toolkit for planning safer school bus stops and routes. This user-friendly resource assists school districts and transportation practitioners in selecting safer bus stop locations, optimizing safety of routes, and establishing safer pedestrian travel paths.[13]
    - NHTSA also offers Reducing the Illegal Passing of School Buses: Best Practices Guide.
    - Additional resources on school bus safety and National School Bus Safety Week can be found here.
- Promote Safe Routes to School (SRTS): SRTS is an approach that promotes walking and bicycling to school through infrastructure improvements, enforcement, tools—including a guide and safety education—and incentives. SRTS programs can be implemented by

a department of transportation, metropolitan planning organization, local government, school district, a school or even parents.[14]

- National Walk, Bike & Roll to School Day takes place in early October every year. Local Walk, Bike & Roll to School Day coordinators across the country have described how a simple, one-day event has led to great changes, such as long-term walking and rolling programs, new sidewalks and pathways and needed policy changes at schools and in communities. Improvements that normally take a long time to institute can happen quickly when city officials walk or roll to school with students and see firsthand what needs to be done.



  - How to plan a Walk to School Day event in your community[15]

WORKING WITH YOUTH

Traffic-related crashes are a leading cause of death for teenagers (15 to 18 years old) in the United States. To engage older youth effectively, coalitions should implement:

- NHTSA's Peer-to-Peer Teen Traffic Safety Program Guide: Provides a roadmap for establishing peer-led traffic safety groups. Peer-to-peer programming leverages social networks to promote responsible behavior among both drivers and young pedestrians.[16]
- Pedestrian Safer Journey[17]: An online platform offering interactive videos and conversation-starters to help parents and teachers discuss street safety with teens, supported by the Teen Discussion Guide.
  - You can use this guide: Teen Discussion Guide[18]



WORKING WITH OLDER PEDESTRIANS

Older adults face substantially poorer crash outcomes due to increased physical fragility and frailty, which limits their capacity to recover from physical impact forces. Safety campaigns should focus on:

- Stepping Out as an Older Adult[19]

Provides clear, low-impact walking safety checklists to help seniors maintain health benefits while navigating traffic safely.

- The Pedestrian Safety Workshop: A Focus on Older Adults[20]

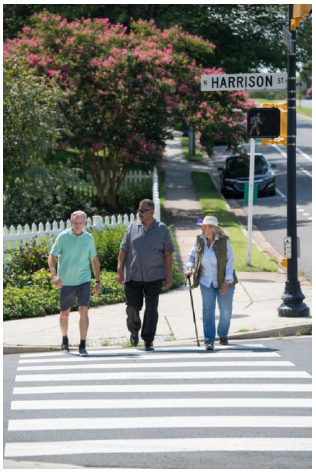
A Focus on Older Adults is designed to engage communities in addressing the pedestrian safety issues that older adults face and to give older adults strategies for safer walking. Developed by the Highway Safety Research Center at the University of North Carolina Chapel Hill under NHTSA funding.

- Clearinghouse for Older Road User Safety (ChORUS)[21]

ChORUS provides a centralized, dynamic resource dedicated to highway safety for aging drivers, passengers, pedestrians, and cyclists. It addresses the three key pillars of road safety: safer roads, safer road users, and safer vehicles.

WORKING WITH LAW ENFORCEMENT

Consistent enforcement of traffic laws reinforces safe behaviors across all road users. Local coalitions should coordinate with local departments to adopt **High Visibility Enforcement (HVE)**. HVE combines proactive, targeted policing in high-risk zones (such as crosswalks and school zones) with intensive public awareness campaigns. This increases the perceived likelihood of being cited for dangerous driving behaviors, encouraging motorists to slow down. NHTSA provides an **HVE Toolkit** and a detailed guide for conducting pedestrian safety enforcement operations, offering proven planning methodologies and case studies.



- NHTSA's HVE Toolkit can be used to plan and prepare HVE efforts.
- NHTSA's how-to guide for conducting pedestrian safety enforcement operations includes a summary of promising practices, guidance on planning/implementing an operation, recommendations to evaluate efforts and a series of case studies.

WORKING TO PREVENT IMPAIRMENT AND DISTRACTION

Each year, **hundreds of nonoccupants (including pedestrians) are killed in alcohol-impaired crashes and distraction-affected crashes**. Unlike drivers, pedestrians do not have the protection of a vehicle and its safety features during a crash.

- NHTSA's Publicized Sobriety Checkpoints Guide offers a low-cost and effective countermeasure for educating the public on the risks of impaired driving.
- Guide for Implementing an Impaired Driving Tracking System.[22] Impaired driving threatens pedestrians. Tracking and eliminating this risky behavior keeps all road users safe.
- Ways to Get Home Safely:[23] Walking lifeguard, ridesharing, safe ride home and transit guides are examples of programs and resources to help people get to their destinations safely after drinking alcohol.

Distracted driving poses a danger not only to vehicle occupants but pedestrians as well. Distracted driving comes in many forms, but texting and cell phone use while driving has become the most prevalent type of distracted driving. Remember, when you get behind the wheel, Put the Phone Away or Pay.

- NHTSA's social media playbook is designed for easy posting and seamless integration into your social media platforms. Your communication efforts may help save lives. Put the Phone Away or Pay Social Media Guide.



WORKING TOWARD SAFER SPEEDS

Speeding is more than just breaking the law. The consequences are far-ranging. No matter how safe a driver thinks they may be, speeding is dangerous. Speed limits aren't a suggestion; they are the law. Obeying posted speed limits keeps drivers, passengers and pedestrians safe. A growing body of research

shows that speed limit changes alone can lead to measurable declines in speeds and crashes. In alignment with the Safe System Approach, achieving safer speeds requires a multifaceted approach that leverages road design and other infrastructure interventions, speed limit setting, education and enforcement. Roadway design and other infrastructure factors play a significant role in managing speeds and can deter excessive speeding behaviors from occurring in the first place. Speeding increases both the frequency and severity of crashes, yet it is both persistent and largely accepted as the norm amongst the traveling public. Promote safer speeds in all roadway environments through a combination of thoughtful, context-appropriate roadway design, education, outreach campaigns and enforcement.





- Countermeasures That Work: Lowering Speed Limit.[24] Lowering posted speed limits to 25 mph or below in pedestrian-dense areas dramatically reduces fatal impact risks. In general, higher limits correspond to higher crash rates, while lower limits result in substantial drops in injuries.
- Speed Safety Cameras (SSC).[24] SSC enforcement is not intended to replace traditional speed management strategies. Instead, it serves as a supplement to other techniques—such as High-Visibility Enforcement (HVE), traffic calming and social norming—to shift driver behavior. Research shows that deploying speed cameras, including in school and work zones, can reduce roadway fatalities and injuries by 20% to 37%.
- Organize a local 'speed study' by inviting stakeholders and police officers to use a speed gun or a smartphone radar app to record traffic speeds on a high-risk street. Use the data to lobby for official speed limit revisions under the FHWA's Speed Limit Setting Handbook.
    - Check out FHWA's Speed Limit Setting Handbook.
    - Learn more about speed limits and speed studies from FHWA.[25]



- Countermeasures That Work: Dynamic Speed Display/Feedback Signs.[24] Portable or permanent digital signs that display a driver's speed and remind them of speed limits. These signs suggest active monitoring and are proven to slow vehicles down.

WORKING TO ENHANCE EMERGENCY MEDICAL RESPONSE

Each year, 911 dispatch systems route emergency medical services (EMS) to tens of thousands of **injured pedestrians**. Bystanders who stop, call 911 and deliver immediate basic care often determine whether a crash victim survives. Local campaigns should promote bystander care training, such as the **Stop the Bleed** program, which teaches basic tourniquet and pressure-dressing techniques.

Post-crash care focuses on the provision of the best care to prevent injuries from becoming fatal, on-scene safety, transport of victims to higher levels of care, traffic-incident-management training, technologies to improve responder and motorist safety, National Emergency Medical Services

Information System (NEMSIS) and shortening the time it takes EMS to respond on-scene with the most appropriate care.

- Encourage bystander care programs that stress the importance of helping those who have been injured in a motor-vehicle crash by stopping, calling for help and staying until help arrives.

- Stop the Bleed offers quick and easy online and in-person training to teach the public what they can do to prevent bleeding injuries from becoming more serious.[26]

- **Five Life-Saving Steps for Bystander Care**
  - **Step 1. Call 911 immediately:** Provide dispatch with clear location details and accurate victim counts.
  - **Step 2. Stay Safe:** Do not put yourself in danger of oncoming vehicles or secondary crashes.
  - **Step 3. Stop the Bleeding:** Apply direct pressure or use a tourniquet on severe extremity wounds.
  - **Step 4. Position the Injured:** Keep the victim stable, warm and avoid moving them unless in immediate danger.
  - **Step 5. Provide Comfort:** Remain with the victim, speak reassuringly and monitor their status until EMS arrives.

You Are the Help Until Help Arrives—Visit the American Red Cross for training opportunities.

Pedestrian Safety Campaign Materials and Social Media Playbook:



For more NHTSA Pedestrian Safety resources, visit: Pedestrian Safety | Traffic Safety Marketing.

Spanish-language materials can be found at Seguridad Peatonal and TrafficSafetyMarketing.gov/Pedestrians.

Contact Information:

For any other inquiries, please email: nhtsa.safetycountermeasures@dot.gov.

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