



## Virginia Strategic Highway Safety Plan

### Pedestrian and Bicycle Emphasis Area Plan

#### **Priority Strategies**

1. Implement roadway improvements that ensure human mistakes and vulnerabilities do not result in serious injuries or fatalities.
2. Adopt an approach that considers risk when prioritizing locations for safety improvements and programs.
3. Recognize traffic safety as a public health issue and establish policies and programs that promote safe behavior and reduce crash severity outcomes.
4. Develop and implement programs that provide education and awareness to high-risk road users.
5. Implement innovative solutions and utilize current and emerging technologies.

#### **Emphasis Area Tasks**

- Review actions and select 10. Include a mix of what can be done today and what can be done in the future. Refrain from just selecting all ongoing strategies and focus on priorities. *(Note: each individual's selections will not necessarily make it to the final list. We will identify those 10 that capture the needs of the group.)*
- Combine or reword actions whenever possible. Example: Combine actions 1 & 2 - *Use data to identify which population groups are at highest risk for not wearing safety belts and develop materials to increase awareness of the benefits of safety belt use among these low-use groups.*
- Apply the Action Test for each action.
- Determine the time frame, e.g., those actions that can be done in the next two years (short term) ; those that can be done in the next three to five years (longer term) and any that are ongoing.
- Identify any new actions that support the principal strategies and are not included on this list.

#### **Action Test**

- What can actually be accomplished? *(What is working today and ideas for the future.)*
- Is there an interest in pilot testing a program or project?
- Is it feasible in terms of budget and resources?
- Are there policy or political considerations that require it to be included?
- Is there a way to combine or rewrite actions to result in fewer actions?

Action #	Priority Strategy	4E	Action	Time Frame
1	3	Education Enforcement	Investigate and share successful initiatives to enforce, educate, and address the importance of speeding, being impaired or distracted, and crossing midblock on safety to increase compliance with appropriate traffic laws by bicyclists, pedestrians, and motorists.	Ongoing
2	4	Engineering	Collect and use pedestrian and bicyclist crash, volume, and infrastructure data to identify trends and gaps to improve safety. Continue data integration and sharing with partners and stakeholders.	Ongoing
3	2	Engineering	Update and enhance the Virginia Pedestrian and Bicyclist Safety Action Plan (PBSAP) biannually with VDH health opportunity index and other transportation and social determinate for travel and risk considerations with potential travel demand inputs from recent research. Enhance the use of PBSAP data and findings in project planning and development. Implement PBSAP policy recommendations.	Ongoing
4	4	Education	Conduct pedestrian and bicyclist safety training events. Provide outreach materials that are current and available from partners to advise and educate pedestrians and bicyclists about maintaining visibility and practicing safe pedestrian and bicyclist actions.	Ongoing
5	4	Education EMS Enforcement Engineering	Continue the statewide DMV Highway Safety Office pedestrian taskforce to assess and develop countermeasures to implement strategies and encourage existing coalitions to address pedestrian fatalities and serious injuries.	Ongoing
6	3	Education EMS Enforcement Engineering	Recruit new and effective partners to make sure the pedestrian and bicycle programs are reaching diverse communities and to ensure equity is at the forefront to decrease pedestrian- and bicycle-related crashes.	Ongoing
7	4	Education Enforcement Engineering	Develop or enhance and disseminate educational materials and videos to educate roadway users and law enforcement on compliance with traffic control devices, factors associated with pedestrian and bicyclist crashes, and the significance of speed on pedestrian and bicyclist injury severity. Promote pedestrian- and bicyclist-related laws in an easy-to-understand manner for each age and community.	Ongoing
8	1	Engineering	Enhance and deploy policy guidance on non-motorized uncontrolled, unsignalized, and traffic signal-controlled roadway crossing design considerations for maintenance and construction project planning and development and response to requests. Consider and implement proven pedestrian and bicyclist countermeasures, new technologies, or innovative designs at higher-risk crossing locations.	Ongoing
9	1	Engineering	Revise design practices to emphasize context and target speed that reflects the needs of pedestrians and bicyclists.	Long Term
10	3	Education	Promote new VDH, VDOT, and DMV Prioritizing Active Transportation, Health, and Safety (PATHS) collaboration to better serve community needs and health outcomes by cross-sectorial sharing of knowledge, resources, and experience.	Ongoing

Action #	Priority Strategy	4E	Action	Time Frame
11	4	Education	Provide resources to schools to educate students how to walk or bike safely in environments with traffic and other safety risks.	Ongoing