



CITY COUNCIL REPORT

DATE: 3/07/2016
TO: Mayor and Councilmembers
FROM: Chief Kevin Treadway, Deputy Chief Dan Musselman
CC: Josh Copley, Shane Dille, Leadership Team
SUBJECT: Pedestrian Collisions in Crosswalks



This report is in response to a request for further information on outreach related to pedestrian safety in crosswalks.

DISCUSSION

The Flagstaff Police Department responds to many types of collisions, the majority of which take place on our public roadways. A breakdown of the types of collisions and those specifically involving pedestrians is listed below. Throughout each year, we conduct outreach regularly with regards to traffic and pedestrian safety. Our officers are always encouraged to address all traffic violations as they are observed.

Future outreach will consist of:

- Publishing our most dangerous intersections report on Facebook.
- Putting together a distracted driving campaign in partnership with great Circle Media, Flagstaff Subaru, Competition Carstar and other local partners.
- Enhancing Traffic Talk Tuesdays with various radio stations and social media.
- Public Service Announcements in radio and print media on our future traffic safety campaigns.
- Continue to work closely with the City's Pedestrian Advisory Committee on pedestrian safety
- Continue to partner with Burlington Northern Santa Fe Railway on Operation Lifesaver (pedestrian safety at railroad crossings).
- Continue using social media to educate and inform the community on pedestrian safety.

The Department puts out an internal crime and traffic information newsletter to all employees every week, followed by formal monthly Comp-Stat (computer/comparative statistics) meetings with all supervisors. During these monthly meetings, we focus on crime and traffic trends to be proactive in our mission of preserving life and property. It was during these meetings in the fall of 2015, that we noticed an increasing trend of pedestrians being struck while walking or crossing roadway's. A brief summary of the most recent fatality pedestrian collisions are as follows:

On February 22, 2015, during mid-day, the Department investigated a fatality collision involving a child and his mother in a private parking lot. On April 29, 2015, a pedestrian was struck in the roadway not in a crosswalk. He was later determined to be under the influence intoxicants. In October, 2015, the Department investigated three fatality collisions involving pedestrians. All three occurred in darkness or low light conditions. None of the three involved a pedestrian in a cross walk. All of the three involved

pedestrians were suspected to be under the influence of alcohol and or cannabis at the time. Vehicle operators in all three incidents were cooperative, were not under the influence and not deemed at fault.

Once again, as part of our on-going review of these incidents in Compstat, in November, we enhanced our response to include “hot toning” all calls involving pedestrians in the roadways. This allows the officers to run lights and sirens to calls from the public indicating a pedestrian is in the roadway. The Department also kicked off a pedestrian safety campaign, which ran the months of December, January, and February, with the goal being the reduction of the number of pedestrian crashes. We directed officers to address pedestrian in roadways upon site, when not responding to other life-threatening calls and to enforce traffic regulations in general as they pertain to pedestrian issues.

The press release for the pedestrian safety campaign was as follows:

Everyone is a Pedestrian.

Everyone has different preferences when it comes to transportation, but there’s one that all road users share—everyone is a pedestrian. Unfortunately, pedestrians were one of the few groups of road users to experience an increase in fatalities in the United States in 2013, totaling 4,735 deaths.

“On average, a pedestrian was killed every two hours and injured every seven minutes in traffic crashes. Fourteen percent of all traffic fatalities and an estimated three (3) percent of those injured in traffic crashes were pedestrians.” (Traffic Safety Facts: Pedestrians, April 2014) – (PDF 1.20 MB)

Safety is the top priority of the Department of Transportation. In particular, U.S. Transportation Secretary, Anthony Foxx declared pedestrian and bicyclist safety among his focuses and launched his U.S. DOT Safer People, Safer Streets Initiative.

U.S. DOT Safer People, Safer Streets Initiative - Under the Secretary's leadership and the Safer People, Safer Streets initiative, road safety assessments were conducted in every state, and more than 230 cities have joined the Mayors' Challenge to improve walking and biking.

The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) continue to work to raise awareness about the dangers to pedestrians and bicyclists, and to provide leadership, expertise, and resources to communities across America to combat these crashes.

Please join us to reduce traffic safety risks to pedestrians and bicyclists, and to promote programs and countermeasures to save the lives of all road users on our Nation's roadways.

Visit NHTSA’s and FHWA’s pedestrian Web pages for additional information.

The following data may help frame the issue of pedestrian related collisions:

Description	2013	2014	2015	2016 (through February)
Total Number of Collisions	2555	2544	2872	524
Total Number of Pedestrian vs. Vehicle Collisions	34	54	52	3
Total Number of Pedestrian in Crosswalk Collisions	15	18	24	1
Total Number of Fatalities from Collisions	3	3	7	0
Total Number of Pedestrian Fatalities	2	3	5	0
Total Number of Traffic Citations issued	9912	8646	10748	1738
Total Number of Arrests/Citations issued to Pedestrians for Obstructing a roadway	19	19	19	1
Total Number of Citations issued to Pedestrians for Jaywalking	11	10	8	4
Drivers cited for failure to yield related to Pedestrians in Crosswalks	15	25	28	2