

Hello Members,

I wanted to share some information and data with everyone, in hopes that it could be of value to you and your respective teams.

As you may already know, October was Pedestrian Safety Month. Already in 2021, out of 65 3rd Party fatalities, 15 have involved pedestrians. And in 2019, on average, a pedestrian was killed every 85 minutes in a traffic crash.

This year's Pedestrian Safety Month is divided into 4 weeks, with a different focal point on safer pedestrian and driver habits to mitigate these dangers:

Week 1- Everyone is a Pedestrian: Walking is a healthy mode of transportation for many people, and every person has the right to arrive at their destination safely. Be aware of the times and places that pedestrians are most likely to occur, such as bus stops and street corners. Understand that children are often less predictable, and therefore additional time and awareness are mandatory when children are present, such as schools bus stops or in school zones.

Week 2- Safe Speeds Save Lives: It should go without saying, that in any motor vehicle incident, the likelihood of serious injury or death increases proportionately with increased speed. Always observe posted speed limits. They are not a suggestion. 13% of pedestrians will suffer serious injury or death if hit by a vehicle at 20 MPH. This number increases to 40% at 30 MPH, and increases again to 73% at 40 MPH.

Week 3- Safe Vehicles: Many modern vehicles are equipped with potentially life-saving technology and equipment. However, these tools can only help if they are maintained in working order and used when necessary. Automatic braking systems, blind spot monitors, and backup cameras can all mean the difference between having an incident and not. Keeping headlights and windshield wipers properly maintained will ensure they are most effective when weather and visibility are poor.

Week 4- Safe Roads: It is imperative that as a driver, we anticipate where pedestrians are most likely to occur. With many schools back in session, it is a safe assumption in the early mornings that children may be standing on street corners awaiting the bus. Reduce speed in these areas, and give pedestrians ample time to cross the roadway before moving. Halloween is quickly approaching at the end of the month, and trick-or-treaters will be out and about! Check with your local municipalities to find out when trick-or-treating times will be, and if possible, stay off the road during this time.

References: "2021 National Pedestrian Safety Month – Resource Guide NHTSA".

I have attached the [full resource guide](#) which includes more literature and some additional infographics as well for your perusal.

Stay safe!

Jordan Weiner
NC SWANA Safety Ambassador/GFL Environmental Operations Supervisor II