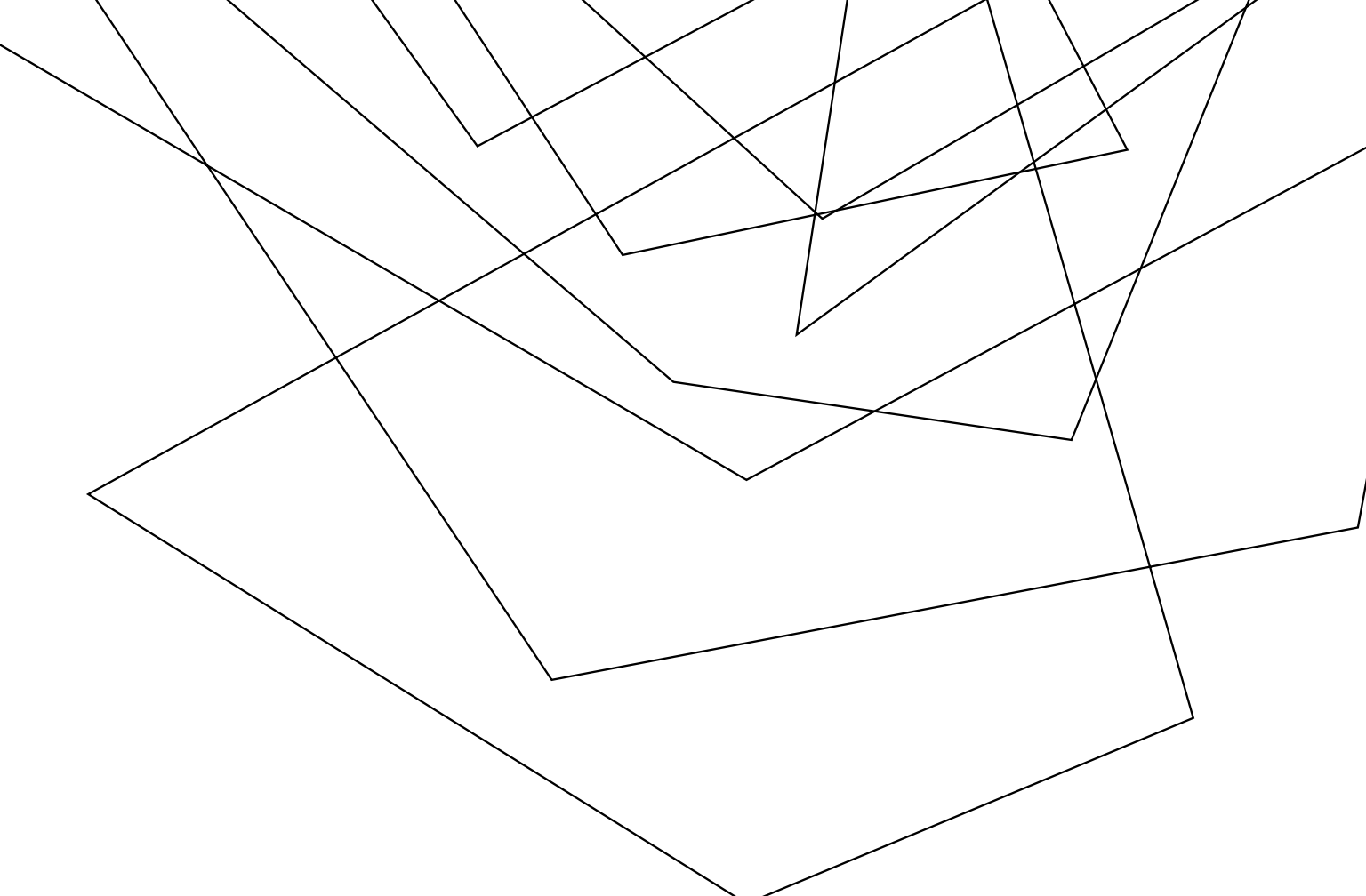


A series of thin, black, overlapping geometric lines forming various polygons and shapes, primarily located on the left side of the slide.

Essentials of Pedestrian-Focused Driving Highlighting the Significance of Awareness and Respect for Those on Foot

Pedestrian-Oriented Motorist Course



AGENDA

- **Welcome & Session Overview**
- **Introduction**
- **Mini-lesson 1: Why This Matters, Pedestrians and Crashes by the Numbers**
- **Mini-Lesson 2: Driver Behavior**
- **Mini-Lesson 3: Roadway Design**
- **Call to Action & Resources**
- **Closing Reflection**

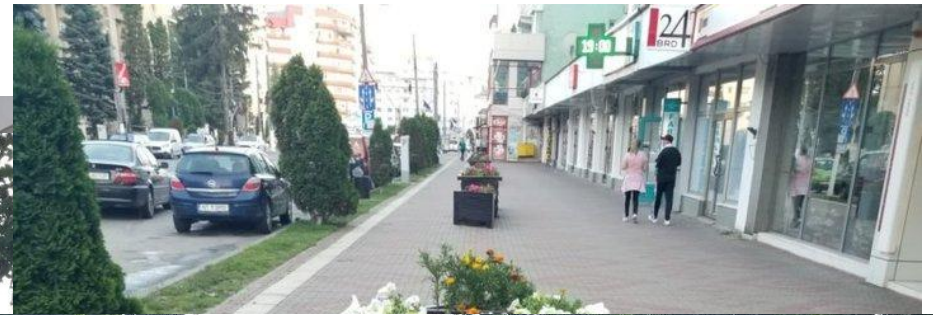
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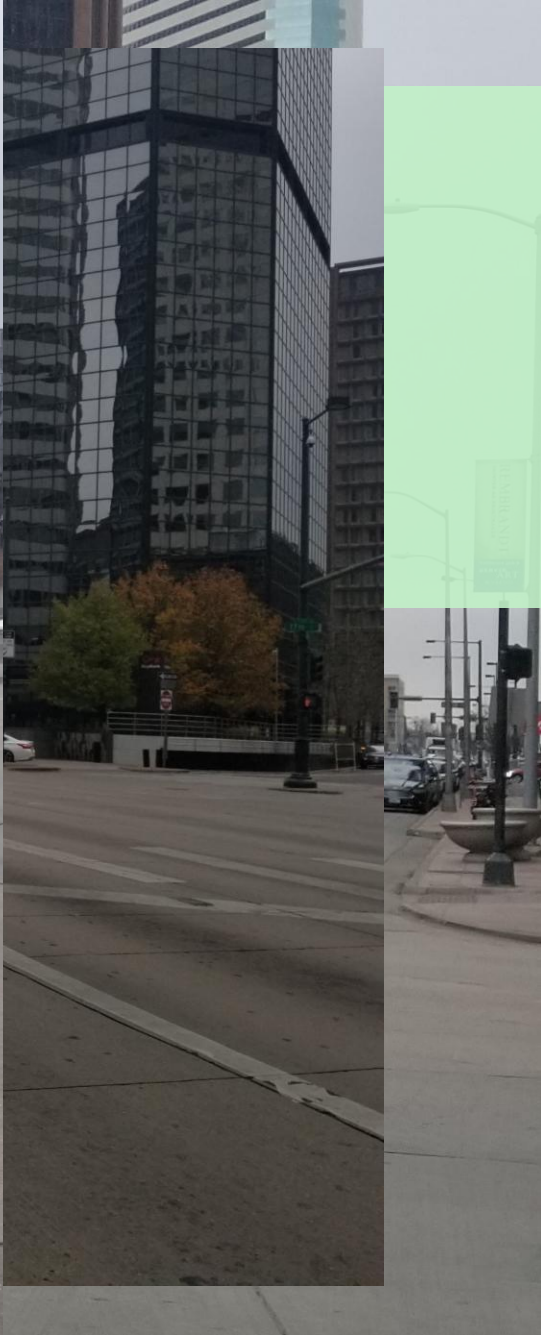
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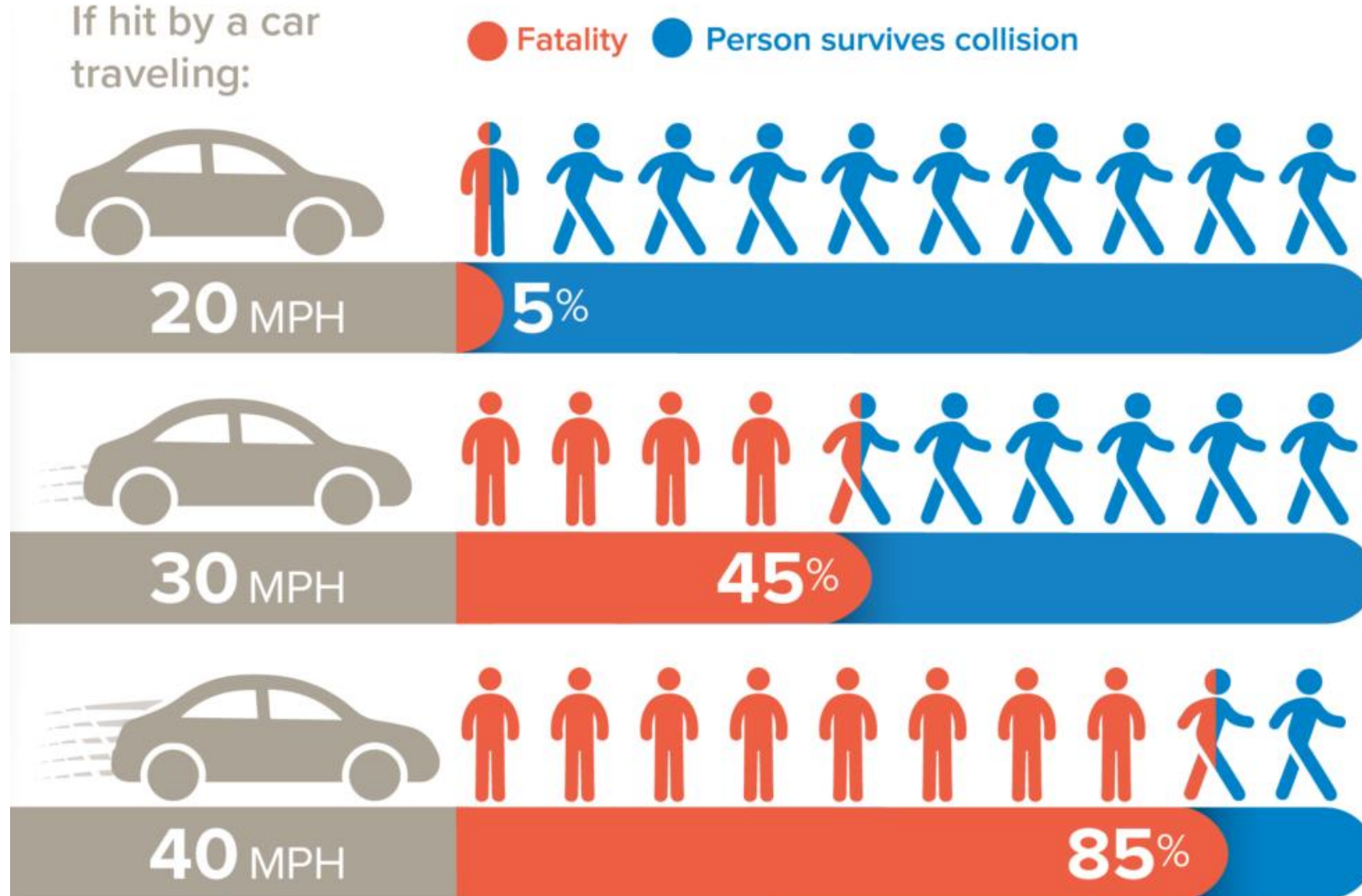
ANA'S STORY







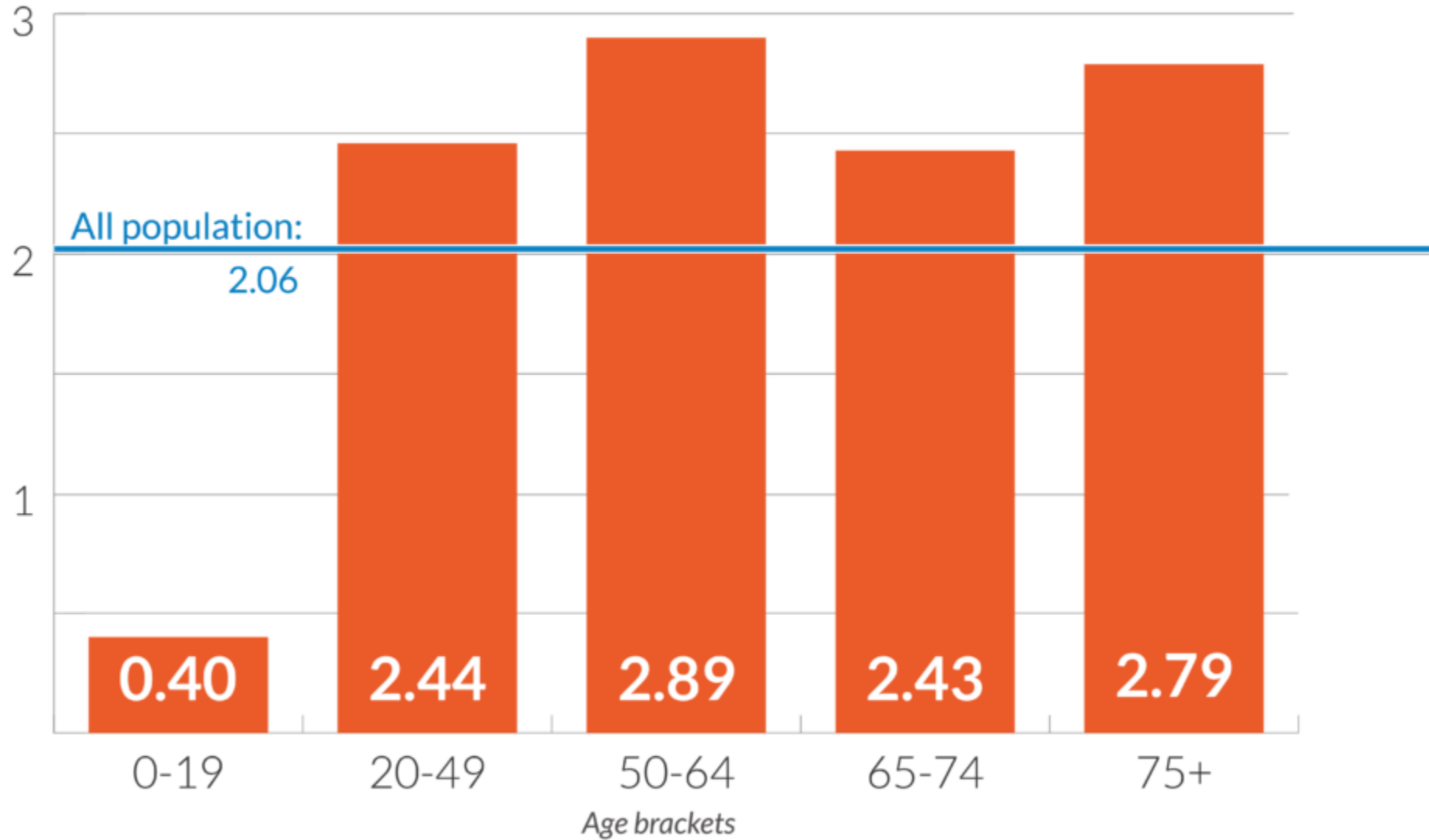
The Impact of Speed and Survivability



National Traffic Safety Board (2017) Reducing Speeding-Related Crashes Involving Passenger Vehicles.
Available from: <https://www.nts.gov/safety/safety-studies/Documents/SS1701.pdf>

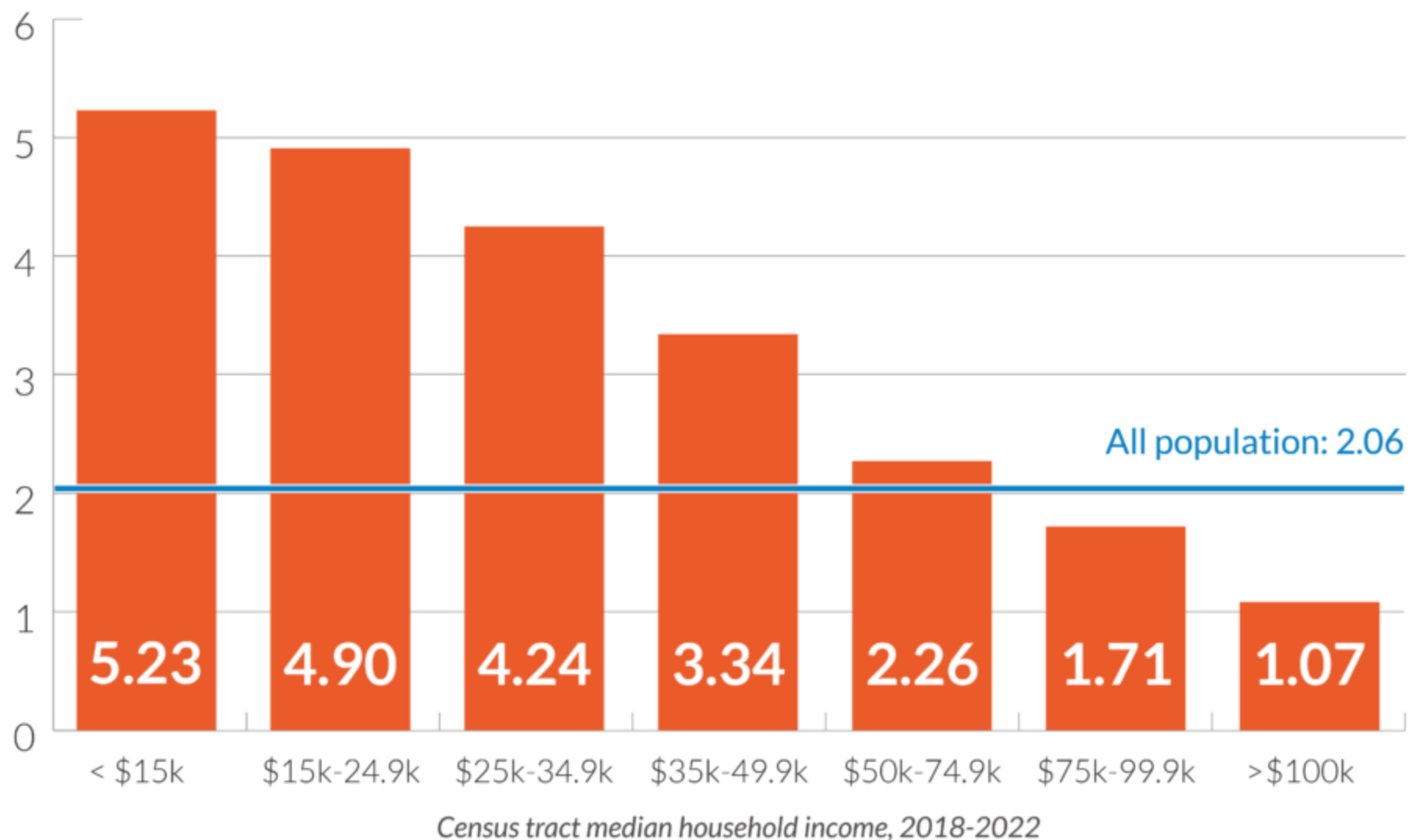
Adults between age 50-64 are most likely to be killed

Pedestrian fatalities per 100,000 people by age

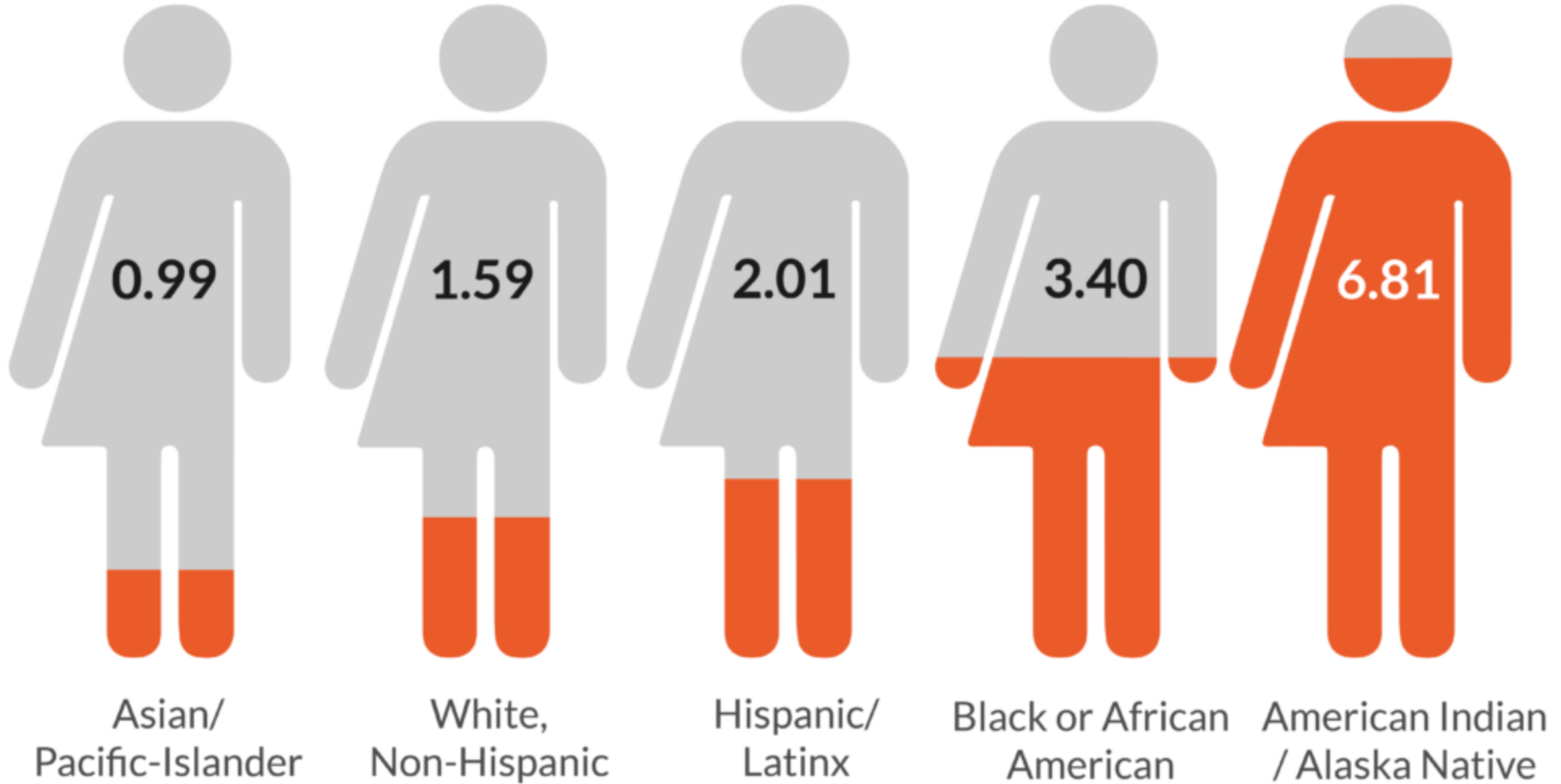


Lower-income areas have far higher rates of pedestrian deaths

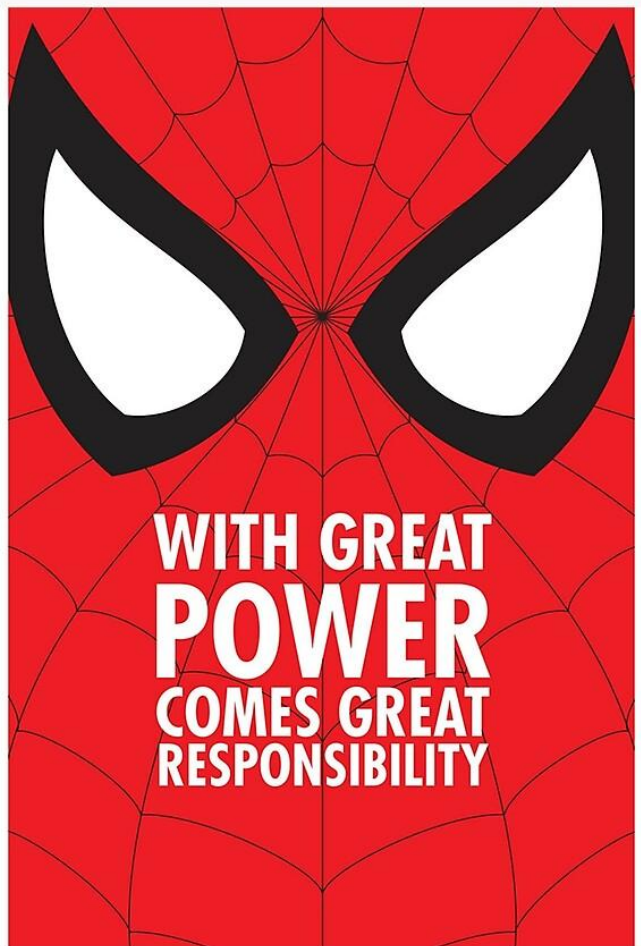
Pedestrian fatalities per 100,000 people by census tract income



Pedestrian deaths per 100,000 by race & ethnicity (2018-2022)



Source: National Highway Traffic Safety Administration.
(2024). Fatality Analysis Reporting System.



WHO SAID THIS?



MADE2WALK.COM

Welcome to our Online Course

Welcome. My name is Ana Lucaci. I am a public health professional, academic researcher, and a survivor in a pedestrian crash.

After being hit by a car in a crosswalk, it made me focus my public health career into making streets safer and working on finding ways to prevent such injuries and deaths. I am currently pursuing a PhD in civil engineering to ensure our communities are built with pedestrians in mind.

Through my research, I believe that in order to make streets safer for all modes, we need better infrastructure, mode education for motorists, and policy change.

This course is not a war on cars or against people that use motor vehicles as a means of transportation (I myself own and drive a vehicle), but just a piece of the puzzle to keep the most vulnerable in traffic away from injuries and deaths.

@MADE2WALK

Course Outline

01

Introduction

Introduction of the instructor and what prompted this course to take shape.

04

Pedestrian Deaths

Analyzing the rising trend in pedestrian injuries and deaths. Topics: reflective clothing, vehicle headlights, pedestrian-scale lighting.

07

Roadway Design

Engineering has a great effect on how safe everyone is. Topics: the double threat, roads with plain view, speed limits, parked cars and parking lots, pedestrian-scaled lighting, right on red, left on yellow.

02

History of Walking

Diving into the moment in time when automobiles showed up on our streets and how jaywalking came to be.

05

Cars and Power

With great power comes great responsibility! Looking at how vehicles changed over time in terms of weight, the hood, bumper, materials, and speed.

08

Stories

This course will include impactful stories from survivors or family of victims of a pedestrian crash.

03

Accident vs. Crash

Why we should use the word 'Crash' as a generic term and when to use the word 'Accident'

06

Driving Behavior

Risky behaviors statistics, with a section dedicated to young drivers. Topics: turning right, distracted driving, age.

09

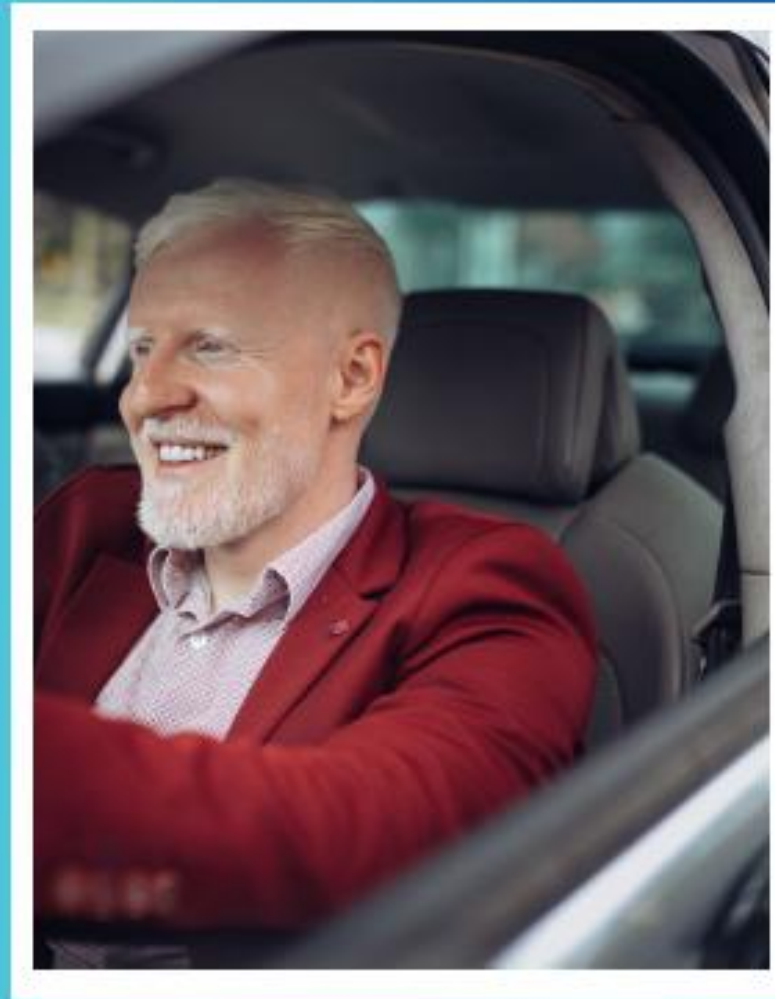
Survey

The attendees will have the opportunity to test their knowledge at the beginning and at the end of the course.

Who is this course for?

This is not a comprehensive course on how to drive a motor vehicle. This is a complementary resource that specializes in driving awareness around pedestrian-safety and how driving behavior can influence it.

- ✓ **Anyone who hasn't taken a refresher course** since they passed their driver's license test
- ✓ **Professional motorists** for rideshare, trucking companies, or any employee that has access to a company-owned vehicle
- ✓ **Teen and new drivers** - there is a special section dedicated to teen drivers, although applicable to all ages
- ✓ **Everyone** that has a drivers license! Trust me, EVERYONE needs to hear this
- ✓ **Been recently ticketed for a driving offense**



Lesson 1

Pedestrians and Crashes by the Numbers

Dangerous By Design Report

States Ranking

Rank	State	Avg ped deaths/100k people per year (2018-2022)	Pedestrian deaths (2013-2017)	Pedestrian deaths (2018-2022)	Long term trend in fatality rate	Share of all deaths that were pedestrians (2018-2022)	Percentage of pedestrian deaths on state-owned roads
1	New Mexico	4.17	327	440	1.03	20%	57%
2	Florida	3.43	3023	3705	0.44	22%	66%
3	Louisiana	3.41	550	791	1.05	19%	76%
3	South Carolina	3.41	629	878	0.84	16%	96%
5	Arizona	3.38	847	1211	0.89	22%	21%
6	Mississippi	2.93	298	434	0.94	12%	71%
7	Delaware	2.82	147	140	-0.30	21%	74%
8	California	2.68	4135	5280	0.56	26%	33%
9	Georgia	2.66	1018	1428	0.67	17%	70%
10	Nevada	2.49	373	387	-0.09	22%	43%

Source: <https://www.smartgrowthamerica.org/signature-reports/dangerous-by-design/>

Lesson 2

Driver Behavior

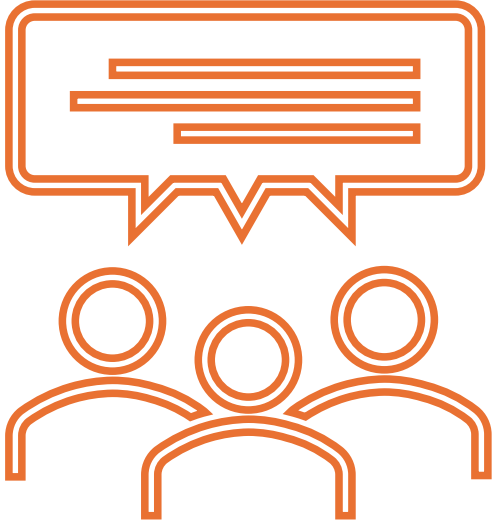




Which driver distractions do you encounter most often (as a driver or pedestrian)?

Lesson 3

Roadway Design



Which places are most dangerous for pedestrians for injuries?

What are the beliefs leading to these behaviors?

What are the behaviors leading to these outcomes?

What are the outcomes we are trying to reduce?



What behaviors or actions within your organizations – if improved – would have the most significant positive impact on traffic safety?



PEDESTRIAN-ORIENTED MOTORIST COURSE



PROTECT YOUR EMPLOYEES & REDUCE
LIABILITY WITH PEDESTRIAN
AWARENESS TRAINING



Hit-and-Run Crashes Are on the Rise

- In 2021, fatal hit-and-run incidents surged to 2,783, an 89.4% increase from 2012.
- Pedestrians accounted for 25% of all hit-and-run fatalities in 2022, up from 20% in previous years.
- Every 43 seconds, a hit-and-run occurs in the U.S.
- States with the highest hit-and-run fatal crash rates: California (10.1%) and New Mexico (7.8%).



Why This Matters for Employers

- Risk: Nearly 40% of all work-related fatalities involve motor vehicles, including pedestrian crashes.
- Financial: The average cost of a pedestrian-related crash with injury exceeds \$60,000.
- Insurance & liability: Fleet operators and businesses requiring employees to drive are at risk for lawsuits and increased premiums.



The Solution: Made2Walk Pedestrian-Oriented Course

- Reduces pedestrian-related crashes & liability
- Helps lower insurance premiums & legal costs
- Improves driver awareness & decision-making
- Aligns with Vision Zero & ESG initiatives
- Supports employees who commute by foot, bike, or transit





Do you think this course would be useful in your community? If yes, how would you bring individuals to it? If no, how would you improve it? Observations?

Watch all the videos in the course



<https://www.made2walk.com/onlinecourse>

CODE: NTICC2025

THANK YOU!

**The Center for Tribal Transportation and
the National Transportation in Indian
Country Conference Planning Committee**

MADE2WALK

ADVOCACY. EDUCATION. ENGAGEMENT. CONSULTING



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