

# Memorandum



DATE: September 25, 2015

TO: Honorable Members of the Public Safety Committee:  
Adam Medrano (Chair), B. Adam McGough, (Vice Chair), Jennifer S. Gates, Sandy Greyson,  
Philip T. Kingston, Tiffinni A. Young

SUBJECT: **Pedestrian Safety**

On Monday, September 28, 2015, the Public Safety Committee will be briefed on Pedestrian Safety, by Major W. Humphrey, Dallas Police Department.

The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.



Eric D. Campbell  
Assistant City Manager

## Attachment

cc: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council



# Pedestrian Safety

Public Safety Committee  
September 28, 2015



[www.dallaspolice.net](http://www.dallaspolice.net)

David O. Brown  
Chief Of Police

# Purpose

- Review current historical and current data on pedestrian fatalities
- Identify factors involved in pedestrian fatalities
- Discuss street improvements to increase pedestrian safety

# Pedestrian Accidents 2013 - 2015

Year	Total Pedestrian Crashes	Fatality	Confirmed Injury	Possible Injury
2013	390	16	354	20
2014	352	22	309	21
2015	409	31	352	26

\*2015 Data is from January - August 31, 2015 (Year to Date)

# Pedestrian Fatalities

## Time and Condition Factors

Time and Condition	2013	2014	2015 YTD
Daylight	7	5	7
Dark / Lighted	16	21	20
Dark / Not Lighted	1	3	2
Unable to Determine	1	3	3
<b>TOTAL</b>	<b>25</b>	<b>32</b>	<b>32</b>

# Pedestrian Fatalities Data by Location

Location	2013	2014	2015 YTD
At Intersections	3	3	2
Non-Intersections	22	29	30
<b>Total</b>	<b>25</b>	<b>32</b>	<b>32</b>

Location	2013	2014	2015 YTD
Interior Roads	19	25	25
Freeways	11	7	7
<b>Total</b>	<b>25</b>	<b>32</b>	<b>32</b>

# Pedestrian Fatalities by Council District

Council District	2014	2015 YTD
1	2	1
2	3	4
3	5	1
4	2	1
5	1	1
6	3	5
7	5	5
8	3	4
9	0	0
10	1	4
11	4	1
12	0	0
13	2	1
14	1	4
<b>Total</b>	<b>32</b>	<b>32</b>

# Pedestrian Fatalities

## Failure to Yield

Failure to Yield	2013	2014	2015 YTD
Failure to Yield by Pedestrian	22	27	24
Failure to Yield by Vehicle	1	4	4
Other	2	1	4
<b>Total</b>	<b>25</b>	<b>32</b>	<b>32</b>



# Accident Investigations

- All fatality accidents require accident investigator from the traffic section
  - Specialized advanced accident training
  - Reconstruction training
  - Forensic mapping
- Notification of vehicle crimes detectives
- Notification to the streets department of all fatality locations for further review

# Public Safety Outreach

Improve pedestrian safety for our citizens by:

- Utilizing social media to encourage the use of crosswalks

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**Dallas Police Department - Traffic Section** ▼

Posted by Dale Barnard  
January 8 · 🌐

With the cold weather please pay special attention to Pedestrians and Bicyclist. They may not see cars as well wearing all those clothes to stay warm.

26 Likes 1 Comment

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 Like  Comment  Share

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529 people reached  [Boost Post](#)

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# Public Safety Outreach Cont.

Improve pedestrian safety for our citizens by:

- Press conference held early 2015 regarding trend of traffic fatalities
- Police department recently began a daily video message about traffic safety



Dallas Police Depart @DallasPD · 5h

Good Morning Dallas! Today's #traffic enforcement locations are:

7000-8400 Midway Rd

3500-4800 Ross Ave... [fb.me/7Bj24BcSA](https://fb.me/7Bj24BcSA)

# Enhancing Pedestrian Safety

While a majority of pedestrian fatalities in the City are due to pedestrian error, the City of Dallas has implemented several measures to enhance pedestrian safety over the past two years.

These measures focus on enhancing visibility of pedestrian and school related traffic control signs and pavement markings; enhanced pedestrian signal heads and increased pedestrian crossing times at signalized intersections; and installation of beacons, pedestrian signals, and similar measures at specific locations.

# Enhanced Crosswalks

- All new and restriped crosswalks in the City are now “ladder” type crosswalks
- Ladder crosswalks are more visible and longer lasting
- Over 1,000 such crosswalks have been installed in the past two years



New Crosswalks



Old Crosswalks

# Enhanced School Signs

- All new and replacement school signs in the City are fluorescent yellow-green, which provide increased visibility and retroreflectivity
- Over 1,800 fluorescent yellow-green school signs have been installed in the past two years



New School Sign



Old School Sign

# Stop and Yield Signs

- All new “Stop” and “Yield” signs in the City use more retroreflective sheeting to provide enhanced night-time visibility
- In addition, larger stop and yield signs are being installed at multi-lane approaches
- Over 1,300 new Stop signs have been installed in the past two years



New Sign



Old Sign



# Countdown Signal Heads

- All new and replacement pedestrian signal heads in the City are now “countdown” type
- This type of signal heads have been shown to reduce pedestrian accidents by 25%
- In addition, all new and retimed signals have longer pedestrian crossing times
- Over 400 countdown pedestrian signal heads have been installed in the past two years



Countdown Signal



Older Signal



# Other Improvements

- Other treatments installed at selected locations include:
  - Rectangular Rapid Flashing Beacons
  - Continuous flashing beacons
  - “HAWK” signals



“HAWK” Pedestrian Signal



Rectangular Rapid Flashing Beacons

QUESTIONS?