

# MAG Pedestrian Safety Activities

Margaret Herrera, MAG  
Transportation Safety Program  
Manager

## Road Safety Assessments

Pedestrian Studies

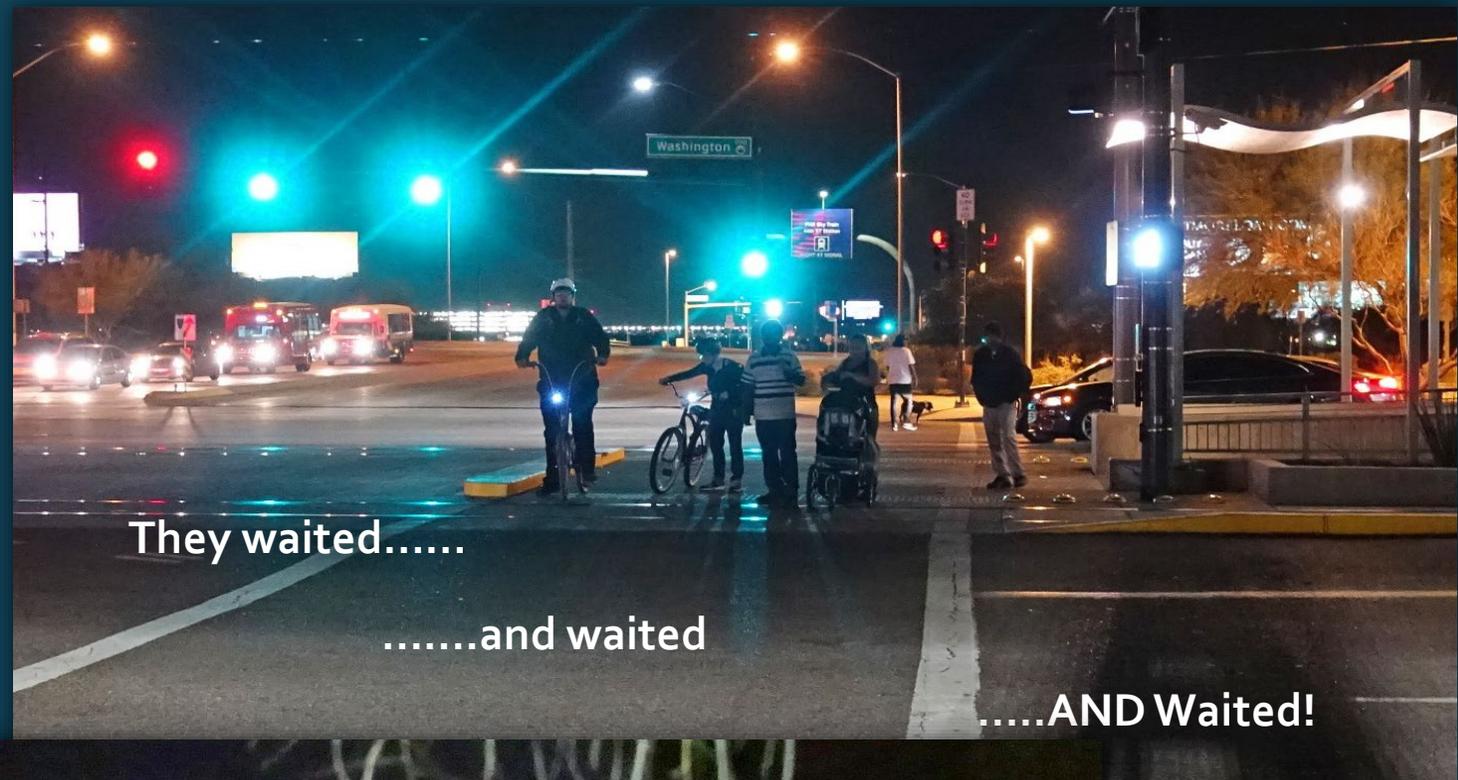
MAG Strategic Transportation  
Safety Plan (MAG STSP)



# REGIONAL PEDESTRIAN SAFETY ACTIVITIES

Margaret Herrera, MAG  
Transportation Safety Program  
Manager

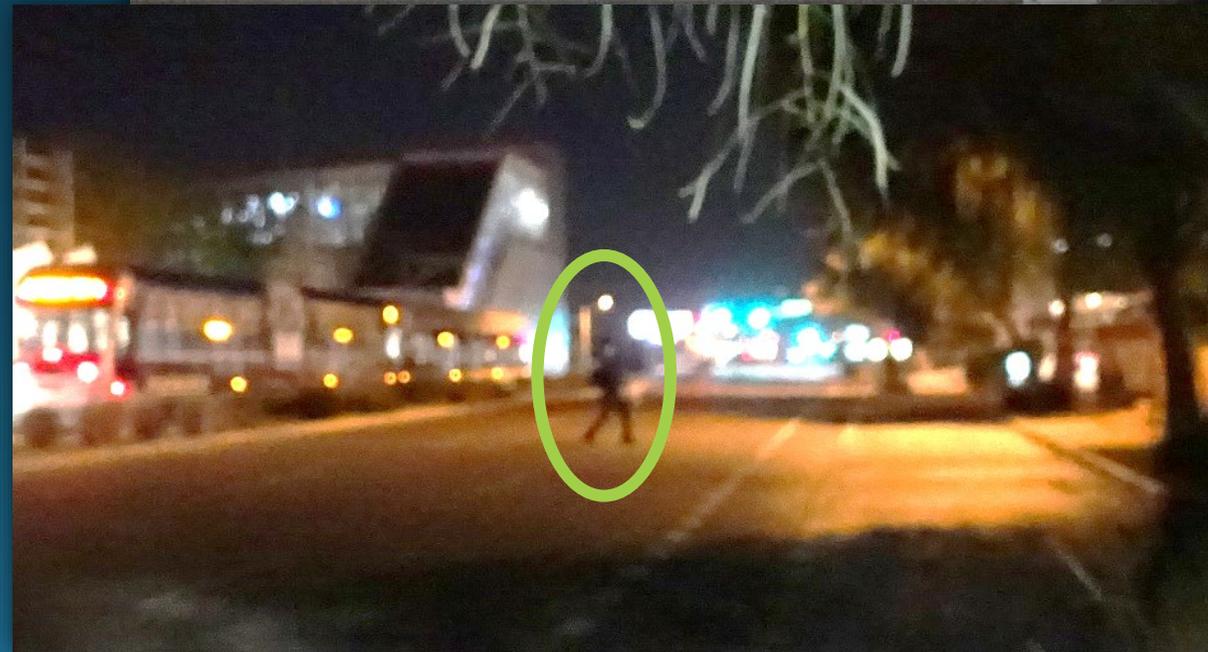
## Road Safety Assessments



They waited.....

.....and waited

.....AND Waited!



Watch this!

5s



CAR

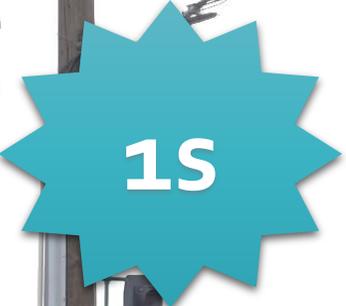
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RAC



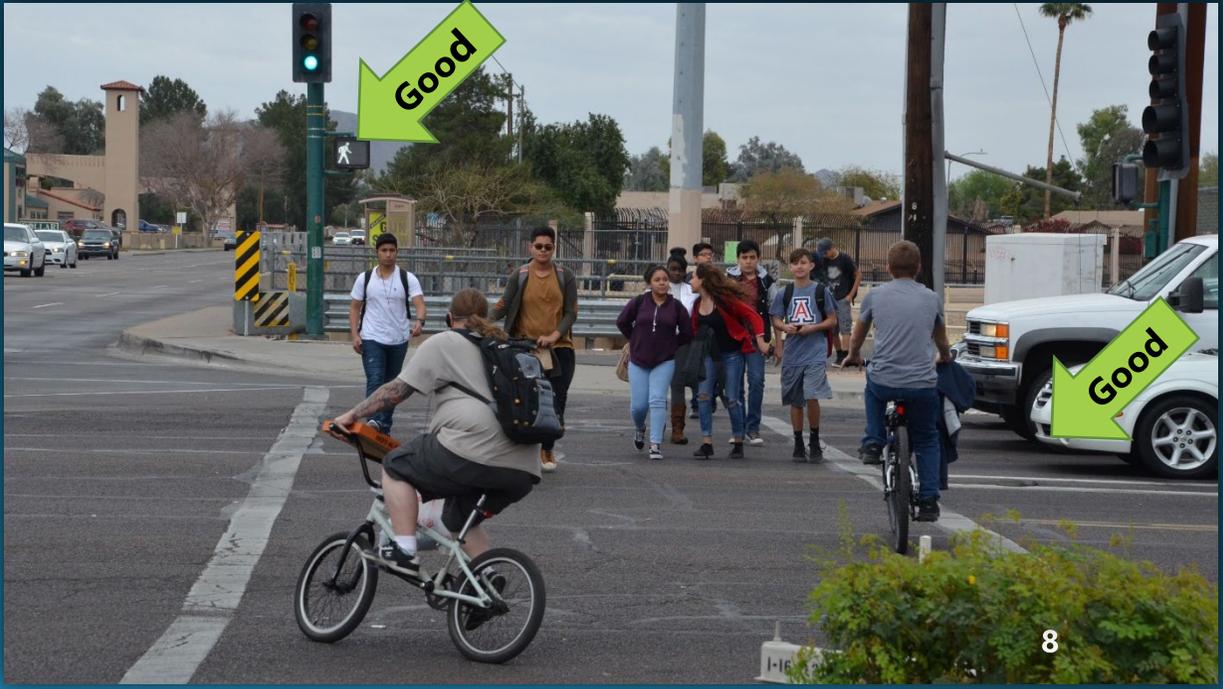
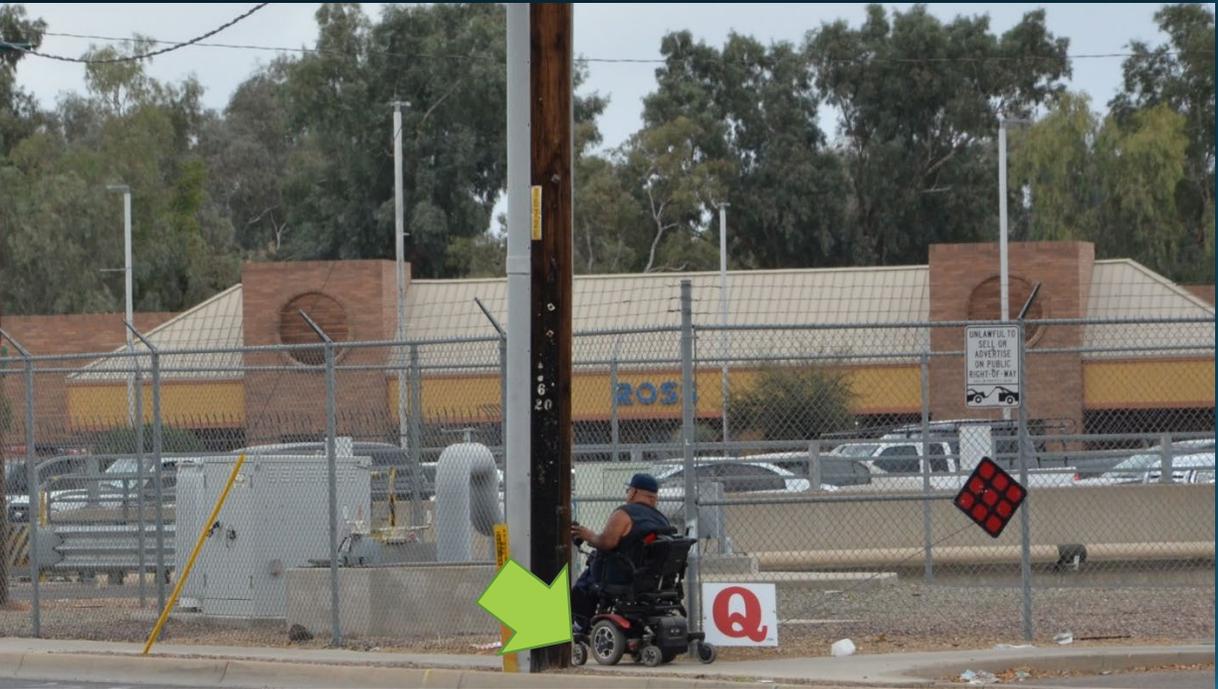
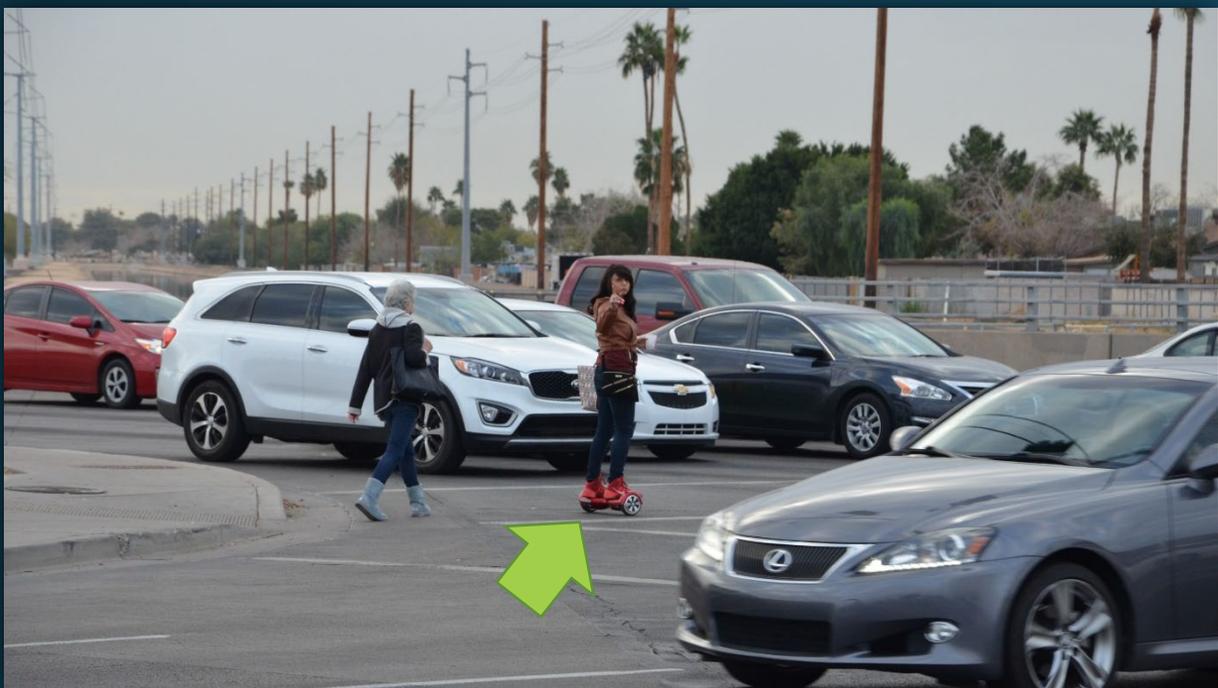
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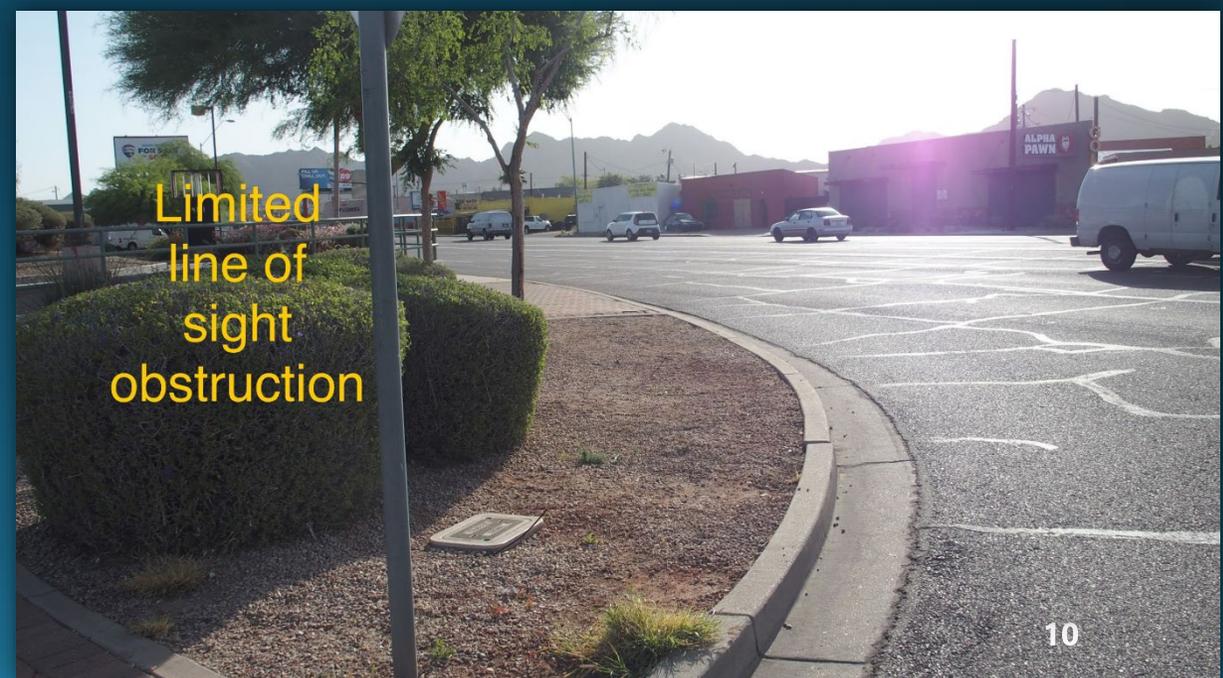
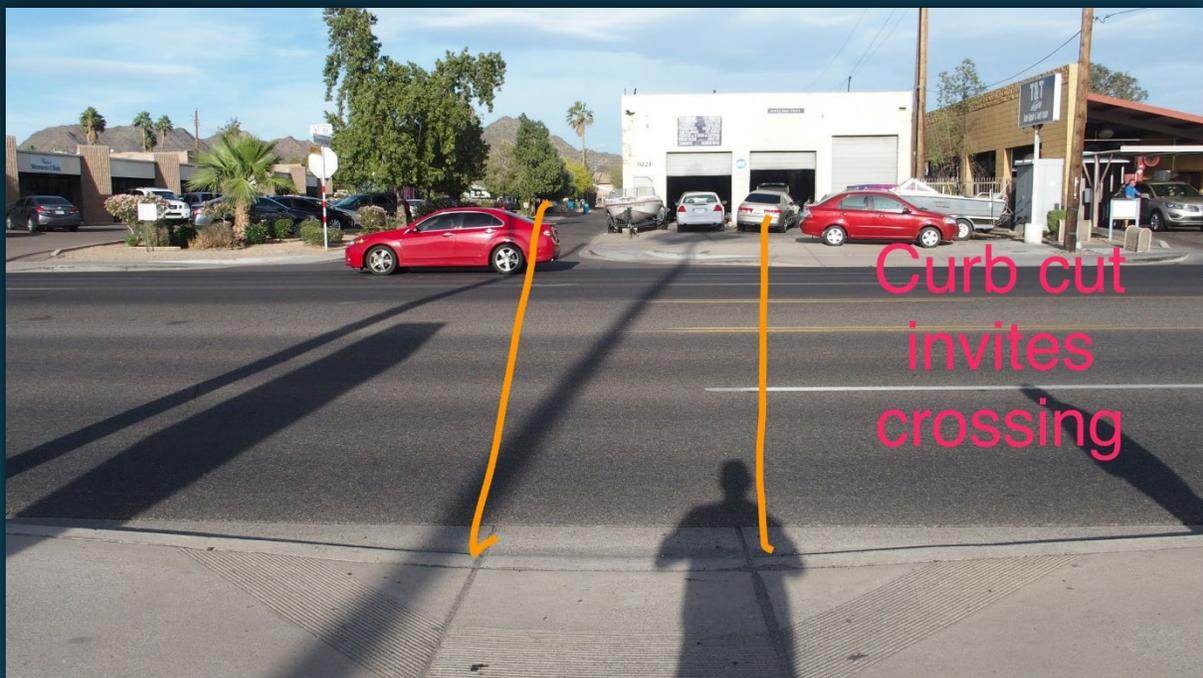
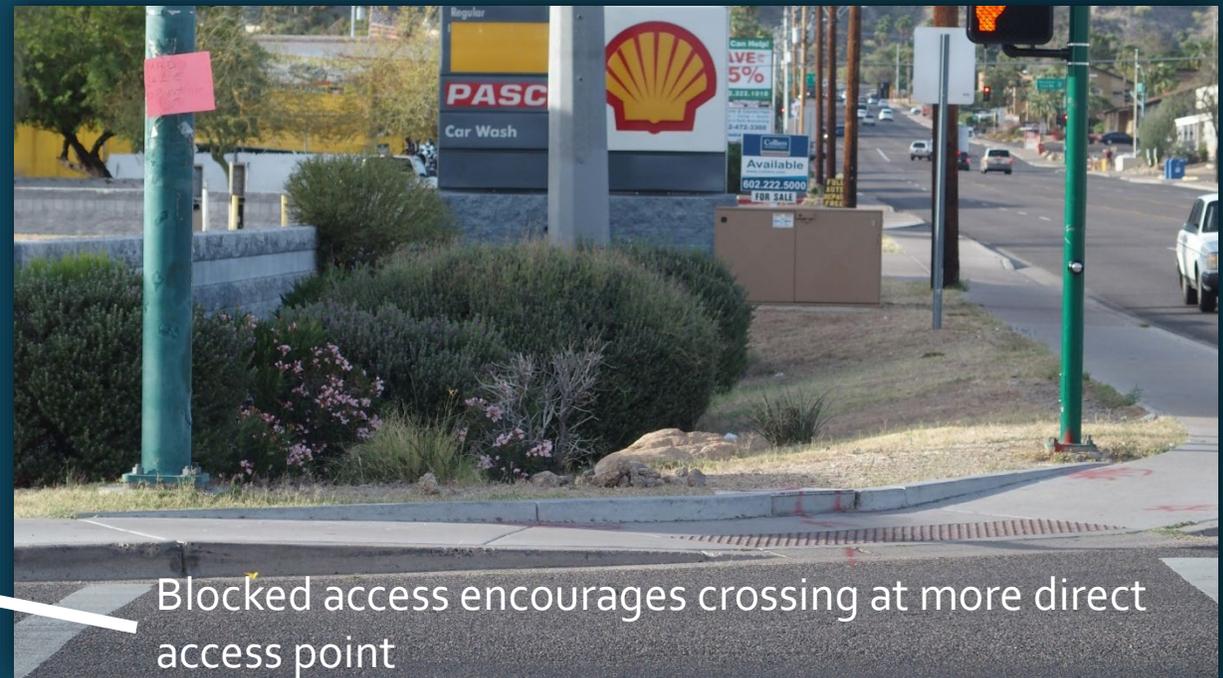


1S







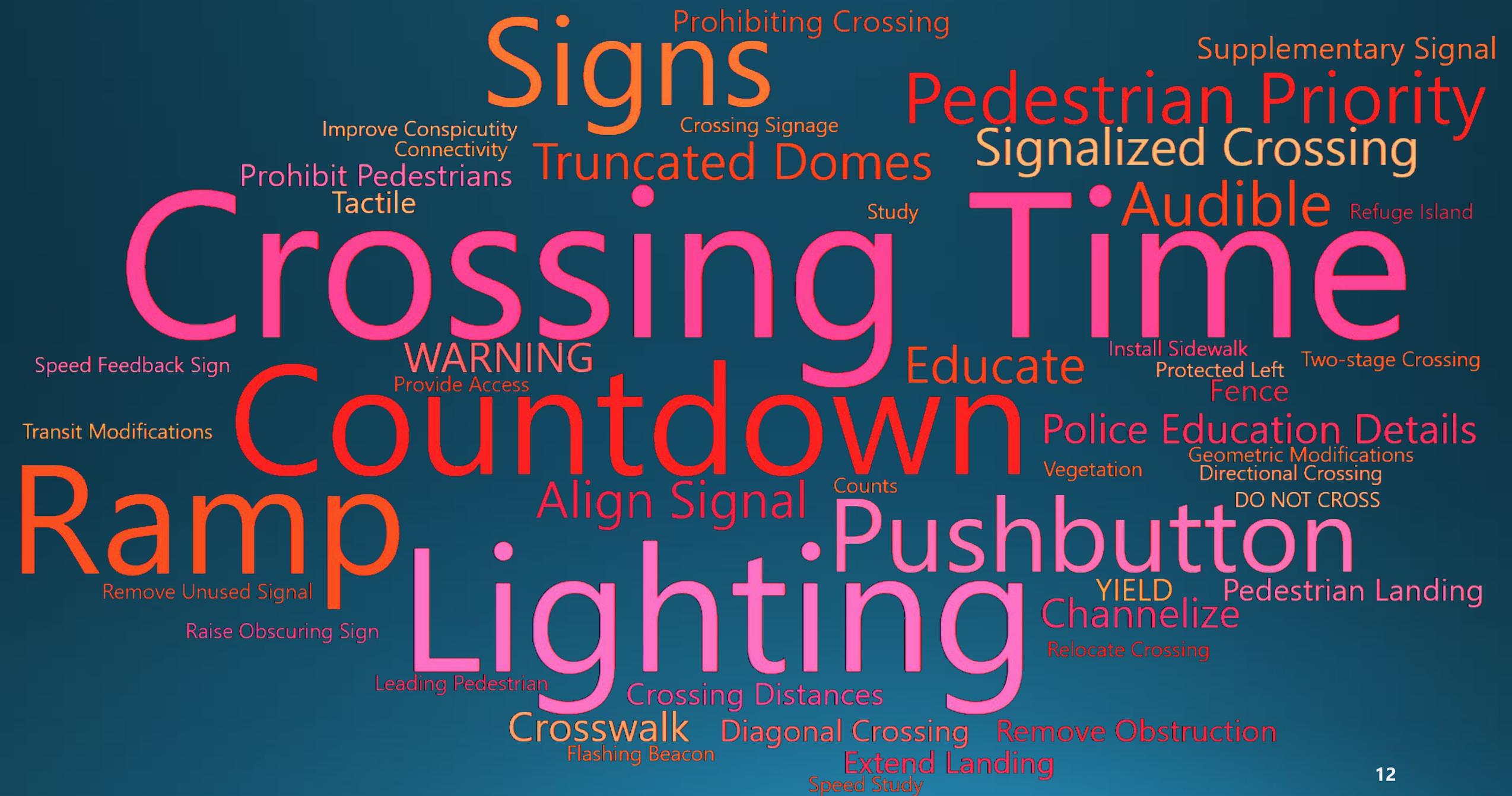




Imagine this in a wheelchair



Encourages crossing



# MAG Pedestrian Safety Project Assessment

Pedestrian deaths 27% of all roadway deaths in the MAG region

Overlay of Bus Stop locations with those where pedestrian deaths occurred



27%

- Percent Pedestrian Fatalities

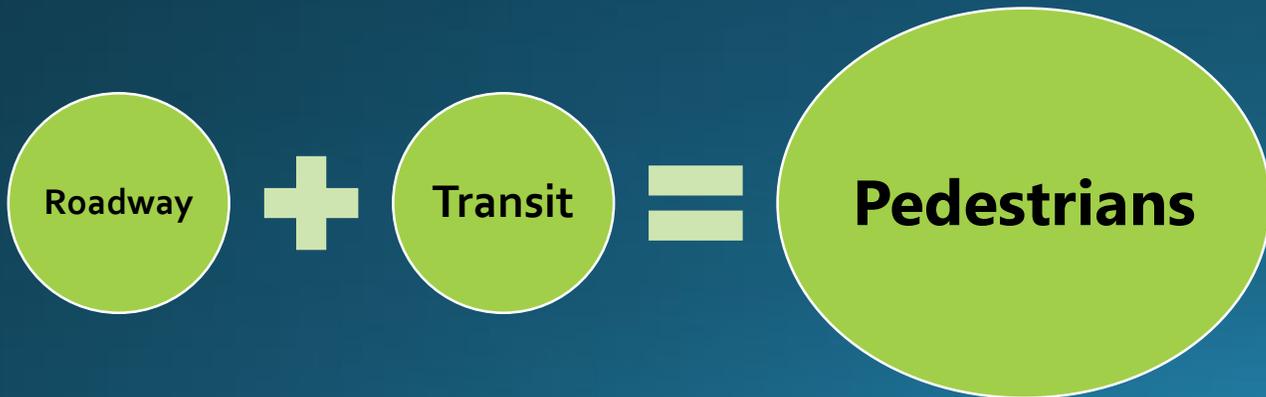
14

- Signalized Crossings

\$3.5M

- State Safety Funds Awarded

# Pedestrian and Bicyclist Safety Analysis



# Pedestrian and Bicyclist Safety Education and Enforcement Program

Who the message comes from and how, is more important than how widely the message is disseminated

## Program Objectives

**01**

Change people's behavior to reduce roadway incidents.

**02**

Educate people about their roles & responsibilities for safely sharing the road.

**03**

Increase enforcement of laws & people's awareness of that effort.

# REGIONAL PEDESTRIAN SAFETY ACTIVITIES

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Discussion