



STATE OF DELAWARE
OFFICE OF HIGHWAY SAFETY
www.ohs.delaware.gov

To: Corporate Partners
From: Amanda Horton, Corporate Partner Outreach Coordinator
Date: August 15, 2020
Re: August Pedestrian Safety – Traffic Safety Newsletter

Everyone has different ways of travelling when it comes to transportation, but at one time or another everyone is a pedestrian. Unfortunately, there was a more than 3% increase in the number of pedestrians killed in traffic crashes in 2018, totaling 6,283 deaths nationally.



- So far in 2020, there have been 14 fatalities involving pedestrians in the State of Delaware.
- As of July 27, 2020, the most common hour for the occurrence of pedestrian fatalities is 6AM accounting for 21% of all pedestrian fatalities. 36% of pedestrian fatalities occurred between the hours of 8 PM – 12 AM in Delaware.
- Pedestrian fatalities in 2020 most commonly occur on Friday, accounting for 29% of pedestrian fatality crashes. Tuesday and Wednesday have both had 21% of pedestrian fatal crashes respectively in the State of Delaware.
- In 2020, in Delaware, 14 out of 159 pedestrian crashes have been fatal.
- In 4 out of 14 of those pedestrian fatalities, the pedestrians were impaired.

**SURFING
ROUTE
ONE?**

USE CROSSWALKS!

WALK SMART

Avoid becoming a statistic:

- Do not walk under the influence of drugs or alcohol.
- Cross only at crosswalks or intersections with signals or traffic signs.
- Do not step into a crosswalk if it will create a hazard to motorists, even though you have the right of way.
- Use sidewalks. If there isn't a sidewalk, walk facing traffic and as far off the edge of the road as possible.
- Carry a flashlight or other reflective items when walking at night.
- Do not hitchhike.

To learn more about pedestrian safety,
visit ArriveAliveDE.com/Walk-Smart

 **WALK SMART. ARRIVE ALIVE DE** 

Walking Safety Tips

Be predictable. Follow the rules of the road and obey signs and signals.

Walk on sidewalks whenever they are available.

If there is no sidewalk, walk facing traffic and as far from traffic as possible.

Keep alert at all times; don't get distracted by electronic devices that take your eyes (and ears) off the road.

Whenever possible, cross streets at crosswalks or intersections, where drivers expect pedestrians. Look for cars in all directions, including those turning left or right.

If a crosswalk or intersection is not available, locate a well-lit area where you have the best view of traffic. Wait for a gap in traffic that allows enough time to cross safely; continue watching for traffic as you cross the road.

Never assume a driver sees you. Make eye contact with drivers as they approach to make sure you are seen.

Be visible at all times. Wear bright clothing during the day. Wear reflective materials and use a flashlight at night.

Thank you to the Maryland Department of Transportation for partnering with our office on the Cheswick the Crab Pedestrian Campaign. For information related to Maryland Highway Safety, please visit <http://www.mdot.maryland.gov/>.

The monthly mailing of posters and flyers is currently suspended due to COVID-19. If you or your organization needs to request something specific, please contact our office.

Be on the lookout for upcoming campaigns!

- September 2020, Child Passenger Safety

For more information and tools, please visit arrivealivede.com or call our office at (302) 744.2740.

Please continue to share our safety messaging on your social media platforms and email Amanda.Horton@Delaware.Gov with any updated information about your organization. Find us on Facebook, Twitter, Snapchat, and Instagram at @HighwaySafetyDE. Thank you!