

## Nine Pedestrian Safety Domains, Descriptions, & Intervention Examples

Domain	Description	Intervention Example
Advocacy	To generate political will and community support	Decision-maker engagement and support (elected officials, appointed officials, community leaders) through presenting to city/ county/ state councils/ committees, adopting principles for practice among appointed officials, etc.
Collaboration	To partner and organize to create change	Provide training and other types of technical assistance to increase the knowledge, skills, and abilities of individual community leaders or champions to engage in certain partnership and community activities
Engineering	To design sites and streets, intersections, sidewalks/crosswalks/signage, or timed traffic lights	Improvements to sidewalks, bike lanes or streets for traffic calming on routes to schools, child care agencies, parks and recreation facilities, and worksites
Education	To increase educational outreach to communities	School districts implement Safe Routes to School program/ Walking School Bus program
Enforcement	To develop active transportation and pedestrian safety policies and enhance local law enforcement of these policies (speed limits, yielding to pedestrians in crosswalks, and proper walking and bicycling behaviors) and community or site enforcement of active transportation and pedestrian safety	Government permits authority to local cities and counties to pass a local resolution or ordinance to support active transportation or pedestrian safety

Encouragement	To host events inspiring communities to try something new, which often results in the development of ongoing programs to encourage walking and bicycling	Social marketing campaigns (systematic application of marketing, along with other concepts and techniques, to achieve specific behavioral goals for a social good (e.g., Take A Walk, Feet First, Travel Smart))
Equity	To support safe, active, and healthy opportunities for children and adults in low-income communities, communities of color, and beyond	Policy that supports development, funding, or maintenance of active transportation and pedestrian safety facilities and design features in affordable housing/ housing authority locations
Evaluation	To assess the need and scope for effective pedestrian interventions.	Parent surveys help pinpoint reasons why parents drive their children to school instead of allowing them to walk or bicycle, and the changes that could encourage active school transportation options.
Land Use Planning & Policy	To design and develop communities (permission, protection, and use of land)	Small area plan incorporating active transportation or pedestrian safety provisions (e.g. neighborhood, corridor)