

Sources of Intervention Goals	Description	Examples
Pedestrian Safety Action Plans (PSAPs)	Review existing PSAPs to inform the development of pedestrian safety intervention goals that are applicable to your evaluation effort.	<ul style="list-style-type: none"> ● Identify and prioritize candidate project corridors through a data-driven process to reduce severe and fatal injury pedestrian crashes on all public roads throughout the state. ● Establish a governance and management structure to facilitate the coordinated implementation of pedestrian safety initiatives statewide and gauge the success of the PSAP.
Pedestrian safety education campaigns and promotions	Review intervention implementation plans to inform the goals of educational campaigns and promotions that are applicable to your evaluation effort.	<ul style="list-style-type: none"> ● Mobilize the local community and increase awareness and action related to pedestrian safety ● Inform the public or policymakers about specific pedestrian safety issues and concerns
Literature review and evidence based strategies	Conduct a simple or comprehensive literature review to identify anticipated evidence-based outcomes that can potentially be seen in your demographic.	<ul style="list-style-type: none"> ● Foster behavioral change among users of public-right-of-way to promote an environment of mutual respect, courtesy and acceptance ● Increase the amount and quality of pedestrian space in the downtown area
Organization's strategic plan	Align the intervention goals with an organizational strategic plan, mission, or vision.	<ul style="list-style-type: none"> ● Improve transportation system infrastructure (through the implantation of strategic countermeasures and construction of new transportation facilities) to optimize the safety for all users. ● Manage the objectives of efficient automobile travel and pedestrian safety mobility through land use strategies.