



BE MORE
HEALTHY CHOICES ADD UP

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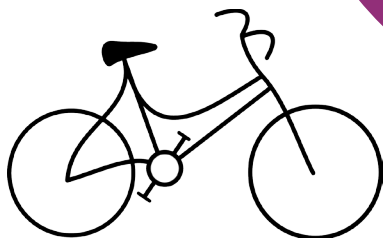
TRAFFIC ENGINEERING FOR PEDESTRIAN SAFETY

Traffic engineering utilizes engineering principles to achieve the efficient movement of people and goods on roadways. For this particular initiative, traffic engineering methods focus on pedestrian safety that is specific to the built environment, including sidewalks, traffic signals, curbs, crosswalks, road surface markings and signage.

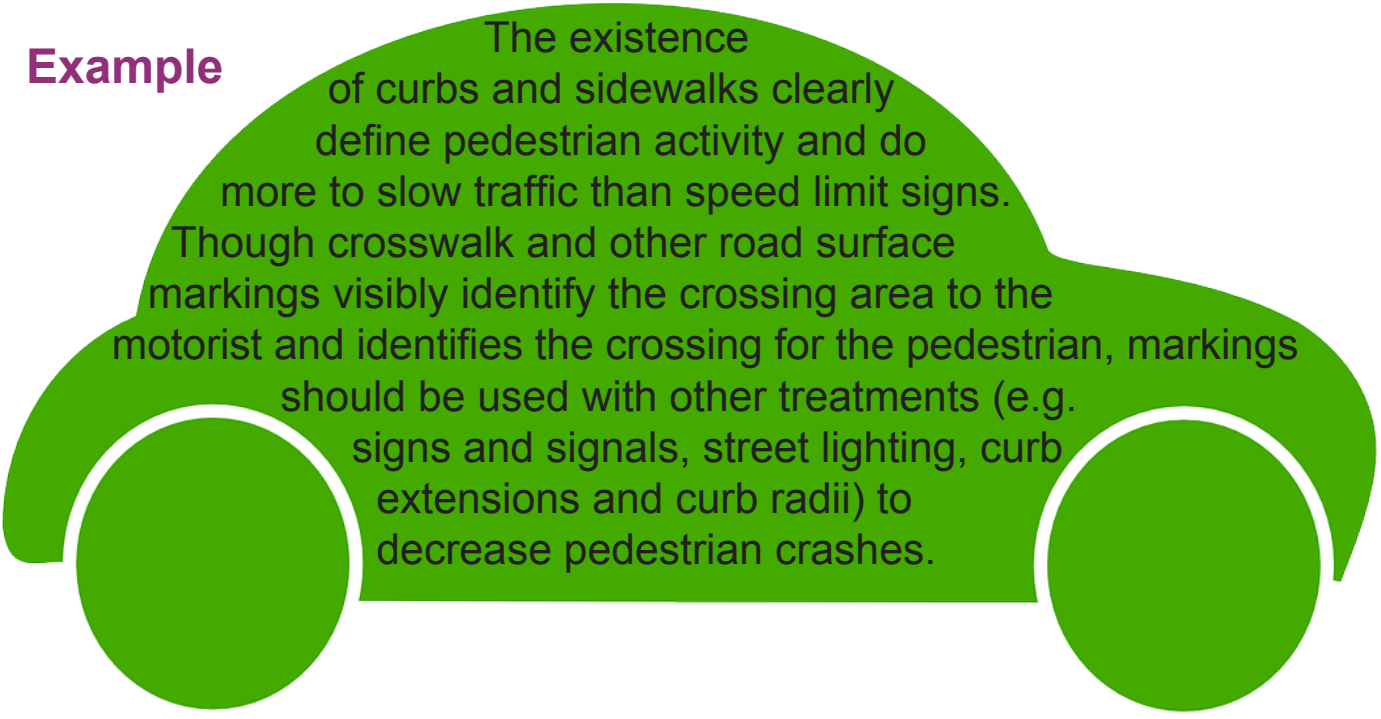
Why use traffic engineers?



All pedestrian treatments should be installed only as a result of an engineering study. Physical improvements designed by traffic engineers ensure that all strategies and equipment are in compliance with the federally mandated Manual on Uniform Traffic Control Devices.



Example



The existence of curbs and sidewalks clearly define pedestrian activity and do more to slow traffic than speed limit signs. Though crosswalk and other road surface markings visibly identify the crossing area to the motorist and identifies the crossing for the pedestrian, markings should be used with other treatments (e.g. signs and signals, street lighting, curb extensions and curb radii) to decrease pedestrian crashes.

What are the benefits?

Using a traffic engineer to design improvements to pedestrian safety and accessibility is important in that:

- We are all pedestrians at some time
- One-third of the population does not own a car
- Other modes of transportation interact with pedestrians
- Pedestrian traffic is good for commerce
- Walking, jogging, and running promote healthier lifestyles
- Traffic engineering renders the roads safer for ALL users