

Activities	Short-Term Outcomes	Long-Term Outcomes
Educational Campaigns and Promotions / Encouragement <ul style="list-style-type: none"> – Implement walking program or club to support pedestrian safety – Implement wellness program that educates attendees about safe walking 	<ul style="list-style-type: none"> – Increase knowledge and awareness of pedestrian safety programs – Improved pedestrian behaviors 	<ul style="list-style-type: none"> – Reduced pedestrian crash rate – Reduced intersection pedestrian crash rate (per crossings) – Reduced pedestrian injuries – Reduced pedestrian deaths – Reduced percent of pedestrian fatalities – Improved livable, walkable communities
Enforcement <ul style="list-style-type: none"> – Issue citations for both the driver and pedestrian at crosswalks – Provide High-Visibility Enforcement (HVE) on driver compliance with pedestrian right-of-way laws 	<ul style="list-style-type: none"> – Change in motorist cited for not yielding to pedestrians – Change in motorist cited for speeding in pedestrian/school zones 	
Engineering <ul style="list-style-type: none"> – Create longer delays for pedestrians at intersections – Create pedestrian facilities (sidewalks, walkways, adequate lighting) – Constructing medians to control turning movements. – Install pedestrian signals (i.e., walk/don't walk messages, symbolic hand/walking man messages) 	<ul style="list-style-type: none"> – Decrease in vehicle volume – Reduction in the number of travel lanes – Improved pedestrian crossing behaviors – Improved in motorist driving behaviors – Improved visibility of pedestrians and motorists – Decrease in average vehicle speeds 	
Land Use Design, Planning, & Policy <ul style="list-style-type: none"> – Convert auto-oriented strip development into more accessible land use patterns more suitable for pedestrians – Improve existing local street connectivity and circulation by adding sidewalks, paths, stairs/ramps, gates, etc. to link dead-end streets and cul-de-sacs 	<ul style="list-style-type: none"> – Change in walking distance – Increase in number of route choices – Decrease in the number of wide cross streets 	
Advocacy <ul style="list-style-type: none"> – 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. 	<ul style="list-style-type: none"> – Increase knowledge of pedestrian safety issues and concern among elected/appointed officials and community leaders 	
Collaboration <ul style="list-style-type: none"> – Provide training and other types of technical assistance to partners to engage in partnership and community activities 	<ul style="list-style-type: none"> – Increase knowledge, skills, and abilities of individuals implementing pedestrian safety programs 	
Equity <ul style="list-style-type: none"> – Support policies for the development, funding, or maintenance of active transportation and pedestrian safety facilities and design features in affordable housing/ housing authority locations 	<ul style="list-style-type: none"> – Decrease pedestrian crash rates in low income geographical areas 	