

Preface

We humbly thank Anchorage Metropolitan Area Transportation Solutions (AMATS) and the Center for Safe Alaskans (CSA) for all their help and hard work!

In the last quarter of 2021, a pedestrian safety campaign began through the combined efforts of AMATS, CSA and Traffic Engineering. This non-motorized safety campaign aims to educate and protect our most at-risk population. For all crashes involving these non-motorized persons,

1 in every 7 results in a pedestrian fatality.

Pedestrians are the most vulnerable road users based on hospitalizations, hospital costs, mortality, and injury severity. In the Municipality of Anchorage,

pedestrian crashes *make up less than 3% of all traffic collisions. Yet*

pedestrian crashes *constitute 59% of all fatal crashes, and*

pedestrian crashes *cause injury and hospitalization. Approximately 57% of all statewide pedestrian related injuries occur within the Municipality.*

Traffic and trauma data analyses is the backbone of this campaign. Program direction is driven by: crash behavior patterns, traffic system heat maps, public polling, trauma trends, and focus group(s) results. A multi-media approach for distribution of safety information and gear began in late 2021. This campaign continues to deliver its message via group meetings, handouts, advertisements, coffee sleeves, internet, announcements, etc.