



Pedestrians under high-risk despite technological improvements



**Luchemos
por la Vida**

Asociación Civil



**Protecting them with a new paradigm
and the help of Vision Zero.**



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**In Argentina, 22% of deaths
in traffic are pedestrians.**



**In Buenos Aires City, 36% of fatalities
in traffic are pedestrians.**



**1,600 pedestrians dead in Argentina
and 270,000 globally, in 2014**



**Luchemos por la Vida is a
non-governmental and
non-profit organization that
does research and works in
Argentina to prevent
traffic accidents.**



**Luchemos por la vida has
decided to observe
pedestrians' behavior
systematically in avenues
and streets of a city
-Buenos Aires-
and
also observe drivers'
behavior regarding
pedestrians.**





Study 1

First part : Crossings with traffic lights (red light forbidding crossing)

Street-crossing situation	Total of pedestrians crossing	They cross properly	They step onto the street to cross but they can't*	They cross with red light	They don't cross at the corner or crosswalk
Street/street	544	6%	17%	48%	29%
Street/avenue intersection	1119	16%	14%	61%	9%
Avenue	1259	52%	21%	16%	11%



**Only 6% of
pedestrians
cross properly
at corners of
streets with
traffic lights.**





**These figures
show a very
low rate of
observance of
the behaviors.**



Second part: Crossings without traffic lights (pedestrians have priority)

Street-crossing situation	Total of pedestrians crossing	They cross properly at the corner or crosswalk	They cross illegally
Street/street	408	75%	25%
Street / avenue crossing	185	72%	28%
Avenue	170	71%	29%

Research carried out in the City of Buenos Aires, from Monday to Friday, from 8:00 am to 6:00 pm, in August and September, 2011, on a total of 3685 pedestrians.



Pedestrians take risks when crossing streets.





When asked why they do not respect pedestrian lights or do not cross on crosswalks or corners, choosing, instead, to cross at mid street or walk on the pavement...



They all mention the same reasons:

- a) saving time,**
- b) less walking,**
- c) they always did it that way,**
- d) nothing ever happened to them**

They express that they believe it is as safe as crossing properly- besides the fact that vehicles do not stop at corners to recognize their priority, even though the law states that they should.



Study 2

**Pedestrian priority: pedestrians,
the most vulnerable users of
traffic system.**



**Argentinean Traffic Law, in line with
other countries' laws, states that
vehicles must grant
priority to pedestrians
who cross the street properly at
corners or crosswalks.**



Respecting pedestrian priority

Only 6% of drivers respect pedestrian priority

Total of situations	Vehicle-pedestrian situations	Priority respected	Not respected
1150	Total of observed situations	6%	94%



Of which:

628	Vehicles going straight on an avenue/street where pedestrians are trying to cross at the corner or crosswalk (no traffic lights)	2%	98%
522	Vehicles turning at the corner or crosswalk where pedestrians are trying to cross	11%	89%

Research carried out in the City of Buenos Aires, from Monday to Friday, from 08:00 am to 6:00 pm in June, 2012, on a total of 1150 situations vehicle-pedestrians. These are all cases in which the driver could decide whether to stop the vehicle or disregard the pedestrian's priority, and in which pedestrians had already started to cross, excluding unclear situations.



**Our research show that
pedestrian priority is ignored
by most drivers.**





This kind of violation is not enforced by authorities, even it is a “serious” offense according to Buenos Aires law.





**This behavior explains the
high percentage of victims
among pedestrians.**

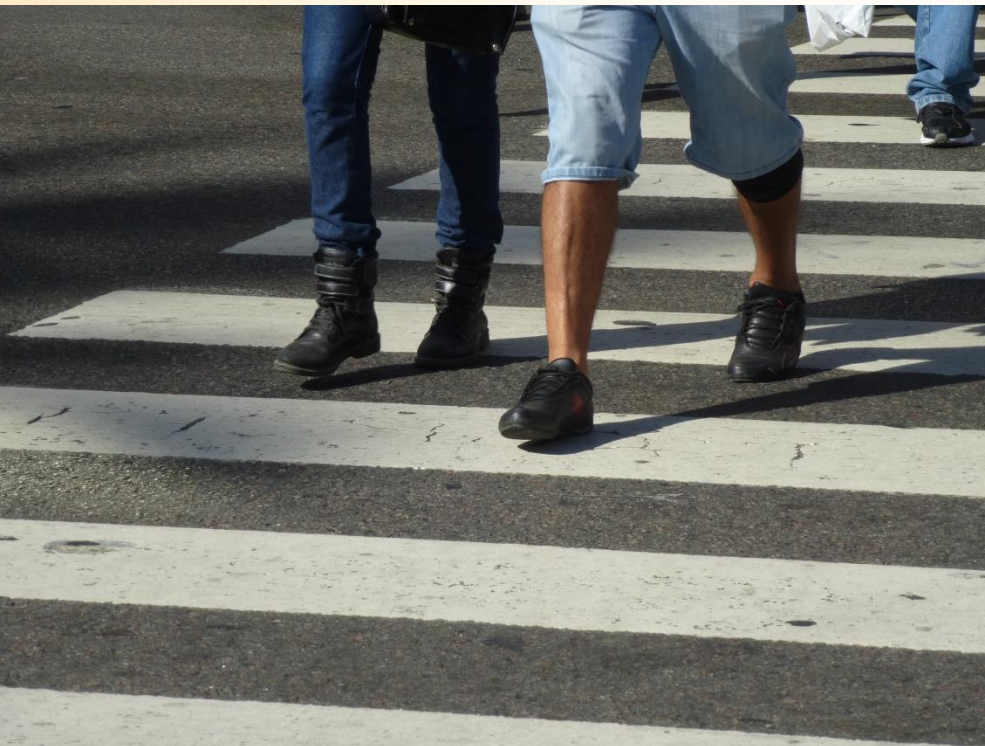


**But a driver who
stops to allow a
pedestrian to cross
finds that the other is
reluctant to do so, not
trusting the driver.**





**Must stand the protests of
other drivers who come behind him.**



**Even be hit,
only because
he stopped to
recognize a
pedestrian's
right to cross.**



Is essential to increased pedestrian safety:

Enforcement of drivers who:

- 1- Do not respect pedestrian priority.**
- 2- Do not respect top speeds.**
- 3- Do not stop at red lights.**



Aiming at a social change of paradigm in which pedestrian mobility is a priority, protected and encouraged for short distance trips.

Infrastructure and safer speed limits need to be established, considering pedestrians' fragility, motivations and limited awareness of risk, according to Vision Zero.



Towards a new paradigm

**Working to increase awareness in all of
road users, proper rule enforcement.**



Towards a new paradigm

**Pedestrians are considered
second class users of streets
and roads in most of the world.**





Towards a new paradigm

**Pedestrians possess the only
“natural” means of transportation
that all of us human beings have.**





Towards a new paradigm

Walking as a means of transport.





Towards a new paradigm

A massive decrease of motorized traffic is necessary.





Towards a new paradigm

**Several other reasons:
ecological, health concerns,
financial, etc.**



**A dense public transport
network efficient, safe,
frequent and that enables
an agile and reliable
interaction with
pedestrians and cyclists
is indispensable.**



**Conditions must be
created so that
drivers take an
elemental step
towards civilization
and evolution:
granting
pedestrian
priority.**



Pedestrians' safety is to place them as far apart from traffic as possible.





Minimizing the encounters between vehicles and pedestrians.





Specific infrastructure measures

- **Continuous sidewalks**
- **Zebra walks marked on corners (slightly separated from them or on a higher level)**
- **Speed bumps**
- **Tunnels and pedestrian bridges**
- **Expanded sidewalks on corners**
- **Alternately expanded sidewalks and narrowed streets**
- **Pedestrian streets and dead-end streets**
- **Central shelters**



**Safety will increase by
planning argentinean
cities to make them
pedestrian-friendly.**





For encouraging people to choose walking, they will need to have a road that is attractive and safe.





Pedestrian areas, with easy access to frequent and safe public transportation.





**Sidewalks kept clean and
in good condition
a prohibition of parking or
unloading vehicles on
sidewalks,
keeping these free of
obstacles.**



**Pedestrian walkways should be safe,
not only road safety-wise but also
for personal safety, and well lit.**





The ideal is
distances up to 1 km on foot,
distances of up to 3 km or higher
by bike,
public transportation is used for
higher distances,
and cars are used only when it is
indispensable.



**Walking must be rediscovered,
not as an activity limited to those who
don't have resources to afford a car or
pay for a taxi, but
as a healthy, stress-free and
relaxing sport.**



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