

# Pedestrian Safety Toolkit

February 2026

This Virginia Pedestrian Safety Toolkit supports pedestrian safety partners across the Commonwealth in their efforts to reduce serious injuries and work toward zero pedestrian deaths.

Before using this toolkit, partners should first review their local pedestrian safety data to understand who is being injured or killed, where and when crashes are happening, and what factors may be involved. This information will help guide the selection of appropriate strategies. See the “Data” section below for data collection resources.

As a pedestrian safety partner, you can receive regular email updates with safety messages, resources, and opportunities to support highway safety efforts across Virginia. These messages are intended to help partners share consistent information and strengthen local safety work in their communities. To receive partner emails from the Virginia Department of Motor Vehicles, contact Calandra Moss at [calandra.moss@dmv.virginia.gov](mailto:calandra.moss@dmv.virginia.gov).

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## Informative Resources

- Alexandria, VA - [Vision Zero | City of Alexandria, VA](#)
- Arlington, VA - [Vision Zero | Arlington County, VA](#)
- Richmond, VA - [Vision Zero | Richmond](#)

## Marketing Resources

- NHTSA (Pedestrian Safety - Marketing): [Pedestrian Safety | Traffic Safety Marketing](#)
- DMV (Pedestrian Awareness): [Video: "You Are Not a Duck!"](#)
- DRIVE SMART Virginia ("See & Be Seen" Campaign): [Store - DRIVE SMART Virginia](#)

## General Safety Tips, Messaging and Additional Resources

- National Highway Transportation Safety Administration (NHTSA): [Pedestrian Safety: Prevent Pedestrian Crashes](#)
- National Safety Council (NSC): [Pedestrian Safety](#)
- U.S. Department of Transportation (USDOT): [Improving Safety for Walking, Biking, and Rolling](#)
- Federal Highway Administration (FHWA): [Pedestrian & Bicycle Safety](#)
- IIHS: [Pedestrians and Bicyclists](#)
- American Council of the Blind (ACB): [Pedestrian Safety Handbook](#)
- Virginia Department of Motor Vehicles (Virginia DMV): [Pedestrian Safety | Virginia Department of Motor Vehicles](#)
- Virginia Department of Transportation (VDOT): [Bicycle and Pedestrian Program](#)
- Street Smart: [Street Smart \(bestreetsmart.net\)](http://bestreetsmart.net)

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## Laws for Drivers, Pedestrians, and Bicyclists

- Code of Virginia: [Chapter 8 | Regulation of Traffic](#)
- Street Smart (scroll down to Virginia): [Laws | Street Smart](#)

## Data

- National Highway Transportation Safety Administration (NHTSA): [Data](#)
- Virginia Department of Motor Vehicles (Virginia DMV): [Statewide Crash Data](#)

## Comprehensive Traffic Safety Strategies

- Countermeasures That Work: [Pedestrian Safety](#)
- Vision Zero Network: [Vision Zero Network](#)
- Safe System: [What Is a Safe System Approach?](#)
- Complete Streets: [Complete Streets: A Primer](#)

## Coalition-Building

- Virginia Department of Motor Vehicles (Virginia DMV): [Creating a Coalition](#)
- America Walks: [Ensuring Walkable & Vibrant Communities](#)

## Campaigns

- Pedestrian Safety Month (October)
- [Week Without Driving](#) (October)
- [National Night Out](#) (September)
- [World Day of Remembrance for Road Traffic Victims](#) (November)
- For Schools:
  - [National Walk to School Day](#) (October)
  - [Safe Routes to School | Safe Routes Partnership](#)
  - [Walk & Bike to School](#)

## Surveys & Evaluation Resources

- AARP: [AARP Walk Audit Tool Kit](#)
  - Super Survey: [Road Safety Survey Template](#)
  - Esri: [Create a community walkability survey | Documentation](#)
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