NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

The Power of FIRST + Census Data

Allison Beas
Regional Program Manager

AGENDA

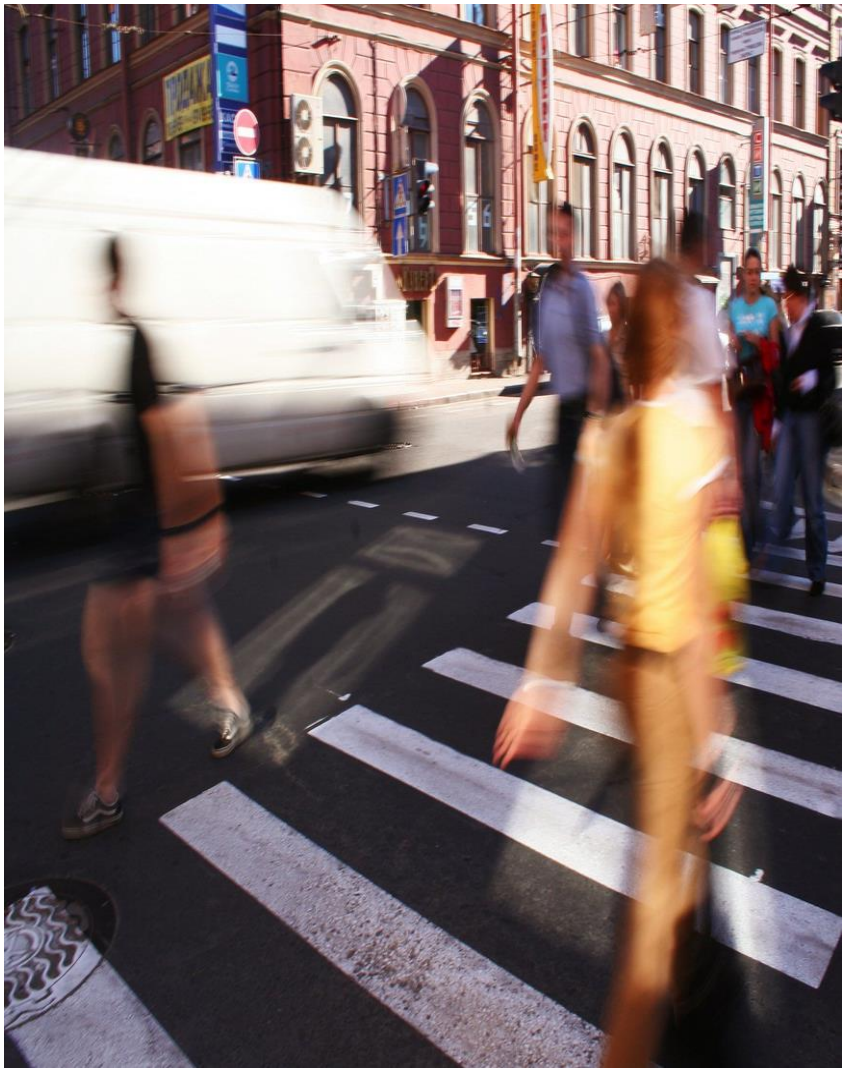
- The Power of FIRST
- Zip Code Overlay and Census Data
- Why is this Important?
- Call to Action

Scenario: Pedestrians – Arizona

(Counties: Yuma & La Paz, 2017 - 2019)

We will focus on these data elements:

- ❑ Years
- ❑ Months
- ❑ Crash Locations
- ❑ Time
- ❑ Gender
- ❑ Race & Ethnicity
- ❑ Age
- ❑ Non-motorist location
- ❑ Blood Alcohol Concentration (BAC)
- ❑ Speed



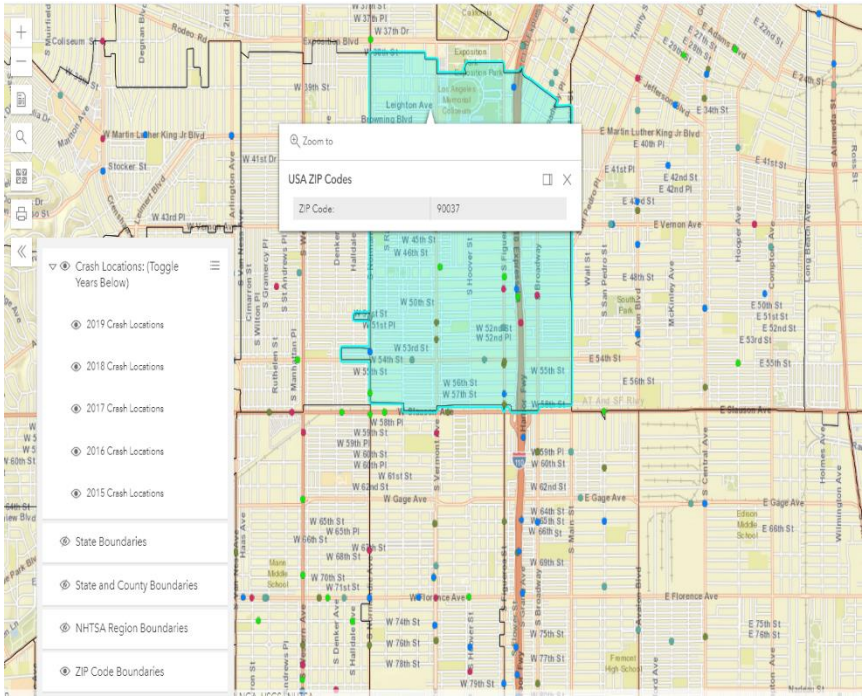
Zip Codes and Census Data

Mapping Features

- ❑ Zip Code Layer Map
- ❑ Census Data (https://data.census.gov/cedsci/)

Tables

- ACS Demographic & Housing Estimates
- Commuting Characteristics by Sex
- Language Spoken at Home
- Income in the Past 12 months (In 2019 Inflation-Adjusted Dollars)
- Poverty Status in the Past 12 months
- Disability Characteristics



Yuma and La Paz Pedestrian Fatalities Characteristics

- Years - **2017, 2018, 2019**
- Months – **25% in November & 18.75% in October**
- Crash Locations – **Mapping and Zip Codes (85364, 85365, 85350, 85367, 85346 & 85348)**
- Time – **6 p.m. – 2 a.m.**
- Gender – **56.25% Males & 43.75% Females**
- Race & Ethnicity – **56.25% White, Non-Hispanic & 43.75% Hispanic**
- Age – **50% 55+**
- Non-motorist location – **87.5% Non-intersection**
- Blood Alcohol Concentration (BAC) – **12.5% BAC of 0.08+**
- Speed – **12.5% involved speeding**

Characteristics of the Community - 85364

- Gender - **Male 50% & Female 50%**
- Age – **55+ (24.7% of the population)**
- Race & Ethnicity – **69.1% Hispanic or Latino (of any race), 25% White alone (non-Hispanic), 2.1% Black or African American, 1.4% Asian & 1.1% American Indian**
- Means of Transportation – **92.5% use vehicles, 1.2% Public transportation & 1.1% Walking**
- Commuting Characteristics – **67.2% commuted 29 minutes or less**
- Language – **53.2% Speak Spanish & 45% Speak only English (6.2% of 65+ Speak Spanish)**
- Poverty & Income – **22.6% live below the poverty level & 42% earn $35K or less (households)**
- Disability – **27.41% of 65+ had an ambulatory difficulty**

Additional Resources

Racial Equity Data Tools - Community Resilience Estimates

https://covid19.census.gov/pages/data-equity

Racial and Ethnic Diversity in the United States: 2010 Census and 2020 Census

https://www.census.gov/library/visualizations/interactive/racial-and-ethnic-diversity-in-the-united-states-2010-and-2020-census.html

Race and Ethnicity in the United States: 2010 Census and 2020 Census

https://www.census.gov/library/visualizations/interactive/race-and-ethnicity-in-the-united-state-2010-and-2020-census.html

Why is this Important?

- Appropriate Countermeasures
- Appropriate Messaging
- Partnership Opportunities
- Effective Use of our Resources
- Reduce Fatalities

Call To Action

Use what you have learned today!

What trends do you see in your State?

What does the Census data tell you?

Ex. Majority of the crashes are occurring in low income communities

Crashes are predominantly in Black or Hispanic Communities

Contact information:

Allison Beas
Regional Program Manager
allison.beas@dot.gov
914-682-6237