

Managing Pedestrian Risks: Practical Implications for Sport and Entertainment Managers

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Spectators are exposed to a variety of risks when attending sport and entertainment events. Many of these events attract a large number of spectators, and managing risks associated with pedestrian safety is an important consideration for sport and entertainment managers. Though a growing number of sport and entertainment venues are planned and built with ease of access and pedestrian safety in mind, many spectators continue to walk a considerable distance to and from these venues. Distracted driving and walking, alcohol consumption, and lack of appropriate infrastructure, signage, and education contribute to pedestrian dangers (Egberts & Connaughton, 2011). Pedestrians are common in many roadway environments and are victim to a significant number of traffic-related injuries and deaths. In 2009, traffic (motor vehicle) crashes in the U.S. claimed the lives of 4,092 pedestrians and injured an estimated 59,000 (National Highway Traffic Safety Administration (NHTSA), 2010). On average, in 2009, a pedestrian was injured every nine minutes and one killed every two hours in a traffic-related crash. Despite the lower percentage of walking trips, pedestrians remain 1.5 times more likely than passenger-vehicle occupants to be killed in a crash on each trip (Beck, Dellinger, & O'Neil, 2007). Alcohol use by spectators in and around sport and entertainment venues is common and should be considered when managing pedestrian safety. Alcohol use was involved in 48 percent of traffic crashes resulting in a pedestrian fatality in 2009, with 35 percent of those pedestrians having a blood alcohol level of .08 g/dL or higher (NHTSA, 2010). Additionally, NHTSA (2010) reported nearly 70 percent of pedestrian fatalities in 2009 occurred at nighttime. There are inherent risks whenever pedestrians interact with traffic. Sport and entertainment events often draw large crowds which walk to and from events from adjacent parking areas and garages, as well as from venue property. Through adopting a research of literature approach, this study summarized, synthesized, and analyzed reported case studies on pedestrian injuries and fatalities. Practical risk management implications and recommendations, as well as suggestions for research will be provided.

References

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