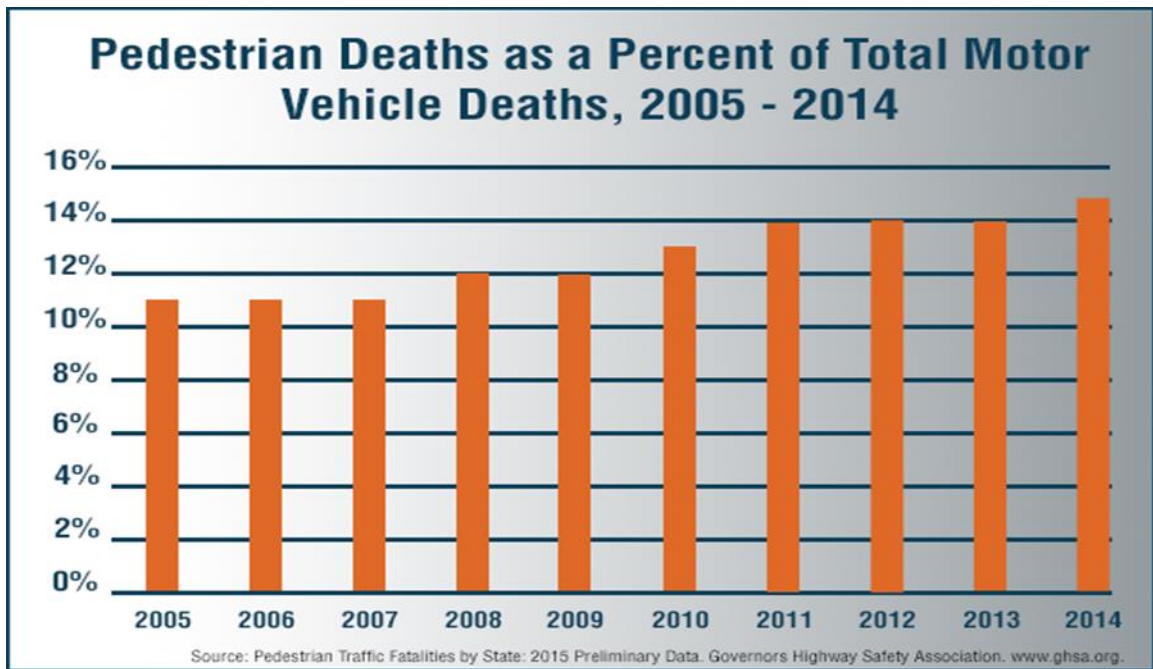


## **CHAPTER 1**

### **INTRODUCTION**

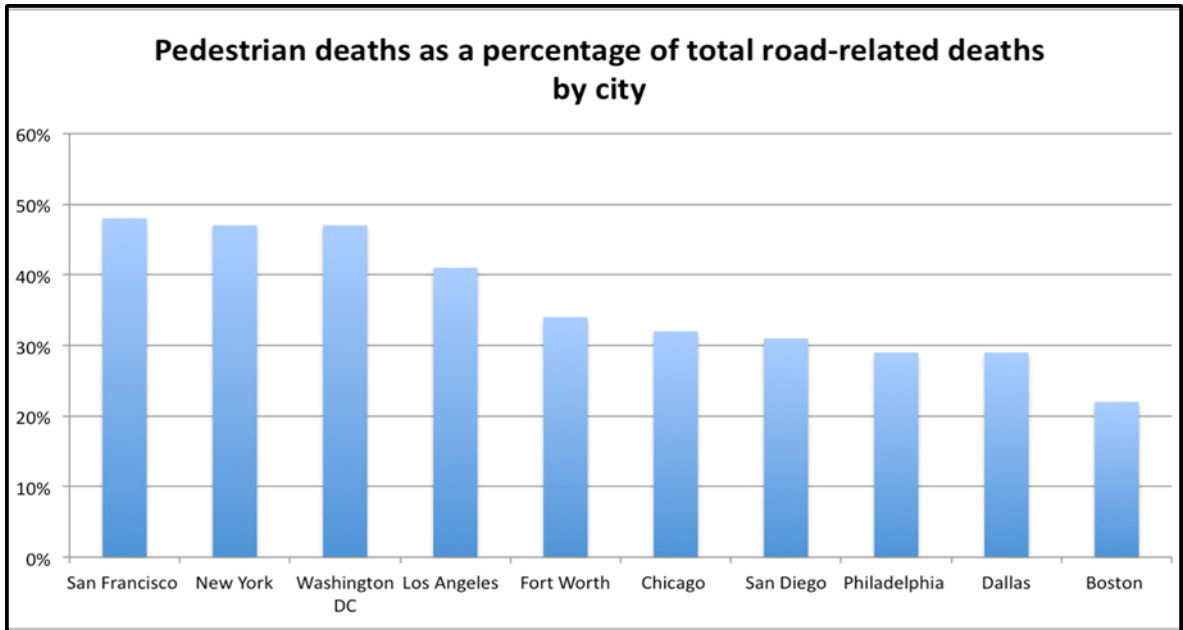
#### **1.1 Introduction**

Road accident is one of the major causes of death and injuries in Malaysia. In 1990, death on road accidents remained in 9th rank; and by 2020 road accidents will be the third leading cause of death worldwide (Kareem, 2003). Nowadays, the world faces the big challenge of traffic accidents that collect annually millions of human lives. Traffic accidents not only affect the victim but also give impact to the community and its progress. From the police records Pahang is the lower records of road accident rate during OpsSelamat 9. (Police: Pahang records lower road accident rate during OpsSelamat 9, 2016)The fatality rate dropped by one case or 4.3 per cent, which is 22 cases compared to 23 cases in the same period last year. Figure 1.1 shows the number of pedestrian death increase by years which from 2005 – 2014. According to the Governors Highway Safety Association (GHSA) the number of pedestrian deaths has been calculated and increased about 10 percent in 2015 compared with 2014. From GHSA record, about 5300 pedestrian died in 2015. This number is a largest percent and highest annual number deaths in 10 years. (Feldman, 2016)

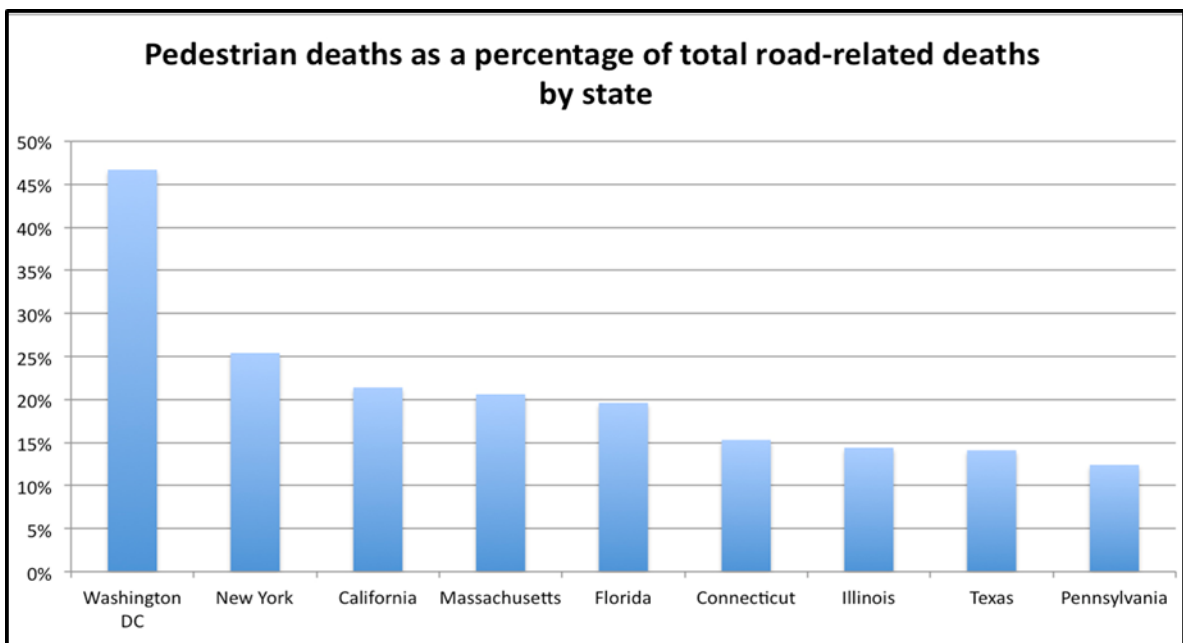


**Figure 1.1:** Pedestrian Deaths as a Percent of Total Motor Vehicle Deaths, 2005- 2014  
**Source:** Pedestrian Traffic Fatalities by state

Figure 1.2 shows pedestrian deaths as a percentage of total road – related deaths by city while figure 1.3 shows pedestrian deaths as a percentage of total road – related deaths by state. Number of pedestrian deaths is 4743 in the U.S which increase over 6 percent from the year of 2011. According to the National Highway Traffic Safety Administration, with 612 pedestrian deaths in California by year 2012 followed by Texas (478) and Florida (476). The mostly pedestrian deaths are in urban areas and 70 percent at non-intersections. 40 pedestrians were killed in 2012 in Dallas, they were killed in motor vehicle-related accidents is 29 per cent; 20 killed in Fort Worth, involving 34 per cent of deaths. (Phung, 2014)



**Figure 1.2:** Pedestrian Deaths as a Percentage of Total Road-Related Deaths by City



**Figure 1.3:** Pedestrian Deaths as a Percentage of Total Road-Related Deaths by State

**Sources:** Census Bureau, NHTSA