

# WI PEDESTRIAN SAFETY



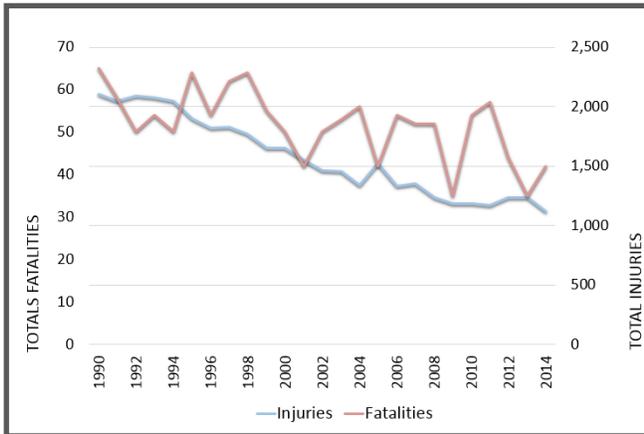
## DID YOU KNOW...

In Wisconsin, in 2014, one pedestrian was injured or killed every 6.9 hours.

- 1,183 crashes involved pedestrians in Wisconsin in 2014.
- In those crashes, 42 pedestrians were killed and 1,119 pedestrians were injured.
- Few pedestrian crashes result in property damage only; in such crashes, the pedestrian is almost always injured.

## PEDESTRIAN CRASH TRENDS

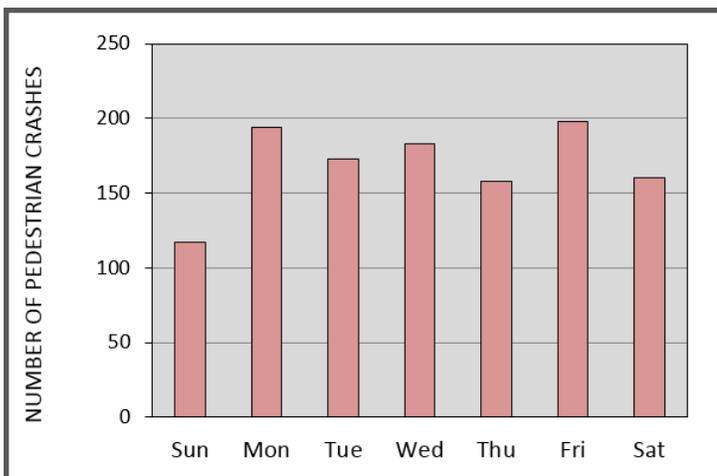
PEDESTRIAN FATALITIES AND INJURIES (1990-2014)



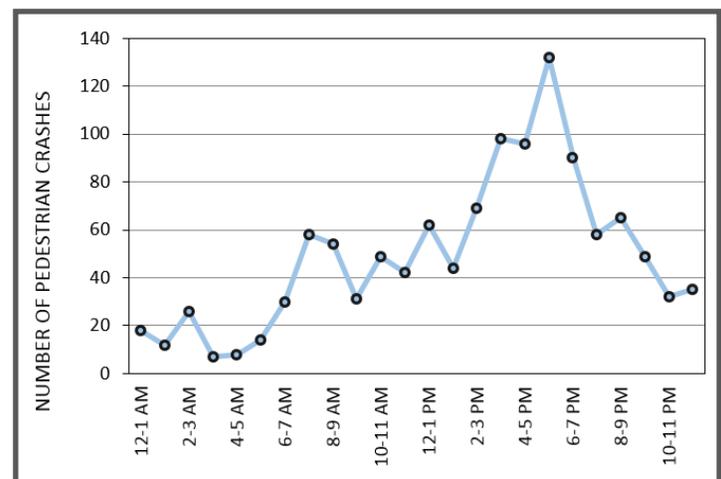
- Over the years, improvements to pedestrian safety have been made in areas such as engineering, education, enforcement, and emergency response.
- The number of pedestrians killed has been steadily declining for the past 24 years as a result.
- Similarly, the number of injuries has decreased by 44% since 1990.

## WHEN DO CRASHES OCCUR?

PEDESTRIAN CRASHES BY DAY OF WEEK (2014)



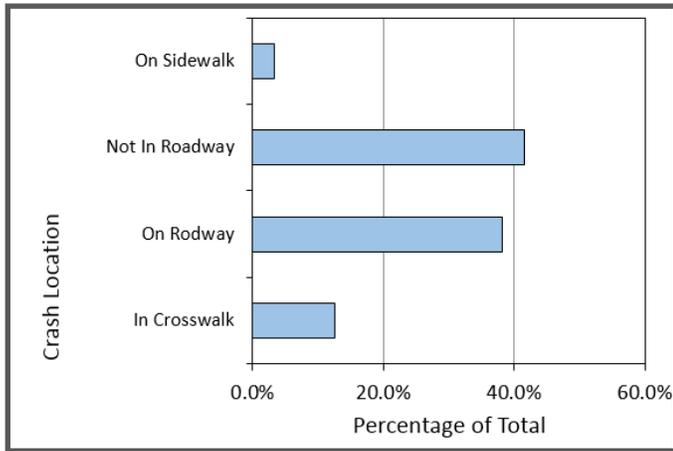
PEDESTRIAN CRASHES TIME OF DAY (2014)



- Pedestrian crashes most often occur on weekdays.
- Most pedestrian crashes occur between 3 and 6 PM (the hours after school and the prime time that adults commute from work). This afternoon peak in crashes is far higher than the AM rush-hour peak, possibly due to driver and pedestrian fatigue and inattention.

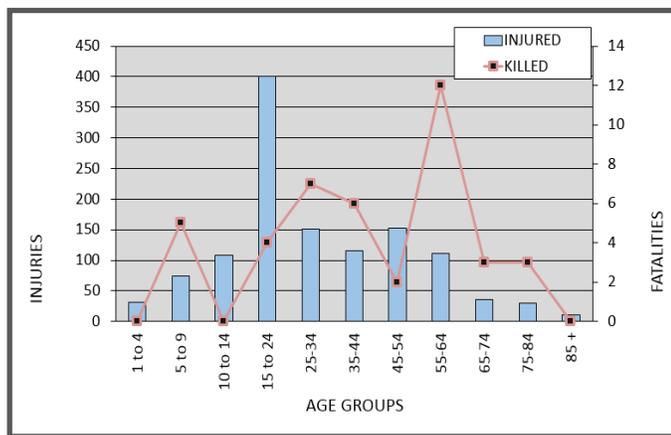
## DETERMINANTS OF PEDESTRIAN CRASH RISK

### PEDESTRIAN-INVOLVED CRASH LOCATIONS



- The vast majority of pedestrian crashes occur in the roadway or at a crosswalk. Any street crossing can put a pedestrian in the path of a motor vehicle driver who may not be paying attention or may not have time to avoid a pedestrian who suddenly steps into the path of the vehicle.
- Of the 41 crashes in which a pedestrian was killed, 21 (**52%**) involved an impaired pedestrian or driver.
- Of the 1,193 crashes in which a pedestrian was injured, 81 (**6.7%**) involved either an impaired pedestrian or driver.

### CRASH RISK BY AGE (2014)



- Pedestrians ages 15 to 24 are most at risk for injuries. Contributing factors include: darting into traffic on the part of young pedestrians; excessive vehicular speeds around schools and local play areas; and driver inattention. Older pedestrians, on the other hand, are more likely to suffer a fatal crash.
- Approximately 85% of pedestrian crashes occur in urban areas. This is not surprising as urban communities offer more clustered origins and destinations, and thus more opportunities to walk.

## CURRENT PEDESTRIAN LAWS (Based on Wis.

### Stats. 346.23 (1)(2) and 346.24(1))

- At any crosswalk (marked or unmarked), the operator of a vehicle shall yield the right-of-way to a pedestrian, in a manner which is consistent with the safe use of the crosswalk by a pedestrian who has started to cross the highway.
- In all other cases, pedestrians, bicyclists, and riders of electric personal assistive mobility devices shall yield the right-of-way to vehicles lawfully proceeding directly ahead on a green signal.
- No operator of a vehicle proceeding ahead on a green signal may begin a turn at a controlled intersection or crosswalk when a pedestrian or rider of an assistive mobility device crossing in the crosswalk on a green or walk signal would be endangered or interfered with in any way.

## WHAT CAN YOU DO?

- As a motorist, look for pedestrians when turning left or right.
- Reduce travel speeds in school zones and neighborhoods.
- Yield to pedestrians already attempting to cross the roadway.
- As a pedestrian, always look left, right, and left again for traffic before stepping into the street. Establish eye contact with the driver before crossing.
- As a pedestrian, cross at a crosswalk or where you can see and be seen by motorists. Avoid crossing at blind curves.
- When walking at night, always wear bright clothing. Do not assume drivers will see you.