Did You Know...

In Wisconsin, in 2001, one pedestrian was injured or killed every 5.5 hours.
- 1,547 crashes involved pedestrians in Wisconsin in 2001.
- Of these crashes, 43 pedestrians were killed and 1,644 pedestrians were injured.
- Few pedestrian crashes result in property damage only; the pedestrian is almost always injured.

- 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 decreased by 71% since 1970.
- The number of injuries has decreased by 32% since 1970.

Types/Factors of Pedestrian Crashes

- Street or road crossings are, by far, the most common types of pedestrian crashes. Any street crossing can put a pedestrian in the path of a motor vehicle who’s driver may not be paying attention or may not have the time to avoid a pedestrian who suddenly steps into their path.
- Alcohol. For pedestrian fatalities in 2001, pedestrians had a BAC of .10 or greater 45% of the time.
Where and Who...

2001 Crashes Involving Pedestrians by Location

- Most pedestrian crashes occur on local roads and streets.
- This is consistent with the fact that most pedestrian travel is in urban areas.

2001 Pedestrian Injuries and Fatalities by Age

- Children sustain between 1/3 and 1/2 of all pedestrian injuries each year. They are involved in crashes caused by darting out into traffic, excessive vehicular speeds in neighborhoods and school zones, or driver inattention.

Current Pedestrian Laws
Wis. Stats. 346.23 (1)

- At an intersection or crosswalk controlled by traffic control signals or by a traffic officer, 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 on a green or "Walk" signal.
- In all other cases pedestrians 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 bicyclist crossing in the crosswalk on a green or "Walk" signal would be endangered or interfered with in any way.

What Can I Do?

- Reduce travel speeds in school zones and neighborhoods.
- Be attentive to pedestrians on or near the roadway.
- Look for pedestrians when turning.
- 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.