

WI PEDESTRIAN SAFETY



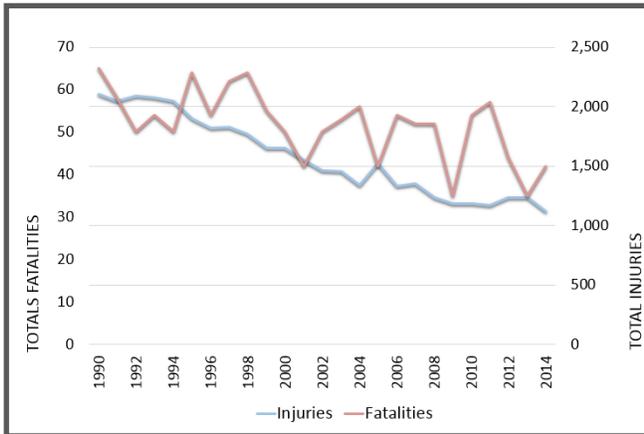
DID YOU KNOW...

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

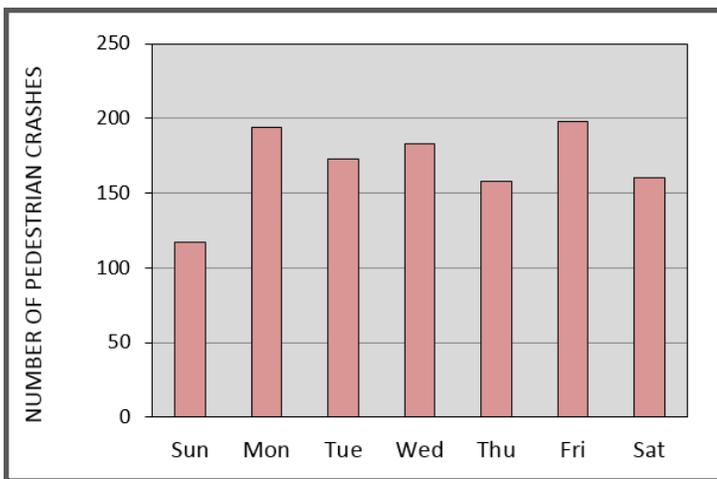
PEDESTRIAN FATALITIES AND INJURIES (1990-2014)



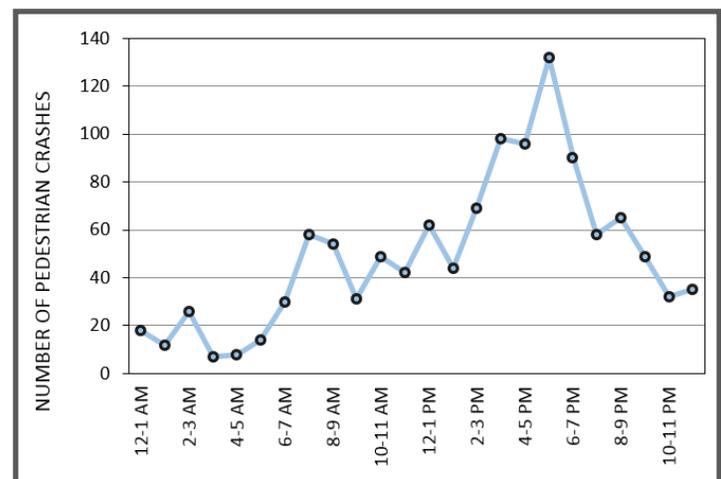
- Over the years, improvements to pedestrian safety have been made in areas such as engineering, education, enforcement, and emergency response.
- The number of pedestrians killed has been steadily declining for the past 24 years as a result.
- Similarly, the number of injuries has decreased by 44% since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

WHEN DO CRASHES OCCUR?

PEDESTRIAN CRASHES BY DAY OF WEEK (2014)



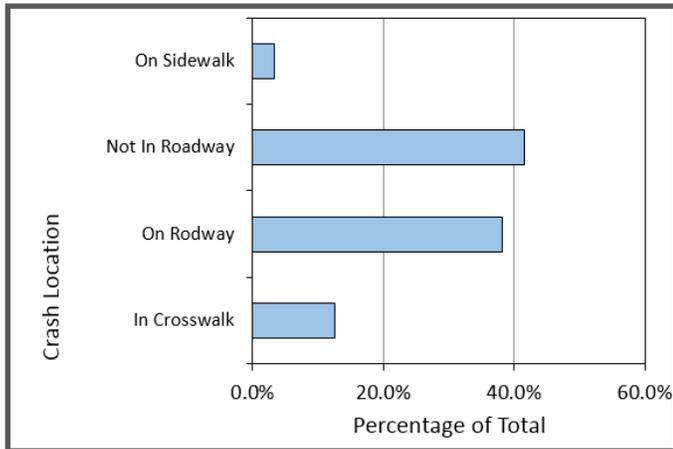
PEDESTRIAN CRASHES TIME OF DAY (2014)



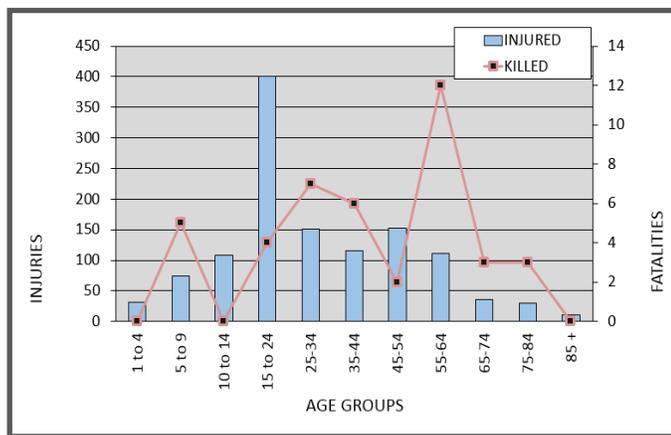
- Pedestrian crashes most often occur on weekdays.
- Most pedestrian crashes occur between 3 and 6 PM (the hours after school and the prime time that adults commute from work). This afternoon peak in crashes is far higher than the AM rush-hour peak, possibly due to driver and pedestrian fatigue and inattention.

DETERMINANTS OF PEDESTRIAN CRASH RISK

PEDESTRIAN-INVOLVED CRASH LOCATIONS



CRASH RISK BY AGE (2014)



- 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.

- 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.