

# PEDESTRIANS

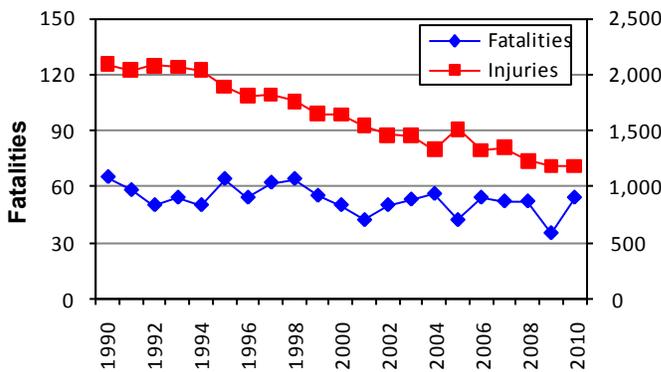


## Did You Know...

**In Wisconsin, in 2010, one pedestrian was injured or killed every 7.1 hours.**

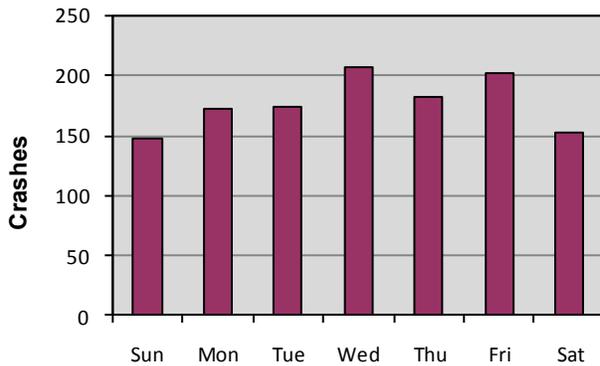
- 1,239 crashes involved pedestrians in Wisconsin in 2010.
- Of these crashes, 54 pedestrians were killed and 1,183 pedestrians were injured.
- Few pedestrian crashes result in property damage only; the pedestrian is almost always injured.

**Pedestrian Fatalities and Injuries (1990-2010)**



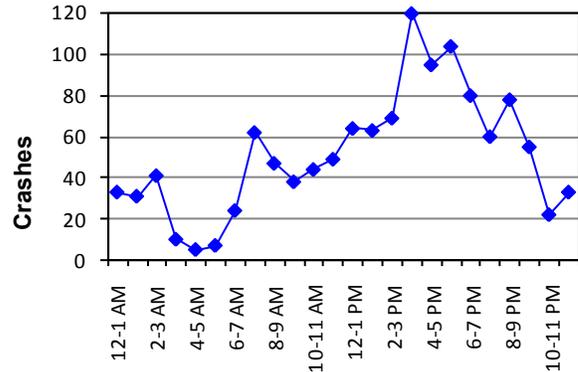
- Over the years, improvements to pedestrian safety have been made in areas such as engineering, education, enforcement, and emergency response.
- The number of pedestrians killed has been steadily declining for the past 20 years.
- The number of injuries has decreased by 44% since 1990.

**2010 Pedestrian Crashes by Day of Week**



- Pedestrian crashes most often occur on weekdays.

**2010 Pedestrian Crashes by Time of Day**

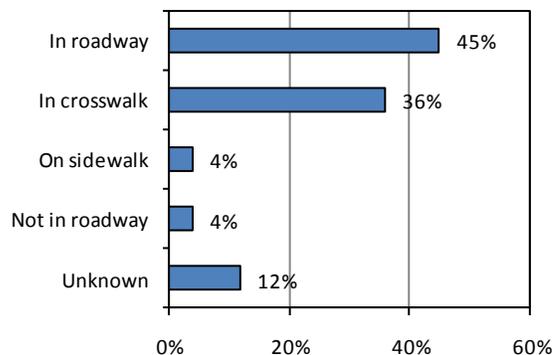


- Most pedestrian crashes occur between 3 and 7 p.m., the hours after school and the prime time that adults commute from work.

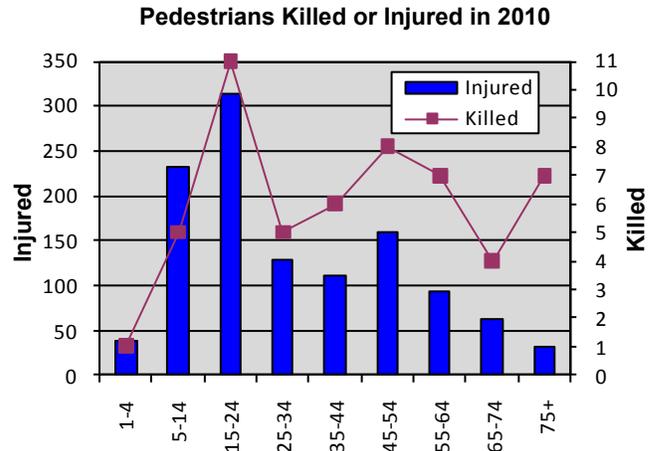
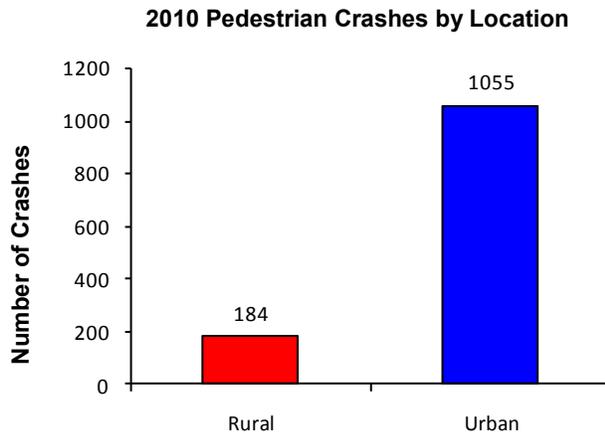
## Types/Factors of Pedestrian Crashes

- 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 driver who may not be paying attention or may not have the time to avoid a pedestrian who suddenly steps into the path of the vehicle.
- **Impaired:** Of the 53 crashes in which a pedestrian was killed, 27 (51%) involved either an impaired pedestrian or motorist.
- Of the 1,136 crashes in which a pedestrian was injured, 104 (9%) involved either an impaired pedestrian or motorist.

**2010 Pedestrian Location in Crashes**



## Who is at Risk....



- Most pedestrian crashes occur on urban roads and streets.
- This is consistent with the fact that most pedestrian travel is in urban areas.
- Children sustain between 1/3 and 1/2 of all pedestrian injuries each year. Contributing factors include: darting into traffic, excessive vehicular speeds in neighborhoods and school zones, or driver inattention.

## 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, person riding a bicycle or electric personal assistive mobility device, 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 bicyclist or rider of an electric personal assistive mobility device crossing in the crosswalk on a green or walk signal would be endangered or interfered with in any way.



## What You Can 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.
- As a pedestrian, cross at crosswalk or where you can see and be seen by motorists.