Did You Know...

In Wisconsin, in 2012, one pedestrian was injured or killed every 6.9 hours.
- 1,277 crashes involved pedestrians in Wisconsin in 2012.
- Of these crashes, 44 pedestrians were killed and 1,236 pedestrians were injured.
- Few pedestrian crashes result in property damage only; the pedestrian is almost always injured.

Pedestrian fatalities and injuries have been steadily declining over the years, with improvements to pedestrian safety made in areas such as engineering, education, enforcement, and emergency response. The number of pedestrians killed has been steadily declining for the past 23 years, and the number of injuries has decreased by 41% since 1990.

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 45 crashes in which a pedestrian was killed, 24 (53%) involved either an impaired pedestrian or motorist.

- Of the 1,182 crashes in which a pedestrian was injured, 101 (9%) involved either an impaired pedestrian or motorist.

Pedestrian crashes most often occur on weekdays. Most pedestrian crashes occur between 3 and 6 p.m., the hours after school and the prime time that adults commute from work.
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.