



## Vulnerable Road Users Meeting Summary



**Date/Time:** Thursday, October 14, 2021

**Chair:** Alan Scott Bohemier, NDOT Active Transportation Manager

**Vice Chair Pedestrians:** Erin Breen, UNLV TRC Vulnerable Road Users Project

**Vice Chair Motorcycles:** Vacant

**Facilitator:** Lindsay Saner, Kimley-Horn

### Attendees

- Arnold, Herbert, CCPW
- Bennett, Andrew, DPS OTS
- Benoit, Jim, CCPW
- Bohemier, Scott, NDOT
- Brandenburg, Amanda, DPS OTS
- Breen, Erin, UNLV TRC
- Campbell, Lori, NDOT
- Close, Mike, NHTSA Region 8
- Davey, Amy, DPS OTS
- Diso, Connie, City of Las Vegas
- Dreyer, Chris, NHP
- Farhan, Mohammad, RTC SNV
- Fleming, Shelley, DPS OTS
- Garcia, Phillip, CLV
- Gryder-Culver, Laura, KSOM UNLV
- Hafeman, Danielle, DPS OTS
- Handley, P.K., MATTRS
- Hartline, Todd, DPS OTS
- Hedger, Doug, NV JOL
- Hill, Rita, NHTSA Region 8
- Jacquez, Albert, NDOT
- Kaczmarek, Jorden, NDOT
- Kapuler, Rebecca, RTC Washoe
- Kendall, Gena, RTC Southern Nevada
- Krupp, Carrie, DPS OTS
- Ling-Barnes, Yann, RTC Washoe
- Mata, Judith, DPS OTS
- Morrison, John, DPS OTS
- Mueller, Kara, NHTSA Region 8
- Nordyke, Nick, DPS OTS
- Norman, Kelly, Carson Area MPO
- Olivares, Maurilio, NDOT
- Reyes, Ana
- Richards, Jared, Clear Counsel
- Roth, Tony, NHP
- Saner, Lindsay, Kimley-Horn
- Schuetze, Damon, Schuetze & McGaha, P.C.
- Smith, Casey, NDOT
- Strickler, Emily, UNLV SOM
- Thornsberry, Joel, NDOT
- Tisler, Lacey, NDOT
- Vander Aa, Pete, DPS OTS
- Xu, Hao, University of Nevada Reno
- Yousuf, Karim, NDOT

## Topics

- October was Pedestrian Safety Month.
- Data Update – see attachments (including September 2021 Monthly Fatality Report)
  - On track to have the worst year in a decade.
  - Impaired driving fatalities are not reported monthly, there is typically a six month lag in the data. Reported quarterly and at the end of the year.
  - Nevada fatalities are high this year but follow national trends. Most common factors are unrestrained, impaired driving and speed.
- All campaign materials are available on <https://zerofatalitiesnv.com/>.
  - **Action:** If not already, please follow Zero Fatalities on Twitter, Instagram and Facebook
  - Impaired Driving campaign running through early November.
- Andrew Bennett presented the results of the focus groups that were conducted over the summer. Please see attached for presentation slides for more information.
- Casey Smith (NDOT) provided an update from the Traffic Records Coordinating Committee
  - NDOT has added five new staff members to analyze crash data for NCATS. The 2020 data is about 45% completed. Geolocating crashes.
  - NDOT is doing a project to collect roadway features using LiDAR. Will be useful to have to locate crashes.
  - There is a pilot project with some law enforcement agencies to automate geolocating crashes when preparing the crash report.
  - TRCC working on changes to data collection process due to SB236 and SB169. New data to collect.
  - Brazos system is moving to Tableau for reporting. New platform is in test mode now. Should improve standard reporting tools.
- Lacey Tisler (NDOT) shared speed-related data that has been analyzed as part of NDOT's Speed Management Plan. At 20 mph, 10% of Veh-Ped crashes end up fatal. That number jumps to 80% at 40 mph. Need a culture where all road users take ownership to reduce speed and speeding-related crashes.
- Mike Close from NHTSA Region 8 provided a number of resources for the group to utilized. They are included at the end of this summary.
- 2021 NV Traffic Safety Summit – please plan to attend the Summit on October 19-21, 2021, to be held at the newly-renovated Palace Station in Las Vegas. Registration, hotel reservations and agenda are available: <https://zerofatalitiesnv.com/safety-summit/>
- Pedestrians Strategies and Action Steps
  - Change 1.4 to 1.7 Action Step lead to NDOT Safety
  - Vision Zero Truckee Meadows meeting on Monday, October 18.
  - City of Las Vegas Vision Zero is underway.
  - Clark County is establishing a Traffic Safety Department to improve County's response to traffic safety issues.
  - Latest Trend Report from UNLV is attached, covering vulnerable road users, pedestrians and equity.

- Dusk to Dawn campaign postponed to January. Time change is November 8.
- Motorcycles Strategies and Action Steps
  - Accident Scene Management Bystander courses/training (2 sessions to be held this fall)
  - It was shared that a barrier to education and training for motorcyclists is the expense.
  - NDOT including a representative for motorcyclists on all road safety assessments (RSAs).
    - Contact PK Handley for Southern Nevada RSAs.

## Decisions

- Pedestrians Action Update Meeting: Thursday, December 9, 10:00-11:00 am
- Motorcycles Action Update Meetings – Thursday, December 9, 1:30-2:30pm
- Next meeting of the Vulnerable Road Users Key Area is Thursday, January 13, 1:00-2:30pm

## Actions

- If not already, please follow Zero Fatalities on Twitter, Instagram and Facebook
- Reach out to Scott, Erin or Lindsay if interested in leading or contributing to an Action Step.

## Attachments

- Pedestrians Action Steps Tracking Sheet
- Motorcycles Action Steps Tracking Street
- September 2021 Fatality Data
- Focus Group Results Presentation

## Links

Nevada Crash Data Dashboard: [Microsoft Power BI](#)

Safety Summit: [Safety Summit - Zero Fatalities \(zerofatalitiesnv.com\)](https://zerofatalitiesnv.com)

Smart Growth America: [Smart Growth America](#)

RTC Washoe Complete Streets Master Plan: [Complete Streets Master Plan - RTC Washoe](#)

School of Medicine at UNLV Trend Report: [https://zerofatalitiesnv.com/app/uploads/2021/10/TREND-10.4\\_-Injury-Inequity-Among-NV-Pedestrians.pdf](https://zerofatalitiesnv.com/app/uploads/2021/10/TREND-10.4_-Injury-Inequity-Among-NV-Pedestrians.pdf)

NHTSA in Spanish: [NHTSA en Español](#)

Early Estimate of Motor Vehicle Traffic Fatalities for the First Quarter of 2021:

<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813149>

Update to Special Reports on Traffic Safety During the COVID-19 Public Health Emergency: Fourth

Quarter Data: <https://rosap.ntl.bts.gov/view/dot/56125>



# Pedestrians Action Plan

**Vice Chair:** Erin Breen, UNLV Vulnerable Road Users Project

## Strategy #1

*Screen the roadway network for high-risk intersections and apply effective and/or innovative countermeasures for pedestrians.*

Action Step #	Action Step Leader	Description	Output Measure
1.1	Casey Smith, NDOT Traffic Safety	Screen the network to identify the top high-crash pedestrian locations at signalized intersections.	Top high-crash pedestrian locations at signalized intersections.
1.2	Casey Smith, NDOT Traffic Safety	Screen the network to identify the top high-crash pedestrian locations at unsignalized intersections.	Top high-crash pedestrian locations at unsignalized intersections.
1.3	Casey Smith, NDOT Traffic Safety	Screen the network to identify the top-high crash pedestrian locations at unsignalized midblock locations.	Top high-crash pedestrian locations at unsignalized midblock locations.
1.4	Erin Breen, UNLV	Identify countermeasures to apply to the top high-crash pedestrian signalized intersections.	Identify projects to improve pedestrian safety at top high-crash signalized intersections.
1.5	Erin Breen, UNLV	Identify countermeasures to apply to the top high-crash pedestrian unsignalized intersections.	Identify projects to improve pedestrian safety at top high-crash unsignalized intersections.
1.6	Erin Breen, UNLV	Identify countermeasures to apply to the top high-crash pedestrian mid-block crossing locations.	Identify projects to improve pedestrian safety at top high-crash mid-block crossing locations.
1.7	Erin Breen, UNLV	Conduct pedestrian safety analysis throughout the state to determine potential systemic countermeasures to apply to improve pedestrian safety.	Systemic safety analysis and identification of proven safety countermeasures.



**Strategy #2**

*Screen the roadway network for high-risk segments and apply effective and/or innovative countermeasures for pedestrians.*

Action Step #	Action Step Leader	Description	Output Measure
2.1	Dr. Hao, UNR; Lori Campbell, NDOT Traffic Safety	Use results of the UNR pedestrian lighting study to determine if there is a correlation between lighting levels and pedestrian crashes.	Develop recommendations to modify lighting standards and evaluate modifications to speed limits to address headlight sight distance versus stopping sight distance.
2.2	Lori Campbell, NDOT Traffic Safety	Modify the NDOT Unsignalized Crosswalk Guidelines to support the installation of medians and pedestrian crossing islands.	Updated NDOT Unsignalized Crosswalk Guidelines. Apply the NDOT guidance for pedestrian crossings at the top high-crash mid-block crossing locations.
2.3	Gena Kendall, RTCSNV; Lori Campbell, NDOT Traffic Safety	Support and document roadway lane reconfigurations to support pedestrian safety throughout the state.	Education on roadway lane reconfigurations that benefit pedestrian safety. Reach out to agencies and ask them to self-report lane reconfiguration projects.

**Strategy #3**

*Conduct outreach and education initiatives for target audiences that focus on eliminating high-risk pedestrian behaviors.*

Action Step #	Action Step Leader	Description	Output Measure
3.1	Andrew Bennett, OTS; Albert Jacquez, NDOT	Conduct pedestrian awareness campaigns incorporating media outreach and education material on Nevada Revised Statutes (NRS) to provide to violators (drivers and pedestrians).	Number of events, campaigns, outreach materials.
3.2	Shelley Fleming, OTS	Conduct HVE events focused on pedestrian safety.	Number of events, number of citations (driver and pedestrian). Obtain citation data locations from pedestrian citation class.
3.3	Lt. Mike Browett, RPD; Katie Metz, Renown Health	Implement pedestrian safety zones.	Number of pedestrian safety zones implemented.
3.4	Lt. Mike Browett, RPD; Rebecca Kapuler, RTC Washoe; Erin Breen, UNLV, Laura Gryder, UNLV SOM	Expand the pedestrian citation class.	Number of classes and participants. Implement pedestrian citation class in Washoe County. Pilot program with middle schools requiring them to take citation class.
3.5	Rebecca Kapuler, RTC Washoe	Continue advancing Vision Zero in Northern Nevada.	Report output from Vision Zero in Northern Nevada.
3.6	Maggie Saunders	Start Vision Zero in Southern Nevada.	Development of Vision Zero in Southern Nevada.



# Motorcyclists Action Plan

**Vice Chair:** Alex Carrillo, DPS-OTS, Nevada Rider

## Strategy #1

*Conduct public education programs for high-risk motorcyclist behaviors (speeding, aggressive, reckless, and impaired riding) and for motorists to yield to motorcycles.*

Action Step #	Action Step Leader	Description	Output Measure
1.1	Alex Carrillo, OTS; PK Handley	Create and run motorcycle safety campaigns for motorcyclists and other motorists to watch out for motorcyclists.	Minimum of two motorcycle safety campaigns each year - one directed at motorcyclists and another directed at motorists.
1.2	Alex Carrillo, OTS	Develop a motorcycle safety topic/article to include in the SHSP quarterly newsletter.	One topic/quarter.
1.3	Andrew Bennett, OTS	Include motorcycle safety in presentations to corporate partners.	Traffic safety presentations to include motorcycle safety message.
1.4	Damon Schuetze; PK Handley	Increase outreach and partnering with dealerships in the Las Vegas area to educate riders and to gain dealership's support for motorcycle safety initiatives.	Develop outreach program for 2021.
1.5	Alex Carrillo, OTS	Develop Nevada-specific materials to educate riders about selecting a motorcycle compatible with skill level, the need for hi-visibility riding gear, proper protective gear, danger of excessive speed, etc.	Distribute through Nevada Rider booths at outreach events and at dealerships.
1.6	Alex Carrillo, OTS	Develop and conduct rider surveys.	Develop online survey for use virtually and in person at outreach events.
1.7	Rob Honea, OTS	Encourage law enforcement agencies to conduct education sessions, social media outreach and on-cycle training for the public.	Track what agencies are doing, develop plan to expand outreach and education.
1.8	Damon Schuetze; PK Handley	Outreach/partnering with motorcycle clubs.	Develop outreach/communication plan for 2021.

## Strategy #2

*Increase the percentage of motorcyclists that are trained and licensed.*

Action Step #	Action Step Leader	Description	Output Measure
2.1	Alex Carrillo, OTS; Damon Schuetze	Expand availability of mid-level and advanced motorcycle courses in Northern and Southern Nevada.	Offer Circuit Rider Course with elite instructors.
2.3	Danny Banda, OTS	Conduct virtual Moto 101 Training for Teens.	Convert Moto 101 training curriculum to virtual platform, promote and schedule online sessions.



**Strategy #3**

*Integrate the unique characteristics of motorcycles and rider vulnerability into motorcycle-friendly roadway design, traffic control, construction, and maintenance policies and practices.*

Action Step #	Action Step Leader	Description	Output Measure
3.1	Lacey Tisler, NDOT Traffic Safety	Implement the use of motorcycle-specific signage and/or countermeasures where unavoidable hazardous conditions exist or where data indicates higher levels of motorcycle crashes.	Develop list of signage and countermeasures that are effective for motorcycles and develop implementation plan.
3.2	Lacey Tisler, NDOT Traffic Safety; Joel Thornsberry, NDOT Traffic Safety	Review and evaluate recommendations in the National Cooperative Highway Research Program (NCHRP) Scan Team Report – Leading Practices for Motorcyclist Safety. Implement recommendations that are in alignment with NDOT policies and procedures.	Review Scan Team Report and develop action plan for Nevada roads.
3.3	Lacey Tisler, NDOT Traffic Safety	Include DPS motorcycle safety staff on Road Safety Assessment (RSA) teams and as appropriate in the SMP process.	Invite motorcycle safety staff to participate in all RSA field reviews.

**Strategy #4**

*Increase crash survivability through education and training.*

Action Step #	Action Step Leader	Description	Output Measure
4.1	Alex Carrillo, OTS	Increase and support bystander assistance training for motorcyclists.	Develop plan for bystander training seminars in Nevada.
4.2	Alex Carrillo, OTS; Laura Gryder, UNLVSOM	Maintain universal helmet law for motorcycle and moped riders.	Unhelmeted crash data presentation for 2023 and 2025 Legislative Sessions.

**FATALITIES BY COUNTY:**

**TOTAL LIVES LOST YTD:**  
**289** ↑ 28%  
UP 28% FROM LAST YEAR

**FATALITIES**

PEDESTRIANS **59**

UNRESTRAINED MOTORISTS **63**

**TOP CAUSES: IMPAIRMENT & SPEEDING**

**10**  
YEAR ANNIVERSARY  
**Zero Fatalities**  
*Lives are on the Line*

[ZeroFatalitiesNV.com](http://ZeroFatalitiesNV.com) [@ZeroFatalitiesNV](https://www.facebook.com/ZeroFatalitiesNV) [@ZeroFatalitiesNV](https://www.instagram.com/ZeroFatalitiesNV) [@ZeroFatalitiesNV](https://twitter.com/ZeroFatalitiesNV) [@ZeroFatalitiesNV](https://www.youtube.com/channel/UCZeroFatalitiesNV) [@ZeroFatalitiesNevada](https://www.linkedin.com/company/ZeroFatalitiesNevada)

DATE OF REPORT: 10/07/2021  
 DATA AS OF: 09/30/2021

TO: PUBLIC SAFETY, DIRECTOR NDOT, HIGHWAY SAFETY COORDINATOR, NDOT TRAFFIC ENGINEERING, FHWA, LAW ENFORCEMENT AGENCIES  
 FROM: THE OFFICE OF TRAFFIC SAFETY, STATE FATAL DATA  
 PREPARED BY: AMANDA BRANDENBURG FARS ANALYST  
 SUBJECT: FATALITIES BY COUNTY, PERSON TYPE, DAY, MONTH, YEAR AND PERCENT CHANGE.

Month	2020 Crashes	2021 Crashes	% Change	Month	2020 Fatalis	2021 Fatalis	% Change
JAN	25	29	16.00%	JAN	25	34	36.00%
FEB	22	17	-22.73%	FEB	26	21	-19.23%
MAR	14	24	71.43%	MAR	14	27	92.86%
APR	25	30	20.00%	APR	28	32	14.29%
MAY	16	32	100.00%	MAY	16	35	118.75%
JUN	26	37	42.31%	JUN	27	37	37.04%
JUL	21	28	33.33%	JUL	23	28	21.74%
AUG	29	34	17.24%	AUG	34	38	11.76%
SEP	31	36	16.13%	SEP	33	37	12.12%
OCT			0.00%	OCT			0.00%
NOV			0.00%	NOV			0.00%
DEC			0.00%	DEC			0.00%
<b>Reporting Period Total</b>	<b>209</b>	<b>267</b>	<b>27.75%</b>	<b>Reporting Period Total</b>	<b>226</b>	<b>289</b>	<b>27.88%</b>
<b>Total</b>	<b>293</b>			<b>Total</b>	<b>317</b>		

KNOWN FATAL COMPARISON BETWEEN 2020 AND 2021.

COUNTY	2020 Crashes	2021 Crashes	% Change	2020 Fatalities	2021 Fatalities	% Change	2020 Occupants	2021 Occupants	% Change	2020 Unrestrained	2021 Unrestrained	% Change
CARSON	1	2	100.00%	1	2	100.00%	0	2	200.00%	0	1	100.00%
CHURCHILL	7	7	0.00%	7	8	14.29%	4	5	25.00%	3	2	-33.33%
CLARK	128	161	25.78%	137	171	24.82%	65	77	18.46%	28	26	-7.14%
DOUGLAS	5	4	-20.00%	5	4	-20.00%	3	4	33.33%	2	2	0.00%
ELKO	7	8	14.29%	12	10	-16.67%	11	10	-9.09%	7	3	-57.14%
ESMERALDA	0	5	500.00%	0	5	500.00%	0	4	400.00%	0	1	100.00%
EUREKA	2	2	0.00%	2	2	0.00%	2	2	0.00%	2	2	0.00%
HUMBOLDT	3	4	33.33%	3	5	66.67%	3	4	33.33%	2	2	0.00%
LANDER	1	0	-100.00%	1	0	-100.00%	1	0	-100.00%	0	0	0.00%
LINCOLN	1	4	300.00%	1	4	300.00%	1	2	100.00%	0	2	200.00%
LYON	5	12	140.00%	5	14	180.00%	3	13	333.33%	2	4	100.00%
MINERAL	1	3	200.00%	1	4	300.00%	1	4	300.00%	1	1	0.00%
NYE	7	12	71.43%	9	17	88.89%	8	13	62.50%	5	7	40.00%
PERSHING	6	1	-83.33%	6	1	-83.33%	6	0	-100.00%	3	0	-100.00%
STOREY	1	2	100.00%	1	2	100.00%	1	0	-100.00%	1	0	-100.00%
WASHOE	34	36	5.88%	35	36	2.86%	15	20	33.33%	8	7	-12.50%
WHITE PINE	0	4	400.00%	0	4	400.00%	0	3	300.00%	0	3	300.00%
<b>Reporting Period Total</b>	<b>209</b>	<b>267</b>	<b>27.75%</b>	<b>226</b>	<b>289</b>	<b>27.88%</b>	<b>124</b>	<b>163</b>	<b>31.45%</b>	<b>64</b>	<b>63</b>	<b>-1.56%</b>
<b>Total</b>	<b>293</b>			<b>317</b>			<b>167</b>			<b>78</b>		

KNOWN COMPARISON OF FATALITIES BY PERSON TYPE BETWEEN 2020 AND 2021.

COUNTY	2020 Pedestrian	2021 Pedestrian	% Change	2020 Motorcyclist	2021 Motorcyclist	% Change	2020 Bicyclist	2021 Bicyclist	% Change	2020 Other Scooter, Moped, ATV	2021 Other Scooter, Moped, ATV	% Change
CARSON	0	0	0.00%	1	0	-100.00%	0	0	0.00%	0	0	0.00%
CHURCHILL	3	2	-33.33%	0	1	100.00%	0	0	0.00%	0	0	0.00%
CLARK	47	47	0.00%	24	37	54.17%	1	5	400.00%	0	5	500.00%
DOUGLAS	0	0	0.00%	2	0	-100.00%	0	0	0.00%	0	0	0.00%
ELKO	1	0	-100.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
ESMERALDA	0	1	100.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
EUREKA	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
HUMBOLDT	0	0	0.00%	0	1	100.00%	0	0	0.00%	0	0	0.00%
LANDER	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
LINCOLN	0	0	0.00%	0	2	200.00%	0	0	0.00%	0	0	0.00%
LYON	0	1	100.00%	2	0	-100.00%	0	0	0.00%	0	0	0.00%
MINERAL	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
NYE	0	1	100.00%	0	2	200.00%	1	1	0.00%	0	0	0.00%
PERSHING	0	0	0.00%	0	1	100.00%	0	0	0.00%	0	0	0.00%
STOREY	0	0	0.00%	0	2	200.00%	0	0	0.00%	0	0	0.00%
WASHOE	10	7	-30.00%	10	8	-20.00%	0	1	100.00%	0	0	0.00%
WHITE PINE	0	0	0.00%	0	1	100.00%	0	0	0.00%	0	0	0.00%
<b>Reporting Period Total</b>	<b>61</b>	<b>59</b>	<b>-3.28%</b>	<b>39</b>	<b>55</b>	<b>41.03%</b>	<b>2</b>	<b>7</b>	<b>250.00%</b>	<b>0</b>	<b>5</b>	<b>500.00%</b>
<b>Total</b>	<b>82</b>			<b>57</b>			<b>11</b>			<b>2</b>		

THIS REPORT IS A POINT IN TIME COMPARISON  
 THIS DATA DOES NOT INCLUDE DATA FIELDS MARKED BY THE OFFICER AS UNKNOWN  
 2021 DATA IS PRELIMINARY AND DOES NOT NECESSARILY INCLUDE FINAL REPORTS (FORM 5, CORONER, AND/OR TOXICOLOGY).  
 2020 DATA IS NOT FINAL UNTIL THE END OF DECEMBER 2021.  
 NOTE: The monthly report will be distributed by the 7th of each month.

Key: Fatalities= Total number of reported fatalities (vehicle occupants, pedestrian, motorcyclist, bicyclist, and other).  
 Vehicle Occupants = Driver and occupant fatalities in a motor vehicle.  
 Vehicle Unrestrained = Driver and occupant fatalities in a motor vehicle unrestrained.  
 Pedestrian = Any person on foot, on a personal conveyance, or in a building.  
 Motorcyclist= A person riding any motor vehicle that has a seat or saddle for the use of its operator and is designed to travel on not more than three wheels in contact with the ground.  
 Bicyclist= A person on an other road vehicle that can be propelled by pedaling (bicycle, tricycle, unicycle, pedalcar, electric bike).  
 Other = A person on a scooter, moped, ATV, or other motorized vehicle not captured above on a roadway.



Consumer Insights | August 25, 2021

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## Participants

BrandOutlook conducted a total of eight in-person focus groups on July 27<sup>th</sup>-29<sup>th</sup>, 2021. Five out of the eight groups were held in Las Vegas and the other three were in Reno. Each group lasted 90 minutes. A total of 58 respondents participated in the research in the composition shown below:

8 Focus Groups Audience:	Clark County	Washoe County	Total # of Groups	# of Participants
Pedestrians	2 Groups	1 Group	3	21
Impaired Drivers	2 Groups	1 Group	3	21
Occupant Protection	1 Group	1 Group	2	16
<b>TOTAL</b>	<b>5 Groups</b>	<b>3 Groups</b>	<b>8</b>	<b>58</b>

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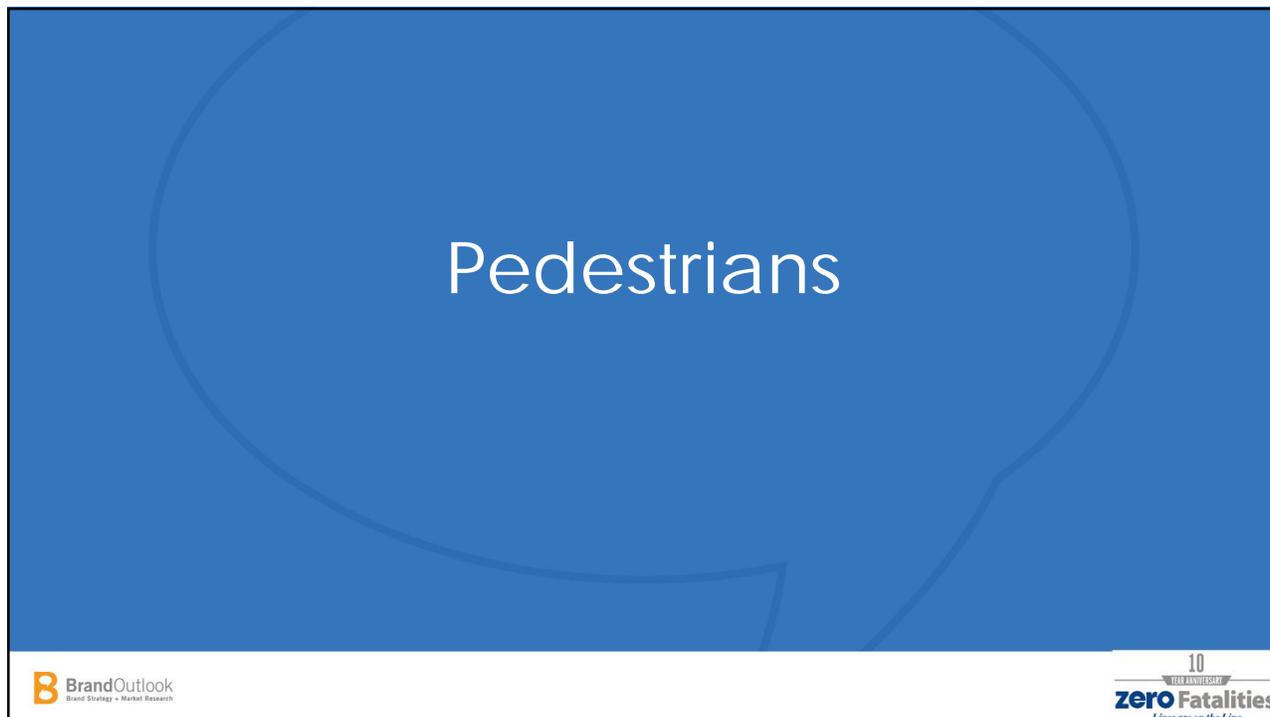
## Participant Screening

- ▶ Pedestrians:
  - ▶ Ages 40-70
  - ▶ The primary mode of transportation is walking or riding the bus
  - ▶ Walk at least three times per week to get around, other than for recreation or exercise
- ▶ Impaired Drivers:
  - ▶ Ages 21-45
  - ▶ Have a valid or suspended license
  - ▶ Rely on a car, truck, motorcycle or moped as their primary mode of transportation
  - ▶ Drive at least three times per week on a road, street or highway
  - ▶ Drive after consuming alcohol, marijuana and/or illicit drugs at least once a month or more
- ▶ Occupant Protection:
  - ▶ Ages 21-45
  - ▶ Have a valid or suspended license
  - ▶ Rely on a car or truck as their primary mode of transportation
  - ▶ Drive at least three times per week on a road, street or highway
  - ▶ Do not always wear a seat belt when driving a vehicle or as a passenger
- ▶ A mix of gender, age, employment status and ethnicity

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## Perceptions Around Safety

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# Pedestrians

**BrandOutlook**  
Brand Strategy • Market Research

10  
YEARS ANNIVERSARY  
**zero Fatalities**  
*Lives are on the Line*

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## Perceptions & Experiences with Traffic Safety

**BrandOutlook**  
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10  
YEARS ANNIVERSARY  
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## Biggest Safety Challenges Facing Pedestrians – Drivers

When respondents were asked to identify the biggest safety challenges they face as a pedestrian, responses fell into one of three categories: irresponsible drivers, pedestrian-centric issues and irregular walkways hardscapes or inconsistent devices.



*"Distracted drivers. The biggest thing in this town is people try to jump the light on right turns, they try and beat people in the crosswalks."*

*"We have a crosswalk, you push the button and the light turns yellow – drivers don't yield, they don't pay attention, they drive far too fast and don't obey the traffic laws at all."*

*"You can't control the drivers but it would be nice if drivers were more attentive to pedestrians."*

*"You hit the button and it flashes yellow which is supposed to tell the traffic to stop while you cross. A lot of people speed through those too, so you have to be really, really careful."*

*"Going through the crosswalk and some of the cars pull up past the lines where you are supposed to cross. You have to either go behind or in front of the car which is basically in the middle of the street."*

*"You've got to watch out for cars when they come out the driveway, because a lot of people don't stop and look both ways, and mainly, if you're crossing the street, if the car turns too close, you've got to watch out for that too."*

*"Drivers are speeding, they don't pay attention to people that are walking. They are distracted. Lots of times they're talking on the phone, not really paying attention to pedestrians. And that's how people get killed."*

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## Biggest Safety Challenges Facing Pedestrians (continued)

### PEDESTRIAN-CENTRIC ISSUES



*"Before you cross the street you have to wait 10 seconds or after that... if someone is making a turn, there better be a delay before crossing the street."*

*"As I've gotten older I'm walking a little bit slower. I don't even have enough time, it seems from when you are trying to cross the street, you hit the button and it gives you a certain amount of time, I think it should be at least 10 more seconds."*

*"I hesitate before I go. Because you don't have enough time, a lot of people are going across the street before they are supposed to because they don't want the time to run out."*

*"I always have concerns about getting hit by a car crossing the street to the bus stop."*

### IRREGULAR WALKWAYS AND INCONSISTENT DEVICES



*"The sidewalks are in disarray, they aren't marked correctly, they are broken and cracked and dangerous. They put utility lights and telephone poles in the center of the sidewalk. People in wheelchairs or scooters have to go in the street and then go back over the curb. If they don't have help, I've seen them tip over."*

*"There is no continuity to the types of crossing apparatus – some speak to you, some flash yellow, some count the seconds down, it's all different all over town."*

*"There are just not enough crosswalks here in Las Vegas. The crosswalks are so far and few between, the streets are so long and just not enough crosswalks for the size of these streets. It's ridiculous."*

*"I feel like our crosswalks that we have are not lit up at night, and we don't have flashing crosswalks in all areas in town, but it's so easy not to see somebody in the crosswalk,..."*

8

## Most Important Considerations for Choosing a Route

Safety was a major consideration when deciding which route to take when walking. But the most prevalent driver was taking the route with the shortest distance.



### Most Important Factor When Choosing a Route\*

- Shortest distance
- Least amount of traffic
- Good, continuous sidewalks
- Fastest route



\*Shown in order of most mentions. Bold indicates three or more comments

*"Just safety. I try to stay out of the way of these lights, try to stay out of the way of traffic as much as I can, because like this morning, if I didn't hesitate that 10 seconds we would have gotten hit."*

*"Distance and the heat out here. Heat stroke determines what I am going to do. I'm taking the shortest distance when its hot."*

*"I try to pick the route that is least hazardous, consistent safe sidewalks."*

*"In the heat I try to take the shortest route, but there are so many places in town that have sidewalks, and there will be 100 yards of no sidewalk where it is gravel and dirt, but there is a sidewalk across the street. I always try to find the route that definitely has sidewalks because I don't want to be walking in rocks."*

*"Actually, the shortest means to get there... I don't trust a whole lot of people, and I live in a really bad neighborhood. So, I try really hard to take the shortest route possible."*

*"The time schedule. If it's going to get me there earlier, and on time, or is it going to cause me to be late when I have an appointment? I prefer the earliest."*

9

## Near Misses with a Motorist in the Past Year

Although one in four participants stated that as a pedestrian they had not had a close call with a motorist in the past year, the average number of near misses among the remaining participants was four.

4  
Close Calls



*"Four times in the last two days. What happens a lot I've noticed, with delayed left turn flashing yellow signals, if you have a walk sign those people will creep into the middle of the intersection, and will start creeping towards you. They are trying to hurry you, they want people to go. When you have the double turn lane the cars on the outside don't see the people, and they will go and you can get hit."*

*"Three or four times, and it is usually when the light changes so that you can walk and somebody wants to make a right turn."*

*"At least 8-9 times [in the past 12 months]. This month I had one close call. They weren't paying attention, texting as usual, a young person. She wasn't paying attention and she actually had to swerve not to hit me and the other person that was in the crosswalk, and she went up on the sidewalk. So I thank God for that day because it would have been close."*

*"Twice. On one, the driver had obviously seen I was coming across the street, and he must have gotten the green light. It seemed like it was a race, like it was cars against the pedestrians, getting them out of the way. It seems like they purposely wanted to run you over."*

*"Twice. I was in the crosswalk and the person didn't stop. I had to jump out of the way. They were speeding, that's my biggest thing, is the speeding people that don't pay attention to the speed. That's how people get killed."*

*"Numerous. Parking lots are a real danger, because people don't see you. There are a lot of blind spots. And if they're backing up and they don't see you, they quite literally back over you before they even know that anything's happened. Literally 10, 15 times in parking lots. It happens a lot."*

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## Impact of a Pedestrian Collision

Half of respondents have been, or know someone who has been involved in a pedestrian collision, either as a pedestrian or a driver. For most, the experience has made them more cautious and more aware of their surroundings.

*"I pay more attention, but even though you pay more attention the cars don't notice you; you are more cautious but it doesn't matter if you are cautious or not. Yesterday a guy was up on the curb and got hit."*

*"A man was crossing the street and he had the right of way. This driver went right through the light and hit this guy. You've seen it in the movies, where they smash the windshield and roll over the car. That's exactly what happened, just like that. It blew my mind. Ever since then, it's always been traffic awareness. It's the first thing I think about when I hit the streets."*

*"I was driving to work, and I didn't see this guy, he came out of nowhere and had to jump out the way. I got pulled over by a state trooper, and got a ticket for not yielding for a pedestrian. I always watch, but that day he just came out of nowhere, and I almost hit him. It changed everything. It made me be more aware of people coming out of nowhere, and I would have been devastated if I would have hit him."*

*"Yeah, I think about it a lot...but I think it's up to you to be really aware, and do what works for you. If you ever have a close call, take that extra second or two, or even 30 seconds to just make sure that everything's clear."*

*"My roommate's best friend and her sister were standing at the light, and this truck didn't see the lady with her stroller. So her sister pushed the baby and her out of the way, and she got hit. It impacts me a lot, the damage she had to endure all her life, all because she was caring enough to ensure the baby and the mother didn't get hit."*

*"I had a friend, she actually hit somebody and left the scene. She killed him and went to prison for it. I just feel like what a shame for both lives. Both lives were lost. He was killed and she's in prison now for just one stupid mistake."*



11

## Responsible for Car/Pedestrian Near Misses

When asked who is usually at fault when there is a near miss between pedestrians and drivers, respondents were divided; one-third put the responsibility exclusively on the driver, one-third believe the driver and pedestrian were equally responsible, and one-third had a variety of responses.

*"I would say it is the driver. You are taught early on, even before you get your license, when you are in Driver's Ed, is to pay attention to pedestrians. Pedestrians have the right of way, so it is always the driver's fault."*

*"Usually, the driver because they're not paying attention."*

*"I would say the driver because most of the times, in my experience, they only look for cars, and they kind of just filter you out."*

*"I think most of the time it's the driver unless you are not paying any attention at all."*

*"Look what happened this morning, of course I'm going to say the driver."*

*"I think it's both because people are trying to not have to walk all the way to the crosswalk because it's so far and few between, and a lot of times, people are texting or driving fast. So it can happen either way."*

*"I would say a little bit of both, some people start dancing in front of your car, they aren't paying attention."*

*"I'd say it's both, because we already know when to stop, when to walk. Look left, look right, right and left again. We're not the one that's holding the phone in our hands while making a left. It's them that's doing it."*

*"Both should be responsible. The person walking should be paying attention, and so should the driver."*



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## Responsible for Car/Pedestrian Near Misses (continued)

- Of the remaining respondents, some felt it depended on whether or not the crosswalk was being used, and some felt it was mostly the driver but the pedestrian had a small degree of responsibility.



*"I think it depends on where you are crossing, is it a marked crosswalk continuous between two streets? I feel that if you are a pedestrian you have to walk defensively, even if you are in the right."*

*"If they are in the crosswalk it is the driver, if not then it is the pedestrian."*

*"70/30 driver/pedestrian. It is the driver mostly, but sometimes as a pedestrian you need to be more careful. I'm more cautious now because there is a lot more damage that can happen. When I was younger I was 10 feet tall and bullet proof."*



*"In my opinion, I would put probably 75% more responsibility on the driver, being as though they are operating a 2000 pound vehicle. You would have to be a little bit more careful, cautious and aware of your surroundings because you are able to take someone's life. I know, the pedestrian, a lot of times, may be at fault, but I feel as a driver, I need to do that extra step to protect myself, as well as the pedestrian, because I'm behind the wheel of a car."*

- Only two respondents put the responsibility solely on the pedestrian.

*"I would say the pedestrian most of the time because I see a lot of people jaywalking on busy streets and they aren't paying attention."*

*"I have literally seen people walking down the street with their head and face in their phone. They look down enough to see that they have to step off the sidewalk onto the street, but they don't look up to see what's coming. It's more on the pedestrian - hold yourself accountable."*



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## Drivers that Pose Greatest Threat to Pedestrians



### Types of Drivers that Pose the Greatest Threat to Pedestrians\*

- Younger (early 20s)
- Under the influence
  - Alcohol
  - Marijuana
  - Prescription drugs
- Distracted
  - On phone – talking, texting, social media
  - Music/Radio
  - Eating
- Rushed/Impatient
- Older

*"Younger people under the age of 24 have the attention span of a gnat. They are really not paying attention to driving, they are trying to split their focus on 5-6 other things but they can't pay attention to one."*

*"Young drivers. They've just got so many different things going on. You've got the music, you have your social media, the texting."*

*"I would think under the influence of something - of alcohol, or marijuana, or prescription drugs. The ones I've experienced are usually kind of younger, and it seems like maybe they're high."*

*"Besides impaired, the elderly. And I don't mean just impaired from alcohol. It can be impaired from alcohol, to prescription drugs, to marijuana, to all of it. They think that they're okay because they've driven hundreds of times like that."*

*"Older drivers, I guess. Some of them don't need to be driving. They need their license revoked. They are not careful, and their reaction time is extremely slow."*

*"I think the elderly as well, because they don't understand their reflexes start to slow down, and their concentration is not as alert as it used to be."*

\*Shown in order of most mentions. Bold indicates three or more comments

14

## Ways to Make Motorists More Careful Around Pedestrians

When asked what can be done to make motorists more careful around pedestrians, responses fell into two categories; changes to traffic safety infrastructure and strategies, and driver-centric measures.



### Traffic Safety Infrastructure /Strategies\*

- Better crosswalk lighting
- Different colored crosswalk lines\*\*
- Install crosswalk barriers\*\*
- More/Better pedestrian crossing signage\*\*
- Digital speed limit signs\*\*

*"Better lighting. Lighting around the intersections and where you cross is really poor and the markings are poor."*

*"Maybe making the lines of the crosswalks a different color. It would call more attention to the pedestrian crossing lane."*

*"They need to put more, bigger lights and stuff for walking. Now, they have the lights that blink when you're walking."*



### Driver-Centric Measures\*

- Stricter laws/stiffer penalties
- Mandatory retest for driver's license renewal
- Driver's education
- Greater enforcement of infractions
- State-wide campaign on pedestrian safety\*\*

*"Probably fines. I think people will feel money and penalties, that works for some people."*

*"I think it's about stiffer penalties. If they know if they hit somebody and it's their fault they are going to be put in prison."*

*"If you get two tickets for the same infraction inside of two years, you lose your license for five years. Take them off the street, Then they have to retest every single year to get their license back."*

\*Shown in order of most mentions. Bold indicates three or more comments. \*\*Single mentions.

15

## Attitudes & Behaviors Around Pedestrian Safety

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## Perceived Safety as a Pedestrian

- Respondents largely considered themselves to be only moderately safe as a pedestrian. When asked to rate how safe they feel on a scale from 1 to 10, where 1 is not at all safe and 10 is extremely safe, the average score was 5.4. The lowest score was a 2 and the highest score was a 10.

Average Safety Score 5.4

"2 – I don't feel safe, not in the least bit. I've had too many close calls."

"4 – I'm just a person and that is a car. If they aren't paying attention or going too fast they can hit me."

"4 – I don't feel safe crossing the street by my house 90% of the time, whether I see no cars or cars, because of the blind corner, you don't know who is going to come out."

"5 – not great. People don't pay attention, poor street markings, bike lanes just stop and people travel in those bus lanes to make turns when pedestrians are trying to cross, and we need more enforcement."

"5 – I put it on both the pedestrians and the drivers. We've both got to do more."

"5 – I'm responsible and so is the driver. If I'm not paying attention and cause the car to hit me it is my fault."

"6 – if you take the precautions you are going to cut your odds down quite a bit, I'm not saying people don't have a lot of problems with it in this town but if you can keep eye contact with the cars and you walk fast the odds will diminish."

"6 – it is really up to me to keep myself safe, so therefore I have to be vigilant looking around, sometimes that doesn't always cut it. If the driver is impaired or if they aren't paying attention then you are at their mercy."

17

## Times When More or Less Focused on Safety

- Many respondents felt they were always focused on their safety as a pedestrian, and therefore, didn't have a lot of situations that would make them more focused.
- However, several respondents admitted there are times when they can be distracted.



### More Focused on Pedestrian Safety\*

- No, always focused
- When other people are with me\*\*
- During busier traffic\*\*
- At night\*\*

"I am always focused on safety, because I don't want to get hit."

"I don't think so because I don't use my phone until I get on the bus."

"I tend to be more focused when there are busier traffic patterns."

"I'm more focused at night, you want to make sure anybody in a car is seeing you and paying attention to what they are doing."

\*Shown in order of most mentions. Bold indicates three or more comments.  
\*\*Single mentions.



### Less Focused on Pedestrian Safety\*

- Distracted
- In a hurry
  - Jaywalking to catch a bus
- When I am alone\*\*

"There are times where I don't maybe pay attention as much as other times,"

"If I'm distracted. If I'm on the phone it's either my kids or my mother. I will call my mother and disregard a lot of other things."

"I probably jaywalk when I'm trying to catch the bus."

"Of course, if I know I have an appointment scheduled and I'm in a hurry. That's what I'm focusing on."

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## Unaided: Pedestrian Safety Top of Mind

Respondents were asked unaided to write down what comes to mind when they hear 'pedestrian safety.'

- Most respondents cited traffic awareness - being alert, aware of their surroundings and not being distracted – as top of mind for pedestrian safety.

What comes to mind when you hear the word 'pedestrian safety'* (n=21)	
Categories:	Number of Mentions
TRAFFIC AWARENESS – paying attention to surroundings, anything can happen so be alert & cautious, watch out for vehicles, don't get distracted, make sure drivers can see you	19
PEDESTRIAN SAFETY EQUIPMENT & STRATEGY – traffic signal/signs, crosswalks, bright flashing lights, police presence, visible cameras, longer walk times	12
CROSSWALKS – clearly marked, well lit, protected (like at airport), need more, well maintained	9
DRIVERS – distracted, need to be more aware, slow down, be aware of and yield to pedestrians	8
SAFETY PRECAUTIONS – wait for the signal, use crosswalks (no jaywalking), hesitate before crossing the street, wear clothes that can be easily seen at night	5
MAKE EYE CONTACT WITH DRIVER – make sure they see you	3

\* Respondents were permitted to make multiple comments; numbers represent the count of respondents' comments that fell into each category.

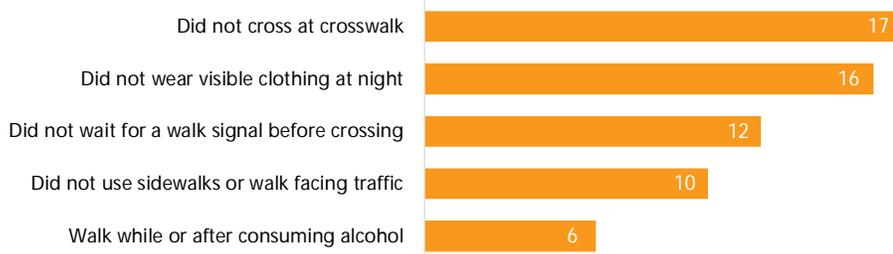
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## Recent Pedestrian Behavior

When asked which of seven behaviors they had done in the past three months, three out of four respondents admitted they had not used a crosswalk and did not wear visible clothing at night.

Recent Pedestrian Behaviors...\*



\* Only the top five answers are shown. Respondents could make multiple selections.

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## Influence on Decision to Use Crosswalks

Respondents were asked about the challenges associated with getting on or off the bus and walking. They were specifically asked to consider what they do when the bus doesn't drop them off near a crosswalk.

- Most admitted they are more likely to just cross the street where the bus dropped them, than go to a crosswalk. Only a handful of people stay on the sidewalk and use the crosswalk.

*"You know what? I'd be lying if I said I'm going to walk all the way to the crosswalk, because I'm going to run across that street."*

*"That is the messed up thing about this town, the busses don't always connect...I have on numerous occasions jaywalked trying to catch a bus that would be leaving in 30 seconds across the street."*

*"Look, because the blocks are super duper long and you have to walk another... It's just too long to walk. If it was at the corners, then give me an equal chance, but sometimes the bus is at the middle, and so you got to walk. They need more crosswalks."*

*"I'm guilty, these blocks are super long. If I have another bus I'm trying to hurry up to connect to, I'm not going to go clear down to the corner. I can do a quick look both ways and take off across the street. I do it every time, unless, there is a cop and I see him, I'm out."*

*"I try to go to the crosswalk but like they said, sometime it's just too far away and some areas here in Vegas don't have crosswalks, period, at all. You know, you have no choice but to cross the street."*

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## Pedestrian Laws & Enforcement Role in Safe Behavior

- For slightly more than half of respondents, the pedestrian laws do have an impact on their behavior and can influence whether or not they jaywalk.

*"Yes, for sure I think it does. When I'm crossing at a crosswalk, if I'm in a rush I'm going to do all I can to get across that crosswalk. If I need to get across and I see a police I'm going to go by the book, but if no one is around I'm going."*

*Yes, if I see the police I'm not going to jaywalk because I don't want to get a ticket."*

*"Yes, I do think about that stuff. I really do. But if there's cops around, I ain't doing it. When I'm getting ready to jaywalk I always look and make sure there's no cops coming."*

*"I do, I don't want the ticket and I don't want to die. So I pay attention to the laws. I mean, nobody wants to go to jail. And nobody wants to get a ticket."*

*"If I see the police obviously I'm going to follow this to the T. There have been several times where I've gone to attempt to jaywalk, seen the police and just had to walk to the crosswalk."*

- Others had a variety of responses: they follow the rules because they know it is safer, or they haven't seen a lot of enforcement so they aren't worried about getting cited.

*"No. Not a second thought. It's a matter of convenience."*

*"Not really, I don't see a lot of the laws being enforced, I've seen people jaywalk in front of cops and the cops don't do anything."*

*"Honestly, they don't. Because the likelihood of me getting caught breaking the law at that moment is pretty low."*

*"Sometimes you aren't going to see the police. I've never gotten a ticket, but also I don't want to get hit by a car so it isn't all just because of the police, I want the safety."*

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# Pedestrian Safety Message Awareness & Impact



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## Message Impact

Types of messages that would have the most significant impact on changing behavior and encouraging pedestrian safety.



**Most Impactful Message Types\***

- Fear
- Statistics
- Consequences
- Emotional

*"If I feel like I'm going to get in trouble, or if I have to pay a fine, I would most likely not do it."*

*"If they put up a lot more pictures about women getting hit with children. Sorry to say, that would really do a lot more. If you see there's signs like that, people will... They'll think about it more. I know I would."*

*"The ones where the police are pulling you over, those are the ones I pay attention to. When I see enforcement – more fear based, and fear based is not a bad thing, it is a good reminder."*

*"Statistics, it reminds you to be more careful when you see so many people getting hit and killed by cars. So a message like that would make me be more careful when I'm jaywalking, when I am out there and have to face motorists."*

*"Statistics – show you have to pay attention and a little bit of fear based. If I jaywalk I can get a \$250 fine when I could have waited 5 seconds and walked down to the crosswalk."*

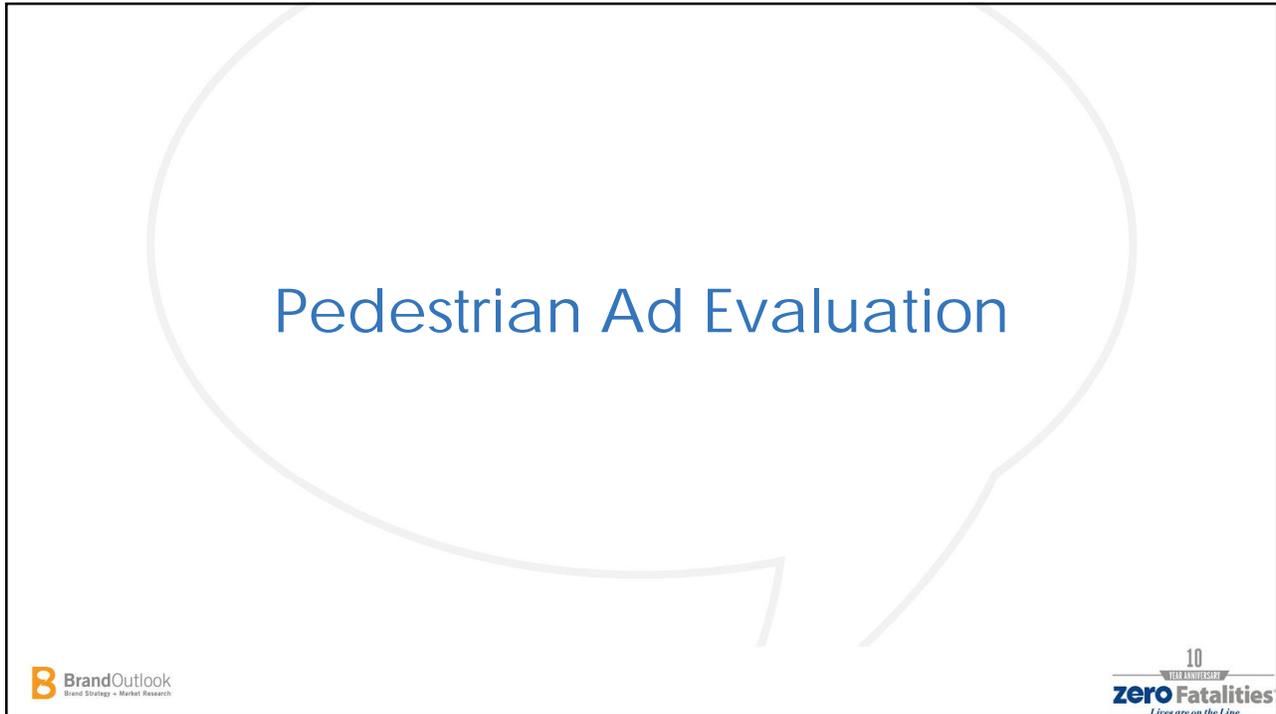
\*Shown in order of most mentions, bold indicates three or more remarks.

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## Pedestrian Ad – S



*It hit me, made me think. Brought out stats, was eye-opening, I have had close calls with my daughter.*

*Picture is good at showing awareness while crossing.*



Positive Elements\*:

- ❑ Message is simple, clear and to the point
  - Pay attention
  - Hold yourself accountable – save your own life
- ❑ Clear graphics/image
  - Don't have to read to understand message
- ❑ Pedestrians should be more focused/responsible

\*Shown in order of most mentions, bold indicates three or more remarks.

Initial Reaction - Overall		
+	Neutral	-
15	4	2

Initial Reaction - LV		
+	Neutral	-
13	1	1

Initial Reaction - Reno		
+	Neutral	-
2	3	1

*It is my own fault if I get hit by a car, or if I am the driver who hits someone it is my fault.*

*Placing all responsibility on the pedestrian not both parties. Blaming the victim. Pedestrians always have the right of way.*



Neutral / Negative Elements:

- ❑ Confusing – too cluttered
- ❑ 'Killed' too harsh
- ❑ Victim blaming
  - Placing all responsibility on the pedestrian

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## Pedestrian Ad – H



*Speaks the truth, straightforward.*

*The child's smile is lighthearted while conveying an important message about pedestrian/human safety.*



**Positive Elements\*:**

- Honest Message – speaks the truth
- Straightforward, short and cohesive
- Lighthearted image
  - Happy kid, is friendly
  - Not harsh – kid was not hit by the car
- Makes you stop and think

\*Shown in order of most mentions, bold indicates three or more remarks.

Initial Reaction - Overall		
+	Neutral	-
6	7	8

Initial Reaction – LV		
+	Neutral	-
3	6	6

Initial Reaction – Reno		
+	Neutral	-
3	1	2

*It's about cars and people, not just about pedestrian safety.*

*Did not understand the exact message; vague and unclear.*

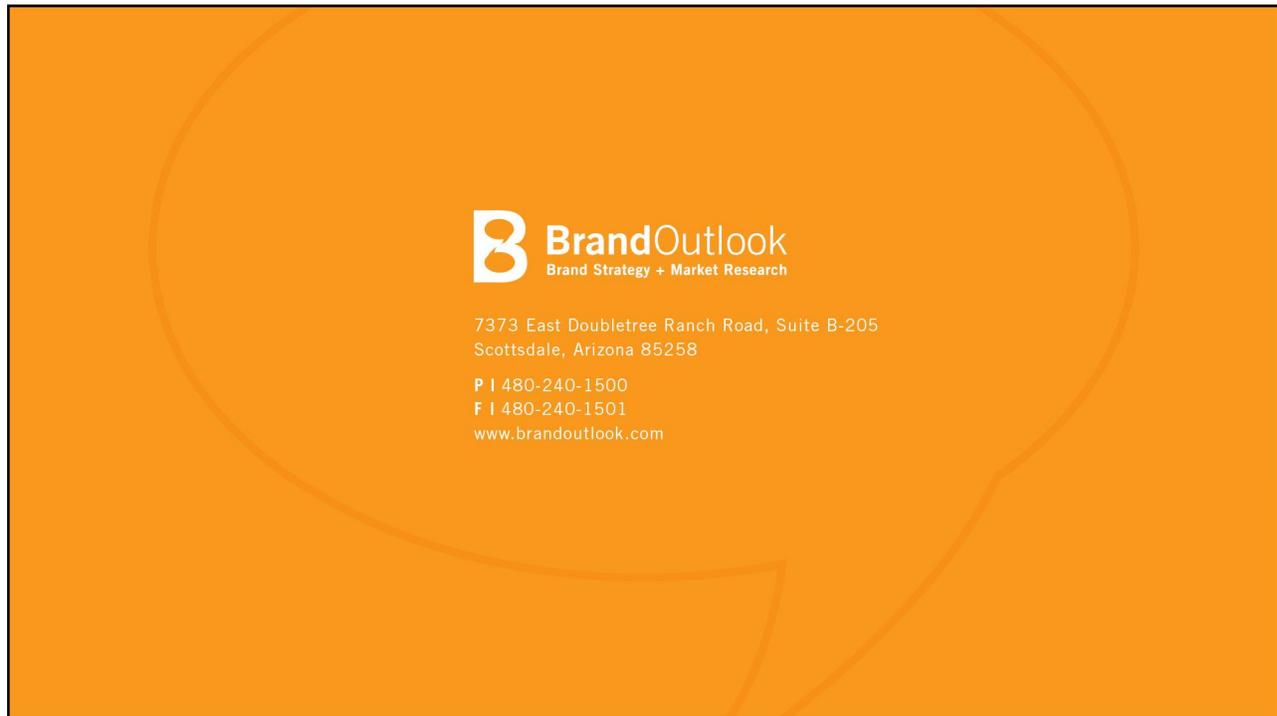
*Did not say enough about or make the connection between the car and mouth.*



**Neutral / Negative Elements\*:**

- Message not obvious, has no impact
- Confusing image
  - Didn't show entire scene
  - Just braces and car
  - Doesn't show safety
- Boring

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