

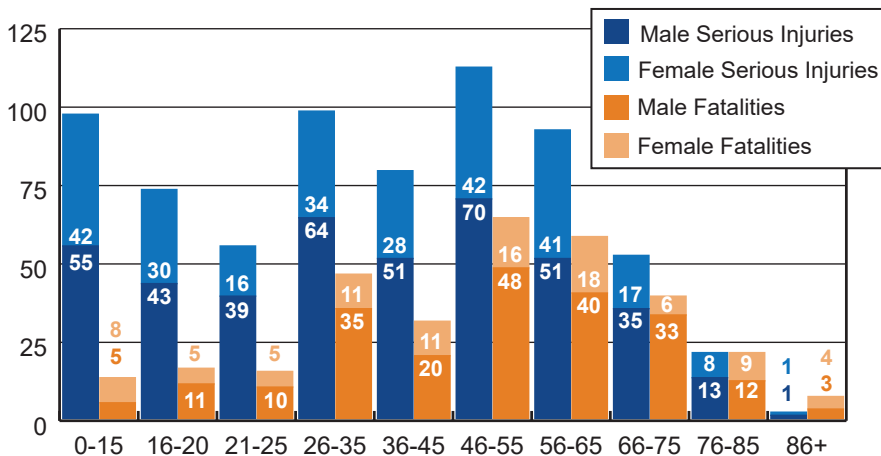
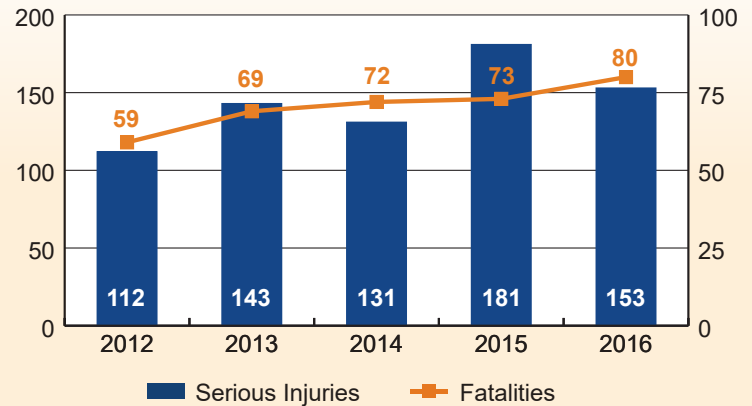


## NEVADA'S PEDESTRIAN SAFETY PROBLEM

### Between 2012 and 2016,

353 pedestrians lost their lives and 720 were seriously injured on Nevada roadways.

The goal of the Nevada Strategic Highway Safety Plan (SHSP) is to reach zero fatalities. This fact sheet provides information on who is involved in pedestrian fatal and serious injury crashes, where and when these crashes occurred, and why they happened. It also outlines how the State plans to reduce pedestrian fatalities and serious injuries.

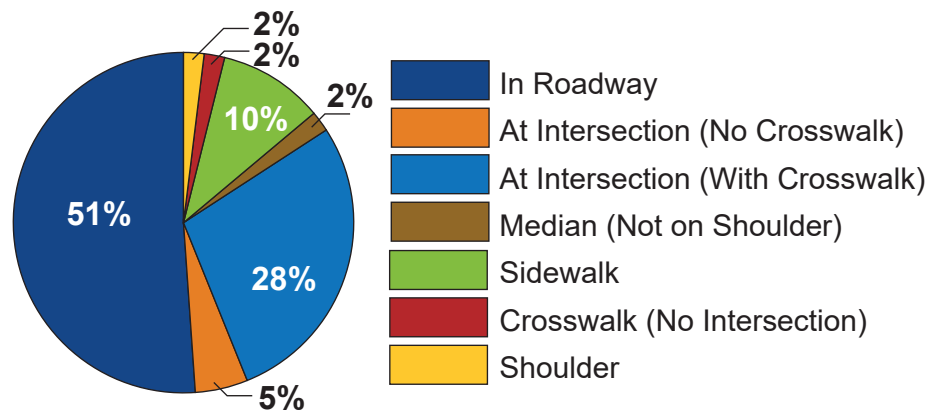


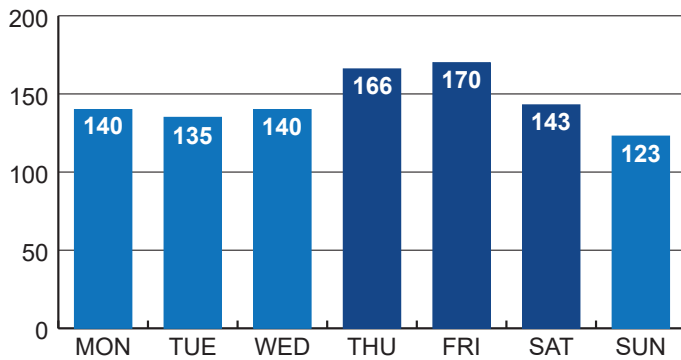
### WHO?

Middle-aged (46 to 55 years old) male pedestrians are more likely than any other demographic to be fatally wounded or seriously injured. In general, males of almost any age have a higher likelihood to be a pedestrian fatality or serious injury.

### WHERE?

Over one-half (51 percent) of the pedestrian fatalities and injuries occurred midblock in the roadway. Pedestrian fatalities and serious injuries on marked crosswalks were also substantial (28 percent).



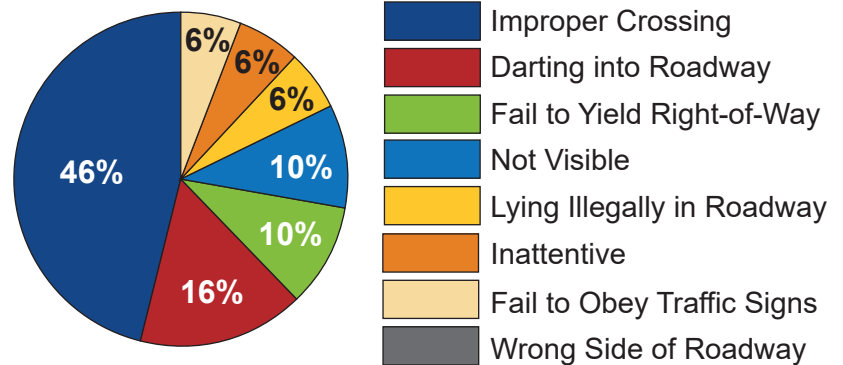


## WHEN?

Friday was the most dangerous day for pedestrians with a combined 170 fatalities and serious injuries from 2012 to 2016. Thursday and Saturday were the next most severe days with 166 and 143 fatalities and serious injuries.

## WHY?

Between 2012 and 2016, the pedestrian action, which contributed most to fatalities and serious injuries, was improper roadway crossing. Other significant contributing factors included darting into roadway, failure to yield right-of-way, and not visible.



## HOW DO WE REACH OUR GOAL?

### CRITICAL STRATEGIES TO REDUCE PEDESTRIAN FATALITIES

The Nevada SHSP identified several strategies that have the greatest potential to reduce pedestrian fatalities and serious injury crashes. By focusing on these strategies we can begin to reduce the terrible toll caused by pedestrian fatalities and serious injuries.

#### Reduce pedestrian exposure through roadway modifications:

- » Reduce speeds along corridors with high pedestrian activity and/or potential for crashes.
- » Implement complete street projects.
- » Reduce pedestrian exposure by providing bulb-outs, median refuge, tighter radii at cross walks, narrowing the pavement width, off-set sidewalks, etc.
- » Modify signal timing to provide accommodations for pedestrians and bicyclists (advance green for pedestrian walk times at high pedestrian use locations).

#### Improve drivers' ability to see pedestrians:

- » Apply the NDOT Process for the Evaluation of Uncontrolled Crosswalk Locations at all legal uncontrolled crosswalk locations whether existing or proposed.
- » Provide lighting at pedestrian crossing locations.

#### Improve driver and pedestrian awareness and behavior:

- » Collaborate on and provide support for pedestrian safety awareness campaigns.
- » Target messages to impacted groups (based on data analysis).
- » Collaborate on and provide support for programs that promote walking or biking to school and include safety education to school children and parents.
- » Provide and publicize targeted law enforcement events so that law enforcement can educate/ticket noncompliant motorists and pedestrians.
- » Prioritize and plan NRS language and key bill provisions.