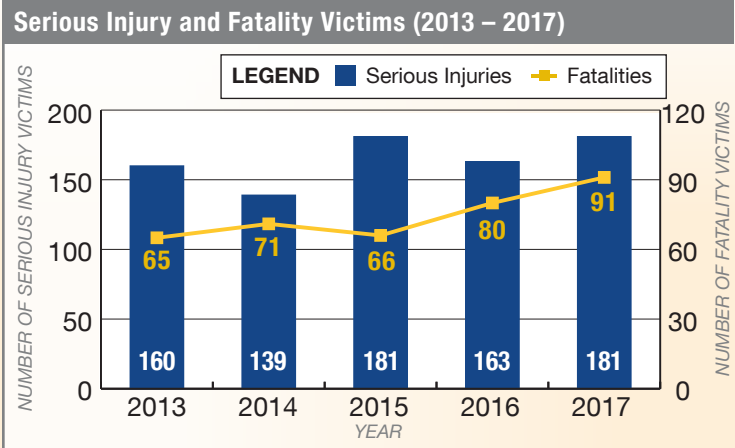




## NEVADA'S PEDESTRIAN SAFETY PROBLEM

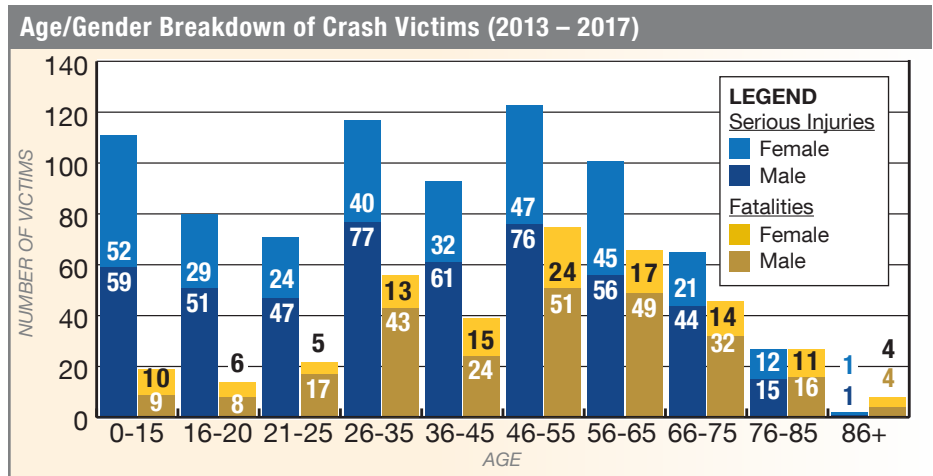
Between 2013 and 2017, 373 pedestrians lost their lives and 824 were seriously injured in pedestrian crashes on Nevada roadways.

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



### WHO?

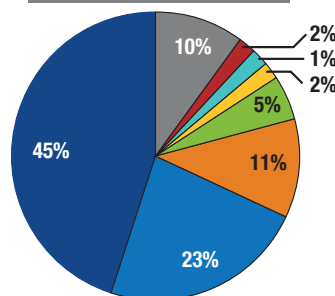
Middle-aged male pedestrians (46 to 55 years old) comprise the largest number of victims of serious injury or fatal pedestrian crashes. In general, male pedestrians of almost any age comprised a larger number of crash victims than female pedestrians from 2013 to 2017.



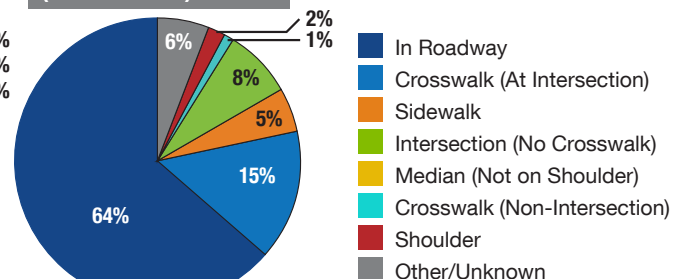
### WHERE?

Between 2013 and 2017, 45% of serious injury pedestrian crashes and 64% of fatal pedestrian crashes occurred in the roadway. Crashes occurring in crosswalks at an intersection were also substantial, totaling 23% of serious injury crashes and 64% of fatal crashes.

**Location of Crash Occurrences (Serious Injury and Fatal)**

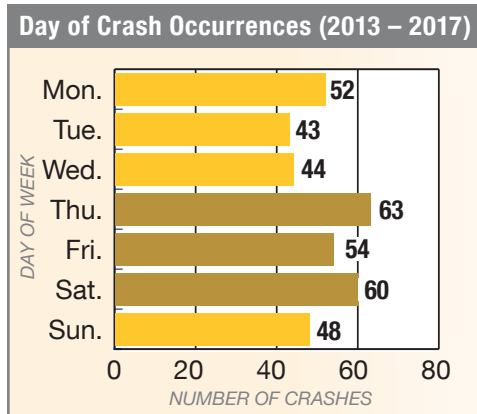


**Location of Fatal Crash Occurrences (2013 – 2017)**



## WHEN?

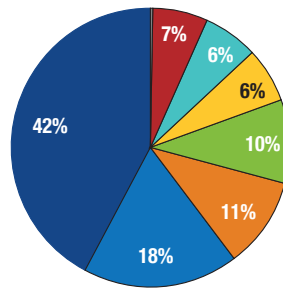
Thursday was the most dangerous day for pedestrians, with a combined 63 crashes from 2013 to 2017. Friday and Saturday were the next most involved days with 54 and 60 crashes, respectively.



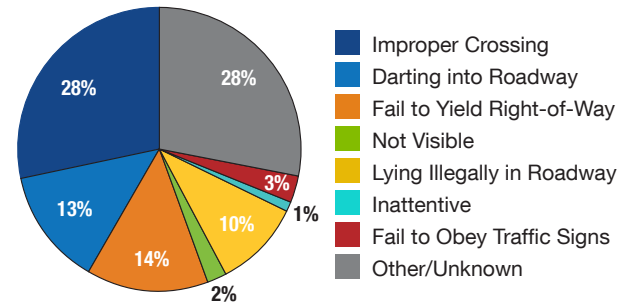
## WHY?

The pedestrian action that contributed most to serious injury and fatal crashes was improper roadway crossing. Other significant contributing factors included darting into the roadway and failure to yield right-of-way.

**Causes of Pedestrian Crashes (Serious Injury and Fatal) (2013 – 2017)**



**Causes of Fatal Pedestrian Crashes (2013 – 2017)**



## HOW DO WE REACH OUR GOAL OF ZERO FATALITIES?

### CRITICAL STRATEGIES TO REDUCE PEDESTRIAN CRASHES

The Nevada SHSP identified several strategies and action steps to reduce pedestrian serious injuries and fatalities.

#### Implement geometric improvements through engineering

- › Implement complete streets projects in conjunction with lowering speed limits and providing pedestrian crossing enhancements (bulb-outs, median refuge, tighter radii at crosswalks, narrowing the pavement width, off-set sidewalks, etc.).
- › Modify signal timing to provide accommodations for pedestrians and bicyclists (pedestrian lead intervals at high pedestrian use locations, automatic call for intersections with high pedestrian activity, consider a pilot for changing the walk icons, etc.).
- › Apply the NDOT Process for the Evaluation of Uncontrolled Crosswalk Locations at all legal uncontrolled crosswalk locations whether existing or proposed.
- › Provide pedestrian-focused lighting at pedestrian crossing locations.

#### Training, education, and awareness

- › Implement Vision Zero in Northern Nevada and Southern Nevada.
- › Implement pedestrian safety zones.
- › Collaborate on and provide support for pedestrian safety awareness campaigns Target messages to impacted groups (based on data analysis) (campaign for how long it takes a driver to see, react, and stop for a pedestrian. Provide education on the buses.)
- › Collaborate on and provide support for programs that promote walking or biking to school and include safety education to school children and parents.

#### Legislative and enforcement

- › 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 (current activities on pedestrian timing language).