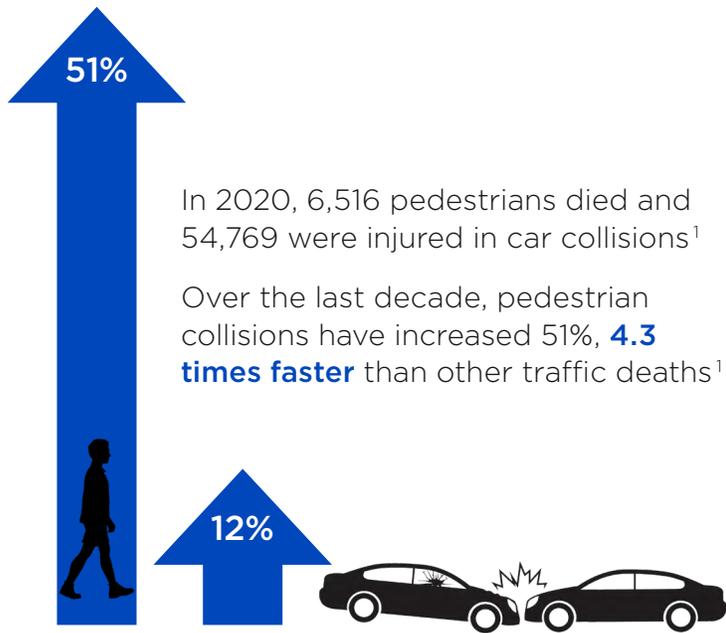


Pedestrian Collisions Rise Sharply



Possible factors leading to sharp increase

- Increase in distracted driving
- Increase in distracted walking
- Increase in speeding and other aggressive driving behavior
- Failure of pedestrians to cross at designated crosswalks

73% of pedestrian **fatalities** occur away from intersections. Don't let your guard down when you get through an intersection.²

Speed Kills ⁴	
Speed	Pedestrian risk of fatality when hit
24-33 mph	10%
54-63 mph	90%
Reduce your speed when driving around pedestrians	



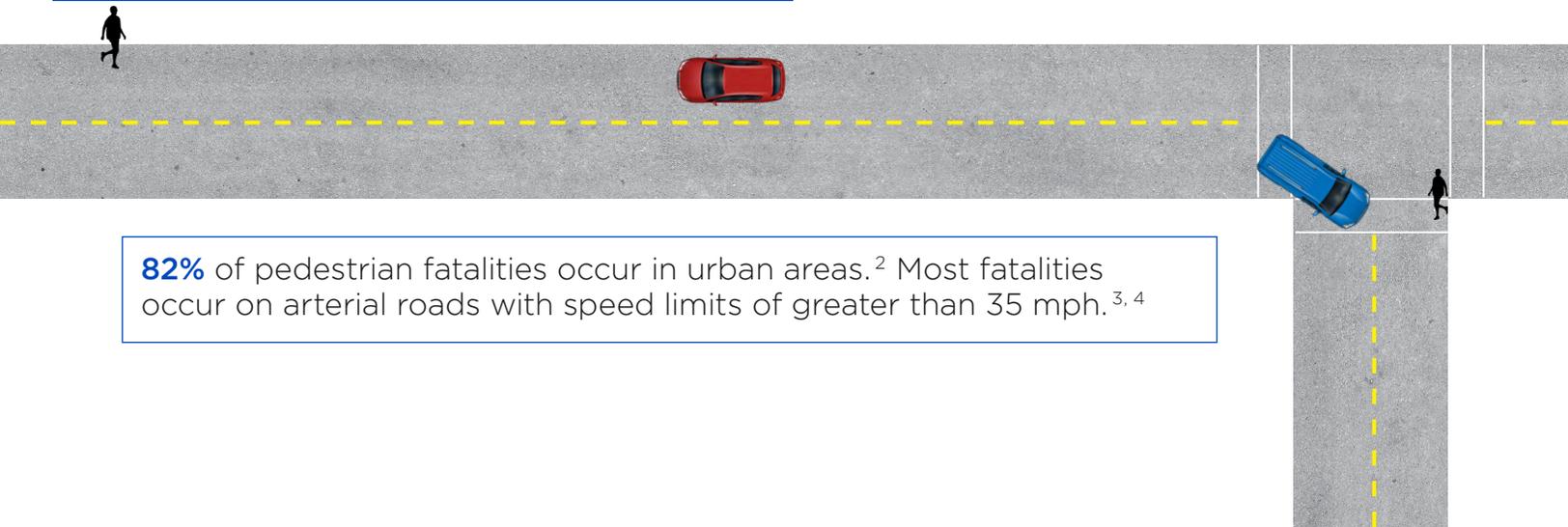
76% of pedestrian fatalities occur when it's **dark**. **50%** occur between **6:00 p.m. and midnight**.²

At night:

- Slow down so you do not over-drive your headlights
- Use your high beams when possible
- Be cautious when driving around curves and making turns, as headlights do not track well

1/3 of pedestrian **collisions** occur when turning.⁵ Slow down and double-check for pedestrians, even when you have a green light.

82% of pedestrian fatalities occur in urban areas.² Most fatalities occur on arterial roads with speed limits of greater than 35 mph.^{3, 4}





A-Pillar Blind Spot

- **Look for pedestrians everywhere** — drivers expect pedestrians to cross at intersections and be in residential and commercial shopping areas. However, 73% of fatalities occur away from intersections and on arterial roads, where drivers do not expect them
- **Always stop for pedestrians in a crosswalk, it is the law**
- **Do not pass vehicles stopped at a crosswalk** — they may be stopped to allow pedestrians to cross
- **Slow down to look for pedestrians at intersections**
- **Be careful when backing out of parking spaces** — pedestrians may not be visible, and they may not recognize your vehicle is backing
- **Be aware of blind spots all around your vehicle** — pedestrians can easily be lost behind an A-pillar, particularly when turning

Do not over-rely on automatic emergency braking

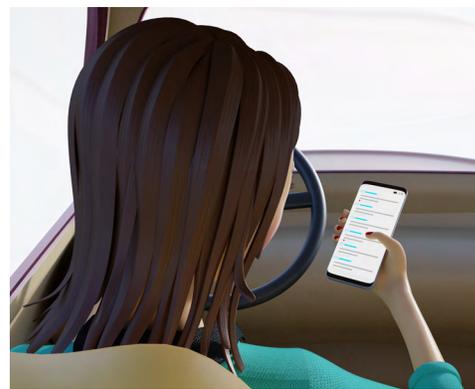
- Some systems are not designed for pedestrian detection
- Those that are designed for pedestrian detection do not work well in the dark, when turning, or at speeds greater than 50 mph⁵



Watch for signs indicating children may be present.



31% of pedestrians killed had blood alcohol levels above the legal limit.² Be particularly cautious around drinking establishments and events, and walking paths to and from them.



Distracted pedestrians and distracted driving: A lethal combination. Focus 100% of your attention on driving.

¹Stewart, T. (2022, March). Overview of motor vehicle crashes in 2020 (Report No. DOT HS 813 266). National Highway Traffic Safety Administration.

²Pedestrians, Traffic Safety Facts, 2019 Data, DOT HS 813 079, May 2021

³Spotlight on Highway Safety, Pedestrian Traffic Fatalities by State, 2020 Preliminary Data, Governors Highway Safety Association, March 2021.

⁴The National Academies of Sciences, Engineering, and Medicine, Pedestrian Safety Relative to Traffic-Speed Management, 2019.

⁵Effects of automatic emergency braking systems on pedestrian crash risk Insurance Institute for Highway Safety, February 2022