

Crosswalk Safety– Making our streets safe

In 2008, 61,000 pedestrians were injured and another 4378 pedestrians were killed in traffic crashes.

The National Highway Traffic Safety Administration estimates that a pedestrian is killed in a traffic crash every 120 minutes and injured in a traffic crash every 8 minutes.

In 2008, 7878 pedestrians were injured and another 502 pedestrians were killed in traffic crashes. Pedestrian crashes account for 16.8% of all traffic fatalities in Florida.

In 2008, 147 pedestrian crashes were documented in Gainesville. Over 33% of the fatalities in the City of Gainesville were pedestrians in 2008.

Past data has indicated that a lack of driver compliance is associated with pedestrian motor vehicle crashes. One way of increasing driver compliance is to use high visibility enforcement.

In January 2010 an effort to increase the safety of pedestrians, the Gainesville Police Department, the University of Florida and the Alachua Sheriff's Office have joined forces for a major police enforcement campaign to increase driver yielding at crosswalks in the City.

A lack of driver compliance of the pedestrian right of way laws at crosswalks put pedestrians at an increased risk of collision. To prevent potential conflicts between pedestrians and unyielding drivers, the National Highway Traffic Safety Administration (NHTSA) has contracted with Western Michigan University (WMU) to study the impact of law enforcement combined with increased publicity about the enforcement effort will have on the drivers' compliance with the pedestrian yield the right of way laws. The City of Gainesville was selected for this program will be able to choose from a variety of countermeasures and tailor the program to their specific needs, while receiving technical support from the WMU team of experts. The study plan calls for the evaluation of a high visibility enforcement (HVE) program targeting drivers not yielding right-of-way to pedestrians. The proposed study involves an increase in visible enforcement over a longer period of time (one year). In addition, increased emphasis will be placed on publicizing the study and providing feedback to the public in the target jurisdiction. City of Gainesville will be in the forefront of driver compliance to pedestrian right of way laws. \$94,000 was awarded to pay for the following elements.

Enforcement Elements

Engineering Components

Education Components

Feedback System

Data Collection and Evaluation

The Law in Florida is CLEAR:

- Drivers must yield to pedestrians in crosswalks. This means stopping when necessary to let a pedestrian cross.
- Drivers may not overtake other drivers stopped at a crosswalk.
- Drivers must yield even if there are no pavement markings at the crossing.
- Turning vehicles must yield to pedestrians crossing on a green light or with the WALK signal.

Pedestrians:

Make crosswalks work for you!

Follow these rules

- Wait for the walk signal.
- At crosswalks without traffic signals, place only one foot off the curb in the street.
- Wait for the cars to stop.
- NEVER, NEVER STEP IN FRONT OF A MOVING VEHICLE!
- Keep looking for oncoming vehicles as you cross each lane
- Keep looking from side to side and over your shoulder for turning vehicles as you cross.
- Thank drivers with a friendly wave.

We need your help to make Gainesville safer for pedestrians of all ages.

You can help by:

- 1. Looking for pedestrians in crosswalks.**
- 2. Yielding by stopping or slowing for the pedestrian** as the law requires.
- 3. Encouraging others to do the same.**

Be a Good Model. Yield, avoid a ticket, and help keep pedestrians safe.

A safety message from the Gainesville Police Department, the Alachua Sheriff's Office and the University Of Florida Police Department.

The City of Gainesville, the School Board of Alachua County, the University of Florida, the Student Government of the University of Florida, the State Attorney's Office, Safe Kids North Central Florida, the Alachua County Community Traffic Safety Team, the Florida Technology Transfer Center and the Florida Department of Transportation, Regional Office endorse the Pedestrian Safety campaign.