

DID YOU KNOW?

2014 Eureka Pedestrian Safety Statistics

33 COLLISIONS INVOLVING PEDESTRIANS IN EUREKA IN 2014
That's one crash every 11 days.



FOUR OUT OF EVERY 10 PEDESTRIAN CRASHES OCCURRED ON US 101 (Broadway, 4th, and 5th Streets)

 **50%** OCCURRED IN CROSSWALKS
Be sure to expect people in crosswalks.



Most of Eureka's pedestrian collisions occurred during **WEEKDAYS, IN DAYLIGHT, AND IN GOOD WEATHER**

Make an effort to see and be seen, at any time and under all conditions.

THE PEDESTRIAN WAS FOUND TO BE AT FAULT in

30% of collisions

Use crosswalks whenever possible and disconnect from distraction.



COMMITMENT TO PEDESTRIAN SAFETY

The City of Eureka is committed to ensuring and enhancing public safety for all modes of transportation. The three E's of traffic safety (Engineering, Enforcement, and Education) comprise a multidisciplinary approach being utilized by the City to reduce traffic crash rates.



The Eureka Pedestrian Safety Campaign is brought to you by the City of Eureka and the California Office of Traffic Safety.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

The Pedestrian Safety Campaign's mission is to reduce pedestrian injuries and fatalities in Eureka.

HEADS UP

for Pedestrian Safety



Everyone is a pedestrian.

Pedestrians are the most vulnerable of all roadway users. Pedestrian collisions are not inevitable; they are both predictable and preventable.

Whether walking or driving, you can do your part by taking responsibility in assuring pedestrian safety.

SAFETY TIPS *for* WALKING

USE THE CROSSWALK

Always cross at street corners, preferably at a marked crosswalk. This is where drivers expect to see pedestrians.

Use, and abide by, pedestrian-activated signals where present. Wait for the WALK signal.

Give drivers plenty of time to stop before entering the crosswalk.

DISCONNECT FROM DISTRACTION

Stay alert. Be sure you can see and hear what's happening around you.

Avoid texting, looking at your phone, and audio distractions while crossing streets or driveways.

SEE AND BE SEEN

Make eye contact. Don't assume that drivers see you.

Increase your visibility by wearing light or brightly-colored clothing or reflective materials.

Look both ways, and behind you, for turning vehicles.

SAFETY TIPS *for* DRIVING

EXPECT PEOPLE IN CROSSWALKS

Always look for pedestrians in crosswalks, at intersections, and in areas of high pedestrian activity, especially when turning.

Never pass stopped or slowing vehicles at crosswalks.

Yield to pedestrians.

DISCONNECT FROM DISTRACTION

Stay alert and keep your eyes on the road.

Avoid texting, using a cell phone, and other distractions while driving.

SEE AND BE SEEN

Look for pedestrians and make eye contact.

