

Pedestrian Safety Just Makes Cents.....



It's important to accommodate pedestrians because:

- We are all pedestrians at some point every day.
- Many can not drive.
- Other modes depend on walking.
- It's good for business.
- It will make roads safer for all users.
- Pedestrians belong on our streets and highways.
- **It's the law!**

According to the National Safety Council

(see <http://www.nsc.org/lrs/statinfo/estcost.htm>),

the cost to society of a motor vehicle crash involving the death of a pedestrian is \$1,130,000 per incidence. The cost to society of a motor vehicle crash involving the non-incapacitating injury of a pedestrian is \$18,900 per incidence (costs include wage and productivity losses, medical expenses, administrative expenses, vehicle damage, and employers' uninsured costs.)

Pedestrians are more likely to die or be seriously injured from a collision along the 82nd Avenue of Roses than on any other stretch of Portland roadway.

Drivers:

- 1) Be aware of pedestrians at marked and unmarked crossing, both are legal crossings.
- 2) Stop 'lane plus one'.
- 3) Slow Down – a pedestrian hit by a vehicle traveling 20 mph has a 95% chance of survival, a pedestrian hit by a vehicle traveling 40 mph has a 10% chance of survival.

Pedestrians:

- 1) Before crossing, make sure oncoming vehicles have ample time to stop safely.
- 2) Show intent to cross and try to make eye contact with drivers before crossing.
- 3) Make yourself visible.

As a driver and as a pedestrian - do your part to make our environment safer for everyone!

This message is brought to you by the Portland Office of Transportation. For more safety tips or to schedule a "Portland Walks – Be Safe!" presentation, contact Sharon White, (503) 823-7100, sharon.white@pdxtrans.org.