**Pedestrian Talking Points**

**Key Messages**

1. **Pedestrian involved traffic crashes remain a serious public safety issue.**

* From 2015-2019, 238 pedestrians were killed in Minnesota making up 12 percent of all traffic deaths.
  + 63 percent of the pedestrians killed were males.
  + 32 percent of the pedestrians killed were known to be drinking.
  + October was the deadliest month with an average of eight pedestrians killed each year.
* In 2019, 50 pedestrians were killed on Minnesota roads, up 5 from 2018, but down 10 from 2016.
* On average, there were 48 pedestrian deaths 993 injuries each year (2015-2019).

1. **Motorists and Pedestrians play key roles in traffic safety.**

* The majority of pedestrians killed in 2019 were either crossing the road (60 percent), walking with traffic (10 percent), or working/playing in the roadway (6 percent).
* The main reasons attributed to motor vehicle drivers in pedestrian crashes are failure to yield the right-of-way and careless driving.
* Typically each year about one-third of pedestrians killed had alcohol in their system.

1. **Pedestrian/Vehicle crashes can be avoided.**

* Pedestrians can ensure their safety by:
  + Crossing at a corner, a marked crosswalk or where a traffic light is present.
  + Pay attention, look both ways before crossing, and make eye contact with drivers before entering the road to ensure the driver sees you.
  + Never cross in the middle of the road or walk down an interstate.
  + Wear bright colored clothing when walking at night.
* Motorists must:
  + Treat every corner as a crosswalk and stop for crossing pedestrians at all corners and crosswalks whether marked or unmarked — this is the law
  + Drive at safe speeds, be alert for pedestrians, and stop for them when they are crossing.
  + Pay attentions: Drive distracted free. Driver distraction is a leading cause of pedestrian/vehicle crashes.