

# Expect Pedestrians Pay Attention!

AURORA  
Traffic Safety Project



## WHAT IS THE AURORA TRAFFIC SAFETY PROJECT?

The project is a group project to make Aurora a safer, friendlier road. The project will:

- Boost police patrols
- Put in new crosswalks and markings
- Replace old signs with ones that are easier to see
- Use “Your Speed” signs to warn drivers to slow down
- Show walkers, bike riders and drivers how to be safer

*“I feel like I am  
risking my life every  
time I cross Aurora.  
Cars are moving fast!  
Who’s paying  
attention? It only  
takes a second to hit  
and kill.” – Richard D.*



## WHY DO YOU WANT TO MESS WITH AURORA?

Aurora Avenue has a lot of crashes.

- There is at least one crash on Aurora every day
- Last year, more than 400 drivers crashed their cars
- Last year, cars hurt more than 230 people
- Last year, cars hit 15 people who were walking

Crashes hurt people, waste public dollars, increase insurance rates, and slow traffic, making commutes a hassle.

## WHO ARE WE?

We are people who live or work along Aurora and staff from local and state agencies who have joined together to make Aurora Avenue safer for everyone who travels on it.

HOW DO I LEARN MORE? [www.seattle.gov/aurora](http://www.seattle.gov/aurora)



# Expect Pedestrians It's the Law in Washington



- ▶ Drivers must stop for pedestrians in crosswalks and at all intersections, marked or unmarked.
- ▶ Drivers must stop before the stop line or crosswalk.
- ▶ Drivers crossing a sidewalk to enter or exit a driveway, alley or parking lot must yield to pedestrians.
- ▶ A driver can turn into a crosswalk only after pedestrians are one lane past the driver's half of the roadway.



## SPEED IS DEADLY FOR PEDESTRIANS

- 8 out of 10 pedestrians hit at 40 mph are killed.
- 1 in 20 pedestrians hit at 20 mph is killed.

## OBEY SPEED LIMITS

### PAY ATTENTION

*Aurora speed limits change three times between the Battery Street Tunnel and N. 145th Street.*

