APPENDIX D

MEDIA COVERAGE
### Table 1

**Television Coverage Generated by November 5, 2001 Press Conference**

<table>
<thead>
<tr>
<th>Date</th>
<th>Channel</th>
<th>Type and Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 2, 2001</td>
<td>Local ABC (KTNV)</td>
<td>Evening News at 5:00*, 6:00, and 11:00 pm</td>
</tr>
<tr>
<td>November 2, 2001</td>
<td>Local CBS (KLAS)</td>
<td>Evening News at 4:00 and 6:00 pm</td>
</tr>
<tr>
<td>November 2, 2001</td>
<td>Local Fox (KVVU)</td>
<td>Evening News at 10:00 pm</td>
</tr>
<tr>
<td>November 2, 2001</td>
<td>Local NBC (KVBC)</td>
<td>Evening News at 4:00*, 5:00*, 6:00, and 11:00 pm</td>
</tr>
<tr>
<td>November 3, 2001</td>
<td>Local NBC (KVBC)</td>
<td>Morning News at 9:00 am</td>
</tr>
<tr>
<td>November 5, 2001</td>
<td>Local CBS (KLAS)</td>
<td>Evening News at 4:00 and 6:00 pm</td>
</tr>
<tr>
<td>November 5, 2001</td>
<td>Local NBC (KVBC)</td>
<td>Evening News at 4:00, 5:00, 6:00, and 11:00 pm</td>
</tr>
</tbody>
</table>

* denotes Live on-air Interview

### Table 2

**Radio Coverage Generated by November 5, 2001 Press Conference**

<table>
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<th>Station</th>
<th>Type and Time</th>
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</thead>
<tbody>
<tr>
<td>November 7, 2001</td>
<td>Local AM 790 (KNUU)</td>
<td>Radio Talk Show 6:00 to 7:00 pm</td>
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### Table 3

**Newspaper Articles**

<table>
<thead>
<tr>
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<th>Newspaper</th>
<th>Title</th>
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<tr>
<td>November 2, 2001</td>
<td>Las Vegas Review Journal</td>
<td>Grant awarded to help reduce pedestrian fatalities.</td>
</tr>
<tr>
<td>November 6, 2001</td>
<td>Las Vegas Sun</td>
<td>Federal grant to help UNLV study pedestrian safety.</td>
</tr>
<tr>
<td>November 8, 2001</td>
<td>Las Vegas Sun</td>
<td>Pedestrian fatalities to high.</td>
</tr>
<tr>
<td>February 23, 2002</td>
<td>Las Vegas Review Journal</td>
<td>Program aims to make streets safer.</td>
</tr>
<tr>
<td>February 24, 2002</td>
<td>Las Vegas Review Journal</td>
<td>Pedestrian safety expert says Las Vegas a nightmare for those on foot.</td>
</tr>
<tr>
<td>February 24, 2002</td>
<td>Las Vegas Sun</td>
<td>A strident view of safety issue.</td>
</tr>
<tr>
<td>March 11, 2002</td>
<td>Rebel Yell</td>
<td>Attempts made to remedy pedestrian problems.</td>
</tr>
<tr>
<td>July 12, 2002</td>
<td>Las Vegas Review Journal</td>
<td>Walking can be deadly.</td>
</tr>
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</table>
Grant awarded to help reduce pedestrian fatalities

UNLV's Transportation Research Center is one of two organizations nationwide to be selected for a federal grant to improve pedestrian safety.

The Federal Highway Administration awarded $1.2 million to help develop strategies to reduce pedestrian fatalities in Clark County.

In 1999, Nevada ranked first in the nation for pedestrian fatalities on a per capita basis. Clark County accounted for more than 70 percent of the state's total.

"This is an issue we need to address," said Maggie Saunders, pedestrian and bicycle safety coordinator for the University of Nevada, Las Vegas Safe Community Partnership. The research center will work with the Regional Transportation Commission, the public works departments of Clark County and Las Vegas, the Nevada Office of Traffic Safety and Nevada Department of Transportation to research the crossings most in need of improvement.

Among the possible remedies the grant will cover are lighted crosswalks and countdown clocks for pedestrians.
Federal grant to help UNLV study pedestrian safety

By Angela Soo

Transportation researchers at the University of Nevada, Las Vegas announced Monday they received a grant from the federal government that will help make Las Vegas streets safer for pedestrians.

Shashi Nambisan, director of the Transportation Research Center at UNLV, said the $897,000 grant from the Federal Highway Administration will help researchers identify the most dangerous intersections for pedestrians and develop ways to improve them.

"The Las Vegas metropolitan area has some of the worst safety characteristics," Nambisan said.

The most recent figures from a 1999 Federal Highway Administration report showed that Nevada ranked No. 1 in pedestrian fatalities and injuries. In 1999, 77 people were killed in Nevada where 61 of the fatalities were in Clark County alone.

During a presentation Monday at UNLV, researchers used a graph to compare Clark County's pedestrian statistics to other counties. Nevada ranked No. 1 in pedestrian fatalities in 1997 and 1998. Florida took the lead in 1999 in 1998. Nevada had the worst injuries for all three years.

"These are real people, who are mothers, fathers, sisters, brothers and friends," said Bruce Mackey, acting chief of the Nevada Office of Traffic Safety.

Licia Breen, director of UNLV's Safe Community Partnership, said pedestrian accidents also result in lifelong debilitating injuries that put a tremendous amount of financial strain on the people involved.

"We have a pedestrian safety problem in our community that affects not only our safety, but our quality of life," Breen said. The research team applied for the $897,000 grant in May, competing against other metropolitan areas in the country. UNLV was one of two research centers that was awarded the grant last month.

State and local agencies involved in transportation safety contributed funding to fulfill a 20 percent local match required by the federal government. The funds will be distributed in two phases for the next four years.

Metro Police Traffic Division and University of Nevada, Reno, said pedestrian accidents are the main contributors to the high pedestrian fatality rate in Las Vegas.

About 87 percent of pedestrians killed were state residents and 84 percent of motorists involved in a pedestrian fatality held Nevada drivers' licenses, Mackey said.
Pedestrian fatalities too high

Earlier this week UNLV's Transportation Research Center received a federal grant of nearly $1 million to find ways to make local streets safer for pedestrians. The Las Vegas Valley can use the help. The Federal Highway Administration has said Nevada has the highest rate of pedestrian fatalities and injuries in the nation. In 1999, the most recent year in which nationwide figures are available, there were 71 pedestrians killed in Nevada — 51 of them in Clark County.

It shouldn't take a whole lot of effort to figure out why we have so many pedestrian deaths. Many of the sidewalks on our major city streets are too narrow and our long city blocks — with few crosswalks — literally are accidents waiting to happen. Local residents also should discard the myth that inattentive tourists are the primary reason why this state has so many pedestrian accidents. The state traffic safety office notes that 87 percent of the pedestrians who are killed are Nevadans, and 84 percent of motorists involved in a pedestrian fatality live in this state.

It will take more than recommendations from traffic experts to make the streets safer. It is essential that local government leaders actually put in place measures to reduce the likelihood of pedestrian deaths. More, and better, crosswalks would be a good start. But even more important is reversing the reckless attitude often shown by pedestrians and motorists. If drivers slowed down and were more considerate of pedestrians, and if pedestrians didn't jaywalk, then the number of deaths would decrease dramatically. A little courtesy and common sense, which don't involve any taxpayer dollars, are the most effective remedies of all.
Program aims to make streets safer

Yielding to Pedestrians

SATURDAY, FEBRUARY 23, 2002

DIGITAL ANGLES: 380-284

Las Vegas Review-Journal

AND THE WEST

Nevada
PEDESTRIANS: Office of Traffic Safety grant to pay for program

CONTINUED FROM PAGE 11

everybody in the valley?"
Friday's exercise was just the beginning of the effort.

Using a grant from the state's Office of Traffic Safety, the University of Nevada, Las Vegas' Safe Community Partnership will pay for officers from the Metropolitan Police Department, Henderson Police, Boulder City Police and UNLV Police to conduct similar enforcement at different valley locations over the next three years.

"It's a good program," said Las Vegas traffic officer Troy Jones, who was involved in Friday's exercise. "It's definitely something Las Vegas aren't used to seeing enforced, that they need to yield to pedestrians."

Nevada has long ranked among the worst states in the nation for pedestrian fatalities, with Clark County usually accounting for about 70 percent of the state's pedestrian deaths. Officials are concerned about a trend taking shape in 2002. In Clark County, nine pedestrians have died so far this year, compared with two on this date last year.

Safety advocates give a number of reasons for Southern Nevada's pedestrian problem, among them wide, straight streets with high speed limits and poorly marked crossings. Jaywalking also contributes to the problem.

Erin Green, director of the Safe Community Partnership, believes enforcement and driver education will play an important role in reversing the deadly trend and make crosswalks more appealing to pedestrians.

"Hopefully, we've made some pedestrian advocates out of the officers," she said.

Don Borden, a pedestrian safety expert who along with Moffat conducted the two-day training session, said the program has helped change motorists' attitudes in other cities where it's used.

"I think it's very effective," he said. "When it's done properly you remind drivers to recognize that they have a duty in pedestrian safety."

Las Vegas Jeff Allen, who spent a few minutes observing the enforcement exercise from the back of his bicycle, said he hoped it would make an impression on motorists.

"I'm glad they're doing something," he said. "You know how many times I've almost been crushed by this bicycle?"
Pedestrian safety expert says Las Vegas a nightmare for those on foot
A strident view of safety issue

On Friday we learned about a new sting in which local police officers are going to nab valley motorists who don’t stop for people in crosswalks.

Didn’t see it? Dang. Maybe you should read the Sun on weekdays, too.

A recap for the Sunday-only slackers: Clark County pedestrian deaths are four times higher than they were this time last year. One state safety official calls it “a blood bath.”

“It’s just death in the streets,” said Bruce Mackey, bicycle-pedestrian safety education officer for the Nevada Office of Traffic Safety.

The Safe Community Partnership and Traffic Research Center at the University of Nevada, Las Vegas hired a pair of consultants who came to Las Vegas and taught police officers how to conduct the sting. Plain-clothes cops will walk in crosswalks. Uniformed officers will ticket motorists who don’t stop.

The spots will be marked with everything but clowns and sirens. But some motorists still will screw it up.

How to avoid the ambush? Simple. Follow the laws. Drive defensively. Be considerate — you know, all that driver’s ed stuff we learned and promptly ignored.

The law says you can’t go around hitting people with your car, truck or Suburban Assault Vehicle. Not even in Las Vegas. Not even if you manage to drive away really fast and convince the cops you thought a brick hit your windshield.

Where, exactly, does it say that? Nevada Revised Statutes 484.3245 reads: “The driver of a motor vehicle shall exercise due care to avoid a collision with a pedestrian.”

“I t’s not legal to hit a pedestrian,” Mackey said. “It can’t get much clearer than that.”

Notice it doesn’t say anything about it being OK to hit someone who is not in a crosswalk. It says exercise “due care” to avoid hitting a person anywhere.

Think of it as “do care.” Cruising up to an intersection at 50 mph, skidding into the crosswalk and making a right turn without even looking for a person stepping off of the curb is not using “due care.” It’s thoughtless.

If the light is red, stop before turning right. You won’t sprout antlers or quit breathing. Promise. Since you’re stopped anyhow, you might as well glance at the traffic light to see whether the little white man is lit before pulling into the crosswalk in front of a person about to step into it.

Traffic lights tell us when to stop and go but also give us other information. The white walking man may not directly apply to your car, but it says, “You Stoopid! The lady on the curb is going to walk!”

Nine Clark County pedestrians had died this year as of Friday afternoon — a quarter of the number killed in Clark County last year, and February isn’t even over.

“Jaywalking” has become the catch-all excuse for motorists who were too inattentive to stop and police who say they can’t charge them with anything.

Crossing mid-block is only illegal between adjacent intersections with traffic lights. “Adjacent” means no other streets intersect that road between those lights, Mackey said. And any street intersection is a legal crosswalk, painted or not.

Pedestrians outside crosswalks must yield to oncoming traffic. But motorists also must try to avoid hitting them, no matter where they are. And too many of us are ignoring laws dictating behavior that should come naturally in decent society.

Susan Snyder’s column also appears Tuesdays and Fridays in the Las Vegas Sun. Reach her at snyder@lasvegasun.com or (702) 259-4082.
Attempts made to remedy pedestrian problems

By Christina Hyena

UNLV Radio Host

D-9

Motorists that do not stop at the Maryland Parkway crosswalk for pedestrians can be fined $95 and four points taken off their license.

"California has a lot more cases," said UNLV senior traffic police officer David Richert. "They used to do this a lot more before, but now they're not doing it as much because people are getting more cautious around crosswalks."
Walking can be deadly

Maryland Parkway intersections among LV's most dangerous

Kevin Lacson has crossed Maryland Parkway's seven busy lanes often enough to
know it's not an undertaking for the faint of heart.

"You see a lot of people run across," he said. "It's kind of

Maryland Parkway
intersection among LV's most dangerous

Michael Squires
ROAD WARRIOR

"The 85-year-old Las Vegas
was escorted on his way
crossing the roadway at Sierra Care Drive Thursday afternoon,
wasn't careful to regularly traverse the valley's most dangerous roadway for pedestrians at its deadliest
intersection, according to a new analysis of crash data.

Combining figures on the number of pedestrian crashes from 1985 and 2003 and their
severity, University of Nevada, Las Vegas researchers recently compiled a list of the valley's most dangerous
intersections as part of a federally funded pedestrian safety project. They found five of the
10 are located on Maryland Parkway between Desert Inn Road and Tropicana Avenue.

"I would classify it as a
deadly road if you're a pedestrian," said Jim Steen, director of DNV Safe Community Partnership. "It's engineered
to generate speed and certainly not for pedestrians."

Despite the road's dubious distinction, officials said Maryland Parkway isn't unique for the types of problems it poses to pedestrians.

"Just most roads in
the valley; it's wide and

KEVIN LACSON/REVIEW-JOURNAL

Kevin Lacson, left, his son, Cain, and Rodolfo Lesung cross
Maryland Parkway at Sierra Vista Drive Thursday. A study
found the road is the valley's most dangerous for pedestrians.

MOST DANGEROUS INTERSECTIONS

2. Maryland Parkway-Desert Inn Road
3. Flamingo Road-Kowell Lane
4. Las Vegas Boulevard-Rivera Boulevard
5. Maryland Parkway-Farragut Road
6. Maryland Parkway-Staton Avenue
7. Las Vegas Boulevard-Fremont Street
8. Maryland Parkway-Tropicana Avenue
9. Charleston Boulevard-Nellis Boulevard
10. Charleston Boulevard-Loncar Street

By DAVE KEEGAN/REVIEW-JOURNAL

more on the other side of the street," he said. "They think they're going to get there faster."

Speed is the reason, Kevin Williams, 26, said she frequently jaywalks on Maryland Parkway.
"It doesn't help to use the crosswalk," she said. "I do better if I jaywalk. It's faster by myself."

Officials said they're aware of pedestrian attitudes similar to those voiced by Williams.

And one of the objectives of their study is to address them.

Srinivas Palamutla, assistant director of UNLV's transportation research center, said the
next phase of the pedestrian safety research project will involve building crosswalks
that make pedestrians feel more secure and which they'll be more likely to use.

Among the changes planned for intersections on Maryland Parkway and around the
valley are pedestrian-activated lights, raised medians, countdown clocks that display
the time remaining to cross the street until the light changes and signs with\n
KEVIN LACSON/REVIEW-JOURNAL

DEBRA SEDING/REVIEW-JOURNAL

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Watch "Traffic Jam" every weekday morning and afternoon on News Channel 1.

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Extraordinary exigencies demand extraordinary exigencies.