

PERENICH Law INJURY ATTORNEYS

25749 US Highway 19 N, Suite 200
Clearwater, FL 33763



CALL US FOR A FREE
CASE EVALUATION
727-669-2828



CLIENT CONNECTION

PERENICH Law
INJURY ATTORNEYS



WELCOME TO OUR QUARTERLY NEWSLETTER

HIGHLIGHTS

02 Conspicuity

March is Florida Bicycle Month

03 Client Corner

Tiffany King is our spotlight client for our first quarter newsletter.

04 Purposeful Perenich Puzzle

Send your correct answers to carrie@perenichlaw.com for a Perenich Law care package!

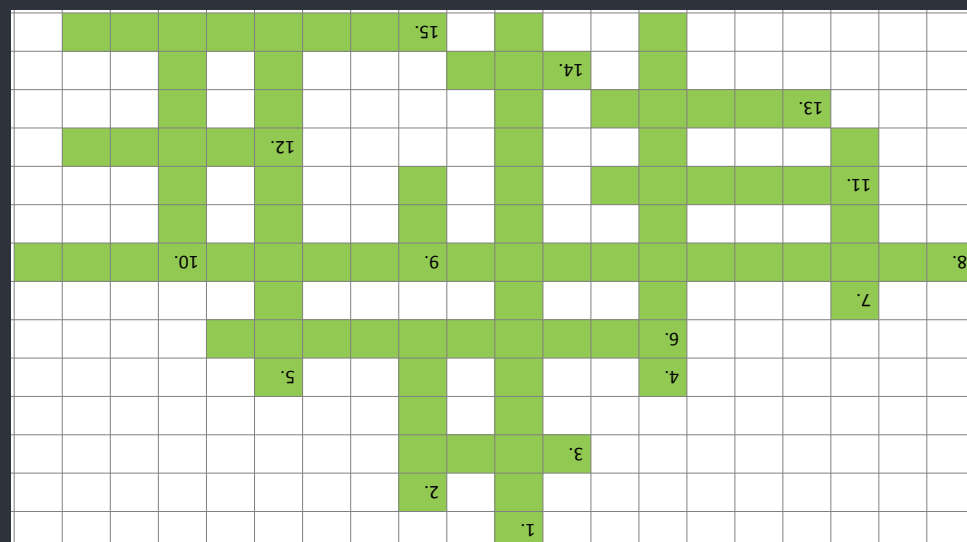
PLEASE JOIN US!!!! FREE, Socially Distanced Event for Bike Safety!

Saturday, March 27th from 12-4PM

At Perenich Law Outside of Our Office
25749 U.S. Highway 19 N, Clearwater, FL 33763

- FREE FOOD
- FREE FAMILY ENTERTAINMENT
- FREE GIVEAWAYS
- FREE RAFFLES (BIKES & HELMETS)

1. Perenich Law's main law practice area
2. A historical or sentimental object
3. Consultation cost with Perenich Law's attorneys
4. Perenich Law's event theme on March 27th
5. Perenich Law's main office location
6. Paradoxically
7. Florida's Bike Month
8. Time to resolve a claim
9. National Bike Month
10. Make or become better
11. Friday
12. A pointing symbol
13. Brothers helping others
14. Diagnostic test
15. Timeframe to see a doctor to receive PIP benefits



ENJOY OUR QUARTERLY
PUZZLE! Once you complete
correct answers, send your
your mailing address to
carrie@perenichlaw.com for
a Perenich Law care package!

**Purposeful
Perenich Puzzle**

CONSPICUITY

It was dark. It was early. I was tired. In fact, I was barely awake as I drove my car out of my subdivision that very early Wednesday morning. There weren't any streetlights nearby. Despite my sleepiness, I was in a hurry.

As I came to a stop at the highway bordering my neighborhood, I gave a quick look to the left in a routine search for headlights. Incredibly, I didn't see the young man on his mountain bike crossing directly in front of me from my left to the right. I hit the gas. Fortunately, he caught my eye at the last possible moment before impact. Sensing his fate, he swerved into the highway to avoid me. It was enough for me to avoid catastrophe.

I learned a lesson that day that I thought I already knew: Always be on the lookout for bikes and motorcycles. Assume them nearby. Anticipate them. As a personal injury attorney, I have seen more than my share of horrific accident photos. In my thirty-year career, I have reviewed countless medical records of clients who have suffered life-changing injuries. I should have known better.

I was tired: STRIKE ONE.
It was dark: STRIKE TWO.
I was in a hurry: STRIKE THREE.

Lesson learned. Every day since that almost-crash, I have taken better care as I exit my neighborhood. I come to a complete stop and carefully look for everything and anything that might be crossing my path.



I recall seeing the terror in that young man's eyes as I braced for impact. Perhaps he learned a lesson that day as well: He could have done more to make his presence more obvious.

Believe it or not, there's a science dedicated to "conspicuity," especially as it relates to vehicles on the highway. "Conspicuity" entails the extent to which an object is visible; that is, how obvious it is. "Looked-but-failed-to-see" accidents often involve bicycle versus car. That's where the driver looked in the direction of the bicyclist, but somehow did not see him or her. Many times, these accidents even involve experienced drivers. So, how conspicuous was that young man as he peddled along that dark moonless morning? Not very.

There are measures a bicyclist should take before each ride, whether it's in the darkness of night or in broad daylight:

- **Wear a reflective bicycle helmet.**
- **Wear bright reflective clothing.**
- **Equip the bike with a headlight.**
- **Equip the bike with front and rear reflectors.**
- **Equip the bike with rear blinking lights, especially red or white.**

According to the International Association of Traffic and Safety Sciences ("IATSS"), only 31% of bicycle fatalities occur when it is dark outside. Of course, other factors play a part, including the layout of the road and traffic conditions, but those precautions can certainly help. IATSS even recommends wearing a fluorescent or high visibility jacket and other bright colored accessories to increase bicyclist conspicuity and safety at night. These measures are less effective in daylight, but can still make a bicycle more obvious on the road at any time.

Undoubtedly, any of these measures would have made that young man more obvious to me and any other driver on the road that memorable morning. Using all of them would have been even better.

According to the Florida Department of Highway Safety and Motor Vehicles, 2020 saw 5,919 bicycle crashes in Florida. Of these, 157 resulted in loss of life. How many could have been avoided by taking simple measures to increase conspicuity?

March is Florida Bicycle Month. With the increase in bicycle enthusiasm due to the

worldwide pandemic and the great weather we expect to see as winter makes way for spring here in Florida, we at Perenich Law would like to "shine the light" on bicycle safety.

STAY SAFE OUT THERE.

Timothy B. Perenich, Esquire

1Looked-but-failed-to-see-errors in traffic, Mai-BrittHerslundNiels OJorgensen; Accident Analysis & Prevention, Volume 35, Issue 6, November 2003, Pages 885-891; <https://www.sciencedirect.com/science/article/abs/pii/S0001457502000957>
2Ibid.
3A mechanism to enhance bicycle conspicuity and visibility and increase detection distances: New insights into bicycle safety, Rahman Abdur, Kojima Aya, Kato Tepppei, Kubota Hisashi <https://doi.org/10.1016/j.iatssr.2020.09.006>
4Visibility aids for pedestrians and cyclists: A systematic review of randomized controlled trials, I. Kwan, J. Mapstone, Accid. Anal. Prev., 36 (3) (2004), pp. 305-312, 10.1016/S0001-4575(03)00008-3
5Does a yellow jacket enhance cyclists' sensory conspicuity for car drivers during daylight hours in an urban environment? J. Rogé, S. Laurent, D. Ndiaye, I. Aillerie, F. Vienne, Saf. Sci. (February) (2018), pp. 0-1, 10.1016/j.ssci.2018.06.023
6<https://www.flhsmv.gov/traffic-crash-reports/crash-dashboard/>
7Ibid.
8<https://floridabicycle.org/march-is-florida-bike-month/>

WHEELCHAIRS 4 KIDS GOLF TOURNAMENT



Perenich Law was a proud sponsor for Wheelchairs 4 Kids at the 6th Annual Kimberly Knorr Golf Tournament. Wheelchairs 4 Kids is a nonprofit organization dedicated to improving the lives of children with physical disabilities. Wheelchairs 4 Kids is a 501 (c) (3)

that provides wheelchairs, home and vehicle modifications, and other equipment to assist the children at no charge. Steve Henderson (former New York Mets left fielder) was the celebrity on our team!



CLIENT CORNER: TIFFANY KING



One late summer night, I was driving to work. Suddenly, I heard a loud bang, and I thought to myself, "Wow, somebody was hit pretty hard!" Little did I know that it was me. After caring strangers assisted me and saw

that I was safe, one of the guardian angels said, "Make sure you call Greg Perenich." I searched out representation because I knew I needed the best help. Never having been in an accident or situation such as this before while sustaining injuries, I immediately felt helpless and hindered on my path because of another person's negligence. After a quick phone call, I was sitting with Greg the same day. He listened to me and he heard me. He understood my concerns and made me know that he and the firm would stand by my side and fight for the justice I was seeking. Greg made me feel confident and safe. I realized right away that his team had the experience, staff, and courage of conviction to fight for me. From that day forward, and many days following, Perenich Law was my backbone, my strength, and my friend. They are professional, courteous, honest, organized, and dedicated to the people they serve and are proud of it. I will gladly refer others in need of greatness to the Perenich brothers. They handled everything and made it easier for me to maintain the determination and fight that was necessary ahead. Though it was an unfortunate circumstance that led me to them, I am honored and privileged to know them, and that they took my case and won. I am honored to be a part of the Perenich Law firm's amazing legacy.