

## ROADWAY SAFETY INSTITUTE

Human-centered solutions to advance roadway safety

# Enforcement, Education and Engineering Measures on Pedestrian Crossings

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## Pedestrian Safety

- Nationally, pedestrian fatalities are at a **25 year high** (GHSA, 2018)
- “On average, a pedestrian was killed every 1.5 hours in traffic crashes” (NHTSA, 2018)
- On average, a pedestrian is hit in Saint Paul every other day
- Can High-Visibility Enforcement improve driver yielding?

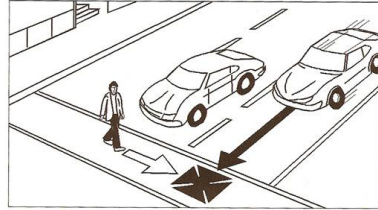


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## Enhancing STOP FOR ME

- Maximize effect with multidisciplinary efforts
  - Education & Outreach
  - Engineering
  - Enforcement
  - **Emergency Medical & Trauma Services**



Example of a Multiple-Threat Collision

- Focus intervention efforts to reduce multiple threat passing while increasing yielding

## Multiple Threat Passing

- Risk of passing vehicles as yielding vehicles increase
  - ***Multiple Vehicle Threats deemed critical component of study***
  - Must reduce behavior through enforcement and awareness
  - Increase penalty
- “Check Box” on endangering life or public property



## Integration Takes Major Work!

- Coordinating education and outreach with enforcement and engineering efforts is a major undertaking
  - Most efforts won't have a research team doing this
  - Great opportunity for emergency services to support integrated pedestrian safety efforts
    - Materials distribution
    - Earned media engagement
    - Speaking events
    - Community engagement

## Education & Outreach

- Announcing upcoming enforcement is **CRITICAL** to community buy-in

### LOOK OUT FOR PEDESTRIANS EVERYWHERE. SAFETY IS A SHARED RESPONSIBILITY.



#### Pedestrians:

- Be sure to stop and look before stepping out from in front of a vehicle that has stopped for you close to the crosswalk.

#### Parents:

- Teach your kids to check **every lane** and **walk, never run**, across crosswalks.



#### Drivers:

- **Never pass vehicles stopped at a crosswalk. There may be people crossing you can't see.**



#### Drivers:

- Stop for people in crosswalks and stop well back to help other vehicles see the crossing person so they can stop too.
- You are more likely to see people crossing the street if you follow the speed limit.
- Slow down and be prepared to stop when turning or otherwise entering a crosswalk.

<p>UNIVERSITY OF MINNESOTA Driven to Discover</p>	<h3>YOU JUST FAILED TO YIELD TO A PEDESTRIAN IN A CROSSWALK</h3> <p><b>Save a Life Always Look for Pedestrians!</b></p> <p>In Saint Paul, 835 pedestrians were struck by motor vehicles in the past 5 years - <i>more than 3 crashes every week!</i></p> <ul style="list-style-type: none"> <li>• 17 died and 747 were injured</li> <li>• 87 were children 10 and under</li> <li>• 100 were youth ages 11-17</li> </ul> <p><b>Minnesota law is clear</b></p> <ul style="list-style-type: none"> <li>✓ Drivers must come to a complete stop for people at or in crosswalks, allowing them to safely cross the street.</li> <li>✓ Drivers must <b>not</b> overtake and pass a vehicle stopped for a person at or in a crosswalk. There may be people crossing you can't see!</li> <li>✓ Watch your speed. You are less likely to see people crossing the street when you are going too fast.</li> </ul> <p>The City of Saint Paul is working to make our streets safer for everyone.</p> <p>Spread the word about pedestrian safety and be a good role model!</p>  <p>An important traffic safety message from the Saint Paul Police Department</p>	<h3>NOTICE</h3> <p>Saint Paul Police Department will begin ticketing drivers who do not stop for people in crosswalks starting this coming week.</p> <p>In Saint Paul, 835 pedestrians were struck by motor vehicles in the past 5 years – <i>more than 3 crashes every week!</i></p> <ul style="list-style-type: none"> <li>• 17 died and 747 were injured</li> <li>• 87 were children 10 and under</li> <li>• 100 were youth ages 11-17</li> </ul> <p><b>Minnesota law is clear</b></p> <ul style="list-style-type: none"> <li>✓ Drivers must stop for people crossing in crosswalks. This means coming to a complete stop to allow them to cross.</li> <li>✓ Drivers must <b>not</b> overtake and pass a vehicle stopped at a crosswalk. There may be people crossing you can't see!</li> <li>✓ Watch your speed. You are less likely to see people crossing the street when you are going too fast.</li> </ul> <p>The City of Saint Paul is working to make our streets safer for everyone.</p> <p>Be a good model, stop for pedestrians, avoid a ticket, and help keep our pedestrians safe!</p>  <p>An important traffic safety message from the Saint Paul Police Department and the City of Saint Paul</p> <p>Saint Paul Public Schools is not sponsoring, endorsing, or recommending the activities announced in this flyer.</p>	<p>INSTITUTE</p>
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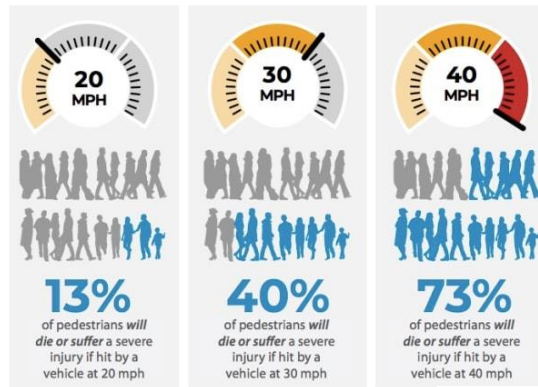
<p>UNIVERSITY OF MINNESOTA Driven to Discover</p>	<h2>STOP FOR ME ST. PAUL</h2> <p>Safety is a Shared Responsibility</p> <p><b>IN THE PAST 5 YEARS,</b></p> <p><b>835</b> Pedestrians were struck by motor vehicles in St. Paul.</p> <p><b>87 WERE KIDS 10 &amp; UNDER</b></p> <p><b>100 WERE KIDS 11 – 17</b></p> <p><b>BE A GOOD ROLE MODEL, STOP FOR PEDESTRIANS &amp; KEEP OUR CITY SAFE</b></p> <p>Stop for people in crosswalks and come to a complete stop to allow them to cross.</p> <p>Drivers must not overtake and pass a vehicle stopped at a crosswalk. There may be people crossing that you can't see.</p> <p>Watch your speed. You are less likely to see people crossing the street when you are going too fast.</p> <p>Stop well back from crosswalks (3 car lengths) to help other vehicles see the pedestrian so they can stop too.</p> <p><b>MINNESOTA LAW IS CLEAR</b></p> <p>St. Paul police officers will be ticketing drivers who do not stop for pedestrians.</p>	<h2>5 SIMPLE STEPS FOR PEDESTRIAN SAFETY</h2> <p>In the past 5 years, 835 pedestrians were struck by motor vehicles in St. Paul. Here are some tips to help you stay safe!</p> <ol style="list-style-type: none"> <li><b>1 MAKE YOUR INTENTION TO CROSS CLEAR</b> Wave to drivers, make eye contact, and place one foot off curb, but out of the way of traffic.</li> <li><b>2 DON'T ASSUME DRIVERS WILL STOP</b> Make sure a vehicle is clearly coming to a stop before stepping out into traffic.</li> <li><b>3 CHECK EVERY LANE AS YOU CROSS</b> Stop and look before stepping out from in front of a vehicle that has stopped for you. Always act as if the next vehicle may not stop for you.</li> <li><b>4 ALWAYS WALK</b> Walk, never run, across a crosswalk. It's more important that you make sure drivers have time to see you than it is to hurry.</li> <li><b>5 OBEY TRAFFIC SIGNALS</b> When there are traffic signals present, be sure to follow their instructions.</li> </ol> <p><b>SPREAD THE WORD!</b> Pedestrian safety is a shared responsibility.</p> <p>An important traffic safety message from the St. Paul Police Department and the City of St. Paul</p>	<p>TY INSTITUTE</p>
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## What Should You Avoid in Messaging?

- Victim blaming
- Confusing crash report *contributing factors* with fault
- Making assumptions about demographic groups and risk factors

## Maximize Exposure with Partnerships

- Combine media budgets and capabilities
  - Expand reach and audience
  - Leverage media contacts/relationships
  - Utilize graphic design skills across agencies



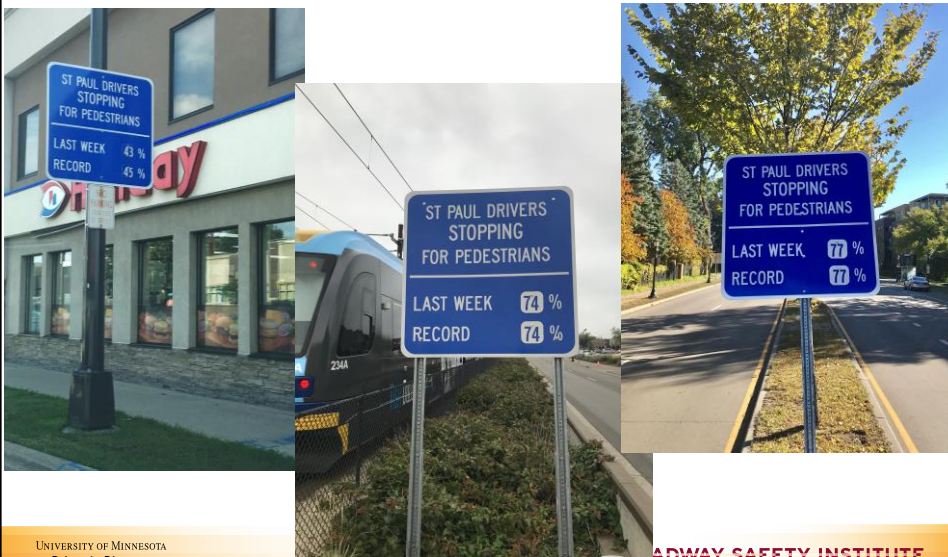
# PSA on Multiple Threat Passing



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# Social Norming



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# Be a Safety Advocate



seattle.gov/visionzero

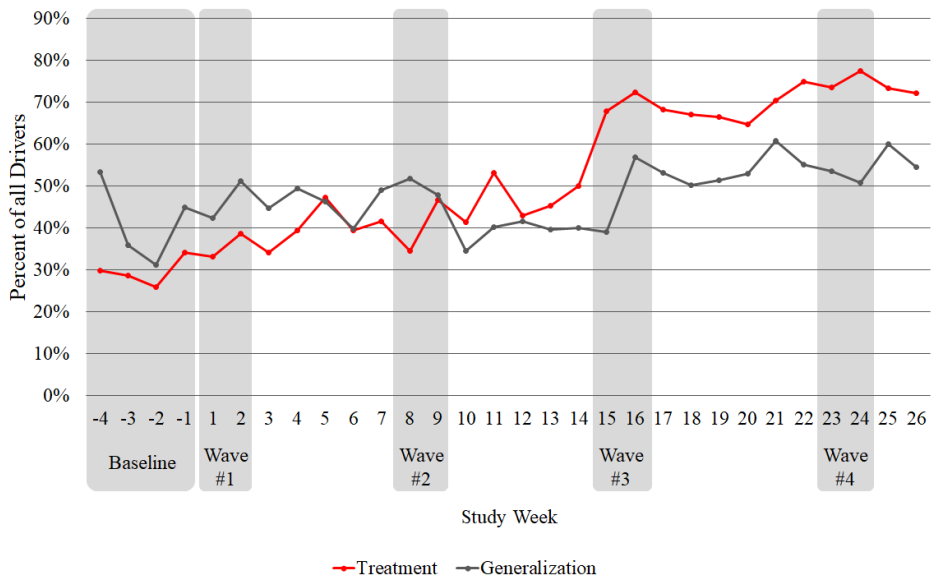


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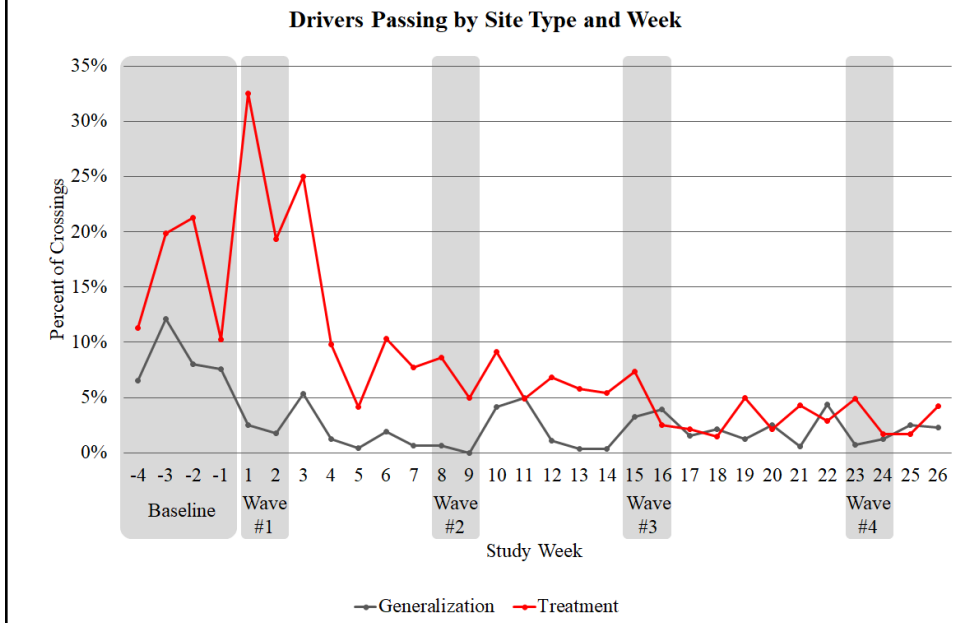
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## Study Results

Drivers Yielding by Site Type and Week



# Passing Declines Over Time



## Take Aways

- A well-coordinated multi-pronged effort can improve yielding to pedestrians and change driver culture toward crosswalks
  - Number of lanes and ADT present greater risks to pedestrians
  - Low cost enhancements can improve driver yielding
- Combining enforcement, engineering, and education is the best way to maximize the effect of each treatment
  - Integrating the 4 E's takes A LOT of coordination



# Thank you!

## Special thanks to:

- Minnesota Department of Transportation
- Saint Paul Police Department
- Saint Paul Public Works
- HumanFIRST research team
- Twin Cities media partners

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