

# Changing Driving Culture with “Stop for Me” Pedestrian Campaign



2019 Toward Zero Deaths Conference  
Wednesday, October 23, 2019



## Agenda

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- **The Community Perspective**
  - Kevin Gallatin, Highland Park District Council
- **Growing an Enforcement Campaign, lessons learned**
  - Jeremy Ellison, Saint Paul Police Department
- **Sustaining the Campaign, continuous high visibility enforcement**
  - Kathleen Brown, Saint Paul Police Department
- **It Works! - Data Driven Approaches to Improving Safety**
  - Dr. Nichole Morris, University of Minnesota



# The Community Perspective

- Community action – raising awareness
- District Council volunteers
- Signs, banners, newsletters and articles
- Localized impacts on a large city-wide (state-wide) problem
- Partnerships
  - Non-profits, government, community groups



# The Community Perspective

- Development of a city-wide pedestrian plan
- Pedestrian safety advocate position
- Engineering changes – State and County roads were the most dangerous
- Safe Routes to School (SRTS)



PEDESTRIAN SAFETY IS A TWO-WAY STREET.

**PEDESTRIANS**

- Make eye contact with drivers before crossing the street
- Clearly show you intend to cross
- Remove headphones and stay off cell phones while crossing

www.sharetheroadmn.org

PEDESTRIAN SAFETY IS A TWO-WAY STREET.

**MOTORISTS**

- Remember that EVERY corner is a crosswalk – stop for crossing pedestrians
- Scan the road for pedestrians, especially before turning
- Never pass a vehicle stopped for pedestrians

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# The Community Perspective

Before the Stop For Me campaign

After the Stop For Me campaign



# The Community Perspective

Before the Stop For Me campaign

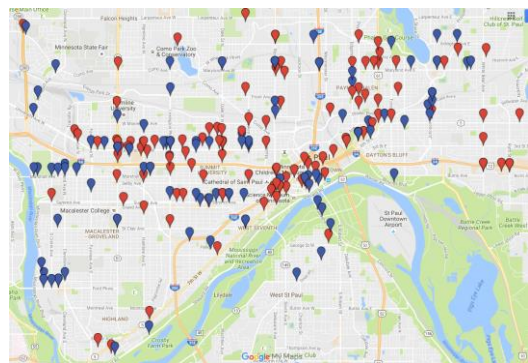
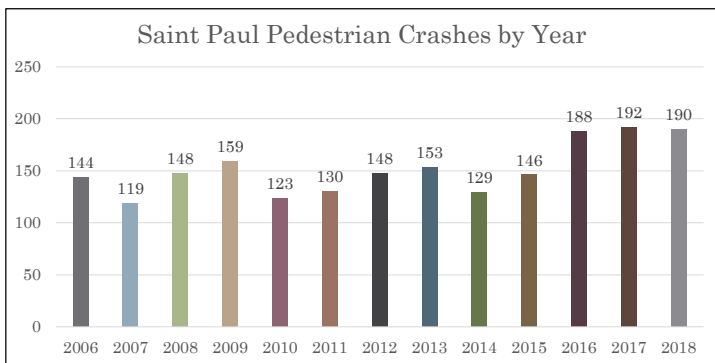
After the Stop For Me campaign





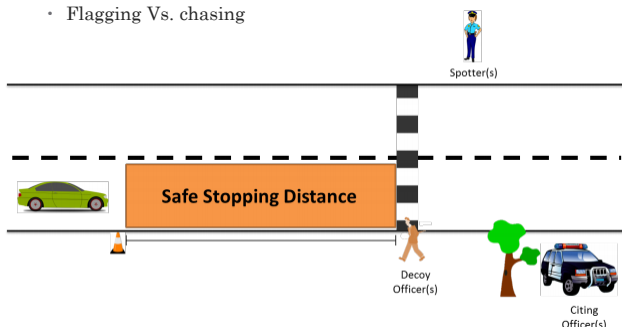
# Growing an Enforcement Campaign

- Understanding the problem in your community, state-wide, and nationally
- Effective use of resources – Not just sitting and watching a crosswalk
  - Finding and developing partnerships
- What does success look like? Setting expectations and goals



# Growing an Enforcement Campaign

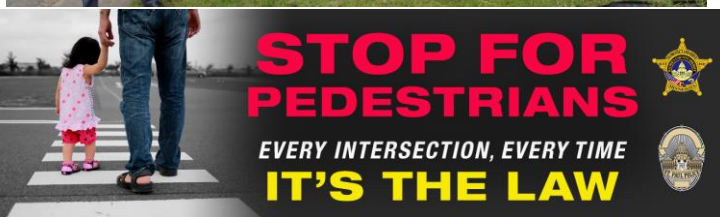
- Lessons learned, best practices
- Communication – community expectations
- Pedestrian safety crosswalk events
  - Goal #1: Teach pedestrians how to safely cross the street
  - Goal #2: Educate motorists who fail to stop for pedestrians that are legally crossing the street
    - High visibility enforcement
    - Flagging Vs. chasing





## Growing an Enforcement Campaign

- High visibility, continued and sustained enforcement
  - Billboards, message boards, signs, social media, etc.



## Sustaining the Campaign

- Education and Outreach
  - Reflective material is a must at night; light colors alone are not enough: <https://www.youtube.com/watch?v=XMvM7-9lgeg>
    - Brilliant Reflective ([brilliantreflective.com](http://brilliantreflective.com))
- Community Events





# Sustaining the Campaign

- Be creative – but don't over do it
- Agency funding vs. TZD or other funds



# Sustaining the Campaign

- Community input and assistance is key
- Developing and maintaining strong working relationships
  - Public Works
  - City Council
  - Community groups, non-governmental organizations
  - School district / Safe Routes to School
  - TZD
  - Others key stake holders



**Volunteers needed**

**STOP FOR ME**  
EVERY CORNER • IT'S THE LAW

**When:** Wednesday, June 20  
4:00-5:30 p.m.

**Where:** At the corner of Seal Street and Territorial Road

Volunteers will cross Territorial Road, following the Crosswalk Law.

Saint Paul Police will be there to enforce the pedestrian laws and train volunteers on how to safely cross the street.

Other volunteers can promote pedestrian safety by holding the "Stop for Me" banner and passing out pedestrian safety materials.

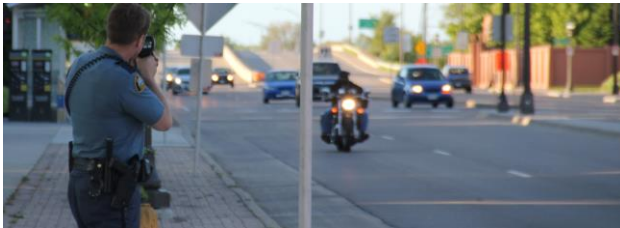
Sign up on the 1st floor bulletin board



## Sustaining the Campaign

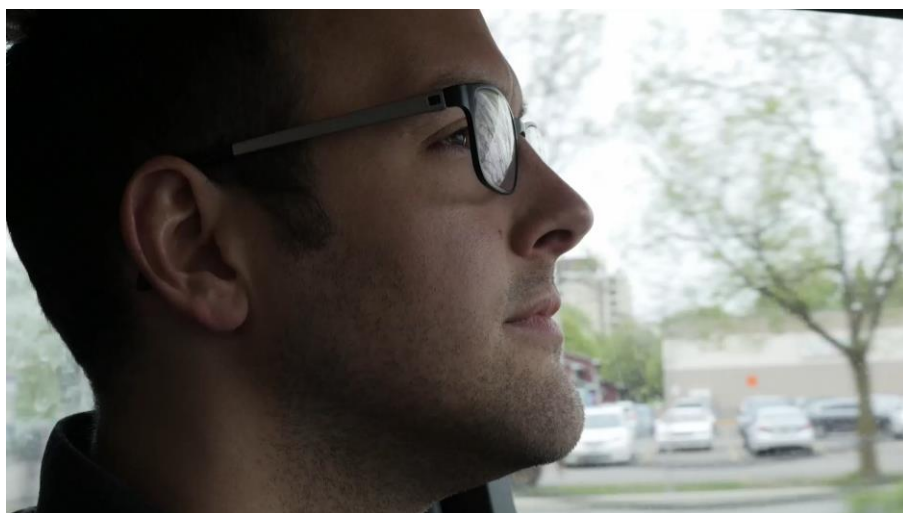
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- Continued and sustained enforcement campaign – rotation of days/times/months
- Local news papers, keep the story going
- PSA – Local cable, schools or others with ability to produce content



## Sustaining the Campaign

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Link: [Video](#)

## ROADWAY SAFETY INSTITUTE

Human-centered solutions to advance roadway safety

# Enforcement, Education and Engineering Measures on Pedestrian Crossings

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HumanFIRST Laboratory

University of Minnesota

Ron Van Houten, Ph.D

Western Michigan University

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## Measuring HVE Effectiveness

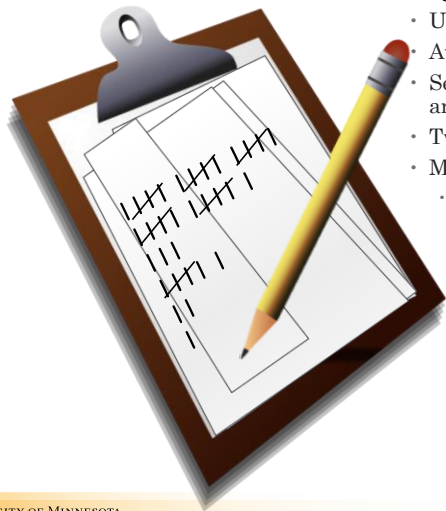
- Research questions
  - Are the High Visibility Enforcement (HVE) activities of the STOP FOR ME program effective at improving driver compliance to crosswalk law?
  - How can the STOP FOR ME program be enhanced to maximize efficacy?

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# Measuring Driver Compliance



- Staged crossings
  - Unsignalized marked crosswalks
  - At or near sites where pedestrian crashes have occurred
  - Selected crosswalks with sufficient traffic volume, location and spread, potential for enforcement
  - Twice a week, 20 crossings
  - Measure baseline performance
    - Fall 2017

## General Protocol for Coders

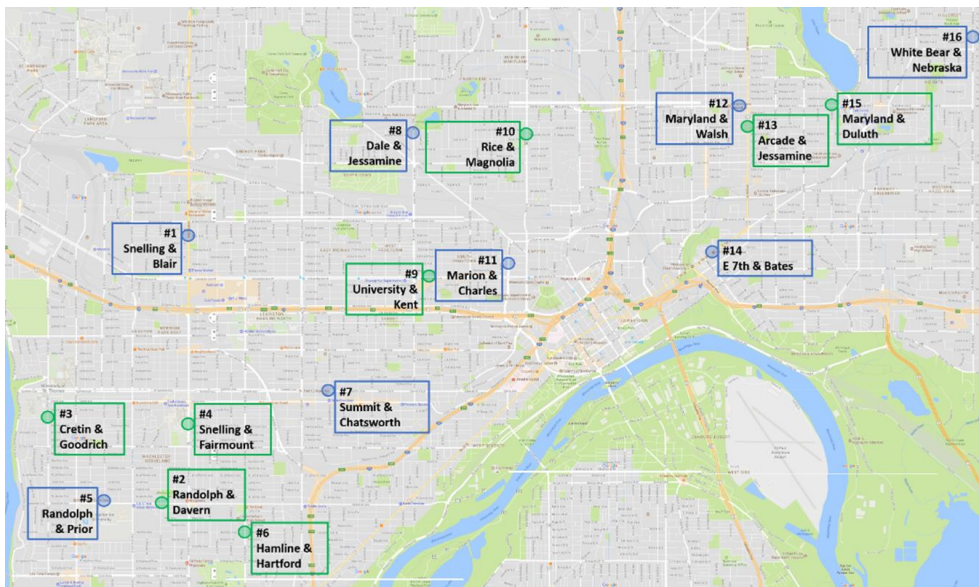
- Coding was done in teams of two
  - A staged pedestrian and a recorder/coder alternated roles
- Only on clear weather conditions, during daylight hours
  - *Monday-Friday, 9am-4pm*
- Observe driver behavior (*used spray paint markings*)
  - Mark yielding based on marked dilemma zone
  - Mark yielding distances: Under 10 ft, 10-40 ft, & 40+ ft.

Location: \_\_\_\_\_

Describe condition: \_\_\_\_\_ Coder #1 \_\_\_\_\_ Coder #2 \_\_\_\_\_

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ Stop Time: \_\_\_\_\_

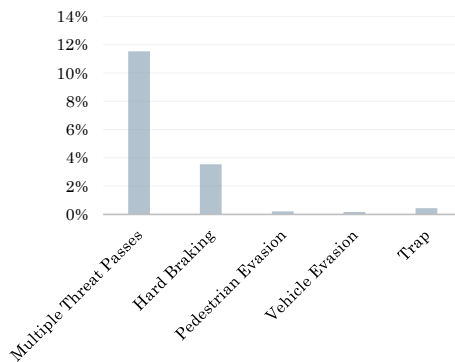
C#1	Staged Crossings	Cars Not Yielding	Distance Cars yielded from crosswalk			Multiple Threat Conflict		Evasive Action			Failure in Protocol
			Less than 10 ft	Between 10 ft - 40	More than 40 ft	Pass	Hard Brake	Ped	Veh	Trap	
	1										
	2										
	3										



## Baseline Results

- Total of 1581 Crossings
- Average Total Vehicle Count
  - 67.68
- Average Yielding Percent
  - 31.53%
- Yielding Distance
  - ✓ 51.65% greater than 40 ft. back
  - ✗ 3.64% less than 10 ft. back

% Scores Based on Crossing Count



# Planning Intervention

- Focus on Passing Violations
  - *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



# Education & Outreach

## Critical to gain community support

1. Announce loud and clear WHERE & WHEN the high visibility enforcement will be happening
2. Begin enforcement with a warning only wave
3. Announce and re-announce each new wave
4. Capitalize on community partners

## SPPD Wave #1 & #2

- First enforcement wave
  - Warning phase
  - *April 30-May 4*
  - Earned media
  - Outreach
  - 1,112 warnings issues
- Second enforcement wave
  - Tickets issued
  - June 18-29
  - 633 citations & 34 warnings
- Feedback signs begin
  - Social norming
  - Implied surveillance



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## SPPD Wave #3 & #4: In-Street Signs

- Third enforcement wave
  - Tickets issued
  - Aug 6-17
  - 386 citations & 74 warnings
- In-street signs begin
  - R1-6 signs
  - Centerline placed
- Fourth enforcement wave
  - Tickets issued
  - Oct 1-12
  - 248 citations & 34 warnings
- Gateway Treatments
  - R1-6 signs split gateway
  - Site-by-site configuration

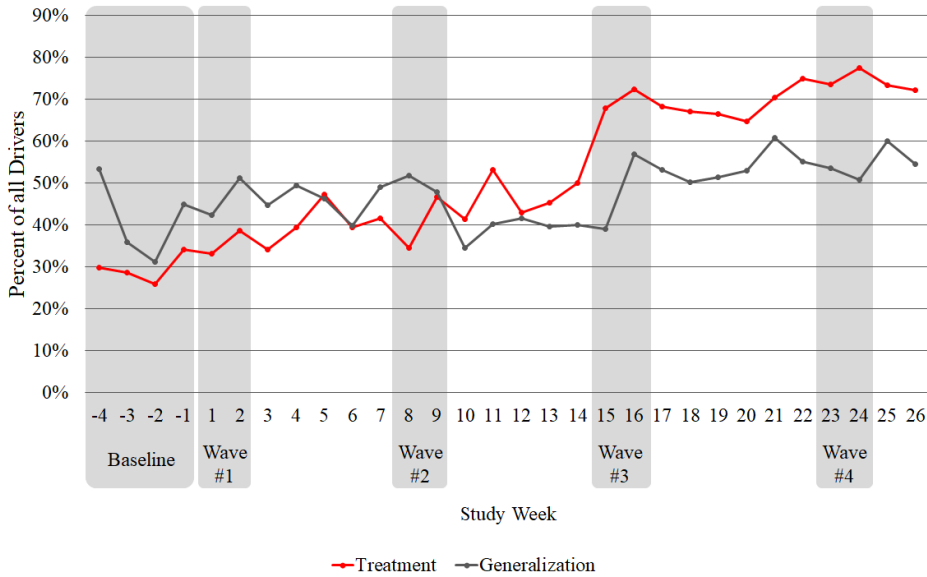


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# Study Results

## Drivers Yielding by Site Type and Week

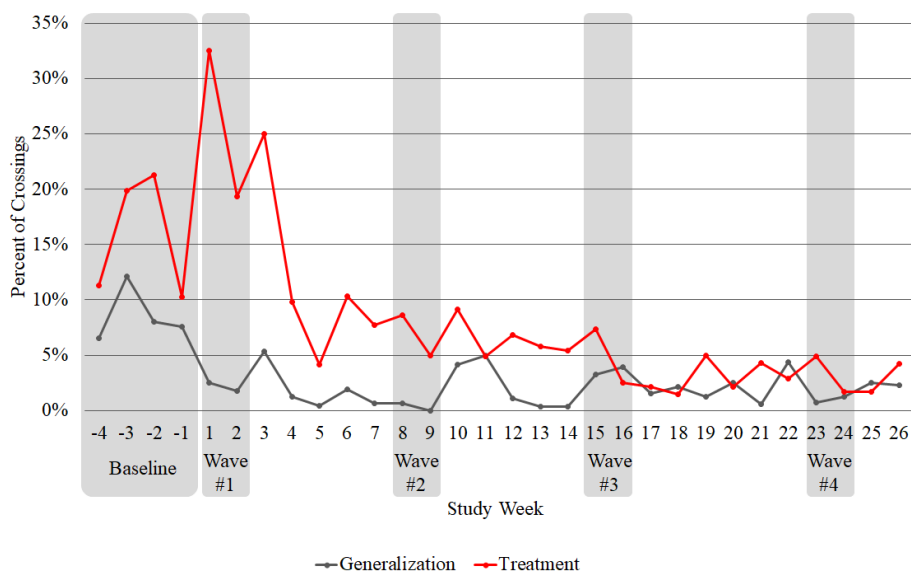


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# Passing Declines Over Time

## Drivers Passing by Site Type and Week



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# 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 3 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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## It Works!

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Our Website & Resources: <http://www.StopForMe.org>  
<http://facebook.com/stopformestpaul>