Creating a Successful Pedestrian Safety Campaign


STOP FOR ME

EVERY CORNER • IT’S THE LAW
The Problem
The Problem

• A pedestrian or bicyclist is struck by a vehicle every other day in St. Paul (.84 per day)
  ▫ This doesn’t account for the near misses or those that don’t report crashes to police
• Drivers’ most common reason for not stopping (or hitting a ped during crash investigation) is that they did not see the pedestrian
• Enforcement or Engineering alone won’t solve the problem
  ▫ Need a team approach with buy-in from the community
MN Pedestrian Crossing Statute

- Commonly referred to as a “new law”, actually dates to 1937

ARTICLE X
PEDESTRIANS' RIGHTS AND DUTIES

Sec. 52. Pedestrians right and duties.—Pedestrians shall be subject to traffic-control signals at intersections as heretofore declared in this act, but at all other places pedestrians shall be accorded the privileges and shall be subject to the restrictions stated in this article.

Sec. 53. Pedestrians to have right-of-way in certain cases.—
(a) Where traffic-control signals are not in place or in operation the driver of a vehicle shall yield the right-of-way, slowing down or stopping if need be to so yield, to a pedestrian crossing the roadway within any marked crosswalk or within any unmarked crosswalk at an intersection, except as otherwise provided in this article.

(b) Whenever any vehicle is stopped at a marked crosswalk or at any unmarked crosswalk at an intersection to permit a pedestrian to cross the roadway, the driver of any other vehicle approaching from the rear shall not overtake and pass such stopped vehicle.
Incapacitating and Fatal Pedestrian Crashes in Saint Paul

Source: Minnesota Crash Mapping Analysis Tool Data
Crash Data Collection - Dissemination

- MN Crash Data / MN CMAT
- 911 / non-emergency calls – daily query (no reports made)
- Social Media / Other Sources of Information
- Analysis – St. Paul Open Data Portal
Data Points – Public Google Map

https://www.google.com/maps/d/viewer?mid=15ZWag-PczAyksOhbYLKhvXQvXs
Crash - Life Long Impacts

• “Statistics are human beings with the tears wiped away” – many sources
  ▫ Every crash has a story, an impact on those involved and their families and friends
  ▪ Video of Test Crash #1 (Crash Test Dummy)
  ▪ Video of Actual Crash #2 (WARNING!)
Crash - Life Long Impacts

- Video of Test Crash #1 (Crash Test Dummy)
Crash - Life Long Impacts

- Video of Actual Crash #2 (WARNING!)
Pedestrian Safety Events

• 2016 – 2017 Goals
  ▫ Increase awareness regarding Ped/Bike safety
  ▫ Reduce the number of ped/bike crashes
    • Specifically fatal & serious injuries
  ▫ Change driver behavior to increase compliance with crosswalk law
Media / Publicity

- Communications Working Group
  - Detailed Press Releases
  - Local Papers, On-Line Bloggers, Main Stream News Media, etc.
  - Social Media - Twitter / Facebook
- Inviting City Council Members, Mayor, other dignitaries that will attract attention
2016 Pedestrian Safety Events

• Goal = 34 Events
  • 2 in each District Council

• Actual = 60 Events
  • Some locations had multiple events

• Total Citations Issued
  • 637 – Fail to Stop for Pedestrians
  • 400 – Other Violations

• Warnings Issued
  • 64 – Fail to Stop for Pedestrians
  • 19 – Other Violations
Pedestrian Safety Events
- Driver Response Collection Process

- Officers do the following for every vehicle stop during a pedestrian safety event:
  - Provide a MN DOT Pedestrian Safety Card
    - Motorist / Pedestrian safety tips
  - Discuss violation and ask “Why didn’t you stop for the pedestrian(s)?”
    - Record the answers using the “STEP” log for data analysis
    - Over 80% response = “I did not see the pedestrian”
  - Issue a citation or verbal warning based on circumstances
Best Practices

- Education + Enforcement = Changing Behavior
  - St. Paul Police Department provide enforcement
  - St. Paul District Councils & Community Volunteers provide education
- More than 1 E to solve the problem
  - Work closely with Engineering
- Summary reports done for every event
  - Reviewed by Steering Committee and City Engineers
  - Provides Immediate feedback to community
- Funding Options, commitment
Opportunities for Improvement

- **Feedback**
  - Distractions / sign placement
  - Hi-Visibility Enforcement Signs
- **Diversity / Equity**
  - Location Selection
  - Community participation
- **Statewide Issue**
  - Majority of drivers who crash into pedestrians and bikes in St. Paul are not from St. Paul
- **Court**
  - Hearing Officers, City Attorney’s Office, Perception
Materials

• District Council volunteers created a toolkit to be distributed to all event participants.
  ▫ Toolkit included resources available to volunteers and described how to coordinate and promote crosswalk event.

Safety was stressed at all events.

• MnDOT provided pedestrian safety cards and banner.

• St. Paul Walks provided bumper stickers.
  ▫ All city vehicles, Mayor and City Council commitment
Partnerships - Key to Success

• Increased participation through partnerships
  ▫ St. Paul Walks (Smart Trips)
  ▫ MN Toward Zero Deaths
    • Susan Youngs (Metro TZD Coordinator)
  ▫ St. Paul District Councils
  ▫ City of St. Paul
    • Public Works
    • Planning and Economic Development
    • City Council
    • Police
    • Office of Technology & Communications
  ▫ Safe Routes to Schools (funding)
Engineering

- Street Design Manual
- 4 to 3 Lane Conversion
- Leading Pedestrian Interval (LPI)
- Test Installations
- 4 to 3 Lane Conversion
Centerline Pedestrian Signs

- 40 Signs
- Deploy May thru November
- 3-4 Weeks at one location
- Education Tool
Dynamic Speed Display Signs

Permanent

Temporary
Dynamic Speed Display Signs

• 22 Permanent
• 7 Temporary - Rotate based on speed studies/complaints
• Limited Effectiveness
• Education Tool
• 85th Percentile Speed on Typical Arterial/Collector Street 33 to 37 mph
• Residential Streets typically under 30 mph. Perceived as faster than 30 based on conditions
Rectangular Rapid Flash Beacon (RRFB)

Have installed Several Locations

Working on Developing Policy for Installation

- 4 Lane Roadways
- Volume of Pedestrians
- School Crossings
- Near Senior Citizen Housing

Effectiveness vs Capital/Maintenance Costs
Rectangular Rapid Flash Beacon (RRFB)
Speed Sign & RRFB
Pedestrian Refuge Median & Advanced Stop Bar
Test Pedestrian Safety Improvements
Future Engineering Goals

- Use research based solutions
  - Gainesville, Florida Example
    - Low cost, but highly effective fixes
      - Advanced stop bars
      - Gateway treatments
  - U of M / MN DOT study

- Develop Citywide Pedestrian Plan

- High Percentage of Crashes happen on State and County roads
  - Engagement of partners and make changes

- Safe Routes to Schools
  - Schools are in nearly every part of the City, focusing on schools will result in safety for the entire city
Future Goals and Plans

- 2017 Pedestrian Safety Advocate
  - Reports to Public Works
- Vision Zero / TZD
  - City Council Resolution and Plan
- 2017 Corridor Plan
  - 2/3 Corridor Events
  - 1/3 Neighborhood complaints
- Increased education / outreach
  - Metro Wide Outreach (Minneapolis)
- Target Captive Audiences
  - Parent drop off areas
  - More education focused
Resources & Contact Information

- Paul St. Martin (Assistant City Engineer)
  - Paul.St.Martin@stpaul.gov
- Kevin Gallatin (Highland District Council Transportation Chair)
  - KevinGallatinoo@gmail.com
- Jeremy Ellison (St. Paul Police Dept. - TZD Grant Coordinator)
  - Jeremy.Ellison@stpaul.gov

- MN DOT Banner / Ped Safety Cards (Share the Road Materials)
- Crosswalk Event Tool Kit (MN DOT / St. Paul Specific)
- Police Operations Plan (sample)
- Hi Visibility Enforcement Signs – Public Works (?)
- Compliance Rate Tally Sheets
- Volunteer Sign-In Sheets
- Safety Tips / Briefing Sheet for Volunteers

- Contact us – We Will Share

Websites / Resources:

http://StopForMe.org
http://www.facebook.com/StopForMeStPaul