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?
Enhancing STOP FOR ME

• Maximize effect with multidisciplinary efforts
  – Education & Outreach
  – Engineering
  – Enforcement
  – Emergency Medical & Trauma Services

• 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

Example of a Multiple-Threat Collision
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
**YOU JUST FAILED TO YIELD TO A PEDESTRIAN IN A CROSSWALK**

Save a Life Always Look for Pedestrians!

In St. Paul, 835 pedestrians were struck by motor vehicles in the past 5 years — more than 3 crashes every week!
- 17 died and 747 were injured
- 87 were children 10 and under
- 100 were youth ages 11-17

Minnesota law is clear
- Drivers must come to a complete stop for people at or in crosswalks, allowing them to safely cross the street.
- Drivers must not overtake and pass a vehicle stopped for a person at or in a crosswalk. There may be people crossing you can’t see!
- Watch your speed. You are less likely to see people crossing the street when you are going too fast.

The City of St. Paul is working to make our streets safer for everyone.

**NOTICE**

Saint Paul Police Department will begin ticketing drivers who do not stop for people in crosswalks starting this coming week.

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Minnesota law is clear
- Drivers must stop for people crossing in crosswalks. This means coming to a complete stop to allow them to cross.

**STOP FOR ME ST. PAUL Safety is a Shared Responsibility**

In the past 5 years, 835 pedestrians were struck by motor vehicles in St. Paul. Here are some tips to help you stay safe!

1. **MAKE YOUR INTENTION TO CROSS CLEAR**
   - Wave to drivers, make eye contact, and place one foot off curb, but be in the way of traffic.

2. **DON’T ASSUME DRIVERS WILL STOP**
   - Make sure vehicle is clearly stopping before stepping out into traffic.

3. **CHECK EVERY LANE AS YOU CROSS**
   - Stop and look in all directions before stepping out into traffic.

4. **ALWAYS WALK**
   - Walk, never run across a crosswalk. It’s much harder for drivers to see a runner than a pedestrian walking at a normal pace.

5. **OBSERVE TRAFFIC SIGNALS**
   - When there are traffic signals present, be sure to follow their instructions.

**5 SIMPLE STEPS FOR PEDESTRIAN SAFETY**

An important traffic safety message from the St. Paul Police Department and the City of St. Paul.

**MINNESOTA LAW IS CLEAR**

St. Paul police officers will be ticketing drivers who do not stop for pedestrians.
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

Social Norming
Be a Safety Advocate

Study Results

Drivers Yielding by Site Type and Week

Percent of all Drivers

Study Week

-4 -3 -2 -1 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

Baseline Wave #1 Wave #2 Wave #3 Wave #4

- Treatment - Generalization
Passing Declines Over Time

Drivers Passing by Site Type and Week

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!

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