

STEP

Safe Transportation for
Every Pedestrian



STEP UP Campaign for Pedestrian Safety

Becky Crowe, FHWA Office of Safety
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May 27, 2020

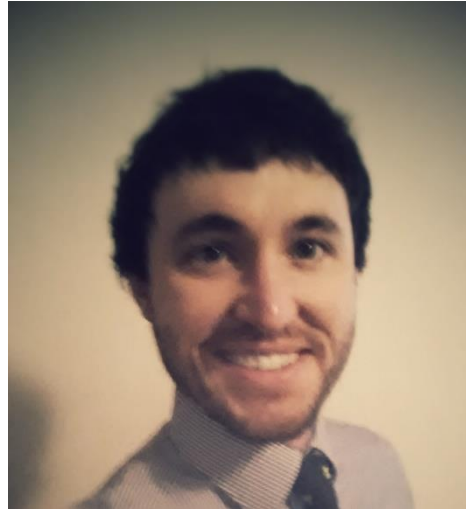


U.S. Department of Transportation
Federal Highway Administration

Meet the Panelists



Becky Crowe
**FHWA Office of
Safety**



Wayne Emington
**FHWA Maine
Division Office**



Patrick Adams
Maine DOT

Housekeeping

- ⇒ **Submit your questions**
- ⇒ **Webinar archive: www.pedbikeinfo.org/webinars**
- ⇒ **Certificates and professional development hours**
- ⇒ **Follow-up email later today**
- ⇒ **Join us on June 4 for a session on [Developing and Delivering Pedestrian Safety Projects](#)**



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Center for Accelerating Innovation



Safe Transportation for Every Pedestrian (STEP)



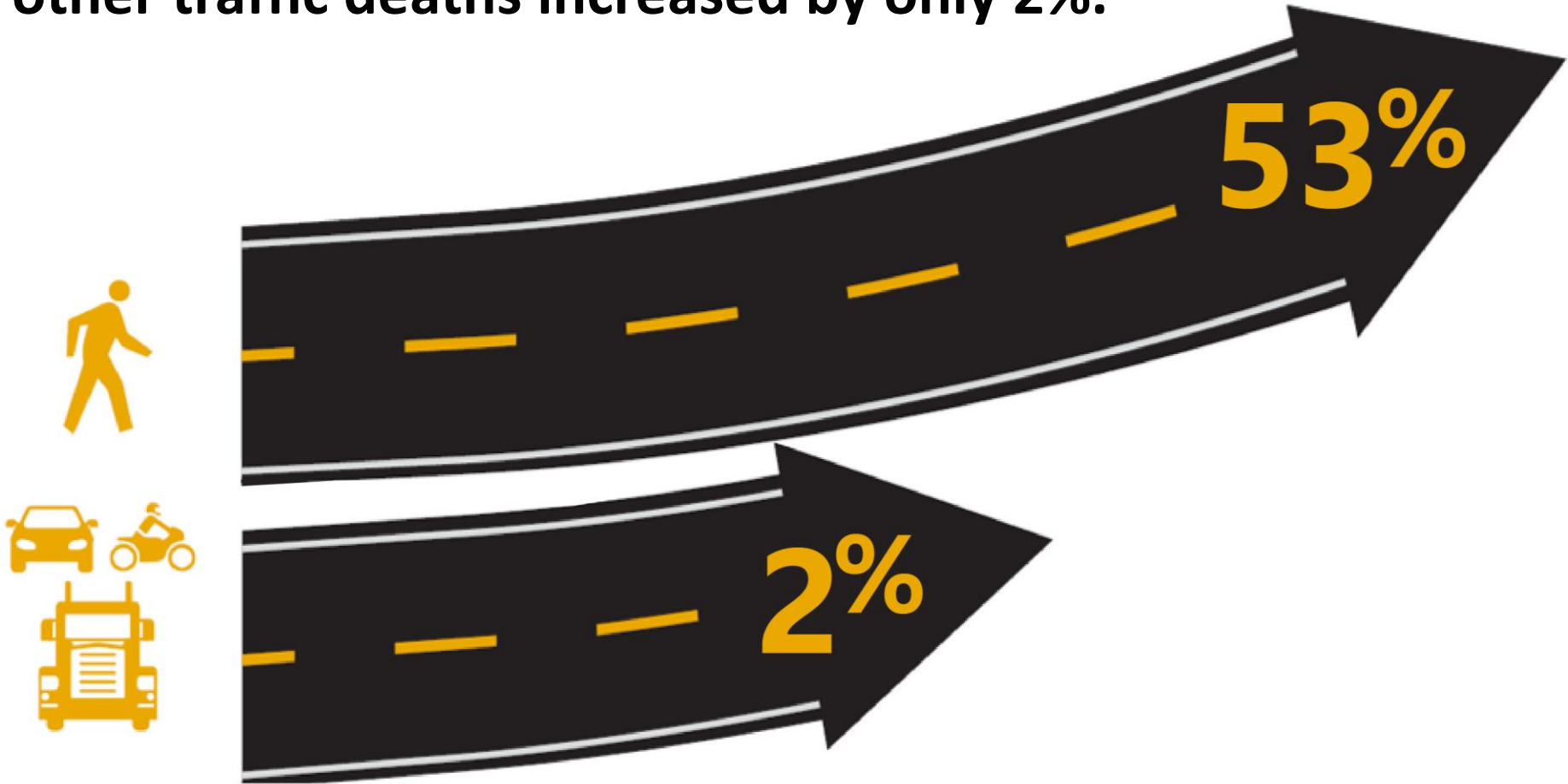
The Spectacular Seven

STEP

Safe Transportation for Every Pedestrian



**Pedestrian fatalities increased by 53% from 2009-2018,
while all other traffic deaths increased by only 2%.**



As pedestrian fatalities rise, the STEP program will promote a **marketing campaign** with the slogan “**STEP UP**” to advance **proven safety countermeasures** and highlight **stakeholders** improving pedestrian crossings.



Campaign Themes to Advance STEP Countermeasures

1. Nighttime

- Visibility Enhancements, RRFBs

2. Non-intersection/midblock

- PHBs, Road Diets

3. Older/vulnerable pedestrians

- Refuge Islands, LPIs, Raised Crosswalks



Current STEP Resources

CROSSWALK VISIBILITY ENHANCEMENTS CAN REDUCE CRASHES BY 23-48%

U.S. Department of Transportation Federal Highway Administration

Source: https://safety.fhwa.dot.gov/ped_bike/step/docs/techSheet_VisEnhancements2018.pdf

RECTANGULAR RAPID FLASHING BEACONS CAN REDUCE PEDESTRIAN CRASHES BY 47%

U.S. Department of Transportation Federal Highway Administration

Source: http://www.stepup.fhwa.org/onlinepubs/hcthp/docs/NCMHP20-684_17-01.pdf



Pedestrian Hybrid Beacon (PHB)

SAFE TRANSPORTATION FOR EVERY PEDESTRIAN
COUNTERMEASURE TECH SHEET

High speeds and multiple lanes of traffic create challenges for pedestrians crossing at unsignalized locations. PHBs can warn and control traffic at unsignalized locations and assist pedestrians in crossing a street or highway at a marked crosswalk.

PHBs can reduce pedestrian crashes by **55%**

FEATURES:

- Beacons stop all lanes of traffic, which can reduce pedestrian crashes.

OFTEN USED WITH:

- High-visibility crosswalk markings
- Raised islands
- Advance STOP or YIELD signs and markings

A Pedestrian Hybrid Beacon head consists of two red lenses above a single yellow lens. Unlike a traffic signal, the PHB rests in dark until a pedestrian activates it via pushbutton or other form of detection. When activated, the beacon displays a sequence of flashing and solid lights that indicate the pedestrian walk interval and when it is safe for drivers to proceed (see figure on back page).

The PHB is often considered for installation at locations where pedestrians need to cross and vehicle speeds or volumes are high, but traffic signal warrants are not met. These devices have been successfully used at school crossings, parks, senior centers, and other pedestrian crossings on multilane streets. PHBs are typically installed at the side of the road or on mast arms over midblock pedestrian crossings.

U.S. Department of Transportation Federal Highway Administration

Safe Roads for a Safer Future

EDC

June 2018, Updated | FHWA-SA-18-064

Publicly-Supported Road Diet Reduces Speeds in Alexandria

Alexandria Department of Transportation and Environmental Services

KEY ELEMENTS:

- Public support
- Speed reduction

stops, and upgraded curb ramps. Staff also presented options for more comprehensive corridor improvements such as a Road Diet, buffered bike lanes, new crosswalks, vehicle turning restrictions, and crosswalk visibility enhancements. In addition to dedicated space for bicyclists and shorter, safer pedestrian crossings at seven locations, the city also identified driver benefits from slower vehicle speeds, increased sight distance, and the addition of a center turn lane.

Figure 1. Pedestrian crossing at a pedestrian refuge island.⁵

The public engagement effort included public meetings, civic association meetings, meetings with local neighborhood groups, updates to boards and commissions, and meetings with the local high school's Parent Teacher Association (PTA). An online survey captured 760 responses, including 200 project-area residents. Sixty-six percent

For more information, please contact:
Alexandria Department of Transportation and Environmental Services, 703.746.4025. <https://www.alexandriava.gov/TES>

https://safety.fhwa.dot.gov/ped_bike/step

Example Theme

Nighttime

Social Media



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Federal Highway Administration





Federal Highway Administration

Yesterday at 2:00 PM · 🌐

Step up! Most pedestrian fatalities nationwide occur in dark conditions. Poor lighting conditions are a contributing factor in many of these crashes. Appropriate lighting should illuminate pedestrian crosswalks and reduce glare for motorists. [Read more here >](#)



👍 3

4 Shares

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Write a comment...



Federal Highway Administration

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How do you STEP UP?



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Federal Highway Administration

Yesterday at 2:00 PM · 🌐

State DOT STEPs UP to give pedestrians more time to cross! DOT installed refuge islands and in-street signs along Main Street to reduce crash risk. @Agency #FHWA_EDC



👍 3

4 Shares

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💬 Comment

➦ Share



Write a comment...



Federal Highway Administration

Yesterday at 2:00 PM · 🌐

City DOT STEPs UP with advance signs and markings at crosswalks! City installed these low cost safety treatments along Highway to increase visibility at multi-lane crossings. @Agency #FHWA_EDC



👍 3

4 Shares

👍 Like

💬 Comment

➦ Share



Write a comment...



Support STEP UP



Take a photo of STEP improvements in your state or city!



Check https://safety.fhwa.dot.gov/ped_bike/step for STEP UP resources

Send the photo and information (who, what, when, where, and why) about the improvement to Becky Crowe at Rebecca.Crowe@dot.gov

OR

Share your own STEP UP social media post about how your agency improved pedestrian crossings.

@YourAgency
#FHWA_EDC



Add **STEP UP** to your photo!



STEP UP



MaineDOT's Efforts to Improve Pedestrian Safety

October 2016 - Present



MaineDOT

Working Together for Pedestrian Safety



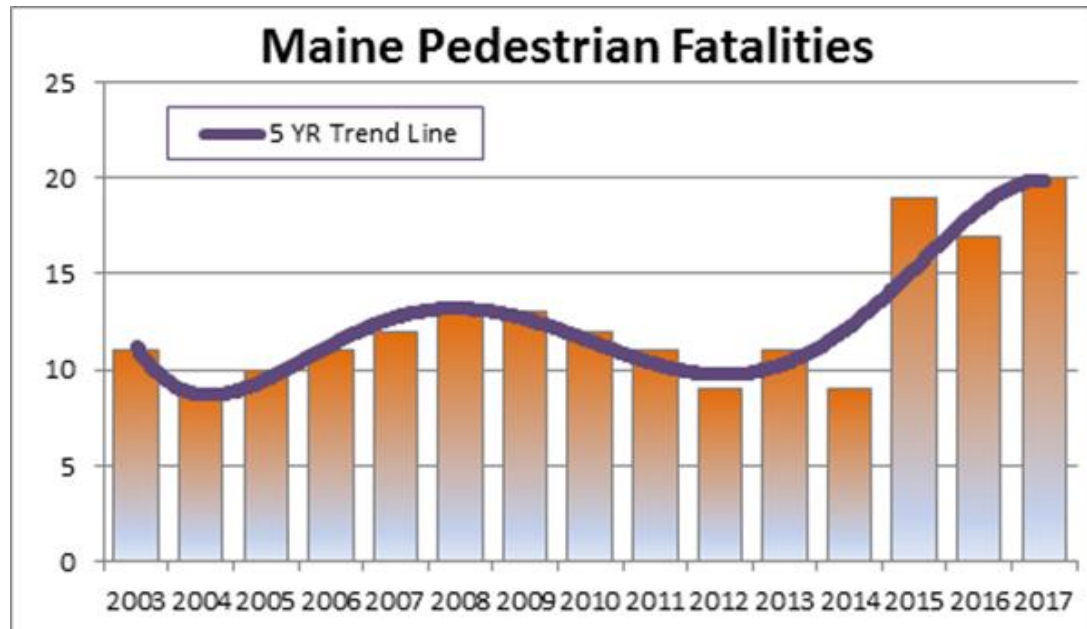
Multi-Agency Work Group



- MaineDOT Maintenance & Operations
- Maine Bureau of Highway Safety
- Maine State Police
- Maine DOL Mobility Specialists
- Maine Developmental Disabilities Council
- Bicycle Coalition of Maine
- Municipalities, FHWA & Planning Organizations
- AAA, AARP, 3M, Brilliant Reflective & Others



21 Focus Communities



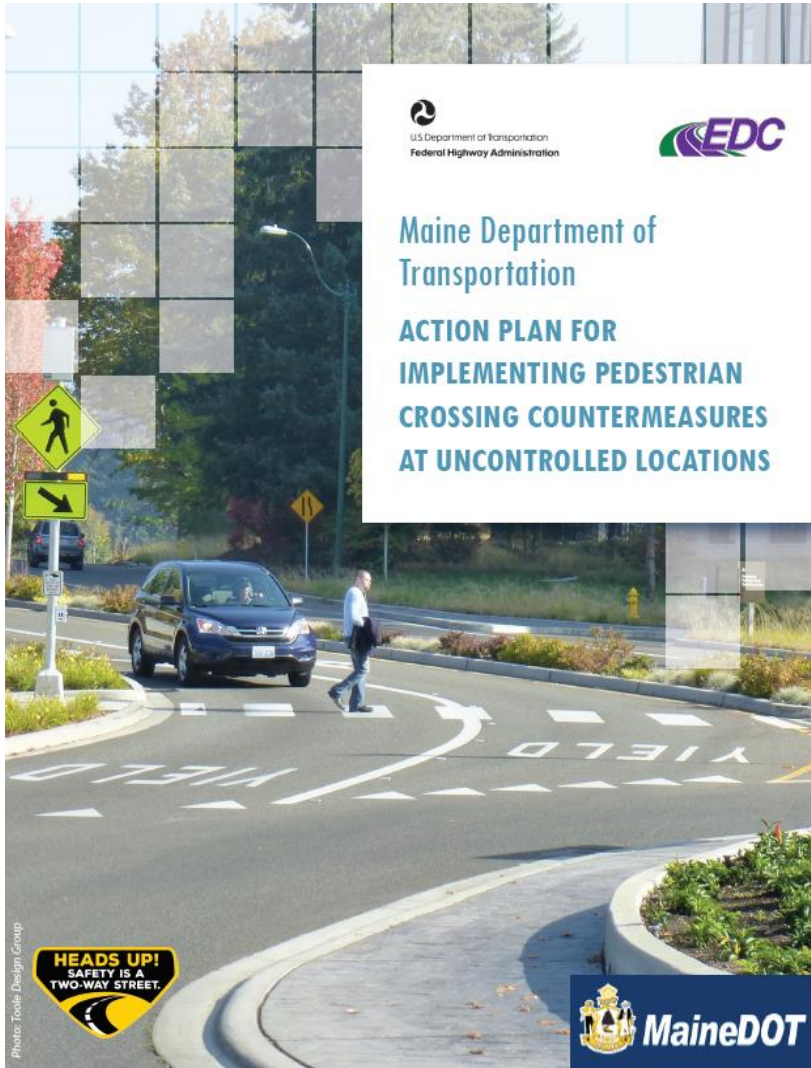
- Worked with MaineDOT Safety Office to review pedestrian crashes for the previous 5-years
- Reviewed Maine's Crash Statistics
- Identified communities with the most pedestrian crashes
 - 29% of state's population
 - 65% of all pedestrian crashes
 - 35% of all pedestrian fatalities

Heads Up! Pedestrian Safety Project



1. Pedestrian Safety Forums
 - Maine's Crash Statistics
 - Pedestrian and Driver Behaviors
 - Identification of Problem Locations
 - Prioritization of Efforts
2. Site Safety Reviews
3. Safer Walking Forums
 - Education
 - Enforcement
4. Pedestrian Safety Mitigation Plans
5. Engagement of Law Enforcement
6. Vulnerable User Outreach

FHWA Special Emphasis State



- Partnered with FHWA early in the process
- Maine Identified as a Special Emphasis State
- EDC-5 STEP Implementation – Moving toward Institutionalization
- MaineDOT & FHWA Collaboration:
 - Developed Pedestrian Action Plan
 - Hosted Pedestrian RSA Training
 - Provided Community Training
 - Facilitated DOT Staff Development Training

Improving Conditions at Problem Locations



The Spectacular Seven

- Low-Cost Spot Safety Improvements
- Dedicated project funding
- Incorporate Priority Recommendations into MaineDOT Work Plan
- Systemic Improvements – RRFBs, Speed Feedback Signs
- Enhanced Education including Safe Routes to School

MaineDOT's Department-Wide Efforts

Local
Roads
Program
Training

CROSSWALKS
&
SIDEWALKS

A breakfast session
on how to improve
pedestrian safety
and comply
with ADA rules



Portable Speed
Feedback Signs

RRFB Initiative



Transit PSA Project



Crosswalk Reviews



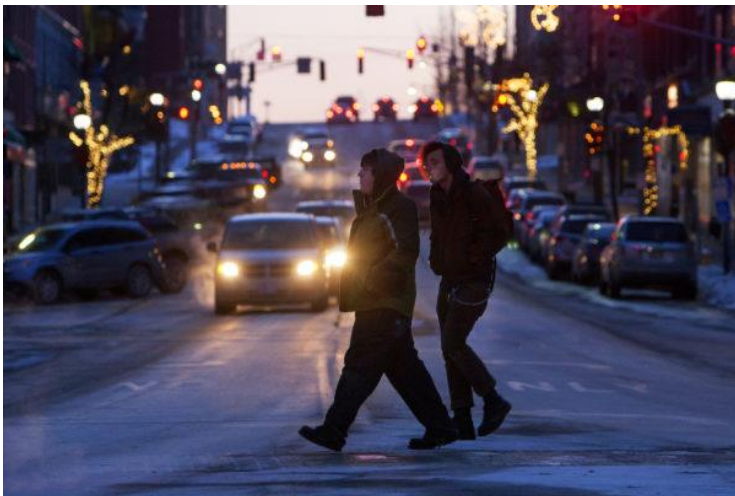
Pedestrian Signage



Outcomes



- Development of Safety Outreach PSAs
- Enhanced Media Coverage
- Greater Community Awareness
- Extensive Municipal Engagement
- Heightened Law Enforcement Activities
- Establishment of Grassroots Advocacy Efforts
- Potential Reductions in Ped Crashes and Fatalities



Send Becky your
STEP UP photos
and information!

For More Information:

Becky Crowe
FHWA Office of Safety
Rebecca.Crowe@dot.gov

Peter Eun
FHWA Resource Center
peter.eun@dot.gov



Upcoming STEP Webinars: Summer 2020

June 4: Developing and Delivering Pedestrian Safety Projects

Late July: Regional Planning for Pedestrian Safety

August: Evaluating Road Diets



Discussion

⇒ **Send us your questions**

⇒ **Follow up with us:**

⇒ **Becky Crowe Rebecca.Crowe@dot.gov**

⇒ **Wayne Emington Wayne.Emington@dot.gov**

⇒ **Patrick Adams Patrick.Adams@maine.gov**

⇒ **General Inquiries pbic@pedbikeinfo.org**

⇒ **Archive at www.pedbikeinfo.org/webinars**