Meet the Panelists

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FHWA Office of Safety

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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
Center for Accelerating Innovation

On-Ramp to 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%

RECTANGULAR RAPID FLASHING BEACONS CAN REDUCE PEDESTRIAN CRASHES BY 47%

Pedestrian Hybrid Beacon (PHB)

SAFE TRANSPORTATION FOR EVERY PEDESTRIAN
CROSSWALK DESIGN TOOLKIT

KEY ELEMENTS:
- Public support
- Speed reduction

PUBLICLY-SUPPORTED ROAD DIET REDUCES SPEEDS IN ALEXANDRIA
Alexandria Department of Transportation and Environmental Services

Figure 1. Pedestrian crossing at a pedestrian refuge island. 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 202 prescreened residents. Additional presentations were given to other venues.

For more information, please contact: Alexandria Department of Transportation and Environmental Services, 540-908-4020, http://www.alexandriavirginia.gov/

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

Nighttime
Pedestrian safety shouldn’t be kept in the dark.

Most pedestrian fatalities nationwide occur in dark conditions.
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 >
How do you STEP UP?
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

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
Support STEP UP

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

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 to your photo!

Check https://safety.fhwa.dot.gov/ped_bike/step for STEP UP resources
STEP UP
MaineDOT’s Efforts to Improve Pedestrian Safety

October 2016 - Present
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

- 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
- Portable Speed Feedback Signs
- RRFB Initiative
- Crosswalk Reviews
- Transit PSA Project
- 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

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