

# STEP

Safe Transportation for  
Every Pedestrian



**every day counts**   
An Innovation Partnership with States



U.S. Department of Transportation  
**Federal Highway Administration**

---

# Speaker

Lauren Blackburn

Senior Project Manager, VHB

[lblackburn@vhb.com](mailto:lblackburn@vhb.com)

---

## STEP Vision

**Vision:** Help agencies provide the safest possible pedestrian crossings to reduce fatalities and connect their communities.

**Mission:** Encourage and assist practitioners in providing safer crossings for all pedestrians through the implementation of appropriate safety treatments at uncontrolled crossing locations.



# STEP UP

**Goal:** Empowering People to Improve Their Lives

**STEP 3:** Which countermeasure(s) should be selected?

**STEP 2:** What type of roadways are people trying to cross?

**STEP 1:** Does our agency want to get pedestrians safely across the road?

---

# The Fabulous Five



Crosswalk Visibility Enhancements



Pedestrian Refuge Islands



Raised Crosswalks



Pedestrian Hybrid Beacon (PHB)



Road Diets

---

# Crosswalk Visibility Enhancements

## High Visibility Crosswalk

### What Pedestrians See



Photo Source all 4: Michael Ronkin



### What Drivers See

---





- Advance yield line (shark's teeth) & sign
- Consider double white lines for no passing

---

# Raised Crosswalks



Photo Source: SRTS Guide



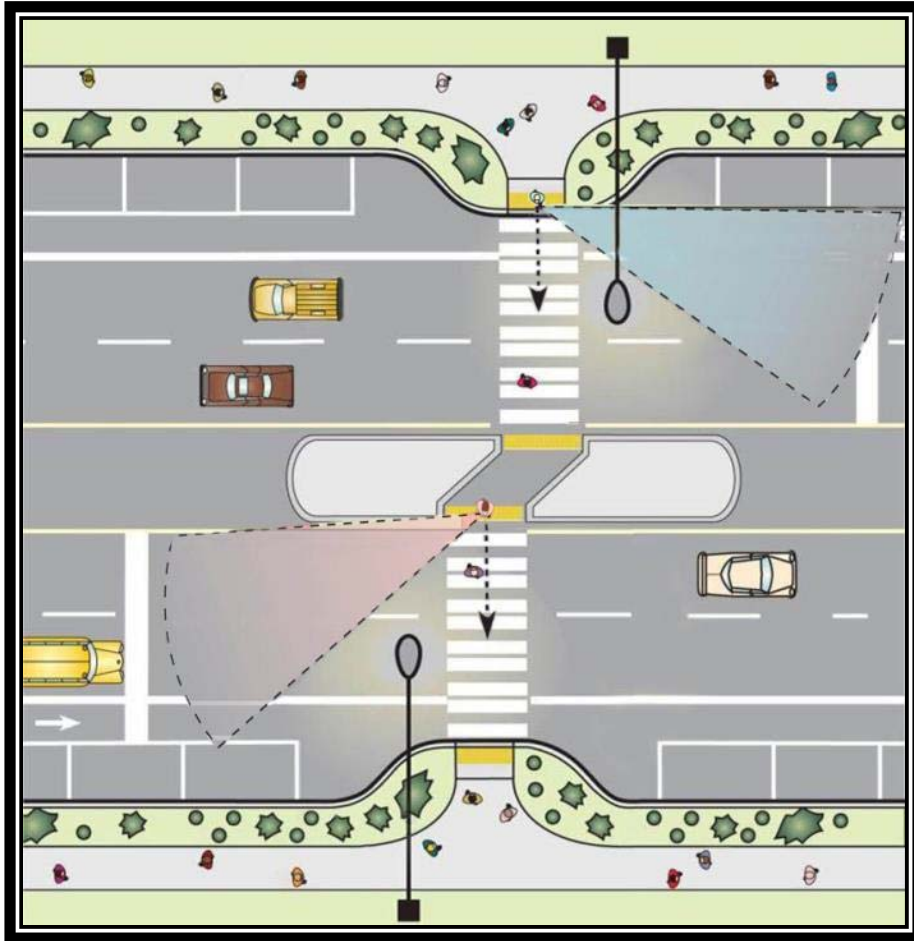
Photo Source: Seattle.gov Crosswalks



# Pedestrian Refuge Islands



## Raised median- Breaks complex crossing into two simpler crossings



CRF: V/P 39%  
unmarked  
crosswalks  
(uncontrolled)

CRF: V/P 46%  
marked  
crosswalks  
(uncontrolled)

# Pedestrian Hybrid Beacons (PHB)



CRF: Vehicle/Pedestrian 69%



1  
Blank for  
drivers



2  
Flashing  
yellow



3  
Steady yellow



4  
Steady red



5  
Wig-Wag



Return  
to 1





---

## Road Diets: Before





## Road Diets: After



---

every day counts 



# State Policy Examples

---

# California

- *Pedestrian Safety Improvement Monitoring Program*
- *Community Pedestrian & Bicycle Safety Training Program (CPBST)*
- “Complete Intersections: A Guide to Reconstructing Intersections and Interchanges for Bicyclists and Pedestrians”

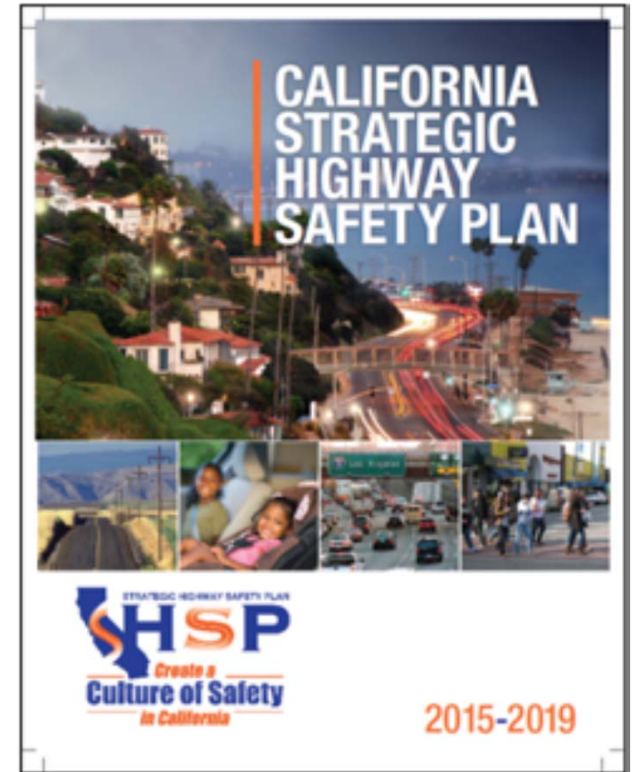
# California

## *Pedestrian Safety Improvement Monitoring Program*

investigated and treated 129 locations

## *Pedestrian Safety Improvement Monitoring Program:*

- element of California's Strategic Highway Safety Plan
- dedicated resources





---

# Oregon

- *All Roads Transportation Safety (ARTS)* pedestrian and bicycle funding program (initiated in 2017)
- *Pedestrian and Bicycle Implementation Plan* (February 2014) – emphasis on corridor projects
- Focus on Raised Median Islands

# Oregon

ARTS program:

- based on benefit cost analysis
- uses a risk factor matrix process to identify spot and systemic treatments



---

# Florida

- *Florida DOT Median Handbook*
- *Integration into other guidance*
  - *Florida DOT Plan Preparation Manual*
  - *Florida DOT Design Standards*
- *Focus on raised medians*

# Florida

## *Florida DOT Median Handbook*

- Evidence-based
- Integrated into other design guidance
- Considers benefits to traffic operations, pedestrian safety, vehicular safety and traffic flow/operations

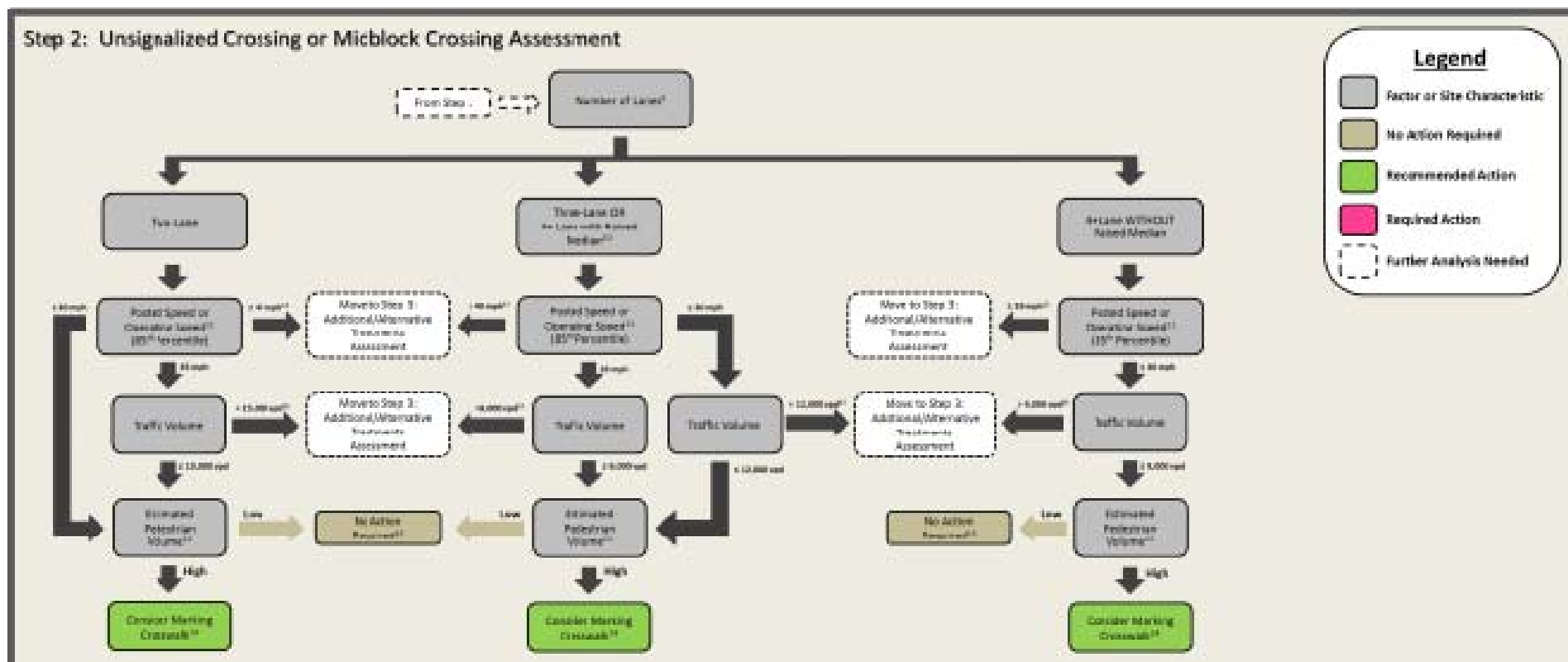
every day counts 





# North Carolina

## *Pedestrian Crossing Guidance Decision Support Tool*



---

# North Carolina

Focus on mid-block  
unsignalized crosswalks

Classroom training and  
implementation  
support



---

# Arizona

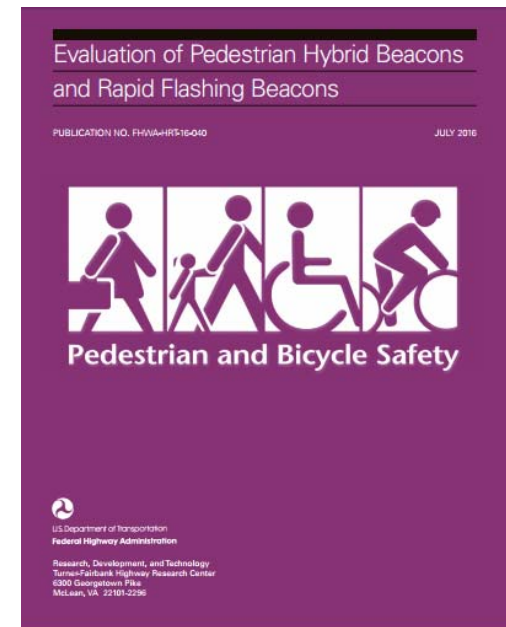
- *Pedestrian Hybrid Beacons (PHB/ HAWKS) Installations and Operation*
- Tucson had over 114 PHB's installed as of June 2012.

# Arizona

Implementation has been complimented by outreach and promotion

## Instructional Video

<https://www.azdot.gov/media/blog/posts/2015/04/23/understanding-the-pedestrian-hybrid-beacon>





---

# Key Elements for Pedestrian Countermeasure Policies

- Evidence/Data Driven
- Documented Procedures
- Outreach and training
- Integration into broader transportation programs and design guidance



every day counts 



- Investigate State and local policies
- Develop a “Model Policy” for implementation of pedestrian countermeasures
- Webinars and Outreach – Share the Model Policy
- Additional technical assistance

## Next STEPS

---

**every day counts** 



## **FHWA EVERY DAY COUNTS 4 / STEP**

**For Additional Information Contact:**

**Becky Crowe**  
**FHWA Office of Safety**  
**(804) 775-3381**  
[Rebecca.Crowe@dot.gov](mailto:Rebecca.Crowe@dot.gov)

**Peter Eun**  
**FHWA Resource Center**  
**(360) 753-9551**  
[Peter.Eun@dot.gov](mailto:Peter.Eun@dot.gov)

---

every day counts 



# Q & A Discussion