



TECHNICAL SUMMARY

Questions?

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PROJECT COST:

\$177,226



Signs displayed significant improvements in drivers stopping for pedestrians at measured sites.

Taking an Integrated Approach to Pedestrian Crosswalk Safety

What Was the Need?

Across Minnesota and the nation, pedestrian safety has emerged as a growing public concern. In 2004, 10.9 percent of traffic-related deaths nationwide were pedestrian fatalities; by 2013, that number had risen to 14.5 percent.

In 2016, there were 60 pedestrian fatalities in Minnesota, the highest number since 1991. In the first three months of 2019 alone, there were 14 pedestrian deaths in the state. The trend is also evident in St. Paul. In recent years, the St. Paul Police Department (SPPD) and community partners developed the [Stop for Me Campaign](#) to apply strategies that some studies have shown to be effective in raising driver awareness of pedestrian rights and possibly in changing driver behavior. The campaign's approach employed several integrated strategies and showed some success.

MnDOT and community partners sought to learn the effectiveness of employing multiple strategies in changing drivers' yielding behavior at crosswalks over an extended period through a project with a multifaceted, integrative approach.

What Was Our Goal?

A recent National Highway Traffic Safety Administration (NHTSA) [study](#) demonstrated that an aspect of driving culture could be changed on a citywide basis using a multifaceted program applying psychological behavior principles at a community level. The objective of this project was to review St. Paul's effort to improve pedestrian safety and investigate whether a program similar to that in the NHTSA study could be applied to change drivers' behavior yielding to pedestrians.

What Did We Do?

Researchers at the University of Minnesota [HumanFIRST](#) Laboratory reviewed the literature for best practices in pedestrian safety and compared current practices and data collected in St. Paul.

In collaboration with the SPPD and St. Paul Public Works, researchers then selected 16 marked, unsignalized crosswalks in St. Paul that were suitable for the study. They initially collected data about existing driver compliance with crosswalk laws at these sites, creating a baseline.

Researchers and community partners together created a multidisciplinary program to engage the public about pedestrian safety through a phased approach lasting 18 months. The program incorporated the following efforts:

- **Education:** Outreach efforts to reach a broad audience throughout St. Paul about pedestrian risks and the crosswalk laws included widely distributing flyers and electronic educational materials, connecting with organizations (such as schools), contacting stakeholders, and interacting with local media, such as TV and radio.

Working closely with community partners, researchers implemented a multifaceted approach to increase drivers' compliance with pedestrian crosswalk laws. The new approach included education strategies, enforcement efforts and low-cost in-street treatments.

