

# STOP FOR ME

## EVERY CORNER • IT'S THE LAW

### Crosswalk event overview (Saint Paul)

A crosswalk event occurs when an individual or group of individuals promote pedestrian safety by demonstrating the proper use of a crosswalk. During the event, a group of community members legally cross in a predetermined crosswalk following the [Crosswalk Law](#).

While crossing, two individuals may carry a banner displaying a pedestrian safety messages provided by Share the Road or the Stop For Me campaign. This will be visible to pedestrians and motorists as the banner travels through the intersection in the crosswalks, promoting pedestrian safety to drivers and passersby. Other individuals can promote pedestrian safety by following the banner through the crosswalk and passing out pedestrian safety materials.



### How to organize a crosswalk event

#### 1. Choose a date, time and location

**Location** – Consider areas in your community to focus attention on pedestrian safety.

- intersections where high profile crashes have occurred
- outside major venues (e.g. concert/sports facilities)
- near college campuses or schools
- near nursing homes

**Time** – The time of day affects the type of people who will see your event. Consider:

- during morning or evening commute hours
- after a concert/sporting event
- after school

Events can be as long or as brief as you like. One or Two hours is an appropriate duration.

**Date** – October is typically the deadliest month for pedestrians. International Walk to School Day is October 5, 2016. International Bike to School day is May 4, 2016. View more details at [www.walkbiketoschool.org](http://www.walkbiketoschool.org). Pedestrian safety can be promoted year-round. Holidays often bring increased pedestrian traffic in shopping areas.



## **2. Recruit volunteers, invite officials, and notify law enforcement**

You need at least four volunteers to be present throughout your crosswalk event. In addition, invite other local dignitaries who could attract attention to your event: the mayor, city council member, news personality, school board chair, etc.

The Stop For Me campaign works with the St. Paul Police Department and scheduling of events will coordinate police resources to be present at the event. The presence of uniformed officers doing enforcement, while citizen volunteers cross the street and conduct education, increases public perception of the event's importance to safety and it is a great partnership opportunity between law enforcement and the community.

Send reminders to all participants and volunteers a few days before including instructions, meeting destination, time and date. Share event talking points (see page 5 for sample).

## **3. Spread the word**

Contact local organizations and groups, business organizations, libraries, and schools to participate and help promote your crosswalk event. Send announcements to local newspaper, television, and radio stations. Provide the date, time and location of your walk. Include your contact information. A sample press release is available at [www.sharetheroadmn.org](http://www.sharetheroadmn.org).

Ask local coffee shops, community centers, schools, restaurants and bars to display Share the Road posters available at [www.sharetheroadmn.org](http://www.sharetheroadmn.org).

Consider using social media to publicize your event. Many neighborhoods have active Facebook groups where you can post event details and solicit volunteers. Another option is to create your own Facebook group to promote pedestrian safety. From here you can invite people to events and share photos. Consider posting the event details in advance at all corners of the intersection. Many pedestrians use the same route regularly and they may be interested in supporting your event.

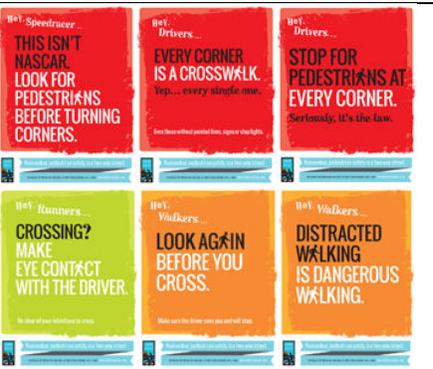
Encourage participants to dress for the weather and consider light-colored clothing to improve visibility.

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### 4. Order and print materials

The following materials are available to support your event on [www.sharetheroadmn.org](http://www.sharetheroadmn.org) under the "Campaign Materials and Resources" tab:

Material	Description of material	Visual of material
Pedestrian safety banner	Order one of MnDOT's banners to borrow.	
Pedestrian safety fact sheet	Download and print as many 8.5" x 11" copies as you need.	
T-shirt artwork	Download the artwork and order your own t-shirts to wear during your event.	
Pedestrian safety posters	Download and print as many as you need. These can be posted at businesses near your crosswalk event.	



The following materials are available to support your event in Saint Paul on [www.smart-trips.org/for-advocates/about-st-paul-walks](http://www.smart-trips.org/for-advocates/about-st-paul-walks):

Material	Description of material	Visual of material
Car magnet	Car magnets to provide to those who take the pedestrian pledge (contact <a href="mailto:emma@smart-trips.org">emma@smart-trips.org</a> or visit 55 E 5th St Suite 202, St. Paul, MN)	
Pledge sheet	Print copies of the pledge to be completed by volunteers at your event.	

### 5. Additional Materials:

Certain materials can help increase the success of your event if you have access to them:

- A folding table is helpful for organizing and displaying materials.
- Clear tape to secure print materials to the table.
- Water for participants.
- Additional signage can increase the visibility of your event. Picket-style signs are easy and inexpensive to make. Another alternative is handheld poster boards.

### 6. During your crosswalk event

Arrive 15-20 minutes early to your intersection. Allow people to arrive and group together safely on the sidewalk at the determined crosswalk location. Review all notes below before asking volunteers to enter the roadway. The St. Paul Police Department will be on hand to do a safety briefing.

- Review the Crosswalk Law with volunteers. Safety is key! No volunteer should ever enter the roadway in a manner that is illegal or unsafe. Any materials should be distributed only to pedestrians; do **NOT** approach motorists inside vehicles.

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- Review talking points (see page 5 for sample). Highlight general campaign information and pedestrian safety tips that can be shared with passersby.
- Provide instructions for carrying the banner or other signs. Emphasize that the point is to be visible and legal; not to cause traffic disruptions.
- Volunteers should stay back from the intersection until they plan to cross. When ready to cross, use body language to make it clear that you intend to cross (a good way to do this is by standing with one foot off the curb and directly facing the opposite side).
- If a motorist does not stop after time is provided for them to safely yield, you may improve their compliance by holding out a hand in a "stop" gesture.

All crossing event volunteers must follow MN Crosswalk Law at all times. Key points of the law include:

- Drivers must stop for crossing pedestrians at marked crosswalks and at all intersections without lines, signs, or stop lights.
- Pedestrians must obey traffic signs and signals at all intersections that have them.
- Vehicles stopped for pedestrians can proceed once the pedestrian has completely crossed the lane in front of the stopped vehicle.
- Pedestrians must not enter a crosswalk if a vehicle is approaching and it is impossible for the driver to yield. There is no defined distance that a pedestrian must abide by before entering the crosswalk; use common sense. For comparison, consider your arrival at the crosswalk to be a yellow light for motorists. On a 30 mph road, this is approximately ½ block or 193 Feet.
- When a vehicle is stopped at an intersection to allow pedestrians to cross the roadway, drivers of other vehicles approaching from the rear must not pass the stopped vehicle.

Note: Share the Road teaches common sense behaviors and encourages drivers to look for pedestrians in the crosswalk, stop for pedestrians in the crosswalk, and stop for pedestrians demonstrating the intent to cross. By law, individuals can only expect drivers to stop when they are within a crosswalk. If it looks like traffic is becoming backed up, encourage volunteers to take breaks from crossing and engage with pedestrians around them. Volunteers that are not crossing through the intersection should distribute Share the Road materials to passing pedestrians.

### **7. Record the positive effect of your event**

Take photos and videos during your event. Use social media to distribute these during and after your event.

### **8. After the event**

St. Paul Police and the volunteers will conduct a debrief session, documenting the successes and challenges observed. The Police will also forward a summary of the enforcement actions to the coordinator of the event. This can be shared with all the volunteers. Continue to track media coverage in relation to your event. Thank your volunteers!

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### Sample talking points

#### General

- Pedestrians and motorists are equally responsible for pedestrian safety. We ALL must take responsibility to follow the law, pay attention and share the road.
- EVERY intersection is a crosswalk, whether or not it has lines, signs or stop lights.
- Traffic fatalities have been steadily decreasing over the past several years, but the number of pedestrian fatalities in MN remains at about 40 per year.
- Pedestrian safety is an important area to focus on because pedestrians are more vulnerable than motorists who are protected by the vehicle, seatbelts and airbags during a crash.
- This campaign relies on community organizations, schools, public officials and others to spread the word across the state. All pedestrian safety materials and information are available at [www.sharetheroadmn.org](http://www.sharetheroadmn.org).

#### Safety Tips

##### Motorists

- Stop for pedestrians at crosswalks
  - EVERY corner is a crosswalk
- Watch for pedestrians at all times
  - Scan the road and sides of the road ahead for pedestrians
  - Before turning right or left, look in all directions for pedestrians crossing
- Avoid distracted and aggressive driving
  - Put away cell phones, food and make-up
  - When pedestrians are crossing mid-block or in the wrong, stop for them to avoid a crash.
  - Never pass or drive around a vehicle that is stopped for pedestrians

##### Pedestrians

- Look before you cross
  - Make eye contact with the drivers and ensure they see you and will stop
  - Watch for turning and passing vehicles
- Make yourself visible to drivers
  - Stand clear of buses, hedges, parked cars and other obstacles before crossing
  - Cross in well-lit areas at night and wear bright-colored or reflective clothing
- Avoid dangerous and distracted behaviors
  - Don't cross mid-block
  - Remove headphones and stay off cell phones while crossing
  - If intoxicated, don't walk without assistance—a cab ride home may be a safer option



### **Crosswalk law highlights**

- Drivers must stop for crossing pedestrians at marked crosswalks and at all intersections without lines, signs, or stop lights.
- Pedestrians must obey traffic signs and signals at all intersections that have them.
- Vehicles stopped for pedestrians can proceed once all pedestrians have completely crossed the lane in front of the stopped vehicle.
- Pedestrians must not enter a crosswalk if a vehicle is approaching and it is impossible for the driver to stop. Approximately ½ block or 193 feet, use common sense.
- When a vehicle is stopped at an intersection to allow pedestrians to cross the roadway, drivers of other vehicles approaching from the rear must not pass the stopped vehicle.

Note: Share the Road teaches common sense behaviors and encourages drivers to look for pedestrians in the crosswalk, stop for pedestrians in the crosswalk, and stop for pedestrians demonstrating the intent to cross. By law, pedestrians can only expect drivers to stop when they are within a crosswalk.

### **Crash Facts**

- Motorist behaviors cause about half of all pedestrian-vehicle crashes and pedestrian behaviors cause the other half.
- Pedestrian-vehicle crash rates are highest during morning and evening rush hours. The number of severe crashes spikes at 2 a.m.
- The majority of pedestrian fatalities on Minnesota roads are males. We see a spike between the ages of 20-24, but fatalities happen to all ages.
- The majority of crashes occur at intersections. Of these, the majority are at signalized intersections. One-third of all motor vehicles involved in pedestrian crashes were making a left or right turn.
- The majority of crashes occur on low-speed roadways (35 mph or less) and in urbanized areas, particularly Hennepin and Ramsey counties. The most severe and fatal crashes disproportionately occur in rural areas compared to population size.
- Motorist behaviors that primarily cause pedestrian-vehicle crashes include failure to yield, inattention and distraction.
- Pedestrian behaviors that primarily cause pedestrian-vehicle crashes include inattention, crossing mid-block, walking along the roadway and ignoring sign or signals.