



## 2016 Pedestrian Safety Campaign

### **The Campaign.**

Stop For Me is a community-led campaign to improve safety for everyone who uses Saint Paul's sidewalks and crosses our streets. The citywide campaign will:

- Bring attention to how often pedestrians take their life into their hands when they cross a street or parking lot.
- Raise awareness that state law requires drivers and cyclists to stop for pedestrians at every intersection, whether or not there is a painted crosswalk or stop light.
- Educate everyone who uses our streets that we need to share the road, show more respect and patience, and recognize that the moment we step out the door, we are all pedestrians.

### **Your Role.**

Stop For Me is an opportunity for community members to identify dangerous intersections, then take action to make them safer. We are asking your District Council to recruit 6-8 neighbors who will participate in "safe crossing demonstrations" at one or more risky intersections in your part of town. Saint Paul police officers will be on hand to issue warnings and tickets as necessary. The crosswalk demonstrations are a great chance for neighbors to work together to make their streets safer. Community action brings satisfaction.

### **Facing Reality.**

Walking is the most basic way we get around – to go to the store, to the park, to school or work, to catch the bus, to exercise, to walk the dog. But many people are justifiably afraid to cross streets. That's because drivers frequently "fail to yield" to walkers, regardless of state law. There are too many collisions and close calls. We intend to make it clear that drivers must stop for pedestrians – and stop for other drivers who stop for pedestrians. Every crosswalk, every turn, every time.

### **Reducing Pedestrian Deaths and Injuries.**

The number of pedestrian deaths and injuries is going up, not down. In 2015, 40 pedestrians died in Minnesota, and 900 were injured. That's up dramatically from the 17 deaths and 873 injuries in 2014. This year, in January and February alone, 26 pedestrians were hit on Saint Paul streets.

### **Expanding Our Partnerships.**

Stop for Me is a collaboration between District Councils, Saint Paul Police, Saint Paul Walks, and the Metro Area Toward Zero Deaths program. In 2016, other organizations, including Saint Paul's newly launched Safe Routes to Schools, and neighborhood businesses are joining our campaign.

### **Making Saint Paul a Safer, More Walkable City.**

Setting up a "safe crossing demonstration" is simple and easy, with lots of help for first-time participants. To plan a Stop for Me event in your neighborhood, just pick dates and locations, and return the attached sign-up sheet. See the next page for instructions. Our goal is to have more than 30 events in all parts of the city in 2016.



### Scheduling and Organizing a STOP FOR ME Event

Organizing a Stop For Me “safe crossing demonstration” is easy.

1. Identify a point person to lead the planning and serve as the liaison for your event.
  - Contact Sgt. Jeremy Ellison of the Saint Paul Police Department to let him know you are interested in hosting a “safe crossing demonstration.” His email: [jeremy.ellison@ci.stpaul.mn.us](mailto:jeremy.ellison@ci.stpaul.mn.us)
2. Choose dates and locations.
  - Fill out the attached Event Sign-up sheet and return it to Sgt. Ellison.
    - Identify two or three intersections in your district that you consider especially dangerous for pedestrians. We prefer that you pick intersections that do not have traffic signals. Factors to consider include: heavy use by vehicles and/or pedestrians; a history of pedestrians being hit; or a location near a school, library, college campus, popular business, nursing home, or bus stop.
    - At least one location should be at, near, or otherwise related to a school crossing (SRTS funding).
    - Sgt. Ellison will oversee scheduling. If you are planning two crosswalk events, he will schedule them back-to-back, usually with one from 3:00-5:00 p.m. (after school) and one from 5:30-7:30 p.m. (evening rush hour). District Councils should either use both time slots on the selected day or work with another council to fill the second slot. This maximizes the use of police officers, who are hired for overtime to participate in these events.
3. Recruit 6-8 volunteers to participate.
  - The Stop for Me program planning team will provide training and other help if you need it.
  - When the date, time, and location are settled, we will list your event on our master calendar at [www.StopForMe.org](http://www.StopForMe.org). We will invite media to cover your event. And we will talk with you about other ways of spreading the word, including inviting other organizations, businesses, and individuals to join you in promoting pedestrian safety in your neighborhood.
4. Download your **Event Checklist** and **Crosswalk Event Organizing Toolkit**.
  - Stop for Me has developed these tools to help you organize your safe crossing event(s) and make it as effective as possible. To get your Stop for Me event checklist and toolkit, go to [www.StopForMe.org](http://www.StopForMe.org).
    - The checklist leads you through the steps to organize a safe crossing event and provides contact information for Stop for Me team members who can answer questions.
    - The toolkit includes detailed information and suggestions on choosing a location; recruiting, scheduling and training volunteers; spreading the word; ordering and printing informational materials; and sample talking points for participants, including basic information on the state’s crosswalk law and information on the main causes of pedestrian-vehicle crashes.