Partners in Safety & Engagement Pedestrian Safety Campaign

Campaign History

- 2013 – St. Paul Walks & Community Vision
  - District Councils, TLC/Smart Trips
- 2014 – Week long event, community organized, driver pledges
- 2015 – Police involved, week long, advanced planning
  - Pedestrian Safety Week proclamation
2016 Pedestrian Safety Events

- Goal = 34 Events
  - 2 in each District Council

- Actual = 60 Events
  - Some locations had multiple events

- Total Citations Issued
  - 637 – Fail to Stop for Pedestrians
  - 400 – Other Violations

- Warnings Issued
  - 64 – Fail to Stop for Pedestrians
  - 19 – Other Violations
Corridor Champions

- Recruit Community Volunteers
- Invite Elected Officials
- Communicate Event(s)

- 2017 Corridors
  - Rice Street
  - Arcade Street
  - University Ave
  - 7th Street (E and W)
  - Maryland Ave E
2017 Events - YTD
(110 events completed, 900+ Tickets Issues)
Pedestrian Safety Events

• Event Goals & Objectives
  ▫ Increase awareness regarding Ped/Bike safety
  ▫ Reduce the number of ped/bike crashes
    • Specifically fatal & serious injuries
  ▫ Change driver behavior to increase compliance with crosswalk law
Police Crosswalk Enforcement Operation

Pedestrian Safety Events
- Driver Response Collection Process

- Officers do the following for every vehicle stop during a pedestrian safety event:
  - Provide a MN DOT Pedestrian Safety Card
    - Motorist / Pedestrian safety tips
  - Discuss violation and ask “Why didn’t you stop for the pedestrian(s)?”
    - Record the answers using the “STEP” log for data analysis
    - Over 80 % response = “I did not see the pedestrian”
  - Issue a citation or verbal warning based on circumstances
Best Practices

• **Education + Enforcement = Changing Behavior**
  ▫ St. Paul Police Department provide enforcement
  ▫ St. Paul District Councils & Community Volunteers provide education

• **More than 1 E to solve the problem**
  ▫ Work closely with Engineering

• **Summary reports done for every event**
  ▫ Reviewed by Steering Committee and City Engineers
  ▫ Provides Immediate feedback to community
Best Practices

• Collaboration with other agencies
  ▫ White Bear Lake PD
  ▫ City Attorney
  ▫ Courts

• Maximize budget and funding opportunities
  ▫ Group events, Cinco De Mayo, Grand Old Days, etc.
Future Goals and Plans

• Citywide Pedestrian Plan
• Vision Zero / TZD
  ▫ City Council Resolution and Plan
• Increased education / outreach
  ▫ Metro Wide Outreach
• Pedestrian Education
  ▫ Reflective Strips (Brilliant)
• U of M / MNDOT Study (Evaluation)
  ▫ Dr. Van Houten & Dr. Morris
Resources & Contact Information

• Events Committee
  ▫ John Mark Lucas (Saint Anthony Park District Council)
    • johnmark@greenway-consulting.com
  ▫ Kat Brown (St. Paul Police Dept. - TZD Supervisor)
    • Kathleen.Brown@stpaul.gov / 651-266-5788 (Office)

• Communications Committee:
  ▫ Michael Johnson (Union Park District Council)
    • Michael@UnionParkDC.org

Websites / Resources:
http://StopForMe.org
http://www.facebook.com/StopForMeStPaul