

# Walk This Way

A Pedestrian Safety Program  
of Safe Kids Springfield



# Program Sponsorship



# Program Components

- Walk This Way (IWTSD) events
- Task Force Grants/Environmental Improvements
- Research Studies
- School Safety Committees/Special Projects
- Halloween Programs
- School Programs year-round
- Community Partnerships

# WTW 2002

- Started with a neighborhood school in east Springfield with a high number of student walkers
- Engaged the SRO
- Decorated the hallways with street signs and pavement tape (coordinated with art classes)
- \$2,000 grant
- Walked to and from school
- Assemblies/School programs: 211 participants
- Walk to School: 87 participants
- Classroom programs for 5<sup>th</sup> graders/school-wide assemblies
- 20 volunteers
- 2 TV stories/1 newspaper story

# 2003 – Portland Elementary

- \$1500 grant
- 2 assemblies
- Approx. 180 of 238 students walked/drop-off
- 287 participants for assemblies
- 1 TV story/1 newspaper story (Opinion story)
- 18 volunteers



# 2004 – Wanda Gray & Campbell

- 2 Schools – over 1190 participants combined
- 4 dignitaries participating
- 2 TV stories
- \$1500 grant
- 23 volunteers
- PE teacher @ WG also did ped safety activities during gym time
- At Wanda Gray, Coordinated it with the opening of Ward Branch Greenways Trail route for afternoon walk
- At Campbell, provided t-shirts for kids & did morning walk
- Used Cyrus the Centipede Curriculum

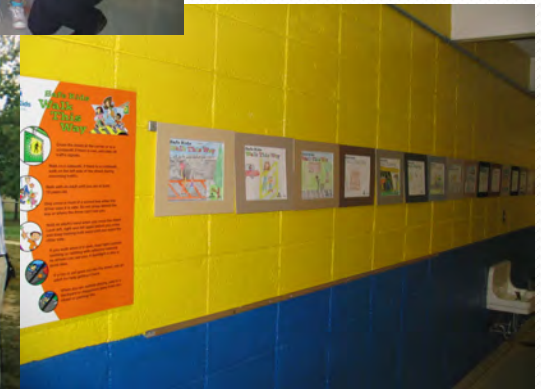


# 2005 – No WTW Event

- Pulled out due to lack of coordination with school officials

# 2006 – Cowden Elementary

- Kicked off poster contest
- School staff already had bike/walk program
- 136 participants
- Started a 2-week safety program
- 3 TV stories/1 radio/  
1 newspaper
- Started participating in SCPC
- \$1500 grant
- Classroom presentations for all grades





# 2007 – Pittman Elementary

- \$1000 grant
- Provided reflective zipper pulls
- 367 participants
- 4 TV stories
- School theme “Get in Gear”
- SGCHD provided pedometers for walkers
- School nurse was key



# 2008 – Bingham Elementary

- Ordered WTW t-shirts for all students & teachers
- Principal contacted us for program
- \$1000 grant
- 167 participants
- No media coverage (VP candidate in town)



# 2009 – Rountree Elementary

- Tip sheets & posters for schools
- FedEx coloring books
- \$500 grant
- 111 participants
- No media (large fire)



# 2010 – Delaware Elementary

- Provided foam board signs
- 233 for school participants; 51 walkers
- 1 TV story
- \$500 grant
- Partnered with COAG group
- Smaller version of program



# 2011 – Field Elementary

- 2<sup>nd</sup> year program
- Coordinated with PTA
- 346 participants





# Task Forces & Pedestrian Improvements

# 2004 Improvements

## Walk This Way Task Forces:

- LED Signal Heads
- Requested \$8,000 grant
- \$2,000 grant from SKUSA; provided City with \$2,500
- Pipkin Middle School & Weaver Elementary projects

## City's Improvements:

- City of Springfield/Greene County – installed fixed speed boards at 5 schools & also purchased 2 portable boards for rotation at other schools
- \$50,000 project funded by City of Springfield's Police & Public Works Depts and by the Capital Improvements Program
- Joint press conferences



# Additional Improvements

- During 2004-05 school year:
  - Doubled fines in school crossing zones
  - Posted notice signs of new 20 MPH zones around schools
  - Mobile boards installed at schools with 3 or more lanes of traffic
  - Miles of sidewalks installed thru  $\frac{1}{4}$  center sales tax program





# 2006 Improvements

- \$10,000 grant from Safe Kids USA/FedEX
- Replaced Walk/Don't Walk with timed signals
- Original plan for 44 Signal replacements
- Revised plan included 84 Signal replacements
- City of Springfield provided \$14,989 for labor
- Greene County provided \$337 for labor
- Total project budget \$25,326
- Served 15 elementary, 4 junior high, and 5 high schools: 13,849 students
- Press conference featured: Mayor, School Superintendent, City Engineer, Springfield Police Dept, FedEx, & Safe Kids Springfield
- 2 TV/1 radio story PRIOR to event
- 4 TV/2 radio/1 newspaper story AFTER event



# 2007 Improvements

- \$10,000 WTWTF grant
- \$5,570 labor provided by City
- 90 signals/signs
- Provided funding for push buttons and corresponding signage
- City of Springfield provided labor



## Pedestrian Signals

**What do the symbols mean?**

 <b>STEADY DON'T WALK</b> <b>DON'T CROSS</b>	 <b>STEADY WALK</b> <b>START CROSSING</b> <small>(Watch for Vehicles)</small>	 <b>FLASHING DON'T WALK</b> <b>DON'T START</b> <small>(Finish Crossing if You've Already Begun)</small>
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**What do the numbers mean?**

**"COUNTDOWN" PEDESTRIAN SIGNAL**

The numbers show how many seconds remain to complete walking in the crosswalk. The countdown starts with the **FLASHING DON'T WALK** signal and continues counting down to the **DON'T WALK** signal.

**Tips for Crossing the Street**

- Look for a push button in the direction you wish to cross. If there is one, **PUSH IT**.
- Wait for the **WALK** signal before you cross.
- LOOK BOTH WAYS** before crossing.
- Walk briskly, but **DON'T** run.
- Watch for turning cars.
- If the **FLASHING DON'T WALK** signal begins, continue to cross. Do not panic. There is enough time to finish crossing safely. If you haven't started crossing, **DON'T** start. Push the button and wait for the next **WALK** signal.

**Frequently Asked Questions**

**Why is the FLASHING DON'T WALK longer than the WALK?**  
The **WALK** signal has long enough to get prepared to cross. The **FLASHING DON'T WALK** has long enough for anyone who has not started crossing to look out for a longer to allow pedestrians to completely cross the street.

**Do I have to push the button?**  
Yes, if a button is present, it must be pushed to activate the pedestrian signal. Without a button, the button, look for the button that you wish to cross. At intersections with no buttons, the **WALK** signal will be displayed on any sign.

**What does the button do?**  
The button tells the utility crew that you would like to cross. If the button is not pushed, the **WALK** signal will not be activated. By pushing the button, the maximum crossing time is extended for pedestrians.

**What if I have questions?**  
If you have questions, or follow the pedestrian signal code you may properly, please call 311 or 800-440-7888.

# 2008 Improvements

- Reflective crosswalk sleeves for school zone and speed zone signs
- \$10,000 WTWTF grant
- \$31,780 project due to sign post deterioration/replacements
- 300 sleeve posts



# 2009 Improvements

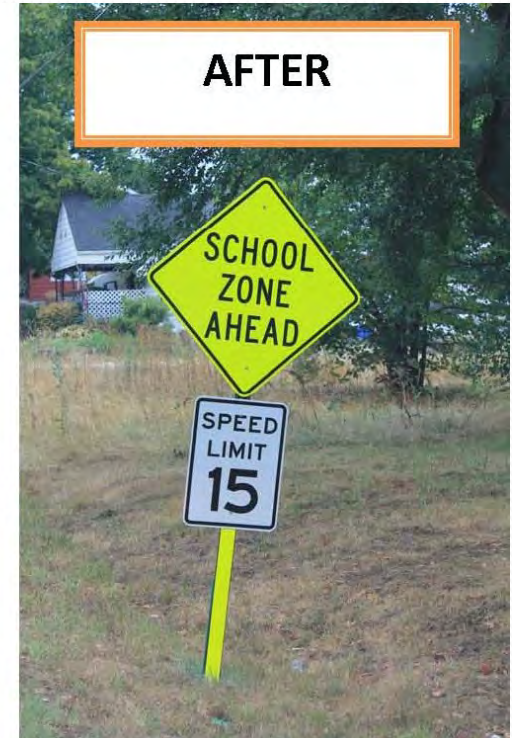
- Continued 2008 project, but included all crosswalk signs
- 300 more sleeve posts

## City Improvements:

- 8 miles of sidewalks
- 27 additional school speed zone signs were equipped with flashing beacons when zone was in effect (\$250,000 funding)



# Regional Improvements-- Humansville



# Regional Improvements-- Strafford

- Coordinated with their SR2S grant for sidewalk



# Regional Improvements-- Billings

- Coordinated with school zone beacon project
- Included red sleeves for 4-way stop at edge of school campus





# Observational Surveys/Research Studies



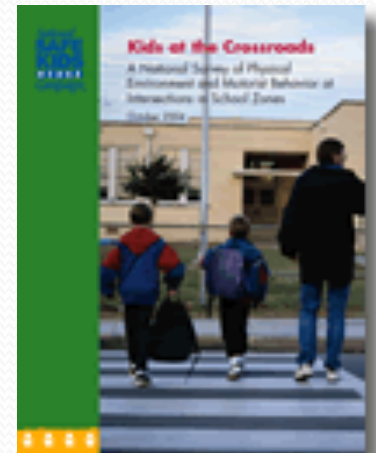
# 2003 Observational Study

- \$250 grant
- 30-minute observations, 4 locations (2 school, 2 residential)
- Stop sign observations
- 72 coalitions (39 states & DC)
- 288 intersections surveyed
- Identified whether vehicles stopped before crosswalk, in or past crosswalk, did a rolling stop, or didn't stop at all
- Results: 45 of vehicles violated stop signs by not coming to complete stop
- Results: At intersections with crosswalks, 25% of vehicles stopped in or past the crosswalk, impeding pedestrian pathways



# 2004 Safe Crossing Observational Survey

- Objective: determine frequency of environmental & behavioral hazards at intersections serving as pedestrian crossing for children on way to school
- \$250 grant/National study
- Identified locations based on crash history & school location near dangerous intersection
- Results: 9 out of 10 crosswalk had at least 1 of 4 common hazards (crosswalks missing or in poor condition, drivers failing to stop/making illegal turns, posted speed limits during school hours of 35 MPH or more, or curb ramps either outside the crosswalk or missing)



# 2008-09 WTW Research Grant— Cherokee Middle School

- \$1000 grant
- Pre-surveys of motorists activities during drop-off and pick-up times
- Posted Distractions Signs (phone, eating, makeup, etc) for 4 months
- Post-surveys of motorists activities
- Worked with sorority students to perform surveys
- National study of 20 middle schools in 15 states
- Results: 1 in 6 drivers distracted; mostly cell phones; more distracted in afternoon





# School Safety Committees

# 2007 School Safety Committee

- \$1000 grant
- Development of pedestrian safety educational materials
- Purchased crosswalk mat carpet & pedestrian signs for teaching classroom education



# 2008 PhotoVoice Project –Marshfield

- \$1,000 grant
- Took children’s group for walk around town
- Kids took pics of “safe” and “unsafe” situations
- Reported concerns to the City (bent signs, inconsistent signage, crosswalks barely visible)
- Received camera with grant
- Purchased camcorder and other project supplies



# 2009 PhotoVoice Phase II – Marshfield

- Make improvements based on concerns identified in Phase I
- City repaired bent signs, repainted crosswalks
- Purchased reflective crosswalk sleeves for City's signs
- Purchased red reflective sleeves for stop signs on school campus
- Replaced crosswalk signs on school campus
- MoDOT provided red stop sign sleeves at City's main 4-way stop & near school zone (donated \$572/labor)
- \$2000 grant

# 2009-2011 School Safety Committee

- Working with Rountree School area to make pedestrian improvements
- Worked with parents to do walking audits
- Completed parent surveys
- City has completed 400' of sidewalks
- 2-year project grant of \$6,500
- Still identifying potential projects







# Halloween, School & Community Partnerships

# Halloween Programs

- Support existing programs through safety device distribution
- Public awareness campaigns
- Press releases
- Social media



# School Programs



# Community Partnerships

- Childhood Obesity Action Group
- School Crossing Protection Committee
- Healthy Living Alliance
- PTA's
- Safe Kids Member Organizations

# Contact Information

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