

# Springfield's Pedestrian Safety Initiative



**SGF  
YIELDS**



**GIVE CROSSWALKS  
100%**

Which does NOT belong?







**AUSTRALIA**

# ICELAND





**JAPAN**



# USA

Figure 2C-1. Horizontal Alignment Signs and Plaques

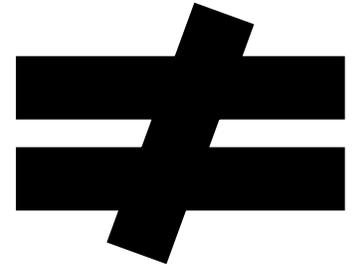


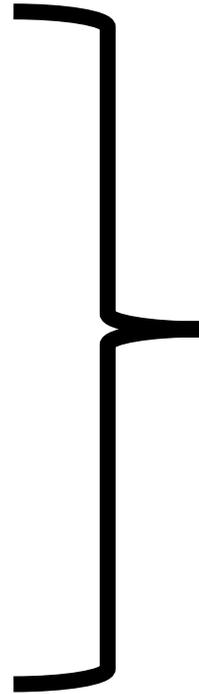
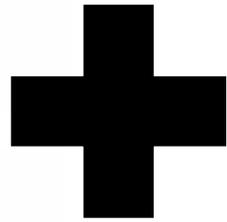
Note: Turn arrows and reverse turn arrows may be substituted for the curve arrows and reverse curve arrows on the W1-10 series signs where appropriate.





# WHAT'S THE DIFFERENCE?



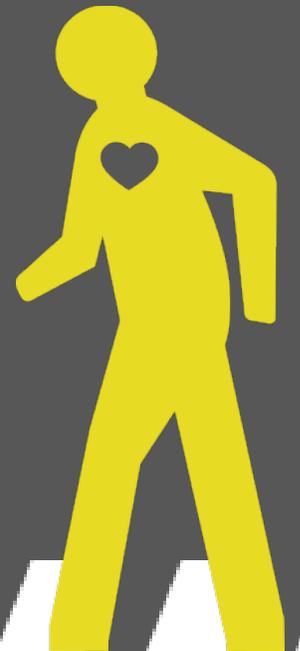


# Springfield Driver Compliance Study:

During a recent Public Works study, only

**1 in 4 drivers**

Yielded to a pedestrian in a crosswalk.



# 2021 Pedestrian Crash Analysis

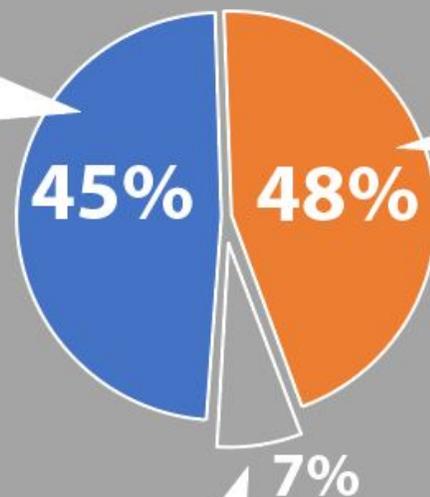


In 2021, there were 60 total pedestrian crashes in Springfield. \*

27 crashes involved:  
**DRIVERS FAILING TO YIELD TO PEDESTRIANS**

In 20 crashes, a person was hit crossing correctly in a crosswalk.

In 7 crashes, a pedestrian was struck in a driveway, on a sidewalk or exiting a school bus.



29 crashes involved:  
**PEDESTRIANS CROSSING INAPPROPRIATELY**

In 24 crashes, a person crossed mid-block.

In 5 crashes, a pedestrian crossed against the light.

**In 4 crashes,** no clear determination could be made.

\* Does not include pedestrian crashes that occurred on private property, such as parking lots, etc.

In 2016, **SPRINGFIELD** received a MoDOT grant for pedestrian safety education.



**\$5,000 Blueprint for Safer Roadways**  
grant through the Missouri Highways and  
Transportation Commission



## BASIC FOCUS:



For Motorists:

**Look for and Yield to pedestrians at crosswalks.**



For Pedestrians:

**Use crosswalks and make smart choices.**



Safer roads in Europe.  
Yes we care!

Hit at **40mph**  
there's a 70% chance I'll die.

Hit at **30mph**  
there's an 80% chance I'll live.

That's why it's **30**

\*Approximate figures

**STREET SMART**  
BeStreetSmart.net

**Pedestrians don't come with airbags.**

Yield to pedestrians when turning.

LIFE COUNTS FOR MUCH.  
SLOW DOWN.

[www.dh.gov.uk](http://www.dh.gov.uk)

LIFE COUNTS FOR MUCH.  
SLOW DOWN.

[www.dh.gov.uk](http://www.dh.gov.uk)

# Mr. Walker

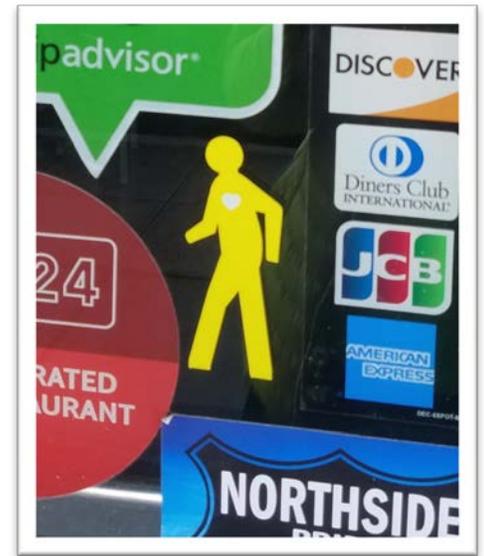


# Heart Signs:





# BRANDING SAFETY



Make "Not yielding" = SOCIALLY UNACCEPTABLE

# PUBLIC EDUCATION

## Ozarks Tonight: SGF Yields



**Use CROSSWALKS** where available and **OBEY TRAFFIC SIGNALS**

You may cross the street, but watch for turning cars.

Time to **FINISH** crossing - But don't start!

Don't cross the street. Push button if available.

Some left turn signals now have flashing yellow arrows rather than green balls. They remind left turning drivers to yield to oncoming traffic.

**STOP. SERIOUSLY!**

Prepare to Stop!

Wait for oncoming traffic & crossing walkers, then go.

It's your turn to go!

**ALWAYS** watch for walkers & yield to them at crosswalks & intersections!

5 mph  
s or  
walking.

Ordinance  
is

Be Bright! Wear bright clothing at night!

**Do at RRFBs**  
(and Flashing Beacon)

Rectangular Rapid Flashing Beacons (RRFBs) are pedestrian-activated flashing devices that can be easily seen by drivers from longer distances. RRFBs increase driver awareness and provide a safer crossing opportunity for pedestrians like you and me!

**WALKERS:**

**1** PRESS THE BUTTON to activate the RRFB lights, so that motorists...

**DRIVERS:**

**1** WATCH FOR PEDESTRIANS when approaching...

# PSAs

Introduction of Mr. Walker and problem



RRFB Education



3 Foot Rule Education



# X-Walk Compliance

=

# Social Norming



**KY3** THE PLACE TO BE

News Weather Sports Marketplace/Advertising Livestream

Home / Local / Article

## Do you stop for pedestrians? Springfield's latest traffic study numbers are in

NEW ACTS IN YEARS TO COME.  
>> TRAFFIC STUDY RESULTS FOR

10:05 71°

By Taylor Frost | Posted: Wed 10:07 PM, May 15, 2019 | Updated: Wed 10:34 PM, May 15, 2019

f t in g+ e p

SPRINGFIELD, Mo. -- The city of Springfield continues to conduct compliance checks at crosswalks throughout town. The first

# X-WALK STUDY SITES

2nd Quarter 2020

## Percent of drivers yielding

Campbell Ave at Pershing 22%

Grant Ave near Talmage 61%

Bennett St at Delaware 39%

Jefferson Ave near Sunset 79%

Grant Ave at Calhoun 4%

Bennett at Prince Lane 34%



**Let Walkers Go First.**



# SCHOOL EDUCATION:

SGF Yields brings pedestrian safety to elementary students





# Remember to **S.T.O.P!**

You can keep yourself and others safe, if you:

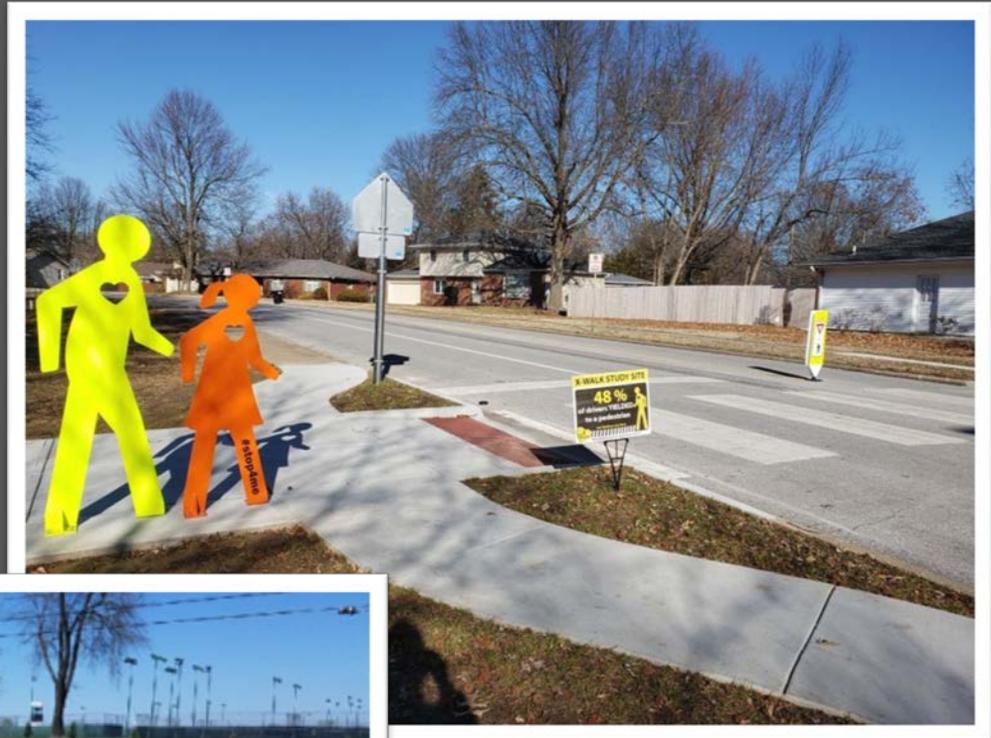
- STOP** what you're doing.
- THINK** - What dangers could I face?
- OBSERVE** - Look around for dangers.
- PROCEED** - If it's safe, walk on.

Who keeps you safe?  
**"I DO!"**



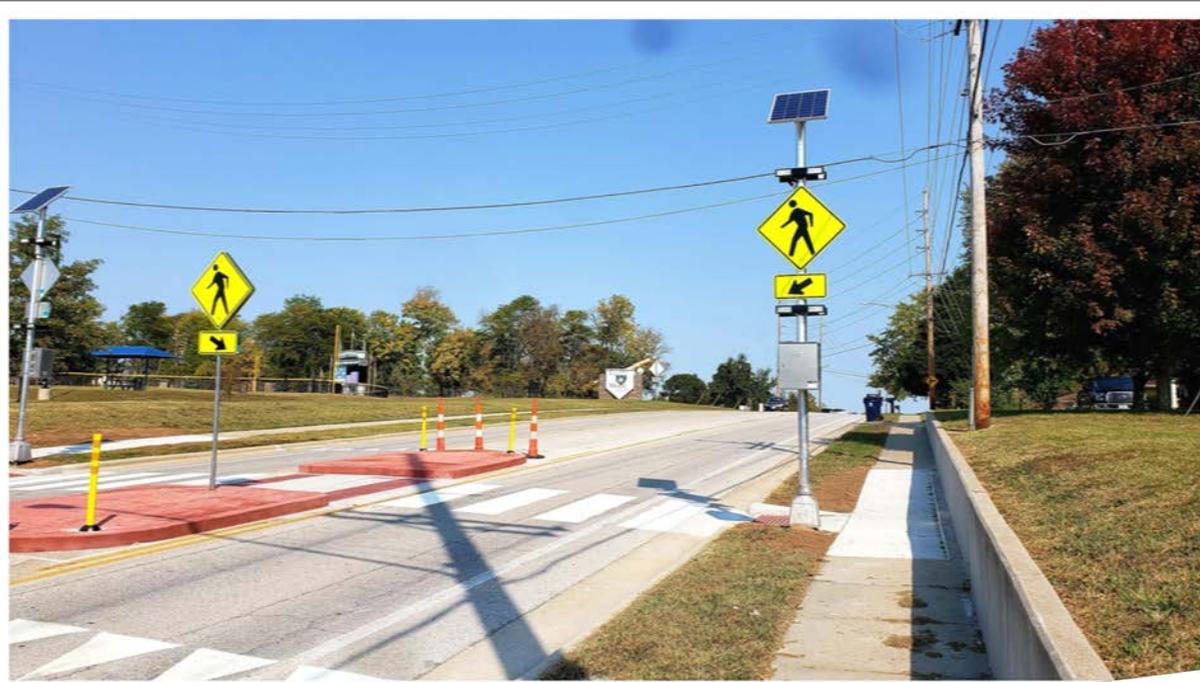


# ENGINEERING for Pedestrian Safety



Highlighting  
new or improved  
crosswalks

# RRFBs



## PEDESTRIAN BEACON Compliance Study Results:

	% drivers stopping for walkers	
	NOW	BEFORE
Grant & Calhoun	73%	4%
Walnut Lawn & Broadway	64%	10%
Blackman & Lomita	95%	No before data. Brand new crosswalk!



Learn more: [springfieldmo.gov/sgfyields](http://springfieldmo.gov/sgfyields)

**WALKERS,**  
NEW Flashing Beacons are here to HELP!

**What to do:**

- 1** PRESS THE BUTTON to activate the RRFB lights, to alert motorists that you are trying to cross.
- 2** MAKE EYE CONTACT with drivers and WAIT until traffic is yielding before stepping out.
- 3** Make sure each traffic lane is clear before you move on to the next.

For more information and safety tips, visit [springfieldmo.gov/sgfyields](http://springfieldmo.gov/sgfyields).

CITY OF Springfield PUBLIC WORKS

SGF YIELDS

**Hey, SGF DRIVERS:**

NEW flashing beacon crosswalks help you notice walkers from a far distance!

REMEMBER to SLOW and YIELD to people at crosswalks.

For more information and safety tips, visit [springfieldmo.gov/sgfyields](http://springfieldmo.gov/sgfyields).

CITY OF Springfield PUBLIC WORKS

SGF YIELDS

**1** PRESS the BUTTON to cross.

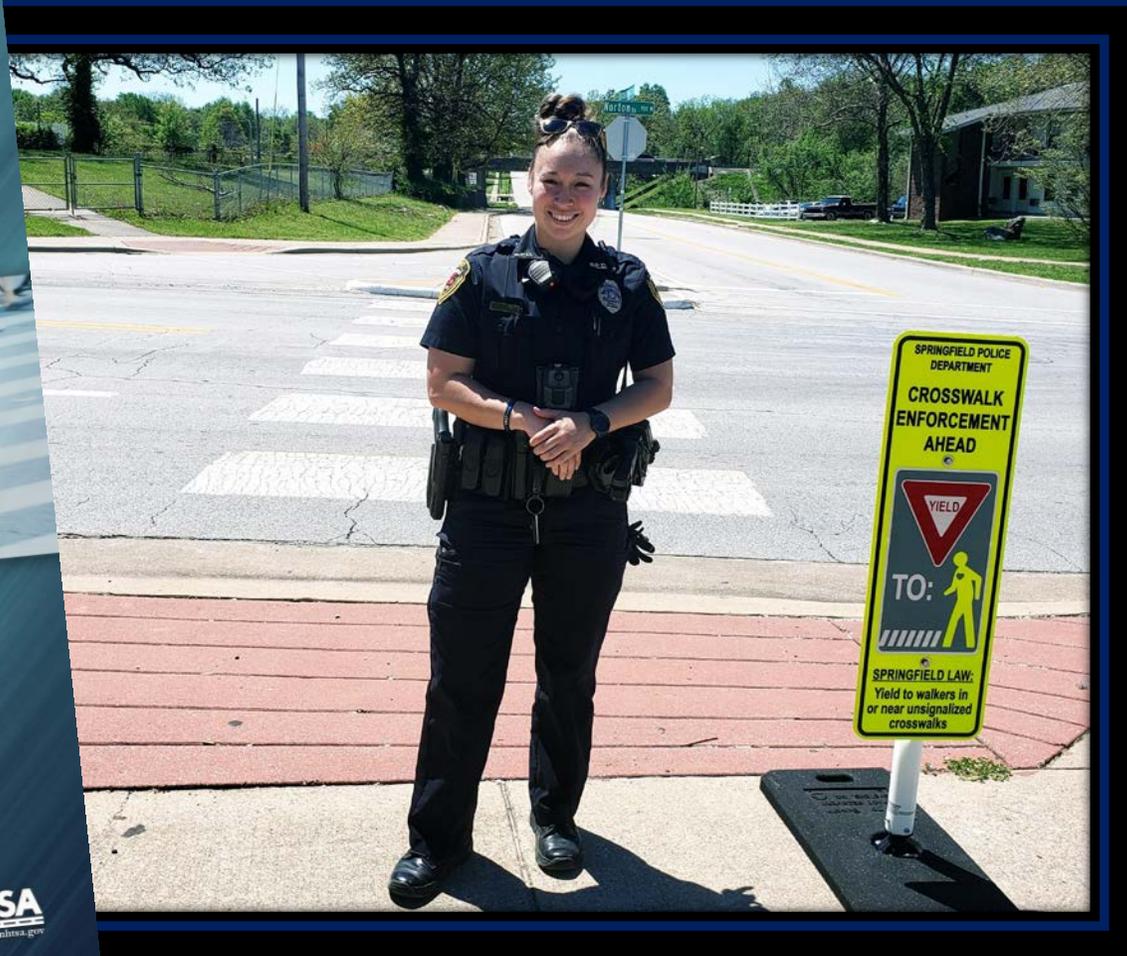
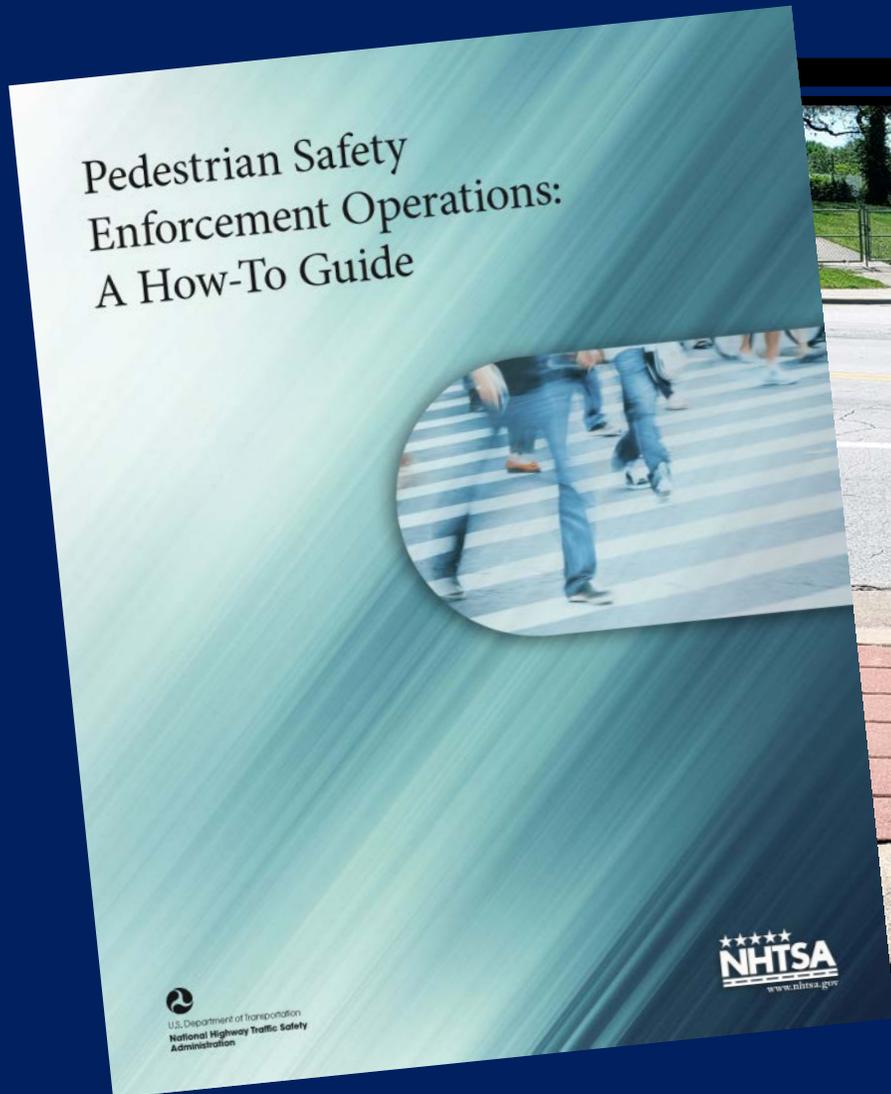
**2** WAIT for ALL CARS to STOP!

PUSH BUTTON TO TURN ON WARNING LIGHTS

springfieldmo.gov/sgfyields

SGF YIELDS

# CROSSWALK EDU-FORCEMENT





# CROSSWALK YIELD CHECKS

A grant funded enforcement partnership with Springfield Police Department.

You have been given a  
**Warning!**

- You failed to yield to a pedestrian who was waiting within 3 feet of a crosswalk or was already in the crosswalk.
- You crossed mid-block or failed to yield to traffic that had the right-of-way. Safety is a two-way street!



**Springfield citizens desire a community that is safe and pedestrian-friendly. Everyone needs to do their part!**

As part of a grant funded by the Missouri Department of Transportation, the Springfield Police Department is conducting "Yield Checks" to help remind drivers and pedestrians to watch out for each other and obey the rules. After a three month warning period, citations may be given out.

Please do your part and adjust your habits. Watch out for walkers and yield to them!

**Learn more about city code requirements on the back of this flyer.**



For safety tips, future enforcement locations and updates, visit [springfieldmo.gov/sgyields](http://springfieldmo.gov/sgyields) or follow us on facebook.

**SGF Yields**  
Published by Kristen Milam · June 28 ·

Heads up, Springfield! [SGF Yields](#) is entering the next phase of the Crosswalk Yield Check program. Beginning THIS WEEK, on Wednesday, June 30, the [Springfield, MO Police Department](#) will begin issuing citations for blatant driver and pedestrian crosswalk violations during weekly Yield Check events.

This week we will be returning to the crosswalk at Sunset Street and Grant Avenue in the [Springfield, MO Mark Twain Neighborhood](#).

Read the full notice: <https://www.springfieldmo...> See More



2,780 People Reached    152 Engagements    — Distribution Score    [Boost Post](#)

5    12 Shares

[Like](#)    [Comment](#)    [Share](#)



# Transparency

## 1. Announce locations

## 2. Put a sign out

**SGF Yields**  
Published by Kristen Milam · Yesterday at 9:19 AM · 🌐

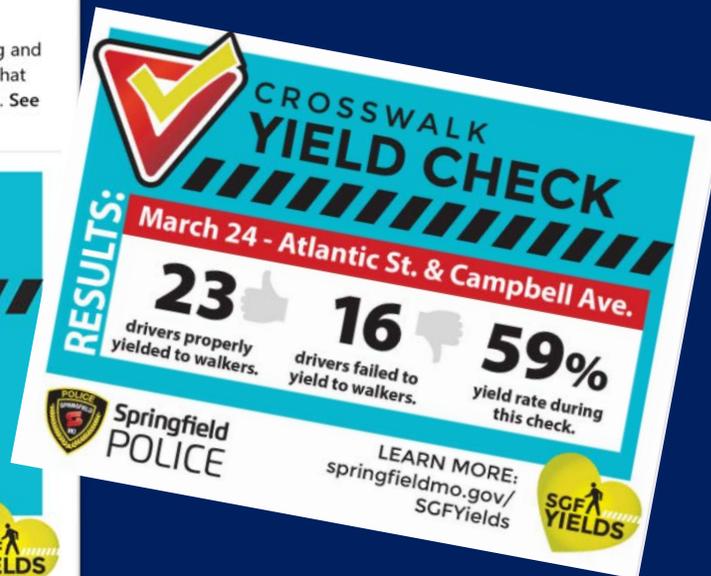
SGF Yields and [Springfield, MO Police Department](#) will conduct a Crosswalk Yield Check the week of March 22 at ATLANTIC STREET & CAMPBELL AVENUE near Reed Middle School in the [Woodland Heights Neighborhood](#).

Posted signage will alert drivers that they are approaching a Yield Check location. Those who are stopped will be provided a warning and educational materials. Officers may also address any pedestrians that do not follow regulations, providing similar warnings and educat... See [More](#)



**CROSSWALK YIELD CHECK**  
**THIS WEEK'S LOCATION:**  
**Atlantic Street & Campbell Avenue**

LEARN MORE:  
[springfieldmo.gov/SGFYields](http://springfieldmo.gov/SGFYields)



**CROSSWALK YIELD CHECK**  
**March 24 - Atlantic St. & Campbell Ave.**

**RESULTS:**

<b>23</b> drivers properly yielded to walkers.	<b>16</b> drivers failed to yield to walkers.	<b>59%</b> yield rate during this check.
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Springfield POLICE

LEARN MORE:  
[springfieldmo.gov/SGFYields](http://springfieldmo.gov/SGFYields)





This quarter,  
**SGF DRIVERS**  
 stopped for walkers

**63%** of the time.

CITY OF Springfield  
 PUBLIC WORKS

#SGFYields [springfieldmo.gov/sgfyields](http://springfieldmo.gov/sgfyields)



LET PEDESTRIANS  
 GO FIRST!




CROSSWALK  
**YIELD CHECK**



# SGF YIELD ACTION GROUP





**WOODLAND HEIGHTS**  
Historic NEIGHBORHOOD

# LANTERN WALK

SGF YIELDS

**Saturday, Oct 16th at 7 p.m.**





# HAPPY CROSSING GUARD APPRECIATION DAY!



# CROSSING GUARD APPRECIATION DAY!

THURSDAY, FEB. 17

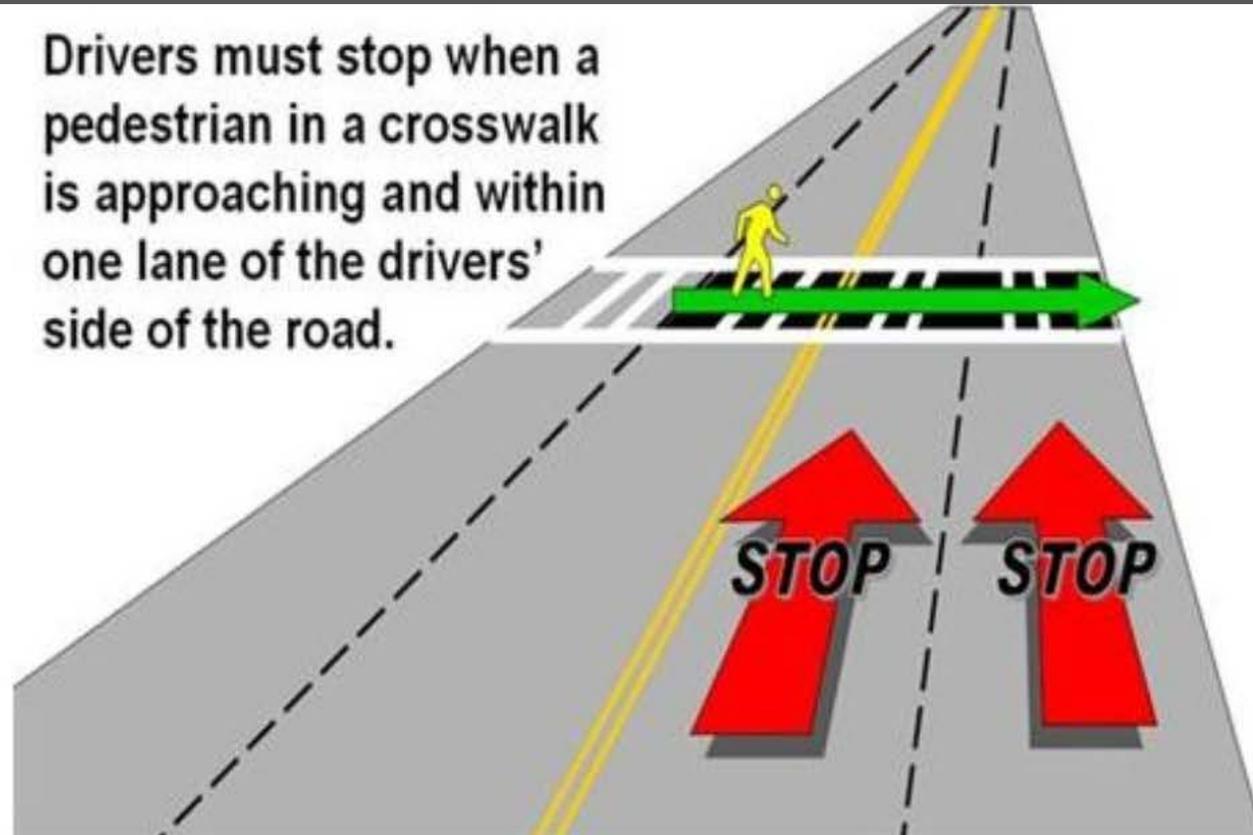
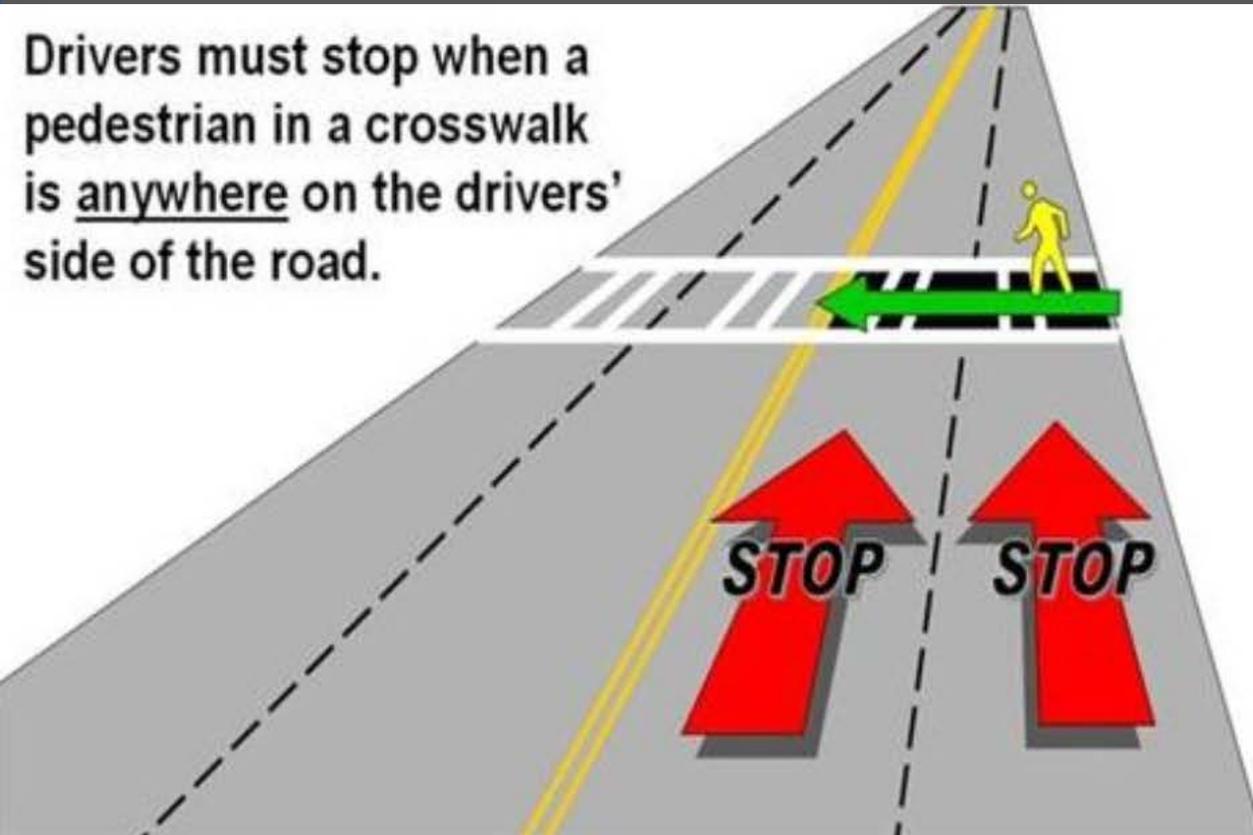


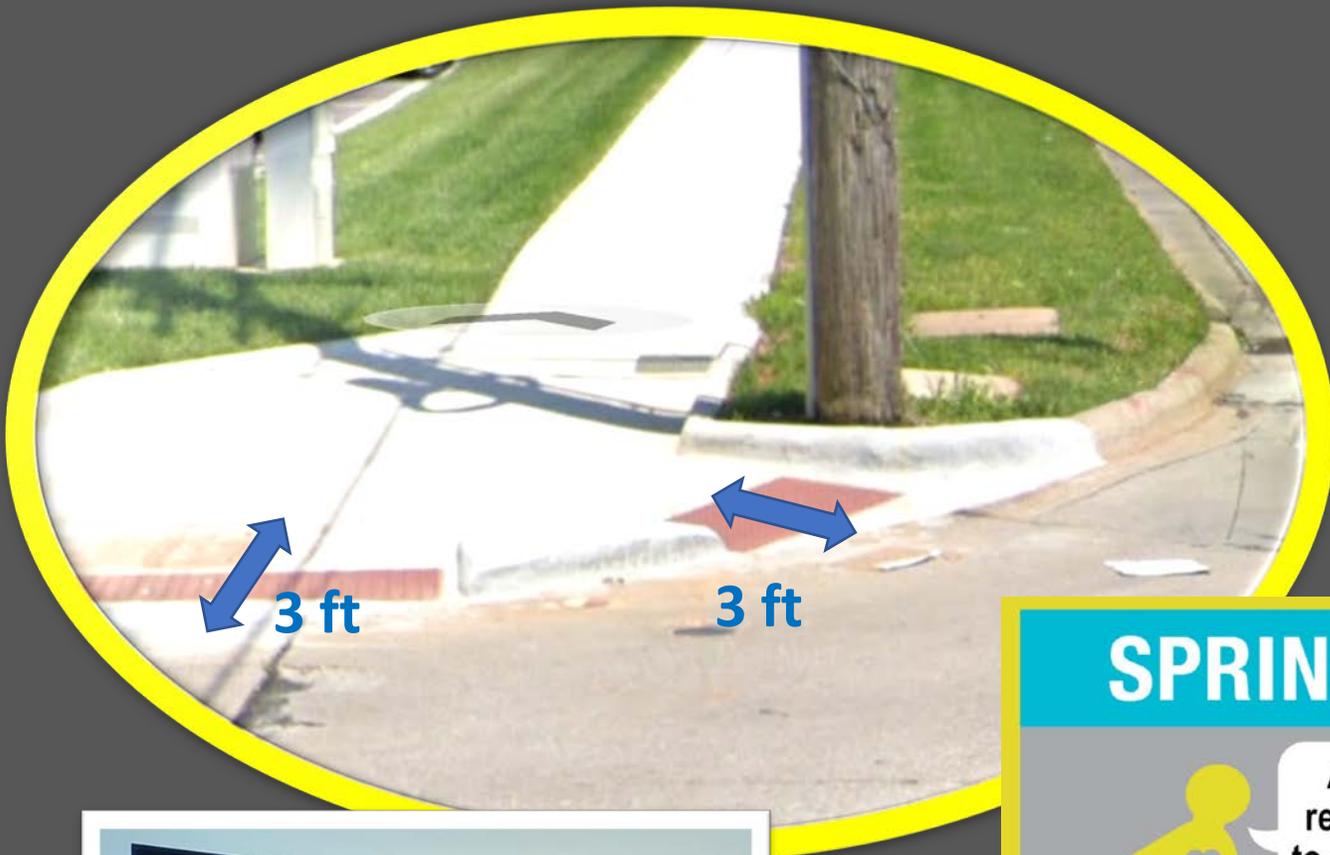


# CROSSWALKS IN LOCAL & STATE LAW



In Missouri (and most states), drivers are not required to yield unless a pedestrian is already in the crosswalk.





## HEY WALKERS!

- 1 PAUSE near the crosswalk.
- 2 MAKE EYE CONTACT with drivers before crossing.
- 3 Flash a SMILE to say THANKS for yielding!

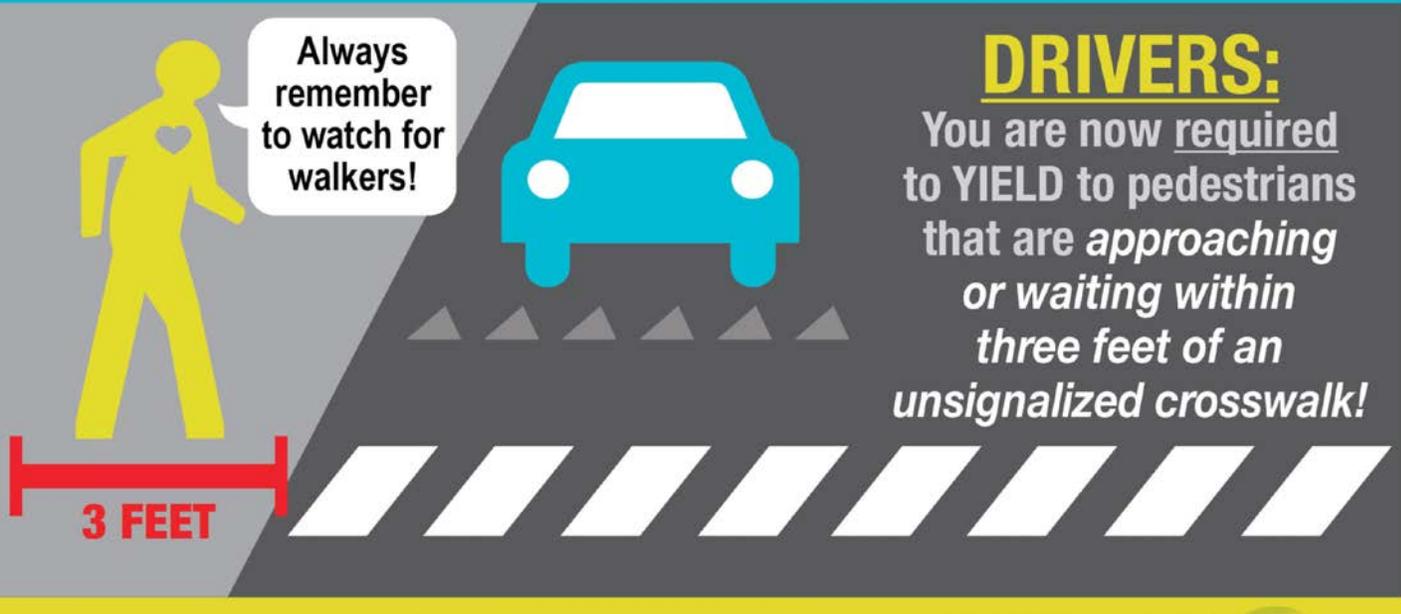
SGF YIELDS [springfieldmo.gov/sgfyields](http://springfieldmo.gov/sgfyields)



3 feet



## SPRINGFIELD'S NEW 3 FOOT RULE



Always remember to watch for walkers!

**DRIVERS:** You are now required to YIELD to pedestrians that are *approaching* or *waiting* within *three feet* of an *unsignalized crosswalk!*

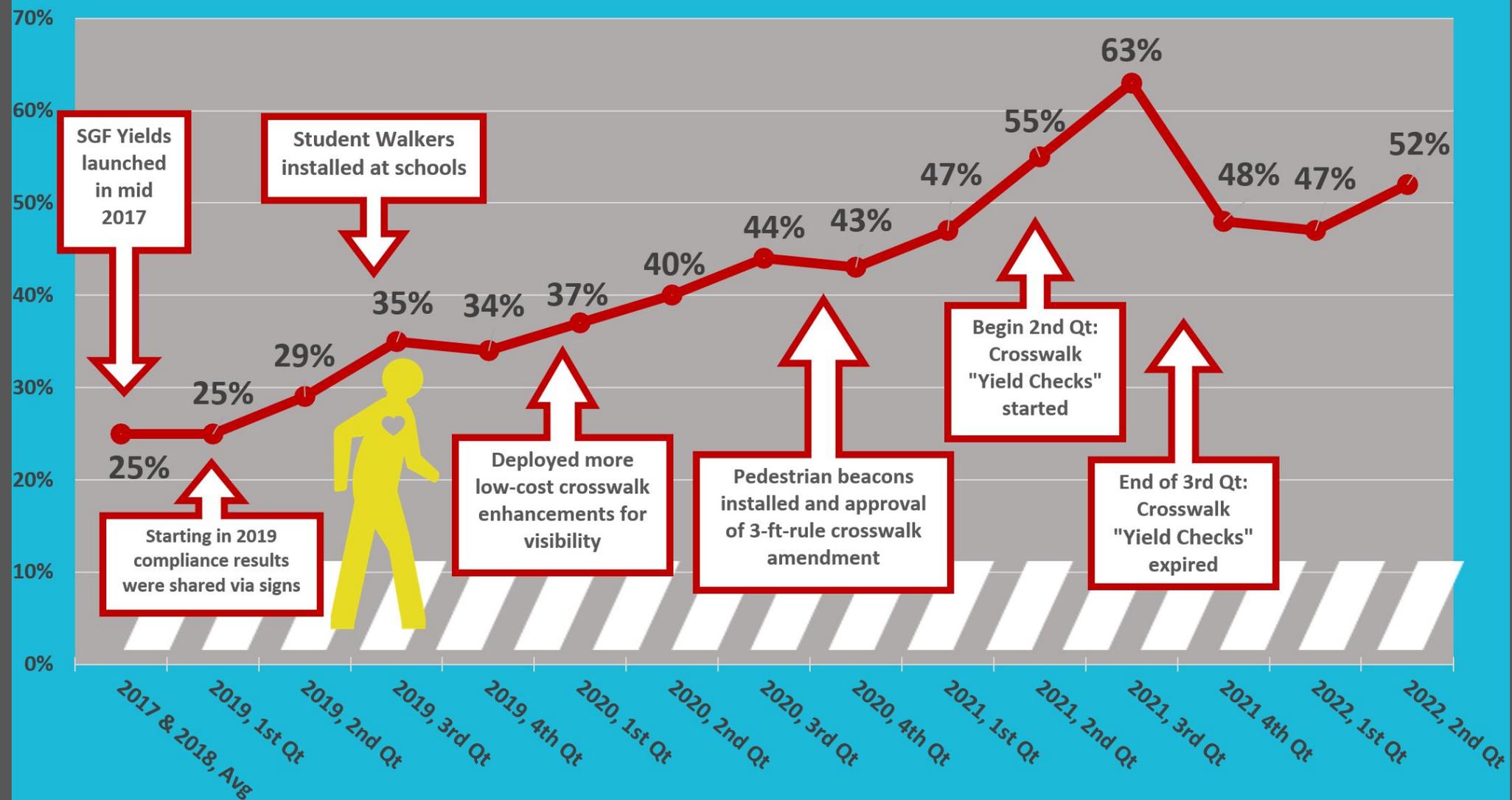
# WHITE CANE LAW



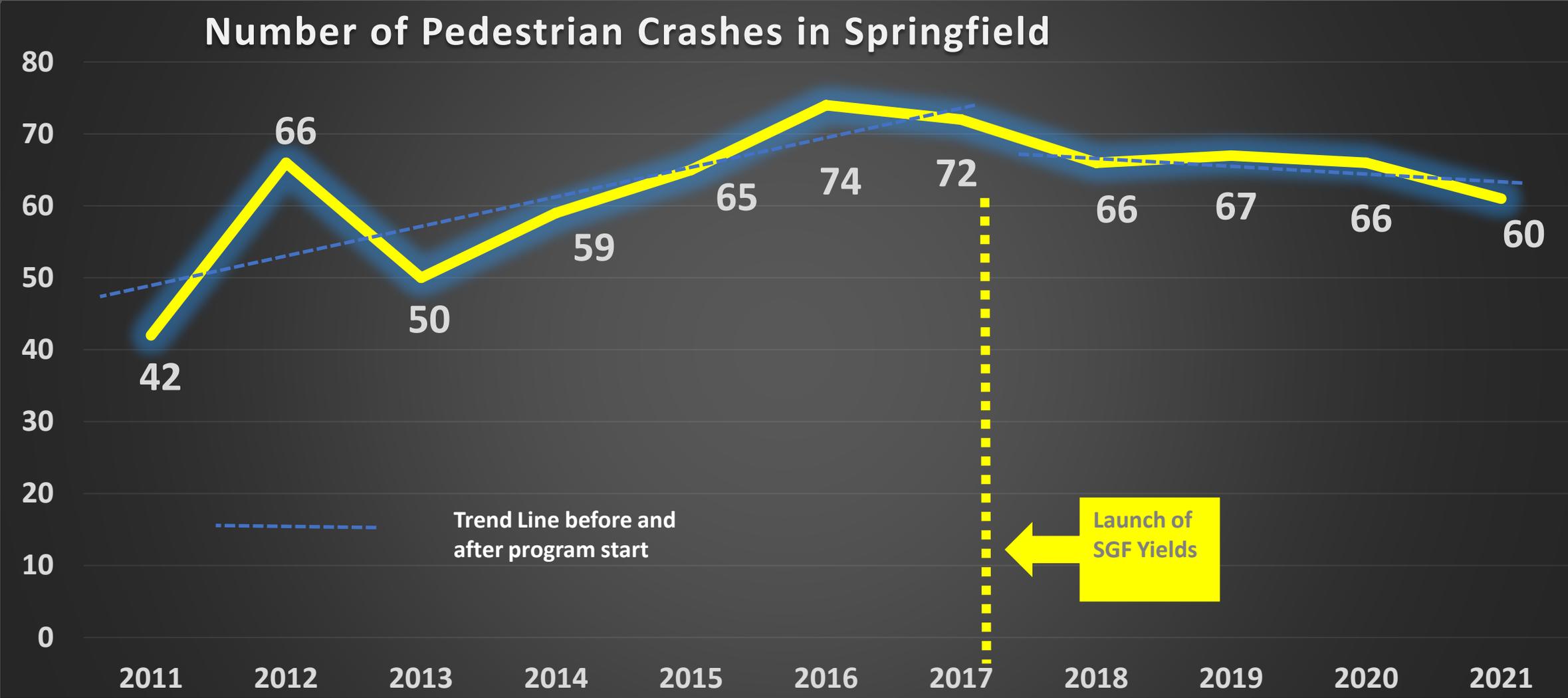


Within 5 years, driver compliance drastically increased in Springfield.

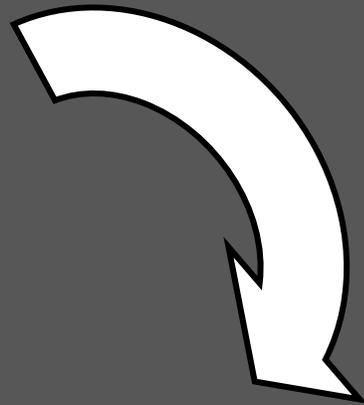
# Percentage of Drivers yielding at Crosswalks



It also appears that the program had an impact on local pedestrian crash trends.



# WHAT'S NEXT?



# SAFE ACROSS



SafeAcross is a pedestrian safety campaign that uses specialty signs paired with playful educational messages to train drivers to recognize crosswalks and yield for pedestrians. The different elements of SafeAcross aim to normalize courteous behavior and promote pedestrian-friendly attitudes.

[Learn More](#)



## How can you help everyone travel SafeAcross?



I want to learn more about Pedestrian Safety.

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition.

[Learn More](#)



I'm working on a local SafeAcross safety campaign.

Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

[Learn More](#)



I want to become a community.

Capitalize on low hanging fruit to identify a ballpark value added activity to beta test. Override the digital divide with additional clickthroughs from DevOps.

[Learn More](#)

## How It Started



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo. Capitalize on low hanging fruit to identify a ballpark value added activity to beta test. Override the digital divide with additional clickthroughs from DevOps.

## How It's Going



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo. Capitalize on low hanging fruit to identify a ballpark value added activity to beta test. Override the digital divide with additional clickthroughs from DevOps.



## Contact Us:

SafeAcross  
840 N Boonville Ave.  
Springfield, MO 65802



QUESTIONS?



[mbuettgen@springfieldmo.gov](mailto:mbuettgen@springfieldmo.gov)