



Crosswalk Yielding Enforcement

Background

- Pedestrian fatalities are an increasing concern on North Carolina roadways.
- Emphasis Area in the 2014 NC SHSP:
 - From 2009 – 2013, an average of 168 pedestrians were killed annually in collisions with motor vehicles in North Carolina.
 - 7 of 10 pedestrian crashes occur within municipal limits.
 - Strategy: *Build on strong data and evaluation programs.*
 - Indicator of Progress: *Number of pedestrian- and bicycle-related targeted enforcement activities conducted.*
- WatchForMe NC Campaign draws awareness to the issue with a goal to reduce the number of crashes by changing drivers' behaviors toward pedestrians.





Methodology



- The enforcement component of this campaign consisted of targeted operations by police to increase driver yielding in crosswalks.
- Building upon the evaluation and techniques utilized for targeted enforcement operations conducted during the WatchForMe NC Campaign, this initiative investigated the research the question:
 - How much enforcement is needed to change driver’s behavior to yield to pedestrians in the crosswalk?
- Assist with building a program that uses enforcement resources effectively.
- The following scenarios tested the intensity and duration of differing intervention plans:
 - High intensity, short duration (2 5-day interventions, then no enforcement event)
 - High intensity, long duration (2 5-day interventions, then 2 per month for 6 months)
 - Medium intensity, long duration (1 5-day intervention, then 2 per month for 6 months)
 - Low intensity, long duration (2 per month for 6 months)
 - Control site

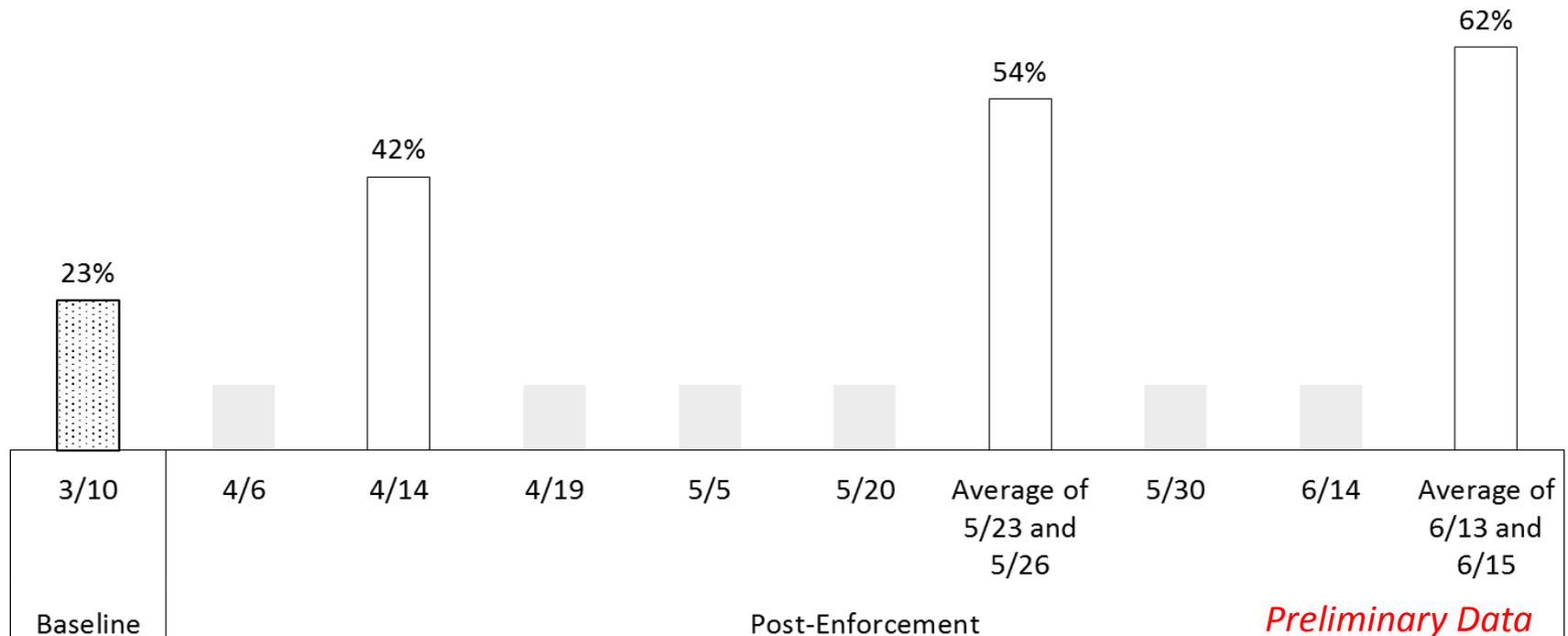
Preliminary Results



Percent of Crossings Resulting from a Yield - *Method Road* - Near Lane

Low Intensity, Long Duration Enforcement
(1 intervention per week on alternating weeks)

An average of **29 verbal warnings** were given per enforcement day.





CITATION WARNING

YOU WERE OBSERVED VIOLATING NORTH CAROLINA PEDESTRIAN LAWS.

- MOTORIST FAILED TO YIELD TO PEDESTRIAN
- PEDESTRIAN FAILED TO YIELD TO MOTORIST

Failure to comply with these laws in the future could lead to actual fines.

THE LAW IS CLEAR

G.S. 20-155(c)—Right-of-way to a Pedestrian Crossing Infraction, Court Appearance May be Waived

Failed to yield to pedestrians in a Clearly Marked Crosswalk or Regular Pedestrian Crossing

(c) The driver of any vehicle upon a highway within a business or residence district shall yield the right-of-way to a pedestrian crossing such highway within a marked crosswalk, Or any regular pedestrian crossing included in the prolongation of the lateral boundary lines of the adjacent sidewalk at the end of a block, except at intersections where the movement of traffic is being regulated by traffic officers or traffic direction devices.

G.S. 20-173(a)—Yield to Pedestrian Traffic

Infraction, Court Appearance May be Waived

Without yielding the right of way to a Pedestrian in a Crosswalk which was clearly marked as a crosswalk or crossing at or near an intersection where no crosswalk marking exists.

G.S. 20-174(a)—Pedestrian Yield Right of Way to Vehicles

Infraction, Court Appearance May be Waived

Being a Pedestrian, Cross a Roadway, Other than Within a Marked Crosswalk or Within an Unmarked Crosswalk at an Intersection. Failed to yield Right of Way to All Vehicles.

G.S. 20-174(c) – Pedestrian Crossing Street at Marked Crosswalk

Infraction, Court Appearance May be Waived

Being a Pedestrian, crossed a roadway between adjacent intersections at which traffic-control signals are in operation. NOTE: Pedestrians shall not cross at any place except in a marked crosswalk when adjacent intersections have traffic-control systems in operation.

We are trying to make our streets safer for everyone. Help us by cooperating and encouraging others to do the same.

This warning was brought to you by the Watch For Me NC campaign and your local police department.

SAFETY IS A SHARED RESPONSIBILITY

Each year, more than 2,400 pedestrians and 960 bicyclists are hit by cars on North Carolina streets. The North Carolina Department of Transportation's Watch for Me NC campaign is working to reduce those numbers through better education and enforcement of pedestrian and bicycle laws.

When you're driving:

- Yield to people in crosswalks. (GS 20-173)
- Always look first for pedestrians and bicyclists before turning, backing up and when driving at night.
- Pass bicyclists only when it is safe to do so and be sure to give them plenty of room. (GS 20-149)
- Be prepared for bicyclists to take the whole lane—it's their right if they need it. (GS 20-148)

When you're walking:

- Look for cars in all directions—including those turning left or right or backing up—before crossing the street or parking lot.
- Obey all pedestrian traffic signals. (GS 20-172)
- At night, walk in well-lit areas, carry a flashlight, or wear something reflective to be more visible.
- Cross the street where you have the best view of traffic. At bus stops, cross behind the bus or at the nearest crosswalk.
- Always walk on the sidewalk; if there is not sidewalk, walk facing traffic and as far from the roadway as you can. (GS 20-174)

When you're bicycling:

- Wear a helmet. It could save your life. (GS 20-171.7)
- Obey all traffic signals and stop at "Stop" signs and red lights. (GS 20-158)
- Ride in the direction of traffic and as far to the right as practicable. (GS 20-146)
- Use front and rear lights and reflectors at night and be as visible as possible. (GS 20-129(e))
- Use hand signals to indicate when turning. (GS 20-154)

Learn more about how you can improve pedestrian and bicycle safety at

WatchForMeNC.org

