



A2 Walks

Update on the Safety of Ann Arbor Crosswalks

Summary of Evaluation Efforts, Local Findings, Review of Enforcement Activities

Key Successes of 2011 Crosswalk Safety Campaign

- ❖ Received a Building Healthy Communities Grant-- Total Grant Funds \$8,427
 - ❖ \$4,000 from Michigan Department of Community Health, \$2,500 from Ann Arbor DDA, \$250 from WBWC. In-kind: Thompson Reuters, \$677, for printing and City of Ann Arbor, \$1,000, city-wide mailing in water bill.
- ❖ Goal of 25,000 residents educated achieved
 - ❖ Developed and distributed educational materials
 - ❖ Educated key fleet drivers: U-M, AATA, City, AAPS, Post Office
 - ❖ Spoke at 3 driver's education classes
- ❖ Crosswalk Design Guidelines developed
- ❖ Targeted enforcement occurred for 2 weeks in October
- ❖ 6 Front Page Articles in 2011 (15 total articles on crosswalks to date)
 - ❖ 5 Crosswalks received significant upgrades following community focus on ordinance (addition of RRFB's)

Survey

- ❖ WBWC launched a Zoomerang survey in September 2011 to determine what local drivers currently know about crosswalks and self-report regarding their own behavior. A similar survey was conducted in April 2011, so this survey gauges community knowledge after about 4 months of intensive community outreach.
- ❖ Fall-- Number of respondents: 1852. 70% live in Ann Arbor. 65% work in Ann Arbor, 5% were students at a university in Ann Arbor, 55% female, 45% male.
- ❖ Spring-- Number of respondents: 796. 76% live in Ann Arbor, 76% work in Ann Arbor, 10% were students at a university in Ann Arbor, 53% female, 47% male

Fall Survey

Questions 1-4: Can local drivers correctly identify a crosswalk?
Questions 1-4: Can local drivers correctly identify a crosswalk?



Plymouth, 96%
yes

Broadway, 90%
yes



Liberty, 79%
yes

Broadway, 74%
yes



Spring Survey

Questions 1-6: Can local drivers correctly identify a crosswalk?
Questions 1-6: Can local drivers correctly identify a crosswalk?



Plymouth: yes,
97%



Stadium:
yes, 89%



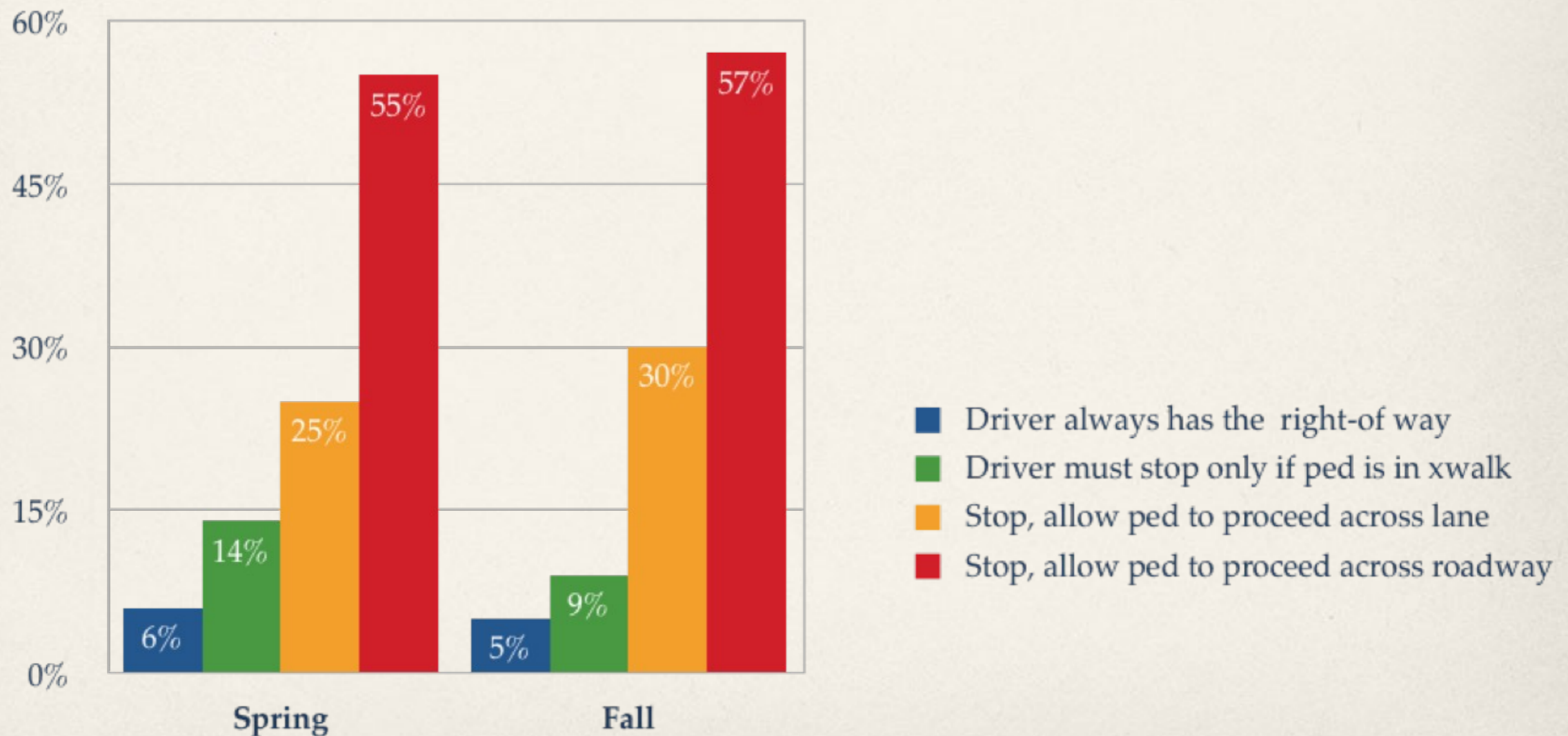
State / Monroe
yes, 82%



N. University
yes, 45%

Survey

Question 7: Knowledge of Law, Spring vs. Fall 2011
Question 7: Knowledge of Law, Spring vs. Fall 2011
Question 7: Knowledge of Law, Spring vs. Fall 2011



Survey

Question 8-15: Self-reported behavior. How often do you stop at crosswalks like these?
Question 8-15: Self-reported behavior. How often do you stop at crosswalks like these?
Question 8-15: Self-reported behavior. How often do you stop at crosswalks like these?



2/3 lane with a refuge island:

April 2011: Always, 39%; Over half the time 15%;
Less than half the time 19% ; Never, 28%

Fall 2011: Always, 46%; Over half the time 16%;
Less than half the time 13% ; Never, 25%



2/3 lane rd. without a refuge island:

April 2011: Always 26%; Over half 12%;
Less than half 21%; Never 40%

Fall 2011: Always 32%; Over half 16%;
Less than half 25%; Never 36%

Survey

Question 8-15: Self-reported behavior. How often do you stop at crosswalks like these?
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Question 8-15: Self-reported behavior. How often do you stop at crosswalks like these?



4/5 lane with a refuge island:

Spring 2011: Always, 37%; More than half 13%;
Less than half 19%; Never, 32%

Fall 2011: Always, 47%; More than half 17%;
Less than half 14%; Never, 22%



4/5 lane without a refuge island:

Spring 2011: Always, 15%; More than half 5%; Less
than half 18%; Never, 62%

Fall 2011: Always, 20%; More than half 10%;
Less than half 16%; Never, 53%

Survey

Question 8-15: Self-reported behavior. Why don't you stop at these types of crosswalks?
Question 8-15: Self-reported behavior. Why don't you stop at these types of crosswalks?
Question 8-15: Self-reported behavior. Why don't you stop at these types of crosswalks?

- * I am worried I will cause an accident (e.g. be rear ended).
- * I am worried the pedestrian may be hit by another car that doesn't stop.
- * It is not my responsibility to stop, pedestrians should wait to cross until traffic clears.
- * I forget to look for pedestrians or it's difficult to see pedestrians.
- * Other interesting responses:
 - * "I know I should stop; but I succumb to the prevailing behavior of not stopping."
 - * "There are no indications that I must stop, simply that there is a cross walk"
 - * "Waste of gas to accelerate back to speed. They're walking, so they're obviously not in a hurry."

Crosswalk Observations

- * WBWC also conducted “crosswalk observations” to see what motorists were actually doing when they encountered a pedestrian at a crosswalk. Although unscientific, they provide a solid baseline for progress in Ann Arbor.
- * Overview of the Observation Process:
 - * Two volunteers: one to record behavior and one to cross at the crosswalk.
 - * In the study, the “pedestrian” approached the crosswalk as cars were approaching the crosswalk and waited at the crosswalk. Effort was made to ensure that motorists had a safe stopping distance. Each motorist was either recorded as stopping or failing to stop, depending on the action they took. If a motorist stopped, the pedestrian crossed. If cars failed to stop, the pedestrian crossed at the first appropriate gap & the study was resumed on the refuge island or other side of the street.
- * Observations occurred during April 2011, September 2011, & April 2012. Efforts were made to conduct the study at the same time and day of week as the previous observation.

Crosswalk Observations

What is really happening?
What is really happening?
What is really happening?



Plymouth Road

Spring 2011:

Time/Date: 9:45-11:45am, Fri., April 15th

Total Number of Vehicles: 635

Number of Crossings: 73

Number of Motorists who Stopped: 11

Stop rate: 1.7%

Percentage of Crossings Aided by Motorist Stopping: 9.6%

Fall 2011:

Time/Date: 9:45- 11:30am, Fri., Sept. 16th

Total Number of Vehicles: 401

Number of Crossings: 62

Number of Motorists who Stopped: 42

Stop Rate: 9.5%

Percentage of Crossings Aided by Motorist Stopping: 33.9%

Spring 2012:

Time/Date: 9:45-11am, Friday, April 27th

Total Number of Vehicles: 104

Number of Crossings: 40

Number of Motorists who Stopped: 66

Stop Rate: 63.5%

Percentage of Crossings Aided by Motorist Stopping: 87.5%

Crosswalk Observations

What is really happening?
What is really happening?



Liberty Street (at Virginia)

Spring 2011

Date/Time: Mon., May 9, 11:15- 12:45pm

Total Number of Vehicles: 301

Number of Crossings: 86

Number of Motorists who Stopped: 25

Stop rate: 8%

Percentage of Crossings Aided by Motorist Stopping: 29%

Fall 2011

Time/Date: Tues., September 27, 11:10- 12:40

Total Number of Vehicles: 241

Number of Crossings: 58

Number of Motorists who Stopped: 77

Stop Rate: 24%

Percentage of Crossings Aided by Motorist Stopping: 40%

Spring 2012

Date/Time: Friday, June 15, 11:10- 12:30

Total Number of Vehicles: 196

Number of Crossings: 71

Number of Motorists who Stopped: 61

Stop rate: 31%

Percentage of Crossings Aided by Motorist Stopping: 45%

Crosswalk Observations

What is really happening?
What is really happening?



Main Street (between William and Liberty)

Spring 2011

Time / Date: Monday, May 9, 9:00- 11:00am

Total Number of Vehicles: 604

Number of Crossings: 81

Number of Motorists who Stopped: 32

Stop rate: 5.3%

Fall 2011

Time / Date: Tues., Sept. 27, 9:15- 11:00am

Total Number of Vehicles: 299

Number of Motorists who Stopped: 69

Stop Rate: 14%

Crosswalk Observations

What is really happening?
What is really happening?

Stadium Blvd (south of Liberty, near entrance to Arbor Farms)



Spring 2011

Time / Date: Monday, May 3rd, 9:30-noon

Total Number of Vehicles: 523

Number of Crossings: 50

Number of Motorists who Stopped: 6

Stop rate: 1.15%

Fall 2011

Time / Date: Monday, Oct. 10th, 9:45-11:43

Total Number of Vehicles: 433

Number of Crossings: 60

Number of Motorists who Stopped: 50

Stop Rate: 12%

Targeted Enforcement

- ❖ During the last two weeks of September 2011, AAPD conducted targeted enforcement at select Ann Arbor crosswalks. Every officer was required to commit at least 10 minutes a day, some committed more.
- ❖ Ann Arbor reporter, Ryan Stanton, observed Officer Sahr at work on the 2nd day of TE & wrote an article that appeared on paper's front page substantially increasing campaign visibility.



Credit: Ryan Stanton