

-----Original Message-----

From: Ann D. Clark [mailto:annclark@tds.net]

Sent: Thursday, October 17, 2002 11:24 AM

To: Dan.Bergenthal@ci.slc.ut.us

Subject: Fwd: Flag Data

>Dan--thought you might be interested in the formal evaluation of our Madison WI crosswalk flag project. I am at a loss to explain our relative success in use of flags. It is an intersection with a lot of families crossing, but also has a high percentage of out-of-neighborhood restaurant customers. Don't think we'll ever get the dating couples or folks in their twenties who heavily patronize this restaurant to use the flags. We did a lot of neighborhood publicity and some initial coaching which may have encouraged flag use. ????. On the other hand, you may have better driver compliance, with all your enforcement emphasis and the general flagged environment.

We videotaped the intersection from an inconspicuous location at two different days and times after about 3 months of "operation." We had city and state bike/ped pros evaluate what we filmed. Here's what they found:

The main points of interest are:

- 1) 53% of pedestrians crossing Monroe St at Sprague used a flag. This compares to about 15% use of flags at crossings in Salt Lake City and Kirkland, Washington, according to one of your previous e-mails. Pretty good acceptance of the flags by peds in your neighborhood!

- 2) When there was a conflict between pedestrians crossing Monroe and traffic on Monroe: a motorist (not necessarily to first to encounter to pedestrian) yielded 79.5% of the time when a pedestrian was using a flag and 65.6% of the time when a pedestrian was not using a flag.

Arthur

Crossing Monroe at Sprague Pedestrian Crossing Flag Evaluation

Evaluation based on videotaped observation of the crosswalk.

60 total observations recorded.

The observation unit was a pedestrian crossing.

Groups of pedestrians crossing at the same time were counted as one observation.

In 32 of the crossings, the pedestrian/group of pedestrians used a flag (53%)

In 28 of the crossings, the pedestrian/group of pedestrians did not use a flag (47%)

For evaluation purposes, each crossing of Monroe Street was broken down into 2 separate crossing observations, one for each direction of traffic crossed. Thus there are 120 observations recorded for the 60 crossings: 60 crossings of the inbound lanes plus 60 crossings of the outbound lanes.

Crossings were coded as to:

- (a) Whether or not the pedestrian, or a member of a group of pedestrians, used a flag.
- (b) Whether or not there was any conflicting traffic while crossing a particular direction of traffic
- (c) If there was conflicting traffic, whether or not a driver yielded to the pedestrian.

Note that it was not always the first driver that yielded when a pedestrian(s) attempted to cross Monroe Street. An observation was counted as a yield to pedestrian(s) if any driver yielded, whether the first or a subsequent driver, no matter how many drivers failed to yield before someone did yield. An observation was coded as a failure to yield if the crossing pedestrian(s) had to wait for a gap in traffic to cross, whether it was just one car/driver and then a gap or waiting for many cars/drivers to pass before being able to cross. Remember that the observational unit is the pedestrian crossing, not the driver approaching the pedestrian.

There was no conflicting traffic for 49 of the observed 120 total crossings [41%]

39% of the crossing where the pedestrian(s) used a flag had no conflicts.

43% of the crossing where the pedestrian(s) did not use a flag had no conflicts.

A motorist yielded to a pedestrian(s) in 79.5% of the crossings where a conflict with other traffic existed and the pedestrian(s) used a flag.

A motorist yielded to a pedestrian(s) in 65.6% of the crossings where a conflict with other traffic existed and the pedestrian(s) did not use a flag.