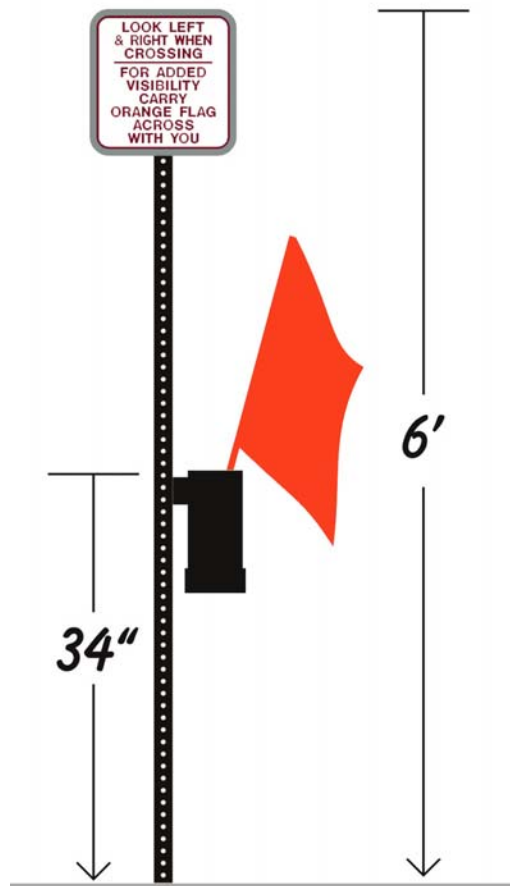


EQUIPMENT & INSTALLATION

Installation of the flags is quick and simple using readily available materials. The flag holders are black ABS plastic pipes 10" long by 4" in diameter with caps placed on one end. Flag holders are usually banded or bolted to new or existing U-Channel or Telspar poles. Flags are obtained locally at traffic or construction related supply stores. The cost to the city to install two



flag holders, each with an instructional sign and six flags is approximately \$100.

As of November 15, 2005, the success of this program has led to installations of crossing flags at 40 city maintained locations, 46 school maintained locations and 88 resident/business maintained locations.

If you would like to sponsor a crosswalk in your neighborhood or would simply like additional information about crosswalk flags, contact the Salt Lake City Transportation Division at the number provided below.



Salt Lake City Transportation Division
349 South 200 East, Suite 450
Salt Lake City, UT 84111
Phone (801) 535-6630
www.slctrans.com

SALT LAKE CITY CORPORATION

CROSSWALK FLAGS



CROSSWALK FLAGS

Pedestrian safety is important to everyone. As such, safety initiatives are readily supported by the public and elected officials and need not be difficult or expensive to implement. Crosswalk flags are simple and cheap to implement and are proving to be effective and popular at improving pedestrian safety.

In mid-2000, Salt Lake City created a Pedestrian Safety Committee to identify and implement pedestrian safety measures. The committee is comprised of city staff from the Transportation, Police, Attorney, ADA, Street Maintenance and Mayor's offices. One of the first and perhaps most dramatic pedestrian safety initiatives implemented by this committee is also one of the most basic: the installation of orange flags at crosswalks to improve pedestrian visibility. Pedestrians simply pick up a bright orange flag and carry it with them while crossing and leave it on the other side. Admittedly a low-tech initiative, it is highly effective and one that has achieved significant and continuing media coverage and public comment.



In January 2001, observations and interviews of pedestrians at the initial six flag locations, installed in August of 2000, revealed that 14% of pedestrians were using the flags. Since then, the popularity of the flags has dramatically increased and pedestrians can be seen routinely using the flags throughout the city.

EFFECTIVENESS

Although to date, no formal engineering studies have been undertaken, city staff has noted a dramatic increase in the willingness of drivers to yield to pedestrians carrying orange flags. Informal observations and discussions with pedestrians also instill confidence that the numbers of near miss accidents between pedestrians and vehicles have been reduced. In addition, just having the flags sitting in their holders raises motorist awareness of pedestrians by making the crosswalk locations more visible. Over time we are confident statistical data will prove the effectiveness of this simple initiative.



ADOPT-A-CROSSWALK PROGRAM

Crosswalk flags were initially installed at all marked midblock crosswalk in the

downtown area. As the number of city maintained flag locations downtown increased, so did public interest in having them installed outside of the downtown. Due to the difficulties in maintaining numerous outlying flag crossings, the Adopt-a-Crosswalk program was created in January 2001. The Adopt-a-Crosswalk program allows individuals or businesses residing within approximately 700 feet of a marked crosswalk to install crosswalk flags by “adopting” or “sponsoring” the crosswalk. To adopt a crosswalk, the sponsor agrees to occasionally monitor the flags to insure they are available at both ends of the crosswalk and to provide replacement flags as needed. In return, the City installs the flag holders, and an initial supply of flags at no cost to the sponsor. The Adopt-a-Crosswalk program has also been expanded to include elementary schools where the city agrees to provide all replacement flags at no cost as long as the school agrees to pick them up from the city when needed. For all other sponsors, the city provides replacement flags to sponsors at \$.50 each – subsidizing part of the cost.

