

Pedestrian Rapid Flashing Beacons

February 1, 2018

Goal: Raise awareness of the Town's Pedestrian Rapid Flashing Beacons to increase use by pedestrians and yielding by drivers

Audiences:

- 1) Pedestrians, Specifically in areas near schools/parks:
 - a. The Meadows (3 locations)
 - b. Along Coachline (1 location)
 - c. Woodlands (1 location)
 - d. Downtown (10 locations)
 - e. Founders (4 locations)
 - f. Fairgrounds (2 locations)
 - g. Douglas County High School area (2)

- 2) Drivers Townwide

Key Messages:

- 1) Safety is a top priority for the Town of Castle Rock. To increase safety, Town traffic engineers study Town crossings to select traffic control. The selection is based on unbiased engineering judgement of each crossing and national standards.
- 2) With safety in mind, the Town has installed more than 20 Pedestrian Rapid Flashing Beacons throughout Town in 2017, and more of a different type are expected.
- 3) These signals are used by pedestrians at signed/marked crosswalks to alert drivers of a pedestrian wanting to cross. When a pedestrian pushes the button, a light flashes rapidly, alerting drivers of pedestrians seeking to cross the street.
- 4) National studies show these rapid flashing beacons enhance safety by reducing crashes between vehicles and pedestrians. Why? The beacons increase driver awareness of pedestrians in the area, prompting the driver to yield to the pedestrian.
- 5) *Drivers:* Please watch for these rapid flashing beacons at crosswalks in areas throughout Town, especially near parks and schools. Obey State Law and yield to pedestrians in the crosswalk. If you approach a car stopped at a crosswalk, do not pass!
- 6) *Pedestrians:* Please remember to be cautious. These signs cannot ensure driver compliance, so please be diligent at crossings. Push the button. Look around and wait for any drivers near the crosswalk to come to a complete stop, then cross.

Tactics:

Tactic	Person	Deadline	Date completed
Printed Pieces			
FAQ/Handout <i>**distribute to schools and HOAs by email and/or in-person</i>	Caroline	March	
Website			
Create page on CRgov: • Benefits	Caroline/Megan	March	

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<ul style="list-style-type: none"> • Map • FAQ sheet 			
Social Media Campaign			
Facebook/Twitter Post No. 1: What is a rapid flashing beacon?	Caroline	Tuesday, Feb. 20 <i>**Starting here will take us right up to spring break.</i>	
Facebook/Twitter Post No. 2: Benefits of rapid flashing beacons <i>**Include NextDoor</i>	Caroline	Monday, Feb. 26	
Facebook/Twitter Post No. 3: For Drivers <i>**Include NextDoor</i>	Caroline	Monday, March 5	
Facebook/Twitter Post No. 4: For Pedestrians <i>**Include NextDoor</i>	Caroline	Monday, March 12	
Facebook/Twitter Post No. 5: Spring Break – if you're out and about, watch for the signals <i>**Include NextDoor</i>	Caroline	Friday, March 16	
NextDoor Post: Meadows, include locations and map with visual from Facebook	Caroline	Tuesday, Feb. 20	
NextDoor Post: Downtown, include locations and map with visual from Facebook	Caroline	Tuesday, Feb. 20	
NextDoor Post: Founders Village, include locations and map with visual from Facebook	Caroline	Tuesday, Feb. 20	
Video Communication			
Create how-to Video	KerriAnne	By Memorial Day	
Re-run social media campaign with video	Caroline	May 29-June 26	

Measuring success: Work with Police to monitor drivers yielding to pedestrians per State Law, and pedestrian use of the crosswalk beacons.

Measuring Success: