

Pedestrian Gateway Treatment

Technical Memo



Distracted driving, high speeds and multiple lanes create safety issues for pedestrians crossing at non-signalized locations.

The Pedestrian Gateway Treatment can be made up of R1-6 pedestrian in-street signs installed at the curb and on all lane lines and/or R1-6 signs installed at the curb and flexible delineator posts installed on lane lines. Appropriate installation locations include intersections and midblock crosswalks on roads with speed limits of 35 mph or less. Because the treatment components are simple and adaptable, the treatment can be used in a variety of roadway configurations including one- and

two-way travel lanes, with or without pedestrian refuge areas, and with or without bike lanes.

“We wanted a low-cost, effective treatment to improve pedestrian safety. It’s exciting to show that the gateway treatment can be of value at lots of downtown locations.”
Carissa McQuiston, P.E.
Michigan Department of Transportation

Signs may be installed on top of curb (on median), or on modular curb type bases. In vulnerable locations (such as lane lines) flexible delineators may be used in place of the R1-6 sign. A variety of factors have been shown to influence the treatment’s effectiveness, such as gap size, speed limits and sign text.

Benefits of the treatment are:

1. A marked increase in driver yielding compliance – immediately and sustained.
2. A traffic calming effect due to reductions in vehicle speeds, with or without pedestrians present.

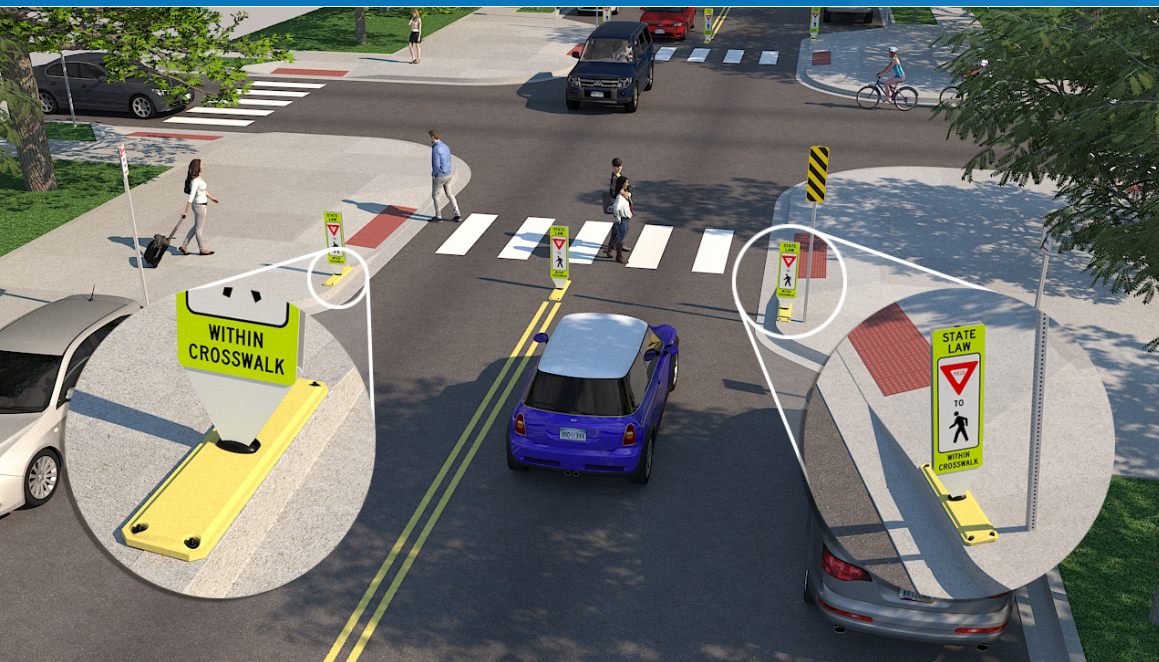
80%
yield rates

The Pedestrian Gateway Treatment alerts drivers that a crosswalk is in place and failure to yield to pedestrians in the crosswalk violates local and/or state laws. The treatment has been shown to increase yield rates up to 80% or higher in certain locations and configurations.

\$2,000
or less per typical installation.

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CONTACT INFORMATION

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Considerations and Recommendations

Efficacy of the treatment can be increased by customizing the installation to the specific location and by considering the following guidelines:

- Signage and delineators should be installed 1.5 to 50 feet in advance of the crosswalk.
- Sign shall follow local and/or state laws, as applicable.
- In street signs on top of the median or refuge island are allowed
- If two crosswalks exist at an intersection, the signage need only be placed on the approach legs of the roadway.
- The gateway treatment has not been studied on roadways with speed limits over 35mph.
- Not as effective at roundabouts; however, the treatment is more effective at entrance points than at exit points of roundabouts.
- No portion of the sign base shall be in the crosswalk or on the crosswalk lines.
- A refuge island and advance yield/stop lines are recommended where AADT is 12,000 or greater.

“The Florida Department of Transportation’s vision for all traffic fatalities, including pedestrians, is zero. The ability to quickly deploy this low-cost countermeasure at mid-block crosswalks will help drive the number of fatal pedestrian crashes to zero.” – Alan El-Urfali, P.E. Florida Department of Transportation