

DEVELOP WALKABLE COMMUNITIES with the help of the most effective safety beacon solution

Looking at the Numbers

Crosswalks are a key aspect of walkability, and they are growing more common at mid-blocks, especially in areas with a lot of foot traffic. Stats on traffic incidents at mid-blocks show the need for an effective solution to ensure all multi-modal users stay safe.

- 5,987: the number of pedestrians killed in crashes with motor vehicles¹
- 72%: the percent of pedestrian fatalities occurring at non-intersections¹
- 16%: the percentage of people injured in traffic accidents that were pedestrians¹
- 18–28%: the effectiveness of crosswalk paint alone at stopping drivers in the presence of a pedestrian²

1. National Highway Traffic Safety Administration, [Traffic Safety Facts](#), 2016

2. Low number: Federal Highway Administration, [Effects of Yellow Rectangular Rapid-Flashing Beacons on Yielding at Multilane Uncontrolled Crosswalks](#), 2010.

High number: Stapleton, Steven et al, [Factors Affecting Driver Yielding Compliance at Uncontrolled Midblock Crosswalks on Low-Speed Roadways](#), 2017.

96% YIELD RATE
COMPARED TO 18% WITH
PAINTED CROSSWALK ONLY

An Affordable Solution

Attached to existing crosswalk signage, rectangular rapid flashing beacons (RRFBs) are pedestrian-activated, high-intensity warning lights that alert vehicle traffic when a pedestrian is about to enter the crosswalk. Their amber color and quick flash pattern (WW+S) make them easily visible when headlight glare, wet roads, or other situations create difficult nighttime lighting conditions.

[Explore our crosswalk solutions.](#)

Finding the Proof RRFBs Work

A 2010 FHWA-sponsored study in St. Petersburg, Florida, examined a mid-block crosswalk.

- Yield rate before the installation: 8.6%
- **Yield rate after the RRFB installation: 92%**
- **Average yield rates in similar studies since: 82%–93%**

Based on typical prices for other crosswalk solutions, the RRFB is the most effective crosswalk solution, with the highest yield rate per dollar spent on the system.

EDMONDS, WASHINGTON



RRFBs and the MUTCD

Recently, RRFBs made headlines in the industry because ongoing patent disputes caused the FHWA to withdraw interim approval. We are happy to report that as of March 2018, Carmanah purchased and disclaimed all patents related to the RRFB and worked with the FHWA to resolve the issue. RRFBs have once again been granted Interim Approval (IA-21) in the Manual on Uniform Traffic Control Devices (MUTCD).

[Read more about IA-21.](#)

RRFBs IN THE COMMUNITY

See the RRFB in Action

Westborough, MA, case study

[>>> See how we helped Westborough improve their walkability.](#)

“*That brilliant bright flash combined with the ease of construction, installation, maintenance, and price made Carmanah an immediate and unanimous decision for our committee.*”

– Bruce Tretter, Bicycle and Pedestrian Advisory Committee Chair, Westborough, Massachusetts

WATCH OUR INSTALLATION VIDEO



[Watch our video to learn where and how RRFBs can be installed.](#)

LET'S GET STARTED

Ready to see the RRFB for yourself? Sign up on our website to get a **free product trial.**

Our website also includes more information about everything on this handout, plus additional resources to help make your decision-making process easy.

FIND ALL THE RESOURCES LISTED HERE AT [CARMANAHTRAFFIC.COM](https://www.carmanahtraffic.com)