

## Rapid Facts

### 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.



**6,283**

The number of pedestrians killed every year in motor vehicle crashes.



**75%**

The percentage of pedestrian fatalities that occur at non-intersections.



**17%**

The percentage of people injured in traffic accidents that were pedestrians.



**18-28%**

The effectiveness of crosswalk paint alone at stopping drivers when a pedestrian is present.



**96%**

The RRFB driver yield rate, compared to 18% with painted crosswalk only.

1. Insurance Institute for Highway Safety (IIHS), Fatality Facts 2018: Pedestrians

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

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

#### 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

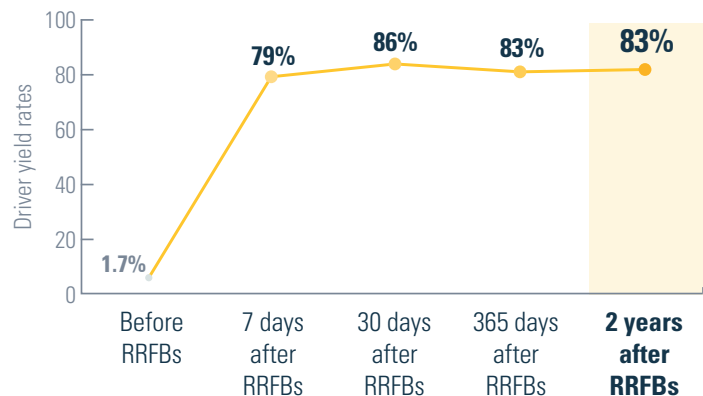


RRFB in Salt Lake City, Utah

#### Finding the proof RRFBs work

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

##### 2010 FHWA-sponsored study on RRFBs



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.

# Rectangular Rapid Flashing Beacons (RRFBs)



## Rapid Facts

### See the RRFB in action

The City of Woonsocket, RI, selected a 90-day trial of Carmanah's RRFBs. These crosswalk beacons were quickly embraced by the city residents, leading to additional orders and installations of Carmanah's RRFB systems.

[Read our Woonsocket, RI, case study](#)



Increasing the presence of these ultrasmart and safety-conscious crossing signals at marked crosswalks is an immediate and impactful public safety upgrade that benefits us all. I am proud to integrate this advanced technology into the City's overall public safety plan. The initial units have a proven performance record that has served the City well since we first piloted them last winter."

– Mayor Lisa Baldelli-Hunt, Woonsocket, RI

### Watch our installation video

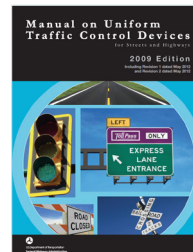
Four R920 Rectangular Rapid Flashing Beacons (RRFBs) were installed to a dangerous mid-block crossing on King Boulevard in Rio Rancho, New Mexico.



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

### 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).



FHWA's MUTCD

[Read more about IA-21](#)

## 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 [carmanah.com](http://carmanah.com)