

Rectangular Rapid Flashing Beacons: pedestrian safety improved

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In January 2011 USA Today reported that more than 76,000 pedestrians had been killed in the past 15 years, and that pedestrians account for about 11.8% of all traffic fatalities.

Mid block or trail pedestrian crosswalk safety has been an on-going concern for municipalities and traffic engineers for a number of years. Technology has ranged from relatively inexpensive warning signs to very expensive signal cabinet control systems.

Rectangular Rapid Flashing Beacons (RRFB) is a new solution for this problem at a reasonable cost. The FHWA approval for the use of the RRFB is very specific. The RRFB technology is an affordable solution for dramatically increasing pedestrian safety and stimulating motorist compliance. Cross walk compliance typically increases from around 20% with standard flashing beacons, to the upper 90% range with an RRFB system. The RRFB's are attention getters!