



Media Advisory

Department of Public Works *Providing a clean, safe and healthy environment*

Richmond, Virginia

The Honorable Mayor Levar M. Stoney

For Immediate Release
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City Installing “Stop for Pedestrians” In-Street Signs *~ Part of Vision Zero plans to improve roadway safety for people who walk ~*

RICHMOND, Va. – The Department of Public Works began the installation of “Stop for Pedestrians” signs at 55 high incident locations across the City. The sign installations are part of the City’s third phase of systemic pedestrian safety improvements. The installations on one-way streets will complement a new double white centerline lane striping pattern. These new markings are intended to reduce the likelihood of motorists changing lanes on the approach to these intersections where vehicles are stopped and pedestrians may be crossing the street.

The in-street signs create a concrete visual to educate, bring awareness to pedestrian safety and draw attention to the need to stop for pedestrians. Additionally, they provide motorists with a warning and regulatory function and reflect the recent change in Virginia state law requiring motorists to stop for pedestrians in all crosswalks on streets with a posted speed limit of 35MPH and below. Combined with another recent state law which increases the penalties for drivers who injure people who walk or bike on city streets, city planners and engineers encourage a citywide cultural shift to foster a person-centered approach to mobility. This shift includes stopping for people crossing the street.

Additional roadway safety initiatives in this phase include marking crosswalks at more than 150 intersections, installing new crosswalks, corner clearance markings, installing larger stop signs, and Pedestrian Hybrid Beacons. Much of the \$1.54 million in funding for this phase was secured with our partners at the Virginia Department of Transportation and the Federal Highway Administration through grants received from the Highway Safety Improvement Program with minimal funding incurred by the city.

Over the past several years, DPW has invested \$5.8 million of funding into pedestrian safety improvements at over 450 signalized intersections through high visibility crosswalks, accessible ramps, signal timings, and pedestrian countdown signals with an additional \$2.9 million in safety improvements nearly ready for deployment.

For more information, please visit us online at <https://www.rva.gov/public-works> or email us at Askpublicworks@RichmondGov.com

We’re Social! For updates on DPW-related projects, activities and events visit us on Twitter @DPW_RichmondVA

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The City of Richmond Department of Public Works (DPW) is one of only 178 currently accredited public works agencies in the United States. DPW's portfolio comprises a wide array of services to include leaf collection; street, sidewalk and alley maintenance; trash collection; recycling; grass cutting; graffiti removal; parking enforcement; urban forestry; street signs; traffic signals and pavement markings and civil engineering. In addition, DPW maintains upkeep on most city buildings; issues permits for working in the city's right-of-way; manages the RVA Bike Share program and maintains the fleet of city vehicles. DPW's operating budget comes from the general fund of the City of Richmond. For more information about DPW services, [click here](#) or call 3-1-1.