



# Install Advanced Yield or Stop Markings and Signs

Pavement and roadside markings/signs guiding drivers to stop/yield earlier to improve pedestrian visibility and safety at crossings.

## Implementation Strategy

### How and Where to Apply

- Install at multilane uncontrolled crossings where pedestrian visibility is limited and drivers frequently stop near crosswalks.
- Use at intersections with history of pedestrian crashes or poor driver yielding compliance to marked crosswalks.
- The **FHWA** states that this marking can be used "Advance stop and yield markings help address multiple-threat crashes and are recognized as a Proven Safety Countermeasure for pedestrian safety at uncontrolled locations."

### Use in a Safe System Approach

This countermeasure supports the Safe System Approach by improving Safer Roads and Safer People. It proactively reduces the likelihood and severity of pedestrian crashes by increasing driver awareness and reaction time in crossing situations.

### Key Stakeholders

State and local transportation agencies, Metropolitan Planning Organizations (MPOs), Pedestrian Advocacy Groups and Community Organizations

### Proactive Implementation

Advanced yield or stop markings can be installed during routine maintenance, restriping, or resurfacing projects without requiring major infrastructure changes. Agencies should prioritize corridors with documented pedestrian conflicts, multilane roads, and school zones, and pair installations with public education and enforcement to maximize yielding compliance and pedestrian safety.

## Countermeasure Overview

**Objective:** Improve sight distance at unsignalized intersections

**Strategy:** Clear sight triangles on stop- or yield-controlled approaches to intersections

## Selected Related Countermeasures

- CM1** Rectangular Rapid Flashing Beacons (RRFBs)
- CM2** Curb Extensions (Bulb-outs)
- CM3** Pedestrian Hybrid Beacons (PHBs)

**Cost:** \$ (Low)

**Service Life:** 15 years

**Benefit-Cost Ratio:**

## Targeted Solution



### CONTRIBUTING FACTORS

- Reduced visibility
- Driver inattention
- Failure to stop or yield



### TARGET CRASH TYPE

- Failure to Yield



### ROAD FACILITY TYPE

- Minor Arterial



### AREA TYPE

- Urban
- Suburban

## Safety Linkage



### NCHRP 500 Series

Signalized Intersections



### AASHTO'S TOWARD ZERO DEATHS

Safer Infrastructure

### SAFE SYSTEM APPROACH

Safe Roads

### SAFE SYSTEM ROADWAY DESIGN

TIER 1

TIER 2

TIER 3

TIER 4

Tier 4

Source: Driven2Drive

20%

Reduce Rear end and sideswipe crashes for all types of crash severity <sup>2</sup>

<sup>2</sup> CMF ID: 9019

## Resources

- [FHWA Proven Safety Countermeasures](#)
- [Manual on Uniform Traffic Control Devices \(MUTCD\)](#)

