

Pedestrian Safety Ordinance

Pre-Enforcement Education and Outreach Report

Executive Summary

From April 1 through June 30, 2026, City staff conducted a coordinated, three-month education campaign before the Pedestrian Safety Ordinance took effect on July 1. The campaign was designed to give residents repeated notice, explain what the ordinance permits and prohibits, identify the locations where it applies, and provide practical information about reporting and enforcement.

The campaign combined officer education and direct conversations with the public, weekly social media content, educational videos, a dedicated webpage, an interactive map, printable materials, distribution through community partners, and local media coverage. Messaging was sequenced so that residents first received general awareness, then more detailed information about affected locations and conduct, and finally reminders about the July 1 effective date.

Campaign at a Glance

3 months April 1-June 30	14 planned content releases	7 educational videos
7 graphics, web, or print resources	6 media stories listed	3 coordinating departments

Education-Before-Enforcement Approach

The outreach was intentionally phased. April messaging introduced the ordinance and explained the basic rules. May content focused on the safety study, affected locations, the public webpage, and printable resources. June messaging addressed enforcement, reporting, frequently asked questions, and the July 1 effective date. This sequence provided multiple opportunities for residents to encounter and understand the ordinance before enforcement began.

Columbia Police, Public Works, and Creative Services coordinated the campaign. Officers received an overview on April 1 and began discussing the ordinance with community members during the education period. Public-facing materials used consistent language and directed residents to the same webpage and map for more detailed information.

Detailed Education Timeline

The following chronology documents the planned public information released during the three-month education period. Links are included where they were available in the source report.

Date	Education and Outreach Activity
April 1	Campaign launch. Officers received an overview of the ordinance and began public conversations. Weekly educational content began.
April 7	Video message from Chief Schlude introducing the ordinance and previewing the education campaign. View resource
April 15	Police video explaining conduct prohibited by the ordinance. View resource
April 21	Map of affected areas and link to the Public Works interactive map. View resource
April 28	Police video explaining conduct permitted under the ordinance. View resource
May 5	Public Works video explaining the Pedestrian Safety Study. View resource
May 12	Dedicated public webpage launched. A flyer was provided to the Patrol Support Bureau for distribution to community partners. View resource
May 19	Graphic identifying the five busiest intersections affected by the ordinance. View resource
May 26	Graphic explaining how additional roadways and intersections may be designated under the ordinance. View resource
June 2	Downloadable and printable educational poster added to the webpage. View resource
June 4	Police video explaining enforcement of the ordinance. View resource
June 9	Graphic explaining how to report possible violations. View resource
June 18	Frequently asked questions video featuring Police and Public Works. View resource
June 24	Final video message from Chief Schlude reminding residents that the ordinance would take effect July 1. View resource
June 30	Final graphic announcing that the ordinance would take effect the following day. View resource

Media Interviews and Coverage

Local news coverage extended the reach of the City's education campaign and gave residents additional explanations of the ordinance before July 1.

KBIA: [Police: median ordinance likely to draw warnings, not tickets](#)

KMIZ: [Columbia Police Department educates public ahead of July 1 start of median restrictions](#)

KOMU: [Columbia's median restrictions go into effect in one week](#)

Como Magazine: [A Median Is a Divide](#)

Columbia Missourian: [Soon, pedestrians in Columbia can't linger on a median or interact with anyone who does](#)

KRCG: [Columbia's new pedestrian safety ordinance goes into effect on July 1, 2026](#)

Information Provided to the Public

Public materials explained where the ordinance applies; the conduct permitted and prohibited for pedestrians and drivers; how additional locations may be designated; how possible violations may be reported; and what residents could expect once the ordinance became effective. The campaign also directed residents to a dedicated City webpage, an interactive map, and printable resources for more detailed information.

Primary public resource: CoMo.gov/Median-Safety

Officer Preparation

In addition to public outreach, officers received an overview when the campaign launched and were provided a concise enforcement reference. The guidance addressed the designated-location requirement, body-worn camera activation, the two-crossing-cycle rule, mobility and safety exceptions, and action-focused documentation. These materials supported consistent application after the education period ended.

Conclusion

By July 1, residents had received three months of communication about the ordinance from various sources. The campaign emphasized voluntary understanding and compliance before enforcement began, while also preparing officers with consistent guidance for future ordinance contacts. As of July 23rd, 2026, officers have issued four citations for violations of the ordinance. All four of those citations were issued on July 1, 2026.

Public-Facing Educational Flyer



Pedestrian Safety Ordinance Guidelines



Pedestrians

Only cross roadways at crosswalks or intersections

Don't

- Exit a vehicle that is stopped in any portion of the roadway unless it is an emergency
- Approach vehicles unless the vehicle is legally parked
- Stand in medians unless you are crossing the roadway
- Walk in roadways unless crossing the roadway
- Cause vehicles to stop or create any traffic hazards



Drivers

Watch for pedestrians and yield to pedestrians in crosswalks

Don't

Block roadways by stopping or allowing people to exit a vehicle unless it is an emergency

**New ordinance
goes into effect**

July 1, 2026



For more information visit CoMo.gov/Median-Safety

APPENDIX B

Officer Enforcement Quick Reference

Effective Date: July 1, 2026.

BWC Requirement: Body-worn cameras must be activated for all ordinance interactions.

Location Check: Enforce only on major corridors or intersections officially designated by the Director of Public Works.

Two-Cycle Rule: Failure to leave a median after two consecutive opportunities to cross is prima facie evidence of a violation.

Mobility Exception: Do not cite when a disability, child or service animal, or a safety risk makes compliance impracticable.

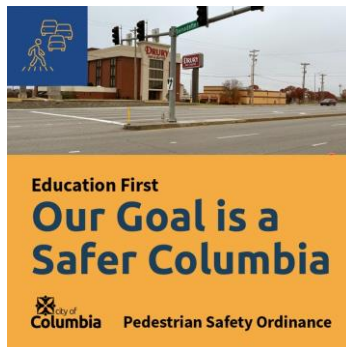
Citation Language (focus on action): "Subject observed standing in a designated prohibited median for more than two pedestrian crossing cycles."

Violation Guide

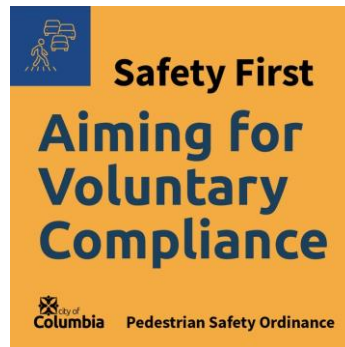
Code	Violation	Officer Notes
d(1)	Prohibited Crossing	Crossing major corridors outside of crosswalks or intersections.
d(2)	Median Standing	Prohibited on medians less than 6 feet wide or at major intersections. Record two light cycles.
d(3)	Exiting Vehicle	An occupant exits a vehicle in a travel lane, except in an emergency. Note vehicle color and style.
d(4)	In Roadway	Walking or standing in a roadway when an ADA-compliant sidewalk is available.
d(5)	Approaching Vehicle	Approaching a vehicle that is not lawfully parked. Focus on traffic hazards.
d(6)	Impeding Traffic	Intentional acts causing vehicles to stop or swerve, including use of a body, sign, or debris.
d(7)	Stopping Vehicle	Driver stops in a travel lane and creates an immediate hazard. Record full vehicle information.

APPENDIX C

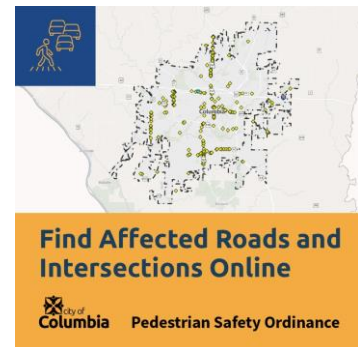
Sample Social Media Assets



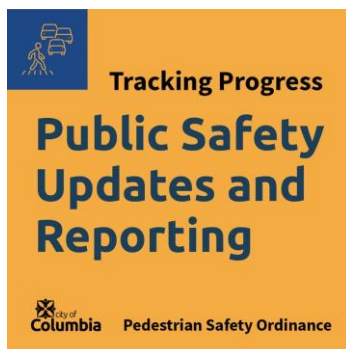
Education First: Our Goal Is a Safer Columbia



Safety First: Aiming for Voluntary Compliance



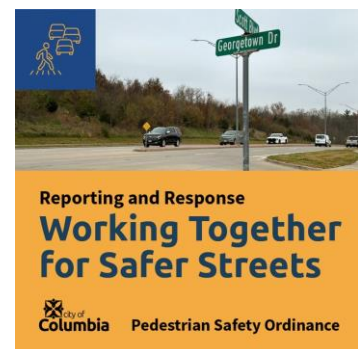
Find Affected Roads and Intersections Online



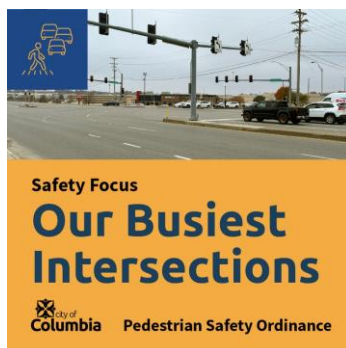
Public Safety Updates and Reporting



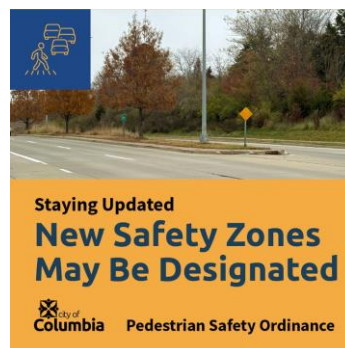
New Safety Rules Take Effect July 1



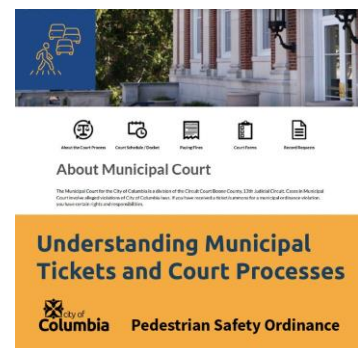
Reporting and Response: Working Together for Safer Streets



Safety Focus: Our Busiest Intersections



New Safety Zones May Be Designated



Understanding Municipal Tickets and Court Processes