

Preparing for Successful Safety Education and Enforcement Efforts

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Tuesday, March 14, 2017



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Archive posted at www.pedbikeinfo.org/webinars

- ⇒ Copy of presentations
- ⇒ Recording (within 1-2 days)
- ⇒ Links to resources

Follow-up email will include...

- ⇒ Link to certificate of attendance
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Preparing for Successful Safety Education and Enforcement Efforts

Kara Macek, Senior Director of Communications & Programs, Governors Highway Safety Association

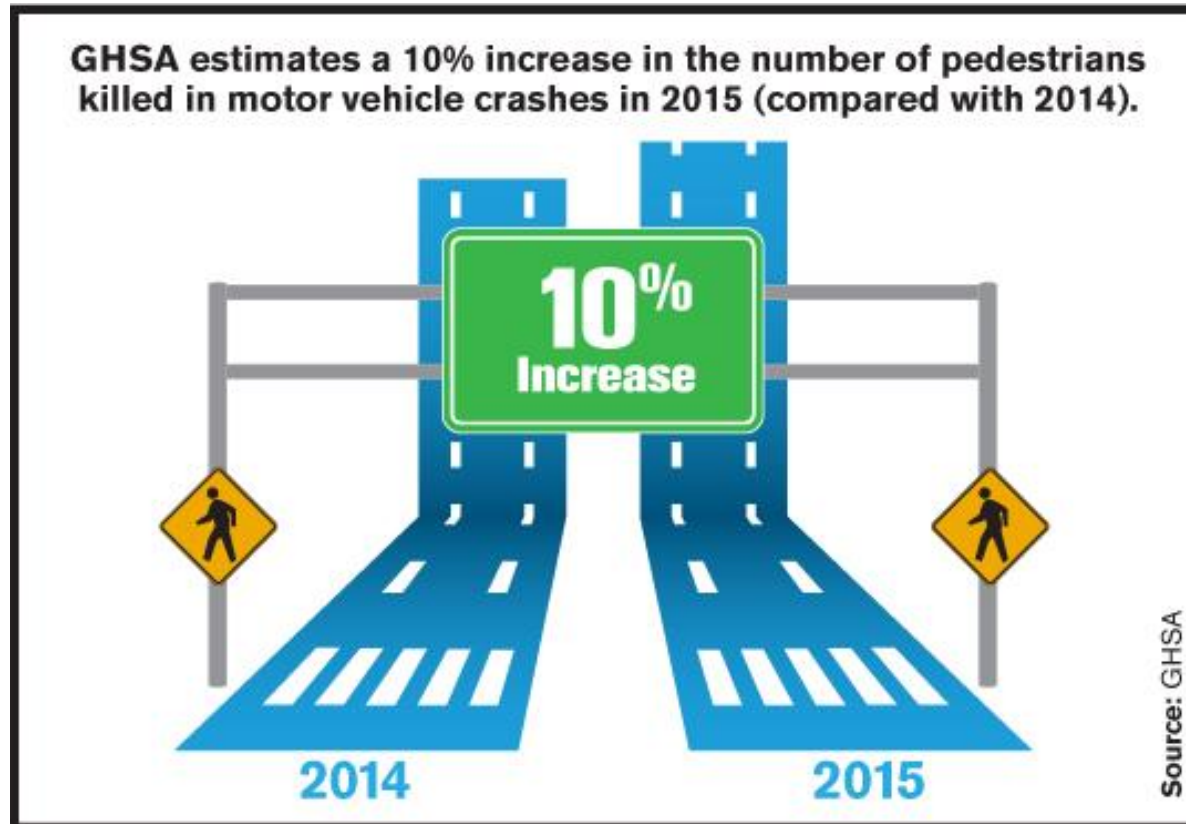
March 14, 2017



About GHSA

- National organization
- Represent State Highway Safety Offices (SHSOs)
 - Focus on *behaviors* through education & enforcement
 - New federal nonmotorized safety grant for bicyclist/pedestrian law enforcement and education

What's the problem?



What can we do?

- **Key takeaways**

- Provide comprehensive training to law enforcement.
- Integrate pedestrian safety enforcement into an officer's regular shift so that pedestrian safety enforcement is viewed as traffic enforcement.



www.ghsa.org/resources/everyone-walks-understanding-and-addressing-pedestrian-safety

Getting to the next level: Strategies to maximize the effectiveness of law enforcement in ped/bike safety programs

Laura Sandt

Director, Pedestrian and Bicycle Information Center
Senior Research Associate, UNC Highway Safety Research Center

Tuesday, March 14, 2017



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The Highway Safety Challenge:

Designing environments for—and reinforcing—safe behaviors



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Law Enforcement Strengths and Opportunities

- Deep knowledge of roadway environment and safety issues
- “Influencers” within a community
 - Help shape policies
 - Support a culture of safety
- Reinforce safe behaviors (ideally where the built environment provides support)

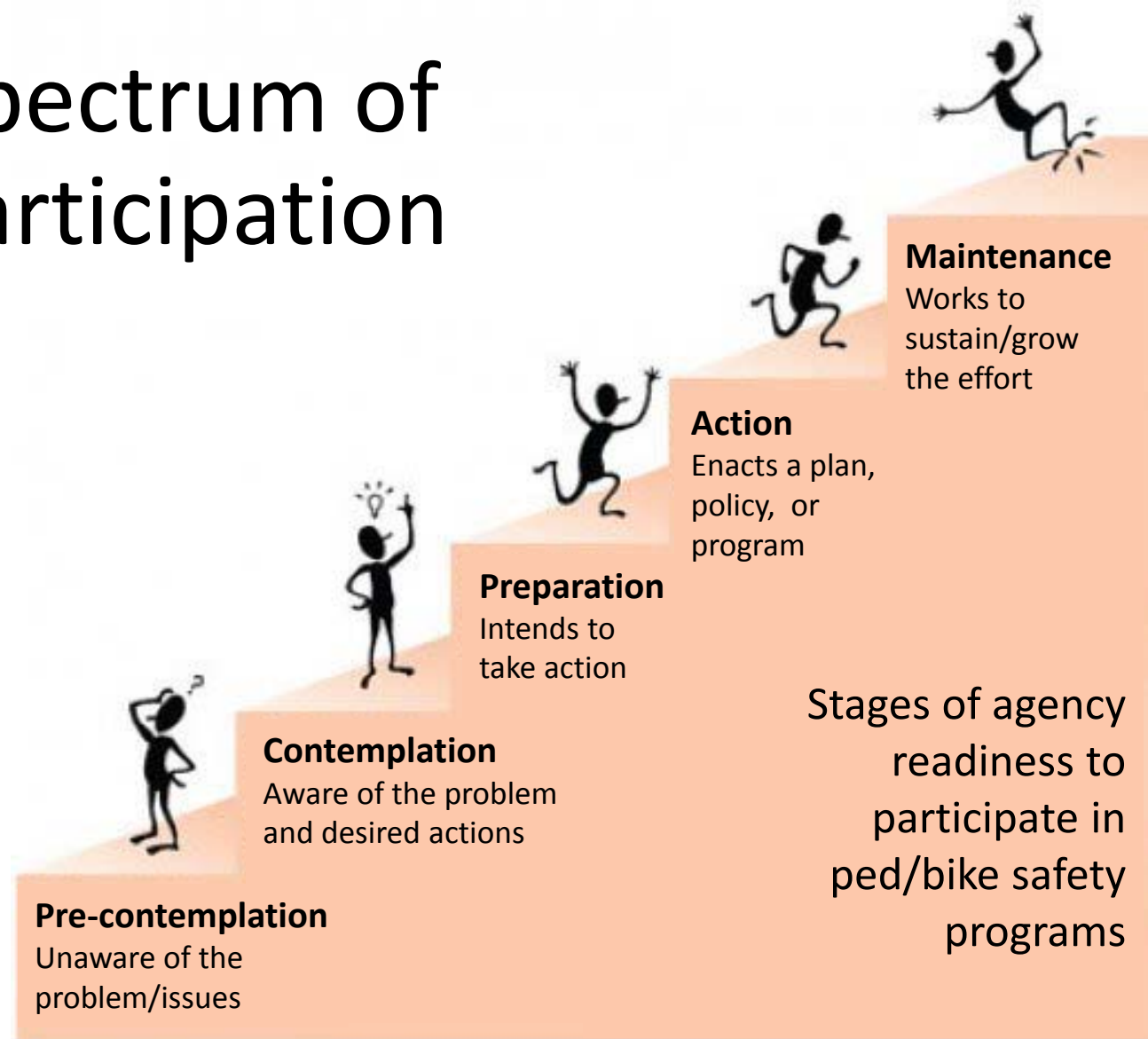


What the Evidence Shows...

- Law enforcement, coupled with public engagement and improvements to the built environment, can improve behaviors (which *MAY* lead to crash reductions):
 - Sandt et al., 2015
 - Van Houten et al., 2013
 - Goodwin et al., 2013
 - Zegeer et al., 2008
 - Van Houten & Malenfant, 2004



Spectrum of Participation



Sources: Grimley 1997 (75) and Prochaska 1992 (148)



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Common Challenges for Ped/Bike Enforcement Programs

1. Agency (or officer) reluctance (pre-action stage)
2. Poor or unintended results (action/post-action stage)
3. Loss of momentum (maintenance stage)



1. Reluctance to take action

“Pedestrian (or bicycle) safety is not a priority.”

“We have bigger issues to deal with.”



1. Reluctance to take action

- Clarify the goals
 - What are the community values?
 - What are the most dangerous issues?
 - What should the role of law enforcement be?
 - How does it relate to the other “E”s?



Source: Sgt. Brian Massengill



Source: Ed Johnson

1. Reluctance to take action

- Clarify the goals
- Provide training
 - Ped/bike related laws and definitions
 - Methods for enforcement



Sources: UNC HSRC staff

Did you know that under North Carolina state law, drivers must yield to pedestrians in crosswalks—even if the crosswalk is not marked? (GS § 20-173)

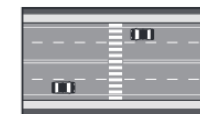
What's a crosswalk?

MARKED CROSSWALKS



Crosswalks may be marked, either with two parallel white lines or a series of white blocks running across the street (or road).

MID-BLOCK CROSSWALK



These marked crosswalks are located in the middle of a block, not at an intersection.

UNMARKED CROSSWALKS



These crosswalks occur whenever a sidewalk ends at an intersection and continues on the other side. There is an implied crosswalk across the intersection.



1. Reluctance to take action

- Clarify the goals
- Provide training
- Establish partnerships
 - Advocacy community
 - Health community
 - Planning/public works
 - Schools
 - Court system/DA

A RESOLUTION SUPPORTING THE PARTICIPATION IN THE WATCH FOR ME NC PEDESTRIAN/BICYCLE SAFETY CAMPAIGN IN COOPERATION WITH THE NORTH CAROLINA DEPARTMENT OF TRANSPORTATION (2013-04-22/R-4)

WHEREAS, it is a priority of the Town of Chapel Hill to protect human health and safety; and

WHEREAS, the Town of Chapel Hill recognizes bicycling and walking as important and viable modes of transportation and recreation; and

WHEREAS, the Town of Chapel Hill recognizes the importance of educating pedestrians, bicyclists and drivers on how to share the road safely; and

WHEREAS, the North Carolina Department of Transportation is leading a pedestrian and bicycle safety campaign for the Triangle region, known as Watch for Me NC; and

WHEREAS, the North Carolina Department of Transportation is seeking commitment from Triangle-Area communities for involvement in the Watch for Me NC 2013 campaign; and

WHEREAS, the Watch for Me NC campaign encourages pedestrians, bicyclists and drivers through various street enforcement activities;

NOW, THEREFORE, BE IT RESOLVED, that the Town Council pledges, in cooperation with the North Carolina Department of Transportation, to participate in the 2013 Watch for Me NC campaign.

This the 22nd day of April, 2013.

Source: Town of Chapel Hill



Source: Laura Sandt

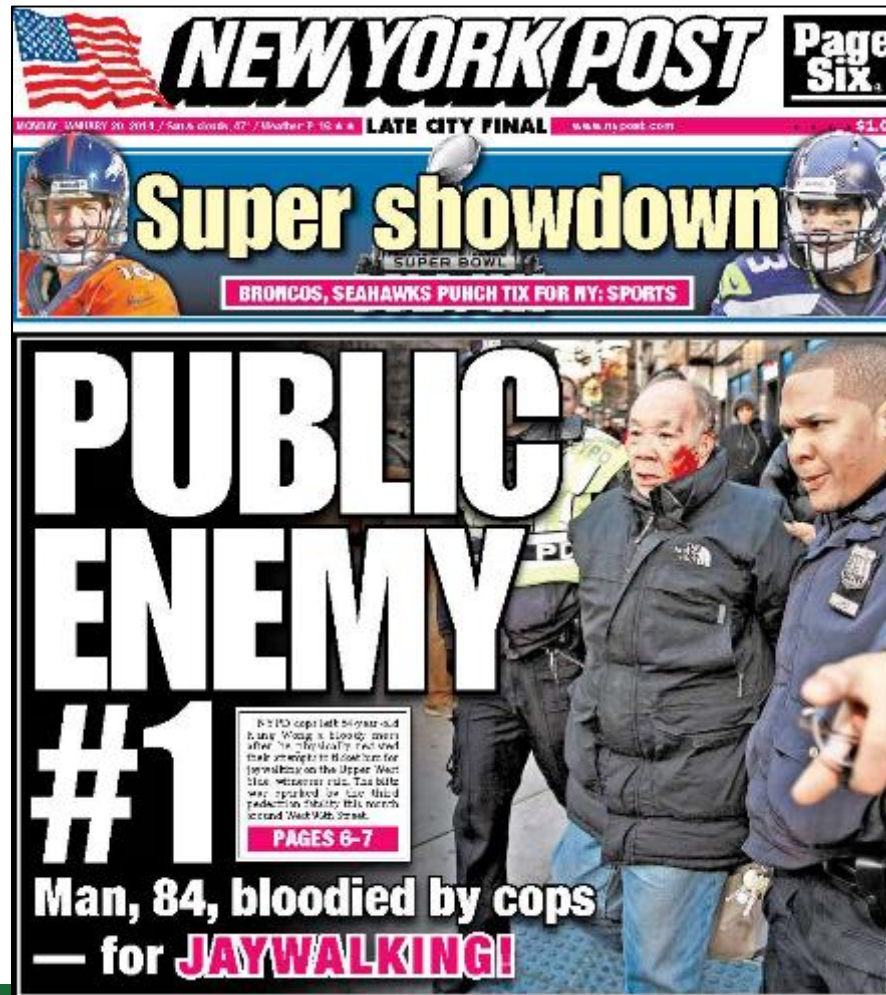


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2. Poor or Unintended Results



Source: <https://www.city-journal.org/html/jaywalk-way-11317.html>



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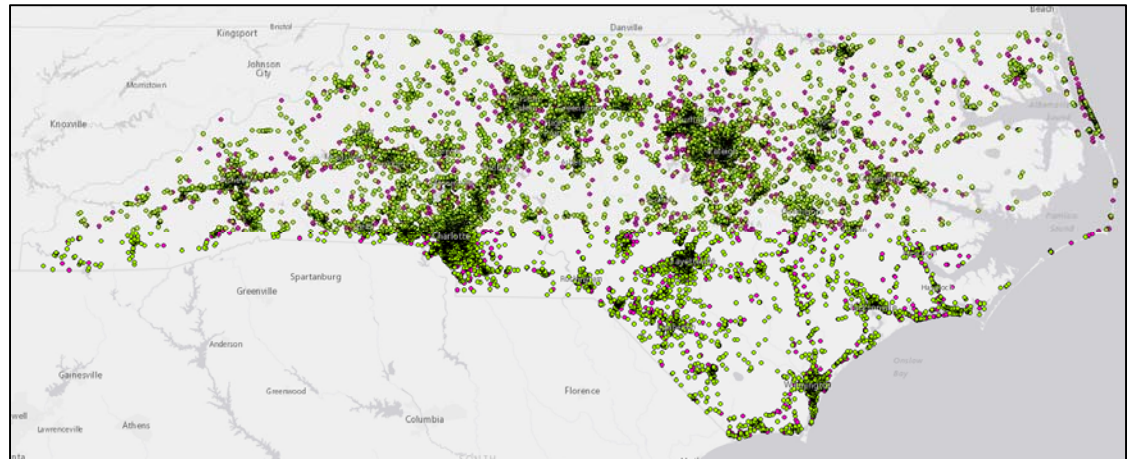
2. Poor or Unintended Results

- Have a plan
 - Take a balanced approach
 - Focus on issues where enforcement can save lives
 - Go where enforcement can make a difference
 - Be able to justify actions
 - Use crash data and other info sources
 - Have specific protocols in place
 - Be mindful of implications on equity



Have a plan: Key issues and locations

- Will vary by community
- Consider:
 - Severity
 - Pre-crash action or “type”
 - Location and time of crashes
 - Population demographics



Source: NCDOT Interactive Crash Data Map
(<http://ncdot.maps.arcgis.com>)



Have a plan: Avoid “fighting” the bigger signals of the environment



Source: Pedbikeimages.org/Dan Burden



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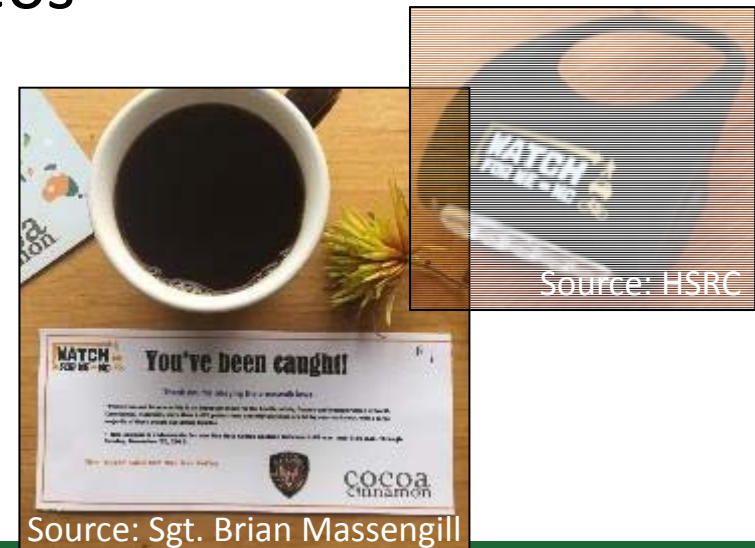
2. Poor or Unintended Results

- Have a plan
- Get buy in early on
 - Share goals and plans with the DA
 - Recruit help from the bike community
 - Engage local businesses and the media



2. Poor or Unintended Results

- Have a plan
- Get buy in early on
- Balance the carrots and sticks
 - Helmet giveaways and bike rodeos
 - “Good Ticket” programs
 - Warnings
 - Bike lights in lieu of citations
 - Tickets for dangerous offenses



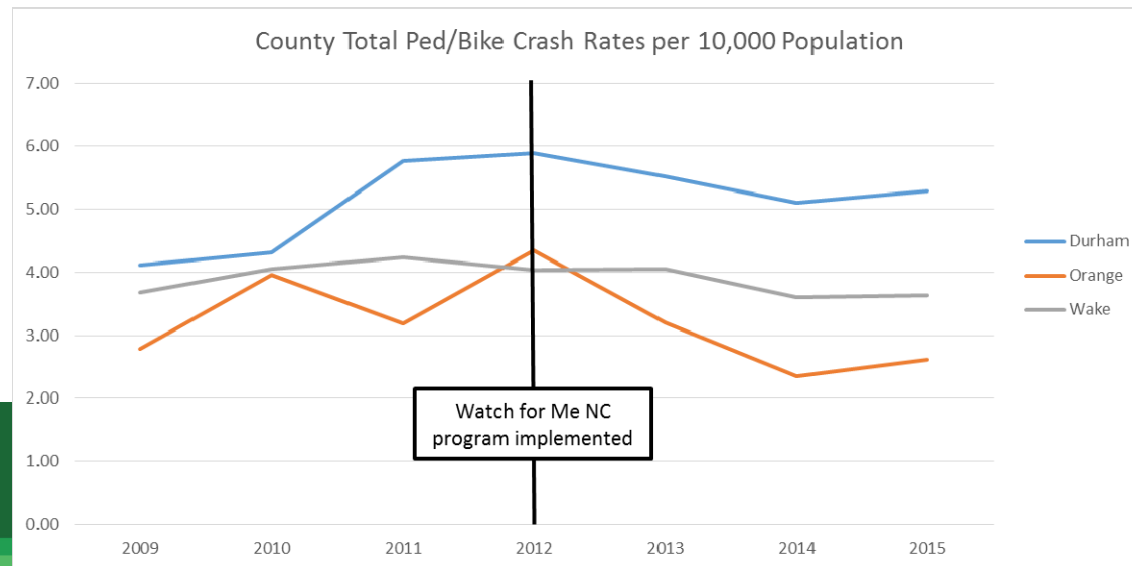
3. Loss of Momentum



Source: Google
Images/Meme
generator.net

3. Loss of Momentum

- Measure your results
 - Track progress in reaching goals
 - Identify successes and needed improvements
 - Support future decisions and funding



3. Loss of Momentum

- Measure your results
- Manage institutional knowledge
 - Turnover/transitions
 - Periodic training



Source: James Gallagher

3. Loss of Momentum

- Measure your results
- Manage institutional knowledge
- Take a policy approach
 - Legislation
 - Strategic plans
 - Dedicated funding



Source: City of Durham, NC



Source: Bikewalknc.org



Useful Resources on pedbikeinfo.org/enforcement

- NHTSA resources
 - *Pedestrian Safety Enforcement Operations: A How-To-Guide*
 - Research studies
 - Law enforcement training
- GHSA reports
 - *Pedestrian Traffic Fatalities by State: 2015 Preliminary Data Everyone Walks.*
 - *Understanding and Addressing Pedestrian Safety*
- PBIC
 - Resources and tools for enforcement agencies
 - Case studies from Watch for Me NC communities



Acknowledgements

- NHTSA: original pilot program sponsor
- NCDOT and GHSP: current program sponsors
- Watch for Me NC participant communities:

Cary
Charlotte
Durham
Greensboro
New Hanover County
Raleigh
Asheville
Chapel Hill

Granville County
Greenville
Jacksonville/Camp Lejeune
Dare County
Jackson County
New Bern
Boone
Brevard

Carrboro
Kannapolis
Corolla
Davidson
Edenton
Marion
Murphy
Surf City





Pedestrian Safety for Law Enforcement

***New York's one-day
workshop***

Shannon Purdy
Regional Program Manager
NHTSA Region 2



NHTSA
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION



Released June 2016

20 Focus Communities



NEW YORK STATE PEDESTRIAN SAFETY ACTION PLAN

DATE: JUNE 20, 2016

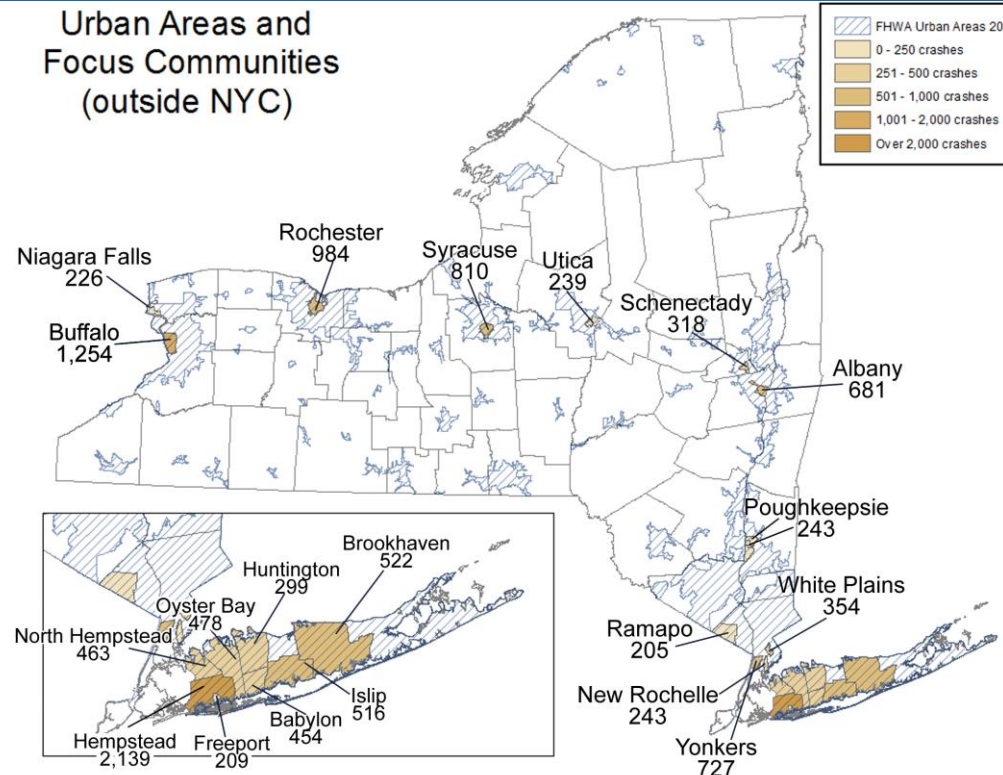


Department of
Transportation

Governor's Traffic
Safety Committee

Department of
Health

Urban Areas and Focus Communities (outside NYC)





Enforcement Action Plan

- Train State, County and local law enforcement pedestrian safety enforcement tactics
- Mobilize agencies to conduct intensive street-level outreach and enforcement details during Operation “See! Be Seen!”

See!

- Expect pedestrians.
- Pay attention!
Don't text while driving!
- Obey the speed limit.

Be Seen!

- Use crosswalks.
- Obey signals.
- Look left, look right,
look left again!
- Pay attention!
Don't text while crossing!

Pedestrian Safety: It's no Accident.

New York State Department of Health

Funded by the National Highway Traffic Safety Administration with a grant from the NYS Governor's Traffic Safety Committee.

1290 8/15

Group Exercise: Operation NY

- Place the Officers
 - Where will you place your decoy
 - Where will you place your enforcement officers
 - Where will the violators be stopped
- Place the Ped Operation signs
- Place the signs or cones (reaction distance)
- Explain whether you are writing warning or citations and why



Group 1



Single-day

Tactics-focused

Experiential learning approach



Spring 2017 =
training blitz!

Train-the-trainer
format



Immediate goal: 20
Focus Communities



Course Overview

1. Welcome and background
2. Laws and common violations
3. Good problem identification
4. Education first: strategies
5. Operations, enforcement, adjudication
6. How to spot an engineering problem
7. Mock operation (optional add-on)





Strong, frequent communication

Shared workspace with NHTSA region facilitating

Incorporating State-specific laws/examples

Targeted training objectives

NHTSA



THANK YOU!

SHANNON.PURDY@DOT.GOV



Gainesville Police Department Crosswalk Enforcement Program

Gainesville Police Department Crosswalk Enforcement Program

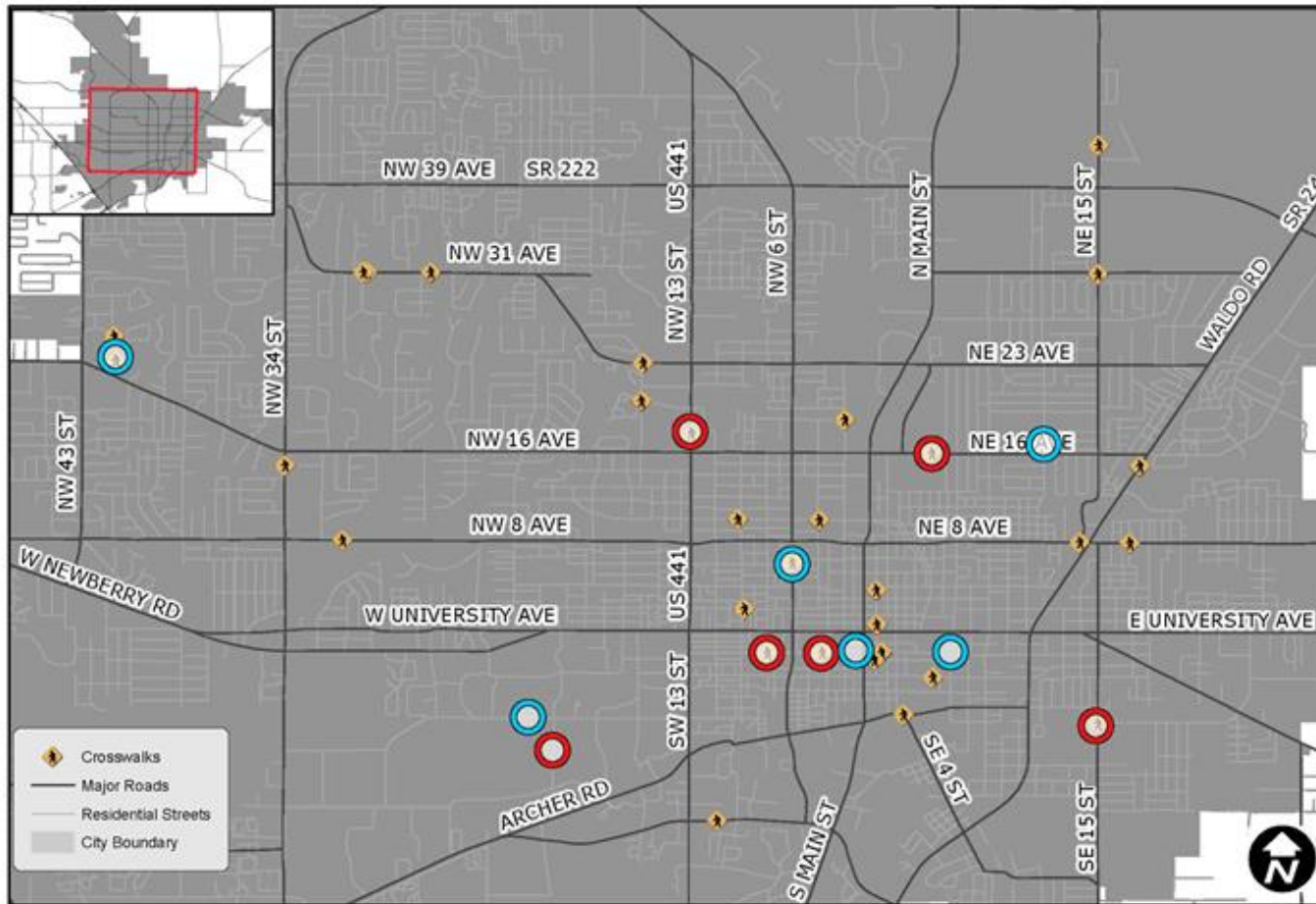


- Study
 - The Effects of High Visibility Enforcement on Driver Compliance to Pedestrian Yield Right of Way Laws
 - Center for Education and Research Safety (CERS)
 - Western Michigan University

Treatment and Generalization Sites



Unsignalized Crosswalks



The City of Gainesville has prepared the information depicted on this map for its own use. It is not intended to be, nor should it be, relied upon by others for any purpose. The City of Gainesville assumes no responsibility for errors or omissions in the information on this map. For more information contact the Public Works Department, (352) 334-5070.



Program Partners



- City of Gainesville
 - Traffic Operations
- Florida Department of Transportation
 - Traffic Operations
 - Community Traffic Safety Teams
- University of Florida
 - Administration
 - Student Government
 - University Police Department



Program Partners

- State Prosecutors Office
- Public Defenders Office
- NAACP
- County Public Works
- Alachua County School Board
- Neighborhood Associations

Outreach



- City public Works
- Regional Utility
- Judges and Hearing Officers

Gainesville Police Department Crosswalk Enforcement Program



NOTICE

We are sending you this notice to alert you that the Gainesville Police Department, Alachua County Sheriff's Department, and University of Florida Police Department will begin an intensive program of stopping and ticketing drivers that do not yield to pedestrians in crosswalks starting this coming week.

We need your help to make Gainesville safer for pedestrians of all ages.

You can help by:

- 1. Looking for pedestrians in crosswalks**
- 2. Yielding by stopping or slowing for the pedestrian** as the law requires
- 3. Encouraging others to do the same**

Be a Good Model. Yield, avoid a ticket, and help keep pedestrians safe

A safety message from the Gainesville Police Department

Gainesville Police Department Crosswalk Enforcement Program



Drivers **MUST** yield to pedestrians.
It's the law!

Florida has one of the highest rates of pedestrian injuries in the nation.

Each year more than 8,000 pedestrians are injured and 500 are killed.

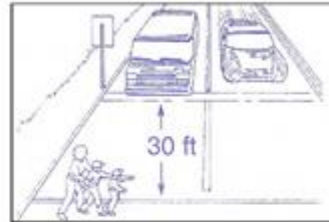
In Gainesville, an average of 140 pedestrians are injured each year.

The Law in Florida is CLEAR:

- Drivers must yield to pedestrians in crosswalks. This means stopping when necessary to let a pedestrian cross.
- Drivers may not overtake other drivers stopped at a crosswalk.
- Drivers must yield even if there are no pavement markings at the crossing.
- Turning vehicles must yield to pedestrians crossing on a green light or with the WALK signal.

WE ARE TRYING TO MAKE OUR STREETS SAFER FOR EVERYONE. HELP US BY COOPERATING AND BY ENCOURAGING OTHERS TO DO THE SAME.

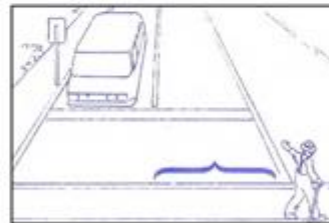
Drivers:
Protect pedestrians at crosswalks!
Follow these four rules:



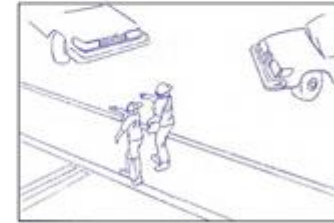
- 1** Never stop directly at or too near a crosswalk. Stop 30 feet back so pedestrians can see cars in other lanes.



- 3** Be alert for children. They may dart out into traffic without warning. Adults may also do the same.



- 2** Wait until pedestrians have crossed at least one lane beyond yours before proceeding.



- 4** Use special care when turning at intersections. Pedestrians are more vulnerable to turning vehicles and must look over their shoulder to see them.

Gainesville Police Department Crosswalk Enforcement Program



Pedestrians:
Make crosswalks work for you!

Follow these rules

1. Wait for the walk signal.
2. At crosswalks without traffic signals, place only one foot off the curb in the street.
3. Wait for the cars to stop.
4. **NEVER, NEVER STEP IN FRONT OF A MOVING VEHICLE!**
5. Keep looking for oncoming vehicles as you cross each lane
6. Keep looking from side to side and over your shoulder for turning vehicles as you cross.
7. Thank drivers with a friendly wave.



Crosswalk markings and traffic lights don't stop cars. Make sure you **KEEP LOOKING!**

After dark, drivers cannot see pedestrians in dark clothing until it is too late. Even if their head lights blind you, they still cannot see you. Wear retro-reflective materials or carry a lit flash light to make yourself more visible.

The Crosswalk Safety Program is a joint initiative of the Gainesville Police Department, the University of Florida Police Department and the Alachua Sheriff's Office.



The program is endorsed by the following organizations:



**CROSSWALK
SAFETY**



In **Gainesville**, an average of 140 pedestrians are injured each year.

Prepared by CERS
www.cers-safety.com

Radio Ads



- Prepared 3 radio ads for play on radio stations during the third phase.
 - Ads were sent to every station as PSAs
- All other TV radio, and printed media spots were the result of earned media
 - Complaints drove more advertising



Treatment Strategy

HVE Element	MONTH											
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Warnings	■											
Citations				■			■			■		
Parent Outreach	■			■								
UF Outreach	■			■								
Public Posting				■	■	■	■	■	■	■	■	■
Earned Media	■	■	■	■	■	■	■	■				
Paid Radio Ads							■	■				
In-Street Signs										■	■	■



Yielding Results

- Yielding for staged crossings at treated sites averaged 31.5% during baseline and 62.0% by the end of the study. Yielding for unstaged crossing averaged 45.4% during baseline and 82.7% at the end of the study.
- Yielding for staged crossings at untreated generalization sites averaged 36.7% during baseline and 58.5% by the end of the study. Yielding for unstaged crossing at these sites averaged 49.6% during baseline and 72.9% percent at the end of the study



Treatment Strategy

	Site	Baseline	Enforcement	Enforcement & Ticketing	Citations & Ads	Enforcement & Signs
Staged	University of Florida Museum Road	82.9	74.6	83.0	84.8	84.5
	NE 16 th Avenue at NE 12 th Street	13.6	39.2	30.3	32.8	47.1
	NW 16 th Street at Gainesville Police Dept.	7.2	11.8	13.1	13.0	16.7
	NW 41 st Street at Shopping Center	41.2	56.0	49.7	46.7	58.9
	SE 2 nd Avenue at Sweetwater Park	37.3	49.0	70.0	72.7	79.0
	SW 2 nd Avenue at SW 1 st Street Courthouse	37.9	47.5	60.7	65.2	64.5
	MEAN	36.7	46.3	51.1	52.5	58.5
Unstaged	University of Florida Museum Road	91.1	77.0	80.6	79.0	86.0
	NE 16 th Avenue at NE 12 th Street	0.0	0.0	50.0	No Data	100.0
	NW 16 th Street at Gainesville Police Dept.	1.1	36.0	49.1	33.3	35.4
	NW 41 st Street at Shopping Center	100.0	100.0	77.8	No Data	No Data
	SE 2 nd Avenue at Sweetwater Park	55.5	54.9	66.7	75.0	55.6
	SW 2 nd Avenue at SW 1 st Street Courthouse	50.0	95.0	62.0	83.3	87.5
	MEAN	49.6	60.5	64.4	67.7	72.9

Experience in Greenville, NC

Sgt. Mike Montanye
Greenville Police Department



Coordination with Public Works



Media Engagement



Community Engagement

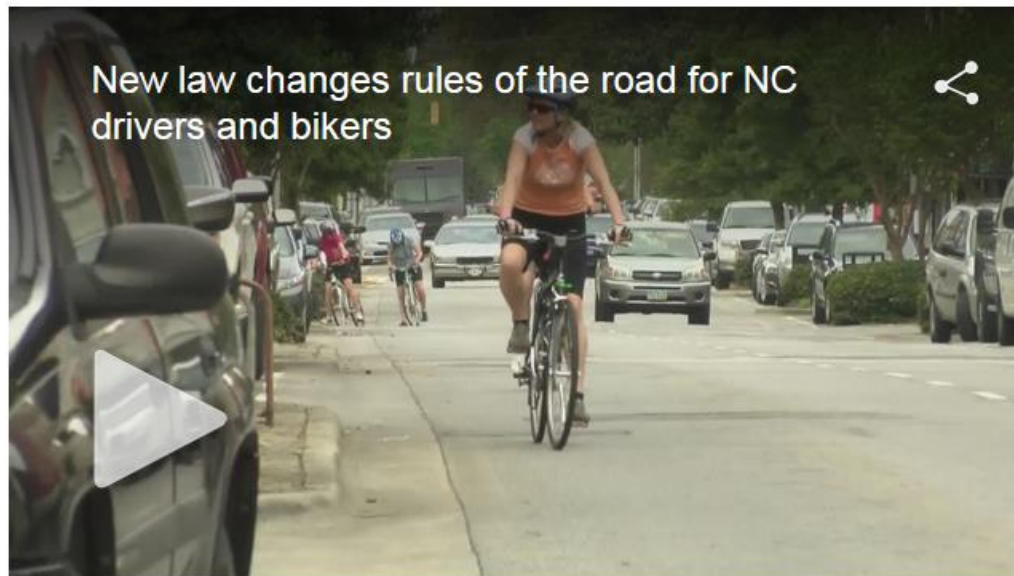


Changing Laws and Statutes

New NC law changes rules of the road for drivers and cyclists

By Jessica Jewell, WNCT

Published: July 30, 2016, 10:58 am



Source: www.WNCN.com

Discussion

⇒ Send us your questions



⇒ Follow up with us:

⇒ Laura Sandt sandt@hsrc.unc.edu

⇒ Kara Macek kmacek@ghsa.org

⇒ Shannon Purdy shannon.purdy@dot.gov

⇒ Lt. Joe Raulerson raulersojh@cityofgainesville.org

⇒ Sgt. Mike Montanye mmontanye@greenvillenc.gov

⇒ General Inquiries pbic@pedbikeinfo.org

⇒ Archive at www.pedbikeinfo.org/webinars