Pedestrian Safety Action Plan

Safety Enforcement
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Learning Objectives

At the end of this module, you should be able to:

- Describe WHAT and HOW to integrate enforcement strategies in your Pedestrian Safety Action Plan
Subjects Covered

- Role of enforcement
- Role of the enforcement officer
- Dangerous behaviors
- Enforcement strategies
Education–Enforcement–Engineering

⇒ Working together – 4 E’s approach–
⇒ Synergy - Each makes the other more effective

“Right design invites right use”
Role of Enforcement

- Increase awareness of pedestrian safety issues
- Improve behavior
- Reduce traffic safety problems

More important to be visible than to write a lot of tickets
Role of Law Enforcement Officers

- Teach safety
- Evaluate traffic concerns
- Provide police presence
- Monitor drivers and pedestrians
- Not “just hand out tickets”
Type of Law Enforcement Officers

- Motor Officers
- Community Action Officers
- School resource officers
- Cops on bikes, on horses, walking
Dangerous Driver Behaviors

⇒ Speeding
Dangerous Driver Behaviors

- Speeding
- Failure to yield
Dangerous Driver Behaviors

- Speeding
- Failure to yield
- Running red lights
Dangerous Driver Behaviors

- Speeding
- Failure to yield
- Running red lights
- Passing stopped car (multiple threat)
Dangerous Driver Behaviors

- Speeding
- Failure to yield
- Running red lights
- Passing stopped car (multiple threat)
- Passing stopped school bus
Dangerous Driver Behaviors

- Speeding
- Failure to yield
- Running red lights
- Passing stopped car (multiple threat)
- Passing stopped school bus
- Driving while distracted
Dangerous Pedestrian Behaviors

- Disobeying signals
Dangerous Pedestrian Behaviors

- Disobeying signals
- Not looking before crossing
Dangerous Pedestrian Behaviors

- Disobeying signals
- Not looking before crossing
- Crossing at undesirable locations
When is Enforcement Effective

The 85% Concept

⟲ If 85% of motorists are doing the wrong thing, then enforcement will do little

⟲ If 85% of motorists are doing the right thing, then enforcement can effectively manage the other 15%
When is Enforcement Effective

The Six Week Concept

- Enforcement changes behavior for up to 6 weeks
- Behavior will return without additional enforcement
- Engineering and education needed for permanent change
What type of enforcement is not effective?

Ticketing “jaywalkers”
Ticketing “jaywalkers” is ineffective because they’re trying to deal with a tough situation.
Ticketing “jaywalkers” is ineffective because they understand traffic and cross safely.
Enforcing Pedestrian and Traffic Laws

- Many laws address pedestrian safety
- Review existing laws
- Change or add laws to improve safety
Enforcing Pedestrian and Traffic Laws

The NHTSA Resource Guide includes:

- Vehicle and traffic laws for all states
- State laws not in the UVC
- Model legislation
State Laws Governing Pedestrian Crossings
Community Enforcement Approach

Community members are part of solution.
Methods other than ticketing to improve safety behavior:

- Neighborhood speed watch
- Slow down yard signs
- Pace cars
- Neighborhood fight back programs
- Adult school crossing guards
Neighborhood Speed Watch

- Like neighborhood watch programs
- Residents take active role in changing driver behavior
Success stories: Radar gun/trailer lending programs

Residents borrow units to record speed data

- Greensboro, NC
- Sacramento, CA
Yard Sign Campaigns

🌡 Groups involved:

- Neighborhood leaders
- Safety advocates
- Police
- Willing residents

🌡 Organize signs

🌡 Contact media

🌡 Success in Madison, WI
Pace Car Campaigns

- Pace cars are driven by residents
- Drivers travel at or below speed limit
- Drivers post a Pace Car decal on their vehicles
Neighborhood “Fight Back” Programs

Groups involved
- Local governments
- Residents

Targeting crime, blight, and other negative issues
Adult School Crossing Guards

- Promote safe behavior
- Help children cross safely
- Training important
Recommended Law Enforcement Approach

1. Involve community
2. Educate public
3. Provide officer training
4. Follow up
1. Involve community

- Notify community of approach
- Engage potential partners
2. Educate Public

- Raise public awareness
- Inform public about process
- Awareness may improve some behavior
3. Provide Officer Training

- Critical step in enforcement program
- Officers need to know why, what, when, where
- Everyone on same page
4. Follow up

- Measure results
- Repeat if needed
Law Enforcement Methods

- Speed trailers and monitors
- Traffic complaint hotline
- Photo enforcement
- Pedestrian decoy
- Progressive ticketing
- Double fines
How to Develop a Pedestrian Safety Action Plan – Enforcement Strategies

Speed Trailers

- Provide awareness
- Reduce speeds
- Enhance enforcement
Active Speed Monitors

- Regulatory device
- More permanent than trailers
- May be solar powered
Traffic Complaint Hotline

- Receive complaints and requests
- Provide guidance for enforcement
- Create outlet for community feedback

Success Story: Phoenix Hotline

- Police officer monitors complaints
- Enforcement planned for areas with several complaints
- Stronger link between police and community
Photo Enforcement

- Not always allowed
- Supplement police efforts
- Movable or fixed units
Pedestrian Decoys
Bring Media Attention to Yielding Problems

1. Identify high risk locations for pedestrians
Pedestrian Decoys

2. Let drivers know about decoy operation
Pedestrian Decoys

3. Calculate safe stopping distance
Pedestrian Decoys

3. Calculate safe stopping distance

35 mph

161 feet
Pedestrian Decoys

3. Calculate safe stopping distance

- 35 mph: 161 feet
- 25 mph: 73 feet
Pedestrian Decoys

4. Place cones at point beyond which driver can’t reasonably stop
Pedestrian Decoys

Decoy steps into crosswalk
Pedestrian Decoys

Officer goes for it
Success story: Miami Beach, FL

- Warnings
- Informational Fliers
- Decoy Pedestrians
Progressive Ticketing

➔ First: Educate
➔ Second: Warn
➔ Third: Ticket
Success Story: Heed the Speed (NHTSA)

- Education about speeding
- Yard signs/speed trailers
- Citations and tickets
- Repeat if speeds increase
Double Fines

⇒ Increase fines in special zones (schools, parks, hospitals)

⇒ Zero tolerance for speeders
Success Story:
Double fines in school zones in Washington State

- Doubled fines generate revenue
- Money is spent on enforcement and education
- Reduction in collisions in school zones
  - 23% in Bremerton
  - 13% in Tumwater
Education and Enforcement are part of Action Plan

- Build partnerships
- Use media
- Engage community
- Garner funding and support
- Measure effectiveness
Building Partnerships: Benefits

- Strength in numbers
- Additional resources, expertise, and funding
- Well-coordinated and more efficient use of resources
- Anticipate potential obstacles / solutions
Effective Partnership: Components

- Decision makers
- Engineers and planners
- Educators
- Health professionals
- Media

- Community representatives
- Law enforcement
- Transit officials
Media’s Role in Education and Enforcement

- Public education component
- Broad awareness better than tickets
- Information before campaign begins
Involve the Media

<SpriteRenderer>
- Hold a press conference
- Provide press packets
- Talk to the media
- Publish articles in local paper
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Engage the Community

- Put information in neighborhood newsletters
- E-mail residents
- Use speed reader boards
- Post enforcement signs
- Post yard signs
Finding Funding and Support

lève Local, regional agency budgets
lève Local businesses
lève Advocacy groups
lève State, federal grants
Measuring Program Effectiveness: Why?

- Show that program met objectives
- Discover needs for change
- Justify funding
- Provide guidance for similar programs
Measuring Program Effectiveness: Observable Outcomes

- Number of crashes, injuries, and fatalities
- Behaviors
- Number of citations issued
- Number of people walking
- Knowledge, opinions, and attitudes
- Changes in organizational activity
Success Story: Comprehensive Pedestrian Safety Program

Hamilton Township, NJ

- High crash and death rates
- Included education, engineering and enforcement
- Reduced pedestrian crashes
Resources

- Resource Guide on Laws Related to Pedestrian and Bicycle Safety
- Bicycle and Pedestrian Safety Resource Guide
- Safe Routes to School Guide
- Adult School Crossing Guard Guidelines
Enforcement Strategies Summary

- Law enforcement officers are valuable partners who can play many roles
- Enforcement includes many strategies to improve behavior
- Enforcement works best coupled with education and engineering
- Enforcement requires the support of the community
Learning Objectives

You should be able to:

- Describe WHAT and HOW to integrate enforcement strategies in your Pedestrian Safety Action Plan
Questions?
Education and Enforcement Strategies

Exercise # 5

Let’s discuss the questions on the Handout