

# Pedestrian Safety Action Plan

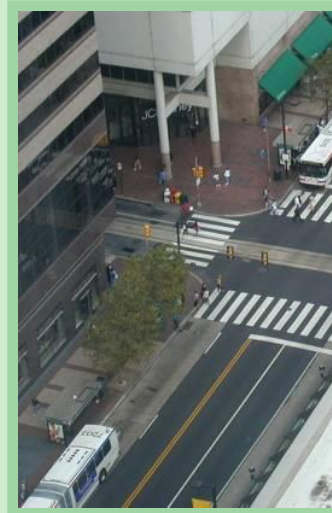
## Safety Enforcement

Presented by:

**Peter Flucke**

*President, WE BIKE, etc., LLC*

**June 16, 2011**



# Learning Objectives

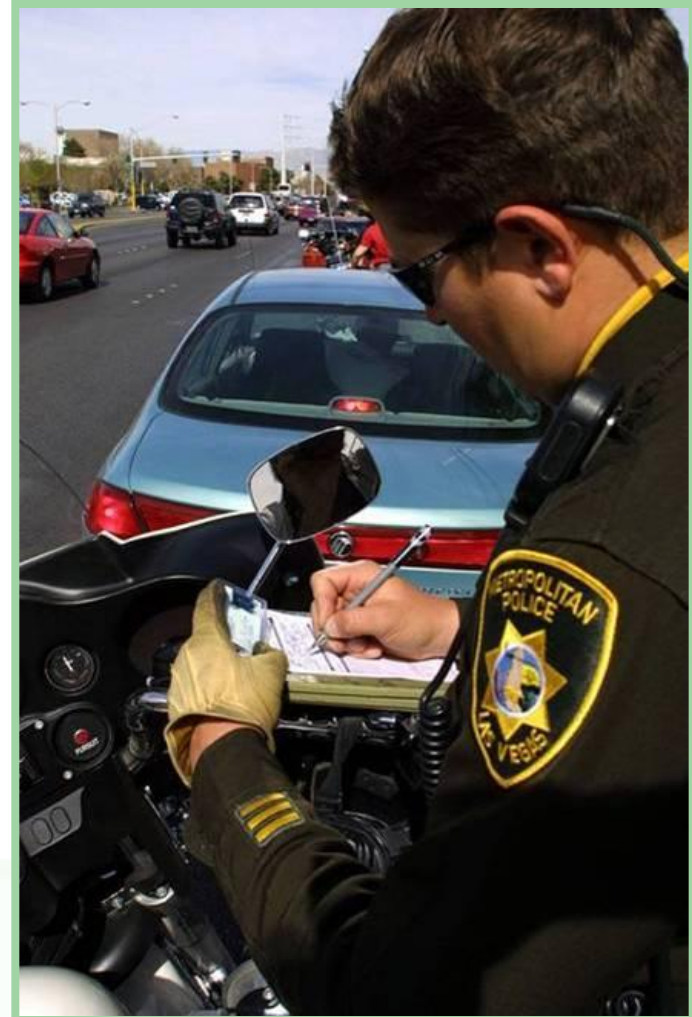
**At the end of this module, you should be able to:**

⇒ **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”



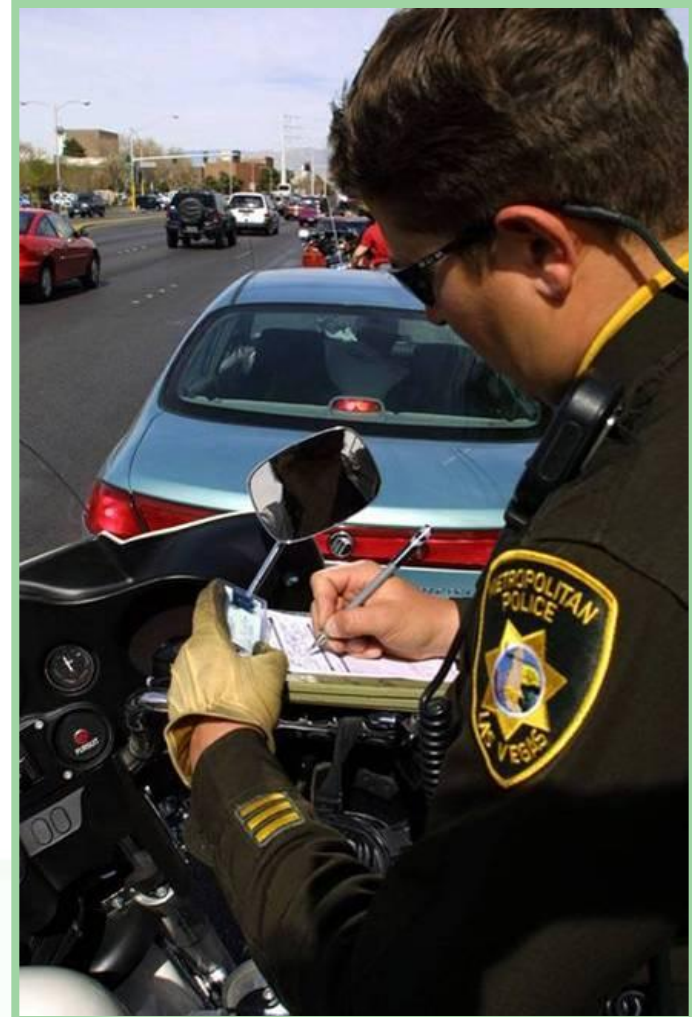
# Type of Law Enforcement Officers

- ⇒ Motor Officers
- ⇒ Community Action Officers
- ⇒ School resource officers
- ⇒ Cops on bikes, on horses, walking



# Dangerous Driver Behaviors

⇒ Speeding



# Dangerous Driver Behaviors

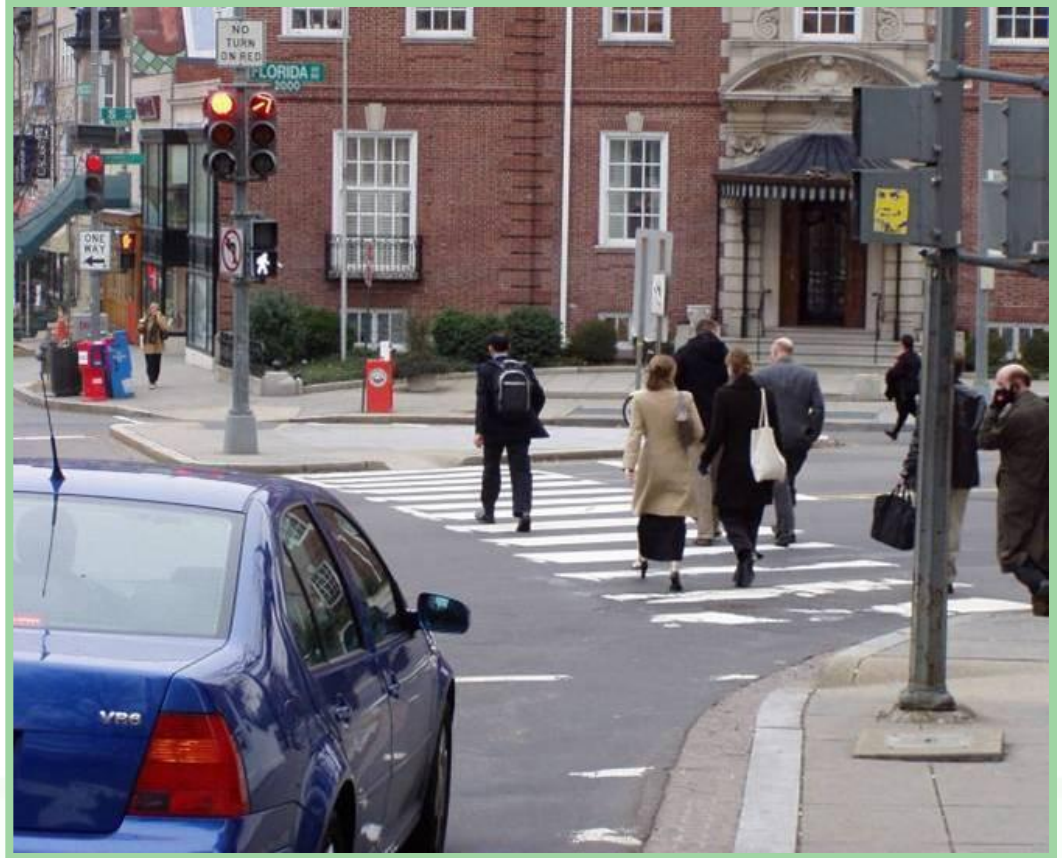
⇒ Speeding

⇒ Failure to yield



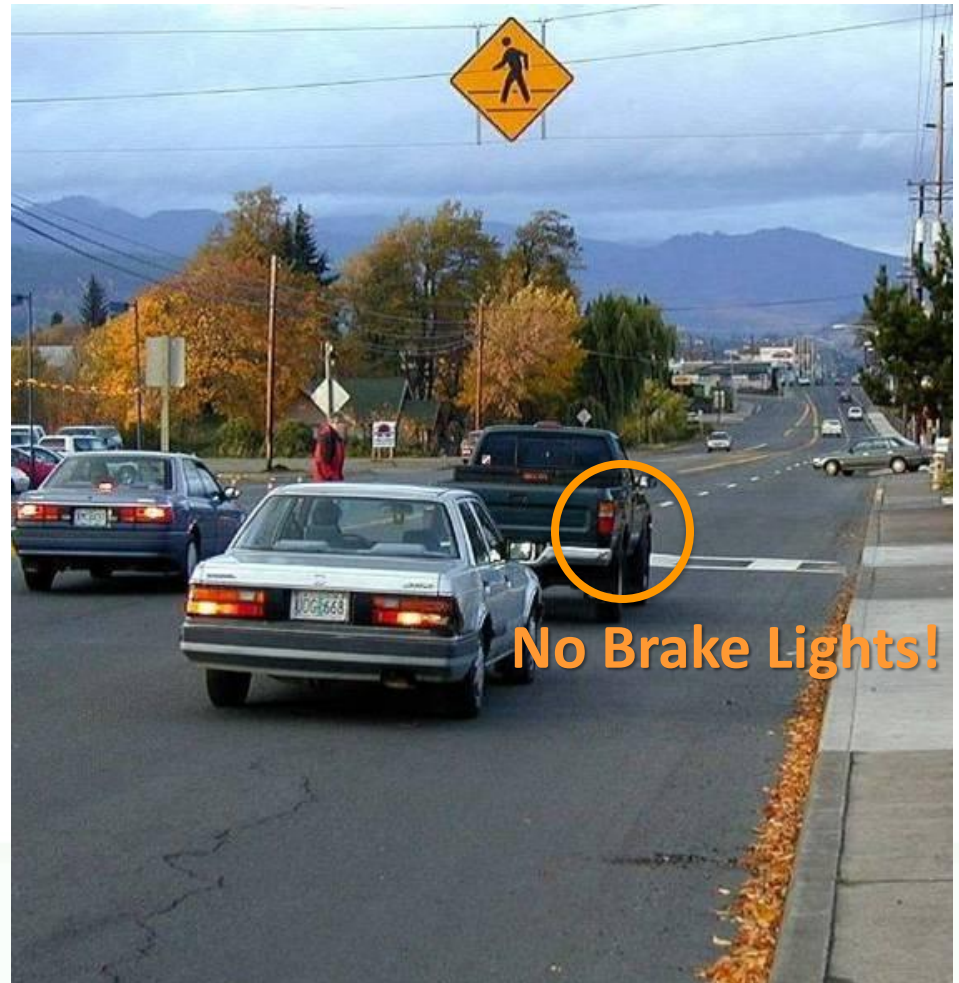
# Dangerous Driver Behaviors

- ⇒ 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

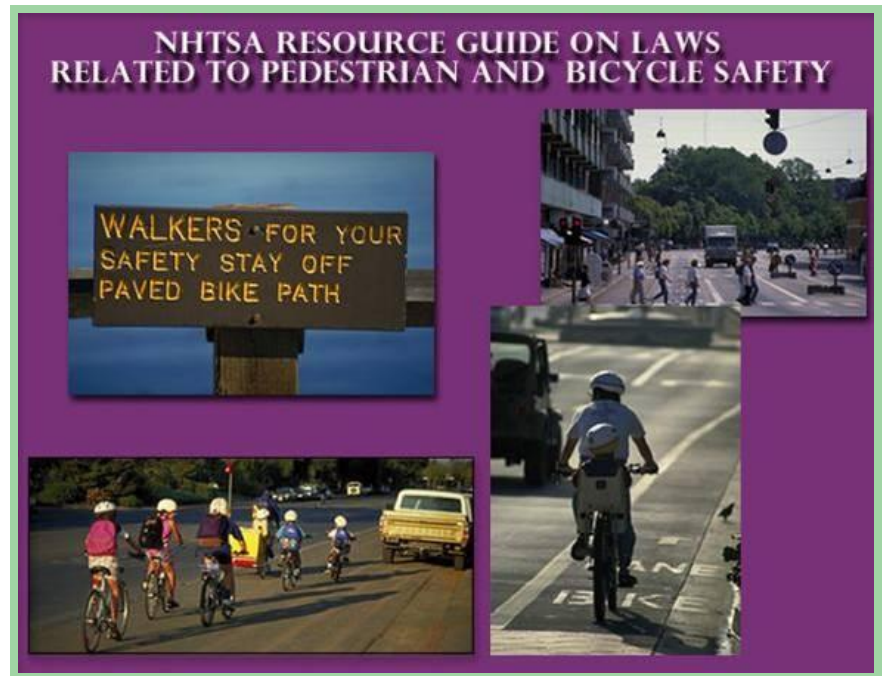
- ⇒ Many laws address pedestrian safety
- ⇒ Review existing laws
- ⇒ Change or add laws to improve safety



# 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



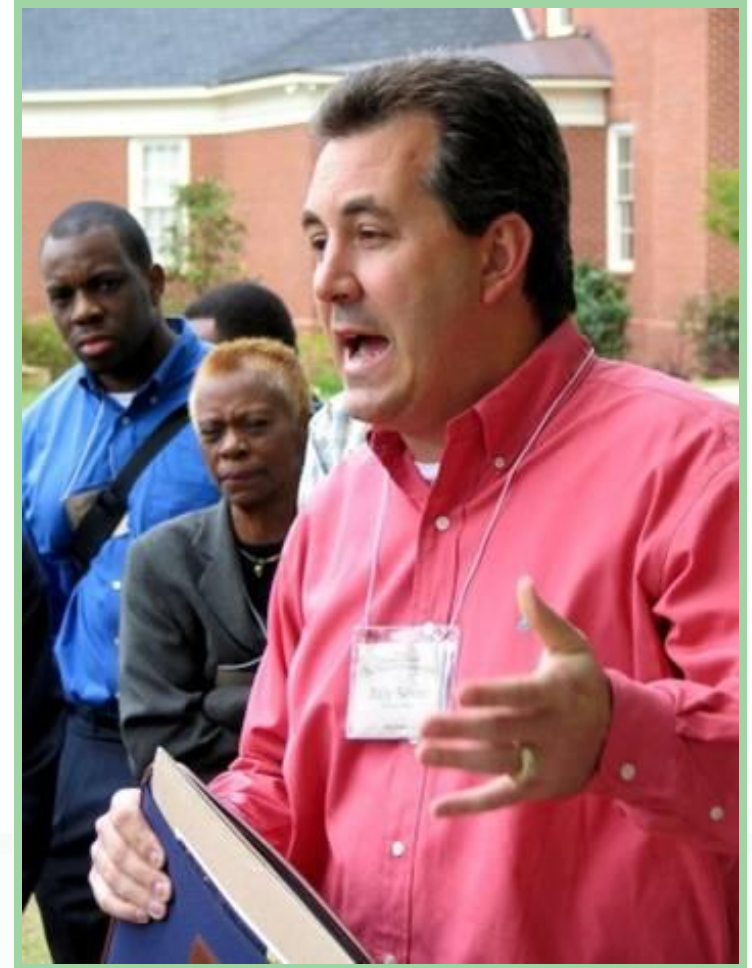
# State Laws Governing Pedestrian Crossings

# 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



# 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



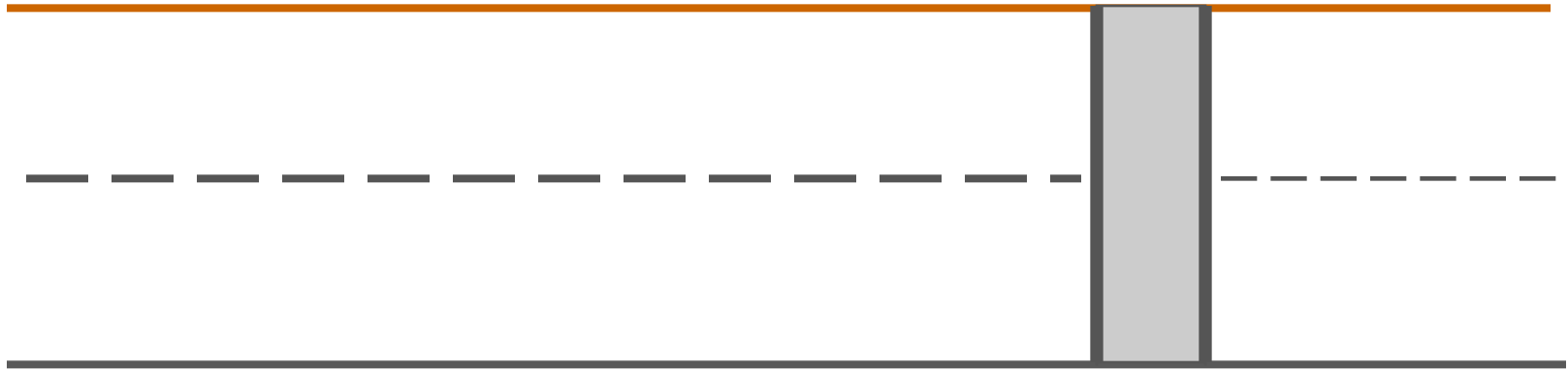
### 1. Identify high risk locations for pedestrians

# Pedestrian Decoys



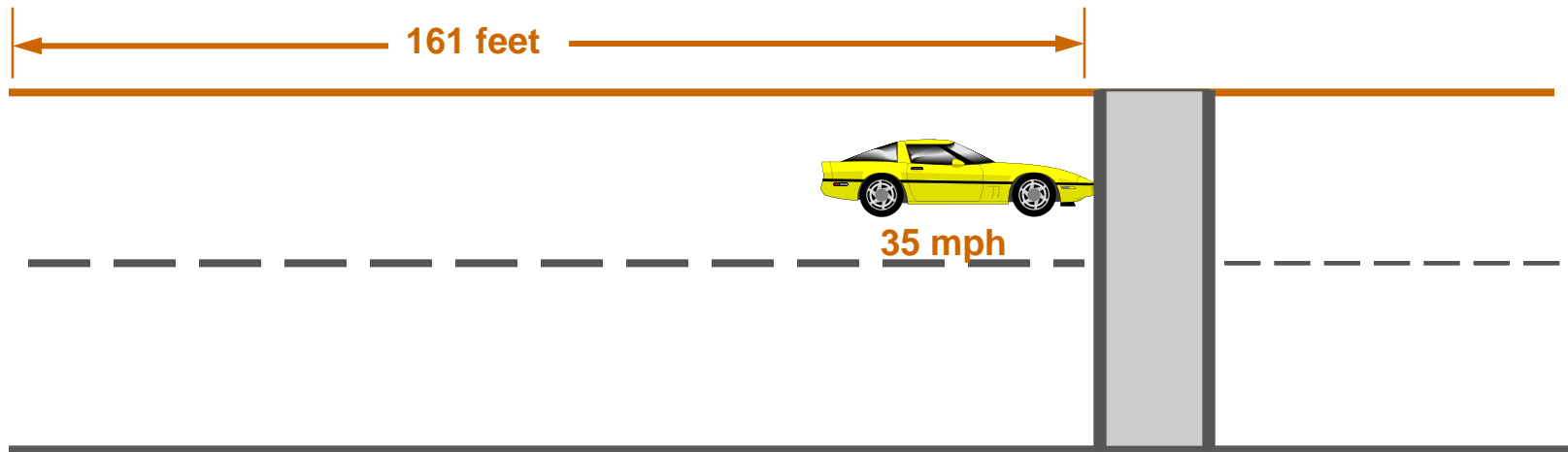
## 2. Let drivers know about decoy operation

# Pedestrian Decoys



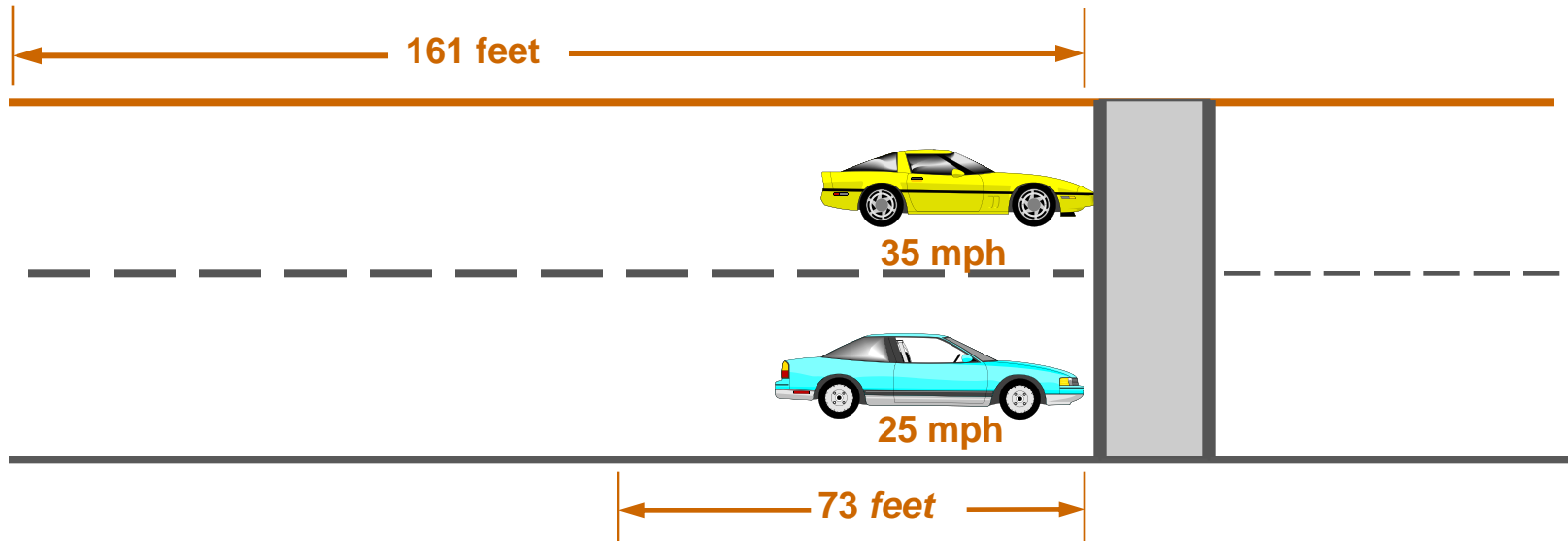
## 3. Calculate safe stopping distance

# Pedestrian Decoys



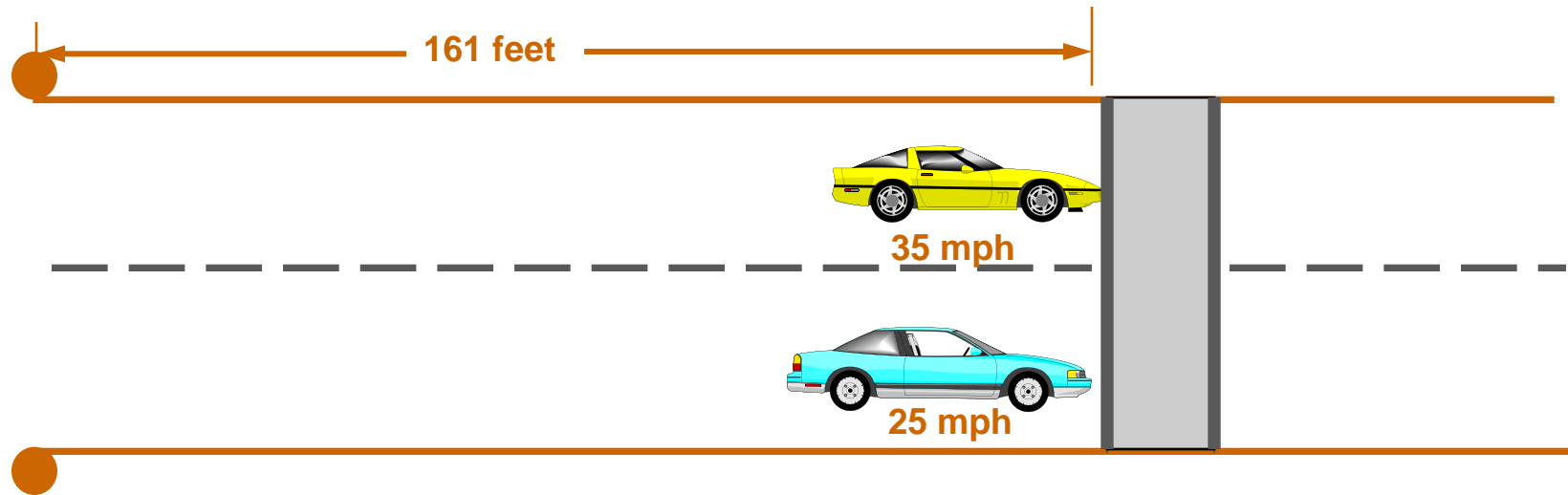
## 3. Calculate safe stopping distance

# Pedestrian Decoys



## 3. Calculate safe stopping distance

# Pedestrian Decoys



**4. Place cones at point beyond which driver can't reasonably stop**

# Pedestrian Decoys



**Decoy steps into crosswalk**

# Pedestrian Decoys



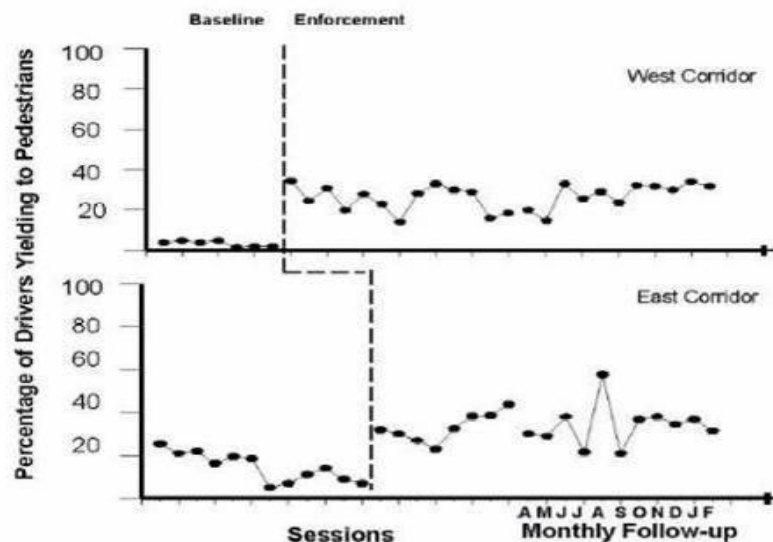
**Officer goes for it**

# Success story: Miami Beach, FL

⇒ Warnings

⇒ Informational Fliers

⇒ Decoy Pedestrians





**You have just failed to yield to a pedestrian at a crosswalk in**

**MIAMI BEACH**

In the past year more than 1643 pedestrians were injured and 81 were killed by drivers in Miami-Dade County. **An average of almost five (5) pedestrians injured or killed every day.** The majority of pedestrians killed or injured were children and senior citizens.

Data gathered at crosswalks in this county indicate that drivers do not pay enough attention to pedestrians at crosswalks, often fail to yield the right of way and are involved in near hits. Unfortunately many people drive with the attitude that they always have the right of way and that pedestrians should only enter a crosswalk when there are no oncoming vehicles.

**The law in Florida is clear, section 316.130, states:**  
 "When traffic signals are not present or not operational, the driver of a vehicle **must yield the right of way**, slowing or stopping if necessary to pedestrians crossing within a crosswalk upon the half of the roadway upon which the vehicle is traveling or when the pedestrian is approaching to closely from the opposite half of the roadway as to be in danger. Drivers may not overtake other drivers stopped at a **marked or unmarked** crosswalk.

**A note about crosswalks-** Pavement markings are not required for crosswalks at intersections. Imaginary lines connecting the sidewalk on opposite sides of an intersection define an unmarked crosswalk. Pedestrians in unmarked crosswalks have all the rights of pedestrians in marked crosswalks."

**Section 316.075 states:** "The driver of a vehicle making a right turn on red must yield the right of way to all pedestrians crossing the intersection roadway or proceeding as directed by the signal."

The most dangerous threat to pedestrians by drivers occur when they turn at intersections, overtake stopped vehicles at a crosswalk, speed and drive with undue care and control.

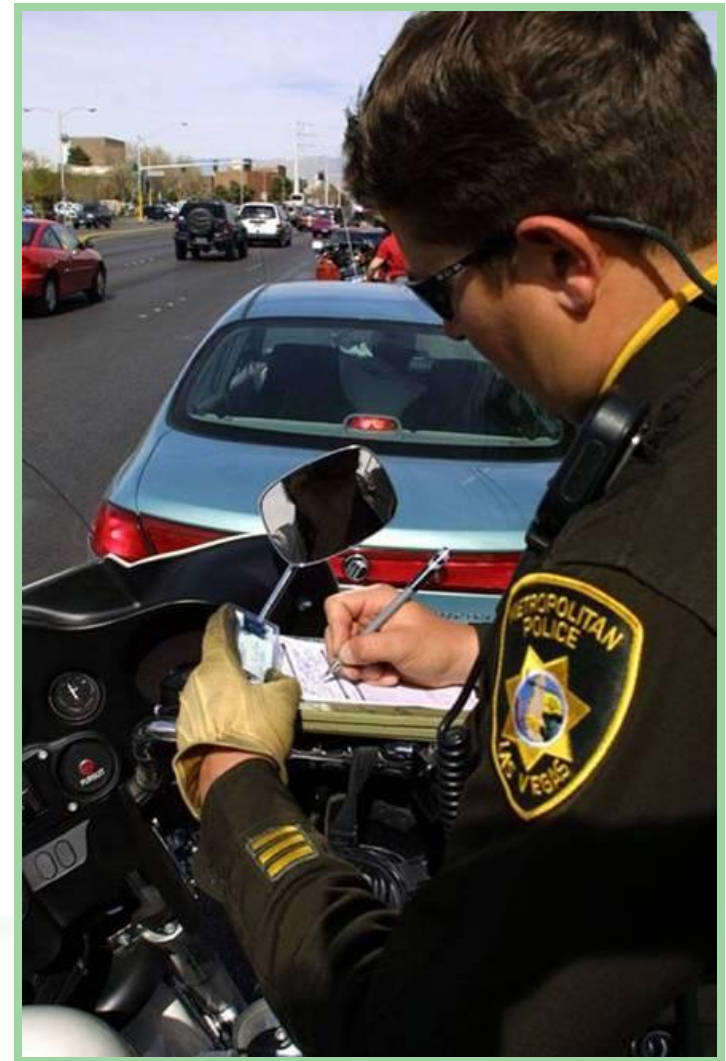
Drivers must pay more attention to crosswalks. The fine for failing to yield to a pedestrian at a crosswalk is \$90, however carrying the responsibility of injuring or killing a pedestrian is more difficult to bear than the possible consequences of being charged.

**We are trying to make your streets safer for you and your family. Help us by cooperating and by encouraging others to do the same.**

THE MIAMI BEACH POLICE

# 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

- ⇒ Hold a press conference
- ⇒ Provide press packets
- ⇒ Talk to the media
- ⇒ Publish articles in local paper



# Engage the Community

- ⇒ Put information in neighborhood newsletters
- ⇒ E-mail residents
- ⇒ Use speed reader boards
- ⇒ Post enforcement signs
- ⇒ Post yard signs



The Daily Tar Heel

Ne

UNC to hold pedestrian safety campaign today

# Finding Funding and Support

- ⇒ Local, regional agency budgets
- ⇒ Local businesses
- ⇒ Advocacy groups
- ⇒ 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



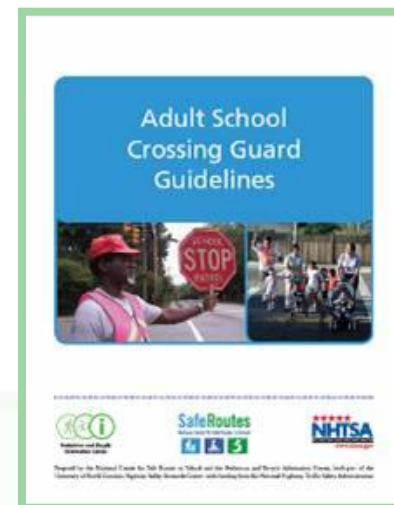
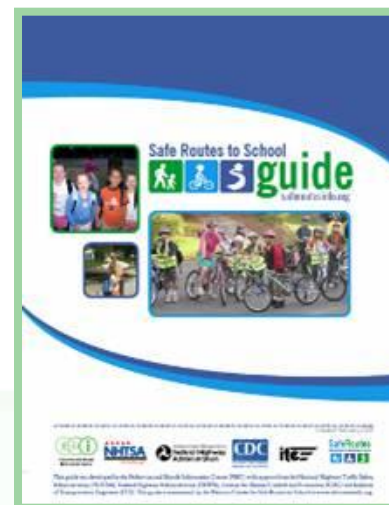
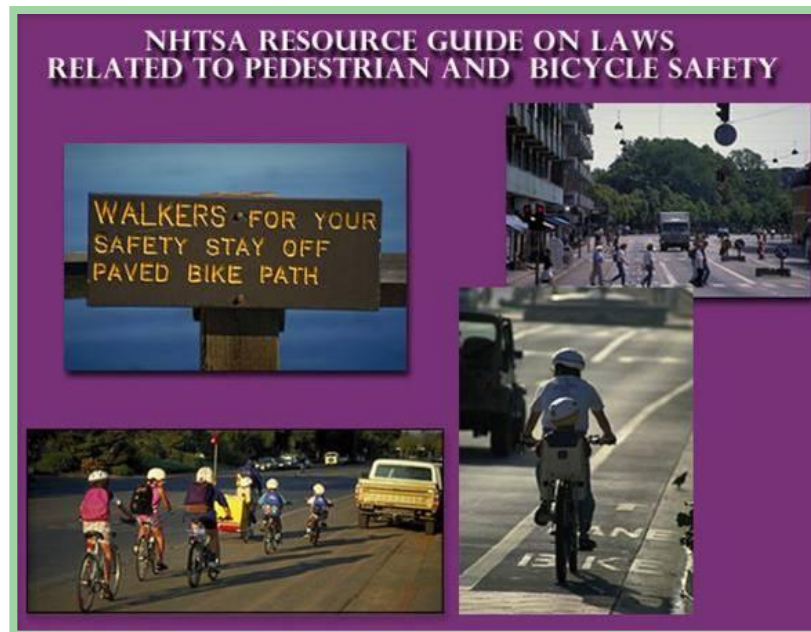
# **Success Story: Comprehensive Pedestrian Safety Program**

**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 ↗