

# Safe Routes to School Guide

## Enforcement



Created February 2007



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## Overview

The main goal for Safe Routes to School (SRTS) enforcement strategies is to deter unsafe behaviors of drivers, pedestrians and bicyclists, and to encourage all road users to obey traffic laws and share the road safely. Enforcement is one of the complementary strategies that SRTS programs use to enable more children to walk and bicycle to school safely. But enforcement used alone will not likely have a long-term effect. Communities must utilize a combination of enforcement, engineering, education and encouragement strategies to address the specific needs of their schools and achieve long-term results.

The public typically thinks of enforcement as officers writing tickets. In fact, enforcement, especially for SRTS programs, is a network of community members working together to promote safe walking, bicycling and driving. This can be accomplished through safety awareness, education and, where necessary, the use of ticketing for dangerous behaviors. Enforcement includes students, parents, adult school crossing guards, school personnel and neighborhood watch programs all working in conjunction with law enforcement. Working together to enforce rules for safe walking, bicycling and driving makes it safer and easier for everyone to walk and bicycle.

This chapter will describe the common unsafe behaviors often encountered near schools and the multiple approaches that communities use to improve these behaviors.



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*Enforcement includes students, parents, adult school crossing guards, school personnel and neighborhood watch programs all working in conjunction with law enforcement.*

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# Identifying Unsafe Behaviors

**E**nforcement programs start with identification of the unsafe behaviors of drivers, pedestrians and bicyclists around the school. Then appropriate strategies for improving these behaviors can be selected. There are many ways to identify unsafe behaviors; an observation of student arrival and departure from school is a good way to start. Speed measurements and examination of recent crash reports near the school provides additional information. Look for the common unsafe behaviors listed below when observing traffic around a school.

## Driver Behaviors

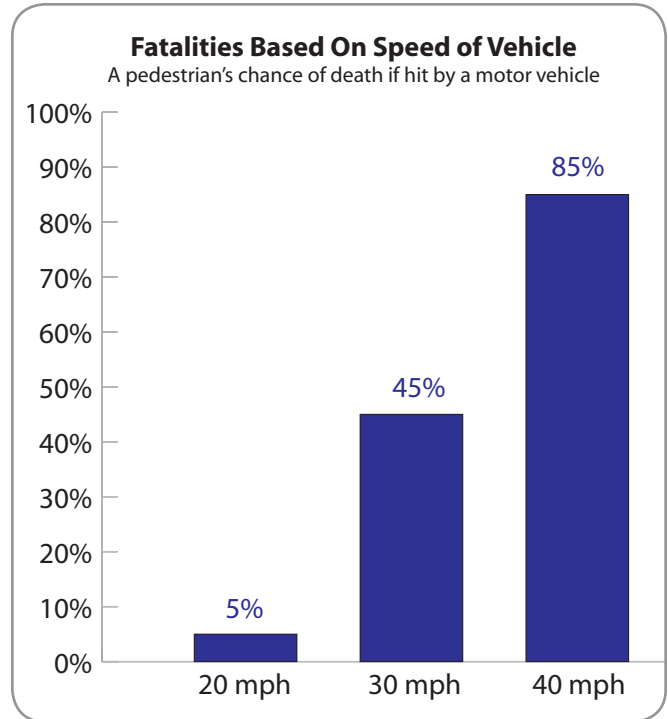
Unsafe driver behaviors occur both on the route to the school and on the school campus.

Unsafe driver behaviors on the streets around the school include:

- Speeding through residential streets and school zones. (Speed is directly related to crash frequency and severity. See chart.)
- Failing to yield to students walking or bicycling, especially in crosswalks. (The law requires drivers to stop for pedestrians in crosswalks; it's a law that is often ignored.)
- Running red lights or stop signs.
- Passing stopped school buses.
- Parking or stopping in crosswalks.

## Speed Matters

Some drivers don't think about the risks they create. A driver may not think going 10 mph over the speed limit will be noticeably less safe, but just a 10 mph difference in speed can be critical to whether a pedestrian lives or dies when struck by a motor vehicle. This is especially true for children and older pedestrians. At 20 mph, a pedestrian has about a 5 percent chance of dying if he is hit by a motor vehicle. At 30 mph, the chance of dying increases to roughly 45 percent. If a pedestrian is hit by a motor vehicle traveling 40 mph, the risk of dying increases to 85 percent.<sup>1</sup>



Killing Speed and Saving Lives, UK Department of Transportation.

Frequently, speeding problems near schools are related to the school itself. Often the parents and staff from the school are the speeders.<sup>2</sup>

Unsafe driver behaviors on the school campus typically involve student drop-off or pick-up. These include:

- Illegal parking.
- Motor vehicles stopping in a bus zone.
- Dropping off students in the street rather than in the appropriate location adjacent to the curb.
- Drivers letting students walk between parked motor vehicles and buses.
- Violating school drop-off and pick-up procedures.

## Pedestrian and Bicyclist Behaviors

Another critical component of enforcement activities is making sure that children and other pedestrians and bicyclists know and follow the safety rules. Efforts should focus on students' behavior on the route to school in order to minimize the risks that student pedestrians and bicyclists may encounter.

Unsafe pedestrian behaviors include:

- Not following the directions of the crossing guard or traffic signals.
- Not looking left, right and left again before crossing the street.
- Crossing a street at an undesirable location.
- Darting out between parked vehicles.
- Wearing dark clothes when there is poor lighting.

Unsafe bicyclist behaviors include:

- Riding into traffic without looking left, right and left again.
- Riding against traffic instead of with the traffic flow.
- Turning left without looking and signaling.
- Not obeying traffic signs and signals.
- Riding out from driveway or between parked vehicles
- Not wearing bicycle helmet.
- Not being visible at night when riding in road.



Dan Burden



# Role of the Enforcement Officer

**L**aw enforcement officers see first hand the consequences of motor vehicle crashes. They also see first hand the behaviors that cause these consequences. From conducting education and enforcement campaigns to identifying unsafe conditions, law enforcement officers can play multiple roles in Safe Routes to School (SRTS) programs.

Demands on a police department and the level of participation departments can offer varies from community to community. It is important to understand what the local law enforcement resources are. For some communities, law enforcement resources must be reserved for situations where students face harm or when unsafe behaviors persist despite the use of other methods.

State police or highway patrols, sheriff departments and local law enforcement agencies all may be partners in the program. There are at least three general types of law enforcement officers that typically assist SRTS efforts:

## **Traffic Enforcement Specialists**

These officers are assigned to specialize in traffic enforcement. They respond quickly to traffic safety hot-spots.

## **Community Action Officers (CAOs)/Precinct Officers**

These officers are generally assigned to a specific portion of the city and work on problem areas. While they do not specialize in traffic enforcement, they can be called in for enforcement activities at the start and end of school days and help coordinate with motor officers.

## **School Resource Officers (SROs)**

Some law enforcement officers are assigned to schools and concentrate on special problems such as drugs, gangs, and other on-campus problems. They can also be used to help solve special traffic problems on or near the campus and can coordinate with the motor officers and CAOs.



Dan Burden

Officers can serve in the following ways:

- Teach safety issues to children, school officials, parents and the community.
- Evaluate local traffic concerns, observe problem areas and behaviors, and provide input about safe routes.
- Provide an enforcement presence that discourages dangerous behaviors on and off the school campus. This may mean issuing warnings to drivers breaking traffic laws. Drivers who have made a minor error will often respond to a warning from an officer by being more careful. Drivers who continue to violate traffic laws need to be ticketed.
- Monitor crossing guards and make sure they are acting safely in the street and are not taking chances or over-stepping their duties as guards.
- Monitor students to ensure that they cross at safe locations and do not take unnecessary risks.

# The Community Enforcement Approach

**R**epresentatives of communities and schools can improve safety behaviors in many ways. Older students can become safety patrol members and help during drop-off and pick-up times at the schools. Adults can volunteer to become crossing guards to enforce safe behaviors at crossings. Neighborhood speed watch programs can provide opportunities for residents to educate drivers about their driving speeds while making drivers aware that the neighborhood is concerned about safety. All adults in a community need to set good examples for their children and others by crossing streets in crosswalks when they are available and following other traffic rules.

## Safety Patrols

Student safety patrols enhance enforcement of drop-off and pick-up procedures at school by increasing safety for students and traffic flow efficiency for parents. Such efforts allow students to participate in promoting traffic safety where they learn skills they can use in their everyday lives. Having a student safety patrol program at a school requires approval by the school and a committed teacher or parent volunteer to coordinate the student trainings and patrols. Before beginning a program, school officials should be contacted for approval of the program and to determine how liability issues will be addressed.

Students who are chosen for safety patrol officers are in good company. Past school safety patrol officers include current members of the U.S. Supreme Court, as well as former presidents Bill Clinton and Jimmy Carter.

## Adult School Crossing Guards

Adult school crossing guards can play a key role in promoting safe driver and pedestrian behaviors at crosswalks near schools. They help children safely cross the street and remind drivers of the presence of pedestrians. A guard helps children develop the skills to cross streets safely at all times. Adult school crossing guards can be parent volunteers, school staff or paid personnel. Annual classroom and field training for adult school crossing guards as well as special uniforms or equipment to increase visibility are recommended, and in some locations required. The presence of guards can lead to more parents feeling comfortable about their child walking or bicycling to school. For more information see the Adult School Crossing Guard Guidelines, which were developed by the National Center for Safe Routes

## Tool: Safety Patrol

### Definition

Students assist with student arrival and departure at school.

### Advantages

- Provides needed help.
- Builds student role models.

### Considerations

- Requires adult coordinator.
- School approval needed.



Pembroke Hill Lower School, Kansas City, Missouri.

to School and the Pedestrian and Bicycle Information Center with funding from the National Highway Traffic Safety Administration. A copy of the Guidelines can be found at [www.saferoutesinfo.org/guide/crossing\\_guard/index.cfm](http://www.saferoutesinfo.org/guide/crossing_guard/index.cfm).

## Tool: Adult School Crossing Guards

### Definition

Crossing guards promote safe behaviors at crosswalks by helping children safely cross the street at key locations and reminding drivers of the presence of pedestrians.

### Advantages

- Can control behaviors at high-risk locations.
- Can make parents more comfortable allowing children to walk or bicycle to school.

### Considerations

- Requires dedicated funding or reliable volunteer system.
- Requires training and equipment.



Linden Hill Elementary School, Wilmington, Delaware.

## Neighborhood Speed Watch Programs

Neighborhood speed watch programs, a traffic-related variation of a neighborhood watch or crime watch, encourage citizens to take an active role in changing driver behavior on their neighborhood streets by helping raise public awareness and educate drivers about the negative impact of speeding. In these programs, residents record speed data in their neighborhood using radar units borrowed from a city or county law enforcement agency. Residents record the speed and license plate information of speeding motor vehicles. This information along with a letter is sent to the owner of the vehicle informing them of the observed violation and encouraging them or other drivers of their vehicle to drive at or below the posted speed limit. This type of awareness encourages some speeding drivers to slow down. Drivers also learn that residents will not tolerate speeding in their neighborhoods.

The organization of neighborhood speed watch programs can vary. Some jurisdictions have “Citizen’s Patrol” elements in the police department and others have neighborhood volunteers to oversee the program.

In Sacramento, California, a member of the County Traffic Engineering Section meets with interested residents, teaches them how to use the radar equipment and



David Parisi

## Tool: Neighborhood Speed Watch Programs

### Definition

Neighborhoods work with law enforcement to observe motor vehicle speeds.

### Advantages

- Residents become aware of local traffic issues.
- Police gain additional information regarding problems.
- Peer pressure is placed on speeders.

### Considerations

- Needs law enforcement personnel to work with neighborhoods.
- Requires radar guns or other measurement equipment.



collect data, and explains appropriate ways to interact with drivers. The county loans a radar unit to a group representative and volunteers use it to record speeds and license numbers of vehicles exceeding the speed limit. The county sends letters to violators and asks them to slow down.

In North Carolina, the City of Greensboro's Department of Transportation will loan a radar gun and trailer display unit to citizens to monitor speeds along their street. The unit displays the speed limit for the street and the travel speed of passing motor vehicles, and volunteers record the speeds.

For details of another speed watch program, visit PEDSAFE "Neighborhood Speed Watch Programs" Phoenix, Arizona, case study at [www.walkinginfo.org/pedsafe/casestudy.cfm?CS\\_NUM=71](http://www.walkinginfo.org/pedsafe/casestudy.cfm?CS_NUM=71). Neighborhood Speed Watch Programs have also been implemented in:

**Salt Lake City, Utah**

[www.slcgov.com/transportation/TrafficManagement/speedwatch.htm](http://www.slcgov.com/transportation/TrafficManagement/speedwatch.htm)

**Seattle, Washington**

[www.ci.seattle.wa.us/transportation/speedwatch.htm](http://www.ci.seattle.wa.us/transportation/speedwatch.htm)

**Montgomery County, Maryland**

[www.cleannaircounts.org/Resource Package/A Book/Paving/calming/montgomery/triage\\_1.htm](http://www.cleannaircounts.org/Resource%20Package/A%20Book/Paving/calming/montgomery/triage_1.htm)

**Tampa, Florida**

[www.tampagov.net/dept\\_Public\\_Works/Transportation/Speed\\_watch.asp](http://www.tampagov.net/dept_Public_Works/Transportation/Speed_watch.asp)



Greensboro, North Carolina.

# The Law Enforcement Approach

The previous sections summarized ways that the school and neighborhood can work together to improve safety behaviors. This section looks specifically at what only the law enforcement officer can do.

Law enforcement includes a variety of methods that use both technology and personnel to raise awareness and educate drivers about their driving behaviors and how they relate to the safety rules. An effective law enforcement program is more about providing visible police presence for improved behavior than writing a lot of tickets. The intent of enforcement is to get people to change dangerous behaviors that could cause a crash and subsequent injury or fatality. However, for some dangerous behaviors, enforcement activities need to be implemented early. For example, giving citations for exceeding the speed limit, even by 5 to 10 mph, is especially important in school zones since driving speed increases the likelihood of being severely injured or killed if struck by a vehicle.<sup>1</sup>

## Effective Safe Routes to School Law Enforcement has Three Basic Steps

### **Involve parents and the community.**

Generally, most of the traffic around schools is made up of neighborhood residents, parents of students, and the school's faculty and staff. An effective program will seek to notify all groups that a strong traffic law enforcement program is beginning.

### **Use public awareness and education first.**

Public awareness and education needs to occur before law enforcement activities. The awareness and education messages should inform people of the problem and why enforcement action is needed. This will generate public support and help to offset any complaints from those who are caught breaking the law. The public next needs to be told what the enforcement activities will be and when they will start. Methods for raising awareness include sending flyers home with students, mailing materials to residents living within a certain distance of the school and using local television stations and newspapers to spread the message.



Peter Lagerwey



Peter Lagerwey

Portable speed limit signs and speed reader boards are effective tools for providing real time speed information to drivers.<sup>3</sup> For some drivers, raising that awareness may be enough to cause them to alter their unsafe actions.

### **Provide officer training.**

Officer training is critical to an effective law enforcement program. The training should include information on what, when, where and how law enforcement should occur to maximize behavior change and to reduce the number of crashes involving pedestrians.

**The Media’s Role in Enforcement Efforts**

All the components of a good law enforcement program — creating awareness, alerting the public and the actual enforcement event — benefit from media coverage. The goal is to garner substantial media attention, not give numerous tickets. If 10 drivers receive tickets and 100,000 people hear about it, the enforcement effort will have a bigger impact than if officers issue 100 tickets and only the recipients know what happened. The key to a successful campaign is to provide information before the enforcement event occurs to encourage community support and facilitate positive coverage. Without such prior notification, drivers may claim to be caught by surprise, which can lead to negative publicity.

There are many ways to involve the media. For example:

- Neighborhood and school leaders can hold a press conference to talk about pedestrian safety and tell the public that they are requesting more enforcement.
- Organizers can provide the press with packets of information about walking and safety statistics, and information about the need to improve the health of students.
- Informed parents, students and educators can be available to talk to the media. A child who is well-versed in the pedestrian problems near the school can provide an important perspective. Hearing a child explain how difficult it is to cross a street will have a bigger impact than reading a statistic.

Parents and the entire community can be made aware of the enforcement effort in a variety of ways to ensure they know what will happen before the program begins in force. School officials or event organizers can:

- Send home fliers with students.
- Publish an article in the local newspaper.
- Send an e-mail to all parents.
- Put up speed reader boards so drivers see for themselves what their speeds are compared to safe speeds in school zones.
- Post information signs near where the enforcement effort will occur.

As the population becomes more ethnically diverse, providing safety messages to the public in varying languages and with culturally relevant messages will be critical for the success of the effort.

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*The key to a successful campaign is to provide information before the enforcement event occurs to encourage community support and facilitate positive coverage.*

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# Law Enforcement Methods

A variety of law enforcement methods can help change unsafe behaviors, making walking and bicycling safer and more attractive for children and their parents. Regardless of the method used, enforcement activities require follow-up to maintain their effectiveness. To measure the impact of an enforcement activity in a specific situation, make a quick study before and after the enforcement effort. Before-and-after studies do not have to be elaborate and can be as simple as measuring speeds or observing behaviors at crosswalks and parent drop-off and pick-up zones. Examine the results and decide on the next steps. If the results are positive, the method used may be enough to improve behavior. If the results indicate little change in unsafe behaviors, perhaps another method should be used. Even with initial success, communities will need to repeat enforcement efforts periodically in order to sustain improvements in drivers' behaviors.

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*Regardless of the method used, enforcement activities require follow-up.*

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## Speed Trailers

Portable speed trailers visually display drivers' real-time speeds compared to the speed limit. These devices may be effective in reducing speeds and increasing awareness of local speed limits.<sup>3</sup> Portable speed trailers are most effective when the trailer flashes SLOW DOWN or flashes a bright white light that mimics a photo speed camera or a blue and red light that mimics a police vehicle when drivers are moving too fast. Some speed trailers have the capability to collect traffic count data and speed data throughout the day, which can be used to identify the most dangerous traffic times when more enforcement is needed.

In some cases, back-up speed enforcement by officers may be needed when radar speed trailers are used. If a



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Neil Cummins Elementary School, Corte Madera, California.



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driver fails to slow when the sign tells them that they are violating the law, an officer may stop the driver. The officer may choose to use the time to educate the driver with a warning, but a flagrant speeder needs to receive a ticket to reinforce the safety message. Typically, officers do not issue tickets based on the speed on the display unit. Instead, they use certified radar equipment if they are monitoring speed at the location.

Speed trailers are best used in residential areas and can be used in conjunction with neighborhood speed watch programs or other safety education programs.<sup>5, 6</sup> Speed trailers need to be placed in locations where they do not block pedestrians, bicyclists, motor vehicle traffic or other vital traffic control signs. Speed trailers are not substitutes for permanent actions, such as traffic calming treatments to address neighborhood speeding issues.<sup>7</sup>

### Active Speed Monitors

Active speed monitors are permanent devices to keep drivers aware of their speeds and the need to slow down near schools. They are typically mounted on a speed limit sign and visually display drivers' real-time speeds as they pass. Drivers see how fast they are actually driving compared to the posted speed limit. Some active speed monitors are solar-powered.

### Traffic Complaint Hotlines

A traffic complaint hotline allows community members to report traffic problems directly to law enforcement. It is used to identify the worst traffic problem areas and the most frequent traffic complaints. Police follow up with enforcement in the identified area and schedule additional enforcement if needed.

## Tool: Speed Trailer

### Definition

Portable trailer that displays drivers' speeds.

### Advantages

- Provides immediate feedback.
- Does not require officer to be present.
- Relatively low cost.
- Can be moved to varying locations near the school.

### Considerations

- Not a substitute for permanent action.

## Tool: Active Speed Monitor

### Definition

Permanent device that displays drivers' speeds.

### Advantages

- Provides immediate feedback.
- Does not require officer to be present.

### Considerations

- Cannot be moved around easily.

## Tool: Traffic Complaint Hotline

### Definition

Community members report traffic problems to police.

### Advantages

- Enables law enforcement to quickly identify issues.
- Enables public to be engaged.

## Putting It Into Practice: Traffic Complaint Hotline Phoenix, AZ

The City of Phoenix, Arizona, operates a traffic complaint hotline in which a police sergeant monitors all of the complaints and assigns enforcement areas to other motor officers based on calls to complaint center. If the hotline caller leaves his or her name and phone number, an officer returns the call with enforcement results, including when the enforcement was conducted and for how long. Officers also report how many warnings, moving violations and non-moving violations were issued during the enforcement effort. When officers observe a high number of violations, they schedule additional enforcement. The City of Phoenix reports that school traffic concerns account for approximately 80 percent of the traffic complaints and requests for enforcement on the hotline. The hotline created a stronger link between police officials and the community at large as residents saw their complaints were addressed.

## Photo Enforcement

Automated photo speed enforcement takes a real-time photo of traffic to record vehicle speeds and behaviors. It can be used to document speeders and those who drive dangerously through crosswalks. In several evaluations, the presence of photo enforcement at intersections has resulted in fewer drivers running red lights and a decline in collisions.<sup>8, 9</sup> The mere presence or threat of photo speed enforcement at a school may result in better driver compliance and behavior.

Automated photo speed enforcement (photo radar) is just one of many tools law enforcement has to influence driver behavior and reduce vehicle speed. Photo radar systems typically operate on set speed thresholds, (e.g., 11 mph or more over the posted speed limit) only capturing images of motor vehicles moving at or above the established threshold. When a violation occurs, the system captures speed data, as well as images of the motor vehicle (and in some systems the driver) at the time of the violation. Citations are typically issued through the mail to the registered owner of the vehicle after a review of the vehicle and registration information is completed.

Photo enforcement technology does not replace traditional methods of traffic enforcement. Rather, it serves as a supplement to traditional traffic enforcement techniques, in addition to educational and engineering efforts designed to enhance traffic safety.

The use of photo enforcement technology may be affected or limited by state or local statutes. Communities wishing to apply this technology to their traffic safety efforts should consult with local courts, prosecuting authorities, law enforcement and community groups in the planning and development of their photo enforcement programs. Some states do not allow photo speed enforcement, and for other states the areas where photo enforcement is permitted vary. Some states may not allow photo radar in general, but permit it in school zones. Also, in some locations where photo enforcement is not permitted, citizen advocates can petition their legislators to permit its use in school zones. An acceptable compromise may be reached if, for example, photo enforcement is limited to school crossings during school arrival and departure times. Photo radar provides



communities with a highly flexible tool that can be deployed when and where it is needed for maximum effect. Most systems also capture data on traffic flow and average speeds, enabling communities to measure the effectiveness of the deployments in relation to crash data for the area. A permanent, fixed photo speed enforcement camera in a neighborhood will almost never be financially viable, but a mobile photo speed unit that can be carried in vans provides a feasible alternative. Such mobile units can provide excellent citywide coverage for multiple schools. In these cases, a vendor operates the equipment, but law enforcement officers review the photos and issue citations.

## Tool: Photo Enforcement

### Definition

Mobile cameras connected to speed measuring devices record violations and citations can be issued.

### Advantages

- Flexibility, does not require presence of officer.
- An effective deterrent to speeding because would-be offenders do not know when camera is operating.
- An effective part of an overall traffic safety program.

### Considerations

- Does not replace traditional approach to traffic enforcement.
- Equipment costs.
- Not allowed in all states.
- Requires public and political support to be effective.
- Can lead to reaction without effective public education efforts.
- Requires input from a variety of sources such as courts, prosecutors and community groups for maximum effectiveness.

The implementation of any photo enforcement program should be carefully planned, have reasonable and attainable expectations and include public input and political support. Alerting the public to the photo speed enforcement effort before it begins is critical to avoid negative publicity. Visible warning signs need to be placed in front of the future camera's location before the effort begins so drivers will understand what will happen. An effective photo enforcement program will allow for the continuous two-way exchange of information with the community and have the flexibility to meet changing traffic safety issues and concerns.

### **“Pedestrian Decoy” Operations**

Another way to bring attention to problems with drivers not yielding to pedestrians is through a “pedestrian decoy” when law enforcement officers in highly visible civilian clothes pose as pedestrians crossing the street while other hidden officers observe their attempts. If a driver violates safe crossing rules by failing to yield to the pedestrian, the hidden officers pursue and apprehend violators. Because it is such a highly visible approach, it often garners media interest and publicizes the need for drivers to be aware of pedestrians.

To execute a successful “pedestrian decoy” operation, law enforcement should complete the following steps:

1. Identify high-risk locations for pedestrians and communicate these locations to law enforcement, traffic engineers, schools and the public.
2. Observe the locations to see the types of violations that are occurring.
3. Calculate a reasonable amount of time for a driver to see and react to the pedestrian, and mark that distance back from the crossing with a cone or

sign. One measure would be the “slide-to-stop” formula using a speed 10 mph over the posted limit.

4. Dress the “pedestrian” or law enforcement officer in high-visibility civilian clothes. He or she should not step into the street if the motor vehicle has passed the safe distance cone.
5. Identify violators and apprehend them. Other officers observe the crossing attempts from a hidden location that allows them to pursue and apprehend violators. If a concealed location is not feasible, the decoy officer can carry a radio to alert fellow officers of a violator.

Effective programs operate in Miami Beach, Florida, and in Annapolis and Montgomery counties in Maryland. Additional cities in Washington, Oregon, Nevada, Georgia, Maryland and New Mexico are actively pursuing the concept.

### **Tool: “Pedestrian Decoy” Operation**

#### **Definition**

Police officers pose as pedestrians to identify drivers who fail to stop for crossing pedestrians.

#### **Advantages**

- Can be high visibility through media coverage.
- Can quickly identify offenders.
- Poses no threat to actual pedestrians.

#### **Considerations**

- Requires police resources, which may include overtime pay.
- Needs to be done at regular intervals.

### **Putting It Into Practice: “Pedestrian Decoy”**

#### **Miami Beach, FL**

Miami Beach, Florida, implemented a successful “pedestrian decoy” operation. Police conducted a two-week driver yielding enforcement program using informational fliers, written and verbal warnings, decoy pedestrians and saturation enforcement operations along two corridors with a high pedestrian crash experience.

The “pedestrian decoy” operation increased the percentage of drivers yielding to pedestrians. These increases were sustained for a period of a year with minimal additional enforcement, according to results from an evaluation of the program.<sup>10</sup>

## Progressive Ticketing

Progressive ticketing is a method for introducing ticketing through a three-staged process. Issuing tickets is the strongest strategy of an enforcement program and it is usually reserved for changing unsafe behaviors that other strategies failed to change or that pose a real threat to the safety of students.

There are three main steps of an effective progressive ticketing program:

### 1. Educating

Establish community awareness of the problem. The public needs to understand that drivers are speeding around schools and the consequences of this speeding for children's safety. Raising awareness about the problem will change some behaviors and create public support for the enforcement efforts to follow.

### 2. Warning

Announce what action will be taken and why. Give the public time to change behaviors before ticketing starts. Fliers, signs, newspaper stories and official warnings from officers can all serve as reminders.

### 3. Ticketing

Finally, after the warning time expires, hold a press conference announcing when and where the law enforcement operations will occur. If offenders continue their unsafe behaviors, officers issue tickets.

Beginning a ticketing program with education and warnings is important, as it provides time to build support for the program as well as time for offenders to change their behaviors. Communities often find that parents receive many of the warnings and tickets issued by officers with school officials also being occasionally ticketed.<sup>2, 11</sup> When conducting speed enforcement inside neighborhoods, 75 percent to 80 percent of the ticketed drivers live within a mile of the enforcement site. Conducting enforcement at a school results in the percentage typically being on the higher side of this range.

Issuing warnings allows law enforcement to contact up to 20 times as many non-compliant drivers than the writing of citations does. In addition, the high frequency of stops ensures not only that many people directly make contact with law enforcement, but also that many

## Tool: Progressive Ticketing

### Definition

After a period of awareness building, unsafe behaviors are detected and ticketed.

### Advantages

- Can be high visibility through media coverage.
- Can quickly identify offenders.
- Consequences are often sufficient to deter behaviors.

### Considerations

- Requires police resources, which may include overtime pay.
- Needs to be done at regular intervals.
- Should be reserved for serious offenses.



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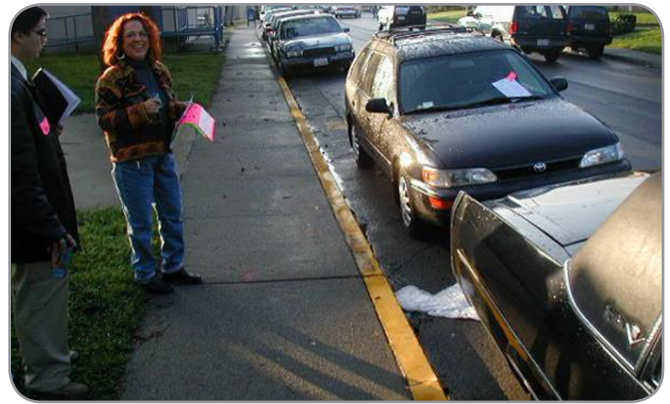
others witness these stops and are prompted to start to obey the rules.<sup>10</sup>

Issuing tickets is needed, however, to deal with the drivers who continue the unsafe behaviors. Ticketing also gives the program credibility by showing that law enforcement is doing exactly what they said they would do if unsafe behavior did not change. Unfortunately, for some people receiving a ticket and experiencing the consequences are the only ways to get them to become safer drivers.



## Speed Enforcement in School Zone

Strict enforcement of speed laws in school zones is one law enforcement tool that can improve the safety for children walking and bicycling to school as well as drivers. A zero tolerance policy for speeders in school zones and even an increase in fines for drivers who violate the posted school zone speed limit are potential approaches.



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## Putting It Into Practice: Double Fines for Speeders in School Zones State of Washington

In 1997, Washington State enacted legislation that doubled the basic fine for drivers speeding in a school zone. This fine cannot be waived, suspended or reduced. One-half of the revenue generated is directed into an account managed by the State's Governor's Highway Safety Office (the Washington Traffic Safety Commission) that is designed to enhance safety in school zones and pupil transportation. The legislature allows \$1.5 million to be spent per biennium, with \$1 million for law enforcement and \$500,000 for public education. Funds for law enforcement are available to agencies through an application process. These funds can be used to purchase equipment, such as radars, computers, patrol cars or motorcycles that improves safety in school zones or pupil transportation. The public education funds make it possible to produce and disseminate products such as public service announcements, radio and bus ads, and crossing guard equipment. The funds have also been used to provide mini-grants to support International Walk to School Day celebrations around the state and have paid for the creation and distribution of the School Administrator's Guide to Pedestrian Safety and the School Safety Resource Kit.



Through proactive enforcement, where law enforcement officers are focusing on school zone safety, communities have seen reductions in collisions in school zones. For example, collision rates in school zones have declined by 23 percent in Bremerton, Washington, and by 13 percent in Tumwater, Washington.

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