

## Chapter 8 – Enforcement Activities

Safe Routes to School enforcement activities are designed to foster compliance with laws, rules and policies that affect the safety of children walking and biking to school. This means gaining cooperation of motorists, walkers, and bicyclists to behave in ways that provide a safer walking and bicycling environment. Enforcement activities fall into three main categories:

- direct police enforcement of traffic laws;
- community activities designed to improve driver awareness of traffic safety rules around children on foot and on bicycle;
- setting and adhering to school policies that support safe walking and biking on and near the school grounds.

A full effective set of enforcement activities will involve as much reminding and persuasion as it will punitive measures to obtain compliance with safety-related rules. For instance, if the school has a policy that students are not to cross parking lots on school property, adult school community members may be stationed near the parking lots on a regular basis to provide that reminder. This doesn't take a uniformed officer.

Enforcement strategies can take many forms. They can be implemented by various personnel, from teachers to parents to student safety patrols, as well as police officers. In many school districts, police officers will have very limited time to devote to on-going traffic enforcement efforts, so it is important to use their services selectively and focused on the most serious motorist behavior. School community members can supplement and strengthen police measures by community traffic safety campaigns, creative artistic signage, and by assuring safe behavior on the part of walkers



Police Officers are our most familiar enforcers of traffic rules, but their efforts can be supplemented with many other enforcement tools, including direct citizen involvement.

and bicyclists.

It is important to remember that enforcement is an on-going process, and as with any behavioral training, consistent reinforcement of the message is necessary to foster continued compliance with safety rules.

The following is a "toolkit" of enforcement strategies that have been successfully used in SRTS programs in Georgia and across the country.

## Crossing Guards

### Description

Adult crossing guards are a core element of any school traffic enforcement effort. They are generally placed at critical crossing points near the school where a large number of children cross a street. They are there to enforce safe interaction between the children and motor vehicles. That means they decide for the children when they are permitted to cross. The crossing guard steps into the roadway dressed in high visibility clothing, carrying a portable stop sign. He or she then signals the children to cross in the crosswalk. Vehicle traffic is stopped until the entire group of children has crossed the road.

The guards are usually hired by the local police department, but sometimes they are unpaid volunteers.

### Purpose and Benefits

Crossing guards are literally every day life-savers; they often risk their own lives, placing themselves in the roadway to alert on-coming drivers to stop for children crossing the street. Many school systems use crossing guards, but not always effectively or with full appreciation of their value.

Providing crossing guards removes the decision from the children as to when and where to cross the street. This avoids impulsive or daring moves by the children, and focuses them on the crossing without allowing distractions to affect their judgment. Guards also provide an unmistakable message to motorists that they must stop, avoiding risky moves by motorists that may threaten pedestrian safety.

### How To's

- Assure clear and complete training of crossing guards. Generally this is done



Crossing guards are responsible for enforcing safe behavior of pedestrians and motorists at key crosswalks.

throughout the Police Department.

- Make efforts to show appreciation of the guards - hold a crossing guard appreciation day, send them a thank you letter, or find other ways to let them know they are appreciated.
- Provide consistent supervision to assure that the guards are in place on time and stay at the crossing point the full duration of school walking and biking hours. It is also important that the guards' methods are safe and clear to the children and motorists.

### Challenges

- There may be more demand for crossing guards than a police department can meet, due to limited personnel and budget.
- Parents may want to take on service at an intersection as a volunteer crossing guard without proper training or without school authorization. This should be discouraged.



## Resources

- The National Center for Safe Routes to School (<http://www.saferoutesinfo.org>).
- The Georgia Guidebook for Pedestrian Planning, Georgia DOT ([http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian\\_plan/index.shtml](http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian_plan/index.shtml))
- Adult School Crossing Guard Guidelines, Florida Department of Transportation ([http://www.saferoutesinfo.org/guide/crossing\\_guard/hiring\\_and\\_training\\_adult\\_school\\_crossing\\_guards.cfm](http://www.saferoutesinfo.org/guide/crossing_guard/hiring_and_training_adult_school_crossing_guards.cfm)) - There currently is no Georgia Guide.

## Traffic Enforcement by Community Police

### Description

When it comes to traffic, the most familiar form of enforcement is the police officer who pulls over a driver for speeding or other traffic violation. This is the most direct and forceful type of enforcement tool. It is necessary in areas with severe speeding problems or other persistent traffic violations which endanger pedestrians and bicyclists, such as failure to stop of pedestrians in a crosswalk or red light running.

### Purpose and Benefits

A police presence gets the attention of unsafe motorists like nothing else does. The purpose of such actions is generally to address the most severe traffic violation issues which affect the walking and biking routes to school. Seeing that "somebody is doing something about it" can boost the morale of parents and school personnel working on safety issues.

### How To's

- Get to know the police officers who handle



traffic enforcement near your school, and get to know their supervisor. Invite them to your activities, and explain to them some of the most serious enforcement issues that school children face in walking and biking to school.


- Find out if there are community oriented police officers (COPs) assigned to your area. These officers tend to be focused more generally on community issues, but can bring in help from traffic enforcement personnel if serious issues arise. Invite them to also be a part of your meetings and fun events.
- Limit your requests for police enforcement

### Police Relationships

Developing a working relationship with individual police officers will help them understand your safety concerns and see you as people they can relate to. Invite them to walk and bike to school with the kids during special Walk and Roll to School Days, and include them in meetings and celebrations. If they know you and the children personally, and have been exposed to your safety



needs and efforts, they will be more likely to respond when you ask them to enforce a speed limit or a stop sign. SRTS projects at some schools have benefited additionally by police officers getting deeply involved in problem-solving, and finding creative ways to achieve driver cooperation.



actions to the most serious problems, as police time and resources are generally very limited.

- Seek the advice and intervention of the police in non-traffic issues as well. Safe walking and bicycling depends on being free of potential dangers of crime in addition to traffic safety.

### Challenges

- Your local police may be under-staffed and limited in resources for traffic enforcement efforts. Often they will point out duties which must take precedence over traffic enforcement. Sometimes they will rotate their traffic enforcement presence from one area to another, so when they do a targeted action for enforcement near a school, it may mean that they cannot return to do more for some time.

- Police may tell you that they cannot provide targeted enforcement near your school because then they would have to do the same at all the other schools. You may want to point out that not all schools have a Safe Routes to School program, and extra attention is needed at your school to demonstrate a special targeted effort. Tell them you understand that they can't do the same for all schools.

### Resources

- The National Center for Safe Routes to School (<http://www.saferoutesinfo.org>)
- The Georgia Pedestrian and Streetscape Guide, Georgia DOT ([http://www.walkable.org/download/Georgia\\_ped\\_streetscape\\_guide.pdf](http://www.walkable.org/download/Georgia_ped_streetscape_guide.pdf))
- The Pedestrian and Bicycle Information Center (<http://www.bikepedinfo.org>)

## School Policies that Support Safety

### Description

School policies are a key part of any Safe Routes to School program. These are rules and procedures which are set up and enforced by the school officials to support and protect walking and bicycling. Enforcement of school policies usually means achieving cooperation with the rules through good communication and persuasion, and generally not by imposing penalties or confrontational actions.

### Purpose and Benefits

School policies are designed to control motor vehicles on or near the school property so as to avoid conflicts with bicyclists and pedestrians. They also control pedestrians and cyclists on or near the school property to keep them from conflicting with motor vehicles.

School policies regarding safety are as important as traffic enforcement on the streets. The school property is the site where the most children and vehicles are present at one time, so it is critical to have clear procedures in place to assure that they



A motorist blocking a crosswalk may just need a friendly reminder by a school official to obtain future cooperation in avoiding conflicts with pedestrians.

conflict as little as possible.

### How To's

- Gather together and evaluate current school policies and practices that affect the safety of children walking and biking to school. Also examine policies that have the effect of encouraging or discouraging walking and biking.
- Determine if the school has a policy on

### What's wrong with this picture?

A food delivery to this school cafeteria occurred during the morning arrival period. The truck was a particular hazard because the driver cannot easily see small children near the vehicle. It was parked directly in the crosswalk leading across the driveway to the school. This happened despite a school policy against deliveries at this time of day.

The incident provided an important example for the school to enforce its own policies. With the quick action of school officials,



including stern communication with the driver, deliveries no longer happened during school arrival or dismissal times.



## Setting Policy

Sometimes new school policy comes from a request by parents. At one Georgia school, parents were concerned that walkers and bike-riders were dismissed from school by the same exit door as those being picked up by automobile. Parents had observed that this created conflicts and potential danger because the children had to walk on a narrow sidewalk along the driveway where cars lined up in the pick-up and drop-off lane. They were also concerned that children were breathing car fumes unnecessarily.

Parents suggested that bike-riders and walkers be allowed to exit by way of a second door on the opposite side of the school building. The school principal was not inclined to make that change, thinking it was too confusing to have a child leave by one door one day, and another door another day, depending on their daily mode of transportation.


In the end, the principal decided to set a new policy to solve the issue. It was called the "Permanent Walker/Bike Rider Policy." Under the new policy, children whose parents committed to them walking or bicycling on an on-going basis were dismissed out a separate exit. This meant that the parents would not have the option to pick them up by car in the regular "carpool" pick up spot on any future days. If the parents needed to drive their children home on a given day, they could park somewhere nearby, and the child could walk or bike to the car. This had the added effect of spurring more possible "Park and Walk/Bike" activity (see Park and Walk/ Bike, page 10-17) and reducing traffic congestion around the school. The parents were pleased with the new policy, and many signed up to be "Permanent Walker/Bike-Riders."

what time walkers and bicyclists are released when school lets out in the afternoon. Many schools release walkers and cyclists first, so that they have finished crossing school driveways, parking lots, and nearby intersections before all the buses and cars exit from the school.

- Consider which doors should be used by walkers and cyclists to enter the school in the morning, and to leave the school in the afternoon. Careful planning based on locations of parking lots, streets and driveways can greatly enhance the safety of the children's movements.
- Consider policies on walking and biking routes on the school properties. Many schools prohibit the children from crossing

a parking lot, and require them to walk or bike around the lot. In some cases, it may be unavoidable for the children to cross a parking lot, in which case, it is important to officially designate the best route for them to take to minimize conflict with motor vehicles.

- Consider policies on where the buses will go on the school property. Such policies may be necessary so that buses do not block the path of children walking and biking and do not endanger them with their vehicular movements.
- Consider policies on traffic flow for car pick-up lanes. This may reduce conflicts between vehicles picking up or dropping off and children walking or biking.

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- You may need a policy restricting bicycling on the sidewalks where other children are walking. Requiring bicyclists to dismount on the school property, and walk their bicycles to the bike rack may be the safest approach.
  - One of the best methods of gaining compliance with school policies is to publicize them effectively to the school community. Newsletter articles, reminders sent home to parents, and good signage on the school property will help assure that everyone knows these safety rules.

### Challenges

- It is often difficult to enforce policies on a daily basis as routine demands of the school day provide many distractions. Good policies can be ignored if not kept up intentionally.

- Publicizing the policies and making sure everyone is informed is a big task. Find fun and creative ways to get the word out - it may be better received, and easier to keep consistent.

### Resources

- The National Center for Safe Routes to School (<http://www.saferoutesinfo.org>).
- The Georgia Pedestrian and Streetscape Guide, Georgia DOT ([http://www.walkable.org/download/Georgia\\_ped\\_streetscape\\_guide.pdf](http://www.walkable.org/download/Georgia_ped_streetscape_guide.pdf))
- The Pedestrian and Bicycle Information Center (<http://www.bikepedinfo.org>)

## Citizen Reporting

### Description

Enforcement can include citizens observing conditions on their streets and sidewalks and taking action. This could mean addressing drivers who consistently fail to stop for children at a stop sign, or a neighbor who constantly parks his car on the sidewalk where it blocks the path of children walking. "Action" may mean simply talking to the person causing the problem to seek their cooperation. Or, it may mean calling the appropriate authorities to handle it. SRTS programs can assist citizens by providing guidance and information, or by setting up a reporting system.

### Purpose and Benefits

When unsafe conditions develop, they may go uncorrected for months if no one takes the time to report them. Even one person taking the time to report a problem can bring a solution. By setting up a reporting process, SRTS programs can make it easier for people to be involved and facilitate the needed reporting.

### How To's

- Encourage members of the school community to get involved in reporting safety problems to the people responsible. Make it a project, or keep it informal, depending on your conditions.
- Consider developing a directory of government and community phone numbers where concerned citizens can report issues like sidewalk hazards, bicycling hazards, code violations affecting the safety of walking and biking, unsafe construction sites along a school route, patterns of driving infractions, speeding, and other concerns related to safe walking and bicycling.
- Remember that your purpose is to achieve cooperation with good safety rules, not to



This dumpster blocked the sidewalk half a block from an Atlanta school. Children had to walk in the street to get around it. Citizen involvement in enforcement of codes can prevent such safety hazards from persisting.

be punitive. Often the most effective methods will be the least aggressive - for example, simply reporting a damaged street light to the City department rather than sending in a complaint letter.


- Photographs of a particular problem location will help the responsible people understand and correct the problem.

### Challenges

- It can often be difficult trying to determine the correct City or County agency to contact. Be persistent in working with agency personnel to help solve the problem.
- Expect a few inaccurate, frivolous, or inappropriate reports. The benefits of the seriously helpful reporting will likely outweigh these.

### Resources

- The National Center for Safe Routes to School (<http://www.saferoutesinfo.org>).

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- The Georgia Guidebook for Pedestrian Planning, Georgia DOT ([http://www.dot.ga.gov/dot/planprog/planning/projects/bicycle/pedestrian\\_plan/index.shtml](http://www.dot.ga.gov/dot/planprog/planning/projects/bicycle/pedestrian_plan/index.shtml))
  - The Georgia Pedestrian and Streetscape Guide, Georgia DOT ([http://www.walkable.org/download/Georgia\\_ped\\_streetscape\\_guide.pdf](http://www.walkable.org/download/Georgia_ped_streetscape_guide.pdf))
  - Guide for the Planning, Design and Operation of Pedestrian Facilities, AASHTO (<http://www.normas.com/AASHTO/pages/GPF1.html>)
  - Guide for the Development of Bicycle Facilities, AASHTO ([http://www.sccrtc.org/bikes/AASHTO\\_1999\\_BikeBook.pdf](http://www.sccrtc.org/bikes/AASHTO_1999_BikeBook.pdf))

## Speed Trailer

### Description

Speed trailers are portable electronic screens that display the speed of approaching cars to the motorists. Drivers can then compare their speed to that of the posted speed limit and determine their level of compliance.

The trailers can be easily transported to various locations where needed, and usually do not stay at any one location for more than a few days.

### Purpose and Benefits

These devices can be used for your enforcement efforts on roads near the school to alert motorists to the need to slow down. They have been shown to be effective in improving compliance on speed limits near schools. They have the added benefit of boosting the morale of the school community by showing that action is being taken on the speeding issue. They not only give a warning to motorists, but can also be set to collect speed data.

### How To's

- A speed trailer should be used in conjunction with an overall increased police presence in enforcing speed limits, along with other measures to obtain speed limit compliance, such as an education program aimed at drivers. This is a temporary measure, installed for a few days in one location, and then moved on to another location. If used alone without other enforcement measures, it will only achieve short term results.
- The trailer is provided by your local police department. It is important to work with the police and gain their understanding of the speeding issues around the school before you request placement of a speed trailer.



- Ask your police department if they can provide you with speed data before the trailer is placed, and ask for data recorded by the speed trailer while it is operating. This will allow you to compare and judge the effectiveness of the tool.

### Challenges

- These signs will not provide true average speed data because when drivers see the sign, they often slow down. This will give you data that is slower than the true average on normal days.

### Resources

- The National Center for Safe Routes to School (<http://www.saferoutesinfo.org>).
- The Georgia Pedestrian and Streetscape Guide, Georgia DOT ([http://www.walkable.org/download/Georgia\\_ped\\_streetscape\\_guide.pdf](http://www.walkable.org/download/Georgia_ped_streetscape_guide.pdf))
- The Pedestrian and Bicycle Information Center (<http://www.bikepedinfo.org>)

## Electronic Speed Signs

### Description

A stream-lined version of the “speed trailer” (see page 8-11), these permanent signs not only announce the speed limit, but also tell drivers what their current speed is as they approach the sign. As with the larger speed trailers, these signs have been shown to affect drivers’ speed. The signs have a display screen that lights up to show drivers what their speed is as they pass the sign. The sign typically has a permanent printed sign plate showing the speed limit.

### Purpose and Benefits

These signs serve as a continuous reminder to speeding drivers, showing them directly if they are violating the speed limit. They catch the drivers’ attention better than regular speed limit signs, and have been proven effective in slowing down traffic where installed. Since speeding vehicles are often a common safety hazard on walking and biking routes to school, this enforcement aid can make a serious contribution to the overall safety project.

### How To’s

- Consider using electronic signs in locations where you observe severe speeding along walking or bicycling routes to school, or where such routes must cross a road with speeding problems.
- Consider accompanying the signs with police enforcement presence in the period following installation. This will create a stronger connection in the minds of drivers of the significance of the signs.
- Work with neighbors near the school and inform them of the benefits to using such signage. They will likely provide support in your efforts to have these signs installed.



### Challenges

- Some observers have reported seeing drivers speeding up when seeing the signs, apparently in a frivolous attempt to register a high speed on the display. This is not the general experience with these signs, and should not be considered a deterrent to installing them.

### Resources

- The National Center for Safe Routes to School (<http://www.saferoutesinfo.org>).
- The Georgia Guidebook for Pedestrian Planning, Georgia DOT ([http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian\\_plan/index.shtml](http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian_plan/index.shtml))
- The Georgia Pedestrian and Streetscape Guide, Georgia DOT ([http://www.walkable.org/download/Georgia\\_ped\\_streetscape\\_guide.pdf](http://www.walkable.org/download/Georgia_ped_streetscape_guide.pdf))

## In-Street Crosswalk Signs

### Description

In-street crosswalk signs are very effective in achieving compliance with the crosswalk law in Georgia. They are installed directly in the middle of the street, on the centerline, to warn motorists of the state law requiring them to stop for pedestrians in the crosswalk. (See photo to left). They are intentionally short (three feet tall), placing them directly in the driver's line of sight when approaching a crosswalk.



### Purpose and Benefits

These signs are intended to catch the attention of drivers as they approach a crosswalk. Unlike signs along the side of the road, these little signs are impossible to miss. They make it clear that a crosswalk is located there, and that there are legal consequences for not stopping for pedestrians. They have been proven to be very effective in improving driver compliance in stopping for pedestrians.

### How To's

- When ordering signs, it is important to note that some states only require drivers to "yield" to pedestrians, whereas in Georgia, the law requires them to "stop" for pedestrians. Be sure to order the signs with the correct wording.
- Three types of installation methods are available. Please see "In-street Crosswalk Signs" under Engineering, page 7-14 for details.
- These signs are most effective on 2-lane

roads with a speed of 35 mph or less.

### Challenges

- These signs may suffer frequent damage from impact with vehicles. Although they can usually withstand frequent impacts, be prepared to have some extra replacement signs on hand.
- The more portable signs with rubber bases will occasionally be knocked out of position by passing vehicles and need to be re-positioned back on the centerline

### Resources

- The National Center for Safe Routes to School (<http://www.saferoutesinfo.org>)
- The Georgia Guidebook for Pedestrian Planning, Georgia DOT ([http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian\\_plan/index.shtml](http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian_plan/index.shtml))
- The Georgia Pedestrian and Streetscape Guide, Georgia DOT ([http://www.walkable.org/download/Georgia\\_ped\\_streetscape\\_guide.pdf](http://www.walkable.org/download/Georgia_ped_streetscape_guide.pdf))
- Guide for the Planning Design and Operation of Pedestrian Facilities, AASHTO (<http://www.normas.com/AASHTO/pages/GPF-1.html>)

## Creative Signs

### Description

Colorful, informative signs placed on private property can supplement the official road signs installed by the local government. Generally these signs focus on speeding traffic, but they can be general safety reminders, or they may cover other safety issues. They can be simple yard signs, or more elaborate structures made out of wood or metal. Or, creativity may lead you to even more options.

(See example below.)

### Purpose and Benefits

Experience in many communities has shown that drivers will respond to clever, fun, eye-catching messages. It is a good way to supplement other enforcement messages in a light manner.

### How To's

- Decide on your message. Ideally, work with nearby neighbors on a mutually beneficial

### Creative Enforcement

How do you effectively convince children not to cross the street at a hazardous location? One Georgia school found a creative and fun way to direct the kids to the official crosswalk, and promote the overall SRTS effort at the same time.

A large number of children lived in a neighborhood across a busy street from the school. Although there was a crossing guard stationed at the corner, many children were crossing the street in the middle of the block where there was no marked crosswalk, and there was a sharp curve and hill that kept drivers from seeing them from a distance.

Teachers and the principal had instructed the children to wait to cross the street until they reached the main crossing in front of the school, but many were still not heeding that warning. The SRTS team, including school officials, evaluated the possibility of a second marked crosswalk at another intersection, but that was also too close to the blind curve, giving drivers too little time to

stop for crossing children.

The decision was made to use an unconventional and fun way to remind and encourage the children to keep on walking until they reached the safer crossing point. The idea drew upon their school spirit and their school mascot, a bulldog. With approval from the local government, huge red bulldog paw prints were painted on to the sidewalk leading to the safer crossing. Signs accompanied the prints, telling children

"Bulldogs, cross at the crosswalk."

The idea was a big hit among the students and parents. The paw prints were painted on the sidewalk by volunteer parents and children using stencils. The painting activity created a sense of empowerment among the parents, as they "took back the street". This was an opportunity to add an effective enforcement tool, as well as to involve and raise awareness of the whole community about Safe Routes to School efforts.



message, and gain their support for placing the signs in neighbors' yards along school walking and biking routes.

- Seek an artist to draw and paint the signs - possibly the school art teacher or an artistic parent will take an interest.
- Seek donations of wood, paint and other supplies from school community members or neighbors.
- Make sure the words and images are large enough to read from a distance.
- If possible, make the signs two-sided, so that the message can be read by drivers coming from both directions.
- Support the sign with strong staking or other method. The larger and heavier the sign, the more structural support it will need.
- Place the signs only on property where you have permission.

### Challenges

- The amount of support and anchoring needed for the signs may easily be underestimated. If in doubt, provide more support than considered necessary.
- Homemade signs of wood or cardboard will deteriorate over time. They will need periodic maintenance such as painting or propping up. When they have lived out their life, they should be removed before they become an eyesore.
- The signs may become a target for graffiti. Be prepared to clean or re-paint signs if necessary.

### Resources

- The National Center for Safe Routes to School (<http://www.saferoutesinfo.org>).



One school got the attention of drivers by using a brightly painted image of their school mascot, a dragon, as part of a roadside sign.

- The Georgia Guidebook for Pedestrian Planning, Georgia DOT ([http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian\\_plan/index.shtml](http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian_plan/index.shtml))
- The Georgia Pedestrian and Streetscape Guide, Georgia DOT ([http://www.walkable.org/download/Georgia\\_ped\\_streetscape\\_guide.pdf](http://www.walkable.org/download/Georgia_ped_streetscape_guide.pdf))

## Pace Car Program

### Description

A Pace Car program is a voluntary citizen effort to get motorists to drive within the speed limit. Pace Car messages on bumper stickers and decals are distributed free to drivers willing to display them on their cars. Each driver accepting the stickers pledges to drive within the speed limit. Then, in the neighborhoods near the school, these drivers "set the pace" for safe driving speeds.

### Purpose and Benefits

Pace Car programs aim to slow down speeding vehicles to or below the speed limit. If the car in front is moving at the speed limit, it is quite effective in enforcing compliance on the vehicles following on neighborhood streets. This has the added benefit of reminding other drivers that there is an organized effort to reduce speeds, and may influence them to keep their speed down even when no pace car is present later.

### How To's

- Before starting a Pace Car program, assess whether you have the resources to do an effective effort. You will need funds to print decals or stickers, people to publicize the program, and methods of getting pledge forms and decals to drivers.
- Consider some sort of publicized kick-off event to announce the beginning of the Pace Car program. This will be a great way to get an initial set of pledges and distribution of numerous Pace Car stickers. Get the word out through the school newsletter and school events through the year.

### Challenges

- Campaigns like this need a critical mass of participants to make it successful. If momentum lags, the number of participants will be low. Be prepared to work hard to keep up an enthusiastic core of



participants who will involve others.

- Pace car presence may generate some complaints from drivers who feel obstructed. Be prepared to field some complaint calls.

### Resources

- The National Center for Safe Routes to School (<http://www.saferoutesinfo.org>).
- The Georgia Guidebook for Pedestrian Planning, Georgia DOT ([http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian\\_plan/index.shtml](http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian_plan/index.shtml))
- The Georgia Pedestrian and Streetscape Guide, Georgia DOT ([http://www.walkable.org/download/Georgia\\_ped\\_streetscape\\_guide.pdf](http://www.walkable.org/download/Georgia_ped_streetscape_guide.pdf))
- Pedestrians Educating Drivers on Safety (PEDS) ([www.peds.org](http://www.peds.org))
- Intrigue and Uncertainty: Toward new traffic taming tools (ebook), David Engwicht (<http://www.lesstraffic.com>)

## Pedestrian Decoy

### Description

The action is also sometimes called a "pedestrian sting" operation. When drivers consistently ignore the requirement to stop for pedestrians in a crosswalk, this tool may be necessary to get their attention. A police officer in plain clothes attempts to cross at a marked crosswalk. A uniformed police officer (concealed) observes driver behavior. If drivers fail to stop for the pedestrian, they are ticketed for violating traffic law.

### Purpose and Benefits

The purpose of this enforcement tool is to raise awareness through a high-profile action. It is used generally only in locations where major difficulties with driver compliance exist. It both heightens awareness of the drivers ticketed and those who see it in the news. It also boosts the appreciation by pedestrians of the serious attention being given to their safety needs.

### How To's

- Set up the decoy activity carefully ahead of time, in consultation with the police.
- Be sure to use a very knowledgeable pedestrian as your decoy person - one who understands when to step out and when to wait, and one who is prepared to step back and avoid being hit when drivers do not comply.
- Be sure to provide a fair distance for drivers to stop in time - measure it and mark it, so it can be documented in court, if challenged (See "Resources" below.)
- Include press coverage, so that many other drivers also get the message, not just the one who is ticketed.
- Get key community leaders out to observe and speak to the press about the importance of this action.




This driver has failed to stop for the pedestrian in the crosswalk. He is about to be ticketed by the motorcycle police officer concealed behind the tree in the upper right.

### Challenges

- Enthusiasm for the action can result in hasty, poorly planned actions. Improperly conducted decoy operations will reflect badly on your safety efforts and may result in tickets being thrown out by the court.
- Inadequate care could result in a decoy pedestrian being hit - extreme caution is advised.
- When the press is covering your activity, they do not always give it the "spin" that you desire. Keep them focused on the seriousness of the event by remaining serious about your issues during the action, and ask your volunteers not to joke around in the street or on the sidewalk. Don't give the press any reason to take you lightly.

### Resources

- Evaluation of Targeted Crosswalk Enforcement, Philip Salzbug and John Moffat, Washington Traffic Safety Commission (<http://www.wtsc.wa.gov>) includes details on setting up a decoy activity, and evaluation of methods
- The National Center for Safe Routes to School (<http://www.saferoutesinfo.org>).

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- The Georgia Guidebook for Pedestrian Planning, Georgia DOT ([http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian\\_plan/index.shtml](http://www.dot.ga.gov/dot/plan-prog/planning/projects/bicycle/pedestrian_plan/index.shtml))

## Student Safety Patrols

### Description

Student safety patrols are officially designated students who assist adults to instruct, direct, and control students in crossing streets at or near schools. They may also assist teachers and parents in instructing school children in safe pedestrian practices.

### Purpose and Benefits

Involving students in the enforcement of good safety practices can provide significant assistance to the adult crossing guards and to school officials busy with other tasks.



Students serve as role models, encouraging other students to emulate the safety practices of the patrols. Participation in a safety patrol program can inspire a higher level of commitment to safety on the part of the student patrols, and be a means of teaching responsibility and new skills to students involved. This can contribute in turn to increased support of parents for the Safe Routes to School program.

### How To's

- School patrol members can assist with the street crossings under the direction of adults.
- Student safety patrol members should be selected from upper grade levels, preferably not below the fifth grade.
- Student safety patrols should not be directed or authorized to halt or direct vehicular traffic. Their purpose is to supervise and assist children, not to control vehicular traffic.

- Thorough training of the student patrols is essential, as is continued adult supervision.

### Challenges

- Students performing these duties may not fully understand the potential danger of motor vehicles, and must have vigilant supervision by adults for the sake of their own safety and that of the students they are assisting.

### Resources

- The National Center for Safe Routes to School (<http://www.saferoutesinfo.org>).
- American Automobile Association (AAA) (<http://www.aaa.com>) - provides information on setting up and implementing a student patrol program.