Traffic Safety Innovations
2012-2013

INSIGHTS FROM NATIONAL LAW ENFORCEMENT CHALLENGE SPECIAL CATEGORY AWARD WINNERS
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The National Law Enforcement Challenge focuses on three major traffic safety priorities: occupant protection, impaired driving, and speed. For the 2012–2013 Challenge more than 250 applications were received containing many innovative traffic safety ideas. The International Association of Chiefs of Police contacted some of the award winners to learn what innovative ideas they are employing that have had a positive impact on their community.

This booklet provides you with a snapshot of what some agencies are doing. The goal of this document is to provide helpful ideas that your agency can use or modify to fit your community’s policing needs.
Each year, more than 10,000 lives are lost in crashes involving impaired driving. The THP removes impaired drivers from Tennessee’s highways using a combination of data-driven enforcement and specially trained officers.

EDUCATION

Special Training. THP troopers take the Advanced Roadside Impaired Driving Enforcement (ARIDE) course, which was developed to train law enforcement officers to observe, identify and articulate the signs of impairment related to drugs and alcohol. In addition, the THP has 27 drug recognition experts (DREs), elite officers who have completed specialized training in identifying impairment due to drugs other than, or in addition to, alcohol. DREs play an essential role in the successful identification and prosecution of drug-impaired drivers.

"Not Coming Home" Video. The THP released a poignant video showing the toughest part of a trooper's job: telling a family their loved one has been in a fatal traffic accident. In addition to airing as public service announcements on television and radio, the video was shown before the start of numerous minor league baseball games and in movie theaters as part of the previews. Social media provided additional reach.

Heightened Public Awareness. To create high visibility of its efforts, THP works closely with the media to educate the public about enforcement campaigns. In addition to distributing press releases before checkpoints and saturation patrols, THP shares results, including the number of DUI arrests. One key message that THP repeats: the risks of driving under the influence are significant, and may include jail time, loss of license, legal fees and death.
ENFORCEMENT/PROTECTION

Alcohol Saturation Patrols Program. Throughout the year, the THP collaborates with local and state law enforcement agencies for multi-jurisdictional saturation patrols and sobriety checkpoints. In addition to participating in multiple nationwide campaigns, the THP comes out in force during holidays, special events and times of year when traffic fatalities typically increase. In 2012, THP troopers made one DUI arrest for every 11.2 hours worked.

Strike Three Program. Statistics show that alcohol is a factor in a substantial percentage of fatal crashes involving drivers younger than 18. With the help of a federal grant, the THP works to change this tragic reality. The Strike Three Program targets young drivers who drink and drive and/or fail to wear seat belts, and includes enforcement of Graduated Driver License Law and alcohol and drug statues at locations known to attract young people, such as lakes, parks and concert venues. In 2012, Strike Three activity resulted in 85 DUI arrests and included more than 300 bar checks in partnership with the State Alcoholic Beverage Commission. THP Special Programs personnel also conducted 781 safety lectures to bolster awareness of the program and educate young drivers.

Inaugural “No Refusal” Enforcement Campaign. After the enactment of a law that allows law enforcement officials to seek search warrants for blood samples in cases involving suspected impaired drivers, the THP worked with various local and state officials to launch a special enforcement campaign. During a five-day period, targeted efforts took place in counties where impaired driving and fatal crashes increased in 2012. The effort required the coordination and cooperation of law enforcement, local and state officials, and hospital and emergency services across the state.

RESULTS

In 2012, DUI arrests increased in Tennessee by more than 25 percent for a total of 5,883. In addition, traffic fatalities from 2008 to 2012 decreased by an average of 255 people a year when compared to the five years prior.

INSIGHTS FOR OTHER AGENCIES

- Use data to target enforcement campaigns in areas with high DUI arrests and crash rates.
- Increase your reach by partnering with local law enforcement agencies to conduct multi-jurisdictional checkpoints and patrols.
- Work with media to promote your efforts to prevent impaired driving.
It is estimated that seat belt use could prevent up to half of the traffic fatalities in the United States. A strong track record of enforcement and education about seatbelt laws by the PCPD has resulted in a voluntary compliance rate that is 14 percent higher than the national average.

EDUCATION

Policy Change. The PCPD updated its policy to mandate that all employees wear seat belts while in department vehicles with no exceptions. Shortly after, the City of Peachtree mandated that employees sign a contract promising compliance. These changes highlight an agency-wide and city-wide commitment to occupant protection.

Convenient Child Seat Checks. PCPD officers who are certified Child Passenger Safety Technicians are spaced among shifts so members of the public can have a car seat checked 24/7. To increase engagement, the PCPD advertises events and hosts them in public spaces, including all day care centers and elementary schools in Peachtree City.

Year-Round Community Education. The PCPD keeps seatbelt safety top of mind for drivers and passengers through continual messaging, including two signs along major highways that display the compliance rate for seat belt use during the previous month.

Pickup Truck Rollover Simulator. Pickup truck occupants have low seatbelt compliance rates, particularly in Georgia. To educate the public on the dangers, the PCPD organized a large-scale safety event that included a demonstration showing the outcome of a 35-mile-per-hour rollover using crash dummies.

City “Saved by the Belt” Program. When budget cuts caused the Georgia Traffic Injury Prevention Institute to cut its “Saved by the Belt” program, the PCPD and Peachtree City stepped in with its own version. The program generates positive community
relations while raising awareness of proper safety belt use.

ENFORCEMENT/PROTECTION

Team Enforcement Details. The PCPD conducted 24 seat belt enforcement details in 2012, utilizing a minimum of three officers working together to spot and enforce violations. Because unbelted fatalities happen in disproportionate numbers between 6 p.m. and 6 a.m., several details were scheduled at night, including a larger-scale detail using officers from multiple jurisdictions after a Metro Atlanta Traffic Enforcement Network Meeting.

Officer Recognition. To highlight occupant protection enforcement as a department priority, the PCPD publicly recognizes officers who excel in this area. Efforts include naming a monthly top seatbelt enforcement officer and recognizing the officer with the most citations during Click it or Ticket with a lunch with the Chief.

Child Seat Violations. The number of child seat citations issued by PCPD in 2012 was 117 percent higher than five years prior, reflecting a shift in enforcement policy and an increase in officer education regarding proper child seat installation. All Peachtree City officers carry a reference card about the Georgia Child Passenger Safety Law to guide them in identifying misuse of safety seats and to aid in enforcing the law.

RESULTS

In 2012, there were no fatality collisions in Peachtree City. The voluntary seatbelt compliance rate rose to 97.9, and the total number of injury collisions declined by 3 percent when compared to the year before.

INSIGHTS FOR OTHER AGENCIES

• Do seatbelt surveys to determine compliance in your jurisdiction; publish the results to get community buy in.
• Use a team approach to seatbelt details. Having a spotter and a chaser is more efficient.
• Prioritize seatbelt compliance at an agency level, and recognize your top performers in enforcement.
Excessive speed is a top contributor in fatal vehicle crashes. By targeting both education and enforcement efforts on the "big four" high-risk driving behaviors, including speed, the OPP has reduced the number of fatal crashes on its highways.

EDUCATION

Aggressive Driving Kills Campaign. This intensive, three-week education and enforcement campaign runs in the spring and fall, and is designed to encourage people to take a serious look at their driving behavior. Levering its strong relationship with media and various community partners, the OPP provides drivers with tips on how to drive safely, while making it clear that police will take a zero tolerance approach to aggressive driving.

Extensive Media Coverage and Public Service Announcements. Reaching out to parent media companies, which can feed news stories to their affiliates, has helped the OPP get its message to a larger audience. In addition to press releases, the OPP invites media to roadside events and partners on public service announcements that draw attention to traffic safety campaigns and educate motorists on the risks of speeding.

Officer Training. Speed training covers provincial legislation, radar/laser use, case law, and court testimony is provided to all OPP recruits. OPP officers also have access to continuous learning opportunities including the Canadian Police Knowledge Network, Centre for Leadership and Learning, OntarioLearn.com, Canadian Virtual University, and the Ontario Police Video Training Alliance.

ENFORCEMENT/PROTECTION

Provincial Traffic Safety Program (PTSP). As part of the PTSP, the OPP focuses on the "big four" high-risk driving behaviors, which include aggressive driving (of which excessive speed is a factor), drinking and driving, lack of occupant restraints, and distracted driving. In 2012, the OPP engaged in 10 enforcement initiatives to address aggressive driving and speed. In addition, random unannounced enforcement days were conducted on a regular basis throughout the year.
Aircraft Enforcement Program. The OPP’s airplane surveillance program uses a trained pilot and observer to stop traffic violators throughout hundreds of miles of highways and roads. Aerial views have been especially effective in safely catching motorists who are racing or driving at excessive speeds.

Roadside Seizure. The Ontario Highway Traffic Act allows for immediate roadside seizure of vehicles as well as license suspension for seven days for drivers involved in racing, excessive speed, and stunt driving. When this street racing legislation was implemented in 2007, nearly 4,000 OPP front-line members received training through mandatory Operational Field Briefings.

RESULTS

The OPP experienced exceptional levels of enforcement across the Province in 2012, which included 27,370 more speeding charges than the previous year. In addition, the number of fatal collisions involving aggressive driving and/or speed on Ontario’s highways was approximately 30 percent lower than the average number of deaths per year over the last decade.

INSIGHTS FOR OTHER AGENCIES

- Zero in on where speed is contributing to fatal accidents; then target your education and enforcement efforts there.
- Strengthen your efforts through partnerships with other agencies and community organizations.
- Work with the media to share your efforts with the public. The more times a message is repeated, the more likely driving behaviors will change.
Emerging technologies continue to play an increasingly important role in traffic safety. The JPD uses infield computers, real-time data, and partnerships with its community to make roads safer.

EDUCATION

Comparative Statistics (CompStat). The use of CompStat allows the JPD in-depth knowledge of crash data, traffic safety issues, and analysis of enforcement efforts. Each week, the JPD holds CompStat meetings to review data, pinpoint issues of concern, and map out a strategy to address problems.

Community Alert System. The JPD uses the no-cost Nixle Connect service as a community alert system to notify residents of local traffic and area emergencies. Residents choose how they would like to receive messages, including email, text, website postings, or a mobile application.

Radar Speed Sign / Speed Trailer. The JPD uses a radar speed sign and speed trailer to inform drivers of how fast they are going before enforcement becomes necessary; these tools also allow for the collection of valuable data for future traffic enforcement deployments and provide high visibility speeding awareness.

Shooting Simulator. The JPD's TACT Team trains officers using a high-tech computer video shooting simulator; this technology allows for video playback, exact shot placement, and the reproduction of multiple scenarios, including a suspect shooting back.

Dial-a-Belt. To provide parents and caregivers with a 360-degree view during installation demonstrations, the JPD uses a Dial-a-Belt training station. It allows community members to practice the correct installation of child safety seats using different types of belts.

ENFORCEMENT/PROTECTION

Automatic License Plate Readers (LPRs). One technology that has fundamentally changed the way the JPD polices is the use of LPRs. Four cameras on top of patrol cars allow for 360 degree automatic license plate scanning. This data is compared against files of stolen
vehicles, registered sex offenders, suspended and revoked drivers, BOLOs, and active warrants, providing real-time intelligence that allows officers to remove offenders from the road who could not have been identified otherwise.

**Directional Radar.** The JPD utilizes directional handheld radar guns. This increases the accuracy of clocking the correct target vehicle rather than mistaking it for a vehicle in an opposing lane.

**In-Car Video.** In January 2012, the JPD implemented the Panasonic Arbitrator 360 camera system for all cars in the patrol and traffic units of the department. This is a self-contained system that auto records traffic stops by activation of the light bar or the officer’s body microphone. The cameras provide indisputable evidence that can be used in both criminal prosecution and civil liability claims.

**Technology-assisted DUI Enforcement.** Police assigned to work DUI checkpoints are equipped with passive alcohol sensor flashlights, providing a discreet means to quickly check if there is the presence of alcohol vapors coming from a driver. To the driver it only appears as a helpful beam of light. In addition, officers use tint meters to accurately and fairly enforce the department’s zero tolerance policy.

**RESULTS**

The JPD’s use of technology has led to data-driven enforcement efforts, faster response times, and access to real-time data. In 2012, technology aided an increase in seat belt, child seat, and speeding citations, which coincided with 614 fewer roadway crashes than the previous year.

**INSIGHTS FOR OTHER AGENCIES**

- Research the particular technology you wish you implement and network with other agencies that are already using it.
- Before making a purchase, demo and test each product.
- Select tech-savvy officers to receive initial hands-on training of new technologies; then allow these officers to teach the rest of the department.
Although motorcycles represent only 3 percent of all registered vehicles in the United States, motorcyclists account for 13 percent of total traffic fatalities. The FCSO’s aggressive use of public education in concert with speed enforcement has contributed to a 50 percent reduction in motorcycle fatalities on its roads.

**EDUCATION**

**Motorcycle Safety Day.** To kick off the riding season, the FCSO Motorcycle Unit sponsors free inspections and safety information at a local dealership. When mechanical problems are discovered, mechanics from the dealership are on site to conduct repairs. Publicized in numerous magazines, websites, and newspapers, more than 100 community members attended the 2012 event.

**Motorcycle Safety Awareness Course.** Established in 2006 in response to a growing trend of fatal motorcycle crashes, this annual event helps new riders gain an understanding of the road and the laws that apply. Safety topics covered include personal protective gear, the importance of riding unimpaired, guidelines for carrying passengers, and causes of crashes. The course is promoted through local motorcycle dealerships.

**“Share the Road” Campaign.** During this state-wide campaign, the FCSO educates motorists, motorcycle riders, and cyclists to “share the road” safely. Drivers of vehicles are reminded to look out for motorcyclists, and riders are urged to follow traffic laws, wear protective gear, and use reflective tape and bright colors to make their presence on the road known. Outreach includes television advertisements and pamphlets. The FCSO’s involvement is supported through a H.E.A.T. grant (Highway Enforcement of Aggressive Traffic).

**Motorcycle Safety**

Forsyth County Sheriff’s Office (FCSO)  
Georgia  
2012 Winner

**Agency Size:** The FCSO has 261 sworn personnel with 106 uniformed officers working the street.

**Community Makeup:** Located between Atlanta and the North Georgia Mountains, the FCSO provides services to 188,000 residents in an area that spans 247 square miles. Forsyth County has a large amount of motorcycle traffic on the weekends from riders touring the North Georgia Mo.

**Partners in Motorcycle Safety:** Bikers Dream of Atlanta, Georgia Governor’s Office of Highway Safety, Gold Wing Riders Association.
ENFORCEMENT/PROTECTION

Georgia Governor's Office of Highway Safety Mobilizations. The FCSO incorporated motorcycle offense enforcement into special campaigns throughout the year, including Click It or Ticket, Operation Zero Tolerance, Hands Across the Border, Move Over Law, 100 Days of Summer HEAT, Operation Rolling Thunder, and Share the Road.

Departmental Special Enforcement Initiatives. Motorcycle offenses were also a target of FCSO’s special enforcement efforts centered on long weekends and holidays, including Operation St. Patrick’s Day, Memorial Day, July 4th, Labor Day, New Year’s weekend, spring break, and Thanksgiving and Christmas week speed initiatives.

RESULTS

Motorcycle fatalities in Forsyth County remain at a record three-year low. The FCSO points to rider education and speed enforcement initiatives as key contributors to a 50 percent reduction in the motorcycle fatality rate on its roads.

INSIGHTS FOR OTHER AGENCIES

- Get involved with your community; develop relationships with rider organizations and local motorcycle dealerships.
- Educate your citizens about safe riding habits and being a visible rider. Use multiple avenues to share information; for example, Citizens Law Enforcement Academies, public events, and social media.
- Develop an open line of communication so riders can ask questions to officers.

The FCSO uses sophisticated crash data analysis to target its efforts to reduce motorcycle accidents and fatalities.
Each day, more than three people younger than 21 die in alcohol-impaired driving crashes. The CHP has extensive educational programs to help California’s youth understand the risks of underage drinking.

EDUCATION

Drug Evaluation and Classification Programs. The CHP partnered with the California District Attorney Association, NHTSA and IACP to instruct a groundbreaking training program in impaired driving detection. The curriculum, which includes Standardized Field Sobriety Tests, Advanced Roadside Impaired Driving Enforcement, Drug Recognition Expert training, and drugged driver prosecution training, has been adapted for a variety of community stakeholders, including criminal prosecutors, school administrators, teachers, nurses, and school resource officers.

Every 15 Minutes. Based on the statistic that every 15 minutes a teenager was injured or killed in a traffic collision, this two-day educational experience exposes high school students to the physical, emotional, legal, and financial consequences of impaired driving. Culminating in a simulated fatal collision in which students take on the roles of victims and offenders, the experience emphasizes the irreversible consequences of impaired driving and its impact on the community.

Sober Grad. At this overnight retreat, students learn about impaired driving while having a safe, sober graduation celebration. In addition, public service announcements are distributed through local media to raise awareness about impaired driving. In 2012, the CHP coordinated 75 Sober Grad programs, reaching 32,656 students throughout California.

Right Turn. The CHP’s Right Turn program reaches out to middle-school students with messages regarding impaired driving before they reach the driving age. In 2012, the CHP conducted 71 Right Turn presentations, impacting 14,712 students.

Start Smart Teen Driver Safety Education. This program educates teenage drivers and their parents about common causes of collisions, the dangers of impaired driving, seat belt usage, and driver/parent responsibilities. Highlighting how serious the consequences of underage drinking can be, officers
In 2012, nine CHP officers received the statewide Mothers Against Drunk Driving (MADD) California Hero Award for their efforts to enforce DUI law.

In 2012, the CHP coordinated 779 classes involving nearly 185,000 students.

ENFORCEMENT/PROTECTION

DUI Roadblocks and Saturation Patrols. With rigorous policy and clear guidelines, the CHP aggressively pursues its objective to protect human lives through DUI enforcement. Of the 246 impaired driving roadblocks conducted by the CHP in 2012, 16 targeted underage drinking and driving. Of the 123 impaired driving saturation patrols in 2012, 11 targeted underage drinking and driving.

INSIGHTS FOR OTHER AGENCIES

- Use alcohol-related crash and arrest data to determine the location and timing of enforcement patrols.
- Take an active role in your community. Education is paramount to tackling underage drinking.
- Participate in the Every 15 Minutes Program, which directly involves schools, students, parents, and local law enforcement agencies. Learn more at www.every15minutes.com.

RESULTS

In 2011 (the most recent data available), the number of impaired drivers ages 14 through 20 involved in fatal and injury traffic collisions in CHP’s jurisdiction decreased by 15.7 percent compared to the previous three-year average. The CHP is determined to continue this downward trend.
Of the 33,000 motor vehicle crash fatalities that occur each year, more than 10 percent involve a large truck or bus. Through regular large-scale safety checkpoints and proactive enforcement, the FCPD saves lives by taking dangerous commercial vehicles off the road.

EDUCATION

Roll Call Training. Motor carrier safety (MCS) detectives utilize roll call to educate patrol officers on the constantly changing motor carrier laws and regulations, as well as how to be on the lookout for unsafe or illegal trucks and operators. Roll call training is invaluable because it also allows officers to share individual experiences and learn from one another. By training cadets on when it is necessary to call in MCS detectives, and when it is not, the FCPD’s MCS unit of four is able to expand enforcement and increase safety on its roads.

No-Cost Trainings from Outside Experts. When faced with a reduction in training funds, the FCPD found creative ways to secure free instruction from the manufacturers of trucking parts. Examples include a presentation by Michelin on what to look for when conducting tire inspections, as well as a presentation from Bendix Commercial Vehicle Systems about how airbrakes work. These supplementary learnings provide a comprehensive understanding of how commercial trucks work, which MCS detectives say is invaluable in establishing credibility within the trucking community.

Open Communication with Trucking Industry. The FCPD has built a strong relationship with trucking companies in the county, which allows for open communication around issues as they arise. In addition, MCS detectives participate in safety meetings to provide updates about often-changing enforcement laws, as well as an opportunity for drivers to ask questions about how to comply.

Commercial Motor Vehicle Safety

Fairfax County Police Department (FCPD)
Virginia
2012 Winner

Agency Size: The FCPD comprises 1430 sworn personnel, which includes a Motor Carrier Safety Unit of four full-time and four part-time officers.

Community Makeup: Fairfax County spans 407 square miles and with more than 1,000,000 residents, is the most populous jurisdiction in Virginia. Home to the Central Intelligence agency and numerous Fortune 500 companies, the daily influx of outside commuters places additional burden on the county’s roadways.

Partners in Commercial Vehicle Safety: State and local law enforcement agencies, Fairfax County Fire Marshall’s Office, Fairfax County Park Authority Transportation, trucking industry
ENFORCEMENT/PROTECTION

**Checkpoint Days.** In 2012, 10 large-scale motor carrier safety checkpoints were strategically placed throughout the county where problems had previously been identified. During checkpoints, the FCPD works hand-in-hand with state police, who have access to real-time databases and additional resources to complement the FCPD’s capacity. In 2012, the FCPD inspected 285 trucks, a 70 percent increase from the year before, and issued a total of 982 violations, a 60 percent increase from 2011. The FCPD has found these high-visibility events also help increase voluntary compliance.

**Tire Load Limit Legislation.** Realizing that certain trucks were being registered for higher weight limits than the vehicles were designed for, MCS Detective Michael Nicholson worked with local delegates on legislation that allows enforcement of overweight vehicle laws on any truck that carries a weight greater than 125 percent of that marked on the sidewall of the tire. Overweight vehicles are surveyed using portable weight scales during roving patrols.

**RESULTS**

In 2012, there was a greater than a 25 percent reduction in commercial motor vehicles crashes in Fairfax County when compared to the previous year.

**INSIGHTS FOR OTHER AGENCIES**

- Utilize department training sessions to teach all officers the basics of commercial motor vehicle safety and enforcement trends.
- Develop relationships with the trucking industry and participate in safety events where drivers have the opportunity to ask questions. Communication is key.
- For checkpoints, pick sites that are easy to get trucks in and out of, and where inspections can be done safely.
- Invite and encourage media coverage of enforcement events.

The FCPD uses conventional and social media to spread the word about commercial motor vehicle inspection and enforcement efforts, and publicizes the results.
Pedestrians and bicyclists account for 15 percent of all traffic fatalities. The VBPD works closely with the City of Virginia Beach on a holistic approach that combines public education, roadway engineering improvements, and police enforcement to ensure bicyclist and pedestrian safety.

EDUCATION

Bicycle Safety Task Force. When data analysis showed a relatively high number of bicycle crashes, the VBPD partnered with several city departments to identify problem areas and devise solutions. In order to guide the city’s efforts, the mayor created the Bicycle Safety Task Force, which works together with the city’s Bikeways and Trails Advisory Committee to implement the city’s Bikeways and Trails Plan. This plan, which combines education, roadway engineering improvements, and enforcement, is the driving force behind efforts to keep bicyclists and pedestrians safe in Virginia Beach.

Bike Safety Is a Two Way Street Web Page. This portal is one way the Bicycle Safety Task Force reminds the public that safety starts with the mutual understanding that cyclists and motorists have the same rights and responsibilities. Information covers everything from bicycle laws, to proper helmet fittings, to safety presentations.

Safety Handouts. During traffic safety checkpoints, the VBPD takes the opportunity to educate drivers, bicyclists, and pedestrians about safety considerations as well as current laws and enforcement efforts. By using commercially available marketing tools from various safety organizations and national campaigns, the VBPD is able to share a wealth of educational resources with its community.

Bicycle Rodeo. The VBPD hosts this annual event in partnership with the Virginia Beach Police Supervisors Association to provide a fun and educational environment for kids to learn bike safety. Highlights include bike inspections and free t-shirts and helmets for all children who complete a bicycle skills course.
ENFORCEMENT/PROTECTION

Roadway Engineering and Related Enforcement. Ordinances related to oceanfront pedestrian and bike traffic are regularly enforced by officers assigned to the Oceanfront Community Oriented Policing squads during day and nighttime hours. These officers patrol on bicycles, walking beats, and small Honda 200 motorcycles. Though warnings are typically given to gain voluntary compliance, summonses are issued to more serious or repeat offenders.

Saturation Patrols and Checkpoints. In addition to step-out style enforcement, the VBPD implemented 129 saturation patrols and 22 checkpoints in areas with high bicycle and pedestrian traffic. Saturation patrols also enforced stop sign usage by bicycle groups.

RESULTS

As a result of the VBPD’s saturation patrols and checkpoints in 2012, 46 summonses were issued for bicycle violations and 109 summonses were issued for pedestrian roadway use violations.

INSIGHTS FOR OTHER AGENCIES

- Cultivate and maintain partnerships between agencies and with the community. Then work together to make bicycle and pedestrian safety a priority.
- Leadership is key. The VBPD notes that it is only one part of a broader commitment to bicycle and pedestrian safety throughout its city, and that its goals could not have been achieved without mutual support from both government and private sector partners.
- Take advantage of the wealth of information and marketing tools that already exist on bicycle and pedestrian safety.

The VBPD points to its partnerships with local bike shops and riding organizations as one important key to its success in making the roads safer for everyone.
The proper use of car and booster seats reduces serious and fatal injuries by 50 to 70 percent. By being accessible, visible and repetitive with its child passenger safety enforcement and educational efforts, the BPD helps protect its youngest community members.

EDUCATION

Child Passenger Safety Technician Courses. The BPD partnered with the Georgia Traffic Injury Prevention Institute to host two Child Passenger Safety Technician Courses, which was attended by BPD officers, as well as 30 personnel from other agencies. Certification allows officers to provide parents with hands-on assistance in the proper installation and use of child safety systems. It is estimated that up to three-fourths of car seats are used improperly.

Safety Checks and Recalled Seat Replacements. In order to advise the public on the proper use of child safety seats and to ensure non-recalled, government-approved child safety seats were being utilized, the BPD conducted eight Child Seat Safety Road Check events within its jurisdiction. Aware that many recalled child safety seats are still in use, the BPD worked with its partners to provide any family found to have an unsafe child restraint system at a checkpoint with a new one, free of charge. The BPD supported 13 neighboring communities with similar efforts.

Safe Traffic Operations Program (S.T.O.P.). Through this program, the BPD takes a proactive approach, educating its community about safe driving decisions, including the use of child safety seats. In 2012, BPD sponsored safety displays and educational presentations in various venues, the most popular of which took place during the Robins Air Force Base Air Show, where the importance of child safety seats and seatbelts was visibly demonstrated with a rollover simulator.

The Safe Traffic Operations Program (S.T.O.P.) Recognition Program. Understanding the power of positive reinforcement, the BPD developed a program that includes a quarterly ceremony to publicly recognize officers who have met or exceeded expectations in the area of child passenger safety, as
Partnerships are a key component in the BPD’s child safety efforts. Working with local school systems, both private and public, has catapulted the BPD’s education efforts beyond its city limits, and partnering with other agencies as a task force has expanded the BPD’s enforcement capacity.

well as private citizens and business owners. This program serves to motivate and encourage BPD officers, as well as the community, in their efforts.

ENFORCEMENT/PROTECTION

“Rolling Thunder” Events. The BPD supported two "Rolling Thunder" events by establishing saturation points dedicated to checking seat belts and child restraints. The events included 50 road checks where greater than 70 citations were issued for child car seat offenses.

Weekend and Holiday Enforcement Efforts. Checkpoint and saturation patrols were conducted on weekend nights and holidays at high-risk locations with a goal of enforcing seatbelt and child seat violations, and re-enforcing occupant protection.

Click it or Ticket / Operation Zero Tolerance. The BPD supported eight road checks during the nationwide "Click it or Ticket" and "Operation Zero Tolerance" campaigns. A total of 30 citations were issued for improper child restraint use.

RESULTS

In 2012, the department issued a total of 185 citations for child restraint offenses, realizing an annual 18 percent increase from the prior year. The BPD attributes its higher citation numbers to officer training through Child Passenger Safety Technician Courses.

INSIGHTS FOR OTHER AGENCIES

- Use public events, such as festivals, air shows, fairs, and Girl Scout/Boy Scout meetings, as an opportunity to distribute child passenger safety handouts and conduct seat checks.
- Create partnerships with other organizations that can help you reach your target audience. For example, children’s hospitals, insurance companies, and schools.
- A repeated message is an effective one. Use local media to remind the public about child passenger safety during critical times, such as holidays and enforcement campaigns.
The OPP is committed to preventing injuries and deaths on its roadways using a holistic approach that includes high-visibility enforcement, public awareness, intelligence-led strategies, and extensive media coverage. In 2012, 103 fewer people lost their lives on Ontario’s highways, trails, and waterways than in 2007.

**EDUCATION**

**Officer Training.** The OPP provides leading-edge education at its own Provincial Police Academy. Through a variety of delivery concepts and partnerships with post-secondary institutions, members receive the most relevant and essential training to address current issues and challenges. The OPP uses a combination of formal training, in-service training, distance learning, e-training, and on the job development.

**Distracted Driver Video.** To address the dangers of texting and driving, especially in the teen population, the OPP worked with a family who lost their son in a fatal distracted driving collision to produce a five-minute video. This emotional public awareness campaign premiered at the 2012 Canadian Association of Chiefs of Police Traffic Sub-Committee and was distributed through YouTube, the OPP website, and area high schools. The OPP also conducted four aggressive distracted driving campaigns throughout the year, warning drivers of a “no excuses, no exceptions” approach.

**Operation Lookout.** Promoted locally through road signs, local businesses, and public service announcements, this program encourages citizens to report impaired drivers. The message: Every call made is a chance to get an impaired driver off the road before someone is injured or killed.

**Operation IMPACT.** This weekend initiative brings together police services from across Canada to raise awareness for both the public as well as the policing community on public safety issues along Canada’s roadways. This campaign supports Canada’s Road Safety Vision 2015, which is a plan to make Canada’s roads the safest in the world by 2015.
ENFORCEMENT/PROTECTION

Provincial Traffic Safety Program (PTSP). The OPP experienced exceptional levels of enforcement across the Province in 2012. The OPP points to the PTSP as the single most significant reason for the increase. This safety program pinpoints the “big four” factors in death and injuries on Ontario’s highways (lack of occupant restraint, aggressive driving, impaired driving, and distracted driving), and provides a blueprint regarding prevention initiatives and enforcement for all OPP members to follow. Since its implementation, Ontario has seen a reduction in the number of fatal and personal injury collisions.

Niagara “Hot Spot” Program. With a goal of reducing fatal crashes and traffic congestion along a stretch of highway that involves an abrupt reduction in the speed limit, the OPP worked with multiple partners to improve safety. Solutions included installation of oversized signs for approaching traffic, painted barrier walls, closed TV circuits to monitor traffic, and the addition of a concrete barrier. The results: a reduction in the fatal crash rate by 60 percent.

Aircraft Enforcement Program. In operation since May 2008, the aircraft enforcement program has produced more than 25,000 Highway Traffic Act charges. In addition, OPP aircraft enforcement has been used successfully to safely apprehend motorists who refuse to stop for police.

Operation Corridor. In 2012, this annual 24-hour initiative targeted aggressive commercial drivers and unsafe commercial vehicles along a major highway transportation corridor from the United States border to the two provincial borders at Manitoba and Quebec. During the high-visibility campaign, officers made 362 charges and 38 commercial vehicles were taken out of service.

INSIGHTS FOR OTHER AGENCIES

• Identify the key factors contributing to fatal crashes. Target public education and enforcement efforts on these factors.
• Keep the public informed on what your agency is doing to improve traffic safety. Consider your audience and tailor messages accordingly.
• Develop strong relationships with other agencies and community safety groups; creatively think about how your agency can make roads safer.
• Look at what other agencies are doing well and use their successes as a model.