Heads Up!
Safety is a Two-Way Street &
High Visibility Speed Enforcement Grants

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Heads Up! Safety is a Two-Way Street.
Pedestrian Fatalities In the News
21 Focus Communities

- Worked with MaineDOT Safety Office to review pedestrian crashes for the previous 5-years
- Reviewed Maine’s Crash Statistics
- Identified communities with the most pedestrian crashes
  - 29% of state’s population
  - 65% of all pedestrian crashes
  - 35% of all pedestrian fatalities
How to Tackle The Issue

- Maine DOT
  - Focus on Community Forums & Infrastructure
- Maine Bureau of Highway Safety
  - Focus on Education & Changing Driver Behavior
Pedestrian/Motor Vehicle Traffic Enforcement

- Funded with 402 funding
- Enforcement can be conducted year-round.
- Tiered based system
  - Tier 1, determined if they are one of the identified Towns/Cities
  - Tier 2, if funding allows and can prove in their problem ID they have a pedestrian crash problem
Types of Pedestrian/Motor Vehicle Traffic Enforcement

- 1 Officer in cruiser, 1 in plain clothes as a spotter
- Focused on speeders around school bus
- Focused on High School Sporting Events
# Pedestrian/Motor Vehicle Traffic Enforcement Stats

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Agencies</th>
<th>Speed Citations</th>
<th>Speed Warning</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>6</td>
<td>21</td>
<td>53</td>
</tr>
<tr>
<td>2021</td>
<td>6</td>
<td>17</td>
<td>171</td>
</tr>
<tr>
<td>2022</td>
<td>6</td>
<td>33</td>
<td>156</td>
</tr>
<tr>
<td>2023 (As of 8/11/2023)</td>
<td>6</td>
<td>2</td>
<td>15</td>
</tr>
</tbody>
</table>
High Visibility Education

- Focused on Lewiston/Auburn in Fall 2021
- Added signage focus on looking out for pedestrians
- Strong social media presence with unified message from State agencies and organizations
High Visibility Education

FRIEND NEIGHBOR FATHER MOTHER CHILD
YIELD LIKE YOUR CHILD IS CROSSING THE STREET.

HEADS UP!
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HEADS UP!
Reflective Slap Bracelets

Without Flash

With Flash
Program Overview

➢ Funded with 402 funding
➢ Enforcement can be conducted year-round
  ➢ Can focus on Pedestrian Safety
➢ Radar if required for overtime enforcement
➢ Tiered based system
  ➢ Tier 1, determined on 5-year average of crash data by town and county.
  ➢ Tier 2, if funding allows and can prove in problem ID they have a speeding problem.
## Speed Enforcement Stats

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Agency's</th>
<th>Citations</th>
<th>Warnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>23</td>
<td>2898</td>
<td>3420</td>
</tr>
<tr>
<td>2020</td>
<td>21</td>
<td>3059</td>
<td>4374</td>
</tr>
<tr>
<td>2021</td>
<td>28</td>
<td>3121</td>
<td>4266</td>
</tr>
<tr>
<td>2022</td>
<td>33</td>
<td>2256</td>
<td>4384</td>
</tr>
<tr>
<td>2023</td>
<td>36</td>
<td>1262</td>
<td>2437</td>
</tr>
<tr>
<td>(As of 8/11/2023)</td>
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</tr>
</tbody>
</table>
Slow Down New England

- Coincides with the NHTSA Speed Campaign
  - July 10th – 31st 2023
- HVE Speed Details conducted by 36 LEA’s
- Media Campaign with New England States
Storytelling PSA
Future of Programs

➢ Continuing with how it is currently set up
➢ Find more agencies to partner with
➢ Added focus on education
## Where Are We Now?

<table>
<thead>
<tr>
<th>Year</th>
<th>Pedestrian Crashes</th>
<th>Pedestrian Fatals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>260</td>
<td>20</td>
</tr>
<tr>
<td>2018</td>
<td>251</td>
<td>6</td>
</tr>
<tr>
<td>2019</td>
<td>280</td>
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<td>2020</td>
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<tr>
<td>2021</td>
<td>217</td>
<td>20</td>
</tr>
<tr>
<td>2022</td>
<td>247</td>
<td>21</td>
</tr>
<tr>
<td>2023 (as of 8/11/2023)</td>
<td>127</td>
<td>9</td>
</tr>
</tbody>
</table>
What Can You Do?

- Work with your State and Federal agencies
- Pinpoint where these crashes are happening
- Meet with the communities and hear the problem from their side
Thank you for your time.

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