



SAFETY OVER SPEED

COMMUNITY COMMITMENT TO TRAFFIC SAFETY

MISSION STATEMENT

To develop creative and innovative approaches designed to address and reduce the serious issue of speeding and reckless driving to protect all citizens of our community.

Safety Over Speed Coalition Meeting Minutes August 29, 2007

Police Chief Bergamine called the meeting to order at 4:05 PM

Chief Bergamine provided a recap of the August 8th minutes and stated the committees were established and named the participants of each committee.

Mr. Chip Grammer stated that he would like to be a part of both the Legislative and Community/Military Relations Committees.

Chief Bergamine deferred to SGT Mike Petty to provide program updates.
SGT Petty reported

	<u>2006</u>	<u>2007</u>
Departmental-Wide Traffic Citations	16,590	23,284 (40.3% Increase)
Traffic Unit Citations	3,524	6,423 (82.2% Increase)
Traffic Unit <u>Speeding</u> Citations	1,242	2,913 (134.5% Increase)
Crash Rates	8,375	7,110 (15.1% Reduction)
Fatality Rates (Jan. 1 – Aug 28)	23	12 (47.8% Reduction)
Fatality Rates Total	34	N/A

Part of the traffic unit's responsibility is to organize, institute, and oversee various programs designed to facilitate public safety as it pertains to motor vehicle and pedestrian traffic. Below is a list of current traffic safety initiatives along with a brief description of each program.

Booze Buggy:

The Booze Buggy program is designed to teach High School teens the effects and consequences of impaired driving. Students are given the opportunity to drive a motorized golf cart through a predetermined course. The student is then given various sets of "Fatal Vision" goggles that are used to represent the different levels of alcohol impairment. While wearing the goggles, the students are requested to navigate the course for a second time. The goggles allow the student to experience the effects of impairment, while operating a motor vehicle in a controlled environment. Since January 2006 the traffic unit has conducted 67 hours of "Booze Buggy" demonstrations and reached approximately 852 students.

Operation Aggression Suppression:

Operation Aggression Suppression is a program that targets aggressive driving within the City of Fayetteville. In 2005 the department was awarded a grant from the North Carolina Governor's Highway Safety Program, which awarded funds that were used in support of this initiative. Grant money was used to purchase two (2) "non-traditional" police vehicles, as well as equipping these vehicles with the latest technology. These vehicles were then placed in operation, and along with our other enforcement vehicles our officers began citing motorists for aggressive driving. Daily PSA announcements were made on local radio stations along with numerous other media campaigns. Brochures outlining the program and the consequences associated with aggressive driving were created along with informational posters. These materials are frequently disseminated to the public in an attempt to educate motorists. Additionally, the unit began working particular areas of the city in an effort to curb street racing. These "special" enforcement efforts eventually became known as the "Car Club Special," which is still being conducted on a monthly basis.

Operation Crosswalk:

Operation Crosswalk was designed to reduce the number of pedestrian involved collisions and fatalities. In 2006 the traffic unit investigated 6 pedestrian fatalities, 3 of which occurred within a single night. In response to these occurrences the traffic unit applied for a grant in order to finance a pedestrian safety program. Unfortunately, the deadline for the grant passed before we were able to submit the request. As a result the traffic unit initiated a modified version of the original program and began by disseminating pamphlets to the individual patrol districts. These pamphlets contained various amounts of pedestrian related charges that patrol officers could use in their enforcement efforts. The unit also encouraged patrol officers to adopt a strict enforcement policy as it pertains to pedestrian violations and released several media announcement concerning pedestrian safety. Thus far, the traffic unit has only been required to investigate two (2) pedestrian fatalities in 2007.

I.D.L.E. Program (I Drive The Limit Everywhere):

The IDLE Program is the traffic unit's newest creation. Modeled after the PACE Car Program currently being used across the country, the IDLE Program was designed to serve as a citizen-based speed calming initiative. The philosophy of the program is simple; citizens within the City of Fayetteville and the Cumberland County area sign a pledge agreeing to follow certain guidelines. In essence these guidelines state the citizen will follow basic traffic rules (like speeding), not become aggressive when others don't follow suit, and to promote the involvement of other motorists in the program. Additionally, the motorist agrees to proudly display an IDLE sticker on the rear window in order to advertise and promote the program. The hopes are that if enough citizens become involved, participants in the program will drive safely and act as mobile speed calming devices. Once all the materials needed to support the IDLE

Program have been delivered, aggressive media campaigns will begin in an attempt to advertise and support this new initiative.

“Click It or Ticket” & “Booze It and Lose It” Campaigns:

Every year the traffic unit participates in several state initiated traffic safety campaigns. These campaigns include the “Click It or Ticket” Campaign where officers actively seek out motorists who fail to wear seatbelts. Additionally, the unit also participates in the “Booze It & Lose It” Campaign, which targets motorists who are driving while impaired. Several times a year the department conducts our own DWI Checkpoints, or participates in multi-agency checkpoints throughout the city.

Traffic Safety Presentations:

Every year the unit conducts traffic safety presentations at various locations. These locations include Fort Bragg, local schools and universities, and private businesses. The presentations discuss the consequences associated with speeding, racing, aggressive driving and driving while impaired. Participants sit through a PowerPoint presentation that displays photographs of real fatality scenes and victims, laws concerning the various violations are discussed, and statistical data for our geographic area is given. The goal of the presentation is to make the participants aware of what could occur both physically, and financially should they choose to operate a motor vehicle in one of the aforementioned manners. Since January 2006 the traffic unit has conducted 24 of these classes and reached approximately 2,578 students, soldiers, citizens, and business employees.

School Zone Specials:

At the beginning of each school year the traffic unit assigns officers to various school zones throughout the city. The officer’s sole responsibility during these specials is to cite violators that exceed the speed limit during the posted school zone hours. Periodic follow-ups are conducted throughout the year and officers routinely modify their hours and days of enforcement in order to keep the public guessing. The theory is the general public will never know when an officer is going to be present therefore, adherence to the posted limit is gained.

Speed Complaint Follow-Ups:

Officers within the Traffic Unit are also tasked with the responsibility of conducting speed complaint follow-ups. As complaints from citizen’s concerning speeding are fielded, the supervisors within the unit assign these complaints for follow-up by a traffic officer. Typically, officers conduct radar enforcement in these areas for approximately 1 month. Again, the times and days the enforcement is conducted varies depending upon the amount of vehicular traffic in that particular area.

Speed Sentry Signs:

Speed Sentry Signs are mobile speed-calming devices that serve multiple purposes. First, the signs can be used to gather data concerning vehicular traffic traveling on a particular road to include; number of cars that pass during a given time frame, percentage of cars that are speeding, the speed of each vehicle that is counted, and the average speed all the vehicles were traveling. The Speed Sentry signs second purpose revolves around public notification. The sign can be set to display the speed a motorist is traveling and act as a reminder and/or notice that their speed is being tracked. The sign is also equipped with a strobe light that can be activated when the sign is tracking a speeding motorist. The principle behind the strobe is to act as a highly visible notification system that reminds the motorist to reduce their speed. Currently the department owns eight (8) of these signs; four (4) that are utilized by the traffic unit, and four (4) that are used and maintained by the patrol districts.

Additional noteworthy programs that fall within the realm of the traffic unit include; the saturation of known “Hot Spots” in order to assist the patrol districts at reducing residential and motor vehicle break-ins; supervision of Civilian Crash Investigator Program (CCI) that enables patrol officers to concentrate

on crimes occurring within their assigned areas; and a system of notification via the Fort Bragg Provost Marshal's Office, developed to inform military commanders that a member of their unit has received a traffic citation.

The Traffic Enforcement Unit also has additional duties that do not involve enforcement. For example, the unit has conducted 347.25 man-hours of traffic control, not including that conducted by our new Civilian Crash Investigators. Additionally, officers within the unit are responsible for all Hit & Run Investigative Follow-Ups, house/school hut moves, and any Special Event assigned to our unit. For example, since January 2006 the traffic unit has devoted 810.25 man-hours in working various "City Sponsored" and non-sponsored special events.

Citizens Radar Group – Citizens are trained to use radar equipment to track and generate speeding data. No citations can be issued, but will act as deterrent. There was a discussion on the potential liability with this program. The consensus was there should probably be a core group of citizens selected for this program. Ms. Tiffanie Sneed, Police Department Attorney and Mr. Bernie Brooks, City of Fayetteville Risk Management, stated they would look into this issue and report back to the group. Mr. Chip Grammer remarked that Fort Bragg might have some old radar units they would be willing to provide for this use.

Chief Bergamine asked Mr. David Adams with Cumberland County Schools to assist in coordinating safety presentations to high schools. Mr. Adams remarked that he would work on this issue with the Traffic Unit.

Chief Bergamine requested committee reports and deferred to Ms. Kathleen Ruppert who reported for:

Community and Military Relations Committee:

Kathleen Crawford, XVIII Airborne Corps Safety Officer – Co-Chair

Kathleen Ruppert, Fayetteville PD – Co-Chair

Bernie Brooks, Fayetteville Risk Management

SGT Dow, Fayetteville PD

Thomas Salmon

Robert Dicke

Ms. Ruppert stated the committee met on August 24th to establish goals and objects with the following established:

Short Term:

- Request SOS Logo be brought to a full circle by adding: Community Commitment to Traffic Safety. One look at the logo will tell people what we are about.
- Produce a Video or CD with all Police Agencies involved at Airborne Museum. Video/CD will be shown to soldiers, students, other groups with safety concerns (City, large corporations, etc)

Mid Term:

- Posters with different Police Agencies with safety message like FPD posters. (Include Marketing)

Long Term:

- Develop Classes for military, high school students, other safety conscience groups.

The committee's next meeting will be held Friday September 7th at 3:00 PM at the Fayetteville Police Department.

Chief Bergamine deferred to Ms. Jackie Tuckey who reported for:

Marketing and Promotion Committee:

Jackie Tuckey, Fayetteville Communications Officer - Co-Chair

Chris Morey, Fayetteville FI - Co-Chair
David Adams, Cumberland County Schools
SGT Dow
CPT Scearce, Fayetteville PD
Jamie Smith, Fayetteville PD

Ms. Tuckey reported the following:

Goals: Educated citizens on speeding issues; publicize Fall Safety Day; publicize I.D.L.E. program to educate and recruit; highlight awareness of SOS Coalition

Initial meeting was held August 14th. In were Jackie Tuckey, Cpt Scearce, Jamie Smith and David Adams.

The group reviewed a timetable for the rollout of the I.D.L.E. program, discussed school zone speeding and the Police Department's actions the first week of school, and talked about ideas for educating teenagers on the accident rates and fatalities caused by speeding.

Actions: Corporate Communications sent a media release on August 27th about the SOS Coalition and its goals. Three media requests resulted from the release; Fayetteville Observer New Webcast (given by Dale Iman and appeared August 29th beginning at 3:00 PM); Channel 11 asking when the next meeting for the coalition would be held; and Steve Blackmon of Cumulus Broadcasting for an interview (given by Chief Bergamine). A release will be sent August 30th about the Police Department's traffic enforcement in several selected school zones during the first week of school. As soon as the I.D.L.E. stickers are available, there will be a release and photo op of the first members of the program signing their certificates and receiving stickers for the cars.

There was a brief discussion on the liability of citizens under 18 participating in this program. Ms. Sneed and Mr. Brooks stated they would work with the PD to address these concerns and would report back in the next meeting.

Future: Develop plan for educating teens, recruit I.D.L.E. participants from all age groups, and get media partners to help advertise SOS and its programs, look for all avenues and opportunities to publicize programs.

The committee will meet next on Tuesday, September 11th at 2:00 PM.

Chief Bergamine deferred to Mr. Doug Hewett who reported for:

Legislative Committee:

Doug Hewett, Asst, City Manager - Chair

Becky Lemings, Citizen

Karen McDonald, Fayetteville City Attorney

Lt. Paul, Fayetteville PD (appointed by Chief Bergamine)

Tiffanie Sneed, Fayetteville PD Attorney

Mr. Hewett stated that the committee had not met as a group yet; however, the nature of legislative actions is such that this committee may not need to meet as often as the other committees. Ms. Sneed added that recent changes to legislation have led to more stringent actions for traffic violators. Ms. Sneed remarked that any additional requests for legislative changes will most likely be possible in May 2008 so the group will work to establish those needs and work toward that timeframe.

Chief Bergamine thanked all those present for attending and adjourned the meeting at 4:45pm.

The next meeting is **September 12th at 4:00 PM** in the LaFayette Room on the 1st floor of City Hall.

ACTION ITEMS

SGT DOW

- Continue progress on programs and provide updates
- Post speed sentry sign locations and data on website

ALL

- Committees continue to meet to pursue action plans to support September 29th Safety Day.
PLEASE e-mail Nancy Robles at nrobles@ci.fay.nc.us to notify when committees are scheduled to meet.