



PEDESTRIAN SAFETY EDUCATION & ENFORCEMENT BIICYCLE SAFETY EDUCATION & ENFORCEMENT 2022 PROGRAM ANALYSIS REPORT

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RUTGERS
Edward J. Bloustein School
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CIVIC EYE
COLLABORATIVE



Acknowledgements

Civic Eye Collaborative (CEC) is an urban planning and multimedia studio with expertise in communicating complex urban planning issues using the latest technology to enhance public participation and improve understanding of the planning process. Led by Ranjit Walia, the multidisciplinary team leads training workshops and community outreach, produces educational films and multimedia projects, and develops transportation and land use plans. Mr. Walia's experience as a certified planner, a trainer in pedestrian safety, and a videographer make him uniquely qualified to assist VTC in this effort.

The New Jersey Bicycle and Pedestrian Resource Center (NJBPRC), supported by the New Jersey Department of Transportation (NJDOT), assists public officials, transportation and health professionals, and the public in creating a safer and more accessible environments for people to walk, bike, or travel by other wheeled devices. The NJBPRC supports the Department of Transportation through primary research, education, and dissemination of information about best practices in policy and design.

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Cover Photo

Cover: A pedestrian uses a crosswalk near a park, courtesy of Civic Eye Collaborative.

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Introduction

New Jersey has committed resources to the development and support of enforcement and education programs that can contribute to roadway safety in communities across the state. This has been achieved by investing in Pedestrian Safety Education and Enforcement (PSEE) and Bicycle Safety Education and Enforcement (BSEE). The goal of this research task is to assess both programs and provide summary information to the New Jersey Department of Transportation (NJDOT) so they can determine the appropriate level of support and what steps might be considered for program development and sustainability. This report is informed by the professional knowledge of the consultant (Ranjit Walia, Founder/CEO of Civic Eye Collaborative) who is uniquely qualified to assess the programs since he has worked on their development and conduct since their inception with the support and cooperation of NJDOT and Rutgers University. This report is also informed by six in-depth interviews (Appendix A), which were conducted in 2022 and provided perspectives from practitioners, advocates, and researchers familiar with safety training or safety campaigns.

Overview of Programs

Pedestrian Safety Education and Enforcement (PSEE)

PSEE training was modeled after operations developed in Redmond, Washington in the early 2000s. The training was first piloted in New Jersey in 2007 as a potential solution to a perceived lack of motorist adherence to pedestrian crosswalk laws and a lack of vetted and objective training on the topic for law enforcement. PSEE was evaluated and subsequently adopted as a program that was supported by both the New Jersey Division of Highway Traffic Safety (NJDOT) and NJDOT up to the present day.



PSEE is a training designed to improve pedestrian safety by educating officers on the extent of the pedestrian safety problem in New Jersey, potential interventions that can improve the situation, and relevant pedestrian/motorist laws in NJ State Statute Title 39. Officers are then trained on operational protocols centered around enforcing crosswalk right-of-way laws in an objective manner, with a focus on community education over citations. A typical operation involves a plainclothes “decoy” officer crossing the roadway at a marked crosswalk. There is typically a “spotter” who is observing the crossings and identifying drivers that did not observe

their duty to stop and stay stopped for the pedestrian (decoy officer). These drivers are directed into a safety zone and educated on what they did wrong and how they should behave, according to the law. A driver may also be issued a citation depending on the stage of the enforcement program and/or the flagrancy of the violation. Operations are designed to be high-visibility and it is recommended that they be paired with community education and phased in over time with a primary focus of awareness and warnings. Ultimately, police departments that receive training may carry out operations and implement educational programs at their discretion and according to the resources at their disposal.

Bicycle Safety Education and Enforcement (BSEE)

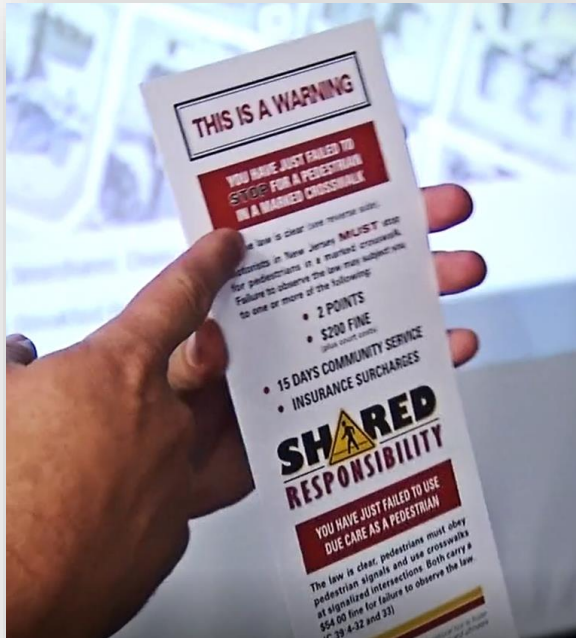
BSEE training was modeled after a 2017 bicycle safety training from Austin, Texas. The training was pilot tested in 2018 in Morristown, New Jersey and three distinct video training modules were developed for use in a more comprehensive future pilot testing, which remains to be determined.

BSEE training is designed to educate officers on the safety challenges faced by bicyclists, why cyclists are considered vulnerable road users, and key driver and cyclist behaviors that impact the safety of people who ride bicycles. The training also reviews relevant bicycle laws in New Jersey and outlines how officers can carry out enforcement details to improve bicycle safety. These details revolve around enforcing a “safe passing” distance that is objectively measured by a “C3FT” device that can measure distance ultrasonically. It can now be determined if a driver passes a cyclist within a specific distance identified in the law as “safe,” which aids in enforcement. Insufficient passing distance is the most commonly observed unsafe bicyclist/motorist behavioral interaction as identified in a 2016 survey of New Jersey police departments concerning bicycle safety. The key roles for a bicycle enforcement operation consist of a “decoy” bicyclist who rides a predetermined route on a bicycle with a C3FT device. “Chase vehicles” are stationed at strategic points along the route and officers can be directed to pull over a motorist who has been identified as a safe passing violator by the decoy bicyclist. Drivers can be educated on the law and their obligations and possibly cited if the officer thinks it warranted. The program is primarily educational in nature and is suggested to be a part of a more comprehensive bicycle education effort to maximize efficacy.



Historic Review of Pedestrian Safety Education and Enforcement

2007-2008 - New Jersey serves as a national example in transforming a pilot concept into a statewide program. Key stakeholders were convened in 2007 and asked to evaluate a pilot PSEE workshop. Participants included representatives from the NJ Police Traffic Officers Association, NJDOT, NJ Division of Highway Traffic Safety (DHTS), and 26 officers from 14 different police departments. Initially, there were questions about whether there were issues of entrapment with the program. Following the demonstration, attendees universally endorsed the program and agreed that there were no issues of entrapment. In 2008, New Jersey advanced



the program by hosting regional "train the trainer" workshops in northern and southern New Jersey, coupled with two case study evaluations of structured PSEE operations in the communities of South Orange and Montclair. Over the course of the operations there was a significant improvement in yield-to-pedestrian behavior by motorists and a notable increase in community discussion about pedestrian safety. Case studies of these operations also served to generate further interest in the program. DHTS started to receive multiple requests to deliver training on how to conduct pedestrian safety operations as a result of the coordinated PSEE efforts and outreach that had been initiated. Over the course of 2007-2008, New

Jersey also advertised the workshops and

their benefits through presentations at state and national conferences, providing further exposure and generating more interest.

2009-2010 - Over the course of 2009-2010, New Jersey continued to offer regional "train-the-trainer" workshops and formalized PSEE into a statewide program. Official materials were developed for distribution at workshops. DHTS became the official state agency home for PSEE and required police departments that applied for pedestrian safety grant funding to have attended a PSEE workshop and to have made PSEE operations an eligible activity for their funding program. DHTS also supplemented funding for PSEE by utilizing the state's Pedestrian Safety Fund (a fund which is fueled by fines collected for pedestrian safety Title 39 violations). To expand training opportunities, DHTS began developing a "peer-to-peer" training program. Peers offered training to fellow police departments as a supplement to official regional workshops. The trainers in this format had attended earlier workshops and could respond to requests for training from their enforcement colleagues.

In 2010, New Jersey continued to market PSEE and was recognized on several fronts as being a leader, including in a national case study on the topic. New Jersey was asked to make a presentation on the program at a Federal Highway Administration (FHWA) Pedestrian Safety Focus State webinar and was also asked to present at both national and state conferences on the topic. This time period saw increased media coverage of the program through newspaper and television reporting, further bringing public attention to pedestrian safety. When New Jersey law changed from “yield to pedestrians” to “stop and stay stopped for pedestrians” in the crosswalk at the end of 2010, the PSE program was cited as one of the key tools for educating the public about the new law. In addition, DHTS coordinated several regional mobilizations on PSE where multiple police departments carried out operations in the same region in the same time period with coordinated media outreach.

2011-2012 - In 2011 and 2012, four regional PSE train-the-trainer workshops were carried out in the northern and southern parts of the state. In



2012, a PSEE Roll Call film was produced to enhance and refresh the training that officers might have already received or to serve as a primer on how to carry out operations. A pedestrian safety action roundtable was held on September 12, 2012. The objective of the roundtable was to discuss the successes of the New Jersey PSEE program, evaluate program impacts, identify programmatic gaps, and discuss what future actions and collaboration could maintain and improve the program. In addition, roundtable participants discussed other local pedestrian safety actions that could be implemented in partnership with enforcement activities. Opportunities for collaboration and next steps in promoting local safety actions were also discussed. This roundtable was informed by a research scan of PSEE and a statewide survey of

New Jersey police departments on the topic. Unfortunately, there was no coordinated action from NJDOT, NJDHTS, or attending stakeholders following the roundtable.

2013-2021 - The last decade of PSEE in New Jersey is not well documented. While DHTS continued to maintain the program as an eligible activity for pedestrian safety grants, it no longer seemed to be well supported by official DHTS training but rather seemed to shift into ad hoc training provided by AAA. There was little coordination between earlier program partners during this time period.

2022 - Civic Eye Collaborative (CEC) was contacted by the Edison Police Department concerning PSEE training in 2022. CEC coordinated with both NJDOT and the New Jersey Safe

Routes to School Resource Center at Rutgers University's Voorhees Transportation Center to provide "community" training as opposed to "regional" training. CEC successfully carried out training with the town of Edison. Although the Edison Police Department had difficulty finding a central location from which to request and receive training, their workshop reaffirmed the ease of carrying out operations and participants indicated a high level of satisfaction with the training. In addition to the PSEE training, a review of the PSEE program was conducted (of which this timeline entry is a part) and a memo developed. Lastly, an overview of the PSEE and BSEE programs was given to the New Jersey Bicycle and Pedestrian Advisory Council (BPAC) at large and a more in-depth presentation given to the Safety Subcommittee on December 7th, 2022 (Appendix B). At this meeting, it was established that the Safety Subcommittee would serve as an advisory group regarding how/if the program needs to evolve and what immediate and future steps should be a part of a strategic plan for the program.

Historic Review of Bicycle Safety Education and Enforcement

2014-2015 - With a small grant from NJ DHTS a small working group was formed to strategize the formation of a Bicycle Safety Education and Enforcement program. The group was composed of representatives from the City of Montclair, the Safe Routes to School Resource Center at Rutgers University, and DHTS. An initial research scan could not identify any structured bicycle enforcement operations comparable to PSEE. Most initiatives were educational with no

enforcement mechanism.

The biggest challenge the working group faced was how to identify a violation by a motorist against a cyclist from a moving vehicle. The group initially discussed the use of hash marks to represent distance to create an objective measure for

measuring passing distance. Near the end of 2015, the group became aware of something called a C3FT device designed to measure passing distance between a cyclist and motor vehicle.



2016-2017 - During this time period, NJDOT provided resources to more fully investigate the potential of a BSEE training. Building on the work conducted in the previous year, CEC, along with Susan Blickstein, reached out to and profiled police departments who had started to use the C3FT device to ascertain if there was a replicable approach and protocol that could be adopted and adapted for New Jersey. It was determined that Austin, Texas served as the best model for an operational program.

The project team was able to take Austin's materials and create a "rough" training that could be piloted in New Jersey. During this same time, the team developed a statewide survey of law enforcement regarding their attitudes and perceptions about bicycle safety and their potential interest in training on bicycle safety enforcement. One of the key takeaways from the survey was the need and demand for training and the observation that passing a bicyclist too closely was the most commonly observed negative interaction between motorists and bicyclists.

2018 - In 2018, the draft materials were pilot tested in Morristown, New Jersey. At that time there was no statewide safe passing law. Morristown had a local safe passing ordinance and expressed interest in testing the operations. They



had also received a grant to help fund potential operations. The project team met with the community to build support from local stakeholders to finalize an agreement to pilot test the training and conduct operations. The team then performed fieldwork and worked out other training logistics. A team of officers was trained, and the feasibility of the training and operations was evaluated.

2019-2021 - During this period, a steering committee was formed to evaluate the training modules that had been developed for Austin, Texas and to script training materials appropriate for New Jersey. CEC then developed

three new training video modules for use in future BSEE pilot operations and a primer in the use of the C3FT device.

2022 - An overview of the PSEE and BSEE programs was given to the New Jersey Bicycle and Pedestrian Advisory Council (BPAC) at large and a more in-depth presentation given to the Safety Subcommittee on December 7th, 2022 (Appendix B). At this meeting, it was established that the Safety Subcommittee would serve as an advisory group regarding how/if the program needs to evolve and what immediate and future steps should be a part of a strategic plan for the program.

Pedestrian Safety Education and Enforcement Program Analysis

Efficacy

PSEE is a program that, when carried out correctly, is very effective as an intervention that can improve pedestrian safety by serving the functions of education, enforcement, and behavioral change. This has been proven with national academic research as well as through comprehensive testing of the program that occurred in Montclair in 2008. A distinction must be made between "spot" enforcement and "structured" enforcement operations. Spot enforcement

is sporadic enforcement that does not have the broader education strategy, synergistic roadway improvements, and coordinated education and marketing that is suggested in the training itself. While even sporadic enforcement is better than no enforcement, it is not nearly as effective as structured operations. Even so, PSEE has been identified as the single most effective pedestrian education and enforcement training available to law enforcement that provides both education and enforcement options, according to expert interviews conducted on this topic and scans of interventions for pedestrian safety that involve law enforcement. In addition, PSEE operations have been profiled in NHTSA's "Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Tenth Edition, 2020; Chapter 8. Pedestrian Safety, Section 4.4 Enforcement Strategies, pp 378-380". In this document it is noted that operations can produce sustained behavioral change that improves pedestrian safety, even after structured operations have ended.

Benefits

PSEE provides a critical missing gap in training and education to law enforcement. Education on pedestrian laws is not covered in police academy training nor is an effective operational protocol taught on enforcement of pedestrian laws. PSEE trains officers on pedestrian law and provides perspective on what it is to be a vulnerable road user. The program educates law enforcement on other interventions that can improve pedestrian safety and provides a program that can allow for the engagement of other key stakeholders in the community to build towards a more holistic effort that can form lasting partnerships. It is also high visibility and can be a positive tool for community policing and education. Lastly, operations themselves are simple to carry out, are not resource heavy, and have been vetted and supported by NHTSA, law enforcement and agencies and institutions.



Current Program

Currently, there is no central authority that administers the program or offers regular training. In addition, the program is not advertised or marketed to law enforcement, to communities, or to transportation program and agency stakeholders. Officers hear about the program through word of mouth or if they actively seek a training or solution to improve pedestrian safety. Current offerings come from occasional trainings funded by NJDOT and others that are offered through staff that received the training at AAA. NJ DHTS still lists PSEE as an eligible activity

for pedestrian safety grants and this also leads to requests for training. For the most part, training stakeholders are not coordinated, and the program suffers from a lack of maintenance and evaluation.

Pedestrian Safety Education and Enforcement Training



PSEE training is offered upon request. It typically consists of fieldwork to identify appropriate crosswalks for training purposes, establishing points of contact for coordination and logistics, and working out A/V and classroom details. A one-day training consists of a classroom session, where the training PowerPoint is reviewed, followed by a field

exercise where demonstration operations are conducted at different locations to demonstrate types of roadway and lane configurations and how to appropriately carry out the operations depending on the location.

Training Materials

No new materials or updates to materials have been provided to official program materials since the "Roll Call Video" was produced in 2012. The PowerPoint presentation that was developed in 2010 has only seen minor changes and needs to be thoroughly reviewed and updated. The following are the available materials and what they cover:

PSEE Training PowerPoint

- Is there a need for PSE training?
 - *This section is designed to show the extent of the pedestrian safety issue with statistics coupled with messages to appeal to officers at a human level. It also reviews the importance of the PSEE training*
- What is the NJ law on this topic?
 - *This section reviews relevant aspects of Title 39 as they relate to the rights and responsibilities of motorists and pedestrians towards each other.*
- What is the solution?
 - *This section reviews the 3E approach of Engineering, Education, and Enforcement to brief officers on how the synergy between these approaches can yield the best results.*
- How do you conduct a PSEE operation?

- *This section walks officers through the operational protocol of how to carry out a PSEE operation. It includes the different roles officers can fill and how to set up the operation.*
- Lessons learned
 - *This section reviews the real-world experience that trainers have had with the program and best practices for operational and campaign success.*

PSEE Roll Call Training Video

- This 12-minute training video educates the audience on what PSEE is, provides instruction on how to carry out operations, and reviews best practices.
 - This high-quality video is integrated into all NJ PSEE trainings and can/has been referenced as a refresher for police departments that have received the training in the past. The video has been referenced as a best practice and has been used by other states for their training. While it is thorough and well-regarded, it is still 10 years old and needs to be updated.



Pedestrian Safety Education and Enforcement Training Gaps

Since the training has not been updated in over a decade there are several obvious gaps that have been identified:

- A lack of current statistics and summary of the state of pedestrian safety in NJ and the nation
- A lack of adequate coverage and explanation of synergistic education and encouragement (the other two E's) efforts for law enforcement at the appropriate level for this training
- A section on how to carry out operations at signalized intersections
- A section on equity considerations and how to effectively integrate them into education and operations
- An update to the "law" section to consider safe passing and any other changes to the law that are not current in the training materials
- A more robust section that differentiates "spot" vs. "structured" operations, how to carry them out and the appropriate stakeholders to involve

- A section on how to collect and analyze data

Upon thorough review by an advisory committee of safety professionals, other training gaps may be identified and added to this list.

Bicycle Safety Education and Enforcement Program Analysis

Efficacy

BSEE is still being piloted and has not yet been fully tested and evaluated. However, according to the research carried out in developing the BSEE program, there has been no better or more effective program identified. In order for BSEE to be effective, it needs to be high visibility with accompanying media and marketing. BSEE functions very differently from PSEE in that the number of “stops” from an enforcement perspective are far fewer than those in a PSEE operation. However, no other more effective alternative has been identified. The benefit from BSEE is derived from the opportunity to work with and potentially change the mindset of law enforcement, to educate them on laws they are not otherwise trained on, and to provide an opportunity for education and community discussion that comes from seeing “high-visibility” enforcement stops.

Benefits

BSEE provides a critical missing gap in training and education to law enforcement. Education on bicycle laws and effective protocols for enforcement are not covered in police academy training. Similar to PSEE but with a bicycle focus, BSEE trains officers on bicycle law, provides perspective on what it is to be a vulnerable road user, and educates law enforcement on other interventions that can improve bicycle safety. BSEE also provides a program that can allow for the engagement of other key stakeholders in the community to build towards a more holistic effort that can form lasting partnerships. It is also high-visibility and can be a positive tool for community policing and education.



Current Program

BSEE cannot yet be classified as a program as it is still under development. The next step would be to develop a properly resourced pilot program that can vet the training with the goal of gaining acceptance as an official program by funding agencies (similar to the development of the PSEE program).

Training

While it is still in pilot testing, a typical training would involve identifying a cooperating community, identifying enforcement routes for operations, providing the classroom training to the officers involved, and then carrying out field exercises where the established operational protocols are followed. During this pilot phase, officers are also debriefed on their thoughts about the training and operations.

Training Materials

Draft materials have been developed that mirror and expand upon the materials from Austin, TX. The PowerPoint is adequate for pilot purposes but must be reviewed and then improved upon for ultimate use as the official training PowerPoint. The video products are good but need to be updated for recent changes such as the statewide Safe Passing Law. The following are the available materials and what they cover:



BSEE Training PowerPoint

- Introduction and Training Objectives
 - *These slides allow the trainers to provide a brief introductory overview of the training and its objectives.*
- Title 39 and Morristown Local Ordinance
 - *This section reviews relevant aspects of Title 39 as they relate to the rights and responsibilities of motorists and bicyclists towards each other and how the law defines a bicycle and its operation on the road. In addition, the current iteration reviews Morristown's local safe passing ordinance since this was a critical ordinance for these operations prior to the adoption of a NJ statewide safe passing law. It also reviews other relevant local bicycle ordinance and policies.*
- Common Interactions/Title 39 Citations
 - *This section reviews common citations that can be issued (based on Rutgers' assessment of the Bike's Eye View report). While this is a more comprehensive list of potential citations, trainers emphasize the importance of safe passing.*
- What is BSEE?
 - *This section provides a more in-depth review of what BSEE operations are. This is illustrated by watching a series of videos that profiles BSEE training and operations in other parts of the country.*

- BSEE Operational Protocol
 - *This section reviews how to plan for, set up, and carry out BSEE operations.*

BSEE Video Training Modules

These training modules were based on the Austin (Texas) Police Department's training modules for BSEE. An advisory committee of New Jersey experts were assembled to review and assess the materials and subsequently script materials for production. Educational training modules were then produced that reflected the vetted scripts for those topics. The materials consisted of three training modules that cover the following topics:

- Bicycle and Motor Vehicle Laws
- Motorist Behaviors that Endanger Bicyclists
- Bicyclist Behaviors and Crashes

BSEE Marketing Teaser

- This teaser was created as an asset that could provide an overview of BSEE to potential stakeholders and explain how they might pursue the program.



BSEE Primer for Using a C3FT Device

This video walks the viewer through the mounting and use of the C3FT device.

Bicycle Safety Education and Enforcement Training Gaps

- A lack of current statistics and summary of the state of bicycle safety in New Jersey and the nation
- A lack of adequate coverage and explanation of synergistic education and encouragement (the other two E's) efforts for law enforcement at the appropriate level for this training.
- A section on equity considerations and how to effectively integrate them into education and operations

Aside from the gaps identified above, a review by an advisory committee of safety professionals may identify others for this list.

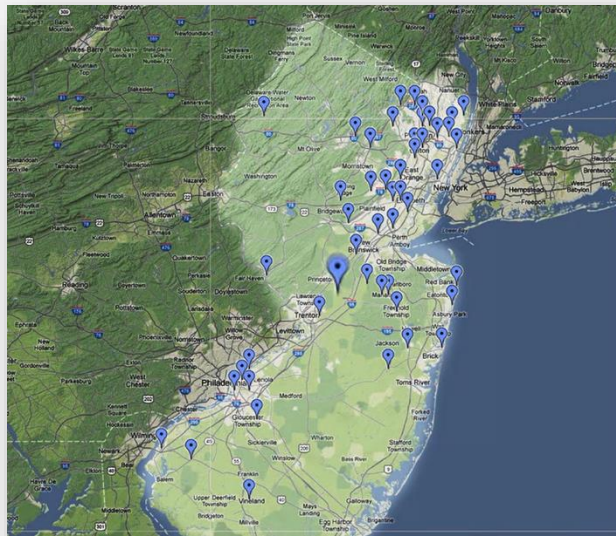
Findings and Recommendations for both programs

- Training should be integrated with other existing programs such as “Street Smarts”, “Bikes Eye View”, “New Perspectives”, etc.
- Complimentary programs such as “Practical Engineering”, “Community Policing”, and other such programs should be identified and cross marketed/referenced to establish a syllabus or track of relevant training that supports each other.
- Virtual classroom training sessions should be explored and integrated as the classroom aspect of training, with in-person instruction being carried out for field operations.
- Independent virtual modules could be developed on different topics and could allow students to learn at their own pace and allow for the materials to be covered in more depth rather than the truncated versions of training that typically occur with in-person time constrained engagements. For instance, a section on proven safety countermeasures and engineering interventions could be a one- to two-hour learn-at-your-own-pace training module that covers material in depth as opposed to a limited 15- to 20-minute overview during in-person training.
- Both programs need an official programmatic home that establishes official resources and technical assistance channels. Establishing resources as official is important for defending potential citations in court, for transparency in education and operational goals, and for maintaining programmatic consistency and integrity.
- The role for non-enforcement personnel (such as planners, engineers, etc.) should be defined and training should be adapted/created for this role.
- Certificates of completion should be issued when training has been completed. Some police chiefs will only allow/accept a training if there is an official certificate that accompanies it.
- There is an opportunity for law enforcement to provide observations on safety issues and potential low-cost engineering recommendations to their communities as a potential sub-product of these programs. Similarly, non-enforcement personnel could also contribute this information if training were formalized for them.
- Trainings need to be marketed. They are almost exclusively found by word of mouth and officers don’t know where to find them. A key vector for this marketing would be the NJ Traffic Safety Officers Association and the NJ State Association of Chiefs of Police.
- The merging of trainings into a unified “vulnerable user” or “micromobility” training should be considered.
- An official evaluation of both programs with robust data collection should be conducted in New Jersey.
- Funding for these operations has been a constant issue. It would be good to provide information on resources available to fund operations and on people who can carry out aspects of the program that the police are not well suited for (such as marketing, data collection, logistical campaign planning). A guide with a profile of different approaches and costs would be useful.
- Forfeiture funds should be looked at as a potential source of funding for equipment for operations.

- A training manual and pamphlet should be developed to explain the programs, how to conduct them, and how to get started.

Next Steps

The fundamental question that should be asked is whether PSEE and BSEE trainings should be an official offering of the state with stakeholder buy-in or if they should simply be consultant driven and ad hoc. To answer this question, the NJ BPAC and its Safety Subcommittee should serve as both an advisory group and sounding board on which direction to go. If developing and supporting PSEE and BSEE is of interest to NJDOT, then the BPAC and the Safety Subcommittee can help to guide the development of a strategic plan that outlines the short-, medium-, and long-term steps for their development.



Appendix A - Interviews

This research protocol/study was approved by the Rutgers Institutional Review Board. Title of Project: Pedestrian and Bicycle Safety Enforcement Study, **Submission # Pro2022001356**. Subjects provided consent to take part in this study.

Interview Summaries/Key Messages: Appendix A1

Lt. Stephanie Egnezzo - Montclair, NJ
Administrator of PSEE Training

Training

- Lt. Stephanie Egnezzo received PSEE training in 2010 from Ranjit Walia.
- In Montclair, it is required that every officer that takes part in the operations gets the PSEE training.
- Over the past few years, there has been a lack of training offered so they are currently working on a rotating basis. If an officer is taken off traffic operations or moves to another department, the officer replacing them will be trained by the departing officer.
- The training provides the officers with the guidelines to follow and gives them a better understanding of the pedestrian law itself.
- The training is not associated with the academy. It is a statute that is discussed but it is not part of the curriculum.
- Officers who are taking part are doing this training as a “side job” and the grant funding does reflect that so they can make it attractive to police officers, i.e., same rate of pay, however, police officers do like doing the training and tend to sign up for it

Official Guidance/Resources

- Resource and Training Materials remain the same as the original training received from Rutgers.
- Lt. Egnezzo and another supervising officer facilitate the trainings.
- Most of the officers have received the six-week course in practical engineering for law enforcement which has been helpful as well.

Operations

- Operations are usually a mix of warnings and citations, with the opportunity to educate the person on the law.
- Montclair usually does about 8 -9 operations per year, mixing it up at different locations and different times of day.
- Reportings are recorded but follow up with the courts can be cumbersome.

Effectiveness of Operations

- When someone is issued a summons, they can go to the station and talk to Lt. Egnezzo and she is there to help them understand the law, and why they were issued a summons.
- Officers can use the training and operation materials to use at any court trial to back up their citations.
- Contested summons have been rare in the last few years with only a few being contested.
- This could be a result of some just paying the fines (which results in points on your license) or making the plea to a lesser charge.
- People in the community are aware that operations are always happening, and it has changed beliefs.

- They have seen a lot of compliance with the implementation of these operations, and they have issued less and less citations.
- Reactions in the community have been good. Council members, and business owners, and the community alike have seen the benefits and are grateful for the officers' presence.

Funding

- With grant funding being plentiful, they were able to do a lot of operations and will be able to continue to do them throughout the fall of 2022.
- Funding is usually provided between the department and DHTS funding.

Partnerships

- Montclair is partnering with their Business Improvement District to get banners and put up on big poles. Interested in partnering with Street Smart and businesses in town. They have Coffee with a Cop mainly with Traffic Officers to help with education of the new Safe Passing Law.
- Montclair would be very interested in partnering with other campaigns; i.e Street Smart, Engineers, Planners, etc.

Built Environment Improvements

- Lt. Egnezzo does make recommendations to the council in regard to engineering and planning. Montclair does have a good governing body that talks about traffic safety first.
- People doing the operations as well as those who are on patrol can report to Lt. Egnezzo who then makes recommendations.
- Improvements (rapid, flashing lights, crosswalks) have been made because of these recommendations. Montclair engineers have already established a priority list and they have installed quite a few.

Observations and Recommendations

- Montclair has been doing this for years and the training is very incorporated into the department but a suggestion to get the word out might be the Traffic Officers Association monthly meetings would be a good place to start. This is the best way to guarantee statewide marketing for the training.
- Lt. Egnezzo agrees that within the PSE training, more training in engineering would help better inform officers who are doing the operations what to look for and make better recommendations. Perhaps incorporating a small portion of that training in the PSEE training would be helpful.
- Lt. Egnezzo is in support of at least part of the training being virtual as she believes more people would sign up for it. Basic training, online, and if you want to get certified, you can do the field training. Field training is important as people can see when something is demonstrated that it makes more sense.
- Incorporating the new Safe Passing Law and BSEE training would be useful additions to the trainings.
- The training is important to have backing from the top down. In Montclair it is just what they do. The Chief and/or supervisors say that these operations take place and therefore, we will have officers trained to carry them out.

- The program needs to have more than one person trained in this so that when someone leaves or gets promoted, someone else knows the training, or where the training can be obtained widely. Having the leave behind as well.
- Lt. Egnezzo agrees that the training should be “official” or “centralized” with the same resource materials, which is consistent across the board for the entire state.
- Community Policing is a big trend, and it is an 80-hour course to be certified. Possibilities of making it an accredited course possibly working it into a Criminal Justice degree.

Other Bicycle and Pedestrian Safety Training(s)

- Lt. Egnezzo did see information on Bikes Eye View training through Street Smart that Will Yarzab had sent out, but is generally not as informed on BSEE training.
- Montclair’s bike education has been incorporated into their school bus safety grant since 2018. Montclair would be interested in becoming a pilot community for BSEE training.

Concern for Operations Being Regarded as a Revenue Generator

- Lt. Egnezzo does not see many issues with people believing this is a money generator for the town and only sees the occasional complaint. Generally, people understand when it is explained to them that this is grant funded to do this extra enforcement and it is not taking away from other “key duties.”

Equity Concerns

- As far as equity is concerned. Lt. Egnezzo says that Montclair focuses their enforcement in areas where the most incidents occur according to their crash data reports. Their operations are all over the town. We are focusing on making the roads safe for pedestrians, and those areas where it is not safe (or not as safe) is where we have the operations.

Interview Summaries/Key Messages: Appendix A2

Ron Esposito - Traffic Safety Specialist AAA Northeast PSEE Instructor/Trainer

Training

- As a former law enforcement officer, and traffic safety specialist at AAA, Ron works with Les Leathem from New Perspectives on the PSEE portion of the training that they provide. AAA allows Les to do these as it aligns with New Jersey's public safety policy. Due to their different backgrounds, they feel the tandem training works very well.
- Ron markets the PSEE training at the Traffic Officers Association meetings.
- He does about 10-15 events and around 5-8 training sessions a year.
- He has done them virtually and supports the possibility of doing a live stream so that officers could ask questions. After the virtual training, he would stop by and do the fieldwork training.
- In dealing with officer turnover, you usually have the person with the specialized training point out to the incoming officer what they need, but that is as far as it goes because it is not mandated by the Attorney General's office.
- Ron thinks that "New Perspectives" could be combined with PSEE and BSEE.

Official Guidance/References

- Regarding the materials they use, they took the NHTSA program materials and made a second set of slides. They show CEC slides and the NHTSA slides.

Effectiveness of Operations

- PSE training is effective if it is done correctly, and the operations are carried out in a specific way. You must return to the same spot, same time, at least a second, or maybe a third time. If this occurs, the percentages always go down.
- At the same time, you must educate, let them know that you have to drive kinder, as if this was one of your own family. In his defensive driving class, he teaches about Cops in the Crosswalk program and that they are in plain clothes, and if you don't stop, you will get a ticket. And that if they don't stop, that person could die.
- Regarding enforcement, there are some political factors that play a part. It is as simple as "if you don't enforce, you endorse." But with everything that is going on, it is hard to get the cops on board if they are feeling political or social pressure.
- A lot of groups don't believe in enforcement anymore, that is why the programming needs to come from one place otherwise you get competing views on how it should be done. It should be a unified program with all the different perspectives, cars, bicyclists, and pedestrians.

Funding

- His trainings are funded through AAA, and it is a statewide grant.
- Ultimately, you must have everyone, whether it is the AAA, a safety group, NHTSA, the police department, traffic officers, educating their town councils and mayors, saying, "we really need this training, because people are dying." They are the ones who have the money to fund the training.

- All the programs are funded by the state. But even though those programs are free to officers, there is still an attitude that Pedestrian Safety Enforcement isn't necessary, or they might not have had a pedestrian fatality in their town.
- When pitching the training to towns he points to where he has seen a lot of success as examples. It is not just about fatalities; it is about people not feeling safe. There aren't enough funds for marketing.

Concern for Operations Being Regarded as a Revenue Generator

- In regard to the programs being seen as revenue generators he understands that the public may feel that way but the actual people who are ticketed during an event is not high and the program works. It doesn't work without enforcement. We have all the data, and we tell people in advance that we will be carrying out enforcement. There are warning phases before citations. The goal is to one day not have to write any tickets.

Equity Concerns

- About equity, there is no simple answer except that you must go where the data leads. It is the key for any operation. It's got to be done where the data says it must be done. Some of the worst intersections are in depressed neighborhoods but the offenders are not from those areas. The idea is to try to make those neighborhoods safer. It must be data driven.
- The operations must be public and transparent, and if it is questioned, the data will back you up. Everyone who violates, gets pulled over.

Observations and Recommendations

- Ron agrees that there is a place for programs to come together to have everyone on the same page with the same knowledge of the law and the perspective of the pedestrian and the bicyclist.
- If you have certified law enforcement officers doing it the same way this would be helpful in court situations to ensure a just ruling.
- Recommends a facelift for the materials as it has been over a decade since they were created. There is a binder in each police department, and this could be a place where a pamphlet could go that speaks to PSEE and BSEE for all units.
- A brochure or handout might be a good idea.
- Another recommendation would be to add a video that emphasizes the street aspect of the training. If a police officer had to miss a day for training that is lost labor for the police department. Virtual training would solve some of that.
- Ron agrees that a one stop shop for materials (that are updated: ex. the new Safe Passing Law and its effects) would be ideal.
- To really be effective, the trainings should have DHTS behind it and approving it as well as the Chiefs Association. If the trainings were approved and endorsed by DHTS, Traffic Officers Association, and the Chiefs it would carry a lot of weight.
- Uniform training would omit the *I don't want someone from outside my town doing the training* attitude because everyone would be doing the same training.
- If there was a centralized training, they might be able to offer a certification. Certification is why a lot of cops want to do the courses and without a certification, they are less interested.

- One suggestion would be to distribute material or maybe do a presentation at the League of Municipalities but thinks that the first place to go is the Chief's Association who can convince the local government.

Interview Summaries/Key Messages: Appendix A3

Les Leatham - Bike's Eye View/New Perspectives

Training

- Bike's Eye View originally educated law enforcement on Title 39 as it applies to bicyclists. It was developed with law enforcement officers who were also avid bicyclists and discovered that they didn't know any more about the law than the average person.
- When asked if he could include Title 39 education for pedestrian laws, he changed the name to New Perspectives.
- The program is ideally structured with a classroom and a field component although sometimes officers are electing to not take the field exercises. The classroom portion is focused on Title 39 and is typically a half day. It includes equity, encouragement, and evaluation. The second component is field exercises that are effective and make a real impression on people. The world looks different on two wheels. When conducting the bike portion, they can then get off the bikes and speak to pedestrian safety at various points. Field exercises provide real "Aha" moments.
- Sometimes the trainings are offered virtually with only the "classroom" component.
- What is the most important is getting over the mentality of "it's just a bike", or bike crashes are not as important as motor vehicle crashes. The general feeling that bicyclists "are always breaking the laws" and the crash is always the bicyclists' fault.

Effectiveness of Trainings

- In his surveys after the training, 100% of the officers said they used the information to educate motorists and bicyclists.
- New Perspectives has been well received. It routinely gets great reviews and recommendations. Marketing through the MPO and the Traffic Officers Association. One thing that has been discovered is the Bike Patrol doesn't get any more education than those who were not on Bike Patrol. And even when they do get training ex. (IPMBA) it is still focused on pursuit of criminals and not about B/P safety.

Funding

- New Perspectives is funded through Brain Injury Alliance of New Jersey (from a grant provided by DHTS)

Concern for Operations Being Regarded as a Revenue Generator

- There will always be a perception that these programs are revenue generators, but there is an element of education and weeks and weeks of warnings and only a certain number of citations given over the many contacts officers have so it is clear that the goal is not citations and revenue generation.

Equity Concerns

- In order to address equity, you have to do it in all areas and with the intent of education and not to ticket so it is not used as a "real or perceived hammer." And the messaging needs to be clear that the reason for doing the education in this area is because of the need for the safety of bicyclists and pedestrians.

Observations/Recommendations

- The attitude among officers seems to be that bicycle and pedestrian safety is second to cars and that officers are not well educated on the laws and are more focused on the general populace.
- Bicycle safety needs the endorsement of the Attorney General's office, NJDOT, and DHTS to really have an impact.
- Les believes there is a logical synergy between all the programs and there can be some cross promotion, and reinforcement of the messages. It's almost as if there needs to be three portions: Classroom, PSEE/BSEE and then the practical.
- There may be the opportunity to also gear the programming for Planners, Engineers, and Policy Makers but it may have to come from different funds.
- Educating the public is a key component. We don't educate the public after they get their license, so we need to continue to educate as the laws change.
- The focus needs to be on education and enforcement, you need both.
- Les felt it might be helpful to have a state agency, or someone acting on their behalf to promote these programs, and cross promote through different programs.
- Les believes that there is room to incorporate the training in programs like Complete Streets and Vision Zero.

Interview Summaries/Key Messages: Appendix A4

Darren McConnell - Red Bank Chief of Police Administrator of PSE Training

Training

- Several officers in Red Bank have been trained through DHTS (cops and crosswalks) and they thought it was very effective. That training was carried out in Woodbridge. It's been about 5 years since they received any formal training.
- Each time they do an operation, a certified officer (an officer who received training) is present for the operation and acts as the pedestrian "decoy".
- Darren serves as the administrator for their PSEE operations and is also responsible for seeking out funds and managing grant applications.

Official Guidance/References

- There is a reference sheet that was created a few years ago that provides guidelines as well as a place to record stops made during operations.
- Additional educational resources that can be used or handed out during operations have come from DHTS, Street Smart, and SRRC.

Operations

- Typically, they carry out at least one grant funded operation a year.
- They carried out two DHTS funded operations last year. These operations had a summons component but in other years they only gave warnings during operations.
- The operations were integrated into a broader ten-month pedestrian safety campaign. Elements of the campaign included a "roving patrol", 10-12 public presentations (carried out by EZ Ride and the community School Resource Officer), some bike safety events carried out by EZ Ride, and through the two PSEE operations.
- The operations are set up with very strict, specific standards, which allows ample time for someone to stop. And when they do get stopped, they take the opportunity to educate them on why they are carrying out operations, why they were stopped, and why it's important to stop for pedestrians.
- When they first started with operations they focused on warnings and handing out flyers. However, they have shifted to also issuing summons since the law has been around for some time and the grants that fund the operations require enforcement.
- Red Bank did take pictures and videos to show prosecutors the egregious violations that were happening in the community so they understood why there might be an influx of Title 39 violations from operations and were better informed on why the operations were being carried out.

Effectiveness of Operations

- They feel the training has been very effective in reducing violations as well as in education and outreach to the community.
- The operations result in a lot of social media attention. In addition, the Borough posts about operations on their social media channels.
- Residents and government officials have been very supportive regarding operations.

- There have been some comments on social media that the operations were entrapment. Darren also indicated that people who complained during stops were not local residents.
- Most people who got stopped understood why operations were being carried out and were receptive to the operations.
- During the Pedestrian Safety Campaign that was carried out, they had a 50% reduction in stops between the first set of operations and the second set. This is regarded as a positive outcome which is presumably a result of the safety campaign education, messaging, and operations.
- As a part of carrying out PSEE operations, they have also worked with DPW regarding suggesting roadway safety improvements.

Concern for Operations Being Regarded as a Revenue Generator

- Haven't seen that as an issue in Red Bank. That might also be because it is headed off by the publicity they provide about operations. They choose locations based on crash history or areas where there is low compliance. When they interact with drivers, they explain in detail what they are doing and why. They also post about pedestrian safety on social media and their DPW upgraded the crosswalks. They put out VMS boards weeks in advance with the penalties and the laws.

Equity Concerns

- In the Red Bank case they have a high population of African Americans and Latinos. There have been no equity issues expressed and he opined that perhaps it is because the operations are about making it safer for people to cross the street and it isn't regarded as an intrusion. The areas selected are also based on crashes and are not typically in residential roadways or neighborhoods. Usually, the locations are county thoroughfares, and they see a lot of out of town passing traffic rather than local.
- Most of the feedback they have received has been positive. When people see the operations, they have approached officers and thanked them for what they are doing so they feel the community is very much behind it and don't feel it has a racial component.

Funding of Operations

- Most of the time, if they get the grant money, they are doing these about once a year. Red Bank will still do traffic details without grant money, but they expressed they need the grant money for the manpower to carry out the specific pedestrian and bicycle safety operations.

Partnerships

- During the year-long campaign, along with the enforcement component, the department did do education and public outreach. There were approximately 10-12 public presentations for pedestrian and bicycle safety at different events, with schools, etc. Most of the materials they received for the presentations were from Easy Ride Resources, and then the PD and the School Coordinator supplemented the materials with messaging that was more focused on Red Bank's specific schools. Street Smart NJ helped with signs and handouts. The DPW put up the signs that were provided around town and also upgraded the crosswalks requested by the PD.

Other Bicycle and Pedestrian Training(s)

- They are unaware of any law enforcement training that focuses on pedestrian safety.
- Some of Red Bank's officers have participated in other programs through NHTSA (crash investigation) and they are trying to send a few officers to a course through Rutgers for Data Driven Countermeasures for Traffic Safety, which will help with grant applications. They haven't attended but they have heard of the course at CAIT for Engineering for Law Enforcement.
- Regarding Bike Safety Training, they are aware of Bike Patrol training from IPMBA. When BSEE was described to them they were unaware of it but would be interested in getting the training because they have a lot of bike traffic in town. Darren expressed that finding bike training is difficult and that they had tried to partner with neighboring communities but were unable to find anything.

Observations and Recommendations

- Regarding marketing, and finding trainings, it is not easy and clear on where and when the training is available.
- Darren felt that a virtual training option would be desirable and a motivating factor to get training for officers. He also indicated that it would be beneficial to have regional trainings.
- A recommendation might be to have the training regionalized because departments from different towns work together all the time and if they were to attend the class together that may be beneficial.
- It was indicated that providing funding for training and operations would help alleviate one of the biggest obstacles to learning about and carrying out PSEE operations.
- In Red Bank, when an officer who has this specialized training, retires, gets promoted, or resigned, traffic safety bureau will work with the patrol officers to go over the details. It would be beneficial to have an official training source, centralized and approved where officers can get certification.
- "Official" training would also be useful when a summons is contested in court and the "official" training can be referred to.
- Officers who have had the training have had a different view after they had the training.
- Developing and nurturing a relationship with a community's DPW can be very helpful for successfully carrying out safety campaigns.
- Operations take a lot of coordination and having people that could help with social media, working with sign shops, public works, and general coordination would be very helpful.

Interview Summaries/Key Messages: Appendix A5

**Ron Van Houten - Roadway Safety Institute, University of Minnesota
Department of Psychology, University of Western Michigan**

Education/Research

- Ron has conducted research and completed several large-scale studies on reducing night-time pedestrian crashes, increasing driver seat belt use, and reducing driver speeding behavior.

Training

- Ron believes there is a danger with peer-to-peer training and that there should be something official. In peer-to-peer training, things get lost, and all they know is what they are being told. The training suffers or the numbers drift and that could cause a liability. Integrity is important, as well as consistency, and follow up.

Funding

- NHTSA gives money to every state and often the states want to use the money for enforcement. Some can be used for bicycle and pedestrian safety and the grants have been more supportive of low-cost engineering improvements, i.e., feedback signs, signage, and possibly education as well.

Effectiveness of Operations

- A Pedestrian Safety Program carried out in Gainesville, FL proved the PSE training and operations to be very effective. The study showed increased yielding citywide, not just at enforcement sites. A follow up study conducted four years later proved that yielding had gone from 30% to 80% even after enforcements had stopped. The studies were both published, and the first study received the Waller award from the transportation research board.
- For BSEE there were studies carried out in St. Paul and Ann Arbor and they discovered you don't have to stop a lot of people to get a result so long as there is media coverage. They found people were passing bicyclists with a greater distance after operations.

Observations and Recommendations

- Key factors discovered that make a program effective and long-lasting:
 - A Top-Down buy in from Police Departments and Town/City Government.
 - Feedback signs
 - A lot of publicity and community involvement
 - Motivating operations (making communities understand why they should do it/safer community)
 - People have to believe it's the right thing
- A long enough period of time. Ron recommends at least a year.
- Good media coverage to get the message out to the community
- Education focused in the beginning, then enforcement
 - Without enforcement, you will not get results, but you need to have the community buy in first.
 - Do it honestly and with integrity

- Provide good messaging (flyers, brochures, police education)
- If you do all of these things, you will see a change in behavior. Convince those you are talking to that this protects everyone. Don't scold unnecessarily but offer encouragement and appreciation. You should have a lot of publicity and praise the community for what they are doing.
- With either program, high visibility and good messaging is key. A wave of warnings, but then citations.
- Ron believes there is a place to get other stakeholders in the community involved. You must have a "coordinator". It may be a different person in different communities.
- There is a need for a consultant. The consultant can work with the coordinator. The consultant trains *how to train* and supplies consistent materials to create a multi-faceted program. There could be components and/or roles for planners, engineers, etc. If you only train the police, without the press releases and outreach, you will not have a comprehensive program.
- You will not have success without the enforcement. Policing has become negative in some areas but where the laws are in place, you see people following the laws. If you take away the laws and the enforcement, you will have an increase in the problems. You need to get out into the community, explain what's going on, and people will get on board.
- FHWA (engineering) and NHTSA (enforcements) have been supportive and aware that all these components need to work together. All three components: Education, Engineering, and Enforcement need to be present for success.
- With Bike Safety Enforcement, because it is not as easy to have the large number of stops, is to focus on *watching out for bicycles*. If you see bicyclists, you won't hit them. This is the modeling that creates a ripple effect.

Concern for Operations Being Regarded as a Revenue Generator

- If you start with warnings, education, and outreach, with the focus on crashes (safety for all road users) instead of laws and citations, it will be harder to make the implication that this is just a "money grab" for the community. If you don't have the buy-in from the community, if you focus just on the "law", you probably won't be successful.

Equity Concerns

- Regarding equity and over policing in black and brown neighborhoods the key takeaway is that you must carry out the operations everywhere. You must record it, and make sure they are not overdoing it. Police need to have a positive approach when stops are made, make a connection with the people they stop, and keep it focused on bicycle and pedestrian safety.
- If you have a program like this, it is closely watched. When the media is watching, the community is watching, and there is less likelihood that egregious acts happen. The point is that programs such as these have high visibility so they would want to make sure they are carried out correctly.
- He finds that communities are going out of their way to make sure resources are being divided equally and that people are fighting for their fair share. People in the communities are making suggestions to the town councils about what they need for improvements. We have always seen support by people locally whether it was a minority community or not.

Interview Summaries/Key Messages: Appendix A6

**Will Yarzab - NJTPA, Senior Planner, Safety
PSEE Trainer/Facilitator**

Street Smart

- Street Smart is a “buffet” where communities pick and choose what aspects they want to do.
- If a formal training is performed, it is about 8 weeks, involves surveys, field work to look at the areas of concern, and then enforcement (sometimes tickets, not always). Then report on results. It’s a heavy lift.
- Typically, Street Smart is done in conjunction with the TMAs. Usually, the TMAs will develop a report after a Street Smart campaign.
- Will encourages officers to take PSEE training.
- If there was a PSEE training link to point officers to he would promote it.
- The Street Smart program does have overlap with the Pedestrian Safety and Enforcement. Officers should be attending all programs so they can have a greater understanding of all the laws as they pertain to the different road users.

New Perspectives/Bikes Eye View

- The New Perspectives program is a way to educate officers on the law for bicyclists, what they are allowed to do and not to do and gives them the perspective they need from a bicyclist’s point of view.
- Part of the materials are watching and discussing videos on infrastructure
- Once they receive the training, some are still reluctant to ticket but if they do it several times, they get better at it. There are plenty of people who are blatantly violating the law, that you can ticket.
- If you are not a cyclist, it may not occur to you what the law is. A lot of people, including officers, do not understand Title 39 and the laws.
- The training does offer a way for officers to know what new infrastructures have been put in place, i.e., green boxes, and what they mean and whether they work or if a different change is needed.
- Getting officers to do the fieldwork can be a challenge because for the training they need to have a bike and get the correct equipment. They may not feel confident on a bike, which may risk injury and risk of damage to the bike. If they do get injured this would mean time off from regular duties.

PSEE Training

- As a former law enforcement officer Will has attended a few classes in PSEE training.
- Will thinks PSEE training is very good.
- He is not as familiar with BSEE training and would be interested in learning more.
- Will promotes PSEE training and sends them to Ron Esposito and AAA, as it is funded by DHTS and he can train them.

Effectiveness of PSEE Training

- As far as the PSEE training, it can change your perspective. Cops are usually on the side of the road in their cars, so when they participate in the training, and see their partner

almost get swiped, they gain a new understanding. They feel educated and empowered to help make motorists change their behavior through education and enforcement.

- If officers receive official training, they can then show it to the prosecutor's office who would be more likely to pursue offenders.
- In peer-to-peer training, things can get lost because different people retain different information. A supervisor to oversee that the training is done properly would be helpful.

Value of Data

- If you have the documented crash data, and shown that you have done enforcement, you can then reach out for infrastructure change.
- Any kind of pre or post observation reporting should be done by a professional and should be the same person that does both observations.
- It might be helpful to have training on data collection or at least have a video backup for people to review afterwards but it may be hard to get the resources. Data collection is always the most expensive and it is always at the TMA level.

Concern for Operations Being Regarded as a Revenue Generator

- Regarding the idea that these programs are revenue generators, Will believes that there are concerns by a lot of people but if the town makes it very transparent where the money goes, it will be less of an issue. Also, include pedestrian fatality numbers in their education and whether they have increased. Every operation should have a kickoff, a warning phase, and a citations phase.

Equity Concerns

- Regarding equity, the data has to be data driven. If possible, the community should do any kind of Road Safety Audit before you begin. Make sure the road signs are there, the lights and signals work, re-stripe if you can. This resolves the issue that the roads that have been neglected in terms of funding are likely to be in minority neighborhoods and more likely to be areas where operations are being conducted.

Observations and Recommendations

- As a former law enforcement officer, Will was witness to officers that were sometimes ambivalent to giving citations for bicycle and pedestrian safety violations. To some, it is not such a big deal, however, the crash rates keep rising.
- If you are going to be using any kind of device such as the C3ft device to carry out any BSEE operations, then it most likely needs to meet the FRYE standard of established and accepted scientific evidence collection which is a big process.
- There is value to making this a certificate program. Will said chiefs feel if they aren't getting a certificate, they aren't interested in sending officers to the training.
- Marketing should be through TSOA, Chiefs Association, and Rutgers CAIT.
- Videos are important. Can refer to them after training.
- Will suggests that there should be a guideline from the AGs office requiring training.
- You could make it that to qualify for ped safety grants it is required that you get the PSEE training.
- Will speculated that perhaps forfeiture funds could be used to purchase C3FT devices for PDs.

- Will feels that it would be beneficial to have “holistic” training that touches on engineering, a section on data, and something that explains other synchronous programs that can be cross promoted.
- Will feels that it would be best if PSEE were a statewide program rather than a “training”.
- If there was an official certificate from training, you could then have “train the trainers”.
- It would be great if the training materials got an update and were more robust. If there are more resources for officers to draw on, it would be easier to suggest improvements to their council and their local engineer to make low-cost improvements.
- It would be great if they could find a way to incorporate the training into the academy. Title 39 training is essential for officers and their understanding of the law.
- Virtual training would provide a great way to do classroom training and then you could follow up with in-person field exercises.
- Mr. Yarzab would support the creation of a non-profit who would have an unbiased position on “who” owns the training and who could advance and promote the program.
- It would be good to have the Attorney’s General’s office sign off on materials so there is absolutely no doubt what the laws are. We could make videos that explain the laws but sometimes opinions are different e.g., *do you yield or stop for the person in the crosswalk?*
- Mr. Yarzab agreed that there is a role for planners/policymakers to collect data, coordinate programming, and collect data.

Appendix B – BPAC Powerpoint Presentations

An aerial photograph of a suburban street intersection. In the background, there is a gas station with a red and white canopy. The street is paved with asphalt and has white lane markings. There are several trees and green spaces around the intersection. The overall scene is a typical suburban neighborhood.

Pedestrian and Bicycle Safety Education and Enforcement Review

2022 New Jersey Bicycle & Pedestrian Advisory Council

Background

NJDOT

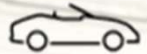
NJBPRC

NJDHTS

CEC



The Need



In NJ, and in the nation, we built roads meant to move cars first and foremost



We started to build roads that made it less comfortable, or sometimes impossible to walk or bike



The education and the expectation of who was allowed to use the road and how we should behave towards them changed



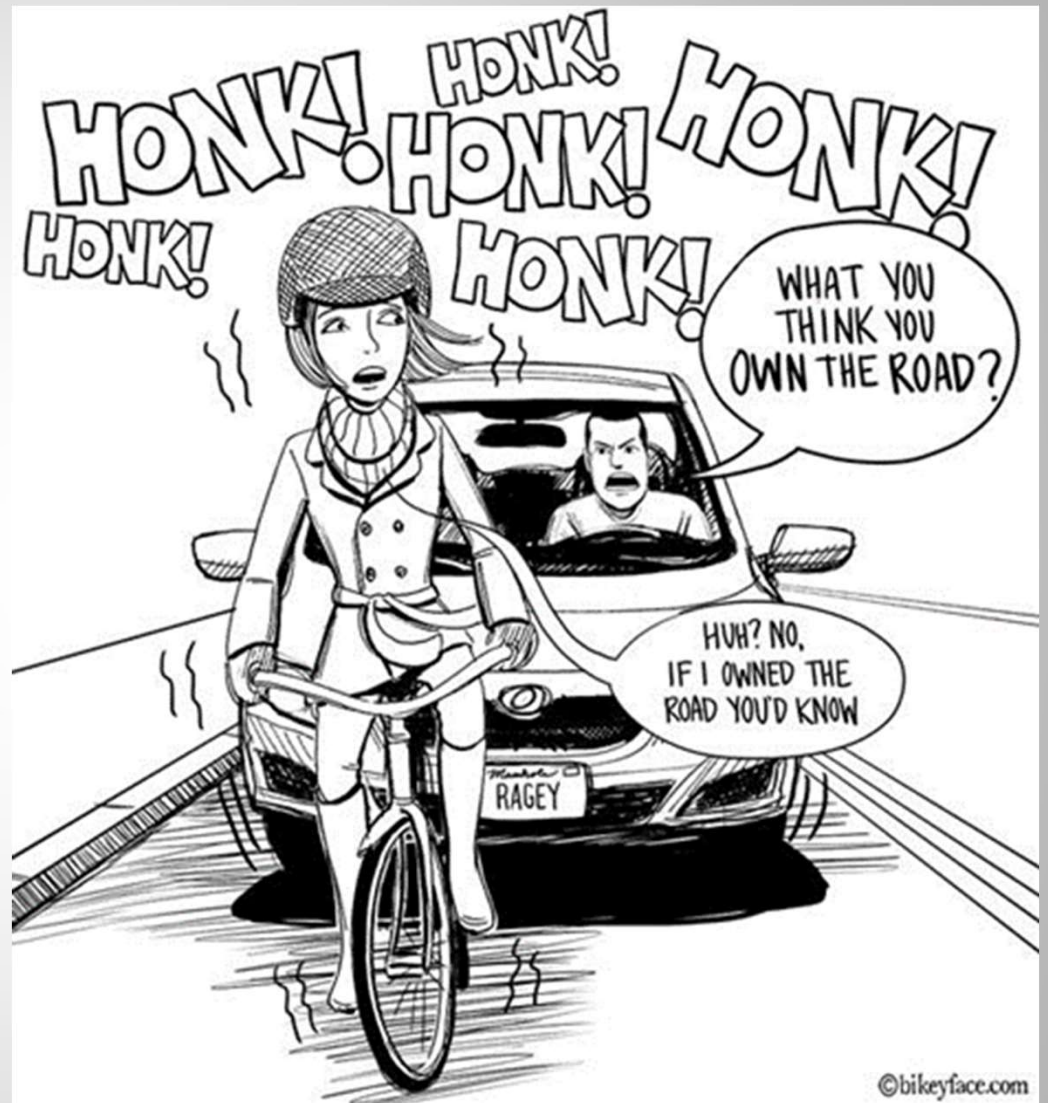
Many of us developed a “windshield mentality”



That in turn developed challenges

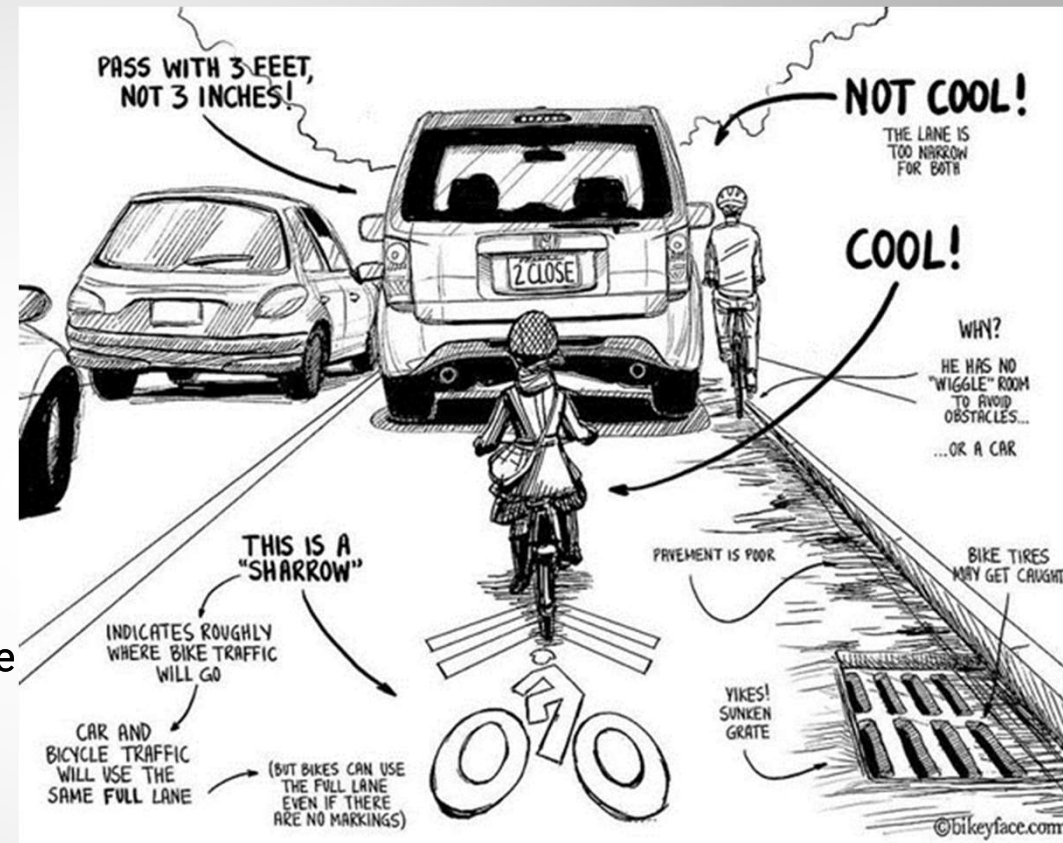
The Challenges

- Lack of understanding
 - Who are the roads for?
 - What does the law say?
- What do our roads tell us?
 - Reinforce primacy of vehicles
 - Lack of CS investment
- Enforcement of the law
 - Understanding the law
 - How to enforce?
 - Efficiency
 - Objectivity
 - Effectiveness



The Challenges

- Education
 - Who? When? How?
 - Effective education is difficult
- Attitudes
 - Windshield
- No clear path forward
 - Haven't been able to enforce or educate
- Fatigue
 - A need with no current solutions



Things are Changing

- People are biking and walking more
 - More demand for communities with safer roads that allow all users safe access and use of the roadway
- “Complete Streets Movement”
 - Designs and policies have started orienting toward Complete Streets roadway development
- The law says that both bicyclists and pedestrians have an equal right to the road except under very specific circumstances

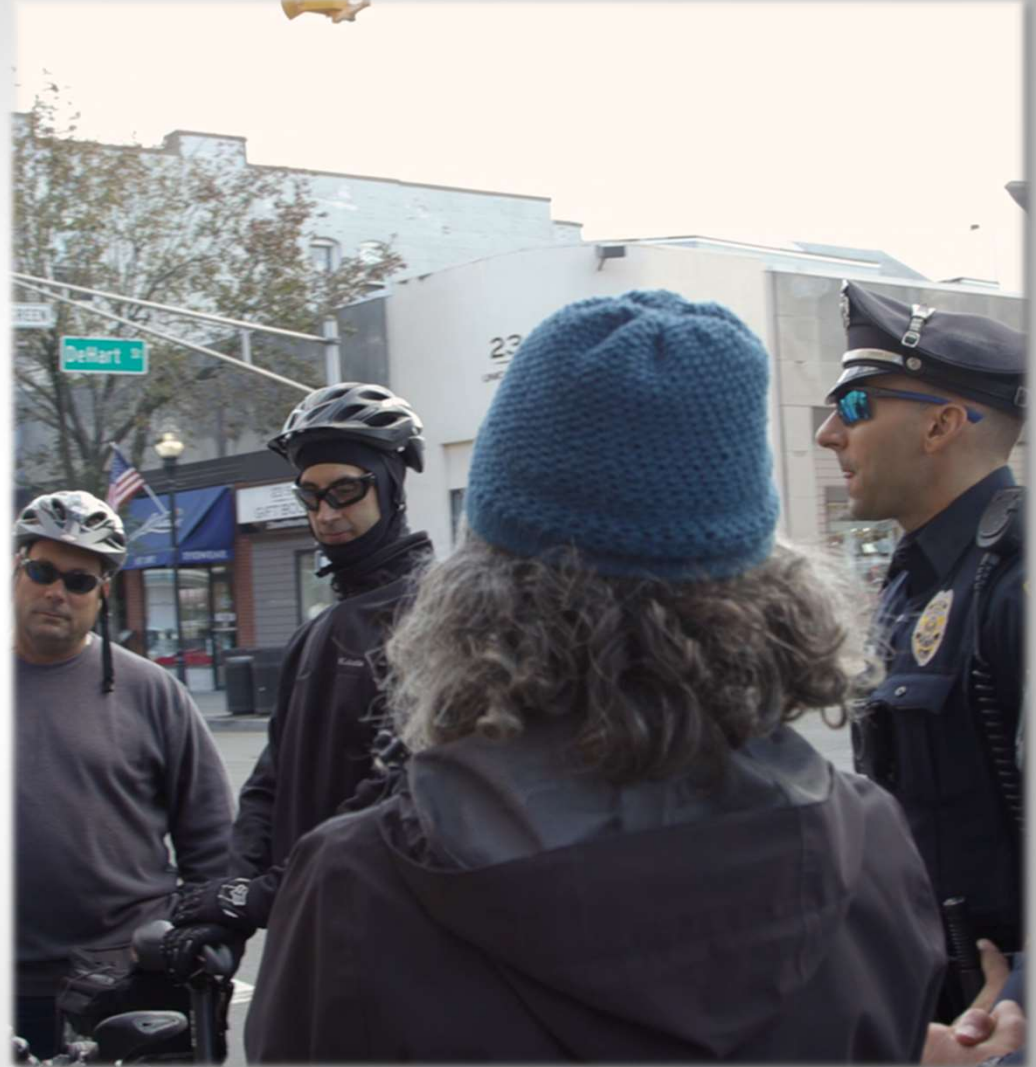


Things are Changing

- Changes in attitude
- The advent of Complete Streets
- Biking or the desire for biking and walking increasing
- Changes in technology
- Changes in policy
- Two great solutions for Bike and Ped education and enforcement,
 - BSEE
 - PSEE

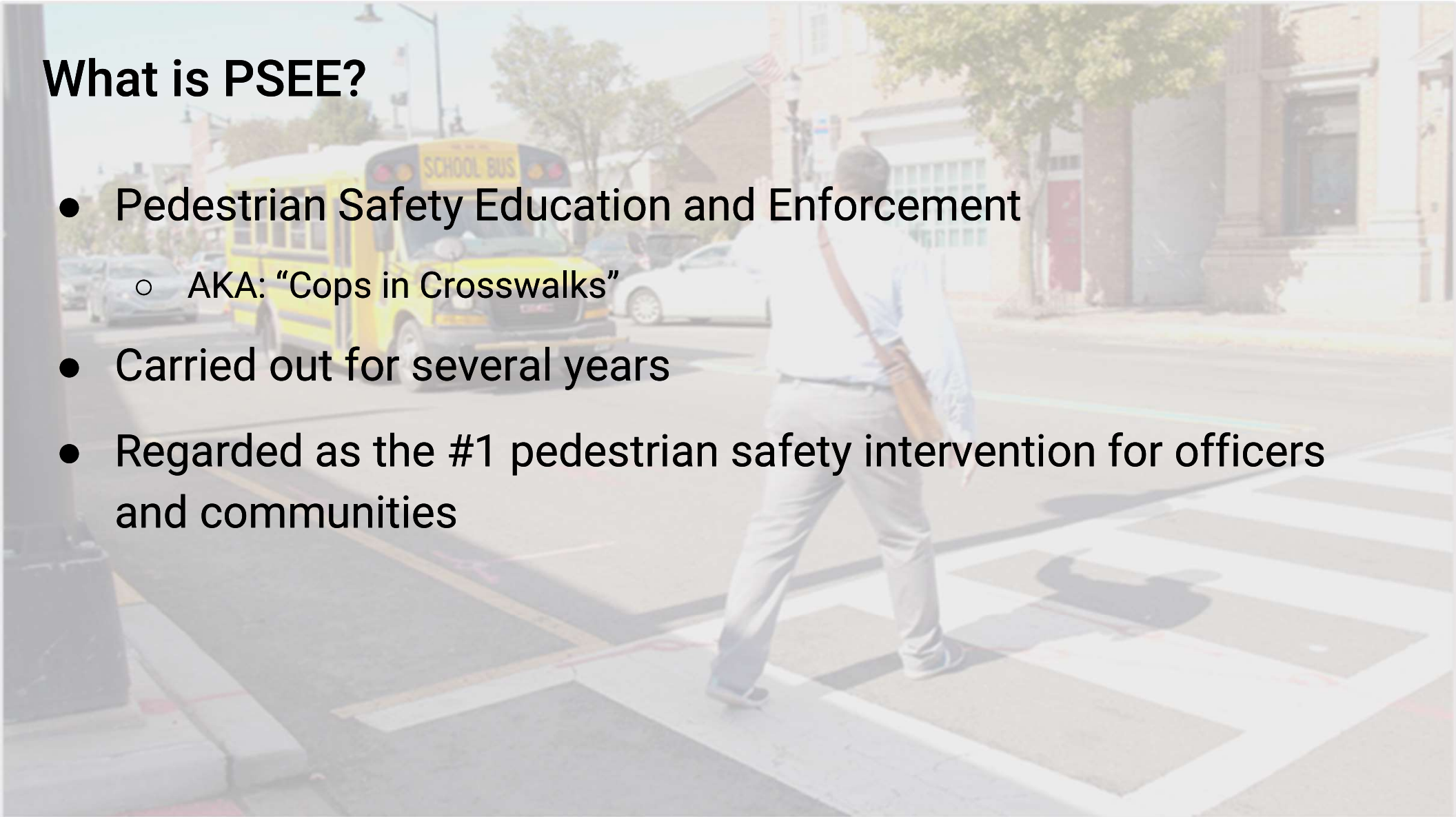
What is BSEE?





What is PSEE?

- Pedestrian Safety Education and Enforcement
 - AKA: “Cops in Crosswalks”
- Carried out for several years
- Regarded as the #1 pedestrian safety intervention for officers and communities

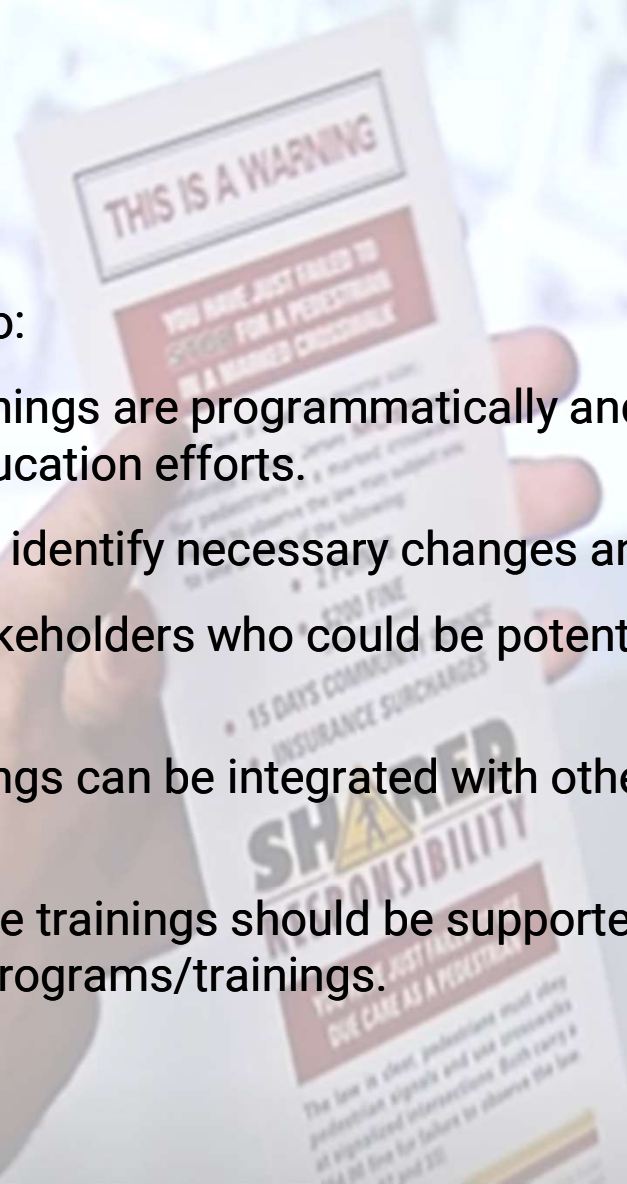


What is PSEE?



NEXT STEPS

- Utilize BPAC Subcommittee to:
 - Assess where these trainings are programmatically and where they fit into NJ safety and education efforts.
 - Review the trainings and identify necessary changes and updates
 - Identify and educate stakeholders who could be potential partners about these programs
 - Determine if these trainings can be integrated with other safety education efforts.
 - If it is determined that the trainings should be supported. Develop a strategic plan for the programs/trainings.



Q and A



An aerial photograph of a suburban street intersection. In the foreground, there is a grassy median with a small evergreen tree and a flower bed. A paved road with white lane markings leads to an intersection. In the background, there are commercial buildings, including a gas station with a red and white sign, and several trees. The overall scene is a typical suburban neighborhood.

Pedestrian and Bicycle Safety Education and Enforcement Review

2022 BPAC Safety Subcommittee

I. Introductions

Agenda

- I. Introductions
- II. BSEE/PSEE Timeline Review
 - A. History of the programs and where they stand
 - B. What is the structure of the training?
- III. Strengths of Program(s)
- IV. Program Gaps/Areas for Improvement
- V. Programmatic Opportunities
- VI. Safety Subcommittee Guidance for BSEE/PSEE
 - A. 2023 - Be regular subcom agenda item
 - B. Review materials and provide strategic direction to BSEE/PSEE efforts
 - C. Report back to BPAC at large and NJDOT with recommendations/summaries
 - D. Effort supported by CEC

Q and A

II. PSEE - History of the program and where it stands

2007-2008

- Pilot of PSEE carried out for evaluation
- Testing and Evaluation of structured operations

2009-2010

- Development of regional “train-the-trainer” workshops
- “Formalization” of program into statewide program
- Official materials developed
- DHTS authorized PSE operations as eligible for pedestrian safety grants
- Substantial marketing of program

II. PSEE - History of the program and where it stands

2011-2012

- Four regional train-the-trainer workshops were carried out
- PSE Roll Call Training Film produced
- Pedestrian Safety Action Roundtable

2013-2021

- Occasional regional trainings
- Ad hoc trainings

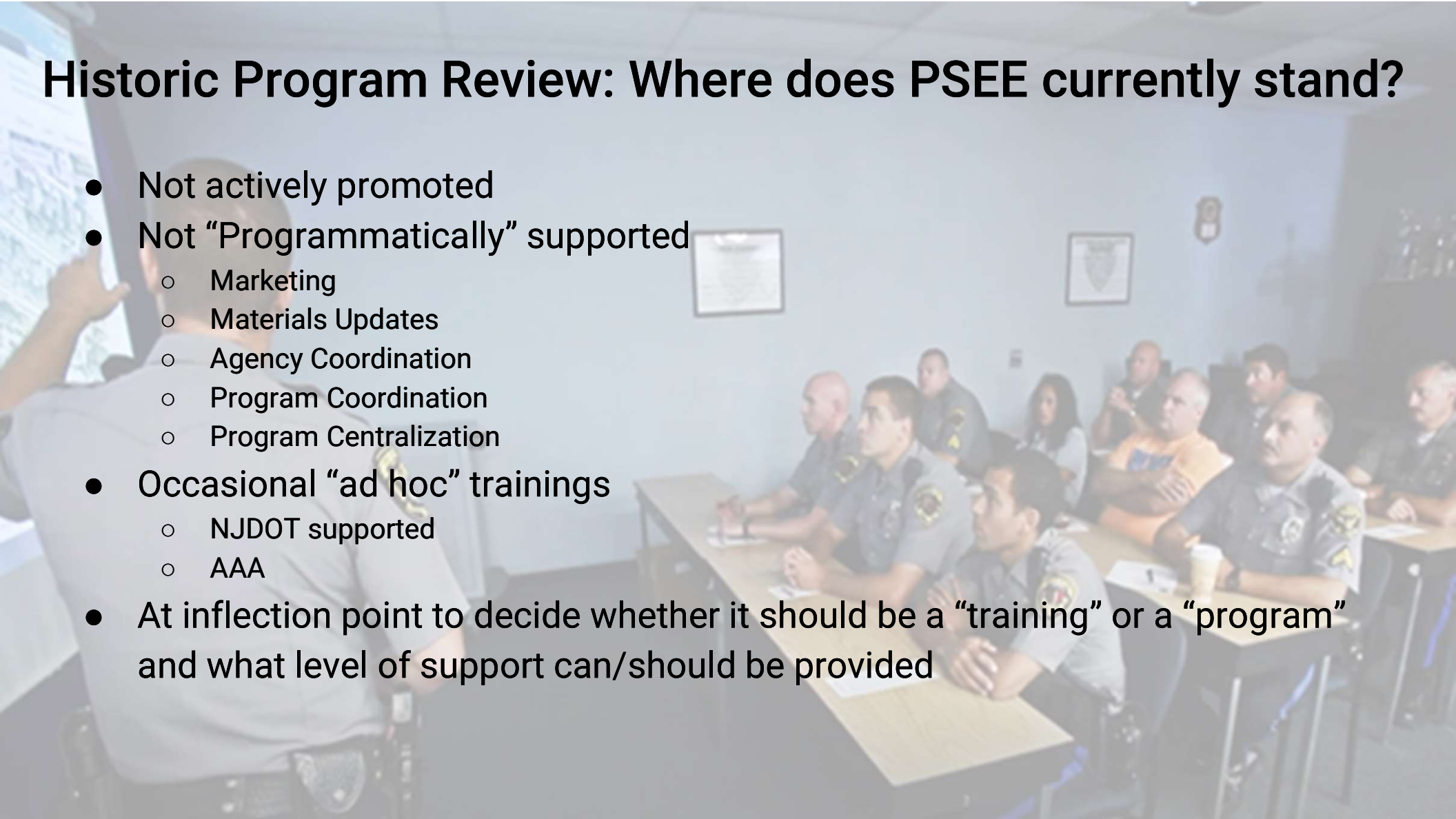
2022

- Training carried out in Edison NJ
- Programmatic Review



Historic Program Review: Where does PSEE currently stand?

- Not actively promoted
- Not “Programmatically” supported
 - Marketing
 - Materials Updates
 - Agency Coordination
 - Program Coordination
 - Program Centralization
- Occasional “ad hoc” trainings
 - NJDOT supported
 - AAA
- At inflection point to decide whether it should be a “training” or a “program” and what level of support can/should be provided





What is Bicycle Safety Education & Enforcement?

Close Eye Collaborative

II. BSEE - History of the program and where it stands

2014-2015

- Working group formed to explore BSEE
- Brainstormed and researched existing programs

2016-2017

- Expanded SC Committee
- Launch and analysis of Bike Safety survey for law enforcement
- Developed connection with C3FT manufacturer
- Researched and documented BSEE approach being carried out nationally

A background image showing a police officer in a car, wearing a uniform and a high-visibility vest, pointing at a tablet held by another person. The officer is looking at the tablet, and the other person is also looking at it. The scene is inside a car, with the dashboard and steering wheel visible.

II. BSEE - History of the program and where it stands

2018

- Created draft BSEE training materials
- Carried out partial pilot test of operations
- Evaluated pilot test and documented lessons learned

2019-2021

- Improved BSEE resources
- Formed bike content SC and developed video training modules for BSEE

2022

- BSEE Roundtable

III. PSEE Strengths of the Program

- Operations are easy to carry out and are effective
- Operations are objective and high visibility
- The program is tried and true and has been vetted by key stakeholders
- When carried out properly can change behavior
- Provides missing gap in education for law enforcement
- Is an effective education intervention
- Shifts potential “windshield” mentality of law enforcement
- Is an effective “community policing” opportunity
- It is the singularly most effective program for pedestrian enforcement operations
- Has many potential synergies with other programs/campaigns



III. BSEE Strengths of the program

- Still in pilot phase so we don't have a body of evidence for strong conclusions
- However, from analysis of other program nationally and partial pilot in NJ...
- No other known bike enforcement operation that is as effective
- Operations are objective
- Provides missing gap in education for law enforcement
- Shifts potential "windshield" mentality of law enforcement
- Has potential synergies with other programs/campaigns
- We're still evaluating and learning...

Program Challenges

- Logistics and Coordination
- Community Politics
- Funding
- Officer turnover
- Lack of resources for data collection/evaluation



Discussion

- Do you have any questions about PSEE/BSEE that I can answer before we move on to Program Gaps/Areas for Improvement?
- Any questions on the history of the program(s) and/or their strengths?
- Have you heard about these programs before?

IV. Program Gaps/Areas for Improvement

PSEE

- Materials are extremely dated; essentially untouched since 2010
- PSE Roll Call Training Video - Very well done but also dated
- Training is only offered occasionally and is not effectively marketed or supported
- No central location for materials; no final authority for resolving discrepancies, answering questions, lending assistance
- No final set of materials everyone is required to use
- No certificate
- Formalization is missing
- PDs can carry it out how they want to, no programmatic bumpers
- No section on equity
- Synergistic programs not coordinated with
- Platforms/delivery of program dated

IV. Program Gaps/Areas for Improvement

BSEE

- Still in pilot phase
- The pilot has been lightly supported. Need a real effort to pilot and test the materials in a variety of communities with key stakeholders invested/monitoring (like how we developed PSEE)
- Materials - Don't have an equity component
- Operations are not as efficient as PSEE
- Other gaps/areas for improvement to be identified after thorough pilot test and program review

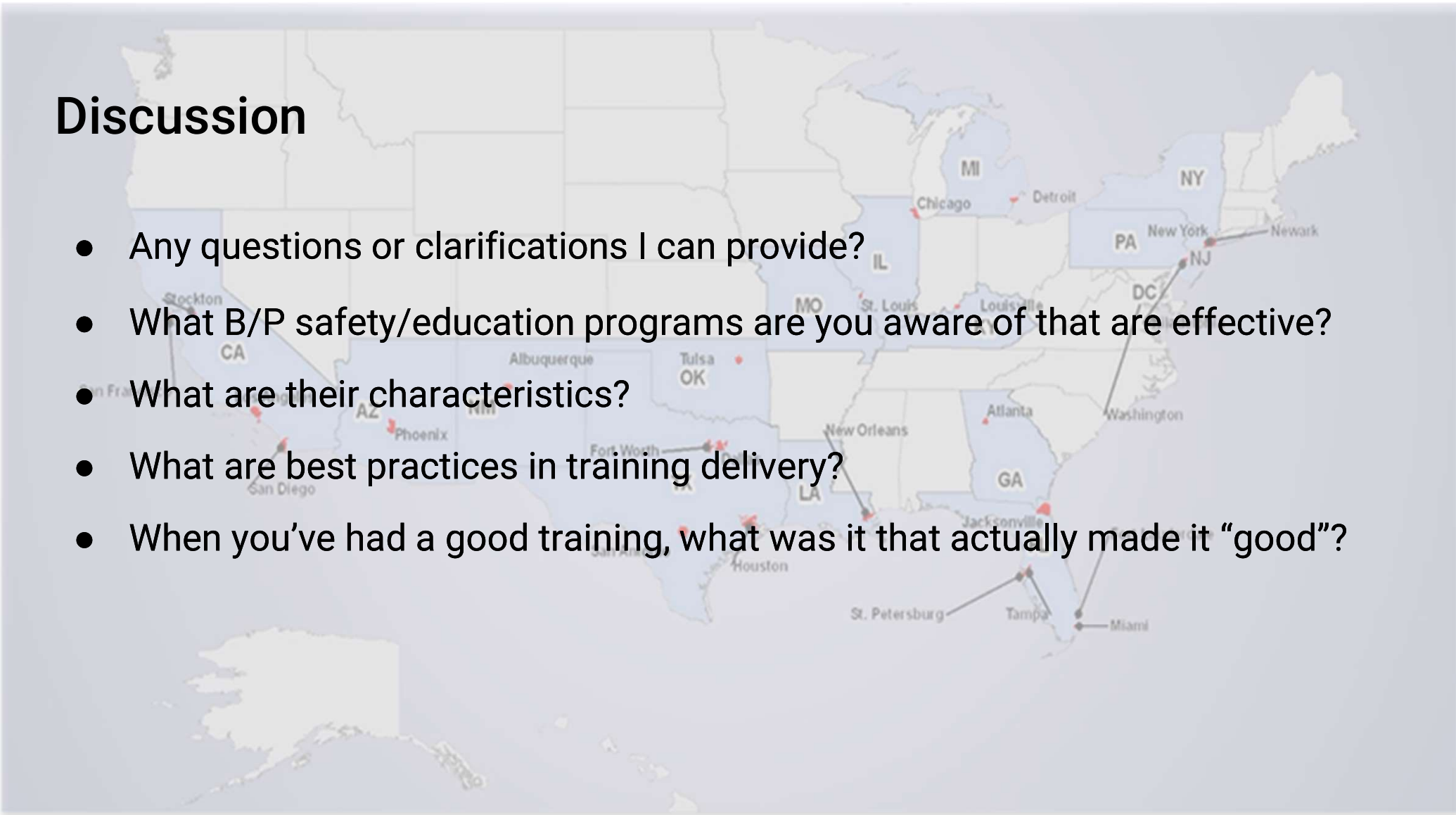
V. Programmatic Opportunities

- Training for Planners and Policymakers
 - Same basic training save for the carrying out the operations
- Marketing
- Unified Micro Mobility Training
 - Add scooters, skateboards, other?
- Integration into other safety efforts
 - Street Smart, other?
- Opportunity under new federal/state funding?
- Need to show this is a safety campaign tool. Currently seen as an enforcement operation.
- Major role for planners and engineers
 - Logistics and planning
 - Coordination with engineering and planning efforts
 - Build bridges between enforcement, planners/engineers, advocates



Discussion

- Any questions or clarifications I can provide?
- What B/P safety/education programs are you aware of that are effective?
- What are their characteristics?
- What are best practices in training delivery?
- When you've had a good training, what was it that actually made it "good"?

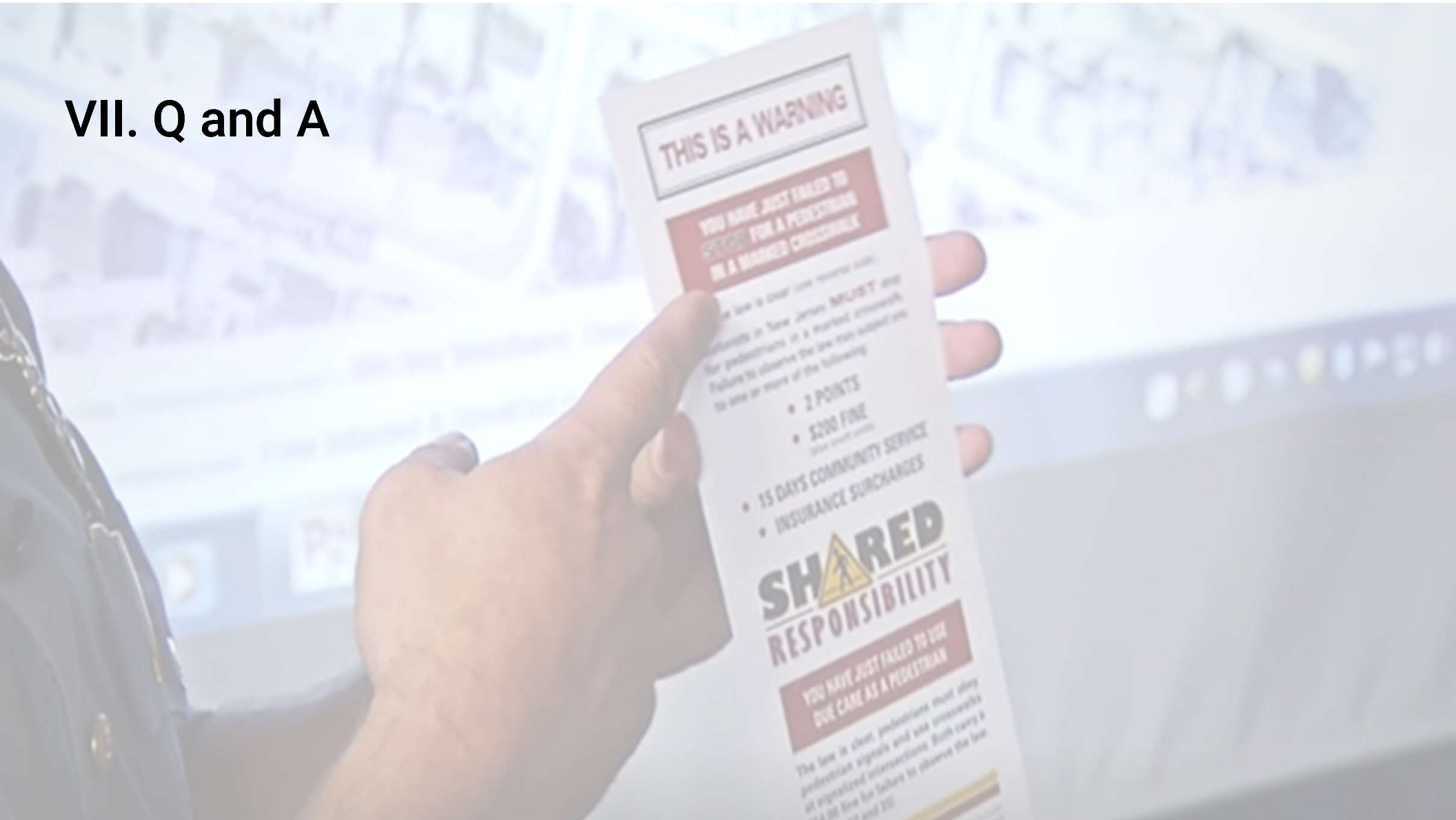


A background image showing a police officer in a car. The officer is wearing a dark uniform, a cap, and sunglasses. He is looking down at a tablet computer he is holding in his left hand, while his right hand points towards the screen. The car's interior and the view through the windshield are visible.

VI. Safety Subcommittee Guidance for BSEE/PSEE

- 2023 - Regular subcommittee agenda item
- Review materials and provide strategic direction
 - Training material(s) review
 - Identify gaps
 - Discuss and identify program synergies
 - Develop conclusion on utility of program
 - Provide guidance/findings on broad strategic plan
- Report back to BPAC at large and NJDOT with recommendations/summaries
- Effort supported by CEC

VII. Q and A



Appendix C - References

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