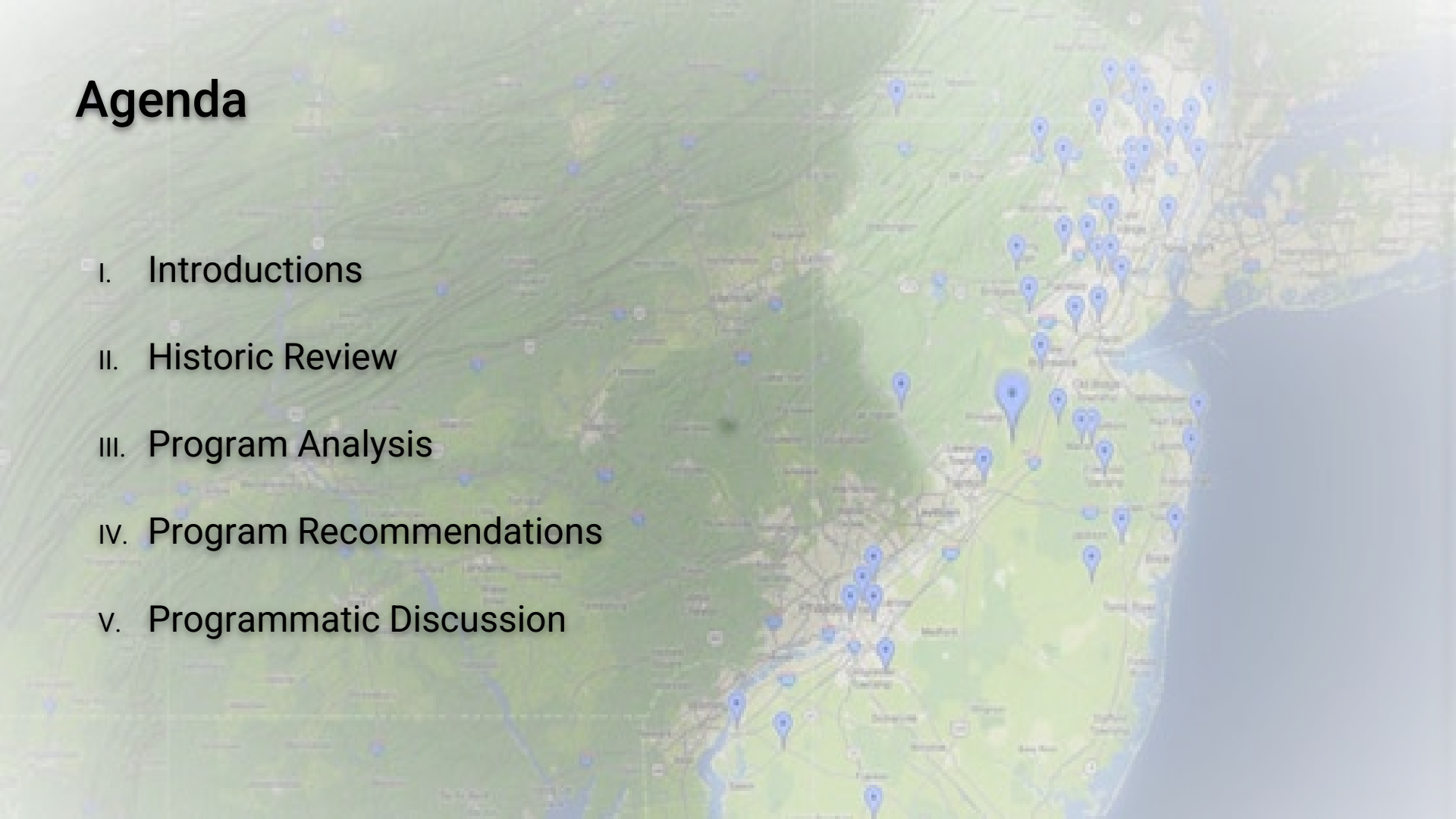


An aerial photograph of a suburban street intersection. The image is semi-transparent, with a large black text overlay in the center. The background shows a multi-lane road with a crosswalk, a landscaped median with a small tree and flower bed, and commercial buildings in the distance, including a gas station on the right. The overall scene is bright and clear, suggesting a sunny day.

Pedestrian and Bicycle Safety Education and Enforcement Review

2024 PSEE/BSEE Focus Group

Agenda



- I. Introductions
- II. Historic Review
- III. Program Analysis
- IV. Program Recommendations
- V. Programmatic Discussion

II. PSEE – Historic Review

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 – Historic Review

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





II. BSEE – Historic Review

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

II. BSEE – Historic Review



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

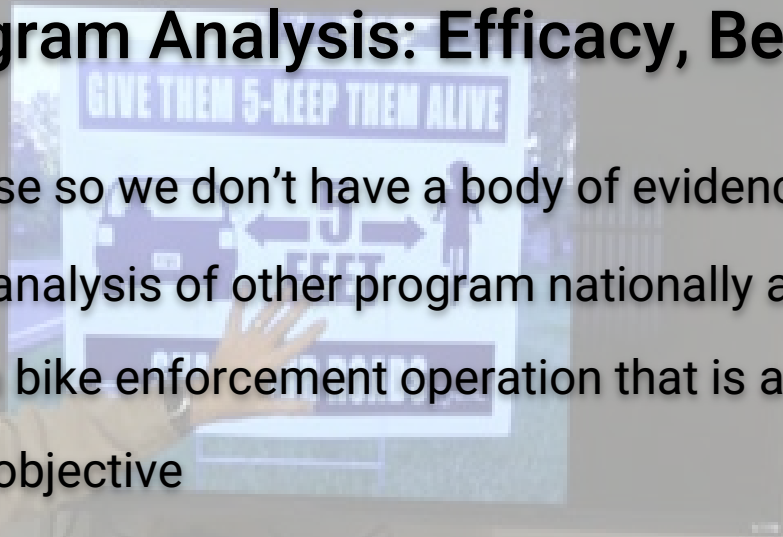
III. PSEE Program Analysis: Efficacy, Benefits, & Need

- 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 – Program Analysis: Efficacy, Benefits, & Need

- 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...



IV. Program Recommendations – Both programs

- Training to be integrated with existing programs
- Cross marketing with complimentary programs
- Virtual Classroom training
- Independent virtual modules would allow more in-depth study
- An official programmatic home; Training manual development
- Training for planners, engineers and other non-enforcement personnel should be developed
- Certification
- Law enforcement and potentially non law enforcement could provide low-cost safety recommendations to their communities
- Better marketing
- Vulnerable user training should be considered
- Evaluation and data collection should be conducted
- Forfeiture funds as potential funding for equipment
- Proper and consistent funding

V: Programmatic Discussion

- How the “programs” were initially implemented
- How the “programs” run now
- How should the “programs” run?





Placeholder for Polls

ENHVA Pedestrian Safety Focus States

Q1:

- Are PSEE and BSEE training offerings valuable in promoting a culture of safety?

Q2:

- Should PSEE and BSEE trainings have to meet a threshold of quality to maintain the integrity of them as education and enforcement interventions?

Q3:

- Do you think there is potential for PSEE and BSEE to be integrated more broadly into safety campaigns?

