

An aerial photograph of a commercial street intersection. The image is semi-transparent, allowing the text to be clearly visible. In the background, there are several commercial buildings, including what appears to be a gas station on the right and a building with a sign that says '100'. There are cars on the road and a pedestrian crossing. The foreground shows a grassy area with some landscaping and a sidewalk.

# **Pedestrian and Bicycle Safety Education and Enforcement Review**

## **2022 BPAC Safety Subcommittee**

# AGENDA

## 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 Programs
- IV. Program Gaps/Areas for Improvement
- V. Programmatic Opportunities
- VI. Safety Subcommittee Guidance for BSEE/PSEE
  - A. Regular subcommittee agenda item in 2023
  - 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
  - E. Q and A

# History of the PSEE program

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” into statewide program
- Official materials developed
- PSE operations become eligible for pedestrian safety grants
- Substantial marketing of program

# History of the PSEE program

2011-2012

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

2013-2021

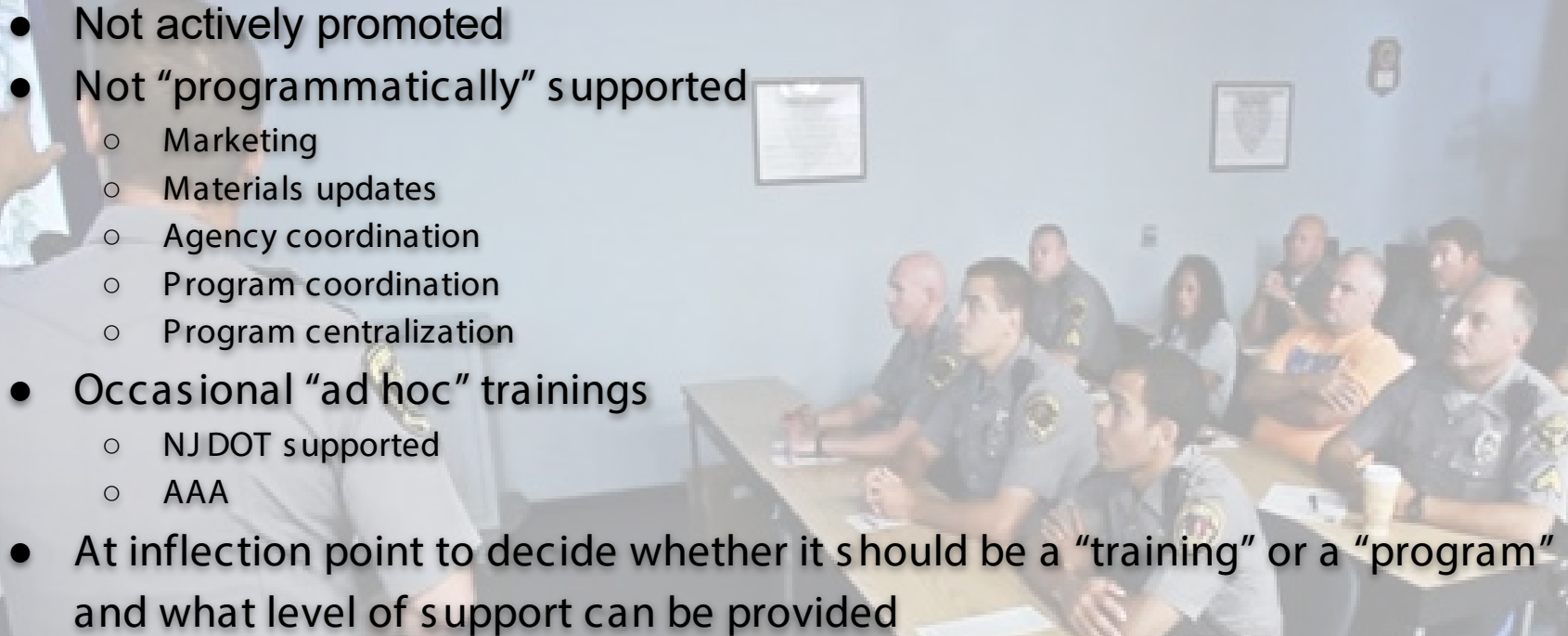
- Occasional regional trainings
- Ad hoc trainings

2022

- Training carried out in Edison, NJ
- Programmatic review



# Where does PSEE currently stand?

- Not actively promoted
  - Not “programmatically” supported
    - Marketing
    - Materials updates
    - Agency coordination
    - Program coordination
    - Program centralization
  - Occasional “ad hoc” trainings
    - NJ DOT supported
    - AAA
  - At inflection point to decide whether it should be a “training” or a “program” and what level of support can be provided
- 



# History of the BSEE program

## 2014-2015

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


## 2016-2017

- Expanded steering committee
- Launched a bike safety survey for law enforcement
- Developed connection with C3FT manufacturer
- Researched BSEE approaches across the US





# History of the BSEE program

A person in a police uniform, wearing a dark cap and a high-visibility vest, is seated in the driver's seat of a car. They are holding a document and pointing at it with their right hand. The background shows trees and a bright sky, suggesting an outdoor setting. The image is overlaid with a semi-transparent grey box containing text.

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 steering committee
- Developed video training modules for BSEE

2022

- Begin programmatic review and vetting with BPAC

# Strengths of the PSEE Program



- Operations are easy and effective to carry out.
- Operations are objective and high-visibility.
- The program is tried and true and has been vetted by key stakeholders.
- When carried out properly, it can change behavior.
- It fills a gap in education for law enforcement.
- Is an important vector for education.
- It 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





# Strengths of the BSEE program

- No other known bike enforcement operation is as effective
- Operations are objective
- Fills a gap in education for law enforcement
- Shifts potential “windshield” mentality of law enforcement
- Has potential synergies with other programs/campaigns



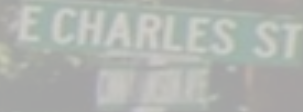
# Program Challenges

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



# Discussion

- Have you heard about these programs before?
- Do you have any questions about PSEE/BSEE before we move on?
- Any questions on the history of the program(s) and/or their strengths?





# PSEE program gaps and areas for improvement

- Materials are dated (essentially untouched since 2010).
- PSE Roll Call Training Video is well done but also dated.
- Program delivery is dated.
- Training is only offered occasionally and is not effectively marketed or supported.
- There is no discussion of equity.
- No formalization.
- No final set of required materials.
- No central location for materials.
- No final authority for resolving discrepancies, answering questions, lending assistance.
- No certificate for training for attendees.
- No coordination for synergistic programs.



# BSEE program gaps and areas for improvement



- We are still in pilot phase.
- The pilot has been lightly supported. We need a real effort to pilot and test the materials in a variety of communities with key stakeholders.
- Materials do not have an equity component.
- Operations are not as efficient as PSEE.
- Other areas for improvement will be identified after a thorough pilot test and program review.



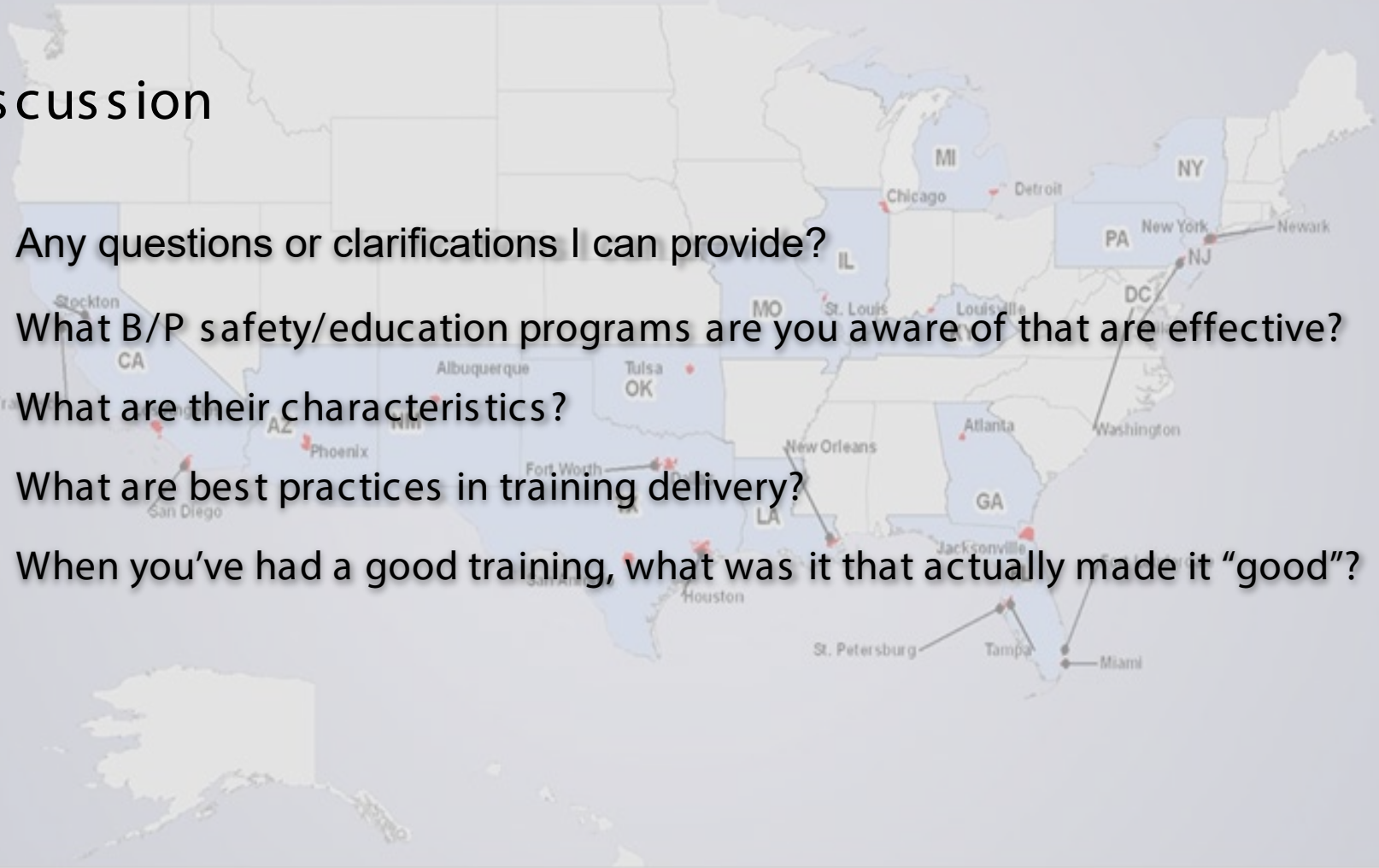
# Programmatic Opportunities

- Training for planners and policymakers
  - Same basic training without the operations
- Marketing
  - Need to show this is a safety campaign tool (currently seen as an enforcement operation)
- Unified micromobility training
  - Add scooters, skateboarders, others?
- Integration into other safety efforts
  - Street Smart, others?
- New federal/state funding
- 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"?



# Safety Subcommittee Guidance for BSEE/PSEE



- Regular subcommittee agenda item in 2023
- Review materials and provide strategic direction
  - Training materials
  - Gaps
  - Program Synergies
  - Utility of program
  - Broad strategic plan
- Report back to BPAC at large and NJDOT with recommendations/results
- Effort supported by CEC

## Q and A

### THIS IS A WARNING

#### YOU HAVE JUST FAILED TO GIVE PROTECTION IN A BARRING CROSSING

The law is clear and simple with  
pedestrians in their own 'SHELTER' and  
failure to observe the law may result in  
to one or more of the following

- 2 POINTS
- \$200 FINE
- 15 DAYS COMMUNITY SERVICE
- INSURANCE SURCHARGES

### SHARED RESPONSIBILITY

#### YOU HAVE JUST FAILED TO GIVE DUE CARE AS A PEDESTRIAN

The law is clear, pedestrians must obey  
pedestrian signals and use crosswalks  
at signalized intersections. Both carry a  
\$100 fine for failure to observe the law.