

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Traffic Emphasis Update
DEPARTMENT: Police
PRESENTED BY: Chief Denise Pentony

PROBLEM/ISSUE STATEMENT:

At the beginning of the 2002 school year the Shoreline Police Department implemented a "Back to School" emphasis program in an effort to reduce and/or prevent traffic related injuries to schoolchildren. This is an update as of October 15, 2002, of the police department efforts.

ALTERNATIVES ANALYZED:

Officers increased speed enforcement in and around school zones and today have written 19 school speed zone violations. Officers also monitored school bus routes and enforced any "Stop Paddle" violations. There were no violations observed by officers. School bus drivers referred four (4) Stop Paddle violations to police and in two of those cases the driver was sent a warning letter. The other two license plates obtained were incorrect.

Educational efforts were made via the School Resource Officer Program in the Shoreline Public Schools to teach children about traffic safety, which included pedestrian, bicycle and scooter safety.

The 2002 Back to School emphasis was expanded to include a Crosswalk Sting operation. Two (2) such sting operations were carried out on September 4th and October 9th - resulting in 47 citations. A review of statistics showed that no school related pedestrian accidents have occurred during this period.

FINANCIAL IMPACT:

Increased traffic enforcement and crosswalk stings were provided from traffic and patrol resources. Therefore, no additional funds were necessary.

RECOMMENDATION

No action is required by the Council this evening.

Approved By: City Manager  City Attorney 

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INTRODUCTION

The Back to School Traffic emphasis plan combined educational and enforcement strategies to reduce accidents in and around schools.

BACKGROUND

New to this year's plan was the crosswalk sting operation. The September 4th crosswalk sting operation was held for 3 hours and covered three crosswalks, at NE 150th and 15th NE; NE170th and 15th NE; and N. 155th and Wallingford Ave. N. Of the 18 citations issued, 15 were for failure to yield to a pedestrian in the crosswalk, 1 was for speeding, 1 for no insurance and 1 for expired tabs.

The October 9th sting was conducted for 4 hours at the crosswalks located at N. 175th and Wallingford; NE 153rd and 25th Ave NE; N. 180th and Meridian Ave. N; and NE 185th and Ashworth Ave. N. Of the 29 citations issued, 22 were for failure to yield for a pedestrian in a crosswalk, 1 for speeding in a school zone, 1 for speeding, 2 for no insurance.

This program was so successful in educating drivers, the police will continue to conduct random sting operations.

The crosswalk safety bookmark program was developed based on the models existing in the Kirkland and Redmond Police departments. The bookmark has not been completed yet due to a redesign, making the message more appropriate for elementary age school children. It is anticipated the bookmarks will be available the first of December.

DISCUSSION

The 2002 Back to School traffic safety plan included the following measures:

Education:

K Through 8 Safety Education - School Resource Officers (SRO's) have taught pedestrian safety in most Shoreline Schools.

Crosswalk Safety Bookmark - School Resource Officers will hand out Crosswalk Safety Bookmarks to youth when the bookmarks are available.

Enforcement:

Crosswalk Stings – as reported above, 2 crosswalk stings were performed.

School Bus Stop Paddle Emphasis – Police followed school buses to watch for motorists that fail to stop and did not issue any citations.

Bus drivers reported 4 violators of the Stop Paddle law; and of those 4, 2 registered owners were sent warning letters.

School Speed Zone Enforcement – Officers worked radar in schools zones to reduce speeds and cited 19 violators.

SUMMARY

In summary, the 2002 Back to School traffic safety plan was designed to reduce and/or prevent vehicle – pedestrian accidents, and specifically targeted the youth population to ensure their continued safety in the community. To date that goal has been met with **no** school related traffic accidents or school related crosswalk accidents.

Periodic emphasis will be placed on school zones and crosswalks throughout the school year.

RECOMMENDATION

No action is required by the Council this evening.