

- Skills training for bicyclists
- Proper use of bicycle equipment
- Sharing the road

The State should enlist the support of a variety of media, including mass media, to improve public awareness of pedestrian and bicyclist crash problems and programs directed at preventing them.

VII. Outreach Program

Each State should encourage extensive community involvement in pedestrian and bicycle safety education by involving individuals and organizations outside the traditional highway safety community. Community involvement broadens public support for the State's programs and can increase a State's ability to deliver highway safety education programs. To encourage community involvement, States should:

- Establish a coalition or task force of individuals and organizations to actively promote safe pedestrian and bicycle safety practices (see Program Management Component);
- Create an effective communications network among coalition members to keep members informed; and
- Provide materials and resources necessary to promote pedestrian and bicycle safety education programs.

VIII. School-Based Program

Each State should incorporate pedestrian and bicycle safety education into school curricula. Safe walking and bicycle-riding practices to and from school and school-related events are good health habits and, like other health habits, must be taught at an early age and reinforced until the habit is well established. The State Department of Education and the State Highway Safety Agency should:

- Ensure that highway safety in general, and pedestrian and bicycle safety in particular, are included in the State-approved K-12 health and safety education curricula and textbooks;
- Establish and enforce written policies requiring safe walking and bicycling practices to and from school, including use of bicycle helmets on school property; and
- Encourage active promotion of safe walking and bicycling practices (including helmet usage and safe walking and riding practices near school buses) through classroom and extra-curricular activities.

IX. Driver Education and Licensing

- Each State should address pedestrian and bicycle issues in State driver education and licensing programs. Pedestrian and bicycle safety principles and rules should be included in all driver training and licensing examinations.

X. Evaluation Program

Both problem identification and evaluation require good record keeping by the State and its political subdivisions. The State should identify the types and frequency of pedestrian and bicyclist crash problems in terms that are relevant to both the selection and evaluation of appropriate countermeasure programs.

The State should promote effective evaluation of programs by:

- Supporting the continuing analysis of police accident reports (PARs) of pedestrian and bicyclist crashes for both problem identification and program evaluation activities;
- Encouraging, supporting, and training localities in impact and process evaluations of local programs;
- Conducting and publicizing statewide surveys of public knowledge and attitudes about pedestrian and bicyclist safety;
- Maintaining awareness of trends in pedestrian and bicyclist crashes at the national level and how this might influence activities statewide;
- Evaluating the use of program resources and the effectiveness of existing general public and target population countermeasure programs.
- Ensuring that evaluation results are an integral part of new program planning and problem identification.

HIGHWAY SAFETY PROGRAM GUIDELINE NO. 15—POLICE TRAFFIC SERVICES

Each State, in cooperation with its political subdivisions, should have an efficient and effective police traffic services (PTS) program to enforce traffic laws, prevent crashes and their resulting deaths and injuries, assist the injured, document specific details of individual crashes, supervise crash clean-up, and restore safe and orderly movement of traffic. PTS is critical to the success of most traffic safety countermeasures and to the prevention of traffic-related injuries. Traffic law enforcement plays an important role in deterring impaired driving involving alcohol or other drugs, achieving safety belt use, encouraging compliance with speed laws, and reducing other unsafe driving actions. Experience has shown that a combination of highly visible enforcement, public information, education, and training is necessary to achieve a significant and lasting impact in reducing crashes, injuries, and fatalities. At a minimum, a well-balanced statewide PTS program should be made up of the components detailed below.

I. Program Management

A. Planning and Coordination

Centralized program planning, implementation, and coordination are essential for achieving and sustaining effective PTS programs. The State Highway Safety Agency (SHSA), in conjunction with State, county and local law enforcement agencies, should ensure that these planning and coordinating functions are performed with regard to the State's traffic safety program, since law enforcement is in most instances a principle component of that program. In carrying out its responsibility of centralized program planning and coordination, the State should:

- Provide leadership, training, and technical assistance to State, county and local law enforcement agencies;
- Coordinate PTS and other traffic safety program areas including Commercial Motor Vehicle (CMV) safety activities such as the Motor Carrier Safety Assistance Program;
- Develop and implement a comprehensive plan for all PTS activities, in cooperation with law enforcement leaders;

- Generate broad-based support for enforcement programs; and
- Integrate PTS into community/corridor traffic safety and other injury prevention programs.

B. Program Elements

State, county and local law enforcement agencies, in conjunction with the SHSA, should establish PTS as a priority within their total enforcement program. A PTS program should be built on a foundation of commitment, coordination, planning, monitoring, and evaluation within the agency's enforcement program. State, county and local law enforcement agencies should:

- Provide the public with a high quality, effective PTS system and have enabling legislation and regulations in place to implement PTS functions;
- Develop and implement a comprehensive enforcement plan for impaired driving involving alcohol or other drugs, safety belt use and child passenger safety laws, speeding, and other hazardous moving violations. The plan should initiate action to look beyond the issuance of traffic tickets to include enforcement of laws that cover the more significant portions of the safety problem and that address drivers of all types of vehicles, including trucks, automobiles, and motorcycles;
- Develop a cooperative working relationship with other local, county, and State governmental agencies and community organizations on traffic safety issues;
- Issue and enforce policies on roadside sobriety checkpoints, safety belt use, pursuit driving, crash investigating and reporting, speed enforcement, and serious traffic violations; and
- Develop performance measures for PTS that are both qualitative and quantitative.

II. Resource Management

States should encourage law enforcement agencies to develop and maintain a comprehensive resource management plan to identify and deploy resources needed to effectively support enforcement programs. The resource management plan should include a specific component on traffic enforcement and safety, integrating traffic enforcement and safety initiatives into a total agency enforcement program. Law enforcement agencies should:

- Conduct periodic assessments of service demands and resources to meet identified needs;
- Develop a comprehensive resource management plan, including a specific traffic enforcement and safety component;
- Define the plan in terms of budget requirements and services to be provided; and
- Develop and implement operational policies for the deployment of resources to address program demands and to meet agency goals.

III. Traffic Law Enforcement

The enforcement of traffic laws and ordinances is a basic responsibility shared by all law enforcement agencies. The primary objective of this function is to encourage motorists and pedestrians to comply voluntarily with the laws. Administrators