

Heads Up! Safety is a Two-Way Street & High Visibility Speed Enforcement Grants

Nick Brown

Highway Safety Coordinator

Maine Bureau of Highway Safety

Nicholas.Brown@maine.gov



**Heads Up!
Safety is a
Two-Way Street.**



Pedestrian Fatalities In the News

Morning Sentinel
Local & State
ne.com

Fatal accidents spur safety campaign

State DOT, Bicycle Coalition of Maine talk pedestrian rules in Winslow

BY MADELINE ST. AMOUR
Staff Writer

WINSLOW — After a state-wide spike in pedestrian fatalities and a crash that killed an eighth-grade boy in Lewiston, the Maine Department of Transportation spearheaded a project it's bringing to communities to make the roads safer for Mainers who like to walk.

In November 2016, Jayden Cho-Sargent, 13, was hit by a pickup truck while in a crosswalk on his way to school. He died at the scene.

"It really galvanized the city of Lewiston," said Patrick Adams, bicycle and pedestrian program manager at the state department, "but it also became a rallying cry for a lot of people that we really need to do something."

At the same time, the number of pedestrian fatalities jumped from nine in 2014 to 19 in 2016, and 15 so far this year.

Now the department is traveling to cities and towns across Maine to collect information about communities' safety concerns, which it hopes to turn into actionable pedestrian safety mitigation plans.

On Wednesday night, Adams and representatives from the Bicycle Coalition of Maine, which has partnered with the state on the project, held a forum at Winslow Elementary School to talk with residents about their concerns and provide safety tips.

"We don't know the community like these people do," he said, adding that he doesn't see the project as the state's task or the coalition's task, but as an opportunity for the community.

This is the department's eighth presentation, Adams said, adding that it plans to visit a total of 21 communities. It began the process in May in Westbrook.

The state looked at data on a map of the state and saw 10 "clusters," which hold 21 communities, where fatal pedestrian crashes seemed to occur more often, Adams said.

While Winslow might not have a high rate of accidents, he said, it is a neighbor of Waterville, which is a different story.

"We know you oftentimes will go across the bridge, so you might be involved in one of those situations," he said.

SAFETY, PAGE B2

Baby Boy Killed by Truck in Alton, Maine

The Portland Press-Herald reported that the incident happened near Alton Elementary School
By Alexandra Prim
Published at 9:51 PM EDT on May 19, 2017 | Updated at 10:47 PM EDT on May 19, 2017



An 18-month-old boy was killed Friday after being run over by a pickup truck in Alton, Maine, said police.

LOCAL & STATE → Posted November 20, 2017 | Updated November 21, 2017 INCREASE FONT SIZE

Augusta man, 81, killed after leaving church supper Saturday night

Emile Morin of Augusta was an active member of St. Augustine Catholic Church on Sand Hill.

BY CHARLES EICHACKER KENNEBEC JOURNAL AND KEITH EDWARDS KENNEBEC JOURNAL

Share

Nick McCrea | BDN

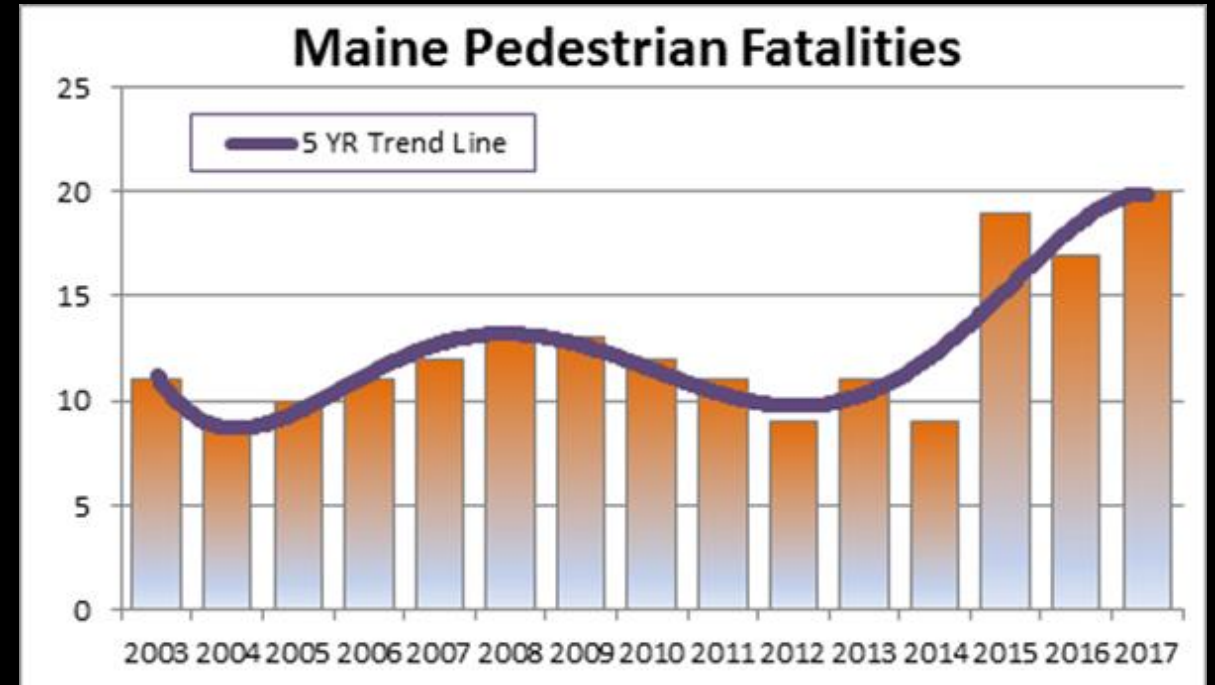
Maine sets 24-year record for pedestrian fatalities in 2017



Bangor public safety personnel clean a section of roadway after a car-pedestrian accident at the intersection of Broadway and Garland Street in November 2015.

21 Focus Communities

- Worked with MaineDOT Safety Office to review pedestrian crashes for the previous 5-years
- Reviewed Maine's Crash Statistics
- Identified communities with the most pedestrian crashes
 - 29% of state's population
 - 65% of all pedestrian crashes
 - 35% of all pedestrian fatalities



How to Tackle The Issue

- Maine DOT
 - Focus on Community Forums & Infrastructure
- Maine Bureau of Highway Safety
 - Focus on Education & Changing Driver Behavior



Pedestrian/Motor Vehicle Traffic Enforcement

- Funded with 402 funding
- Enforcement can be conducted year-round.
- Tiered based system
 - Tier 1, determined if they are one of the identified Towns/Cities
 - Tier 2, if funding allows and can prove in their problem ID they have a pedestrian crash problem



Types of Pedestrian/Motor Vehicle Traffic Enforcement

- 1 Officer in cruiser, 1 in plain clothes as a spotter
- Focused on speeders around school bus
- Focused on High School Sporting Events



Pedestrian/Motor Vehicle Traffic Enforcement Stats

Year	Number of Agencies	Speed Citations	Speed Warning
2020	6	21	53
2021	6	17	171
2022	6	33	156
2023 (As of 8/11/2023)	6	2	15



High Visibility Education

- Focused on Lewiston/Auburn in Fall 2021
- Added signage focus on looking out for pedestrians
- Strong social media presence with unified message from State agencies and organizations





A graphic featuring a dashed white outline of a person walking on a crosswalk, with the text "FRIEND NEIGHBOR FATHER MOTHER CHILD" and "YIELD LIKE YOUR CHILD IS CROSSING THE STREET." In the top right corner, there is a logo that says "HEADS UP! SAFETY IS A TWO-WAY STREET." with a yellow shield and a road icon.

High Visibility Education



Reflective Slap Bracelets

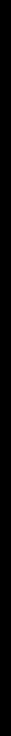
Without
Flash



With
Flash



Data Driven Speed Enforcement



Program Overview

- Funded with 402 funding
- Enforcement can be conducted year-round
 - Can focus on Pedestrian Safety
- Radar if required for overtime enforcement
- Tiered based system
 - Tier 1, determined on 5-year average of crash data by town and county.
 - Tier 2, if funding allows and can prove in problem ID they have a speeding problem.



Speed Enforcement Stats

Year	Number of Agency's	Citations	Warnings
2019	23	2898	3420
2020	21	3059	4374
2021	28	3121	4266
2022	33	2256	4384
2023 (As of 8/11/2023)	36	1262	2437



Slow Down New England

- Coincides with the NHTSA Speed Campaign
 - July 10th – 31st 2023
- HVE Speed Details conducted by 36 LEA's
- Media Campaign with New England States



Storytelling PSA



Future of Programs

- Continuing with how it is currently set up
- Find more agencies to partner with
- Added focus on education



Where Are We Now?

Year	Pedestrian Crashes	Pedestrian Fatals
2017	260	20
2018	251	6
2019	280	17
2020	191	9
2021	217	20
2022	247	21
2023 (as of 8/11/2023)	127	9



What Can You Do?

- Work with your State and Federal agencies
- Pinpoint where these crashes are happening
- Meet with the communities and hear the problem from their side



**Thank you for
your time.**

Nick Brown
Highway Safety Coordinator
Maine Bureau of Highway Safety
Nicholas.Brown@maine.gov

