



# TIPSHEET

## ENFORCEMENT



**WHAT IS ENFORCEMENT?** - *Enforcement is comprised of techniques or interventions that cause a change in behavior to deter unsafe behavior.*

**WHAT NEEDS ENFORCING?** - *Unsafe behaviors tend to fall into one of these categories:*

**Driver • Pedestrian • Bicycle**



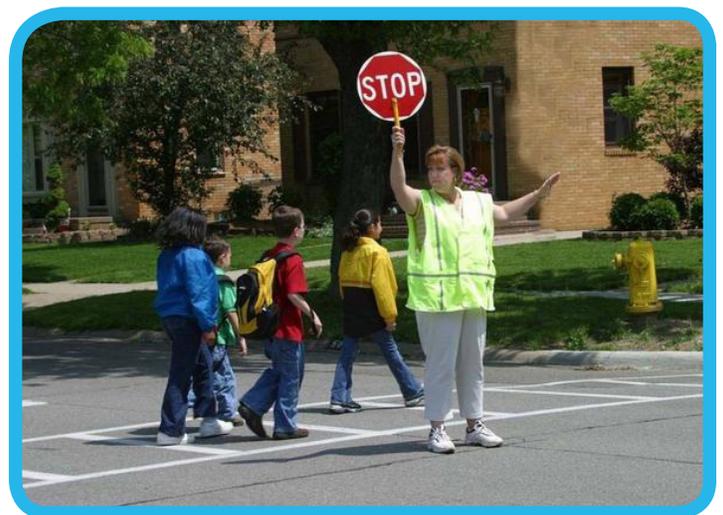
Identify unsafe behaviors by observing arrival and dismissal processes and speaking with local law enforcement agencies to discuss common traffic violations.

*The MN Crosswalk Law (Minnesota Statute 169.21) states:*

- Drivers must stop for all crossing pedestrians at any intersection and at all marked crosswalks
- Pedestrians must obey traffic signals and signs at intersections that have them
- Drivers must stay stopped until the pedestrian has completely crossed the lane in front of the stopped vehicle
- Pedestrians must not enter a crosswalk if a vehicle is approaching and it is impossible for the driver to stop. Use common sense
- When a vehicle is stopped to allow pedestrians to cross, drivers of other vehicles approaching from the rear must not pass the stopped vehicle

*Minnesota bicycle laws include:*

- Carry only the number of persons on a bicycle for which it is designed and equipped (169.222, subd. 2)
- On roadways, ride in the same direction as traffic (169.222, subd. 3)
- Ride side-by-side with another cyclists only when it's not impeding normal and reasonable traffic flow (169.222, subd. 4)
- If riding on a sidewalk, bicyclists must yield to pedestrians. Don't ride on sidewalks in business districts unless locally permitted (169.222, subd. 4)
- Don't carry anything that prevents you from holding the handlebars with at least one hand (169.222, subd. 5)
- If dark or dim, always use a white front light and a rear red reflector or light (169.222, subd. 6)
- Hold arm signals continuously for 100 feet before turning (169.222, subd. 8)



## Who is involved with Enforcement?

Law enforcement officers from local jurisdictions, state patrol officers, school district personnel, parents, school staff and administration, local officials, and even students can help enforce good behavior!

### *Involve law enforcement officers*

- Have law enforcement officers on your local Safe Routes to School teams and committees. Include law enforcement at meetings and part of the Travel Plan process
- Inform law enforcement of the routes that students take when they walk and bike. Inquire about any concerns with the routes
- Invite law enforcement officers to speak to students to educate them about pedestrian safety, bicycle safety, and personal safety
- Learn about law enforcement practices in your area. Know the capabilities and jurisdictions of your local law enforcement agencies. Share the information with SRTS stakeholders
- Post law enforcement agency contact information and publicize it to parents and students so that they know who to call



### *Involve school and community members*

- Student Safety Patrols can help enforce arrival and dismissal policies
- Adult Crossing Guards may assist with enforcing safe behavior at intersections
- Neighborhood Watch Programs serve as a liaison with the police department regarding community concerns
- Corner Captains can provide supervision along known walking and biking routes to re-enforce safe behaviors

## Engineering as Enforcement

Engineering strategies can support enforcement efforts. Some signs and pavement markings are clear and define exactly what people should do.

- Speed limit signs tell drivers the maximum safest speed
- Signs at school entrances may limit access during peak traffic times around the schools
- Wayfinding signs define routes and pathways to take
- Crosswalks show pedestrians where to cross and alert drivers where to look out for pedestrians

**Other engineering strategies may encourage behaviors, and some are enforceable. For example:**

- A barricade means "do not enter"
- Speed humps means "drive slower"
- A guard rail along sidewalk means "continue in straight path"
- A curb extension or median refuge signals pedestrians to "cross the street here"Engineering may also aid law enforcement. For example:
- Speed feedback signs warn drivers when they're going faster than the posted speed limit
- Traffic cameras may discourage bad behaviors and penalize law breakers

## Encouragement as Enforcement

*Some ways that SRTS programs can encourage safe behavior include:*

- Implementing a “reward program” to recognize when students are behaving correctly.
  - Provides incentive for safe behavior
  - Encourages continued safe behavior
  - Reminds others of proper safe behavior
- Customizing local messages by using yard signs
- Lead by modeling behavior

**LOCAL SUCCESS STORY:** The Minneapolis Police Department began the **Bike Cops for Kids** program in 2009. With grant funding and community support, the team hopes to connect with children by providing free helmets, lights, locks, and bikes.

### **LOCAL SUCCESS STORY:**

Many police departments have begun “ticketing” good behaviors as a way to incentivize safe choices. [Here’s an article](#) about the Minneapolis Police Department issuing coupons for free Dairy Queen ice cream to children wearing bicycle helmets!



## Education as Enforcement

Educational campaigns build public awareness of laws and rules. Ignorance is never a valid excuse for breaking the law, but compliance and acceptance is more likely when people understand the laws and rules, why they’re in place, and what the consequences are for breaking them. Videos are often a powerful tool for story-telling.

**LOCAL SUCCESS STORY:** Many law enforcement agencies throughout Minnesota plan Bike Rodeos to help teach proper bicycle safety skills in the community. Some examples include the City of Starbuck, the City of Golden Valley, and the City of Medina.

## Creating a New Social Norm: *Partnerships, Prevention, and Outreach*

Enforce safe behaviors by creating a bigger vision using larger campaigns. Seat belt use and Drunk Driving campaigns are perfect examples of new social norms based on coordinated crusades. Use social media and high visibility enforcement to create partnerships with the target audience. The goal is to create an environment of co-enforcement among partners.

**LOCAL SUCCESS STORY:** In 2010, the City of Rochester developed the “[See.Safe.Smart.Rochester](#)” campaign. The public safety campaign included billboards and bus signs featuring some of the town’s own “hometown heroes”, and was designed to promote safe walking, biking, and driving in the Rochester community.

## Effective Practices

- Walking school buses help enforce safe behavior by providing adult supervision and modeling safe pedestrian practices
- Regular education will help remind drivers, pedestrians, and bicyclists of safe behavior
- Regular law enforcement presence along the routes that lead to the school campus
- Engineering treatments that forces behavior changes
- Implement broader social change programs

**Source:** <http://guide.saferoutesinfo.org/enforcement/index.cfm>