

The Town *of* Davidson

College Town. Lake Town. *Your Town.*

Town of Davidson Core Value Related to Davidson Police Department



Davidson must be a safe place to live, work, and raise a family, so we will work in partnership with the community to prevent crime and protect lives, property, and the public realm.

VEHICLE LAWS



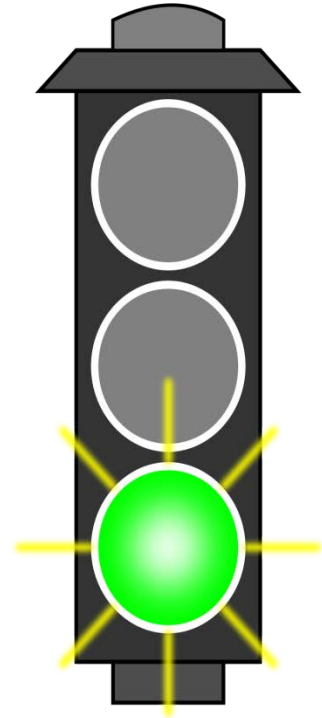
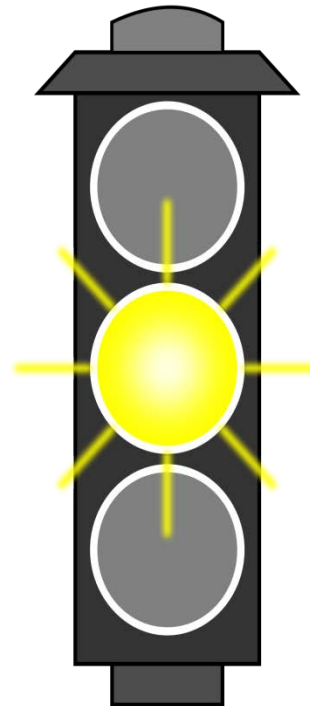
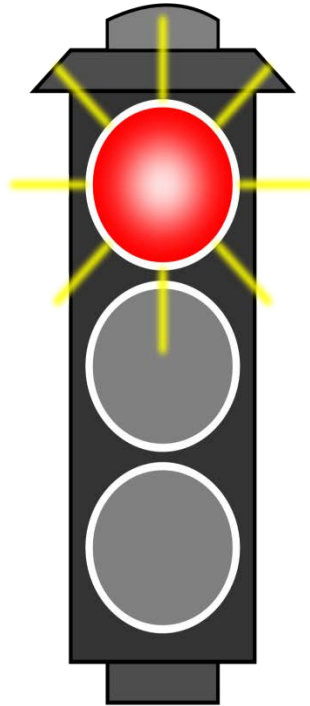
Pedestrians' right-of-way at crosswalks

§ 20-173. Pedestrians' right-of-way at crosswalks.

(a) Where traffic-control signals are not in place or in operation the **driver of a vehicle shall yield the right-of-way**, slowing down or stopping if need be to so yield, to a pedestrian crossing the roadway **within any marked crosswalk or within any unmarked crosswalk at or near an intersection...**



VEHICLE LAWS



PEDESTRIAN RESPONSIBILITIES



College Town. Lake Town. *Your Town.*

Pedestrian Education and Enforcement
Davidson Police Department

Page 5

PEDESTRIAN RESPONSIBILITIES



STRATEGIES FOR EDUCATION = PIO + DPD



Communication Plans

- Inform citizens of:
 - Laws
 - Traffic signal timing
 - Safety measures for motorists, bicyclists, and pedestrians
 - Enhancements to Davidson Police Department's law enforcement strategies



Methods to reach Davidson citizens

- Typical communication channels:
 - Pitch to local media
 - Newsletters
 - eCrier
 - Website
 - Social media (Facebook, Twitter, Instagram, Nextdoor.com)
 - Neighborhoods, places of worship, schools



Methods to reach Davidson citizens, cont.

- Typical communication channels:
 - Hotels, restaurants, merchants, Davidson College
 - Concerts on the Green
 - Davidson Farmer's Market
 - MI-Connection Channel 4 slides
 - Printed collateral (brochures, flyers)
 - Slide at Our Town Cinemas





Statewide pedestrian and bicycle safety campaign

Annually in North Carolina:

2,400 pedestrians and 960 bicyclists are hit by vehicles*

Yearly average: 160 pedestrians and 20 bicyclists are killed each year

This = 12% of all traffic fatalities in North Carolina

* making North Carolina one of the least safe states in the US for walking and bicycling.





Who is at risk?



Adults, 65+ = 19% of fatal ped accidents

1 in 5 children < 14



College Town. Lake Town. *Your Town.*

Pedestrian Education and Enforcement
Davidson Police Department

Page 13

Killer Combo: Alcohol + Vehicles + Pedestrians

49% of crashes that result in pedestrian death involve alcohol;

34% of pedestrians killed had a BA $>$ or $=$.08 g/dl*

15% of drivers in fatal ped crash have a BAC $>$ or $=$.08 g/dl

*DWI = .08 or greater



Problem Solving/Prevention

All Davidson police officers are encouraged to look for ways to improve public safety.



Problem Solving/Prevention



- Electronic speed signs deployed throughout the town.
- Regular rotation based on police department's and citizens' concerns.

Problem Solving/ Prevention

The intersection of Eugenia at South Main became a concern. The last parking spot on the right blocked on-coming driver's view of any pedestrian waiting to cross. That space has now been eliminated.

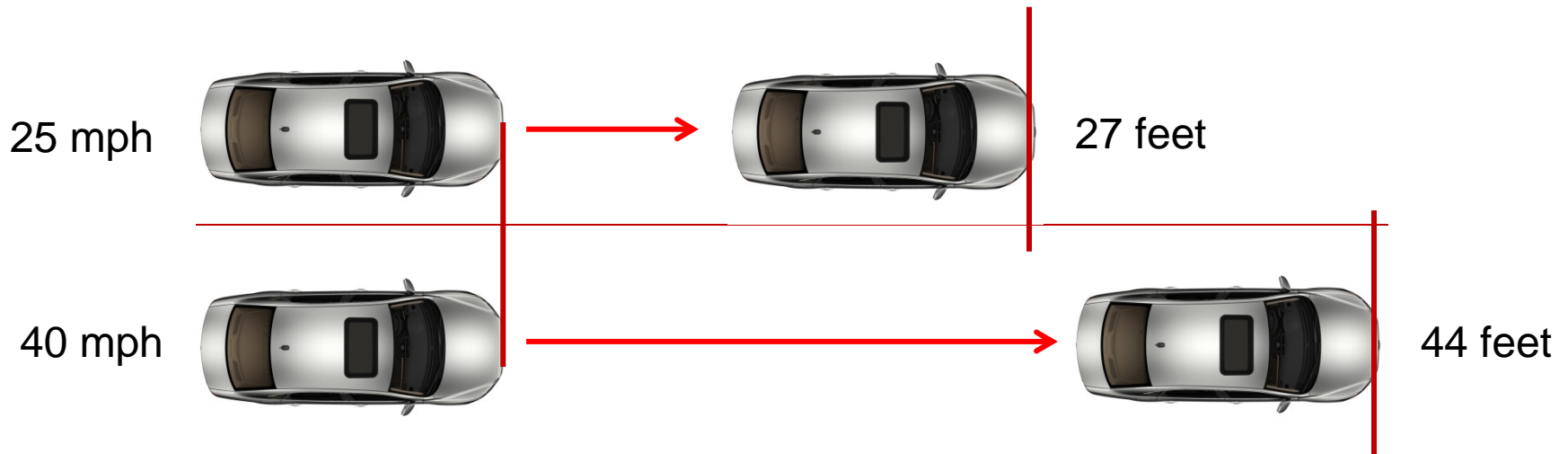


Problem Solving/Prevention



Strategic Enforcement/Education

Average time reaction distance is $\frac{3}{4}$ second



Strategic Enforcement/Education

Officer set up around town at various locations with a good overlooking position on violators failing to yield for pedestrians at key crosswalks.



Problem Solving/Prevention

What can YOU do?

Share the Road

- Motorists
 - Give 3 feet clearance to bicyclists
 - Stop at crosswalks
- Bicyclists
 - Obey laws,
 - Ride single file
- Pedestrians
 - Be alert,
 - Make eye contact



Problem Solving/Prevention

What can YOU do?

Invite us to your

- Civic club, book club, church group, school group and HOA meetings.

Update in September

- We'll be back in September to update you on our work and outreach.

