

The Town *of* Davidson

College Town. Lake Town. *Your Town.*

STRATEGIES FOR PEDESTRIAN SAFETY EDUCATION = PIO + DPD

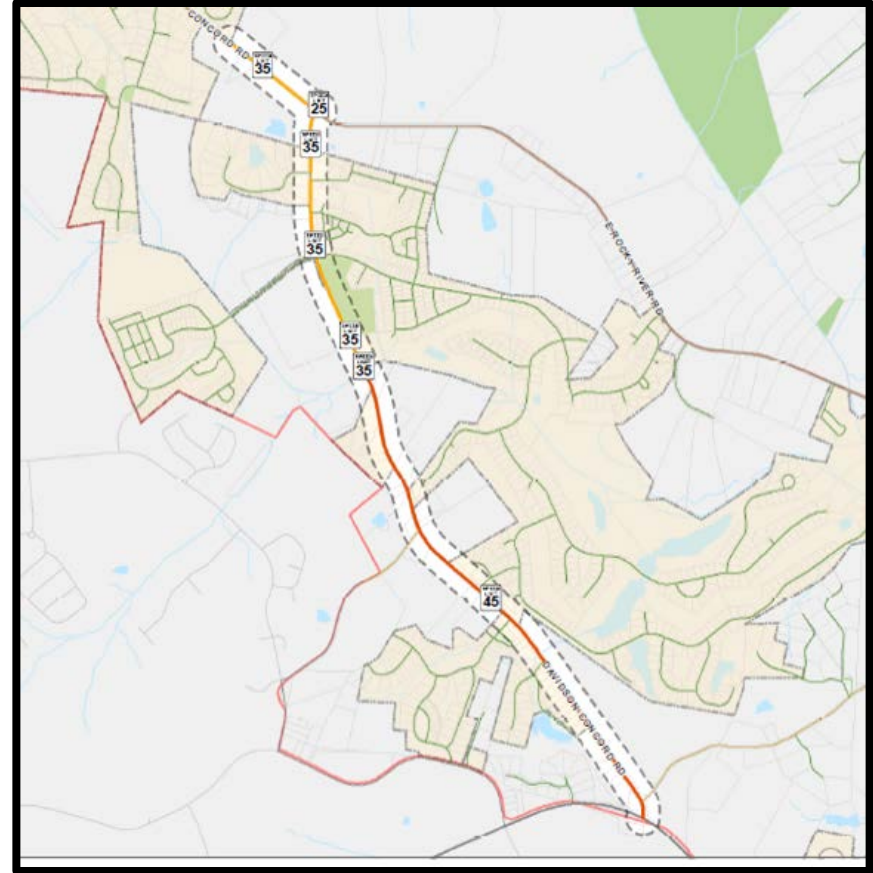


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Pedestrian Safety Education/Communications
Chief Jeanne Miller, Davidson Police
Cristina Shaul, Public Information Officer
September 27, 2016

Police Enforcement Update

- NCDOT reduced speed limit of Davidson-Concord Road on June 15, 2016



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Police Enforcement Update: Data on Davidson-Concord Road from Roundabout to June Washam Road

- 6/1 to 9/30/**2015**: 3 accidents and 1 speeding citation on Davidson-Concord Rd.
- 6/1 to 9/26/**2016**: 3 accidents, 36 speeding citations and 17 speeding warnings



Police Enforcement Update

- NCDOT switched to Leading Pedestrian Interval (LPI) and increased signage at three crosswalks on Main Street



Communications

- Special color section in July newsletter to educate citizens about pedestrian safety
- Website homepage updated with pedestrian safety information
- Created a video on the new speed limits on Davidson-Concord Road



Communications

- Slide at Our Town Cinemas
- **Watch for Me** flyers and posters around town
- MI-Connection Channel 4 slides
- Printed collateral (brochures, flyers)



Communications – Watch for Me

- Concerts on the Green
- Davidson Farmer's Market



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Future Plans

- Continue our efforts to enforce and educate

Questions?

