

Creating a Culture of Safety in Cheyenne, WY

Cheyenne MPO

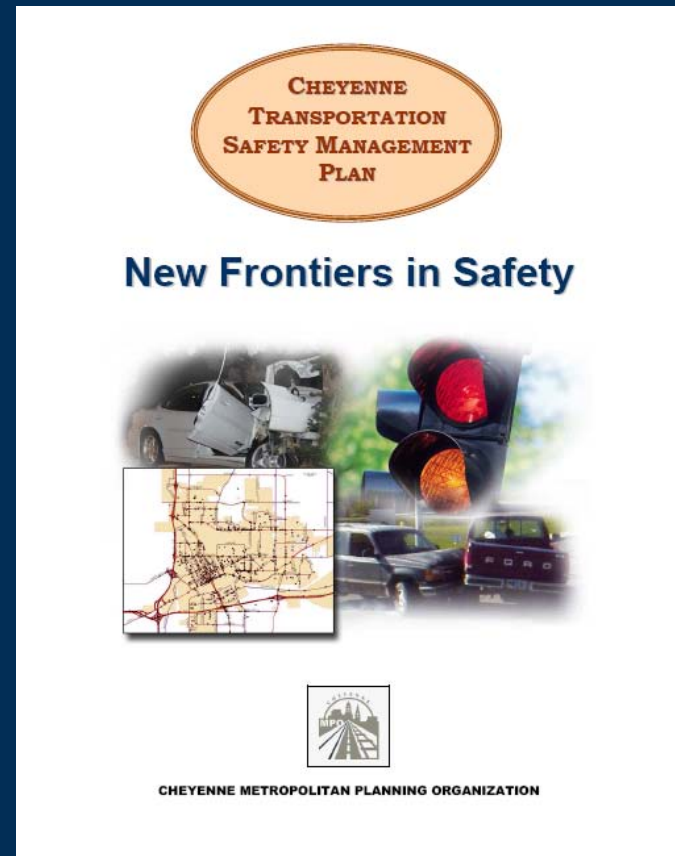


August, 2011



Cheyenne Transportation Safety Management Plan

2008



Cheyenne Safety Goal

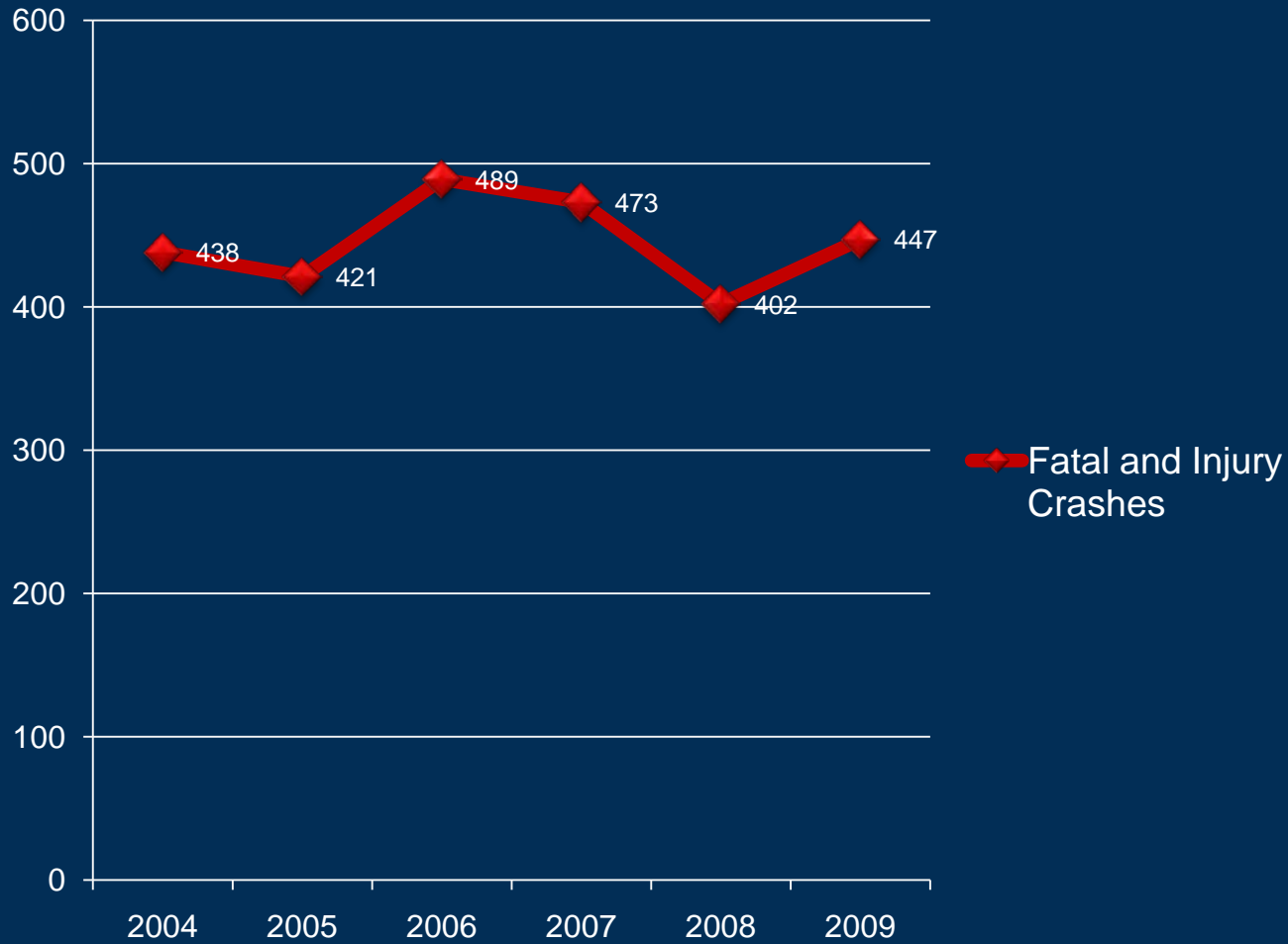
**10 percent reduction in
fatal/injury crashes from
2008 to 2020**

451 fatal/injury crashes (2002-2006 average)



406 fatal/injury crashes by 2020

Cheyenne Transportation Safety Trends





Implementation: Emphasis Areas

- **Impaired Driving (primarily alcohol)**
- **Distracted Drivers**
- **Intersections and Other Hazardous Locations**
- **Occupant Protection**
- **Older Drivers**
- **Younger Drivers**

TSMP Implementation FY2009

- Law Enforcement Occupant Protection Summit
- Intersection Safety Analysis



Law Enforcement Occupant Protection Summit

- **May 13, 2009-** before National Mobilization
- **Goal:** increase enforcement of occupant protection statute
- **Audience:** law enforcement – Cheyenne, Laramie County



Law Enforcement Occupant Protection Summit Results

- 12 Officers participated
- Cheyenne PD issued more than 200 safety belt citations from May 14 to July 6, 2009
 - Significant increase compared to same period in 2008 (24 citations)
- Generated list of barriers to writing citations to be addressed





Intersection Safety Analysis

- **DiExSys Contracted**
 - **Level of Service of Safety**
 - **Crash Patterns analysis**
- **Reviewed 100 Intersections**
- **Identified 20 Intersections with safety Issues**
- **Report with recommendations for improvements**

TSMP Implementation FY2010

- **A Emphasis Area Teams**
 - **Convene 3 Team Meetings**
- **Analyze data by emphasis area**
- **Develop Action Plans**
- **Implement Strategies**



WYDOT Safety Grants FY2010

- **Safety Legislative Briefing**
 - February 19, 2010
- **Occupant Protection Enforcement Campaign**
 - **Battle of the Belts – May 2010**

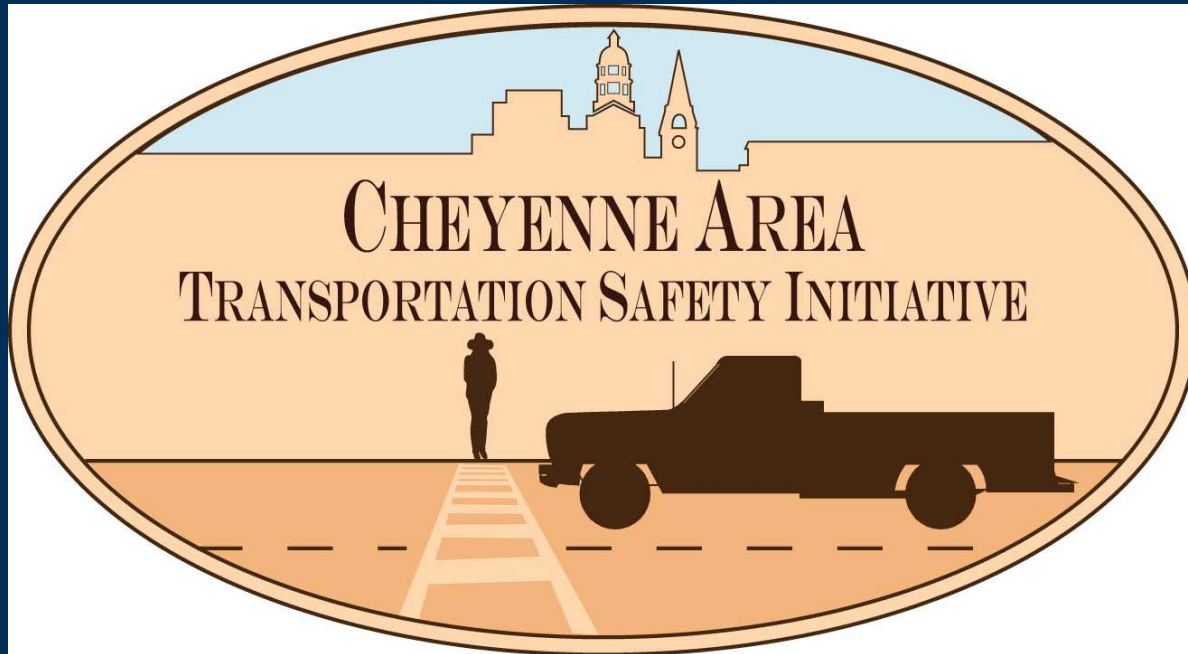


Safety Legislative Briefing

Emcee	Bob Fecht, Former Cheyenne Police Chief, Former State Senator
Safety Benefits of a Medical Advisory Board	Tim Summers, WY AARP
Alternative Transportation to Reduce DUI	Sara Nelson, Casper Police Department
Economic Benefits of a Primary Safety Belt Law	Col. Mark Trostel, EnCana Oil and Gas

- **Briefing of legislators**
- **Materials Distributed to Senate and House transportation committees**

Branding



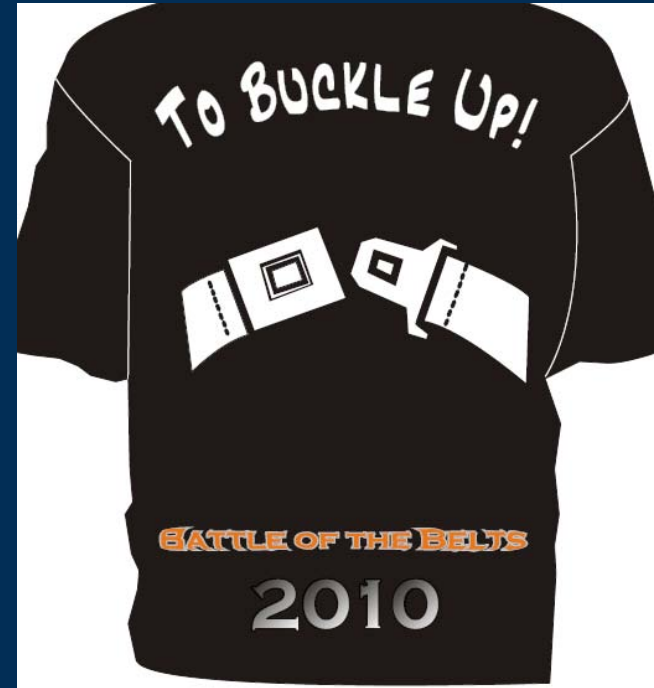
Battle of the Belts

- 3 Cheyenne High Schools
- Safety Belt Surveys - Before
 - 31%, 55%, 58% use rates
- Kick-off - Alive at 25 Assemblies
- Reward good behavior
 - T-shirts
 - U WY cultural event tickets
 - iPod shuffle – WyHy Federal Credit Union
 - iTunes music downloads
 - Coke/Pepsi
 - WYDOT safety giveaways

These presentations are fantastic. It's changed my life so I can't wait to see the effect it has on others in the community!

– Kelsey, Cheyenne high school student

Reward Good Behavior



- High school resource officer identified students who were wearing belts during Battle of the Belts week
- Principals delivered prizes in school

Communications at Schools - Posters

Best Friend. Artist. Lawbreaker.



Battle of the Belts.

Cops are cracking down.



Results

- School with greatest improvement in belt use received cash prize presented by Mayor and chief of police
 - Central High School
 - Increase of 15% to 70% belt use
- Two other schools recognized for their improvement
- Media coverage



The Smaller Stuff is Important Too

- Smaller initiatives by emphasis area teams are ongoing
- Fact Sheets for Law Enforcement
 - Need to ticket older drivers
 - Need to enforce safety belt law



Older Drivers: To Ticket, or Not to Ticket, That's the Question!

FACT –vs– FICTION

FICTION: If I ticket an older driver, I'm causing them undue hardship because they are on a fixed income.
FACT: Yes, the ticket will cost the driver a fine and possibly increase the person's insurance premiums; However, if an older person is not driving safely, it is important for them to understand the severity of the issue and to have citations on their driving record—warnings do not carry the same weight.

FICTION: If I ticket an older driver, it's like punishing my grandparent or parent for aging.
FACT: A person's age has no bearing on whether or not they have broken the law. Traffic offenses must be recorded on every person's driving record no matter what their age. The driving record is likely the only evidence of bad driving behavior; or an indication of medical or vision problems that interfere with the safe operation of a motor vehicle. **If the problem is because of a physical condition that interferes with the safe operation of a motor vehicle, you may actually be saving their life or someone else's!**

FICTION: I would rather refer a driver for re-examination than give them a ticket that will cost them money, especially older drivers who are on a fixed income.
FACT: When a driver is referred for re-examination, Driver Services will require the person to obtain a current medical evaluation and/or a vision evaluation. These tests can cost up to \$200, depending upon how long it has been since the person was seen by their doctor. Also, the driver may contest the requirement for a re-examination, stating that they have a "clean" record and have never been ticketed. **It is very difficult to justify giving a driver a re-examination when there is nothing on the driving record that would support the requirement. This is why it is critical that citations be issued when they are warranted, so the driving record is an accurate reflection of their driving history. If a person has multiple warnings, their record is technically "clean."**

FICTION: If I issue a warning to the driver, I am giving them the chance to change their driving behavior.
FACT: Issuing a warning is a good thing, but the problem is there is no track of how many warnings that driver has been given. Nothing is entered on the driving record so when the driver is referred to Driver Services for re-examination they can argue that they are a good driver and you are just "picking on them". There is nothing in their driving record to dispute that. Additionally, that driver may have been "warned" for the same offense over and over again.



For questions please contact: Driver Services, Review & Compliance Section, (307) 777-4800

TSMP Implementation - 2011

- Older Transit Users Buddy Program
- Alternative Transportation to Prevent DUI
- Outreach to High School Students and Business Community on Distracted Driving

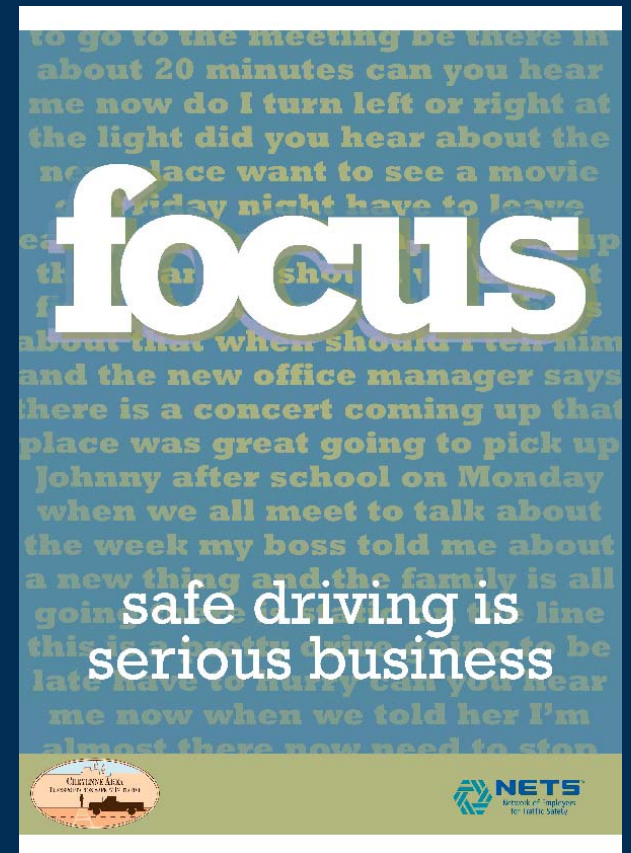


Older Transit Users Buddy Program

- Over 40 seniors participated in 3 separate events
- Extensive overview of the Cheyenne Transit Program
- More than 75% of the participating seniors said they would consider using transit in the future



Outreach to High School Students and Business Community on Distracted Driving





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