



THE CITY OF
SAN DIEGO

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OFFICE OF
JERRY SANDERS
CHIEF OF POLICE

95-71

July 17, 1995

Mr. John Lusardi
Police Executive Research Forum
1120 Connecticut Ave., NW, Suite 930
Washington DC, 20037

Dear John,

Throughout 1994, the City of San Diego experienced a large number of serious pedestrian related automobile collisions. Some 28 pedestrians were killed and another 524 were injured. Those figures represented a 65% increase in pedestrian deaths over the previous year.

Traffic Division Officers Scott Thompson and Byron Hibshman initiated a project that addressed the issue largely through public education and media attention. Their analysis focused the problem to a manageable geographic area. They instituted public service announcements, school education programs, school scholarship awards and other prizes donated by many business concerns that were involved in the project.

As a result, pedestrian fatalities were reduced by 18% and injuries dropped another 12%. This was a very successful project and I am pleased to recommend them for the annual Herman Goldstein Excellence in Problem Solving Award.

Sincerely,


Jerry Sanders
Chief of Police



DIVERSITY
BRINGS US ALL TOGETHER

PEDESTRIAN SAFETY AWARENESS

A
PROBLEM ORIENTED POLICING
PROJECT

BY
SAN DIEGO POLICE
OFFICERS
SCOTT THOMPSON
AND
BYRON HIBSHMAN



PEDESTRIAN SAFETY AWARENESS PROBLEM ORIENTED POLICING PROJECT

1994 was a bad year for pedestrians in the City of San Diego. From January to November 1994, there were 28 pedestrians killed in auto vs. pedestrian collisions, and another 524 were injured. These figures accounted for a 65% increase in pedestrian deaths in 1994.

In an effort to reverse the trend and focus attention on the problem San Diego Police Department Officers Scott Thompson and Byron Hibshman began an aggressive pedestrian safety awareness campaign. The campaign's main focus was education coupled with enforcement.

Officers Thompson and Hibshman contacted the San Diego Police Department Crime Analysis Unit to determine the most common locations and causes of pedestrian collisions city wide. A comparison between collision locations and officer citations was also done to allow the officers to more effectively approach the problem. The research revealed most of the collisions were occurring in downtown San Diego and the beach areas.

In the past the San Diego Police Department utilized enforcement techniques to deal with the pedestrian problem. Public education regarding the problem was lacking.

Officers Thompson and Hibshman recognized the need for public education, not just enforcement. The officers embarked on an educational program involving San Diego city schools, the news media, public service announcements and distribution of fliers.

In an effort to increase pedestrian safety awareness the officers contacted the San Diego City School District to create a pedestrian safety poster that would be displayed city wide. A poster contest was organized to encourage student participation. The contest was held during the month of November 1994, for 10th through 12th grade students. Scholarships were awarded for first and second place winning posters, and art store gift certificates were given to third through fifth place. Poster judging was done by a committee made up of people from the local art community, the advertising industry and the San Diego Police Department. All posters submitted for judging were displayed in the lobby of the San Diego National Bank and at art galleries/museums.

The first and second place winning posters were placed on transit shelter billboards in twenty locations around the city. The officers contacted Gannett Outdoors to see if they were willing to donate billboard space, Gannett Outdoors was excited to be a part of the program and donated the billboard space at a value of \$25,000 for a two month period.

To fund the scholarships and poster reproduction costs the officers contacted the San Diego City Ventures program to assist in fund solicitation. The officers in conjunction with City Ventures presented the program to the president of the San Diego National Bank. The bank fully supported the program and donated a \$1,000 first place and \$750 second place scholarship to the winning students. Additional funds were donated by private parties for poster reproduction and miscellaneous program costs. Two local art stores donated gift certificates ranging from \$25 to \$50 for third through fifth place.

The poster contest winners were as follows:

First	\$1,000 scholarship	- Julia Norton, 10th grade
Second	\$750 scholarship	- Heather Gac, 12th grade
Third	\$50 gift certificate	- Grace Kelsey 11th, grade
Fourth	\$35 gift certificate	- Armando Durruthy, 11th grade
Fifth	\$25 gift certificate	- Stevenson Alcid, 10th grade
Honorable Mention		- Maria Torres

The officers organized an award ceremony that included the contest winners, winners parents, teachers, judges, school district administrators, the San Diego National Bank president and the command staff of the San Diego Police Department. Police Chief Jerry Sanders presented the awards.

To encourage additional student involvement the officers had twenty second place posters reproduced by art students at Mission Bay High School.

The poster portion of this campaign was well received by the school district, art teachers, students and the art community.

To draw additional attention to the growing problem the officers contacted local news media through press releases to cover all aspects of the campaign. A press conference was held to address the seriousness of the problem, and to designate November and December as "Pedestrian Safety Awareness" months. The media responded favorably with ten news stories throughout the campaign.

The officers created and produced a thirty second "Public Service Announcement" on pedestrian safety that was aired during the months of November and December. The mother of a child killed recently in a widely publicized pedestrian accident assisted in the making of the P.S.A. The production of the P.S.A. was in cooperation with the San Diego Police Department Video Unit.

Fliers describing the pedestrian problem were produced and distributed by the officers to downtown businesses, office buildings, and residential hotels to increase awareness.

The enforcement aspect of the campaign focused on jaywalking, pedestrian signal violations and motorists violating pedestrian right of way. As an incentive to obey the law and to provide positive re-enforcement, the officers distributed two for one discount restaurant coupons to those observed obeying the pedestrian laws. These coupon services were solicited by the officers and donated by three restaurants located in the downtown business district where a large number of violations occur. The coupon recipients were pleased when issued the coupon, and indicated that they were glad to see the police department responding to the problem in a positive manner. For those observed violating the pedestrian laws citations were issued. Generally, enforcement of pedestrian violations in this area generates a number of complaints from those receiving citations, based on the opinion that officers should be focusing their attention on the "real crimes". However, with the strong media exposure and advanced publicity, this portion of the campaign went very well and did not generate negative comments.

Officers Thompson and Hibshman's campaign resulted in the decrease of pedestrian collisions. From January through April 1995, the period following this campaign, pedestrian collisions were reduced by 11%. Pedestrian injuries were reduced by 12% and pedestrian fatalities decreased 18%. It is apparent that public awareness was increased.