



UW OSHKOSH POLICE DEPARTMENT

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To: Campus Community

From: UW Oshkosh Police

Memo Regarding: Pedestrian and Traffic Safety Initiative

Data Driven Approach to Pedestrian and Traffic Safety

UW Oshkosh Police Department Initiative – Spring through Fall Semesters 2016

Mission

The data driven approach to pedestrian and traffic safety (DDAPTS) is an operational model that that will be deployed by the UW Oshkosh Police Department from the Spring semester through the Fall semester of 2016. This initiative integrates location based and time of day crash data, calls for service data, and driver and pedestrian behavior data obtained by Criminal Justice Students attending UW Oshkosh. Recognizing areas through methods of analysis that have high volumes of crashes and pedestrian movement will aide in establishing effective and efficient methods in which law enforcement resources are deployed. The data driven approach to pedestrian and traffic safety will include visible as well as targeted traffic enforcement to affect these areas on campus in a positive manner.

Data and Analysis

The University of Wisconsin Oshkosh campus has seen an increase in traffic accidents since 2014. Nationally there has been an increase in pedestrian accidents as well as injuries due



to a new phenomenon

known as “inattentional blindness”, caused by walking and looking down at an electronic device. Intuitive observation data gathered by an intern partnered with the university police showed a large percentage of the university community walks while looking at an electronic device. Data collected by Criminal Justice students showed 17% of citizens do not wear their seat belt while

“Data collected by Criminal Justice students showed 17% of citizens do not wear their seat belt while driving on campus. Research also showed that 83% of pedestrians cross roadways illegally, that also can be viewed as 83% of citizens on campus cross the street even when the cross walk signal is indicating to them not to cross.”

driving on campus. Research also showed that 83% of pedestrians cross roadways illegally, that also can be viewed as 83% of citizens on campus cross the street even when the cross walk signal is indicating to them not to cross. Below are statistics collected by Criminal Justice Students at the University of Wisconsin Oshkosh. The data below is compiled of research they collected on campus:

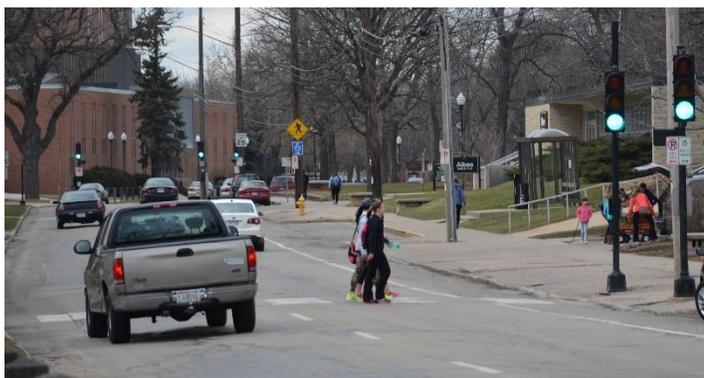
Data Captured:	Percentage:
Crossing the street while using an electronic device:	21%
Using electronic device while driving:	5%
Crossing the street when allowed to do so by signal:	22%
Crossing the street illegally:	83%
Not wearing seatbelts while driving:	17%
Total Sample Size:	1268

Implementation

The goal of this initiative is to gain voluntary compliance, by the community, in abiding pedestrian laws; while at the same time reducing pedestrian accidents and injuries due to “inattentional blindness.” The second part of the goal is to reduce traffic accidents and allow additional focus on enforcing the mandatory seatbelt law.



The UW Oshkosh Police Department has partnered with the Wisconsin Department of Transportation, Bureau of Transportation Safety (BOTS) and was awarded a grant to enforce seat belt violations. The Police Department has also partnered with UW Oshkosh Risk Management Office as well as the Integrated Marketing and Communications Office in a campaign to boost public awareness about the mission and goals. Posters, videos, and press releases were pushed out to the community using various media platforms.



The data analysis produced several hotspot locations as well as key implementation times for officers to be deployed for the purpose of speed and seat belt enforcement. A speed board will be placed either on Algoma Boulevard or High Avenue to provide drivers with a visual warning that they are entering into a high visibility traffic enforcement zone. Police officers will enforce all traffic laws, but pay specific attention to speed, pedestrian and seatbelt enforcement.

Police Officers and Community Service Officers will be deployed at key times when pedestrian volume is heaviest, and will assist in pedestrian and traffic flow at crosswalks. The Community Service Officers will

**SCAN
ANALYZE
RESPOND
ASSESS**

remind and educate pedestrians on applicable laws, take corrective action when necessary, and also reward positive behavior by handing out Titan Tokens when they observe pedestrians obeying the laws or influencing others to obey laws. If an individual acquires three "Titan Tokens" they can trade the tokens for a t-shirt at the UW Oshkosh police department while supplies last.



The UW Oshkosh Police Department was also able to key in on specific deployment times by looking at crash data kept through normal record-keeping. The data below supports the times we have picked to add enforcement during this initiative.

UW Oshkosh Police Traffic Accident Data from 2013, 2014 and 2015		
Day of the Week	Time of Day:	Location:
1. Thursday	1. 7 a.m. – 9 a.m.	1. Algoma Blvd
2. Tuesday	2. 11 a.m. – 1 p.m.	2. High Ave
3. Friday	3. 2 p.m. – 4 p.m.	3. Lot 34
4. Wednesday		4. Lot 13
5. Monday		5. Lot 30

The visible presence of police in the community interacting with the university public from the Spring semester through the Fall semester should have a lasting effect on the importance of traffic and pedestrian safety. Positive interaction by the Police Officers and Community Service Officers with the University community should strengthen the relationships and build trust and legitimacy with the community and police department.

Measuring Success

The UW Oshkosh Police Department identified a traffic and pedestrian safety issues; analyzed its scope, cause, and content; and will respond with the evidence based strategy outlined above.



Effectiveness will be measured through periodic analysis, and at the conclusion of the initiative a more comprehensive analysis will be conducted by measuring the time invested in each of the targeted enforcement zones, the number and types of outputs in each zone, and whether the desired goals were achieved. The desired outcomes being a significant reduction in motor vehicle and pedestrian accidents as well as voluntary compliance in abiding by speed, seatbelt, and pedestrian laws.