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**Date:** January 6, 2014 at 6:51:18 PM EST

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**Subject: Implementation Strategy for Non-Motorized Transportation Plan**

Implementation Strategy for Non-Motorized Transportation Plan from the December 16 City Council meeting, DC-2 (File 13-1506), directs the City Administrator to report his plan to City Council by January 1 to enhance and improve traffic enforcement at and around crosswalks.

Staff has coordinated this City Council policy direction with the approval of the resolution to Increase General Fund Safety Services Budget by \$125,000 to Fund Police Overtime for Traffic Enforcement. Pedestrian crosswalk safety will be a part of the enforcement focus. The first series of overtime enforcement will occur on Thursday, January 9 and Friday, January 10, 2014. A part of the focus for these two days will be in the area of pedestrian crosswalks. Specific locations may be determined through citizen complaints. The Police Department has also developed an on-line citizen questionnaire for the community to report traffic complaints and concerns. This questionnaire has been tested and a link will be placed on the Police Department's webpage by the end of next week. As the traffic enforcement effort continues through the remainder of FY14, pedestrian crosswalk locations throughout the city will continue to be a focus of attention.

The enforcement effort may consist of an individual officer or a team of officers working together at a specific location utilizing different enforcement techniques. Techniques may include the use of unmarked police vehicles or pedestrian decoys to insure compliance. Enforcement contacts with drivers and pedestrians may result in a citation or a warning with educational material provided to the violator.

A monthly summary of enforcement activities will be provided by the Police Department.

Steve Powers

City Administrator