

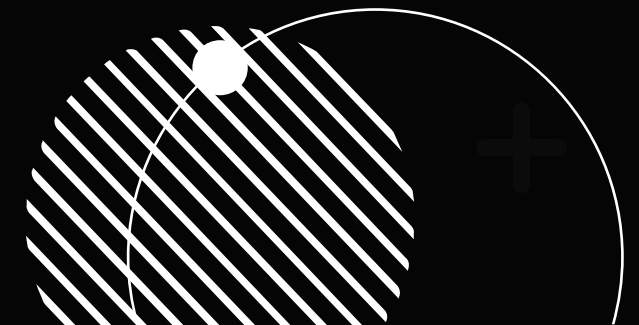


Traffic and Pedestrian Safety Program

APD Traffic Safety Unit

Appleton Police Department

Traffic and Pedestrian Safety - A Community Priority



Growing and supporting a community wide commitment to improve pedestrian and traffic safety.



1

Organizational Priority

- ✓ Employee Ownership
- ✓ Focused Resources
- ✓ Intentional Actions

2

Strategic Planning

- ✓ Coordinate and Collaborate
- ✓ Without compromising the mission

3

Measuring Progress

- ✓ Reduce Traffic Violations
- ✓ Reduce Accidents
- ✓ Make the Roadways Safer

“Making Traffic and Pedestrian Safety a Shared Community Responsibility”

Organizational Priority



1

Organizational Focus

- ✓ Give employees the “why” - Mission
- ✓ Align with our Core Duties and Values
- ✓ Provide Feedback of Impact
- ✓ Collaboration and Process Improvements
- ✓ Recognition For Work
- ✓ Encourage Creativity



“Making Traffic and Pedestrian Safety a Shared Community Responsibility”

Strategic Planning Process



2



Strategic Planning

- ✓ Deploy *Traffic Safety Unit Officer* June 1
- ✓ Flexible Schedule For Effectiveness
- ✓ Coordinate Community Messaging
- ✓ Establish Data Tracking
- ✓ Coordination with Traffic Engineer
- ✓ ID Other Community Partners

Goals

- ✓ **Education**
- ✓ **Enforcement**
- ✓ **Engineering**
- ✓ Results = Safer Community

“Making Traffic and Pedestrian Safety a Shared Community Responsibility”

Measuring Progress



3

Evaluate Progress

- ✓ Supervisors Monitor Daily Activity
- ✓ Monthly Officer Performance Reports
- ✓ TSU Performance Indicators
- ✓ EOY Reporting by Traffic Safety Unit
- ✓ Traffic Crash Statistics decreasing
- ✓ Data from Speed Trailers showing reductions in speed.

“Making Traffic and Pedestrian Safety a Shared Community Responsibility”

Keys to Success



Prioritize

Traffic and Pedestrian Safety prioritized throughout operations of the department.



Resources

Ensure adequate training, equipment, and staff are ready to fulfill the mission.



Creative

Encourage creativity, internally and externally, with public and private sector partners.



Community

Educational campaign, community engaging, and innovative policing.

Questions & Suggestions

