



MISSION STATEMENT

To develop creative and innovative approaches designed to address and reduce the serious issue of speeding and reckless driving to protect all citizens of our community.

Highway Safety Coalition Meeting Minutes July 11, 2007

Mr. Dale Iman, City Manager, called the meeting to order at 4:00 PM

Mr. Iman introduced himself and stated that this meeting was called in order to address the serious issue of speeding and reckless driving in our community. Mr. Iman asked that all present introduce themselves. Each attendee introduced him or herself and provided brief remarks about their interest in this meeting.

Mr. Iman thanked Ms. Becky Lemings for her diligent efforts in keeping this issue a top priority in the community.

Mr. Iman introduced SGT Matthew Dow of the Fayetteville Police Department who provided traffic statistics. The statistics compared January – June 2006 and January – June 2007. SGT Dow reported that fatalities during that six-month period in 2006 were 14 while for the same period in 2007 there have been 11. SGT Dow continued by stating that citations issued in 2007 has increased by 86% over 2006. SGT Dow noted that there is a direct correlation between the increased number of citations and the decrease in the number of fatalities. SGT Dow also noted department-wide the number of citations issued has increased by 40%. Chief Tom Bergamine added that this increase in citations has resulted in an overall 20% reduction in accidents so far this year. The goal for the year is to reduce accidents by 40%.

Mr. Iman noted that this is the kind of information that is important to share with the entire community.

Mr. Iman asked all present to review the proposed logo and slogan “Safety Over Speed” and stated this was created by the Management Services Department under Mr. Doug Hewett’s supervision. Mr. Hewett stated this logo/slogan may be changed if the group has other suggestions.

Mr. Iman continued by reading the proposed Mission Statement. He stated he thought the Mission Statement was right on point but if there are any suggested changes, to let him know.

Mr. Iman next opened the floor for brainstorming ideas on how to address this issue of speeding and reckless driving.

BRAINSTORMING IDEAS

SHORTER TERM/LOCAL:

- Utilize Sentry speed monitoring devices and identify 10-15 areas of need and continually rotate the signs.
- Identify locations and demographics where the most citations occur to determine where to focus patrols
- When cars are seized for speeding or reckless driving, crush them and create a display
- Focus on school zones
- Each year before prom season begins, display cars involved in accidents after last year’s prom
- Infrastructure – Evaluate speed zones
- Get NCDOT representative involved in these meetings since some roads are city and some are state
- Need to provide tremendous amount of ongoing education for all ages and because much of our population is transient
- Educate community on the true total cost of accidents through PTA’s and churches
- Research following programs:
 - **Please Drive Safely** – When citizens see speeding and reckless driving report tag number date and time and Police Department will send form letter with safety message. When number of letters exceeds what is determined as excessive, citations can be issued.
 - **I Drive The Limit Every Day** – Citizens sign a pledge to drive safely and receive incentives for adherence.
 - **Citizen Radar Group** – Citizens are issued radar equipment to produce speed survey results. Cannot issue citations
 - **Safe Communities** – Fire/EMS/Police/DSS/Hospitals work together in a collective effort to educate the community.
 - **Keep Kids Alive Drive 25** – Local program focused on neighborhoods involving school staff, community watch and parents to ensure adherence to speed limit.
 - **Safe Routes to School** – Local program focused on providing safe passage to and from school for children who are walking.

- Research other communities for their best practices and to make a unified approach with legislators
- Have patrol cars sit at particular hazardous locations with their patrol lights on.
- Have patrol cars also be less visible as drivers seeing patrol cars with their lights on are only a momentary deterrent.
- Increase civil fines for speeding.

LONGER TERM/LEGISLATIVE INVOLVEMENT:

- Increase fines for speeding
 - Make it more painful
 - Require participation in driver improvement training
- If high school student gets speeding ticket, lose privilege to drive to school
- Community service for parents and minors
- Minors under 18 lose driving privileges until 21

Mr. Iman announced that the City of Fayetteville will be hosting a Public Safety Day on Saturday, September 29th and Chief Nichols provided more details.

Mr. Iman asked all those present to consider all the ideas presented today for further discussion in the next meeting.

The next meeting was scheduled for **July 25th at 4:00 PM** in the LaFayette Room at City Hall.