



Research In Progress

The Effects of High Visibility Enforcement on Driver Compliance to Pedestrian Yield Right of Way Laws

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The three E's-Enforcement, Engineering, and Education- are the primary strategies employed in pedestrian safety programs. Although a number of studies have evaluated the effects of pedestrian safety education programs and various engineering treatments individually, no studies have examined the effects of enforcement alone on pedestrian safety.

This study will evaluate the impact of law enforcement combined with increased publicity about the enforcement effort will have on the drivers' compliance with the pedestrian yield the right of way laws. The goal of this program is to increase yielding to pedestrians by motorists, in order to minimize the potential conflicts between vehicles and pedestrians at crosswalks. This strategy is based on general deterrence theory, such that an increased use of sustained high visibility enforcement in conjunction with publicity about the program will generate the public perception that the risks of detection have been elevated and thereby refrain from unsafe actions. While this strategy has been employed to reduce alcohol impaired-driving and increase seat belt use, it has not generally been used to improve pedestrian safety. This project will examine the utility of high visibility enforcement for improving pedestrian safety.

Start Date: August 2008
End Date: February 2011
Contractor: Western Michigan University
Contract Number: DTNH22-06-D-00036
Total Contract Cost: \$311,484
Date Added: March 15, 2009