Problem Identification

The Town of Herndon, located in western Fairfax County approximately 22 miles from Washington, DC, is the third largest town in Virginia based on population. The Town's four square miles are part of the business and technology hub in Northern Virginia's high-tech corridor, and home to several government facilities as well. The business base accounts for a large commuter influx during the day which significantly impacts traffic volume. Herndon has several major thoroughfares around its border; the toll road provides direct access to Washington, DC in one direction and Dulles International Airport in the other, and the Fairfax County Parkway, a primary state road, provides access to major roadways and interchanges including Interstates 66 and 95. It is estimated that 28,000 cars go through Herndon on a given day, some of which flows from the estimated 90,000 daily volume from the nearby ingress and egress to Fairfax County Parkway and the toll road. **The commercial and commuter traffic infused with a healthy residential infrastructure (over 7,000 housing units) continues to populate congested roadways throughout Herndon.**

Out of 706 accidents in the Town of Herndon in 2015, it is estimated that 98, or 14% of those crashes, resulted from failure to maintain control of their vehicle. This is a difficult number to pin down because speed may not have been the primary factor of the crash but certainly could have been a contributing factor. In 2015, the Herndon Police issued 5,326 total summonses and 106 total written warnings; 1,339 summonses were issued for speeding. It is clear that speeding is a factor in Herndon, with 25% of issued summonses written for speed violations in 2015. As a comparison, in 2014, speed violations accounted for 22% of all traffic summonses.

The Town of Herndon's Traffic Engineering and Improvement Committee (TEIC) is comprised of traffic engineers, Public Works staff, and members of the police department, which meets bi-monthly to address citizen complaints, issues pertaining to potential or actual roadway engineering deficiencies, pedestrian safety, concerns associated with congestion and future planning issues. The police department plays a major role in the activities of this innovative committee. The Town conducts speed and traffic engineering studies to assist TEIC in determining whether roadway improvements or speed limits need to be changed.

A review of crash data and traffic enforcement activities outlined in the annual Traffic Analysis revealed temporal factors such as location, time-of-day, day-of-week, and month-of-year when crashes were most prevalent. The data showed that for 2015 most crashes occurred in May and June; Friday and Tuesday were the days that had the most accidents; and most accidents occur between 4:00 and 6:00 pm. These factors assist us in establishing locations and time frames to conduct selective speed enforcement.

Selective enforcement targets were also established for speed violations based on citizen complaints, high crash locations and speeding incident reports. Selective traffic enforcement forms were completed for each assignment on a daily basis and submitted to the Traffic Section supervisor for compilation.

Policies – See Policy Attachment

Planning

Our annual Traffic Analysis, which reviewed crash data and traffic enforcement activities in 2014, in regards to speeding, included goals for 2015 to decrease crashes and injuries where speed was a factor, promote education and enhanced speed enforcement through selective and routine enforcement, and continue the residential speeding prevention program (Traffic Safety Watch Program). **This served as our operational plan to conduct targeted enforcement and address locations as a factor to decrease speed related accidents, conduct selective enforcement campaigns to educate the public on the dangers of speeding, and prevent residential speeding through neighborhoods through the Traffic Safety Watch Program.**

These strategies align with Virginia's Strategic Traffic Plan, with an emphasis on speed, to implement engineering countermeasures with particular attention to high-crash locations, implement a speed campaign incorporating media, enforcement, education and evaluation, and identifying and implementing effective speed management measures.

Fairfax County is one of the top counties in Virginia with the highest number of speed-related deaths and injuries. Because the Town of Herndon is situated within Fairfax County on its western side, the department must do its part to prevent speed related accidents, conduct targeted speed enforcement and analyze crash locations where speed was found to be a contributing factor. The planning to conduct targeted enforcement utilized temporal factors such as timeframe, seasons, seasonal events, and days of the week to develop selective and routine enforcement strategies and activities. The department also identified the top crash locations and those locations were added to our selective enforcement program to designate specific locations and times where officers enforce specific violations to reduce speeding and accidents.

Also, the Herndon Police Department worked with the Town's Traffic Engineering and Improvement Committee (TEIC), a partnership of traffic engineers, public works staff and police personnel formed to address citizen complaints, road engineering deficiencies, and other traffic safety issues, to study and address speed related issues in 2015. These issues included speed studies, excessive speeding and aggressive driving complaints, and roadway/signage recommendations. Fourteen speed studies were conducted at problem locations throughout the Town in 2015. These studies helped direct the efforts of the police and the public works staff to improve traffic safety within the Town on an ongoing basis.

The department planned and implemented proactive speed enforcement campaigns during the warmer months (May – August) and around seasonal events such as Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas. These planned enforcement activities augmented the routine speed enforcement and intensified efforts to educate the public on the dangers of speeding. Additionally, as a routine, a selective enforcement guide was distributed monthly to target speed enforcement efforts for specific violations according to locations, days and timeframes. Selective traffic enforcement forms were completed for each assignment on a daily basis and submitted to the Traffic Section supervisor for compilation.

The department utilized its established Traffic Safety Watch Program to identify speeding concerns in residential areas, to conduct enforcement, and educate citizens with regard to speed awareness. The

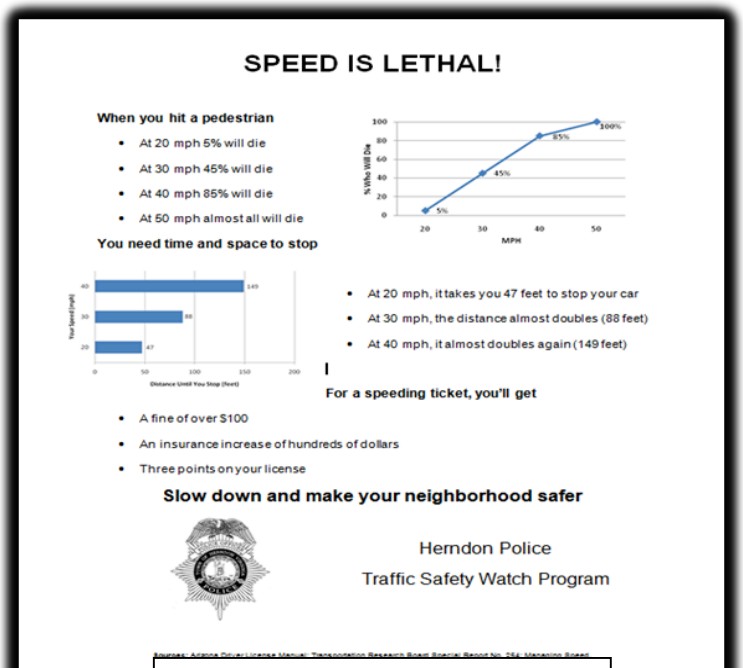
Traffic Safety Watch Program has a defined process that includes receiving and documenting complaints, referring the complaint for review and analysis, and resolution.

Education on the risks of speeding is another component of the program and is comprised of several options used to raise neighborhood and motorist awareness about traffic safety and associated concerns, which may significantly reduce or eliminate the identified problem.

Educational options include:

- **Literature distribution**- Stopping of vehicles traveling 4mph or more over the posted speed limit and issuing drivers a warning along with an educational handout (Speed is Lethal). A survey form will also be completed.
- **Speed Trailers and Electronic speed signs**- used to educate and raise awareness by displaying the speed of the motorist, thereby promoting a change in driver behavior.
- **Speed watch**- a speed monitoring program usually conducted by members of the Herndon Police Citizens Support Team. The license numbers of speeding vehicles are recorded and the owner of any vehicle traveling 4mph or more over the speed limit is sent a warning letter - not a ticket - from the police department informing them of the violation and reminding them to obey the posted speed limits.

Enforcement is another tool/option to address traffic safety concerns. While education of the motorist through heightened awareness may be all that is needed for most neighborhoods, some areas may require the police to monitor traffic safety concerns and enforce violations as appropriate.



Traffic Safety Watch Information

Training

TRAINING ATTENDED BY MEMBERS OF THE HERNDON POLICE DEPARTMENT IN 2015

Type of Training	Activity	Participants
Motor Carrier Safety	Refresher Training	2 Officers
Police Motorcycle Operations	Refresher Training	5 Officers
Advanced Crash Investigation	Refresher Training	6 Officers
Radar and Lidar	Recertification	30 Officers

PRIOR TRAINING USED BY MEMBERS OF THE HERNDON POLICE DEPARTMENT

Training is an important part of the department's ongoing mission to promote and increase safety on the roadways. Maintaining specialized certifications in crash investigations, utilizing speed detection devices, and other safety related training keeps the department prepared and proactive. The following table shows the current certifications utilized by department personnel throughout the year in its enforcement efforts.

Current Certifications Utilized	Participants
Motor Carrier Safety	2 Officers
Motorcycle Operations	6 Officers
Advanced Crash Investigations, Level 1	12 Officers
Advanced Crash Investigations, Level 2	6 Officers
Advanced Crash Investigations, Level 3	5 Officers
Advanced Motorcycle Crash Investigations	4 Officers
RADAR and LIDAR	37 Officers

Training in the Herndon Police Department is an ongoing requirement. Every member of the department attends either academy level in-service retraining, roll call training, or departmental mandatory training. Roll call training is utilized to provide specific information on special enforcement initiatives and issues related to speed enforcement and pedestrian and bicycle safety. This training instructs students on traffic laws concerning motorists, bicyclists and pedestrians alike. Every officer with traffic safety enforcement duties receives this training. Additionally, during 2015, members of the Herndon Police Department received specializied training in the area of motor carrier saftey, motorcyle use in speed enforcement, and crash investigation and reconstruction.

Several sworn police officers of the Herndon Police Department have attended numerous academy level classes in traffic safety. These classes included motor carrier safety, traffic grant writing seminars, the law enforcement challenge preparation seminar, and police motorcycle operations to augment their traffic enforcement efforts. As with many other area jurisdictions who have experienced a decrease in

the training budget, we have had to make the most of our training dollars. The Herndon Police Department has kept traffic safety a primary focus of our training program despite budget reductions.

In 2015, members of the Herndon Police Department Traffic Section continued to use training they received from the Department of Motor Vehicles - Virginia Highway Safety Office. These various courses on Crash Investigation and Reconstruction along with annual in-service training on Motor Carrier Safety helped officers investigate causes of crashes and conduct motor carrier safety inspections to make our roadways safe. Officers also received information on enforcement mobilization campaigns and their importance.

Five officers attended various in-house training throughout the year in mapping intersections as part of the Crash Reconstruction Team. One member of the Herndon Police Department attended the Law Enforcement Challenge Preparation Class and the DMV Grant Seminar. The information gained in the Law Enforcement Challenge Preparation Class assisted in the Department receiving first place for our category in 2014. The grant writing seminar provided us with valuable information that helped us obtain $43,450 in DMV traffic safety grants that allowed us to increase enforcement efforts, purchase equipment including a new LIDAR unit and send officers to training.

Public Information and Education

Press Releases and Events

At the onset of all traffic safety and educational initiatives, the Public Information Officer (PIO) of the Herndon Police Department issued a press release outlining the Department's intentions during the scheduled programs. These press releases are listed on our Department webpage as well as our Twitter account.

Traffic Engineering

Significant contributions to traffic safety are fostered through the Department's active participation in the Town of Herndon's Traffic Engineering and Improvement Committee (TEIC). This committee is comprised of traffic engineers and Public Works staff, along with the Herndon Police Traffic Section Officers. The committee meets bi-monthly to address citizen complaints, study issues pertaining to potential or actual roadway engineering deficiencies, as well as future planning for engineering, pedestrian safety, and congestion concerns. The police department plays a major role in the activities of this committee and works together to find holistic solutions. Citizen complaints contribute greatly to the safety improvement planning and implementation involved in the committee.

The TEIC committee was instrumental in traffic and safety improvements made in the Town of Herndon in 2015. Traffic safety issues came to the attention of TEIC and the members explored solutions to these issues. The solutions were implemented and evaluated for their impact. The committee sought *best practices* resolutions for traffic improvements to include adding signage, adding traffic signals, changing lane markings, or redesigning intersections. The use of speed buffering devices were reviewed along with speed studies at particular locations where officer or citizen concerns had been raised. The TEIC committee was also the driving force behind the Traffic Watch Safety Program (TSWP) to address citizen concerns for traffic calming in residential neighborhoods. Several mobile speed signs were purchased and placed on residential streets where citizen complaints had been received.

Community Involvement

The Department demonstrates community involvement through its Community Action Teams (CAT). CATs are comprised of officers assigned to districts in the Town to address citizens' concerns. CAT members' duties include attending community meetings, responding to citizen complaints, and working to resolve problems. CATs work to address citizen concerns regarding traffic complaints in their assigned districts, and as a result, RADAR and LIDAR enforcement is often the means to focus enforcement in specific areas. The department's Speed Monitoring Awareness Radar Trailer (SMART) has been designated for use by the CATs so that officers may immediately address concerns as they arise. Officers also have access to RADAR and LIDAR units and may conduct enforcement immediately as appropriate.

By working through the local public and private schools, the department strives to reach out to a large number of children in the community to encourage traffic safety. Special lectures are conducted at local elementary and middle schools by the crime prevention officer with the assistance of school resource officers. During these lectures, officers encourage the use of seat belts in motor vehicles, wearing helmets while riding bicycles, and pedestrian responsibility.

The Department uses a SMART trailer to educate the public on the need for motorists to be aware of their speed when operating a motor vehicle. This unit is a portable RADAR trailer that is deployed curbside in problem areas. The lighted display on the trailer indicates the approaching vehicle's speed, alerting drivers to maintain and become familiar with their actual speed. The SMART trailer unit is highly effective and has been successful in reducing speeding in residential neighborhoods.

Special Programs

In 2015, the Department held a Youth Police Academy and used it as an opportunity to inform youth about speed enforcement and DUI detection. Students received hands-on instruction with RADAR and LIDAR units, and actually operated the devices along the highway.

Members of the department speak to community and civic groups about traffic safety. Topics covered include bike safety, pedestrian safety, wearing a helmet and speed awareness. These presentations have been warmly received and the officers have been invited to return. Flyers, brochures, and pamphlets with information on traffic safety have been placed at kiosks at the Neighborhood Resource Center, the Herndon Community Center, the Herndon Public Library, and the Herndon Police Department.

Youth Academy – 2015
September 4-November 6

Enforcement Activity

Speeding remains an ongoing concern for the Herndon community, and special enforcement efforts were focused in 2015 to decrease crashes and injuries where speed is a factor. The Department conducted enhanced speed enforcement through routine and grant-funded enforcement and also sought to promote education and awareness. The Town of Herndon Police Department is committed to speed awareness and enforcement and utilizes the following equipment to facilitate its goals:

- Police motorcycles
- Unmarked police vehicles
- Advanced speed measuring devices
- Traffic counting devices
- SMART RADAR trailer
- Mobile Speed radar signs on residential streets

The Herndon Police Department issued 5,326 total summonses and 106 written warnings in 2015. Of these summonses, 1,339 summonses were for speeding violations. During 2015, along with the two enforcement waves and in conjunction with *"Click it or Ticket,"* 133 saturation patrols were utilized and financed by funds obtained from a DMV grant to bolster normal traffic enforcement. From these saturation patrols, officers issued a total of 706 summonses, 542 for speeding. In addition to DMV funded patrols, numerous special selective enforcement patrols were conducted by traffic and patrol officers in high crash and traffic areas, and residential areas based on citizen complaints of speeding.

Regular Duty Enforcement

Officers in Patrol and the Traffic Section conducted speed enforcement operations as part of their daily responsibilities. The Herndon Police Department issued 1,339 summonses for speeding in 2015. In addition, the department conducts numerous selective traffic enforcement assignments in problem areas for violations including speeding.

Grant Funded Enforcement

The department used 229 grant funded hours for speed and occupant protection violations enforcement. The grant awarded for speed enforcement is also utilized for seat belt enforcement. **At a minimum, 75% of the speed grant is worked during target times.**

Specialized Campaigns

The Herndon Police Department participated in the "*Click it or Ticket"* program during Memorial Day Weekend through the beginning of June 2015 and a mini-mobilization in mid-November. Also, the Traffic Safety Watch Program has been implemented in specific neighborhoods when speeding complaints have been reported.

Outcomes

The Herndon Police Department has made a concerted effort to combat speeding and to reduce crashes associated with speeding, conduct selective enforcement, and promote educational awareness of the dangers of speeding. These strategies are conducive to Virginia's Strategic Traffic Plan as it applies to speeding.

Routine enforcement, targeted and selective enforcement, participation in national prevention programs, and enhanced speed enforcement in conjunction with high travel times of the year, i.e., Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas was conducted throughout the year. Results from speed enforcement, warnings, selective enforcement patrols, and statistical data was studied to determine if our efforts were making a difference in combating speeding and reducing speed related accidents.

Significant contributions to traffic safety were fostered through the Department's active participation in the Town of Herndon's Traffic Engineering and Improvement Committee (TEIC). **In 2015, the TEIC committee studied and addressed numerous speed related issues.** These issues included speed studies, excessive speeding and aggressive driving complaints, and roadway/signage recommendations. With the help of TEIC speed trailers were deployed throughout the year to help reduce speeds in several neighborhoods. Five electronic speed signs were also erected at locations where speed is a concern. The electronic speed signs have helped reduce speed and traffic complaints significantly.

Selective enforcement activity was conducted on a monthly basis to target specific traffic safety concerns, to include speeding. Through crash data, citizen complaints, officer knowledge and experience, and temporal factors such as location, time-of-day, day-of-week, and month-of-year when crashes and other violations were most prevalent, target locations and times were designated for proactive enforcement throughout the year. Selective speed enforcement allows the department to more accurately identify factors to better focus enforcement efforts, effectively monitor efforts, and redirect resources as appropriate. The department also participated in two enforcement waves, 133 saturation patrols, and in conjunction with *"Click it or Ticket,"* targeted speeding and other violations to bolster normal traffic enforcement. **During these saturation patrols, officers issued a total of 706 summonses; 542 were issued for speeding.**

Educational awareness on the dangers of speeding continue to be an important focus to reduce speed related crashes and injuries. During specialized enforcement campaigns, information on the relation of speed contributing to accidents and injuries was communicated to violators. In 2015, the Department held a Youth Police Academy and used it as an opportunity to inform youth about speed enforcement and DUI detection. Students received hands-on instruction with RADAR and LIDAR units, and actually operated the devices along the highway.

The department utilized its established Traffic Safety Watch Program to identify speeding concerns in residential areas, conduct enforcement, and educate citizens with regard to speed awareness. Throughout the year, members of the department spoke to community and civic groups about traffic safety, to include speeding, aggressive driving and other violations. Flyers, brochures, and pamphlets

with information on traffic safety are available through kiosks at the Neighborhood Resource Center, the Herndon Community Center, the Herndon Public Library, and the Herndon Police Department.

The Herndon Police Department will continue to conduct routine, selective, and specialized campaigns to target and enforce speed violations in 2016. The Herndon Police Department will continue to make general traffic law enforcement, especially speeding, distracted driving and DUI's a high priority in order to influence a downward trend in the number of crashes. The overall effectiveness of the 2015 traffic safety programs for the Herndon Police Department was impressive, but continued diligence is needed. We are very pleased with our public information and education programs and the hard work of our citizens and officers coming together to make the Town safer. Planning for traffic enforcement efforts in 2015 will include extra diligence in these areas. Through enforcement, engineering, and education, this goal is attainable.

Law Enforcement Challenge Award

At the Virginia Association of Chiefs of Police Conference on September 01, 2015, the Herndon Police Department received the first place award in the 2015 Law Enforcement Challenge for Municipal Police Departments with 55-75 members.

Law Enforcement Challenge
September 01, 2015