



Michael P. May

Aldersperson
Third District

Vice Chairperson
Advisory Committee

Member
Administration and Finance Committee
Safety and Development Committee

May 28, 2015

City of West Allis
Mayor Devine & Common Council
7525 W. Greenfield Avenue
West Allis, WI 53214

RE: Neighborhood Pace Car Program

414/460-6442

Honorable Mayor Devine and Fellow Council Members,

837 South 113 Street
West Allis, WI 53214

As alderpersons we frequently receive complaints regarding neighborhood traffic issues, including ignored stop signs and speeding.

mmay@westalliswi.gov
www.westalliswi.gov

These issues impact our residents' quality of life. I have been working with Deputy Chief Chris Botsch over the past several weeks to establish the framework for a Neighborhood Pace Car Program here in the City of West Allis.

Reducing traffic-related violations relies on Engineering design, Enforcement by our officers, Education of the motoring public, and Engagement of our citizens. Engineering design is often the most expensive and time-consuming solution. Enforcement occurs but cannot be the only solution because our officers are responding to a multitude of calls at any given time on and off our 235+ miles of streets. Education and engagement of our residents can be done with very low cost through a Neighborhood Pace Car Program.

The Neighborhood Pace Car Program concept comes from the City of Northampton, MA, where a similar program was established in the Year 2006 following programs in Boise, Boulder, Atlanta, and Santa Cruz (<http://www.northamptonma.gov/1111/Pace-Cars>). The concept is simple: The majority of those driving on neighborhood streets are residents of the neighborhood, and those breaking traffic laws are often residents too. Drivers participating in the Neighborhood Pace Car Program voluntarily declare their intent to obey all traffic laws and to be safe and courteous drivers in their neighborhoods (stop at stop signs, drive the speed limit). Those trailing a Neighborhood Pace Car must also then do things like stop and slow down.

Participants receive a decal for their vehicle, which is considered a "Neighborhood Pace Car". The decal serves as a positive reminder to the driver of their commitment to their neighborhood, and it serves to inform trailing motorists as to why the vehicle in front of them is fully stopping and driving the speed limit. The program works based on the participant's declaration of intent – there is no legally binding contract with the City and no special powers are granted. The program holds the most promise during peak travel times and around schools during morning arrival and afternoon departure.

Deputy Chief Botsch suggested the program be established and administered through WAPD Community Services. The cost would be approximately \$500 for the vehicle decals and pledge forms, and would be

May 28, 2015

Letter RE: Neighborhood Pace Car Program

Page 2

covered by a donation made recently to Community Services. In addition to being low cost, the City of Northampton Mayor's Office shared with me on May 26th that the program requires very little staff time to administer and has been successful in educating and engaging residents.

The Neighborhood Pace Car Program will certainly not resolve all traffic-related concerns in our neighborhoods and around our schools. However, with even a small percentage of participation, the Program will work to educate and engage our citizens in the role they serve in creating safer and more livable neighborhoods.

I look forward to any questions or comments on the Neighborhood Pace Car Program concept, and respectfully request your concurrence with WAPD moving forward with this program.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael P. May", written in a cursive style.

Michael P. May
Alderman, West Allis District 3

Encl: Example Northampton Pace Car Registration

Cc: Police & Fire Commissioners
Charles Padgett, Chief
Chris Botsch, Deputy Chief

Example: Northampton Pace Car Registration Form

Pace Car Registration Form

City of Northampton, MA



Name _____

Address _____

Phone* _____ Email* _____

**Optional*

Northampton Pace Car Pledge

I want to be part of the solution to Northampton's traffic problem. I recognize that my driving affects the safety and livability of other people's neighborhoods, just as other people's driving affects my neighborhood, so I hereby pledge to:

1. Drive within the speed limit and obey all traffic regulations.
2. Share the road safely with pedestrians, bicyclists and other drivers.
3. Be extra cautious near schools and children and stop for all school buses.
4. Keep my sense of humor -- life's too short to let driving stress me out.
5. Walk, bike, bus or share a ride when possible to help reduce traffic.
6. Display my PACE CAR sticker and encourage others to take the pledge.



Signed _____

Date _____

Return this form to: Northampton Pace Car Program
City Hall, Room 18 • 210 Main Street
Northampton, MA 01060