

NEWS RELEASE

March 20, 2017

News Media Contact:

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New Smyrna Beach Police to conduct High Visibility Enforcement (HVE) Traffic Safety Operation

Type of Incident: High Visibility Enforcement Traffic Safety Operation

Date/Time/Location of Incident: 3/30/2017 (1300-1600) - S. Atlantic Av. (1700-4500 Block)

Synopsis of Incident:

On March 30, 2017 from 1300-1600, the New Smyrna Beach Police will conduct a High Visibility Enforcement (HVE) traffic safety operation in the S. Atlantic Av. Area from the 1700 Block to the south city limits. This operation aimed for Pedestrian and Bicycle Safety is a traffic safety approach designed to create deterrence and change unlawful traffic behaviors. Crashes involving pedestrians and bicyclists are more likely to result in fatal or serious injuries than any other types of crashes. As a result, the Florida Department of Transportation (FDOT) is looking to supplement ongoing educational campaigns with high visibility enforcement operations in the most needed locations.

The NSBPD applied for and received High Visibility Enforcement grant funding for FY-2017 to assist with ongoing traffic safety operations with a primary objective of reducing all types of motor vehicle crashes. These enforcement activities are designed to target unsafe behaviors of all road users, including motorists, pedestrians, and bicyclists.

This operation is part of our ongoing HVE “Alert Today – Alive Tomorrow” efforts and is our fifth grant funded Pedestrian & Bicycle Traffic Safety Operation this year. Previous operations at this location have emphasized the educational components of the program. We are now moving into the enforcement phase and will be issuing traffic citations for drivers who fail to stop for pedestrians attempting to cross at marked crosswalk locations.