

Entities name and address

Date sent

Dear _____:

A lack of driver compliance of the pedestrian right of way laws at crosswalks put pedestrians at an increased risk of collision. To prevent potential conflicts between pedestrians and unyielding drivers, the National Highway Traffic Safety Administration (NHTSA) has contracted with Western Michigan University (WMU) to study 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.

Based on our preliminary analysis of pedestrian crash data, _____ has been identified as a strong candidate to demonstrate the effectiveness of this program. WMU encourages you to submit an application for this program.

The community selected for this program will be able to choose from a variety of countermeasures and tailor the program to their specific needs, while receiving technical support from the WMU team of experts. In addition, WMU will provide start-up funds to the community through a subcontracting agreement in the amount of \$50,000. Furthermore, the WMU research team will assist the community to solicit additional funding and resources. As a part of the subcontracting agreement, the selected community is required to provide WMU with data needed to evaluate the program. This may include crash data, vehicle speed data, number of citations, etc. WMU will be responsible for evaluating the program to determine the extent to which the program is successful.

The community selected would need to donate an intercept survey to determine the perceived enforcement of crosswalk laws. This survey may not be paid for using NHTSA funds. The Contractor will donate time to assist the community to develop the survey and assist the community in finding persons to conduct the survey at a low cost.

If interested, please submit an application that consists of two letters of support, which demonstrates your willingness to participate in the study by June 12, 2009. One letter should come from the police department and should indicate the level of enforcement possible, and the second should come from the city managers office, or the pedestrian coordinator, and should indicate the amount of outreach support available. A more detailed description of the program and expectations are enclosed.

Please note that an affirmative response from your community will be thoroughly considered, but does not guarantee selection to participate in the study. Thank you for your time and consideration. Feel free to contact me if you have any questions: ron.vanhouten@wmich.edu or 269-929-2609.

Sincerely,

Dr. Ron Van Houten
Professor

Enclosures: 2