




## BP3: Targeted Enforcement

<b>Reference:</b> BP3 008	<b>Title of Project:</b>	<b>Yellow Card, Paris</b>
<b>Version:</b> 1	<b>Website:</b>	<a href="http://www.prefecture-police-paris.interieur.gouv.fr">www.prefecture-police-paris.interieur.gouv.fr</a> <a href="http://www.paris.fr">www.paris.fr</a>
<b>Brief Description of Project:</b>		Similar to the Weekender scheme developed in the UK, this campaign in one week of July 2008 focused on providing warnings and additional training for 'minor' offences such as poorly secured helmets, riding in bus lanes and excess speed just above the limit.
<b>Monitoring Data:</b>	None published.	
<b>Results:</b>	None published.	
<b>Key Effective Conclusions:</b>	<p>The "educate not punish" approach was identified in the North Report in the UK in 1988 as having the potential to change driver/rider behaviour. Research into this methodology suggests that the level of re-offending and therefore risk will be reduced.</p> <p>As this campaign was run over just one week it is not possible to draw conclusions.</p>	
<b>Projects for Comparison:</b>	Weekender scheme (BP3 007).	
<b>Justification:</b>	See BP3 007.	