

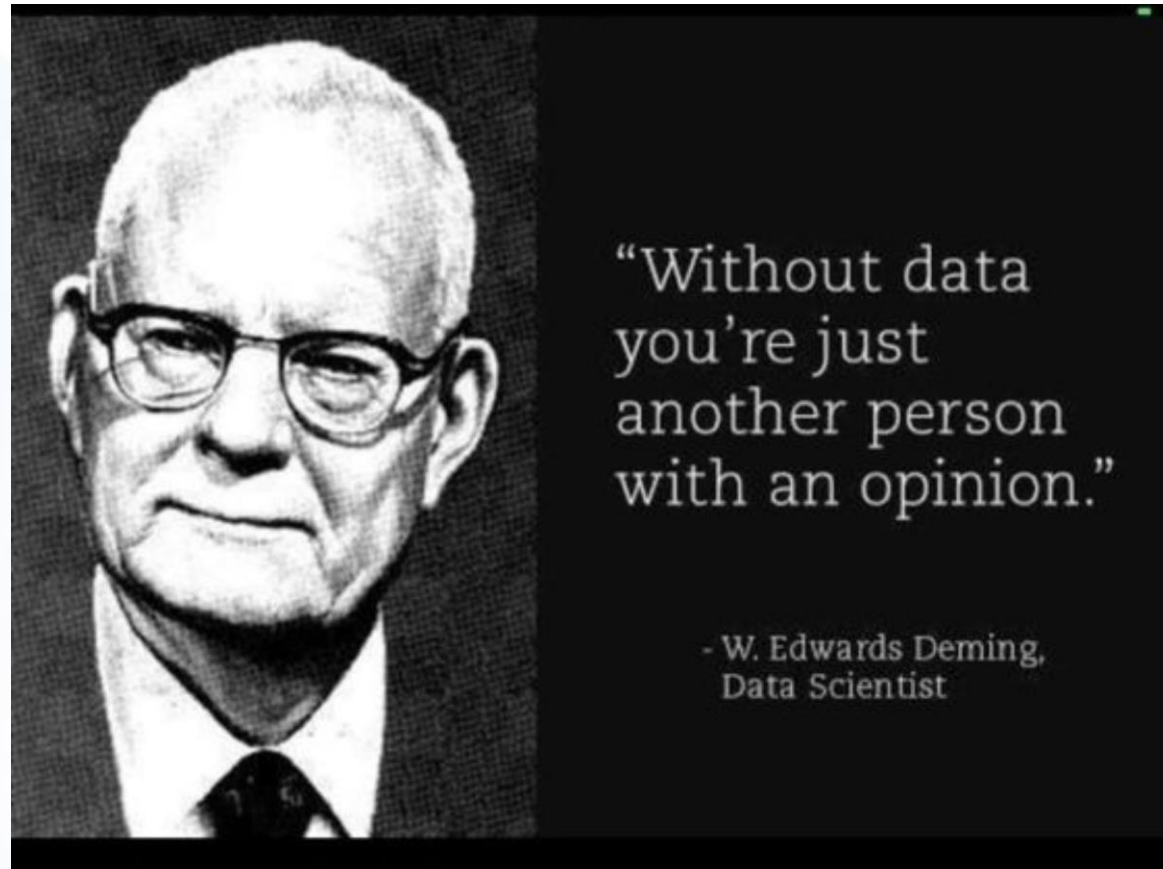
A blue abstract graphic on the left side of the slide, featuring a vertical, flowing, and slightly curved shape that resembles a stylized 'S' or a liquid-like form. The color transitions from a light blue at the top to a darker blue at the bottom, with a white highlight on the left edge.

High Visibility Enforcement

Working to best utilize our resources to deter dangerous driving behaviors

Chief Brett Railey, Ret.

As a Leader, Where Do I Start?:



The National Challenge

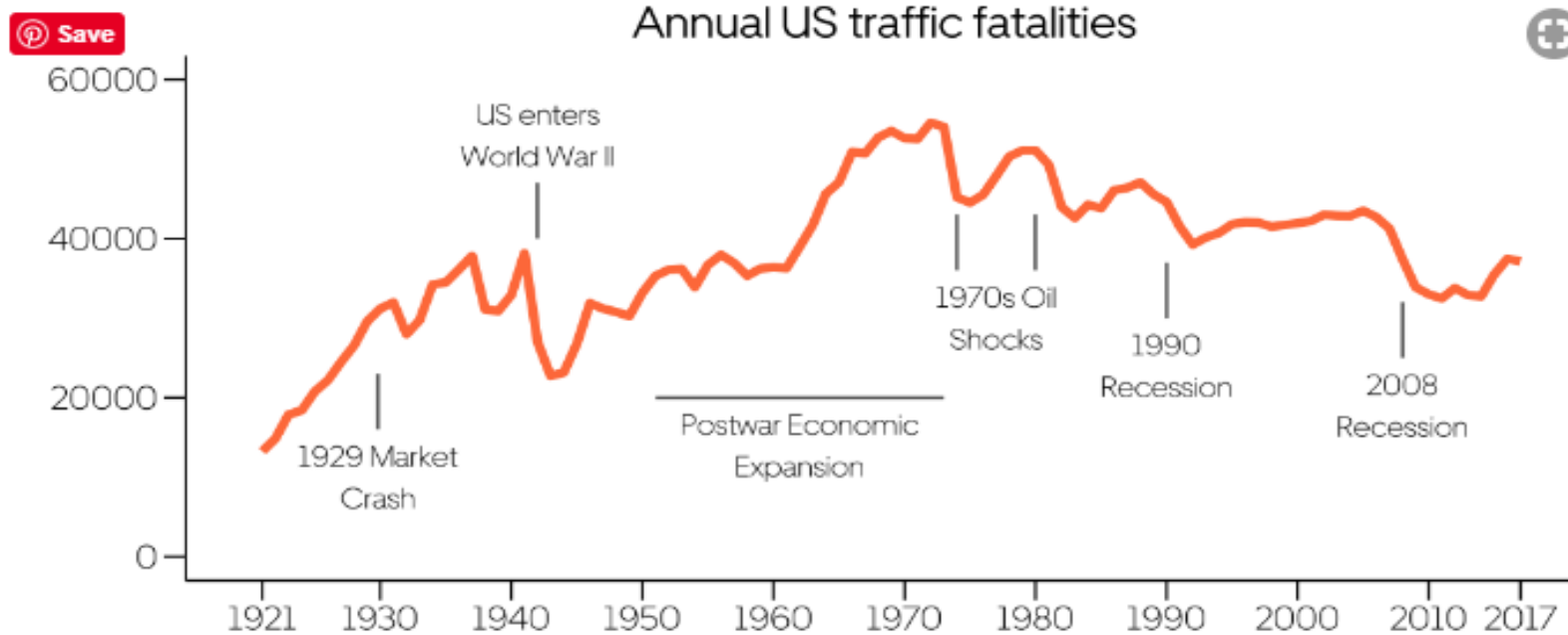
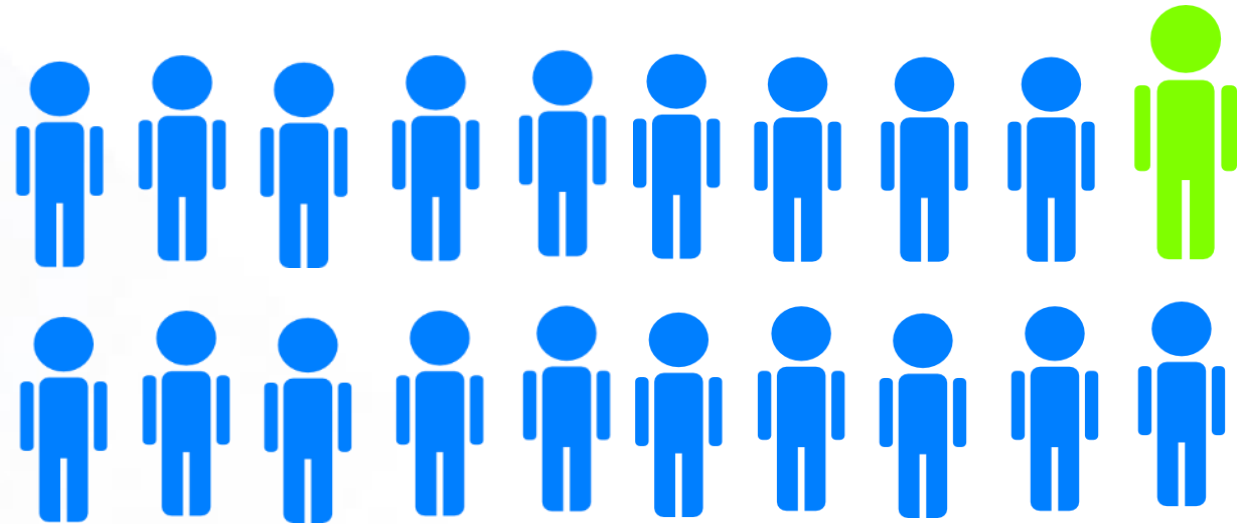


Figure 1: Total annual US traffic fatalities from 1921–2017. Source: Traffic Safety Facts 2016 and 2017 Traffic Safety Facts Research Note, National Highway Traffic Safety Administration



The Florida Challenge

Florida ranks **1st** in the nation for bicyclist fatalities (per million)



1 in 20 traffic fatalities is a bicyclist

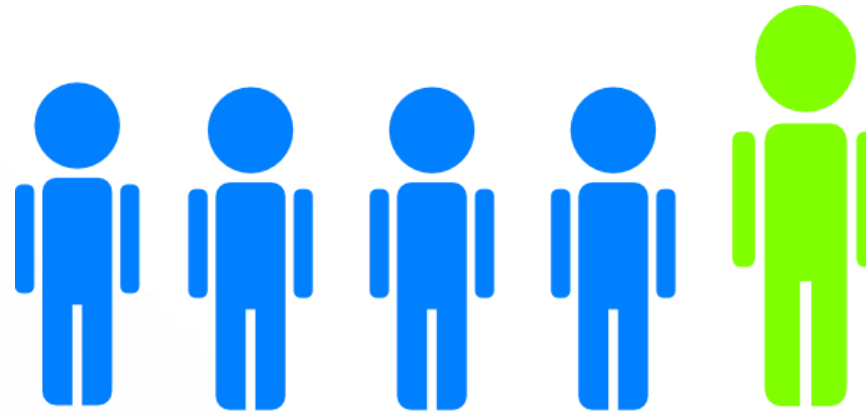
98% of bicyclists fatally injured in Florida were Florida residents

90% of drivers involved were Florida residents



The Florida Challenge

Florida ranks **2nd** in the nation in pedestrian fatalities (per 100,000)

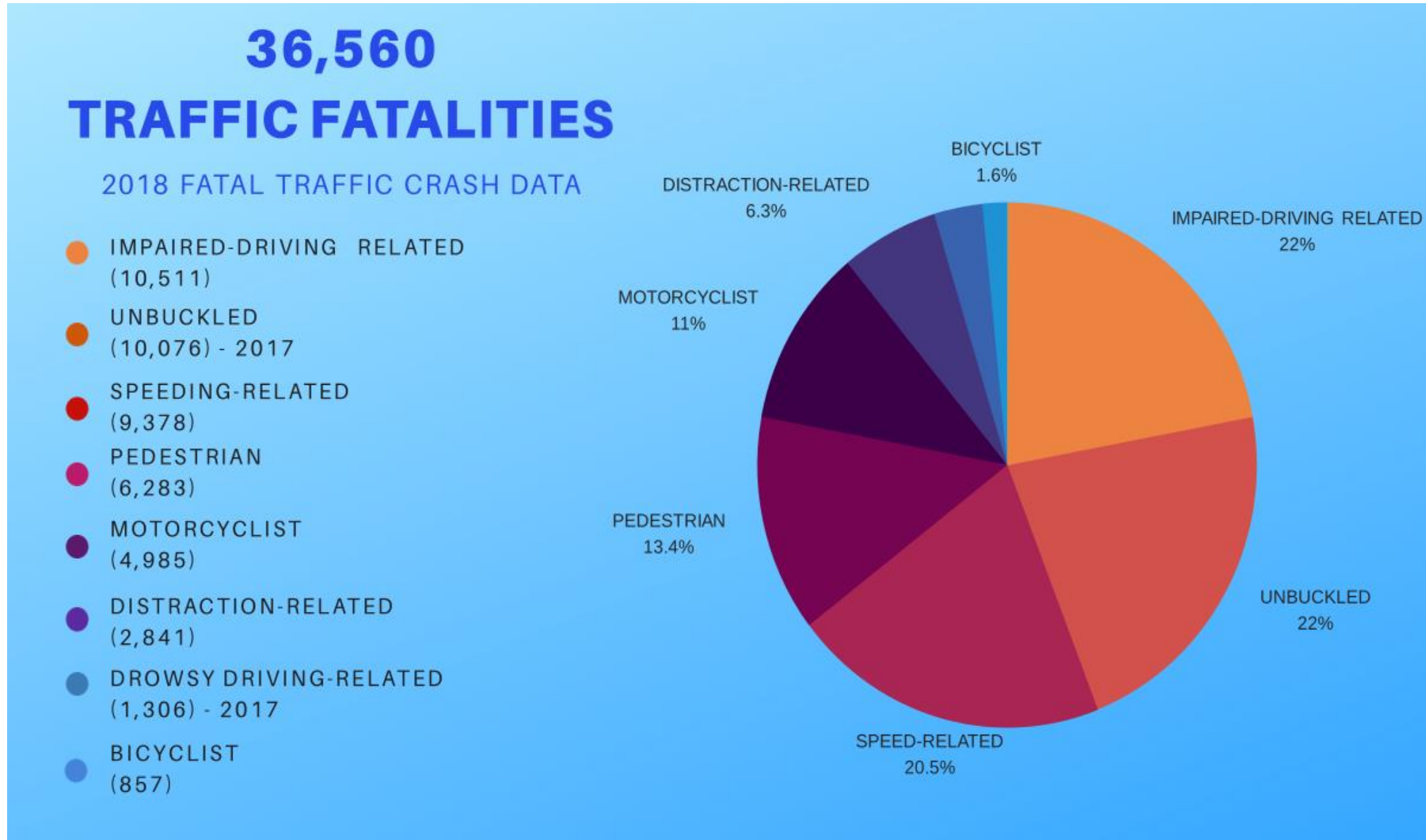


1 in 5 traffic fatalities is a pedestrian

95% of pedestrians fatally injured in Florida were Florida residents

90% of drivers involved were Florida residents

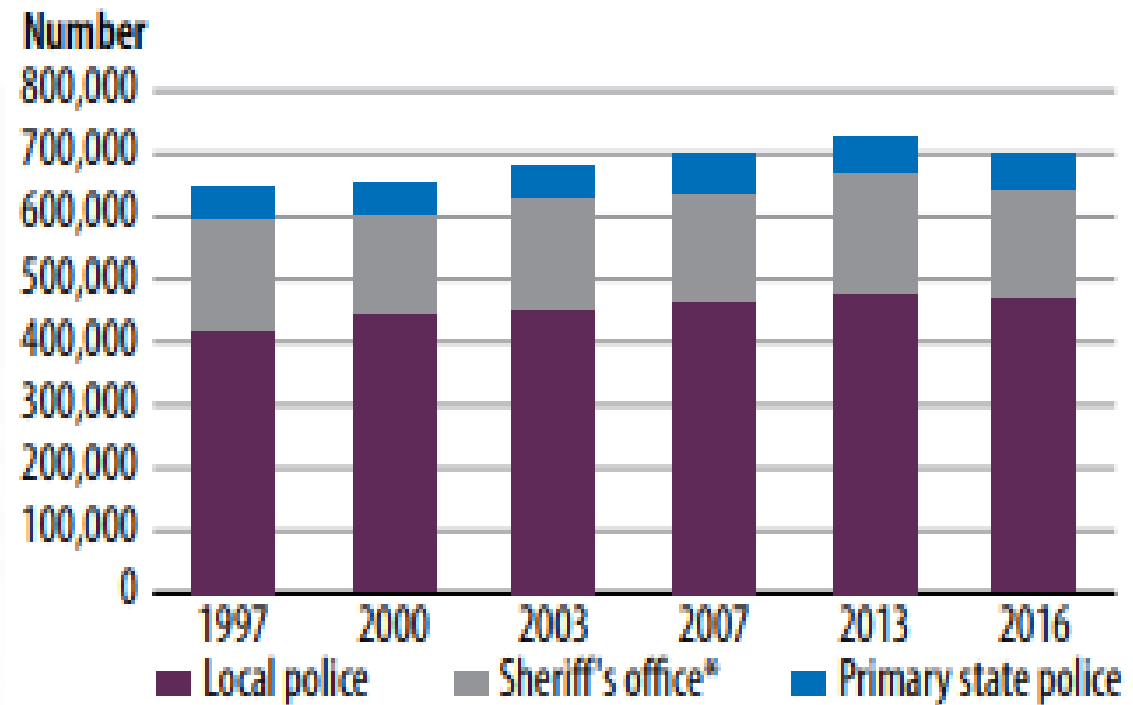
The Problem



Source - <https://crashstats.nhtsa.dot.gov/#/DocumentTypeList/11>

The Resources

Full-time sworn officers in general-purpose law enforcement agencies, by agency type, 1997–2016



<https://www.bjs.gov/content/pub/pdf/ftelea9716.pdf>



Basic Pillars of Traffic Safety

Pillar One: Data Driven Approaches to Crime and Traffic Safety (DDACTS)

DDACTS
DATA-DRIVEN APPROACHES TO CRIME AND TRAFFIC SAFETY

Operational Guidelines

Integrating "hot spot" technologies to establish effective methods for deploying law enforcement resources through analysis of crash and crime data.

March 2014

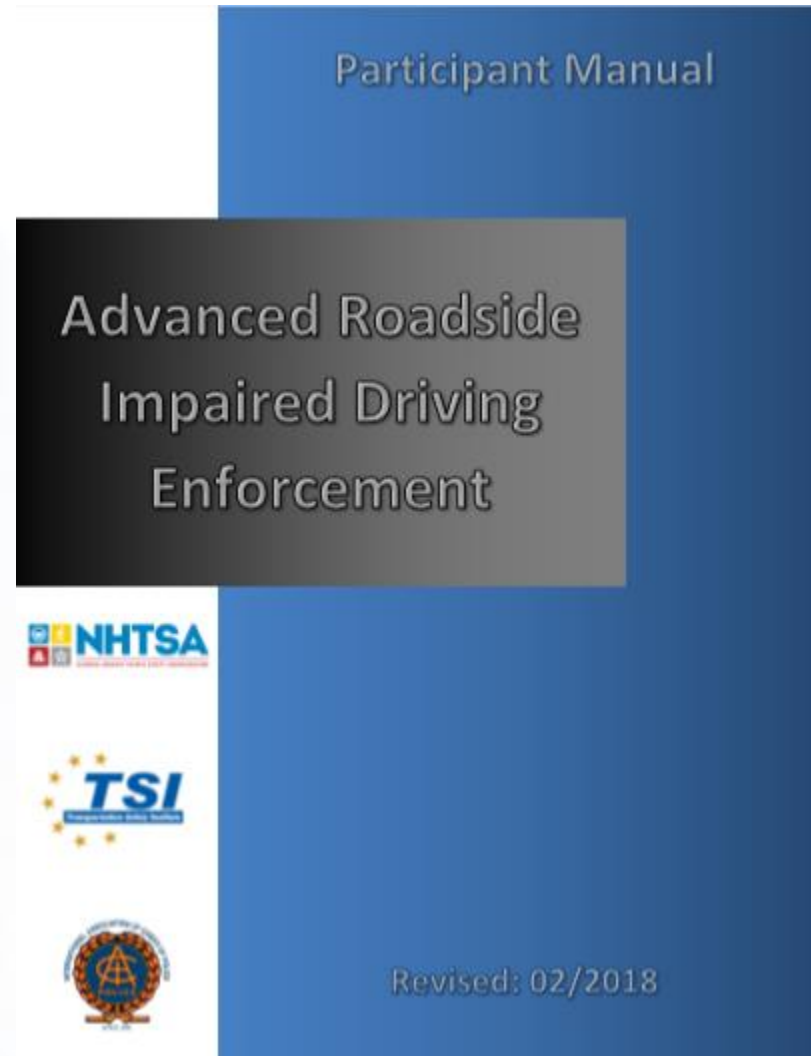
U.S. Department of Transportation
National Highway Traffic Safety Administration

NHTSA

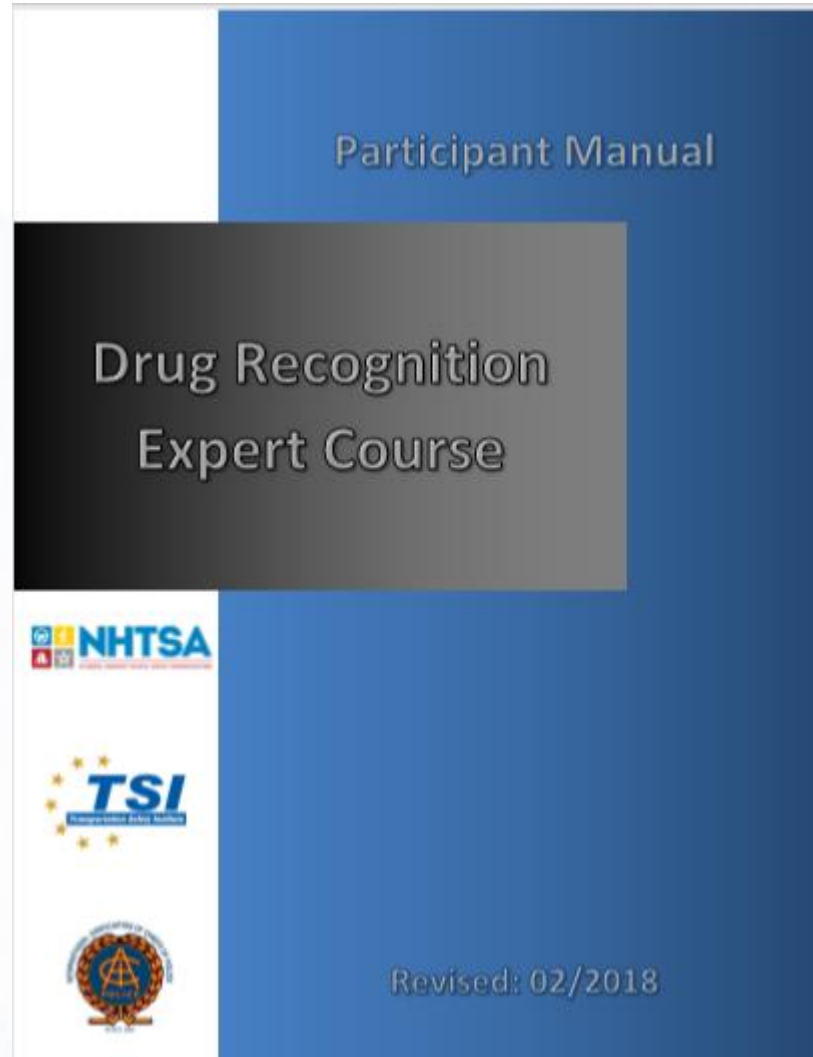
BJA
Bureau of Justice Assistance

NIJ
National Institute of Justice

Pillar Two: Advanced Roadside Impaired Driving Enforcement (ARIDE)



Pillar Three: Drug Recognition Expert (DRE)



Pillar Four: Crash Awareness and Reduction Effort (CARE)





Methods

Pedestrian and Bicycle Law Enforcement: Laws, Procedures and Best Practices Overview

- **4 Hour Classroom Training**
- **Funding for Overtime Enforcement**
- **2 Hour Annual Refresher**



The NHTSA Communications Calendar

NHTSA 2020 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

Happy New Year!

FEBRUARY

February 2
Super Bowl LV
IMPAIRED DRIVING
Primary Message: *Fast doesn't let rats drive crabs.*

MARCH

March 2-6
Vehicle Safety Recalls Week

March 17
St. Patrick's Day
IMPAIRED DRIVING
Primary Message: *Stuccoed drinking is crabs drinking.*

APRIL

National Distracted Driving Awareness Month

April 1
National Walking Day

April 6-13
U Drive, U Turn, U Pay
Electronic Devices
Primary Message: *U drink, u rest, u pay.*
Paid Media
National Enforcement Mobilization

MAY

National Youth Traffic Safety Month
Motorcycle Safety Awareness Month
National Bicycle Safety Month

May 1
National Heatstroke Prevention Day
HEATSTROKE AWARENESS
Paid Media

May 6
Bike to School Day

May 15
National Bike to Work Day

May 11-21
Click It or Ticket
OCCUPANT PROTECTION
Paid Media
National Enforcement Mobilization

JUNE

June 15
National Ride to Work Day
MOTORCYCLE SAFETY
Primary Message: *Crash the road with Motorcycling.*

JULY

July 4
Fourth of July
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Message: *Crabs scow or crab pulled over: Stuccoed drinking is crabs drinking. If you see crabs, you crab clear.*

AUGUST

August 18 - September 7
Drive Sober or Get Pulled Over
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Message: *Crabs scow or crab pulled over: If you see crabs, you crab clear. If you see crabs, you crab clear. Crab veigh - crab a crab.*
Paid Media
National Enforcement Mobilization

SEPTEMBER

September 20-26
Child Passenger Safety Week
OCCUPANT PROTECTION

September 26
National Seat Check Saturday

OCTOBER

Pedestrian Safety Month

October 7
National Walk to School Day

October 18-24
National Teen Driver Safety Week
TEEN DRIVING ISSUES

October 19-23
National School Bus Safety Week

October 31
Halloween
IMPAIRED DRIVING
Primary Message: *Stuccoed drinking is crabs drinking.*

NOVEMBER

November 25-29
Thanksgiving Holiday Travel
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING

November 25
Blackout Wednesday

November 26
Tech Thanksgiving

November 26
Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: *Stucco up, every trip, every time.*

November 30 - December 15
Pre-Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Message: *Stuccoed drinking is crabs drinking.*

DECEMBER

December 16 - January 1
Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Message: *Crabs scow or crab pulled over: If you see crabs, you crab clear. Crab veigh - crab a crab.*
Project Headlines: *Stuccoed drinking is crabs drinking.*
Paid Media
National Enforcement Mobilization



High Visibility Enforcement

High Visibility Enforcement combines enforcement, visibility elements, and a publicity strategy to educate the public and promote voluntary compliance with the law.

Saturation Patrols

Increased squads conducting enforcement in a targeted area to gain voluntary compliance of traffic laws and create general deterrence to prevent traffic violations.



Waves

Increased enforcement of a specific traffic violation in a targeted location for a short period of time that occurs periodically (i.e. school zone enforcement, speed enforcement, etc.)

A decorative graphic on the left side of the slide, consisting of flowing, curved blue lines that create a sense of motion and depth. The colors range from light blue to a darker, almost black blue.

Publicity

High Visibility Enforcement must be coordinated and include equal components of Enforcement, Visibility and Publicity (media, public_outreach messaging and enforcement enhancing elements). The HVE message must emphasize enforcement targeting a specific traffic safety problem.

Visibility Elements

Examples :

- Electronic message boards
- Pop-up road signs
- Billboards
- Specially marked squads
- Magnetic HVE signs
- Specially marked vehicles
- Specially marked vests
- Flyers/brochures handed out to motorist



Challenges

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Challenges To Enhancing Law Enforcement Traffic Safety Efforts

- Buy-in from staff, officers, deputies
- Resistance to new ideas
- Need for a customized plan
- Buy-In From city or county officials
- Lack of appropriate training

Additional Challenges

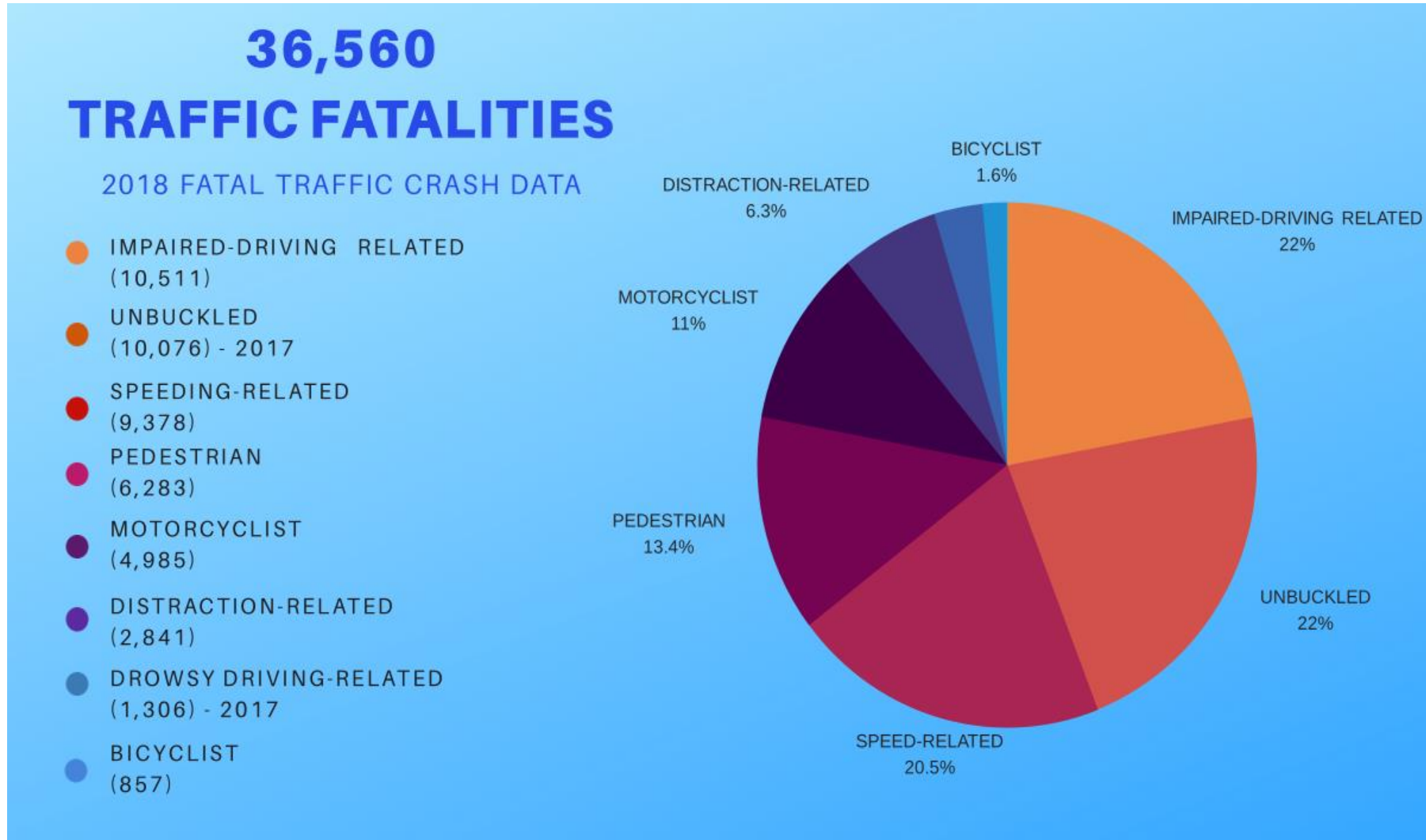
- Other pressing priorities
- Funding for staffing
- Increased calls for service
- Political impact of increased enforcement
- Lack of officer initiative to enforce traffic law
- Officers lack of desire to work overtime



Additional Challenges

- Lack of clear direction from agency head
- Lack of familiarity with the NHTSA Communications Calendar
- Lack of familiarity with other nationwide/statewide initiatives (CARE, Arrive Alive, etc.)

The Problem



Source - <https://crashstats.nhtsa.dot.gov/#/DocumentTypeList/11>



Overcoming Challenges

Start the process

Do something

Remain Flexible / Adaptable

Don't Give Up!

Saving Lives is worth it!



Panelists:

Sgt. Paul Pramberger

Hillsborough County Sheriffs Office

Capt. Pat Messmer

Tampa Police Department

Secretary David Gwynn

FDOT District 7