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?:

“Without data you’re just another person with an opinion.”

- W. Edwards Deming, Data Scientist
The National Challenge


The Florida Challenge

Florida ranks 1\textsuperscript{st} 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

As of 2015, Source NHTSA
The Florida Challenge

Florida ranks 2\textsuperscript{nd} 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

As of 2016, Source NHTSA
The Problem

36,560
TRAFFIC FATALITIES

2018 FATAL TRAFFIC CRASH DATA

- IMPAIRED-DRIVING RELATED (10,511)
- UNBUCKLED (10,076) - 2017
- SPEEDING-RELATED (9,378)
- PEDESTRIAN (6,283)
- MOTORCYCLIST (4,985)
- DISTRACTION-RELATED (2,841)
- DROWSY DRIVING-RELATED (1,308) - 2017
- BICYCLIST (857)

Source - https://crashstats.nhtsa.dot.gov/#/DocumentTypeList/11
The Resources

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)
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
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.)
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 motorists
Challenges
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

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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*