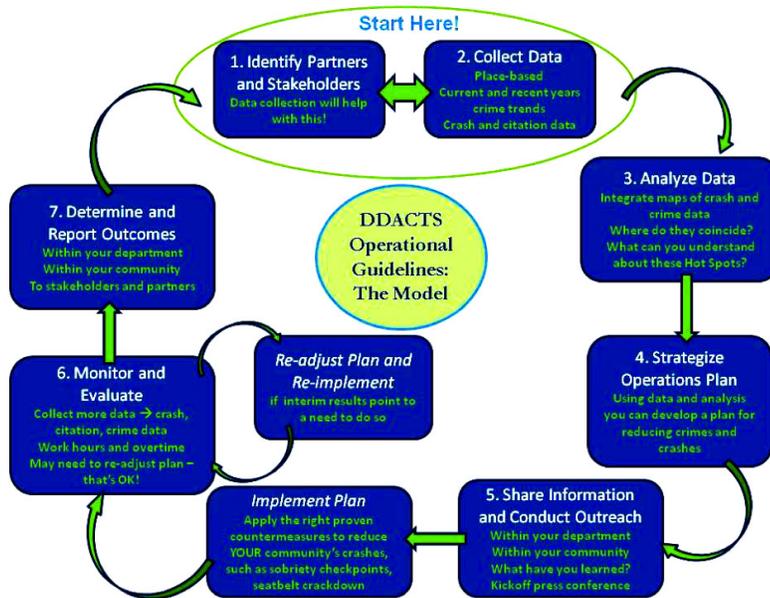


# THE LEEL

## Law Enforcement Improving Traffic Safety

January 2015

- 4 **Don't Blink**
- 5 **Best Practices**
- 9 **Remembering Jim Allison**
- 10 **Crash Causation Data**
- 11 **Spotlight: Region 7**
- 12 **Partner Spotlight: NOYS**
- 13 **Tips to Testify**
- 14 **Training and Research**
- 15 **Awards and Events**
- 16 **Traffic Safety Calendar**



A schematic of the seven guiding principals in DDACTS Operational Guidelines.

For a full size version, visit [www.nlelp.org/ddacts-cover-story](http://www.nlelp.org/ddacts-cover-story)

## DDACTS: Traffic Safety by the Numbers Early Successes in Region 2

By John Coyle and Shannon Purdy

The following is a condensed version of a comprehensive article available on the NLELP website at [www.nlelp.org/ddacts-cover-story](http://www.nlelp.org/ddacts-cover-story).

Over the past few years, increased publicity and marketing has sparked a national conversation among members of the law enforcement profession about the Data-Driven Approaches to Crime

and Traffic Safety (DDACTS) initiative. DDACTS is being promoted as a tool to improve data applications, reduce needed resources and simultaneously drive down crime and crashes.

### What is DDACTS?

DDACTS is a law enforcement operational model that integrates location-based crime and traffic crash data to establish effective and efficient

# DDACTS: Traffic Safety by the Numbers continued

**After just one year of DDACTS implementation, the Evesham, New Jersey PD had a 35 percent reduction in motor vehicle crashes.**

methods for deploying law enforcement and other partner resources. By using geo-mapping, an agency identifies locations with high incidences of both crime and crashes and deploys targeted traffic enforcement strategies to those hot spots.

DDACTS is led by a national partnership co-sponsored by the National Highway Traffic Safety Administration (NHTSA), the Bureau of Justice Assistance (BJA) and National Institutes of Justice (NIJ). NHTSA, its federal partners and many additional national organizations provide technical assistance and other resources to states and localities interested in adopting the DDACTS model.

## How will DDACTS help my agency?

The DDACTS model provides a dynamic, evidenced-based problem-solving approach to crime and crashes. According to a 2008 article in *Ideas in American Policing*, this approach, grounded in community-oriented law enforcement, suggests that time- and place-based policing "... is a more efficient focus of law enforcement; provides a more stable target for law enforcement activities; has a stronger evidence base; and raises fewer ethical and legal problems."

## How does DDACTS work?

DDACTS relies on seven guiding principles for successful implementation (see schematic on page 1). The new DDACTS agency starts

by building community partnerships to establish support for highly visible traffic enforcement, while engaging agency-wide buy-in and participation. To aid the development of strategic countermeasures and an operational plan, the model is based on local data collection and analysis to identify crime, crash, and traffic-related "hot spots." As law enforcement agencies execute these plans, routine information-sharing sessions with stakeholders reinforce the collective ownership of the DDACTS initiative. Finally, monitoring, evaluation, and the analysis of outcome measures provide data-driven feedback for adjustments to internal and external activities.

## Where is the DDACTS model currently being applied?

Since the seven pilot sites were launched in 2009, several hundred agencies seeking to adopt the model have undergone formal training. Many of those agencies are actively applying the model today. The following are a few examples from NHTSA Region 2:

- After just one year of DDACTS implementation, the Evesham, New Jersey Police Department had a 35 percent reduction in motor vehicle crashes, 82 percent reduction of burglaries and 34 percent reduction in shoplifting incidents in the targeted zone.
- The Philadelphia Police Department initially focused their DDACTS efforts on a small

multi-block area in one precinct where the crime data demonstrated rampant drug and gun violence, as well as a large number of collisions. DDACTS helped the department effect a 38 percent decrease in violent crime and a 15 percent reduction in crashes in the target area during the first two months of 2012.

- The Peters Township Police Department, located in Western Pennsylvania, implemented DDACTS in 2013. The agency experienced a 23 percent decrease in crime and an 11 percent decrease in injury crashes in the targeted DDACTS enforcement area.

A number of other agencies across the country are seeing similar significant successes as they begin implementation and develop approaches sculpted to address the unique problems in their respective communities.

## Do I need additional resources?

With continued slow recovery from the recent economic downturn, many agencies are facing dramatic budget cuts and traffic safety is often one of the first areas selected for resource reduction.

So what are the costs involved in implementing DDACTS? For some agencies, there may be start-up investments needed in





**Building the DDACTS action plan at a workshop in Burlington, NJ.**

**The DDACTS model provides a scientifically-based method to determine where to focus law enforcement resources.**

computer software and training. Others may benefit from specific traffic safety enforcement refresher training. Many of the DDACTS national partners offer free resources to assist.

For instance, the National Institutes of Justice (NIJ) offers training classes in Crime Mapping and Analysis at no cost. In addition to training, agencies are encouraged to explore grant funding opportunities from the BJA, Justice Assistance Program, the State Highway Safety Office (SHSO) and the private sector.

The DDACTS model provides a consistently economical way of doing business, because using geo-mapping to identify the nexus of crashes and crime provides a scientifically-based method to determine where to focus law enforcement resources.

### **How can my agency get started?**

For agencies interested in pursuing the implementation of DDACTS, it is recommended that they first make themselves familiar with the Operational Guidelines, which can be found at [www.nhtsa.gov/ddacts](http://www.nhtsa.gov/ddacts). Agencies looking to adopt the model, are encouraged to contact their SHSO, NHTSA regional office, or NHTSA regional LEL. These key partners will provide the agency with a DDACTS Agency Inventory Worksheet, a tool to help the agency obtain a “snapshot” of what it currently has in place

to support the DDACTS process, and begin to identify obstacles to implementation.

Although not mandatory, it is then critically important that agencies attend a DDACTS Implementation Workshop.

### **What is the DDACTS Implementation Workshop?**

DDACTS Implementation Workshops provide focused technical assistance by guiding participants on the theories and applications behind each of the seven DDACTS guiding principles, helping identify key roles in applying the principles within their agency and neighborhoods, and developing an agency-specific DDACTS Implementation Action Plan to achieve specific outcomes that reduce social harm.

Under a contract with the International Association of Directors of Law Enforcement Standards and Training (IADLEST), DDACTS Implementation Workshops are facilitated by a team of established subject matter experts, NHTSA regional offices and SHSOs.

The 16-hour workshop is comprised of a series of peer-facilitated interactive sessions between a team of subject matter experts (SMEs) and their counterparts from the participant agencies. Attendees are led through the operational process to 1) define each of the seven guiding principles, 2) identify specific roles in applying the

seven guiding principles at their agency, and 3) develop an agency-specific DDACTS Implementation Action Plan.

Since 2010, IADLEST has conducted 80 workshops for more than 600 law enforcement agencies across the country. Implementation Workshops have benefited a broad range of agencies with focused technical assistance, from large urban centers to university-based to smaller rural departments.

Agencies interested in learning about workshops scheduled in their area should inquire through their relevant NHTSA regional office or SHSO.

### **How can my agency get involved in DDACTS?**

If you are interested in learning more about DDACTS and participating in a workshop near you, please contact your SHSO ([www.ghsa.org/html/about/shsos.html](http://www.ghsa.org/html/about/shsos.html)) or the NHTSA regional office covering your state ([www.nhtsa.gov/nhtsa/whatis/regions](http://www.nhtsa.gov/nhtsa/whatis/regions)).

For general information about DDACTS, the growing community of active sites, and the national partnership, visit DDACTS on [Facebook](#), [Twitter](#) and [LinkedIn](#), or write to [ddacts@dot.gov](mailto:ddacts@dot.gov).

*John Coyle is the NHTSA Region 2 LEL and Shannon Purdy is a Regional Program Manager for NHTSA Region 2.*

Vernon Betkey  
PROGRAM MANAGER



# Don't Blink

## SINGER KENNY CHESNEY

recorded a song titled, "Don't Blink," and in the lyrics he says that "a hundred years goes faster than you think." Time certainly seems to fly by pretty quickly, and the older we get, the quicker it goes. As a young child, you probably remember waiting for Santa Claus to arrive and thinking that Christmas sure takes a long time to get here. Now, as an adult, you might say, "It's Christmas time already?"

Where does the time go and what happened? I ran across some interesting facts, including some traffic safety statistics, comparing two dates 100 years apart. The full list may be viewed at [www.nlelp.org/dont-blink/](http://www.nlelp.org/dont-blink/), but I want to highlight a few: the number of cars has risen from 1.7 million to 247 million; paved roads have gone from 144 miles to 6,348,227 miles; traffic deaths from 4,468 to 32,719; and murders from 230 to 16,410.

But, while most categories change, some remain the same, and it's particularly sad to note the number of Law Enforcement Officer On Duty Deaths (LODD). Although the numbers are fairly close for 1914 and 2014 (116 to 126), over that 100-year period an average of 175 officers died each year in the line of duty. According to the National Law Enforcement Officer Memorial Fund's [Preliminary 2014 Law](#)

## Enforcement Officer Fatalities Report

, 49 officers died last year as a result of traffic-related incidents, an 11 percent increase from the 44 traffic-related deaths the previous year. Thirty-five officers were killed in automobile crashes, nine officers were struck and killed outside their vehicles and five officers were killed in motorcycle crashes.

Not only do we have the responsibility to protect and educate the millions of motorists traveling the highways, but we also need to continue educating the more than 900,000 law enforcement officers protecting our country on the value of traffic safety for their community and for them personally. The NLELP website, [www.nlelp.org](http://www.nlelp.org), contains several officer safety resources from a variety of partners to assist with this education process. Please take a few minutes to review the information and share it with your law enforcement network.

Hopefully, the next time we blink and "*a hundred years goes faster than you think*," we will see a very significant decrease in the number of LODD and get those traffic-related incidents to ZERO.

Vernon Betkey  
NLELP Program Manager



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# Best Practices



## Real-Time Officer Activity Reporting

BY LORI BOUNDS

**THE MINNESOTA OFFICE OF** Traffic Safety (OTS) partnered with the city of Saint Paul and the Saint Paul Police Department to create a statewide web-based reporting system: Real-Time Officer Reporting (ROAR). ROAR collects information about arrests, citations, and warnings issued by officers during grant-funded "Toward Zero Deaths" (TZD) overtime enforcement shifts.

Research has shown that traffic enforcement efforts have a long lasting effect on driver behavior if there is also increased public awareness. Reporting arrest activity raises the perceived risk of arrest, resulting in higher driver compliance with traffic laws. ROAR supports the grant program's goal of High Visibility Enforcement (HVE) by providing accurate and complete enforcement data in order to quickly release statistics about enforcement activity for post-earned media of their TZD-HVE campaigns.

Key features of the ROAR system include:

- Capturing and storing traffic stop information.
- Producing officer activity logs.
- Allowing "real-time" access to grant funded enforcement activity.
- Tracking and reporting total grant-funded enforcement traffic stops.
- Tracking officer training to ensure compliance with grant training requirements.
- Reducing administrative costs for law enforcement agencies.
- Providing analytical tools needed to evaluate officer, agency, and program performance and effectiveness.

Officers, deputies, and troopers are able to access and maintain their own individual web-based TZD traffic enforcement data. More than 300 Minnesota law enforcement agencies used ROAR in 2014, and traffic enforcement data that had taken hours to gather is now available with just a click of a button.

LELs interested in more information about ROAR can contact Lori Bounds at the Minnesota Office of Traffic Safety, [lori.bounds@state.mn.us](mailto:lori.bounds@state.mn.us).

*Lori Bounds is a Coordinator with the Minnesota Office of Traffic Safety.*

## DDACTS Helps Lower Sheboygan Crime Rates

BY KURT ZEMPEL



**SHEBOYGAN, WISCONSIN,** sustains lower crime and crash rates with continued use of Data-Driven Approaches to Crime and Traffic Safety (DDACTS). Since adopting the DDACTS model in 2010, the Sheboygan Police Department has experienced substantial declines in both Part I UCR crimes and overall motor vehicle crashes.

The City of Sheboygan saw a 20 percent drop in Part I crimes in the first year of implementation alone, with a 31 percent reduction from 2009 to 2013. Motor vehicle crashes have also been well below their historical averages.

These results are certainly not unique to Sheboygan, since many agencies using DDACTS have shared in the same type of success. But what the Sheboygan experience does show is that the success can be directly attributed to the hot spot identification and high-visibility enforcement (HVE) strategies

Traffic enforcement data that had taken hours to gather is now available with just a click of a button.

# Best Practices

that DDACTS requires, particularly when it comes to prevention of opportunistic crimes like thefts and burglaries.

So how do we know the decline in crimes and crashes is not simply the continuation of other societal trends, or that other law enforcement initiatives or economic factors happening simultaneously have had more of an impact?

In the first three years of using the DDACTS model, the Sheboygan Police Department was able to use grant funds to support extra overtime patrols to conduct HVE in five identified hot spots. However, the patrols were not scheduled for every month, but rather selected to put the extra officers on the road during the times of the year when crimes and crashes had historically been higher.

By comparing the numbers of reported crimes for the months during which DDACTS patrols were conducted against months in which no DDACTS activity was scheduled, the department found an average of 17 fewer UCR Part I crimes during months of DDACTS activity. When breaking down the opportunistic crimes especially targeted by the HVE patrols, there were five fewer burglaries and 23 fewer thefts on average in months with the DDACTS patrols, and this relationship was found to be statistically significant.

Taking into account the average property loss experienced by victims of thefts and burglar-

ies, DDACTS is estimated to have helped prevent more than \$292,000 annually in stolen property for Sheboygan residents. But the savings from DDACTS go well beyond property loss. Though crime-specific investigative costs are difficult to pin down, there is undoubtedly substantial investigative time, equipment costs, incarceration costs, court overtime, support staff expense and more that are avoided because these crimes were prevented.

This experience has prompted the Sheboygan Police Department to fully integrate the DDACTS guiding principles into daily operations. Now as many as half of the on-duty officers are assigned to conduct proactive, high-visibility enforcement in identified hot spot areas on any given day, and command staff has the data to make deployment decisions that have the greatest impact on preventing crimes and crashes where and when they occur.

*Kurt Zempel is a Patrol Sergeant with the Sheboygan (WI) Police Department.*

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## Achieving Safety with Multi-state Campaigns

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**By Steve Cardarella**

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### **DURING 2014, THE 6-STATE**

Trooper Project, which encompasses the states of Indiana, Kentucky, Michigan, Ohio, Penn-

sylvania and West Virginia, initiated six High Visibility Enforcement campaigns (HVEs), targeting speed, safety belts, DUI (OVI), distracted driving and criminal and marijuana interdiction and eradication. These multi-state law enforcement partnerships provide combined and coordinated law enforcement and security services in the areas of highway safety, criminal patrol and intelligence sharing.

The Indiana State Police, Pennsylvania State Police and Ohio State Highway Patrol recently conducted an I-70 corridor HVE targeting speed, safety belts and DUI (OVI). This HVE resulted in 762 speed and 113 safety belt citations, as well as 30 DUI (OVI) arrests.

Each 6-State Trooper Project initiative includes state media releases prior to and after the scheduled HVE. Media releases provide pertinent state crash data and rationale for the combined traffic enforcement effort. Prior to the I-70 corridor HVE, the Ohio Highway Patrol informed motorists that there were a total of 61 fatal I-70 corridor crashes in their state from 2009-2013, including three that involved alcohol and/or drugs.

The final 2014 6-Trooper Project campaign was a DUI (OVI) enforcement effort that

# Best Practices

ran from December 5–7. All 6-State Trooper Project members participated during this campaign. This effort included 178 saturation patrols resulting in 651 OVI (DUI) arrests, while an additional 37 checkpoints were conducted. During a similar effort during 2013, the 6-State Trooper Project apprehended 548 impaired drivers.

*Steven Cardarella is the NHTSA Region 5 LEL (Contractor).*

## Taking on the Challenges of Drugged Driving

By Chuck Hayes

**THROUGH THE YEARS MUCH** emphasis has been placed on deterring impaired driving, especially the alcohol-impaired driver. The combined efforts of groups such as the National Highway Traffic Safety Administration (NHTSA), the Governors Highway Safety Association (GHSA), and Mothers Against Drunk Driving (MADD), have made substantial progress in addressing the challenges of alcohol-impaired driving. But today, officers and highway safety advocates have another challenge: the *drugged driver*.

While illegal drugs are a major cause of impaired driving, legal drugs are posing a serious threat on our roadways as well. As with alcohol, drugs—whether

legal or illegal—affect people differently depending on dosage, frequency of use, drug type, and factors such as combining drugs.

In many areas around the country, police officers have had a limited ability to properly identify a driver impaired by drugs other than alcohol; however, with the assistance of various organizations including NHTSA, the Office of National Drug Control Policy (ONDCP), and the International Association of Chiefs of Police (IACP), law enforcement and prosecutors can receive the training needed to detect drugged drivers and obtain convictions in court.

Working in partnership with NHTSA and State Highway Safety Offices, the IACP administers the Drug Evaluation Classification (DEC) Program, which trains officers as drug recognition experts (DREs). Today, all 50 states participate in the DEC Program. In 2013-2014 alone, 131 DRE schools trained more than 2,300 officers, bringing the total of credentialed DREs to over 7,000 nationally.

Realizing that not all police officers will become DREs, NHTSA, working with the IACP and other partners, developed the 16-hour Advanced Roadside Impaired Driving Enforcement (ARIDE) curriculum. ARIDE is available through two training methods: traditional classroom training or online training.

ARIDE is designed for law enforcement officers who have an interest in increasing their impaired driving knowledge and skills, particularly as it relates to drugged driving. The online version is a self-paced curriculum and is available to law enforcement officers free of charge. It allows law enforcement agencies the opportunity to offer advanced training to their officers without incurring a cost for travel or registration fees. The course is designed to provide enhanced knowledge of drugged driving behavior to line officers in order to improve their detection skills and to make DUI-drug referrals to DREs. Additional information regarding online ARIDE is available at [tsilearn.dot.gov](http://tsilearn.dot.gov).

Many law enforcement agencies now encourage their officers to attend either the classroom ARIDE training or participate in the online version. Since the inception of the ARIDE curriculum in 2009, approximately 2,200 courses have been conducted nationally and more than 43,000 officers trained.

As impressive as these training numbers are, many officers still need this type of training. The IACP welcomes the assistance of the LELs in promoting both ARIDE and DRE training to meet today's challenges of drugged driving.

The national 2015 IACP ARIDE

**The IACP welcomes the assistance of the LELs in promoting both ARIDE and DRE training to meet today's challenges of drugged driving.**



# Best Practices

and DRE training calendar is available at [www.decp.org/training/2015\\_Training\\_Schedule.pdf](http://www.decp.org/training/2015_Training_Schedule.pdf).

*Chuck Hayes is DEC Program Regional Operations Coordinator, Law Enforcement Operations and Support for the International Association of Chiefs of Police.*

## Oregon Puts Safety First

By Troy E. Costales

**SAFETY IS AN INTEGRAL PART** of our culture in Oregon. Whether it's leading the nation in percentage of safety belt usage (98.18 percent) or using an innovative, systematic approach to maximize safety investments, Oregon puts safety first. In fact, after 50 years of being worse than the national average, Oregon has for 12 straight years experienced a crash fatality rate that is less than the national average. And we continue to see record low serious injuries and fatalities.

It takes a champion-caliber team to reach these records. In addition to a broad range of Oregon Department of Transportation staff, our team includes Oregonians who share our passion for transportation safety such as the Oregon Transportation Commission. The Commission is a governor-appointed group of volunteers, who set state transportation policy. There are also

three statewide citizen advisory groups that work on safety improvements, and then other individuals committed to sharing the importance of personal responsibility. All support the same goal; to eliminate traffic injuries and fatalities through cooperative, systematic and strategic efforts.

Our Transportation Safety Action Plan (TSAP) guides what we do. The TSAP is developed and updated with input gathered from community meetings and stakeholder review. This process ensures a shared ownership of safety targets, and provides the basis for our successful community-based efforts.

For 20 years, our program has focused on making safety belt use in Oregon a cultural norm. Using a multi-tiered approach of community outreach, strategic grant programs, consistent enforcement efforts and targeted education, we have increased the use of safety belts in Oregon from 50 percent in 1990 to more than 98 percent today. But it doesn't stop there; the team consistently evaluates efforts, reviews data and looks for ways to improve on new and existing programs.

"We're pleased to see Oregonians buckling up more and more, but we won't stop emphasizing the need for safety belts, child safety seats and boosters until we have zero fatalities on our roads," ODOT Director Matt Garrett has

said.

Using the TSAP as our guide, we follow a strategic planning approach to improve safety and work toward our aggressive goal of reducing traffic fatalities in Oregon from the 2009 rate of 10 fatalities per 100,000 people to 9.25 per 100,000 in 2020. Annual performance and evaluation plans ensure continuous refinement and improvement.

With a shared plan, goals and safety targets—and wide community support—we are able to achieve all-star results. Our continued reduction in fatalities is directly tied to the improvements Oregon has brought about through enhanced enforcement, responsive engineering, ongoing education and well-trained emergency response—as outlined in our TSAP. And all of this is possible because of ODOT's dedicated staff, our committed partners and thousands of volunteer safety advocates around the state.

Much work remains, but Oregon's efforts are clearly paying off.

*Troy E. Costales is Transportation Safety Division Administrator at the Oregon Department of Transportation.*

# First Person

## Remembering Jim Allison

By Robert J. Archuleta

### NEW MEXICO LAW ENFORCEMENT

Liaison Jim Allison passed away November 18, 2014, after a battle with cancer. Jim's career in traffic safety began in 1970 as a patrolman with the New Mexico State Police. He retired from the New Mexico State Police in 1993 having achieved the rank of Lieutenant Colonel during his career. In September 1993, he joined Safer New Mexico Now and became a champion for traffic safety for the state of New Mexico. His responsibilities included occupant protection initiatives, child passenger restraint instruction and programs, as well as impaired driving initiatives.

Jim served as a law enforcement liaison before the LEL program was officially established. As the LEL program developed, he became a leader in soliciting and working with law enforcement to adopt highway safety programs and grants.

Jim's service as a leader and friend to the law enforcement community and all traffic safety partners and professionals for over 44 years will be remembered by all who had the opportunity to know and work with him.

*Robert J. Archuleta is Director of the New Mexico Traffic Safety Bureau.*



As the LEL program developed, he became a leader in soliciting and working with law enforcement to adopt highway safety programs and grants.



**Engineering**

**EMS**

**Enforcement**

**Education**

# Solutions and Counter- measures

**In a RSA, a multi-disciplinary team considers both human factors and engineering at crash hot spots.**

## **Crash Causation Data: Fishing Hole or Black Hole?**

**By Craig Allred**

**LOCATIONS WHERE THERE** are frequent crashes resulting in injuries or death often go unidentified. Law enforcement crash investigations usually search for the cause of the crash, and insurance carriers want to find the party at fault so they can settle customers' claims. Once a crash investigation is concluded, the next step should be to examine whether there are roadway enhancements that could improve safety at crash locations.

While highway safety programs have accelerated safety, the next step is to conduct "Road Safety Assessments" (RSAs). In a RSA, a multi-disciplinary team considers both human factors and engineering at crash hot spots.

It usually takes at least three to five years of crash data (excluding fatalities) to identify trends that the engineers can address with countermeasures. While enforcement is a response- and action-oriented profession, engineers

work slowly and deliberately, often studying locations for years prior to implementing countermeasures. This is due in part to their need to navigate environmental, planning and funding processes before taking action.

Law enforcement can often spot possible trends much faster than the multi-year data collection and review process. Building a better rapport between law enforcement and transportation/public works agencies has the potential to cut years off of this extended process.

Engineers examining data often fail to see the complete picture. Locations off by as little as 100 feet may present a different picture to engineers, as can incidents classified with human factor violations such as "speed too fast," "failure to maintain control" or "improper turning."

We need to look beyond the crash and ask whether there are solutions—many of which are low cost—to improve the location. For example, enhancements in guidance signs may be beneficial when crashes at a location involve a greater proportion of visitors rather than locals. Similarly, if red light

violations are higher at a certain location, it could indicate trouble with signal timing or a need for back-plates around the signal head to reduce sun glare.

The Federal Highway Administration has a half- or one-day workshop on "*Engineering for Law Enforcement*" to help understand how an engineer thinks and reacts, giving a basic understanding of traffic sign and signal requirements and operations, roadside hardware, speed management, and other "hard side" secrets.

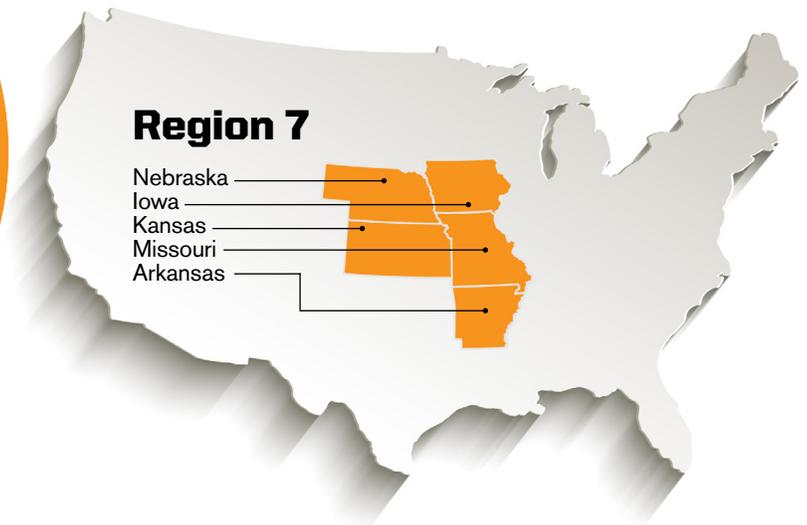
LELs are encouraged to use the RSA tool and training as they work with law enforcement agencies to reduce crashes, deaths and associated injuries.

Contact Craig Allred at the FHWA Resource Center, [craig.allred@dot.gov](mailto:craig.allred@dot.gov) or (303) 434-3366, with comments or questions or learn more about the Engineering for Law Enforcement workshop.

*Craig Allred is a Transportation Specialist at the FHWA Resource Center.*

# Regional Spot light

One of the biggest challenges for all states in Region 7 is increasing seat belt usage in the rural areas. Three of the five states have a primary seat belt law (AR, IA and KS).



## Cooperation and Evidence-based Enforcement in Region 7

By Bill Sullivan

**NATIONAL HIGHWAY TRAFFIC** Safety Administration (NHTSA) Region 7 is in the middle of the nation and encompasses the states of Arkansas, Iowa, Kansas, Missouri and Nebraska. While the majority of law enforcement agencies in the region serve small towns and rural farm areas, some of the larger metropolitan areas include St. Louis and Kansas City, Missouri; Omaha, Nebraska; Little Rock, Arkansas; Des Moines, Iowa; and Wichita, Kansas.

The Region 7 office, led by Susan de Courcy, is located in downtown Kansas City, Missouri and partners with State Highway Safety Offices (SHSOs) to save lives and reduce injuries throughout the region. Cooperation and evidence-based enforcement are the cornerstones of the region's

traffic safety efforts. The SHSOs are actively engaged in working to make their roadways safer through program innovation and using teamwork with law enforcement and other traffic safety partners.

One of the biggest challenges for all states in Region 7 is increasing seat belt usage in the rural areas. Three of the five states have a primary seat belt law (AR, IA and KS).

Local law enforcement agencies in the metropolitan Kansas City area launched "Operation Impact" in 1990, a multi-jurisdictional metropolitan coalition of traffic law enforcement officers and other traffic safety partners that coordinate enforcement and media events to make their entire metro areas safer for the motoring public. Three other large metropolitan areas in the region (St. Louis, Wichita and Little Rock) have also started Operation Impact initiatives to emulate what Kan-

sas City has been doing for over 25 years—working to ensure that drivers in the entire metro area understand that traffic laws are aggressively enforced, no matter what the jurisdiction.

Region 7 also held the first-ever Data-Driven Approaches to Crime and Traffic Safety (DDACTS) implementation workshop in June 2010 at the Shawnee (Kansas) Police Department in the suburban Kansas City metropolitan area. Three other implementation workshops have been held since that time, and several agencies now use DDACTS as their operational deployment model.

Not only is Region 7 full of friendly people and is a great place to live and work or visit, the citizens and motoring public are well served by the traffic safety partners throughout the region.

*Bill Sullivan is the NHTSA Region 7 LEL (Contractor).*

# Partner Spot light

**NOYS amplifies the voice of youth and puts their concerns on the table with those that value their perspective.**

## National Organizations for Youth Safety

**THE NATIONAL ORGANIZATIONS** for Youth Safety (NOYS) was founded in 1994 with a mission to build partnerships to save lives, prevent injuries and promote safe and healthy lifestyles among all youth while encouraging youth empowerment and leadership. Working with government agencies, national nonprofit organizations, members of industry and other partners that focus on health and safety issues of youth ages 13-21, NOYS amplifies the voice of youth and puts their concerns on the table with those that value their perspective.

NOYS and its members maintain a strong focus on traffic safety because car crash data continue to show that more youth are fatally injured in automobiles than by any other means. Additionally, NOYS works on broader issues related to injury prevention as well as prevention of substance abuse and violence. NOYS functions as an umbrella organiza-



tion, supporting, strengthening and promoting our membership through professional development, communication and recognition. As a coalition, we work together to develop educational activities and campaigns, share best practices and research findings and advance emerging issues of critical importance.

Youth work with law enforcement officials at all levels (local, county and state) to promote traffic safety and good driving habits for all drivers through initiatives such as:

- **Seat Belts Save**, ([www.seatbeltssave.org](http://www.seatbeltssave.org)) a challenge developed with funding from the National Highway Traffic Safety Administration, in which motivated youth teams host random seat belt inspections at their high schools. Competing for cash prizes provided by the National Road Safety Foundation, schools conduct creative educational campaigns to improve seat belt usage rates. Law enforcement officers across the country provided support and expertise to the fall challenges. The Spring 2015 Challenge starts on March 17.
- **Reality Check**, ([www.checkyourreality.org](http://www.checkyourreality.org)), a web-based resource designed to inspire conversations

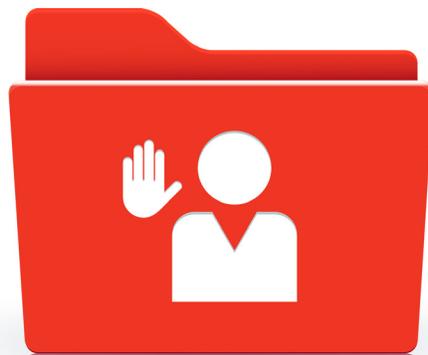
between teens and adults on the dangers of underage drinking and driving. From Town Hall presentations and assemblies to smaller dialogues, Reality Check discussions are meant to provide a practical context for what can be difficult talks between parent and teens. Teens across the country will be hosting Reality Checks in May 2015 as part of Global Youth Traffic Safety Month.

- **Teen Safe Driving Summit**, a national summit hosted by NOYS each year in Washington, D.C., during which teams of youth leaders and their advisors from across the country come together to learn about data, discuss trends and receive the tools and training needed to host similar educational summits in their communities. The next national summit will be held on October 19.

The success and reach of these programs are directly tied to the level of community involvement in the youth efforts, particularly that of law enforcement. LELs may find out what is happening in their community by contacting Elizabeth Vermette, Director of Traffic Safety Programs at (571) 271-8832.



# Tips to Testify



## Tone, Tenor and Timing

By Judge Earl G. Penrod

### THE POLICE OFFICER AS A WITNESS

should be mindful that regardless of the substance of what is said on the witness stand, the effectiveness of testimony depends to some degree on how the presentation sounds to the ear of the listener. Although some people have a naturally melodious and pleasant voice, all of us could benefit by improving the tone, tenor and timing of our verbal communications.

As to tone, a witness should be sure to speak in a pitch that is natural and comfortable. Although a deep, resonant voice may sound more authoritative to some, a person who does not normally speak in such fashion must be careful to avoid a dramatic shift in pitch during a vigorous cross-examination. Suffice it to say, it does not enhance credibility for a witness to sound like Darth Vader on direct examination but Alvin and the Chipmunks when pressed on cross-examination. In short, the officer should speak in a strong, clear voice in a comfortable tone.

As to tenor, the witness should be sure to convey the legitimate point and purpose of the testimony by sounding

engaged and interested. A witness is helping present a narrative to the judge or jury and the officer's voice must support the legitimacy of the specific testimony as well as the overall presentation.

An effective witness must be aware of the timing and pace of the testimony. Specifically, a witness must allow the questioner to completely finish asking the question and the witness should then pause briefly before answering. Further, witnesses should consciously try to slow down while testifying and be particularly careful to speak in a more measured pace when the testimony relates to something the witness says on a regular basis but may be unfamiliar to the listener.

**Tip to testify: Effective testimony depends not only upon what is said but how it sounds: tone, tenor and timing.**

*Judge Earl G. Penrod is a justice with the Gibson Superior Court in Indiana, and an ABA/NHTSA Judicial Fellow.*





# Training & Research

## 2015 NLELP Webinar Series Announced

### THE LEL WEBINAR SERIES TECHNICAL

Advisory Group, which is made up of regional and state LEL volunteers, recently met to develop topics for a 2015 LEL webinar series. The series includes monthly webinars developed in partnership with the National Highway Transportation Safety Administration (NHTSA), as well as best practices and emerging topics affecting LELs. The group considered a large variety of program suggestions and decided on the below schedule. The full

webinar titles, descriptions, dates and presenters are currently under development, and the finished schedule is targeted for completion in February. Each session will be recorded and posted to the [www.NLELP.org](http://www.NLELP.org) website. Thanks to Ted Minall, Region 1 LEL; John Coyle, Region 2 LEL; Bill Sullivan, Region 7 LEL; Mike Brining, OH LEL; Scott Kristiansen, IL LEL; Pete Abrams, WY LEL; Steve Wright, KY LEL; Kyle Wills, OK LEL; and Bob Stevens, NC LEL for their participation on the team.

### FEB. 11, 2015

**Officer Safety Driving, Seat Belts, Move Over**

### MARCH 2015

**National and State Law Enforcement Challenges**

### APRIL 22, 2015

**Click It or Ticket, Distracted Driving, Evidence Based Enforcement—Supporting SHSO Planning**

### MAY 2015

**DUI... A to Z**

### JUNE 2015

**The DDACTS Model**

### JULY 29, 2015

**Drive Sober or Get Pulled Over, (Impaired Driving) HVE**

### AUGUST 2015

**The Unintended Consequences of Legalized Marijuana**

### SEPTEMBER 2015

**Use of Incentives to Motivate Law Enforcement**

### OCTOBER 2015

**Effective Strategies for Recruiting Law Enforcement Leadership and Agency Participation in Highway Safety Programs**

### NOVEMBER 4, 2015

**Holiday Crackdown**

### DECEMBER 2015

**Remedying Racial Profiling**

## New Research

### Motor Vehicle Crash Injuries—Costly but Preventable

The October 2014 Edition of the CDC Newsletter, *Vital Signs*, sums up the cost of a motor vehicle crash. Americans spend more than 1 million days in the hospital each year from crash injuries, which in 2012 totaled \$18 billion in lifetime medical costs. Lifetime work lost because of 2012 crash injuries cost an estimated \$33 billion.

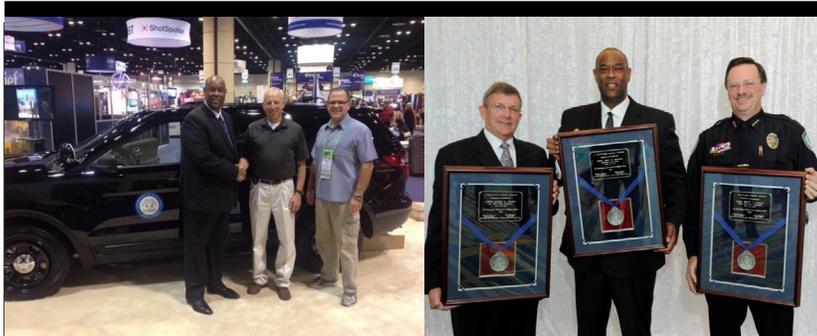
[www.cdc.gov/vitalsigns/crash-injuries/index.html](http://www.cdc.gov/vitalsigns/crash-injuries/index.html)



# Awards & Events



**Photo on left:** Washington State Patrol Chief John Batiste, along with WSP's Trooper of the Year Tyler Fryberger and Assistant Chief of Field Operations Ron Rupke, are shown in front of the 2015 Ford Interceptor Utility won by the agency.



**Photo on right:** J. Stannard Baker Award Winners Chief Daniel Sharp, Oro Valley Police Department (AZ); Chief John Batiste, Washington State Patrol; and Chief Brett Railey, Winter Park Police Department (FL).

## IACP Recognizes NLEC Winners, J. Stannard Baker Honorees

**THE FIRST PLACE WINNERS** of the National Law Enforcement Challenge were honored this past October at the Highway Safety Awards Breakfast held at the 2014 IACP Conference in Orlando, FL. While many top agencies were recognized, individual kudos go out to the California Highway Patrol for being honored with five separate awards that included:

- 1st place, State Police/Highway Patrol 1,501 or More Sworn
- Special Award for Distracted Driving
- Special Award for Impaired Driving
- Vehicle Theft Award of Merit, Individual Recognition—Investigator Ryan Cain
- Vehicle Theft Award of Merit,

Multi-Agency Task Force Recognition Foreign Export and Recovery (shared with five partner agencies/task forces)

The Washington State Patrol not only finished first in the State Police 501 to 1,500 category, but also drove away in the ultimate prize, a 2015 Ford Interceptor Utility fully equipped for road patrol use.

The J. Stannard Baker Award was also presented at the breakfast to three police chiefs for their lifetime achievements in highway safety: Chief Daniel Sharp, Oro Valley Police Department (AZ), Chief John Batiste, Washington State Patrol and Chief Brett Railey, Winter Park Police Department (FL). Congratulations to the three Champions of Highway Safety!

### This year's winners were:

Agency Category	Winning Agency
Municipal 1-25	Geneseo (NY) Police Department
Municipal 26-75	Peachtree City (GA) Police Department
Municipal 76-250	Roanoke County (VA) Police Department
Municipal 251 or More	Henrico County (VA) Police Division
Sheriff 1-50	Westmoreland County (VA) Sheriff's Office
Sheriff 51-250	St. Mary's County (MD) Sheriff's Office
Sheriff 251 or More	Shelby County (TN) Sheriff's Office
State Police/Highway Patrol 1-500	Nebraska State Patrol
State Police/Highway Patrol 501-1,500	Washington State Patrol
State Police/Highway Patrol 1,501 or More	California Highway Patrol





# NHTSA Campaign Calendar

## FEBRUARY

### FEBRUARY 1

#### SUPER BOWL XLIX IMPAIRED DRIVING MESSAGING

Primary Message: *Fans Don't Let  
Fans Drive Drunk*

On Super Bowl Sunday alone, 40 percent of fatalities from motor vehicle crashes were connected to drunk driving.

## MARCH

### MARCH 17

#### ST. PATRICK'S DAY IMPAIRED DRIVING MESSAGING

Primary Message: *Buzzed Driving Is Drunk Driving*

St. Patrick's Day is prime time for impaired driving fatalities; in 2010, 80 percent of the holiday's drunk driving deaths involved drivers who were nearly twice the legal limit.

## APRIL

#### NATIONAL DISTRACTED DRIVING AWARENESS MONTH

Primary Message: *U Drive. U Text. U Pay*

In recognition of April's National Distracted Driving Awareness Month, NHTSA is planning a number of activities, from a high visibility enforcement campaign to advertising on television, radio and digital properties to social media campaigns.

## MAY

#### MOTORCYCLE SAFETY AWARENESS MONTH

Primary Message: *Share the Road with Motorcyclists.*

Motorcyclists have all the same rights and privileges as any motor vehicle driver on the roadway. Drivers are reminded to safely "share the road" with motorcyclists and to be extra alert to help keep motorcyclists safe.

## BICYCLE SAFETY MONTH

Primary Message: *Bicycle Safety*

We can all play a part in being a "Roll Model" to decrease the risks of traffic crashes and preventable injuries and deaths.

## MAY 5

#### CINCO DE MAYO IM- PAIRED DRIVING MES- SAGING

Primary Message: *Buzzed Driving is Drunk Driving*

Cinco de Mayo has become a big night out for many, particularly among young adults. But it is also a very dangerous night out because of alcohol-impaired drivers

## MAY 11-25

#### CLICK IT OR TICKET NATIONAL ENFORCEMENT MOBILIZATION

Primary Message: *Click It or Ticket*

Seat belts have helped save thousands of lives. Sadly, one in five Americans fail to regularly wear a seat belt. By maintaining the *Click It or Ticket* brand and awareness, we will continue to reduce seat belt fatalities on America's roads.

For many more resources to help you with your traffic safety marketing and messaging, visit [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).