


Increasing Impaired
Driving Enforcement
Visibility
Tuesday, April 29, 2014

Case Study

Southeast Wisconsin
Drunk Driving
Task Force


STOP, TEST AND ARREST



On November 20, 2007 a MADD (Mothers Against Drunk Driving) state progress report listed Wisconsin as having the highest percentage of traffic fatalities involving a drunk driver...The worst in the nation. MADD identified 3 primary causal factors for this ranking:

- A weak ignition interlock law
- A first OWI offense that is not classified as a crime-Wisconsin is the only state that a first offense is not a crime. It's just a civil forfeiture.
- No sobriety checkpoints


Law Enforcement felt this report was unacceptable



Milwaukee & Waukesha County Law Enforcement Decided It Was Time To Stop This Carnage On The Freeway

- Milwaukee County Sheriff's Office Lead Agency
- 15 agencies invited to join together
- Plan is formed
- Every agency involved in the plan
- Command staff is perfect fit


The project will be presented to 15 agencies



High Visibility Enforcement

High Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors. It combines highly visible law enforcement targeting a specific traffic safety issue, visibility elements and a publicity strategy.

(NHTSA HVE Toolkit, www.nhtsa.gov)



High Visibility Enforcement

High Visibility Enforcement (HVE) is


Intense: Enforcement activities are over and above what normally takes place.

Frequent: Enforcement occurs often enough to create general deterrence and voluntary compliance.

Visible: A majority of the public sees or hears about the enforcement.

Strategic: Enforcement targets high risks locations during high risk times.

(NHTSA HVE Toolkit, www.nhtsa.gov)



High Visibility Enforcement

(HVE) COMBINES

- Enforcement
- Visibility Elements
- Communications/Media/Publicity




High Visibility Enforcement

How can you implement or Enhance your Agency's HVE

Type of Enforcement and Location

Media and Publicity (earned and paid)

Visibility Elements




High Visibility Enforcement

Placement

Put cops on the dots in Data Driven Locations and Highly Visible Locations


- Data Driven Location
- Highest Concentration of Alcohol-Related Crashes and OWI Arrests
- High Traffic Volume and Visible Location



High Visibility Enforcement

Type Of Enforcement
Problem ID


<ul style="list-style-type: none"> • Checkpoint • Saturation Patrol • Wave • Integrated 	<ul style="list-style-type: none"> • Single Agency • Multi-Jurisdictional • Specific Location • General Traffic Enforcement
---	---



High Visibility Enforcement


- Aggressively seek out impaired drivers
- Zero tolerance for impaired drivers in Milwaukee and Waukesha County
- Targeted enforcement
- Hours of operation coordinated with national studies indicating the need for OWI enforcement during (2000-0400) hours (**Not only impaired drivers**)

Concentrated and coordinated Effort



High Visibility Enforcement Approach

- OWI Task Force Members wear specially marked highly reflective vests
- Drunk Driving Enforcement Zone Pop-up Traffic Signs, Electronic Message Boards, Billboards, Business Marques
- Specially marked squads
- Magnetic HVE bumper stickers on squads
- Visible command post
- FST/PBT – Tint Meters
- Special Terminology used (OWI, Drunk Driving Task Force)
- Officers hand out business cards that explain the project




High Visibility Enforcement



The graphic features a diamond-shaped sign that reads "DRUNK DRIVING ENFORCEMENT ZONE". Below the sign are three high-visibility reflective vests with "TASK FORCE" printed on them. In the bottom left corner, there is a small logo of a beer glass and a car.

Drunk Driving Enforcement Zone

Milwaukee County Sheriff's Office
Bayside
Cudahy
St. Francis
Franklin
Greendale
South Milwaukee
Wauwatosa
West Allis
WI State Patrol
City of Brookfield
Town of Brookfield



**Driving Drunk?
Buzzed?
You **WILL**
be caught.**

The Southeast Wisconsin Drunk Driving Task Force
STOP, TEST AND ARREST.

Drunk Driving Enforcement Zone




Sat, Sept 26th

The Southeast Wisconsin Drunk Driving Task Force **STOP, TEST AND ARREST.**



High Visibility Enforcement

Paid Media: Advertising you purchase on TV, the radio, and print, etc. Paid advertising gets the attention of the target audience to support your enforcement efforts.




High Visibility Enforcement Media and Publicity

Earned media: Publicity you get for free. Earned media keeps your message in the community.

Press Releases


- Each Agency Has Opportunity To Submit Release
- Encourage Agencies To Keep It Interesting
- Present One Consistent Message
STOP, TEST, ARREST
- Promote Project And Educate Public



High Visibility Enforcement

Visibility Elements


HVE incorporates enforcement strategies, such as enhanced patrols using visibility elements designed to make enforcement efforts obvious to the public. The goal of HVE is to make the motoring public aware of your enforcement efforts and create deterrence. When the perceived risk of getting caught by law enforcement goes up, the likelihood that people will engage in unsafe driving behaviors goes down.



High Visibility Enforcement


Partners

- Community Coalitions
- Victim/Witness Coordinator's
- Help with public awareness
- Support OWI Enforcement efforts and team
- Facilitate partnerships
- Act as liaison



High Visibility Enforcement

Community support may enhance an effective HVE program. Building partnerships with advocacy groups, etc may help provide the public support for increased law enforcement aimed at protecting a community from unsafe drivers. Each partnership brings different strengths and abilities to the table-together, they can greatly enhance your HVE efforts.



Thank You For Your Time And Commitment to
Public Safety

Special Thanks To:
Kari Kinnard-NHTSA
Dwight Lockwood-NHTSA



Contact Information

William A. Brown

414-788-8663

William.brown@milwaukeecountywi.gov
