About the presenters

Commander Chris Olson

- Twenty-seven years of law enforcement experience
- IACP Traffic Officer Safety Subcommittee member
- Traffic and Special Operations Commander
- Former Motor and K9 Handler
- M.Ed. Human Relations
- FBINA 244th Session Graduate

Why is this so important?
Cost and quality of life

$1 Trillion in loss of productivity and loss of life (2014 NHSTA study on 2010 crashes)
Medical expense claims continue to rise faster than the rate of inflation (Insurance Research Council)
Average auto liability claim $3,231 (ISO Verisk Analytics)
Average bodily injury claim $15,443 (ISO Verisk Analytics)
37,461 killed in 2016 (NHTSA)
On average 2.43 million injured (2003-2013)

How do we move traffic crashes to the other column?

Priority concerns for Chief’s of Police

Traffic Safety
Opioids/Drugs
Firearms
Tobacco/Vaping
School Violence

Why is traffic safety so important?
The need to change our approach and mindset
PREVENTION not REDUCTION
&
TRANSPARENT ENGAGEMENT
**KANE County HiVE Campaign**

In association with ILACP and partners

- 1078 Posters, Flyers
- 7 Press Conferences
- 13 Press Releases
- 80 SM Posts

**Cheyenne Wyoming PD**

2018 AGENCY GOALS

Goal #1

- Crash Prevention
- Reporting
- Public Awareness
- Action
- Training

Purpose

Build positive relationships

Inform public of outcomes

Enforce and Educate

**The HiVE Model**

- Purpose
- Training
- Reporting
- Public Awareness
- Enforcement
- Educate
Local News Investigates

Statistical Information

Oracle and Magee – 45 crashes each year
Oracle and Suffolk – 33 crashes each year
Oracle/Magee/Suffolk had 268 crashes over a three year period
Represents approx. 20% of all crashes within the Town.

UAV footage

PEAK AM Oracle and Magee
PEAK PM Oracle and Suffolk

UAV footage

Oracle/Magee & Oracle/Suffolk

Problem Identification Continued...

Key Focus

Develop Relationships

Change driving behavior by:

- Raising awareness – bring a lot of attention to the problem
- Being highly visible – flood the area with motorcycle officers
- Demonstrate intent – not a “ticket writing campaign”
- Be transparent – forewarn the public about the deployments and publish all police activity after each deployment.

Purpose
The Oro Valley Police Department High Visibility Enforcement (HiVE) program is a data-driven approach to prevent injury collisions at intersections with high collision rates. The program places 5-6 motorcycle officers in and around high collision intersections during peak travel times. All deployments are advertised through print, radio, and TV in advance so motorists are aware of the elevated police activity. This is a critical component of HiVE, since the goal is to increase awareness and safety. The program is not designed to be a "ticket writing" campaign and most of the traffic stops result in warnings. The educational approach is designed to instill trust between the public and police department. The officers are instructed to be visible during all aspects of the deployment; ideally flooding the area to gain the attention of traveling motorists. All data is captured and studied to measure the effectiveness of the program.
Don’t let the media change your message
Make sure your PIO is tenacious

-“Oro Valley police officers working speed zones.”
-“Speed-trap at Oracle and Magee today.”
-“OVPD looking for speeders this morning.”

#SLOWDOWN

Don’t let the media change your message
Make sure your PIO is tenacious

Considerations...

- Extreme weather - HEAT
- When to cancel
  - Less than 5 motors – no more high visibility
  - Major incident within Town – causes motors to leave high visibility zone
- Have a supervisor assigned to every deployment
- Monitor where the officers are making the stops
- Keep a constant “eye on the ball”

Stop location is extremely important
Fraud and Identity Theft

- Ms. Hartjen
- "HiVE" stop for moving violation
- Contraband seen within vehicle
- Subsequent search of vehicle, then resident (w/warrant) resulted in confiscation of dozens of driver’s license and checks with fraudulent names
- Booked on Class 2 and Class 4 felonies.

BE SURE TO INCLUDE IN YOUR REPORTING TO THE MEDIA

Government Officials

Be prepared to answer questions from your government officials

- "Breakdown of activity during the HiVE deployment for the month of April 2014"

Three year report

<table>
<thead>
<tr>
<th>Year</th>
<th>Deployments</th>
<th>Traffic Stops</th>
<th>Stops for Moving Violations</th>
<th>Stops for Equip/Reg Violations</th>
<th>Citations Total</th>
<th>Moving Citations</th>
<th>Non-Moving Citations</th>
<th>Warnings Total</th>
<th>Moving Violation Warnings</th>
<th>Non-Moving Violation Warnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>46</td>
<td>1392</td>
<td>1202</td>
<td>190</td>
<td>369</td>
<td>135</td>
<td>234</td>
<td>1310</td>
<td>1073</td>
<td>237</td>
</tr>
<tr>
<td>2014</td>
<td>50</td>
<td>1561</td>
<td>1262</td>
<td>299</td>
<td>494</td>
<td>230</td>
<td>264</td>
<td>1401</td>
<td>1038</td>
<td>363</td>
</tr>
<tr>
<td>2015</td>
<td>46</td>
<td>1052</td>
<td>735</td>
<td>317</td>
<td>627</td>
<td>264</td>
<td>363</td>
<td>836</td>
<td>480</td>
<td>356</td>
</tr>
<tr>
<td>2016</td>
<td>142</td>
<td>4005</td>
<td>3199</td>
<td>806</td>
<td>1490</td>
<td>624</td>
<td>861</td>
<td>3547</td>
<td>2591</td>
<td>956</td>
</tr>
</tbody>
</table>
In the end...

75 FEWER CRASHES OVER THE 3 YEARS

Five Basic Principles

- **PURPOSE**: Provide officers and the public with the clear mission, "crash prevention." It is essential for all to know that the law enforcement organization is "policing with a purpose." Have a goal in mind, e.g., "20% reduction in crashes."

- **TRAINING**: Instruct police officers on how this mission is to be accomplished. This may involve a "zero tolerance" approach, a purely educational approach, or a combination. Tell officers to build positive relationships with traffic violators.

- **PUBLIC AWARENESS**: Transparency is key. Let the public know exactly when, where, how often, and how many law enforcement resources will be deployed. This will build trust and dispel notions that law enforcement is only involved in a "ticket writing campaign."

- **ACTION**: Follow through on enforcement and educational deployments.

- **REPORTING**: Inform the public of the outcomes. Share all deployment data as soon as possible. Let the public know how many stops were made, how many citations and warnings were issued and for what reasons. Most importantly, let the community know if the campaign worked.