

CHALLENGES WITH SPEED LIMIT ENFORCEMENT



Is Speeding is Cultural?



*Bigger, Faster, Louder,
Meaner!*



Creativity?

- ▣ Oh I thought the sign I 95 meant the speed limit ...glad you didn't catch me over on SR 210 earlier..“
- ▣ I stopped a guy for doing 71 in a 50 because he wanted to get to McDonald's before the breakfast menu ended!
- ▣ A 17-year-old was going 23 over. When I asked him why he was going so fast, he looked me dead in the eye and said, "Because I'm just all kinds of stupid".

Truth?

▣ Cop: “Do you know why I pulled you over Sir?”

“My wife left me for a police officer last year, and I thought you were trying to give her back.”

Or Consequences?

- ▣ According to Insurance.com,
 - Being pulled over for doing 1-14 mph could not only result in a ticket, but it could result in a 10-percent insurance premium increase, based on a national average.
 - Get nailed for 15-29 mph over the limit and expect a 12-percent increase.

Reality

- ▣ Many Law Enforcement agencies constantly battle with having too few Officers/Troopers/Deputies to deal with an ever increasing work load
- ▣ As a result, traffic enforcement can become a secondary function
- ▣ Aggressive speed enforcement can often lead to a negative political reaction

The Future

- ▣ How do we change culture?
 - What is Enforcement's Role
 - ▣ How will this change be perceived?
 - How do we achieve public acceptance
- ▣ We need to use the battle plan that has proven so successful addressing the DWI and Seat Belt issues.....
 - ▣ The TZD 4-E model!

Recipe for Success

- ▣ Stronger and Better Laws coupled with consistent and active enforcement plus a dose of public support will change behavior.
- ▣ Actions:
 - Legislative
 - LE Policy and Departmental Expectations
 - ▣ Visibility is not always enough
 - LE provides the consequence
 - Education---
 - ▣ Why are we doing this and why it is in your best interest to comply.