



Speed Management

Engineering to Enforcement



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Why Traffic Safety

- In 2007:
 - 31 % of fatal crashes involved speed
 - 13,040 lives lost
 - More than 40 billion dollars in losses
 - Only 12% occur on Interstate Highways
 - DUI 40% at .08+ Killed Speeding
- Goal – Safe & Efficient Movement

Accomplishment of Goals – The Three “E”s

- Engineering
 - Rational & Reasonable Speed Limits
- Education
 - Voluntary Compliance
 - Public Support
 - Judicial / Government / Departments (all involved)
- Enforcement
 - Establishing that Education’s Messages should be Heeded



Accomplishing Goals – Engineering

- Speed Limits
- Evaluation of the Best Approach – Law Enforcement's Approach of Throwing Money
- Use Data for Evaluation of the Problem and Establishing the Best Approach
- Calming

Accomplishing Goals – Education

- Public Education – Support
- Develop Stakeholders
- Judicial / Law Enforcement / Legislative / Other Entities
- Buy In of All Involved
- Children
- Seat Belts 30 Years Later
- Must be Continuous

Traffic Enforcement Goals

- Make Money???
 - Judicial / Government Leaders / Law Enforcement / Public
- Reduction of Collisions and Injuries
- Reduce the Speed Spread
- Change Driving Behavior



Accomplishment of Goals

- Money is Wasted and the Message is Lost



Automated Speed Enforcement – Questions?

- Is it legal in my jurisdiction?
- What kind of support is there?
- How much money is there to spend?
- What are the focus problems?
- How much infrastructure support is available for the system?
- Ask for permission or forgiveness?

Automated Speed Enforcement – Vendors

- All have similar products
- Ensure the vendor is established with references and working products
- Other agencies are the best source of information



Establish a Comprehensive Traffic Safety Plan

- ASE used as one part of the overall plan
- Incorporating traditional enforcement
 - Changing perceptions to coincide with ASE
 - Utilize in conjunction or separately
- Educate and motivate your enforcement branch
- Consider unique violators that could provide support from other projects

Enforcement Tools

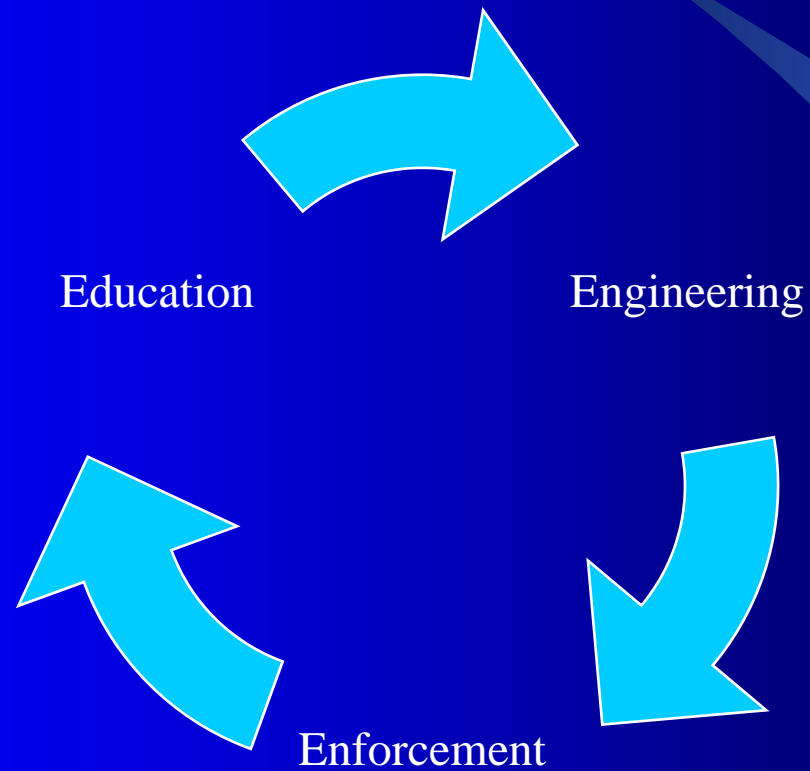
- Provide effective and efficient tools
 - Electronic citations
 - Quicker / Easier (officer and public)
 - Data collection
 - Accuracy / legibility
 - Long term cost savings
 - Modern speed measuring devices
 - Enforcement vehicles

eCitation

Enforcement - Problem Evaluation

- Constantly Evaluate the Program and be Willing to Change
- Keep the Media Interested in your Program
- Is Continued Enforcement going to Solve the Problem?
- Reevaluate Engineering Measures

The Order of Things?



Keys to Success

- Three “E”s
- Data / Legitimate Complaint Driven Deployments
- Continuous Media Exposure / Education
- Always Evaluate and Adjust if Needed

