THE ROAD LESS TRAVELED

NAVIGATING THE ROAD AHEAD

Chief Brett C. Railey (ret)
Lesson #1
Life is Hard -
Choose Your Hard
Life is a Constant Chain of Decision Making
1977 – 79
Florida Highway Patrol
Dispatcher
What Motivated YOU to Specialize in Traffic Safety?

- 2nd cousin decapitated by DUI driver when I was a child
- While an FHP dispatcher on midnight shift, trooper and auxiliary trooper pinned between cars on a traffic stop
- While a campus officer at Rollins College, saw impact of alcohol and drugs on college aged young men and women
May 8, 1981
“Officer Railey spends too much time on DUI enforcement”
Lesson #2
Know Your Stuff
Data is The Stuff

“Without data you’re just another person with an opinion.”

- W. Edwards Deming, Data Scientist
2016 President of the FPCA
Florida lost 2.5 times as many people on its highways than it did at the hands of murderers. In 2014, Florida had 981 murders, yet 2,494 people died in fatal traffic crashes on the state’s roadways.

Florida had the fourth highest rate of breath test refusals in the United States.

Florida ranked third highest in red light intersection fatalities in the United States.

Florida ranked third in the United States in large truck- and bus-related fatalities.

The state’s most vulnerable roadway users—pedestrians and bicyclists—were being killed in traffic crashes at a higher per capita rate than any other state in the United States.
Question 1: Please choose the top 3 issues in policing that you consider most important for 2021 and beyond.

<table>
<thead>
<tr>
<th>Most Important Issues for 2021 and Beyond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increasing public trust in the police</td>
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<tr>
<td>Addressing the call for police reform</td>
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<tr>
<td>Enhancing officer safety and wellness</td>
</tr>
<tr>
<td>Reducing crime</td>
</tr>
<tr>
<td>Managing budget reductions</td>
</tr>
<tr>
<td>Reducing police use of force</td>
</tr>
<tr>
<td>Keeping firearms out of the hands of criminals</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Managing COVID within your dept. and community</td>
</tr>
<tr>
<td>Addressing juvenile crime and delinquency</td>
</tr>
<tr>
<td>Improving traffic safety</td>
</tr>
</tbody>
</table>

Roughly 3.5%
Fatalities and Fatality Rate per 100 Million VMT, 1975-2019


Source - NHTSA 2019 Traffic Safety Facts DOT HS 813 060
## Preliminary Fatalities in 2020

<table>
<thead>
<tr>
<th>Year</th>
<th>Fatalities</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>27,841</td>
<td>-10.3%</td>
</tr>
<tr>
<td>2009</td>
<td>25,631</td>
<td>-7.9%</td>
</tr>
<tr>
<td>2010</td>
<td>24,503</td>
<td>-4.4%</td>
</tr>
<tr>
<td>2011</td>
<td>23,937</td>
<td>-2.3%</td>
</tr>
<tr>
<td>2012</td>
<td>25,304</td>
<td>+5.7%</td>
</tr>
<tr>
<td>2013</td>
<td>24,397</td>
<td>-3.6%</td>
</tr>
<tr>
<td>2014</td>
<td>23,834</td>
<td>-2.3%</td>
</tr>
<tr>
<td>2015</td>
<td>25,998</td>
<td>+9.1%</td>
</tr>
<tr>
<td>2016</td>
<td>27,795</td>
<td>+6.9%</td>
</tr>
<tr>
<td>2017</td>
<td>27,842</td>
<td>+0.2%</td>
</tr>
<tr>
<td>2018</td>
<td>27,460</td>
<td>-1.4%</td>
</tr>
<tr>
<td>2019</td>
<td>26,941</td>
<td>-1.9%</td>
</tr>
<tr>
<td>2020f</td>
<td>28,190</td>
<td>+4.6%</td>
</tr>
</tbody>
</table>

## Preliminary VMT Fatalities in 2020

<table>
<thead>
<tr>
<th>Year</th>
<th>1st Nine Months (Jan–Sep)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>1.26</td>
</tr>
<tr>
<td>2009</td>
<td>1.14</td>
</tr>
<tr>
<td>2010</td>
<td>1.09</td>
</tr>
<tr>
<td>2011</td>
<td>1.09</td>
</tr>
<tr>
<td>2012</td>
<td>1.14</td>
</tr>
<tr>
<td>2013</td>
<td>1.09</td>
</tr>
<tr>
<td>2014</td>
<td>1.05</td>
</tr>
<tr>
<td>2015</td>
<td>1.11</td>
</tr>
<tr>
<td>2016</td>
<td>1.17</td>
</tr>
<tr>
<td>2017</td>
<td>1.16</td>
</tr>
<tr>
<td>2018</td>
<td>1.13</td>
</tr>
<tr>
<td>2019</td>
<td>1.10</td>
</tr>
<tr>
<td>2020*</td>
<td>1.35</td>
</tr>
</tbody>
</table>

*2020 Statistical projections and rates based on these projections.
The Resources

https://www.bjs.gov/content/pub/pdf/ftelea9716.pdf
In either an urban or rural environment, fatal crashes occurring on surface streets far outnumber those occurring on state highways by more than a 6 to 1 margin.

As a rule, Local and County law enforcement officers police surface streets more so than state highways.

Source - Fatality Analysis Reporting
Maslow’s Hierarchy of Needs
As A Nation, How Do We Define Safety?
Traffic Safety IS Public Safety

Reduce Harm & Improve Quality of Life

Crime Prevention & Reduction

Outreach & Community Service

Traffic Safety IS Public Safety
The Real "Safety" Problem

36,560
TRAFFIC FATALITIES

2018 FATAL TRAFFIC CRASH DATA

- IMPAIRED-DRIVING RELATED (10,611)
- UNBUCKLED (10,076) - 2017
- SPEEDING-RELATED (9,378)
- PEDESTRIAN (6,283)
- MOTORCYCLIST (4,985)
- DISTRACTION-RELATED (2,841)
- DROWSY DRIVING-RELATED (1,306) - 2017
- BICYCLIST (857)

Source - https://crashstats.nhtsa.dot.gov/#/DocumentTypeList/11
Drug-Impaired Driving Is Increasing
Poly Category Drug-Impaired Driving Is Increasing
Occupant Restraint

Percentages of Passenger Vehicle Occupants Involved in Fatal Crashes, by Survival Status and Restraint* Use, 2018

Killed

Survived

47% 53%

13% 67%

Source: FARS 2018 ARF
*Based on known restraint use.
The coronavirus pandemic emptied America’s roadways. Now speeders have taken over.

https://www.washingtonpost.com/local/trafficandcommuting/the-coronavirus-pandemic-emptied-americas-highways-now-speeders-have-taken-over/2020/05/10/c98d570c-8bb4-11ea-9dfd-990f9d7c71fc_story.html
Speeding

![Bar chart showing speeding-related traffic fatalities by roadway function class in 2018.](chart)

- Interstate Rural: 491
- Interstate Urban: 862
- Non-Interstate Rural: 3,848
- Non-Interstate Urban: 4,093

Source: FARS 2018 ARF
Note: Fatalities on known function class but unknown land use not included.
Pedestrian Fatalities

Percentage of Pedestrian Fatalities in Relation to Land Use, Pedestrian Location, Light Condition, and Season and Time of Day, 2018

- **Land Use**
  - Urban: 81%
  - Rural: 19%

- **Pedestrian Location**
  - At Intersection: 17%
  - Not at Intersection: 74%
  - Other: 10%

- **Light Condition**
  - Daylight: 20%
  - Dark: 76%
  - Dawn/Dusk: 2%

**Season and Time of Day**

- Jan–Feb, Dec (Winter)
  - 9% Midnight–2:59 a.m.
  - 12% 3–5:59 a.m.
  - 35% 6–8:59 a.m.
  - 17% 9–11:59 p.m.
  - 17% Noon–2:59 p.m.
  - 29% 3–5:59 p.m.
  - 33% 6–8:59 p.m.
  - 20% 9–11:59 p.m.

- Mar–May (Spring)
  - 14% Midnight–2:59 a.m.
  - 8% 3–5:59 a.m.
  - 6% 6–8:59 a.m.
  - 7% 9–11:59 p.m.
  - 19% Noon–2:59 p.m.
  - 29% 3–5:59 p.m.
  - 12% 6–8:59 p.m.
  - 33% 9–11:59 p.m.

- Jun–Aug (Summer)
  - 17% Midnight–2:59 a.m.
  - 7% 3–5:59 a.m.
  - 7% 6–8:59 a.m.
  - 6% 9–11:59 p.m.
  - 12% Noon–2:59 p.m.
  - 33% 3–5:59 p.m.
  - 12% 6–8:59 p.m.
  - 20% 9–11:59 p.m.

- Sep–Nov (Fall)
  - 10% Midnight–2:59 a.m.
  - 14% 3–5:59 a.m.
  - 10% 6–8:59 a.m.
  - 5% 9–11:59 p.m.
  - 9% Noon–2:59 p.m.
  - 32% 3–5:59 p.m.
  - 5% 6–8:59 p.m.
  - 20% 9–11:59 p.m.

Source: FARS 2018 ARF

*Based on location of pedestrian struck at the time of the crash. “Other” includes sidewalk, bicycle lane, median/crossing island, parking lane/zone, shoulder/roadside, driveway access, shared-use path, and non-traffic area, which may or may not have been at intersection, but were not distinguished by collected data. Thus, “At Intersection” and “Not at Intersection” do not include those in the “Other” category that were at intersection or not at intersection.

**Note:** Percentages may not add up to 100 percent due to independent rounding. Unknowns were removed before calculating percentages.
Florida ranks 1st in the nation for bicyclist fatalities (per million)

1 in 20 traffic fatalities is a bicyclist

92% of bicyclists fatally injured in Florida were Florida residents (52 years old - Median age of fatally injured pedestrians)

90% of drivers involved were Florida residents

Source: NHTSA
Florida ranks 3rd in the nation in pedestrian fatalities (per 100,000)

1 in 5 traffic fatalities is a pedestrian

87% of pedestrians fatally injured in Florida were Florida residents
(52 years old - Median age of fatally injured pedestrians)

90% of drivers involved were Florida residents

Source: NHTSA
What About Distracted Driving?

NHTSA broadly defines driver distraction as *anything* that can take visual, manual or cognitive resources away from the driving task.

**Three Types of Distraction:**
1. **Visual** - Eyes off the road
2. **Manual** - Hands off the wheel
3. **Cognitive** - Mind off the driving task
DISTRACTED DRIVING

- Between 2012 and 2019, nearly 26,004 people have died in crashes involving a distracted driver.

- While overall fatalities from motor-vehicle crashes decreased slightly from 2018 to 2019, distraction-related fatalities increased by 10%.

- Distraction was the largest increase in causes of traffic deaths reported for 2019.
DISTRACTED DRIVING

- The number of deaths linked to driver distraction was 3,142 nationwide, or almost 9% of all fatalities in 2019.

- The 15-19 year old age group has the largest proportion of drivers who were distracted at the time of the fatal crashes (9%).
## Countermeasures that Work

### Communications

<table>
<thead>
<tr>
<th>Countermeasure</th>
<th>Effectiveness</th>
<th>Cost</th>
<th>Use</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Communications and Outreach on Drowsy Driving</td>
<td>⭐️</td>
<td>$5</td>
<td>Unknown</td>
<td>Medium</td>
</tr>
<tr>
<td>2.2 Communications and Outreach on Distracted Driving</td>
<td>⭐️</td>
<td>$5</td>
<td>High</td>
<td>Medium</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Countermeasure</th>
<th>Effectiveness</th>
<th>Cost</th>
<th>Use</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Employer Programs</td>
<td>⭐️⭐️</td>
<td>$</td>
<td>Unknown</td>
<td>Short</td>
</tr>
<tr>
<td>3.2 Education Regarding Medical Conditions and Medications</td>
<td>⭐️</td>
<td>Variable</td>
<td>Unknown</td>
<td>Medium</td>
</tr>
</tbody>
</table>

*Source: NHTSA*
Lesson #3
Better *IS* Possible
If better is possible, good is not enough

~ Benjamin Franklin
Use Time-Tested, Proven Methods of Engagement

• High Visibility Enforcement/Engagement
• Saturation Patrols
• Waves
• Take Advantage of Publicity
• Use Visibility Elements
Follow Examples of Best Practices Found to Be Successful
The NHTSA Communications Calendar
Lesson #4
Overcome the Resistance
Current Resistance to Traffic Engagement

- Alternative pressing priorities
- Funding for staffing
- Increased calls for service
- Political impact of increased enforcement
- Lack of officer initiative to enforce traffic law
- Officers lack of desire to work overtime
Current Resistance to Traffic Engagement

- Lack of clear direction from agency head
- Concerns over COVID/Pandemic Safety
- Concerns over the negative public image
Enforcement During The Pandemic
• We exist to prevent crime (violations) and disorder
• When we lose public support, we lose our ability to do our jobs
• Voluntary compliance with the law is our goal
• Physical force diminishes voluntary cooperation
• Impartial policing engenders public favor and ultimate compliance with the law
Re-establishing Our Way

• When persuasion, advice and warning is insufficient in obtaining compliance, physical force is a last resort
• We must instill in our officers that we are no better than anyone else as a human being, we simply have a job to do
• Re-affirm our role is policing, not to usurp the judiciary
• High visibility increases voluntary compliance, and reduces the need for police action
Influencer: The Power to Change Anything (Patterson, Grenny, Maxfield)

- Opinion Leaders
- Most Influential and Respected
The "Safety" Problem

36,560
TRAFFIC FATALITIES
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Source - https://crashstats.nhtsa.dot.gov/#/DocumentTypeList/11
The Solution - If You Dare Pick it Up and Look
Lesson #4
How to Navigate the Roads Ahead
Uncle Robert - Advice On Critical Decision-Making
“I took the road less traveled by, And That Made All The Difference!”
Contact Information

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