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".
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.”
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.
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.
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.