

SPEND ONE TO SAVE ONE · PROGRAM OVERVIEW

Executive Summary

A statewide, multi-agency traffic safety initiative launching in 2027

One moment spent. One action taken. One life saved.

THE CHALLENGE

In 2025, Hawai‘i lost 128 people on its roads, the most since 2007 and 25% more than in 2024, while the nation saw an estimated 6.7% decline. More than 90% of those fatal crashes were tied to driver behavior. These crashes are not accidents. They are predictable and preventable.

128
traffic deaths in 2025, the most since 2007

5 to 1
traffic deaths for every murder in 2025 (128 vs. 25)

2 in 3
deaths were pedestrians, riders, or bicyclists

–30.6%
deaths statewide, Jan–Sep 2026 vs. 2025

COORDINATION IS ALREADY WORKING

After the January 2026 call to action, agencies aligned enforcement with data, deployed state sheriffs, and synchronized messaging. Deaths fell from 98 to 68 (Jan–Sep) and O‘ahu is down 55%, but more lives remain to be saved.

TRAFFIC SAFETY IS PUBLIC SAFETY

Crime is mobile: roads and parking lots were Hawai‘i's No. 1 location for reported crime in 2025. Where crash and crime data were paired, both fell (Shawnee, Kansas: crashes −24%, robberies −88%).

THE IDEA: THREE COMMITMENTS

OFFICERS

One Moment...

One hour per shift (or per week, as staffing allows) of proactive traffic enforcement can truly help change driver behavior.

PARTNERS

One Action...

At least one traffic safety action in your own field each month, plus one moment of engagement with fellow partners.

COMMUTERS

One Life Saved.

Take a minute to plan the route, silence your phone, buckle up, wear a helmet, obey traffic laws, and never drive impaired.

THE FOUR E'S: WHAT WE DO

Enforcement. Data-driven, high-visibility enforcement of the behaviors that kill, focused on high-crash corridors.

Education. Targeted, culturally tailored messaging paired with meaningful actions for drivers, riders, and walkers.

Engineering. Field hazard reports from officers and partners feed roadway fixes built on Safe System design.

Engagement. Officers, partners, and communities talking, sharing data, and acting together in every county.

THE FOUR C'S: HOW WE WORK

Communication. Unified messaging, timely public crash information, and consistent safety tips across agencies.

Coordination. Synchronized operations across all four counties through HDOT and the Law Enforcement Liaison.

Collaboration. One shared mission and shared data across agencies, sectors, and communities statewide.

Commitment. Traffic safety as a core priority, with leadership accountability and regular progress reports.

WHO CAN PARTICIPATE

Traffic safety is delivered by many hands. Every group below has a role and its own partner fact sheet.

Law Enforcement Officers
One focused hour for enforcement, education, and engagement.

Law Enforcement Supervisors
Protect the hour, deploy with data, report activities and results.

Law Enforcement Leadership
Promote priorities, reward the work, and own the crash picture.

First Responders
Safe crash scenes, Move Over, and credible prevention voices.

Courts
Timely, consistent consequences that follow detection.

Transportation Officials
Fix high-crash locations and close the loop on hazard reports.

Elected Officials
Place laws, funding, and traffic safety on every agenda.

Community Partners
Survivor voices, advocacy, and outreach through your networks.

Communication Specialists
Publicize every operation and pair warnings with actions.

Educators
Safety lessons for everyone from keiki to new drivers to kūpuna.

Hospitality
Reach visitors on arrival; promote safety, sober rides, and helmets.

Medical Specialists
Injury data, patient counseling, and child passenger safety priorities.

EVERY COMMUTER: THE MOST IMPORTANT PARTNER

One minute of planning before every trip helps ensure a safe commute, and one conversation with family, friends, and co-workers about safer driving can make sure you and your loved ones arrive alive every time. We need your help!

FOCUS AREAS

- Impaired driving
- Speed
- Distracted driving
- Seat belts and child seats
- Pedestrians and bicyclists
- E-bikes and e-mobility
- Motorcycles and mopeds
- Aggressive driving
- Move Over and responder safety

HOW SUCCESS IS MEASURED

Outcomes, not quotas. Success means fewer crashes, injuries, and deaths, not just more citations.

Monthly: commanders brief their Chief and track progress; HDOT shares fatality and hotspot data.

Quarterly: each law enforcement agency's Traffic Commander shares statistics and results at the Traffic Commanders Meeting.

Annually: a collaborative program evaluation.

STATUS AND NEXT STEPS

Pledge your commitment: a majority of Hawai‘i law enforcement agencies have already committed to participate and will collaborate with traffic safety partners for support.

Don't wait: start today within your group or organization using the suggested actions in this plan, and reach out to your local police department. The campaign launches statewide on January 1, 2027.

"Every officer, every agency, every partner, every one of us — one moment at a time, one life at a time. Together, we can be the difference."

Partner fact sheets for each group and the full Formal Program Document are available from the Hawai‘i Department of Transportation or the Hawai‘i Law Enforcement Liaison. For meaningful change, it will take all of us.