TRAFFIC COMMANDERS MEETING

Spend One to Save One

A statewide, multi-agency traffic safety campaign launching January 1, 2027

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

James Slayter
Hawai‘i Law Enforcement Liaison



THE CHALLENGE

2025: A Wake-Up Call

128 traffic deaths statewide in 2025, the most since 2007

+25% over 2024 (102 deaths). O‘ahu alone went from 51 to 82

90%+ of 2025 fatal crashes tied to driver behavior

January 2026 started even worse.

9 people had already died by the January Traffic Commanders Meeting, putting Hawai‘i on pace for a deadlier year than 2025. That meeting became the turning point.



2026 PROGRESS

What Working Together Did

−30.6% statewide deaths, Jan 1 – Sep 30 (98 → 68)

30 fewer lives lost than the same period in 2025

−55% on O‘ahu (65 → 29)

THE TURNING POINT: THE JANUARY 2026 CALL TO ACTION

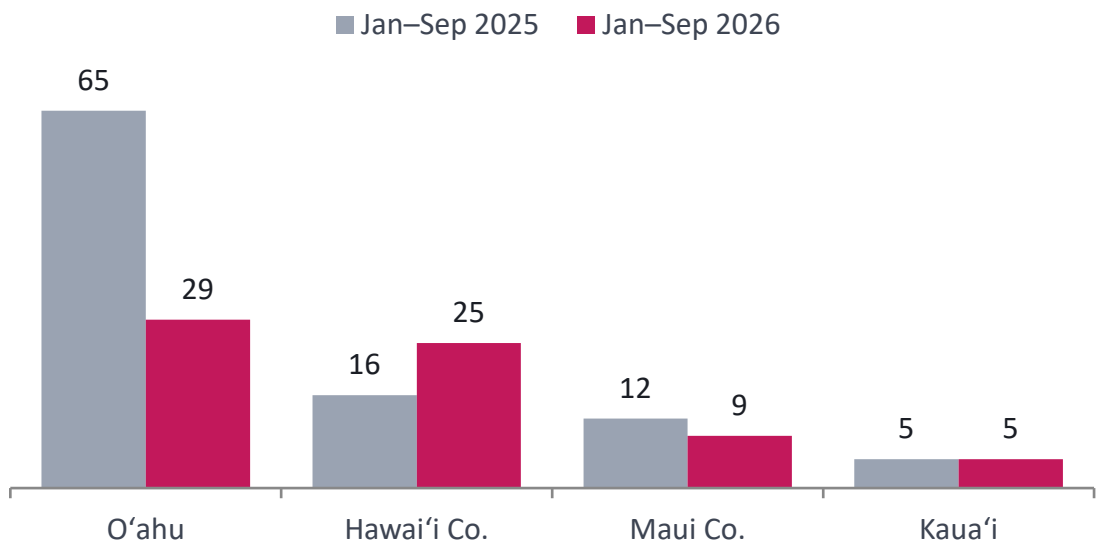
Unified messaging
across every agency and island

HDOT shared its data
crash and behavioral data went straight to law enforcement

DLE sheriffs worked the corridors
they used the data on high-impact corridors, and still do; the biggest impact on O‘ahu

Sign waving plus enforcement
awareness alone was not working; adding enforcement did

Traffic fatalities by county, Jan 1 – Sep 30



Very promising… but we can do so much more!

HAWAIʻI KNOWS HOW TO RESPOND TO PREVENTABLE TRAGEDY

Traffic Victims Deserve the Same Urgency

THE TRAGEDY

On New Year's Eve 2024, an illegal fireworks explosion at a home in Āliamanu killed 6 people, including a 3-year-old boy, and injured more than 20 others.

THE STATE'S RESPONSE

5 laws

signed June 30, 2025 (Acts 243–247)

227,000+

pounds of illegal fireworks seized

1,200+

task force enforcement operations

Every 2½ weeks

Hawaiʻi loses that many people on its roads. 128 died in 2025, more than 21 times the toll of that explosion.

These deaths are just as senseless and preventable. They deserve the same coordinated legislative, enforcement, and public response, every day of the year.

Sources: Hawaiʻi Public Radio (Feb. 2025); Office of the Governor (June 30, 2025); KHON2 (Oct. 2025).

WHY IT MATTERS TO EVERY COMMANDER

Traffic Safety Is Public Safety

5 to 1

traffic deaths for every murder in Hawai‘i in 2025 (128 vs. 25)

No. 1

roadways and parking lots were the most common location for reported crime in 2025 (28.5% of offenses)

–88%

robberies in Shawnee, Kansas, when crash and crime data drove one deployment (crashes fell 24%)

Crime is mobile. High-visibility traffic enforcement routinely uncovers impaired drivers, wanted persons, stolen vehicles, weapons, and drugs. Pulling officers away from traffic enforcement operations weakens one of our best crime-fighting tools.

Sources: Department of the Attorney General, Hawai‘i Crime Dashboard (2025); U.S. DOJ Office of Justice Programs, Shawnee Smart Policing Initiative.

THE CAMPAIGN

Spend One to Save One



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

MISSION

Reduce traffic deaths and serious injuries by investing focused time in traffic safety.

VISION

A Hawai‘i where no family loses a loved one to a preventable traffic crash.

MODEL

Statewide coordination through HDOT and the Law Enforcement Liaison, carried out in every county.

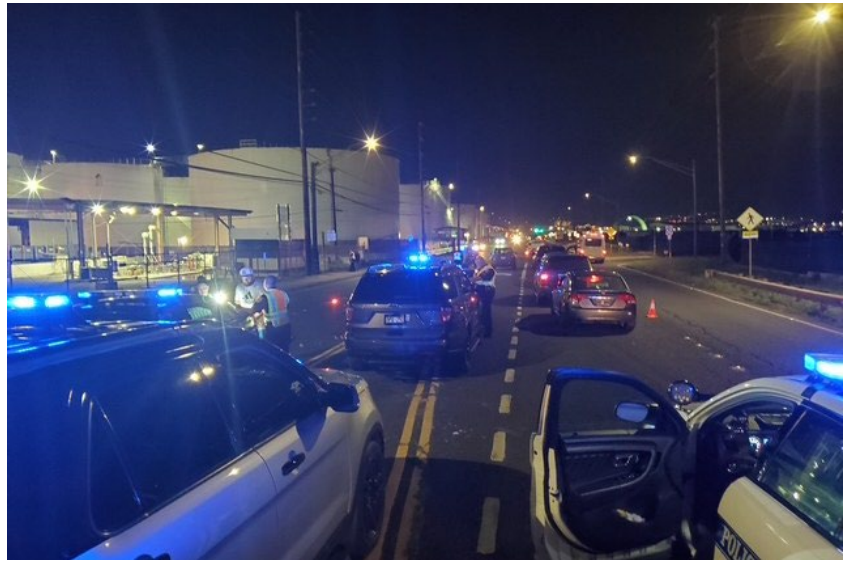
STATUS

Approved by the HDOT Director with a majority of law enforcement agencies already having pledged participation. Launches January 1, 2027.

THE OFFICER COMMITMENT

One Hour. One Driver. One Life.

- One hour per patrol shift (or per week, as staffing allows) of proactive traffic enforcement or education
- High-visibility enforcement of speed, impairment, distraction, seat belts, and red lights
- Targeted patrols in the high-crash corridors, intersections, and school zones the data identifies
- Positive stops: warnings, safety tips, and real conversations
- Brief public engagement at schools, events, even while “fueling up” at the convenience store or in line at the food truck





Goal: influence at least one driver's behavior every shift.

THE EVIDENCE

Data-Driven Enforcement Works

HONOLULU PD TRAFFIC DIVISION, 2018–2021

6–7 → 2–3

O‘ahu fatalities a month, within one quarter of data-driven deployment

~20% / ~40%

fewer fatal and critical injury collisions over three years

105 → 514

sobriety checkpoints a year (2019 to 2021)

HIGH-VISIBILITY ENFORCEMENT CATCHES CRIME TOO

North Carolina Thanksgiving speed campaign

84 agencies, 30 counties. Holiday deaths fell from 21 to 14, with 35 wanted-person and 6 felony arrests.

Maryland “40 on 40” impaired driving operation

64 impaired driving arrests and 20 criminal arrests in a single weekend.

The lesson

Start with data, pair education with enforcement, and publicize every operation. Education reduces the need for enforcement and builds trust.

THE PARTNER COMMITMENT

One Action. One Moment of Engagement.

Each month, every partner takes at least one traffic safety action in their own field and shares what they are seeing with fellow partners. Each group has its own fact sheet.

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

LE Supervisors
Protect the hour, deploy with data, report activities and results

LE 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 sober rides and helmets

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

EVERY COMMUTER: THE MOST IMPORTANT PARTNER

One Minute Before Every Trip

Drivers Plan ahead and call ahead instead of speeding, phone on Do Not Disturb, never drive impaired

Riders Helmet every time, be seen, ride sober, never lane split

Passengers Buckle up in every seat, right car seat for keiki, speak up

Pedestrians Phone down, use crosswalks, make eye contact, be visible at night and obey traffic laws

Speak up. It could save a life. Talk with family, friends, and co-workers about risky driving, and don’t forget to say mahalo to officers working traffic assignments. They are risking their life to protect yours!





WHAT WE DO

The Four E's



Enforcement

Data-driven, high-visibility enforcement of the behaviors that kill, focused on high-crash corridors. The certainty of being caught changes behavior more than severity.



Education

Targeted, culturally tailored messaging timed with enforcement and paired with meaningful actions for drivers, riders, and walkers. Use every opportunity to share tips.



Engineering

Officers are eyes on the road. Field hazard reports from officers and partners feed roadway fixes built on Safe System design. Collaboration can help drive meaningful improvements to our roadways.



Engagement

The 4th E that ties it all together: officers, partners, and communities talking, sharing data, and acting together in every county.

THE 4TH E

Engagement Ties It All Together

Within our own groups

Law enforcement, prosecutors, HDOT, engineers, planners, communications, NHTSA, and elected officials. Pick up the phone, share the data, invite a partner to the table, follow up.

With our communities

Town halls, talk story sessions, neighborhood boards, and school and cultural events. Listen, share what the data shows, and solve it together.

You don't need to be an expert

Anyone can describe the speeding on their street. Those observations often point to the next problem location before it shows up in a crash report.





HOW WE MAKE IT LAST

The Four C's

Communication

Unified messaging, shared data, timely public crash information, and every operation publicized

Coordination

Statewide mobilizations on the NHTSA calendar through HDOT and the LEL, with a Traffic Safety Coordinator in every agency

Collaboration

Police, fire, EMS, prosecutors, HDOT, counties, and community working as one, with shared data

Commitment

Chief-level endorsement, traffic safety in strategic plans, resources that last, and expertise that stays through rotations



WHERE WE FOCUS

Nine Focus Areas, Backed by Hawai‘i Data

Impaired driving
Alcohol, then drugs, ranked as the top factors in 2025 fatal crashes

Speed
A factor in at least 40% of fatal crashes, and nearly half in early 2026

Distracted driving
About 20% of deaths, more than double the national rate

Seat belts and child seats
Use fell to 91.2% (day) and 88.9% (night), the lowest since 2015

Pedestrians and bicyclists
38 pedestrians and 7 bicyclists killed in 2025

E-bikes and e-mobility
Act 259 (2026) gives clearer rules to teach and enforce

Motorcycles and mopeds
About 3% of vehicles but 35% of deaths; 38 riders killed in 2025

Aggressive driving
Failure to yield is the top factor; arrests at 100+ mph

Move Over and responders
Every crash scene is a work zone. Protect the people working it

Match operations to your county needs (what you are seeing at crashes) as well as the statewide HVEE operation plan (NHTSA Campaigns)

ROLES

What We Need From Law Enforcement

Leadership

- Introduce the campaign at roll call and in an in-service video
- Publish a short list of priorities with numeric, dated goals
- Move people and money to where people are dying
- Protect traffic units and keep expertise through rotations

Commanders & Supervisors

- Share weekly hotspot maps and the monthly fatality tracker
- Schedule and protect each officer's hour
- Direct officers to the data, not speed traps
- Track hours, contacts, and behavior change; brief your Chief monthly

Officers

- Spend the hour on the behaviors that kill
- Make every stop count
- Write complete, timely crash reports
- Report hazards and show up in the community
- Keep traffic enforcement training and certifications current

"High-visibility enforcement is one of NHTSA's highest-rated countermeasures, and only law enforcement can provide that. The time and effort you dedicate to traffic safety is the primary driving force behind Spend One to Save One."

OUTCOMES, NOT QUOTAS

Measuring Success

1

Monthly

HDOT shares fatality and hotspot data. Patrol and traffic commanders brief their Chief at command meetings.

2

Quarterly

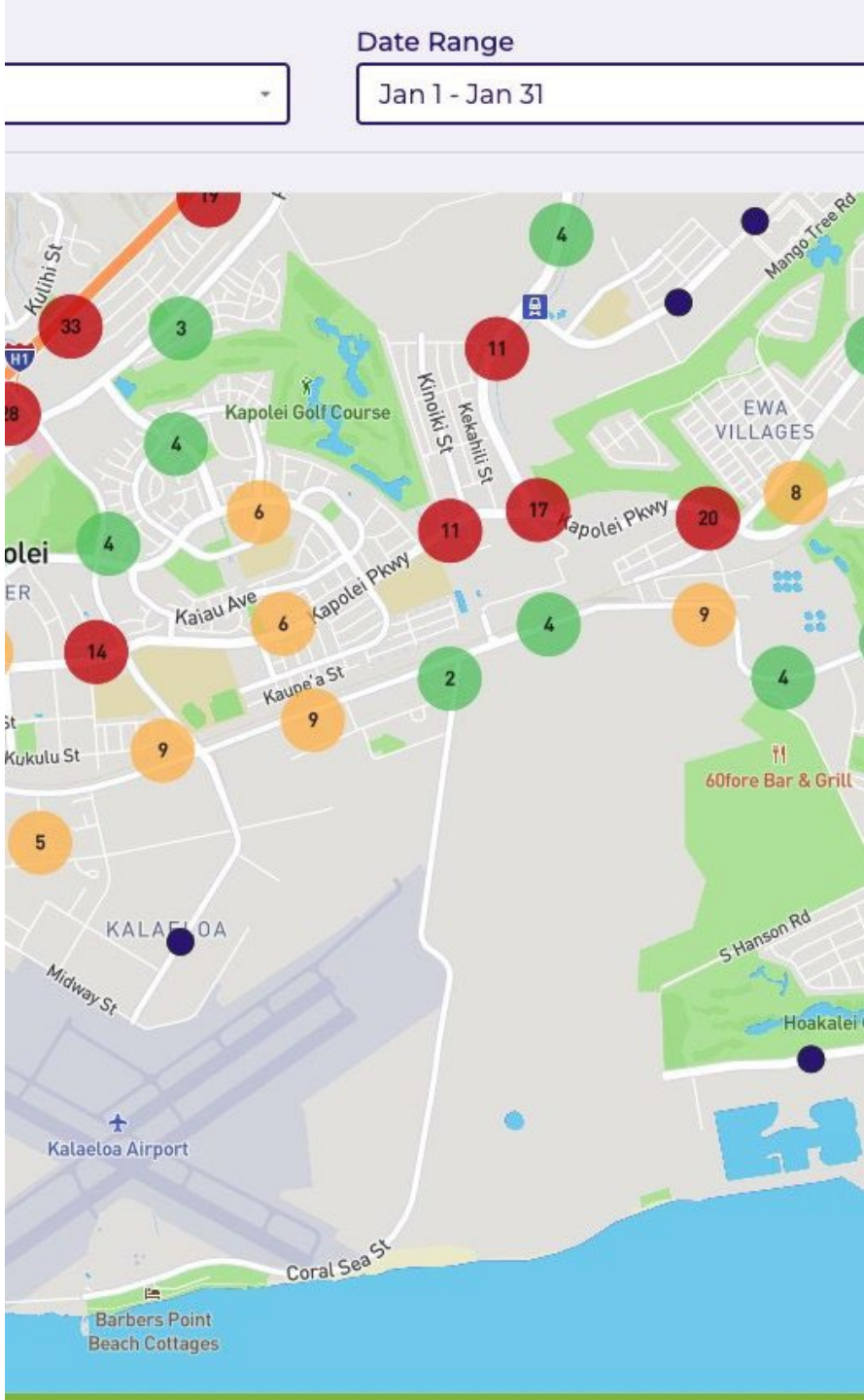
Agencies report to HDOT. Your designated Traffic Commander presents results in person here; HVE results on day one.

3

Annually

A published program evaluation, plus NHTSA performance reporting.

What we track: deaths and serious injuries by county; belt, helmet, and phone use; hours, contacts, and checkpoints; community engagement and hazards fixed. **It can't only be about how many tickets were issued.**



BEFORE JANUARY 1, 2027

Next Steps to Launch

1. Confirm your agency's pledge and Chief-Director level endorsement
2. Designate someone to present activities and results at quarterly Traffic Commander meetings
3. Introduce the campaign in meetings, at line up, on social media and through internal communication videos.
4. Start logging the engagements: events, hours, contacts, and behavior-change encounters
5. Put traffic safety on your community agenda every time
6. Bring your first results to the next Traffic Commanders Meeting so we can look for ways to improve and grow



Mahalo

One moment spent. One action taken.
And god willing, one life saved.

By spending one hour, making one contact, having one conversation, reporting one hazard, attending one community meeting, conducting one checkpoint — we move the needle. We change trajectories. We save lives.

That is our mission…our promise… and what it means to Spend One to Save One.

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Hawai‘i Law Enforcement Liaison

