



Picture A Safer Tucson

Speeding is a serious problem in Tucson and throughout the country. Failure to reduce or control speed is the highest single cause of all crashes in Tucson.

- 1,017 lives were lost in traffic crashes in Arizona in 2007. The most common driving violation in those crashes was speeding.
- More than 160 people have been killed in automobile collisions in Tucson over the last three years.
- Speeding is a contributing factor in 31 percent of all fatal crashes in the United States.
- 11,674 lives were lost in speed-related collisions in the United States in 2008.
- 86 percent of all speed-related traffic fatalities occur on local roads, where the posted speed limits are less than 55 miles per hour.

The Tucson Police Department has long been committed to reducing injuries through speed enforcement. Now in conjunction with the National Highway Traffic Safety Administration (NHTSA), the Tucson Police Department is hosting a two-year speed enforcement demonstration project, which incorporates a comprehensive public information and education campaign, entitled *Picture a Safer Tucson*.

The program's focus is on changing the behavior of motorists who drive faster than the posted speed limit. Tucson has already integrated Automated Speed Enforcement (photo camera vans) with traditional speed enforcement (motorcycles) countermeasures on a citywide basis. This project adds a sustained and comprehensive campaign to help the motoring public understand why speeding is dangerous and encourage them to slow down without the need for a traffic violation being issued.

The public's perception and thoughts regarding the Tucson Police Department's enforcement measures will be assessed prior to and after the campaign to identify any improvements that may need to be implemented. Any information gathered during this project will be used to enhance future programs in other communities.

Local partners can play a key role in sustaining the project in a number of meaningful ways by sponsoring the purchase of advertising, incorporating the campaign's message in internal communications, and co-sponsoring campaign events with *Picture A Safer Tucson*, among other very creative and highly-customized options. Current partners include:

Metropolitan Tucson Convention and Visitors Bureau • Raytheon • Tucson Metropolitan Chamber of Commerce • University of Arizona • University Medical Centers