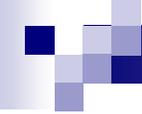


Traffic Accountability

**Increasing Traffic Safety
& Impaired Driving Programs**



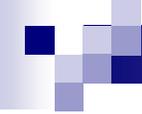
About Fresno...

- Fresno is the 6th largest city in California
- Over 101 square miles with 2,000 miles of paved roadway
- Population of almost one half million
- 26% of the population lives below federal poverty level
- 88 different ethnic backgrounds
- Over 100 languages spoken
- Largest Southeast Asian population in the Nation.

The Fresno Police Department

1230 Personnel
820 Sworn Officers
410 Non-Sworn Employees



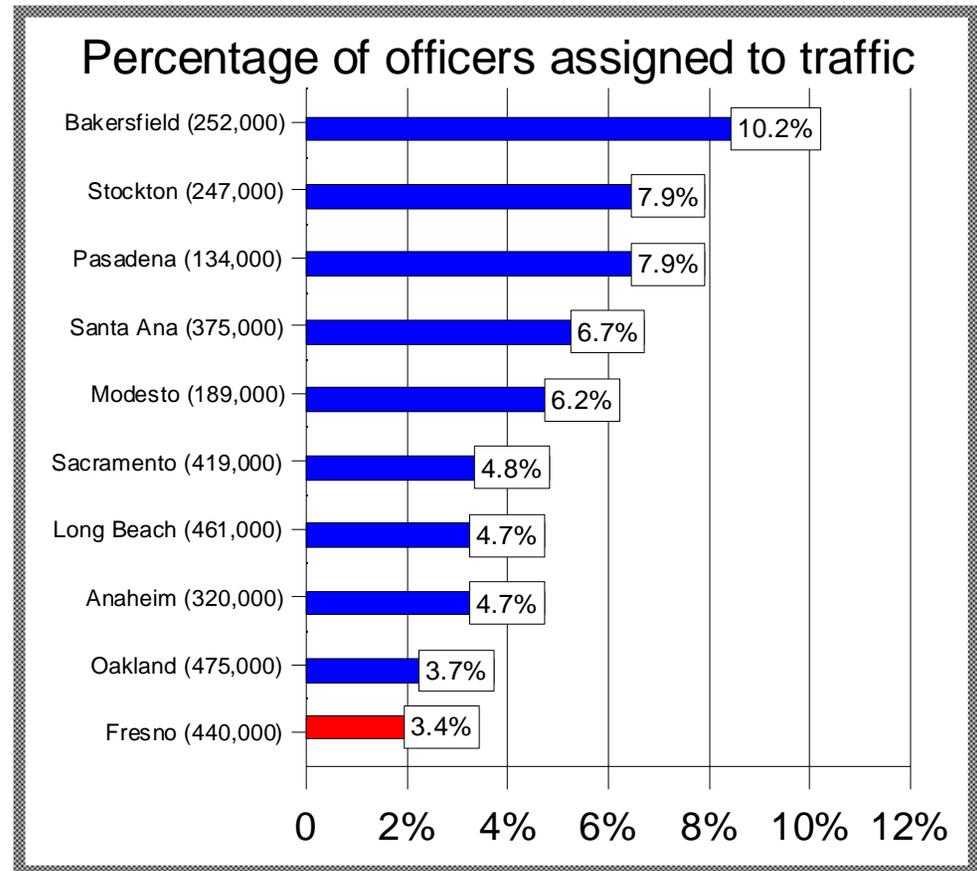


Growing and Growing

- Since 1982, Fresno's population has grown **54%**.
- Since 1982, total miles driven has increased **97%**.
- Yet road capacity has increased only **16%**.

Problems Date Back

- In the mid 1990's violent crime soared.
- Resources were focused on suppressing violence.
- Though the City & Department grew, Traffic Enforcement remained unchanged.
- Approximately 1 Traffic Officer per 22,000 people.
- Serious injury and fatal collisions steadily increased.

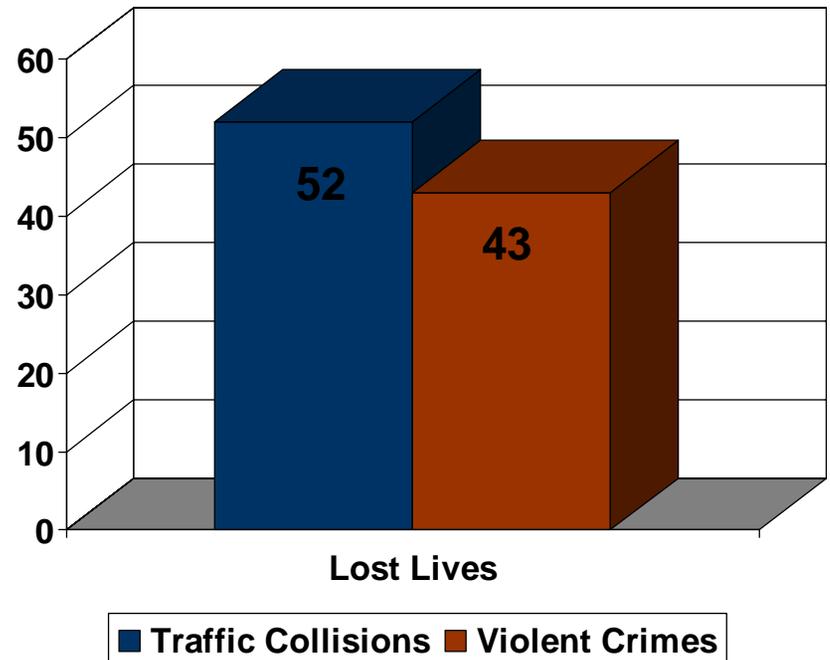


Changing Attitudes

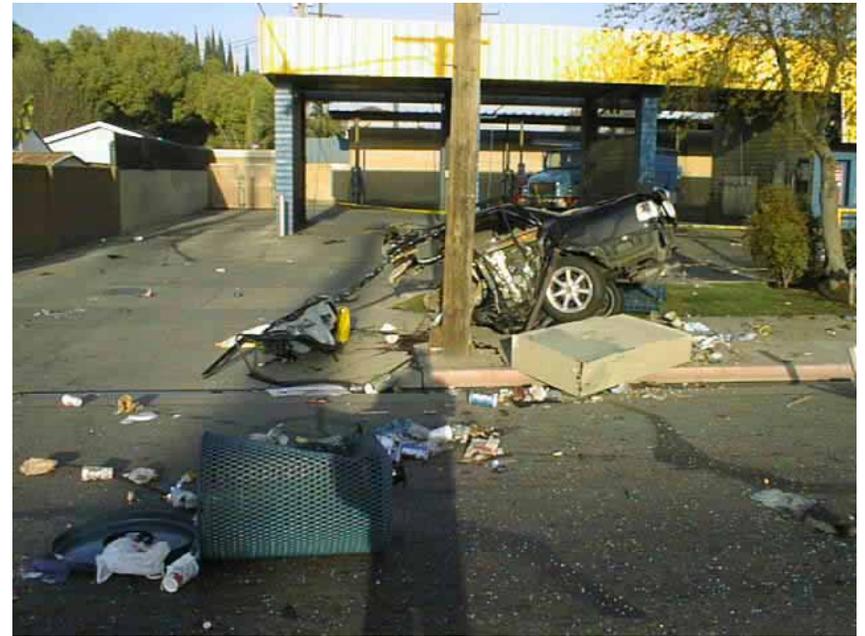
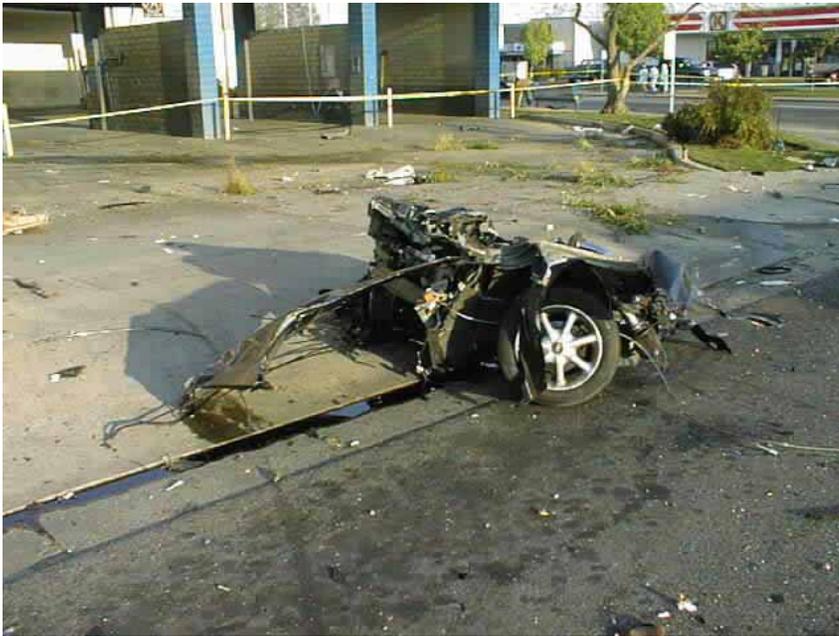
More likely to be injured or killed in a traffic collision than a violent crime.

In 2002..

- Fresno lost 52 people to traffic collisions
- Fresno lost 43 people to violent crimes



Traffic Safety Affects Everyone!



RANDOM DEATH

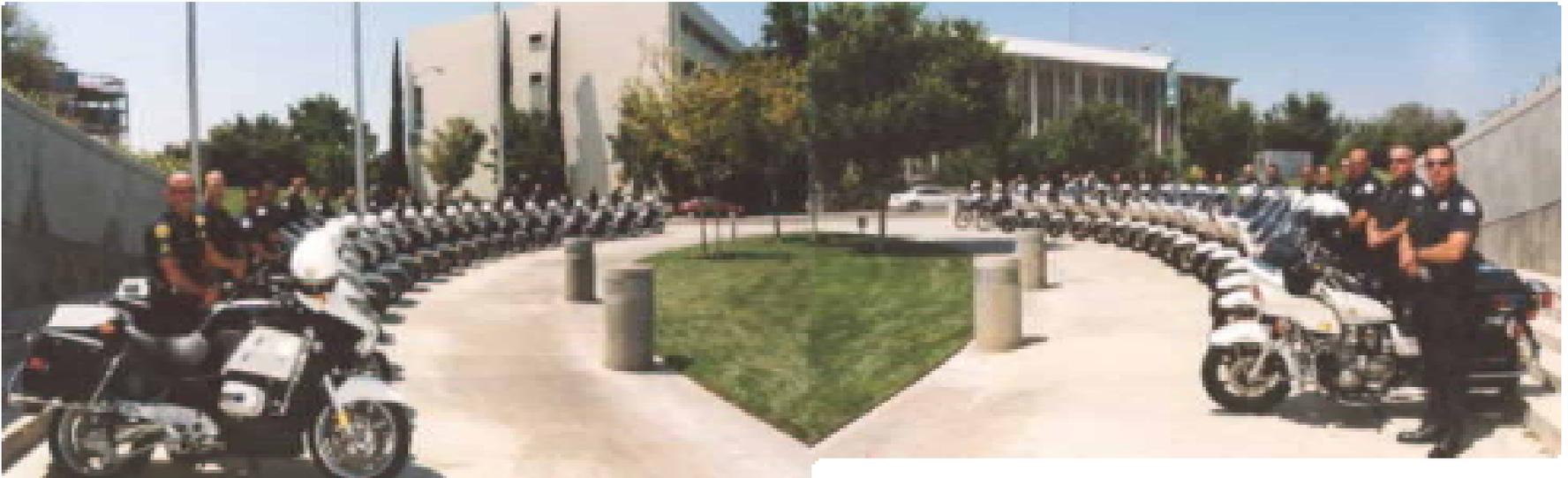


Violators fund Enforcement

- Law abiding citizens should not have to pay.
- Traffic violators should be held accountable for their choices.
- Traffic Enforcement costs should be paid by violators.
- Revenue sharing agreement was modified to increase Traffic Unit

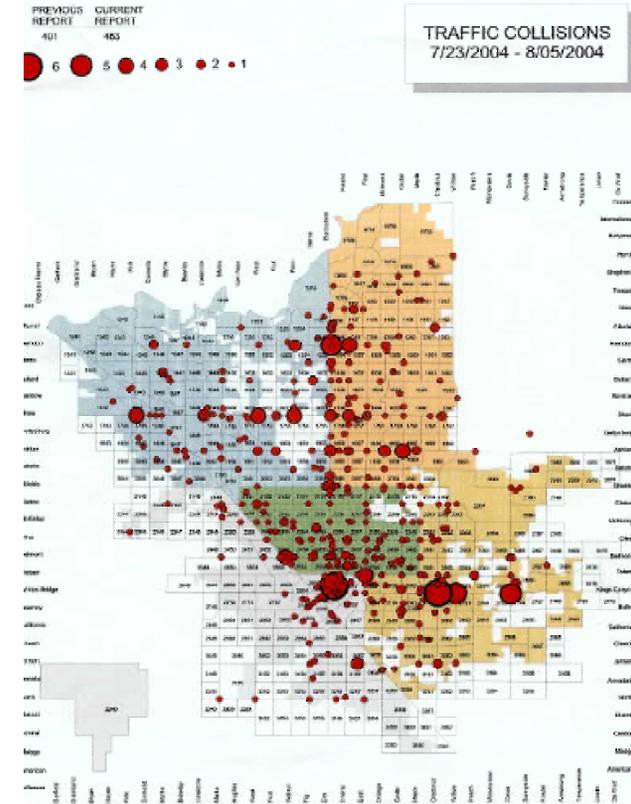
Results of additional funding

- Revenue growth and federal funding (Universal Hiring Program) allowed the increase from 22 officers to 42 officers in 3 months.
- Through a grant from the Office of Traffic Safety police motorcycles and safety equipment were provided for the much needed expansion.



Metro Traffic Unit

- Do not handle calls for service
- Changing behavior through enforcement
- Focus efforts on high collision areas utilizing collision mapping



Proactive not Reactive!

Impaired Drivers

Year	Collisions involving impaired drivers	Persons Injured	Fatalities
2002	444	138	6
2004	423	106	11

Nationally

Impaired drivers are responsible for over 17,000 deaths per year.

DUI Enforcement



2003 -32 DUI checkpoints

2004 -75 DUI checkpoints

For **2005** we are planning to conduct 90 DUI checkpoints this year.



Unlicensed/Suspended Driver Impound Program

- The DMV estimates that there are 720,000 suspended or revoked and over 1 million unlicensed drivers on California roadways.
- AAA Foundation for Traffic Safety says that these drivers are 4 to 6 times more likely to be involved in a fatal collision.

Last Year In Fresno...

- Approximately 20% of drivers are unlicensed or suspended.
- 1 out of 3 fatal collisions involve an unlicensed or suspended driver.
- 100% of them were at fault.

**Removing these drivers from the road is one of
The Fresno Police Department highest priority.**



H.E.A.R.T. Grant

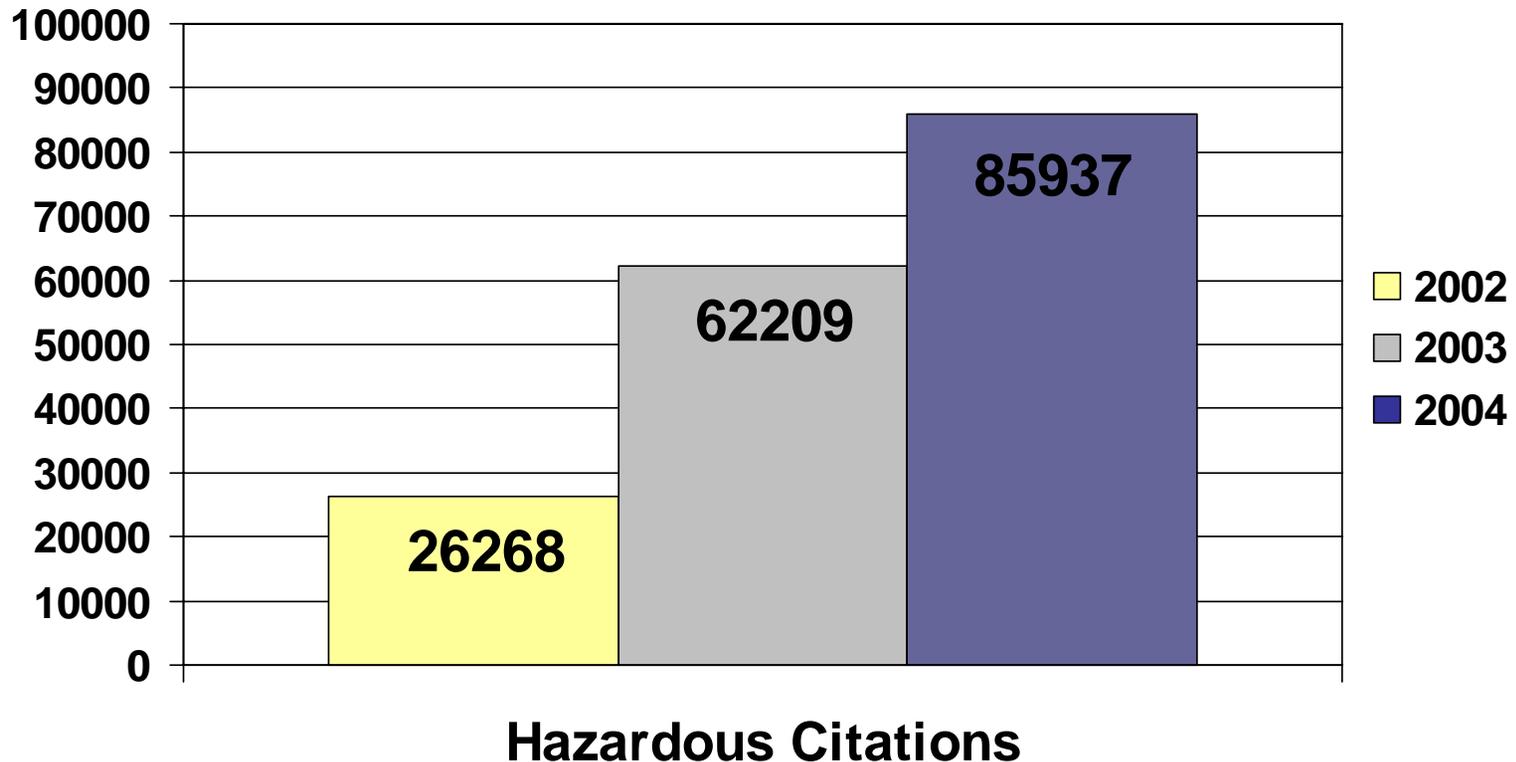
Help Eliminate Alcohol Re-offender Team

HEART objectives are to identify, arrest and prosecute repeat DUI offenders.

- Review all DUI cases
 - Review all VC 14601.2(a) arrests
- Work with probation/parole
 - Sending letters to repeat offenders
- Deputy DA Assigned
 - Vertical Prosecution
- Distributing “Hot Sheets”
 - DUI Tip Line (559)621-4DUI
- Monitoring with GPS devices

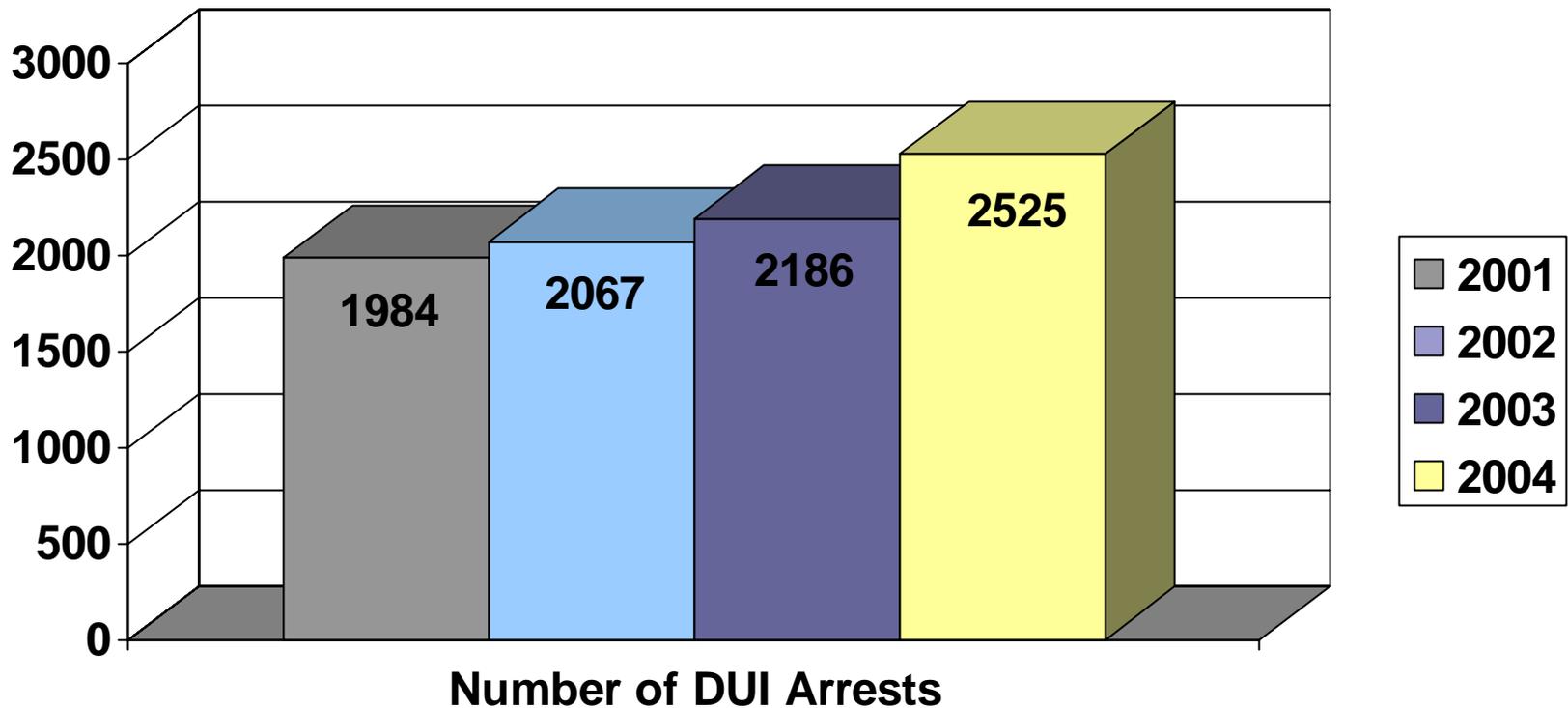
The Road to Success...

- Since 2002 hazardous citations increased 227%.



The Road to Success...

- DUI arrests steadily increasing





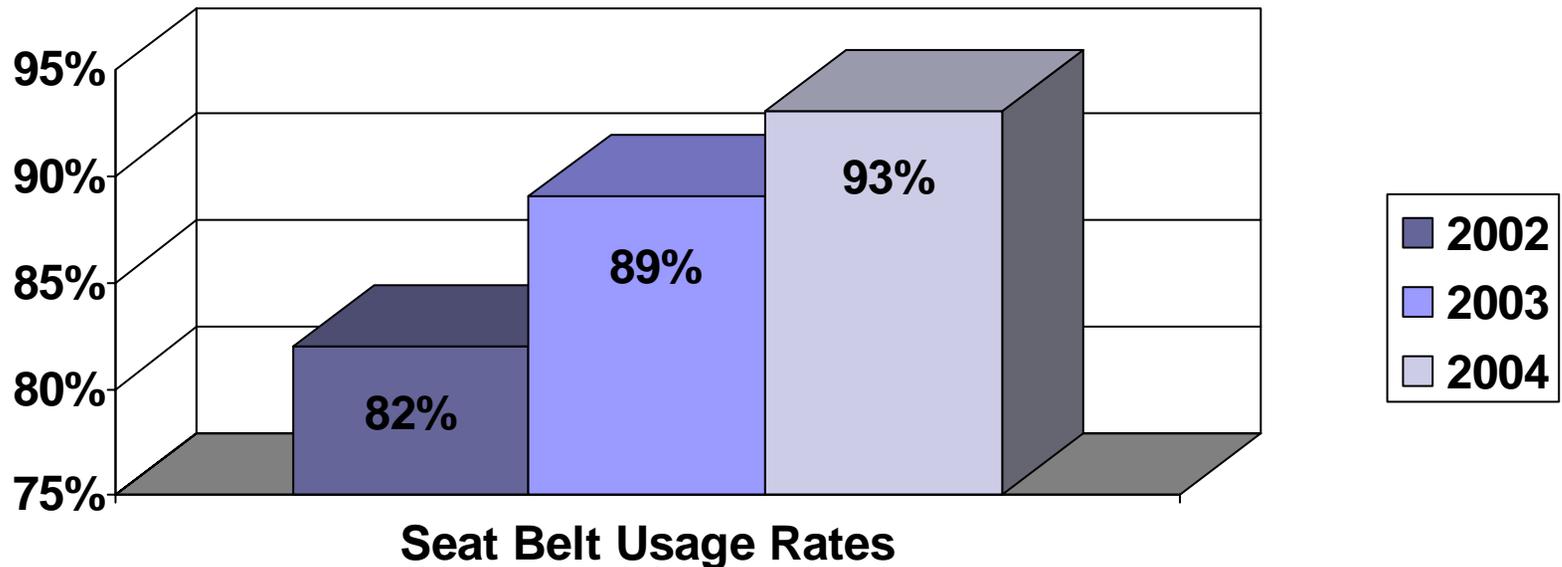
The Road to Success...

2004 Traffic Statistics

- Arrested 4,518 people for driving with a suspended or revoked driver's license
 - Cited 11,706 unlicensed drivers
 - Impounded over 22,738 vehicles for traffic and criminal offenses
-

The Road to Success...

- Increased Fresno's seat belt usage rate



Statewide seat belt usage rate is 91%

The Road to Success...

Collision Statistics: Compared to 2002

Total Report Collisions

 8.6% in 2004

Total Injury Collisions

 10.9% in 2004

Total DUI Injury Collisions

 15.3% in 2004

Fatalities

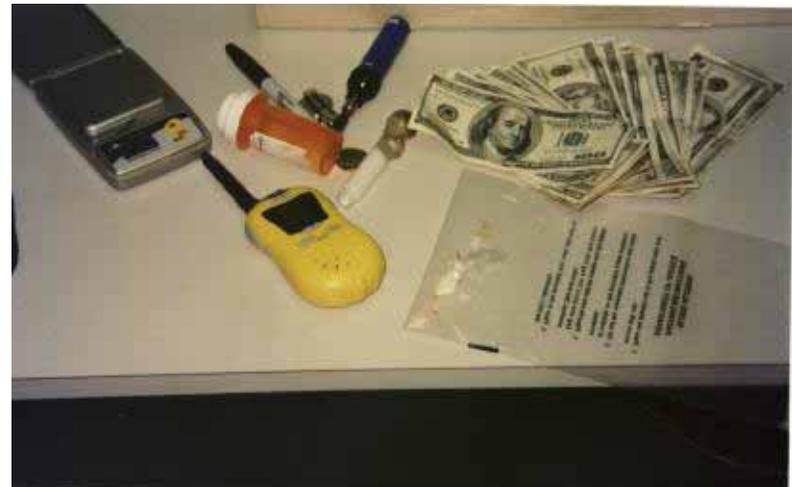
Since 2002 (YTD):

**TRAFFIC FATALITIES ARE
DOWN 42.3%**

**This represents 22 fewer families
that had to bury a loved one.**

Crime Suppression through Traffic Enforcement

- In 2003, Fresno experienced a surge in gang violence.
- Traffic Unit was deployed in high gang activity areas
- “Zero Tolerance” program proved successful



A Step Further

Developing the Neighborhood Traffic Unit (NTU)

- In January 2004, the NTU was formed
- Two 17-person squads equipped with dual-purpose BMW 650 motorcycles
- These motorcycles allow for stealth access to heavy congested and urban environments
- Unit focuses on hazardous driving violations in non-traditional enforced areas



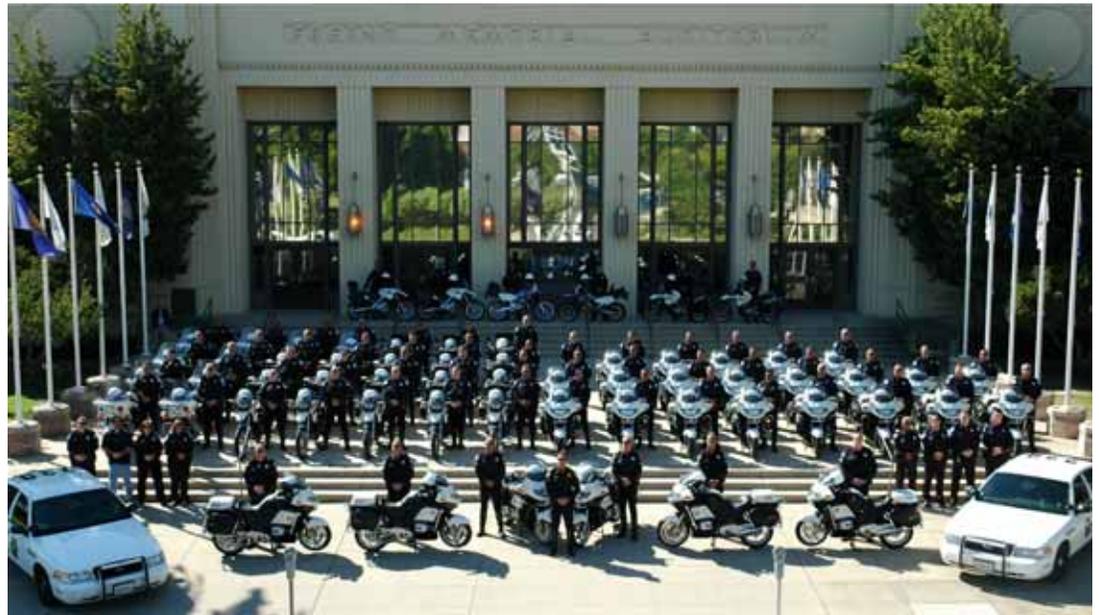
Successes of NTU



Citations	Impounds	DUI's	Guns	Felony Arrests	Misd Arrest
21,368	5,968	723	16	361	5,177

Fresno Police Department Traffic Bureau 2004

- 1 Motor Captain
- 1 Motor Lieutenant
- 6 Motor Sergeants
- 2 MAIT Detectives
- 67 Motor Officers
- 8 Traffic Officers
- 3 Community Service Officers
- 2 Police Cadets



Fresno Police Department Traffic
Bureau

Awards

Law Enforcement Challenge

California

2002 -1st Place

2003 -1st Place

2004 -1st Place

National

2002 -2nd Place

2003 -3rd Place

2004 -Pending

2003 *California Occupant Protection Award

*CHP Commissioner's Award

2004 *California Under 21 Drinking Award

*California Commissioner's Award

Selling Safety

↑ Traffic Tickets = ↑ Citizen Complaints? **NO!**

- Officers are encouraged to “sell” tickets
- Explaining to the citizen the goal intended “To Save Lives”
- Studies show citations change behavior
- No one is exempt
- No double standards

City of
FRESNO
POLICE DEPARTMENT

October 15, 2004

MEMORANDUM

TO: OFFICER BRIAN BRADSHAW
Northwest Traffic Unit

FROM: SERGEANT MINDY MEDINA
Northwest District Supervisor W-I

SUBJECT: COMMENDABLE PERFORMANCE

On 10/15/04 I was contacted by a citizen named Linda Martindale. She explained that you issued her a traffic citation near Maroa and Barstow for a moving violation. Ms. Martindale advised me that you were very reassuring towards her and took the time to explain the citation to her thoroughly. She was very thankful for how well you treated her, especially because this is the first citation she has ever received. Ms. Martindale went on to say that although your job may require you to be courteous, she felt you went out of your way to be very nice to her. Ms. Martindale finished by explaining that your kind treatment meant a lot to her, and made it much easier to accept the citation.

You are to be commended for your performance during this traffic stop. Your kindness and patience were greatly appreciated by Ms. Martindale and went a long way toward establishing trust between police officers and the community. Your actions were a very positive reflection on the Fresno Police Department. Thank you for a job well done.

*Brian
Good Job!
Mindy Medina*

Changing Behavior



A change we can all LIVE with!