

# Avoid the 30 Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE

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**CONTACT:**

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## Avoid the 30 DUI Task Force Joins National Crackdown To Reduce Drunk Driving Fatalities

Riverside, CA – From August 16<sup>th</sup> through Labor Day, police officers, sheriff deputies and CHP officials will be out in force as part of the annual nationwide “Drive Sober or Get Pulled Over” crackdown on impaired driving. This nationwide crackdown will include high-visibility enforcement, high-profile events, and will be supported by national paid advertising to create a comprehensive campaign to curb impaired driving in August and through the Labor Day holiday weekend.

The Avoid the 30 DUI Task Force will be aggressively looking for impaired drivers during the crackdown and will arrest anyone caught driving drunk. Plans are in place for twenty-four DUI/driver’s license checkpoints, four multi-agency task force operations, forty-one local roving DUI saturation patrols, and two DUI warrant/probation sweeps. In addition, patrols are scheduled focusing on motorcycle safety, distracted drivers and other traffic violations. **\*\*See attached Schedule of Operations for the 18-day mobilization for dates and city locations**

Although it is illegal to drive with a blood alcohol concentration (BAC) of .08 or higher, people across the nation continue to get behind the wheel after consuming too much alcohol. The latest statistics from the National Highway Traffic Safety Administration underscore the serious nature of the nation’s continuing drunk driving epidemic.

“Every year, about one third of all motor vehicle traffic deaths involve one or more drunk drivers or motorcycle operators,” said Riverside Police Lieutenant Mark Rossi. “In 2011, 9,878 people died in crashes involving drunk drivers. That works out to approximately one drunk driving fatality every 53 minutes. In California, 774 died due to the crime of impaired driving.” Lieutenant Rossi added that long weekends such as the Labor Day holiday are particularly dangerous.

During the 2011 Labor Day weekend, a total of 138 people were killed in motor vehicle traffic crashes involving drivers or motorcycle riders with a .08% BAC or higher. Of those fatalities, 83 percent occurred from 6 p.m. to 5:59 a.m. In California, 11 people were killed during the holiday weekend involving a driver at a .08% BAC or higher.

Drunk driving takes a particularly heavy toll among young drivers. Among 18 to 34-year-old drivers killed in motor vehicle traffic crashes during the 2011 Labor Day weekend, 42 percent were alcohol-impaired.

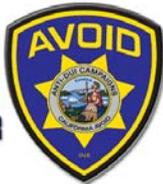
“Research has shown that high-visibility enforcement like the ‘Drive Sober or Get Pulled Over’ campaign reduces drunk driving fatalities by as much as 20 percent. By joining this nationwide effort, we will make California’s roadways safer for everyone throughout the Labor Day period,” said Director Chris Murphy, California Office of Traffic Safety.

“We want to remind everyone that getting behind the wheel drunk is a terrible idea. Unfortunately, not only does drinking impair your ability to operate a vehicle safely, it also impairs your judgment and good sense about whether you can, or should drive. If you have any doubt about your sobriety, do not get behind the wheel. If you do chose to drive impaired, you will be arrested. No warnings. No excuses,” Lieutenant Rossi said.

Lieutenant Rossi noted that being arrested for driving drunk brings a wide range of negative consequences into one’s life. Drunk drivers face jail time, loss of their driver licenses, and steep financial consequences such as higher insurance rates, attorney fees, court costs, lost time at work, and potential job loss. When family, friends and co-workers find out, violators also often face tremendous personal embarrassment.

For more information, visit the “Drive Sober or Get Pulled Over” Campaign Headquarters at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov). Additional information about the Avoid Program and operational plans from around the region can be found at [avoidthe30.org](http://avoidthe30.org) or look for us on Facebook. Funding for Avoid the 30 operations is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration who reminds you to ‘Report Drunk Drivers, Call 911!’

**Media Notes:** To schedule an interview regarding anti-drunk driving efforts, or to request a ride-a-long with law enforcement, please contact Lieutenant Mark Rossi at 951.826.8777 or via email at MRossi@riversideca.gov



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## 2013 Summer/Labor Day Holiday Schedule of Operations

The following schedule of operations, dates, and locations are current as of August 14, 2013, and are provided for media release.

### Friday, August 16<sup>th</sup>

#### **DUI/DL Checkpoint**

City of Corona	Multi-Agency with University of California at Riverside and Jurupa Valley PD
City of Moreno Valley	(OTS Mini-Grant)
City of Murrieta	(OTS Mini-Grant)
City of Palm Desert	(OTS Mini-Grant)
City of Perris	(OTS Mini-Grant)
City of Temecula	(OTS Mini-Grant)

#### **Multi-Agency Task Force Operation**

- **Region 3**

Cities of Banning, Beaumont, Hemet and San Jacinto

- **Region 1**

Lake Perris – State Parks and cities of Lake Elsinore and Temecula

#### **DUI Saturation Patrol**

City of Blythe	
City of Desert Hot Springs	
City of Jurupa Valley	
City of Palm Springs	
City of Riverside	(OTS Mini-Grant)

### Saturday, August 17<sup>th</sup>

#### **DUI/DL Checkpoint**

City of Blythe	
City of Norco	(OTS Mini-Grant)
City of Palm Desert	(OTS Mini-Grant)
City of San Jacinto	(OTS Mini-Grant)

#### **DUI Saturation Patrol**

City of La Quinta	
City of Palm Springs	
City of Perris	
City of Rancho Mirage	
City of Riverside	
City of Hemet	(OTS Mini-Grant)

#### **Motorcycle Safety Patrol**

City of Hemet	(OTS Mini-Grant)
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### Sunday, August 18<sup>th</sup>

#### **DUI Saturation Patrol**

City of Coachella	
City of Riverside	(OTS Mini-Grant)

#### **Motorcycle Safety Patrol**

City of Moreno Valley	(OTS Mini-Grant)
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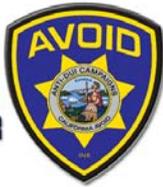
### Monday, August 19<sup>th</sup>

#### **DUI Saturation Patrol**

City of Indio

#### **Distracted Driver/Speed Enforcement Patrol**

City of Hemet	(OTS Mini-Grant)
City of Moreno Valley	(OTS Mini-Grant)
City of Riverside	(OTS Mini-Grant)



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## Tuesday, August 20<sup>th</sup>

**Distracted Driver/Speed Enforcement Patrol**  
City of Riverside (OTS Mini-Grant)

## Wednesday, August 21<sup>st</sup>

**DUI/DL Checkpoint**  
City of Moreno Valley (OTS Mini-Grant)

## Thursday, August 22<sup>nd</sup>

**DUI Saturation Patrol**  
City of Desert Hot Springs  
City of Riverside (OTS Mini-Grant)

**Distracted Driver/Speed Enforcement Patrol**  
City of Riverside (OTS Mini-Grant)

**Motorcycle Safety Patrol**  
City of Murrieta (OTS Mini-Grant)

## Friday, August 23<sup>rd</sup>

**DUI/DL Checkpoint**  
City of Murrieta (OTS Mini-Grant)  
City of Palm Springs (OTS Mini-Grant)

## **Multi-Agency Task Force Operation**

- **Region 4**

Cathedral City, Mount San Jacinto – State Parks, and cities of Desert Hot Springs, Indian Wells, Palm Desert, Palm Springs, and Rancho Mirage

## **DUI Saturation Patrol**

City of Beaumont  
City of Corona  
City of Menifee  
City of Riverside  
City of San Jacinto

**Motorcycle Safety Patrol**  
City of Murrieta (OTS Mini-Grant)

## Saturday, August 24<sup>th</sup>

**DUI/DL Checkpoint**  
City of Perris (OTS Mini-Grant)

**DUI Saturation Patrol**  
City of Murrieta  
City of Moreno Valley  
City of Palm Desert  
City of Riverside (OTS Mini-Grant)

## Sunday, August 25<sup>th</sup>

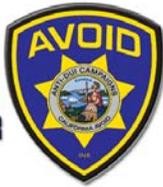
**DUI Saturation Patrol**  
City of San Jacinto

## Monday, August 26<sup>th</sup>

**Distracted Driver/Speed Enforcement Patrol**  
City of Hemet (OTS Mini-Grant)

## Tuesday, August 27<sup>th</sup>

**Distracted Driver/Speed Enforcement Patrol**  
City of Moreno Valley (OTS Mini-Grant)



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## Thursday, August 29<sup>th</sup>

### **DUI Saturation Patrol**

City of Riverside (OTS Mini-Grant)

### **Distracted Driver/Speed Enforcement Patrol**

City of Moreno Valley (OTS Mini-Grant)

City of Riverside (OTS Mini-Grant)

## Friday, August 30<sup>th</sup>

### **DUI/DL Checkpoint**

City of Beaumont

City of Desert Hot Springs (OTS Mini-Grant)

City of La Quinta (OTS Mini-Grant)

City of Moreno Valley (OTS Mini-Grant)

City of Riverside (OTS Mini-Grant)

### **Multi-Agency Task Force Operation**

- **Region 5**

Cities of Blythe, Coachella, Indio, and La Quinta

### **DUI Saturation Patrol**

City of Eastvale

Mount San Jacinto – State Parks

City of Murrieta (OTS Mini-Grant)

City of Riverside (OTS Mini-Grant)

## Saturday, August 31<sup>st</sup>

### **DUI/DL Checkpoint**

City of Lake Elsinore

City of Jurupa Valley (OTS Mini-Grant)

City of Menifee (OTS Mini-Grant)

City of San Jacinto (OTS Mini-Grant)

City of Temecula (OTS Mini-Grant)

### **DUI Saturation Patrol**

City of Banning

City of Hemet

City of La Quinta

City of Riverside

City of Temecula

### **Distracted Driver/Speed Enforcement Patrol**

City of Hemet (OTS Mini-Grant)

## Sunday, September 1<sup>st</sup>

### **DUI Saturation Patrol**

City of Coachella

Lake Perris – State Parks

City of Hemet (OTS Mini-Grant)

City of Riverside (OTS Mini-Grant)

## Monday, September 2<sup>nd</sup>

### **Distracted Driver/Speed Enforcement Patrol**

City of Hemet (OTS Mini-Grant)

City of Moreno Valley (OTS Mini-Grant)

Additional information about the Avoid Program and operational plans from around the region can be found at [avoidthe30.org](http://avoidthe30.org) or look for us on Facebook. *Funding for Avoid the 30 operations is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.*

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