



Avoid the 30 Riverside County PRESS RELEASE



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RIVERSIDE POLICE DEPARTMENT RECEIVES GRANT FOR COUNTY-WIDE DUI ENFORCEMENT CAMPAIGN JUST IN TIME FOR HALLOWEEN DEPLOYMENT

Halloween DUI patrols to scare drivers to "Drive Sober"

This is not a horror movie - drunk and drug-impaired driving remains the number one killer on our roadways. In Riverside County, the "Avoid the 30" DUI Task Force will continue to attack this problem head on through DUI enforcement efforts as a result of a recent **\$439,388.00** grant awarded by the California Office of Traffic Safety to the Riverside Police Department. Riverside Police Department has administered this grant for Riverside County since 2008.

Agencies participating in the 'Avoid the 30' taskforce include: California Highway Patrol, Riverside County Sheriff Department, Riverside Community College Police Department, University of California Riverside Police Department, California State Parks, and the State of California Alcohol Beverage Control. Police departments from the cities of Banning, Beaumont, Blythe, Canyon Lake, Cathedral City, Coachella, Corona, Desert Hot Springs, Eastvale, Hemet, Indian Wells, Indio, Jurupa Valley, La Quinta, Lake Elsinore, Menifee, Moreno Valley, Murrieta, Norco, Palm Desert, Palm Springs, Perris, Rancho Mirage, San Jacinto and Temecula have also agreed to participate.

The grant activities will specifically target those who get behind the wheel after drinking too much or using drugs that impair driving. Officers from law enforcement agencies in Riverside County will work together to conduct DUI/driver's license checkpoints, multi-agency DUI task force deployments, and local DUI saturation patrols within our communities. This grant also funds local DUI saturation patrols to address problem areas with identified DUI issues. All operations are in addition to the regular patrol and traffic enforcement conducted by each agency.

A large part of grant funding will go to DUI/driver's license checkpoints which are highly visible and highly publicized events not only meant to make arrests, but to deter impaired driving in the first place. Traffic collisions involving alcohol drop by an average of 20 percent when well-publicized checkpoints are conducted often enough. According to the National Highway Traffic Safety Administration (NHTSA), checkpoints have provided the most effective documented results of any of the DUI enforcement strategies, while yielding considerable cost savings of \$6 for every \$1 spent.

Recognizing that Halloween is the deadliest night of the year for child pedestrians, special DUI saturation patrols will be deployed within the county in an effort to remove impaired drivers before they harm trick-or-treaters or anyone else. According to NHTSA, from 2007-2011, 52 percent of all fatalities nationwide occurring on Halloween night involved a drunk driver. DUI campaigns will also be launched during the winter and summer holiday periods as well as during Super Bowl Sunday, St. Patrick's Day, Cinco de Mayo and during local special events.

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.

Media Notes: For Riverside County Avoid the 30 program information and results, visit avoidthe30.org or look for us on Facebook. To schedule an interview regarding anti-drunk driving efforts, or to request a ride-along with law enforcement during any holiday period, please contact Sergeant Skip Showalter at 951.351.6046 or via email at sshowalter@riversideca.gov.



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