



**NEWS RELEASE
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RIVERBANK POLICE CONTINUES SPECIAL TRAFFIC ENFORCEMENT PROGRAM

Riverbank, Ca – In a continuing effort to save lives and prevent injuries on our city streets, the Riverbank Police Department is expanding their regular traffic enforcement with special operations. These operations are funded by a recent \$50,000.00 grant awarded by the California Office of Traffic Safety. Infrared Lidar Systems will be purchased and special traffic enforcement measures will be instituted by the Riverbank Police Department as law enforcement continues their commitment to keeping our roadways safe through both enforcement and education.

“This grant is critical during the current economic conditions. Thanks to this grant, Deputies will be able to aggressively seek out drivers who have been drinking and driving, and drivers who have reckless driving habits which are constantly putting others in harms way,” said Bill Pooley, Police Chief for the City of Riverbank.

The Selective Traffic Enforcement Program (STEP) grant is to assist in efforts to deal with traffic safety problems and to reduce the number of persons killed and injured in traffic collisions. Traffic deaths from all causes declined in 2009 in California by 10.3 percent from 3,434 killed in 2008 to 3,081 in 2009. The state recorded 950 alcohol-impaired driving fatalities in 2009, a 7.6 percent decline from 1,025 in 2008. However, DUI deaths remain at 31 percent of fatalities.

“Everyone in California should be heartened with these figures,” said Christopher J. Murphy, Director of the California Office of Traffic Safety (OTS). “But as encouraging as this is, we can’t let up on the efforts to encourage and enforce traffic safety. Thousands are still losing their lives or being severely injured on our roadways.”

The grant activities will specifically target Motorcycle Safety, DUI offenders, drivers with suspended or revoked licenses, speeders, red light running, and seatbelt violations. This will be done through the use of DUI/driver’s license checkpoints, special enforcement operations, and court stings where DUI offenders with suspended or revoked driver licenses get behind the wheel after leaving court. Additional enforcement operations will be directed to intersections and roadway with disproportionate number of traffic collisions.



The grant also provides funding for Infrared Lidar System which will be used to determine a specific vehicles speed and all overtime to conduct special enforcement activities.

New this year is the addition of 2 special Motorcycle Safety Enforcement Operations. Motorcycle fatalities have finally turned and dropped in California, following a decade rise in deaths. In 2009, 393 motorcyclist were killed, a 29 percent drop from 2008 statistics. Sadly, California remains one of 3 states that still lead the nation in motorcyclist's deaths.

Riverbank Police Officers will be conducting specialized enforcement efforts throughout the course of the next year. Extra officers will be on duty patrolling areas frequented by motorcycles. Officers will be cracking down on traffic violations made by motorcyclists, and other vehicle drivers, that result in far too many motorcycle collisions, injuries and deaths.

“More people are making it home safely and alive each day,” said Murphy. “But to keep this trend going, we will continue to strive to meet our vision – Toward zero deaths, every 1 counts.”

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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