

# Santa Rosa Police Department Impaired Driving

## Problem Identification

The Santa Rosa Police Department (SRPD) recognizes that the City of Santa Rosa is the largest city in California's wine country and ranks 25<sup>th</sup> on the list of DUI cities in the 2014 California Highway Safety Plan, making impaired driving a serious issue for which both citizens and businesses must take responsibility. Using information from the California Statewide Integrated Traffic Records System (SWITRS), as well as the Department's records management system and Crime Analysis Bureau, SRPD has taken a well-rounded approach to combating impaired driving including data driven enforcement and operations often conducted in cooperation with outside agencies and organizations. The Department also conducts outreach to both youth and adults in the community to educate the public about the importance of planning ahead, driving sober, and designating a sober driver before you choose to drink.



## Policy

SRPD Policy 500 – Traffic Function and Responsibility provides guidance on the priorities of the Santa Rosa Police Department related to detection and investigation of driving under the influence. This policy serves as a basis for training and procedures followed by Traffic Bureau members and all others who play a role in detection and investigation of impaired driving.

# Santa Rosa Police Department Impaired Driving

## Planning

Operations and enforcement activity planning are data-driven, targeting specific geographic areas and timeframes based on arrest and collision data. The Police Department maintains a list of the top 10 DUI Involved Accident and Arrest Locations throughout the City. In 2014, alcohol was attributed to 8% of all fatal and injury crashes that occurred within the City of Santa Rosa.

VII. TRAFFIC BUREAU SANTA ROSA POLICE DEPARTMENT ANALYSIS OF  
DUI INVOLVED ACCIDENT AND ARREST LOCATIONS ¶  
July 24<sup>th</sup>, 2014 ¶

¶  
TOP 10 DUI ARREST/COLLISION ENFORCEMENT AREAS JULY 2014 ¶  
¶  
¶  
¶

1	1060900048	9	3	158	161		
	7TH ST / B ST						
	7TH ST / MENDOCINO AV						
	4TH ST / B ST					DOW	TOD
	6TH ST / MORGAN ST					SAT-SUN	0000-0400
	3RD ST / B ST						
2	1060900038	9	2	102	104		
	COLLEGE AV / MENDOCINO AV						
	COLLEGE AV / MORGAN ST						
	10TH ST / MENDOCINO AV					DOW	TOD
	COLLEGE AV / HUMBOLDT ST					THU-SUN	0000-0300
	COLLEGE AV						
3	1060100016	1	10	66	76		
	CLEVELAND AV						
	PINER RD						
	COFFEY LN / W STEELE LN					DOW	TOD
	COFFEY LN / DITTY AV					SAT-WED	0000-0300
	PINER RD / RANGE AV						
4	1060200018	2	5	58	63		
	MENDOCINO AV						
	CARRILLO ST / MENDOCINO AV						
	HUMBOLDT ST					DOW	TOD
	MENDOCINO AV / PACIFIC AV					THU-SUN	2100-0300
	NORTH ST						
5	1060200028	2	2	54	56		
	COLLEGE AV						
	MENDOCINO AV						
	COLLEGE AV / GLENN ST					DOW	TOD
	NB COLLEGE AV ONRAMP / NB STEELE LN OFFRAMP					THU-SUN	0100-0400
	COLLEGE AV / NB COLLEGE AV ONRAMP						

# Santa Rosa Police Department Impaired Driving

The Department maintains a “Hot Sheet” of repeat DUI offenders, as well as producing a weekly DUI arrest report that is sent to patrol officers and posted on bulletin boards throughout the Department to assist in enforcement efforts.

LAW ENFORCEMENT SENSITIVE / NOT FOR PUBLIC RELEASE



**SANTA ROSA POLICE DEPARTMENT**  
Crime Analysis | Traffic Bureau Reporting




11-1558017-22029

### Santa Rosa TOP-TEN Repeat DUI Offenders Apr 2014

 <p><b>Beat 5</b> DOB: 12/7/1969 HMA, 5'08"/180, BLK/BRN Harvest Ln, #75, Santa Rosa <b>8 Prior DUI Arrests (last in Jan 2013)</b> (M) Probation ends 7/23/14</p>	 <p><b>Beat 4</b> DOB: 12/05/69 HMA, 5'08"/160, BLK/GRN Cardinal Way, Santa Rosa <b>5 Prior DUI Arrests (last in Aug 2012)</b> <b>ACTIVE WARRANT</b></p>
 <p><b>Beat 3</b> DOB: 2/22/1959 WMA, 6'00"/215, BRN/BRN Oxvine Dr, Santa Rosa <b>8 Prior DUI Arrests (last in Nov 2009)</b> PRCS to 5/10/2015</p>	 <p><b>Beat 8</b> DOB: 1/1/1964 HMA, 5'07"/200, BLK/BRN Petaluma Hill Rd, Santa Rosa <b>5 Prior DUI Arrests (last in Sept 2012)</b> <b>ACTIVE WARRANT</b></p>
 <p><b>Beat 7</b> DOB: 2/10/1965 HMA, 5'08"/190, BLK/BRN Beachwood Dr, Santa Rosa <b>7 Prior DUI Arrests (last in Jul 2012)</b> PRCS to 7/24/2016</p>	 <p><b>Beat 3</b> DOB: 9/20/1968 HMA, 5'08"/200, BLK/BLU Clover Dr, Santa Rosa <b>5 Prior DUI Arrests (last in Jun 2012)</b> (M) Probation to 7/21/2017</p>
 <p><b>Beat 7 RDS</b> DOB: 2/27/1980 HMA, 5'06"/150, BLK/BRN Corby Ave, #18 Santa Rosa <b>6 Prior DUI Arrests (last in Jul 2012)</b> PRCS to 1/31/2017</p>	 <p><b>Beat 7</b> DOB: 4/24/1976 AKA: [REDACTED] HMA, 5'4"/125, BRN/BRN [REDACTED] Dr, Santa Rosa <b>5 Prior DUI Arrests (last in Feb 2013)</b> (M) Probation to 5/15/16</p>
 <p><b>Beat 7</b> DOB: 12/14/1977 BMA, 5'08"/190, BLK/BRN Arthur Ashe C Santa Rosa <b>5 Prior DUI Arrests (last in Mar 2012)</b> (M) Probation to 6/24/2017</p>	 <p><b>Beat 4</b> DOB: 5/20/1947 WMA, 6'0"/250, BRN/BLU [REDACTED] Hurst Dr, #C, Santa Rosa <b>5 Prior DUI Arrests (last in Apr 2013)</b> (M) Probation to 7/3/16</p>

LAW ENFORCEMENT SENSITIVE / NOT FOR PUBLIC RELEASE

## ABC

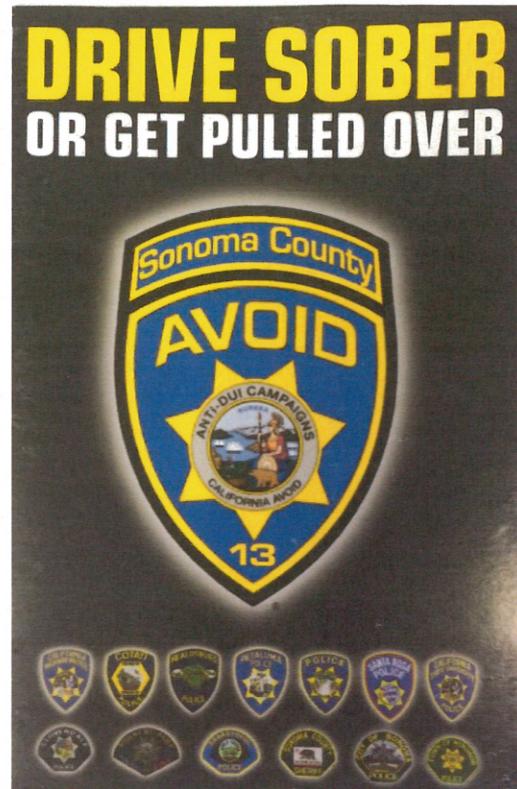
The Santa Rosa Police Department recognizes that two of the key components to reducing impaired driving is addressing businesses that over-serve alcohol and those that sell alcoholic beverages to minors. Under a grant from the California Department of Alcoholic Beverage Control (ABC) and in partnership with the local ABC office, the Department’s team of School Resource Officers manage ABC-related investigations, conduct underage decoy, shoulder-tap, and other operations throughout the year to target the illegal sales of alcoholic beverages.

In 2014, two decoy operations were conducted where underage individuals went into businesses and attempted to purchase alcohol. Two “Shoulder Tap” operations were conducted in which underage decoys attempted to get a person over 21 years old to purchase alcohol for them. These four operations yielded nine citations for ABC-related violations. SRPD visited and inspected 23 on and off-sale locations and any violations were forwarded to ABC for follow-up. Lastly, patrol officers conducted monthly bar checks with Santa Rosa Fire Department Fire Inspectors to ensure safe occupancy and look for serving violations including over-serving of patrons.

# Santa Rosa Police Department Impaired Driving

## **AVOID and STEP**

The supervisors of the SRPD Traffic Bureau developed a plan for the deployment of enforcement resources, using funds provided by two separate grants from the California Office of Traffic Safety (OTS) - AVOID DUI Campaign and Selective Traffic Enforcement Program (STEP). The plans for operations associated with each grant were data-driven, targeting specific geographic areas and timeframes based on arrest and collision data. Following events and operations, the supervisors conducted follow-up reporting on tactical execution and evaluated the outcomes for effectiveness. The comprehensive approach employed by SRPD, as well as cooperation with other agencies participating in the AVOID DUI campaign, including the Sonoma County District Attorney's office, fall in accordance with the tasks and guidelines set forth by the California Office of Traffic Safety's Strategic Highway Safety Plan related to Impaired Driving.



## **Training**

Additional training in the area of alcohol and drug impaired driving has resulted in four of the Department's officers being California Peace Officer Standards and Training (POST) certified Standard Field Sobriety Test (SFST) instructors: Officers Hiroshi Yaguchi, Matthew Sanchez, Michael Mieger, and Timothy Wilhelm. These four officers all received training from the California Highway Patrol's Impaired Driving Unit, which is the state coordinator for all National Highway Traffic Safety Administration (NHTSA) oriented training. During 2014, thirteen officers attended SFST Training presented by the Department's trainers, bringing the Department's total SFST trained officers to 18. The trainers have also conducted Advanced Officer Training (AOT), an 8-hour training block, for the majority of the officers in the Department; and have conducted at least four, 16-hour, NHTSA-certified courses for not only SRPD officers, but officers from Oakland Police Department, Napa Police Department, Sonoma County Sheriff's Office, Novato Police Department, Sebastopol Police Department, Healdsburg Police Department, Rohnert Park Department of Public Safety and Santa Rosa Junior College Police Department.

# Santa Rosa Police Department

## Impaired Driving

Several of the Department's officers have developed expertise in the area of Impaired Driver Detection. In 2014, nine officers completed the Advanced Roadside Impaired Driving Enforcement (ARIDE) course. Additionally, one full-time DUI/Accident Investigator became Drug Recognition Expert (DRE) certified, providing the Department with a total of six DRE certified officers.

Officers who have received the most training in DUI enforcement have conducted trainings at patrol briefing on the "McNeely" decision related to consent for DUI blood draws and authored two Santa Rosa Police Department Training bulletins: one related to the impounding of vehicles of DUI drivers and the other on changes to the California Department of Motor Vehicles Admin Per Se form.

### Public Information and Education

The Santa Rosa Police Department's prevention and education efforts target adults and youth in the community. Efforts have included work with Community Action Partnership of Sonoma County on the "Safe Communities Initiative," focusing on responsible beverage service, as well as responsible consumption by community members. This program uses social media sites such as Facebook and Twitter to reach the target audience and presents awards to businesses that sell and serve alcoholic beverages responsibly and take active measures to prevent the service or sales of alcoholic beverages to minors.

### Press Releases

The Department issues press releases for noteworthy events to a distribution list of media outlets. Generally, the press releases are coupled with a Nixle update so that members of the public receive the information at the same time as the media.

# Santa Rosa Police Department Impaired Driving

For impaired driving events such as Checkpoints and enforcement campaigns, the Department will issue press releases and post the same information to Facebook and Nixle. Upon completion of the operation, results are also issued identifying the number of vehicles that went through the Checkpoint, arrests and other relevant data.

## Nixle

Since joining Nixle in 2010, the Santa Rosa Police Department has gained over 5,700 followers and is able to disseminate information in a timely fashion regarding incidents, events and other items of community interest.

## Facebook

The Santa Rosa Police Department joined Facebook in 2012 and currently has over 6,200 followers with posts that have reached over 23,000 Facebook followers.



SANTA ROSA POLICE DEPARTMENT  
965 Sonoma Avenue, Santa Rosa, California 95404  
www.santarosapd.com

Acting Chief Hank Schreeder



## PRESS RELEASE

**For Immediate Release:**  
April 12, 2014

**Contact:**  
Sgt. Brad Conners  
(707) 543-3639  
bconners@srcity.org

### Results of Santa Rosa DUI/Driver's License Checkpoint

Santa Rosa, CA – The Santa Rosa Police Department Traffic Unit conducted a DUI/Drivers License checkpoint on Friday, April 11<sup>th</sup>, 2014, in east Santa Rosa between the hours of 9:00 p.m. and 3:00 a.m. Checkpoints are placed in locations that have the greatest opportunity for achieving drunk and drugged driving deterrence and provide the greatest safety for officers and the public. Friday night's checkpoints were located on Farmers Lane near Sonoma Avenue and on Santa Rosa Avenue near Barham Avenue.

DUI/Drivers License checkpoints have been shown to lower DUI deaths and injuries. A major component of these checkpoints are the deterrent effects it has on those who might drive drunk or drugged impaired, bringing about more awareness and encouraging everyone to use sober designated drivers.

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 also yielding considerable cost savings of \$6 for every \$1 spent. Ninety Percent of California drivers approve of checkpoints.

Listed below is the statistical information for this checkpoint:

- 466 Vehicles Screened
- 0 DUI-Alcohol suspects arrested
- 1 DUI-Drug impaired suspects arrested
- 0 Suspects arrested for illegal drugs (possession/transportation/sales)
- 32 Drivers cited/arrested for operating a vehicle unlicensed or while suspended/revoked
- 1 Arrested on outstanding warrants
- 12 Citations issued for miscellaneous Vehicle Code violations

The suspect arrested for DUI-Drugs was identified as Peter Korreng, 43 years old, from Santa Rosa.

The Santa Rosa Police Department will be conducting DUI/Drivers License Checkpoints and DUI saturation patrols regularly in our ongoing commitment to lowering deaths and injuries upon our streets and highways.

The checkpoint was funded by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. Report Drunk Drivers – Call 9-1-1!

###

# Santa Rosa Police Department Impaired Driving



Santa Rosa Police Department shared a link.

December 18, 2014 · 🌐



## WINTER HOLIDAY AVOID DUI CAMPAIGN – THURSDAY UPDATE

For Immediate Release December 18, 2014 WINTER  
HOLIDAY AVOID DUI CAMPAIGN – THURSDAY...

[HTTPS://LOCAL.NIXLE.COM//ALERT/5321797/](https://local.nixle.com/alert/5321797/)

Like Comment Share

👍 20 people like this.

↪️ 3 shares

Facebook has demonstrated itself to be an effective tool in quickly distributing information that is of public interest and that can and will be easily shared with others.

### Twitter

The Department's social media presence was increased when a Twitter account was created in November 2012 and currently has over 2,600 followers.

## Every 15 Minutes Program

Each year the Department's employees fully engage high school students by participating in the Every 15 Minutes program on area campuses. This program highlights the dangers of impaired driving for teenagers and involves the reenactment of a DUI collision, an overnight retreat for student role players, and a school assembly which features a professionally produced video of the entire program.

In addition to the Every 15 Minutes program, the Department's School Resource Team instructs individual classes on the dangers of impaired driving and participates in the Restorative Justice Program, counseling youth offenders who have been found in possession of alcohol and/or drugs. The Department also works with the North Coast Builders Exchange to provide the CHOICES program to students, which features a curriculum teaching high school students the



# Santa Rosa Police Department

## Impaired Driving

importance of making sound decisions in a variety of subjects including alcohol and drugs.

### Enforcement

In addition to education and deterrence campaign partnerships, the Department encourages strict enforcement of DUI laws by officers and conducts special operations for the specific purpose of identifying and arresting impaired drivers. Despite the Department's best education and prevention efforts, it is recognized that members of the community will still choose to drive under the influence of alcohol and/or drugs. By engaging in highly publicized, narrowly-focused enforcement campaigns throughout the year, many of those who still choose to drink and drive are apprehended.



The Santa Rosa Police Department conducted seven DUI checkpoints in 2014 funded by grants from the California Office of Traffic Safety and U.C. Berkeley's Safe Transportation Research and Education Center (SafeTREC) program. Checkpoint locations were data-driven, intersections with the highest number of DUI arrests and collisions that occurred in the previous year. Over 6,200 vehicles passed

through Santa Rosa Police Department DUI Checkpoints in 2014, resulting in the arrest of 20 drivers for driving under the influence of alcohol and/or drugs. Throughout the year, 91 saturation patrols were deployed through STEP grant funding, resulting in 1,000 vehicle stops, 290 SFSTs and over 70 DUI arrests. The three full-time DUI/Accident Investigators, who are part of the regular staff of the SRPD Traffic Bureau, had a total of 156 DUI arrests.

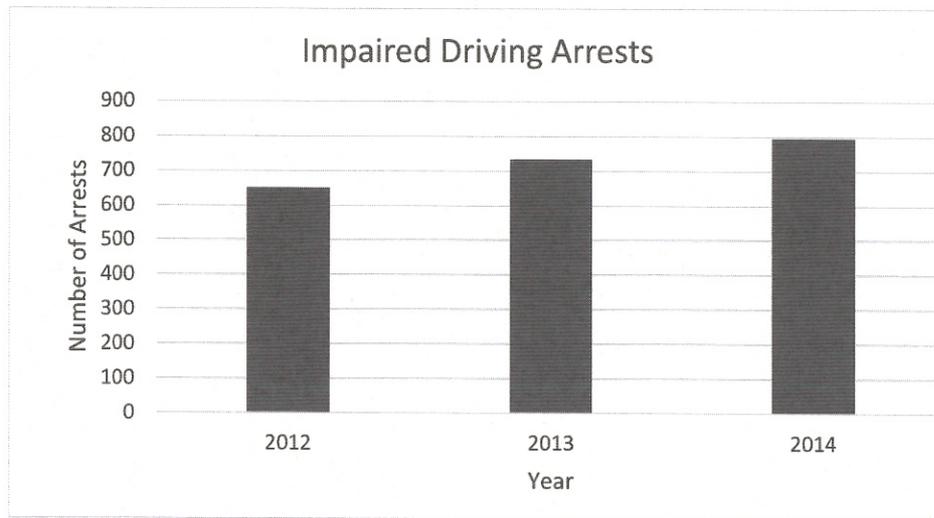
In addition to conducting checkpoints and saturation patrols, Santa Rosa Police Officers played a key role in the Sonoma County Avoid the 13 campaign by participating in checkpoints, warrant sweeps, saturation patrols, court stings, and other special operations. At the end of 2014, SRPD became the host agency for AVOID and now provides countywide leadership in these ongoing enforcement efforts.

# Santa Rosa Police Department Impaired Driving

## Outcomes

### Arrests

Department wide, a total of 794 DUI arrests were made in 2014, an increase from 733 in 2013. Each contact is an opportunity for officers to educate motorists on the importance of not imbibing in alcohol prior to driving.



# Santa Rosa Police Department Impaired Driving

## Mothers Against Drunk Driving (MADD)

At the end of 2014, ten officers were eligible for DUI Enforcement Awards from Mothers Against Drunk Driving (MAAD) for making at least 25 DUI arrests. The Department's MADD award winner is Officer Kenneth Ferrigno who will receive a Century Award for having arrested 102 impaired drivers in 2014.

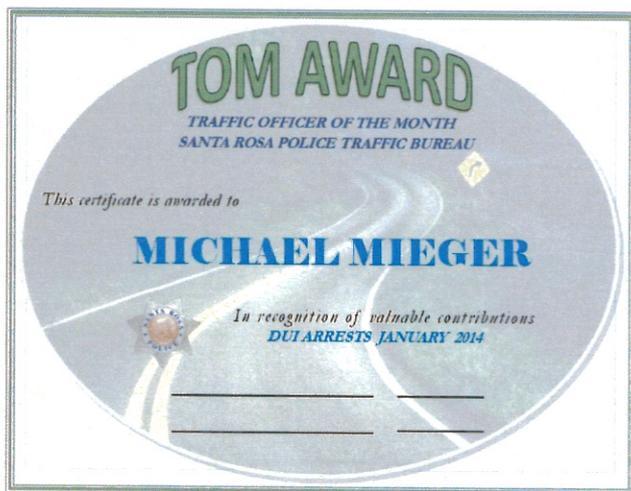
## Traffic Officer of the Month (TOM Awards)

SRPD employees take a great deal of pride in DUI enforcement efforts. Since 2012, the Santa Rosa Police Department Traffic Bureau has issued monthly "TOM" (Traffic Officer of the Month) Awards recognizing officers who have the most DUI arrests; one award is given within the Traffic Bureau and one award is given within the Patrol Bureau. In addition to the TOM Award for DUI arrests, TOM Awards are also issued for the highest number of occupant safety citations and highest number of speeding citations each month; totaling six TOM Awards issued each month.

CONGRATULATIONS

SANTA ROSA POLICE DEPARTMENT'S  
MADD AWARD WINNERS FOR 2014

<b>Kenneth Ferrigno</b>	<b>Arrests: 102</b>
<b>Jeffrey Woods</b>	<b>Arrests: 60</b>
<b>Michael Mieger</b>	<b>Arrests: 55</b>
<b>Timothy Raymond</b>	<b>Arrests: 50</b>
<b>Garrett Berg</b>	<b>Arrests: 49</b>
<b>Timothy Wilhelm</b>	<b>Arrests: 41</b>
<b>Jessie Ludikhuize</b>	<b>Arrests: 33</b>
<b>Brandon Matthies</b>	<b>Arrests: 25</b>
<b>Garrison Swartz</b>	<b>Arrests: 25</b>
<b>Joshua Kertianis</b>	<b>Arrests: 25</b>



# Santa Rosa Police Department

## Impaired Driving Policy

Policy

**500**

Santa Rosa Police Department

Policy Manual

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## Traffic Function and Responsibility

### 500.1 PURPOSE AND SCOPE

The ultimate goal of traffic law enforcement is to reduce traffic collisions. This may be achieved through the application of such techniques as geographic/temporal assignment of personnel and equipment and the establishment of preventive patrols to deal with specific categories of unlawful driving behavior. Traffic enforcement techniques are based on accident data, enforcement activity records, traffic volume, and traffic conditions. This department provides enforcement efforts toward violations, not only in proportion to the frequency of their occurrence in accident situations, but also in terms of traffic-related needs.

*Adopted 5-16-12 by Chief Thomas E. Schwedhelm.*

### 500.2 TRAFFIC OFFICER DEPLOYMENT

Several factors are considered in the development of deployment schedules for officers of the Santa Rosa Police Department. Information provided by the California Statewide Integrated Traffic Reporting System (SWITRS) is a valuable resource for traffic accident occurrences and therefore officer deployment. Some of the factors for analysis include:

- Location
- Time
- Day
- Violation factors

All officers assigned to patrol or traffic enforcement functions will emphasize enforcement of accident causing violations during high accident hours and at locations of occurrence. All officers will take directed enforcement action on request, and random enforcement action when appropriate against violators as a matter of routine. All officers should maintain high visibility while working general enforcement, especially at high accident locations.

Other factors to be considered for deployment are citizen requests, construction zones or special events.

### 500.3 ENFORCEMENT

Enforcement actions are commensurate with applicable laws and take into account the degree and severity of the violation committed. The Santa Rosa Police Department does not establish citation quotas and the number of arrests or citations issued by any officer shall not be used as the sole criterion for evaluating an officer's overall performance (Vehicle Code § 41603). The visibility and quality of an officer's work effort will be commensurate with the philosophy of this policy. Several methods are effective in the reduction of collisions as noted in this policy.

#### 500.3.1 WARNINGS

Warnings or other non-punitive enforcement actions should be considered in each situation and substituted for arrests or citations when circumstances warrant, especially in the case of inadvertent violations.

# Santa Rosa Police Department

## Impaired Driving Policy

### Santa Rosa Police Department

Policy Manual

#### *Traffic Function and Responsibility*

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##### **500.3.2 CITATIONS**

Citations may be issued when an officer believes it is appropriate. It is essential that officers fully explain the rights and requirements imposed on motorists upon issuance of a citation for a traffic violation. Officers should provide the following information at a minimum:

- (a) Explanation of the violation or charge.
- (b) Court appearance procedure including the optional or mandatory appearance by the motorist.
- (c) Notice of whether the motorist can enter a plea and pay the fine by mail or at the court.

##### **500.3.3 PHYSICAL ARREST**

Physical arrest can be made on a number of criminal traffic offenses outlined in the Vehicle Code or Penal Code. These physical arrest cases usually deal with, but are not limited to:

- (a) Vehicular manslaughter.
- (b) Felony and misdemeanor driving under the influence of alcohol/drugs.
- (c) Felony or misdemeanor hit-and-run.
- (d) Refusal to sign notice to appear.
- (e) Any other misdemeanor at the discretion of the officer, such as reckless driving with extenuating circumstances, false information to an officer, unlicensed driver without satisfactory identification.

##### **500.4 SUSPENDED OR REVOKED DRIVERS LICENSES**

If an officer contacts a traffic violator for driving on a suspended or revoked license, the officer may issue a traffic citation pursuant to Vehicle Code § 14601.

If a computer check of a traffic violator's license status reveals a suspended or revoked driver license and the traffic violator still has his or her license in possession, the license shall be seized by the officer. The officer shall verbally advise the traffic violator of the suspension or revocation and issue a citation. The officer will be responsible for filling out the Verbal Notice form (DMV form DL-310) and causing that form and license to be forwarded to the Department of Motor Vehicles.

## Occupant Protection

*[Your agency MUST provide a summary of your agency's year-round efforts in Occupant Protection]*

In 2013, Sonoma County had a child restraint usage rate of 98.7%, up from 87.6% in 2012 according to the California Office of Traffic Safety. In 2014, SRPD's Volunteers in Police Services conducted surveys and identified seatbelt usage at approximately 93.0%, below the Sonoma County average.

Occupant protection begins with the City of Santa Rosa's own employees and is mandated explicitly in the City's Risk Management – Motor Vehicle Policy requiring all employees to wear "seat belts at all times as a driver or passenger when in a vehicle equipped with seat belts."

In 2014, the Santa Rosa Police Department conducted data-driven Occupant Protection operations at locations and times that identified seat belt usage needed improvement.

The Santa Rosa Police Department participated in the statewide "Click It or Ticket It" mobilization period in May by having officers step up enforcement during the month of May. During this mobilization period 69 citations were issued for seatbelt related violations.

Training and education was provided to patrol officers in briefings and through announcements. One of the Department's officers attended a local presentation of "Below 100," which is an initiative to reduce line-of-duty deaths for police officers to fewer than one hundred per year. The Below 100 program includes the "Wear Your Seatbelt" mandate to promote officer safety.

To further seat belt compliance, weekly "Special Enforcement Areas (SEAs)," are designated at intersections that have the highest rate of traffic accidents and citations. The operations are conducted in part to educate seat belt violators and increase compliance. Each week, the SEA is identified in a press release that states the five types of violations that are being sought. The Department also uses its press releases and social media sites to stress the benefits and importance of seat belts and child restraints by noting when the passengers in accidents were able to avoid injury by being properly restrained.

The Department issued 579 seat belt citations and 13 child seat citations in 2014. In May 2014, the Department participated in California's "Click It or Ticket It" month. As a result of the increased occupant protection, officers issued 69 citations for seat belt related violations, including child seat violations, during the mobilization period.

### Occupant Protection

1. This agency has a written policy making safety belt and child passenger safety enforcement a priority: Yes  No
2. This agency has a written policy requiring officer safety belt use: Yes  No
3. Does your state have a Primary Seat Belt Enforcement Law?: Yes  No
4. What was your state's average safety belt use percentage rate in 2014?: \_\_\_\_\_
5. Jurisdiction's safety belt use percentage rate at the beginning of 2014: 95.6%
6. Jurisdiction's safety belt use percentage rate at the end of 2014: 90.4%
7. Number of officers who received training in 2014 in occupant protection: 99
8. This agency participates in Saved by the Belt/Air Bag (officer and/or citizen awards programs):  
Yes  No
9. Number of Seat Belt Citations in 2012: 916
10. Number of Seat Belt Citations in 2013: 982
11. Number of Seat Belt Citations in 2014: 579
12. Number of Child Seat Citations in 2012: 26
13. Number of Child Seat Citations in 2013: 37
14. Number of Child Seat Citations in 2014: 13
15. Number of Special Enforcement Efforts in 2014 for Seat Belt Enforcement Zones: 16
16. Output Statistics: How many citations were issued in target areas?: 101
17. Output Statistics: How many citations were issued during the target times?: 101
18. Output Statistics: How many contacts were made? (total): \_\_\_\_\_
19. Output Statistics: How many contacts were made in target areas?: \_\_\_\_\_
20. How many special team enforcement details were directed at the problem (not routine patrol)?:  
6

# Santa Rosa Police Department Occupant Protection

## Problem Identification

In 2013, Sonoma County had a child restraint usage rate of 98.7%, up from 87.6% in 2012 according to the California Office of Traffic Safety. In 2014, SRPD's Volunteers in Police Services (VIPS) conducted surveys and found that the rate of seatbelt usage within the city limits is approximately 93.0%, below the Sonoma County average and informing the Department that more work needs to be done.



# Santa Rosa Police Department

## Occupant Protection

### Policy

Occupant protection begins with the City of Santa Rosa's own employees and is mandated explicitly in the City's Risk Management – Motor Vehicle Policy requiring all employees to wear "seat belts at all times as a driver or passenger when in a vehicle equipped with seat belts." The Department's Code of Conduct – Policy 105 also requires "all employees to conduct their public and private lives within the Constitution of the United States, the State Constitution, and all laws, policies or charters enacted or established pursuant to legally constituted authority" which includes seat belt regulations.

### Planning

In 2014, the Santa Rosa Police Department conducted data-driven Occupant Protection operations at locations and times that identified seat belt usage needed improvement.

The Santa Rosa Police Department participated in the statewide "Click It or Ticket It" mobilization period in May by having officers step up enforcement during the month of May. During this mobilization period 69 citations were issued for seatbelt related violations.

### Training

Training and education was provided to patrol officers in briefings and through announcements. One of the Department's officers attended a local presentation of "Below 100," which is an initiative to reduce line-of-duty deaths for police officers to fewer than one hundred per year. The Below 100 program includes the "Wear Your Seatbelt" mandate to promote officer safety.



*Together,  
We Can Get  
Below 100*

# Santa Rosa Police Department

## Occupant Protection

### Public Information and Education

To further the City and the Department's goal of seat belt compliance, weekly "Special Enforcement Areas (SEAs)," are designated at intersections that have the highest rate of traffic accidents and citations. The operations are conducted in part to educate seat belt violators and increase compliance. Each week, the SEA is identified in a press release that states the five types of violations that are being sought. The Department also uses its press releases and social media sites to stress the benefits and importance of seat belts and child restraints by noting when the passengers in accidents were able to avoid injury by being properly restrained.

### Press Releases

The Santa Rosa Police Department recognizes the importance of leading by example in the area of occupant protection. If Department employees are not keenly aware of the lifesaving importance of seatbelt usage, then the Department cannot be as effective in its education of the public. The Department issues press releases for noteworthy events to a distribution list of media outlets. Generally the press releases are coupled with a Nixle update so that members of the public receive the information at the same time as the media.

### Nixle

Since joining Nixle in 2010, the Santa Rosa Police Department has gained over 5,700 followers and is able to disseminate information in a timely fashion regarding incidents, events and other items of community interest.

# Santa Rosa Police Department Occupant Protection



FOR IMMEDIATE RELEASE:

May 19, 2014  
CONTACT: Sgt. Mike Numainville  
(707) 543-4108  
mnumainville@srcity.org

## **Life Saving *Click It or Ticket* Mobilization Begins Santa Rosa Police Department Kicks Off High Visibility Enforcement**

The Santa Rosa Police Department wants to remind motorists to *Click It or Ticket*. In order to enforce this reminder, beginning Monday, May 19th, officers will be joining in the 2014 national seat belt enforcement mobilization and cracking down on motorists who are not belted.

Even with a seatbelt usage rate of 97.4 percent, California still has 800,000 or more who aren't buckling up. In a crash, they stand a 50 percent greater chance of being killed than those who have taken the two seconds to buckle in. In an on-going effort to reach those remaining safety hold-outs, police, sheriff and the California Highway Patrol (CHP) departments across the state will be taking part in *Click It or Ticket* from May 19 through June 1.

"Memorial Day weekend kicks off summer vacation season, and we want to ensure that everyone arrives at their destination safe and sound," said Lieutenant Ray Navarro. "If you are not wearing your seat belt, you will be ticketed."

According to new data released from the Department of Transportation's National Highway Traffic Safety Administration (NHTSA), fatalities are up nationwide for the first time in five years. In 2012, 10,335 people who were killed in motor vehicle crashes were not wearing their seat belts. NHTSA data also details how more traffic vehicle deaths occur at night. In 2012, 61 percent of passenger vehicle occupants killed during the nighttime hours of 6:00 p.m. – 5:59 a.m. were not wearing their seat belts.

"Wearing a seat belt is one of the easiest and best things you can do to protect yourself in the event of a car crash," said Rhonda Craft, Director of the California Office of Traffic Safety. "Taking a few moments to properly secure yourself and all your passengers before going on your way could mean the difference between life and death."

The cost for a seat belt violation in California for unbuckled vehicle occupants over age 16 is a minimum of \$161 for a first offense. The penalty fees for failing to properly buckle up any child under the age of 16 is a minimum \$490 per child for a first offense, plus a violation point will be added to the driver's record. If the parent is not in the car, the driver gets the ticket.

For more traffic safety information, visit the California Office of Traffic Safety at [www.ots.ca.gov](http://www.ots.ca.gov) or the National Highway Traffic Safety Administration *Click It or Ticket* mobilization, [www.nhtsa.gov/ciot](http://www.nhtsa.gov/ciot).

###

## **Facebook**

The Santa Rosa Police Department joined Facebook in 2012 and currently has over 6,200 followers with posts that have reached over 23,000 Facebook followers.

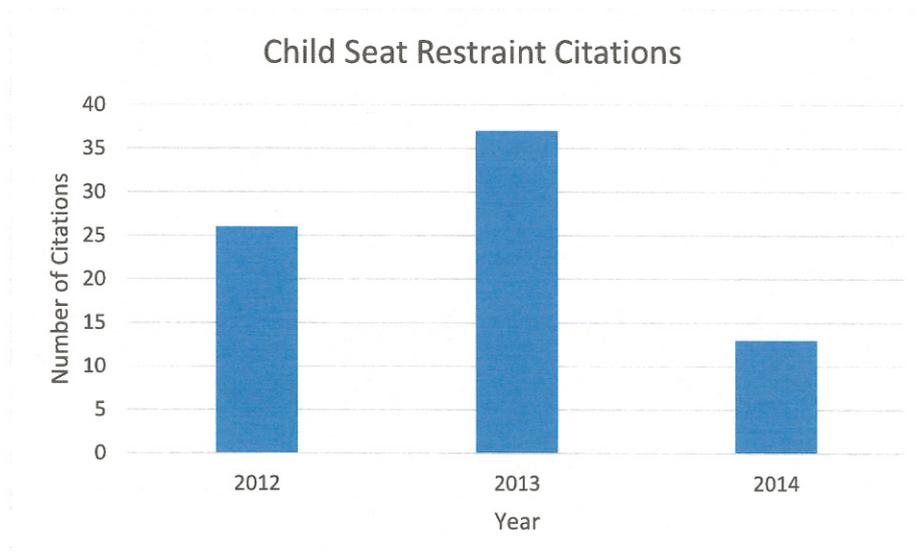
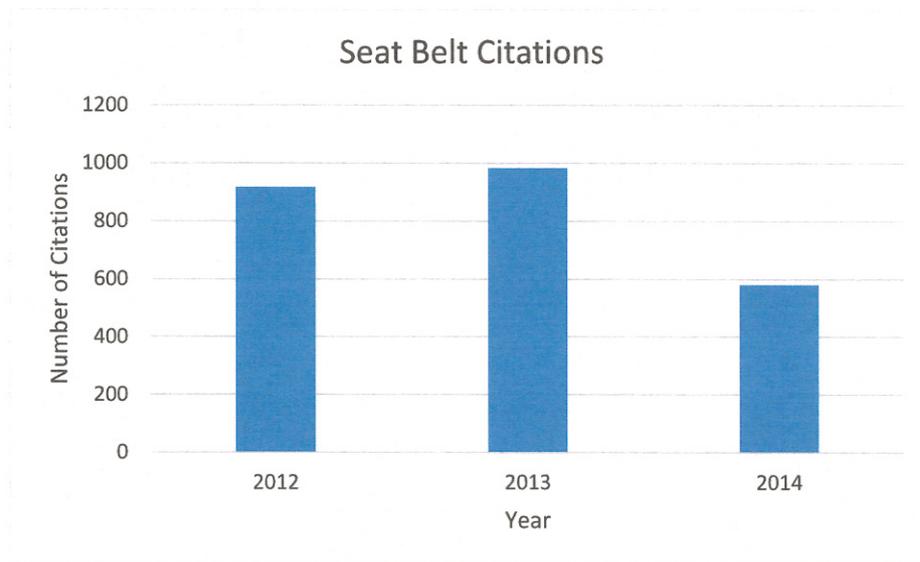
## **Twitter**

The Department's social media presence was increased when a Twitter account was created in November 2012 and currently has over 2,600 followers.

# Santa Rosa Police Department Occupant Protection

## Enforcement

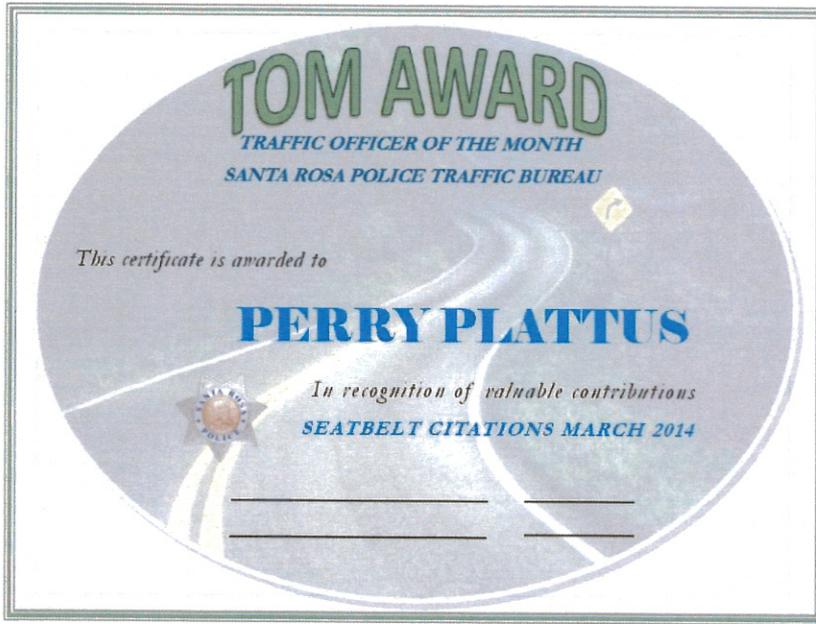
Enforcement is an important factor in any effective occupant protection program. The Department issued 579 seat belt citations and 13 child seat citations in 2014. In May 2014, the Department participated in California's "Click It or Ticket It" month. As a result of the increased occupant protection, officers issued 69 citations for seat belt related violations, including child seat violations, during the mobilization period.



# Santa Rosa Police Department Occupant Protection

## Outcomes

### Traffic Officer of the Month (TOM Awards)



In addition to the TOM Award for Occupant Safety citations, TOM Awards are also issued for the highest number of DUI arrests and the highest number of speeding citations each month; totaling six TOM Awards issued each month.

# Santa Rosa Police Department Occupant Protection Policy

## City of Santa Rosa Motor Vehicle Policy

RISK MANAGEMENT POLICY			
Subject:	Approved By	Effective Date	Number of Pages
MOTOR VEHICLE POLICY	Risk Manager	August 1, 2008	Page 1 of 6

### 1. Purpose

The purpose of this policy is to present the laws, rules and policies regarding the operation of motor vehicles on City business.

### 2. References

California Vehicle Code

### 3. Policy

This policy applies to all City of Santa Rosa employees driving on city business shall be subject to this policy and to their specific departmental policies on vehicle use. This includes:

- 3.1.1 Employees driving their personal vehicles on City business
- 3.1.2 Employees driving City owned vehicles, including commercial vehicles and heavy equipment
- 3.1.3 Employees renting vehicles while on City related business or travel

A department may make a specific exception, in writing, for any vehicle being driven by an employee conducting the department's business.

#### 3.2 Licenses:

- 3.2.1 Any employee driving a vehicle on city business must have the appropriate valid California Drivers license in his or her immediate possession and must know and obey all applicable traffic and safety laws and City policies.
- 3.2.2 Employees who are required to drive as a part of their job duties and have their license suspended must inform their supervisor that they are unable to drive prior to their next scheduled work shift. If driving is an essential function of the position, the supervisor and department head will determine the continued status of the employee, taking into consideration the job duties, length of the suspension and the employee's work history. Driving without a valid license will result in disciplinary action that may include suspension and or termination from their position.

#### 3.3 General Safety Rules:

- 3.3.1 Employees are ultimately responsible for ensuring their safety and the safety of others while driving. The following are general safety rules. Employees who violate safety rules may be subject to disciplinary action and/or be deprived of the use of a City-owned vehicle and/or the privilege of using a private vehicle for City business.

# Santa Rosa Police Department Occupant Protection Policy

## City of Santa Rosa Motor Vehicle Policy (cont.)

RISK MANAGEMENT POLICY			
Subject:	Approved By	Effective Date	Number of Pages
MOTOR VEHICLE POLICY	Risk Manager	August 1, 2008	Page 2 of 6

- 3.3.2 **Safe Vehicles:** Employees on-duty shall not operate any unsafe vehicle. An unsafe vehicle is one with malfunctioning brakes, parking brakes, lights, turn signals, tires, horn, wiper blades or other parts that adversely affect the ability to control the vehicle. Unsafe vehicles shall be reported to the employee's supervisor immediately, verbally and in writing. At no time shall any safety features be deactivated, except by vehicle maintenance staff while performing maintenance duties.
- 3.3.3 **Seat belts:** Seat belts shall be worn at all times by driver and all passengers in vehicle, except in vehicles not equipped with seatbelts, i.e. transit buses are not equipped with seatbelts for passengers.
- 3.3.4 **Cell phones:** Effective July 1, 2008 the state requires use of a hands free device for cell phones while operating a motor vehicle. It is strongly recommended that employees do NOT use a cell phone while driving on City business.
- 3.3.5 **Parking and unattended vehicles:** Vehicles should be parked safely, in legal parking areas. Engines are to be stopped, ignition keys removed and doors locked when parking or leaving vehicles unattended.
- 3.3.6 **Backing a vehicle:** The area around the parked vehicle should be inspected prior to backing the vehicle.
- 3.3.7 **Discarded Items:** Drivers and/or passengers shall not throw any item from a City controlled vehicle.
- 3.3.8 **Tobacco Use:** No use of tobacco of any kind is allowed in a city owned vehicle. This includes smoking or chewing.
- 3.3.9 **Other non-auto vehicles:** Motorcycles, Mopeds and Scooters as defined by the DMV are permitted while conducting City business with the appropriate license (M1) and insurance. DOT approved helmets are required at all times. Vehicles only needing an M-2 license such as Stand-up Scooters and Segways are not approved for general use by employees. Special use of these vehicles by departments may occur with approval of Risk Management and the City Manager.
- Employees shall not use privately owned aircraft in the course and scope of their employment.
- 3.3.10 **Use of Prescription Drugs:** Employees who are using prescription drugs that may impair their ability to operate mechanical equipment must notify their supervisor that they are unable to drive and are prohibited from operating a motor vehicle on City business.

# Santa Rosa Police Department Occupant Protection Policy

## Santa Rosa Police Department Code of Conduct

### Santa Rosa Police Department

#### Policy Manual

##### SRPD Code of Conduct

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- (f) Employees shall conduct their personal and business affairs within the legal limits of the law.
- (g) Employees shall report any law enforcement contact of a criminal nature outside the scope of their employment, excluding mechanical traffic violations, and provide written documentation by their next work day/shift.
  - 1. Employees who do not drive City vehicles are not required to report traffic violations received while off duty and outside the scope of their employment.
- (h) Employees shall not participate in any political activity while on duty or in an official uniform, or wearing/using any item that identifies them as an SRPD employee.
- (i) Employees shall not use, permit, or authorize, for personal gain or any other person's gain, the use of their names or photographs and official title identifying them as peace officers or employees of the police department in connection with testimonials or advertisements for any commodity or commercial service.
- (j) Employees shall not engage in any activity which is in violation of any federal, state, or local law or ordinance, or would be in conflict with the performance of their official duties.
- (k) Employees shall be respectful, compassionate, and courteous in attitude and conduct in their official dealings with the public, other public employees, superiors, peers and subordinates.
- (l) Upon request, employees are required to supply their name and badge number, if applicable, in a courteous manner.
- (m) Employees shall maintain a neutral and non personal position regarding the merits of any dispute, political protest, or other public demonstration, while acting in an official capacity.
- (n) Employees shall be punctual in reporting for duty at the time and place designated by their supervisor. Any inability to comply with these instructions due to personal illness, injury, family related illness, death, or other related emergency delays shall be reported by the employee to the department. An employee who is unable to report for duty because of illness or injury shall notify the on-duty Sergeant or an on-duty supervisor a minimum of one hour prior to the assigned reporting time, unless circumstances prevent such timely notification.
- (o) Smoking, or the use of smokeless tobacco, shall be prohibited in all areas of the Public Safety Building, and within 20 feet of entrances, open windows, or ventilation ducts of City of Santa Rosa-owned buildings. Employees on duty, either in uniform or plain clothes, shall not use tobacco products when dealing with the public.
  - 1. Undercover officers may use tobacco products when necessary while conducting covert investigations.
- (p) Business cards or personal cards which refer to the department shall be used only in connection with police business and shall conform to the City approved type.
- (q) Employees shall not use the department as a mailing address for voter registration or general mail which is not directly related to their official duties, or as an address complying with the motor vehicle registration or licensing provisions unless permitted to do so per California Vehicle Code.
- (r) Employees appearing before any court or public hearing shall be dressed either in full uniform, appropriate business attire, or courtroom standards per the department's Uniform policy (Lexipol 1046).

## Speed Awareness

*Your agency MUST provide a summary of your agency's year-round efforts in Speed Awareness*

Speeding was the primary collision factor in 28% or 471 collisions that occurred in Santa Rosa in 2014 and continues to be one of the primary focuses of the Traffic Bureau. Operations and enforcement activity planning are data-driven, targeting specific geographic areas and timeframes based on citation and collision data.

The Department maintains and regularly evaluates policies, including Policy 313 – Speed Enforcement, to provide Officers with clear expectations on speed enforcement.

The Department has 38 handheld radar and 47 LIDAR units that are used in speed enforcement efforts. In 2014, the Department conducted 8 grant-funded speed operations. These operations resulted in 243 contacts which yielded nearly 200 citations issued to speed limit violators. In addition to the grant-funded operations, the Traffic Bureau also conducts directed enforcement operations in areas where speed is a common Primary Collision Factor in collisions. In total, the Department issued 1,662 speeding citations in 2014.

Santa Rosa subscribes to the “Three E’s” when it comes to managing traffic safety issues: Engineering, Education, and Enforcement. Members of the Traffic Bureau meet tri-annually with representatives from the City’s Department of Transportation and Public Works Traffic Engineering Division to discuss problem areas and ways in which engineering controls can be used to improve traffic safety issues, which are commonly speed-related.

In 2014, the Department used funds from the California Office of Traffic Safety to purchase a radar recorder to assist with managing speed-related traffic complaints. This recorder is mounted in areas where speed violations are the source of a complaint, and data is collected by our Traffic Bureau officers to determine if speed violations are actually occurring, or if the complaint is a matter of public perception and education.

The educational component of speed enforcement efforts involves educating both Department employees, as well as the public. In 2014, two officers, Meteyer and Merial, were certified as Radar/LIDAR instructors, for a total of 4 officers. Members of our Traffic Bureau conduct presentations for new drivers at Roadrunner Driving School, and 4 of our officers are certified and participate in instruction for the local Alive at 25 program presented at local high schools.

### Speed Awareness

1. This agency has a written policy making speed enforcement a priority: Yes  No
2. Number of officers who received speed-related training in 2014: 22
3. This agency participates in officer recognition programs for speed detection and apprehension:  
Yes  No
4. Number of Speeding Citations in 2012: 2492
5. Number of Speeding Citations in 2013: 2157
6. Number of Speeding Citations in 2014: 1662
7. Percentage of 2014 fatal and injury crashes related to speed: 28%
8. Number of Special Enforcement Efforts in 2014 for Special Speed Enforcement Details:  
8
9. Output Statistics: How many citations were issued in target areas?: 201
10. Output Statistics: How many citations were issued during the target times?: 201
11. Output Statistics: How many contacts were made? (total): 231
12. Output Statistics: How many contacts were made in target areas?: 231
13. How many special team enforcement details were directed at the problem (not routine patrol)?:  
8

# Santa Rosa Police Department Speed Awareness

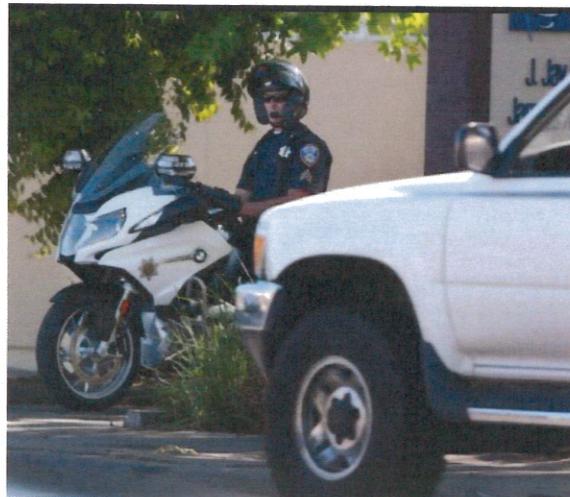
## Problem Identification

Speeding was the primary collision factor in 28% or 471 collisions that occurred in Santa Rosa in 2014 and continues to be one of the primary focuses of the Traffic Bureau.

Speeding continues to be an issue statewide in California; according to the 2014 California Highway Safety Plan, the number of speeding related injuries increased in 2010, an indication that there still is a great deal of work to be done in this arena. The California Office of Traffic Safety had the following goals in the 2014 highway Safety Plan: 1) reduce speeding-related fatalities 4% from the 2009-2011 calendar base year average of 968 to 930 by December 31, 2014; and to reduce the number of persons injured and number of persons killed each by 2% by September 30, 2014.

## Planning

Operations and enforcement activity planning are data-driven, targeting specific geographic areas and timeframes based on citation and collision data. On an annual basis, the Department has patrol vehicles and motorcycles calibrated to ensure that speed citations will be defensible when contested in court.



## Policy

The Santa Rosa Police Department has identified Traffic Safety as one of the three main focus areas of our Department's overall mission of making Santa Rosa as a safe place to live, work and play. The Department maintains and regularly evaluates policies, including Policy 313 – Speed Enforcement, to provide Officers with clear expectations on speed enforcement.

## Training

### **RADAR/ Light Detection and Ranging (LIDAR)**

SRPD has 38 radar devices operated by officers that are POST certified for radar devices; 4 of the units are designated to the Department's Volunteers in Police Services to assist in identifying areas where drivers are achieving excessive speeds and to serve as a deterrent to speeding. The Department also has 47 LIDAR units that are used to

# Santa Rosa Police Department Speed Awareness

manage traffic enforcement throughout the City. In 2014, 22 officers received speed related training.

## Public Information and Education

Santa Rosa subscribes to the “Three E’s” when it comes to managing traffic safety issues: Engineering, Education, and Enforcement.

Members of the Traffic Bureau meet tri-annually with representatives from the City’s Department of Transportation and Public Works Traffic Engineering Division to discuss problem areas and ways in which engineering controls can be used to improve traffic safety issues, which are commonly speed-related.

In 2014, the Department used grant funds from the California Office of Traffic Safety to purchase a radar recorder to assist with managing speed-related traffic complaints. This recorder is covertly mounted in areas where speed violations are the source of a complaint, and data is collected by our Traffic Bureau officers to determine if speed violations are actually occurring, or if the complaint is a matter of public perception and education.



The educational component of speed enforcement efforts involves educating both Department employees, as well as the public. In 2014, two officers, John Meteyer and Stephen Merial, were certified as Radar/LIDAR instructors, for a total of four officers. Subsequently, ten officers received radar/LIDAR training during two classes which the Department hosted and were attended by officers from other agencies in nearby jurisdictions.

### Speed Trailers

The Department has 3 speed trailers that are placed in specific locations throughout the City for one week at a time. The trailer locations are established by the Department’s Volunteers in Police Services as a result of speed complaints received by residents. The placement of the trailers provides motorists with instantaneous information on their speed and helps deter drivers from exceeding speed limits. Santa Rosa Police Department employees are also active in the community in the area of speed awareness. Members of our Traffic Bureau conduct presentations for new drivers at Roadrunner Driving School, and four of our officers are certified and participate in instruction for the local Alive at 25 program presented at local high schools.

# Santa Rosa Police Department

## Speed Awareness

In addition to speed trailers, the City has installed roadway mounted speed readers on roadways that receive speed complaints or have had a high number of collisions to instantly provide motorists with their speed, flashing red when they are exceeding the posted speed limit.

### Press Releases

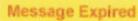
The Department issues press releases for noteworthy events to a distribution list of media outlets. Generally the press releases are coupled with a Nixle update so that members of the public receive the information at the same time as the media.



 **Santa Rosa Police Department**

Tuesday December 2nd, 2014 :: 01:19 p.m. PST

**Community**

**Special Enforcement Area** 

SUBJECT: Special Enforcement Area

The "Special Enforcement Area" for the week of 11/30/14 through 12/6/14 is listed below. Santa Rosa Police officers will be at this location throughout the week monitoring traffic and specifically looking for the listed violations.

Special Enforcement Area Specific Violations

Petaluma Hill Rd/ Red light Violations, Seatbelt  
Kawana Springs Rd Violations, Cell Phone Violations, Speed Violations,  
and Lane Marking Violations

**Address/Location**  
[Santa Rosa Police Department](#)  
965 Sonoma Ave  
Santa Rosa, CA 95404

**Contact**  
Emergency: 9-1-1  
Non-emergencies: 707-543-3600

### Twitter

The Department's social media presence was increased when a Twitter account was created in November 2012 and currently has over 2,600 followers.

### Nixle

Since joining Nixle in 2010, the Santa Rosa Police Department has gained over 5,700 followers and is able to disseminate information in a timely fashion regarding incidents, events and other items of community interest.

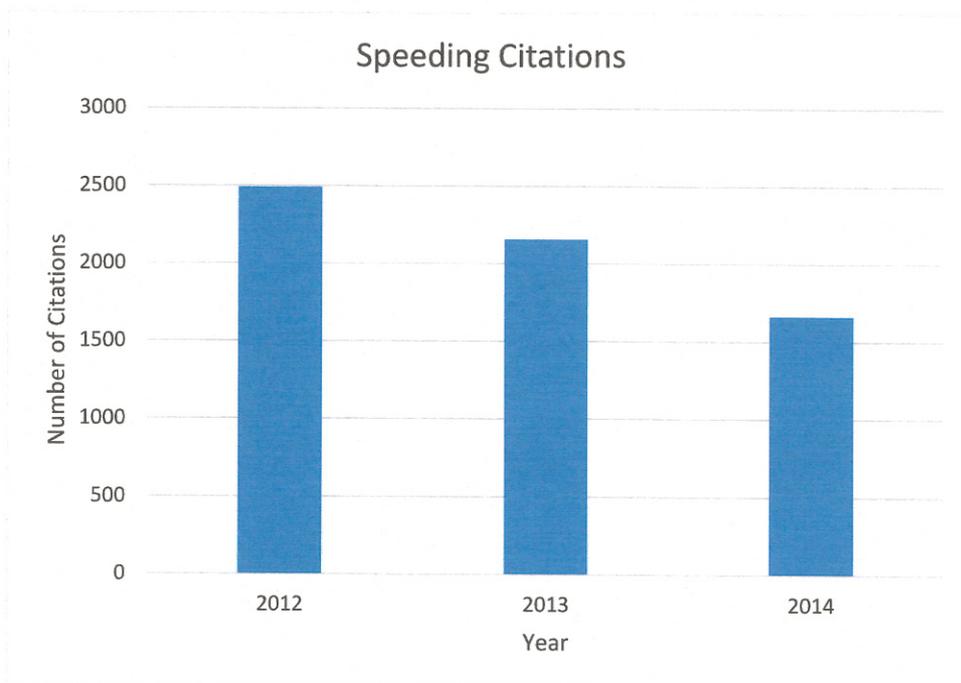
### Facebook

The Santa Rosa Police Department joined Facebook in 2012 and currently has over 6,200 followers with posts that have reached over 23,000 Facebook followers.

# Santa Rosa Police Department Speed Awareness

## Enforcement and Outcome

Enforcement is an important factor in any effective speed awareness program. The Department has 38 handheld radar units (plus two affixed to vehicles) and 47 LIDAR units which are used across the Field Services Division in speed enforcement efforts. In 2014, the Department conducted eight grant-funded speed operations. These operations resulted in 243 contacts which yielded nearly 200 citations issued to speed limit violators. In addition to the grant-funded operations, the Traffic Bureau also conducts monthly directed enforcement operations in areas where speed is a common Primary Collision Factor in collisions. In total, the Department issued 1,662 speeding citations in 2014.



# Santa Rosa Police Department Speed Awareness

## Traffic Officer of the Month (TOM Awards)

In addition to the TOM Award for highest number of speeding citations, TOM Awards are also issued for the highest number of DUI arrests and the highest number of occupant safety citations each month; totaling six TOM Awards issued each month.



# Santa Rosa Police Department Speed Awareness Policy



Santa Rosa Police Department  
Policy Manual

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## Speed Enforcement

### 313.1 PURPOSE AND SCOPE

The purpose of this policy is to establish responsibility for traffic enforcement and define procedures for speed enforcement. All uniformed officers assigned to patrol or traffic duties are expected to vigorously enforce traffic laws with a view to preventing traffic accidents. Vigorous enforcement relates to the issuance of citations for offenses observed by the officer or verbal warnings for offenses where the circumstances do not warrant a citation.

It is imperative officers use sound judgment in their decision to issue a citation or give a verbal warning.

*Adopted 5-16-12 by Chief Thomas E. Schwedhelm.*

### 313.2 PHILOSOPHY OF TRAFFIC ENFORCEMENT

Traffic citations must serve a purpose. That purpose is to affect the violator in such a manner that the violation will not be committed again, thereby reducing traffic accidents, hazards, congestion or traffic complaints. In issuing a citation there must be uniformity in enforcement. Motorists should receive similar treatment by all officers. It is imperative the enforcement of traffic laws be a continuous daily effort by all uniformed officers in an effort to gain voluntary compliance. Selective enforcement will be conducted by traffic or other specially assigned personnel where certain types of violations are causing specific concerns.

It is each officer's individual responsibility to recognize a traffic violation when it is committed, and take the appropriate action necessary in each case.

Uniformed officers shall not overlook violations committed in their presence, unless other and more immediate duties interfere. Officers shall take a course of action determined by the circumstances. The public will be guided in their conduct by the enforcement of traffic laws or the lack thereof, especially when the violations are committed in the presence of an officer. Conversely, officers operating marked vehicles have a greater obligation in establishing and observing all rules of the road as an example to the general public.

### 313.3 PERFORMANCE EXPECTATIONS

A fundamental responsibility of the Police Department is to enforce the law, including those laws pertaining to traffic violations. Therefore, officers are expected to produce evidence of their enforcement activity, among other factors, in determining whether or not they are performing their job.

The California Vehicle Code (C.V.C.) prohibits arrest quotas, but does not prohibit a law enforcement agency from considering traffic enforcement as one criteria in evaluating the overall performance of officers (California Vehicle Code §§ 41602 & 41603).

### 313.4 SPEED LAWS DEFINED

Basic Speed Law (California Vehicle Code § 22350): Establishes the safe speed at a speed no greater than is reasonable or prudent having due regard for weather, visibility, traffic, surface and width of the highway and in no event at a speed which endangers the safety of persons or property.

# Santa Rosa Police Department Speed Awareness Policy

## Santa Rosa Police Department

Policy Manual

### Speed Enforcement

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**Prima Facie Speed Limits (California Vehicle Code § 22352):** Establishes 15 MPH and 25 MPH speed limits for specific areas and highways, unless otherwise established by local ordinance and posted accordingly.

**Maximum Speed Limit (California Vehicle Code § 22349(a)):** Establishes the maximum speed limit at 65 MPH. When approved by the Department of Transportation and the California Highway Patrol, California Vehicle Code § 22356(a) allows a maximum speed limit of 70 MPH.

#### **313.5 SPEED ENFORCEMENT GUIDELINES**

- (a) It is a widely accepted practice for law enforcement agencies to establish guidelines for speed enforcement. These guidelines normally take the form of tolerance limits. A tolerance limit is the permitted amount of deviation from the specified or posted speed limit before an enforcement action is taken. Such tolerance limits are utilized to eliminate the possibility of error and provide a reasonable and fair standard acceptable to the motoring public and the courts.
- (b) Tolerance and Contingent Action
  - 1. At 10 MPH or more over the prima facie speed limit, the officer shall stop and should cite.
  - 2. From 5-9 MPH over the prima facie speed limit, the officer should stop and may cite or warn.
  - 3. From 1-4 MPH over the prima facie speed limit, the officer may stop and should warn unless such excess speed is greater than is reasonable for existing conditions, in which case the officer may cite.
- (c) Application of Basic Speed Law
  - 1. Officers may issue a citation for a speed less than the tolerance factor or prima facie speed limit when existing conditions justify that action. In those instances, the officer must be able to articulate the specific condition(s), such as weather, visibility, traffic, surface and width of the highway and the safety of persons or property.

#### **313.6 ELECTRONIC DEVICES USED TO MEASURE SPEED**

Officers operating any electronic device used to measure speed shall meet the minimum training requirements established under California Vehicle Code § 40802(c)(1)(A), when the speed enforcement is intended for roadways with a traffic engineering survey that is between 5 and 7 years old.

Electronic devices used to measure speed will be used on roadways with current traffic engineering surveys or on roadways which meet the criteria of "local streets" and do not require a traffic engineering survey.

Electronic devices used to measure speed as a traffic enforcement tool may be used at any time of the day or night.

Electronic devices used to measure speed may be assigned to both traffic and patrol officers in marked police vehicles.

Speed enforcement guidelines are applicable to any electronic device used to measure speed.

## State/Local Issue

*Your agency MUST provide a summary of your agency's year-round efforts in State/Local Issue*

The Department has designated bicycle and pedestrian safety as its State/Local issue. The Police Department regularly works with the City's Public Works Department to address pedestrian safety. SRPD partners with the Sonoma County Bicycle Coalition to improve bicycle safety. Together, the organizations have created print materials on how to safely coexist. The City also has print material in Spanish providing motorists and cyclists with information on how to coexist on the roadways.

In 2014, Officers from the Police Department's Traffic Bureau participated in Bicycle Rodeo safety demonstrations at 4 elementary schools in the City. The Department also participated in "International Walk and Roll to School Day" held on October 8, 2014. The City of Santa Rosa has a Bicycle and Pedestrian Advisory Board (BPAB) to review bicycle facilities and plans; the BPAB developed the Santa Rosa Bicycle and Pedestrian Master Plan identifying issues and recommendations to improve the safety and effectiveness of Santa Rosa's bicycle and pedestrian facilities including the creation of additional bike lanes on existing roadways and the installation of yellow pedestrian flashers at certain intersections.

Operations were conducted as part of Sonoma County's Combined Intensive Traffic Enforcement Program, where traffic officers from multiple agencies focus on one jurisdiction's traffic issue. On March 13, 2014, a total of 18 officers from SRPD and other jurisdictions conducted traffic enforcement in downtown Santa Rosa for 3 hours. During the operation, 22 citations were issued to motorists for violations related to bicycle/pedestrian safety. On July 23, 2014, a similar operation was conducted involving 12 officers from SRPD; a total of 21 citations were issued for bicycle/pedestrian violations.

The Department conducted its own bicycle/pedestrian awareness campaign October 6-14th; efforts were focused on educating drivers, cyclists, and pedestrians and issuing warnings.

The Department conducted Bicycle/Pedestrian operations on November 14, 2014 and December 29, 2014. Both operations were focused in the downtown core, as well as in the area of Santa Rosa Junior College. The 2 operations resulted in 22 bicyclists being stopped and 19 citations issued for various primary collision factor violations.

# Santa Rosa Police Department Bicycle/Pedestrian Safety

## Problem Identification

Santa Rosa, located in the heart of California's Wine Country, has earned a reputation for being a vacation destination for cycling enthusiasts. The accession to being a cycling destination was helped by the Amgen of Tour of California which has held five stages in Santa Rosa. Professional cycling teams also use the city as a training camp each year, resulting in a large number of cyclists and a wide range of skill levels on the roadways.

The Department has designated bicycle and pedestrian safety as its State/Local issue. In addition to providing for cyclists from out of town, Santa Rosa has become increasingly bicycle friendly for its citizens with miles of multi-use paths and trails stretching across town, as well as the addition of designated bike lanes on arterial streets.

## Planning

Bicycle and pedestrian operations are conducted at times and in locations with the most impact. In fall 2014, two operations were conducted in Santa Rosa's downtown core and in the area of the Santa Rosa Junior College which has a student population of over 26,000 and is adjacent to a high school.

## Training

The Department conducts ongoing training for all officers in order to meet and exceed POST requirements including information on bike and pedestrian safety. The Department's DUI/Accident Investigators and Motorcycle Officers are required to attend Auto versus Pedestrian Collision investigations training within two to three years of assignment.

The Department also uses briefings as an opportunity to provide officers with information and updates on matters that they will encounter in the field, including those related to bicycles and pedestrians.

**Bicycle and Helmet Laws  
Redi-Ref Guide / Tool**

**Helmet**

21212. (a) A person under 18 years of age shall not operate a bicycle, a non motorized scooter, or a skateboard, nor shall they wear in-line or roller skates, nor ride upon a bicycle, a non motorized scooter, or a skateboard as a passenger, upon a street, bikeway, as defined in Section 890.4 of the Streets and Highways Code, or any other public bicycle path or trail unless that person is wearing a properly fitted and fastened bicycle helmet. This requirement also applies to a person who rides upon a bicycle while in a restraining seat that is attached to the bicycle or in a trailer towed by the bicycle.

**Bicycle Wrong Way**

21650.1. A bicycle operated on a roadway, or the shoulder of a highway, shall be operated in the same direction as vehicles are required to be driven upon the roadway.

**Bicycle Lights at Night**

21201. (d) A bicycle operated during darkness upon a highway, a sidewalk where bicycle operation is not prohibited by the local jurisdiction, or a bikeway, as defined in Section 890.4 of the Streets and Highways Code, shall be equipped with all of the following:

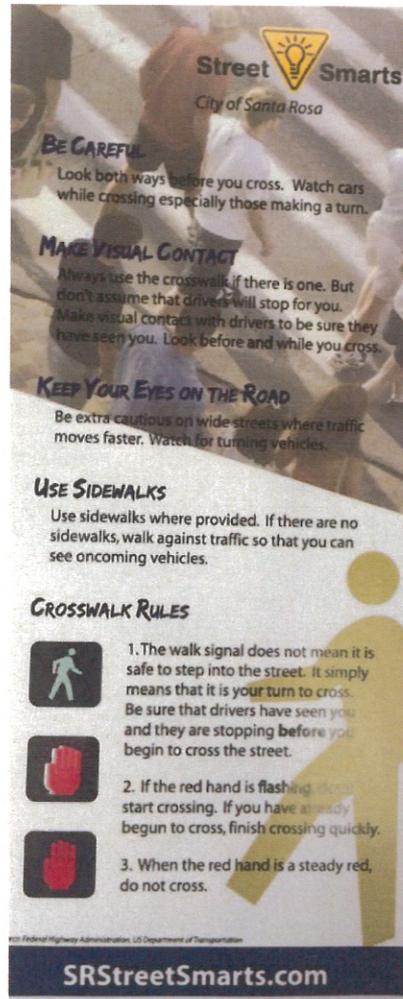
- 1) A lamp emitting a white light that, while the bicycle is in motion, illuminates the highway, sidewalk, or bikeway in front of the bicyclist and is visible from a distance of 300 feet in front and from the sides of the bicycle.
- 2) A red reflector on the rear that shall be visible from a distance of 500 feet to the rear when directly in front of lawful upper beams of headlamps on a motor vehicle.
- 3) A white or yellow reflector on each pedal, shoe, or ankle visible from the front and rear of the bicycle from a distance of 200 feet.
- 4) A white or yellow reflector on each side forward of the center of the bicycle, and a white or red reflector on each side to the rear of the center of the bicycle, except that bicycles that are equipped with reflectorized tires on the front and the rear need not be equipped with these side reflectors.
- 5) A lamp or lamp combination, emitting a white light, attached to the operator and visible from a distance of 300 feet in front and from the sides of the bicycle, may be used in lieu of the lamp required by paragraph (1) of subdivision (d).

Safe Kids 

# Santa Rosa Police Department Bicycle/Pedestrian Safety

## Public Information and Education

The Police Department regularly works with the City's Public Works Department to develop informational radio ads and print materials regarding pedestrian safety and the "Street Smarts" program, presented to the public in the form of print materials, banners placed on street lights, and ads played in local movie theaters.



SRPD also partners with the Sonoma County Bicycle Coalition to improve bicycle safety. Together, the two organizations have created print materials to be distributed to cyclists and drivers addressing how to safely coexist on the roadway. In addition to the ads and print material, "Walk Safe – Ride Smart" signs were posted near highly traveled pedestrian and vehicle areas throughout the City.

# Santa Rosa Police Department Bicycle/Pedestrian Safety

The City also has prepared print material in Spanish to provide motorists and cyclists with information on how to coexist on the roadways.

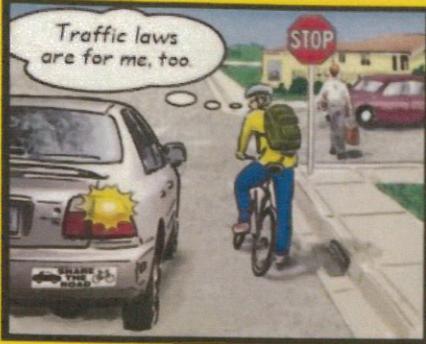


**Lo que pueden hacer los conductores de autos:**

- 1 Los conductores de bicicletas tienen el mismo derecho de estar en las calles que los conductores de autos.
- 2 Debe mantener por lo menos tres pies de distancia cuando pase al lado de un conductor de bicicletas. Si la calle es angosta baje su velocidad hasta que sea más segura pasar.
- 3 En el caso de un conductor de bicicleta quien este junto a Ud. y Ud. quiera ir a la derecha, no debe acelerar y pasar y volar. El conductor de la bicicleta podría estar conduciendo más rápido de lo que piensa y podría chocar con su vehículo.
- 4 Use precaución cuando este abriendo la puerta de su carro. Asegurese que el conductor de bicicleta no este conduciendo en la dirección de su carro.







**Lo que pueden hacer los conductores de bicicletas:**

- 1 Conduzca su bicicleta en la misma dirección del tráfico y manténgase en el lado derecho guardando una distancia práctica del tráfico.
- 2 Hágase visible en la noche con el uso de reflectores, luces y ropa de colores claros.
- 3 Obedezca todas las señales y letreros para conductores. Las bicicletas son vehículos igual como los carros y las motocicletas. Los conductores de bicicletas deben de obedecer letreros de "Stop" y los semáforos.
- 4 Los cascos son requeridos por ley para niños menores de 18 años. Los adultos deben de usar un casco para protegerse y poner un buen ejemplo.





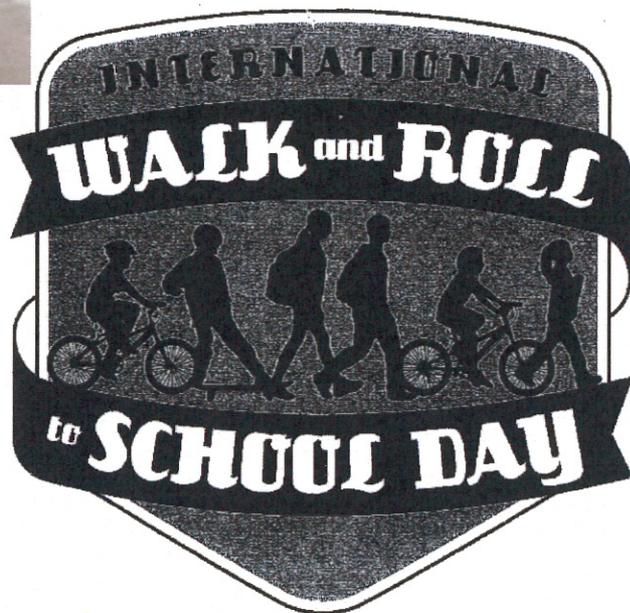
# Santa Rosa Police Department Bicycle/Pedestrian Safety

## School Outreach

The Department partners with outside organizations and the various school districts located throughout Santa Rosa to promote bicycle and pedestrian safety. In 2014, Officers from the Police Department's Traffic Bureau participated in Bicycle Rodeo safety demonstrations at four elementary schools in the City: Brook Hill Elementary School, Lincoln Elementary School, Proctor Terrace Elementary School, and Santa



Rosa Charter School for the Arts. The Department also promoted and participated in "International Walk and Roll to School Day" which was held on October 8, 2014.



**Get out your walking shoes & bike helmets &  
Join us for this fun, healthy event!**

# Wed Oct 8



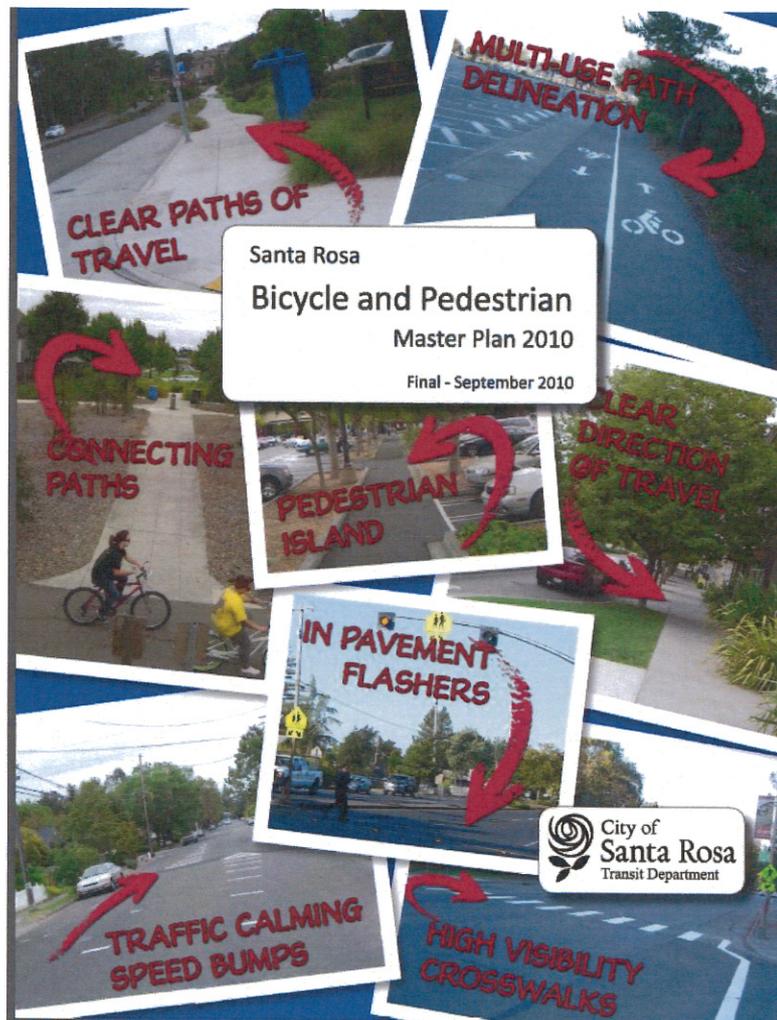
International Walk and Roll to School Day is brought to you by the Sonoma County Safe Routes to School Program

# Santa Rosa Police Department Bicycle/Pedestrian Safety

In 2006, the City of Santa Rosa restructured the Bicycle and Pedestrian Advisory Committee to the Bicycle and Pedestrian Advisory Board (BPAB) to review bicycle facilities and plans. In 2010, the BPAB developed the Santa Rosa Bicycle and Pedestrian Master Plan with the assistance of representatives from City departments including the Police Department, as well as members of the public. The BPAB identified issues and developed recommendations to improve the safety and effectiveness of Santa Rosa's bicycle and pedestrian facilities.

Among the issues reviewed in the Master Plan was bicycle/pedestrian collisions with vehicles. The Master Plan included recommendations to improve safety Citywide including the creation of additional bike lanes on existing roadways and the installation of yellow pedestrian flashers at certain intersections.

The City's Public Works Department uses the Master Plan as the guiding document of the Public Works Work Plan and prioritization of bicycle and pedestrian projects for grant funding. The Master Plan also recommended that the City conduct Bicycle Safety Demonstrations and the "Santa Rosa Bicycle Safety Week."



# Santa Rosa Police Department Bicycle/Pedestrian Safety

## Press Releases

The Department issues press releases for noteworthy events to a distribution list of media outlets. Generally the press releases are coupled with a Nixle update so that members of the public receive the information at the same time as the media.



**SANTA ROSA POLICE DEPARTMENT**  
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## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE:**

October 14, 2014

### **CONTACT:**

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### **Santa Rosa Police Department Pedestrian Safety Operation Results**

The Santa Rosa Police Department has concluded a specialized Pedestrian Safety Enforcement Operation that was conducted on October 6-14, 2014. This effort was made to bring awareness to pedestrian safety and education. Officers' patrolled areas heavily traveled by pedestrians and made contact with numerous pedestrians who received a pamphlet regarding pedestrian safety. These pamphlets are provided by the City of Santa Rosa Street Smarts program.

On October 14, 2014, Traffic Officers from the Santa Rosa Police Department issued 9 citations to drivers for violating the right of way of a pedestrian in a crosswalk or overtaking a vehicle stopped for a pedestrian in a crosswalk.

The Santa Rosa Police Department is again reminding all motorists to always be alert and watch out for pedestrian.

###

## **Nixle**

Since joining Nixle in 2010, the Santa Rosa Police Department has gained over 5,700 followers and is able to disseminate information in a timely fashion regarding incidents, events and other items of community interest.

# Santa Rosa Police Department Bicycle/Pedestrian Safety

## **Facebook**

The Santa Rosa Police Department joined Facebook in 2012 and currently has over 6,200 followers with posts that have reached over 23,000 Facebook followers.

## **Twitter**

The Department's social media presence was increased when a Twitter account was created in November 2012 and currently has over 2,600 followers.

## **Enforcement/Outcomes**

During 2014, the Traffic Bureau conducted three operations specifically addressing bicycle and pedestrian safety. Two of the operations were conducted as part of Sonoma County's Combined Intensive Traffic Enforcement (CITE) Program, in which traffic officers from multiple agencies focus on one jurisdiction's identified traffic issue.

On March 13, 2014, a total of eighteen officers from SRPD and other local jurisdictions including Petaluma Police Department, Rohnert Park Department of Public Safety, and Sebastopol Police Department conducted traffic enforcement in the downtown area of Santa Rosa for three hours. During this time period, 22 citations were issued to motorists for violations related to bicycle/pedestrian safety and an additional 14 citations were issued for other vehicle code violations. On July 23, 2014, a similar operation was conducted involving twelve officers from SRPD and other local jurisdictions. During this operation, a total of 21 citations were issued for bicycle/pedestrian violations and an additional 10 citations were issued for other vehicle code violations. The Department also worked with other agencies throughout Sonoma County on CITE operations in their jurisdictions.

In addition to the CITE Program operations, the Santa Rosa Police Department conducted its own bicycle/pedestrian awareness campaign October 6 through October 14, 2014. During this weeklong period, efforts were focused on education of drivers, cyclists, and pedestrians, issuing warnings as well as providing copies of the aforementioned publication from our partnership with the Sonoma County Bicycle Coalition. The weeklong campaign culminated with an enforcement operation on October 14<sup>th</sup>. During that operation, nine citations were issued for bicycle/pedestrian related violations.

The Department conducted Bicycle/Pedestrian operations on Monday, November 14, 2014 and December 29, 2014. Both operations took place from 1200 to 1500 hours

# Santa Rosa Police Department Bicycle/Pedestrian Safety

and were focused in the downtown core, as well as in the area of Santa Rosa Junior College. The two operations resulted in 22 bicyclists being stopped and 19 citations issued for various primary collision factor violations.