

MONTEREY POLICE DEPARTMENT

TRAFFIC SAFETY AND ENFORCEMENT STRATEGY

PURPOSE

One of the Department's primary functions and responsibilities is to establish and maintain a safe environment within our community. Traffic safety is recognized as a principal element of this "Safe City" initiative and is in alignment with our first value driver, which states that we will "create and maintain a safe community." The issue of traffic safety is a very common concern raised by community members. Community surveys, feedback from Community Policing meetings and from the public at large reinforce these concerns. Traffic safety and the perceptions regarding the relative safety of our streets are clearly some of our most significant challenges and opportunities as we move forward.

The Traffic Safety and Enforcement Strategy was developed to create a long term plan to systematically reduce the number of traffic collisions, deaths, and injuries, as well as to address the public's concerns regarding traffic safety. The primary objective is to make the roadways of Monterey as safe as possible for everyone. Enforcement, as well as educational components, will be the framework of this plan. We will also work closely with the City Traffic Engineering Division as it relates to roadway engineering, the third component of an effective traffic safety plan.

OBJECTIVES

The objectives of the Monterey Police Department Traffic Safety and Enforcement Strategy are as follows:

1. TO REDUCE TRAFFIC COLLISION RATES BY:
 - ◆ Concentrating efforts on those intersections/roadways with the highest percentage of collisions.
 - ◆ Taking a proactive, visible approach to traffic enforcement throughout the City to achieve voluntary compliance of the laws and to identify poor driving habits.
 - ◆ Ensuring that Officers show a proper balance of suppression, prevention and intervention activities to be reflected in an annual evaluation of their performance to ensure optimum success.
 - ◆ Developing partnerships with neighboring police departments and state agencies to coordinate efforts and share resources.
 - ◆ Developing partnerships with neighborhoods, business associations, schools and the hospitality industry, to increase awareness and achieve voluntary compliance of the laws by the public.

- ◆ Ensuring that Community Policing Area (CPA) Teams share collision rates and locations, as well as, our traffic safety and enforcement strategy with their respective community members.
2. TO IMPROVE THE QUALITY OF LIFE IN OUR CITY AND ADDRESS COMMUNITY TRAFFIC ISSUES THROUGH:
- ◆ A reemphasis of the importance of traffic enforcement and education to all Officers.
 - ◆ An enhanced visibility in all CPA's by both the Traffic Division and Community Policing Officers through a coordinated approach to addressing traffic concerns.
 - ◆ Encouraging the sharing of community concerns from and between individual CPA's. This will emphasize that we are approachable, seek collaboration and partnership with others and are committed to providing exceptional services to the community.
 - ◆ Emphasizing that criminal interaction and identification is a by-product of efficient traffic enforcement; a minor traffic violation can result in a substantial arrest.
 - ◆ Understanding that a significant element of creating and maintaining a safe community includes not just the reality of safety, but the perception of safety by our community members.
3. TO USE STATE OF THE ART MANAGEMENT AND TRAINING TECHNIQUES, TECHNOLOGY, RESEARCH, INNOVATION, INFORMATION AND EVALUATION TO ENHANCE THE QUALITY OF POLICE TRAFFIC SERVICES, THROUGH:
- ◆ Collision data analysis whereby Officers will have a better understanding of the dynamics of traffic collisions.
 - ◆ Enhancing the Monterey Police Department's traffic safety relationship with the media by publicizing the efforts of our organization, our successes and upcoming initiatives.
 - ◆ Exploring and securing alternative funding sources to support this strategy.
4. BY BEING PROACTIVE IN IDENTIFYING AND ADJUSTING TO TRAFFIC SAFETY ISSUES AND THEIR RELATIONSHIP TO OTHER POLICING ISSUES, THROUGH:
- ◆ Crime/data analysis and management, focusing on continuously improving the business practices of the Department in order to efficiently evaluate and disseminate the information.
 - ◆ Intra-agency cooperation and information sharing within the City and with other jurisdictions and agencies.
 - ◆ Internal and external education and training, which will also allow continual development of our employees.

- ◆ Developing and maintaining a positive and collaborative partnership with the community and treating each interaction with the public as an opportunity to make a good first impression.
- ◆ Respectful, courteous and compassionate interaction with the public and exhibiting conduct that has the highest level of integrity, ethics and professionalism in all of our efforts.

ROLES AND RESPONSIBILITIES

PATROL – A GENERALIST’S APPROACH

To achieve long-term results in reducing traffic violations and collisions, every Officer in the Police Department must take an active role in this strategy. The Generalist Approach simply means that traffic enforcement is the responsibility of all, not merely a function of the Traffic Division. In addition to general traffic enforcement, Patrol Officers shall focus their enforcement efforts in a manner designed to eliminate and/or reduce traffic safety problems at the high collision areas and problem areas identified within their respective CPA's. Each week, each CPA Officer will be expected to conduct some traffic enforcement activity within his or her respective CPA. Officers in plainclothes assignments are generally exempt from this requirement. Additionally, a Patrol Officer is also responsible for identifying hazardous conditions that contribute to traffic problems, such as poorly marked roadways, improper placement of signs, signal cycling issues or a speed limit that needs to be adjusted. Upon identifying these hazards, the Officer will notify County Communications or the appropriate City entity so that steps can be taken to correct the problem in a timely manner.

TRAFFIC – A SPECIALIST’S APPROACH

The Traffic Division's primary responsibility is to resolve traffic-related issues through specialized efforts and training. This division is a resource to patrol and is deployed to areas within the City identified through statistical analysis and community feedback as areas with traffic-related problems. The Traffic Division's function is to provide selective enforcement and educational programs to problem areas in order to reduce collisions and/or violations in a given area and provide a highly visible deterrent.

ENFORCEMENT, EDUCATION AND ENGINEERING

Enforcement – All Sworn Officers

Directed enforcement, considered part of the problem-oriented component of community policing, has proven to be a very effective way of addressing traffic problems. When a traffic problem/concern is identified in a particular CPA, a variety of policing initiatives, sometimes unique to the neighborhood, can be employed to resolve the concerns of the area. Although the CPA Officers will take the lead on the directed enforcement, all Officers are expected to participate in directed enforcement efforts whenever possible during their respective patrol shift. The Traffic Division will

support and supplement this effort. Outside agency assistance may also be utilized where possible and appropriate.

Directed enforcement methods include many of the following components:

- ◆ Targeting known problem areas identified through collision analysis and community input.
- ◆ Officer's observations and knowledge of problem areas.
- ◆ Prompt response to public concerns.
- ◆ Continuous inspection of all City roadways to identify defects which could contribute to or cause collisions.
- ◆ Routine DUI Enforcement and scheduled checkpoints when funding is available.
- ◆ Educational programs in the community and schools.
- ◆ Radar trailer, radar/lidar enforcement and other identified strategies.
- ◆ Aggressive compliance enforcement of collision causing violations through:
 - High visibility saturation enforcement.
 - Radar/Lidar enforcement.
 - Pedestrian violation enforcement.
 - Seatbelt compliance enforcement.

Education

Education of the public is a critical component of any traffic safety and enforcement endeavor. Law enforcement exists to serve the community by preserving the peace, protecting lives and property, and improving the quality of life. To accomplish this, we must communicate with our customers. The Monterey Community Policing Initiative is not just about responding to criminal issues, but exists to respond to all issues important to the community. Our traffic safety and enforcement efforts will have a positive effect on the community because it relates directly to saving lives, reducing injuries and property damage and improving the quality of life in the CPA's. We must act in partnership with the community to develop and communicate plans of action. Each officer is a liaison with the community, particularly in their respective CPA, and therefore are an integral part of the public education component. We can utilize the following as part of our public education effort:

- ◆ Radar Trailer – Deployed by the Traffic Division as an educational device for drivers.
- ◆ Radar Demonstration – Officers can schedule a demonstration for the public. This can educate the public in what speed violations “look” like. Residents often report speeding vehicles when the vehicles are not actually traveling that fast. Demonstrating actual speed refines their perception.

- ◆ Bicycle Safety Education – This is a comprehensive approach to bicycle safety, and employs enforcement and education to promote safe bicycle operation for riders of all ages and reduce collisions.
- ◆ Pedestrian Safety Education – This comprehensive approach designed to reduce pedestrian/vehicle collisions employs the strategies of education, engineering and enforcement.
- ◆ Car Safety Components Education – This approach is designed to educate the driver and enforce existing laws like those governing Seatbelts, Child Safety Seats and Tinted Windows.
- ◆ Drive Safe in Monterey Program – This program will utilize the media to enhance the traffic safety and enforcement efforts of the police. Regular news releases will be developed and provided to the press for publication.

Engineering

The conditions of the physical environment of roadways and sidewalks are the third component of an effective traffic safety strategy. Officers should be cognizant of the fact that all traffic problems are not solved by enforcement alone. If there are continuous traffic violations and/or collisions in the same area or intersection, Officers should consider whether there is an engineering problem that should be reviewed and/or addressed. An initial assessment of a problem area should include the following:

- ◆ Confirmation that all the roadway markings are clear and visible.
- ◆ Inspection to determine if there are any trees, shrubs or other obstructions that may be interfering with the vision of drivers or pedestrians.
- ◆ Verification that the traffic control devices are properly functioning.
- ◆ Confirmation that all the signs are in good condition and visible from the proper distance.
- ◆ Assessment as to the current condition of the roadway surface.
- ◆ Consideration of speed limit adjustment.

Officers should be familiar with the process of notifying Public Works for repair of unsafe roadway conditions through the Trackit system on the IntraWeb. Unsafe conditions should be reported without delay to ensure timely repair.

There should also be an evaluation of the area to determine if there is a possibility of a structural engineering problem such as:

- ◆ Improper or poor sign placement.
- ◆ Unsafe crossing conditions for pedestrians.
- ◆ Lack of visibility that would require revision of roadway markings, signs or signals.
- ◆ Need for increased roadway markings or signs.

Issues involving structural engineering problems should be referred to the Traffic Sergeant, who acts as the primary liaison with the City of Monterey Traffic and Engineering Division.

The Monterey Police Department Traffic Safety and Enforcement Strategy is designed to reflect our commitment to all of our value drivers. A strong Traffic Safety and Enforcement strategy will allow us to create and maintain a safe community. Being responsive to community concerns will help us develop and maintain a positive and collaborative partnership, while also allowing us to provide exceptional services to our community. In order to properly allocate resources to locations with high collision rates we will constantly be evaluating our business practices. When implementing various facets of this strategy Officers will receive additional training, allowing us to further develop a highly competent Team of employees. Lastly, by recognizing the interdependency that will be required between the divisions, sections and work groups for the successful implementation and maintenance of this strategy, we will be continuing to build a Team that is committed to the Vision, Mission and Value Drivers of the Department.

**RESPONSIVE TO ALL
SECOND TO NONE
EVERY TIME**