

Traffic Safety Unit

The primary purpose of the Traffic Safety Unit is to provide for the safety of motorists and pedestrians utilizing public and private conveyances in the City of Monrovia. To achieve safer streets, officers utilize a three pronged approach known as the "Three E's" of traffic safety; education, enforcement and engineering.



Officer Jim Mead and Officer Stewart Levin

DUI and driver's license checkpoints, speed trailer deployment, and warnings issued during enforcement stops are some of the means officers utilize to educate the public regarding unsafe driving practices or conditions. Officers take enforcement action when unsafe conditions require such measures. Finally, officers work closely with Public Works and the Traffic Safety Committee in an effort to reduce the frequency of traffic collisions through roadway design changes.

The Traffic Safety Committee meets on the third Thursday of every month to review traffic issues and address community concerns

related to traffic, street design and parking control.

“Keep Kids Alive, Drive 25”



“Keep Kids Alive, Drive 25” is a traffic safety campaign to raise awareness of the residential speed limit. In California the speed limit in residential areas is 25 MPH, unless posted otherwise. The goal of the "**KEEP KIDS ALIVE DRIVE 25**[®]" organization and the Monrovia Police Department are working together to end injuries and deaths that result from speeding vehicles. 500 children under 14 years-old were killed while walking in their own neighborhoods (NHTSA).

"**KEEP KIDS ALIVE DRIVE 25**[®]", the Monrovia Police Department and the Monrovia Unified School District are working collaboratively to create safer streets through education and active community involvement.

Distracted Driving Special Enforcement

Distracted driving is any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving and increase the risk of crashing.



Research on distracted driving reveals some surprising facts:

Of those killed in distracted driving related crashes, 995 involved reports of a cell phone as a distraction (18% of fatalities in distraction related crashes). (NHTSA)

16 percent of all drivers younger than 20 involved in fatal crashes were reported to have been distracted while driving. (NHTSA)

Using a cell phone while driving, whether it's hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent. (Univ. of Utah)

Every 15 Minutes

Every 15 Minutes offers real-life experience without the real-life risks. This two day emotionally charged program, entitled **Every 15 Minutes**, is an event designed to dramatically instill teenagers with the potentially dangerous consequences of drinking alcohol and texting while driving. On the first day a “Grim Reaper” will take one student from class every 15 minutes.



On the second day a staged crash will be the back drop for the devastating effects of losing a loved one due to a bad choice. Speakers will include students who will read letters to their parents. Police officers and hospital personnel share their emotional trauma of dealing with kids killed in traffic crashes. Parents will share their personal reflections of their involvement in this program. The program also has a powerful speaker who actually lost a child to a drunk driver, or as the result of driving while under the influence or texting while driving.



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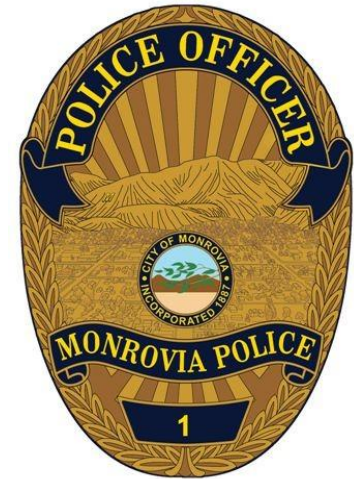
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Monrovia Police Department



TRAFFIC SAFETY

