



PRESS RELEASE

I. DATE AND TIME OF PRESS RELEASE: January 28, 2011

II. ANNOUNCEMENT:
Livermore Police to focus on speed enforcement in February 2011.

III. FACTUAL INFORMATION:
During the month of February, the Livermore Police Department will renew our focus on aggressively enforcing speeding laws. We will be specifically targeting neighborhoods, school zones, and secondary thoroughfares that have experienced speed related crashes. The intensified enforcement effort against speeding drivers underscores the severity of the problem both locally and across the nation.

Speeding translates to injuries and death on our roadways. It greatly reduces a driver’s ability to steer safely around another vehicle, a hazardous object, or an unexpected curve. Speeding drivers put themselves, their passengers and other drivers at tremendous risk.

In 2010, speeding was the primary contributing factor in 29% of the injury collisions occurring in the City of Livermore. A total of 64 injury collisions occurred on Livermore’s roadways that were directly attributed to the at-fault driver traveling at a speed that was unsafe. Speed has consistently been determined to have been the top primary contributing factor for collisions occurring in Livermore. By reducing instances of speeding, we can greatly reduce the likelihood of collisions occurring.

During this enforcement campaign, officers will be out targeting and ticketing speeding drivers. Our goal is to save lives and we are putting all drivers on alert - the posted speed limit IS THE LAW. If you are caught speeding, you will be stopped and ticketed – No excuses.

When it comes to speeding: ***Obey the Sign or Pay the Fine.***

IV. CONTACT PERSON: Officer Dave Boyes
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V. DISTRIBUTION:
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