



## PRESS RELEASE

---

I. DATE OF PRESS RELEASE: December 7, 2011

II. ANNOUNCEMENT:

Livermore Police to focus enforcement and education efforts on impaired drivers in December.

III. FACTUAL INFORMATION:

In 2009, 950 people died in alcohol-impaired traffic collisions in California. Three out of every ten Americans will be involved in an alcohol related traffic collision in their life time. These numbers increase greatly when you factor in the lives that are destroyed by drivers who are impaired by the use of street drugs and prescription medications.

The cost of a DUI arrest continues to increase each year. The estimated overall cost of a first offense of driving while under the influence has increased to over \$10,000. The terms of a conviction in Alameda County will also include the requirement to install an Ignition Interlock Device in any vehicle being driven by the offender.

While the possibility of being involved in a collision, or being arrested for DUI, is high, we still find too many drivers in Livermore who choose to drive after they have consumed alcohol. Alcohol involved collisions continue to be on the rise. From January through October 2009 there were 36 reported DUI related collisions; that number increased to 40 collisions during the same time period in 2010; and, so far in 2011; LPD has responded to 45 DUI related collisions. This is an alarming trend for our community.

In an effort to stop the increase in DUI collisions, injuries and deaths caused by those collisions, the Livermore Police Department will increase their impaired driver enforcement and education during the month of December and the upcoming holiday season. "Our goal is to eliminate impaired driving within our community," said Sergeant John Hurd who supervises the Traffic Unit. "In order to be successful in our efforts to eliminate impaired driving in Livermore, we need all community members to assist us in the fight against driving while under the influence of alcohol and/or drugs."

The Livermore Police Department strives to build strong partnerships in the battle against the deadly plague of impaired driving. These partnerships include The California Office of Traffic Safety (OTS), Mothers Against Drunk Driving (MADD), the local business community, and the Livermore community as a whole.

The Alameda County "**Avoid the 21**" Holiday Enforcement Campaign begins December 16<sup>th</sup> and continues through January 1st. Livermore PD Traffic Officers will adjust their work hours to be on patrol during the night and early morning hours throughout the campaign. During the enforcement campaign we will have more than 50 dedicated DUI saturation patrols conducted by our officers. A vast majority of those saturation patrols will be funded by a grant from the Office of Traffic Safety.

The Livermore Police Department will host the ***Avoid the 21*** “Strike Night” on the evening of December 16<sup>th</sup>. More than 200 law enforcement officers from across the county will stage in Livermore to discuss impaired driving enforcement strategies. The deputies and officers will then deploy throughout Alameda County in search of impaired drivers. This high visibility enforcement will include officers patrolling in cities other than where they are employed.

The Livermore Police Department is committed to eliminating impaired driving in Livermore, but this can only be accomplished with the help of the citizens. If you are out celebrating the holidays, we ask that you designate a sober driver, arrange public transportation, or arrange to stay where you are drinking. Driving a vehicle after consuming alcohol is simply not worth the risk of being arrested or involved in a collision. When using a designated driver, please remember that a “designated driver” is the person who doesn’t drink on that occasion, not the person who drinks the least.

Lastly, if citizens observe a driver they suspect may be impaired, they are asked to safely call 911 and report their observations. It is important to provide a detailed description and last known location of the vehicle. Citizens should only follow the suspected impaired driver if they can do so safely.

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

IV. CONTACT PERSON: Sgt. John Hurd  
PHONE NUMBER: (925) 371-4857

V. DISTRIBUTION:

City Manager	Operations Captain	Briefing Board
Chief of Police	Dispatch/Records	Press Board
Support Services Captain	Watch Commander	