



Scenic Pacifica
Incorporated Nov. 22, 1957

CITY OF PACIFICA

Pacifica Police Department

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CHIEF OF POLICE
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PRESS RELEASE

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Pacifica Police Department Receives Grant For Special Traffic Enforcement and Crash Prevention

Pacifica, CA- The Pacifica Police Department has been awarded a \$110,000.00 grant from the California Office of Traffic Safety (OTS) for a year-long program of special enforcement and public awareness efforts to prevent traffic related deaths and injuries. The Pacifica Police Department will use the funding as part of the city's ongoing commitment to keep our roadways safe and improve the quality of life through both enforcement and education.

"The safety of our community members on Pacifica's roadways is of the utmost importance to us," stated Pacifica Police Chief Dan Steidle. "We are committed in our partnership with OTS with the goal of reducing injury and fatal collisions in our community."

After falling to a ten year low in 2010, the number of persons killed on roadways has climbed nearly 17 percent across the state, with 3,429 fatalities in 2015. Particularly alarming is the rise in pedestrian and bicycle fatalities that now comprise nearly 25 percent of all traffic deaths, along with the growing dangers of distracting technologies and the emergence of drug-impaired driving. This grant funding will provide opportunities to combat these and other devastating problems such as speeding and crashes at intersections.

"Unsafe behaviors account for 94 percent of traffic crashes," said OTS Director Rhonda Craft. "This grant emphasizes the two most effective ways to change behaviors – education and enforcement. The Pacifica Police Department, with assistance from the Office of Traffic Safety, will use these tools to help keep Pacifica streets safe."

Activities that the grant will fund include:

- DUI checkpoints
- DUI saturation patrols
- Bicycle and pedestrian safety enforcement
- Distracted driving enforcement
- Speed, red light, and stop sign enforcement

While alcohol remains the worst offender for DUI crashes, The Pacifica Police Department supports the new effort from OTS that aims to drive awareness that “DUI Doesn’t Just Mean Booze.” Prescription medications and marijuana can also be impairing by themselves, or in combination with alcohol, and can result in a DUI arrest.

Funding for this program is from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.



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