



Avoid the 30 Riverside County PRESS RELEASE



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COUNTY-WIDE DUI ENFORCEMENT CAMPAIGN ON TAP AS RIVERSIDE POLICE DEPARTMENT RECEIVES GRANT

Riverside, California - Building on the successes achieved in recent years, the 'Avoid the 30' DUI Task Force will continue DUI enforcement in Riverside County. New equipment purchases and special DUI enforcement campaigns will continue as a result of a recent **\$365,831** grant awarded by the California Office of Traffic Safety to the Riverside Police Department. Riverside Police Department will administer the grant for the entire county. Law enforcement agencies in Riverside County are dedicated to keeping all roadways safe through enforcement and education.

"Riverside Police Department is proud to be leading the fight against impaired driving in Riverside County," said Riverside Police Chief Sergio Diaz. "Avoid the 30 sends the powerful message that we, and all of our allied agencies, aggressively go after drunk drivers."

The 'Avoid the 30' DUI Task Force sends the message that if you don't drink and drive, you will *AVOID* getting arrested by any of the 30 participating law enforcement agencies in the county. The Avoid DUI grant will continue to aid all county law enforcement agencies in their efforts to deal with traffic safety problems and reduce the number of persons killed and injured in traffic collisions attributed to impaired drivers.

The grant activities will specifically target those who drink too much and get behind the wheel. Officers will be staffing DUI/Driver License Checkpoints and will join together in multi-agency DUI Task Force deployments in different cities, with DUI saturation patrols searching for drunk drivers. This grant also funds local DUI saturation patrols for each partnering city to address problem areas with identified DUI issues.

The grant provides funding for a portable lighting system, utility trailer, digital camera, checkpoint supplies, and officer overtime to conduct the special enforcement activities. All Avoid Task Force operations are above and beyond the regular patrol and traffic enforcement functions.

"The Avoid taskforces have helped reduce DUI deaths on our roadways, lowering drunk driving deaths by nearly 27 percent in the last five years in California," said Christopher J. Murphy, Director of the Office of Traffic Safety. "Tragically, alcohol impaired deaths still account for 31 percent of all traffic fatalities. This grant will help make Riverside County a safer place to live and work."

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Motorist can expect to see special DUI campaigns during the Winter and Summer holiday periods as well as on Halloween, Super Bowl Sunday, St. Patrick's Day, Cinco de Mayo and during local special events with identified DUI Problems. Funding for the grant comes from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

Agencies participating in the 'Avoid the 30' taskforce include: Police Departments from the cities of Banning, Beaumont, Blythe, Cabazon, Canyon Lake, Cathedral City, Coachella, Corona, Desert Hot Springs, Hemet, Indian Wells, Indio, La Quinta, Lake Elsinore, Menifee, Moreno Valley, Murrieta, Norco, Palm Desert, Palm Springs, Perris, Rancho Mirage, San Jacinto, and Temecula. The Riverside County Sheriff's Department, Riverside Community College Police Department, University of California Riverside Police Department, California State Parks, State of California Alcohol Beverage Control, and the California Highway Patrol.



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