



PRESS RELEASE

Pursuant to CA Gov't. Code Sect. 6254(f)
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PRESS RELEASE

SAN JOSE POLICE DEPARTMENT WINS FIRST PLACE IN THE CALIFORNIA HIGHWAY PATROL'S 2006 CALIFORNIA LAW ENFORCEMENT CHALLENGE

The San Jose Police Department recently won First Place in the California Highway Patrol's 2006 California Law Enforcement Challenge (CLEC) for cities in the 1001-2000 sworn officers category. This is an annual competition amongst all California law enforcement agencies to determine who has the most efficient and effective traffic enforcement programs. Lt. Jeff Smith, Commander of the Traffic Enforcement Unit, spearheaded the effort, both in terms of operational strategies and the preparation of the materials needed to compete in the event. Chief Robert L. Davis said, "Lt. Smith's efforts have been superb, and to accomplish this with his reduced staffing level is nothing short of outstanding."

It should also be noted that San Jose P.D.'s collaboration in traffic enforcement-related matters with other agencies in Santa Clara County also resulted in a First Place finish in the Multi-Jurisdictional category in the competition. This is a result of the combined efforts of all Santa Clara County agencies and their participation in the annual "Avoid the 13" anti-DUI campaign.

Congratulations are also extended to the Palo Alto Police Department who tied for First Place in the 51-100 sworn officer category and to the San Jose State University Police Department who won First Place in the University Police category.

Chief Davis stated, "Although our Department continues to operate with a staffing level that has not kept pace with the city's population growth, traffic safety is a priority for us, and we will continue to try to find innovative ways to provide it in San Jose."

FACT SHEET

California's law enforcement community must set ambitious goals for traffic safety enforcement and education. Police officers have unprecedented opportunities to prevent a traffic fatality from occurring at the rate of one every two hours, to reduce the number of serious injuries resulting from traffic collisions, and to positively impact the spiraling emergency services and health care costs.

The California Law Enforcement Challenge program allows law enforcement agencies to set comprehensive goals, to strive to reach new heights in traffic safety, to share their experiences with others, and to be recognized for their traffic safety accomplishments; in short, to make a difference in

BY: Sgt. Nick Muyo #2086

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PRESS OFFICER BRIEFED BY UNIT COMMANDER (CIRCLE) YES NO

the communities their officers serve each day. This competition has no losers - only winners: for saving lives and reducing the frequency and severity of injuries are the true rewards of law enforcement's efforts.

What is the California Law Enforcement Challenge?

The California Law Enforcement Challenge is a competition between similar sizes and types of law enforcement agencies. It recognizes and rewards the best overall traffic safety programs in California. The areas of concentration include efforts to enforce laws and educate the public about occupant protection, impaired driving, and speeding. Agencies submit an application (usually in a three ring or presentation binder) which documents their efforts and effectiveness in these areas. The winning safety programs are those that combine officer training, public information and enforcement to reduce crashes and injuries within its jurisdiction.

Why do OTS and the CHP do this?

The National Law Enforcement Challenge program, the model for the California Law Enforcement Challenge, is financed through a grant awarded to the International Association of Chiefs of Police (IACP) by the National Highway Traffic Safety Administration (NHTSA). IACP & NHTSA believe an increase in traffic enforcement in a community results in a decrease in motor vehicle crashes, injuries, and fatalities and they have the studies to prove it! In fact, no single other program or strategy works as well as law enforcement in making the roads safer. This program complements all the other training and public information programs that NHTSA does to promote traffic safety. The IACP believes one of the best ways to promote, build, and increase participation in the national program is to establish state Challenge programs, like the California Law Enforcement Challenge. This way a state can conduct its own program and then forward the applications to IACP to include in the national competition. In California, the California Office of Traffic Safety (OTS) awards a grant to the California Highway Patrol (CHP) which allows for the administration of the program. There are currently ten states that have compatible state programs.

What's in it for your agency?

The competition is a friendly way for law enforcement agencies to increase their attention to traffic safety. It provides opportunities for public recognition of exemplary programs (e.g., Nifty Fifty), incentive for continuing traffic safety activities, and documentation of agency effectiveness that can be used in future grant proposals. Every agency does some traffic safety programs, so participation does not require extra commitment on anyone's part. Merely documenting current activity has produced many winners. This documentation can help provide accountability and prove the value of a strong traffic program. Being the winner brings a great deal of positive attention to a department, benefits at budget time and enhances an agency's reputation as a department which is "tough on crime" yet prioritizes traffic safety. Forwarding a complete submission to the CHP's Special Projects Section is all it takes for an agency to be entered in both the California Law Enforcement Challenge and the National Law Enforcement Challenge.

How are the Applications judged?

A panel of traffic safety experts from across the country will review each application and assign points based on the criteria. After the judging, the scores are averaged and a final score is assigned. After all of the applications are scored, the agencies are ranked in their categories. A minimum of 50 points MUST be earned to receive an award. There may be categories where no awards will be presented due to either a lack of entries or not enough agencies achieving a minimum score. All judges are independent members of the law enforcement community, public safety, and corporate partners who have demonstrated advance knowledge of highway safety initiatives.

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