

**LAW ENFORCEMENT
PARTNERSHIPS FOR
THE PREVENTION OF
DISTRACTED DRIVING**

City of Glendora, California

- 55,000 resident population
- 130,000-160,000 population during business hours
- 19.55 square miles
- East portion of Los Angeles County
- Bedroom community with pockets of commercial areas throughout
- Police Department: 48 Sworn
- Traffic Bureau: 3 Motor Officers

Annual Fatal Traffic Collisions: 0-3

How did we get involved?

- *Traffic Enforcement Grants through OTS*
- *Glendora managed grants for Los Angeles County*
- *Asked to partner with National Safety Council – Cell Phone Policy Development and Education for Employers*

Reasons for becoming involved

- *Double fatal collision involving two high school teenagers*
- *Near fatal collision involving a 70 year old female*
- *Collision involving Glendora Motor Officer*

New Approach
Partnerships

Now What?

- Sought out Glendora and surrounding area Business owners, community leaders, College and School District administrators
- Utilized City Chamber of Commerce, Rotary/Kiwanis/Soroptimist community groups
- Publicized through local cable channel, City website, Facebook, Nixle, and City Hall message board
- Step up enforcement leading up to the presentation with emphasis on Distracted Drivers and placing mobile message boards throughout the city in various locations advising public of zero tolerance

<h2>Challenge</h2> <p><i>Getting participants to comprehend the importance of creating and implementing policy prior to a tragedy occurring.</i></p>

<h2>Result</h2> <p>Excellent community involvement with approximately 80 attending first presentation. Very positive feedback from attendees</p> <p>Followed up with larger presentations in San Diego and Long Beach</p>

<h2>Lessons Learned</h2> <p>Need for follow up with attendees to inquire if any personnel rules or policies were enacted based on the information provided</p> <p>Double check message boards</p>

Future Goals
