Oro Valley’s Distracted Driving Initiative

By Daniel G. Sharp
Chief of Police
Oro Valley Police Department, AZ

520-229-4901
dsharp@orovalleyaz.gov
January 6, 2017

Oro Valley Hands-Free Community
By Town Code Article 10-14-1 up to $250 fine
Arizona - The need for a new law
Education

- Have a “Community Conversation”
- Educate your Elected Officials
- Partner with Organizations that Support Traffic Safety Initiatives
Outreach

- Get your message out, “Just Drive”
- Provide an “Easy Guide” to understanding the law.
- Make sure your department “leads by example”
- Get your youth leadership involved
Movie Theater Public Service Announcement
Enforcement
Share Outcomes and Build Relationships

<table>
<thead>
<tr>
<th>Agency</th>
<th>Citations</th>
<th>Days</th>
<th>Start of data</th>
<th>End of data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tucson Police</td>
<td>44</td>
<td>214</td>
<td>May 1, 2017*</td>
<td>November 30, 2017</td>
</tr>
<tr>
<td>Pima County Sheriff</td>
<td>191</td>
<td>169</td>
<td>August 3, 2017</td>
<td>January 18, 2018</td>
</tr>
<tr>
<td>Oro Valley Police</td>
<td>78</td>
<td>111</td>
<td>September 1, 2017**</td>
<td>December 20, 2017</td>
</tr>
</tbody>
</table>

*Tucson Police also issued 18 written warnings

**During a nine-month education period, Oro Valley issued 1,374 warnings.
Questions

Daniel G. Sharp
dsharp@orovalleyaz.gov
520-229-4901