



March 16, 2011

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FOR IMMEDIATE RELEASE:

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Redondo Beach Police Department Targets Impaired Drivers with Checkpoint

Redondo Beach, CA – The Redondo Beach Police Department Traffic Unit will be conducting a DUI/Driver's License checkpoint on March 18, 2011 at an undisclosed location within the city limits between the hours of 7:30 p.m. to 2:00 a.m. This is part of an ongoing campaign to reduce the number of persons killed and injured in alcohol involved crashes. DUI checkpoints are conducted to identify offenders and get them off the street, as well as bring awareness to our community of the dangers of impaired driving.

Alcohol impaired deaths still make up the largest category of overall vehicle fatalities, with 31 percent of all deaths being caused by a drunk driver. A DUI checkpoint is a proven effective method to lower this totally preventable crime. Additionally, drivers will be checked to ensure that they have a valid driver's license, since unlicensed drivers are over-represented in fatal crashes.

Over the course of the past three years, DUI collisions have resulted in 84 injury crashes harming 111 of our friends and neighbors.

Statewide, overall traffic deaths declined by 23 percent, from 3,995 in 2007 to 3,081 in 2009. Total traffic fatalities are at their lowest levels in six decades. DUI deaths declined by 16 percent, from 1,132 in 2007 to 950 in 2009, according to the National Highway Traffic Safety Administration's Fatality Analysis Reporting System.

Our objective is to send a clear message to those who are considering driving a motor vehicle after consuming alcohol and/or drugs; if we catch you driving buzzed, drunk or impaired by drugs, you will go to jail. Remember, everyone is encouraged to help keep our roadways safe; Report Drunk Drivers – Call 911!

Funding for this operation is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

MEDIA NOTES: For more information regarding the Redondo Beach Traffic Safety Operations, please contact Officer Jeffrey Mendence at (310) 379-2477 x2721 or via email at jeffrey.mendence@redondo.org. To schedule an interview regarding impaired driving efforts and programs in California please contact Chris Cochran, California Office of Traffic Safety at (916) 905-3063 or via email at ccochran@ots.ca.gov.

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