



MEDIA RELEASE

Marina Police Department to Step Up Enforcement for Distracted Drivers and Excessive Speed

DATE OF OPERATION: April 7, 2016
TIME OF OPERATION: 7:30 AM TO 11:30 AM
LOCATION OF: CITY OF MARINA – RESERVATION RD, IMJIN PARKWAY,
DEL MONTE BOULEVARD
DEPARTMENT CONTACT: Sgt. Eddie Anderson / Traffic Bureau Supervisor

In an effort to make our roads safer, The Marina Police Department Traffic Bureau and other members of the Monterey Regional Strategic Traffic Operations and Prevention Program (STOPP) is conducting extra traffic enforcement on Thursday, April 7th, to stop distracted driving and drivers traveling in excess of the posted speed limits. Marina PD is spreading the message that distracted drivers and speeders are not only a danger to themselves, but everyone else on the road.

Using an electronic device while driving is a serious safety problem. Most drivers know that texting while driving is a dangerous behavior, but many still use their cell phones and other mobile devices when they are behind the wheel, putting themselves and others at risk. Many drivers see distracted driving as risky when other drivers do it, but do not recognize how their own driving deteriorates.

In 2013, there were 3,154 people killed and an estimated 424,000 injured nationwide in crashes involving a distracted driver. That same year, 10 percent of fatal crashes were reported as distraction-affected crashes.

While anything that takes your eyes off the road, hands off the wheel, or mind off the task of driving is a hazard, there is heightened concern about the risks of texting while driving because it combines all three types of distraction – visual, manual and cognitive. In addition, most drivers aren't aware that just talking on a cell phone, hand held or hands free, can lead to "inattention blindness" as critical brain functions needed for driving are used for cell phone talking.

Just yesterday in Marina a vehicle was traveling on Reservation Road at a speed that was unsafe for the current traffic conditions. Because the driver was traveling too fast, the driver swerved to avoid colliding into other vehicles, vent off the roadway, causing the vehicle to roll over. Drivers traveling at unsafe speeds, combined with following too close to other vehicles "Tailgating", is a serious problem here in Marina and is the leading cause for most of our "Rear End" type of collisions.

The Marina Police Department recommends the following safety measures:

You can:

- Turn off electronic devices and put them out of reach before starting to drive

- Speak up when you are a passenger and your driver uses an electronic device while driving. Offer to make the call for the driver, so his or her full attention stays on the driving task
- Utilize your vehicle hands free system or any other type of hands free device

Parents can:

- Be good role models for young drivers and set a good example. Talk with your teens about responsible driving
- If you know your teen is on the road – don't call or text them until you know they have reached their destination

Employers can:

- Adopt, publicize, and enforce company policies that prohibit employees from texting or talking on hand-held cell phones while in a company vehicle, or in a personal vehicle while using a company issued cell phone.

Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. For more information about distracted driving, please visit www.distraction.gov.

On April 9, 2015 from 7:00 am to 12:00 pm, will be conducting a special traffic enforcement operation in the City of Marina. Officers assigned to STOPP will be working on Reservation Road, Imjin Parkway and Del Monte Boulevard. The enforcement area will also include local area schools.

STOPP was formed to promote and enhance motorist safety, educate our motoring public and reduce traffic collisions. Made up of Monterey Regional law enforcement agencies, STOPP will address specific traffic enforcement needs within each jurisdiction to reduce traffic collisions. The program will focus on primary collision factors in commuter routes through Monterey Peninsula cities.

Each month participating STOPP agencies will provide personnel and equipment, and officers will conduct saturated traffic enforcement in problem areas defined by the host agency. Citizens will see officers from different police agencies providing traffic enforcement in Monterey Peninsula cities.

Funding for this community safety program is provided by Monterey County law enforcement agencies.

Sergeant Eddie Anderson

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