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September 21, 2004

City Council
Sacramento, California

Honorable Members in Session

**SUBJECT: INFORMATIONAL REPORT ON TRAFFIC STATISTICS AND
COLLISION DATA FOR THE CITY OF SACRAMENTO FOR 2002, 2003,
AND UNTIL JUNE 30, 2004**

LOCATION AND COUNCIL DISTRICT: Citywide

STAFF RECOMMENDATION:

This is an informational report regarding:

- Traffic statistics and collision data for the City of Sacramento from January 1, 2002 through June 30, 2004
- The Police Department's proactive strategy in response to the upward trend in motor vehicle related accidents

CONTACT PERSONS: Albert Nájera, Chief of Police, 433-0800
Captain Ted Mandalla, 433-0701

FOR COUNCIL MEETING OF: September 21, 2004

The mission of the Sacramento Police Department is to work in partnership with the Community to protect life and property; solve neighborhood problems, and enhance the quality of life in our City.

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Informational Report on Traffic Statistics and Collision Data
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SUMMARY:

In 2002, the Sacramento Police Department's Traffic Section conducted an in-depth study in response to the upward trend of injury related accidents throughout the City. As a result, the Traffic Section made numerous changes in their deployment strategy. This report provides statistics from January 1, 2002, to June 30, 2004.

COMMITTEE/COMMISSION ACTION:

None

BACKGROUND:

In August of 2002, the Sacramento Police Department's Traffic Section redefined its mission to focus on the reduction of motor vehicle collisions through problem solving. The motor vehicle collision rate within the City of Sacramento had steadily increased for a number of years and it was apparent that the financial costs associated with the medical, legal, and insurance claims were significant. A review of traffic collision data determined that the majority of collisions occurred Monday through Friday, during the commute hours and was at or near major intersections. The Department's new mission involved changing the deployment strategy of the Traffic Section from random and reactive, to a proactive plan to reverse this dangerous trend.

The traffic collision data is currently reviewed monthly and Traffic Officers are deployed based on the intersections and or corridors that reflect the highest number of collisions. The officers, rotate through the assigned areas as a team and vigorously enforce all traffic laws. The theory is "zero tolerance, high visibility and maximum saturation of the area" during the commute and high traffic incident hours, which allows for consistent deployment in a random pattern.

The effect of this type of deployment strategy allows for concentrated enforcement activity in high accident areas, which in turn realizes immediate adjustments in driving behavior, based on the number of stops. In essence, the passing motorist usually assumes that a traffic stop is for speeding and will immediately slow and monitor their driving, due to the number of enforcement activities occurring simultaneously. We believe that this type of enforcement, coupled with presence, causes the motoring public to focus on their driving behavior, which in turn resulted in fewer collisions and injuries.

Overall, the success of this deployment strategy has surpassed our expectations. With the constant rise in the number of commuters and population growth within the City limits, it was hoped to at least maintain the collision rate, or to not experience any significant increases. However, the results have far exceeded our expectations as the total number of reported traffic collisions in 2003 was reduced by almost 4% from 2002 and the number of serious collisions were reduced by 4%.

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A comparison of the traffic accident collision rate during the periods of January 1, through June 30 of 2003 and 2004 reflects a 12% reduction in the total number of reported collisions and an 11% decrease of injury collisions. Concurrently, with the City's increase in population and vehicular traffic, the number of fatal collisions did not increase from 15 during this time period.

Traffic Collisions Totals

	<u>2002</u>
Jan-June	3507
July-December	3530
Total	<u>7037</u>
	<u>2003</u>
Jan-June	3406
July-December	3356
Total	<u>6762</u>

❖ *Reflects a 4% Decrease in Accidents during the entire year.*

	<u>2004</u>
Jan-June	<u>3010</u>

❖ *Reflects a 12% Decrease in Accidents in first 6 months of year.*

Clearly, this deployment strategy has shown a reduction in the total number of collisions reported to the Sacramento Police Department. The Officers assigned to the Traffic Enforcement Division have dedicated themselves to lowering the collision rate by concentrating their enforcement and education efforts in the areas of the city that show increases in the traffic accident rate. In 2003, the officers assigned to the Traffic Section were responsible for approximately 47% of the total number of citations issued by the Police Department. In the first 6 months of 2004, the officers assigned to this unit have issued 55% of the total number of citations issued by the Police Department.

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Traffic Enforcement Statistics

2002

Jan-June	15,458
July-December	18,094

Traffic Citations Issued by all Sworn Officers: **33,552**

Total Traffic Citations Issued by Motor Officers **Not Available**

2003

Jan-June	22,098
July-December	24,689

Traffic Citations Issued by all Sworn Officers: **46,787** **39% increase**

Jan-June	12,174
July-December	9,721

Total Traffic Citations Issued by Motor Officers **21,895**

2004

Jan-June	30,148
Total Traffic Citations Issued (Jan-June)	<u>30,148</u> 36% increase

Traffic Citations Issued by Motor Officers	
Jan-June	<u>16,629</u> 37% increase

Through a Grant from the State Office of Traffic Safety (OTS) the Sacramento Police Department has increased our enforcement of Alcohol related driving offenses. Through a program of DUI check points, saturation patrols, school education programs, and street racing enforcement, we are addressing other traffic concerns.

FINANCIAL CONSIDERATIONS:

None

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ENVIRONMENTAL CONSIDERATIONS:

This activity does not constitute a "project" and is therefore exempt from the California Environmental Quality Act (CEQA), CEQA Guidelines Sections 15061(b) and 15378(b)(3).

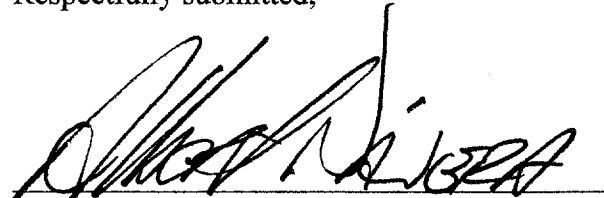
POLICY CONSIDERATIONS:

The Sacramento Police Department's response to the upward trend of motor vehicle related accidents is an example of its commitment to the City's mission to protect, preserve, and enhance the quality of life for present and future generations. The use of grant funds from the Office of Traffic Safety (OTS) is consistent with past practices of using State Public Safety funding to enhance front line law enforcement.

ESBD CONSIDERATIONS:

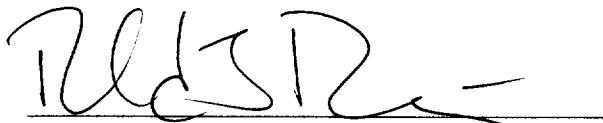
Goods and services purchased will be in accordance with the City of Sacramento's Emerging and Small Business Development program requirements (E/SBD).

Respectfully submitted,



Albert Najera
Chief of Police

RECOMMENDATION APPROVED:



Robert Thomas
City Manager

AN/jb/jj

REF: COP 09-04