



2016 NATIONAL LAW ENFORCEMENT CHALLENGE APPLICATION

Applications are due **Monday, May 2, 2016, by 11:59 PM**

Click here for a copy of the NLEC How-To Guide: <http://bit.ly/22aMcCW>

Agency (as it would appear on an award): Ashland Police Department

Agency Category: Municipal

Total Number of Sworn Personnel: 25 Total Number of Uniformed Officers on the Street: 16

Submitter(s) (main point of contact for application): Marie Kemp

Department: Ashland Police Department

Address: 601 England Street City: Ashland State: VA Zip: 23005

Submitter Phone: 8047981227 Submitter Email: mkemp@ashlandpolice.us

Department Head: Douglas Goodman Email: dgoodman@ashlandpolice.us

APPLICATION ATTACHMENTS PACKET

CHECKLIST

Each attachment should be no longer or larger than 10 pages and 10 MB.

NLEC Application (required)	<input checked="" type="checkbox"/>
Speed Awareness Narrative (required)	<input checked="" type="checkbox"/>
Speed Awareness Policies (required)	<input checked="" type="checkbox"/>
Impaired Driving Narrative (required)	<input checked="" type="checkbox"/>
Impaired Driving Policies (required)	<input checked="" type="checkbox"/>
Occupant Protection Narrative (required)	<input checked="" type="checkbox"/>
Occupant Protection Policies (required)	<input checked="" type="checkbox"/>
State/Local Issue Narrative (required)	<input checked="" type="checkbox"/>
State Local Issue Policies (required)	<input checked="" type="checkbox"/>
Special Award Application(s) (1 attachment including narratives and policies for each award) (optional)	<input type="checkbox"/>

SPECIAL AWARD CONSIDERATIONS

Impaired Driving*	<input checked="" type="checkbox"/>
Occupant Protection*	<input checked="" type="checkbox"/>
Speed Awareness*	<input checked="" type="checkbox"/>
Bike/Pedestrian Safety	<input type="checkbox"/>
Commercial Motor Vehicle Safety	<input type="checkbox"/>
• State Police	<input type="checkbox"/>
• Municipal/Sheriff	<input type="checkbox"/>
Distracted Driving	<input type="checkbox"/>
Motorcycle Safety	<input type="checkbox"/>
Technology	<input type="checkbox"/>
Traffic Incident Management	<input type="checkbox"/>
State/Local Issue is Special Award Consideration**	yes <input type="radio"/> no <input checked="" type="radio"/>
If yes, which one?	

*Your agency is automatically considered for this Special Award upon submission of NLEC application
 **Cannot be Speed Awareness, Impaired Driving, or Occupant Protection; must be chosen from other Special Awards

SUBMISSION DISCLOSURE QUESTIONS

Please answer the following questions to the best of your ability.

1. Total roadway crashes in 2013: 109
2. Total roadway crashes in 2014: 95
3. Total roadway crashes in 2015: 108
4. Total fatal crashes in 2013: 0
5. Total fatal crashes in 2014: 0
6. Total fatal crashes in 2015: 1
7. Total injury crashes in 2013: 47
8. Total injury crashes in 2014: 38
9. Total injury crashes in 2015: 50

IMPAIRED DRIVING

For guidance on completing your Impaired Driving attachments, please refer to page 5 of the How-To Guide:

<http://bit.ly/22aMcCW>

1. This agency has a written policy making impaired driving enforcement a priority: yes no
2. Number of officers who received training in 2015 in impaired driving: 2
3. This agency participates in officer recognition programs for impaired driving detection and apprehension:
yes no
4. Number of Impaired Driving Arrests in 2013: 60
5. Number of Impaired Driving Arrests in 2014: 38
6. Number of Impaired Driving Arrests in 2015: 49
7. Total number of fatal and injury crashes related to Impaired Driving in 2015: 3
8. Percentage of fatal and injury crashes related to Impaired Driving in 2015: 50
9. This agency is allowed to conduct Impaired Driving Checkpoints: yes no
10. Number of Special Enforcement Efforts in 2015 for Impaired Driving (saturation patrols, checkpoints, etc.): 21
11. Output Statistics: How many DUI citations were issued in target areas?: 38
12. Output Statistics: How many DUI citations were issued during the target times?: 28
13. Output Statistics: How many contacts were made? (total): 4384
14. Output Statistics: How many contacts in target areas?: unk

OCCUPANT PROTECTION

For guidance on completing your Occupant Protection attachments, please refer to page 6 of the How-To Guide:

<http://bit.ly/22aMcCW>

1. This agency has a written policy making safety belt and child passenger safety enforcement a priority: yes no
2. This agency has a written policy requiring officer safety belt use: yes no
3. Does your state have a Primary Seat Belt Enforcement Law?: yes no
4. Your state's average safety belt use percentage rate in 2015: 80.9
5. Your jurisdiction's safety belt use percentage rate at the beginning of 2015: 85
6. Your jurisdiction's safety belt use percentage rate at the end of 2015: 80
7. Number of officers who received training in 2015 in occupant protection: 4
8. This agency participates in Saved by the Belt/Air Bag (officer and/or citizen) awards programs: yes no
9. Number of Seat Belt Citations in 2013: 206
10. Number of Seat Belt Citations in 2014: 254
11. Number of Seat Belt Citations in 2015: 303
12. Number of Child Seat Citations in 2013: 39
13. Number of Child Seat Citations in 2014: 33
14. Number of Child Seat Citations in 2015: 43
15. Number of Special Enforcement Efforts in 2015 for Occupant Protection: 15
16. Output Statistics: How many citations were issued in target areas?: 85
17. Output Statistics: How many citations were issued during the target times?: 147
18. Output Statistics: How many contacts were made? (total): 4384
19. Output Statistics: How many contacts were made in target areas?: unk

SPEED AWARENESS

For guidance on completing your Speed Awareness Submission attachments, please refer to page 8 of the How-To

Guide: <http://bit.ly/22aMcCW>

1. This agency has a written policy making speed enforcement a priority: yes no
2. Number of officers who received speed-related training in 2015: 1
3. This agency participates in officer recognition programs for speed detection and apprehension: yes no
4. Number of Speeding Citations in 2013: 1198
5. Number of Speeding Citations in 2014: 1107
6. Number of Speeding Citations in 2015: 1278
7. Total number of 2015 fatal and injury crashes related to speed: 0
8. Percentage of 2015 fatal and injury crashes related to speed: 0
9. Number of Special Enforcement Efforts in 2015 for Speed: 50
10. Output Statistics: How many citations were issued in target areas?: 172
11. Output Statistics: How many citations were issued during the target times?: 156
12. Output Statistics: How many contacts were made? (total): 4384
13. Output Statistics: How many contacts were made in target areas?: unk

STATE/LOCAL ISSUE

Your State/Local Issue cannot be Impaired Driving, Occupant Protection, or Speed Awareness. For guidance on completing your State/Local Issue attachments, please refer to page 9 of the How-To Guide: <http://bit.ly/22aMcCW>

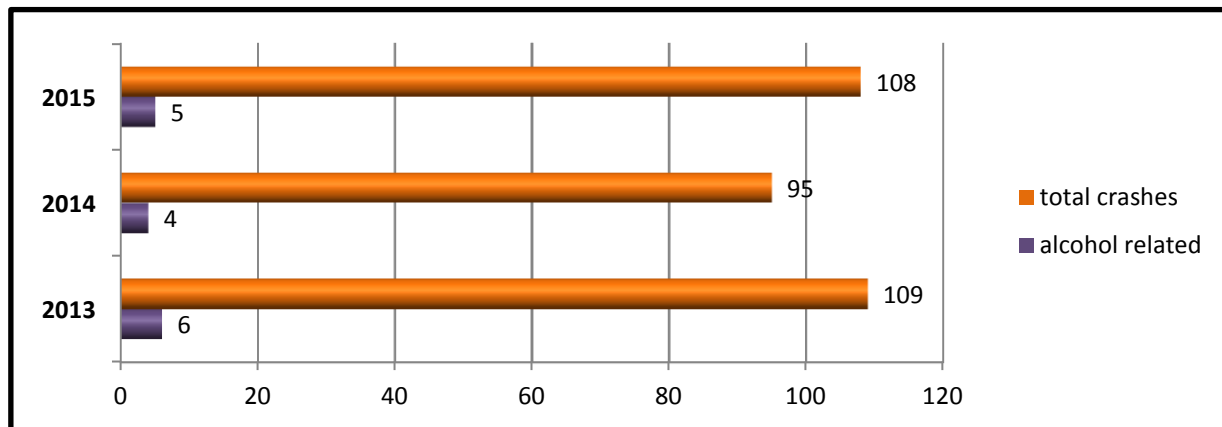
1. This agency has a written policy making this issue a priority: yes no
2. Number of officers who received training related to this issue in 2015: 1
3. This agency participates in officer recognition programs for this issue: yes no
4. Number of citations issued involving this issue in 2013: 0
5. Number of citations issued involving this issue in 2014: 0
6. Number of citations issued involving this issue in 2015: 0
7. Total number of 2015 fatal and injury crashes related to this issue: 0
8. Percentage of 2015 fatal and injury crashes related to this issue: 0
9. Number of Special Enforcement Efforts in 2015 for this issue: 0
10. Output Statistics: How many citations were issued in the target areas?: 0
11. Output Statistics: How many citations were issued during the target times?: 0
12. Output Statistics: How many contacts were made? (total): 1300+
13. Output Statistics: How many contacts were made in target areas?: 0
14. How many special team enforcement details were directed at the State/Local Issue (not routine patrol)?:
0

IMPAIRED DRIVING

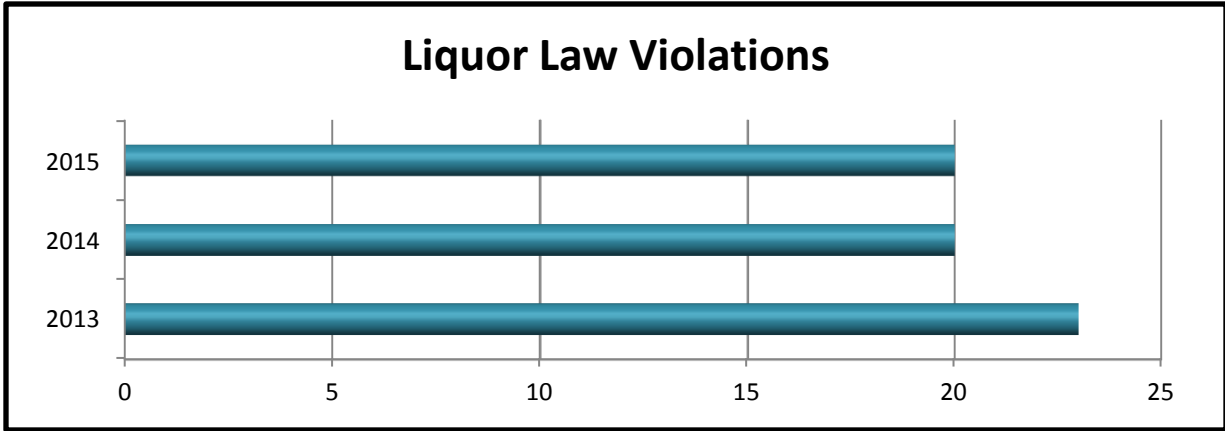
Problem Identification:

Our agency takes a proactive approach to combat all alcohol-related issues, including underage drinking and impaired driving. With impaired driving being 100% preventable, our goal is not only enforcement but also education to promote better choices and prevention. Underage drinking and impaired driving are concerns in our area. Ashland is home to a private college; while school is in session, our population in the 18 – 20 year old range increases dramatically, which increases the likelihood of underage drinking. While the number of alcohol-related crashes may seem minimal in comparison to other crime and traffic related issues, our department is dedicated to stopping underage drinking and preventing impaired driving.

Every month, quarter, and year our department analyzes crash, arrest, and other traffic-related statistics. By continually studying the data we are able to discover trends and direct enforcement where it is needed to make a difference. We are able to reveal trends such as the most common crash day of the week, time of day, and locations. In 2015, we had a slight increase in crashes that involved drugs or alcohol, increasing from four in 2014 to five. However, we did experience a considerable increase in the total number of crashes. The chart below shows both the total crashes from 2013 – 2015 and alcohol/drug related crashes from the same time frame.




Over the past decade, there has been a steady decrease in the number of liquor law violations. However, over the past three years the number of arrests has remained fairly constant. Because alcohol-related crashes are preventable, our agency strives to reduce the number of violations. While twenty liquor law violations may seem minimal, our department is dedicated to decreasing the number of needless alcohol-related acts by 100%.



Policy:

Impaired driving is a priority for the Ashland Police Department. We have clearly written policies governing not only the steps describing how we will proceed with the investigation of a suspected impaired driver, but also how we will consistently enforce specified traffic-related violations. The picture below is an excerpt from our policy in which the highlighted portion clearly states “will uniformly enforce traffic laws to educate traffic violators, reduce traffic crashes, and to aid in safe and expeditious flow of vehicular and pedestrian traffic.”

General Order	Series: 61	No: 2	
Subject: Uniform Traffic Enforcement	Effective Date: 09-01-07	Revised: 11-1-09	
CALEA Standard: Chapter 61	Supersedes/ Amends OPR 3-2		
	Approved by: Chief <i>[Signature]</i>		

Purpose

The purpose of this direction is to establish guidelines for the enforcement of traffic laws of the Commonwealth of Virginia and Ordinances of the Town of Ashland.

Policy

The Ashland Police Department will uniformly enforce traffic laws to educate traffic violators, reduce traffic crashes, and to aid in the safe and expeditious flow of vehicular and pedestrian traffic.

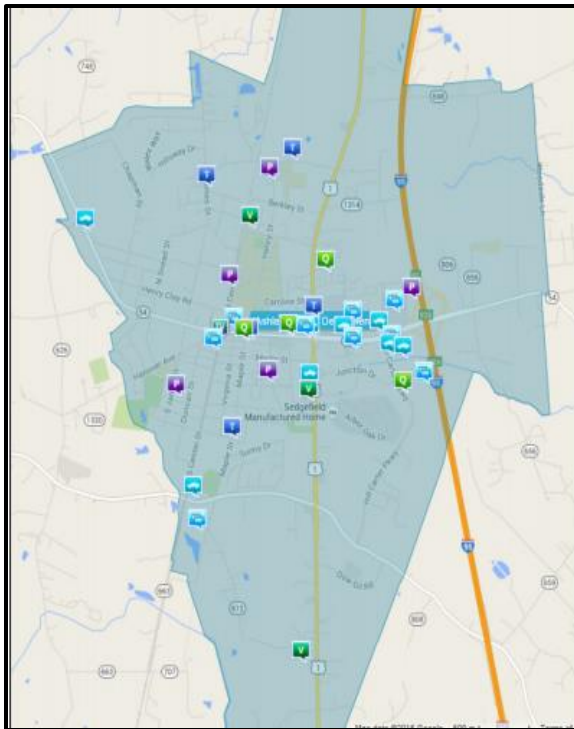
One of the violations listed in this policy is driving under the influence. As shown below, it is specifically stated that “DUI enforcement is a priority for the Ashland Police Department.”

- I. **Driving Under the Influence**
 - A. Upon a stop of a vehicle based on reasonable suspicion or probable cause, the officer will attempt to administer field sobriety tests and any other tests to determine if the subject is under the influence of alcohol or drugs. DUI enforcement will be a **priority** for the Ashland Police Department.

Although we do not have a policy mandating that an arrest is made, the general order is very clear in saying “Any person who operates a motor vehicle while under the influence of alcohol or drugs poses an unpredictable hazard to law abiding motorists. Therefore, each officer will make an effort to remove this type of driver from the highway.” Officers will stop vehicles for suspicion of impaired driving and follow the directive related to enforcement by making the final decision that is best applicable in each situation. It is up to the officer’s discretion to give a warning, issue a citation, or make an arrest.

Planning:

Throughout the year we are able to direct our enforcement to identified problem areas with ease due to our near constant analysis of data collected and spelled out in our monthly, quarterly, and yearly reports. The reports that are completed quarterly are strategically planned around certain holidays, such as Independence Day and Labor Day. Additionally, we



started using the DDACTS (Data-Driven Approaches to Crime and Traffic Safety) model in 2014 to better organize our efforts. Using DDACTS helped us combine both traffic and criminal enforcement in a more efficient manner. The map shown to the left is one example of a thirty day crime/crash map the officers are given. The officers are able to use this information to concentrate their patrols in problem areas.

One final method of planning we use is our department-wide annual goals and objectives, which always include a specific section dedicated to traffic safety enforcement. By applying the DDACTS model and using all the data collected in our reports, we are better prepared to meet our goals. We aim to prevent further violations through education while continuing enforcement

through visibility and directed patrols. Our follow-up process mirrors the same procedure as our planning; we are able to see the affects in our reports and whether the directed patrols are working. Efforts are reviewed monthly and directed patrols are modified in an attempt to reverse any trends.

Enforcement is not always easy for impaired driving and sometimes visibility is the best deterrent. Our department has developed pre-determined checkpoint locations based on the reports generated. We are able to conduct checkpoints at these locations during peak hours

and on days that have been shown to be more likely that impaired driving occurs. Furthermore, in addition to normal patrol hours, we were able to use grant funded saturation patrols for part of 2015. We also plan our directed enforcement around national campaigns such as Drive Sober or Get Pulled Over. Ultimately traffic enforcement also deters non-traffic-related crime.

Prevention through education is the other pivotal part of our planning. Our goal is to educate officers and the public. We educate our officers not only in the classroom by making sure they are able to properly enforce impaired driving laws, but we are also able to direct them to areas that may need more attention. We cannot expect our officers to effectively enforce the impaired driving laws if we do not keep them informed. Monthly, officers receive an informational email describing the total number of crashes and the most prevalent cause, top locations, and days of the week. We educate the public to help prevent this 100% preventable crime. We conduct Smart, Safe, and Sober events using our SIDNE (Simulated Intoxicated Driving Experience Kart) and fatal vision equipment. In addition, we have a long-time partnership with our local college where we hosts events and give presentations to groups, including fraternities and athletic teams. We have also teamed up with YOVASO (Youth of Virginia Speak Out) to assist in prevention and education.

The Virginia Highway Safety Office has provided this statement in reference to impaired driving: "Crashes resulting from driving under the influence of alcohol or drugs are preventable. Are you doing your part to prevent alcohol or drug-related crashes? We all need to take responsibility when it comes to driving under the influence by designating a driver, hosting responsible parties, making sure that you take the keys when a friend has had too much to drink, among other things." We fully support the highway safety office, its initiative to prevent and enforce the laws, and its goal to stop impaired driving. Our support can be seen through our strict policy and our enforcement and educational activities.

Training:

Training is a vital part of police work. Everything a police officer does on a day to day basis stems from the training received and continued throughout their career. It is a goal of our agency to keep our officers up-to-date in all aspects of the job expectations. All of our officers have received initial Standard Field Sobriety Test (SFST) training. Some officers have received refresher training in addition to their initial SFST training in roll call based training.

In addition, one officer in 2015 was given the opportunity to attend ARIDE (Advanced Roadside Impaired Driving Enforcement), which is an advanced school that gives in-depth training for identifying and recognizing impaired drivers. Including this officer, we now have three officers that have been to this training out of sixteen in our patrol division. In 2015, we also had one

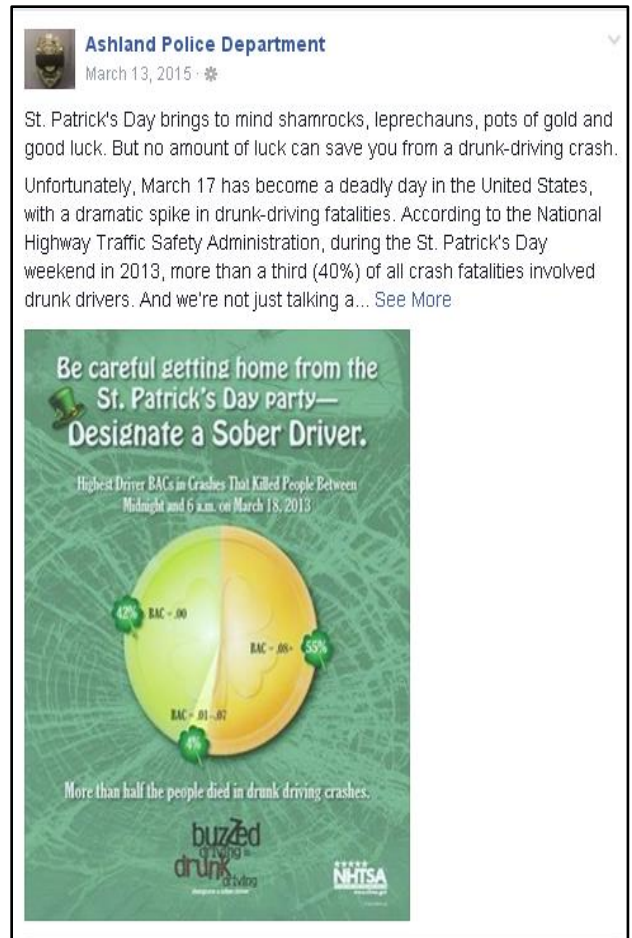
officer successfully complete SFST Instructor School. This officer will now be able to provide refresher training to our entire department.

If there are pertinent updates in impaired driving laws, they are covered annually in our legal update training conducted by the Commonwealth Attorney's office. All legal aspects, from the traffic stop to the penalties given in court, are covered. Each officer has read and signed the two specific general orders regarding impaired driving; their signature acknowledges they have read and understand it. Additionally, several officers attended recertification class at the Virginia Department of Forensic Science to keep their EC/IR II breath machine operator license current.

Public Information and Education:

Public information and education is the best way we have found to get our prevention message across to the citizens of our jurisdiction. Education is a key component in prevention of impaired driving and we take it seriously. We use several methods: social media, our department website, and community events.

Throughout the year we post impaired driving prevention materials on Facebook. We attempt to center most of our posts near holidays where drinking is more likely, such as St. Patrick's Day and Halloween. Other posts are added when we are taking part in national campaigns, such as Drive Sober or Get Pulled over in August. Our Facebook information lets the public know not only the dangers of impaired driving by mentioning statistics during that holiday period, but also that we are patrolling specifically looking for impaired drivers. The picture to the right is an example of a National Highway Traffic Safety Administration (NHTSA) sponsored poster that was on Facebook during the St. Patrick's Day celebration period. In 2015, our status updates on Facebook reached nearly 39,000 people. In addition to Facebook, we also have materials available on our agency website. Our website offers prevention materials along with our local statistics. We also offer free pamphlets in reference to impaired driving in the lobby of our police department.



In 2015, we hosted and were a part of many different impaired driving community events. We were able to continue our partnerships with Randolph-Macon College (RMC), YOVASO, Hanover Cares, AAA, and create new partnerships with State Farm and Nationwide Insurance. Our partnership with RMC has been very beneficial; we are able to talk to college students about the dangers of impaired driving and show them using our SIDNE (Simulated Impaired Driving Experience) go cart. SIDNE allows us to give citizens hands on experience of what it feels like to operate a vehicle while under the influence. We participated in two formal events at RMC in 2015:

- **Randolph-Macon College Housing Lottery:** the underclassman attended a lecture presentation and participated in SIDNE.
- **Midnight Macon Mile:** Approximately 200 Randolph-Macon College students participated in the “Meg Menzies Memorial Midnight Macon Mile.” To honor the legacy of Meg Menzies, a local resident killed by an intoxicated driver, the Midnight Macon Mile brings students and members of the community together and reminds us all not to drink and drive.



Throughout the school year, small group presentations are given to athletic teams, sororities and fraternities, and residential life staff at RMC.

Our department also took part in Walk Like MADD (Mothers Against Drunk Driving) which is MADD’s annual fundraising event. During this event, approximately thirty people participated in sobriety tests while wearing our Fatal Vision goggles. These goggles mimic the effects of different blood alcohol levels, creating impaired vision similar to that of being intoxicated. We were also invited to the Hanover County Sheriff’s Office Youth Citizens Police Academy. We



prepared a lecture presentation and all members of the academy (twenty-five) were given the opportunity to operate SIDNE. Approximately 300 high school students were able to benefit from our SIDNE presentation at the YOVASO Summer Leadership Retreat at James Madison University. This retreat focuses on teaching students safe driving and prepares them for peer-to-peer clubs in

their schools and communities. The photograph above shows our officers monitoring SIDNE as a student from YOVASO proceeds through the course.

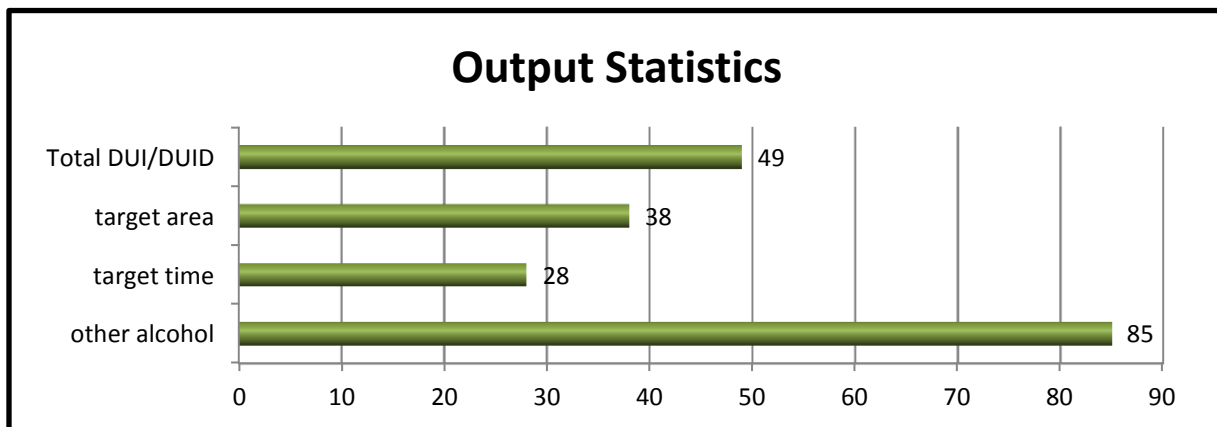
For the first time in 2015 we took part in “Project Sticker Shock.” Project Sticker Shock is a Virginia ABC sponsored program that attempts to bring attention to both underage drinking and providing alcohol to people that are underage. One of our officers spent a day going to local convenience stores putting stickers on alcohol containers with the hopes that it increases visibility and compliance with the law. Last but not least, we participated in IDrive – “Safe. Sober. Focused.” This was a Teen Driver Safety Program at Richmond International Raceway. This program is designed to supplement the current



driver education curriculum with hands-on activities that help new teen drivers establish safe driving habits while urging them to concentrate on the task at hand—driving safe, sober, and focused. In 2015, the Ashland Police Department partnered with the Hanover County Sheriff’s Office, AAA Mid-Atlantic, and our own Hanover County Public Schools to offer the IDrive program to over 600 students from all four county public high schools. This is the first time this impaired driving prevention initiative has been available to teenagers in our own county, allowing us to expand our program to help educate hundreds of students that live and drive through the Town of Ashland and Hanover County every day.

Enforcement:

Every minute our officers are working patrol is counted as time directed toward safe travel through our town. We do not have a special unit tasked with traffic safety, which makes enforcement of all the traffic laws the duty of all patrol officers. Overtime was available throughout the year in addition to patrol hours. These hours were provided by the Virginia DMV Highway Safety Office Grant. In 2015, approximately 120 grant hours were used for saturation patrols and a checkpoint.



During 2015, 49 impaired driving arrests were made. Of the total arrests, 38 were made in target areas and 28 were made within the target time frame. Target times and areas are both identified through the reports generated throughout the year and from previous years. In order to pinpoint the area, we use the locations where the most impaired drivers were arrested and where our alcohol-related crashes occurred.

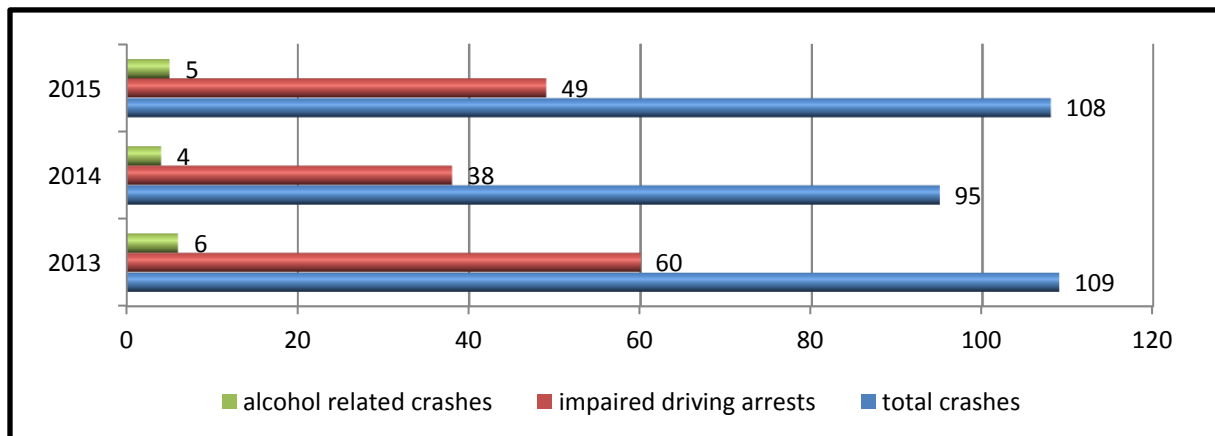
Approximately twenty saturations patrols and one checkpoint were conducted in 2015, with the main emphasis being impaired driving enforcement. The saturation patrols and checkpoint resulted in 27 citations being issued, one impaired driving arrest, and 406 vehicle contacts.

Each year our agency performs control buys at convenience stores to ensure compliance and combat underage drinking. In 2015 two separate operations were conducted. All fourteen businesses in Ashland that sell alcohol were checked and no violations were committed.

Outcomes:

Our follow-up methods mirror the approach we take on planning. We complete and analyze monthly, quarterly, and year-end reports. While examining the reports, we are able to learn whether or not our directed patrols in an area are working, or if we need to change our strategy. This not only helps us plan for the next month and quarter, but also the upcoming year.


From 2014 to 2015 there was increase in impaired driving arrests and a very slight increase in crashes involving alcohol. Even with a substantial increase in citations issued and an increase in criminal enforcement, we still experienced a 14% increase in the number of reportable crashes from 2014 to 2015. Unfortunately, the increase did not come as a surprise due to two major constructions projects in our area. The intersection under construction was indicated as one of our top targeted locations. The work zone was a major contributing factor to the increase in the total number of crashes.



There have been additional benefits from impaired driving enforcement. Officers made numerous weapon violation arrests, narcotics arrests, and arrested wanted parties from increased traffic stops and aggressive enforcement. The most notable outcome is the number of people, especially young people, with whom we have been able to make a connection by hosting and being part of impaired driving prevention events. We have continued our focus on drivers between the ages of 18 – 20, and we were able to reach over a thousand people in that age range. We have found enforcement is very important in reducing the tragic events caused by drunk and drugged driving, but it all starts with education and stopping a 100% preventable act.

Semi-annually, our chief drafts a memorandum thanking officers for their traffic safety efforts. The memorandum includes our top three traffic initiatives which are speeding, occupant protection, and impaired driving, along with other critical responsibilities. Furthermore, one officer received internal recognition. Officer Paul Stirnaman received the “Meg Menzies Impaired Driving Award.” This award was created in memory of Meg Cross Menzies, a local resident who was killed by an intoxicated driver while running. The recipient not only had the most impaired driving arrests for the department, but also attended SFST Instructor School with the aspirations of using that to assist his fellow patrol officers in impaired driving enforcement. In addition, one officer was presented with the MADD Award. Pictured below, Stuart McCullough is being recognized for his efforts in impaired driving enforcement. Along with the individual awards, our department was recognized in the Commonwealth and nationally in the Law Enforcement Challenge.



General Order	Series: 61	No: 2
Subject: Uniform Traffic Enforcement	Effective Date: 09-01-07	Revised: 11-1-09
	Supersedes/ Amends OPR 3-2	
CALEA Standard: Chapter 61	Approved by: Chief 	



Purpose


The purpose of this direction is to establish guidelines for the enforcement of traffic laws of the Commonwealth of Virginia and Ordinances of the Town of Ashland.

Policy

The Ashland Police Department will uniformly enforce traffic laws to educate traffic violators, reduce traffic crashes, and to aid in the safe and expeditious flow of vehicular and pedestrian traffic.

Procedure

- I. **Driving Under the Influence**
 - A. Upon a stop of a vehicle based on reasonable suspicion or probable cause, the officer will attempt to administer field sobriety tests and any other tests to determine if the subject is under the influence of alcohol or drugs. **DUI enforcement will be a priority for the Ashland Police Department.**

General Order	Series: 61	No: 9
Subject: DUI Procedures	Effective Date: 09-01-07	Revised: 7/25/12
	Supersedes/ Amends OPR3-9	
CALEA Standard: Chapter 61	Approved by: Chief 	



Purpose

The purpose of the policy is to provide guidelines for the enforcement of the Driving Under the Influence laws.

Policy

It is the policy of the Ashland Police Department to assist in the aggressive enforcement of laws relating to Driving Under the Influence and identifying persons suspected of Driving Under the Influence.

Procedure

I. Laws

- A. It is unlawful for any person to drive or operate any motor vehicle while under the influence of alcohol or while under the influence of any controlled substance of any nature. The term motor vehicle includes pedal bicycles with helper motors (Mopeds), while operated on the public highways (§§ 18.2-268.1 to -268.12).
 - 1. 18.2-266 DUI
 - 2. 18.2-266.1 Under 21 years of age DUI
 - 3. 46.2-341.24 Commercial Motor Vehicle DUI

II. Responsibilities

- A. Officers will be alert for suspected DUI offenders. Officers will use and document standardized field sobriety tests.

CONT>>>>>

OCCUPANT PROTECTION

Problem Identification:

The Ashland Police Department uses surveys conducted in our jurisdiction as well as data from crash reports to measure driver/occupant protection practices. The department participates in the National Click It or Ticket program in the spring and the Click It or Ticket mini-mobilization in the fall. During these periods, surveys are conducted to measure seat belt usage by the occupants of vehicles traveling on Ashland's roadways. We specifically choose survey locations by using DDACTS (Data-Driven Approaches to Crime and Traffic Safety), which allows the department to obtain the survey information from areas that would benefit from police attention. All surveys, both the pre and post surveys, are conducted during the same time of day, the same day of the week, and in the same locations in order to capture results from similar roadway travelers.



The Ashland Police Department is able to determine the specific days of the week, times of day, and locations that crashes are occurring in our jurisdiction by retrieving data from crash reports. Crash reports contain information on seat belt and child restraint usage; however, most of this information is captured after the fact through interviews at the scene of the crash. Lastly, we are able to track usage through statistical data from issued citations. The Ashland Police Department's Traffic Safety Unit routinely compiles the information obtained from surveys, crash reports, and citation statistics to create monthly, quarterly, and yearly reports on traffic safety. After reviewing the above, it appears that most of the unbelted drivers on Ashland's roadways are younger male adults.

There are two occupant protection issues that Ashland faces: lack of seat belt usage, and improper use of child restraints. To combat the former, we strive to keep seat belt usage high throughout the year—not only during the two Click It or Ticket campaigns. Unfortunately, officers frequently see improper usage of child restraints. There are still many parents and

guardians on the roadways that are using the wrong seats for their children or do not know how to properly secure their children in the restraints.


Policy:

The Ashland Police Department has clear policy on the use of seat belts by officers operating department vehicles. There are only very limited exceptions in our policy and the Code of Virginia in regards to law enforcement seat belt use. The department’s goal is to ensure that officers adhere to policy and the law to minimize injury to personnel, in addition to setting an example for the public. It is also important that officers observe seat belt policy and laws because they are at a higher risk of crashes from the numerous hours of patrolling the roadways.

Pictured here is Officer Michael Helbig wearing his seat belt while on duty. The Ashland Police Department participates in the “Wear this, NOT this” seat belt program created by the partnership between Virginia Association of Chiefs of Police, DMV’s Virginia Highway Safety Office, and National Highway Traffic Safety Administration.



General Order	Series: 41	No: 03
Subject: Emergency Operation of Vehicles	Effective Date: 09-01-07	Revised: 11-1-09
	Supersedes/Amends OPR1-6	
CALEA Standard: Chapter 41	Approved by: Chief <i>[Signature]</i>	



Purpose
The purpose of this policy is to establish guidelines for the use of emergency vehicle warning devices.

Policy
It is the purpose of this Policy to ensure that all members of the Department adhere to statutory restrictions on the use of emergency warning devices and that such devices are employed only in prescribed conditions and circumstances and in ways that will minimize the risk of accidents or injuries to employees or the public.

Procedure
II. General Operating Guidelines

- A. All police vehicles will be driven safely and properly in full compliance with all traffic laws and regulations.
- B. Specific sections of the Code of Virginia allow for emergency vehicles to disregard certain traffic regulations; however, neither the Town of Ashland nor the officer is relieved from civil liability for failure to use reasonable care in such operation.
- C. Seat belts will be worn by all occupants during vehicle operation (if vehicle is so equipped). At the approach to any scene where the officer believes a rapid departure from the vehicle may be required, the officer may release the seat belt just prior to arrival or in any situation regarding officer safety.

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GO 41-03

We are able to track officer seat belt usage through monthly inspections conducted by shift supervisors. Furthermore, when an officer is involved in a crash, a panel will review the evidence and documentation associated with the crash to ensure that the involved officer was following policy.

The standard operating procedures of the Ashland Police Department clearly convey the department’s focus on enforcing Virginia’s seat belt and child restraint laws. Officers are trained on proper seat belt and child seat usage and are instructed to look beyond the obvious to spot any violations. A citation is not always the outcome of these interactions; many times officers have the opportunity to

educate the public on proper usage of seat belts and child restraints.

Planning:

For the past several years, our department has been using the DDACTS model in our plan to target all aspects of traffic safety, especially specific target areas of enforcement. Monthly, quarterly, and yearly traffic safety reports also supplement the DDACTS information to assist in selecting areas. According to our reporting system, there were 110 total reportable crashes in 2015. During that time, only two occupants included in those reports admitted to not wearing a seat belt during the crash.

APD FY2014/2015 Goals and Objectives

Goal 5: “Facilitate the safe and expeditious flow of vehicular, pedestrian, and bicycle traffic through the encouragement of voluntary compliance with traffic regulations.”

The Virginia code section applying to adult seat belt violations is a secondary offense. This makes enforcement challenging as we cannot make traffic stops based solely on a driver’s lack of seat belt use. What our department does to enhance seat belt and child restraint compliance is to focus enforcement in areas known as “hot zones,” or the areas in Ashland where the most crashes are occurring. Aggressive enforcement is used in these areas to deter activity that would endanger the public and to encourage drivers to keep wearing their seat belts throughout the year.

The use of DDACTS allows the department to determine specific areas of concern for both traffic safety and crime prevention. Once the “hot zones” have been established, the information is forwarded to patrol and investigations. Patrol supervisors are then able to plan their shift’s goals and expectations to meet the Ashland Police Department’s mission and goals.

Misuse of child restraints or simply not restraining children properly is another problem found on our roadways from time to time. Parents and officers enforcing the laws should take the time to ensure that children are always properly secured in moving vehicles. The department’s goal is to provide informative materials to citizens through different methods, including events, to ensure safe travel.

Seat belt use is considered “A Best Defense” during a crash by the Virginia Highway Safety Office. In Virginia, all front seat occupants of motor vehicles are required to use seat belts, and any child under the age of 18 is required to be properly secured in the rear seats of the vehicle. The Ashland Police Department strongly supports the best defense opinion, and encourages everyone to buckle up regardless of age or exemption.

Training:

Patrol officers are expected to proactively enforce seat belt codes when conducting traffic stops. Officers are trained to look for infractions both before and after the stop. Crash investigators on the Traffic Safety Team are trained to determine seat belt usage during crashes through both physical and electronic evidence at the scene.

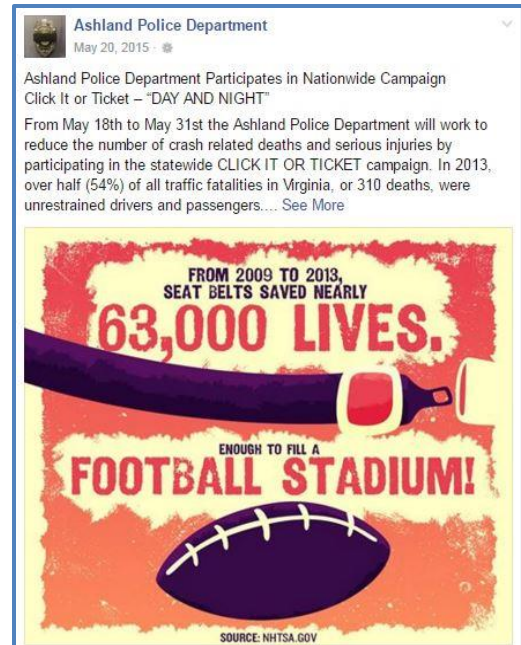
All patrol officers are familiar with the Code of Virginia and the laws associated with occupant protection. Even though the law is relatively clear in regards to child restraints, it is not always very easy to determine proper child restraint use due the vast amount of different seats commercially available. In order to address this problem, officers are trained and certified by Safe Kids Worldwide as technicians. One quarter of patrol officers, one support services employee, and our community policing officer hold National Child Passenger Safety Certification. We regularly partner with other community organizations such as daycares, the YMCA, and local schools to offer free child seat inspection events. The department also has one officer that has completed Carfit Certification Training. This training assists elderly motorists by helping them find the safest possible fit in their vehicles.



Officers are required to review department policy on seat belt use and be familiar with it. Once the policy has been read and understood, it is electronically signed through the department's online document management system.

Public Information and Education:

The Ashland Police Department believes that getting information to the public about occupant protection is very important. There are always educational pamphlets available in the lobby that are free to the public. Social media is an important part of society today, and we rely heavily on it to convey all of the department's important messages—including seat belt and child restraint issues. Our Public Information Officer also issues press releases to local television and print news sources. There are banners and posters on hand for display at the department's events and to advertise campaigns such as Click It or Ticket. Many of our Click It or Ticket signs are placed in high traffic area and "hot zones" to remind the public to wear their seat belts. We use local radio stations to broadcast information about Click It or Ticket as well. The Ashland Police Department is devoted occupant safety and we feel that public information is an excellent tool to deliver our message.



The Child Passenger Safety certified officers of our department hold events throughout the year to assist parents with proper installation of their child restraints. The events are usually held in conjunction with events at our local schools, YMCA, or local daycares. We are the only agency in our jurisdiction that offers seat installation services, and the service is free to anyone that requests it.

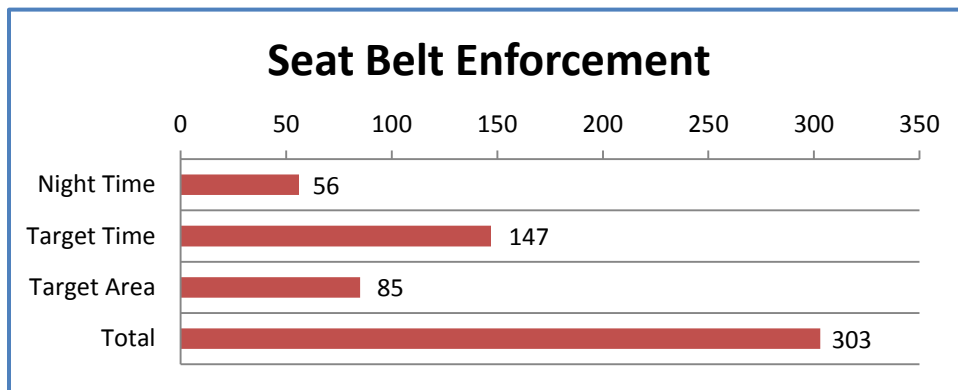
A graphic with a brown background. At the top, it says "Vehicle Occupant Safety" in a large, gold, serif font, with "Safety Meeting Training" in a smaller, gold, sans-serif font below it. In the center, it says "Officer Stuart McCullough" in a white, sans-serif font, followed by "Ashland PD" and "Traffic Safety Unit" in the same font. At the bottom left, there is a small photograph of a red car that has been involved in a crash, with significant damage to the front and side.

The Traffic Safety Unit works with local businesses to educate their employees on all aspects of traffic safety including seat belt and child restraint use. Presentations are given during scheduled safety meetings to educate employees on the safety risks associated with not wearing seat belts. Child restraint information is also a part of this presentation because many employees have small children and the businesses encourage a family-friendly environment.

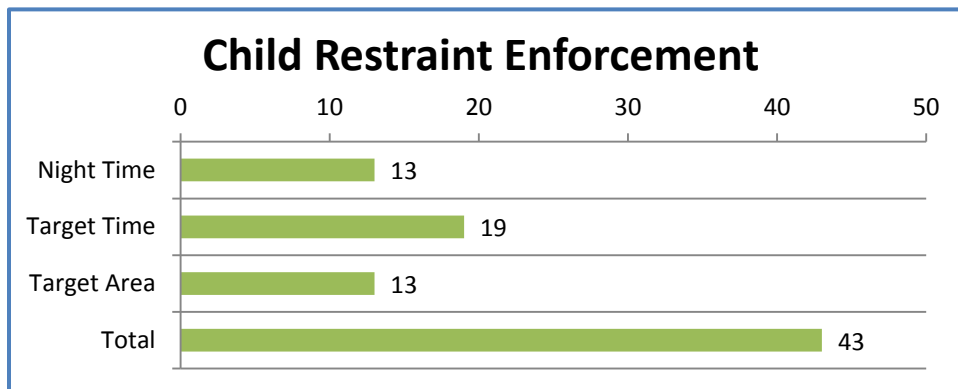
Enforcement:

Patrol officers in the Ashland Police Department are expected to proactively patrol the streets of the Town when not handling dispatched calls for service. Although we have a specified Traffic Safety Unit, that assignment is an extra duty assignment and those officers are assigned to handle calls just as every other officer in patrol. Traffic safety is the responsibility of every member of the department. The Traffic Safety Unit supplies patrol with problem areas determined from the previous month’s statistics. In 2015, we received a grant from the DMV to conduct 90 hours of occupant protection enforcement to encourage seat belt use on our roadways.

In the year 2015, the department saw an increase in seat belt enforcement citations of approximately 18.2% with a total of three hundred and three (303) issued. Approximately 28% of those citations were issued in the target areas and 48.5% of them were issued during the target time of enforcement, from 12:00 PM to 7:00 PM. Finally, 18.6% of the citations were issued during the night hours of 6:00 PM to 6:00 AM.



Along with seat belt enforcement, a total of forty-three (43) citations were issued for child restraint violations. This was a 30.2% increase over the previous year. Approximately 30% of these citations were issued in the target area, and 44% were issued during the target enforcement time. During the night time hours, 30% of the total child restraint citations were issued.



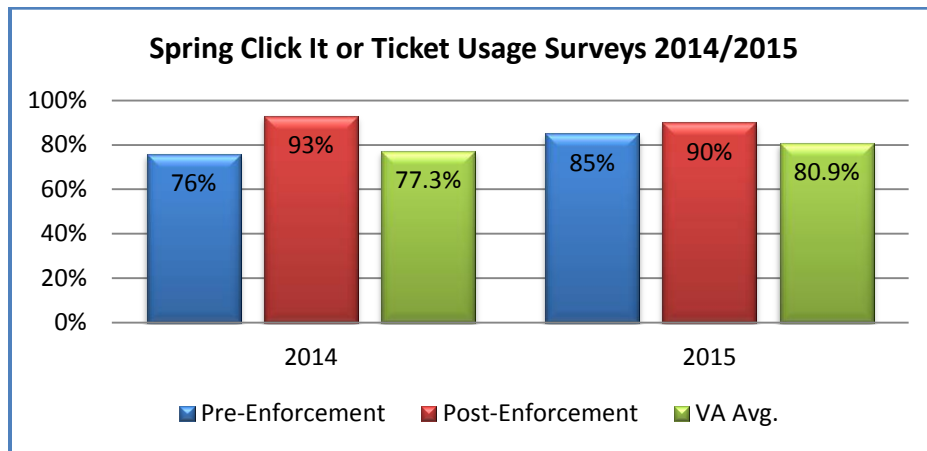
The patrol division of the Ashland Police Department conducted five low-manpower public safety checkpoints throughout the year. The checkpoints were conducted by policy at pre-selected locations throughout the Town. The operation plans for each of the checkpoints explicitly list seat belt and child restraint enforcement as a primary objective. The locations and statistics for the checkpoints are listed below:

March 17, 2015:	Cottage Green Dr. and Route 54:	93 Vehicles Checked 6 Summonses 8 Warnings 0 DUI/DUID Arrest 1 Other Arrests
July 30, 2015:	Henry Clay Rd. and N. James St.:	97 Vehicles Checked 2 Summonses 11 Warnings 0 DUI/DUID Arrest 1 Other Arrests
July 30, 2015:	Route 54 and Medical Drive:	339 Vehicles Checked 10 Summonses 27 Warnings 0 DUI/DUID Arrest 0 Other Arrests
August 28, 2015:	Arbor Oak Dr. and Route 1:	43 Vehicles Checked 3 Summonses 2 Warnings 0 DUI/DUID Arrest 0 Other Arrests
October 21, 2015:	Cottage Green Dr. and Route 54:	122 Vehicles Checked 7 Summonses 3 Warnings 0 DUI/DUID Arrest 0 Other Arrests

The March 17th checkpoint was conducted prior to our spring Click It or Ticket campaign. One third of the citations issued for that location were seat belt violations. Approximately one quarter of the total citations issued at the checkpoints for the year were related to seat belt or child restraint violations.

Outcomes:


In order to determine the department’s effectiveness at resolving issues related to occupant protection, we evaluate statistics listed in the monthly, quarterly, and yearly traffic safety reports. After the various seat belt enforcement campaigns that are held throughout the year, post enforcement surveys are completed. During the spring Click It or Ticket campaign, our pre-enforcement survey revealed a usage rate of 85%. The post-enforcement survey resulted in a 90% usage rate. Both before and after statistics were well above Virginia’s average usage rate of 80.9%. During the spring enforcement period fifty-eight (58) citations were issued and twenty-five (25) of those citations were seat belt violations.



The fall mini-mobilization had a pre and post enforcement survey result of 80% seat belt usage. A total of one hundred and eleven (111) citations were issued during this period with twenty-two of those being seat belt violations. The two campaigns are beneficial to the public by not only encouraging occupant safety, but by reducing crime. In 2015, three drug arrests and a DUI/DUID arrest were made during the two enforcement phases.

On a semi-annual basis, the Chief recognizes officers throughout the organization for their contributions to traffic safety. Officers are commended for proactivity in the areas of speed enforcement, occupant protection (both seat belts and child restraints), impaired driving, and self-initiated drug arrests through an inner-departmental memorandum. These same areas are also very important in the selection of an “Officer of the Year” candidate during the department’s annual awards banquet.

The Ashland Police Department was recognized in 2015 by placing first in the Virginia Law Enforcement Challenge and second in the National Law Enforcement Challenge in our size category. These awards are examples of the effort that all officers in our department put into traffic safety and protecting our community on a daily basis.

General Order	Series: 41	No: 03
Subject: Emergency Operation of Vehicles	Effective Date: 09-01-07	Revised: 7/1/14
	Supersedes/ Amends OPR1-6	
CALEA Standard: Chapter 41	Approved by: Chief 	



Purpose


The purpose of this policy is to establish guidelines for the use of emergency vehicle warning devices.

Policy

It is the purpose of this Policy to ensure that all members of the Department adhere to statutory restrictions on the use of emergency warning devices and that such devices are employed only in prescribed conditions and circumstances and in ways that will minimize the risk of accidents or injuries to employees or the public.

Procedure

- II. General Operating Guidelines
 - A. All police vehicles will be driven safely and properly in full compliance with all traffic laws and regulations.
 - B. Specific sections of the Code of Virginia allow for emergency vehicles to disregard certain traffic regulations; however, neither the Town of Ashland nor the officer is relieved from civil liability for failure to use reasonable care in such operation.
 - C. Seat belts will be worn by all occupants during vehicle operation (if vehicle is so equipped). At the approach to any scene where the officer believes a rapid departure from the vehicle may be required, the officer may release the seat belt just prior to arrival or in any situation regarding officer safety.

General Order	Series: 61	No: 2
Subject: Uniform Traffic Enforcement	Effective Date: 09-01-07	Revised: 11-1-09
	Supersedes/ Amends OPR 3-2	
CALEA Standard: Chapter 61	Approved by: Chief 	



Purpose

The purpose of this direction is to establish guidelines for the enforcement of traffic laws of the Commonwealth of Virginia and Ordinances of the Town of Ashland.

Policy

The Ashland Police Department will uniformly enforce traffic laws to educate traffic violators, reduce traffic crashes, and to aid in the safe and expeditious flow of vehicular and pedestrian traffic.

XIII. Seat Belt and Child Restraint Violations

- A. Enforcement of seatbelts and child passenger safety restraint laws are a priority for the Ashland Police Department.**

SPEEDING

Problem Identification:

The Town of Ashland corporate limits are just over seven square miles located in the heart of Hanover County, Virginia. The Town first got its roots from the train station located in the downtown section. The Town currently is home to 7,000 residents that make up a diverse community of neighborhoods and businesses. Ashland is also home to Randolph-Macon College, which is a private college that enrolls more than 1,400 students. The Town takes pride in being a community that has safe streets for bicyclists, joggers, and walkers.

Although the Town is relatively geographically small, we see numerous tourists and visitors on a daily basis from citizens travelling through Town on Interstate 95. U.S. Route 1 and Route 54 are two main highways that intersect in the middle of Ashland. These roadways are used frequently not only by local traffic, but also motorists attempting to avoid periods of heavy traffic on I-95. Even though speeding is not one of the top factors of crashes in Ashland, it is a constant problem that the agency deals with on a daily basis. Ashland has numerous pedestrians and bicyclists that share the roadways with vehicles, which makes speeding a direct concern to the agency. In 2015, Virginia DOT had construction projects on Route 54 at I-95 and Route 54 at Route 1 in Ashland, which caused more vehicles to travel on side roads and neighborhood roads to avoid congestion. This increase of vehicles on residential roads created a potential for speeding issues to affect the safety of the streets for pedestrians, bicyclists, and other motorists.

The Ashland Police Department works closely with Town engineers and the community to identify traffic issues, educate the public, and address traffic problems. The lead traffic safety officer meets every other month with Town engineers to discuss traffic issues throughout the Town, including speeding problems. Data from crash statistics, traffic surveys, and citizen complaints are discussed and, with the help of Town engineers, traffic calming methods are used to make the roadways safer for citizens.

The police department also values input from citizens relating to traffic safety concerns. Citizens are able to notify the police department of potential speeding issues either in person, by phone, or online at the agency's website. Once the agency receives a complaint, we use our A.C.U.T.E. Program (Addressing Complaints Using Technology and Enforcement) to survey the speeding complaint and collect data. The program consists of utilizing two speed measuring



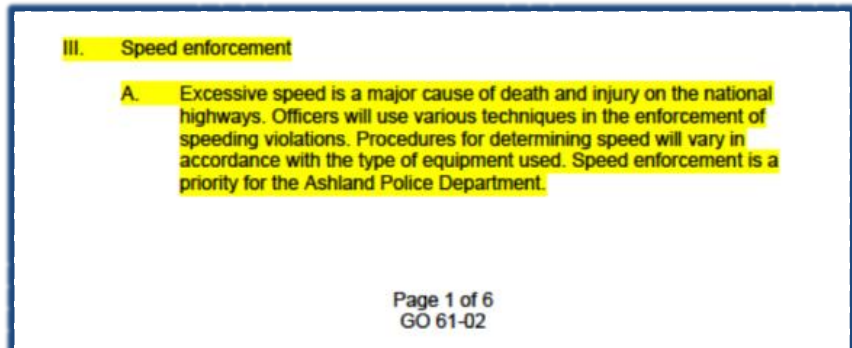
devices to collect data on target roadway. The information obtained is then used to determine if a speeding issue exists and when it may be occurring. This program has been successful in connecting the agency to the community to identify speeding issues, especially in neighborhoods with heavy pedestrian and bicycle traffic. Roadways that have historically had speeding issues are also surveyed using the A.C.U.T.E. Program annually whether a citizen complaint was received or not in an effort to prevent speeding issues. In 2015, the A.C.U.T.E. Program was used to identify multiple speeding issues on residential roadways in the town.

Lastly, our Traffic Safety Division compiles crash data monthly, quarterly, and annually that details top crash locations, days, times, and causes of crashes. These crash statistics are used to assist the department in identifying and reducing traffic related issues, including speeding problems.

Policy:

The Ashland Police Department General Orders provides directives for speed enforcement. The policy discusses different methods of speed enforcement available for officers and specifically states that speed enforcement is a priority for the agency. The policy allows officers to conduct overt or covert speed enforcement at the officer's discretion. This General Order also mandates all speed

enforcement equipment must be calibrated in compliance with the Code of Virginia. Patrol vehicles, radar units, and the agency's Lidar unit are calibrated every six months in compliance with the Code of Virginia.



Each year the department updates its goals and objectives, which is shared publicly and posted throughout the agency. The goals and objectives lists five main goals that include: enhancing quality of life, mutual responsibility among citizens and government, agency attitude, crime prevention/reduction, and **traffic enforcement/reduction**. The traffic enforcement and reduction section provides officers with goals to reduce crashes and create safer roadways for citizens within the Town of Ashland.

Utilizing the department's A.C.U.T.E. Program, the lead Traffic Safety Officer directs patrol to conduct directed enforcement at specific locations of speeding problems that have been identified. Due to the size of the Ashland Police Department, we do not have specific traffic

enforcement officers. All patrol officers are responsible for conducting traffic enforcement throughout the town. Officers are provided with locations, days, and times of speeding problems when given the directed enforcement information. After the enforcement period, the officers report their traffic enforcement numbers back to the Traffic Safety Unit.

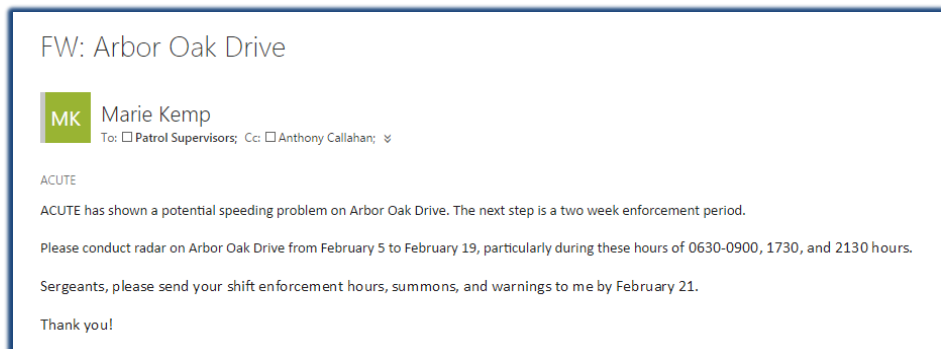
Planning:

The Ashland Police Department developed traffic enforcement plans to reduce speeding by utilizing the department's A.C.U.T.E. Program and also traffic statistics that are compiled monthly, quarterly, and annual basis. The A.C.U.T.E. Program is utilized not only when the agency received a citizen complaint about speeding, but also as a preventative measure through self-initiated surveys that are conducted on roads that historically have speeding problems. The A.C.U.T.E. Program uses the Speed Sign to not only collect speed related data for a roadway, but also to make motorists more aware of their speeds while driving. The Speed Sign displays motorists' speeds as they pass through it in an effort to raise awareness of vehicle speeds on these roadways. The data is analyzed to determine if a speeding problem exists. If the data shows a speeding issue, then a Stealth Stat unit is used to conduct a more in-depth survey of the roadway. Once that data is analyzed then officers are given information pertaining to the speeding issue that includes the time of day, dates, and location. Officers are directed to conduct

traffic enforcement on the targeted roadway for a period of two weeks. After the enforcement period the Speed Sign and Stealth Stat are used again to see if the

speeding problem still exists. If the speeding problem continues to be an issue, then the process starts over again until there is no longer a speeding issue. At the end of each enforcement period, patrol officers provided their statistics relating to summonses issued to the lead officer of the Traffic Safety Unit. That data is included in the final analysis of the A.C.U.T.E. Program for the targeted roadway.

The department also utilizes crash statistics that are compiled monthly to determine traffic related problem areas. The Traffic Safety Unit compiles the data, which includes statistics on crash locations, time of day, day of week, and causes of the crash. This information is provided to the patrol division in an effort to have officers direct traffic enforcement at problem areas in



the Town. The crash statistics are also used to see what effect, if any, the department's enforcement actions have had on the targeted locations throughout the Town.

Virginia's Strategic Highway Safety Plan slogan is "Arrive Alive Virginia." The safety plan emphasis raising public awareness, partnership with the community, highway incident response, and traffic law enforcement as the main strategies to reduce speed related crashes and issues. Our department planning method of using the A.C.U.T.E. Program and analyzing crash statistics supports the overall safety plan for Virginia. The A.C.U.T.E. Program raises awareness and creates a partnership with members of the community to identify and address roadways with speeding issues. The A.C.U.T.E. Program and crash statistics assist our department with identifying speed-related issues to help patrol officers better direct their enforcement efforts to specific locations and certain times.

Training:

Due to the importance of speed enforcement at our agency, every patrol officer is trained and certified in radar enforcement. All of the patrol vehicles at our agency are equipped with radar units and those officers are trained on how to use their assigned unit. Each officer goes through recertification training as required by the Department of Criminal Justice standards every two years. In 2015, the department did not conduct recertification training because it was conducted in 2014. During 2015, one officer completed recertification as a Lidar instructor. The department has one Lidar unit, which 25% of patrol officers are certified to use.

For the year 2015, there were four officers in patrol with various levels of training in crash reconstruction. These officers specialize in reconstructing and investigating serious and/or fatal crashes when they occur.

Public Information and Education:

As stated in the Virginia Strategic Highway Safety Plan, public education and information is one essential piece of reducing speeding issues. The Ashland Police Department utilizes news releases to different media outlets to assist us in our goal of creating safe roadways for motorists, pedestrians, and

Ashland Police Department Announces Crosswalk Enforcement Initiative

In an effort to provide continued safety to our pedestrians, the Ashland Police Department will be conducting crosswalk safety enforcement at crosswalks in Ashland beginning Monday, May 18th through Sunday, May 24th. Officers will be observing crosswalks to ensure that pedestrians are able to move safely from one side of the roadway to the other. Officers will also be on the watch for reckless driving, speeding, texting and other traffic safety violations.

When appropriate, officers will be conducting enforcement action to ensure the safety of all walkers, runners and drivers in the community. All residents are reminded that Virginia state code requires motorists to yield for pedestrians that are in crosswalks. In addition, the code requires that pedestrians show due regard for approaching traffic.

Pedestrians can improve their safety by wearing bright colors during the day and reflective material or flashing lights at night. While light colored clothing can be helpful in making you visible at night, reflective tape or reflective fabric is much better. ***Be Aware, Share the Road, Save a Life!***

bicyclists in the town. On May 11, 2015 and November 13, 2015, the department released two news releases regarding traffic safety initiatives being conducted at crosswalks for pedestrian

Ashland Police Remind Residents of Back to School Safety

The Ashland Police Department reminds residents that school begins Tuesday, September 8 and school buses and children will once again be travelling our streets and sidewalks. Ashland Police officers will be conducting proactive patrols of school zones and bus stops to insure the safety of students and motorists.

Motorists should keep these tips from the National Safety Council in mind when approaching school buses and school zones:

- School buses use yellow flashing lights to alert motorists that they are preparing to stop to load or unload children. Red flashing lights and an extended stop sign arm signals to motorists that the bus is stopped and children are getting on or off the bus.
- Virginia law requires traffic in both directions to stop on undivided roadways when students are entering or exiting a school bus.
- The area 10 feet around a school bus is where children are in the most danger of being hit. Stop your car far enough from the bus to allow children the necessary space to safely enter and exit the bus.
- Pedestrians have the right of way in crosswalks. In a school zone when a warning flasher or flashers are blinking, you must stop to yield the right-of-way to a pedestrian crossing the roadway within a marked crosswalk or at an intersection with no marked crosswalk.
- Drivers should not block the crosswalk when stopped at a red light or waiting to make a turn. Do not stop with a portion of your vehicle over the crosswalk. Blocking the crosswalk forces pedestrians to go around your vehicle and puts them in a dangerous situation.
- **Be alert.** Children are unpredictable. Children walking to or from their bus are usually very comfortable with their surroundings. This makes them more likely to take risks, ignore hazards or fail to look both ways when crossing the street.

Children boarding and exiting school buses must be especially careful around the school bus "danger zone," which is the 10 feet in front, behind, and on each side of the bus.

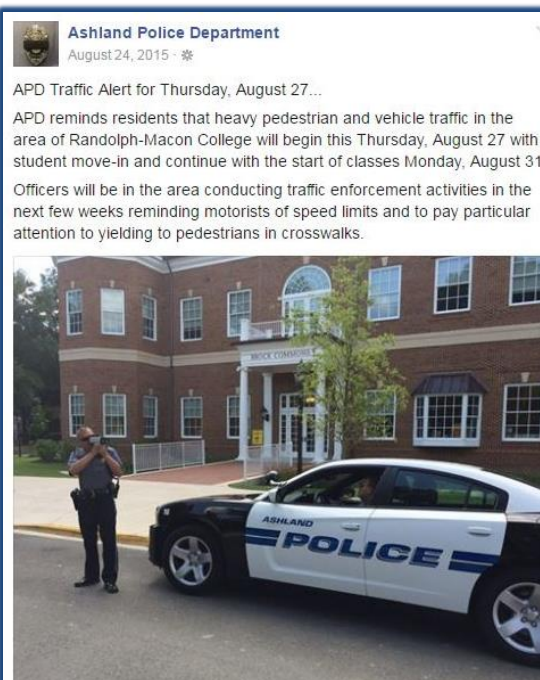
Posted school zone speed limits must be obeyed when signal lights are flashing. There are enhanced fines for speeding in school zones. APD officers will be conducting traffic enforcement the week prior to school to serve as a reminder for drivers to slow down in school zones.

safety. The press releases informed the public that officers would be monitoring crosswalks and enforcing laws pertaining to speeding, reckless driving, distracted driving, and failing to yield to pedestrians. The press releases also provided educational information to the public regarding the Virginia State Code for driver's duties to yield for pedestrians in crosswalks and safety tips for pedestrians to be more visible.

The department also sends a press release at the beginning of each school year to raise awareness for traffic safety in school zones. On August 24, 2015, a press release

was sent out to remind drivers of the start of the new school year and that officers would be conducting proactive patrols to reduce speeding in school zones.

The pedestrian safety and school zone safety news releases impacted residential roadways that were often times used by drivers trying to avoid construction along the main roadways in Ashland. They helped raise public awareness of potential speeding problems on roadways that had increased pedestrian and bicycle traffic. The A.C.U.T.E. Program was also used in the school zones to help increase awareness and to identify any potential speeding issues.

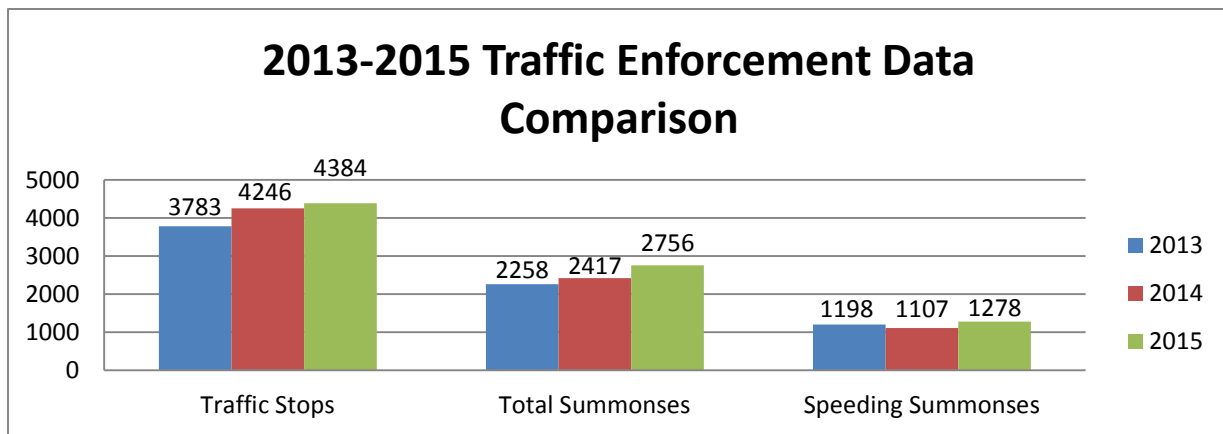


The Ashland Police Department continuously partners with Randolph-Macon College to help identify and address speeding issues on the public roadways on campus. On August 24, 2015, the department posted on social media about pedestrian safety and reminded drivers to watch their speed on campus. Officers communicated with Randolph-Macon's Campus Safety Office to determine the best times for traffic enforcement with the start of the new semester.

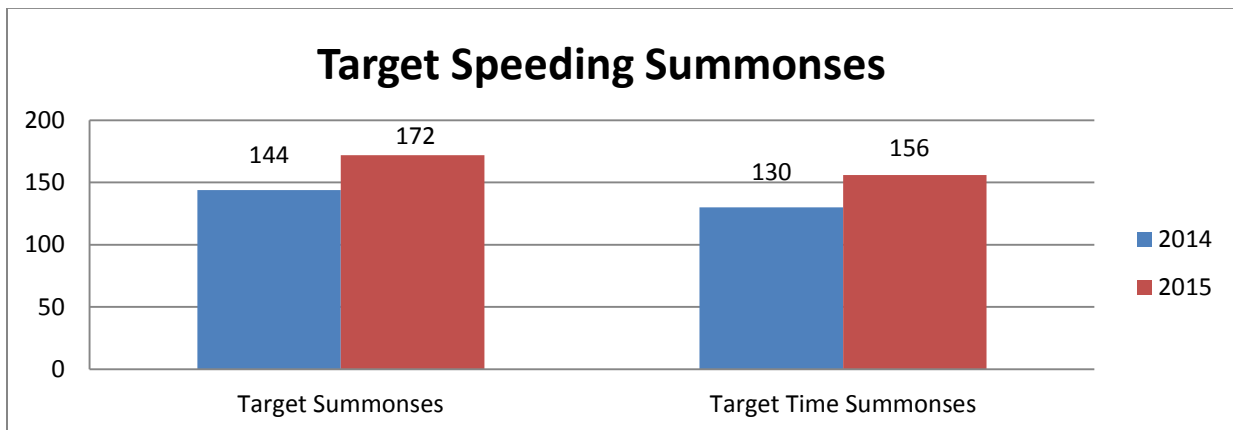
Enforcement:

Our agency relies on the entire Patrol Division for traffic enforcement efforts because we do not have designated traffic enforcement officers. Officers conduct traffic enforcement as part of their daily patrol duties when they are not on calls for service. The department conducted 200 hours of speed enforcement that was awarded by Virginia DMV through a grant.

In 2015 the department saw an increase in traffic enforcement over the previous years. Officers increased their total number of traffic stops by 3% and traffic summonses issued by 14%, compared to 2014. The total number of speeding summonses issued also increased by 15% when compared to 2014.



In 2015 the department's total number of speeding summonses in the target areas of residential and school zones increased by 20% from the previous year. The total number of speeding summonses issued in the target areas was 172 in 2015 and 144 in 2014. Of the 172 speeding summonses, 156 of them were issued during the target time.



The A.C.U.T.E. Program for the department was conducted on seven roadways in the town during 2015. Of the seven roads surveyed, Arbor Oak Drive was the only roadway that was found to have a speeding issue and directed enforcement was conducted, which was effective in reducing the speeding problem. A total of 7 summonses were issued for traffic violations during the enforcement period on the road.


The Ashland Police Department does not maintain records of speed contacts, though officers understand the importance of keeping a good working relationship with the public and occasionally making contact with the violator means more than a summons. Due to patrol officers conducting traffic enforcement when not on calls for service, the department did not conduct any speed-related details outside of routine patrols. The agency did complete nearly 50 separate speed enforcement patrols utilizing the DMV awarded grant hours. The department does not have any automated speed enforcement equipment.

Outcomes:

Using the same information that helped develop the plan, our agency was able to monitor its effectiveness and make changes if needed. The monthly, quarterly, and annual traffic crash reports coupled with the A.C.U.T.E. Program and community input helped assess the plan’s effectiveness. In 2015, the department had a 9% decrease in overall calls for service relating to motor vehicle crashes. However, the number of reportable crashes and crashes involving injuries increased when compared to 2014 even though there was an increase in enforcement activity. In 2015, the Ashland Police Department investigated 108 reportable crashes compared to 95 reportable crashes investigated in 2014. The total number of crashes involving injured parties in 2015 was 50, compared to 38 crashes resulting in injuries to parties in 2014. The department investigated one crash resulting in a fatality, but speed was not a factor in the crash. In 2014, the department did not have any fatal crashes.

A.C.U.T.E Program Form

- New Speeding Complaint
- Re-Evaluation of Previous Complaint
- Department Initiated
- Annual Assessment



Phase #1

Area of complaint, and specific time frame of alleged violations: Arbor Oak Drive

Phase #2 Direction: Westbound

Date Speed Sign deployed: 1/2/2015 85th Percentile Speed: 20
 Date Speed Sign recovered: 1/11/2015 Highest Speed: 35

Phase #2 Direction: Eastbound

Date Speed Sign deployed: 1/12/2015 85th Percentile Speed: 18
 Date Speed Sign recovered: 1/18/2015 Highest Speed: 35

Phase #3

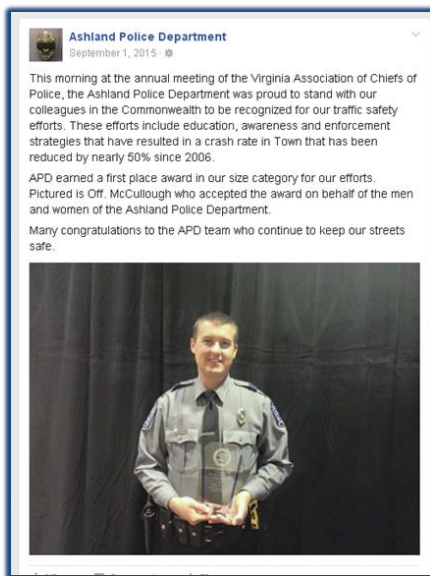
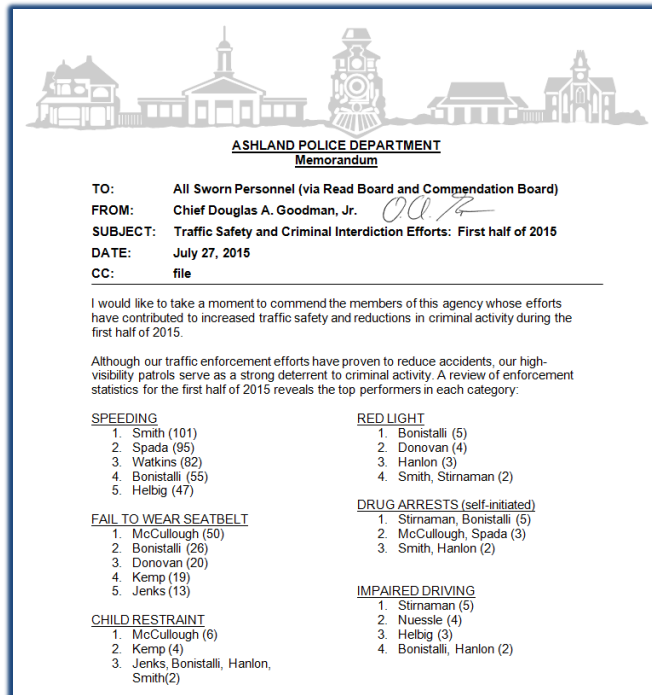
Date StealthStat deployed: 1/27/2015 85th Percentile Speed: 21
 Date StealthStat recovered: 2/4/2015 Highest Speed: 34

Phase #4

Does a speeding problem exist based upon program criteria: YES NO
 Date complainant notified of results:
 If speeding problem exists, list time(s) of problem: 0630-0900, 1730, and 2130 hours
 Officer(s) assigned to enforcement: Patrol
 Number of summonses during enforcement period: 7

Through the agency's traffic enforcement efforts, officers made numerous criminal arrests that included drug violations, weapon violations, and wanted persons.


Semi-annually, our chief drafts a memorandum thanking officers for their traffic enforcement efforts in multiple categories. Speed is among the five categories in which recognition is given. Speed, child restraint, and seat belt violations are all priorities and specific credit is given to those officers that strive to meet the goals and areas of concern.



Our department won 1st Place in the Virginia Law Enforcement Challenge in our size category for the second year in a row in 2015.

In 2015, our department was very excited place in the National Law Enforcement Challenge, securing 2nd place in our size category.



General Order	Series: 61	No: 2
Subject: Uniform Traffic Enforcement	Effective Date: 09-01-07	Revised: 11-1-09
	Supersedes/ Amends OPR 3-2	
CALEA Standard: Chapter 61	Approved by: Chief 	



Purpose


The purpose of this direction is to establish guidelines for the enforcement of traffic laws of the Commonwealth of Virginia and Ordinances of the Town of Ashland.

Policy

The Ashland Police Department will uniformly enforce traffic laws to educate traffic violators, reduce traffic crashes, and to aid in the safe and expeditious flow of vehicular and pedestrian traffic.

Procedure

- III. **Speed enforcement**
 - A. Excessive speed is a major cause of death and injury on the national highways. Officers will use various techniques in the enforcement of speeding violations. Procedures for determining speed will vary in accordance with the type of equipment used. **Speed enforcement is a priority for the Ashland Police Department.**
 - B. Pacing: The officer will follow the vehicle being paced at a constant interval for a distance of not less than one tenth (.1) of a mile. Speedometers will be calibrated at least once every six months and a valid copy of the calibration shall be filed with General District Court.
 - C. Radar. Radar speed enforcement shall be applied where vehicle speed is a hazard to other motorists or pedestrians. The following guidelines govern the use of radar, which will always be operated in compliance with manufacturer's instructions and in compliance with the Code of Virginia.

General Order	Series: 61	No: 7
Subject: Speed Measuring Devices	Effective Date: 09-01-07	Revised: 7/25/12
	Supersedes/ Amends OPR3-7	
CALEA Standard: Chapter 61	Approved by: Chief 	



Purpose

The purpose of this directive is to establish uniform guidelines on the use of the Department's speed measurement devices.

Policy

The policy of the Ashland Police Department is to prevent motor vehicle collisions, save lives and reduce injuries. It is the policy of the Department to properly and efficiently utilize speed measurement devices, and hence improve the effectiveness of speed enforcement.

Procedure

- I. Equipment Specifications
 - A. Radar equipment maintained by the Ashland Police Department will meet equipment requirement specifications as stated in section 46.2-882 of the Code of Virginia.

- II. Operator Training and Certification
 - A. RADAR
 - 1. Pursuant to Virginia Department of Criminal Justice Services regulations to be certified as a traffic RADAR Operator a law enforcement officer must:
 - a. Complete a course of training taught by a certified law enforcement traffic RADAR instructor.

- b. Be issued a RADAR certificate,
- c. Maintain a copy of the RADAR certificate at the Department of Criminal Justice Services.

B. LIDAR/Laser

- 1. Pursuant to National Highway Transportation Safety Administration guidelines, and guidelines of the manufacturer, to be certified as a LIDAR/Laser operator, a law enforcement officer will:
 - a. Complete a course of training taught by a certified LIDAR/Laser instructor.
 - b. Be issued a LIDAR/Laser certificate.
 - c. Maintain a copy of the LIDAR/Laser certificate at the Ashland Police Department.

VI. Programmed Maintenance

A. RADAR

- 1. The Traffic Safety Unit will be responsible for removing each RADAR unit from service at least once every six months to certify calibration, and to thoroughly check its condition and operational readiness. If necessary, the unit will be returned to the manufacturer for servicing.
- 2. Tuning forks will also be tested and certified for accuracy at this time.

B. LIDAR/Laser

- 1. The Traffic Safety Unit will be responsible for removing each LIDAR unit from service at least once every six months to certify calibration, and to thoroughly check its condition and operational readiness. If necessary, the unit will be returned to the manufacturer for servicing.

VII. Maintenance and Calibration Records

- A. The Traffic Safety Unit will maintain all records associated with the maintenance and calibration of the Department's speed measurement devices.

VIII. Vehicle Speedometer Calibration

- A. All patrol vehicles will have their speedometer calibrated once every 6 months per state code.
- B. The Traffic Safety Unit will maintain speedometer calibration records.

STATE/LOCAL ISSUE

Impaired Driving Education & Prevention

Problem Identification:

Impaired driving is 100% preventable. Underage drinking and impaired driving are two issues our agency focuses on and are definite concerns in our jurisdiction. The amount of young drivers increases substantially while college is in session due to Ashland being home to Randolph-Macon College. In the past few years, we have seen a steady increase of alcohol-related crashes with the exception of this year. Liquor law violations have been declining even with the increase of population between the ages of 18 – 20. The numbers seem minimal when compared to other crime and traffic trends, but our department is dedicated to preventing alcohol/drug related crashes and stopping underage drinking. According to a national survey by the Substance Abuse and Mental Health Services Administration, the rate of impaired driving is highest for those aged 21 to 25 (23.4%).

While the enforcement of impaired driving laws has always been a priority of the Ashland Police Department, we recognized that enforcement activities only addressed part of the problem. Previously, our education efforts included community events utilizing “Fatal Vision” goggles and the use of donated golf carts operated on simulated courses to inform younger drivers about the dangers of impaired driving. While informative, attendance at these events was sporadic and depended on signage or word-of-mouth. Additionally, officers conducting the events observed instances of participants “cheating” their way through the course by circumventing the goggles. Concerns were also raised about the safety of utilizing borrowed golf carts and applying them to a purpose for which they were not designed. These concerns were alleviated in 2014.

In 2014, the department implemented a robust, interactive impaired driving education and prevention program targeting youth aged 15 to 22 centered on our Simulated Impaired Driving Experience (SIDNE) go-cart. SIDNE is computerized and when in “Impaired Mode” the computer in the go-cart delays or overcorrects the participant’s actions, resembling the physical and temporal problems impaired drivers experience. The go-cart is purposefully built for impaired driving education and officers—trained by the manufacturer—can control the speed and mode of the go-cart by using a wireless remote control, providing a measure of safety not associated with the use of golf carts. In addition to the SIDNE experience, one of our presenters, Sergeant Scott Menzies, relates the story of the tragic death of his wife due to an impaired driver, providing students insight to



the loss survivors face after an impaired driving crash and how to plan to avoid driving impaired or with an impaired person.

By educating today's high school and college age drivers about the dangers and loss associated with impaired driving as well as how to plan to avoid these situations, our program seeks to reduce current and future incidents of impaired driving.




Policy:

The Ashland Police Department has formal policies that address the development and implementation of crime prevention and education programs, both generally as well as programs targeting juveniles. Crime prevention personnel are tasked with developing prevention and education programs to impact crimes that are considered preventable. In accordance with this policy, the Impaired Driving Education program was developed and implemented by Crime Prevention and Traffic Safety personnel.

Guidelines for the implementation and scheduling of our Impaired Driving Education program were developed with an understanding that impaired driving is a societal problem and thousands of non-resident drivers travel through the Town of Ashland every day. Therefore, guidelines for offering the program not only included organizations consisting of the program's target audience in Town, but also organizations outside Town limits that would provide a venue and appropriate participation. The program's goal

General Order		Series: 45	No: 1
Subject: Crime Prevention and Community Involvement		Effective Date: 09-01-07	Revised: 10/1/10
CALEA Standard: Chapter 45		Supersedes/ Amends ADM 7-1	Approved by: Chief <i>OCR</i>



Purpose
The purpose of this policy is to describe the Crime Prevention and Community Involvement function of the Ashland Police Department.

Policy
The Ashland Police Department is committed to providing quality law enforcement services to the citizens of the Town of Ashland. In this regard, input from the community is essential to the proper delivery of those services. To obtain that input, the Department shall maintain close ties with the community and maintain a position of responsiveness to its needs.

Procedure

- I. Department Community Involvement Efforts
 - A. The responsibility for achieving the Department's Community Involvement objectives is shared by all members of the Department. The Crime Prevention Specialist will coordinate these efforts.
 - B. The Community Involvement function will provide the following:
 1. Establishing liaison with formal community organizations and other community groups;
 2. Developing Community Involvement Policies for the Department;
 3. Publicizing Department objectives, problems, and successes;
 4. Conveying information transmitted from citizens' organizations to the Department;

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is to provide impaired driving prevention education to as many young adults and adolescents in Virginia as possible.

Planning:

Clearly criminal enforcement is a priority of the Ashland Police Department, but we found we needed to expand beyond enforcement to the prevention of impaired driving through education. We believed that we could best do this by targeting young drivers and driving education students between the ages of 15 and 22. Educating this age group allows us to affect drivers currently most at risk statistically for impaired driving as well as new drivers before they enter that demographic.

Initial implementation of the program began with the acquisition of the SIDNE go-cart through a completely funded grant provided by State Farm Insurance. Crime Prevention and Traffic Safety personnel were brought together as a team for training as well as participation in local and regional media events detailing the program and the department's commitment to the prevention of impaired driving.



Operation of our program began in 2014 by reaching out to potential partners to bring impaired driving prevention education to as large an audience as possible. This included networking with Randolph-Macon College, Hanover Cares (a local non-profit organization committed to reducing substance abuse), the Hanover County Sheriff's Office, Youth of Virginia Speak Out About Traffic Safety (YOVASO), and the Henrico County Public Schools. Each of these organizations provides venues with potentially large segments of our

program's target audience, the specific age group most associated with impaired driving. After each event, our presenters seek feedback from participants and organizers about the program, suggested improvements and attitudes associated with impaired driving.

Our impaired driving prevention education program directly supports our Strategic Highway Safety Plan. Crashes resulting from driving under the influence of alcohol or drugs are preventable. Through our program, we educate students about the dangers and losses associated with impaired driving and discuss how to avoid these situations by designating a driver, hosting responsible parties, and intervening when friends attempt to drive impaired.

Training:

To implement the impaired driving prevention education program, department personnel were required to attend SIDNE operator training provided by the manufacturer. This training

consisted of basic maintenance of the go-cart, setting up the driving course and safely operating the go-cart. Prior to being qualified to operate SIDNE, each trainee had to demonstrate proper use of the go-cart, and all associated equipment. Additionally, SIDNE operators are certified as general instructors and have substantial experience developing and implementing training presentations and crime prevention programs.

Public Information & Education:

Many forms of public information tools were used in order to promote our educational program, including traditional media, social media, and word of mouth from our partners. Initial publicity about our program developed through feature articles by *The Richmond Times-Dispatch* and *Hanover Herald-Progress* newspapers. Both newspapers have demonstrated a desire to assist us with providing exposure for our crime prevention and traffic safety education efforts.

These articles generated interest from organizations both inside and outside of our Town and specifically sparked the development of our partnership with Youth of Virginia Speak Out About Traffic Safety (YOVASO). Once partnered with YOVASO, a statewide organization committed to traffic safety education for high school students, we were able to gain more insight and reach more of our target audience.



Ashland Police Department
Published by Chip Watts [?] · August 20, 2015 · 🌟

Ashland PD Joins in Nationwide Impaired Driving Prevention Initiative...

The Ashland Police Department will join nearly 10,000 law enforcement agencies across the nation in support of the "DRIVE SOBER OR GET PULLED OVER" impaired driving crackdown August 21, 2015 to September 7, 2015.

Impaired driving is a serious problem. According to the National Highway Traffic Safety Administration, during the 2013 Labor Day holiday nearly half of 18 to 34 year old drivers killed in crashes were drunk.

The Ashland Police Department will be proactively looking for impaired drivers during the campaign by conducting checkpoints and extra patrols throughout this time period. Studies have shown that high-visibility enforcement like "Drive Safe or Get Pulled Over" reduces alcohol-impaired driving fatalities by as much as 20 percent.

In Virginia, it is illegal to drive with a blood alcohol concentration (BAC) of .08 gram per deciliter or higher. On average, there is a fatal crash every fifty-one (51) minutes across the country; one third of those involve a driver or motorcycle rider with a BAC that is above the legal limit.

For further information, visit www.ashlandpolice.us or <http://www.nhtsa.gov/drivesober/>.

Even KIDS aren't safe from drunk drivers.
In 2013 alone, 200 children 14 or younger were killed in crashes involving impaired drivers.

SOURCE: NHTSA.GOV

Social media has become a primary means of communication for our target audience. Further exposure is generated through posting information and photographs of our education events on our department's website and social media. Along with posting the events we host and participate in, we regularly provide state and national facts surrounding impaired driving. In 2015, these posts were reached over 39,000 people.

These events are conducted throughout the year. We strategically time the events during times when we feel the risk of a young people making a bad decision is higher (e.g. prom or graduation).

Exposure of our education efforts has led to ongoing relationships with YOVASO, Randolph-Macon College Campus Safety, Hanover Cares, and AAA, plus developed new partnerships with local State Farm and Nationwide insurance agents.

Enforcement:

Crime Prevention and Traffic Safety officers logged over 100 hours of presentation time at these events demonstrating and discussing the dangers and loss associated with impaired driving to approximately 1,200 high school and college age drivers from across Virginia.



Our presentations begin with students participating in interactive driving sessions with the SIDNE go-cart. Participants drive the go-cart through the course in “normal” mode, with the go-cart operating as the driver would expect. The participant then drives through the course in “Impaired” mode; in this mode, the computer delays the reactions of the go-cart and exaggerates the actions of the driver. The go-cart gives the participant a safe way to experience the distortions drivers suffer when they are impaired.

Participants then receive a presentation from Ashland Police Sergeant Scott Menzies. Sergeant Menzies’ wife, Meg, was killed on January 13, 2014 when an impaired driver drove off the roadway and struck her while she and Sergeant Menzies were jogging. Sergeant Menzies describes the accident from his perspective and the loss and difficulties he and their children have suffered since Meg’s death. Sergeant Menzies’ presentation provides a personal, real-life example to our participants that the costs of impaired driving are not only statistics and news stories, but involve real people and real loss. Sergeant Menzies also discusses strategies teens and young adults can use to plan activities in such a way as to avoid driving impaired or riding with an impaired driver.



We also integrate our “Fatal Vision” goggles into our presentation, providing an activity demonstrating visual distortions associated with alcohol and drug impairment while students wait for their turn with SIDNE.

Each facet of our presentation is designed to educate participants as well as provide a venue for students to ask questions and clarify myths associated with alcohol, drugs, and impaired driving.

In 2015, the department participated in seven impaired driving prevention education events:

- **Randolph-Macon College Housing Lottery:** Forty college underclassman participated in our SIDNE and lecture presentation during the college's annual housing lottery.
- **Walk like MADD:** Thirty participants experienced our Fatal Vision goggles at MADD's annual fundraising event.
- **Midnight Macon Mile:** Approximately 200 Randolph-Macon College students participated in the "Meg Menzies Memorial Midnight Macon Mile". Ashland PD partnered with the college to present impaired driving education activities in conjunction with a memorial one mile run for victims of impaired driving.
- **Hanover County Sheriff's Office Youth Citizens Police Academy:** Twenty-five Hanover County High School students participated in our SIDNE and lecture presentation.
- **YOVASO Summer Leadership Retreat at James Madison University:** YOVASO's Summer Leadership Retreat serves approximately 300 high school students focusing on teaching students and school sponsors about safe driving behaviors and preparing them to work in their peer-to-peer clubs to promote safe teen driving in their schools and communities. All students participated in our lecture presentation and many others participated in SIDNE or observed the simulation of impaired driving.
- **Randolph-Macon College Alcohol Awareness Abuse Education:** About 100 resident assistants and fraternity and sorority members attended our Alcohol Abuse and Impaired Driving presentation for the Fall 2015 semester.
- **IDrive – "Safe. Sober. Focused." Teen Driver Safety Program at Richmond International Raceway:** This program is designed to supplement the current driver education curriculum with hands-on activities that help new teen drivers establish safe driving habits while urging them to concentrate on the task at hand—driving safe, sober, and focused. In 2015, the Ashland Police Department partnered with the Hanover County Sheriff's Office, AAA Mid-Atlantic, and our own Hanover County Public Schools to offer the IDrive program to over 600 students from all four county public high schools. This was the first time this impaired driving prevention initiative had been available to teenagers in our own county, allowing us to expand our program to help educate hundreds of students that live and drive through the Town of Ashland and Hanover County every day.

Outcomes:

The goal of our Impaired Driving Prevention Education Program was to increase participation and broaden the program's geographic reach to as many young drivers statistically more at risk for driving impaired as possible. Previous education efforts located in retail locations in Ashland from 2009 to 2013 averaged 15-30 participants each. In 2014, our program reached approximately 1,200 young drivers in all. In 2015, we increased the reach of our impaired driving education program by providing presentations to over 1,300 young drivers not only in Ashland and Hanover County, but also throughout the Commonwealth of Virginia.


In September 2015, Ashland PD was able to present our Impaired Driving Prevention Education Program to over 600 Hanover County High School students at AAA Mid-Atlantic's IDrive Teen

Driver Safety Program for the first time. Our Crime Prevention officers worked with the Hanover County Sheriff's Office, Hanover County Public Schools, and AAA Mid-Atlantic to bring this two day, interactive education experience to a majority of Ashland's and Hanover County's high school age drivers.

We expect to continue to develop more partnerships with organizations that have an interest in traffic safety and educating teen drivers, including school systems, insurance providers, and other public safety agencies. Our goal continues to be to provide an interesting and interactive impaired driving prevention education program to as many young drivers throughout Virginia as possible.

This chapter is dedicated to Meg Cross Menzies. Meg was tragically killed by an intoxicated driver on January 13, 2014 while running on Route 54 in Hanover, Virginia.



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 - 3. Publicizing Department objectives, problems, and successes;
 - 4. Conveying information transmitted from citizens' organizations to the Department;

5. Improving Department practices bearing on Public Safety-Community Involvement;
6. Assisting the Patrol and Special Operations Commanders in the development of community policing strategies when needed.

II. Police officers, generally

- A. All officers upon request and when appropriate shall provide knowledgeable, instructive advice to the public concerning steps which can be taken to reduce the opportunity for or lessen the loss from crime.
- B. All officers shall be aware of, and where appropriate, offer their assistance to crime prevention activities taking place within their assigned patrol areas.
- C. All officers shall make referrals to the Ashland Crime Prevention Officer in response to crime prevention requests that exceed their knowledge or capability to accommodate.
- D. Crime prevention activities undertaken by police officers shall be reported in monthly reports.

III. Crime prevention specialist

- A. Virginia Code §§ 9.1-161,-162 establishes the responsibilities of the crime prevention specialist and relevant eligibility requirements. These guidelines are voluntary and do not compel the Ashland Police Department to certify an officer as a crime prevention specialist.
- B. The department's crime prevention specialist is responsible for developing, implementing, and coordinating the department's crime prevention program. This assignment of responsibility does not relieve other officers of being aware of and involved in crime prevention procedures and activities.
- C. The crime prevention specialist shall study crime trends that are generally considered preventable and develop procedures and programs to reduce the opportunity or lessen the loss from crimes.
 1. Targeting programs by crime type and geographic area on the basis of an analysis of local crime data;
 2. Targeting programs to address community perceptions or misperceptions of crime; and

3. Evaluating the effectiveness of crime prevention programs in a documented report at least once every three years.