



PEACHTREE CITY

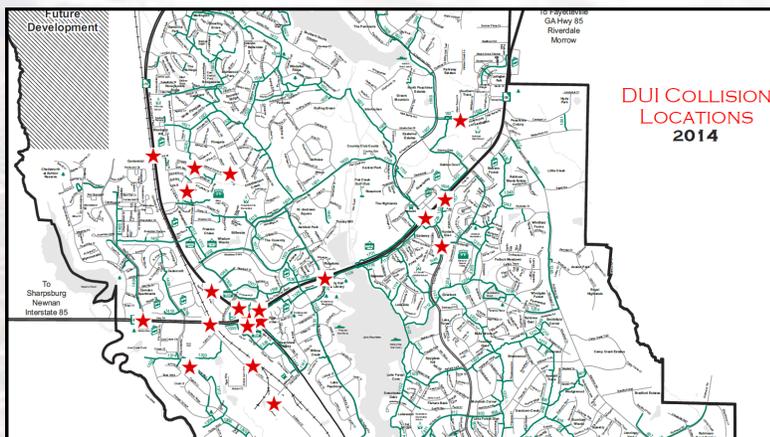
# Impaired Driving: Problem Identification

The Peachtree City Police Department (PCPD) is pleased to report an exceptionally low rate of impaired driving collisions.

**2014 Total Roadway Collisions: 791**      **Impaired Driving Collisions: 27 = 3.4 %**  
**2014 Total Injury Collisions: 154**      **Impaired Driving Injury Collisions: 13 = 8.4%**

PCPD conducts a quarterly analysis of collisions with key contributing factors, including impaired driving collisions. The analysis examines any trends in location, time, day, driver age, or other characteristics. These analyses in 2014 showed:

- 60% of the incidences occurred between 8pm and 1am, as typically expected. No other unusual trends by time, or narrower time frame was identified.
- No noted trends by driver age were noted during the year, and the final 2014 analysis showed 10 of 27 drivers where over 50yoa and only 2 were under 21yoa.
- Analysis during the year found no notable trend by day of week, and end of year analysis revealed that 14 of the collisions involving impaired drivers occurred Friday—Sunday.
- Analysis by location demonstrated an expected higher incidence of DUI crashes along the two major highways around the commercial centers of the city, particularly around the intersection of the two highways.



**Left:** A trend map showing DUI crash locations during 2014.

Routine analyses are conducted using Crystal Reports, Georgia Electronic Accident Report System (records management change in middle of year), and Microsoft Excel.

Below is an example of a quarterly analysis, from the 3rd quarter, 2014

DUI CASE#	DATE	INJURY	MAJOR_STREET	MINOR_STREET	Age	CONTRIB 1	VEH_MAKE	ACC_TIME	DOW	Test Results
0000-0100										
14-43781	9/11/14	N	Hwy 74	Cooper Lighting	39	2	Buick Lesaber	12:05am	Thurs	0.23
14-39626	8/23/2014	N	S. Fairfield	W. Manor	29	2	Ford F150	12:30am	Sat	AOP
0600-0700										
14-32861	7/17/2014	Y	Hwy 54	Hwy 74	20		Toyota Avalon	0:603am	Thurs	NG
1300-1500										
14-30930	7/6/14	N	Hwy 54	Hwy 74	58	2	Dodge Caravan	13:54pm	Sun	AOP
14-35970	8/4/2014	N	Treillage Ln	Tamarac	38		DODGE Journey	14:27pm	Mon	AOP
1700-1800										
14-42346	9/3/14	N	Hwy 54	Dan Lakley Dr	41	2	Ford Fusion	17:30pm	Wed	0.13
2000-2100										
14-3603	7/21/14	Y	Cherry Tree MUP	2126	59	2	Cart	20:42pm	Mon	NG
2200-2300										
14-28193	8/31/14	N	Hwy 54	Hwy 74	55	2	Dodge Ram	22:27pm	Sun	0.11
	8		2							

Of the 8 DUI related crashes only 1 was a golf cart. 1 in 8 DUI crashes involved an minor (20). No other trending data.



# Impaired Driving: Policy

PCPD has a 27 page Standard Operating Procedure that covers Traffic Enforcement, Control, Administration, and Accident Investigation, as well as other policies that address the following areas:

<b>SUBJECT</b> TRAFFIC ENFORCEMENT, CONTROL, ADMINISTRATION AND ACCIDENT INVESTIGATION	<b>EFFECTIVE DATE</b> 08/08/2014	<input checked="" type="checkbox"/> NEW <input type="checkbox"/> REVISED	<b>POLICY NO.</b> 40-2
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Rescinds and consolidates SOPs 40-3-1, 10-61-1, 10-67-1, 40-4-1, 40-5-1, 40-7-1, and 40-23-1

**I. PURPOSE:**  
The purpose of this procedure is to establish guidelines for the administration of all traffic-related activities and to establish the proper methods for taking enforcement action applicable to traffic law violations within the jurisdiction of the City of Peachtree City.

**II. POLICY:**  
Peachtree City Police Department recognizes that traffic administration and enforcement involves a broad range of police activities or operations. These functions entail observation, detection, prevention and appropriate enforcement action. Enforcement not only involves making an arrest or issuing a citation, it also includes a constructive warning program, which may cause motorists and pedestrians to be more cognizant of the law. Traffic law compliance is promoted through the judicious use of written warnings, traffic surveys, speed measurement detection and preventive patrol techniques. Traffic enforcement can be reactive to observed violations or to community concerns. It can also be proactive, to effectively prevent violations from occurring. Enforcement efforts should be coordinated with other agencies at locations, speed zones, school and recreational areas and other areas of community concern. Additionally, time, place, and the type of violation should be taken into account. Overzealous enforcement, without regard to the circumstances surrounding the violation, may cause disrespect for the law and damage community relations.

The Peachtree City Police Department recognizes that speed and occupant restraint violations have a direct effect on the severity of collisions including the frequency and severity of injury of the collisions. These violations are priority enforcement areas.

**III. SCOPE:**

- Impaired Driving violations as a priority enforcement area
- Mandatory arrest of Impaired Drivers
- Processing of Impaired Drivers
- Use of Drug Recognition Experts

These are previews of the applicable policies.

**2. Driving Under the Influence:**

The objective of selective enforcement of DUI violations is to reduce alcohol or drug related traffic offenses by deploying units and personnel who are specially trained and equipped to apprehend alcohol-impaired drivers. Selective enforcement of DUI laws includes:

- Assignment of personnel during times and at locations where collisions are high or where there have been a number of DUI laws violations, or as a general deterrent.
- Selective surveillance techniques on roads where there is a large number of DUI-related collisions.

**PEACHTREE CITY POLICE DEPARTMENT  
STANDARD OPERATING PROCEDURE**

<b>SUBJECT</b> Driving Under the Influence	<b>EFFECTIVE DATE</b> 12/31/2014	<input type="checkbox"/> NEW <input checked="" type="checkbox"/> REVISED	<b>POLICY NO.</b> 40-5
---	-------------------------------------	---	---------------------------

Rescinds former SOP 40-8-1(2008)

**I. PURPOSE:**  
The purpose of this directive is to establish proper guidelines for the arrest and processing of persons charged with driving under the influence.

**II. POLICY:**  
The Peachtree City Police Department will maintain an effort to reduce traffic related deaths and injuries by effective enforcement of laws pertaining to driving under the influence (DUI). Officers making an arrest of this offense shall follow the guidelines established in this procedure. It is the policy of the Police Department that all DUIs be strictly enforced and prosecuted.

**III. SCOPE:**  
This policy is applicable to all police personnel involved in traffic enforcement operations.

**IV. PROCEDURES:**

- When conducting contacts with motorists, officers will be constantly monitoring indicators that the driver may be under the influence of an intoxicating substance.
- Training on the detection of impaired drivers is a priority of the Peachtree City Police Department. All officers in assignments where traffic contacts are made will be required to attend the National Highway Traffic Safety Administration (NHTSA) DUI Det. Standardized Field Sobriety Testing (SFST) course as soon as practical in their career. Officers should maintain proficiency with SFST procedures by attending periodic refresher/update training. Supervisors will also prioritize having their officers attend Advanced Roadside Impaired Driving Enforcement (ARIDE) after completion of SFST training.
- If an officer develops suspicion that a motorist may be under the influence of an intoxicating substance, the officer shall follow the procedures outlined in this policy.

Traffic Enforcement, Administration, Control, and Collision Investigation | Effective Date 08-08-14 | Page 9 of 27

- Selective road safety checks for deterrent and enforcement purposes.
- Selective enforcement of DUI laws through concentration on existing laws.

**1. Physical Arrest:** Officers will effect the arrest of any person(s) in violation of the following traffic laws:

- DUI.
- Hit & Run, Failure to Stop and Render Aid, involving serious injuries or death.
- Any felony or false statement.
- Fictitious use of a license.
- Transporting contraband or stolen goods.
- Homicide by vehicle.



## Impaired Driving: Planning

PCPD's annual Goals and Objectives documents constitutes an overarching plan to address several areas of highway safety, including the reduction of impaired driving collisions.

<b>Goal 3: Reduce DUI-related crashes by 5%</b>
<b>Objective 1:</b> Do Quarterly analyses of DUI related crashes to identify trends locations, times, and driver attributes.
<b>Objective 2:</b> Conduct Public Information and Education efforts through public events, social media, press releases, and other outlets. Whenever applicable, such efforts should target groups identified by data analyses as at-risk for this violation. Such efforts will include, when applicable, participation in state and national crackdown campaigns.
<b>Objective 3:</b> Conduct targeted enforcement in areas identified from analyses as at-risk areas and otherwise maintain High Visibility Enforcement Efforts through routine patrol measures and use of Road Safety Checks to foster an effective environment of deterrence and voluntary-compliance.
<b>Objective 4:</b> Maintain 100% of field officers trained in DUI Detection and Standardized Field Sobriety Testing, as well as Advanced Roadside Impaired Driving Enforcement.

The plan to reduce these crashes (pictured at left) includes targeting areas with enforcement and demographic groups with PI&E according to analysis of crash data. It also addresses maintaining the highest of officer training standards to ensure quality resources in the field combating impaired driving.

The plan is checked for progress at least quarterly, and quarterly updates are required to be posted on the goal in the department's document management system. An example from 1st Quarter 2014 is pictured below.

In addition to the routine patrol staffing for PCPD, the traffic section staffs personnel 7 days per week on a schedule to increase coverage during peak DUI times. Three officers from the traffic section were allocated to covering the evening period and focus on DUI and Drug violations.

<b>Quarterly Updates</b>
<b>April:</b> In 2013 PCPD reported 24 DUI collisions. Through the first quarter of 2014 there have been six, setting a projected pace exactly even with 2013. Analyses of the collisions thus far in 2014 reveal half of them were between 10pm and 2am, and no consistency among locations. The ages of drivers varied significantly also. None of the crashes had a driver under 21. Public information efforts during this period included media releases regarding increased enforcement around the St. Patrick's Day holiday due to increased impaired driving risks.

At the beginning of each year PCPD schedules enforcement initiatives around periods of increased likelihood of impaired driving violations. All traffic officers, and a contingent of available patrol personnel, are scheduled months in advance for enforcement details around:

- St. Patrick's Day
- Cinco de Mayo
- Memorial Day
- 4th of July
- Labor Day
- Halloween (most common party dates)
- Thanksgiving (especially "Blackout Wednesday", the day before the holiday)
- Christmas (the weekends leading up to it common for holiday parties).

The Georgia Strategic Highway Safety Plan addresses Impaired Driving through the implementation of the "Highway Enforcement of Aggressive Traffic" (HEAT) grant program. PCPD does not qualify for this grant due to the low number of DUI and speed-related crashes. However, PCPD's traffic Lieutenant is the elected Coordinator of the Metro Atlanta Traffic Enforcement Network (MATEN), which is comprised of the 64 Metro Atlanta law enforcement agencies. As such, PCPD is involved with the strategic planning of enforcement, training, and public information initiatives around the entire Metro Atlanta area.



PEACHTREE CITY

# Impaired Driving: Training

- **DUI Detection and Standardized Field Sobriety Testing (SFST): 100%** of Peachtree City Officers employed for the full year of 2014 have received this training. Seven new employees completed the training during 2014.
- **Advanced Roadside Impaired Driving Enforcement:** All full-year employees with the exception of one, have completed ARIDE. Four new employees completed ARIDE in 2014.
- Seven officers completed SFST Update training during 2014.
- 20 officers completed Intoxilyzer 5000 recertification or training on Georgia's new breath testing instrument, Intoxilyzer 9000. All field officers employed for the full year were certified to operate a breath testing instrument.
- Three officers were previously certified as Drug Recognition Experts (DRE), and one as a DRE Instructor.
- **100%** of officers were required to complete a comprehensive online Traffic Training course via PowerDMS. Several of the topics addressed in this training covered impaired driving. This is an annual requirement for all officers. This includes updates on case law and policy, as well as reiterations of older, but important, information such as Administrative License Suspension Hearing (ALS) procedures.

Traffic Enforcement -

April 22, 2014

## Prado Navarette v. California

*The U. S. Supreme Court Holds That An Anonymous 911 Call Alleging A Truck Drove Caller's Vehicle Off The Road Provided Reasonable And Articulate Suspicion That The Driver Of The Truck Was Intoxicated And Justified Investigatory Stop Of The Truck*

In *Prado Navarette v. California*, No. 12-9490 (April 22, 2014), the petitioners were convicted of transporting marijuana. The evidence showed that an anonymous call to 911 stated that a silver Ford F-150 with license plate no. SD94925 ran her off the road while travelling south on Highway 1 at mile marker 88. Within a few minutes of hearing the 911 center dispatch, an officer observed the truck travelling in the same direction but, by then, at mile marker 69. After following the truck for 5 minutes, but observing no evidence of any traffic offenses, the officer pulled the truck over. The marijuana was located in the vehicle's truck bed.

The Court, in a 5-4 decision, noted that under appropriate circumstances, an anonymous tip can demonstrate sufficient indicia of reliability to provide reasonable suspicion to make an investigatory stop. Thus, the Court stated, the initial question was whether the 911 call was sufficiently reliable to credit the allegation that petitioners' truck ran the caller off the highway. The Court found that under the circumstances, it did. First, by reporting that she had been run off the road, in a specific vehicle, the caller necessarily claimed possession knowledge of

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**ADMINISTRATIVE LICENSE SUSPENSION HEARING**  
(O.C.G.A. 40-5-57 (c)(2))

Documents: Implied Consent Card, Intoxilyzer 9000 Permit, Original Intoxilyzer Printout, Crime Lab report, Roadblock Form (corrected)

1. Background information:  
Name, employer, law firm, duties/responsibilities  
Duties include working DUI cases  
Explain training/experience regarding DUI cases-include SFST if case involves SFST  
Explain physical manifestations look for in determining if person impaired
2. Basis for Vehicle Stop  
Date, time, location, vehicle type  
Violation - give details (if roadblock - number requirements and supervisor form/verified)  
Name of driver of moving motor vehicle or actual physical control (how established det driving)
3. Describe probable cause for DUI arrest: (Identify to the ones that apply in your case)  
1. Odor alcoholic beverages - mild, moderate, strong - on person/breath  
2. Eyes - watery, glassy, bloodshot, normal  
3. Speech - slow, slurred, mumbled, confused, normal  
4. Balance - unsteady on feet, etc.  
5. Demeanor and appearance  
6. Statements - consumed alcoholic beverages, amount, time, been to bar, etc.

5. Denominator and appearance  
6. Statements - consumed alcoholic beverages, amount, time, been to bar, etc.

deaths and injuries by effective enforcement of laws pertaining to driving under the influence (DUI). Officers making an arrest of this offense shall follow the guidelines established in this procedure. It is the policy of the Police Department that all DUI laws are strictly enforced and prosecuted.

III. SCOPE:

This policy is applicable to all police personnel involved in traffic enforcement operations.

IV. PROCEDURES:

1. When conducting contacts with motorists, officers will be constantly aware of indicators that the driver may be under the influence of an intoxicating substance.
2. Training on the detection of impaired drivers is a priority of the Peachtree City Police Department. All officers in assignments where traffic contacts are made will complete the [National Highway Traffic Safety and Administration \(NHTSA\) DUI Detection and Standardized Field Sobriety Testing \(SFST\) course](#) as soon as practicable in their career. Officers should maintain proficiency with SFST procedures by attending periodic refresher/update training. Supervisors will also prioritize having their officers attend Advanced Roadside Impaired Driving Enforcement (ARIDE) after completion of SFST training.
3. If an officer develops suspicion that a motorist may be under the influence of an

**Traffic PROSECUTOR**

A Publication of the Prosecuting Attorneys' Council of Georgia Traffic Safety Program

our mission

The goal of PAC's Traffic Safety Program is to effectively assist and be a resource to prosecutors and law enforcement in keeping our highways safe by helping to prevent injury and death on Georgia roads.

contents

**Horizontal Gaze Nystagmus in Georgia**  
By Fay McCormack, Traffic Safety Resource Coordinator, Prosecuting Attorneys' Council

THE HORIZONTAL GAZE NYSTAGMUS (HGN) test is based on the well-known and medically accepted principle that nystagmus can be caused by the ingestion of alcohol, jerk nystagmus... is characterized by a slow drift, usually away from the direction of gaze, followed by a quick jerk or recovery in the direction of gaze. A motor disorder, it may be congenital or due to a variety of conditions affecting the brain, including ingestion of drugs such as alcohol and barbiturates.<sup>1</sup> For over 20 years, the relationship between nystagmus and alcohol has been recognized by highway safety agencies as a tool to detect those illegally driving under the influence of alcohol.<sup>2</sup> The National Highway Traffic Safety Administration (NHTSA) has endorsed the HGN test as the most sensitive in determining alcohol impairment.<sup>3</sup>

HGN IS AN ACCEPTED, COMMON PROCEDURE THAT HAS REACHED A STATE OF VERIFIABLE CERTAINTY

leg stand" both of which demonstrate a suspect's dexterity and ability to follow directions, do not constitute scientific procedures and testimony from an officer about a suspect's inability to complete such dexterity tests does not amount to testimony regarding scientific procedures, but instead amounts to testimony as to behavioral observations on the officer's part. Therefore, these two tests and any testimony concerning their administration are not subject to the standard set out in *Harper* for determining whether a scientific procedure is admissible. The Court goes on to explain that while it is true that the police officer in this case had been trained to administer the above-mentioned dexterity tests by the NHTSA, and defendant introduced expert testimony indicating that the officer had failed to administer the tests in accordance with his training, such expert testimony affects only the weight to be given to the tests, and not their admissibility. The Court stated that weight and



## Impaired Driving: Public Information & Education

In 2014, Peachtree City Police Department taught all fifth graders (six elementary schools) in the city a sixty minute class dedicated to the risks of abusing alcohol, underage alcohol use, and DUI. Instruction includes discussing the legal and health risks of using alcohol and having the students participate in a drunk goggles activity to show the dangers of drunk driving. Third graders participate in a forty minute (grade appropriate) version of the fifth grade class. During the 2014 school year, PCPD conducted 49 3<sup>rd</sup> and 5<sup>th</sup> grade alcohol/DUI awareness classes. Approximately 1,369 students participated and it took approximately 42 hours to teach the classes. 21 middle school and high school students attended the Junior Police Academy where they participated in a DUI awareness class and hands on drunk goggle activities to demonstrate the effects of alcohol on your perception and reaction time.

At the high school level, all 9<sup>th</sup> grade students are required to attend health classes. During the section of the course focusing on alcohol, drugs, and high risk behaviors, the School Resource Officer appeared as a guest speaker for each class. The focus of this block of instruction was on the dangerous effects of alcohol and drugs on the bodies of youth. It also included an in-depth look at the consequences and repercussions of a citation or arrest for underage usage of alcohol or drugs in regards to employment and collegiate opportunities. The classes were attended by approximately 450 students over the course of the year.

PCPD also does an exceptional amount of PI&E through distribution of press releases to local media outlets (example pictured below), a city e-mail newsletter (pictured below), and social media. There are far more examples than could be pictured in this presentation, so an example of each follows on this page and the next. PCPD was also featured in a publication from Golf Digest educating golfers on the risks of driving golf carts under the influence. This is a national publication, but is well circulated in Peachtree City due to the local emphasis on golfing culture.

Subject: Peachtree City UPDATES - Week of August 25

**Georgia & PTC Target Impaired Drivers Through Labor Day** City Newsletter

The Peachtree City Police will be participating in the statewide End-of-Summer Zero Tolerance DUI Campaign. Law enforcement across the state will be aggressively targeting those who put lives in danger by drinking and driving. In Georgia last year, there were 3,497 crashes from Friday, August 30, through

**NEWS RELEASE**  
For immediate release  
Wednesday, December 10, 2014



**Peachtree City joins State to focus on drunk drivers during holiday**  
*Operation Zero Tolerance accompanying national DUI campaign thru*

**(PEACHTREE CITY)** – Operation Zero Tolerance begins on Dec. 12 and that means increased enforcement in Georgia. During this DUI enforcement campaign and every day, if you're over the limit, you're over the limit. No warnings. No excuses.

The Peachtree City Police Department is launching its annual zero tolerance campaign in conjunction with the Drive Sober or Get Pulled Over initiative to remind all motorists that no matter where they are, drunk drivers will spend the end of 2014 behind bars.



it's fair to surmise most offenders aren't returning from the 19th hole, but more likely the 23rd or 24th. "With the free entertainment in the town squares, it's a giant party every night, but everyone's usually home by 9," says one Villager who asked to remain nameless because she's technically just shy of the minimum age (55) to reside there. "There are bars that are open late, too, but it's mainly swinger types and people's kids visiting who go there."

With 100 miles of public cartpaths connecting regular roads, Peachtree City, Ga., is another unique example of civic engineering that enables a golf cart to be a primary mode of transportation. The city has 10,587 registered carts, and the positive effects, like curbed road rage and emissions, are obvious. What sometimes isn't so obvious is that next bend in the path if your cart's headlights are dim, or nonexistent. Last year 18 DUI convictions, or 12 percent of the city's total, were to drivers of golf carts.

"We do golf-cart checkpoints," says Sgt. Brad Williams of the Peachtree City Police Department. "People don't realize how dangerous it is. Carts are not designed to withstand collisions, especially at intersections where they're interacting with regular-size vehicles."



PEACHTREE CITY

# Impaired Driving: Public Information & Education

Peachtree City PD has a commanding social media presence. With nearly 8,000 “likes” on Facebook, and numerous Twitter followers, a substantial portion of our 35,000 residents in 13,000 households receive PI&E messages, crime alerts, BOLOs, and more from our social media outlets. In one example, a video we posted with an impaired driving message that showed an intoxicated driver passing a school bus reached an astonishing 55,488 people through “shares” on Facebook. A public info video produced by PCPD about the Operation Zero Tolerance campaign in December 2014 was also a big hit, reaching 13,352 people. Other examples of our numerous impaired driving public information and education efforts from 2014 are below.

**Peachtree City Police Department and Peachtree City Fire Rescue in Peachtree City, Georgia**  
 Posted by policepublicinfo@peachtree-city.org [?] · December 17, 2014 ·

Operation Zero Tolerance 2014 has begun... Video with detailed DUI statistics given by Cpl Hughes.

Will just one more be one too many?

**Peachtree City Fire Rescue**  
 Posted by policepublicinfo@peachtree-city.org [?]  
 October 27, 2014 · Edited ·

Halloween is coming... if you're going to drink, designate a sober driver.

Like Comment Share

Vickie Ware, Tina Ingraves, Maria Petranto and 44 others like this.

1 share

**Peachtree City Police Department and Peachtree City Fire Rescue** You're right! -) Thanks for looking out for us! Reme...  
 Like Reply Commented on by policepublicinfo@peachtree-city.org [?] · October 27, 2014 at 1:52pm

Write a comment

**Peachtree City PD FD** @PTCfirepolice · Dec 17

Operation Zero Tolerance 2014 has begun... [fb.me/7eUq7olwr](https://fb.me/7eUq7olwr)

**Peachtree City PD FD** @PTCfirepolice · Dec 17

Great job educating and reminding...

**Peachtree City Police Department and Peachtree City Fire Rescue at Booth J C Middle School**  
 2014 ·

So an officer was patrolling the school zones around Booth Middle School around 2pm when this happens. That bus was full of children. The driver was charged with DUI with a .19 Blood Alcohol Content at 2pm in the afternoon.

**Peachtree City Police Department and Peachtree City Fire Rescue in Peachtree City, Georgia**  
 Posted by policepublicinfo@peachtree-city.org [?] · June 22, 2014 ·

**Don't Designate a Sober Driver**

Impaired Driving

July is a favorite American holiday filled with family. But celebrating can quickly turn into a drive after drinking. Peachtree City encourages everyone to plan ahead this Independence Day lead of time. ...

55,488 people reached

Unlike Comment Share

**Maria Gastaldi** OK, is it zero tolerance for any level of alcohol or is there a limit?  
 Unlike Reply 1 · December 17, 2014 at 7:56pm

View previous replies

**Peachtree City Police Department and Peachtree City Fire Rescue**  
 There are several levels based on the type of vehicle your are driving. The legal limit is .08 BAC. You should expect some questions from an officer if you are driving a vehicle and you have the odor of alcohol on your breath to ensure you are safe to drive. It is always a good practice to have a designated driver.

Like 2 · Commented on by policepublicinfo@peachtree-city.org [?] · December 19, 2014 at 8:58am

**drunk driving is buzzed driving**  
 designate a sober driver



## Impaired Driving: Enforcement

Policy and practice of the agency make enforcement of impaired driving laws a priority function of all sworn officers whenever they patrol the streets of Peachtree City. As such, this is on the forefront of duties for any available officer—particularly during identified peak times of 10pm—2am and the target areas around the three major evening commerce areas. Peachtree City did not receive any grant funded hours, or authorized overtime hours, specifically for this purpose. However, daily officer priorities and assignments included DUI enforcement. As such, the number of hours dedicated by all officers to this task could not be accurately calculated, but the following are some enforcement statistics from 2014:

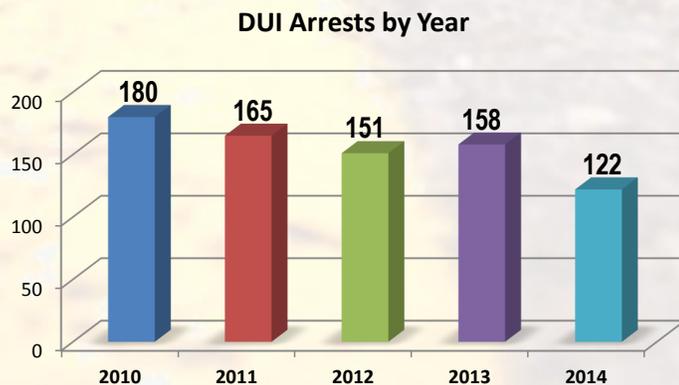
**Total DUI Arrests: 122      DUI Arrests in Target Areas: 47      Total Contacts: 464**  
**Total Road Checks: 18      DUI Arrests in Target Times: 63      Target Area Contacts: 176**

The above target area calculations are approximate, as our records management system is limited in ability to track this information. Approximations were made using average distributions from total directed traffic enforcement actions for all violations and applying the percentage to relevant violations for above statistics. Time statistics are based upon assigned priority times and actual violation recorded times. PCPD also recorded two saturation details with several officers during 2014, one on February 28th and one on November 26th (AKA Black Wednesday), a day with historically high impaired driving violations. Due to an unfortunate error in data collection, data regarding routine field-initiated saturation patrols was not recorded for 2014 as it has been in the past. This error has since been corrected.

PCPD participated with enforcement and education efforts during every national and state impaired driving campaign throughout the year. Some of these efforts included 2 road checks during the Memorial Day OZT Campaign, 2 road checks during the Independence Day OZT Campaign, 3 during the Labor Day Operation Zero Tolerance (OZT) Campaign—including one multi-use path checkpoint, 2 road checks on Halloween as part of a local Halloween HEAT initiative, and 2 road checks during the Christmas Drive Sober / OZT Campaigns.

PCPD also participated in 5 multi-jurisdictional road checks with the Metro Atlanta Traffic Enforcement Network.

The chart at right shows a trend that has continued over the last ten years of steadily decreasing DUI arrest numbers. On its face this may seem negative, but viewed in light of several other factors this is actually evidence of strong enforcement efforts improving voluntary compliance. The Outcomes section will explain this further.





## Impaired Driving: Outcomes

PCPD reported 3 more Impaired Driving related collisions in 2014 than 2013. However, the total number is still within range of averages from previous years (see chart below) and represents a very low number of impaired driving crashes for a city like Peachtree City - which is the alcohol hub of the Coweta/Fayette region. This is especially true when considering that, between 2010 and 2014, the city has experienced an approximate 14% increase in vehicle volume on Hwy 74 North, 36% increase on Hwy 74 South, 7% increase on Hwy 54 West, and 11% increase on 54 East. This has also been paralleled by significant commercial expansion. Peachtree City now has 121 establishments with on-site liquor licenses and 144 with off-site licenses - in a 24 sq. mile city. Peachtree City is also home to the only liquor stores in Fayette County (106,567 residents).

Some increase in impaired driving collisions is also attributed to improved recognition of drug impaired drivers as agency training has encompassed 100% of field officers completing ARIDE.

	Total Crashes	DUI Crashes	% DUI of Total
2009	717	30	4.18%
2010	738	22	2.98%
2011	787	32	4.07%
2012	758	22	2.90%
2013	821	24	2.92%
2014	791	27	3.41%

Although more difficult to quantify, PCPD officers can attest to a significant increase in voluntary compliance over recent years - particularly in 2014. The best demonstration of this fact is a drastic reduction in the number of DUI arrests made as officers find it much harder to locate impaired drivers. This decrease in arrests has paralleled an increase in alcohol serving establishments, a significant increase in officers trained on DUI Detection and Standardized Field Sobriety Testing (only 6 total in 2004), increased departmental prioritization of DUI enforcement, and an increase in total traffic contacts. See chart below for details.

Another indicator of PCPD's success in fostering an environment of deterrence can be seen in a

Year	Contacts	AvgCont	DUIs	Avg DUI	DUI Crash	Avg Crash
2002	13,911	14,642	203	225	35	52
2003	13,163		187		68	
2004	17,369		259		57	
2005	14,123		252		47	
2006	12,831	14,098	239	214	42	37
2007	14,878		213		51	
2008	15,157		230		24	
2009	13,526		173		30	
2010	21,610	18,424	180	155	22	25
2011	20,491		165		32	
2012	17,398		151		22	
2013	16,949		158		24	
2014	15,674		122		27	

drastic increase in taxi services providing service to local bars. In 2003 only one taxi service routinely served the establishments in Peachtree City. During 2014, any given night may see as many as five different taxi services, some with multiple taxis, outside the local bars. This is due in significant part to sustained high visibility enforcement efforts, strategic use of road checks, and successful public information and education campaigns.

**2014 was the tenth consecutive year with ZERO DUI Fatalities.**



## Impaired Driving: Outcomes

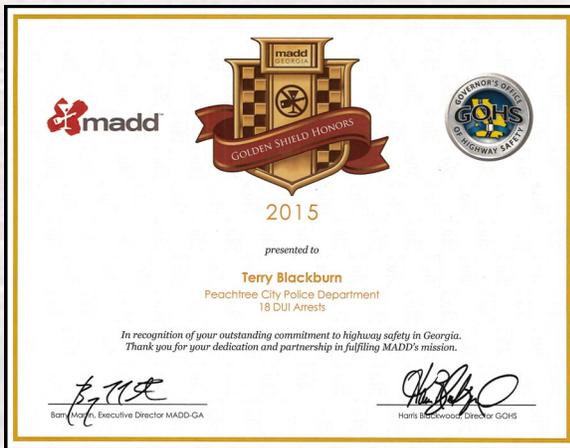
PCPD uses several recognition programs for officers performing well in key areas of enforcement. For impaired driving enforcement, these include an end-of-year Top DUI Officer award, recognition on each publication of the Traffic Safety Report, and participation in awards programs from MADD.



Cpl. Terry Blackburn receiving the DUI Officer of the Year Award from Traffic Supervisor, Sgt. Odilia Bergh



Lt. Myers was recognized for 100+ career DRE Evaluations.



PCPD also nominated Cpl. Blackburn for a MADD Award

Although labeled 2015, the MADD Awards are for activity ending 12-31-14.

An example of recognizing DUI enforcement on the Traffic Safety Report

Peachtree City PD Traffic Safety Report		May, 2014		
Traffic Safety Efforts Recognition				
	Current Month		Year to Date	
	Name	Number	Name	Number
Seat Belt Enforcement	Hyatt	28	Hyatt	122
DUI Enforcement	Blackburn/Opperman	2	Blackburn/Mobley	7
Speed Enforcement	McKinnon	27	McKinnon	132