

***1998 Herman Goldstein Award for
Excellence in Problem-Oriented Policing***



***Police Department
City of Naperville, Illinois***

1998 Herman Goldstein Award for Excellence in Problem-Oriented Policing

- **Abstract**

The Naperville, Illinois Police Department respectfully requests consideration for the 1998 Herman Goldstein Award for Excellence in Problem-Oriented Policing. Our application describes the use of the SARA model of problem solving to address impaired driving in our community:

Scanning - Our community experienced ten traffic fatalities in 1996, four of which were alcohol related. Although speed and reckless driving also contributed to a number of fatalities, it was impaired driving that was clearly one of the most preventable factors. The DuPage County Health Department conducted a survey in 1996 which revealed an average of sixty impaired drivers on Naperville roads each day. For all our efforts in 1996, our agency averaged only 1.4 DUI arrests per day. Clearly there was a need for further action to address the problem of impaired driving.

Analysis - The Naperville Police Department recognizes that impaired driving is a more than a traffic safety issue to be addressed solely by law enforcement. Impaired driving is a community problem which needs to be addressed by the community as a whole. Accordingly, the analysts portion of this program was completed with the full cooperation of a number of community groups. The Police Department served to coordinate the efforts of local chapters of Mothers Against Drunk Driving, the Alliance Against Intoxicated Motorists, Students Against Drunk Driving, local business groups, and local politicians, as well as other interested citizens and groups.

Response - It was agreed early on that the program would have two distinct goals with the following mechanisms put in place to attain the goal:

- Increased Public Awareness
 - Media saturation
 - Increased signage and an Information booth in downtown area
 - Town hall meeting and DUI impact panel discussion
 - Speaking engagements for community groups
- Increased DUI Enforcement and Police Presence
 - New 7:30 PM - 3:30 AM DUI enforcement shift
 - Increased training, reminders, and incentives
 - Roadside safety checks

Assessment - In the three months of operation of the campaign officers arrested a total of 240 suspected impaired drivers. The total number of DUI arrests for 1997 was 788, which is a 59% increase from the 496 DUI arrests made in 1996. We observed a 6% reduction in the overall number of traffic crashes, and specifically a 28% reduction in crashes during the hours of 7PM - 3AM. Although we cannot entirely attribute this reduction in traffic crashes to the operation of the "Drive Safe. Drive Sober!" program, the reduction in crashes saved our community an estimated \$735,200 in property damage and income lost due to injury.

1998 Herman Goldstein Award for Excellence in Problem-Oriented Policing

- **Introduction**

The Naperville, IL Police Department respectfully requests consideration for the 1998 Herman Goldstein Award for Excellence in Problem-Oriented Policing. The City of Naperville, Illinois, located 30 miles west of Chicago, is a rapidly expanding suburban community of 122,500 residents, covering 36 square miles in both DuPage and Will counties. Our police department is staffed by 168 officers and over 105 civilian support personnel. Our department is tasked with providing police services to a community with a population growth rate averaging six percent annually over the last five years. Although our police department has a long history of success in combating crime, suppressing gang activity, and maintaining a strong orientation toward of community policing, it is only in recent years that we have been able to say the same about our success in traffic safety issues. With increases in population and commerce come ever increasing levels of traffic activity. Even though the number of traffic crashes has increased by 8% annually in the last five years, the crash rate based on population has only increased by 4% annually, and actually decreased 7% in 1997. As our community approaches the turn of the century, we accept the challenge of ensuring a superior level of traffic safety for our residents.

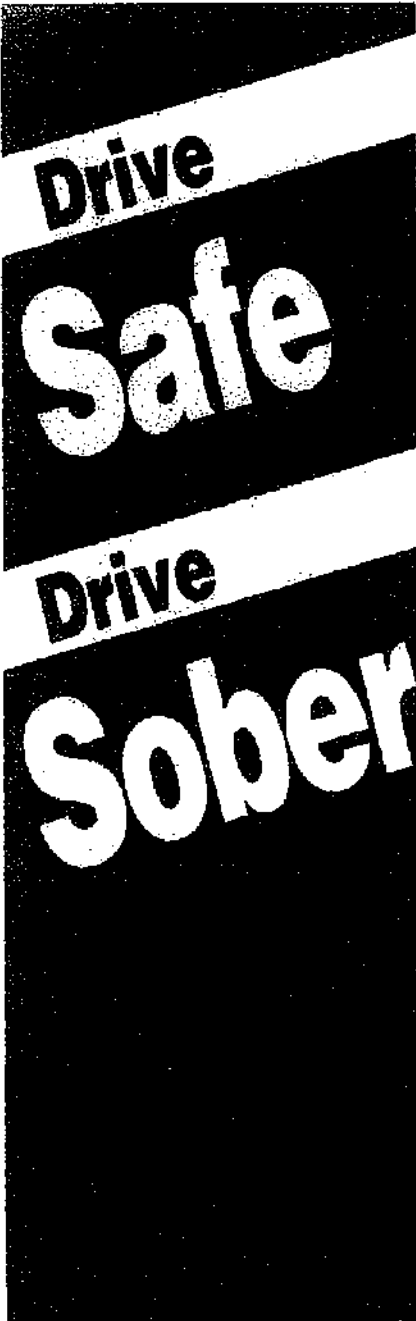
The Naperville Police Department strives to enhance traffic safety by defining objectives and strategies for each of the following issues:

- Residential traffic speed enforcement
- Arterial roadway selective traffic enforcement
- Occupant restraint systems education & enforcement
- Impaired driving education & enforcement

- **Police Department Organization**

The traffic section of the Naperville Police Department is responsible for promoting traffic safety within our community. It is staffed by a lieutenant, a sergeant, a secretary, and seven police officers. In addition to fatal and serious traffic crash investigation and reconstruction duties, the officers and supervisors participate in community projects intended to educate citizens on traffic safety issues, respond to citizen complaints concerning traffic safety problems, and act as the police department's liaison with other city departments by identifying and resolving potential traffic safety hazards. The Naperville Police Department has firmly embraced the concepts of community oriented policing and has found that these concepts adapt very well to identify, address, and resolve traffic safety issues. In applying this to the issue of impaired driving, our department believes that in order for an "anti-DUI" program to be successful we must ensure that the community is supportive of our efforts. If the program results in public resentment of enforcement efforts, then it cannot succeed.

*Alcohol Awareness and DUI Enforcement
- A Holiday Traffic Safety Campaign -*



Our application for the 1998 Herman Goldstein Award describes the use of the SARA model of problem solving in the City of Naperville's 1997-98 "Drive Safe. Drive Sober!" impaired driving public education and enforcement program. In 1996, four of the ten fatal traffic crashes in Naperville were alcohol related. A study conducted by the DuPage County Health Department revealed that 17,670 people admitted to driving while under the influence of alcohol throughout the county during a one month period. Naperville's approximate portion of that statistic was an average of sixty DUI drivers per day. Our police department prides itself on an aggressive and intolerant position on drunk driving. However, for all our efforts in 1996 we averaged only 1.4 DUI arrests per day. Clearly there was a need for further action.

It is important to note that throughout the early planning stages of this project, the following point became central to all our efforts:

impaired driving is a more than a traffic safety issue to be addressed by law enforcement. Impaired driving is a community problem which needs to be addressed by the community as a whole.

Initial planning meetings for a comprehensive and community-wide "anti-DUI" program took place in September and October of 1997. The program was sponsored primarily by the police department and served to coordinate the efforts of local chapters of Mothers Against Drunk Driving, the Alliance Against Intoxicated Motorists, Students Against Drunk Driving, local business groups, and local politicians, as well as other interested community groups. Local media was invited to participate in every phase of the program. Tragically, just days after one of the final project planning meetings, three Naperville girls were killed by an alleged drunk driver in a crash in the neighboring community of Aurora, IL. This sad reminder of the costs of impaired driving brought our community goals into sharp focus.

The campaign began in earnest on November 1st, 1997 as Mayor George Pradel declared the City of Naperville a "Drive Safe. Drive Sober!" community. It was agreed early on that the program would have two distinct goals:

- Increased public awareness
- Increased DUI enforcement and police presence

- **Increased Public Awareness & Local media saturation**

In order for "*Drive Safe. Drive Sober!*" to work, it had to be more than just increased patrols and more arrests. Bringing the issue of drunk driving into the homes of our residents, particularly during the holiday season when drunk driving is more prevalent; was viewed as critical to the success of the program.

- Newspaper** - Numerous newspaper articles were published throughout the campaign in cooperation with local and regional print media. The articles ranged from overviews of the campaign in general, to suggestions and tips for hosting holiday celebrations with due regard for alcohol awareness.
- Radio** - Nearly five hours of radio time was allocated by three local radio stations. Officers involved in the program gave interviews and spoke of operational details and the consequences of a DUI arrest.
- Banners** - Large 8'x3' green and red "*Drive Safe. Drive Sober!*" banners lined all the major roadways in Naperville. Similar posters were distributed throughout the community and were visible in nearly every storefront. Special holiday DUI awareness signs were posted at many major intersections. Although no allocation was made in the city budget to fund the purchase of these banners and signs, the community was able to call on local service clubs, local businesses, and private citizens to donate funding for this purchase.
- Info Booth** - An informational booth was set up in Naperville's downtown area to promote the upcoming "Town Hall Meeting" and to distribute literature. The booth was staffed by police officers and volunteers, and featured an officer playing the bagpipes and free coffee and cookies to attract holiday shoppers.
- Impact Panel** - Residents were invited to attend a "Town Hall Meeting" in early December 1997. ABC news anchor and Naperville resident Alan Krashesky moderated the proceedings, which included opening remarks by Mayor George Pradel and a challenge to the public posed by Chief of Police David Dial. The core of the presentation was an impact panel discussion. Three victims of drunk driving tragedies spoke of their experiences and their loss. The final presentation was made by the convicted drunk driver who had been responsible for the death of the father of one of the other panel members. This intense and emotionally charged Town Hall Meeting was broadcast on local cable television and was rebroadcast more than 20 times for the remainder of the campaign.
- Public Speaking** - Traffic unit officers were invited to speak on the topic of impaired driving at meeting of local service clubs,- social clubs, and homeowner association meetings.
- Training** - Representatives from the Office of the Illinois Secretary of State provided training to liquor establishment employees in preventing overselling patrons.

- **Increased DUI Enforcement and Police Presence**

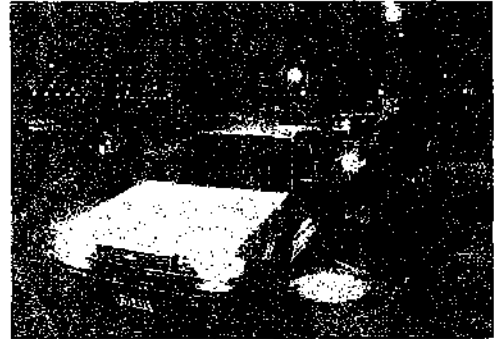
As important as increased public awareness was, the campaign could not be successful without some enforcement teeth. The traffic unit and the patrol division again joined forces to work as an enforcement team. Schedule and operational changes were made to maximize officer effectiveness.

Team Enforcement - Our traffic unit normally staffs day and evening shifts only. For the months of November and December, traffic officers and patrol officers from all shifts volunteered to fill a new seven day per week 7:30 PM - 3:30 AM DUI enforcement shift. The enforcement teams normally consisted of two traffic officers and two patrol officers, each riding one to a car. Over the Thanksgiving holiday weekend, that number was increased to six officers. Enforcement team officers began their shifts by conducting increased levels of ID checks at liquor establishments, and then conducted high visibility patrols in the downtown area and throughout the community.

Roll Call Training - In anticipation of this program, DUI instructor officers conducted roll call training sessions to review impaired driving cues and standardized field sobriety testing.

Roll Call video - Once the program was underway, traffic section supervisors attended roll calls to encourage officers to participate in the enforcement program. A videotape of the memorial service for the three recent DUI crash victims was a harsh reminder of why everyone needed to do their part.

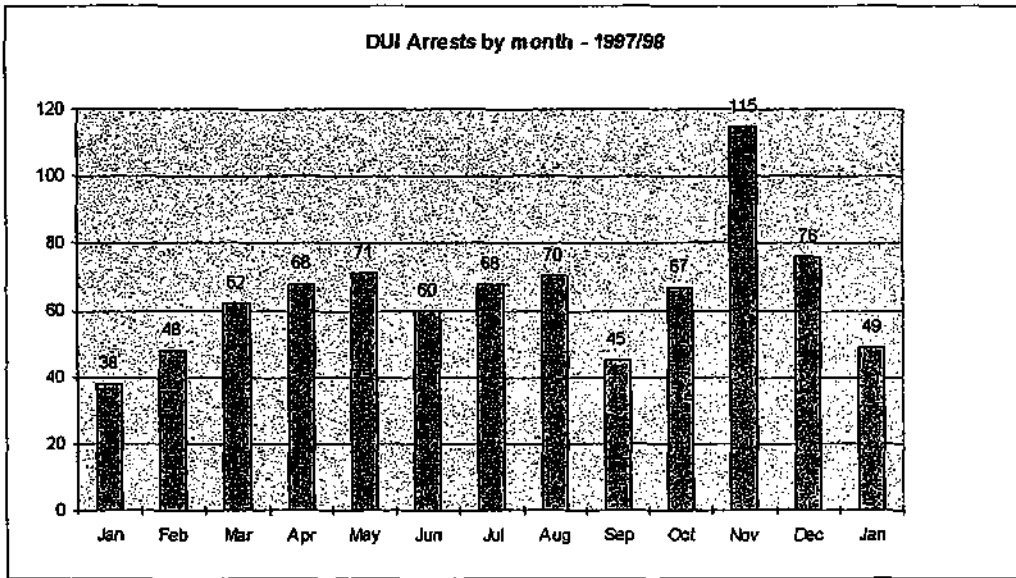
Safety Check - The Illinois Department of Transportation provided funding for a roadside safety check jointly operated by the Naperville Police Department and the Illinois State Police. This was Naperville's first roadside safety check.



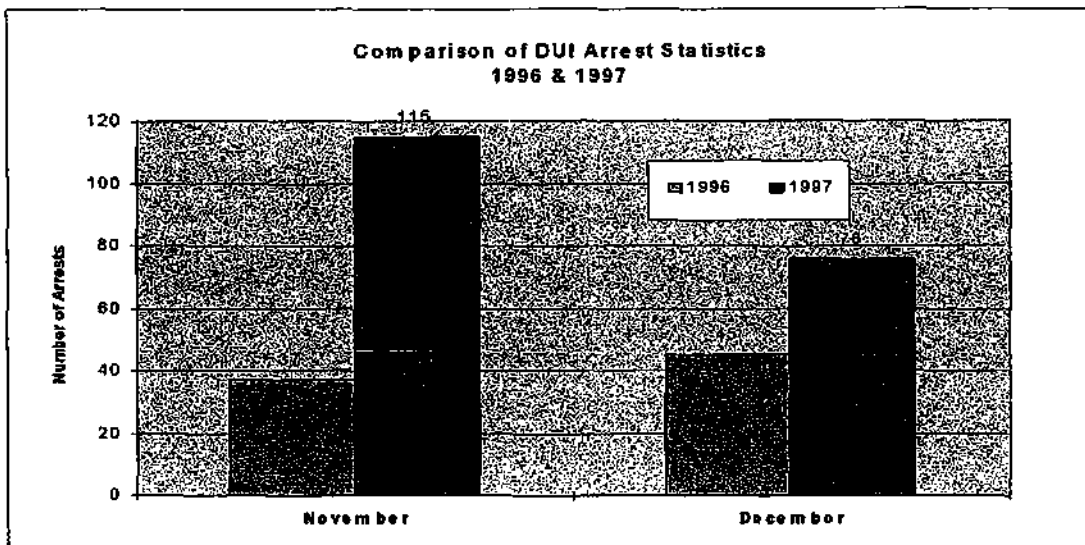
CRW patrol - Naperville Community Radio Watch, a volunteer service group, was given proper training and instruction in identifying impaired driving cues. CRW members equipped with police radios conducted residential patrols and alerted officers to intercept possible impaired drivers.

- **Campaign Results**

In the three months of operation of the "Drive Safe. Drive Sober!" campaign, traffic officers and patrol officers arrested a total of 240 suspected impaired drivers. The month of November alone yielded 115 arrests. A comparison of DUI arrests by month for all of 1997 clearly illustrates the results of extra patrols in November and December. Patrol operations returned to normal after New Year's Eve 1998. The total number of DUI arrests for 1997 was 788, which is a 59% increase from the 496 DUI arrests made in 1996.



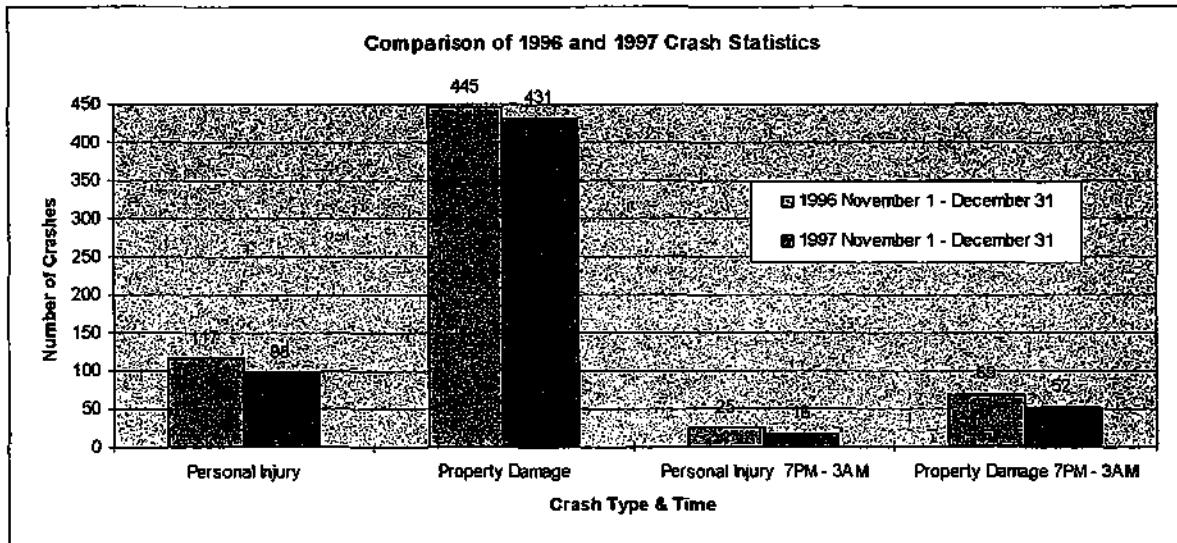
Additional comparison can be made by examining the number of DUI arrests made during the operation of the campaign to the number of arrests made during the same time period in 1996.



- **Campaign Results - continued**

In comparing of the number of traffic crashes occurring during the campaign to the number of crashes occurring during the same time period in 1996, we observe a 6% reduction in overall crashes, and specifically a 28% reduction in crashes during the hours of 7PM - 3AM.

Although we cannot attribute this reduction in traffic crashes entirely to the operation of the *"Drive Safe. Drive Sober!"* program, we do know that this reduction in crashes saved our community an estimated \$735,200 in property damage and income lost due to injury.



- **Conclusion**

In summary, the results of our community oriented traffic programs are not merely measured by the number of tickets issued, the number of arrests, nor by the number of traffic crashes. Instead, the department must evaluate success or failure based on a measurement of citizen satisfaction along with the reduction of traffic hazards. Based on the response to citizen satisfaction surveys conducted by the police department, citizen approval of the department's action on traffic safety issues is excellent overall.

In April of 1998, members of the Naperville Police Department were recognized for their efforts in the *"Drive Safe. Drive Sober!"* program. Traffic Unit Sergeant John Schuetz was awarded a Certificate of Merit by the Alliance Against Intoxicated Motorists for his efforts in coordinating the campaign. Traffic Officer James Sakelakos and Patrol Officer Kevin Driscoll were similarly presented certificates of merit for their contribution in making the highest number of DUI arrests during our program. Chief of Police David E. Dial was awarded a certificate commending the efforts of the entire Naperville Police Department for increasing DUI arrests by 59% in one year, and for enhancing traffic safety and drunk driving awareness by an immeasurable amount.

- **Continued efforts**

The "Drive Safe. Drive Sober!" program was not intended to be limited to the holiday season. Community awareness of the dangers of impaired driving needs to be addressed throughout the year. As we review the results of the November / December campaign, we will look for ways to improve our operations. As summer approaches, we are adapting the program to focus on a specific part of the community: high school aged drivers.

It has been the experience of the Naperville Police Department that teenage drivers are involved in a disproportionate number of traffic crashes.

In anticipation of Spring 1998 proms, all three Naperville high schools hosted DUI impact panel discussions similar to the one presented at the Town Hall Meeting. A total of 2000 students were exposed to this presentation, with the hopes of avoiding an alcohol related tragedy.

Additional roadside safety checks are scheduled for prom weekends.



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