

2011

Georgia Governor's Challenge



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The National Law Enforcement Challenge (NLEC) is a traffic safety awards program that focuses on three major traffic safety priorities: occupant protection, impaired driving, and speeding. Supported by the National Highway Traffic Safety Administration (NHTSA), the International Association of Chiefs of Police (IACP), and the National Sheriffs' Association (NSA), the NLEC provides agencies with an opportunity to make a significant difference in the communities they serve through traffic safety activities, ultimately reducing injuries, saving lives and detecting and deterring crime.

High Visibility Enforcement

High visibility enforcement sends a clear message to the public that law enforcement is serious about traffic enforcement. Combined with paid advertising and/or earned media, high visibility enforcement has been shown to reduce traffic crashes, injuries, and fatalities. It is also known to increase the public's awareness of law enforcement's traffic safety efforts, and deter individuals from participating in high-risk behavior. Law enforcement agencies participate in various high-visibility federal traffic safety campaigns during the year and are encouraged to support sustained high-visibility enforcement activities throughout the year.

Occupant Protection

Click It or Ticket is a national seat belt enforcement mobilization campaign, which focuses on increasing seat belt use and reducing highway injuries and fatalities. Experience has shown that campaigns that incorporate high visibility enforcement efforts can substantially increase safety belt use rates in a very short period of time and heighten the public's interest in its support of positive, prevention-oriented law enforcement efforts.

The **Seat Belt Partnership** is supported by the Federal Motor Carrier Safety Administration and more than 20 private-

sec-
tor organizations that are committed to combating the low seat belt use among the nation's commercial motor vehicle drivers. This program provides states with guidelines, educational resources, outreach materials, and public service announcements to execute their own safety belt campaigns. To learn more about this program visit, www.fmcsa.dot.gov/safetybelt.

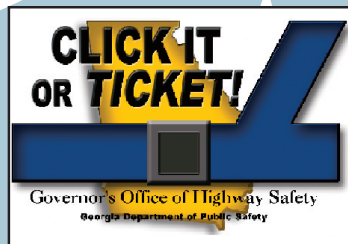


Impaired Driving

Drunk Driving. Over the Limit. Under Arrest. is a year-round national campaign that promotes high levels of law enforcement participation during the Labor Day and December crackdowns. These campaigns include sustained high-visibility enforcement throughout the year, especially during high-risk times, by using sobriety checkpoints where they are permitted, as well as saturation patrols, signage, and other activities that would be highly visible to the driving public.



Through the efforts of high visibility enforcement and better training of prosecutors, law enforcement officers and DUI courts, positive strides are being made in reducing alcohol-related fatalities.



U.S. Department of Transportation
Federal Motor Carrier Safety Administration

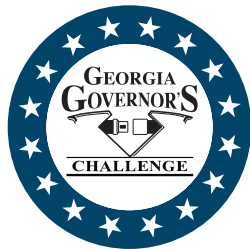


Award Categories

Municipal Agencies & Sheriff's Offices

Georgia Challenge

1. 1-10 Officers
2. 11-25 Officers
3. 26-50 Officers
4. 51-100 Officers
5. 101-250 Officers
6. 251-500 Officers
7. 501 or more Officers



National Challenge

The categories for municipal agencies and sheriff's offices in the National Challenge are different from those in the state challenge. To see the National Challenge categories, go to www.theiacp.org/NLEC



Other Agencies

1. University/Campus Police
2. Georgia State Patrol Troops
3. Special Enforcement Agencies/
Multi-Jurisdictional Agencies
(DMVS, DNR, Military, etc.)

Georgia Challenge Prizes

The top three agencies in each group will be recognized.

One Georgia Grand Prize Winner will receive a **fully-equipped Police Vehicle!**

IACP National Law Enforcement Challenge

All state entries will be automatically submitted to and judged in the National Law Enforcement Challenge Program.

National Championship Class

The first place winners in the municipal, sheriff, state police/highway patrol, international, university, special enforcement, federal, and military categories from the 2010 National Law Enforcement Challenge, regardless of agency size, will compete in this class.

To be considered in the 2011 Challenge, entries **MUST** be received by

April 2, 2012

Submit application to:

**Governor's Office of Highway Safety
ATTN: Powell Harrelson
7 Martin Luther King Jr. Drive
Suite 643
Atlanta, GA 30334**

Special Awards Categories

Agencies who submit an application can also compete in the special award categories. An agency must submit a full NLEC application to then be considered for a special award category.

If your agency wishes to apply for a special award, your application must include a separate tab or section for each special award category for which you wish to be considered.

Visit the IACP's Web site at www.theiacp.org/NLEC to view the "How To" booklet on applying for the special award categories. The booklet will provide you with the necessary information on the steps you need to take to make sure your agency's application is considered for one of these awards.

Bicycle/Pedestrian Safety Award

Agencies will be judged on their efforts to promote and enforce bicycle and pedestrian safety in their jurisdiction.

Child Passenger Safety Award

Applicants will be judged on their efforts to promote and enforce child passenger safety in their jurisdiction.

Commercial Motor Vehicle Safety Award

Agencies will be judged on their efforts to promote and enforce occupant protection laws for commercial vehicle drivers and their overall comprehensive education and enforcement programs for commercial vehicles. *(NOTE: If you wish to apply for this award, please also fill out the additional application on the next page. Applicants who apply for this award must include this additional application to be considered for the award.)*

First Time Entry

The "Rookie of the Year" Award will be presented to an agency that is entering NLEC for the very first time. This award is open to all first-time entries, regardless of category.

Impaired Driving Award

Applicants will be judged on their year-round efforts to detect and apprehend impaired drivers and to address impaired driving through policies, officer training, and public information and education.

Motorcycle Safety Award

Applicants will be judged on their efforts to promote and enforce motorcycle safety in their jurisdiction.

Occupant Protection Award

Applicants will be judged on their notable efforts to promote and enforce occupant protection laws.

Speed Awareness Award

Applicants will be judged on their efforts to address the problem of speeding, through enforcement, public education, and officer training.

Technology Award

Applicants will be judged on their efforts in enhancing traffic safety using new and/or innovative technology, with an emphasis on Intelligent Transportation Systems (ITS). *Examples: traffic management/command and control; communications, navigation and surveillance (CNS) technologies; and crash data collection technology.*

Underage Alcohol Prevention Award

Agencies will be judged on their efforts to address the problems of underage drinking and of drinking and driving by those under the legal drinking age.

Clayton J. Hall Memorial Award (National Challenge)

This special award, honoring the memory of Clayton J. Hall, a highway safety leader who helped develop the Law Enforcement Challenge concept and many other innovative safety programs, is presented annually to the law enforcement agency that submits the most comprehensive traffic safety program. All agencies entered in the 2011 National Law Enforcement Challenge will be considered for this award, provided that they have not won this award in the last five (5) years.

Traffic Enforcement Network Award (Georgia Challenge)

This award is given to a network that displays exceptional leadership and excels at promoting the mission of the Traffic Enforcement Networks, through team building of law enforcement agencies within their region as well as the development of innovative approaches to highway safety.

Governor's Cup (Georgia Challenge)

This special award will be presented each year to the agency that received the highest score of all applying agencies.

Special Awards



Commercial Motor Vehicle (CMV) Safety Award Application

Number of North American Standard certified CMV Officers/Inspectors: ____

I. Public Information/Education

Provide a written narrative of all of the CMV public information and education efforts conducted during 2011 to address CMV occupant protection and speed. Also, include all information on your total CMV traffic safety programs and initiatives conducted during 2011.

____ Yes ____ No **Did you conduct CMV traffic safety educational and/or enforcement mobilizations/campaigns?** (*High crash/CMV traffic corridors, CMV strikeforce activities, International Roadcheck, Operation Air Brake/Brake Safety Awareness Week*)

II. CMV Enforcement Activity

Provide a brief narrative explaining what your agency accomplished. (During any three months of 2011.)

_____ # of roadside inspections _____ # of motorcoach/bus inspections
_____ # of CMV safety belt citations _____ # of CMV safety belt warnings
_____ # of arrests for impaired driving (CMV only)
_____ # of special CMV enforcement efforts in 2011; and,
How many were checkpoints? _____ How many were saturation patrols? _____

III. Effectiveness of Efforts

Provide a narrative of your effectiveness, i.e., "How did the CMV program impact your overall effectiveness?"

CMV Safety Belt Usage Rate — Beginning rate: _____% Mo/Yr: ____/____
End rate: _____% Mo/Yr: ____/____ (*At least 6 months apart*)

Percentage of 2011 CMV Fatal and Injury Crashes that were,

Speed-related: _____%; Alcohol-related: _____%

Total CMV crashes for 2009: _____; 2010: _____; 2011: _____

Total CMV fatalities for 2009: _____; 2010: _____; 2011: _____

Challenge Evaluation Criteria



Policy & Guidelines

Applicants must provide a copy of their policies and guidelines for safety belt use within the agency as well as enforcement policies and guidelines for safety belt, child passenger safety restraints, impaired driving, and speed.

Training

Outline the training conducted/received during the year in each of the following areas:

- **occupant protection;**
- **impaired driving;**
- **speed enforcement;** and,
- **other overall comprehensive traffic safety training.**

Provide a narrative about the training your agency conducted/received during the past year. Include the percentage of officers trained in each category. Also include other recent training over the past few years that still may be applicable today (child passenger safety technicians, crash reconstructionists, etc.) Do not include basic academy training or FTO training.

Incentives & Recognition

Agencies must provide evidence of their participation in a Saved By The Belt program which recognizes motorists involved in traffic crashes who were saved from injury or death because they were wearing their seat belt. Even motorists who were not injured at all should be recognized if the dynamics of the crash show they would have been injured had they not buckled up. Rewards and recognition provide motivation to individuals and agencies and are important elements in recognizing efforts and letting people know that traffic safety is a priority in the community and the agency.

Agencies must provide documentation of recognition of officers who excel in impaired driving enforcement and speed enforcement. Letters of commendation, uniform pins or ribbons, plaques, etc. are examples of recognition. Have your officers been recognized by MADD as top DUI officers?



Complete “How-To” Guide

**For an expanded explanation
of the Challenge Evaluation
Criteria and additional guidance on
assembling your Law Enforcement
Challenge application, download
the complete “How-To” Guide
from the IACP Web site —
www.theiacp.org/NLEC.**

Challenge Evaluation Criteria

Public Information & Education

In this section, agencies should provide detailed information on their efforts to promote the issues of occupant protection, impaired driving, speed enforcement, and traffic safety. Show your creativity in promoting your programs. Provide a narrative of your public information and education activities and of your efforts to publicize highly visible enforcement throughout the year. Tell us what you have done and how you got the message out to the public. Include press releases, newspaper clippings, photos, samples of educational brochures, Web pages, etc. Share your results and provide supporting documentation.

Enforcement Activity

Provide the number of citations issued by your department for the last three years for:

- safety belt/child safety seats;
- impaired driving;
- speeding violations; and,
- special enforcement efforts.

How Effective Were You?

The secret to this section is very simple—do the research and find the numbers. This is not only important for completing your application, but the data will help you to evaluate and build your entire traffic safety program. This section can be used as a barometer of how well your agency is doing.

At a minimum, address your traffic program's effectiveness in the following areas—change in safety belt use, change in the number of speed- and alcohol-related fatalities and injury crashes from previous years, and change in the total number of crashes from previous years. Your effectiveness documentation should also include results of some of your enforcement programs.

Quality of Submission

How well did you organize your application? Your submission should follow the order of the application. Is all of the information clearly provided and is it creatively presented? The judges will look at how much effort you expended in preparing your application. *Applications shall not be more than one inch thick. Applications larger than one inch will not be considered for judging. Please do not include any DVDs, CDs, or other electronic information and remember to spell out any acronyms.*

NOTE!

Please keep a copy of your application. Applications become the property of the IACP and will not be returned to submitting agencies and/or other requestors.

For more information about the Challenge program, or for assistance with your application, contact:

Powell Harrelson
Georgia Governor's Office
of Highway Safety

Phone: (404) 463-8976
pharrelson@gohs.ga.gov

2011 APPLICATION

Check One:

- Municipal Police (City County, or Town)
- Sheriff
- State Police/ Highway Patrol
- Federal Agency
- Military Police
- University
- Private
- Tribal
- Special Enforcement Agency (DMV, etc.)
- State Association
- International
- Multi-Jurisdictional

Special Award Consideration:

CHECK ALL THAT APPLY
For each box checked, a separate section must be included at the end of your submission, containing information on why your agency should be considered for this award.

- Bicycle/Pedestrian Safety
- Child Passenger Safety
- Commercial Motor Vehicle Safety
- First-Time Entry
- Impaired Driving
- Motorcycle Safety
- Occupant Protection
- Speed Awareness
- Technology
- Underage Alcohol Prevention

Agency Name: _____
 Address: _____ Phone: () - _____
 City/State/Zip: _____ Fax: () - _____
 Agency Head: _____ E-mail: _____
 Contact Name/Rank: _____ E-mail: _____
 Total # of Sworn Personnel: _____ Total # of Uniformed Officers working on the street: _____

I. Policy & Guidelines (Agency MUST provide an actual copy of their policy.)

This agency has a written policy:

- ___ YES ___ NO requiring officer safety belt use.
 ___ YES ___ NO making safety belt and child passenger safety enforcement a priority.
 ___ YES ___ NO making speed enforcement a priority.
 ___ YES ___ NO making impaired driving enforcement a priority.

II. Training of Officers (Agency MUST provide a narrative or outline of training completed, along with supporting documentation. Agencies should also discuss recent past training which is still being utilized today — crash reconstructionists, child passenger safety technicians, etc.)

_____ (#) of officers who received training in 2011 in occupant protection
 _____ (#) of officers who received training in 2011 in impaired driving
 _____ (#) of officers who received speed-related training in 2011
 _____ (#) of officers who received any other traffic safety related training in 2011

III. Incentives & Recognition (Must provide narrative and supporting documentation with examples.)

This agency participates in:

- ___ YES ___ NO Saved by the Belt/Air Bag (officer and/or citizen award programs).
 ___ YES ___ NO Officer recognition programs for impaired driving detection and apprehension.
 ___ YES ___ NO Officer recognition programs for speed detection and apprehension.

IV. Public Information & Education

Provide a detailed written narrative of all the public information and education efforts conducted during 2011 to address occupant protection, speed, DUI, and all other traffic safety programs. Include photos, newspaper clippings, press releases, etc. See the How-To Guide for additional information.

V. Enforcement Activity

Provide a narrative explaining what your agency accomplished during 2011. Also provide the following data for the last 3 calendar years:

Does your state have a Primary Seat Belt Enforcement Law?	YES	_____	NO	_____
Number of Seat Belt Citations:	2009	_____	2010	_____
	2011	_____		
Number of Child Seat Citations:	2009	_____	2010	_____
	2011	_____		
Number of Speeding Citations:	2009	_____	2010	_____
	2011	_____		
Number of Impaired Driving Arrests:	2009	_____	2010	_____
	2011	_____		

Provide the number of Special Enforcement Efforts in 2011 (your narrative must explain what your efforts were):

Impaired Driving Roadblocks: _____ Impaired Driving Saturation Patrols: _____
 Seat Belt Enforcement Zones: _____ Special Speed Enforcement Details: _____
 Other Traffic Enforcement Efforts: _____

Please consult the How-To Guide for clarification on what is and what is not a special enforcement effort.

VI. Effectiveness of Efforts

Provide a narrative of your agency's effectiveness. Include charts, graphs, and other details and documentation on increases or decreases in enforcement, crashes, crash injuries, and fatalities. Your agency should include efforts to target the worst crash locations. How did your agency make a difference in the community?

State's average safety belt use rate in 2011: _____ %
 Jurisdiction's safety belt use rate at the beginning of 2011: _____ % ; At the end of 2011: _____ %
 Percentage of 2011 fatal and injury crashes related to, Speed: _____ % ; Alcohol: _____ %
 Total roadway crashes: 2009 _____ 2010 _____ 2011 _____
 Total fatal crashes: 2009 _____ 2010 _____ 2011 _____
 Total injury crashes: 2009 _____ 2010 _____ 2011 _____

APPLICATION MUST BE INCLUDED IN SUBMISSION