

**Nomination Form****POST Excellence in Training Award****Application for 2015 Nominees**[POST Home](#)
[California Home](#)[Section 1 – Nominee](#)[Section 2 – Nominator](#)[Section 3 – Justification](#)[Section 4 – Documentation](#)**Section 1. Nominee Information**1. **Award Category** (select one only) ☐ Individual ☐ Lifetime ☒ Organizational2. **Nominee** Orange County Sheriff's Department3. **Title** (if applicable) Traffic Safety Initiative4. **Agency/Organization** (if applicable) Orange County Sheriff's Department5. **Mailing Address**6. **Contact Numbers****Section 2. Nominator Information**7. **Name** Linda Solorza8. **Title** Assistant Sheriff9. **Agency/Organization** Orange County Sheriff's Department10. **Mailing Address**11. **Contact Numbers**12. **Department Head/CEO**13. **Signature****Complete all remaining sections. Attach additional pages if needed.**[Section 3 – Justification](#)[Section 4 – Documentation](#)[How to Submit](#)

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**Nomination Form: POST Excellence in Training Award
Application for 2015 Nominees**Section 1 – NomineeSection 2 – NominatorSection 3 – JustificationSection 4 – Documentation**Section 3. Justification for Nomination – REQUIRED****14. Describe the individual's or organization's purpose and training responsibility.**

The Orange County Sheriff's Department is a large, multi-faceted agency comprised of 3800 sworn and professional staff. We provide exceptional law enforcement services to a county of 3.1 million with patrol responsibility for 13 contract cities, unincorporated county areas, and a jail system of more than 7,000 inmates.

As a public safety agency, we have a responsibility to the community to provide law enforcement services with integrity, vigilance, and professionalism. At the forefront of every interaction with our citizens is our desire to provide a safe community to live, work and play. A piece of that safe environment is driving safety- not only to enforce safe driving, but to practice and model it ourselves. To that end, we have created the Orange County Sheriff's Department Traffic Safety Initiative.

The purpose of the Traffic Safety Initiative is to reduce the number of traffic collisions, increase seatbelt use, and encourage our personnel to drive responsibly. By encouraging and rewarding safe driving, we increase the safety of the entire community.

Every day, the Orange County Sheriff's Department has more than 350 vehicles on the road. The Traffic Safety Initiative is designed to reach not only our sworn staff in patrol cars, but every member of the Department who drive both on and off duty. We believe that with buy-in from the entire organization, from the Sheriff down to our front-line sworn and professional staff, we can achieve our goal and ensure that the Orange County Sheriff's Department is prioritizing the safety of our department and community.

15. Describe the nominee's overall achievement.

The Traffic Safety Initiative has focused first on increased awareness. By elevating the need for safe driving as a critical component of success, we believe that we will have a significant impact on the three targeted areas; seatbelt use, minimizing distracted driving, and speed appropriate for the situation.

As the committee for the Traffic Safety Initiative was built, Executive Command reached out to all levels of the department, focusing heavily on front-line staff both sworn and civilian who have a direct impact on their peers. Care was taken to bring together a diverse, dynamic group who both understood the importance of the initiative and the challenges faced.

The committee developed a tagline for the Traffic Safety Initiative of "For Your Partners, For Your Family." We also identified the areas to target, put together a calendar of campaigns and timelines, and developed a logo and messaging.

To kick off, the committee developed a comprehensive campaign to both introduce the Traffic Safety Initiative and begin educating personnel about the importance of our first target: speed. A video featured the story of one of our own sworn department personnel who had just months before been involved in a life-changing collision with unsafe speed contributing to his crash and serious injury. This brought the importance of the Traffic Safety Initiative to light, and we were able to highlight the importance of speed appropriate for the situation.

The Traffic Safety Initiative campaign kicked off in March 2014. On that day, a video went out to the department with a memo from Sheriff Hutchens and we placed static displays of patrol vehicles that had been involved in on-duty collisions at the entrance to every station our personnel deploy from. Next to the badly wrecked patrol vehicles were signs telling the story of the accident from the perspective of the deputy driving the car. All materials were branded with the Traffic Safety Initiative logo.

To continually reinforce our commitment to safety and the goals of the Traffic Safety Initiative, our fleet managers are continually looking to improve our fleet. Better and safer equipment installed in the safest manner is the hallmark of our fleet program.

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Section 3. Justification for Nomination *continued*

16. Give explanations for each of the following three criteria to support your nomination.

a) Innovation

First and most importantly, the Traffic Safety Initiative is designed for compliance through education. It is vital to distinguish that we are not disciplining personnel into compliance, but encouraging participation by providing information and real-life examples of consequences both personal and professional.

In a society that responds more to visual messaging than written, we found it vital to have short and engaging videos that were produced in-house featuring our own personnel. Not only does this raise the relevancy and timeliness of the video content, but it forces the viewer to more easily put themselves into the situation, and recognize their own need for change.

In addition, the committee for the Traffic Safety Initiative is innovative in its compilation. While Command Staff and upper management are included in the discussion, the driving force behind the messaging and communication of the Traffic Safety Initiative comes from the "boots on the ground" deputies, professional staff, training officers, and lower-level managers. Not only are they most familiar with the current practices in the field, they can speak openly about challenges that need to be addressed. They also then turn and share the information with their peers in one-on-one dialogue, which has proven time and time again to be the most effective way to communicate.

b) Impact

The Orange County Sheriff's Department conducts a quarterly Traffic Collision Review Board (TCRB), where every collision from the preceding quarter is analyzed and placed into categories. This allows for accurate comparisons, as well as identifies areas of opportunity for additional training.

The most recent TCRB highlighted the work of the Traffic Safety Committee. In Q3 2015 (July, August and September) collisions were down from 62 collisions in Q2 to an astounding 38 in Q3. That is a 39% decrease. Most impressive is the increase in seat belt usage. In previous quarters, we have watched seat belt use climb from approximately 72% to 94%. Incredibly, in the Q3 2015 TCRB, 100% of staff involved in collisions were wearing their seatbelts.

At the start of the Traffic Safety Initiative, we wanted to see if speed was truly an issue that needed to be addressed. We asked our Information Systems Analyst to pull a "90+ list," a list of all marked black and white patrol vehicles during a week that had driven more than 90 mph. Incredibly, the list was much longer than we had anticipated or felt was necessary. Throughout the Traffic Safety Initiative we have continued to pull 90+ lists and the instances are down more than 50%.

In addition, awareness of distracted driving has been significantly impacted, with more than 20% of department personnel confirming through self-reporting and observed behavior that they now do not engage in distracted driving behaviors while operating a county vehicle.

c) Reputation/Recognition

The Association of California Cities recognized the OCSD Traffic Safety Initiative with the Golden Hub of Innovation Award in August 2015. This award is designed to publicly highlight and commend cities and/or local government agencies who are developing and implementing innovative solutions to tackle today's challenges.

Sheriff's offices across the United States are looking for solutions to the number one cause of on duty law enforcement death - traffic collisions. The Orange County Sheriff's Department Traffic Safety Initiative is recognized as a model program to implement and educate staff. The National Sheriffs' Association selected the Orange County Sheriff's Department to present and highlight this innovative education based program at their Annual Conference in Baltimore Maryland July 1, 2015. More than 500 Sheriff's and command staff representing over 600 law enforcement agencies attended this conference. The presentation of the program was well received and many agencies will be modeling a similar program upon the return to their agency.

Lastly, the Traffic Safety Initiative has garnered a well-deserved reputation of excellence within the Orange County Sheriff's Department. Through the leadership of Sheriff Hutchens, who proudly displays her Traffic Safety Initiative sticker on the front of her daily planner, safety while operating a vehicle is top-of-mind for all members of the department.

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Section 4. Support Documentation – REQUIRED

17. Provide a brief list of any supporting documents included with this application.

1. Traffic Safety Initiative Logo Sticker
2. Traffic Safety Initiative Magnet
3. DVD containing 4 Traffic Safety Initiative briefing training videos
4. Photo Collage of Static Displays at Stations and Headquarters
5. Photo of "Buckle Up" signs posted at parking lot exits
6. Traffic Safety posters posted at stations
7. Training Bureau Briefing Bulletins

To complete your application:

- 1) Make sure you have filled in all applicable sections.
- 2) Print and sign form.
- 3) Attach all supporting documents.
- 4) Send your completed application to:



Excellence in Training Screening Committee
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Executive Office
860 Stillwater Road, Suite 100
West Sacramento, CA 95605

Application questions: 916.227.2808 — Janice Bullard

