

Beverly Police Department to Be Recognized for Traffic Safety

Mayor William Scanlon is proud to announce that on Tuesday November 17, 2009, The Beverly Police Department will be recognized for its traffic safety accomplishments in 2008 leading to reductions motor vehicle accidents, personal injuries, and economic loss due to property damage. This recognition is the result of the Massachusetts Law Enforcement Challenge which evaluates success in a community's traffic safety enforcement and education. It is the first year that the Police Department has participated in this Challenge.

The Police Department is being awarded the Silver category for the Challenge, The Challenge is a joint effort of the Massachusetts Chief of Police Association and the Executive Office of Public Safety Security and Security's Highway Safety Division. Not only are the Department's Officers responsible for this award and its accomplishment, but the community shares in it through its participation and obedience to traffic laws.

In 2008, there were no fatal motor vehicle accidents. 3187 motor vehicle citations were issued. Of those, 726 (23%) were for speeding, and 42 (1.4%) were for seatbelts. There were 47 arrests for drunk driving.

Some of the patrol strategies used to accomplish these goals were

- Directed patrols (location specific): 1127
- Selective Enforcement (violation specific): 466
- Highway Safety (grant funded patrols): 343
- Alcohol Patrols: 62
- Sobriety check points with Mass State Police: 2

The Police Department employs many initiatives that contribute to the safety on Beverly's roadways. Some are

- Radar enforcement patrols
- Over the Limit Under Arrest (Drunk Driving Enforcement)
- Click It or Ticket (seat belt enforcement)
- Operation Road Respect (operators who disregard traffic laws)
- Operation Yellow Blitz
- Child Safety Seat Inspections
- Taxi enforcement
- Mock Car Crash (underage alcohol education and enforcement)
- Handicap enforcement.
- George Robertson Bike Rodeo
- Motor cycle noise enforcement (ordinance creation and education initiative)

Through the collection of data, the Police Department regularly identifies the most dangerous intersections in the community. Enforcement initiatives are developed to address each individually.

The Beverly Police Department is committed to safety within the community. With the help of our partners such as Executive Office of Public Safety and the Kiwanis Club of Beverly, funding for many of the Department's initiatives is provided through grants and donations. Through our many associations within the community such as the Community Advisory Committee, the Beverly Community Council, the Citizen Police Academies, both the public and private schools, and our many neighborhood associations, traffic issues are discussed and resolutions are routinely crafted to ensure safety.

Public education is an equally important component of the Department's traffic safety program. The Salem News, The Beverly Citizen, and BevCam are important partners that provide the community with timely news on traffic safety issues as they occur. In addition, the Department's website (www.beverlypd.org) can be viewed for up to date information.

All of this is a testament of the commitment of the Police Department and the community to maintain safe streets in Beverly. If there are traffic safety issues affecting your neighborhood, please contact Sergeant Joseph Shairs at (978) 921-6051.

Motor Vehicle Accidents 2008

Property Damage Accidents	537
Personal Injury Accidents	88
Hit And Run Injury Accidents	11
Hit And Run Property Damage Accidents	152
Accident Involving Pedestrian	15
Total	803