

Urbandale Police Department

Media Release

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Topic: Public Service Announcement (GTSB/s.T.E.P. Program)

The Urbandale Police Department, in cooperation with the Iowa Governor's Traffic Safety Bureau (G.T.S.B.), the National Highway Traffic Safety Administration (NHTSA), and the special Traffic Enforcement Program (s.T.E.P.) will join law enforcement agencies across the country in an enforcement effort designated as "Click It or Ticket." The increased enforcement will focus on seat belt enforcement, and will begin on July 2nd and continue through the Independence Day Holiday to July 6, 2007.

The previous sTEP wave during May 21 – June 3, 2007, concluded with law enforcement officers having over 16, 683 enforcement contacts, which included 394 contacts with alcohol/drug-impaired drivers, 2,902 safety belt violations, and 6,027 speeding violations. In addition, officers assisted 876 motorists, investigated 712 traffic accidents, and served 240 arrest warrants.

The Urbandale Police Department will continue to be a part of this very successful program that promotes public safety and good citizenship. Urbandale Police are asking the residents and commuters of the City of Urbandale to help make our community as safe as possible by respecting and obeying all of the traffic laws of the city and state. This is even more important with the increased vehicles and pedestrian traffic during Urbandale's elaborate 4th of July celebration.

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