



NEWS

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FOR IMMEDIATE RELEASE

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“Arrive Alive—Don’t Drink and Drive”

DUI Safety Corridor Aims to Reduce DUI Collision on SR-1

The California Highway Patrol’s (CHP) Monterey Area “Arrive Alive—Don’t Drink and Drive” Driving Under the Influence (DUI) Safety Corridor is one of three high-collision highway segments targeted statewide for an Office of Traffic Safety (OTS) grant, which focuses on reducing traffic collisions attributed to driving while impaired. In the past three+ years (2004-2007), twelve people have been killed in DUI-related collisions along the State Route (SR)-1 corridor, from Castroville to Watsonville.

The grant began August 1, 2007, and will end July 30, 2008. The designated corridor is a 13-mile segment of SR-1 (Highway 1) from just south of Castroville to the Santa Cruz County line in Watsonville. The CHP enforcement efforts include roving DUI patrols and sobriety checkpoints during times where historically there has been a high incidence of DUI violations. CHP will also be working with the Department of Alcoholic Beverage Control in assessing and dealing with the sale of alcohol to minors and other regulatory issues.

A task force of local elected officials, community members, and other government partners has been formed to look at the broad picture of DUI, and how to address DUI issues along the corridor. The task force will also recommend what community outreach programs will be most effective.

OTS has awarded the CHP Monterey Area \$250,000 from the grant to fund the “Arrive Alive—Don’t Drink and Drive” DUI Safety Corridor project. The goal of the project is to reduce DUI related collisions through aggressive DUI enforcement, public education and community outreach.

A press conference has been scheduled for Wednesday, April 16, 2008 at 9:00 AM at the following location:

Moss Landing Harbor District—North Harbor parking lot

- **(N/W corner of SR-1 and Elkhorn Slough Bridge)**
- **Near Sea Harvest restaurant**
- **Look for CHP helicopter, fire engine and display area**