



'A Brutal Toll on Our Children'

The Office of National Drug Control Policy recently published a book on strategy to reduce production, trafficking, and use of synthetic drugs and the diversion of pharmaceuticals. John P. Walters, President Bush's "Drug Czar," said in announcing the publication, "The illegal trade in methamphetamine, Ecstasy, and prescription drugs exacts a brutal toll on our children, the environment, and the fabric of our society. All too often, state and local governments are forced to pay the economic and social costs of these crimes. With the unprecedented national and international cooperation generated by the implementation of this plan, the federal government will be a more effective partner in the effort to reduce the threat posed by synthetic drugs." The publication is available online as a pdf file at the website of the Office of National Drug Control Policy, <http://www.whitehousedrugpolicy.gov>. At the site, click on "Publications," one of the small blue boxes at the top of the page.

Police Rally Their Partners

Kiwanis, School Board, DPW, Students, Business Promote Safety

In Tigard, Oregon, a suburb of 47,000 southwest of Portland, city agencies, students, the Kiwanis Club, and a manufacturer have pulled together to control speeding and to increase pedestrian safety at the high school, where 19,000 cars pass each day.

Durham Road at the high school serves as a major connector for Interstate Route 5 and for numerous roads to suburbs of Willamette Valley.

The Tigard Police Department frequently cited drivers in the vicinity of Tigard High School for exceeding the 20-mph limit. Enforcing driving regulations around a school carries a special importance; however, as with most law enforcement, resources are limited. Traffic patrols to enforce safe driving near the school are not always possible.

Last year, a local manufacturer of electronic speed signs offered the city a 90-day trial. The sign monitors a cars speed by radar, displaying the speed as a digital readout. The department was eager to try the sign, both to increase protection at the high school and to free up manpower.

Results were immediate. Speeding on Durham Road dropped sharply. Police issued 59 citations in the speed zone of the high school during three months before installation of the sign. Over the next three months, police issued 20 citations in the speed zone, a drop of 66 percent.

Police wanted the sign as a permanent fixture but did not have a budget item to cover the expense. Police turned to the Tigard-Tualatin School District and the community for help.

Tigard's municipal website, a monthly municipal newsletter, and the local print media spread the word. The Tigard Kiwanis Club, long an advocacy group for children, stepped up with a contribution.

The manufacturer of the speed sign, Information Display Company, offered a discount of 50



By Jim Wolf, public information officer, Tigard Police Department in Oregon

percent, saving the city \$2,500.

Students, well aware that their lives were on the line every time a speeder passed the school, threw some money in the pot, compliments of the Tigard High School Key Club; and the school district did not hesitate to find money in its budget to close the deal. The Tigard Public Works Department provided the manpower and material for installing the sign.

Information Display Company, confident of its product, agree to maintain the sign. The company's confidence was not misdirected. The rugged sign, virtually maintenance free and vandal proof, has operated flawlessly for more than 18 months.

A sign under the digital readout says, in a take-off on a popular credit card commercial:

ELECTRIC SIGN—\$5,000
SPEEDING TICKET—\$201
A LIFE SAVED—PRICELESS

Chief William Dickinson was pleased that the police could serve as a coalescing force in the community. He says the speed sign has increased efficiency in the department by reducing manpower needed at the school. "But the speed display sign has a more enduring reaction," the chief said. "People are reminded to slow down every time they see it. In effect, the sign assists the community in policing itself."

The Tigard Police Department and the Tigard-Tualatin School District plan to buy speed signs for each of the city's nine school zones for about \$45,000.

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