



**CITY OF RICHLAND
POLICE DEPARTMENT**

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Media Advisory

FOR IMMEDIATE RELEASE

Richland Police Department Re-Launches Traffic Unit

Richland, Wash., – The Richland Police Department has relaunched a dedicated and centralized traffic unit to respond to traffic-related issues across the City of Richland.

Working closely with the RPD Crime Analyst and other area partners, the RPD Traffic Unit will employ a strategic, city-wide approach, with the goal of reducing DUI's, reckless driving, collisions, injuries, and deaths for all roadway users. This unit will facilitate increased police visibility and coverage across the city, enabling a more robust response to roadway-user safety concerns.

These efforts are accomplished through analyzing traffic data to focus deployment of resources, educating the community on topics related to the safe operation of vehicles on our roadways, the implementation of safety-related technology, and the enforcement of the rules of the road. Patrol officers continue to utilize safety education to inform the public of safe driving techniques and partner with the City of Richland on traffic system planning, to achieve safe and efficient travel.

The Traffic Unit's renewed focus are the three pillars to traffic safety: Education, Engineering, and Enforcement. The first and primary purpose of the unit is to save lives and keep the community safe from the dangers of reckless driving and impaired driving. The dedicated traffic unit will also serve as an educational resource, working with community members to see the first-hand efforts being taken to keep Richland safe.

A new webpage and email address has been created to report traffic safety concerns and complaints within the city, request a speed trailer in your neighborhood, and communicate on pedestrian safety topics. You can find that new webpage by going to our website at: ci.richland.wa.us/departments/police-department/administrative-services-division/traffic-safety-unit, or by emailing us at traffic@ci.richland.wa.us.

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