



A Step by Step Guide to Completing the Law Enforcement Challenge Application

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Law Enforcement Challenge

What is the Law Enforcement Challenge Program?

The Law Enforcement Challenge is a competition between similar sizes and types of law enforcement agencies. It recognizes and rewards the best overall traffic safety programs in the United States. The areas of concentration include efforts to enforce laws and educate the public about occupant protection, impaired driving, and speeding. Departments submit an application (usually in a three ring or presentation binder) which documents their agency's efforts and effectiveness in these areas. The winning safety programs are those that combine officer training, public information and enforcement to reduce crashes and injuries within its jurisdiction.

Why does IACP do this?

This program is financed through a grant awarded to the IACP by NHTSA. IACP & NHTSA believe an increase in traffic enforcement in a community results in a decrease in motor vehicle crashes, injuries, and fatalities and they have the studies to prove it! In fact, no single other program or strategy works as well as law enforcement in making the roads safer. This program complements all the other training and public information programs that NHTSA does to promote traffic safety. IACP has contracted through NHTSA to manage the nationwide Law Enforcement Challenge program. The IACP believes one of the best ways to promote, build, and increase participation in the national program is to establish state Challenge programs. This way a state can conduct its own program and then forward the applications to us to include in the national competition. There are currently eighteen (18) states that have compatible state programs.

What's in it for a department?

This competition is a friendly way for departments to increase their attention to traffic safety. It provides opportunities for public recognition of exemplary programs, incentive for continuing traffic safety activities, and documentation of agency effectiveness that can be used in future grant proposals. Every agency does some traffic safety programs, so participation does not require extra commitment on anyone's part. Merely documenting current activity has produced many winners. This documentation can help provide accountability and prove the value of a strong traffic program. Being the winner brings a great deal of positive attention to a department, benefits at budget time and enhances an agency's reputation as a department which is "tough on crime" yet prioritizes safety. Forwarding a complete application to the IACP is all it takes for a department to be entered in the national program.

Completing A Challenge Application

This booklet is designed to assist you in putting together an application for the national law enforcement challenge and applicable state challenge programs. By following these simple recommendations you can make it much easier for the judges to locate the necessary information, thus giving your application an edge that could make the difference.

Agencies choosing to participate will typically submit a bound or binder application (not to exceed one inch) The application documents the agency's efforts in addressing traffic safety. The body of the application should showcase the agency's traffic safety efforts in the categories of Polices & Guidelines, Training of Officers, Public Information and Education, Enforcement Activities, and Effectiveness of Efforts.

If your state coordinates a Challenge program your single Challenge application is entered into two separate programs: The appropriate State Challenge and the IACP National Law Enforcement Challenge. The National Law Enforcement Challenge and several state partners have much in common; the judging criteria and applications mirror each other but differ in category sizes and criteria. These differences are not something that will need your attention. Upon receipt of your application it will be placed in the appropriate category by size and type of agency. Many agencies work together in their efforts throughout the years, and can combine their data in one application to submit a multi-jurisdictional entry.

How Are The Applications Judged?

A panel of judges will review each application and assign points based on the criteria. After the judging the scores are averaged and a final score is assigned. After all of the applications are scored the agencies are ranked in their categories. A minimum of 85 points MUST be earned to receive an award. There may be categories where no awards will be presented due to either a lack of entries or not enough agencies achieving a minimum score. All judges are independent members of the law enforcement community, public safety and corporate partners who have demonstrated advance knowledge of highway safety initiatives.

The Law Enforcement Challenge judging system is a means to encourage and reward new standards of creativity, commitment and excellence in traffic safety education and enforcement while providing a vehicle that will educate agencies that have just begun their traffic safety efforts in such a way that they will grow and understand and evolve to the greatest level of their potential.

A Challenge judge functions on three levels. It is our intent that this system will encourage, reward and acknowledge the traffic safety efforts each agency has conducted, not only within their agency, but also within their community. Judges should:

- **Encourage** - the small and beginning agencies
- **Appreciate** - the achievements and efforts of the experienced and developed agencies
- **Learn** – from the well developed and fully operational traffic safety programs/agencies

The system acknowledges the joint efforts of the entire agency in a single goal, to save lives through policy, training, rewards, recognition, and public information and enforcement.

This system utilizes a method of subjective evaluation that rewards the achievements of positive qualities and offers continued encouragement to strive for greater achievement. This is a positive system rewarding successful efforts at every level, and is designed to encourage agencies to develop, maintain and project an aggressive and positive traffic safety program within the department and the community. Therefore, we emphasize creativity, originality and excellence.

General Tips On A Winning Submission

- First impressions count, a neat, well-organized application that is easy to follow during the judging makes a BIG difference
- Maximum of one inch binder/presentation. (Bound or binder)
 - Make sure all the information you want the judges to see is securely attached inside the binder.
- Organize the categories of your binder in the same order they are listed in the application.
 - Consider tabbing the sections and highlighting the appropriate information
- Make sure you address every question asked – do not say N/A or leave blank without an explanation.
 - Sometimes the difference between 1st and 3rd place is 2 or 3 points. Every piece of information is important. If you fail to include one policy or one piece of data, it can make the difference between 1st and 3rd, or placing and not placing at all.
 - Lists and graphs/charts are very helpful to illustrate your accomplishments.

- Scan your articles and photos. Do not forget to use captions telling the judges what the picture is and how it applies to your program.
- Do not include minutia – only what counts. Quality is more important than quantity.
- Do not include actual handouts, key rings, pencils, etc – provide a photo.
- No Videos, audio or computer-based presentations allowed.

Organizing Your Application

There is no standard format for completing a Challenge application; however here are some things you can do to make your application more attractive to the judges. Most importantly, follow the application order. Directly behind the application form, your submission should provide a brief introduction about your agency's traffic safety programs. Following the introduction, include five sections or chapters, following the application order, one for each section of the judging criteria.

Introduction

Give a brief description of your agency's traffic safety problem as related to occupant protection, impaired driving, and speed; along with the solution you have developed to combat these problems. Provide one to three years of data or any traffic studies conducted by your agency to back up your problem identification.

Policy & Guidelines (20 possible points)

Applicants MUST provide a brief narrative or copy of their policies and guidelines for safety belt use within the agency as well as enforcement policies and guidelines for safety belt, child passenger safety restraints, impaired driving, and speed.

- Include only the page(s) with the necessary information, not the entire policy.
 - Summarize the policy clearly, highlighting the pertinent information and passages.
- If your agency has no policy for the requested target areas provide a brief statement saying so – do not make the judges search for one.
- Do not say that you have a policy, and then neglect to include it.
- Enforcement guidelines are clear statements emphasizing the importance of DUI, speed, belt and child safety seat enforcement for your department.

- Enforcement guidelines should be specific - one for each - DWI/Speed/Belts & Child Seat enforcement.
- Guidelines may be part of a policy/procedure statement; agency goals & objectives; operational plans; or internal memorandum.
- Neither a state law nor a memorandum recommending belt use or enforcement of the target areas is considered a policy.
- Do not include operational plans or process procedures (DUI checkpoints) unless necessary for the application.

What Are The Judges Looking For?

5 Points for each policy (They have or do not have policies we do not judge the policy)

NOTE: If an agency did not include them then they failed to follow the directions of the application and should be docked in the quality of submission section of the score sheet.

Points

0 – 4	5	10	15	20
Agency Indicated they have policies on application but no evidence of any polices	Agency has one of the requested policies, and they are present in presentation	Agency has two of the requested policies, and they are present in presentation	Agency has three of the requested policies, and they are present in presentation	Agency has all four of the requested policies, and they are present in presentation

Training (20 possible points)

Outline the training conducted during the year in occupant protection, impaired driving (detection and apprehension), and speed enforcement; provide a brief narrative about the training your agency conducted during the year.

- Include the percentage of officers trained in each category. *(Up to 5 points will be awarded in each area)*
 - DUI (public information, detection and apprehension)
 - Speed (public information, detection and apprehension)
 - Occupant Protection (usage and enforcement)
 - Overall other comprehensive traffic safety training (MCS, pedestrian, bike safety, etc...)

- DO NOT include training that has nothing to do with the categories or did not occur in the current year. (Unless it is the overall traffic safety training)
- If you say officers were trained- show your documentation.
- DO NOT include entire training manuals, certificates, or rosters of each class conducted.
- Be sure to provide the percentage of sworn personnel trained and the type of training conducted. (SFST, Operation Kids and many other programs can be used over several Roll Call training sessions – take advantage of roll call training.
- Provide a brief narrative of your training activities.
- Include a matrix of the types of training provided and how many officers were trained or up-dated during the year.

What Are The Judges Looking For?

Judges use the following scale to assist in placing a score for this section. Personal experience and expertise in the traffic safety field is used to rate the agencies training activities.

Points

0 – 4	5- 8	9 – 13	14 - 17	18 - 20
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
<i>Training is lacking in previous years activities- and overall training in traffic safety issues not conducted or documented</i>	<i>The training in past year was sporadic and incomplete, not covering all target training objectives (OP, Speed, DUI) Issues were rarely addressed or documented</i>	<i>Training in the past year shows a good commitment to the cause incorporates all the target objectives but is still a work in progress with only some officers receiving the well rounded training needed</i>	<i>Training in the past year shows a broad and varied delivery method and commitment & they address all the target objectives. There is an increased level of awareness agency wide because of the training</i>	<i>Training in the past year shows a constant commitment to traffic safety. Incorporates all target objectives through a variety of training at ALL levels. There is a constant connection to the agency & the target issues due to the training conducted</i>

Incentives & Recognition (20 possible points)

(Up to 5 points will be awarded in each area)

Additional points are awarded for agencies that reward officers for a job well done and citizens that practice safe driving. Rewards and incentives are important elements in letting people know that traffic safety is a priority in the community and the agency.

- Participation in Saved by the Belt programs (state, local or IACP Saved By the Belt)
- Recognition of officers for DWI enforcement
- Recognition of officers for Speed Enforcement
- Your participation in National and/or local Mobilization Waves (Click It or Ticket, etc... Checkpoint Stirkeforce education waves).

- These points can make or break an application. Additional points are given (5 each) so make sure you show the judges what you did in these areas.

What Are The Judges Looking For?

5 points will be awarded in each area

Agencies either run, or participate with other safety organizations that run or recognize officers and the public for traffic safety activities.

NOTE: If an agency did not include them then they failed to follow the directions of the application and should be docked in the quality of submission section of the score sheet.

Points

0 – 4	5	10	15
Agency Indicated they have I & R on application but no evidence of any awards given	Agency participates or presents one of the awards programs, and they are present in the presentation	Agency participates or presents two of the awards programs, and they are present in the presentation	Agency participates or presents ALL of the awards programs, and they are present in the presentation

Public Information & Education (40 possible points)

This section is very important. The bulk of the points are based of your efforts to promote the issues of occupant protection, impaired driving, and speed enforcement. Show your creativity in promoting your programs. Provide a narrative of your public information and education efforts during the year. Tell us what you have done, how did you get the message out to the public?

- Show the judges what you have done: Photos/news articles/letters/etc... (insure these have captions that tell us what they are) Use pictures to highlight your narrative.
- Give details on each activity/program and how well it worked. Who was involved? How did you get your community/businesses/politicians/other agencies to work together? (coalitions)

What Are The Judges Looking For?

Public Information & Education (40 possible points)

Agencies provide a written narrative of ALL of the PI&E efforts conducted in the previous year. This includes all traffic safety activities targeting the three major target areas.

Points

0 – 8	9 - 16	17 – 24	25 - 32	33 - 40
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
<i>PI & E is lacking in previous years activities- and overall PI & E in traffic safety issues is seldom conducted or documented. No indication or evidence of national or state mobilizations conducted</i>	<i>The PI & E in past year was sporadic and incomplete, not covering all target training objectives (OP, Speed, DUI) Issues were rarely addressed or documented. No evidence of national or state mobilizations conducted</i>	<i>PI & E in the past year shows a good commitment to the cause incorporates all the target objectives but is still a work in progress with only limited community involvement and support. Some evidence of participation in mobilizations.</i>	<i>PI & E in the past year shows a broad and varied delivery method and commitment. They address all the target objectives. There is an increased level of awareness in the community because of the frequent activities and presentations. The agency is a committed partner in the mobilizations and documents their activities.</i>	<i>PI & E in the past year shows a constant commitment to traffic safety. Incorporates all target objectives through a variety of PI & E at ALL levels. There is a constant connection to the community & the target issues due to the PI & E conducted. They highlight their involvement in the mobilizations and use them to constantly motivate and educate the public</i>

Enforcement Activity (40 possible points)

On the Face page of the application provide the number of citations/warnings issued by your department for safety belt/child seats, impaired driving and speeding for the best three **(3) month period** during the year – they do not have to be consecutive months or the same three months of the target programs.

- Safety belt citations
- Child Seat citations
- Speed related citations (including too fast for conditions and failure to reduce speed)
- Impaired driving arrests
- Number and type of special enforcement efforts.
- In the narrative portion, provide annual numbers & compare to previous years.
- The numbers should make sense compared to the number of officers on your department. (If you issued 250 citations for seat belt violations that is great! But if you have 200 officers it is not good at all)
- If your agency has a “No Warnings” policy, say so. If you just put a “0” in that line without explanation, you will lose points.
- Include the number of special enforcement efforts. State not only the number of special enforcement efforts but also what they were.
- Provide a brief narrative explaining in detail what you accomplished in these waves.
- If you have shown an improvement over previous periods or years, show it. **The application page should show 3 month numbers**, but your attached narrative could explain annual numbers and any improvement over the years. (Recent data – not from 10 years ago).

What Are The Judges Looking For?

Enforcement Activity (40 possible points)

Occupant Protection = 10

Speed = 10

DUI = 10

Enforcement Efforts = 10

Calculating Total Enforcement Activity

Taking the Occupant Restraint Score	(1-10 Points) Add
Speed Enforcement Score	(1-10 Points) Add
DUI Enforcement Score	(1-10 Points) Add
Enforcement Activities	(1-10 Points) =

How Effective Were You? (40 possible points)

The secret to this section is very simple: do the research and find the numbers. This is not only important to complete your challenge application but also data that will help you evaluate and build your entire traffic safety programs. This section can be used as barometer on how well your agency is doing. At a minimum, address your traffic program's effectiveness in the following areas:

- Change in safety belt use.
 - You must show the difference. What was the change in the belt use rate in your jurisdiction during the year?
- You must show the numbers of speed and alcohol related fatalities and injury crashes.
 - How do they compare to previous years?
 - Use graphs and charts to illustrate this change.
- If you state "unknown" you will not get credit! Do the research! Find the numbers.
- Your effectiveness documentation should also include results of some of your enforcement programs.
- Provide a narrative of your effectiveness. How did the programs change your results and did the community support your efforts?
- How many total crashes during the year and how did it compare to previous years?

While this may seem difficult for smaller departments, it is ALWAYS a good idea to keep track of this data. It can be used to help plan and make program decisions in your agency and help you determine how to allocate resources.

What Are The Judges Looking For?

The secret to this section is very simple: do the research and find the numbers. This is not only important to complete your challenge application but also data that will help you evaluate and build your entire traffic safety programs. This section can be used as barometer on how well your agency is doing.

Points

0 – 8	9 - 16	17 - 24	25 - 32	33 - 40
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
<i>Effectiveness of program is unclear and no or little information was provided to evaluate effectiveness of their programs</i>	<i>Effectiveness of past years programs were sporadic and incomplete, not covering all target objectives (OP, Speed, DUI) These issues were rarely addressed or documented.</i>	<i>Effectiveness of past years programs shows a good commitment to the cause incorporates all the target objectives but is still a work in progress with only limited information provided.</i>	<i>Effectiveness of past year shows a broad and varied delivery method and commitment. They address all the target objectives. There is an increased level of awareness in the community because of the frequent activities. The agency documents their activities well tracking results and outcomes</i>	<i>Effectiveness of past year shows a constant commitment to traffic safety. Incorporates all target objectives through a variety of PI & E and enforcement at ALL levels and has the effectiveness data to show it. They show a significant impact through their programs and have community and political support to show for it.</i>

Quality of Submission (15 possible points)

The following questions will be considered and a score for presentation will be awarded by the judges.

- How well did you organize your application? (Your submission should follow the order of the application) The judges will look at how much effort you expended in preparing your application.
- Make things easy to find! Remember, there will be hundreds of applications for the judges to look at. Make use of bullets and highlight critical points.
- DO NOT send more than one, one inch binder - you will not be judged by weight or volume, but by quality, accomplishments, and completeness.
- Do not send video or audio tapes-judges do not have the time to view each one.
- If you have done audio/video PSA's – then summarize them in narrative form. For the video PSA, if possible, include a “freeze-frame” photo shot from the video.
- Is all the information clearly provided and is it creatively presented?
 - Make the submission clear, concise, and easy to follow.
 - Use tabs to locate important items.

What Are The Judges Looking For?

Quality of Submission (15 possible points)

The following questions will be considered and a score for presentation will be awarded by the judges.

How well did they organize the application? (Submission should follow the order of the application) How much effort did they expended in preparing the application, was it easy to find! Is all the information clearly provided and is it creatively presented?

Points

0 – 3	4 - 6	7 - 9	10 - 12	13 - 15
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
<i>Agency made little effort to organize and present the materials. They left many of the reporting criteria blank or provided little or no support documentation</i>	<i>They rarely followed the application order and made some attempt to present the information however provided some miss information or unclear information to judge. Numerous mistakes and left out information was distracting to presentation</i>	<i>The agency made a good attempt to provide the information in a clear concise way with most of the information provided in an orderly and creative way. They address All objectives but is still a work in progress with only some small gaps in the information provided.</i>	<i>They completed their presentation with all the required elements and presented it in a creative and organized way. They address all the target objectives. They documented their activities well tracking results and outcomes with little question they are committed to traffic safety</i>	<i>There presentation shows a constant commitment to traffic safety. Incorporates all target objectives in an organized and clear way adding to the effectiveness of their programs. All materials were covered with more than enough information to help the judge understand what activities this agency conducts.</i>

Special Awards

There are several special awards/categories your agency can compete for but, special awards are rewarded only if provided separately from the total challenge application. If your agency wishes to be considered for a special award, a separate tab or section for each award you wish to be considered. Your presentation should highlight your efforts in the target area(s).

- Do not check all the special award categories, only check the special awards that you have provided the additional data and information about for the award.
- Place these special award sections in the rear of your presentation/book.

If you do not “place” in the awards program, it does not mean that you did not do a good job - it only means that another agency in your category did better. Strive to do more the following year. Interact with others who have successful programs and learn from them. Do not give up. Above all, remember that what you have done has made a difference! The community that you serve has benefited from your work and is a safer place to drive and live. Everyone is a winner!

Challenge Application Check-Off

Use this check-off list to ensure you report what your agency was involved in during the year. This is a partial list of some of the required materials.

Have you included?

- Written policy requiring officer safety belt use
- Written guidelines for enforcing belt laws
- Written guidelines for speed enforcement
- Written guidelines for impaired driving enforcement
- Training information – up-dates or new training during the past year; Roll-call, in-service, seminars, conferences

Did you include?

- An outline of your public information campaigns and programs.
- Nomination of officers for any traffic safety awards either locally or in the state or nationally.
- Departmental awards
- Memberships in any safety groups or transportation safety commissions where your department played an active role.
- Participated in any child passenger safety training and programs.
- Nomination for saved by the belt/air bag awards.
- Any public/private partnerships in traffic safety activities.
- Multi-jurisdictional projects such as checkpoints.
- Use of speed trailers, numbers of times used and how they were deployed and what was the effect.
- Presentations to groups – PTA, Scouts, employers, military, etc...
- Media coverage highlighting your highway safety activities.
- Number of times your message or activities appeared or were mentioned on TV or radio.
- Show signs and billboards produced and /or used by your agency.
- Safety belt Challenges and or surveys for your jurisdiction.
- Pictures of handouts and printed materials.
- Summery of press releases and /or media coverage.

Did you provide?

- Completed Challenge application
- Enforcement data
- Citations for three months for: Safety belts, DUI, Speed
- Seat belt surveys, pre & post in your community
- Percent (%) of fatal / injuries that were alcohol & speed related.
- Special award information tab or section you need to include for judging the special awards for witch you wish to be considered for. (rear of book/presentation)