



THE CITY OF SAN DIEGO

## PRESS RELEASE

**For Immediate Release: 2/25/15**

**Contact: Sergeant Ernesto Servin  
(619) 871-1789  
eservin@pd.sandiego.gov**

### “MY B.A.C.” In North Park

San Diego CA – The San Diego Police Department Traffic Division will be conducting a community outreach program on Thursday, February 26, 2015, at 3000 University Avenue 8:00 p.m. and 2:00 a.m.

“MY B.A.C.” is part of the California Office of Traffic Safety (OTS) Know Your Limits Program. This is an effort by the San Diego Police Department in partnership with business improvement districts to reduce Driving Under the Influence (DUI) and educate citizens on the process and significant impact of a DUI arrest. Officers will be present at a display at 3000 University Avenue with a crashed car to illustrate the dangers of driving while impaired. Citizens will have an opportunity to voluntarily have their Blood Alcohol Content (B.A.C.) level tested by officers equipped with Portable Alcohol Screening (PAS) devices. Once tested, the citizen will be informed of their B.A.C. results and provided DUI educational materials to read. All testing will be voluntary so that appropriate decisions can be made on how to safely get home.

In California, the deadly crime of DUI led to 802 deaths in 2012 because someone chose to drive impaired and failed to designate a sober driver. Nationally, the latest data shows nearly 10,000 citizens have been killed by an impaired driver. In San Diego over the course of the past three years, DUI collisions have claimed fourteen lives and resulted in 2,271 injury crashes, harming 2,254 of our friends, family and neighbors said, Officer Mark McCullough.

Drivers caught driving impaired can expect the impact of a DUI arrest to include jail time, fines, fees, DUI classes, potential loss of employment and other expenses that can exceed \$10,000, not to mention the personal embarrassment and impact to family and friends.

Funding for this program is provided to the San Diego Police Department by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration, reminding everyone to ‘Report Drunk Driver – Call 9-1-1’.