

FOR IMMEDIATE RELEASE

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**LOS ANGELES DEPARTMENT OF TRANSPORTATION ANNOUNCES:
“One Officer-One Beat” Parking Enforcement Program Initiative**

LOS ANGELES (Jan 29, 2009)—The City of Los Angeles Department of Transportation (LADOT) will begin on Monday, February 2nd, an initiative that will assign Traffic Officers to every area of the City based on a ‘geographical beat’ instead of basing deployment of personnel on where ‘posted regulations’ are. This will benefit all neighborhoods by ensuring they receive appropriate enforcement of parking regulations and ordinances.

“We want to improve the quality of life for all City stakeholders by having Traffic Officers assigned to every geographical area in the City limits, instead of just in the ‘high traffic’ areas where the majority of parking violations occur” said Rita L. Robinson, General Manager, LADOT.

Previously, LADOT concentrated its limited resources on areas with high violation occurrences. Now, in addition to those locations, Traffic Officers will be dedicated to other geographical areas so that neighborhood issues such as abandoned vehicles, time limit infractions and oversize vehicle parking violators, etc., will be cited on a regular basis.

Beginning Monday, residents or businesses may call the LADOT 24/7 communications center at 213 485-4184, pressing ‘option 2’ or 818 752-5100, pressing ‘option 2’ also, to speak with an operator who will assist with dispatching a traffic officer to respond to the location.

“Service delivery will be improved by responding to radio calls on a faster basis. Our professional Traffic Officers stand ready to enforce parking restrictions and safety violations in all City of Los Angeles neighborhoods” said Jimmy Price, Chief of Parking Enforcement.

Area commuters can visit <http://trafficinfo.lacity.org/> for real-time traffic information. Real-time traffic reports are a product of LADOT, innovators of Automated Traffic Surveillance and Control System (ATSAC) technology.

LADOT is dedicated to moving Los Angeles forward as quickly and safely as possible. Drivers, bus riders, bicyclists, and pedestrians are encouraged to visit LADOT’s web site at: <http://www.lacity.org/LADOT/index.htm> for information about DASH, Commuter Express, bicycling in the city, and an array of transportation services.