



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

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What is the 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.

The National Law Enforcement Challenge program is financed through a grant awarded to the International Association of Chiefs of Police (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, which allows agencies to compete against similar agencies from their state for recognition in addition to competing nationally. Agencies that enter their state Challenge are automatically entered in the National Challenge, with no need to enter a separate application. 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 Your 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; and,
- **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.
- Binder/presentation should be NO MORE THAN one-inch thick.
- 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 as 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.

Training: 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.

0 – 4 points	5 – 8 points	9 – 13 points	14 – 17 points	18 – 20 points
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
Training is lacking in previous years activities, and overall training in traffic safety issues is not conducted or documented.	The training in past year was sporadic and incomplete, not covering all target training objectives (OP, Speed, DUI). Issues were rarely addressed or documented.	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.	Training in the past year shows a broad and varied delivery method and commitment, and they address all the target objectives. There is an increased level of awareness agency wide because of the training.	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.

Incentives & Recognition (15 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

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.

Incentives & Recognition: What Are The Judges Looking For?

Agencies either run, or participate with other safety organizations that run, or recognize officers and the public for traffic safety activities. 5 points will be awarded in each area.

- *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.*

0 – 4 points	5 points	10 points	15 points
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.

If the awards are checked and none are present then the judge may elect to score each in box one.

EXAMPLE — If agency X indicates they have all of the policies but fails to include them then the judge could score as follows:

- Saved by the Belt & Bag 1 to 4 Point(s) or 0 points
- DUI Recognition 1 to 4 Point(s) or 0 points
- Speed Recognition 1 to 4 Point(s) or 0 points

Public Information & Education (40 possible points)

This section is very important. The bulk of the points are based on 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 activities and your efforts to publicize highly visible enforcement during the year. Tell us what you have done and how you got the message out to the public.

- Your participation in National and/or local Mobilizations and Crackdowns (e.g., *Click It or Ticket, Drunk Driving: Over the Limit. Under Arrest., Checkpoint Strikeforce*) and sustained high visibility impaired driving enforcement.
- 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)

Public Information & Education: What Are The Judges Looking For?

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. 40 possible points.

0 – 8 points	9 – 16 points	17 – 24 points	25 – 32 points	33 – 40 points
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
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.	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.	PI & E in the past year shows a good commitment to the cause and 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.	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.	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 and 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.

Enforcement Activity (40 possible points)

On the application form, provide the number of citations/warnings issued by your department for safety belt/child safety seats, impaired driving, and speeding violations 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 safety seats
- Speed-related citations (including too fast for conditions and failure to reduce speed)
- Impaired driving arrests
- In the narrative portion of your application, provide annual numbers and compare to previous years.
- The numbers should make sense compared to the number of officers in your department. (If you have 200 officers and only issued 250 citations for seat belt violations, this is not good.)
- 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 number and type of special enforcement efforts. State not only the number of enforcement efforts but also explain what they were.
- Provide a brief narrative explaining in detail what you accomplished during the enforcement efforts.
- 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.)

Enforcement: What Are The Judges Looking For?

40 possible points (Occupant Protection: 10, Speed: 10, DUI: 10, Overall Enforcement Efforts: 10)

Calculating Enforcement Activity Consistently

This is provided to judges as a guide. You can use this to assist in determining how to calculate enforcement activities consistently. This is to attempt to be consistent from judge to judge. Scores may or may not be the same but they should be consistent from one to the next. This also calculates the community usage rate. (The higher the usage rate the harder it is to write tickets.)

Occupant Protection Enforcement Calculation

The average patrol officer works 48 days, give or take a few days, every three months. Given this, we rate one Occupant Protection ticket every day as being superior enforcement. We will also take into account the jurisdictions seatbelt usage rate. The following scale can be used for calculating the enforcement score. 48 tickets per person in a three month period with 95% usage was determined to be the top of the scale.

Use the following chart to determine the number of points to give an agency for Occupant Protection Enforcement numbers.

Number of safety belt & child restraint tickets written per PATROL officer in a 3 month time period:

1 -2 points	3 -4 points	5 -6 points	7 – 8 points	9 – 10 points
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
Rating: 0 – 8 tickets	Rating: 9 – 16 tickets	Rating: 17 – 24 tickets	Rating: 25 – 32 tickets	Rating: 33 – 40+ tickets
Tickets were seldom written or addressed per officer for 3 month period.	Officers rarely addressed seat belts at traffic contacts during reporting period.	Officers do a relatively good job of addressing OP issues and sometimes write tickets but have not incorporated it into regular activities.	Officers frequently address OP issues at traffic stops and write tickets regularly for these violations, conducting several enforcement activities throughout the reporting period.	Officers constantly address OP issues at traffic stops and write tickets for these violations, conducting many different enforcement activities throughout the reporting period.

Use the following procedure to determine the numbers:

1. Add the total Safety Belt and Child Restraint citation numbers for a 3 month period as given on the application. Be sure you are using 3 month data!
2. Divide that total number by the number of “patrol” officers (not the total number of sworn officers).
3. Multiply that number by the given safety belt use rate given on the application under the “End Rate” (not the Beginning Rate).
4. Using that final number of tickets, go to the chart below and give the agency points based on that number.

EXAMPLE 1 — Total # of tickets over best 3 month period, divided by # of patrol officers, multiplied by the ending usage rate = Ticket Rating

- 4000 tickets, written in 3 months, divided by 150 patrol officers = 26.6 tickets per officer in a 3 month period ($4000 \div 150 = 26.6$);
- 26.6 tickets per officer, multiplied by the ending seat belt usage rate (80%) = Ticket Rating of 21.3 ($26.6 \times .8 = 21.3$).
- The agency’s Ticket Rating of 21.3 falls into the “Sometimes (Good)” rating in the table above (rating of 17-24 tickets), which means anywhere between 5 and 6 points can be awarded. If the agency is closer to the higher

end of the range (i.e. 24 tickets), then award 5.9 or 6 points. If they are closer to the lower end of the range (i.e. 17 tickets), award 5 or less points. Since a Ticket Rating of 21.3 is towards the middle of the 17 to 24 range, somewhere between 5 and 6 points should be considered.

EXAMPLE 2 — Use the same 26.6 tickets per officer as before, but calculate with an ending belt use rate of 60%.

- 26.6 tickets per officer x .6 = Ticket Rating of 15.9, which falls in to the “Rarely (Fair)” rating in the table above and corresponds to a point range of 3 to 4 points. Since 15.9 is at the higher end of the range (rating of 9 – 16 tickets), the judge could consider awarding the maximum points for that range (4 points) or, if they feel the application warrants it, they may move up to the next box (“Sometimes (Good)”) and award more than 4 points.

EXAMPLE 3 — Use the same 26.6 tickets per officer as before, but now calculate with an ending belt use rate of 95%.

- 26.6 tickets per officer x .95 = Ticket Rating of 25.2, which falls in to the “Frequently (Excellent)” rating in the table above and corresponds to a point range of 7 to 8 points. Since 25.2 is at the lower end of the range (rating of 25 – 32 tickets), the judge could consider scoring at the lower end of the 7 – 8 point range, but this application should be awarded more points than the one in **EXAMPLE 1**.

SPECIAL NOTE TO JUDGES: Now that you have the range (the box) that the score should be in using the ticket numbers as a guide, you must then determine where the score should be. An agency with high enforcement numbers and a secondary law should possibly score higher than an agency with the same enforcement numbers with a primary law. Taking all of the enforcement issues into account, the judge should select what they believe is the appropriate score for this part of the application.

You now have a score for the Occupant Protection Enforcement Efforts from 1-10 points.

Speed Enforcement Calculation

Use the following chart to determine the number of points to give an agency for Speed Enforcement numbers.

1 -2 points	3 -4 points	5 -6 points	7 – 8 points	9 – 10 points
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
0 – 8 tickets per officer	9 – 16 tickets per officer	17 – 24 tickets per officer	25 – 32 tickets per officer	33 – 40+ tickets per officer
Tickets were seldom written or addressed per officer for 3 month period.	Officers rarely addressed speed at traffic contacts during reporting period.	Officers do a relatively good job of addressing speed issues and sometimes write tickets, but have not incorporated it into regular activities.	Officers frequently address speed issues at traffic stops and write tickets regularly for these violations, conducting several enforcement activities throughout the reporting period.	Officers constantly address speed issues at traffic stops and write tickets for these violations, conducting many different enforcement activities throughout the reporting time.

Use the following procedure to determine the numbers:

1. Take the total speed citations number for the reported 3 month period.
2. Divide that number by the number of “Patrol Officers.”
3. Using that number, go to the chart below and give the agency points based on where they fall in the chart.

EXAMPLE — Agency issues 3500 speed citations in 3 months and has 150 patrol officers.

- 3500 tickets, divided by 150 patrol officers = 23.3 tickets per officer in a 3 month period ($3500 \div 150 = 23.3$);
- The number 23.3 falls into the 17 – 24 ticket range, so the agency can be awarded anywhere from 5.0 to 6.9 points.

DUI Enforcement Calculation

Use the following chart to determine the number of points to give an agency for DUI Arrest numbers.

1 -2 points	3 -4 points	5 -6 points	7 – 8 points	9 – 10 points
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
0 – 1.5 arrests	1.6 – 2.3 arrests	2.4 – 3.1 arrests	3.2 – 3.9 arrests	4.0+ arrests
Arrests were rare for DUI for 3 month period. No special enforcement efforts were conducted targeting this violation.	Officers rarely addressed DUI during reporting period with enforcement efforts rarely conducted targeting these violations.	Officers do a relatively good job of detecting and arresting DUIs and sometimes conduct enforcement efforts targeting this issue, but have not incorporated it into regular activities.	Officers frequently address DUI enforcement issues at traffic stops and arrest regularly for these violations, conducting several targeted enforcement activities throughout the reporting period.	Officers constantly address DUI issues at traffic stops and arrest violators constantly, conducting many different and diverse DUI and alcohol enforcement activities throughout the reporting period.

Use the following procedure to determine the numbers:

1. Take the total number of reported DUI arrests in a 3 month period.
2. Divide that number by the number of "Patrol Officers."
3. Using that number, go to the chart below and assign points based on the chart.

EXAMPLE — An agency reports 165 DUI arrests in 3 months and has 50 patrol officers.

- 165 arrests, divided by 50 patrol officers = 3.3 arrests per officer in a 3 month period ($165 \div 50 = 3.3$);
- 3.3 falls into the range of 3.2 – 3.9 DUI arrests per officer, so the agency can be awarded anywhere from 7 to 8 points. (This point range, however, is simply a baseline. You will need to calculate other factors in when determining how many points to award.)

REMEMBER: While 3.3 DUI arrests per officer may sound low, you're using total patrol officers, and typically only 1/3 of the patrol force works the night shift, which is when most of the DUI arrests are made.

Judges may adjust the final point number up or down based on the number of reported "Extra Enforcement Efforts" for DUI (checkpoint and saturation patrols).

Overall Enforcement Efforts

1 -2 points	3 -4 points	5 -6 points	7 – 8 points	9 – 10 points
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
Enforcement efforts were seldom done or documentation of these events was not presented.	Agency rarely addressed the target enforcement efforts with special efforts, checkpoints or patrols or did not completely document these events.	Agency did a relatively good job of addressing the enforcement issues and sometimes wrote tickets, but have not incorporated any regular selective patrols, checkpoints or special efforts.	Agency frequently conducted special enforcement activities throughout the reporting period with a good blend of patrols and or checkpoints and efforts.	Agency constantly addresses issues, conducting many different enforcement activities throughout the period. They aggressively conduct special enforcement efforts & patrols targeting traffic related issues.

The remaining 10 points in the enforcement category should be given for the types of enforcement efforts the agency has conducted. Look at the number of checkpoints and enforcement initiatives they have conducted and at their results. Did they conduct different types of enforcement efforts throughout the year and during the mobilizations? If so, how many? Did they document these events in the enforcement area?

The descriptions of each of the above 5 boxes should reflect what the agency accomplished in this area.

REMEMBER: Some states are banded from doing checkpoints by state law and agency policy. This should not be a factor IF they do other special targeted enforcement activities to offset this restriction.

Calculating Total Enforcement Activity

- Take the Occupant Protection Enforcement Score (1-10 Points),
- Add the Speed Enforcement Score (1-10 Points),
- Add the DUI Enforcement Score (1-10 Points),
- Add the Overall Enforcement Efforts Score (1-10 Points);
- The total equals the Total Enforcement Score (1 to 40 Points).

EXAMPLE —

- Occupant Protection Score: 10
- Speed Score: 6
- DUI Score: 8
- Overall Enforcement Score: 10
- Total Enforcement Score: 34

On a 40 point scale, a total score of 34 points is at the middle of the “Superior” box. At their discretion, judges can move down to next box (point range) for scoring if they feel it’s appropriate to do so, or stay in this box.

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 program. 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 over a 6 month period?
- 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 were there in 2007 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.

Effectiveness: What Are The Judges Looking For?

0 – 8 points	9 – 16 points	17 – 24 points	25 – 32 points	33 – 40 points
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
Effectiveness of program is unclear and little or no information was provided to evaluate effectiveness of their programs.	Effectiveness of past year's programs were sporadic and incomplete, not covering all target objectives (OP, Speed, DUI), and these issues were rarely addressed or documented.	Effectiveness of past year's programs shows a good commitment to the cause and incorporates all the target objectives, but is still a work in progress with only limited information provided.	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.	Effectiveness of past year shows a constant commitment to traffic safety. Agency incorporates all target objectives through a variety of PI & E and enforcement at ALL levels <i>and</i> has the effectiveness data to show for it. They show a significant impact through their programs and have community and political support to show for it.

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 review. Make use of bullets and highlight critical points.
- DO NOT send more than one, 1" 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.

Quality of Submission: What Are The Judges Looking For?

0 – 3 points	4 – 6 points	7 – 9 points	10 – 12 points	13 – 15 points
Seldom (Poor)	Rarely (Fair)	Sometimes (Good)	Frequently (Excellent)	Constantly (Superior)
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.	Agency rarely followed the application order and made some attempt to present the information; however, they provided some misinformation or unclear information to judge. Numerous mistakes were made and missing information was distracting to presentation.	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 it is still a work in progress with only some small gaps in the information provided.	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.	Presentation shows a constant commitment to traffic safety and 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.

Special Awards

In addition to the first, second, and third place Law Enforcement Challenge awards one can receive, there are several other “special awards” for which your agency may compete, but consideration for special awards is given only if documentation is provided separately from the total Challenge application. If your agency wishes to apply for a special award, your application should include **a separate tab or section at the back of the application for each special award for which you wish to be considered**. Your presentation should highlight your efforts in the target area(s).

- On the application form, do NOT check all of the special award categories — only check the special awards for which you have provided the additional data and information.
- Place these special award sections in the rear of your presentation/book. **If applying for the Commercial Motor Vehicle Safety Award, please also fill out the additional application form in the LEC Application brochure**.

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!

*This Step-by-Step Guide for Completing the Law Enforcement Challenge Application was compiled by:
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