



## Press Release

### FOR IMMEDIATE RELEASE:

Sept. 28 2016

**CONTACT:** Valerie Martinez, Mark Vidal  
909-445-1001

# El Monte Police Department Launches 'Service Area Policing' Program

**El Monte, CA** – The El Monte Police Department launched its new “Service Area Policing” strategy on Sept. 21, which affords neighborhoods the opportunity to build stronger communication with an assigned patrol lieutenant to address needs and concerns more efficiently.

Under the program, the City of El Monte is divided into four separate quadrants, each assigned a lieutenant, also known as a service area commander. Residents are encouraged to visit <http://www.ci.el-monte.ca.us/Government/Police.aspx> to view a map of the four service areas and identify if they live in Area 1, 2, 3, or 4.

“This is not a new program, but rather the industry standard for providing another tool for our residents and police to respond to community concerns,” El Monte Police Chief David Reynoso said. “The service area policing model strengthens the department’s philosophies of community policing, guardianship and legitimacy.”

The four service area commanders are: Lt. Richard Cassetta, Area 1; Lt. Ben Lowry, Area 2; Lt. Ernie Cramer, Area 3; and Lt. Peter Rasic, Area 4. Residents can email their respective lieutenant at [Area1@EMPD.org](mailto:Area1@EMPD.org), [Area2@EMPD.org](mailto:Area2@EMPD.org), [Area3@EMPD.org](mailto:Area3@EMPD.org), or [Area4@EMPD.org](mailto:Area4@EMPD.org).

Area 1 includes the neighborhoods west of Peck Road and north of Interstate 10 as well as the commercial area bound by Rio Hondo, Rosemead Boulevard and I-10. Area 2 is east of Peck Road and North of I-10. Area 3 is bound by Rio Hondo, I-10, Peck Road and the south city limits. Area 4 is east of Peck Road and South of I-10.

While the Service Area Policing Model doesn’t replace emergency response to 911 calls, it provides the infrastructure to solve long-term problems. The City will publicize meetings where service area commanders will introduce themselves to their constituents on its website and social media.

The Service Area Policing Model requires collaboration with other departments within the City of El Monte, including Public Works, Parks and Recreation and the City Manager’s Office. Each department offers a distinct perspective on how the city can respond to concerns from residents and business owners.

-more-

“My hope is that if our residents talk with the same police officers on a regular basis they’ll be more comfortable with sharing their views on how to make our communities safer,” Mayor Andre Quintero said. “I am confident that the service area commanders will be successful in implementing this new community policing strategy.”

**Photo**

ServiceAreaPolicing: El Monte Police Chief David Reynoso introduced the Service Are Policing strategy and the four lieutenants serving one of four geographical areas within El Monte at the City Council meeting on Sept. 20. From left to right: Lt. Richard Cassetta (Area 1), Lt. Pete Rasic (Area 4), Lt. Ben Lowry (Area 2) and Lt. Ernie Cramer (Area 3).

###

**The City of El Monte**, located in Southern California, is committed to improving the quality of life for its citizens and strives to provide its community personalized service, uncompromising commitment, and individualized accountability. For information on the City of El Monte, please call 626-580-2001 or visit [www.elmonteca.gov](http://www.elmonteca.gov).