



**California's**

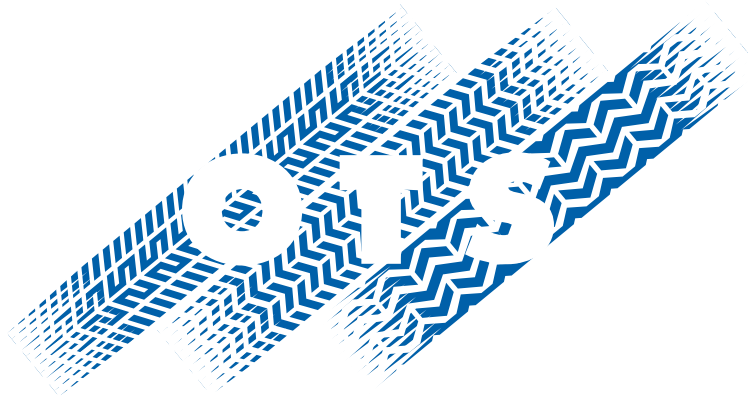
**2009**

**Annual Performance Report**

**Toward zero deaths,  
every 1 counts**







**CALIFORNIA OFFICE  
OF TRAFFIC SAFETY**

**2009**  
**Annual Performance Report**

Arnold Schwarzenegger

Governor  
State of California

Dale E. Bonner

Secretary  
Business, Transportation and Housing Agency

Christopher J. Murphy

Director  
Office of Traffic Safety



STATE OF CALIFORNIA -

ARNOLD SCHWARZENEGGER  
Governor

Department of Alcoholic Beverage Control  
Department of Corporations  
Department of Financial Institutions  
California Highway Patrol  
California Housing Finance Agency  
Department of Housing & Community Development  
Department of Managed Health Care  
Department of Motor Vehicles  
Board of Pilot Commissioners



DALE E. BONNER  
Secretary

Department of Real Estate  
Department of Transportation  
Office of the Patient Advocate  
Office of Real Estate Appraisers  
Office of Traffic Safety  
California Film Commission  
California Office of Tourism  
Infrastructure and Economic Development Bank  
Public Infrastructure Advisory Commission

**BUSINESS, TRANSPORTATION AND HOUSING AGENCY**

Dear Fellow Californians,

I am pleased to report that California experienced unprecedented improvements in traffic safety in 2008, which looks to be part of a trend that shows all the signs of continuing in 2009. As a result of many combined efforts in traffic safety education, prevention, engineering and enforcement, we are making our roadways safer for all who travel on them.

In 2008, the lives of 561 people were saved as California's traffic fatalities decreased 14.1 percent (from 3,995 to 3,434), reaching their lowest level since the federal government began recording traffic fatalities in 1975. The decrease represents the largest-ever single-year drop in fatalities. California's 2008 Mileage Death Rate of 1.04 (traffic fatalities per 100 million vehicle miles traveled) is the lowest since California began calculating the rate in 1946. The drop in fatalities alone saved \$2.25 billion in potential economic losses.

Alcohol-impaired driving fatalities decreased 9.1 percent from 1,132 in 2007 to 1,029 in 2008. Since 2005, alcohol-impaired driving fatalities have dropped a staggering 20.1 percent. Also, between 2007 and 2008, statewide DUI arrests increased 5.4 percent from 203,866 to 214,811, which is the most DUI arrests in any year since 1993. The concentrated efforts of the 1,740 OTS grant-funded DUI checkpoints, the Avoid DUI Taskforces, the ongoing *Report Drunk Drivers*. *Call 911* campaign, plus the many anti-DUI partnerships OTS has helped establish, have made these accomplishments possible.

The number of Californians using seat belts remains at over 95 percent. Maintaining this high usage rate has come through the public awareness and enforcement campaign, *Click It or Ticket*, bolstered by \$3 million in grants from OTS to 90 law enforcement agencies.

California leads the nation in its varied and innovative programs to achieve the benefits of improved traffic safety. For example, the work of the groundbreaking Strategic Highway Safety Plan is bearing fruit. The Plan is an unprecedented collaboration of a wide variety of stakeholders working across the entire spectrum of traffic safety with the goal of significantly reducing deaths, injuries and economic losses resulting from vehicle crashes.

Even in these tough economic times, California's traffic safety community is not pulling back. With a strong sense of commitment, they are working harder and smarter than ever to save lives. In June 2009, OTS announced the award of \$82 million in grants to 203 agencies for programs targeting impaired driving, roadway safety, seat belt and child safety seat usage, emergency medical services, pedestrian and bicycle safety, and police traffic services.

As the State's Secretary for the Business, Transportation and Housing Agency, I am proud of the Office of Traffic Safety and their partners for the work accomplished in 2009 and I look forward to next year when we will be further down the path of realizing the OTS Vision Statement – *Toward zero deaths, every 1 counts.*

Sincerely,

Dale E. Bonner  
Secretary

(All data from the Fatality Analysis Reporting System, Statewide Integrated Traffic Records System, and CA Dept. of Motor Vehicles)

# Annual Performance Report

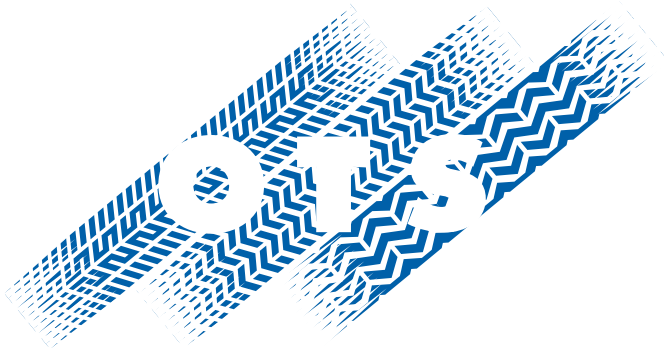
## Federal Fiscal Year 2009

Prepared By  
**California Office Of Traffic Safety**

Christopher J. Murphy .....Director  
David Doucette ..... Assistant Director, Operations  
Leslie Witten-Rood ..... Assistant Director, Operations  
Chris Cochran..... Assistant Director, Marketing & Public Affairs  
Michele Meadows .....Assistant Director, Administration  
Jon Kirkham .....Assistant Director, Information Technology  
Karen Coyle..... Regional Coordinator  
Lisa Dixon..... Regional Coordinator  
Belinda Glenn..... Regional Coordinator  
Donna Black..... Regional Coordinator  
Ron Johnson ..... Regional Coordinator  
Ron Miller..... Regional Coordinator  
Scott Riesinger..... Regional Coordinator  
Tony Sordello ..... Regional Coordinator  
Patty Wong ..... Regional Coordinator  
Kevin Yokoi..... Regional Coordinator  
Julie Schilling ..... CHP Coordinator  
Mark Talan ..... State Coordinator  
Mitch Zehnder..... Program Coordinator  
William Ehart ..... Law Enforcement Liaison  
Ed Gebing ..... Law Enforcement Liaison  
Wayne Ziese..... Law Enforcement Liaison

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**CALIFORNIA OFFICE  
OF TRAFFIC SAFETY**

## MISSION & VISION

### WHAT IS OUR MISSION?

The California Office of Traffic Safety's mission is to effectively and efficiently administer traffic safety grant funds to reduce traffic deaths, injuries, and economic losses.



### WHAT IS OUR VISION?

"Toward zero deaths, every 1 counts." We believe that saving lives on California roadways calls for more than just a reduction of fatalities. Our vision is to eliminate traffic fatalities altogether. Every 1 fatality counts, every 1 is one too many. To realize the vision we emphasize:

- 1. Human worth:** OTS believes that every life lost on a California roadway is one too many.
- 2. Professionalism and integrity:** OTS is committed to performing its mission to the highest professional and ethical standards.
- 3. Performance-based management:** OTS is dedicated to being a performance-based organization – one that focuses on evaluating performance data, applying strategies for performance improvement, and achieving desired results and outcomes.
- 4. Personal and organizational sensitivity:** OTS is committed to treating each other and all customers with the highest respect and regard for individual rights.
- 5. Open communication:** OTS aims to facilitate the free and consistent flow of information in an honest and professional manner.
- 6. Teamwork:** OTS recognizes and encourages the benefits of team-building and teamwork.
- 7. Commitment and loyalty:** OTS strives to foster an environment in which accountability and commitment to the organization and its mission are supported and recognized.
- 8. Quality and customer focus:** OTS is dedicated to delivering high quality work and excellent service to all its customers.
- 9. Innovation:** OTS believes in and encourages new thinking and will constantly strive to develop new approaches to meet customer and program needs.
- 10. Professional growth:** OTS is committed to helping staff realize their potential through mentoring, training, and providing opportunities for professional development and advancement.
- 11. Collaboration:** OTS values working with other agencies, private sector businesses, and community organizations to expand resources and extend our messages.



# California Office of Traffic Safety

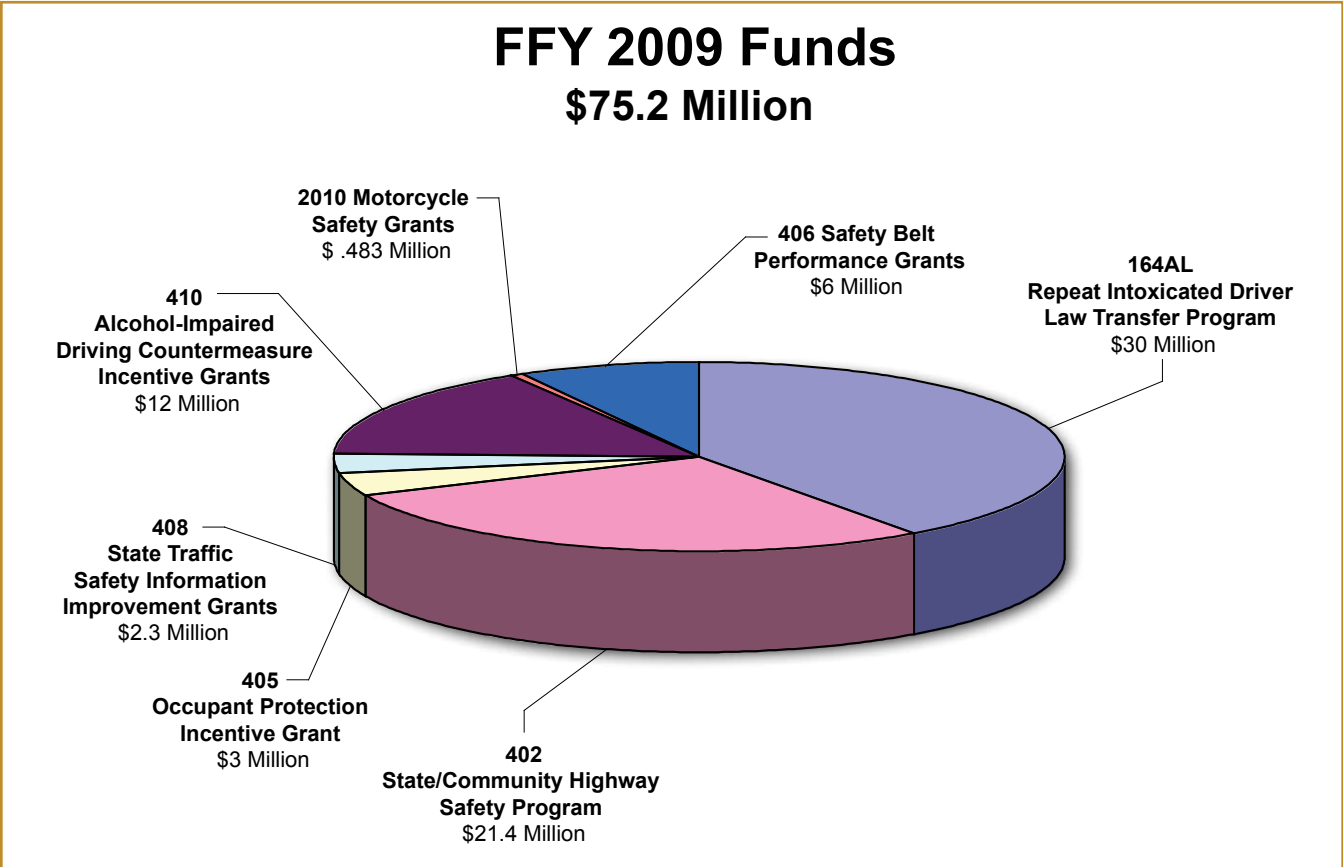
## HOW DOES CALIFORNIA RECEIVE FUNDING?

The California Office of Traffic Safety (OTS) Highway Safety program is a partnership effort between the federal government (National Highway Traffic Safety Administration – NHTSA) and the states. The partnership was created when Congress passed the Highway Safety Act of 1966. The funding for California Federal Fiscal Year (FFY) 2009 resulted from the passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy For Users. This was a four-year bill which was signed into law in August 2005 and carried forward into FFY 2009. Funding included the base program section (402) and several incentive programs.

The California OTS is designated by the Governor to receive federal traffic safety funds for coordinating its highway safety programs. Each year OTS develops a Highway Safety Plan (HSP) identifying the key highway safety problems in the state and

the most effective countermeasures to address them. OTS then solicits proposals statewide to address the identified problems. Finally, available funds are allocated to state and local governmental agencies to implement traffic safety programs and grants.

The grants support planning to identify highway safety problems, provide start up "seed" money for new programs and give new direction to existing safety programs. The funds are intended to create and help sustain innovative programs at the state and local level, and leverage commitments of state, local and private resources. This Annual Performance Report, required by NHTSA (23 CFR Part 1200) and the California Vehicle Code (Section 2905), provides an update of traffic safety projects active throughout the State of California as approved in our HSP for FFY 2009.



## Areas of Concentration

States are encouraged to identify needs in each of the nationally designated program priority areas but OTS has the flexibility to determine additional program areas and the amount of funding allocated to each. The areas chosen for funding in the 2009 fiscal year were:

### ALCOHOL AND OTHER DRUGS

Impaired driving and alcohol-related crashes constitute a major threat to the safety and well being of the public. This is especially true among young people age 15 to 24, where impaired driving is the leading cause of death. These programs aim to prevent people from driving while under the influence (DUI) of alcohol or other drugs and to remove DUI drivers from the road.

OTS grants use a comprehensive approach by funding educational, prevention, and enforcement programs and by focusing on high-risk groups. Grant programs include interactive youth education, college campus programs, intensive public information campaigns, education for judges and prosecutors; community organization involvement; equipment purchases including preliminary alcohol screening devices, portable evidential breath testing devices, and checkpoint trailer purchases; enforcement operations including undercover and sting operations, felony DUI warrant services, DUI probation revocation programs, sobriety checkpoints, roving DUI enforcement patrols, and "DUI AVOID" partnerships of local law enforcement agencies and CHP.



### OCCUPANT PROTECTION

In spite of the great strides made, thousands of young people, from newborns through age 20, continue to die or experience serious injuries that could have been prevented had they been properly restrained in a child safety seat, booster seat, or safety belt. The most recent statewide seat belt survey, conducted in 2009, reports a 95.3 percent seat belt use rate and a child safety seat use rate of 91 percent. Seat belt and child safety seat programs continue to focus on statewide and local public information campaigns, increased enforcement, and community education, outreach and training. More specifically, the programs provide child safety seats to low-income families, conduct child safety seat check ups, and target teens about using seat belts.

### EMERGENCY MEDICAL SERVICES (EMS)

Timely access to life saving emergency medical services is critical to the reduction of fatalities and life altering injuries resulting from motor vehicle collisions. OTS provides funds for cost effective programs that incorporate effective strategies for improving California's EMS system's ability to meet the needs of motor vehicle collision victims. OTS funded programs provided life saving equipment, training, reliable ambulance transportation, effective communications, public information, education, and access to data and evaluation tools.

## Areas of Concentration



### PUBLIC RELATIONS, ADVERTISING AND MARKETING

Effectively communicating the important life-saving benefits of traffic safety to the citizens of California is the driving force behind OTS marketing and public relations programs. By first raising awareness, followed by education, OTS is able to contribute to a change in behavior over time. Public education campaigns such as "Click It or Ticket," "Report Drunk Drivers. Call 911," and "Drunk Driving. Over the Limit. Under Arrest," held in conjunction with law enforcement at the local level, are putting forth and reinforcing consistent messages to the public.

### PEDESTRIAN AND BICYCLE SAFETY

Drivers of motor vehicles need to share the road with pedestrians and bicyclists. However, pedestrians and bicyclists need to know the rules of the road and how to protect themselves around traffic. OTS grantees develop programs to increase awareness of traffic rules, rights, and responsibilities, among various age groups. These programs are developed to be attractive and interactive in an effort to truly impact the students by the traffic safety messages imparted.

At the elementary school level, parents and teachers are drawn into the programs as active role models and mentors in traffic safety. Grantees conduct traffic safety rodeos and presentations in an effort to build student's

skills and demonstrate the proper practical application of those skills. To boost compliance with the law and decrease injuries, safety helmets are properly fitted and distributed to children in need for use with bicycles, scooters, skateboards and skates. There is a special emphasis on programs designed exclusively for the hard to reach population at the middle and high school levels. Additional outreach endeavors included programs targeting the senior population along with a multicultural approach addressing safer driving and walking behaviors.

### POLICE TRAFFIC SERVICES (PTS)

Education and enforcement are two very important components of collision reduction. Either component taken alone is inadequate. The PTS program focuses on a comprehensive approach to enforce and encourage compliance with seat belt use, impaired driving, speed limit, red light running and other traffic laws. The grants are highly effective in reducing traffic collisions by dedicating resources to selective enforcement and education. These comprehensive programs achieve a significant and long lasting impact in reducing fatal and injury collisions, and peripheral crime. Under these programs, a community uses all available public and private assets to identify and attack all of its significant traffic safety problems.

### ROADWAY SAFETY/TRAFFIC RECORDS

Roadway Safety programs concentrate on the vehicle operating environment and are strongly influenced by enforcement and engineering gathering and utilizing relevant data generated by those activities. Grant funded items include hardware, software and expert services necessary to aid in the automation manual processes, eliminate process duplication and facilitate enhanced data gathering and data sharing. OTS advocates coordinated system automation efforts to augment local capabilities for the detection, analysis and resolution of traffic safety issues.

# FY 2009 Project Distribution



# FY 2009 Project Distribution

## Local Grants

### Alameda County (18)

- 2-AL Avoid Grant
- 5-AL Enforcement Grant
- 1-AL Evaluation / Feasibility Study Grant
- 1-OP Enforcement Grant
- 2-PS Education Grant
- 1-PS Y Education Grant
- 2-PT Enforcement Grant
- 1-PT Evaluation / Feasibility Study Grant
- 1-RS Education Grant
- 1-TR Geographic Information System Grant
- 1-TR Records System Grant

### Alpine County (1)

- 1-EM Equipment Grant

### Amador County (1)

- 1-EM Equipment Grant

### Butte County (4)

- 2-AL Avoid Grant
- 1-EM Rescue / Extermination Equipment Grant
- 1-OP Education Grant

### Contra Costa County (5)

- 2-AL Avoid Grant
- 2-AL Enforcement Grant
- 1-PT Equipment Grant

### Del Norte County (1)

- 1-AL Enforcement Grant

### El Dorado County (1)

- 1-AL Enforcement Grant

### Fresno County (10)

- 1-AL Avoid Grant
- 1-AL Education Grant
- 4-AL Enforcement Grant
- 1-EM Equipment Grant
- 1-OP Evaluation / Feasibility Study Grant
- 1-PS Education Grant
- 1-PT Enforcement Grant

### Glenn County (2)

- 1-AL Avoid Grant
- 1-EM Rescue / Extermination Equipment Grant

### Humboldt County (2)

- 1-AL Education Grant
- 1-AL Enforcement Grant

### Imperial County (2)

- 1-AL Avoid Grant
- 1-EM Equipment Grant

### Inyo County (1)

- 1-EM Equipment Grant

### Kern County (5)

- 1-AL Avoid Grant
- 1-AL Enforcement Grant
- 3-PT Enforcement Grant

### Kings County (1)

- 1-AL Avoid Grant

### Lake County (2)

- 1-AL Avoid Grant
- 1-AL Enforcement Grant

### Los Angeles County (25)

- 4-AL Avoid Grant
- 13-AL Enforcement Grant
- 3-OP Education Grant
- 2-PT Education Grant
- 3-PT Enforcement Grant

### Madera County (1)

- 1-AL Enforcement Grant

### Marin County (3)

- 1-AL Avoid Grant
- 2-AL Enforcement Grant

### Mendocino County (1)

- 1-AL Education Grant

### Merced County (4)

- 1-AL Avoid Grant
- 1-AL Enforcement Grant
- 1-EM Equipment Grant
- 1-PT Vehicle Impound Grant

### Mono County (2)

- 1-EM Equipment Grant
- 1-PT Enforcement Grant

### Monterey County (2)

- 1-AL Avoid Grant
- 1-AL Enforcement Grant

### Napa County (3)

- 2-AL Avoid Grant
- 1-PT Enforcement Grant

### Nevada County (2)

- 1-AL Avoid Grant
- 1-AL Enforcement Grant

### Orange County (13)

- 2-AL Avoid Grant
- 1-AL Education Grant
- 9-AL Enforcement Grant
- 1-PT Enforcement Grant

### Placer County (2)

- 1-AL Avoid Grant
- 1-AL Enforcement Grant



# FY 2009 Project Distribution

## Local Grants

**Plumas County (1)**  
1-AL Education Grant

**Riverside County (8)**  
1-AL Avoid Grant  
5-AL Enforcement Grant  
1-OP Education Grant  
1-PT Enforcement Grant

**Sacramento County (10)**  
1-AL Avoid Grant  
1-AL Education Grant  
4-AL Enforcement Grant  
1-AL Evaluation / Feasibility Study Grant  
1-OP Enforcement Grant  
2-PT Enforcement Grant

**San Bernardino County (8)**  
1-AL Avoid Grant  
5-AL Enforcement Grant  
2-PT Enforcement Grant

**San Diego County (16)**  
2-AL Avoid Grant  
1-AL Education Grant  
10-AL Enforcement Grant  
1-PS Education Grant  
1-PT Enforcement Grant  
1-RS Equipment Grant

**San Francisco County (4)**  
2-AL Avoid Grant  
1-OP Education Grant  
1-PS YEducation Grant

**San Joaquin County (5)**  
1-AL Avoid Grant  
3-AL Enforcement Grant  
1-PT Enforcement Grant

**San Luis Obispo County (2)**  
1-AL Avoid Grant  
1-PT Enforcement Grant

**San Mateo County (8)**  
2-AL Avoid Grant  
4-AL Enforcement Grant  
1-EM Equipment Grant  
1-PT Enforcement Grant

**Santa Barbara County (3)**  
1-AL Avoid Grant  
2-AL Enforcement Grant

**Santa Clara County (4)**  
2-AL Avoid Grant  
1-AL Education Grant  
1-OP Education Grant

**Santa Cruz County (3)**  
1-AL Avoid Grant  
1-PS YEducation Grant  
1-PT Enforcement Grant

**Shasta County (6)**  
2-AL Avoid Grant  
3-AL Enforcement Grant  
1-CBO Indirect Grants Education Grant

**Siskiyou County (2)**  
2-AL Avoid Grant

**Solano County (6)**  
2-AL Avoid Grant  
1-AL Enforcement Grant  
1-OP Education Grant  
2-PT Enforcement Grant

**Sonoma County (4)**  
2-AL Avoid Grant  
1-AL Enforcement Grant  
1-PS Education Grant

**Stanislaus County (5)**  
1-AL Avoid Grant  
1-OP Education Grant  
2-PT Enforcement Grant  
1-PT Vehicle Impound Grant

**Sutter County (1)**  
1-AL Enforcement Grant

**Tehama County (2)**  
2-AL Avoid Grant

**Tulare County (4)**  
1-AL Avoid Grant  
1-AL Enforcement Grant  
1-PS Education Grant  
1-PT Enforcement Grant

**Ventura County (4)**  
2-AL Avoid Grant  
2-AL Enforcement Grant

**Yolo County (4)**  
1-AL Avoid Grant  
1-AL Education Grant  
1-AL Enforcement Grant  
1-PT Enforcement Grant

**Yuba County (2)**  
2-AL Avoid Grant



## Regional and Statewide Grants

**California Department of Alcoholic Beverage Control (6)**  
1-AL Avoid Grant  
2-AL Education Grant  
3-AL Training Grant

**California Department of Justice (1)**  
1-AL Equipment Grant

**California Department of Motor Vehicles (7)**  
1-AL Enforcement Grant  
1-AL Evaluation / Feasibility Study Grant  
1-AL Records System Grant  
2-TR Evaluation / Feasibility Study Grant  
1-TR Records System Grant

**California Department of Public Health (3)**  
1-OP Education Grant  
1-PS Training Grant  
1-TR Records System Grant

**California Department of Transportation (2)**  
1-RS Education Grant  
1-TR Records System Grant

**California Highway Patrol (26)**  
3-AL Corridor Safety Grant  
2-AL Education Grant  
4-AL Enforcement Grant  
1-MC Education Grant  
3-OP Education Grant  
1-PS Enforcement Grant  
1-PT Corridor Safety Grant  
4-PT Education Grant  
4-PT Enforcement Grant  
3-TR Records System Grant

**Emergency Medical Services Authority (1)**  
1-TR Records System Grant

**Judicial Council of California (4)**  
1-AL Education Grant  
1-AL Enforcement Grant  
1-AL Training Grant  
1-TR Records System Grant

## Traffic Safety Core Performance Measures

NHTSA and the Governors Highway Safety Association have agreed to a minimum set of performance measures to be used by States and Federal agencies in the development and implementation of behavioral highway safety plans and programs. An expert panel from NHTSA, State Highway Safety Offices, academic and research organizations, and other key groups assisted in developing the measures.

The initial minimum set contains 14 measures; ten core outcome measures, one core behavior measure, and three activity measures. The measures cover the major areas common to state highway safety plans and use existing data systems. NHTSA will use the core measures as an integral part of its reporting to Congress, the public, and others.

-Traffic Safety Performance Measures for States and Federal Agencies  
DOT HS 811 025, August 2008

While states are not required to set goals for and report progress on each of the following 11 core and behavior measures until 2010, California has opted to begin reporting progress on the initial minimum set of performance measures in the 2009 Highway Safety Plan and Annual Performance Report. In addition to the required initial minimum set of

performance measures, California has defined and developed an additional 41 performance measures to better monitor traffic safety outcomes, behavior, and activities.

### OVERALL PROGRAM GOAL

California has adopted the new goal of "Toward zero deaths, every 1 counts." We believe that saving lives on California roadways calls for more than just a reduction of fatalities. Our vision is to eliminate traffic fatalities altogether. Every 1 fatality counts, every 1 is one too many.

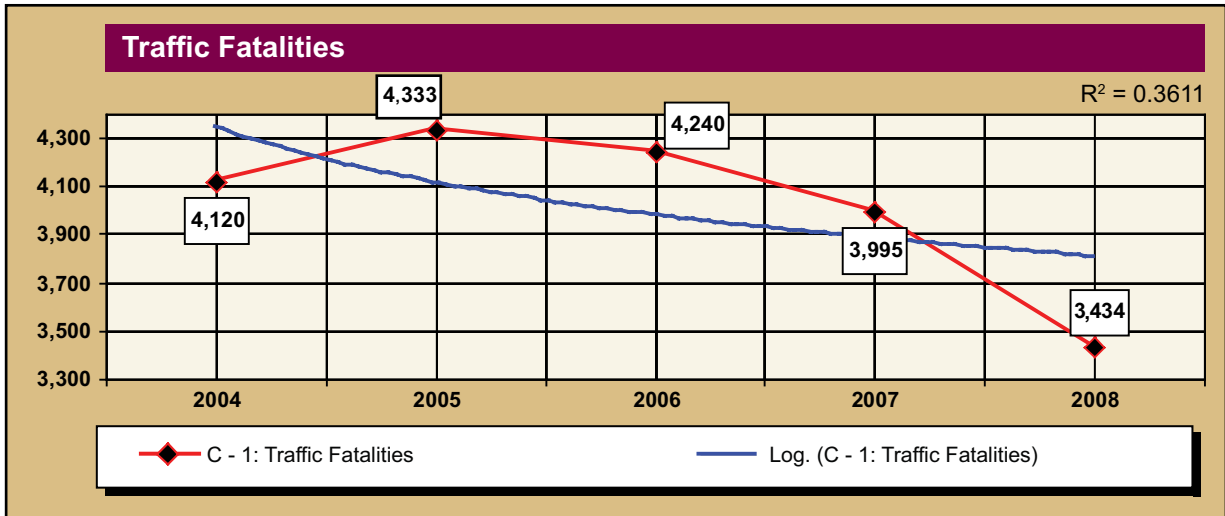
OTS recognizes that achievement of quantified goals is dependent not only on the work of OTS, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. Over the last five decades, the average decline in the mileage death rate has been 30 percent per decade. Advances in vehicle safety technology, coupled with traffic safety legislation, expanded participation by the public health and private sectors, and aggressive traffic safety education, enforcement and engineering programs, should make the projected decline achievable.



## Traffic Safety Core Performance Measures

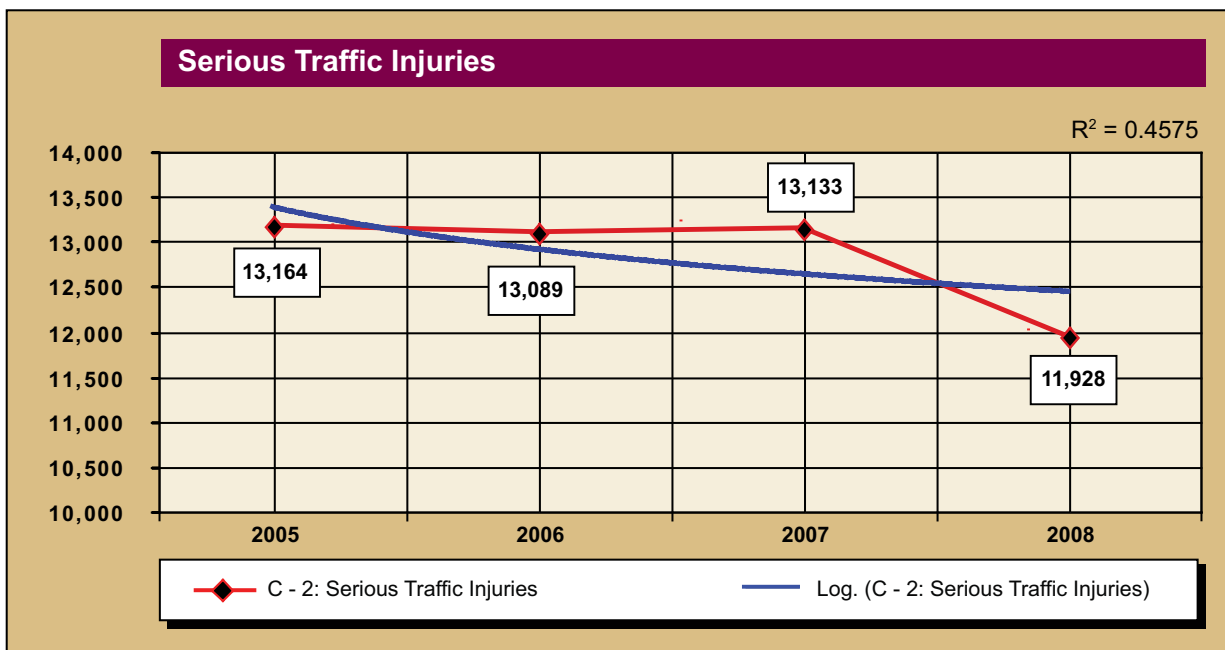
### C-1 Traffic Fatalities (FARS)

- To decrease traffic fatalities 3 percent from the 2005-2007 calendar base year average of 4,181 to 4,056 by December 31, 2009.
- Goal Exceeded: Traffic fatalities decreased 18 percent from the 2005-2007 calendar base year average of 4,181 to 3,434.



### C-2 Serious Traffic Fatalities (SWITRS)

- To decrease serious traffic injuries 2 percent from the 2005-2007 calendar base year average of 13,129 to 12,866 by December 31, 2009.
- Goal Exceeded: Serious traffic injuries decreased 10 percent from the 2005-2007 calendar base year average of 13,129 to 11,928.

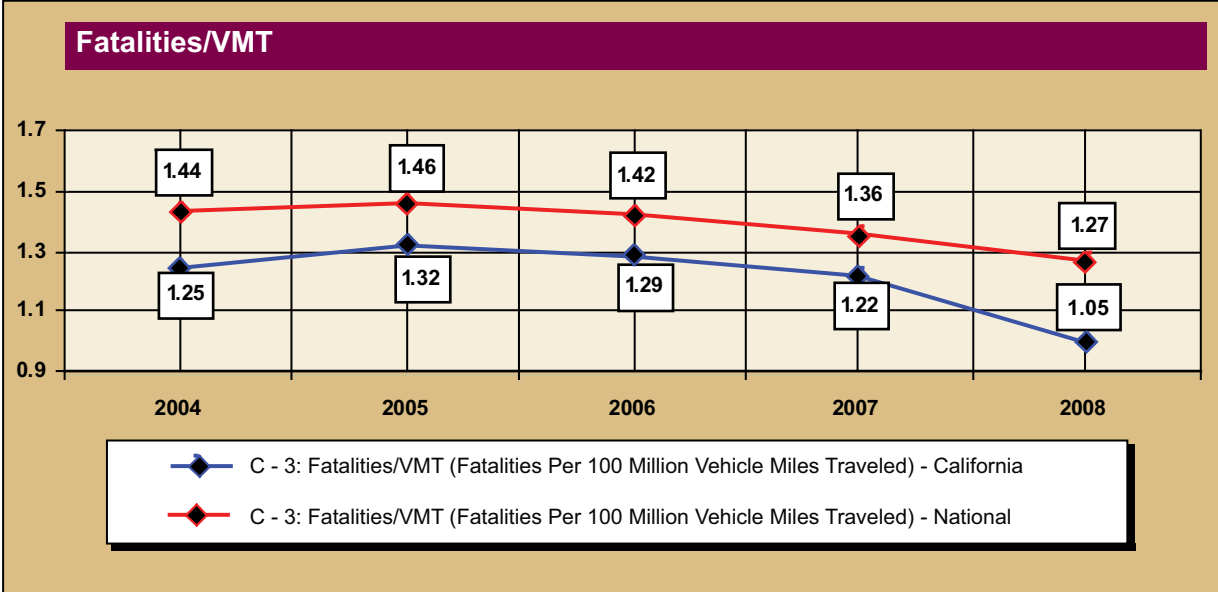




# Traffic Safety Core Performance Measures

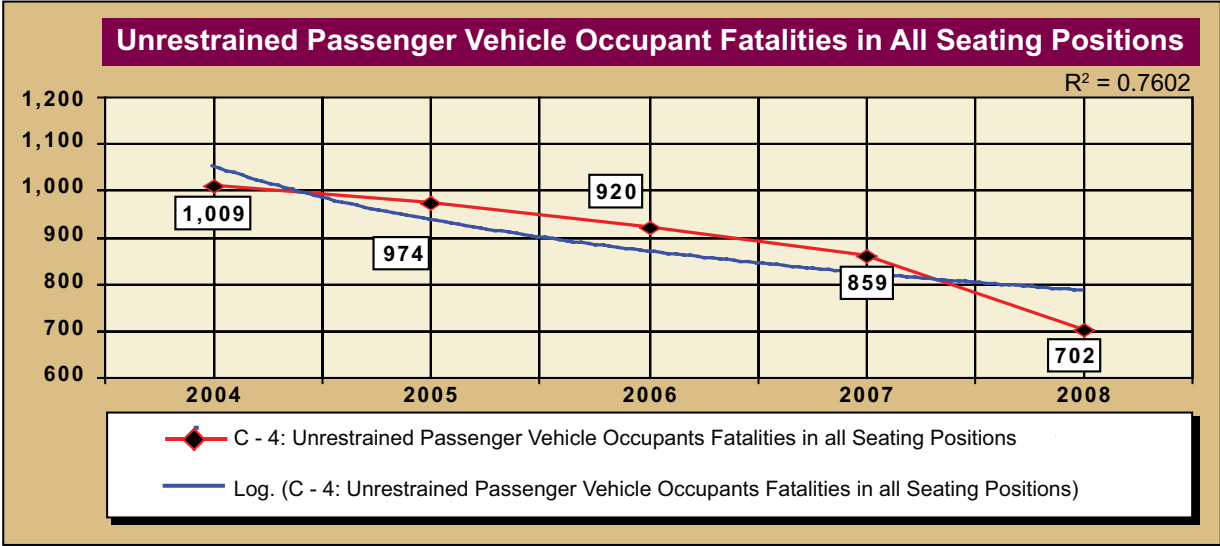
## C-3 Fatalities/VMT (FARS/FHWA)

- To decrease fatalities/VMT from the 2005-2007 calendar base year average of 1.27 to 1.19 by December 31, 2009.
- Goal Exceeded : In 2008, fatalities/VMT decreased .07 percentage points from the 2005-2007 calendar base year average of 1.27 to 1.05.



## C-4 Unrestrained Passenger Vehicle Occupant Fatalities in All Seating Positions (FARS)

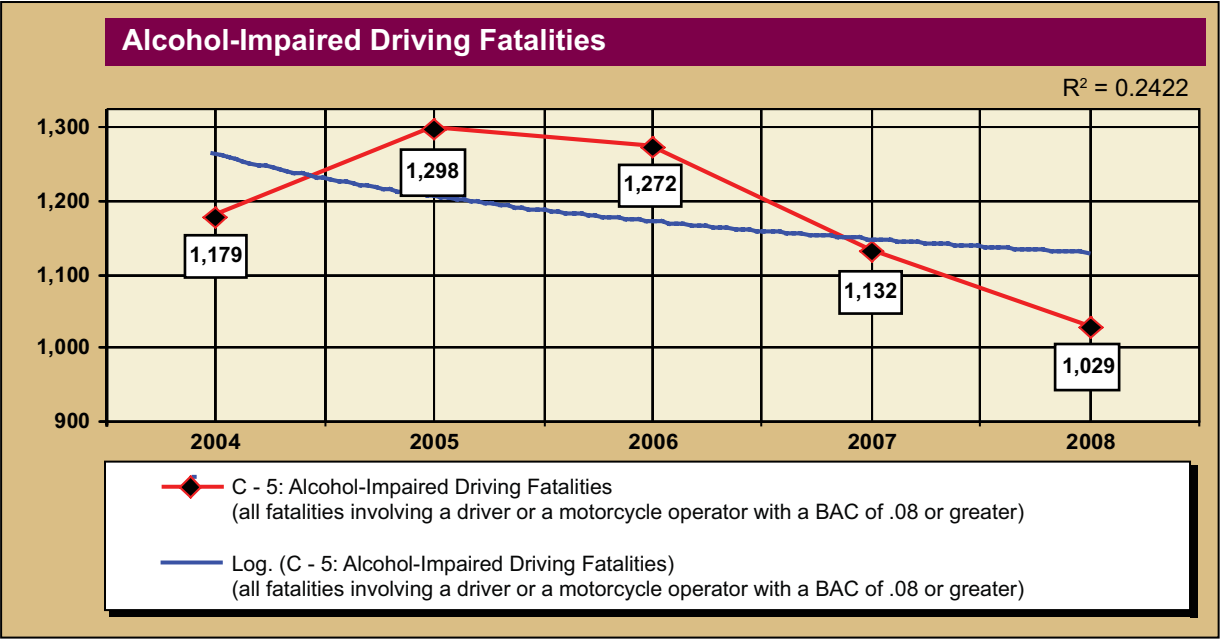
- To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 2 percent from the 2005-2007 calendar base year average of 918 to 900 by December 31, 2009.
- Goal Exceeded: Unrestrained passenger vehicle occupant fatalities in all seating positions decreased 24 percent from the 2005-2007 calendar base year average of 918 to 702.



# Traffic Safety Core Performance Measures

## C-5 Alcohol-Impaired Driving Fatalities (FARS)

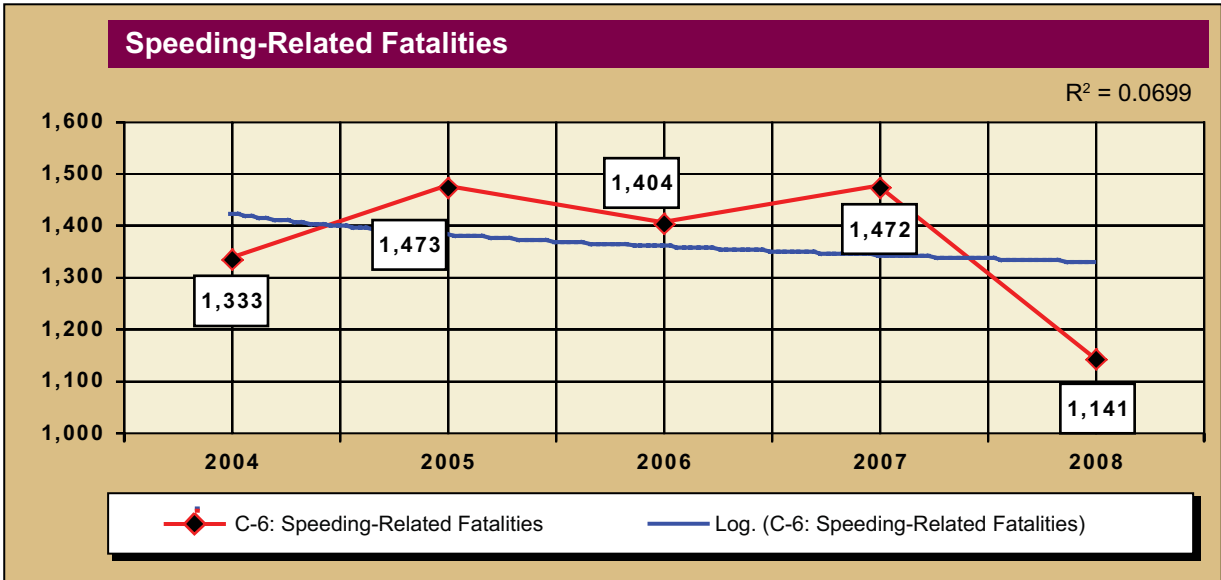
- To decrease alcohol-impaired driving fatalities 11.5 percent from the 2005–2007 calendar base year average of 1,243 to 1,100 by December 31, 2009.
- Goal Exceeded: Alcohol-impaired driving fatalities decreased 18 percent from the 2005–2007 calendar base year average of 1,243 to 1,029.



# Traffic Safety Core Performance Measures

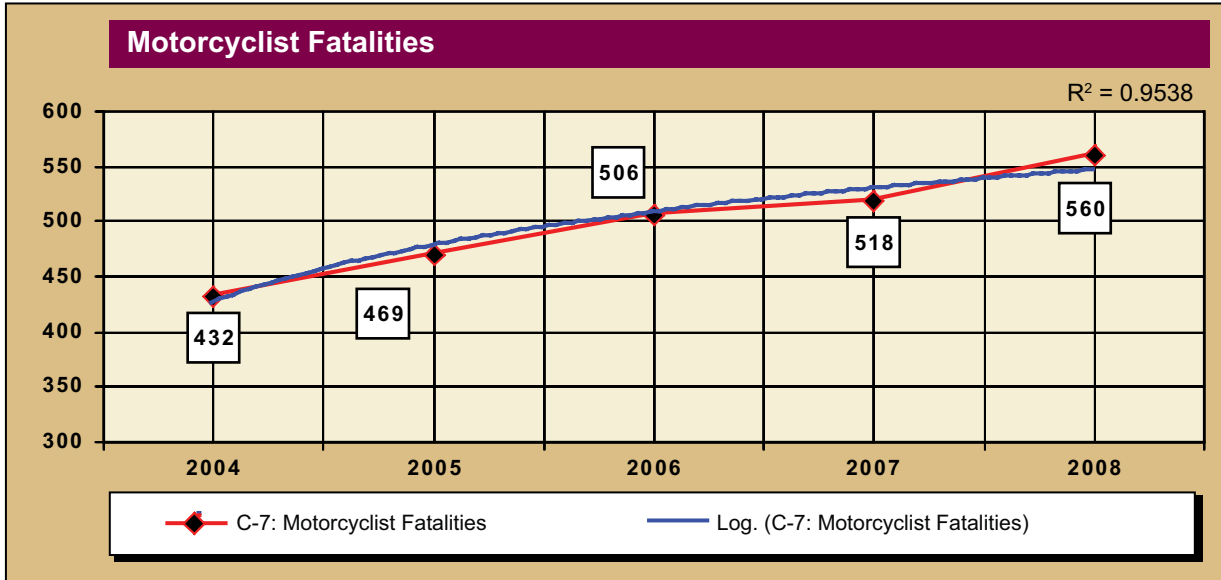
## C-6 Speeding-Related Fatalities (FARS)

- To reduce speeding-related fatalities 2 percent from the 2005-2007 calendar base year average of 1,450 to 1,421 by December 31, 2009.
- Goal Exceeded: Speeding-related fatalities decreased 22 percent from the 2005-2007 calendar base year average of 1,450 to 1,141.



## C-7 Motorcyclist Fatalities (FARS)

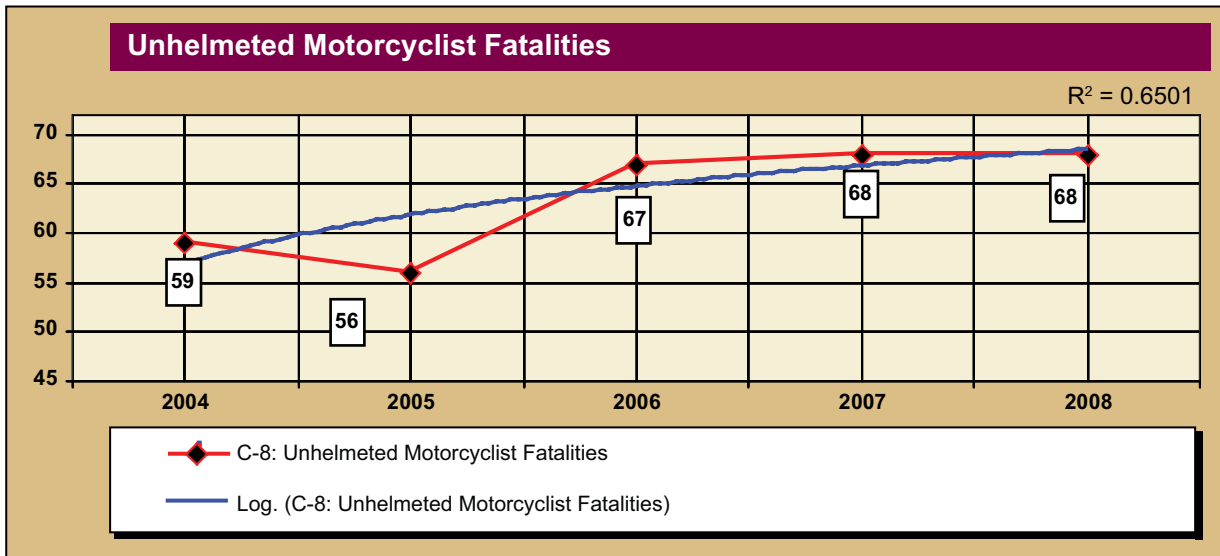
- To decrease motorcyclist fatalities 2 percent from the 2005-2007 calendar base year average of 498 to 488 by December 31, 2009.
- Result: Motorcyclist fatalities increased 13 percent from the 2005-2007 calendar base year average of 498 to 560.



## Traffic Safety Core Performance Measures

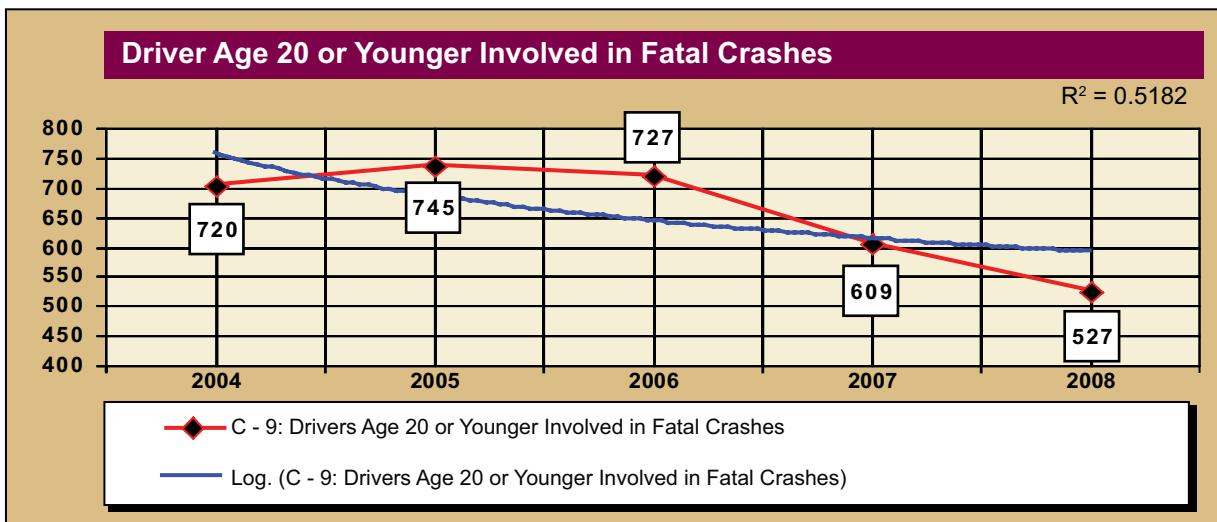
### C-8 Unhelmeted Motorcyclist Fatalities (FARS)

- To decrease unhelmeted motorcyclist fatalities 3 percent from the 2005–2007 calendar base year average of 64 to 62 by December 31, 2009.
- Result: Unhelmeted motorcyclist fatalities increased 6 percent from the 2005–2007 calendar base year average of 64 to 68.



### C-9 Driver Age 20 or Younger Involved in Fatal Crashes (FARS)

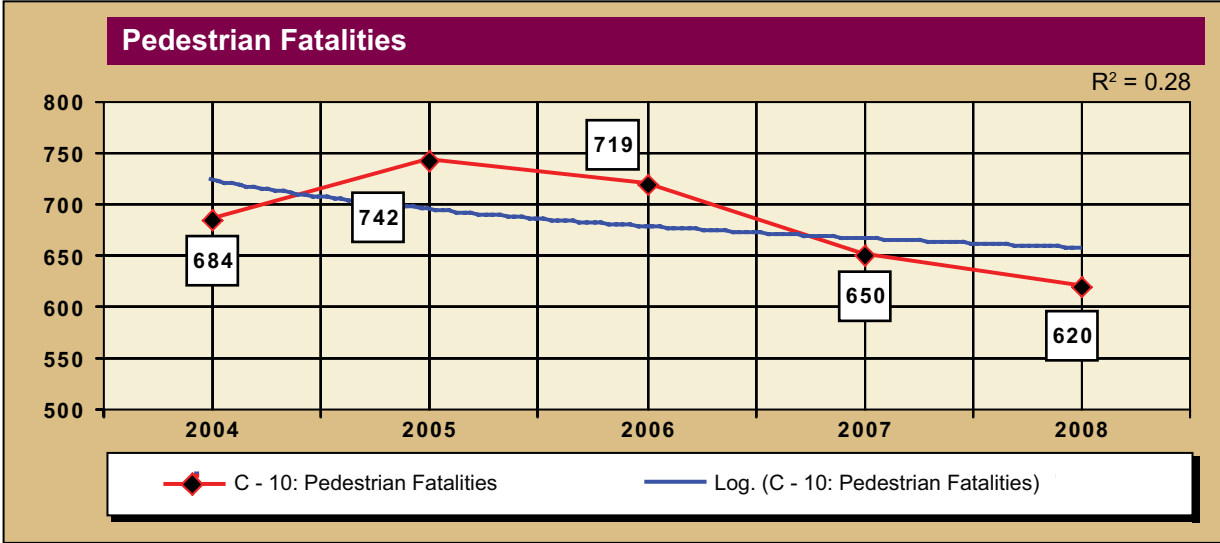
- To decrease drivers age 20 or younger involved in fatal crashes 8 percent from the 2005–2007 calendar base year average of 694 to 638 by December 31, 2009.
- Goal Exceeded: Drivers age 20 or younger involved in fatal crashes decreased 25 percent from the 2005–2007 calendar base year average of 694 to 523.



# Traffic Safety Core Performance Measures

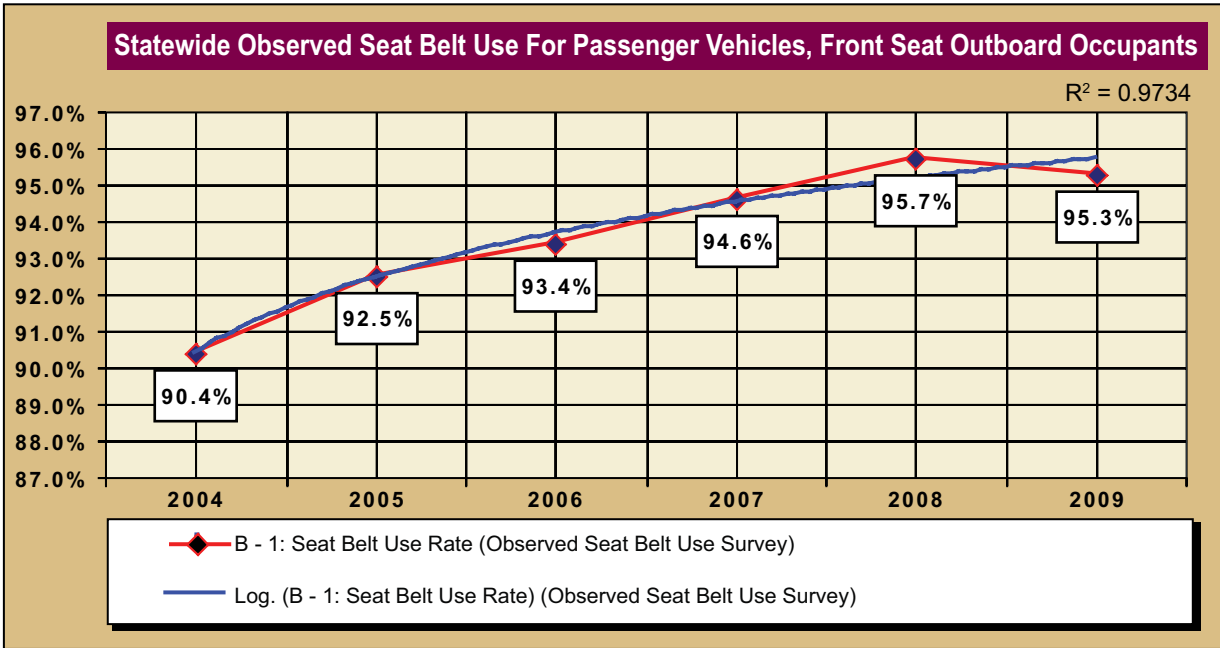
## C-10 Pedestrian Fatalities (FARS)

- To reduce pedestrian fatalities 6 percent from the 2005–2007 calendar base year average of 704 to 662 by December 31, 2009.
- Goal Exceeded: Pedestrian fatalities decreased 12 percent from the 2005–2007 calendar base year average of 704 to 620.



## B-1 Statewide Observed Seat Belt Use For Passenger Vehicles, Front Seat Outboard Occupants (Survey)

- To increase statewide observed seat belt use in passenger vehicles .8 percentage points from the 2007–2009 calendar base year average usage rate of 95.2 percent to 96 percent by December 31, 2010.
- Result: Statewide observed seat belt use occupants in passenger vehicles increased slightly .10 percent from the 2007–2009 calendar base year average usage rate of 95.2 percent to 95.3 percent.



## Traffic Safety Core Performance Measures

Core Outcome Measures	Calendar Years				
	2004	2005	2006	2007	2008
<b>C-1:</b> Traffic Fatalities (FARS)	4,120	4,333	4,240	3,995	3,434
<b>C-2:</b> Serious Traffic Injuries (SWITRS)	13,578	13,164	13,089	13,133	11,928
<b>C-3:</b> Fatalities/VMT (FARS/FHWA)	1.25	1.32	1.29	1.22	1.05
<b>C-4:</b> Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions (FARS)	1,009	974	920	859	702
<b>C-5:</b> Alcohol-Impaired Driving Fatalities (all fatalities involving a driver or a motorcycle operator with a BAC of .08 or greater) (FARS)	1,179	1,298	1,272	1,132	1,029
<b>C-6:</b> Speeding-Related Fatalities (FARS)	1,333	1,473	1,404	1,472	1,141
<b>C-7:</b> Motorcyclist Fatalities (FARS)	432	469	506	518	560
<b>C-8:</b> Unhelmeted Motorcyclists Fatalities (FARS)	59	56	67	68	68
<b>C-9:</b> Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	720	745	727	609	527
<b>C-10:</b> Pedestrian Fatalities (FARS)	684	742	719	650	620

Core Behavior Measure	Calendar Years					
	2004	2005	2006	2007	2008	2009
<b>B-1:</b> Statewide Observed Seat Belt Use For Passenger Vehicles, Front Seat Outboard Occupants (Survey)	90.4%	92.5%	93.4%	94.6%	95.7%	95.3%

Activity Measures	Federal Fiscal Year (Oct. 1 - Sept. 30)
<b>A-1:</b> Seat Belt Citations Issued During Grant Funded Enforcement Activities	<b>Data will be collected and reported in the 2010 Annual Performance Report</b>
<b>A-2:</b> Impaired Driving Arrests Made During Grant Funded Enforcement Activities	
<b>A-3:</b> Speeding Citations Issued During Grant Funded Enforcement Activities	

Additional Activity Measures	Calendar Years				
	2004	2005	2006	2007	2008
Statewide DUI Arrests	180,957	180,288	197,248	203,866	214,811
*Statewide DUI Conviction Rate	80%	80%	79%	79%	Available Jan 2011
Statewide Seat Belt Violation Convictions	543,552	497,502	514,957	441,710	392,724
Statewide Child Restraint Violation Convictions	17,828	16,840	16,640	16,301	16,118
Statewide Speeding Convictions	1,711,134	1,623,715	1,791,731	1,810,616	1,868,360

## Additional Traffic Safety Performance Measures

Additional Outcome Measures	Calendar Years				
	2004	2005	2006	2007	2008
Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled (SWITRS))	1.25	1.31	1.27	1.18	1.04
Motor Vehicle Fatalities, Age 16 -19 (FARS)	430	441	431	345	290
Male	285	278	310	248	203
Female	145	163	121	97	87
Motor Vehicle Driver Fatalities, Age 16-19 (FARS)	207	221	209	162	154
Male	143	146	165	125	119
Female	64	75	44	37	35
Fatality Rate Per 100,000 Population (FARS)	11.56	12.07	11.74	10.98	9.34
Total Motor Vehicle Injuries (SWITRS)	302,357	192,798	277,373	254,188	241,234
Motor Vehicle Injuries, Age 16 -19 (SWITRS)	34,297	32,898	30,683	28,237	25,307

Alcohol	Calendar Years				
	2004	2005	2006	2007	2008
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- California	0.36	0.39	0.39	0.34	0.31
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- National	0.44	0.45	0.45	0.43	0.40
Driver Fatalities Age 16 -19 with BAC=.08+ (FARS)	40	33	40	31	33
Male	34	27	36	24	27
Female	6	5	4	7	6
Alcohol-Related Fatalities (at least one driver or nonoccupant had a BAC of .01 or greater) (FARS)	1,667	1,769	1,762	1,606	1,429
Alcohol-Related Injuries (SWITRS)	31,538	30,810	31,099	30,783	28,417
Alcohol Related Injuries Age 16 -19 (SWITRS)	3,364	3,164	3,295	3,210	2,952
Driver Fatalities Age 16-19 with BAC=.01+ (FARS)	57	43	51	41	41
Male	45	35	44	34	34
Female	13	8	7	7	7
Driver Fatalities Age 20-25 with BAC=.01+ (FARS)	184	209	216	209	164
Male	161	179	190	177	145
Female	23	30	25	32	20

## Additional Traffic Safety Performance Measures

Occupant Protection	Calendar Years					
	2004	2005	2006	2007	2008	2009
Percent of Known Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	41%	38%	37%	36%	38%	
Teen Seat Belt Use Rate (Statewide Observational Surveys)	82.6%	88.6%	90.8%	88.9%	89.6%	91.1%
Percent of Unrestrained Passenger Vehicle Occupant Fatalities Age 16 -19 (FARS)	46%	36%	42%	38%	40%	
Child Safety Seat Use Rate (CSU Fresno Observational Surveys)	86.6%	89.6%	86.8%	87.7%	94.4%	90.9%
Passenger Vehicle Occupant Fatalities Age 0-8 (FARS)	72	87	76	84	42	
Vehicle Occupant Injuries Age 0-8 (SWITRS)	7,286	6,607	6,275	5,819	5,279	
Passenger Vehicle Occupant Fatalities Age 4 and Under (FARS)	40	47	50	49	25	

Pedestrians	Calendar Years				
	2004	2005	2006	2007	2008
Pedestrian Injuries (SWITRS)	13,889	13,551	13,465	12,910	13,364
Pedestrian Fatalities Under Age 15 (FARS)	52	55	42	38	43
Pedestrian Injuries Under Age 15 (SWITRS)	3,409	3,088	2,925	2,863	2,770
Pedestrian Fatalities Age 65 and Older (FARS)	161	165	164	177	123
(SWITRS)	1,279	1,305	1,313	1,257	1,317

Bicycles	Calendar Years				
	2004	2005	2006	2007	2008
Bicyclist Fatalities (FARS)	110	115	141	109	109
Bicyclist Injuries (SWITRS)	11,085	10,471	10,344	10,238	11,735
Bicyclist Fatalities Under Age 15 (FARS)	11	11	16	13	15
Bicyclist Injuries Under Age 15 (SWITRS)	2,749	2,405	2,143	2,027	1,988
Unhelmeted Bicyclist Fatalities (FARS)	86	103	137	104	102

Speeding and Aggressive Driving	Calendar Years				
	2004	2005	2006	2007	2008
Speeding Related Injuries (SWITRS)	87,920	86,902	81,783	73,628	70,378





## Additional Traffic Safety Performance Measures

Motorcycles	Calendar Years				
	2004	2005	2006	2007	2008
Total Motorcycle Registrations (DMV)	641,905	680,857	732,547	772,524	824,244
Motorcyclist Fatalities per 100,000 Motorcycle Registrations (FARS, DMV)	67	69	69	67	68
Motorcyclist Injuries (SWITRS)	9,488	9,345	10,181	10,820	11,746
Percent of Known Helmeted Motorcyclist Fatalities (FARS)	86%	88%	87%	87%	88%
Percent of Improperly Licensed Motorcycle Operator Fatalities (FARS)	38%	31%	35%	36%	37%
Motorcycle Rider (Operator) Fatalities with BAC $\geq$ .08+ (FARS)	96	96	114	117	141
Percent of Motorcycle Rider (Operator) Fatalities with BAC $\geq$ .08+ (FARS)	24%	21%	24%	24%	26%
Percent of Motorcyclists At-Fault in Fatal Motorcycle Collisions (SWITRS)	68%	69%	68%	71%	70%
Percent of Motorcyclists At-Fault in Injury Motorcycle Collisions (SWITRS)	59%	57%	58%	57%	58%
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and Speed was Primary Collision Factor (SWITRS)	26%	28%	26%	31%	28%
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and DUI was Primary Collision Factor (SWITRS)	14%	13%	17%	16%	18%



## California's Traffic Safety Report Card

In 2008, California's traffic fatalities decreased 14.1 percent (3,995 vs 3,434) - reaching their lowest level since the federal government began recording traffic fatalities in 1975. The 14.1 percent decrease in fatalities represents the largest ever single year drop in fatalities.\*\*

California's 2008 Mileage Death Rate of 1.04 (traffic fatalities per 100 million vehicle miles traveled) is the lowest rate since California began calculating the rate in 1946.\*

### ALCOHOL

Alcohol Impaired Driving Fatalities (fatalities in crashes involving at least one driver or motorcycle operator with a Blood Alcohol Content (BAC) of 0.08 or greater) decreased 9.1 percent from 1,132 in 2007 to 1,029 in 2008. Since 2005, alcohol impaired fatalities have dropped a staggering 20.1 percent.\*\*

In 2008, 30 percent of all traffic fatalities were alcohol impaired driving fatalities (includes all fatalities involving a driver or motorcycle operator with a BAC of .08 or greater). California is better than the national average of 32 percent.\*\*

Statewide DUI arrests increased 5.4 percent from 203,866 in 2007 to 214,811 in 2008 - representing the most DUI arrests since 1993. (Department of Motor Vehicles)

California's statewide DUI conviction rate for 2006 is 79 percent. (DMV Annual DUI MIS Report, January 2009)



### OCCUPANT PROTECTION

California's 2009 seat belt usage rate is 95.3 percent - slightly down from 95.7 percent in 2008. NHTSA estimates that 1,424 Californian lives were saved at the current seat belt use rate.

In California, the percent of unrestrained passenger vehicle occupant fatalities (all seat positions) increased from 36 percent in 2007 to 38 percent in 2008. California is much better than the national average of 55 percent and only Oregon at 35 percent has a better rate than California. NHTSA estimates that about half or 351 of the 702 known unrestrained fatalities would be alive today had they simply buckled up.\*\*

California's child safety seat usage rate reached a record high of 94 percent in 2008, but dropped to 91 percent in 2009.

Passenger vehicle occupant fatalities age zero to eight decreased 50 percent from 84 in 2007 to 42 in 2008.\*\*

Passenger vehicle occupant fatalities age four and under dropped 42 percent from 49 in 2007 to 25 in 2008.\*\*

### TEEN SAFETY

Drivers age 20 or younger involved in fatal crashes dropped 14 percent from 609 in 2007 to 527 in 2008.\*\*

In 2008, the percent of unrestrained passenger vehicle occupant "teenaged" fatalities was 37 percent - of the five largest states in terms of total traffic fatalities (CA, FL, TX, GA, & NC), California has the best rate. Since restraints are about 50 percent effective in preventing a fatality, NHTSA estimates that 42 dead California teens would be alive today had they simply buckled up.\*\*

Teen driver fatalities (age 16-19) decreased 5 percent from 162 in 2007 to 154 in 2008. Males make up 77 percent of teen driver fatalities. Since 2005, teen driver fatalities have dropped 30 percent.\*\*

Teen motor vehicle fatalities (age 16-19) decreased 16 percent from 345 in 2007 to 290 in 2008. Since 2005, teen motor vehicle fatalities have dropped 34 percent.\*\*

# California's Traffic Safety Report Card

## MOTORCYCLE SAFETY

Motorcycle fatalities continued to spiral upward from 518 in 2007 to 560 in 2008.\*\* Motorcycle fatalities have increased ten consecutive years and are at their highest level since 1990. Total motorcycle registrations increased 7 percent from 772,524 in 2007 to 824,244 in 2008. (DMV)

In 2008, the under age 20 age group had the largest increase in motorcycle fatalities (up 57 percent from 13 in 2007 to 30 in 2008 with the second highest increase seen in the over age 59 age group which increased 44 percent from 32 in 2007 to 57 in 2008).\*\*

In 2008, 37 percent of motorcycle operators killed were not properly licensed – up from 36 percent in 2007.\*\*

Of the 560 motorcyclists killed, at least 12 percent (68) were unhelmeted. Since helmets are about 39 percent effective in preventing fatalities, NHTSA estimates that 26 of the 68 unhelmeted motorcyclists killed would have survived had they worn a helmet.\*\*

In 2008, 70 percent of motorcycle operators killed were at fault and 58 percent of motorcycle operators injured were at fault.\*

The percent of motorcycle operators killed with a BAC =.08+ increased from 24 percent in 2007 to 26 percent in 2008.\*\*

Super sport motorcycles, defined as consumer versions of the motorcycles used by factory racing teams, account for 14 percent of the registered motorcycles in California, yet the 211 super sport drivers and passengers killed in 2008 accounted for 38 percent of the 560 motorcyclists killed in California.\*\*



## PEDESTRIAN AND BICYCLE SAFETY

Pedestrian fatalities dropped 5 percent from 650 in 2007 to 620 in 2008.\*\* This is the lowest annual tally of pedestrian fatalities since the federal government began recording fatality statistics in 1975.

Pedestrian fatalities age 65 and older dropped 31 percent from 177 in 2007 to 123 in 2008.\*\*

Bicycle fatalities remained unchanged at 109 in 2008.\*\*

## CALIFORNIA TRAFFIC SAFETY LAWS RATED HIGHEST IN THE NATION

In a report released by the Insurance Institute for Highway Safety in April 2009, California was given the highest rating in the nation for laws pertaining to DUI, Young Driver Licensing, Seat Belt Use, Child Restraint Use, Motorcycle Helmet Use, and Red Light Cameras.

\* Data Source – Statewide Integrated Traffic Records System (SWITRS)

\*\*Data Source – Fatality Analysis Reporting System (FARS)

## Program Goals and Results

### ALCOHOL AND OTHER DRUGS

#### FUNDED PROJECT GOALS (GRANTEES)

- To reduce the number of persons killed in alcohol-involved collisions 5 percent by September 30, 2009.
- To reduce the number of persons injured in alcohol-involved collisions 6 percent by September 30, 2009.
- To reduce hit-and-run fatal collisions 5 percent by September 30, 2009.
- To reduce hit-and-run injury collisions 5 percent by September 30, 2009.
- To reduce nighttime (2100 - 0259 hours) fatal collisions 5 percent by September 30, 2009.
- To reduce nighttime (2100 - 0259 hours) injury collisions 5 percent by September 30, 2009.
- To reduce Had Been Drinking (HBD) drivers under age 21 in fatal and injury collisions 5 percent by September 30, 2009.



#### GRANTEE ACCOMPLISHMENTS

- There was a 7.1 percent decrease in the number of persons killed in alcohol-involved collisions from the base year number of 183 to 170.
- There was a 10.9 percent decrease in the number of persons injured in alcohol-involved collisions from the base year number of 6,459 to 5,753.
- There was a 17.2 percent decrease in hit-and-run fatal collisions from the base year number of 99 to 82.
- There was a 10.4 percent increase in hit-and-run injury collisions from the base year number of 9,841 to 8,818.
- There was a 17.4 percent decrease in nighttime fatal collisions from the base year number of 265 to 219.
- There was a 15.5 percent decrease in nighttime injury collisions from the base year number of 9,402 to 7,943.

## Program Goals and Results

A summary of fiscal year 2009 activities conducted by all OTS-funded projects with objectives related to alcohol and other drugs is provided in the following table:

TOTAL GRANT CHECKPOINT ACTIVITY	NUMBER
<i>DUI/Driver's License Checkpoint Activity</i>	
<b>Checkpoints Conducted</b>	<b>1,740</b>
Vehicles Through Checkpoints	<b>1,791,481</b>
Drivers Screened at Checkpoints	<b>1,112,215</b>
Field Sobriety Tests Administered at Checkpoints	<b>15,453</b>
DUI Arrests from Checkpoints	<b>5,015</b>
Vehicles Impounded at Checkpoints	<b>32,167</b>
Criminal Arrests at Checkpoints	<b>3,600</b>

"OTS" GRANT ACTIVITY	NUMBER
<i>DUI/Driver's License Checkpoint Activity</i>	
<b>Checkpoints Conducted</b>	<b>752</b>
Vehicles Through Checkpoints	<b>856,524</b>
Drivers Screened at Checkpoints	<b>487,461</b>
Field Sobriety Tests Administered at Checkpoints	<b>5,801</b>
DUI Arrests from Checkpoints	<b>2,101</b>
Vehicles Impounded at Checkpoints	<b>16,005</b>
Criminal Arrests at Checkpoints	<b>2,086</b>

STATEWIDE DUI CHECKPOINT PROGRAM FOR LOCAL LAW ENFORCEMENT AGENCIES	NUMBER
<i>DUI/Driver's License Checkpoint Activity</i>	
<b>Checkpoints Conducted</b>	<b>543</b>
Vehicles Through Checkpoints	<b>605,065</b>
Drivers Screened at Checkpoints	<b>371,963</b>
Field Sobriety Tests Administered at Checkpoints	<b>4,964</b>
DUI Arrests from Checkpoints	<b>1,709</b>
Vehicles Impounded at Checkpoints	<b>12,230</b>
Criminal Arrests at Checkpoints	<b>1,109</b>

CHP GRANT ACTIVITY	NUMBER
<i>DUI/Driver's License Checkpoint Activity</i>	
<b>Checkpoints Conducted</b>	<b>177</b>
Vehicles Through Checkpoints	<b>98,020</b>
Drivers Screened at Checkpoints	<b>79,299</b>
Field Sobriety Tests Administered at Checkpoints	<b>1,829</b>
DUI Arrests from Checkpoints	<b>455</b>
Vehicles Impounded at Checkpoints	<b>1,097</b>
Criminal Arrests at Checkpoints	<b>60</b>

## Program Goals and Results

"DUI AVOID" GRANT ACTIVITY	NUMBER
DUI/Driver's License Checkpoint Activity	
<b>Checkpoints Conducted</b>	<b>268</b>
Vehicles Through Checkpoints	<b>231,872</b>
Drivers Screened at Checkpoints	<b>173,492</b>
Field Sobriety Tests Administered at Checkpoints	<b>2,859</b>
DUI Arrests from Checkpoints	<b>750</b>
Vehicles Impounded at Checkpoints	<b>2,835</b>
Criminal Arrests at Checkpoints	<b>345</b>
SUPPORTING "DUI AVOID" ACTIVITIES	NUMBER
<b>DUI Roving/Saturation/Task Force Patrols Conducted</b>	<b>3,058</b>
DUI Arrests Resulting from DUI Roving/Saturations Patrols	<b>5,863</b>
Vehicle Stops	<b>39,837</b>
Field Sobriety Tests Performed	<b>9,690</b>
Citations Issued	<b>8,851</b>
Vehicles Impounded	<b>2,948</b>
Criminal Arrests from DUI Roving/Saturation Patrols	<b>1,264</b>
<b>Number of Media Reports (TV, Radio, Print)</b>	<b>2,415</b>
<b>Number of Media Campaigns/Events</b>	<b>91</b>
<b>Number of Press Releases</b>	<b>855</b>
SUPPORTING DUI ENFORCEMENT ACTIVITY	NUMBER
<b>Total Department-wide Vehicle Impounds</b> (Includes impounds from Checkpoints, Special Enforcement Operations & Patrols)	<b>20,604</b>
<b>Total Department-wide DUI arrests</b>	<b>56,772</b>
<b>Total Department-wide Hazardous Citations Issued</b>	<b>184,723</b>
<b>Officers Trained in Standardized Field Sobriety Testing (SFST)</b>	<b>4,126</b>
<b>Officers Trained as Drug Recognition Experts (DRE)</b>	<b>132</b>
<b>Court Sting Operations Conducted</b>	<b>193</b>
Arrests from Court Sting Operations	<b>348</b>
<b>DUI Roving/Saturation Patrols Conducted</b>	<b>4,291</b>
DUI Arrests Resulting from DUI Roving/Saturations Patrols	<b>8,709</b>
Criminal Arrests from DUI Roving/Saturation Patrols	<b>2,211</b>
<b>Stakeout Operations Conducted</b>	<b>209</b>
Arrests from Stakeout Operations	<b>178</b>
<b>Repeat DUI Offender Warrant Service Operations</b>	<b>341</b>
Warrant Service Attempts	<b>4,508</b>
Warrants Served (Citations/Arrests)	<b>853</b>

## Program Goals and Results

TOP 31 CITIES WITH DISPROPORTIONATE ALCOHOL RELATED TRAFFIC COLLISIONS			
Anaheim	Laguna Beach	Palmdale	San Jose
Bakersfield	Lake Elsinore	Perris	Santa Ana
Cathedral City	Long Beach	Rialto	Santa Barbara
Coachella	Los Angeles	Riverside	Santa Maria
Costa Mesa	Madera	Sacramento	Stockton
Escondido	Oakland	San Diego	Visalia
Fresno	Oceanside	San Fernando	Vista
Huntington Beach	Oxnard	San Francisco	

TOP 31 CITIES WITH DISPROPORTIONATE ALCOHOL RELATED TRAFFIC COLLISIONS	2008	2009
<i>DUI/Driver's License Checkpoint Activity</i>		
<b>Checkpoints Conducted</b>	<b>265</b>	<b>496</b>
Vehicles Through Checkpoints	<b>255,297</b>	<b>516,630</b>
Drivers Screened at Checkpoints	<b>116,026</b>	<b>267,061</b>
Field Sobriety Tests Administered at Checkpoints	<b>3,185</b>	<b>4,336</b>
DUI Arrests from Checkpoints	<b>1,468</b>	<b>1,907</b>
Vehicles Impounded at Checkpoints	<b>4,290</b>	<b>12,654</b>
Criminal Arrests at Checkpoints	<b>431</b>	<b>866</b>

PUBLIC EDUCATION	NUMBER
<b>Number of Education Programs</b>	<b>8,688</b>
<b>Number of "Every 15 Minute" Presentations</b>	<b>201</b>
Students Impacted	<b>344,532</b>
<b>Number of "Live Theatrical" Middle/High School Presentations</b>	<b>3</b>
Students Impacted	<b>1,500</b>
<b>Number of "Real DUI Trials" Conducted at High Schools</b>	<b>12</b>
Students Impacted	<b>8,053</b>
<b>Number of "Reality Check, Student Press Conference" High School Presentations</b>	<b>1</b>
Students Impacted	<b>37</b>
<b>Number of "Staying Alive from Education" SAFE Programs for High Schools</b>	<b>3</b>
Students Impacted	<b>650</b>

### OCCUPANT PROTECTION

#### FUNDED PROJECT GOALS (GRANTEES)

- To increase seat belt compliance five percentage points by September 30, 2009.
- To increase child safety seat usage six percentage points by September 30, 2009.
- To reduce the number of vehicle occupants killed and injured under the age of four by 10 percent by September 30, 2009.



## Program Goals and Results

### GRANTEE ACCOMPLISHMENTS

- Seat belt compliance increased an average of two percentage points from the base year average of 94 percent to 96 percent.
- Child safety seat usage increased an average of three percentage points from the base year average of 88 percent to 91 percent.
- Vehicle occupants killed and injured under age six decreased 22.2 percentage points from the base year average total of nine to seven.

ACTIVITY	NUMBER
<b>Child Passenger Safety Trainings</b>	<b>162</b>
Total Trained	<b>3,782</b>
NHTSA Certified Technicians Trained	<b>816</b>
NHTSA Certified Instructors Trained	<b>5</b>
<b>Child Safety Checkups</b>	<b>459</b>
Child Safety/Booster Seats Distributed and Properly Fit	<b>13,386</b>
Additional Seats Properly Fit	<b>39,651</b>
Special Needs Seats Distributed	<b>17</b>
<b>Court Diversion Classes</b>	<b>33</b>
Number of Violators Attending	<b>247</b>
<b>Fitting Stations Established</b>	<b>6</b>
<b>Public Education Presentations</b>	<b>8,688</b>
<b>School Assemblies</b>	<b>288</b>
People/Students Impacted	<b>925,683</b>
<b>Number of High School "Seat Belt Challenge" Programs</b>	<b>30</b>
Students Impacted	<b>9,686</b>

### PEDESTRIAN AND BICYCLE SAFETY

#### FUNDED PROJECT GOALS (GRANTEES)

- To reduce the total number of pedestrians killed 8 percent by September 30, 2009.
- To reduce the total number of pedestrians injured 10 percent by September 30, 2009.
- To reduce the number of pedestrians killed under the age of 15 by 9 percent by September 30, 2009.
- To reduce the number of pedestrians injured under the age of 15 by 11 percent by September 30, 2009.
- To reduce the number of pedestrians killed over the age of 65 by 7 percent by September 30, 2009.
- To reduce the number of pedestrians injured over the age of 65 by 5 percent by September 30, 2009.



## Program Goals and Results

- To reduce the total number of bicyclists killed in traffic related collisions 10 percent by September 30, 2009.
- To reduce the total number of bicyclists injured in traffic related collisions 10 percent by September 30, 2009.
- To reduce the number of bicyclists killed in traffic related collisions under the age of 15 by 7 percent by September 30, 2009.
- To reduce the number of bicyclists injured in traffic related collisions under the age of 15 by ten percentage points by September 30, 2009.
- To increase bicycle helmet compliance for children age 5 to 18 by 25 percentage points by September 30, 2009.



- Pedestrians injured under the age of 15 decreased 18.5 percent from the base year average of 92 to 75.
- Pedestrians killed over the age of 65 decreased 60 percent from the base year average of five to two.
- Pedestrians injured over the age of 65 decreased 38.7 percent from the base year average of 75 to 46.
- Bicyclists killed decreased 60 percent from the base year average of five to two.
- Bicyclists injured increased 2.3 percent from the base year average of 901 to 922.

### GRANTEE ACCOMPLISHMENTS

- Pedestrians killed decreased 22.2 percent from the base year average of nine to seven.
- Pedestrians injured decreased 7.1 percent from the base year average of 561 to 521.
- Pedestrians killed under the age of 15 decreased 66.7 percent from the base year average of three to one.

- Bicyclists killed under the age of 15 decreased 100 percent from the base year average of three to zero.
- Bicyclists injured under the age of 15 remained the same from the base year average of zero to zero.
- Safety helmet compliance for children under the age of 18 increased three percentage points from the base year average rate of 53 to 56 percent.

ACTIVITY	NUMBER
<b>School Traffic Safety/Bicycle Rodeos</b>	<b>88</b>
Students Participating	4,279
Bicycle Helmets Distributed	12,333
Bicycle Helmets Properly Fitted	12,250
<b>Community Traffic Safety/Bicycle Rodeos</b>	<b>266</b>
People Impacted	90,040
<b>Classroom Educational Workshops/Presentations</b>	<b>644</b>
Students Impacted	59,688
<b>Parent Workshops</b>	<b>342</b>
Parents Impacted	11,577
<b>Bicycle Helmet Citations</b>	<b>163</b>

## Program Goals and Results

### POLICE TRAFFIC SERVICES

#### FUNDED PROJECT GOALS (GRANTEES)

- To reduce the total number of persons killed in traffic collisions 8 percent by September 30, 2009.
- To reduce the total number of persons injured in traffic collisions 10 percent by September 30, 2009.

#### GRANTEE ACCOMPLISHMENTS

- The total number of persons killed in traffic collisions decreased 20.4 percent from the base year average of 840 to 669.
- The total number of persons injured in traffic collisions decreased 8.3 percent from the base year average of 86,733 to 79,492.

ACTIVITY	NUMBER
<b>Enforcement Operations Conducted Targeting Red Light Running Violations</b>	<b>289</b>
Red Light Running Citations Issued	4,127
<b>Enforcement Operations Conducted Targeting Other PCF Violations at or Near Intersections</b>	<b>296</b>
Citations Issued (excluding citations for red light running violations)	4,993
<b>Inspection Operations Conducted Targeting Vehicles Suspected of Being Equipped With Illegal Street Racing Equipment</b>	<b>83</b>
<b>Smog Referee Referral Citations Issued CVC 27156 (Gross Polluter)</b>	<b>2,190</b>
<b>Speed Contest Citations Issued CVC 23109</b>	<b>616</b>
<b>Number of Officers Trained to Conduct Vehicle Inspections</b>	<b>624</b>
<b>Total Department-wide Seat Belt Citations</b>	<b>160,519</b>
<b>Special Enforcement Operations Conducted</b>	<b>675</b>
Hazardous Citations Issued	14,779
Criminal Arrests	2,281

<b>Statewide Dragnet Program – Illegal Street Racing</b>	
<b>Illegal Street Racing Task Force Operations Conducted</b>	<b>29</b>
Agencies participating	15
Number of 23109 CVC (Speed Contest) citations issued	56
Number of 27156 CVC (Vehicle Modification) citations issued	405
Vehicles Impounded	43
Criminal Arrests	11
<b>Officer Trainings Conducted</b>	<b>42</b>
Total Officers Trained	1,573
<b>Number of Media Reports (TV, Radio, Print)</b>	<b>43</b>
<b>Number of Media Campaigns/Events</b>	<b>4</b>
<b>Number of Press Releases</b>	<b>25</b>
<b>Lead Agencies: Elk Grove, Irwindale, Ontario, Riverside</b>	

## Program Goals and Results



### MOTORCYCLE SAFETY

#### FUNDED PROJECT GOALS (GRANTEES)

Increase the number of motorcycle riders completing the California Motorcycle Safety Program class by 10 percent from the 2006 base year of 52,138 to 57,352 by September 30, 2009.

#### GRANTEE ACCOMPLISHMENTS

The number of motorcycle riders completing the California Motorcycle Safety Program class reached 70,469 during the year ending September 30, 2009. This represents a 35 percent increase from the 2006 base year of 52,138.

### EMERGENCY MEDICAL SERVICES

#### STATEWIDE GOALS

- To improve emergency medical services to traffic collision victims in rural California communities by identifying and supporting programs that facilitate the delivery of quality emergency services within the "critical hour."
- To improve California's emergency medical services delivery system through the replacement of outdated and unreliable emergency vehicles and equipment.
- To continue to assess and improve California's emergency medical services communications system.

#### GRANTEE ACCOMPLISHMENTS

- To facilitate the delivery of quality emergency services within the critical "golden hour," OTS provided funding for training, life saving medical and rescue equipment, reliable communications equipment, education and emergency response transportation resulting in an average decrease in response time of seven minutes.
- The EMS delivery system was improved in 34 California communities through the distribution of hydraulic extrication and other specialized rescue equipment, airbag lifting systems, emergency vehicles and ambulances.

ACTIVITY	NUMBER
Communities Receiving First Responder Equipment (e.g., vehicles, extrication equipment and air bag lifting systems)	34
First responders receiving up-to-date training in the safe and effective use of extrication equipment	588
Sets of extrication tools purchased and placed into service (a single hydraulic tool or a combination of tools {airbags, hydraulic and non-hydraulic tools} placed in service at one location)	40

## Program Goals and Results

### ROADWAY SAFETY/TRAFFIC RECORDS

#### FUNDED PROJECT GOALS (GRANTEES)

- To establish citywide and countywide Geographic Information Systems (GIS) and/or other automated collision analysis systems including hardware, software and network cabling or other linking media to enable data sharing between enforcement agencies, Departments of Public Works and other related agencies.
- To ensure public works and enforcement agencies have timely access to current and complete traffic data necessary to identify, isolate and analyze critical traffic safety issues.

- To improve the Traffic Engineering Department's customer service by reducing the time required to produce and track collision reports and also by reducing by 50 percent the time that it takes to identify and analyze high collision locations. The corresponding salary savings are to be tracked and reported.

#### ACCOMPLISHMENTS

A new Geographic Information System was developed in one jurisdiction. Activity reports from the agency indicated a significant reduction in staff time spent on collision analysis. The reports generated by the agency provided more detailed information and led to increased customer satisfaction.



## Program Goals and Results



### HOLIDAY DUI CRACKDOWN CAMPAIGN

In conjunction with the state's comprehensive regional and county "DUI Avoid" taskforces, OTS partnered with the CHP, ABC, DMV and Caltrans, among others, to conduct the state's annual winter holiday anti-DUI campaign. The month-long effort generated more than 147 million audience impressions from earned media placements, paid advertising and public service announcements. Collectively the campaign generated more than \$1.6 million in added value.

### PUBLIC RELATIONS, ADVERTISING AND MARKETING

#### GOALS

OTS Marketing and Public Affairs supports the OTS mission of reducing deaths, injuries and economic losses resulting from traffic crashes by creating and implementing comprehensive public awareness programs designed to improve and encourage safe driving practices statewide. In addition, these efforts are intended to make safe driving the behavior of choice for all Californians, including at-risk and under-served communities. OTS recognizes the challenge of reaching a diverse and widespread population of over 38 million people, and crafts its public awareness efforts to best and most effectively reach them.

#### RESULTS

In 2009, OTS Public Affairs was instrumental in the successful execution of multiple statewide and regional campaigns and outreach efforts.

### SPORTS & ENTERTAINMENT MARKETING

OTS continues to lead the nation when it comes to using sports and entertainment venues as a means to reach the public with life-saving traffic safety messages. As 2009 marked the program's 15th year in California, OTS continued to partner with professional sports teams and entertainment venues to promote key programs – including seat belt use, impaired driving, and youth safety education. Returning partners included the Los Angeles Angels of Anaheim, TEAM Coalition, the San Diego Padres, Clear Channel radio in Fresno, the San Francisco Giants, Sacramento River Cats, and 91X-FM in San Diego. We were able to expand into new venues and sports, including University of California at Berkeley Football and a major partnership with the NBA Sacramento Kings.



## Program Goals and Results

### SEAT BELT MOBILIZATIONS

The 2009 "Click It or Ticket" public education campaign marked the fifth year of this successful May effort, and the second November mobilization. The paid advertising component of the OTS campaign garnered 14.3 million audience impressions alone, with the entire campaign generating 86 million impressions. The public education campaign kept the overall usage rate at over 95 percent.

### GRANTEE MEDIA SUPPORT

OTS Public Affairs regularly provides technical assistance to local grantees in their communications and outreach efforts. In 2009, Public Affairs supported grantees in the development of press materials and the planning of media events. OTS assisted grantees by participating in print and broadcast media interviews to underscore the key points regarding impaired driving, occupant protection and police traffic services, among others. Over 150 grant kickoff press releases and over 600 operation/activity press releases from grantees were reviewed and edited as needed.

### GRANTEE MEDIA CAMPAIGNS

Media campaigns costing \$2.5 million were implemented by the CHP, Caltrans and the California Department of Justice to support statewide and local enforcement efforts.

### INSTITUTIONAL PARTNERING

OTS continued to build on highly successful cooperative promotional activities with NHTSA, MADD and other national institutions, as well as many statewide industry groups such as Enterprise Rent-a-Car, the California Restaurant Association, the California Motor Car Dealers Association, and the Driving School Association of California. OTS partnerships with other state agencies have been particularly effective, including the DMV, CHP, ABC, and Caltrans.

The use of Caltrans changeable message signs for traffic safety messages during the holiday "DUI Crackdown" campaign, "Click It or Ticket" campaign, plus several holiday weekends during the year reached tens of millions of freeway drivers dozens of times each.



## Program Area Highlights

### ALCOHOL AND OTHER DRUGS

#### DUI AVOID

With the addition of El Dorado County, the Avoid campaigns have expanded to 42 counties proving to be an outstanding program funded by OTS to lower death and injuries caused by impaired drivers. AVOID grants fund coalitions of law enforcement agencies within the county to increase DUI enforcement and drive public awareness campaigns during special holiday periods with higher numbers of DUI collisions. The campaigns deploy multi-agency sobriety checkpoints and DUI task force saturation patrols along with local roving DUI patrols. They coordinate other special DUI enforcement conducted by police, sheriff, CHP and ABC into one large media effort to heighten awareness of the tragedy and dangers of driving drunk throughout the year.

The media campaign is reaching nearly 98 percent of the state's population. The DUI AVOID effort has expanded to year-round crackdowns to include weekends with higher incidents of DUI arrests and collisions such as Super Bowl Sunday, St. Patrick's Day, Cinco de Mayo and Halloween, as well as local festivals or events with DUI problems. These grants incorporate over 547 local and state agencies to lower DUI deaths and injuries in California in 2009.

#### Sobriety Checkpoint Program

California implemented a comprehensive statewide "Sobriety Checkpoint" program for local law enforcement agencies to conduct checkpoints both during the "Drunk Driving. Over the Limit. Under Arrest" national mobilization periods, December 12 – January 3, 2009, and August 12 – September 7, 2009, and randomly outside these mobilization periods. A total of \$5,207,788 was awarded to 111 local law enforcement agencies, resulting in 478 DUI/Driver's License checkpoints being conducted. At these checkpoints there were a total of 2,740 arrests made, with 1,483 for "DUI" and 1,257 for other violations.



#### Teen Choices 2

The "Every 15 Minutes" program is a two-day event focusing on teenagers challenging them to think about drinking and driving, personal safety, the responsibility of making mature decisions, and the impact their decisions have on family, friends, and countless others. The "Every 15 Minutes" program is very dramatic and emotional—and purposely so. Teenagers are constantly reminded about the choices they have to make involving alcohol and how families and friends are affected by their decisions. They know the intellectual statistics. However, many teens share the belief it will never happen to them. Through dramatic recreation of a crash aftermath, students and their families experience the powerful impact a crash has on a community.

This program helps open the emotional doors, and it addresses a problem most teens do not know exist. They experience first hand how their actions affect the lives of so many other people. Experienced CHP personnel provide technical assistance in planning and implementing the "Every 15 Minutes" program. Agencies, organizations, or high schools wishing to implement the program may apply through their local CHP office for a mini-grant of up to \$9,999.99 to fund their program. Through this grant, 305 "Every 15 Minutes" programs have been conducted, impacting 15,482 faculty members and 486,782 students.

## Program Area Highlights

### Recidivist DUI Arrest Program and Expansion

The Sacramento County District Attorney's Office Recidivist DUI (RED) Team comprised of three Peace Officers and a Deputy District Attorney target DUI defendants in Sacramento County with felony arrest warrants and misdemeanor arrest warrants. Repeat DUI offenders who have failed to appear in court for a DUI are identified and served DUI warrants by the RED Team. They utilize a 24/7 Tip-line for citizens to report information about wanted DUI recidivist offenders to the RED Team investigators, as well as a website where the faces of wanted DUI offenders are posted for public viewing and information can be forwarded to the team.

In addition to these daily efforts, they expanded their focus to include youth (under age 21) who have failed to appear in court. The Team realizes that for youth, alcohol is the most often used substance and creates a harmful impact on the community. By stopping a recidivist youthful offender from continuing this detrimental behavior, it is believed that future court intervention can be alleviated. As a means to reach the youth, the RED Team developed a MySpace page and uses Facebook to contact individual defendants by email. Over the past year, the RED Team has conducted over 1,700 field operations and cleared over 600 warrants. With the success of the Recidivist DUI Arrest Program in Sacramento County, the Team has also developed a manual to use in developing and implementing a program similar to the RED Team for other jurisdictions statewide.

### Probation Departments – Intensive Supervision of DUI Probationers

During Federal Fiscal Year 2009, California's high-risk DUI probationers were supervised and held accountable via two grants, both hosted by San Diego County. These grants funded 17 County Probation Departments (Butte, Contra Costa, Fresno, Imperial, Kern, Los Angeles, Santa Barbara, Sacramento, San Diego, San Joaquin, San Bernardino, Shasta, Solano, Stanislaus, Trinity, Tulare and Yolo). Throughout the year, there were approximately 1,900 high-risk DUI probationers receiving supervision via the intensive caseloads. In addition to keeping regularly scheduled office appointments, probationers were also subject to random, after-hours home and worksite visits, drug and alcohol tests and searches. Several probation departments participated in multi-agency DUI enforcement efforts, such as the Avoid campaign warrant service operations, or worked with specific local agencies within their county. The intensive supervision compels the vast majority of the probationers to adhere to their terms of probation, however, when probationers fail to comply they are held accountable.

<b>Intensive Supervision of DUI Probationers</b>	<b>Fiscal Year Total</b>
<b>Quarterly Average Number of Specialized Intensive DUI Caseloads</b>	<b>26</b>
<b>Average Number of Cases per Probation Officer</b>	<b>94</b>
<b>Field and/or Home Contacts Attempted</b>	<b>8,282</b>
<b>Field and/or Home Contacts Made</b>	<b>5,268</b>
<b>Office Contacts Scheduled</b>	<b>20,380</b>
<b>Office Contacts Made</b>	<b>20,625</b>
<b>Home and/or 4th Waiver Searches Conducted</b>	<b>4,366</b>
<b>Alcohol or Other Drug Tests Conducted</b>	<b>23,090</b>
<b>Special Operations Conducted or Participated In</b>	<b>500</b>
<b>Warrant Service Attempts</b>	<b>900</b>
<b>Warrants Successfully Served</b>	<b>262</b>
<b>Known Probation Violations</b>	<b>1,460</b>
<b>Responses to Known Probation Violations</b>	<b>1,427</b>
<b>Court Actions Initiated for Known Probation Violations</b>	<b>1,307</b>



## Program Area Highlights

### Traffic Safety Resource Prosecutor Program

During the 2009 Federal Fiscal Year, the Traffic Safety Resource Prosecutors (TSRP) conducted 56 training programs for more than 2,200 prosecutors and law enforcement throughout the state. They sought to provide specialized ad hoc training on topics of interest as they arose. Augmenting standard topics with cutting-edge programming has enabled them to maintain a consistently high demand for training since the program was implemented three years ago. Additionally, over 900 requests for TSRP technical assistance and mentoring were made during the year. Through TSRP efforts, 15 prosecuting agencies have committed to vertical prosecution and/or no plea negotiation dismissals of DUI/suspended or revoked license cases.

### Vehicular Homicide Seminar

The Vehicular Homicide Seminar, which for the first time was produced through a partnership between OTS and the California District Attorney's Association, was held this year. The three and a half day seminar was designed for prosecutors and law enforcement who handle misdemeanor and felony vehicular homicides. Training included separate tracks as well as general sessions and group exercises for prosecutors and law enforcement to develop the knowledge and skills necessary to investigate, evaluate, prepare and handle cases involving vehicular fatalities. One hundred sixty-three law enforcement officers and prosecutors attended this highly successful and effective training.



## Program Area Highlights



### UC Davis - Screening and Brief Intervention

UCDMC, a Level I Trauma Center, expanded their adult screening and brief interventions with emergency department patients to include adolescent patients with a positive blood alcohol level. These adolescent patients and their parents are provided with a "brief intervention" and resources for treatment. This project also includes two Level II Trauma Centers in Sacramento County and one Level II Trauma Center in Placer County providing brief interventions in their emergency rooms to adolescent patients. A brief intervention plan and tools for adolescent patients age 12-17 have been developed and in use at the UCDMC, Kaiser South, Sutter Roseville and Mercy San Juan emergency departments. Forty-one medical and community provider staff attended training on Screening and Brief Intervention (SBI) techniques. During the 2009 Federal Fiscal Year, over 1,500 adults received screening and brief interventions at the participating emergency departments. More than 120 adolescent patients who were positive for alcohol were admitted to the emergency departments and currently 20 percent of the parents/guardians have consented to participation and tracking of the adolescent patient's status in the program. Project staff reports 80 percent of the participants are responding to the follow-up tracking.

### Sacramento Brief Intervention Program

Sacramento County's pilot program to provide brief interventions for impaired drivers at the jail upon their release included 300 interventions during the 2009 Federal Fiscal Year. The purpose of the "brief intervention" is to create a "teachable moment" where impaired drivers can receive resources and referral to treatment in Sacramento County that will prompt changes in their "life-threatening" driving behavior. Since the program was implemented in 2007, over 600 brief interventions have been completed. Follow-up response rate from those who received the interventions is 40 percent. Another key component in the program is a paid media campaign aimed to educate the public on the consequences of driving impaired which began in March 2009. This extensive public awareness campaign includes print ads, online messages, billboards, television/cable ads, movie theater and radio messages conducted in English and Spanish. These messages combined have been viewed by over 12 million people. The Every37.com (every 37 minutes someone in the United States is killed in a drunk driving collision) website is comprehensive and interactive with over 33,400 visits since its launch in December 2008. The brief interventions in the jail, the Every37.com public awareness campaign and increased enforcement have contributed to a decline of alcohol involved collisions in Sacramento County.

## Program Area Highlights

### Evaluation of Conviction Rates Among California Counties

In an effort to continue addressing the issue of low DUI conviction rates throughout California, OTS again funded the DMV to study the variation in DUI conviction rates throughout California to determine how the overall rate can be remedied. The DMV studied indicators of these processes and obtained detailed information from the officers involved in the apprehending and adjudicating of DUI offenders. With this information, they analyzed the variance and trends in conviction rates. The studies will lead to recommendations for increasing conviction rates. These efforts will represent a significant milestone in improving the deterrence of drinking and driving by ultimately reducing its incidence.

### OCCUPANT PROTECTION

#### Click it or Ticket

The statewide "Click it or Ticket" campaign included mini-grants to 90 law enforcement agencies. The "Click it or Ticket" campaign consisted of two mobilization periods, the first was conducted November 17-30, 2008 and the second was May 18-31, 2009. Each agency conducted at least one Driver Only Seat Belt Observation survey during the week before and during the week after the mobilization. Seat belt observation surveys provided information on the best locations for conducting an enforcement campaign, and made the agencies aware of the seat belt use compliance rate in their communities. Each agency conducted roll call training by reviewing the different vehicle code violations that make up California's occupant protection laws. As part of an effort to improve night time seat belt use rates, 27 agencies conducted night time enforcement. This grant resulted in a total of 32,951 seat belt citations being issued by participating law enforcement agencies.



#### No Belts, No Brains – IMPACT

The CHP's "No Belt, No Brains" grant was a media campaign with a statewide outreach to teenaged audiences through the airing of a public service announcement (PSA) in movie theaters prior to PG, PG-13, and R rated movies in the 13 counties which CHP identified as having a high number of teenagers who were injured or killed in collisions when safety belts were not used. These counties include Alameda, Contra Costa, Fresno, Kern, Los Angeles, Merced, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Joaquin, and Santa Clara. From July 2009 through September 2009, the PSA was shown on 1,226 movie theater screens and reached a minimum of 13,600,000 theater patrons. Additionally, the PSA was aired on the movie theater lobby screens once every 30 minutes, which increased the patrons reached by 20 percent. The PSA was well-received by the audiences observed in Sacramento and Fairfield area theaters. Additionally, cable television advertising time was purchased in the San Diego and Sacramento market areas. The PSA was also posted on YouTube and aired on various radio stations throughout the selected 13 counties.

## Program Area Highlights

### Statewide Highway Restraint Enforcement Campaign (SHREC) II

Occupant protection is still a major focus in California, especially for passengers at or below the age of six. Through this grant, the CHP was able to implement community outreach and enforcement measures statewide that were designed to increase seat belt and child passenger restraint systems usage. The CHP was able to conduct 115 child safety seat checkups, where 2,200 child safety/booster seats were distributed and more than 14,500 child safety/booster seats were properly fitted. Additionally, this grant funded the training of more than 250 child safety seat technicians who then assisted with the child safety seat checkups. Other grant activities included conducting more than 1,600 public education presentations, and seat belt enforcement operations resulting in more than 14,000 seat belt citations issued.

### Confidential Morbidity Reporting Process

DMV, UCDMC, and the Department of Public Health collaborated on an effort to streamline the confidential morbidity reporting process, pursuant to Health & Safety Code Section 103900. In 2009, during a three month observational period, 17 cases were initiated by UCDMC physicians. Seizure was the most reported condition. Of the 17 cases submitted, 8 were recorded as being received by the DMV.

## BICYCLE AND PEDESTRIAN SAFETY

### Community Pedestrian Safety Training Project

OTS continues to fund innovative, pedestrian safety programs that enhance walkability, livability, and economic vitality. The Community Pedestrian Safety Training (CPST) Project is one such program. The purpose of the CPST project is to help make it safer and more pleasant to walk in one's communities. The half-day training is for local neighborhood

citizens and safety advocates concerned about pedestrian safety and wanting to identify strategies for improving it. Deliverables of this two-year project include conducting 12 statewide trainings in communities where pedestrians are most at risk.

During year one, pedestrian trainings were conducted in four communities – Glendale, Santa Ana, Delano (in Spanish) and Stockton. Feedback has been positive and community trainings for year two have been scheduled for Los Angeles (Crenshaw area), Oakland and Santa Barbara. These trainings teach basic pedestrian safety best practices (e.g. high visibility crosswalks, crash reduction factors), community engagement skills (e.g. identifying community professionals empowered to solve problems), walkability assessment of a selected pedestrian danger area, and mapping or other small group interactive prioritization of safety issues.



## Program Area Highlights



At the end of the training, participants will have a set of pedestrian safety priorities and a next steps action plan to promote safe walking in the community. The trainings are also designed to help communities with development and implementation of a Pedestrian Safety Action Plan. For more information on these free trainings, please visit: <http://www.tsc.berkeley.edu/>.

### Pedestrian Safety Assessments

Although traffic and pedestrian safety are high priorities for California's city and county officials, local fiscal and staff resources continue to be stretched to cover more and more responsibilities and it is often difficult for local public works and police departments to find the time and expertise needed to identify specific local traffic safety problems, determine their underlying causes, research effective remedies, and select feasible projects. The Traffic Safety Evaluation Services for California Communities project was designed to provide the specific expertise that many cities and counties either lack in-house or cannot spare the resources to devote staff time to. The

partnership between OTS and the ITS Technology Transfer Program provides local agencies with a reliable, respected and credible source of information that fosters collaboration between the engineering/public works and enforcement/police departments. Free Pedestrian Safety Assessments (PSA) is a key component provided under this project. Demand for this new pedestrian safety program was strong and resulted in 21 PSA's being conducted in cities throughout California, exceeding the grant specified number of 18, by three. The issues discussed caused cities' staffs to become more sensitive to pedestrian needs. In one of the cities, the copy of the PSA report was sent to the City's Traffic and Transportation Advisory Commission to be presented to City Council for approval. Another city has approved hiring of a local bicycle coordinator, and one city recently approved a separate budget item in their two year Capital Improvement Plan to enhance pedestrian safety.



## Program Area Highlights

### POLICE TRAFFIC SERVICES

#### Selective Traffic Enforcement and Education Program (STEEP)

In 2009, OTS again funded the STEEP program which provided personnel, equipment, and the operating funding necessary to conduct traffic safety enforcement and education. The primary goals included the reduction of persons killed in alcohol-involved, speed-related, hit-and-run and nighttime collisions. Other areas of the program aimed at increasing seat belt, child safety seat, and bicycle helmet usage rates.

The community efforts of 13 agencies in 2009 made the program an overwhelming success. The cities of Arvin, Manteca, Suisan City, Farmersville, Woodland, Turlock, Fairfield, Riverside, Patterson, Clovis, San Luis Obispo, Shafter, and Oakland increased public awareness and attacked numerous traffic safety problem areas by combining both private organizations along with community-based organizations.

### EMERGENCY MEDICAL SERVICES

#### Regional OTS EMS Grant

The Merced County Fire Department served as the host agency in purchasing and placing into use five fully equipped extrication systems and three partial extrication systems. The communities of Los Banos, Gustine, Atwater, Delhi and Le Grand each received fully-equipped extrication systems. The communities of Cressy, Dos Palos Wye and Castle each received partial extrication systems. The grant enhanced the rescue capabilities of the Merced County Fire Department by replacing several hydraulic rescue tools that were over 20 years old and had reached the end of their service life. Additionally, the new hydraulics were significantly lighter and stronger.

The grant also allowed the Merced Fire Department to equip three stations with rescue tools that previously had none. This resulted in three communities no longer having to wait for extrication equipment to arrive at the scene of a traffic collision. Extrication time for entrapped motorists in these communities was reduced 50 percent. Two hundred full time and paid-call firefighters were also trained in the use of the new extrication equipment. A demonstration of the extrication equipment was done at the local high school in Gustine. The equipment was also used in an "Every 15 Minutes" program and was on display at the County Fair.



## Program Area Highlights

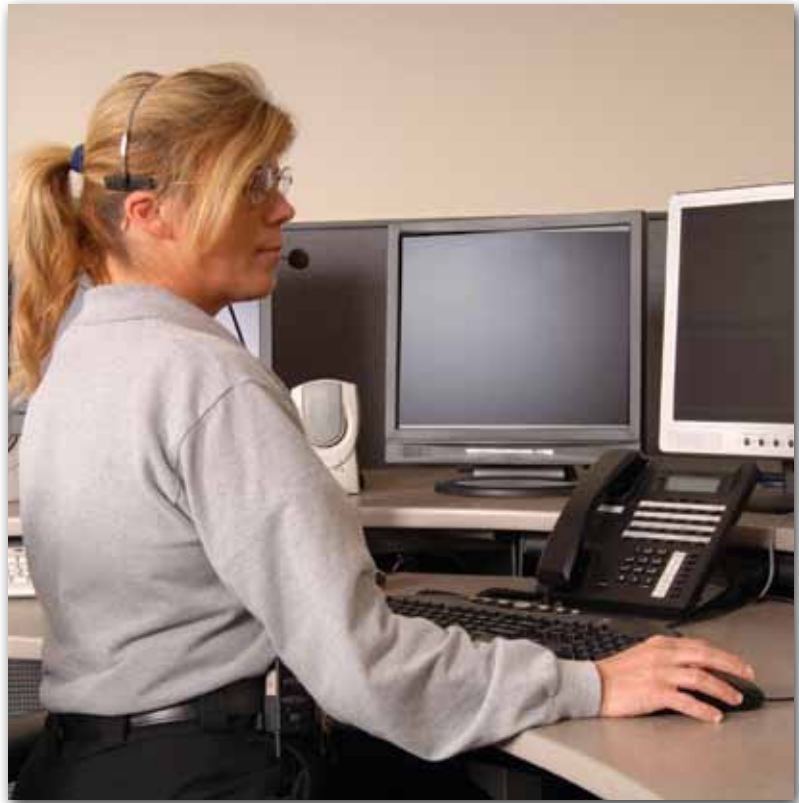
### ROADWAY SAFETY/TRAFFIC RECORDS

#### Automated Collision Analysis and Tracking System

While OTS strives to prevent deaths and injury collisions in major cities, efforts in 2009 were also aimed at assisting rural counties in automating their crash records systems.

OTS reached out to 26 counties that were without automated collision analysis and Tracking Systems. Twenty-one of the 26 were rural counties.

As a result of these outreach efforts, 11 of the 12 awarded grants will be going to rural counties. Their new systems will represent a major upgrade in terms of tracking, identifying, and analyzing collision patterns. Previously these counties were reliant on their small staffs to work with outdated tools in order to complete their collision studies. These counties will now have the ability to complete more elaborate studies in much shorter time frames with the addition of their new systems.



#### California EMS Information System (CEMSIS)

CEMSIS is an application designed to accept EMS and trauma data from local EMS agencies throughout the state and provide an avenue for linkage with other appropriate data sources to create a timely, accurate, complete, uniform database. Data is necessary to assess performance, quality, utilization and prevention, benchmark against existing national standards and to inform future policy decisions and directions for EMS and trauma care in California. Fifteen local trauma centers are sending trauma data to the state, while local EMS agencies are expected to begin submitting their data in 2010.



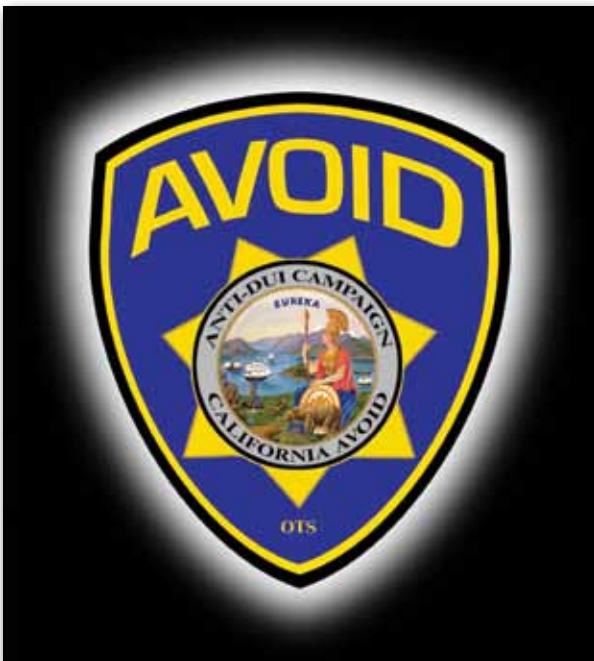
The OTS will continue to serve as a thought-leader for emerging traffic safety issues, funding results-oriented and innovative programs to help us accomplish our vision of helping to save lives. OTS is receptive to new ideas. We encourage our current grantees, and those organizations with which we have not worked in the past, to bring us their best ideas for solving traffic safety challenges in their communities. We strive to be customer friendly in all of our programs and work hard to streamline processes and eliminate duplication. Many of the strategies listed below are identified in California's Strategic Highway Safety Plan (SHSP). Future plans to improve traffic safety in California include:

### EXTERNAL

#### ALCOHOL AND OTHER DRUGS

OTS has designated 2010 as the "Year of the Checkpoint," marking the significance of an increased commitment to this valuable deterrence and enforcement tool. Grants will be funding considerably more DUI checkpoints than ever before, from 1,740 in 2009 to over 2,500 in 2010, an increase of 44 percent. The CHP will be conducting more checkpoints in 2010 than in the previous 10 years.

Utilizing OTS Crash Rankings to identify cities with disproportionate numbers of traffic collisions, OTS Regional Coordinators and Law Enforcement Liaisons will contact city representatives to encourage submittal of a grant proposal. (SHSP Action 1.1)



In 2009, OTS targeted, for the first time, California's "Top 50 DUI Cities" for more 2010 DUI checkpoints. As a result of OTS' efforts, the "Top 50 Cities" plan to conduct 973 DUI checkpoints in 2010 – significantly more than the 605 they conducted in 2009. (SHSP Action 1.01)

Fund 12 County Probation Departments to target repeat DUI offenders who violate probation terms or who fail to appear in court. Funded strategies include intensive supervision, unannounced home contacts and searches, surveillance operations, highly publicized warrant service operations, alcohol and drug testing, and the distribution of "Hot Sheets" to local law enforcement agencies. (SHSP Action 1.3)

Fund a statewide DUI Checkpoint Program for Local Law Enforcement Agencies. To promote sustained enforcement, state and local law enforcement agencies collectively serving at least 50 percent of California's population or serving geographic subdivisions that account for at least 50 percent of California's alcohol-related fatalities will conduct checkpoints not less than quarterly. (SHSP Action 1.1)

Fund countywide and regional DUI Avoid programs to conduct enforcement and media campaigns during holiday periods. OTS and MADD will sponsor regional DUI Seminars recognizing top DUI enforcement officers in each county. A long-term goal of OTS has been realized, with 98 percent of the state's population now blanketed by a DUI Avoid program. With the recent addition of EL Dorado County, a total of 42 counties



## Moving Forward 2010

involving 553 law enforcement agencies and CHP area commands are participating in the program. (SHSP Action 1.1)

Fund the implementation of "Live DUI Courts," "Live DUI Sentencing," and "Every 15 Minutes" programs in high schools throughout the state. Conducting live DUI court proceedings in California high schools provides students the opportunity to see up close the consequences of driving under the influence to individual drivers, crash victims and their own local community. The "Every 15 Minutes" program is a two-day program that focuses on high school juniors and seniors and challenges them to think about the consequences of drinking, personal safety and the responsibility of making mature decisions when lives are involved. (SHSP Action 6.5)

Fund six "DUI Only Courts" in California. Courts are now operational in Orange (4), Sonoma, and San Joaquin counties. Prior to 2008, there were only three DUI courts in California. (SHSP Action 1.5)

Fund the statewide TSRP program, which serves all counties in the state of California. The TSRP program has established five "resource centers," a DUI Prosecutor mentoring program, and a specialized DUI prosecution training program. The TSRP will educate prosecutor offices about the benefits of vertical prosecution in DUI cases and promote the need in establishing DUI vertical prosecution units. The TSRP will have more integrated training outreach to law enforcement, a tactic which has shown very positive results in 2009. (SHSP Action 1.3)

Fund the UCDMC to develop a uniform and consistent system for hospital staff to notify law enforcement upon



the arrival of a person who has been in a traffic collision in which alcohol may have been involved. Efforts are being made in the pursuit of the Health Insurance Portability and Accountability Act Privacy Rule (HIPAA) interpretation from the Attorney General regarding physician reporting of patients who were drivers injured in DUI collisions. (SHSP Action 1.6)

Working with the California District Attorneys Association, OTS will fund and coordinate a statewide "Vehicular Homicide Seminar," in the spring of 2010, for 100 law enforcement personnel and 100 prosecutors from across the state of California who handle misdemeanor or felony vehicular homicides cases. The course, coordinated by the California Traffic Resource Prosecutors and law enforcement representatives, will assist law enforcement and prosecutors in developing the knowledge and skills necessary to evaluate, prepare, and try cases involving vehicular fatalities. (SHSP Action 1.4 and 1.17)

Collaborate with the DMV, Department of Public Health, and the UCDMC to streamline the confidential morbidity reporting process, pursuant to Health & Safety Code

Section 103900, used to report to local health departments cases involving lapses of consciousness, Alzheimer's disease or other conditions which may impair the ability to operate a motor vehicle safely. The intent of this code is to notify DMV of drivers who may potentially present a public safety hazard while driving and allow for a driver examination to take place. In 2010, phase two will be initiated using both current reporting methods; the existing Confidential Morbidity Report form and the online form provided by the county. Physicians will be requested to give all forms to the unit assistants, who will fax first to the county health department as usual, then fax to DMV Driver Safety Unit. Collection and recording of forms will take place as in phase one. The additional element of physician education to this observational survey remains open for discussion at this time.

Fund adult screening and brief interventions with emergency department patients to include adolescent patients with a positive blood alcohol level at four trauma centers in the greater Sacramento region: Kaiser Permanente in South Sacramento, Mercy San Juan, Sutter Roseville and UCDCMC. This project provides adolescent patients who were intoxicated and their parents with a "brief intervention" and resources for treatment in Sacramento County. (SHSP Action 1.9)



Promote vehicle impound programs targeting drivers with suspended or revoked licenses. A component of this effort includes the development of 'hot sheets' that will be distributed to local law enforcement personnel to aid in the apprehension of these drivers. (SHSP Action 3.3)

### OCCUPANT PROTECTION/BICYCLE AND PEDESTRIAN SAFETY

Fund the statewide implementation of "Next Generation - Click It or Ticket" (Next Generation CIOT), in which the CHP and local law enforcement agencies will migrate from a single two-week well-publicized enforcement mobilization annually to two mobilizations in November and May. In addition, the Next Generation CIOT campaign will promote sustained seat belt enforcement, a program in which state and local law enforcement agencies representing at least 50 percent of California's population or serving geographic subdivisions that account for at least 50 percent of unbelted fatal vehicle occupants will conduct intensified monthly enforcement efforts during both daytime and nighttime hours. (SHSP Action 4.2)

Fund, at "no cost" to cities and counties, "Pedestrian Safety Assessments" (PSA) conducted by engineers with the University of California at Berkeley. PSA's help improve pedestrian safety within California communities, as the PSA's enable cities to systematically identify pedestrian safety issues/problems and effective remedial options. Improved pedestrian safety and improved pedestrian infrastructure in turn can lead to enhanced walkability and economic vitality of communities. Fifteen PSA's are planned for 2010. (SHSP Action 8.4)

Fund safety helmets and child safety seats to parents and families in need. At the same time, OTS will ensure parents receiving this life-saving equipment have the training necessary to correctly use the safety device.



Fund grants that support under-served communities. The risk of being injured or killed in a traffic crash is disproportionately high for members of certain groups as defined by race, ethnicity, socioeconomic status, and cultural practices. Latinos, African-Americans, and Native Americans are among the most severely affected. Understanding the factors that contribute to these risks is difficult, in part because data that would identify victims as members of these groups is difficult to find.

Stay abreast of all the latest technological innovations and think creatively about countermeasures to confront potential traffic safety problems, including the use of evidence-based technologies such as red light running cameras, vehicle speed feedback signs, flashing beacons at school crosswalks, in-roadway warning lights at crosswalks and countdown pedestrian signals. (SHSP Action 8.2)

### EMERGENCY MEDICAL SERVICES

Fund regional EMS programs to ensure rural communities have access to the latest "state-of-the-art" rescue and extrication equipment. Regions will conduct assessments of their area to determine the needs and provide for the best use of funded equipment.

### TRAFFIC RECORDS

In September-October 2010, a team of national experts will conduct a statewide assessment of California's Traffic Records program. OTS is working closely with the CHP and NHTSA to coordinate the assessment.

Fund County Engineering Departments to purchase a Traffic Collision Database System. The system helps engineering departments improve safety, data collection, access, and analysis. Additionally, the system does collision pattern diagramming and produces collision location mapping on Google Earth and ESRI GIS mapping products.

Continue to embrace automation programs that produce timesaving and operational efficiencies, as part of our effort to utilize technological advances to conduct business and save lives. For example, OTS will continue to provide funding to automate the traffic citation, DUI arrest, and collision reporting processes. These systems greatly enhance accuracy and eliminate the entry of redundant information. Another example of efficient use of technology is the application of automated collision mapping and use of GPS coordinates for collision reports, to pinpoint key problem areas and identify appropriate solutions. OTS staff will assess the use of countywide GIS programs and facilitate efforts to gain countywide programs through OTS grants.

Fund the California Department of Public Health to better understand current knowledge gaps and begin working towards integrating data sets like SWITRS, pre-hospital records, emergency department records, hospital inpatient records, and death data. (SHSP Action 16.4)

Fund the Emergency Medical Services Authority to update the California EMS Information System (CEMSIS) to be in compliance with, and participate in, the federal data collections systems: National EMS Information System (NEMSIS) and the National Trauma Data Bank (NTDB). CEMSIS will be designed to receive both EMS and trauma data electronically from each of the 31 local EMS agencies. Injured patient data will be linked with other data systems to assist state and local efforts in injury prevention related to traffic safety. (SHSP Action 16.2)

Fund the CHP to allow for timely, statewide, online submission of traffic collision reports to the Statewide Integrated Traffic Records System (SWITRS) by CHP and allied agencies. (SHSP Action 16.1)

Fund the DMV to assess, improve, and monitor the accuracy and timeliness of DUI conviction data submitted to the DMV database by the courts. (SHSP Action 16.6)

Research is one of the keys to development of successful strategies to reduce fatal and injury collisions. Currently in California, SWITRS is the primary source of collision data used by public and private researchers. In order to improve the quality of the data collected, the Traffic Records Coordinating Committee (TRCC) is soliciting and reviewing recommendations for the update of the Traffic Collision Report forms, SWITRS information retention, and the California Traffic Records Strategic plan. These recommendations will then be forwarded to CHP for final review and implementation.

### OLDER DRIVER SAFETY

Fund the University of California, San Diego to improve driving safety in older adults through interventions addressing Age-Related Driving Disorders (ARDDs). These interventions will include health professional education and training. Driving is an important means of mobility and independence for older adults. However, as seniors age they often experience health and functional impairments that interfere with their ability to drive safely. If left unaddressed, these problems pose a risk of driving-related injury not only to the seniors themselves, but also to their families and to others who share the road with them.

### MOTORCYCLE SAFETY

Fund motorcycle safety enforcement operations which include public awareness media efforts in grants to local law enforcement agencies, including motorcycle-specific messaging in general traffic safety and DUI media outreach. Fund focused public awareness and enforcement campaigns by CHP in four counties with highest number of fatal and injury motorcycle crashes. Public awareness will include "Share the Road" messaging for motorists, promoting the use of proper helmets and other safety gear, as well as continuing to encourage riders to take advantage of the California Motorcyclist Safety Program training opportunities.

### DISTRACTED DRIVERS

OTS and CHP will co-lead a new challenge area as part of the SHSP. Distraction from the primary task of driving presents a serious and potentially deadly danger. There has been increased attention on the danger of distracted driving recently, specifically on the dangers of cell phone use and texting while driving. As co-lead, OTS will coordinate the development of strategies and tactics, as well as help implement the Action Items to combat crashes involving distracted drivers.

OTS will coordinate a new public awareness pilot program campaign in Sacramento County. The "Lookieloo" campaign will strive to lessen the number of secondary crashes on area freeways by convincing drivers to keep their attention on the road ahead, rather than distractions from primary crashes, emergency responders, and other roadway distractions. OTS will partner with Caltrans, DMV, CHP and area media to successfully undertake the campaign and will evaluate the outcomes to determine the efficacy of expanding to other regions.

### INTERNAL

To continue to move forward with implementing a web-based electronic grants management system that will allow agencies to apply for grants online and provide grantees with the ability to submit claims, submit QPRs and generally manage their grants through a web-based interface. Steps expected to be completed in 2010/2011 include receiving approval on the Feasibility Study Report, completing the procurement process, and customizing and implementing the system.

Implement an OTS Intranet as a tool to organize and display internal information.

Promote the enhanced "Grants Made Easy" grant proposal application designed specifically for local law enforcement agencies. "Grants Made Easy" significantly reduces the paperwork and time required to submit a proposal and finalize a grant agreement. In addition, "Grants Made Easy" enables OTS staff to significantly reduce the number of days required to process new grants. This innovative grant application process is a direct result of OTS' Performance Improvement Initiative to enhance efficiency and effectiveness.

Continue working closely with the Federal Government to ensure California receives its fair share of federal funding.

Continue the Performance Improvement Initiative to streamline the grant application and reporting processes. OTS will look towards conducting as much business as possible over the Internet. Using the Internet as a tool can streamline processes and save valuable time and efforts.

Utilize existing staff to conduct internal audit and mapping of processes to identify and implement new efficiencies.

Continue to promote the OTS Employee Recognition Program (ERP) to reward employees for their commitment to superior performance. A Peer Group Election will be conducted to select new Peer Recognition Committee members. The Awards Program Coordinator will survey staff to gain feedback on enhancing the program.



*OTS Director with winners of annual OTS staff recognition awards.*

### MARKETING AND PUBLIC AFFAIRS

Enter into and strategically expand strategies that utilize social media and non-traditional communication venues to reach target audiences that are moving away from those that have been used in the past. Develop and implement a Facebook presence designed to be a public engagement portal. The site will include such engagement tactics as viewer contests, gift card offers, pledge badges, quizzes and coupons, all with traffic safety themes.

Expand the number and range of fixed roadway signs that promote the "Click It or Ticket" and "Report Drunk Drivers. Call 911" messages.

Significantly expand relationships with billboard and commercial changeable message sign companies to highlight OTS-promoted traffic safety messages at greatly reduced or no cost.

Spotlight traffic safety programs pioneered or uniquely adapted within California. Effectively communicate the societal benefits garnered from targeting traffic safety practices to local and diverse communities.

Develop and implement broad-based and targeted public education programs that not only enlighten, but inspire Californians to engage in prudent traffic safety practices. These efforts will also include campaign specific (e.g., DUI, seat belts, inattention/distracted driving, and teens) advertising, earned media, events and training.

Spotlight California's traffic safety successes and innovative grant programs, strategically linking successful programs and focusing on key program areas that make an easily demonstrated difference.



Develop practices and personnel within the grantee frameworks to carry the public education and promotion messages to the local and grassroots level. This will further augment and personalize the broader OTS messages.

Conduct comprehensive public awareness campaigns, relying heavily on the media, to promote the "Next Generation - Click it or Ticket" seat belt enforcement effort in November and May, and the holiday DUI Crackdown. During the national mobilization periods, OTS will promote NHTSA's slogan "Drunk Driving. Over the Limit. Under Arrest." and the "Report Drunk Drivers. Call 911" message.

Conduct basic public information, media relations, and marketing training for grantees to help them more successfully promote their local messages, events, operations and activities.



