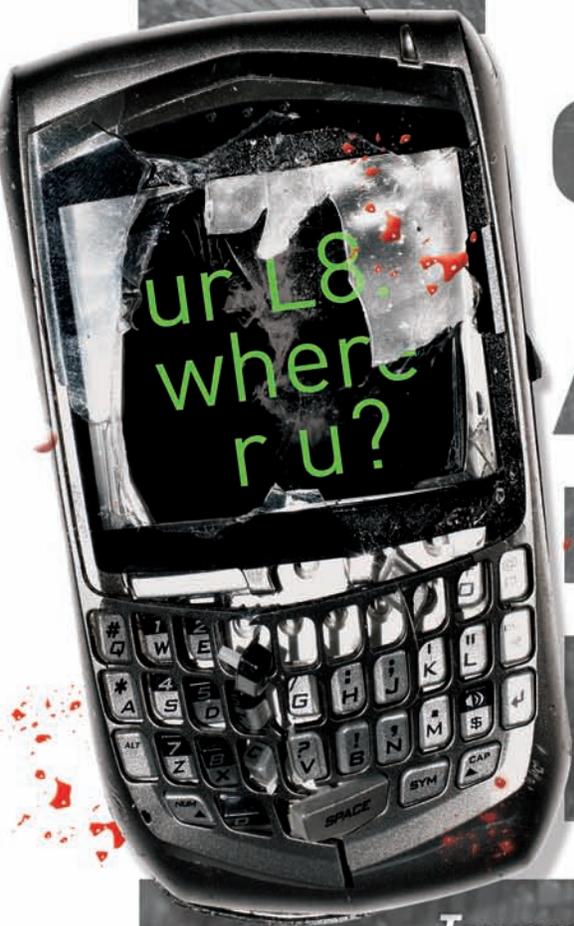


# 2011



## CALIFORNIA'S ANNUAL PERFORMANCE REPORT

*Toward zero deaths, every 1 counts.*



CALIFORNIA OFFICE  
OF TRAFFIC SAFETY





**CALIFORNIA OFFICE  
OF TRAFFIC SAFETY**

**2011**

# Annual Performance Report

**Edmund G. Brown Jr.**

Governor  
State of California

**Traci Stevens**

Acting Secretary  
Business, Transportation and Housing Agency

**Christopher J. Murphy**

Director  
Office of Traffic Safety



STATE OF CALIFORNIA

EDMUND G. BROWN JR.  
Governor

TRACI STEVENS  
Acting Secretary

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



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 the efforts of the traffic safety community have been saving more lives on California's roadways than at any other time in history. This report shows why the work of the Office of Traffic Safety (OTS) in 2011 is expected to carry that trend forward.

Education, engineering, enforcement and emergency medical services programs have reduced traffic injuries and fatalities to lows not seen since 1944, when 90 percent fewer vehicles traveled 94 percent fewer miles compared to today. While the economy has some effect, we know that high visibility enforcement, sobriety checkpoints, multiple public awareness campaigns, better road design, and faster emergency medical services serve as major contributing factors.

Despite challenging economic times, California's traffic safety community is continuing to put forth strong efforts. For Federal Fiscal Year 2011, OTS awarded \$67 million in grants to 198 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.

California saw a decline in overall traffic deaths in 2010, marking a fifth consecutive year of safer roads. According to federal government figures, total vehicle fatalities dropped 11.9 percent, from 3,081 in 2009 to 2,715 in 2010. Moreover, the 2010 figures show a total decline of 37.3 percent since 2005, at which time fatalities numbered 4,333. In addition to the lives saved and injuries averted, over \$17 billion in adverse economic impacts were avoided from 2009 to 2010.

The State has seen a very significant decline in DUI deaths: 26.8 percent from 2005 to 2009. Preliminary figures indicate 2010 will show the highest drop ever. When the percentage of Californians using seat belts hit a new all-time high of 96.2 percent in 2010, we thought it could not go higher... but it did, reaching 96.6 percent in 2011. In 2011, through the leadership of OTS and with the voluntary participation of over 275 local and State agencies, California launched the biggest, most comprehensive distracted driving enforcement and public awareness campaign in the nation.

California remains the national leader in innovative and groundbreaking traffic safety programs. We also continue to emphasize and strengthen the proven strategies and tactics that have been highly effective over the years. One such statewide strategy has been the Strategic Highway Safety Plan, an exceptional collaboration of stakeholders running the entire gamut of traffic safety, including OTS, Caltrans, California Highway Patrol, Department of Motor Vehicles Department of Alcoholic Beverage Control, Department of Public Health, the Emergency Medical Services Authority, local government and law enforcement associations, and regional transportation planning agencies. The goal of the Plan is to significantly reduce deaths, injuries and economic losses resulting from vehicle crashes.

As the State's Acting Secretary for the Business, Transportation and Housing Agency, I am proud of the Office of Traffic Safety and its partners for the work they accomplished. I look forward to the years ahead, as we continue to realize the OTS Vision Statement — Toward zero deaths, every 1 counts.

TRACI STEVENS  
ACTING SECRETARY

# Annual Performance Report

## Federal Fiscal Year 2011

Prepared By  
California Office of Traffic Safety

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**CALIFORNIA OFFICE  
OF TRAFFIC SAFETY**

# MISSION & VISION

## WHAT IS OUR MISSION?

The Office of Traffic Safety (OTS) effectively and efficiently administers 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 this 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 teambuilding 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.



Toward **zero** Deaths  
Every **1** Counts

**HOW DOES CALIFORNIA RECEIVE FUNDING?**

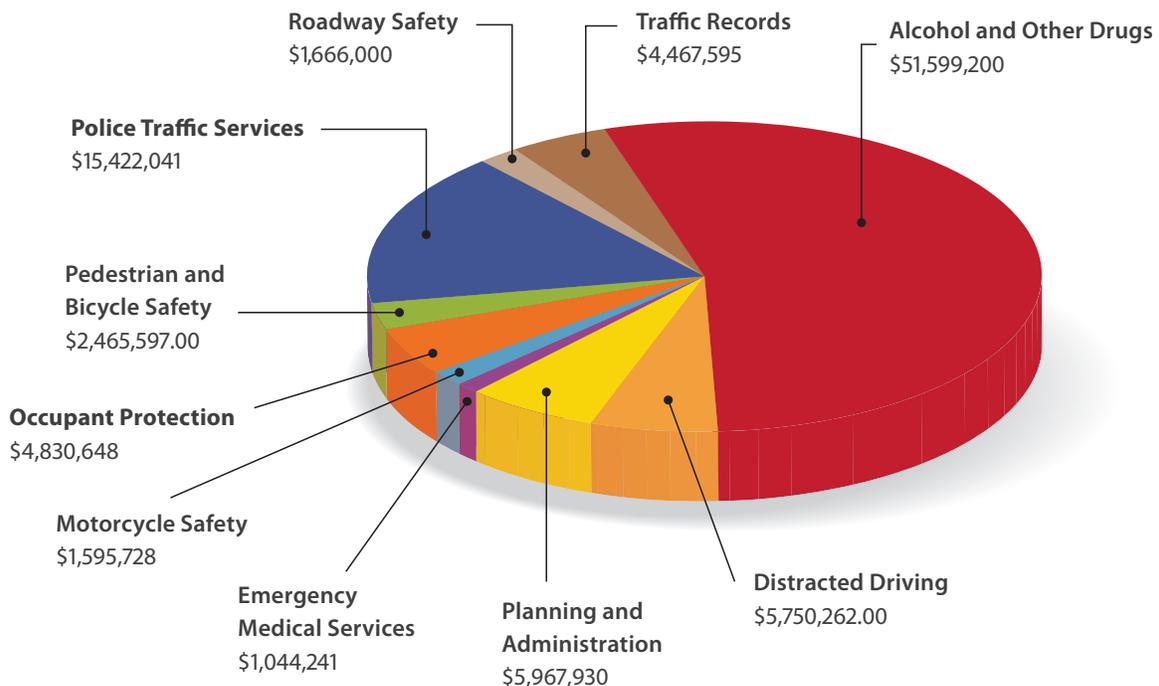
The OTS Highway Safety program is a partnership effort between the National Highway Traffic Safety Administration (NHTSA) and the states. The partnership was created when Congress passed the Highway Safety Act of 1966. The funding for California FFY 2011 resulted from the passage of the Safe, Accountable, 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 2011. 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 (APR), required by NHTSA (23 CFR Part 1200) and the California Vehicle Code (Section 2905), provides an update of traffic safety grants active throughout the State of California as approved in the California Highway Safety Plan.

**PLANNED FUND DISTRIBUTION  
All Active Grants in FFY 2011**



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 FFY 2011 were as follows:

## **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; vertical prosecution; education for judges and prosecutors; community organization involvement; equipment purchases including preliminary alcohol screening devices, portable evidential breath testing devices, and checkpoint trailer purchases; and 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 the California Highway Patrol (CHP).

## **DISTRACTED DRIVING**

Nationally, 23 percent of all crashes involve cell phone use and nearly 6,000 people died in 2008 in crashes involving a distracted driver. In July 2008, California passed a law prohibiting hand-held cell phone use while driving and a ban on texting while driving in January 2009. According to the OTS Statewide Intercept Opinion Survey, 62 percent of Californians stated that texting and talking are the biggest safety concerns on California roadways. OTS and CHP co-lead the Strategic Highway Safety Plan Challenge Area Team #17 to

Reduce Distracted Driving by developing action items to reduce this problem. Countermeasures include increased and focused enforcement, observational surveys, and public awareness campaigns, while other actions are being developed to change behavior. Serving as a role model for other traffic safety professionals and public and private agencies, OTS established its own policy prohibiting employees from any use of cell phones while driving on state business.

## **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 provide life-saving equipment, training, reliable ambulance transportation, effective communications, public information, education, and access to data and evaluation tools.

## **MOTORCYCLE SAFETY**

Improving motorcycle safety is a high priority. Due to the continuous rise in motorcycle fatalities for more than a decade, OTS, CHP, Department of Motor Vehicles (DMV), and representatives of the Strategic Highway Safety Plan (SHSP) Challenge Area 12 have focused on public awareness, education, and outreach. This collaboration has been key, in addition to highly publicized enforcement operations. Fortunately, motorcycle fatalities have decreased from 560 in 2008 to 394 in 2009. This is the first drop since 1998, marking the end to an 11 year, 175 percent increase.

### 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 2011, reports a 96.6 percent seat belt use rate. 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.

### PEDESTRIAN AND BICYCLE SAFETY

Drivers of motor vehicles need to share the road with pedestrians and bicyclists. They need to know the rules of the road and how to protect themselves in 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 students' 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 include 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.

### PUBLIC RELATIONS, ADVERTISING AND MARKETING

The driving force behind OTS's marketing, and public relations programs, is communication. Effectively communicating the importance of the life-saving benefits of traffic safety to the people of California is paramount. By first raising public awareness, followed by traffic safety education, OTS is able to contribute a significant change in traffic safety behavior over time. Through public education programs such as "Click it or Ticket," "Report Drunk Drivers, Call 911," "Drunk Driving. Over the limit. Under Arrest," and "It's Not Worth It," conducted in conjunction with enhanced law enforcement at the local level, this traffic safety mission was successfully accomplished. With the continued collaboration of other agencies, private sector businesses, community organizations, and law enforcement agencies, the vision of OTS will continue, in the successful extension of the message of traffic safety to the people of California.

### ROADWAY SAFETY/TRAFFIC RECORDS

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

## NUMBER OF LOCAL AND LOCAL BENEFIT GRANTS IN EACH COUNTY DURING FFY 2011

(This map does not include regional and statewide local benefit grants)



## LOCAL GRANTS

### Alameda County (14)

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

### Butte County (3)

- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant
- 1 - OP Education Grant

### Contra Costa County (3)

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

### El Dorado County (1)

- 1 - AL Avoid Grant

### Fresno County (5)

- 1 - AL Avoid Grant
- 2 - AL Enforcement Grant
- 1 - OP Evaluation / Feasibility Study Grant
- 1 - PT Education Grant

### Glenn County (1)

- 1 - AL Avoid Grant

### Humboldt County (3)

- 1 - AL Enforcement Grant
- 1 - AL Youth Education Grant
- 1 - PT Enforcement Grant

### Imperial County (2)

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

### Inyo County (1)

- 1 - AL Enforcement Grant

### Kern County (6)

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

### Kings County (1)

- 1 - AL Enforcement Grant

### Los Angeles County (24)

- 2 - AL Avoid Grant
- 10 - AL Enforcement Grant
- 1 - AL Vertical Prosecution Grant
- 2 - OP Education Grant
- 1 - PS Education Grant
- 8 - PT Enforcement Grant

### Madera County (1)

- 1 - AL Enforcement Grant

### Marin County (4)

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

### Mendocino County (1)

- 1 - AL Education Grant

### Merced County (3)

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

### Monterey County (2)

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

### Napa County (2)

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

### Nevada County (1)

- 1 - AL Avoid Grant

### Orange County (19)

- 2 - AL Avoid Grant
- 1 - AL DUI Courts Grant
- 3 - AL Education Grant
- 6 - AL Enforcement Grant
- 1 - EM Equipment Grant
- 4 - PT Enforcement Grant
- 1 - RS Geographic Information System Grant
- 1 - TR Evaluation / Feasibility Study Grant

### Placer County (1)

- 1 - AL Avoid Grant

### Riverside County (8)

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

### Sacramento County (11)

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

### San Benito County (1)

- 1 - AL Enforcement Grant

### San Bernardino County (7)

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

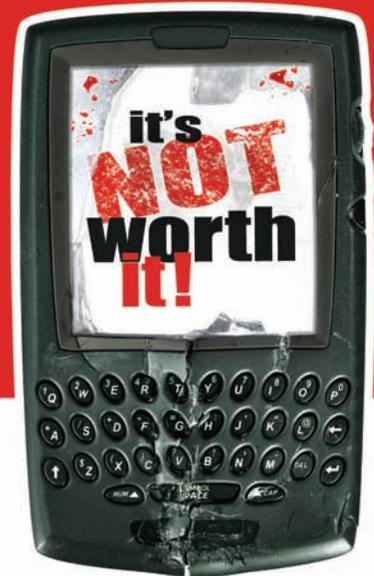
### San Diego County (13)

- 1 - AL Avoid Grant
- 8 - AL Enforcement Grant
- 1 - AL Youth Education Grant
- 2 - OP Education Grant
- 1 - OP Training Grant

### San Francisco County (2)

- 1 - AL Avoid Grant
- 1 - PT Evaluation / Feasibility Study Grant

**Texting + Driving  
= Ticket First time \$159+**



## LOCAL GRANTS

### San Joaquin County (6)

- 1 - AL Avoid Grant
- 1 - AL DUI Courts Grant
- 3 - AL Enforcement Grant
- 1 - TR Geographic Information System Grant

### San Luis Obispo County (2)

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

### San Mateo County (6)

- 1 - AL Avoid Grant
- 4 - AL Enforcement Grant
- 1 - PT Enforcement Grant

### Santa Barbara County (4)

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

### Santa Clara County (5)

- 1 - AL Avoid Grant
- 1 - AL Education Grant
- 1 - AL Enforcement Grant
- 1 - PS Education Grant
- 1 - PT Enforcement Grant

### Santa Cruz County (2)

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

### Shasta County (5)

- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant
- 1 - AL Youth Education Grant
- 1 - PT Enforcement Grant
- 1 - RS Equipment Grant

### Siskiyou County (1)

- 1 - AL Avoid Grant

### Solano County (2)

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

### Sonoma County (8)

- 1 - AL Avoid Grant
- 1 - AL DUI Courts Grant
- 3 - AL Enforcement Grant
- 2 - EM Rescue / Extrication Equipment Grant
- 1 - PS Education Grant

### Stanislaus County (4)

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

### Sutter County (2)

- 1 - OP Education Grant
- 11 - PT Enforcement Grant

### Tehama County (1)

- 1 - AL Avoid Grant

### Trinity County (2)

- 1 - RS Evaluation / Feasibility Study Grant
- 1 - TR Geographic Information System Grant

### Tulare County (5)

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

### Ventura County (5)

- 1 - AL Avoid Grant
- 1 - AL Education Grant
- 3 - AL Enforcement Grant

### Yolo County (2)

- 1 - AL Avoid Grant
- 1 - AL Education Grant

### Yuba County (2)

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



## REGIONAL AND STATEWIDE GRANTS

### California Department of Alcoholic Beverage Control (2)

- 1 - AL Avoid Grant
- 1 - AL Training Grant

### California Department of Justice (1)

- 1 - AL Equipment Grant

### California Department of Motor Vehicles (7)

- 1 - AL DUI Courts Grant
- 1 - AL Enforcement Grant
- 2 - AL Evaluation / Feasibility Study Grant
- 3 - TR Evaluation / Feasibility Study Grant

### California Department of Public Health (1)

- 1 - TR Records System Grant

### California Department of Transportation (2)

- 1 - RS Education Grant
- 1 - TR Records System Grant

### California Highway Patrol (7)

- 1 - AL Education Grant
- 1 - AL Enforcement Grant
- 1 - MC Enforcement Grant
- 1 - PS Enforcement Grant
- 1 - PT Enforcement Grant
- 2 - TR Records System Grant

### Emergency Medical Services Authority (1)

- 1 - TR Records System Grant

### Judicial Council of California (1)

- 1 - TR Records System Grant

# Traffic Safety Core Performance Measures

NHTSA and the Governor's Highway Safety Association have agreed to a minimum set of performance measures to be used by state 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 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*

All states are required to report progress on each of the 11 core and behavior measures. In addition to the required initial minimum set of performance measures, California has defined and developed an additional 48 performance measures to better monitor traffic safety outcomes, behaviors, and activities. Once again, the APR is reporting three activity measures that include grant-funded seat belt citations, impaired driving arrests, and speeding citations.

For the second year, OTS is reporting its statewide survey that tracks driver attitudes and awareness of highway safety enforcement, communication activities, and self-reported driving behavior. Through an OTS grant, the Safe Transportation Research and Education Center (SafeTREC) at University of California, Berkeley, contracted with a survey research firm to develop and administer a statewide survey

to establish baseline public opinion measures of driving under the influence of alcohol and other drugs, distracted driving,



and seat belt use. The survey also inquired about knowledge of public awareness campaigns, such as "Report Drunk Drivers. Call 911" and sobriety checkpoint programs.

## OVERALL PROGRAM GOAL

California has adopted the 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. In 2010, California experienced the lowest level of motor vehicle fatalities in the last 60 years. 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.

### C-1 Traffic Fatalities (FARS)

- To decrease traffic fatalities 14.35 percent from the 2007-2009 calendar base year average of 3,503 to 3,000 by December 31, 2011.
- Result: Traffic fatalities decreased 23 percent from the 2007-2009 calendar base year average of 3,503 to 2,715.



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

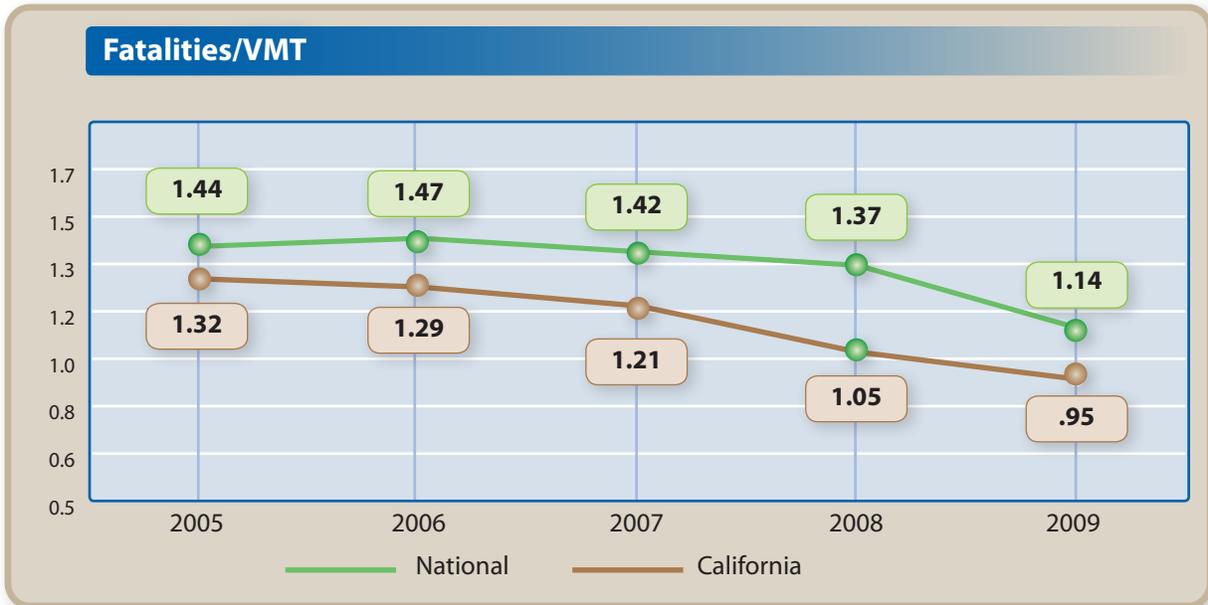
- To decrease serious traffic injuries 13.5 percent from the 2007-2009 calendar base year average of 11,979 to 10,500 by December 31, 2011.
- Result: Serious traffic injuries decreased 14 percent from the 2007-2009 calendar base year average of 11,979 to 10,369.



# Traffic Safety Core Performance Measures

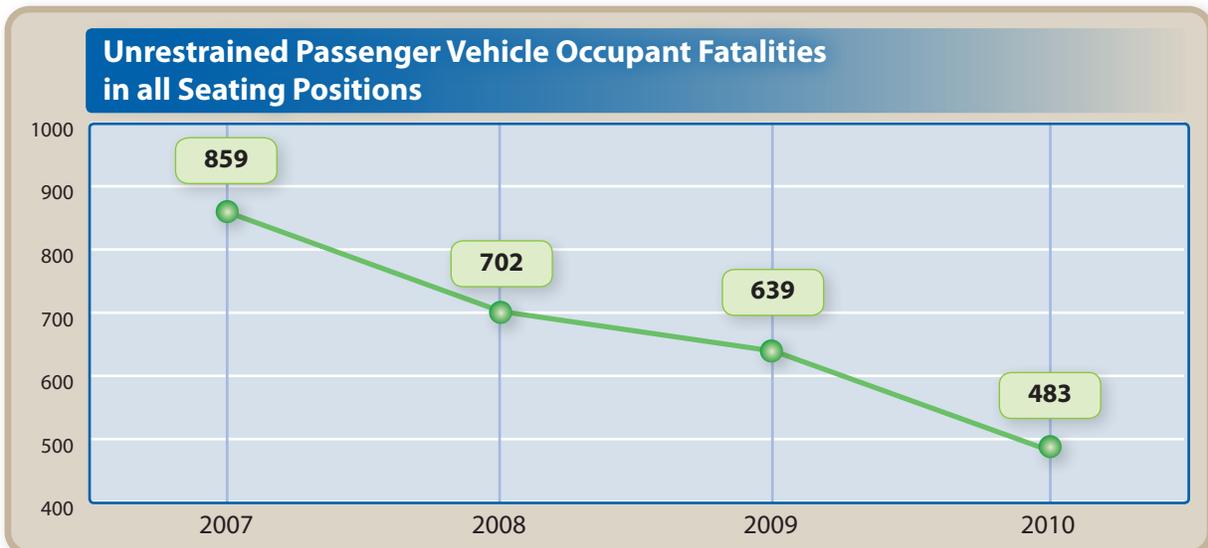
## C-3 Fatalities/VMT (FARS/FHWA)

- To decrease fatalities/VMT from the 2006–2008 calendar base year average of 1.18 to 1.03 by December 31, 2011.
- Result: Fatalities/VMT decreased .23 points from the 2006–2008 calendar base year average of 1.18 to .95.



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

- To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 15 percent from the 2007–2009 calendar base year average of 733 to 624 by December 31, 2011.
- Result: Unrestrained passenger vehicle occupant fatalities in all seating positions decreased 35 percent from the 2007–2009 calendar base year average of 733 to 483.



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

- To decrease alcohol-impaired driving fatalities 11.5 percent from the 2007–2009 calendar base year average of 1,027 to 920 by December 31, 2011.
- Result: Alcohol-impaired driving fatalities decreased 23 percent from the 2007–2009 calendar base year average of 1,027 to 791.



**REPORT DRUNK DRIVERS  
CALL 911**

**Your Call Could Save a Life**

Logos for: California Highway Patrol (CHP), California State Police (CSP), California State Police (CSP), and California ABC (Alcohol Beverage Control).

# Traffic Safety Core Performance Measures

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

- To reduce speeding-related fatalities 13.25 percent from the 2007–2009 calendar base year average of 1,234 to 1,070 by December 31, 2011.
- Result: Speeding-related fatalities decreased 26 percent from the 2007–2009 calendar base year average 1,234 to 922.



## C-7 Motorcyclist Fatalities (FARS)

- To decrease motorcyclist fatalities 21.6 percent from the 2007–2009 calendar base year average of 491 to 385 by December 31, 2011.
- Result: Motorcyclist fatalities decreased 29 percent from the 2007–2009 calendar base year average of 491 to 352.



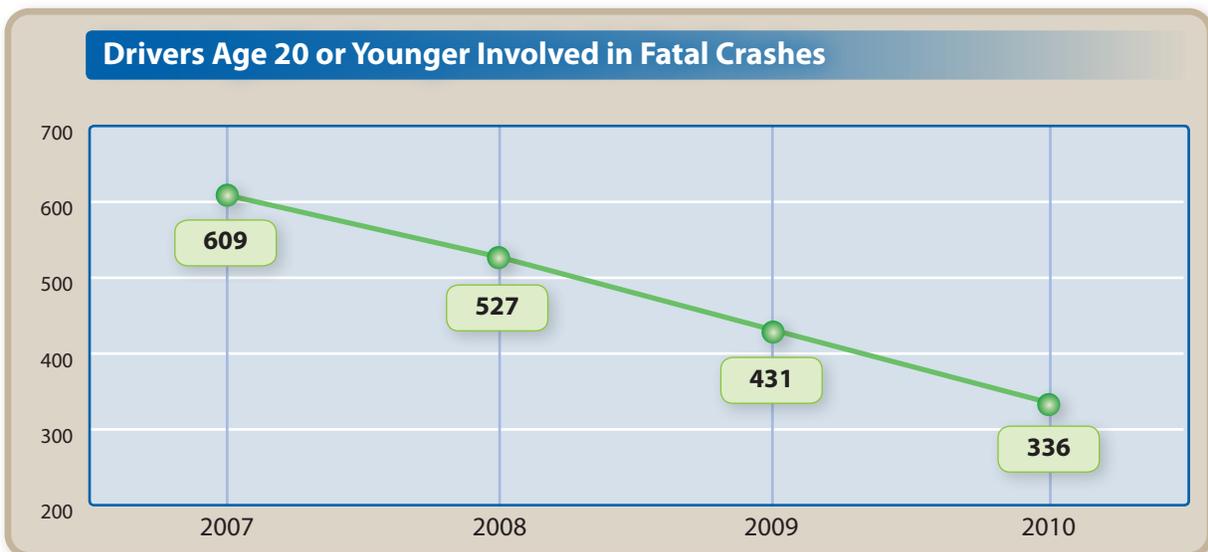
### C-8 Unhelmeted Motorcyclist Fatalities (FARS)

- To decrease unhelmeted motorcyclist fatalities 30 percent from the 2007–2009 calendar base year average of 61 to 43 by December 31, 2011.
- Result: Unhelmeted motorcyclist fatalities decreased 60 percent from the 2007–2009 calendar base year average of 61 to 25.



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

- To decrease drivers age 20 or younger involved in fatal crashes 20 percent from the 2007–2009 calendar base year average of 522 to 418 by December 31, 2011.
- Result: Drivers age 20 or younger involved in fatal crashes decreased 36 percent from the 2007–2009 calendar base year of 522 to 336.



# Traffic Safety Core Performance Measures

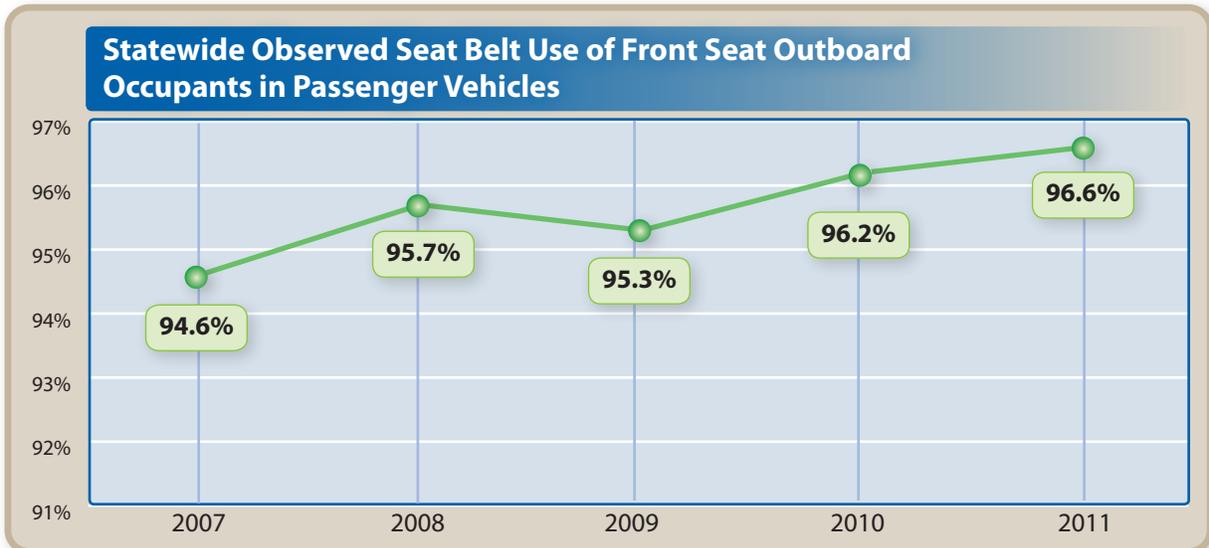
## C-10 Pedestrian Fatalities (FARS)

- To reduce pedestrian fatalities 11.6 percent from the 2007-2009 calendar base year average of 612 to 540 by December 31, 2011.
- Result: Pedestrian fatalities increased 3 percent from the 2007-2009 calendar base year average of 612 to 599.



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

- To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles .8 percentage points from the 2008-2010 calendar base year average usage rate of 95.7 percent to 96 percent by December 31, 2011.
- Result: Observed seat belt use of front seat outboard occupants in passenger vehicles increased .4 percentage points from 96.2 percent to 96.6 percent.



	Calendar Years					
<b>Core Outcome Measures</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	
C-1: Traffic Fatalities (FARS)	4,240	3,995	3,434	3,081	2,715	
C-2: Serious Traffic Injuries (SWITRS)	13,089	13,133	11,943	10,931	10,369	
C-3: Fatalities/VMT (FARS/FHWA)	1.29	1.21	1.05	0.95	Not yet available	
C-4: Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions (FARS)	920	859	702	639	483	
C-5: Alcohol-Impaired Driving Fatalities (all fatalities involving a driver or a motorcycle operator with a BAC of .08 or greater) (FARS)	1,272	1,132	1,025	924	791	
C-6: Speeding-Related Fatalities (FARS)	1,404	1,472	1,141	1,089	922	
C-7: Motorcyclist Fatalities (FARS)	506	518	560	394	352	
C-8: Unhelmeted Motorcyclist Fatalities (FARS)	67	68	68	46	25	
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	727	609	527	431	336	
C-10: Pedestrian Fatalities (FARS)	719	650	620	567	599	
	Calendar Years					
<b>Core Behavior Measure</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
B-1: Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (CSU Fresno Observational Survey)	93.4%	94.6%	95.7%	95.3%	96.2%	96.6%
<b>Activity Measures</b>	<b>Federal Fiscal Year (October 1, 2010 - September 30, 2011)</b>					
A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities	4,181					
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities	17,695					
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities	37,418					

## Statewide Traffic Safety Intercept Survey

In 2011, OTS conducted the second in what will be an annual statewide traffic safety survey. The survey is intended to help fine-tune traffic safety programs, enforcement efforts and public education campaigns to ensure they are effective and on target with individual populations.



California's 2011 survey included 1,801 drivers aged 18 and over at gas stations in 15 counties throughout Central, Northern and Southern California. Participants were asked a range of traffic safety questions regarding impaired driving, seat belts, distracted driving and traffic safety laws and campaigns.

Participants were asked questions about what they perceive to be the biggest safety problems on California roadways. Key findings, and comparisons to 2010 data, from the survey included:

- In 2010, 21.5 percent thought that speeding and aggressive driving was the biggest problem, followed by cell phone talking and texting combined at 18.3 percent. In 2011, speeding and aggressive driving dropped to 17.6 percent while those worried about drivers using cell phones more than doubled to 38.8 percent.
- 32.5 percent stated talking on a cell phone was a problem in 2011, up from 21.8 percent in 2010.

- Drunk driving was the biggest safety concern of the 18-24 year old age group, with 30.3 percent, up from 11.5 percent in 2010.
- Cell phone conversations, whether hand-held or hands-free, was ranked as the most serious distraction. Texting was number two.
- A larger percentage (40.4 percent) say they talk less on their phones while driving because of the hands-free law than last year (34.5 percent).
- 45.8 percent say that they have made driving mistakes while talking on cell phones. 60.1 percent say that they have been hit or nearly hit by other drivers who were talking or texting.
- 71.9 percent think that the Report Drunk Drivers – Call 911 campaign has helped police make more DUI arrests.
- 88.3 percent support the use of DUI checkpoints.



**TRAFFIC SAFETY SURVEY RESULTS DATA:**

<b>In your opinion, what are the biggest safety problems on California roadways?</b>		
	<b>2010</b>	<b>2011</b>
Speeding/Aggressive Driving	21.5%	17.6%
Talking on Cell Phone	15.9%	20.3%
Bad Road Surfaces	11.4%	11.6%
Drunk Driving	10.1%	12.6%
Texting on Cell Phone	2.4%	18.5%
Internal Car Distractions	1.2%	3.8%
Other/Don't Know	37.5%	15.6%
<b>In your opinion, what is the most serious distraction for drivers?</b>		
	<b>2010</b>	<b>2011</b>
Cell Phone Talking (hand-held or hands-free)	61.9%	56.0%
Texting While Driving	12.7%	27.6%
Passengers in Car	3.3%	1.8%
Roadside Billboards	2.1%	1.3%
Eating While Driving	1.9%	1.2%
Adjusting Radio/Stereos	1.2%	.7%
Personal Grooming	.6%	.9%
GPS/Navigation Systems	.2%	.5%
Other	19.2%	10.0%
<b>How often in the past 30 days have you talked on a hand-held cell phone while driving?</b>		
	<b>2010</b>	<b>2011</b>
Regularly	14.0%	10.5%
Sometimes	13.6%	11.7%
Rarely	19.4%	22.6%
Never	52.9%	55.2%
<b>How often in the past 30 days have you texted or emailed while driving?</b>		
	<b>2010</b>	<b>2011</b>
Regularly	9.4%	6.3%
Sometimes	10.4%	7.8%
Rarely	10.6%	14.2%
Never	69.6%	71.7%

<b>Do you talk less, more or the same amount on a cell phone because of the hands-free law?</b>		
	<b>2010</b>	<b>2011</b>
More	8.5%	10.6%
The Same	56.9%	49.0%
Less	34.5%	40.4%
<b>Have you ever been hit or nearly hit by a driver who was talking or texting on a cell phone?</b>		
	<b>2010</b>	<b>2011</b>
Yes	57.5%	60.1%
No	42.5%	39.9%
<b>Do you believe using a hands-free cell phone is safer than a hand-held phone while driving?</b>		
	<b>2010</b>	<b>2011</b>
Yes	70.4%	70.7%
No	29.6%	29.3%
<b>Have you ever made a driving mistake while talking on a cell phone?</b>		
	<b>2010</b>	<b>2011</b>
Yes	46.5%	45.8%
No	53.5%	54.2%
<b>Do you recall hearing or seeing "Report Drunk Drivers - Call 911" in the past 6 months?</b>		
	<b>2010</b>	<b>2011</b>
Yes	60.6%	62.6%
No	39.4%	37.4%
<b>Do you think the "Report Drunk Drivers - Call 911" program has helped police make more DUI arrests?</b>		
	<b>2010</b>	<b>2011</b>
Yes	73.5%	71.9%
No	26.5%	28.1%

# Statewide Traffic Safety Intercept Survey

In your opinion, is the "Report Drunk Drivers - Call 911" program resulting in fewer drunk drivers on the roadways?		
	2010	2011
Yes	50.6%	57.2%
No	49.4%	42.8%
Since seeing or hearing "Report Drunk Drivers - Call 911," are you less likely to drive after drinking too much?		
	2010	2011
Yes	38.2%	38.1%
No	39.1%	27.9%
I don't drink at all	22.7%	34.0%
In the past 30 days, did you drive when you thought you had too much alcohol to drive safely?		
	2010	2011
Yes	6.0%	6.7%
No	73.5%	70.7%
I don't drink at all	20.5%	22.6%
How serious of a problem is driving under the influence of drugs, both legal and illegal?		
	2010	2011
Very Big Problem	73.2%	70.2%
Somewhat of a Problem	20.8%	23.6%
A Small Problem	4.7%	4.9%
Not a Problem at all	1.4%	1.3%
In your opinion, should the penalty for driving under the influence of drugs be more serious, less serious or the same?		
	2010	2011
More serious penalty	18.4%	14.9%
Less serious penalty	7.1%	9.9%
The same penalty	74.5%	75.2%
In the past six months, have you seen or heard anything about police setting up sobriety/DUI checkpoints to catch drunk drivers?		
	2010	2011
Yes	69.7%	72.9%
No	30.3%	27.1%

Do you support the use of sobriety/DUI checkpoints?		
	2010	2011
Yes	88.4%	88.3%
No	11.6%	11.7%
Do you believe the penalty for driving under the influence of drugs is as serious as the penalty for driving under the influence of alcohol?		
	2010	2011
Yes	71.6%	72.3%
No	28.4%	27.7%
Do you recall hearing or seeing "Click It or Ticket" in the past six months?		
	2010	2011
Yes	84.1%	88.6%
No	15.9%	11.4%
How often do you wear a seat belt?		
	2010	2011
Always wear a seat belt	96.3%	95.3%
Sometimes wear a seat belt	2.7%	3.9%
Do you think the chances of being stopped for not wearing a seat belt have changed because of the "Click It or Ticket" campaign?		
	2010	2011
Yes	64.5%	72.0%
No	35.5%	28.0%
Are you aware of the law requiring drivers to move over safely or slow down when approaching stationary vehicles that display flashing lights?		
	2010	2011
Yes	(Question not included in 2010 survey)	92.5%
No		7.5%

	Calendar Years					
<b>Additional Activity Measures</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Statewide DUI Arrests	197,248	203,866	214,811	208,531	195,879	
Statewide DUI Conviction Rate	81%	80%	79%	Available January 2014	Available January 2015	
Statewide Seat Belt Violation Convictions	514,957	441,710	392,724	336,785	238,761	
Statewide Child Restraint Violation Convictions	16,640	16,301	16,118	15,085	13,411	
Statewide Speeding Convictions	1,791,731	1,810,616	1,868,360	1,868,202	1,734,258	
Hand-held Cell Phone Convictions	Law became effective 7/1/08			301,833	361,260	460,487
Texting Convictions	Law became effective 1/1/09			2,845	7,924	14,886
Hand-held Device by Someone Under Age 18	Law became effective 7/1/08			1,228	904	732
	Calendar Years					
<b>Additional Outcome Measures</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	
Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled (SWITRS))	1.27	1.18	1.05	0.95	Not yet available	
Motor Vehicle Fatalities, Age 16-19 (FARS)	431	345	290	258	180	
Male	310	248	203	167	123	
Female	121	97	87	91	57	
Motor Vehicle Driver Fatalities, Age 16-19 (FARS)	209	162	154	94	75	
Male	165	125	119	71	54	
Female	44	37	35	23	21	
Fatality Rate Per 100,000 Population (FARS)	11.77	11.02	9.38	8.36	7.27	
Total Motor Vehicle Injuries (SWITRS)	277,373	254,188	241,873	232,777	227,510	
Motor Vehicle Injuries, Age 16-19 (SWITRS)	30,683	28,237	25,307	23,577	22,172	
Hit-and-Run Fatal Collisions (FARS)	328	275	271	206	232	
Hit-and-Run Injury Collisions (SWITRS)	20,103	18,984	16,930	15,439	14,548	
Hit-and-Run Fatalities (FARS)	358	302	299	218	249	
Hit-and-Run Injuries (SWITRS)	26,968	25,340	22,627	21,069	18,789	
Fatal Collisions between 2100-0300 (FARS)	1,077	1,001	904	755	681	
Injury Collisions between 2100-0300 (SWITRS)	26,033	25,310	22,635	21,074	20,287	
Motor Vehicle Fatalities between 2100-0300 (FARS)	1,206	1,103	990	841	747	
Motor Vehicle Injuries between 2100-0300 (SWITRS)	39,395	37,741	33,169	31,028	29,731	
	Calendar Years					
<b>Alcohol</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- California	0.39	0.34	0.31	0.28	Not yet available	
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- National	0.45	0.43	0.39	0.36	Not yet available	
Driver Fatalities Age 16 -19 with BAC=.08+ (FARS)	40	31	33	29	19	

## Additional Traffic Safety Performance Measures

	Calendar Years					
<b>Alcohol</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	
Male	36	24	27	21	16	
Female	4	7	6	7	4	
Alcohol-Related Fatalities (at least one driver or nonoccupant had a BAC of .01 or greater) (FARS)	1,762	1,606	1,425	1,301	1,134	
Alcohol-Related Injuries (SWITRS)	31,099	30,783	28,463	26,058	24,080	
Alcohol Related Injuries Age 16-19 (SWITRS)	3,296	3,372	2,961	2,649	2,439	
Driver Fatalities Age 16 -19 with BAC=.01+ (FARS)	51	41	41	34	24	
Male	44	34	34	27	19	
Female	7	7	7	7	5	
Driver Fatalities Age 20-25 with BAC=.01+ (FARS)	216	209	166	159	123	
Male	190	177	146	133	100	
Female	25	32	20	26	23	
	Calendar Years					
<b>Distracted Driving</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Statewide Observational Survey of Driver Cell Phone Use (texting and talking combined)						9%
	Calendar Years					
<b>Occupant Protection</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	
Percent of Known Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	37%	36%	38%	36%	33%	
Teen Seat Belt Use Rate (CSU Fresno Observational Survey)	90.8%	88.9%	89.6%	91.1%	94%	
Percent of Unrestrained Passenger Vehicle Occupant Fatalities Age 16-19 (FARS)	42%	38%	40%	47%	41%	
Child Safety Seat Use Rate (CSU Fresno Observational Survey)	86.8%	87.7%	94.4%	90.9%	95.0%	
Passenger Vehicle Occupant Fatalities Age 0-8 (FARS)	76	84	42	65	30	
Vehicle Occupant Injuries Age 0-8 (SWITRS)	6,275	5,819	5,308	5,344	5,234	
Passenger Vehicle Occupant Fatalities Age 4 and Under (FARS)	50	49	25	34	14	
	Calendar Years					
<b>Pedestrians</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	
Pedestrian Injuries (SWITRS)	13,482	13,663	13,405	13,083	12,558	
Pedestrian Fatalities Under Age 15 (FARS)	42	38	43	31	24	
Pedestrian Injuries Under Age 15 (SWITRS)	2,928	2,974	2,777	2,649	2,237	
Pedestrian Fatalities Age 65 and Older (FARS)	164	177	123	145	150	
Pedestrian Injuries Age 65 and Older (SWITRS)	1,316	1,329	1,320	1,356	1,219	

	Calendar Years					
<b>Bicycles</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	
Bicyclist Fatalities (FARS)	141	109	109	99	99	
Bicyclist Injuries (SWITRS)	10,352	10,590	11,760	12,043	12,553	
Bicyclist Fatalities Under Age 15 (FARS)	16	13	15	10	4	
Bicyclist Injuries Under Age 15 (SWITRS)	2,144	2,073	1,993	1,915	1,731	
Unhelmeted Bicyclist Fatalities (FARS)	137	104	102	98	99	
	Calendar Years					
<b>Speeding and Aggressive Driving</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	
Speeding Related Injuries (SWITRS)	81,783	77,515	70,560	69,817	71,231	
	Calendar Years					
<b>Motorcycles</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	
Total Motorcycle Registrations (DMV)	732,547	772,524	824,244	809,129	808,634	
Motorcyclist Fatalities per 100,000 Motorcycle Registrations (FARS, DMV)	69	67	68	49	44	
Motorcyclist Injuries (SWITRS)	10,188	11,172	11,764	10,479	9,911	
Percent of Known Helmeted Motorcyclist Fatalities (FARS)	87%	87%	88%	88%	93%	
Percent of Improperly Licensed Motorcycle Operator Fatalities (FARS)	35%	36%	37%	32%	33%	
Motorcycle Rider (Operator) Fatalities with BAC =.08+ (FARS)	114	117	143	89	94	
Motorcycle Rider (Operator) Fatalities (FARS)	476	496	537	385	341	
Percent of Motorcycle Rider (Operator) Fatalities with BAC=.08+ (FARS)	24%	24%	27%	23%	27%	
Percent of Motorcyclists At-Fault in Fatal Motorcycle Collisions (SWITRS)	68%	71%	70%	69%	70%	
Percent of Motorcyclists At-Fault in Injury Motorcycle Collisions (SWITRS)	58%	57%	58%	34%	57%	
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and Speed was Primary Collision Factor (SWITRS)	26%	31%	28%	27%	24%	
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and DUI was Primary Collision Factor (SWITRS)	17%	16%	18%	16%	15%	



## OVERALL

In 2010, California's traffic fatalities decreased 11.9 percent (3,081 vs. 2,715) – reaching their lowest level since the federal government began recording traffic fatalities in 1975.

California 2009 Mileage Death Rate (MDR) – fatalities per 100 million miles traveled is 0.95, and marks the first time California has been below 1.0. California is much better than the national 1.14 MDR.

## ALCOHOL

Alcohol-impaired driving fatalities (fatalities in crashes involving a driver or motorcycle rider (operator) with a blood alcohol concentration (BAC) of 0.08 grams per deciliter (g/dL) or greater) dropped by 14.4 percent from 924 in 2009 to 791 in 2010. The 2010 figure is the lowest DUI death total ever.

California's alcohol-impaired driving fatality rate dropped from 0.31 in 2008 to 0.28 in 2009. California's rate is much better than the national average of 0.36. Of the five largest states in terms of total traffic fatalities, (CA, FL, TX, PA, and NC), California has the best rate.

As a percent of total fatalities, alcohol-impaired fatalities decreased from 30 percent in 2009 to 29 percent in 2010. This number has remained virtually unchanged in the past five years. California is better than the national average of 31 percent.

In 2010, the 21-24 age group had the highest percentage of drivers in fatal crashes with BAC levels of 0.08 or higher – 30 percent (down from 33 percent in 2009).

DUI arrests have dropped in 2010 to 195,879 as compared to 208,531 in 2009. Note: the 2010 DUI arrest figure represents more DUI arrests than any year between 1997-2005. (DMV)

California's statewide DUI conviction rate for 2008 is 79 percent. (2011 Annual Report of the California DUI Management Information System)

## DISTRACTED DRIVING

California's first observational survey of cell phone use by drivers showed that drivers are talking and texting at a combined rate of at least 9 percent at any given time.

Hand-held cell phone convictions increased 22 percent from 361,260 in 2010 to 460,487 in 2011.

Texting convictions increased 47 percent from 7,924 in 2010 to 14,886 in 2011.

California's 2011 Statewide Traffic Safety Survey showed that 62 percent of Californians stated texting and talking are the biggest traffic safety problem.

Drivers that reported they talked on a hand-held cell phone while driving in the past 30 days decreased from 27.6 percent in 2010 to 22.2 percent in 2011.

Drivers that reported they texted or emailed while driving in the past 30 days decreased from 19.8 percent in 2010 to 14.1 percent in 2011.

## DRUGS

In 2009, 1,458 California drivers were killed in crashes, of whom 1,173 were tested for drugs after death. The federal government reports that 339 tested positive for "drug involvement", or 23 percent of all drivers.

The first-ever "National Roadside Survey of Alcohol and Drug Use by Drivers", conducted by NHTSA, found that 16.3 percent of nighttime drivers were drug-positive, with marijuana (THC) at (8.6 percent) being the most commonly detected drug.

In 2010, 80 percent of fatally injured drivers were tested for the presence of drugs. Sixteen states had a better testing rate – New Mexico (99 percent), North Dakota (93 percent), West Virginia (91 percent), Nevada (88 percent), Pennsylvania (88 percent), Washington (88 percent), Ohio (87 percent), New Jersey (87 percent), Alaska (86 percent), Colorado (86 percent), Montana (84 percent), Rhode Island (83 percent), Minnesota (83 percent), Hawaii (82 percent), Maryland (82 percent), and New Hampshire (81 percent).

## DRUGS CONT.

In 2010, 80 percent of fatally injured drivers were tested with known results. Only thirteen states were better – New Mexico (99 percent), North Dakota (93 percent), West Virginia (91 percent), Washington (88 percent), Nevada (87 percent), New Jersey (87 percent), Ohio (84 percent), Montana (84 percent), Rhode Island (83 percent), Alaska (83 percent), Hawaii (82 percent), Maryland (82 percent), and Minnesota (81 percent).

In fall 2010, six cities in California (Anaheim, Bakersfield, Eureka, Fresno, San Rafael, and Torrance) conducted nighttime weekend "voluntary" roadside surveys primarily to gather data on marijuana use among nighttime drivers. The results were that 8.4 percent of the drivers providing oral fluid were positive for marijuana and 7.6 percent of the breath tested drivers tested positive for some amount of alcohol.

## OCCUPANT PROTECTION

California's 2011 seat belt usage rate is 96.6 percent – up from 96.2 percent in 2010. NHTSA estimates that 1,243 Californian lives were saved at the current seat belt use rate. California's 96.6 percent seat belt use rate is much higher than the national average of 85 percent.

In California, the percent of restrained passenger vehicle occupant fatalities (all seat positions) increased from 60 percent in 2009 to 67 percent in 2010. California is much better than the national average of 46 percent and no state is better than California. NHTSA estimates that about half or 241 of the 483 known unrestrained fatalities would be alive today had they simply buckled up.

Passenger vehicle occupant fatalities (age 0-8) decreased 53.9 percent from 65 in 2009 to 30 in 2010.

## TEEN SAFETY

Drivers age 20 or younger involved in fatal crashes dropped 22.1 percent from 431 in 2009 to 336 in 2010.

In 2010, the percent of unrestrained passenger vehicle occupant "teenaged" fatalities was 41 percent. Of the five largest states in terms of total traffic fatalities,

(CA, FL, TX, PA, and NC), California has the best rate. Since restraints are about 50 percent effective in preventing a fatality, NHTSA estimates that half or 25 of the 50 teens would be alive today had they simply buckled up.

Teen motor vehicle fatalities (age 16-19) decreased 30.3 percent from 258 in 2009 to 180 in 2010. Since 2006, teen motor vehicle fatalities have dropped 58.3 percent.

Teen driver fatalities (age 16-19) decreased 20.3 percent from 94 in 2009 to 75 in 2010. Males make up 72 percent of teen driver fatalities. Since 2006, teen driver fatalities have dropped 65 percent.

## MOTORCYCLE SAFETY

Motorcycle fatalities decreased 10.7 percent from 394 in 2009 to 352 in 2010.

Total motorcycle registrations decreased less than one percent from 809,129 in 2009 to 808,634 in 2010. (DMV)

In 2010, 79 percent of motorcycle operators involved in fatal collisions were at fault and 57 percent of motorcycle operators involved in injury collisions were at fault.

Motorcycle fatalities per 100,000 motorcycle registrations fell from 49 in 2009 to 44 in 2010. This rate had been relatively steady, averaging 68 from 2005 through 2008.

The percentage of motorcycle operators killed with a Blood Alcohol Content (BAC) of 0.08 or greater increased from 23 percent in 2009 to 27 percent in 2010.

The percentage of motorcycle operators killed that were improperly licensed increased from 32 percent in 2009 to 33 percent in 2010.

## PEDESTRIAN AND BICYCLE SAFETY

Pedestrian fatalities increased 5.4 percent from 567 in 2009 to 599 in 2010.

Pedestrian fatalities age 65 and older increased 4.6 percent from 145 in 2009 to 150 in 2010.

Bicycle fatalities decreased 9.2 percent from 109 in 2008 to 99 in 2009 and 2010 – lowest since 1984.

## Program Goals and Results

*All data is self-reported by grantees and not verified by OTS.*

### ALCOHOL AND OTHER DRUGS

#### Funded Grants Goals and Results

- To reduce the number of persons killed in alcohol-involved collisions 5 percent by September 30, 2011.  
Result: Persons killed in alcohol-involved collisions decreased 21 percent from 207 to 165.
- To reduce the number of persons injured in alcohol-involved collisions 6 percent by September 30, 2011.  
Result: Persons injured in alcohol-involved collisions decreased 9 percent from 6,957 to 6,355.
- To reduce hit-and-run fatal collisions 5 percent by September 30, 2011.  
Result: Hit-and-run fatal collisions increased 11 percent from 91 to 102.
- To reduce hit-and-run injury collisions 5 percent by September 30, 2011.  
Result: Hit-and-run fatal collisions increased 9 percent from 14,616 to 13,327.
- To reduce nighttime (2100 - 0259 hours) fatal collisions 5 percent by September 30, 2011.  
Result: Nighttime (2100 - 0259 hours) fatal collisions decreased 20 percent from 245 to 196.
- To reduce nighttime (2100 - 0259 hours) injury collisions 5 percent by September 30, 2011.  
Result: Nighttime (2100 - 0259 hours) injury collisions decreased 6 percent from 8,340 to 7,891.
- To reduce the number of motorcyclists killed in alcohol-involved collisions 5 percent by September 30, 2010.  
Result: Motorcyclists killed in alcohol-involved collisions increased 9 percent from 11 to 12.
- To reduce the number of motorcyclists injured in alcohol-involved collisions 5 percent by September 30, 2010.  
Result: Motorcyclists injured in alcohol-involved collisions decreased 22 percent from 132 to 104.



A summary of FFY 2011 activities conducted by all OTS-funded grants with objectives related to alcohol and other drugs is provided in the following tables.

TOTAL GRANT ACTIVITY	TOTAL
<b>DUI/Drivers License Checkpoints Completed</b>	2,089
Vehicles Through Checkpoints	2,197,769
Drivers Screened at Checkpoints	1,397,897
Field Sobriety Tests Administered at Checkpoints	20,154
DUI Arrests at Checkpoints	5,964
Criminal (In Custody) Arrests at Checkpoints	1,980
Drug Arrests at Checkpoints	474
Recovered Stolen Vehicles	45

OTS GRANT ACTIVITY	TOTAL
<b>DUI/Drivers License Checkpoints Completed</b>	970
Vehicles Through Checkpoints	1,132,524
Drivers Screened at Checkpoints	696,395
Field Sobriety Tests Administered at Checkpoints	9,218
DUI Arrests at Checkpoints	3,311
Criminal (In Custody) Arrests at Checkpoints	1,019
Drug Arrests at Checkpoints	222
Recovered Stolen Vehicles	15

STATEWIDE MINI-GRANT ACTIVITY	TOTAL
<b>DUI/Drivers License Checkpoints Completed</b>	585
Vehicles Through Checkpoints	626,860
Drivers Screened at Checkpoints	397,408
Field Sobriety Tests Administered at Checkpoints	4,942
DUI Arrests at Checkpoints	1,494
Criminal (In Custody) Arrests at Checkpoints	596
Drug Arrests at Checkpoints	143
Recovered Stolen Vehicles	13

## Program Goals and Results

AVOID GRANT ACTIVITY	TOTAL
<b>DUI/Drivers License Checkpoints Completed</b>	279
Vehicles Through Checkpoints	259,257
Drivers Screened at Checkpoints	179,015
Field Sobriety Tests Administered at Checkpoints	2,892
DUI Arrests at Checkpoints	581
Criminal (In Custody) Arrests at Checkpoints	298
Drug Arrests at Checkpoints	84
Recovered Stolen Vehicles	17

CHP GRANT ACTIVITY	TOTAL
<b>DUI/Drivers License Checkpoints Completed</b>	255
Vehicles Through Checkpoints	179,128
Drivers Screened at Checkpoints	125,079
Field Sobriety Tests Administered at Checkpoints	3,102
DUI Arrests at Checkpoints	578
Criminal (In Custody) Arrests at Checkpoints	67
Drug Arrests at Checkpoints	25
Recovered Stolen Vehicles	0

TOP 50 DUI CITIES				
1. Los Angeles	11. Stockton	21. Santa Rosa	31. Fontana	41. El Monte
2. San Diego	12. Oakland	22. Oceanside	32. Fullerton	42. Palm Springs
3. Sacramento	13. Fresno	23. Ontario	33. Newport Beach	43. Palmdale
4. San Jose	14. Huntington Beach	24. Moreno Valley	34. Santa Barbara	44. Hemet
5. San Francisco	15. Long Beach	25. Orange	35. Garden Grove	45. Corona
6. Santa Ana	16. Modesto	26. Redding	36. Inglewood	46. Pasadena
7. Oxnard	17. Chula Vista	27. Santa Maria	37. Santa Monica	47. Fremont
8. Riverside	18. Escondido	28. Lancaster	38. Concord	48. El Cajon
9. Anaheim	19. San Bernardino	29. Pomona	39. Ventura	49. Hayward
10. Bakersfield	20. Costa Mesa	30. Visalia	40. Roseville	50. Santa Clarita

TOP 50 DUI CITIES GRANT ACTIVITY (OTS Local Law Enforcement and UC Berkeley Mini Grants)	TOTAL 2010	TOTAL 2011
<b>DUI/Drivers License Checkpoints Completed</b>	1,029	744
Vehicles Through Checkpoints	1,336,783	936,732
Drivers Screened at Checkpoints	783,381	554,891
Field Sobriety Tests Administered at Checkpoints	10,936	8,451
DUI Arrests at Checkpoints	4,054	3,388
Criminal (In Custody) Arrests at Checkpoints	1,150	712
Drug Arrests at Checkpoints	281	166
Recovered Stolen Vehicles	96	14

SUPPORTING AVOID GRANT ACTIVITY	TOTAL
<b>DUI Roving/Saturation/Task Force Patrols Conducted</b>	<b>4,396</b>
Vehicle Stops	53,247
Field Sobriety Tests Administered from Roving/Saturation Patrols	12,000
DUI Arrests from Roving/Saturation Patrols	5,106
Criminal (In Custody) Arrests from Roving/Saturation Patrols	1,035
Drug Arrests from Roving/Saturation Patrols	406
Recovered Stolen Vehicles	167
<b>Repeat DUI Offender Warrant Service Operations</b>	<b>119</b>
Warrant Service Attempts	3,367
Warrants Served (Arrests/Citations)	678
<b>Court Sting Operations Conducted</b>	<b>51</b>
Arrests from Court Sting Operations	156
<b>Officers Trained in Standardized Field Sobriety Testing (SFST)</b>	<b>1,146</b>
<b>Press Releases Issued</b>	<b>1,374</b>
<b>Media Events Conducted</b>	<b>141</b>
<b>Prints Stories Published</b>	<b>1,109</b>
<b>Radio Stories Aired</b>	<b>760</b>
<b>Television Stories Broadcasted</b>	<b>366</b>
<b>Free Public Service Announcements</b>	<b>54</b>

SUPPORTING LOCAL/COUNTY DUI ENFORCEMENT ACTIVITY	TOTAL
<b>DUI Saturation Patrols Conducted</b>	<b>4,307</b>
Vehicle Stops	57,776
Field Sobriety Tests Administered from Saturation Patrols	15,249
DUI Arrests from Saturation Patrols	5,598
Criminal (In Custody) Arrests from Saturation Patrols	5,513
Drug Arrests from Saturation Patrols	306
Recovered Stolen Vehicles	101
<b>Officers Trained in Standardized Field Sobriety Testing (SFST)</b>	<b>1,367</b>
<b>Repeat DUI Offender Warrant Service Operations Conducted</b>	<b>560</b>
Warrant Service Attempts	6,365
Warrants Served (Arrests/Citations)	1,173
<b>Stakeout Operations Conducted</b>	<b>340</b>
Arrests from Stakeout Operations	142
<b>Court Sting Operations Conducted</b>	<b>197</b>
Arrests from Court Sting Operations	636
<b>Department-DUI Arrests</b>	<b>69,835</b>
<b>Department-Vehicle Impounds</b>	<b>99,563</b>
<b>Department-Wide Hazardous Citations Issued</b>	<b>495,551</b>
<b>DUI Arrests from OTS funded officers</b>	<b>804</b>

## Program Goals and Results

SUPPORTING CHP GRANT DUI ENFORCEMENT ACTIVITY	TOTAL
<b>DUI Saturation Patrols Conducted</b>	<b>562</b>
Vehicle Stops	8,150
Field Sobriety Tests Administered from Saturation Patrols	3,668
DUI Arrests from Saturation Patrols	959
Criminal (In Custody) Arrests from Saturation Patrols	480
Drug Arrests from Saturation Patrols	79
Recovered Stolen Vehicles	0
<b>Officers Trained in Standardized Field Sobriety Testing (SFST)</b>	<b>805</b>
<b>Officers Trained as Drug Recognition Evaluators (DRE)</b>	<b>247</b>
<b>Motorcycle Safety Enforcement Operations Conducted</b>	<b>265</b>
Motorcycle Stops	884
Other Vehicle Stops	3,889
Field Sobriety Tests Administered to Motorcyclist	8
Field Sobriety Tests Administered to Other Drivers	26
DUI Arrests of Motorcyclist	5
DUI Arrests of Other Drivers	19
Criminal (in custody) Arrests	13
Drug Arrests	2
Motorcycle License Endorsement (CVC 12500(b))	18
Recovered Stolen Motorcycles	0
Recovered Stolen Vehicles	50
Motorcycle Citations	378
<b>Enforcement Operations Conducted Targeting Drivers Exhibiting Excessive Speed</b>	<b>640</b>
Citations Issued	22,140
<b>Officers Trained as Drug Recognition Experts (DRE)</b>	<b>247</b>
<b>Number of "Traffic Safety" Education Programs</b>	<b>918</b>
People Impacted	1,038,468

SUPPORTING CHP GRANT DUI ENFORCEMENT ACTIVITY (cont.)	TOTAL
<b>Number of "Drug Impairment Training for Education Professionals" (DITEP) Education Programs</b>	<b>6</b>
People Impacted	280
<b>Number of "START SMART" Education Programs</b>	<b>958</b>
People Impacted	74,233
<b>Number of "DESIGNATED DRIVER" Education Programs</b>	<b>993</b>
People Impacted	926,105
<b>Number of "Every 15 Minute" Presentations</b>	<b>156</b>
Students Impacted	126,806
<b>Number of "DISTRACTED DRIVING" Education Programs</b>	<b>1,400</b>
People Impacted	726,051
<b>Number of "SOBER GRADUATION" Education Programs</b>	<b>127</b>
People Impacted	40,564
<b>Number of "MOTORCYCLE SAFETY" Education Programs</b>	<b>669</b>
People Impacted	882,939
<b>Number of "SENIOR DRIVER" Education Programs</b>	<b>461</b>
People Impacted	99,922
<b>School Traffic Safety/Bicycle Rodeos</b>	<b>14</b>
Students Participating	1,620
Bicycle Helmets Distributed	1,189
Bicycle Helmets Properly Fitted	1,189
<b>Community Traffic Safety/Bicycle Rodeos</b>	<b>46</b>
People Impacted	22,765
<b>Class Room/Parent Educational Workshops/ Presentations</b>	<b>33</b>
People Impacted	2,619

## BICYCLE SAFETY

### Funded Grants Goals and Results

- To reduce the total number of bicyclists killed in traffic related collisions 10 percent by September 30, 2011  
Result: Bicyclists killed in traffic related collisions increased 75 percent from two to eight.
- To reduce the total number of bicyclists injured in traffic related collisions 10 percent by September 30, 2011.

Result: Bicyclists injured in traffic related collisions decreased 52 percent from 762 to 369.

- To increase bicycle helmet compliance for children aged five to 18 by 25 percentage points by September 30, 2011.

Result: Bicycle helmet compliance for children aged five to 18 increased 2 percentage points from 64 percent to 66 percent.

LOCAL/COUNTY PUBLIC EDUCATION ACTIVITY	TOTAL
<b>Number of "Traffic Safety" Education Programs</b>	<b>87</b>
People Impacted	3,445
<b>Number of "Alive at 25" Education Programs</b>	<b>37</b>
People Impacted	11,700
<b>Number of "Life Interrupted" Education Programs</b>	<b>136</b>
People Impacted	134,801
Number of "Multi-Media" Presentations	33
People Impacted	20,500
<b>Number of "Motorcycle Safety Awareness" Education Programs</b>	<b>6</b>
People Impacted	4,000
<b>Number of "Every 15 Minute" Presentations</b>	<b>2</b>
Students Impacted	1,850
<b>Number of High School "Seat Belt Challenge" Programs</b>	<b>8</b>
Students Impacted	4,354
<b>Number of "Real DUI Trials" and "Sentencing's" Conducted In Schools</b>	<b>35</b>
Students Impacted	17,000
<b>Number of "Reality Check, Student Press Conference" High School Presentations</b>	<b>21</b>
Students Impacted	5,509
<b>Number of "Staying Alive from Education" SAFE Programs for High Schools</b>	<b>0</b>
Students Impacted	0
<b>School Traffic Safety/Bicycle Rodeos</b>	<b>93</b>
Students Participating	10,654
Bicycle Helmets Distributed	7,260
Bicycle Helmets Properly Fitted	8,237
<b>Community Traffic Safety/Bicycle Rodeos</b>	<b>28</b>
People Impacted	6,452
<b>Class Room/Parent Educational Workshops/Presentations</b>	<b>569</b>
People Impacted	48,605

## EMERGENCY MEDICAL SERVICES (EMS)

### 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 extrication equipment.
- To continue to assess and improve California's emergency medical services communications system.

### Funded Grant Goal

- To decrease the average response time for the arrival of appropriate equipment at collision sites in rural areas.  
Result: Average response time for the arrival of appropriate equipment at collision sites in rural areas decreased from 15 minutes to nine minutes.



### Grantee Accomplishments

- The EMS delivery system was improved in 49 communities through the distribution of hydraulic extraction and other specialized rescue equipment, specialized stabilization and airbag lifting systems. A total of 1,769 fire personnel received extrication training in the counties of Mariposa, Madera, and Ventura.

## OCCUPANT PROTECTION

### Funded Grants Goals and Results

- To increase seat belt compliance 5 percentage points by September 30, 2011  
Result: Seat belt compliance increased 2 percentage points from 92 percent to 94 percent.
- To increase child safety seat usage 6 percentage points by September 30, 2011.  
Result: Child safety seat usage increased 9 percentage points from 68 percent to 77 percent.



SUPPORTING ACTIVITY	TOTAL
<b>Child Passenger Safety Trainings</b>	<b>61</b>
Total Trained	1,284
NHTSA Certified Technicians Trained	219
NHTSA Certified Instructors Trained	8
<b>Child Safety Checkups</b>	<b>646</b>
Child Safety/Booster Seats Distributed and Properly Fit	4,345
Additional Seats Properly Fit	1,187
Special Needs Seats Distributed	1
<b>New Fitting Stations Established</b>	<b>4</b>
<b>Court Diversion Classes</b>	<b>28</b>
Number of Violators Attending	397
<b>Public Education Presentations</b>	<b>436</b>
<b>School Assemblies</b>	<b>102</b>
People/Students Impacted	25,943

## PEDESTRIAN SAFETY

### Funded Grants Goals and Results

- To reduce the total number of pedestrians killed 8 percent by September 30, 2011.  
Result: Pedestrians killed decreased 17 percent from ten to 12.
- To reduce the total number of pedestrians injured 10 percent by September 30, 2011.  
Result: Pedestrians injured decreased 5 percent from 623 to 595.
- To reduce the number of pedestrians killed under the age of 15 by 9 percent by September 30, 2011.  
Result: Pedestrians killed under the age of 15 increased 29 percent from five to seven.
- To reduce the number of pedestrians injured under the age of 15 by 11 percent by September 30, 2011.  
Result: Pedestrians injured under the age of 15 decreased 28 percent from 158 to 115.
- To reduce the number of pedestrians killed over the age of 65 by 7 percent by September 30, 2011.  
Result: Pedestrians injured under the age of 15 decreased 28 percent from 158 to 115.
- To reduce the number of pedestrians injured over the age of 65 by 5 percent by September 30, 2011.  
Result: Pedestrians injured over the age of 65 increased 5 percent from 66 to 69.



# Program Goals and Results

## POLICE TRAFFIC SERVICES

### Funded Grants Goals and Results

- To reduce the total number of persons killed in traffic collisions 2 percent by September 30, 2011.

Result: Persons killed in traffic collisions decreased 9 percent from 786 to 717.

- To reduce the total number of persons injured in traffic collisions 2 percent by September 30, 2011

Result: Persons killed in traffic collisions decreased 7 percent from 90,472 to 84,961.

LOCAL/COUNTY LAW ENFORCEMENT ACTIVITY	TOTAL
<b>Red Light Running Enforcement Operations Conducted</b>	<b>499</b>
Citations Issued	3,942
<b>Intersections with Disproportionate Traffic Collisions Enforcement Operations Conducted</b>	<b>611</b>
Citations Issued	10,879
<b>Speed Enforcement Operations Conducted</b>	<b>957</b>
Citations Issued	14,881
<b>Department-Wide Seat Belt Citations</b>	<b>28,278</b>
<b>Special Enforcement Operations Conducted</b>	<b>260</b>
Citations Issued	15,839
Criminal Arrests	61
<b>Bicycle Helmet Citations issued</b>	<b>466</b>
<b>Total Department-wide Citations for VC 27150(a) and VC 27151(a)</b>	<b>128</b>
<b>Number of "Minor Decoy" Operations</b>	<b>371</b>
Citations/arrests from minor decoy operations	552
<b>Number of "Shoulder Tap" Operations</b>	<b>245</b>
Citations/arrests from minor decoy operations	431

LOCAL/COUNTY LAW ENFORCEMENT MOTORCYCLE SAFETY ENFORCEMENT ACTIVITY	TOTAL
<b>Motorcycle Safety Enforcement Operations Conducted</b>	<b>182</b>
Motorcycle Stops	1612
Other Vehicle Stops	2866
Field Sobriety Tests Administered to Motorcyclist	66
Field Sobriety Tests Administered to Drivers	163
DUI Arrests of Motorcyclist	10
DUI Arrests of Drivers	34
Criminal (In Custody) Arrests	23
Drug Arrests	173
Motorcycle License Endorsement (CVC 12500 (b))	168
Recovered Stolen Motorcycles	3
Recovered Stolen Vehicles	3
Motorcycle Citations	802

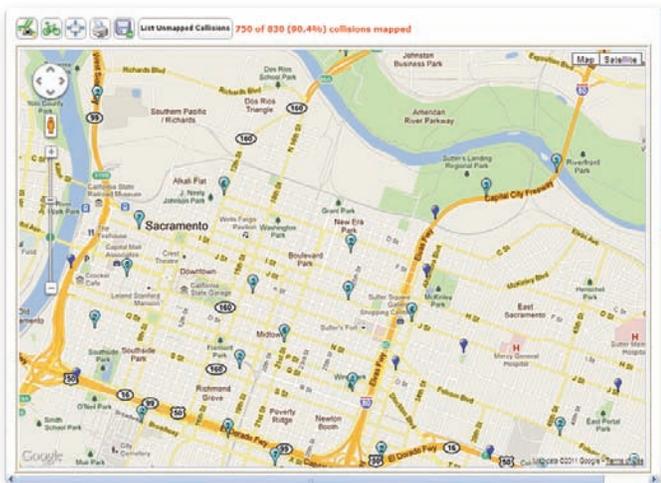
## ROADWAY SAFETY/TRAFFIC RECORDS

### Funded Grants Goals and Results

- 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.

### Grantee Accomplishments

- Two rural counties and one urban city were funded for new Traffic Collision Data Analysis and Mapping systems. The systems replaced manual input databases or paper files, allowing Traffic Engineers access to extensive collision analysis tools, automated standard reports, and mapping of collision locations.



UC Berkeley researchers have developed a powerful tool that allows users to map severe traffic collisions in California. After running a search query through the Transportation Injury Mapping System (TIMS) website, users can get a visual representation of the results.

## 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 creates its public awareness efforts to best and most effectively reach them.



### Results

In FFY 2011, OTS Public Affairs was instrumental in the successful implementation of multiple statewide and regional campaigns and outreach efforts.

#### Holiday DUI Crackdown Campaign

In conjunction with the state's comprehensive regional and county "DUI Avoid" taskforces, OTS partnered with the CHP, Alcoholic Beverage Control (ABC), DMV and Department of Transportation (Caltrans), among others, to conduct the state's annual winter holiday anti-DUI campaign. The OTS portion of the effort generated more than 312 million audience impressions from earned media placements, paid advertising and public service announcements. Collectively the campaign generated more than \$3.5 million in added value.

**Distracted Driving**

OTS lead what turned out to be the runaway largest, most comprehensive public awareness and enforcement campaign in the nation. The campaign generated 143 million impressions and \$750,000 in added value. Starting with an all-out effort throughout April's National Distracted Driving Month, OTS, along with efforts by the CHP, Caltrans, and local jurisdictions, held multiple press events, utilized paid media, public service media, earned media, and launched social media presences. We continued the relationship with the Gannett Company's Sacramento television station with an integrated distracted driving media campaign.



**Sports and 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 FFY 2011 marked the program's seventeenth year in California, OTS continued to partner with professional sports teams and entertainment venues to promote key programs – including seat belt use, impaired driving, distracted driving and youth safety education. Our

partners included the Los Angeles Angels of Anaheim, TEAM Coalition, Clear Channel radio in Fresno, the San Francisco Giants, Sacramento River Cats, San Diego Padres, Golden State Warriors, and Live Nation Concert Productions.



**Seat Belt Mobilizations**

The FFY 2011 "Click It or Ticket" public education campaign marked the seventh year of this successful May effort, and the fourth November mobilization. The campaign generated 33 million impressions and nearly \$1 million in added value. The public education campaign helped elevate the overall usage rate to a record high of 96.6 percent.



**Minimum \$142**

**Grantee Media Relations**

OTS Public Affairs regularly provides technical assistance to local grantees in their communications and outreach efforts. In FFY 2011, Public Affairs supported grantees in the development of press materials and the planning of media events. OTS assisted local grantees by developing over 20 press release templates for their use. The templates were made available on the OTS website for easy downloading and use. OTS aided grantees by participating in print and broadcast media interviews to underscore the key points regarding impaired driving, occupant protection, distracted driving, and police traffic services, among others. Nearly 200 grant kickoff press releases and over 700 operation/activity press releases from grantees were reviewed and edited as needed.

## Grantee Media Campaigns

Media campaigns costing \$1.5 million were implemented by the CHP to support statewide and local enforcement and education efforts.



### Social Media

FFY 2011 saw the first complete year of presence on Facebook. It continued as a total, aggressive effort, complete with eye-catching graphics, contests, quizzes, photos, videos and choreographed conversational interaction, all designed to immediately and constantly bring in visitors and keep them returning as "likes." The "like" base was well past 3300 by the end of the year. Just as 2012 started, OTS began two new social media presences: passive on LinkedIn and a moderately active launch on Twitter. Both will be under constant evaluation in order to tailor directions.

### Highway Signage

OTS finished the expansion of coverage of the permanent "Report Drunk Drivers – Call 911" highway signs to include increased presence in urban areas. The updating of all 671 "Click It or Ticket" highway signs was completed with new "Minimum \$142" messaging.

### On-Going Outdoor Advertising

OTS continued to work with major statewide outdoor display advertising companies to utilize unsold billboard space for only the cost of production and installation, but no space rental fee. Currently, "Report Drunk Drivers – Call 911" and "Click It or Ticket" messaging is rotated through year-round, by campaign seasons.

### Institutional Partnering

OTS continued to build on highly successful cooperative promotional activities with NHTSA, Mothers Against Drunk Driving (MADD), and other national institutions, as well as many industry groups such as Raley's/Bel Air Supermarkets, CBS and Clear Channel Outdoor, KXTV, and Live Nation Entertainment. 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 during the holiday "DUI Crackdown" and "Click It or Ticket" campaigns, the "It's Not Worth It!" distracted driving campaign, and special enforcement periods, have reached tens of millions of freeway drivers with the traffic safety message.

### ALCOHOL AND OTHER DRUGS

#### DUI Avoid

The DUI Avoid campaigns were conducted in 40 counties designed to coordinate DUI enforcement and anti-DUI awareness through local and regional media efforts with proven results. This sustained awareness and enforcement program focuses on lowering deaths and injuries caused by impaired driving. These grants funded county coalitions of state and local law enforcement in a coordinated effort during special time periods when media was apt to cover the issue of drunk driving. The Avoid Campaigns deployed officers to multi-agency sobriety checkpoints and roving DUI task force deployments along with local roving DUI patrols. The program also coordinated other special DUI warrant/probation operations for those who failed to comply with court orders and habitual offenders identified as the worst-of-the-worst. Media outreach was the key for the Avoid DUI campaigns with public information officers in place to daily release the coordinated efforts of police, sheriff, and CHP, focusing awareness on the high numbers of DUI arrests and the tragedy caused by one's choice to drive impaired. The Avoid DUI campaign has reached nearly 98 percent of the state's population. The DUI Avoid effort put additional law enforcement officers on the street during periods with high incidents of DUI crimes and collisions including: the December and summer holiday weekends, Super Bowl Sunday, St Patrick's Day, Cinco de Mayo and Halloween, as well as local festival or events with identified DUI problems. These Avoid grants incorporate over 550 agencies to save lives, reduce injuries, and lessen the economic impact on our communities.

#### Vertical Prosecution for Repeat DUI Offenders

The Los Angeles City Attorney's Office created a habitual DUI offender program by hiring two vertical prosecutor positions. With these two positions, one established at the Van Nuys branch and the other at the Metropolitan branch, a 14 percent reduction has been achieved in overall DUI cases that went to bench warrant, and a 16 percent increase in the overall DUI conviction rate for DUI offenders and repeat DUI offenders. In conjunction with the Los Angeles County Traffic Safety Resource Prosecutor, these prosecutors have trained over 200 law enforcement officers and prosecutors regarding habitual DUI offenders.



#### Sobriety Checkpoint Program

California implemented a comprehensive statewide "Sobriety Checkpoint" program for local law enforcement agencies to conduct checkpoints during the "Drunk Driving. Over the Limit Under Arrest" national mobilization periods, December 17 - January 3, 2011, and August 19 - September 5, 2011. Additional checkpoints were also conducted not less than quarterly. A total of \$4,963,172 was awarded to 111 local law enforcement agencies, resulting in funding DUI checkpoints for local law enforcement collectively serving over 50 percent of California's population, with 585 DUI checkpoints being conducted. At these checkpoints there were 1,494 DUI arrests.

## ALCOHOL AND OTHER DRUGS CONT.

### Teen Choices 3

Each "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 firsthand 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 at each school. 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. During FFY 2011, 156 "Every 15 Minutes" programs were conducted, impacting more than 126,800 students.

### Sacramento DA's Teen/Real DUI Court in Schools Presentations

"Driving It Home" is a multi-sensory presentation where high school students and adults find out what really happens in a fatal collision due to speed, alcohol, distractions such as cell phones, and not wearing a seat belt. The program was started by the Elk Grove Police Department in 2006 and focused primarily on street racing and exhibition of speed. As it expanded to cover distracted driving and other causes of crashes, the

Sacramento County District Attorney's Office saw the value of the program and became a partner in 2008. "Driving It Home" has grown from being presented to just local public and private high schools, to being a regular part of the Sacramento County Sheriff's Work Project inmate program, victim impact panels for DUI offenders, and university fraternities and student courses.

In the program, the Community Service Officer explains what happens to the car, the bodies, and the family and friends that are left behind after a fatal collision.

The presentation features personal stories and clothing of victims, posters and video of fatal crash scenes, and the actual crashed vehicle of a local young man that died due to speeding. The focus of the program is about making good decisions not only as a driver, but also as a passenger. Peer pressure to make good decisions is stressed. The stories inform the audience what can happen when a bad decision is made from actions such as distracting the driver, texting while driving, and driving while "buzzed." Photos from the program are featured on the "Driving It Home" Facebook page where teens and adults can share the stories and photos of victims with friends and family. The goal is to keep the message of making good driving decisions available to everyone.

## ALCOHOL AND OTHER DRUGS CONT.

Since the partnership with OTS, "Driving It Home" has been presented 941 times to approximately 22,954 teens and adults. "Driving It Home" continues to be requested months in advance for presentations.

### Real DUI Court in Schools

The "Real DUI Court in Schools" program provides a clear lesson in criminal justice and the serious consequences associated with drinking and driving, negligent driving, and substance abuse. Convening an actual DUI sentencing hearing on a high school campus allows students to witness a criminal court proceeding and take part in an innovative participatory program. These are real court proceedings with real defendants, as real DUI defendants have agreed beforehand to be sentenced before students, teachers, and the media. The court is physically relocated from the courthouse to the school auditorium or theatre.

The Law Enforcement Chaplaincy-Sacramento, through the Sacramento County District Attorney's Office, conducted a traffic safety awareness program which

included Real DUI Court in Schools presentations. A total of 16,300 students at 15 high schools in Sacramento County attended a real court sentencing of a first-time DUI offender. The participating schools provided an evaluation of the event to their students and the consensus was extremely positive. Five Superior Court Judges, two District Attorneys and eight private defense attorneys participated in the presentations.

### Probation Departments – Intensive Supervision of DUI Probationers

During FFY 2011, California's high-risk DUI probationers were supervised and held accountable via two grants, one hosted by San Diego County, the other by Los Angeles County. These grants funded 13 county probation departments (Butte, Contra Costa, Fresno, Kern, Los Angeles, Placer, Santa Barbara, Sacramento, San Diego, San Joaquin, San Bernardino, Solano and Stanislaus). Throughout the year, there were approximately 1,400 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.

INTENSIVE SUPERVISION OF DUI PROBATIONERS	FISCAL YEAR TOTAL
Quarterly Average Number of Specialized Intensive DUI Caseloads	22
Average Number of Cases per Probation Officer	36
Field and/or Home Contacts Attempted	9,126
Field and/or Home Contacts Made	4,296
Office Contacts Scheduled	15,287
Office Contacts Made	14,915
Home and/or 4th Waiver Searches Conducted	3,847
Alcohol or Other Drug Tests Conducted	17,057
Special Operations Conducted or Participated In	203
Warrant Service Attempts	701
Warrants Successfully Served	205
Known Probation Violations	1027
Responses to Known Probation Violations	999
Court Actions Initiated for Known Probation Violations	821

## ALCOHOL AND OTHER DRUGS CONT.

### Traffic Safety Resource Prosecutor Program

In FFY 2011, the Traffic Safety Resource Prosecutor (TSRP) Program conducted 32 training programs for more than 900 prosecutors and law enforcement officers throughout the state. Creating specialized training programs requested by individual offices, along with training on current issues affecting DUI and vehicular homicide investigation and prosecution, the TSRP Program training seminars remain a popular resource for prosecutors and law enforcement alike. Additionally, in FFY 2011 the TSRP Program delivered to police officers and prosecutors more training opportunities in the area of Drug DUI with one and two-day regional seminars that focus on areas of interest specific to investigating and prosecuting the difficult drug DUI cases. TSRP continued to handle a high volume of requests for technical assistance, participated in 18 MADD/Avoid recognition events and acted as "second chair" trial counsel in two vehicular homicide cases.

### Vehicular Homicide Seminar

The Vehicular Homicide Seminar, produced in partnership with the California District Attorneys Association and OTS, was held during May in Sacramento. The three and one-half day program was designed for prosecutors and law enforcement officers who handle misdemeanor and felony vehicular homicides. Faculty for the program included nationally recognized experts in prosecution and collision reconstruction as well as the TSRP prosecutors. The program included separate tracks for prosecutors and law enforcement as well as general sessions that allowed for the exchange of knowledge between the two interdependent groups. One hundred fifty-seven prosecutors and law enforcement officers attended the Vehicular Homicide Seminar this year.



### Sacramento Brief Intervention Program and Paid Media

The countywide DUI program to provide brief interventions for impaired drivers at the Sacramento County Jail upon their release concluded on September 30, 2011. This program provided interventions for first-time DUI offenders as part of a clinical study with the University of Davis, California, School of Medicine. During FFY 2011, 200 interventions were completed as part of the clinical study. The study is based on each voluntary participant receiving a brief intervention, which creates a "teachable moment" where impaired drivers can receive resources and referral for treatment to prompt changes in their "life-threatening" driving behavior. This study was the second of such studies completed the last four years at the Sacramento County Jail. The first study, which ended in September 2010, focused on repeat DUI offenders. The results of the first study are currently being assessed by the University of Michigan working with the University of California, Davis. Each study has a post-study year-long assessment period, where driving records, arrest information, etc., is evaluated to determine whether the interventions resulted in behavioral change when compared to groups that did not have the brief interventions and subsequent follow-up by clinicians or counselors. Both studies included a follow-up period, where each participant was asked to assess their ongoing drinking behavior. The follow-up rate for the study for first-time offenders was over 90 percent, which is considered exceptional for a clinical study.

### ALCOHOL AND OTHER DRUGS CONT.



A paid media campaign to educate the public on the consequences of driving impaired was also a facet to the intervention program for first-time offenders. DUI paid media has proven to be very effective in leveraging limited resources and has shown to be an effective cost-based approach to affecting driving behavior. The City of Sacramento has had the highest rate of collisions and fatalities of the largest cities in California for at least the last 15 years, based on OTS records. In 2009, the Sacramento Police Department working with OTS, a local media consultant, and a community based non-profit called the Teachable Moment Foundation, implemented an extensive DUI media campaign focusing particularly on 18 to 34 year-old males because of their high rate of impaired driving. The DUI campaign, which was in both English and Spanish, used a variety of media including traditional and electronic billboards, radio spots, television/cable ads, internet sites and movie theaters. The DUI media campaign focused primarily on the summer months July through September, which historically have higher rates of alcohol-involved collisions. The focus of the summer media campaign specifically highlighted the cost of a DUI. The impact of the media campaign was significant. Comparing fourth quarter (July to September) statistics over the last five years, using 2006 as the base year, collision victims per thousand residents showed reductions from one collision victim per 950 residents in 2006 to one collision victim per 1,683 residents in 2011, a

77 percent improvement. This reduction is similar to 2009, when the last DUI media campaign ran in the Sacramento area and alcohol-involved collisions decreased by 18.7 percent and alcohol-involved fatalities decreased by 50 percent. Based on current results, leveraging law enforcement efforts with educational media campaigns is an effective impaired driving strategy.

### 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 was to help make it safer and more pleasant to walk in one's communities. The half-day trainings were conducted for local neighborhood citizens and safety advocates concerned about pedestrian safety and identifying strategies for its improvement. CPSTs were conducted in Watsonville, San Diego and Berkeley, reaching close to 200 people. These trainings taught 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



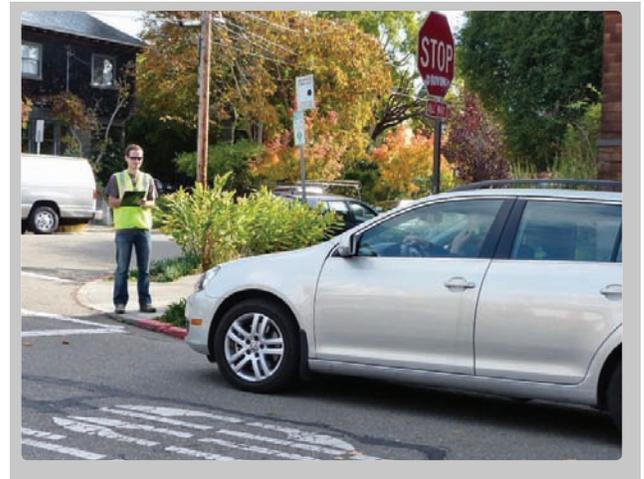
assessment of a selected pedestrian danger area, and mapping or other small group interactive prioritization of safety issues. At the end of the training, participants discussed pedestrian safety priorities and an action

## BICYCLE AND PEDESTRIAN SAFETY CONT.

plan to promote safe walking in the community. The trainings were also designed to help communities with development and implementation of a Pedestrian Safety Action Plan. A survey to previous training participants found that CPST launched an impressive action in communities, ranging from Safe Routes to School grant submissions and new community task forces, to youth engagement activities and community-enforcement partnerships. For more information on these free trainings, please visit: <http://www.tsc.berkeley.edu/pedtraining>.

### 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 in the form of staff time and resources. The partnership between OTS and the ITS Technology Transfer Program provided local agencies with a reliable, respected and credible source of information that fostered collaboration between the engineering/public works and enforcement/police departments. Free Pedestrian Safety Assessments (PSA) was a key component provided under this project. The issues discussed caused cities' staff to become more sensitive to pedestrian needs. Improved pedestrian safety and improved infrastructure lead to enhanced walkability and economic vitality of communities. Recommendations provided in the PSA reports can be presented to local City Councils' for consideration or included in a city's Capital Improvement Plan to enhance pedestrian safety.



### DISTRACTED DRIVING

In March, the first-ever observational survey of cell phone use by drivers within a state was conducted. The survey showed that California drivers are talking and texting at a combined rate of at least nine percent at any given time. Researchers conducted cell phone observations at over 130 intersections in 17 counties and observed 5,413 drivers across the state. Results included 2.7 percent were talking into a handheld phone either at their ear or in their hand; 4.7 percent were talking into a visible Bluetooth or headset on their right ear; and 1.7 percent were texting or manipulating a mobile device.

OTS spearheaded the nation's first and most ambitious statewide campaign against distracted driving was conducted in April. A combination of 103 CHP offices and 280 local law enforcement agencies conducted special zero enforcement details. With over 80 percent of agencies reporting, officers issued 52,664 citations to drivers for either handheld use or texting and at least 272 news articles were printed.

In addition to increased enforcement, OTS kicked off a 1.5 million "It's Not Worth It" campaign. Three commercials were developed and aired all month throughout the state. Consistent messaging was delivered at two major media events in Sacramento and San Diego. Other outreach included social media, billboards, radio commercials, and the use of freeway changeable message signs.

## Program Area Highlights

### DISTRACTED DRIVING CONT.

Throughout the year, OTS partnered with Sacramento's ABC station to continue to the "Great Hang Up" campaign. This campaign included weekly distracted driving oriented news stories, development of distracted driving materials at events, web and Facebook ads and pages, monthly morning talk show segments, and on-air campaign promotions.

### MOTORCYCLE SAFETY

During FFY 2011, OTS continued to address motorcycle safety issues by funding a combination of enforcement operations and educational presentations. CHP and local law enforcement conducted over 340 motorcycle safety enforcement operations. Public awareness increased through a variety of educational presentations, and public service announcements. OTS coordinated additional motorcycle safety efforts in collaboration with SHSP Challenge Area 12.

### EMERGENCY MEDICAL SERVICES

The Sonoma County Regional Rescue a Life Project provided extrication equipment to nine fire/rescue agencies that either did not have extrication capabilities or were in need of replacing outdated equipment. Windsor Fire Protection District served as the host agency in purchasing and placing into use five fully-equipped extrication systems as well as other extrication apparatus. The communities of Windsor, Healdsburg, Rincon Valley, Bennett Valley, and Geyserville each received fully-equipped extrication systems, and the Russian River community received a high pressure air bag kit. The new equipment is lighter, interoperable with other agencies, and offers greater safety to emergency personnel. Extrication times have

been reduced from 24.1 to 12.3 minutes, ensuring faster access to victims and therefore decreasing delivery time to hospitals.



Previously, the fire/rescue departments providing emergency services for residents of the northern and western section of Sonoma County were operating separately when responding to vehicle collisions and responses were based on jurisdictional boundaries (even though other agencies might have been closer to the emergency). As a result of this regional project, computer aided dispatch and auto-aid agreements are now in place and the closest available emergency vehicles are dispatched. Not only does this system provide improved on-scene coordination; response times have been reduced from 13.3 to 9.47 minutes.

The final component of the project provided vital traffic safety messages to school age children and teenagers in the region. Over 30 traffic safety presentations were conducted in both middle and high schools. The presentations outlined the serious nature of using hand-held devices while driving and the consequences of not wearing seat belts. A comprehensive educational pamphlet was developed to go along with the presentations.

## OCCUPANT PROTECTION

### Buckle Up for Safety Program

Motor vehicle collisions continue to be the leading cause of death for children and teens from birth to age eighteen in Sutter County. Yuba City Police Department's Traffic Unit was able to implement community outreach and education measures throughout Sutter County and neighboring counties that were designed to increase child passenger restraint usage/correct usage and bicycle safety, by conducting 10 child safety seat check-up events, reaching 163 families, with 271 child safety restraints checked and 191 restraints provided. Three NHTSA certification courses and one renewal course were taught with 46 technicians and two instructors being certified, these impacted the rural north east region of California. YCPD now has 10 technicians and three instructors. Three additional fitting stations were established and seven violator classes were taught impacting 70 individuals. A total of 60 educational presentations were made to parents and youth under the age of eighteen, impacting 1,393 individuals. Six bicycle safety rodeos were conducted impacting 2,329 elementary age students. Two booths were hosted with traffic safety information reaching 2,600 individuals.

### Restraint Usage Surveys

California State University, Fresno Foundation staff conducted statewide seat belt usage restraint surveys in the Fall, Spring and Summer of FFY 2011 with the following results:

#### Teen Driver Survey (Fall)

The basic finding was a combined high school driver and passenger usage rate of 94.0 percent versus 91.1 percent for 2009 and 88.9 percent for 2008. This rate has shown a fairly steady increase over the past few years. Driver only rates were 95.1 percent in 2010 which was up from 94.0 percent in 2009.

Passenger rates (92.7 percent in 2010), while lagging driver rates were up substantially from the year before

(85.7 percent in 2009). When the gender of drivers is examined, the normal pattern of females (96.8 percent) wearing their belts more frequently than males (93.7 percent) returned after a brief reversal in 2009 where males had higher usage rates.

When combined rates were aggregated by the size of school enrollments, small (92.4 percent), medium (93.6 percent), and large schools (94.6 percent) had about equal rates. The finding that large schools had the highest usage rates is consistent with previous years' data, but the gap between the large schools and the other schools has been closing.



#### Summer Seat Belt Usage Survey

The data collection was conducted at 177 sites and serves as the main restraint usage for NHTSA and the state. Observations took place between June 24, 2011 and August 20, 2011. Overall, the combined restraint usage rate was 96.6 percent meaning that only 3.4 percent of drivers and front seat passengers were without safety restraints during the Summer 2011 survey. This rate is up from 96.2 percent in 2010 and is the highest usage rate in the past five years. The usage rates for drivers (96.8 percent) and front seat passengers (96.2 percent) did not vary significantly and the rates for non-highway (96.6 percent) and highway occupants (96.5 percent) did not vary either. Thus, the results were consistent and clear; seat belt usage was well over 96 percent in all major categories.

### POLICE TRAFFIC SERVICES

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

In FFY 2011, OTS again funded the STEEP program which provided personnel, equipment, and the 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 34 agencies in FFY 2011 made the program an overwhelming success.

### ROADWAY SAFETY/TRAFFIC RECORDS

#### Traffic Records Coordinating Committee

The Traffic Records Coordinating Committee (TRCC) is composed of representatives from state and local agencies that are responsible for submitting, processing, analyzing, or warehousing California's traffic records. It is responsible for strategically planning and implementing improvements to the records systems, resulting in increased accuracy, completeness, timeliness, uniformity, accessibility and integration. There are several multi-year projects currently underway to improve various components of the system. The Administrative Office of the Courts is piloting a project, in cooperation with the CHP, to set up a standard citation protocol throughout the state allowing for direct electronic submission of citations to the courts. CHP is the repository for all of California's traffic collision reports. In an average year, over 400,000 reports are manually processed into the database. CHP is developing an interface to allow more than 500 local agencies, along with CHP field offices, to submit collision reports directly to the SWITRS collision database, reducing the amount of time required to post collisions to the system. California Department of Public Health is beginning to link hospital data to the SWITRS database for use in determining medical outcomes and costs of traffic collisions. In FFY 2011, the TRCC participated in a NHTSA-sponsored Traffic Records Assessment and an FHWA-sponsored Peer-to-Peer Exchange. Both of these evaluations were conducted to assess California's current state-of-affairs compared to other states. Written reports have been received and will be used in developing the update to the Traffic Records Strategic Plan.

#### California EMS Information System

The California EMS Information System (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.

#### Outcome Analysis 3-Tier Assessment System

During FFY 2011, the DMV continued its evaluation and analysis of a 3-Tier Driving Assessment pilot, which was implemented in six DMV field offices in 2007. The 3-Tier system utilizes new screening tools to better identify drivers of any age who have functional limitations that can impede their ability to drive safely, educate these drivers about their limitations so that they can better compensate for them, and then to test their ability to drive safely through a road test. Although the 3-Tier system is not age based, many drivers with limitations are older and this system attempts to enhance mobility and safety for them. The 3-Tier Driving Assessment tool has the potential of becoming a national model. Several drafts of the 3-Tier outcome evaluation report have been written and revised based on DMV's Research and Development Branch management reviews. A comprehensive report will be presented to the California State Legislature by December 31, 2011. DMV staff will also present findings from this study at the 2012 Transportation Research Board meeting. A final report with findings and recommendations regarding the 3-Tier Assessment System will be provided to OTS by September 30, 2012.

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 SHSP. Future plans to improve traffic safety in California include:

## EXTERNAL

### ALCOHOL-IMPAIRED DRIVING

In 2012, OTS again identified and targeted California's "Top 50 DUI Cities" and funded these cities to conduct additional DUI checkpoints in 2012. As a result, the "Top 50 Cities" plan to conduct 598 DUI checkpoints in 2012. (SHSP Action 1.1)

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)

Fund 14 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 in 40 counties involving 556 law enforcement agencies and CHP 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. (SHSP Action 1.1)

Fund 40 "Live DUI Courts" and 15 "Live DUI Sentencings" in California high schools providing students the opportunity to see up close the consequences of driving under the influence to individual drivers, crash victims and their own local community. (SHSP Action 6.5)

Fund 150 "Every 15 Minutes" programs, a two-day program that focuses on high school junior 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)

Launch a new statewide "peer-to-peer" program: Teens in the Driver Seat.

San Joaquin and Sonoma counties are using a "staggered sentencing" model with their DUI courts. The "staggered sentencing model" requires accountability among offenders and presents an alternative form of punishment

### ALCOHOL-IMPAIRED DRIVING CONT.

and treatment where consequences are clearly defined and agreed upon with the judge. "Staggered sentencing" is likely best-suited for cases with repeat offenders because of the level of court involvement in overseeing the defendant's progress to recovery. Judge Richard Vlavianos devised the model for "staggered sentencing" in his court in San Joaquin County and will begin teaching this model to other judges at the National Judicial College.

The newly developed three-year performance-based TSRP Strategic Plan will have a heavy emphasis on drug impaired driving. Law enforcement officers will be trained to better detect and investigate drug impaired drivers. Prosecutors will be trained to try cases involving drugged drivers. Both of these objectives will be accomplished by presenting two day courses that include the seven drug categories in the DRE curriculum (CNS Depressants, CNS Stimulants, Narcotic Analgesics, Cannabis, Dissociative Anesthetics, Inhalants and Hallucinogens). The training will also include trial tactics for prosecutors so they can effectively deal with their own witnesses and defense experts. We will be presenting two to four classes each year, increasing the number of classes to six to eight per year by 2014.

The Vehicular Homicide Seminar in 2012 will include an expanded portion on drug-impaired drivers. Past seminars only had two hours devoted to drugs, but in 2012 it will be a minimum of four hours. In 2013 the seminar will be replaced with a three and one-half day seminar devoted exclusively to investigating and prosecuting drug impaired drivers. In 2014 we will return to the vehicular homicide format and do the drug training again in 2015. Alternating vehicular homicide and drug training will better equip law enforcement and prosecutors to all the tools they need to effectively investigate and prosecute drug cases.



### DISTRACTED DRIVING

- Continue to serve as co-lead with CHP on Challenge Area 17 – Reduce Distracted Driving. (SHSP CA 17)
- Fund a statewide media campaign to change social norms. (SHSP CA 17.01)
- Fund a Statewide Local Law Enforcement Mini Grant Program – Zero Tolerance Against Hand-Held Cell Phone Use and Texting. (SHSP CA 17.02)
- Conduct the second annual statewide cell phone/texting observational surveys using the National Occupant Protection User Survey (NOPUS) methodology. (SHSP CA 17.03)
- Continue and create media partnerships to air Distracted Driving PSAs, present local and national stories, and announce zero tolerance cell phone and texting enforcement.
- Collaborate with Network of Employers for Traffic Safety and the National Safety Council to promote and encourage the adoption of a model cell phone policy for public and private organizations.

## DRUG-IMPAIRED DRIVING

- Fund alcohol wet lab and field certification training for POST DRE Academies.
- Increase the number of law enforcement officers who are trained and certified as DRE's as well as encouraging DRE participation in enforcement operations.
- Increase the number of established field certification sites and the number of POST academies offering DRE classes statewide.
- Develop and conduct the first annual nighttime weekend "voluntary" roadside survey of alcohol and drug use by drivers. The survey, the first by any state, will mirror the methodology used by NHTSA in their 2007 national survey
- Fund CHP to provide training to a minimum of 200 officers in the Basic Standardized Field Sobriety Testing (SFST) course, 250 officers in the DRE course, 300 officers in the Advanced Roadside Impaired Driving Enforcement (ARIDE) course (SHSP Action 1.19), and 100 educational professionals in the DITEP course.
- Fund Orange County District Attorney's Office to facilitate DRE training to 100 officers from the various agencies within the county. Additionally, two prosecutor positions will be funded at 50 percent each to work solely on and prosecute drugged-driving cases.
- Meet with key stakeholders to determine the feasibility of developing standard protocols or procedures for drug testing laboratories to use in identifying drugs that impair driving.
- Fund DMV to determine whether the prevalence of marijuana involvement increased among California fatal crash-involved drivers after the passage of Proposition 215, after adjusting to the extent possible for confounding associated with better testing of crash-involved drivers. The analyses will also be replicated in the other 14 states with medical marijuana laws to strengthen the causal argument that any prevalence increases are indeed associated with these laws. The degree of regulation and/or ease of

access to marijuana across states will be used to establish whether there is a dose-response relationship between access to marijuana and prevalence among crash-involved drivers.

## 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.

## MOTORCYCLE SAFETY

Fund focused public awareness and enforcement campaigns by CHP in areas 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. (SHSP Action 12.08 and 12.09)



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. (SHSP Action 12.08)

Fund a grant to collect and compile additional data at motorcycle crashes via a supplement to the CHP-555. (SHSP Action 12.06)

Fund a grant to conduct a survey of California drivers' and motorcycle riders' knowledge, opinions and behaviors related to motorcycle lane sharing/lane splitting. (SHSP Action pending)

### OCCUPANT PROTECTION/BICYCLE AND PEDESTRIAN SAFETY

Using Section 2011 funds, OTS will promote California's new booster seat safety law which requires children under age 8 (there are exceptions for those 4'9" but younger than 8) to ride in a safety seat or booster, in the back seat of a motor vehicle. A press release will be issued in early December and questions and answers will be posted to the OTS website. OTS is working with the CHP, California Department of Public Health, and child passenger safety advocates to develop educational materials on the new law. These materials will include citation-sized cards for law enforcement officers and hand outs for parents, hospitals, daycare facilities, and schools and be available by January 1, 2012.

Fund, at "no cost" to cities and counties, "Pedestrian Safety Assessments" (PSA) conducted by engineers with the University of California, 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. Fourteen PSA's are planned for FFY 2011. (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 underserved 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 vehicle speed feedback signs, flashing beacons at school crosswalks, in-roadway warning lights at crosswalks and countdown pedestrian signals. (SHSP Action 8.2)

### 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) and train law enforcement, health professionals, and students with a broader understanding of older driver sensitivities and impairments. 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.

Fund the CHP to implement a public awareness and education campaign focusing on senior traffic safety/mobility through the use of multi-disciplinary community-based collaboration groups. These groups will assess the issues and make recommendations to address the needs of the senior driving community and will include members from public and private organizations including law enforcement, health and aging professionals, transportation agency representatives, and other interested stakeholders.

## TRAFFIC RECORDS

In January 2011, a team of national experts conducted an OTS and NHTSA sponsored Traffic Records Assessment of California's state level traffic records systems. The assessment, in conjunction with the final report of a Federal Highways Administration sponsored Peer to Peer conference held late in 2010, is being used to establish a baseline and as an aid in the strategic planning process of California's long term strategic plan by the Traffic Records Coordination Committee. In early 2011, OTS and members of the Traffic Records Coordination Committee will be participating in a Federal Highways Administration Crash Data Improvement Plan (CDIP) review panel as part of the continuing effort to develop and refine the long term traffic records strategic plan for California.

Continue outreach efforts to both urban and rural counties to help them improve safety, data collection, access, and analysis by continuing to fund traffic collision database and GIS mapping systems. OTS staff will assess the use of countywide traffic collision analysis database and GIS mapping programs and facilitate efforts to add additional countywide programs through OTS grants.

Continue to embrace automated 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 is continuing to fund a project with the CHP that will deploy Handheld Citation Devices and e-Citation commercial off-the-shelf software to all CHP Area Offices for electronic generation of citations and electronic transmission of citations to the California Administrative Office of the Courts (AOC) for applicable County Court jurisdictions

Continue to support the California Department of Public Health's effort to further refine the recently completed Crash Medical Outcomes Data project as necessary and the launch the online query data file

from the 2007 linkage. For example, The EDRS motor vehicle death reporting supplement is done and will soon be available to coroners throughout the state.

Continue to support the EMSA in their efforts to increase statewide participation from local EMS agencies in the recently completed updated CEMSIS that has been designed to receive both EMS and trauma data electronically from each of the 31 local EMS agencies. The process is in place to revise QI indicators that will be programmed into CEMSIS for end-user use all which is in compliance with the federal data collections systems: National EMS Information System (NEMSIS) and the National Trauma Data Bank (NTDB). Injured patient data will continue to be linked with other data systems to assist state and local efforts in injury prevention related to traffic safety.

OTS will continue to fund the CHP in their on-going project to design and develop a web based data entry screen to enable smaller allied agencies, with a limited number of collision reports, to enter the collision report directly into the AACR database hosted at the CHP. This project will allow for timely, statewide, online submission of traffic collision reports to SWITRS by CHP and allied agencies. (SHSP Action 16.1)

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, timeliness and accuracy of the collected crash data, OTS has funded a project that will revise and improve the California Automated Reporting System (CARS) and SWITRS applications, and eliminate the redundant manual entry of collision data into multiple systems. An improved data warehouse will be developed for SWITRS to improve the ability to report and extract statistical data.

## INTERNAL

To implement OTS eGrants, a web-based electronic grants management system that will allow agencies to apply for grants, submit claims and QPRs and generally manage their grants through a web-based interface. In FFY 2011, OTS accepted more than 420 FFY 2012 grant applications through eGrants and will begin accepting FFY 2013 applications through eGrants in January 2012. The implementation has encountered a number of delays over the last 12 months, but OTS anticipates being able to begin managing most aspects of FFY 2012 grants through eGrants part way through the 2012 calendar year.

To redesign the OTS website, including migrating to the new state web template and adding more search options to the OTS Rankings to allow visitors to more easily navigate the site and find the data they need.

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

Develop and implement a federal transparency reporting process.

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.

Continue to update the OTS Intranet content to use as a valuable resource tool for OTS staff.



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. Peer group elections are conducted to select new Peer Recognition Committee members annually. The Awards Program Coordinator will survey staff to gain feedback on enhancing the program.



## MARKETING AND PUBLIC AFFAIRS

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.

## MARKETING AND PUBLIC AFFAIRS CONT.

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, the holiday DUI Crackdown, and the National Distracted Driving Awareness Month in April. During the national mobilization periods, OTS will promote NHTSA's slogan "Drive Sober or Get Pulled Over" and the "Report Drunk Drivers Call 911" message.

Continue to strategically expand approaches 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.

Use the results of the third annual Traffic Safety Intercept Survey to facilitate internal planning and externally influence reporting, discussion, public awareness, public education and, eventually, social norming on the areas covered.

In addition to the ongoing and updated marketing and public awareness efforts and campaigns, OTS will commit substantial funding to a year-round outdoor advertising effort to keep campaign messages before California drivers and passengers as they travel the state's roadways.

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





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