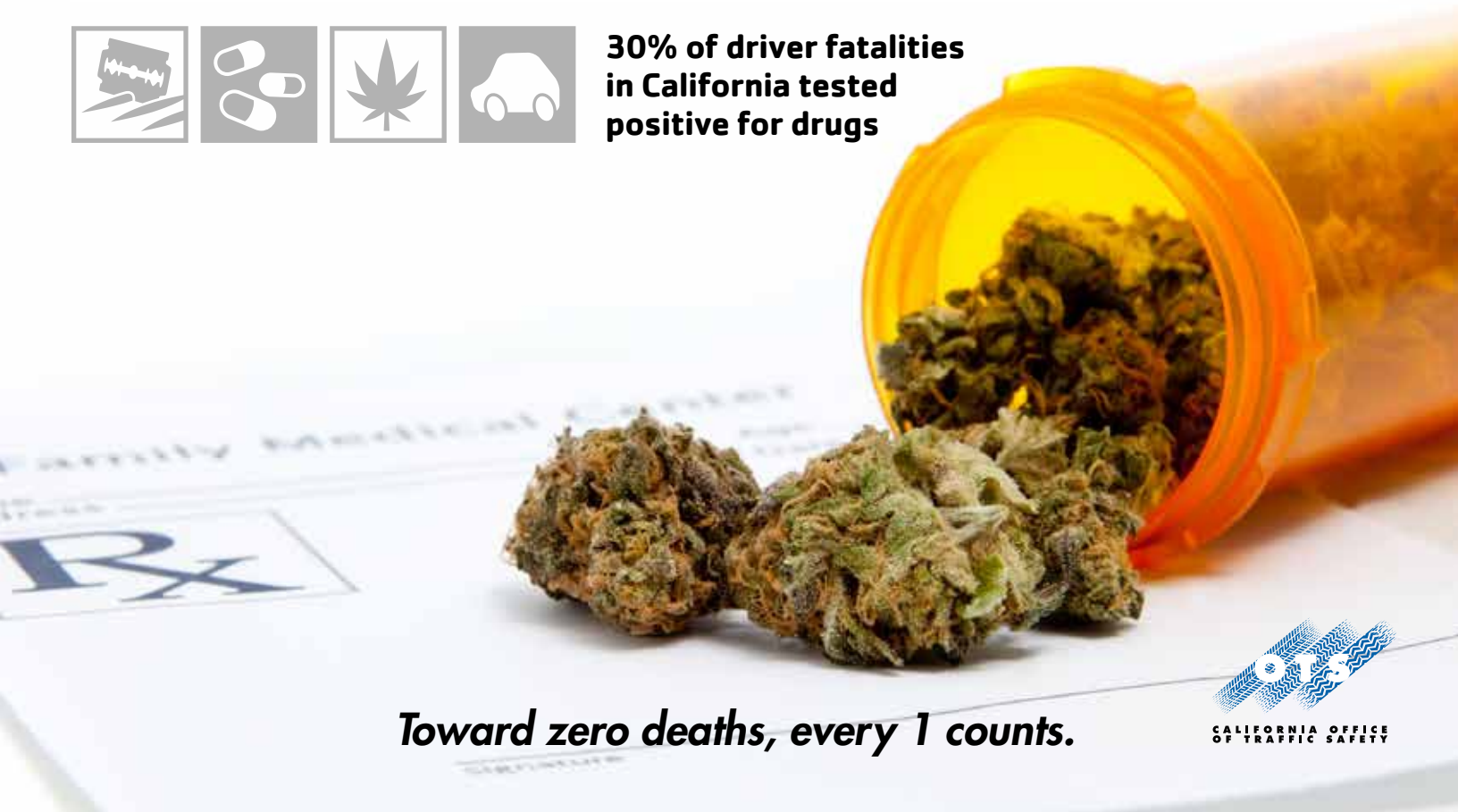


2012

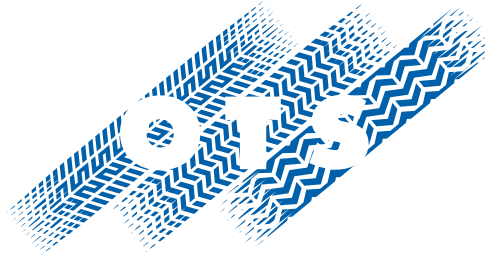
CALIFORNIA'S ANNUAL PERFORMANCE REPORT



30% of driver fatalities
in California tested
positive for drugs



Toward zero deaths, every 1 counts.



**CALIFORNIA OFFICE
OF TRAFFIC SAFETY**

2012

Annual Performance Report

Edmund G. Brown Jr.

Governor
State of California

Brian P. Kelly

Acting Secretary
Business, Transportation and Housing Agency

Christopher J. Murphy

Director
Office of Traffic Safety

STATE OF CALIFORNIA

EDMUND G. BROWN JR.
Governor

Department of Alcoholic Beverage Control
Department of Corporations
Department of Financial Institutions
California Highway Patrol
California Housing Finance Agency
Department of Housing & Community Development
Department of Motor Vehicles
Department of Real Estate
Department of Transportation



BRIAN KELLY
Acting Secretary

Office of Real Estate Appraisers
Office of Traffic Safety
New Motor Vehicle Board
Board of Pilot Commissioners
California Film Commission
California Office of Tourism
Infrastructure and Economic Development Bank
Small Business Loan Guarantee Program
Public Infrastructure Advisory Commission

BUSINESS, TRANSPORTATION AND HOUSING AGENCY

Dear Fellow Californians,

I am happy to report that California continues to lead the nation in efforts to save lives, prevent injuries, and reduce economic losses from traffic crashes. We strengthen and refine the tactics that have been proven and time-tested, while continuously innovating and breaking new ground in adapting to new challenges and situations.

In Federal Fiscal Year 2012, OTS awarded \$86 million in grants to 232 agencies for programs aimed at areas such as impaired driving, seat belt and child safety seat usage, emergency medical services, pedestrian and bicycle safety, motorcycle safety, and police traffic services.

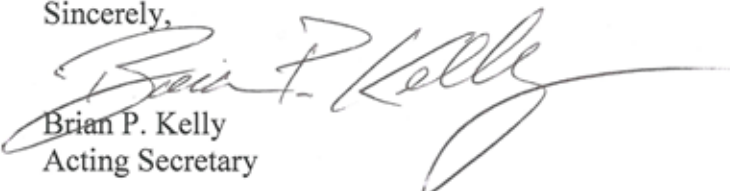
OTS also targeted distracted driving, and particularly hand-held cell phone talking and texting, for increased emphasis. In a competitive process, California was chosen by the National Highway Traffic Safety Administration as one of two states, along with Delaware, to participate in a "Distracted Driving High Visibility Enforcement Demonstration Project." The results will drive future national strategies.

OTS recently conducted the first-ever statewide roadside survey of alcohol and drug use by drivers, finding that nearly twice as many drivers tested positive for drugs that may impair driving than did for alcohol. The Office funded specialized officer training, state-of-the-art drug testing equipment, and special prosecutors to battle the emerging problem of drug-impaired driving. Additionally, Governor Edmund G. Brown Jr. recently signed Assembly Bill 2552 authored by Assemblymember Norma Torres, which moves each of the DUI categories – alcohol, drugs and alcohol plus drugs – into separate sections of the vehicle code. This change will help greatly in data collection and subsequent responses to the new and more detailed information.

The Office of Traffic Safety and its partners in the Strategic Highway Safety Plan will be keeping the pressure on through multiple efforts on numerous fronts so that we can continue saving lives and reach the vision we all share – *Toward zero deaths, every 1 counts.*

I commend the innovative, life-saving efforts of the Office of Traffic Safety and their grantees throughout the state.

Sincerely,


Brian P. Kelly
Acting Secretary

Annual Performance Report

Federal Fiscal Year 2012

Prepared By
California Office of Traffic Safety

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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 2012 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 2012. Funding included the base program section (402) and several incentive programs.

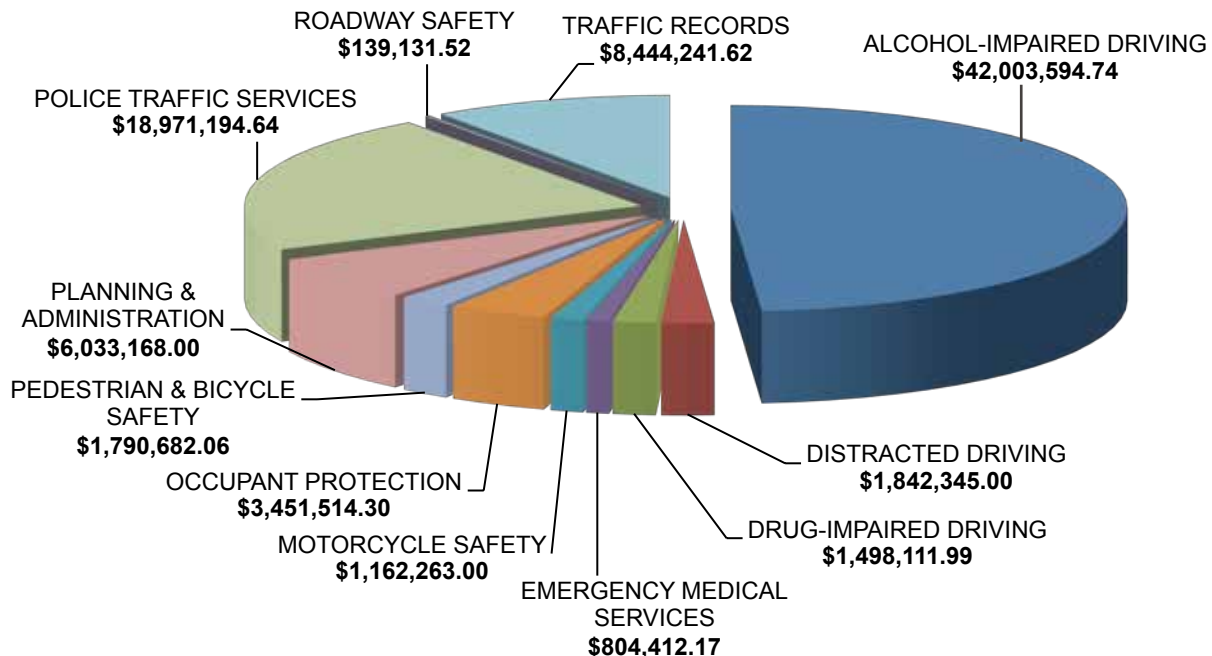
The California OTS is designated by the Governor to receive federal traffic safety funds for coordinating its highway safety programs. Each year OTS develops a Highway Safety Plan (HSP) identifying the key highway safety problems in the state and the most effective countermeasures to address them. OTS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

FFY 2012 GRANTS

\$86,140,659.04



Areas of Concentration

States are encouraged to identify needs in each of the nationally designated program priority areas, but OTS has the flexibility to determine additional program areas, and the amount of funding allocated to each. The areas chosen for funding in FFY 2012 were as follows:

ALCOHOL-IMPAIRED DRIVING

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

In 2010, 3,092 people were killed and an estimated additional 416,000 were injured in motor vehicle 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, 51.5 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.

DRUG-IMPAIRED DRIVING

According to the NHTSA 2007 National Roadside Survey, more than 16 percent of weekend, nighttime drivers tested positive for illegal, prescription, or over-the-counter drugs. More than 11 percent tested positive for illicit drugs. An additional NHTSA 2009 study tested fatally injured drivers and found that nationally 18 percent tested positive for at least one illicit, prescription, or over-the-counter drug. This is an increase from a 2005 NHTSA study that found that 13 percent of fatally injured drivers tested positive for at least one drug type. The study also found that 23 percent of California's 1,678 fatally injured drivers in 2009 tested positive for drugs. California's medical marijuana laws could be to blame for a higher-than-national average. OTS grants have provided increased officer training in the NHTSA Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Evaluator (DRE) programs, which has led to better detection of drug-impaired drivers. OTS grants also have funded vertical prosecution programs for drug-impaired driving cases, as well as more sophisticated laboratory equipment that reduces the time it takes to test for drugs and offers a much broader selection of drugs to be tested.

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 priority. Due to more than a decade of continuously increasing motorcycle fatalities OTS, CHP, DMV and other representatives of the Strategic Highway Safety Plan (SHSP) Challenge Area 12 have implemented numerous actions to help reverse the trend. Activities cover the spectrum of countermeasures, combining public awareness, training,

Areas of Concentration

education, outreach and highly publicized enforcement. Fortunately, motorcycle fatalities decreased from the 2008 peak of 560 to 394 in 2009 and further to 352 in 2010. The 37% decrease in fatalities comes after an 11-year period when fatalities increased 175 percent.

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 2012, reports a 95.5 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

Education and enforcement are two very important components of collision reduction. Either component

taken alone is inadequate. The Police Traffic Safety 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 forces behind OTS's marketing and public relations programs are engagement and communication. We first must engage the public's interest, to bring them in and open them up to be receptive to communication. We do this through multiple and continuous earned media, paid media, and social media connections to the public.

After they are engaged, effectively communicating the importance of the life-saving benefits of traffic safety 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," "Drive Sober or Get Pulled Over," and "It's Not Worth It," conducted in conjunction with enhanced law enforcement at the local level, this traffic safety mission was successfully accomplished. The increase and expanding use of Facebook, Twitter, and YouTube is allowing us to reach new members of targeted audiences.

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.

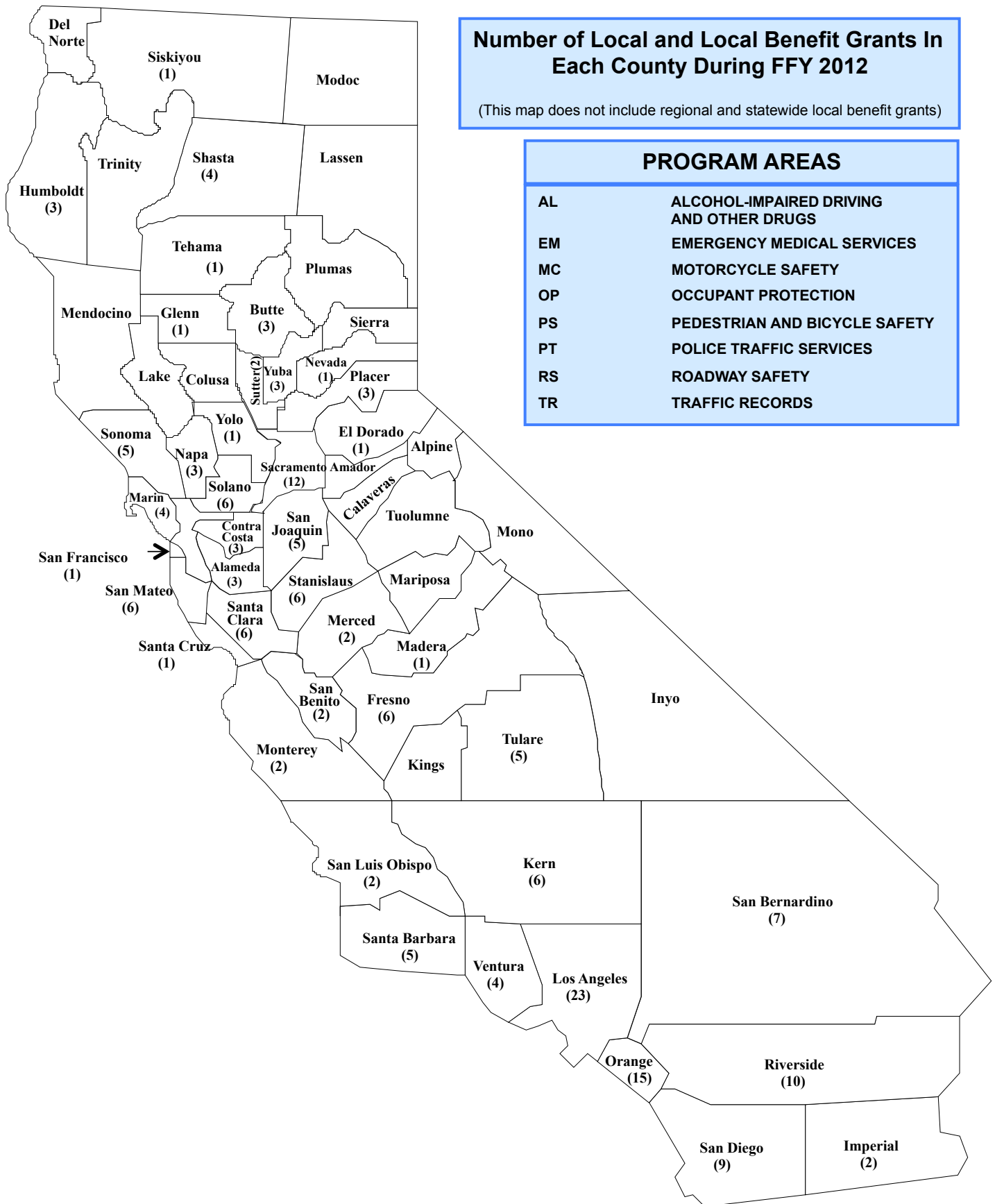
ROADWAY SAFETY / TRAFFIC RECORDS

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.

FFY 2012 Project Distribution

Number of Local and Local Benefit Grants In Each County During FFY 2012

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



FFY 2012 Project Distribution

LOCAL GRANTS

Alameda County (3)

- 1 - AL Avoid Grant
- 1 - MC Training Grant
- 1 - PT Enforcement Grant

Butte County (3)

- 1 - AL Avoid Grant
- 1 - AL Probation Grant
- 1 - OP Education Grant

Contra Costa County (3)

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

El Dorado County (1)

- 1 - AL Avoid Grant

Fresno County (6)

- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant
- 1 - AL Probation Grant
- 1 - AL Vertical Prosecution Grant
- 1 - AL Youth Education Grant
- 1 - PT Enforcement Grant

Glenn County (1)

- 1 - AL Avoid Grant

Humboldt County (3)

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

Imperial County (2)

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

Kern County (6)

- 1 - AL Avoid Grant
- 1 - AL Education Grant
- 1 - AL Equipment Grant
- 1 - AL Probation Grant
- 1 - AL Vertical Prosecution Grant
- 1 - PT Enforcement Grant

Los Angeles County (23)

- 2 - AL Avoid Grant
- 5 - AL Enforcement Grant
- 1 - AL Probation Grant
- 1 - AL Vertical Prosecution Grant
- 2 - OP Education Grant
- 1 - PS Education Grant
- 11 - PT Enforcement Grant

Madera County (1)

- 1 - AL Enforcement Grant

Marin County (4)

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

Merced County (2)

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

Monterey County (2)

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

Napa County (3)

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

Nevada County (1)

- 1 - AL Avoid Grant

Orange County (15)

- 2 - AL Avoid Grant
- 3 - AL Enforcement Grant
- 1 - AL Equipment Grant
- 1 - AL Vertical Prosecution Grant
- 8 - PT Enforcement Grant

Placer County (3)

- 1 - AL Avoid Grant
- 1 - AL Probation Grant
- 1 - TR Geographic Information System Grant

Riverside County (10)

- 1 - AL Education Grant
- 4 - AL Enforcement Grant
- 1 - AL Vertical Prosecution Grant
- 3 - PT Enforcement Grant
- 1 - TR Equipment Grant

Sacramento County (12)

- 1 - AL Avoid Grant
- 2 - AL Education Grant
- 2 - AL Enforcement Grant
- 1 - AL Equipment Grant
- 1 - AL Probation Grant
- 1 - AL Vertical Prosecution Grant
- 1 - EM Rescue / Extrication Equipment Grant
- 3 - PT Enforcement Grant

San Benito County (2)

- 1 - OP Training Grant
- 1 - PT Enforcement Grant

San Bernardino County (7)

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

San Diego County (9)

- 1 - AL Avoid Grant
- 5 - AL Enforcement Grant
- 1 - AL Probation Grant
- 1 - OP Education Grant
- 1 - PT Enforcement Grant

San Francisco County (1)

- 1 - AL Avoid Grant



FFY 2012 Project Distribution

LOCAL GRANTS

San Joaquin County (5)

- 1 - AL Avoid Grant
- 1 - AL DUI Courts Grant
- 2 - AL Enforcement Grant
- 1 - AL Probation Grant

San Luis Obispo County (2)

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

San Mateo County (6)

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

Santa Barbara County (5)

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

Santa Clara County (6)

- 1 - AL Avoid Grant
- 1 - AL Education Grant
- 1 - AL Enforcement Grant
- 1 - AL Equipment Grant
- 2 - PS Education Grant

Santa Cruz County (1)

- 1 - AL Avoid Grant

Shasta County (4)

- 1 - AL Avoid Grant
- 1 - AL Vertical Prosecution Grant
- 1 - AL Youth Education Grant
- 1 - PT Enforcement Grant

Siskiyou County (1)

- 1 - AL Avoid Grant

Solano County (6)

- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant
- 1 - AL Probation Grant
- 1 - EM Rescue / Extrication Equipment Grant
- 1 - PS Education Grant
- 1 - PT Enforcement Grant

Sonoma County (5)

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

Stanislaus County (6)

- 1 - AL Avoid Grant
- 1 - AL Probation Grant
- 1 - AL Vertical Prosecution Grant
- 1 - AL Youth Education Grant
- 2 - PT Enforcement Grant

Sutter County (2)

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

Tehama County (1)

- 1 - PT Enforcement Grant

Tulare County (5)

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

Ventura County (4)

- 1 - AL Avoid Grant
- 2 - AL Education Grant
- 1 - AL Vertical Prosecution Grant

Yolo County (1)

- 1 - AL Avoid Grant

Yuba County (3)

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

REGIONAL AND STATEWIDE GRANTS

California Department of Alcoholic Beverage Control (3)

- 3 - AL Training Grant

California Department of Justice (1)

- 1 - AL Equipment Grant

California Department of Motor Vehicles (6)

- 2 - AL Enforcement Grant
- 1 - AL Evaluation / Feasibility Study Grant
- 1 - DI Evaluation / Feasibility Study Grant
- 1 - OP Evaluation / Feasibility Study Grant
- 1 - TR Evaluation / Feasibility Study Grant

California Department of Public Health (3)

- 1 - OP Education Grant
- 1 - PS Training Grant
- 1 - TR Records System Grant

California Department of Transportation (1)

- 1 - RS Education Grant

California Highway Patrol (20)

- 1 - AL Corridor Safety Grant
- 1 - DI Education Grant
- 2 - AL Enforcement Grant
- 1 - AL Youth Education Grant
- 1 - DD Enforcement Grant
- 1 - DD Youth Education Grant
- 1 - MC Enforcement Grant
- 1 - OP Enforcement Grant

- 1 - OP Senior Education Grant
- 1 - PS Corridor Safety Grant
- 1 - PT Administrative Grant
- 1 - PT Corridor Safety Grant
- 1 - PT Enforcement Grant
- 1 - PT Youth Education Grant
- 4 - TR Records System Grant
- 1 - OP Evaluation / Feasibility Study Grant

Emergency Medical Services Authority (1)

- 1 - TR Records System Grant

Judicial Council of California (1)

- 1 - TR Records System Grant

Regents of the University of California, Berkeley Campus (8)

- 1 - AL Enforcement Mini-Grant
- 1 - MC Evaluation / Feasibility Study Grant
- 1 - OP Youth Education Grant
- 1 - PS Education Grant
- 1 - PS Evaluation / Feasibility Study Grant
- 1 - PS Records System Grant
- 1 - PT Education Grant
- 1 - TR Records System Grant

University of California, Irvine (1)

- 1 - AL Education Grant

University of California, San Diego (1)

- 1 - OP Senior Education Grant

Traffic Safety Core Performance Measures

NHTSA and the Governors Highway Safety Association have agreed to a minimum set of performance measures to be used by 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 71 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 third 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

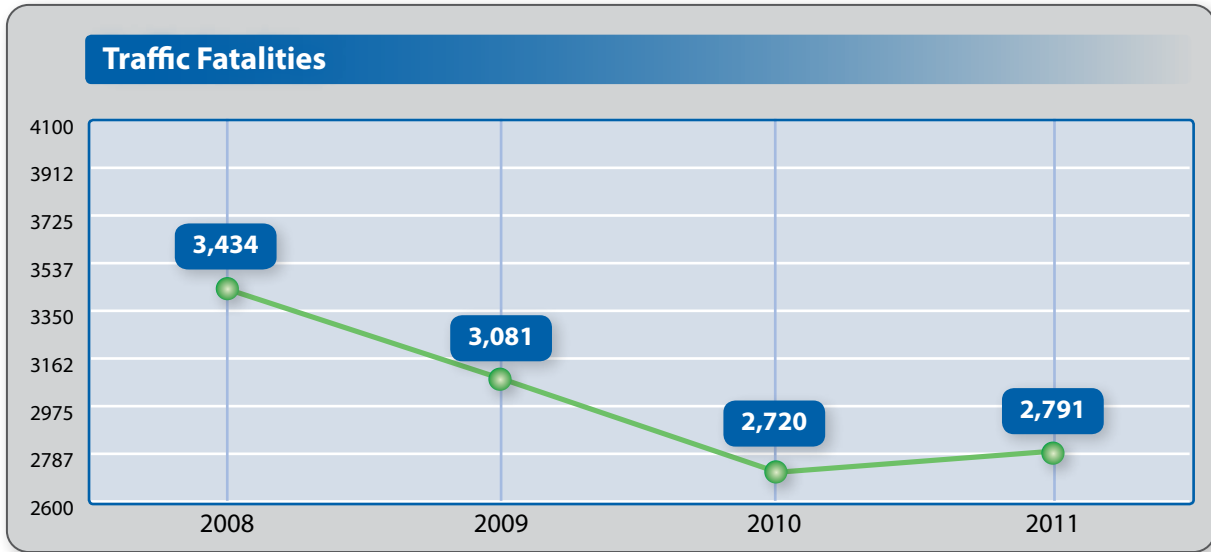
California has adopted the goal of "Toward zero deaths, every 1 counts." We believe that saving lives on California roadways calls for more than just a reduction of fatalities. Our vision is to eliminate traffic fatalities altogether. Every 1 fatality counts, every 1 is one too many.

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.

Traffic Safety Core Performance Measures

C-1 Traffic Fatalities – Fatality Analysis Reporting System (FARS)

- To decrease traffic fatalities 12.3 percent from the 2008-2010 calendar base year average of 3,078 to 2,700 by December 31, 2012.
- Result: Traffic fatalities decreased 9.3 percent from the 2008-2010 calendar base year average of 3,078 to 2,791.



C-2 Serious Traffic Injuries – Statewide Integrated Traffic Records System (SWITRS)

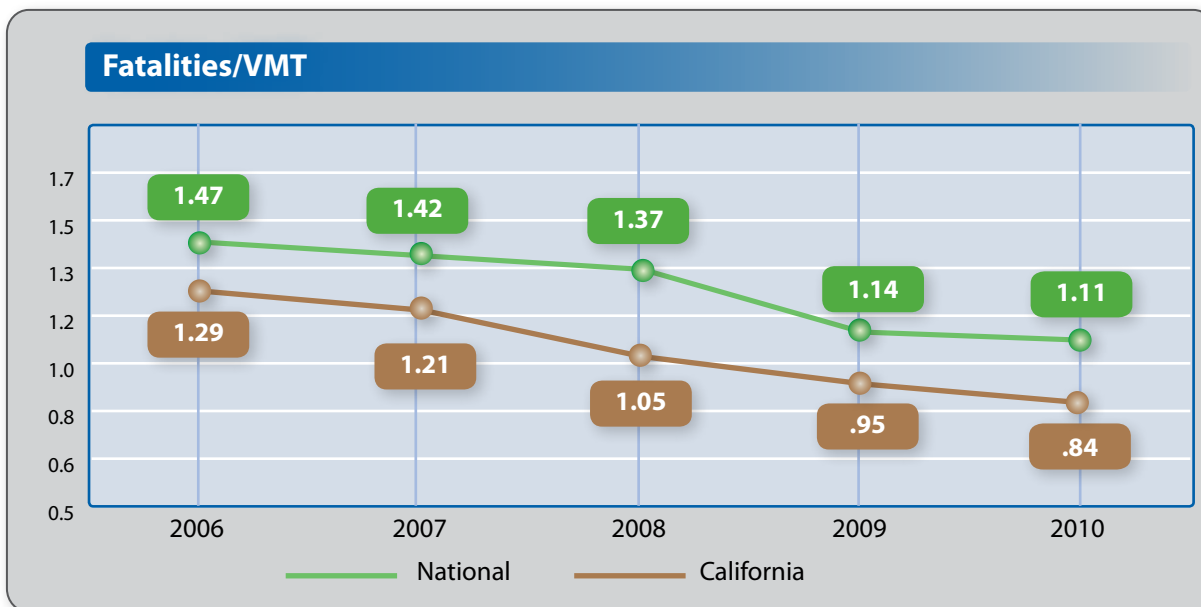
- To decrease serious traffic injuries 18 percent from the 2008-2010 calendar base year average of 11,081 to 10,200 by December 31, 2012.
- Result: Data not yet available.



Traffic Safety Core Performance Measures

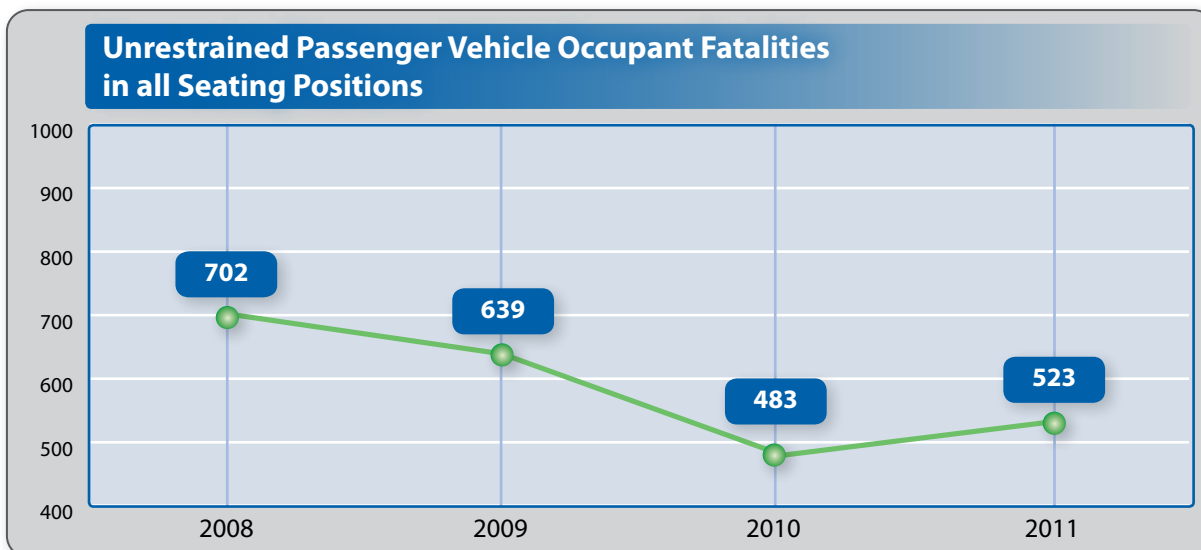
C-3 Fatalities/VMT (FARS/FHWA)

- To decrease fatalities/VMT from the 2006–2008 calendar base year average of 1.18 to 1.03 by December 31, 2012.
- Result: Fatalities/VMT decreased .34 points from the 2006–2008 calendar base year average of 1.18 to .84.



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

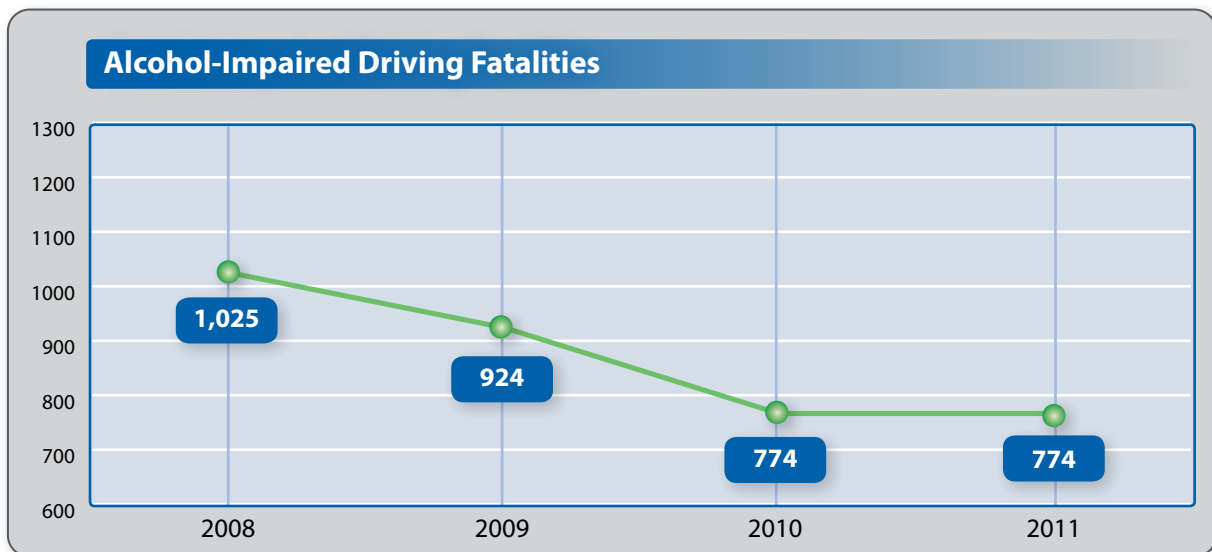
- To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 22.7 percent from the 2008–2010 calendar base year average of 608 to 470 by December 31, 2012.
- Result: Unrestrained passenger vehicle occupant fatalities in all seating positions decreased 14 percent from the 2008–2010 calendar base year average of 608 to 523.



Traffic Safety Core Performance Measures

C-5 Alcohol-Impaired Driving Fatalities (FARS)

- To decrease alcohol-impaired driving fatalities 14.1 percent from the 2008–2010 calendar base year average of 907 to 780 by December 31, 2012.
- Result: Alcohol-impaired driving fatalities decreased 14.7 percent from the 2008–2010 calendar base year average of 907 to 774.



Traffic Safety Core Performance Measures

C-6 Speeding-Related Fatalities (FARS)

- To reduce speeding-related fatalities 13.5 percent from the 2008–2010 calendar base year average of 1,051 to 910 by December 31, 2012.
- Result: Speeding-related fatalities decreased 15.4 percent from the 2008–2010 calendar base year average of 1,051 to 890.



C-7 Motorcyclist Fatalities (FARS)

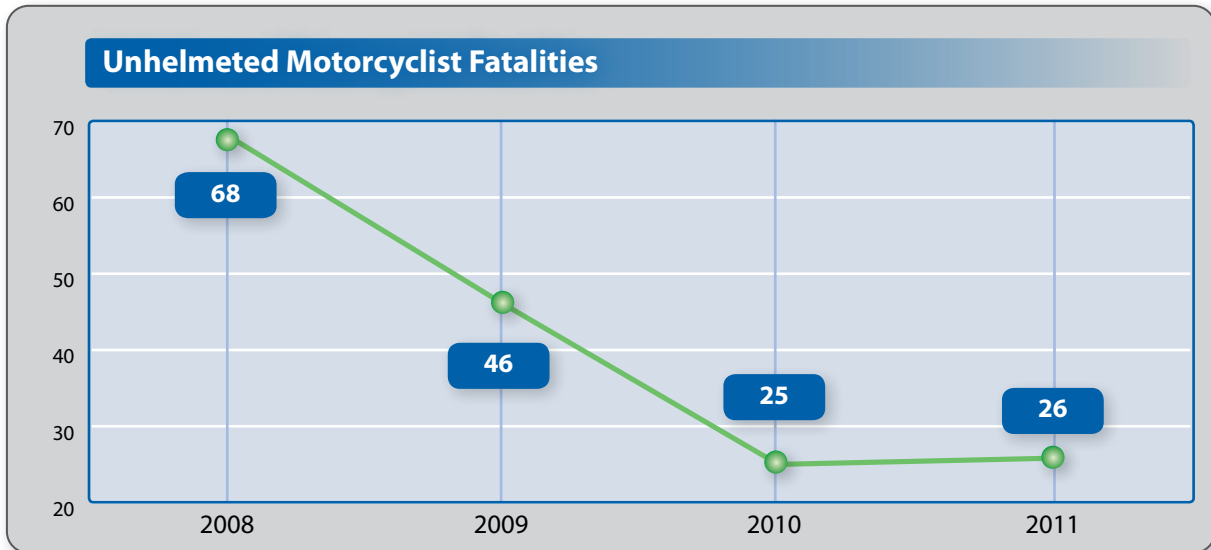
- To decrease motorcyclist fatalities 21.4 percent from the 2008–2010 calendar base year average of 435 to 342 by December 31, 2012.
- Result: Motorcyclist fatalities decreased 4.9 percent from the 2008–2010 calendar base year average of 435 to 414.



Traffic Safety Core Performance Measures

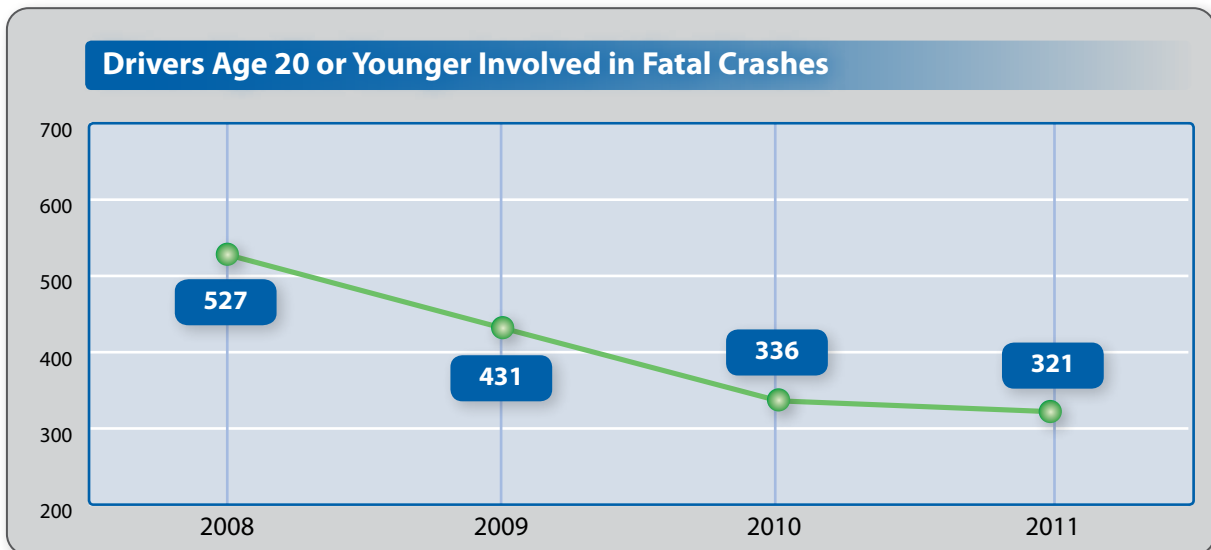
C-8 Unhelmeted Motorcyclist Fatalities (FARS)

- To decrease unhelmeted motorcyclist fatalities 50 percent from the 2008–2010 calendar base year average of 46 to 23 by December 31, 2012.
- Result: Unhelmeted motorcyclist fatalities decreased 43.5 percent from the 2008–2010 calendar base year average of 46 to 26.



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

- To decrease drivers age 20 or younger involved in fatal crashes 23.5 percent from the 2008–2010 calendar base year average of 431 to 330 by December 31, 2012.
- Result: Drivers age 20 or younger involved in fatal crashes decreased 25.6 percent from the 2008–2010 calendar base year average of 431 to 321.



Traffic Safety Core Performance Measures

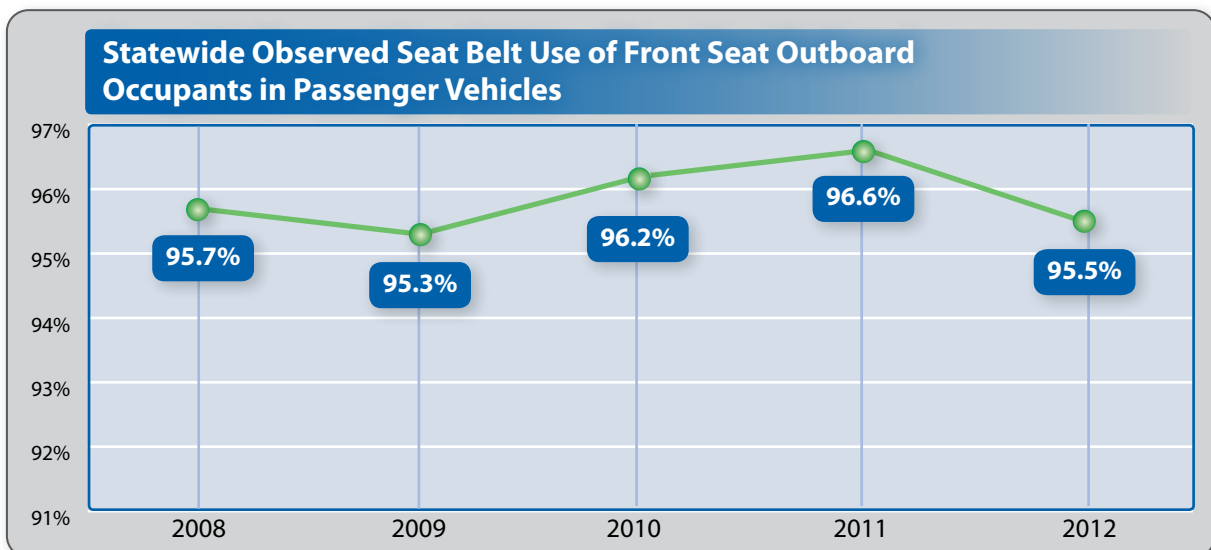
C-10 Pedestrian Fatalities (FARS)

- To reduce pedestrian fatalities 1.1 percent from the 2008-2010 calendar base year average of 596 to 590 by December 31, 2012.
- Result: Pedestrian fatalities increased 4.7 percent from the 2008-2010 calendar base year average of 596 to 625.



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 .7 percentage points from the 2008-2010 calendar base year average usage rate of 96 percent to 96.7 percent by December 31, 2012.
- Result: Observed seat belt use of front seat outboard occupants in passenger vehicles decreased .2 percentage points from 95.7 percent to 95.5 percent.



Traffic Safety Core Performance Measures

Core Outcome Measures	Calendar Years					
	2006	2007	2008	2009	2010	2011
C-1: Traffic Fatalities (FARS)	4,240	3,995	3,434	3,081	2,720	2,791
C-2: Serious Traffic Injuries (SWITRS)	13,089	13,133	11,943	10,931	10,369	Not yet available
C-3: Fatalities/VMT (FARS/FHWA)	1.29	1.21	1.05	0.95	0.84	Not yet available
C-4: Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions (FARS)	920	859	702	639	483	523
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	774	774
C-6: Speeding-Related Fatalities (FARS)	1,404	1,472	1,141	1,089	925	890
C-7: Motorcyclist Fatalities (FARS)	506	518	560	394	352	414
C-8: Unhelmeted Motorcyclist Fatalities (FARS)	67	68	68	46	25	26
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	727	609	527	431	336	321
C-10: Pedestrian Fatalities (FARS)	719	650	620	567	601	625

Core Behavior Measure	Calendar Years					
	2007	2008	2009	2010	2011	2012
B-1: Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (CSU Fresno Observational Survey)	94.6%	95.7%	95.3%	96.2%	96.6%	95.5%
Activity Measures	Federal Fiscal Year (October 1, 2011 - September 30, 2012)					
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 2012, OTS conducted the third annual statewide traffic safety survey. This survey intended to help continuously fine-tune traffic safety programs, enforcement efforts and public education campaigns to ensure they are effective and on target with individual populations.

California's 2012 survey included 1,887 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. The figures below are the top line totals for each question.

TRAFFIC SAFETY SURVEY RESULTS DATA:

In your opinion, what are the biggest safety problems on California's roadways?			
Reply	2010	2011	2012
Talking on cell phone	15.9%	20.3%	18.4%
Texting on cell phone	2.4%	18.5%	17.2%
Speeding/Aggressive Driving	21.5%	17.6%	15.7%
Bad Road Surfaces	11.4%	11.6%	11.4%
Other Driver Behavior	17.4%	7.2%	10.6%
Drunk Driving	10.1%	12.6%	4.3%
Internal Car Distractions	1.2%	3.8%	3.5%
Other/Don't Know	20.1%	8.4%	18.9%

In your opinion, what is the most serious distraction for drivers?

Reply	2010	2011	2012
Cell Phone talking (handheld or hands-free)	61.9%	56.0%	42.8%
Texting While Driving	12.7%	27.6%	37.2%
Passengers in Car	3.3%	1.8%	1.4%
Roadside Billboards	2.1%	1.3%	1.9%
Eating While Driving	1.9%	1.2%	0.8%
Adjusting Radio/Stereos	1.2%	0.7%	0.8%
Personal Grooming	0.6%	0.9%	0.4%
GPS/Navigation Systems	0.2%	0.5%	0.5%
Other	19.2%	10.0%	14.2%

How often in the past 30 days have you texted or emailed while driving?

Reply	2010	2011	2012
Regularly	9.4%	6.3%	6.2%
Sometimes	10.4%	7.8%	10.3%
Rarely	10.6%	14.2%	14.9%
Never	69.6%	71.7%	68.6%



Statewide Traffic Safety Intercept Survey

TRAFFIC SAFETY SURVEY RESULTS DATA (continued)

How often in the past 30 days have you talked on a handheld cell phone while driving?			
Reply	2010	2011	2012
Regularly	14.0%	10.5%	10.7%
Sometimes	13.6%	11.7%	11.5%
Rarely	19.4%	22.6%	22.3%
Never	52.9%	55.2%	55.4%
How often in the past 30 days have you talked on a hands-free cell phone while driving?			
Reply	2010	2011	2012
Regularly	29.4%	30.6%	26.1%
Sometimes	13.2%	15.7%	14.5%
Rarely	8.1%	10.2%	12.9%
Never	49.2%	43.5%	46.5%
Do you talk less, more or the same amount on a cell phone because of the hands-free law?			
Reply	2010	2011	2012
More	8.5%	10.6%	9.3%
The same	56.9%	49.0%	56.9%
Less	34.5%	40.4%	33.8%
Have you ever been hit or nearly hit by a driver who was talking or texting on a cell phone?			
Reply	2010	2011	2012
Yes	57.5%	60.1%	60.1%
No	42.5%	39.9%	39.9%
Do you believe using a hands-free cell phone is safer than a hand-held phone while driving?			
Reply	2010	2011	2012
Yes	70.4%	70.7%	70.4%
No	29.6%	29.3%	29.6%
Have you ever made a driving mistake while talking on a cell phone?			
Reply	2010	2011	2012
Yes	46.5%	45.8%	44.6%
No	53.5%	54.2%	55.4%

What do you think is the likelihood of being ticketed for hand-held cell phone use or texting?			
Reply	2010	2011	2012
Very Likely	Question not included in 2010 or 2011 survey		20.1%
Somewhat Likely			31.2%
Neither Likely nor Unlikely			8.4%
Somewhat Unlikely			19.5%
Very Unlikely			20.7%
What do you think is the minimum ticket cost for a first time offense while using a hand-held phone or texting while driving?			
Reply	2010	2011	2012
\$20	Question not included in 2010 or 2011 survey		9.3%
\$85			15.7%
\$159 (Correct Amount)			41.7%
\$229			33.4%
Do you believe that men or women use cell phones and/or text more while driving?			
Reply	2010	2011	2012
Men	Question not included in 2010 survey		6.0%
Women			41.2%
Neither/Both the same			52.9%
Do you recall hearing or seeing "Report Drunk Drivers - Call 911" in the past 6 months?			
Reply	2010	2011	2012
Yes	60.6%	62.6%	64.6%
No	39.4%	37.4%	35.4%
Do you think the "Report Drunk Drivers - Call 911" program has helped police make more DUI arrests?			
Reply	2010	2011	2012
Yes	73.5%	71.9%	76.1%
No	26.5%	28.1%	23.9%
In your opinion, is the "Report Drunk Drivers - Call 911" program resulting in fewer drunk drivers on the roadways?			
Reply	2010	2011	2012
Yes	50.6%	57.2%	52.6%
No	49.4%	42.8%	47.4%

Statewide Traffic Safety Intercept Survey

TRAFFIC SAFETY SURVEY RESULTS DATA (continued)

Since seeing or hearing "Report Drunk Drivers - Call 911," are you less likely to drive after drinking too much?			
Reply	2010	2011	2012
Yes	38.2%	38.1%	38.9%
No	39.1%	27.9%	32.0%
I don't drink at all	22.7%	34.0%	29.0%
In the past 30 days, did you drive when you thought you had too much alcohol to drive safely?			
Reply	2010	2011	2012
Yes	6.0%	6.7%	5.5%
No	73.5%	70.7%	68.6%
I don't drink at all	20.5%	22.6%	25.8%
How serious of a problem is driving under the influence of drugs, both legal and illegal?			
Reply	2010	2011	2012
Very Big Problem	73.2%	70.2%	71.5%
Somewhat of a problem	20.8%	23.6%	24.1%
A Small Problem	4.7%	4.9%	3.6%
Not a problem at all	1.4%	1.3%	0.8%
In your opinion, should the penalty for driving under the influence of drugs be more serious, less serious or the same?			
Reply	2010	2011	2012
More serious penalty	18.4%	14.9%	17.6%
Less serious penalty	7.1%	9.9%	0.5%
The same penalty	74.5%	75.2%	76.8%
In the past 6 months, have you seen or heard anything about police setting up sobriety/DUI checkpoints to catch drunk drivers?			
Reply	2010	2011	2012
Yes	69.7%	72.9%	67.8%
No	30.3%	27.1%	32.2%
Do you support the use of sobriety/DUI checkpoints?			
Reply	2010	2011	2012
Yes	88.4%	88.3%	89.6%
No	11.6%	11.7%	10.4%

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?			
Reply	2010	2011	2012
Yes	71.6%	72.3%	72.4%
No	28.4%	27.7%	27.6%
Do you recall hearing or seeing "Click It or Ticket" in the past 6 months?			
Reply	2010	2011	2012
Yes	84.1%	88.6%	86.5%
No	15.9%	11.4%	13.5%
How often do you wear a seatbelt?			
Reply	2010	2011	2012
Always wear a seatbelt	96.3%	95.3%	97.6%
Sometimes wear a seatbelt	2.7%	3.9%	1.9%
Never wear a seatbelt	1.0%	0.8%	0.7%
Do you think the chances of being stopped for not wearing a seatbelt have changed because of the "Click It or Ticket" campaign?			
Reply	2010	2011	2012
Yes	64.5%	72.0%	58.1%
No	35.5%	28.0%	41.9%
Are you aware of the law requiring drivers to move over safely or slow down when approaching stationary vehicles that display flashing lights?			
Reply	2010	2011	2012
Yes	Question not included in 2010 survey	92.5%	88.7%
No		7.5%	11.3%

Additional Traffic Safety Performance Measures

Additional Activity Measures	Calendar Years					
	2006	2007	2008	2009	2010	2011
Statewide DUI Arrests	197,248	203,866	214,811	208,531	195,879	180,212
Statewide DUI Conviction Rate	81%	80%	79%	77%	Available January 2013	Available January 2014
Statewide Seat Belt Violation Convictions	514,957	441,710	392,724	336,785	238,761	Not yet available
Statewide Child Restraint Violation Convictions	16,640	16,301	16,118	15,085	13,411	Not yet available
Statewide Speeding Convictions	1,791,731	1,810,616	1,868,360	1,868,202	1,734,258	Not yet available
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

Additional Outcome Measures	Calendar Years					
	2006	2007	2008	2009	2010	2011
Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled (SWITRS))	1.27	1.18	1.05	0.95	0.84	Not yet available
Motor Vehicle Fatalities, Age 16-19 (FARS)	431	345	290	258	181	187
Male	310	248	203	167	124	123
Female	121	97	87	91	57	64
Motor Vehicle Driver Fatalities, Age 16-19 (FARS)	209	162	154	94	75	77
Male	165	125	119	71	54	54
Female	44	37	35	23	21	23
Fatality Rate Per 100,000 Population (FARS)	11.77	11.02	9.38	8.36	7.28	7.40
Total Motor Vehicle Injuries (SWITRS)	277,373	254,188	241,873	232,777	227,510	Not yet available
Motor Vehicle Injuries, Age 16-19 (SWITRS)	30,683	28,237	25,307	23,577	22,172	Not yet available
Hit-and-Run Fatal Collisions (FARS)	328	275	271	206	234	234
Hit-and-Run Injury Collisions (SWITRS)	20,103	18,984	16,930	15,439	14,548	Not yet available
Hit-and-Run Fatalities (FARS)	358	302	299	218	251	242
Hit-and-Run Injuries (SWITRS)	26,968	25,340	22,627	21,069	18,789	Not yet available
Fatal Collisions between 2100-0300 (FARS)	1,077	1,001	904	755	682	714
Injury Collisions between 2100-0300 (SWITRS)	26,033	25,310	22,635	21,074	20,287	Not yet available
Motor Vehicle Fatalities between 2100-0300 (FARS)	1,206	1,103	990	841	748	790
Motor Vehicle Injuries between 2100-0300 (SWITRS)	39,395	37,741	33,169	31,028	29,731	Not yet available



Additional Traffic Safety Performance Measures

	Calendar Years					
	2006	2007	2008	2009	2010	2011
Alcohol-Impaired Driving						
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- California	0.39	0.34	0.31	0.28	0.24	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	0.34	Not yet available
Percent of Alcohol-Impaired Driving Fatalities	30%	28%	30%	30%	28%	28%
Driver Fatalities Age 16 -19 with BAC=.08+ (FARS)	40	31	33	29	18	16
Male	36	24	27	21	15	12
Female	4	7	6	7	3	5
Alcohol-Related Fatalities (at least one driver or non-occupant had a BAC of .01 or greater) (FARS)	1,762	1,606	1,425	1,301	1,123	1,112
Alcohol-Related Injuries (SWITRS)	31,099	30,783	28,463	26,058	24,080	Not yet available
Alcohol-Related Injuries Age 16-19 (SWITRS)	3,296	3,372	2,961	2,649	2,439	Not yet available
Driver Fatalities Age 16 -19 with BAC=.01+ (FARS)	51	41	41	34	23	19
Male	44	34	34	27	19	15
Female	7	7	7	7	4	5
Driver Fatalities Age 20-25 with BAC=.01+ (FARS)	216	209	166	159	126	139
Male	190	177	146	133	104	112
Female	25	32	20	26	22	27

	Calendar Years					
	2007	2008	2009	2010	2011	2012
Drug-Impaired Driving						
Drivers Killed – of Those Tested for Drugs, Percent Who Tested Positive	26%	26%	28%	30%	30%	Not yet available

	Calendar Years					
	2007	2008	2009	2010	2011	2012
Distracted Driving						
Statewide Observational Survey of Driver Cell Phone Use (texting and talking combined)					7.3%	10.8%

	Calendar Years					
	2006	2007	2008	2009	2010	2011
Occupant Protection						
Percent of Known Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	37%	36%	38%	36%	33%	36%
Teen Seat Belt Use Rate (CSU Fresno Observational Survey)	90.8%	88.9%	89.6%	91.1%	94%	Not yet available
Percent of Unrestrained Passenger Vehicle Occupant Fatalities Age 16-19 (FARS)	42%	38%	40%	47%	41%	34%
Child Safety Seat Use Rate (CSU Fresno Observational Survey)	86.8%	87.7%	94.4%	90.9%	95.0%	Not yet available
Passenger Vehicle Occupant Fatalities Age 0-8 (FARS)	76	84	42	65	30	26
Vehicle Occupant Injuries Age 0-8 (SWITRS)	6,275	5,819	5,308	5,344	5,234	Not yet available
Passenger Vehicle Occupant Fatalities Age 4 and Under (FARS)	50	49	25	34	14	14

Additional Traffic Safety Performance Measures

	Calendar Years					
Pedestrians	2006	2007	2008	2009	2010	2011
Pedestrian Injuries (SWITRS)	13,482	13,663	13,405	13,083	12,558	Not yet available
Pedestrian Fatalities Under Age 15 (FARS)	42	38	43	31	25	29
Pedestrian Injuries Under Age 15 (SWITRS)	2,928	2,974	2,777	2,649	2,237	Not yet available
Pedestrian Fatalities Age 65 and Older (FARS)	164	177	123	145	150	151
Pedestrian Injuries Age 65 and Older (SWITRS)	1,316	1,329	1,320	1,356	1,219	Not yet available

	Calendar Years					
Bicycles	2006	2007	2008	2009	2010	2011
Bicyclist Fatalities (FARS)	141	109	109	99	100	114
Bicyclist Injuries (SWITRS)	10,352	10,590	11,760	12,043	12,553	Not yet available
Bicyclist Fatalities Under Age 15 (FARS)	16	13	15	10	4	12
Bicyclist Injuries Under Age 15 (SWITRS)	2,144	2,073	1,993	1,915	1,731	Not yet available
Unhelmeted Bicyclist Fatalities (FARS)	137	104	102	98	100	114

	Calendar Years					
Speeding and Aggressive Driving	2006	2007	2008	2009	2010	2011
Speeding Related Injuries (SWITRS)	81,783	77,515	70,560	69,817	71,231	Not yet available

	Calendar Years					
Motorcycles	2006	2007	2008	2009	2010	2011
Total Motorcycle Registrations (DMV)	732,547	772,524	824,244	809,129	808,634	Not yet available
Motorcyclist Fatalities per 100,000 Motorcycle Registrations (FARS, DMV)	69	67	68	49	44	Not yet available
Motorcyclist Injuries (SWITRS)	10,188	11,172	11,764	10,479	9,911	Not yet available
Percent of Known Helmeted Motorcyclist Fatalities (FARS)	87%	87%	88%	88%	93%	94%
Percent of Improperly Licensed Motorcycle Operator Fatalities (FARS)	35%	36%	37%	32%	33%	35%
Motorcycle Rider (Operator) Fatalities with BAC =.08+ (FARS)	114	117	143	89	89	86
Motorcycle Rider (Operator) Fatalities (FARS)	476	496	537	385	341	386
Percent of Motorcycle Rider (Operator) Fatalities with BAC=.08+ (FARS)	24%	24%	27%	23%	26%	22%
Percent of Motorcyclists At-Fault in Fatal Motorcycle Collisions (SWITRS)	68%	71%	70%	69%	70%	Not yet available
Percent of Motorcyclists At-Fault in Injury Motorcycle Collisions (SWITRS)	58%	57%	58%	34%	57%	Not yet available
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and Speed was Primary Collision Factor (SWITRS)	26%	31%	28%	27%	24%	Not yet available
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and DUI was Primary Collision Factor (SWITRS)	17%	16%	18%	16%	15%	Not yet available

California's 2012 Traffic Safety Score Card

OVERALL

In 2011, California's traffic fatalities increased 2.6 percent (2,720 vs. 2,791) – still one of the lowest levels since the federal government began recording traffic fatalities in 1975. **

California 2010 Mileage Death Rate (MDR) – fatalities per 100 million miles traveled is 0.84, and marks the second time California has been below 1.0. California is much better than the national 1.11 MDR. (FARS)

ALCOHOL-IMPAIRED DRIVING

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) matches our historic low of 774 in 2010 and 2011. The 774 figure is the lowest DUI death total ever. **

California's alcohol-impaired driving fatality rate dropped from 0.28 in 2009 to 0.25 in 2010. California's rate is much better than the national average of 0.34. Of the five largest states in terms of total traffic fatalities, (CA, FL, TX, PA, and NC), California has the best rate. (FARS)

As a percent of total fatalities, alcohol-impaired driving fatalities decreased from 29 percent in 2010 to 28 percent in 2011. 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). (FARS)

DUI arrests dropped in 2011 to 180,212 as compared to 195,879 in 2010. Note: the 2011 DUI arrest figure represents the lowest number of DUI arrests since 2002. (DMV)

California's statewide DUI conviction rate for 2009 is 77 percent. (2012 Annual Report of the California DUI Management Information System)

California far and away leads the nation in the number of sobriety checkpoints conducted annually (2,000+). A statewide survey of California drivers in 2012 showed overwhelming support of sobriety checkpoints, by a rate of almost 90 percent.

DISTRACTED DRIVING

California showed that 10.8 percent of drivers were using cell phones at any given daylight time, up from 7.3 percent in 2011. Although observed cell phone use increases were seen across all age groups, 16 to 25 year olds showed a dramatic rise, doubling from 9 percent to 18 percent. (2012 Statewide Observational Survey of Cell Phone Use by Drivers)

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

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

Drivers ranked cell phone talking and texting as the biggest safety problems on the road, coming in at an even higher rate than in 2011. Not surprisingly, cell phone talking and texting were ranked highest by 80 percent of drivers as the most serious distractions on the road. (2012 Statewide Traffic Safety Survey)

Other survey findings include:

Cell phone talking and texting combined were cited by 51.5 percent of respondents as being the biggest safety problems, up from 38.8 percent in 2011 and only 18.3 percent in 2010. Since 2010, texting as the biggest problem has jumped from only 2.4 percent to 24.9 percent.

In two new questions this year, 51 percent of drivers thought that it was very likely or somewhat likely for someone to get a ticket for hand-held cell use or texting, and nearly 42 percent correctly chose \$159 as the minimum ticket cost for cell phone use. Twenty-five percent thought it was lower and 33 percent picked a higher cost.

Sixty percent say that they have been hit or nearly hit by someone talking or texting on a cell phone, while nearly 45 percent admit to making a driving mistake while talking on a cell phone.

The percentage of drivers talking "regularly" or "sometimes" on a hand-held cell while driving ranged from 7.7 percent of the 70-or-older drivers to 31.1 percent of the 25 to 34-year-old drivers.

While a larger proportion of male drivers than female drivers said they "regularly" or "sometimes" talked on a hand-held cell while driving (26.6 percent of males versus 17.9 percent of females) or texted (17.7 percent of males

DISTRACTED DRIVING (continued)

versus 14.2 percent of females), all drivers believe that women talk or text more (42.3 percent) than men (7.8 percent).

Nearly 68 percent of Southern Californians considered cell phone talking and texting as the biggest problem on the road, compared to 48 percent in Central California and 34 percent in Northern California. Bad road surfaces are considered bigger in the North (20.4 percent) and Central (19.5 percent) than in the South (12.5 percent).

Southern Californians text more often (19.3 percent "regularly" or "sometimes") than Central (12.2 percent) or Northern (14.6 percent) California drivers.

When given a choice of several different options for how much they thought a hand-held cell or texting ticket cost, older drivers thought it was higher than it really is while younger drivers thought it was lower.

DRUG-IMPAIRED DRIVING

In 2012, California became the first state in the nation to conduct a "Statewide Roadside Survey of Alcohol and Drug Use by Drivers." The survey results showed 14 percent of drivers tested positive for drugs that can impair driving, while 7.3 percent of drivers tested positive for alcohol. Of the drugs, marijuana was most prevalent, at 7.4 percent, slightly more than alcohol. Over 1,300 drivers voluntarily agreed to provide breath and/or saliva samples at roadside locations set up in nine California cities. The samples were collected between 10:00 p.m. and 3:00 a.m. on Friday and Saturday nights, the peak times of impaired driving. Breath samples were examined for alcohol, while saliva samples were tested for THC (the active ingredient in marijuana), major illegal drugs, plus prescription and over-the-counter medications that can adversely affect driving.

Based on data from the National Highway Traffic Safety Administration, 30 percent of all drivers who were killed in motor vehicle crashes in California in 2010 tested positive for legal and/or illegal drugs, a percentage that has been increasing every year since 2006.

Over 95 percent of surveyed California drivers perceive as a problem the emergence of driving under the influence of legal and illegal drugs, with 71.5 percent seeing it as a "very big problem." (2012 Statewide Traffic Safety Survey)

In 2007, 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. (National Roadside Survey of Alcohol and Drug Use by Drivers - NHTSA)

In 2010, 90 percent of fatally injured drivers in California were tested for the presence of drugs.

OCCUPANT PROTECTION

California's observed seat belt usage rate dropped from 96.6 percent in 2011 to 95.5 percent in 2012. California's slight decline in seat belt use in 2012 may be attributed to a new survey methodology mandated by NHTSA. California's 95.5 percent seat belt use rate is much higher than the national average of 86 percent. (2012 Seat Belt Usage Report - CSU Fresno)

In California, the percent of restrained passenger vehicle occupant fatalities (all seat positions) decreased from 67 percent in 2010 to 64 percent in 2011. California is much better than the national average of 46 percent and no state is better than California. NHTSA estimates that about half or 260 of the 521 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.

In 2012, 91.6 percent of infants and children (up to 8 years old) were properly restrained while riding in passenger vehicles. Visual observations were made at 140 different locations selected on the basis of geography and population, to be consistent with the NHTSA seat belt survey methodology conducted for adults. (2012 Statewide Observational Survey Restraint Usage for Infants and Children - CSU Fresno)

TEEN SAFETY

Seat belt use for teens jumped over two percent in the past two years, from 94 percent in 2010 to 96.1 percent in 2012. The teen use rate nearly matches the usage rate for all vehicle occupants in the state, which stands at 95.5 percent. The new teen rate is a significant increase from the 88.9 percent observed just four years ago. (Statewide Observational Survey - CSU Fresno)

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

California's 2012 Traffic Safety Score Card

TEEN SAFETY (continued)

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. (FARS)

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. (FARS)

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. (FARS)

MOTORCYCLE SAFETY

Motorcycle fatalities increased 15 percent from 352 in 2010 to 414 in 2011.

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. (SWITRS)

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. (FARS/DMV)

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

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

PEDESTRIAN AND BICYCLE SAFETY

Pedestrian fatalities increased 3.9 percent from 601 in 2010 to 625 in 2011.**

Pedestrian fatalities age 65 and older increased .7 percent from 150 in 2010 to 151 in 2011. (FARS)

Bicycle fatalities increased 13.2 percent from 99 in 2010 to 114 in 2011. **

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

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

Program Goals and Results

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

ALCOHOL-IMPAIRED DRIVING

Funded Grants Goals and Results

- To reduce the number of persons killed in alcohol-involved collisions 5 percent by September 30, 2012.
Result: Persons killed in alcohol-involved collisions decreased 14.3 percent from 175 to 150.
- To reduce the number of persons injured in alcohol-involved collisions 6 percent by September 30, 2012.
Result: Persons injured in alcohol-involved collisions increased .06 percent from 6,150 to 6,181.
- To reduce hit-and-run fatal collisions 5 percent by September 30, 2012.
Result: Hit-and-run fatal collisions increased 5 percent from 88 to 92.
- To reduce hit-and-run injury collisions 5 percent by September 30, 2012.
Result: Hit-and-run fatal collisions decreased 7.6 percent from 12,277 to 11,356.
- To reduce nighttime (2100 - 0300 hours) fatal collisions 5 percent by September 30, 2012.
Result: Nighttime (2100 - 0300 hours) fatal collisions increased 7 percent from 192 to 207.
- To reduce nighttime (2100 - 0300 hours) injury collisions 5 percent by September 30, 2012.
Result: Nighttime (2100 - 0300 hours) injury collisions decreased 8.2 percent from 8,226 to 7,552.
- To reduce the number of motorcyclists killed in alcohol-involved collisions 5 percent by September 30, 2012.
Result: Motorcyclists killed in alcohol-involved collisions decreased 5.3 percent from 19 to 18.
- To reduce the number of motorcyclists injured in alcohol-involved collisions 5 percent by September 30, 2012.
Result: Motorcyclists injured in alcohol-involved collisions increased 25.4 percent from 94 to 126.

**REPORT
DRUNK
DRIVERS**
CALL 911

Your Call Could Save a Life

OTS CHP CT ABC

Program Goals and Results

A summary of FFY 2012 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
DUI/Drivers License Checkpoints Completed	1,913
Vehicles Through Checkpoints	1,994,724
Drivers Contacted at Checkpoints	1,403,341
Field Sobriety Tests Administered at Checkpoints	20,486
DUI Arrests from Checkpoints (Alcohol)	5,857
DUI Drug Arrests at Checkpoints	511
Drug Arrests at Checkpoints (Possession, Transportation, Sales)	352
Criminal Arrests (Felony in custody) at Checkpoints	759
Recovered Stolen Vehicles	42
Suspended/Revoked Driver's Licenses	8,988

OTS GRANT ACTIVITY	TOTAL
DUI/Drivers License Checkpoints Completed	942
Vehicles Through Checkpoints	1,059,281
Drivers Contacted at Checkpoints	740,151
Field Sobriety Tests Administered at Checkpoints	10,815
DUI Arrests from Checkpoints (Alcohol)	3,373
DUI Drug Arrests at Checkpoints	334
Drug Arrests at Checkpoints (Possession, Transportation, Sales)	185
Criminal Arrests (Felony in custody) at Checkpoints	425
Recovered Stolen Vehicles	29
Suspended/Revoked Driver's Licenses	5,079

SUPPORTING DUI ENFORCEMENT ACTIVITY (OTS Grants)	TOTAL
DUI Saturation Patrols Conducted	2,775
Vehicle Stops	40,954
Field Sobriety Tests Administered	11,945
DUI Arrests from Saturation Patrols (Alcohol)	4,166
DUI Drug Arrests from Saturation Patrols	224
Drug Arrests from Saturation Patrols (Possession, Transportation, Sales)	210
Criminal Arrests (Felony in custody) from Saturation Patrols	498
Recovered Stolen Vehicles	31
Suspended/Revoked Driver's Licenses	1,998
Officers Trained in Standardized Field Sobriety Testing (SFST)	1,181
Officers Trained in "Advanced Roadside Impaired Driving Enforcement" (ARIDE)	746
Supervisors/Officers Trained in "DUI Checkpoint-Planning and Management"	361

Program Goals and Results

SUPPORTING DUI ENFORCEMENT ACTIVITY (OTS Grants) (continued)	TOTAL
Repeat DUI Offender Warrant Service Operations	219
Warrant Service Attempts	3,308
Warrants Served (Arrests/Citations)	518
Stakeout Operations Conducted	190
Arrests from Stakeout Operations	1,235
Court Sting Operations	594
Arrests from Court Sting Operations	1,088
Total DUI/DUID Arrests from OTS-Funded Positions	1,131
Department-wide DUI Arrests	4,765
Total Department-wide Seatbelt Citations	918
Total Department-wide Hazardous Citations Issued	22,797
Total Department-wide Fatal and Injury Collisions	1,564

STATEWIDE MINI-GRANT ACTIVITY	TOTAL
DUI/Drivers License Checkpoints Completed	475
Vehicles Through Checkpoints	519,725
Drivers Contacted at Checkpoints	364,744
Field Sobriety Tests Administered at Checkpoints	4,635
DUI Arrests from Checkpoints (Alcohol)	1,419
DUI Drug Arrests at Checkpoints	130
Drug Arrests at Checkpoints (Possession, Transportation, Sales)	92
Criminal Arrests (Felony in custody) at Checkpoints	183
Recovered Stolen Vehicles	10
Suspended/Revoked Driver's Licenses	2,550

SUPPORTING MINI-GRANT GRANT ACTIVITY (converted enforcement activities due to weather)	TOTAL
DUI Saturation Patrols Conducted	19
Vehicle Stops	820
Field Sobriety Tests Administered	146
DUI Arrests from Saturation Patrols (Alcohol)	42
DUI Drug Arrests from Saturation Patrols	4
Drug Arrests from Saturation Patrols (Possession, Transportation, Sales)	3
Criminal Arrests (Felony in custody) from Saturation Patrols	11
Recovered Stolen Vehicles	0
Suspended/Revoked Driver's Licenses	22

Program Goals and Results

AVOID GRANT ACTIVITY	TOTAL
DUI/Drivers License Checkpoints Completed	254
Vehicles Through Checkpoints	250,155
Drivers Contacted at Checkpoints	181,354
Field Sobriety Tests Administered at Checkpoints	2,493
DUI Arrests from Checkpoints (Alcohol)	558
DUI Drug Arrests at Checkpoints	47
Drug Arrests at Checkpoints (Possession, Transportation, Sales)	38
Criminal Arrests (Felony in custody) at Checkpoints	104
Recovered Stolen Vehicles	3
Suspended/Revoked Driver's Licenses	1,012

SUPPORTING AVOID GRANT ACTIVITY	TOTAL
DUI Roving/Saturation/Task Force Patrols Conducted	3,280
Vehicle Stops	38,422
Field Sobriety Tests Administered	8,364
DUI Arrests from Saturation Patrols (Alcohol)	3,284
DUI Drug Arrests from Saturation Patrols	183
Drug Arrests from Saturation Patrols (Possession, Transportation, Sales)	126
Criminal Arrests (Felony in custody) from Saturation Patrols	468
Recovered Stolen Vehicles	89
Suspended/Revoked Driver's Licenses	1,099
Repeat DUI Offender Warrant Service Operations	138
Warrant Service Attempts	3,012
Warrants Served (Arrests/Citations)	595
Court Sting Operations	45
Arrests from Court Sting Operations	198
Officers Trained in Standardized Field Sobriety Testing (SFST)	644
Press Releases Issued	1,233
Media Events Conducted	68
Prints Stories Published	1,208
Radio Stories Aired	360
Television Stories Broadcasted	222
Free Public Service Announcements	4

Program Goals and Results

CHP GRANT ACTIVITY	TOTAL
DUI/Drivers License Checkpoints Completed	242
Vehicles Through Checkpoints	165,563
Drivers Contacted at Checkpoints	117,092
Field Sobriety Tests Administered at Checkpoints	2,543
DUI Arrests from Checkpoints (Alcohol)	507
Drug Arrests at Checkpoints (Possession, Transportation, Sales)	37
Criminal Arrests (Felony in custody) at Checkpoints	47
Suspended/Revoked Driver's Licenses	347

SUPPORTING CHP GRANT DUI ENFORCEMENT ACTIVITY	TOTAL
DUI Saturation Patrols Conducted	115
Field Sobriety Tests Administered	2,886
DUI Arrests from Saturation Patrols (Alcohol)	594
Drug Arrests from Saturation Patrols (Possession, Transportation, Sales.)	131
Criminal Arrests (Felony in custody) from Saturation Patrols	233
Suspended/Revoked Driver's Licenses	110
Officers Trained as Drug Recognition Evaluators (DRE)	222
Officers Trained in Standardized Field Sobriety Testing (SFST)	611
Officers Trained in "Advanced Roadside Impaired Driving Enforcement" (ARIDE)	1,601
Enforcement Operations Conducted Targeting Drivers Exhibiting Excessive Speed	628
Citations Issued	18,003
Repeat DUI Offender Warrant Service Operations	171
Warrant Service Attempts	1,160
Warrants Served (Citations/Arrests)	177
Special Enforcement Operations Conducted	367
Hazardous Citations Issued	7,880
Criminal Arrests	1,241
Child Safety Checkups	212
Child Safety/Booster Seats Distributed and Properly Fit	2,494
Additional Seats Properly Fit	14,605
Total Trained	366

SUPPORTING CHP GRANT DUI ENFORCEMENT ACTIVITY (continued)	TOTAL
NHTSA-Certified Technicians Trained	180
NHTSA-Certified Instructors Trained	2
Public Education Presentations	5,057
People Impacted	537,338
Bicycle Helmets Distributed	735
Bicycle Helmets Properly Fitted	735
School Assemblies	239
People/Students Impacted	39,707
Number of "Sober Grad" Education Programs	1,320
People Impacted	32,820
Number of "Traffic Safety" Education Programs	117
People Impacted	137,013
Number of "Motorcycle Safety" Education Programs	85
People Impacted	187,213
Number of "Start Smart" Education Programs	975
People Impacted	62,485
Number of "Senior Driver" Education Programs	772
People Impacted	211,072
Number of "Every 15 Minute" Presentations	159
Students Impacted	128,426
Class Room/Parent Educational Workshops/ Presentations	19
People Impacted	740
Bicycle Helmet Citations issued	96

Program Goals and Results

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

TOP 50 DUI CITIES GRANT ACTIVITY (OTS AND UCB Activities)	TOTAL 2011
DUI/Drivers License Checkpoints Completed	807
Vehicles Through Checkpoints	1,016,625
Drivers Contacted at Checkpoints	641,093
Field Sobriety Tests Administered at Checkpoints	10,078
DUI Arrests from Checkpoints (Alcohol)	3,580
DUI Drug Arrests at Checkpoints	315
Drug Arrests at Checkpoints (Possession, Transportation, Sales)	122
Criminal Arrests (Felony in custody) at Checkpoints	382
Recovered Stolen Vehicles	23
Suspended/Revoked Driver's Licenses	4,530

Program Goals and Results

BICYCLE SAFETY

Funded Grants Goals and Results

- To reduce the total number of bicyclists killed in traffic-related collisions 10 percent by September 30, 2012.

Result: Bicyclists killed in traffic-related collisions was maintained at 0.

- To reduce the total number of bicyclists injured in traffic-related collisions 10 percent by September 30, 2012.

Result: Bicyclists injured in traffic-related collisions increased 16 percent from 148 to 175.

- To increase bicycle helmet compliance for children aged five to 18 by 25 percentage points by September 30, 2012.

Result: Bicycle helmet compliance for children aged five to 18 increased 30 percentage points from 34 percent to 64 percent.

- To reduce the number of bicyclists killed in traffic-related collisions under the age of 15 by seven percent by September 30, 2012.

Result: Bicyclists killed in traffic-related collisions under the age of 15 was maintained at 0.

- To reduce the number of bicyclists injured in traffic-related collisions under the age of 15 by ten percent by September 30, 2012.

Result: Bicyclists injured in traffic-related collisions under the age of 15 decreased 34 percent from 15 to 10.

PUBLIC EDUCATION ACTIVITY	TOTAL
Number of "Traffic Safety" Education Programs	41
People Impacted	10,166
Number of "Multi-Media" Presentations	33
Students Impacted	16,600
Number of "Real DUI Trials" and "Sentencing's" Conducted In Schools	26
Students Impacted	13,810
Number of "Every 15 Minute" Presentations	1
Students Impacted	500
School/Community Traffic Safety/Bicycle Rodeos	72
Students Participating	6,149
Bicycle Helmets Distributed	2,427
Bicycle Helmets Properly Fitted	3,561
Community Traffic Safety/Bicycle Rodeos	32
People Impacted	1,260
Class Room/Parent Educational Workshops/Presentations	117
People Impacted	9,105
Bicycle Helmet Citations issued	243
Number of "Minor Decoy" Operations	278
Citations/arrests from minor decoy operations	398
Number of "Shoulder Tap" Operations	272
Citations/arrests from minor decoy operations	717
Number of "Traffic Safety Poster Contests" Conducted	1
Students Impacted	1,707
Number of "Traffic Safety Articles" written and distributed	9
Students Impacted	0
Number of "A Life Interrupted" Education Programs	123
People Impacted	81,533
Number of "Operation Safe Passage" Patrols and/or Presentations	10
People/Students Impacted	680
Number of "Safe Routes to School" assessments/meetings completed	20
People Impacted	200

Program Goals and Results

EMERGENCY MEDICAL SERVICES

Statewide Goals

- To improve emergency medical services to traffic collision victims in rural California communities by identifying and supporting programs that facilitate the delivery of quality emergency services within the "critical hour."
- To improve California's emergency medical services delivery system through the replacement of outdated and unreliable 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 20 minutes to 12 minutes.

Grantee Accomplishments

- The EMS delivery system was improved in 43 communities through the distribution of hydraulic extraction and other specialized rescue equipment, specialized stabilization and airbag lifting systems. A total of 581 fire personnel received extrication training in the counties of Napa, Solano, Yolo, and San Luis Obispo.



OCCUPANT PROTECTION

Funded Grants Goals and Results

- To increase seat belt compliance 5 percentage points by September 30, 2012.
Result: Seat belt compliance increased 2 percentage points from 94 percent to 96 percent.
- To increase child safety seat usage 6 percentage points by September 30, 2012.
Result: Child safety seat usage increased 2 percentage points from 82 percent to 84 percent.
- To reduce the number of vehicle occupants killed and injured under the age of six by ten percent by September 30, 2012.
Result: Vehicle occupants killed and injured under the age of six decreased 14 percent from 79 to 68.



SUPPORTING ACTIVITY	TOTAL
Child Passenger Safety Trainings	71
Total Trained	1,663
NHTSA-Certified Technicians Trained	308
NHTSA-Certified Instructors Trained	5
Child Safety Checkups	29
Child Safety/Booster Seats Distributed and Properly Fit	1,318
Additional Seats Properly Fit	1,093
Special Needs Seats Distributed	0
New Fitting Stations Established	1
Court Diversion Classes	8
Number of Violators Attending	53
Public Education Presentations	170
People Impacted	81,157
School Assemblies	1
People/Students Impacted	200

Program Goals and Results

PEDESTRIAN SAFETY

Funded Grants Goals and Results

- To reduce the total number of pedestrians killed 8 percent by September 30, 2012.
Result: Pedestrians killed decreased 40 percent from five to two.
- To reduce the total number of pedestrians injured 10 percent by September 30, 2012.
Result: Pedestrians injured increased 3 percent from 153 to 157.
- To reduce the number of pedestrians killed under the age of 15 by 9 percent by September 30, 2012.
Result: Pedestrians killed under the age of 15 was maintained at 0.
- To reduce the number of pedestrians injured under the age of 15 by 11 percent by September 30, 2012.
Result: Pedestrians injured under the age of 15 was maintained at 14.
- To reduce the number of pedestrians killed over the age of 65 by 7 percent by September 30, 2012.
Result: Pedestrians injured under the age of 15 was maintained at 0.
- To reduce the number of pedestrians injured over the age of 65 by 5 percent by September 30, 2012.
Result: Pedestrians injured over the age of 65 increased 67 percent from 1 to 3.



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, 2012.
Result: Persons killed in traffic collisions increased 3.1 percent from 751 to 775.
- To reduce the total number of persons injured in traffic collisions 2 percent by September 30, 2012.
Result: Persons killed in traffic collisions decreased 3.1 percent from 82,097 to 79,589.

LOCAL/COUNTY LAW ENFORCEMENT ACTIVITY (OTS Grants)	TOTAL
Red Light Running Enforcement Operations Conducted	567
Citations Issued	5,716
Intersections with Disproportionate Traffic Collisions Enforcement Operations Conducted	705
Citations Issued	11,967
Speed Enforcement Operations Conducted	808
Citations Issued	16,071
Special Enforcement Operations Conducted	206
Hazardous Citations Issued	4,847
Criminal Arrests	78

LOCAL/COUNTY LAW ENFORCEMENT MOTORCYCLE SAFETY ENFORCEMENT ACTIVITY	TOTAL
Motorcycle Safety Enforcement Operations Conducted	283
Motorcycle Stops	2,511
Vehicle Stops	4,772
Field Sobriety Tests Administered to Motorcyclist	95
Field Sobriety Tests Administered to Drivers	217
DUI Arrests of Motorcyclist (Alcohol)	12
DUI Arrests of Other Drivers (Alcohol)	49
DUI Drug Arrests of Motorcyclist from Motorcycle Safety Enforcement Operations	0
DUI Drug Arrests of Other Drivers from Motorcycle Safety Enforcement Operations	6
Drug Arrests from Motorcycle Safety Enforcement Operations (Possession, Transportation, Sales)	7
Criminal Arrests (Felony in custody) from Motorcycle Safety Enforcement Operations	37
Suspended/Revoked Driver's Licenses	184
Motorcycle License Endorsement	148
Recovered Stolen Motorcycles	0
Recovered Stolen Vehicles	3
Vehicle Citations	3,607
Motorcycle Citations	1,894

Program Goals and Results

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

- One rural county 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 2012, OTS Public Affairs was instrumental in the successful implementation of multiple statewide and regional campaigns and outreach efforts. More Californians and visitors are being reached with traffic safety messaging, in more ways, than ever before.

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 200 million audience impressions from earned media placements, paid advertising and public service announcements. Collectively the campaign generated more than \$2 million in added value.

Program Goals and Results

Distracted Driving

OTS led the second year of the largest, most comprehensive high visibility public awareness and enforcement campaign in the nation. The campaign generated 300 million impressions and \$3 million in added value. After several months of low-level activity



following the initial 2011 campaign launch, OTS led an all-out effort throughout April's second annual National Distracted Driving Month. The "Don't Be a Distracted Driving Zombie" theme highlighted the reduction in driving brain activity when engaged in talking or texting on cell

phones. OTS, along with efforts by the CHP, Caltrans, DMV, and local jurisdictions, held multiple press events, utilized paid media, public service media, earned media, and social media extensively. OTS continued the relationship with the Gannett Company's Sacramento television station with an integrated distracted driving media campaign.

Sports and Venue 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 2012 marked the program's eighteenth 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; the Sacramento River Cats; the Golden State Warriors; the San Jose Sharks; 91X radio in San Diego; Stanford, San Jose, Fresno State, and San Diego State football; Live Nation Concert Productions; and the California State Fair.

Seat Belt Mobilizations

In FFY 2012, the decision was made to de-emphasize the large "Click It or Ticket" public awareness campaigns that had been utilized in the past. This was due to the phenomenal 96.6 percent seat belt usage rate reported in 2011. Although there was no paid media or heavy outreach campaigns, OTS continued with some earned media both on a statewide and local level, plus the over 650 permanent road signs remain in place. All indications were that both the media and public were under the impression that "Click It or Ticket" special enforcement was continuing unabated. The usage rate also remained nearly constant.

Grantee Media Relations

OTS Public Affairs regularly provides technical assistance to local grantees in their communications and outreach efforts. In FFY 2012, Public Affairs supported grantees in the development of press materials and the planning of media events. OTS assisted local grantees by developing over 25 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,

Program Goals and Results

Grantee Media Relations (continued)

among others. Nearly 200 grant kickoff press releases and over 700 operation/activity press releases from grantees were reviewed and edited as needed.

Media campaigns costing \$1.3 million were implemented by the CHP to support statewide and local enforcement and education efforts.

Social Media

FFY 2012 saw a marked expansion of OTS presence on social media. Facebook "likes" jumped from around 3,000 up to a high of nearly 25,000. OTS Facebook is unique among state highway safety sites in that we stress engagement first and message second. A combination of eye-catching graphics, contests, quizzes, photos, videos and choreographed conversational interaction are all designed to immediately and constantly bring in visitors and keep them returning. As they stay, the traffic safety messaging is subtly, and sometimes directly, insinuated into the conversation. Additionally, 2012 saw the expansion of OTS presence on Twitter, also relying heavily on pulling in followers with choreographed conversational interaction. It boasts over 3,100 followers. The OTS YouTube Channel has been effectively used as a landing spot for "viralized" videos. The distracted driving campaign relied on it, with one video viewed nearly 15,000 in three days, while the thirty second broadcast PSA has been viewed there more than 16,000 times.



On-Going Outdoor Advertising

OTS invested heavily in outdoor billboard display advertising, bringing the "Report Drunk Drivers. Call 911" message to drivers in all major California urban markets. A nine month campaign that utilized billboards, augmented by mobile display units, radio ads and streaming audio sources, garnered nearly one billion adult impressions.

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 7-11 Markets, 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, Department of Public Health, and Caltrans. The use of Caltrans changeable message signs for traffic safety during the holiday "DUI Crackdown" and "Click It or Ticket" periods, the "It's Not Worth It!" distracted driving campaign, and special enforcement periods, have reached tens of millions of freeway drivers repeatedly with the traffic safety message.

Marketing and Public Relations Accomplishments	TOTAL
Statewide Press releases issued	14
Media inquiries fielded	App. 250
News clip mentions	Over 3500
Grantee press release, brochures, scripts, etc. reviewed	Over 800
Public relations and marketing campaign impressions	1.4 Billion
Press release templates for grantees produced	73
OTS Facebook "likes" high point	25,000
OTS Twitter "followers"	Over 3,200
OTS You Tube video views	Over 35,000
Gold and Silver awards for of public relations, media relations, advertising and marketing campaigns.	12

Program Area Highlights

ALCOHOL-IMPAIRED DRIVING



DUI Avoid

The DUI Avoid campaigns were conducted in 40 counties designed to coordinate DUI enforcement along with 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 provide daily releases on 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 festivals 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.

DUI Checkpoint Management Training

OTS supported California law enforcement this year by funding POST-certified training for DUI Checkpoint Planning and Management. Managers and Supervisors attended courses detailing planning, preparation, and operational aspects of DUI Checkpoints, Supervision requirements of a DUI Checkpoint, Post Checkpoint Administration, United States and California case law, courtroom testimony, and media requirements. OTS funded 20 courses during FFY 2012 supporting grantee's supervisors tasked with managing grant-funded operations. To date, more than 1,000 law enforcement personnel have completed this POST-certified course.

San Joaquin County DUI Monitoring Court

The San Joaquin County DUI Monitoring Court (SJDMC) specifically targets repeat DUI offenders with the main goal of protecting public safety. Participants are closely supervised by a judge who is supported by a team of agency representatives, which include addiction treatment providers, attorneys, law enforcement, and probation officers. Benefits to society take the form of reductions in crime and future DUIs, resulting in reduced costs to taxpayers and increased public safety. In 2012, the San Joaquin Court conducted a process and outcome evaluation of their DUI Monitoring Court. They found that there was a 32% decrease (or 61 fewer) DUI convictions over an 18-month period for participants. Non-DUI Court participants had a higher crash rate (1.1% to 2.3%) than

Program Area Highlights

ALCOHOL-IMPAIRED DRIVING (continued)

SJDMC participants. Participants also had fewer new DUI convictions (9% recidivism rate compared to 12% for non-participants). Participant compliance rate was 77% with the court, probation, and DMV requirements. Participants were also significantly more likely to regain their driver's licenses.

Teens in the Driver Seat

Eighteen schools have been contacted during the grant year by the Teens in the Driver Seat (TDS) program, reaching thousands of youth. Further, hundreds of teens were reached through state leadership conferences. The TDS program reached 30,000 students in its first year in California. It is a solid peer-to-peer program, and works by getting the word out to groups of teens. To that end, the program focused on working with teen conferences and local stakeholders to publicize the program. For example, TDS conducted presentations at the following teen leadership conferences: FHA-HEROs, California Association of Student Councils Summer Leadership Conference, and Friday Night Live Statewide Leadership Conference. To publicize the program, TDS also supported students in sponsoring media events to announce the start of Teens in the Driver Seat at schools. Several thousand pre-assessments were handed out to students in order to help evaluate the program.

Shasta County Teens Drive Safe

Various traffic safety presentations to several Shasta County high schools and driving schools impacted more than 2,850 students. "Real DUI" Sentencing Hearings conducted in two local high schools impacted approximately 1,050 students. The assemblies included presentations from a victim speaker, the defendant, the judge, a deputy district attorney, and a public defender. The speakers had a huge impact on students and surveys showed that after viewing the assembly, students perceived intoxicated driving to be "much more dangerous" than they previously thought.

Arrive Alive events held at seven local high schools each kicked off with a poster campaign with messages of DUI and distracted driving prevention. The DUI/Texting-While-Driving Simulator was on campus for the entire school day to allow for maximum participation. There was a passenger eye view set up so that those students standing around the simulator experienced the passenger's point of view. Students received mock tickets after their simulation. Professional facilitators asked students questions and gave statistics for the duration of the program. To drive home the message, students also viewed the high-impact documentary SMASHED. The events impacted approximately 2,000 students.

Presentations of the MADD Crash Car trailer were displayed at six local high schools. The inside of the trailer lit up, allowing students to see the extensive damage to the vehicle. Community partners were invited to host booths at each of the events. Public Health had a wheel to spin with traffic safety questions and prizes. A Sobering Choice collected signatures for Casey's Pledge to never drive while intoxicated or ride with an intoxicated driver. The local MADD chapter distributed incentive items such as MADD bracelets and pencils. Substance Abuse Prevention and Treatment educated students and distributed incentive items. The events were very well-received, got positive media coverage, and impacted approximately 2,500 students.

RADD

RADD®, the entertainment industry's voice for road safety, successfully produced its third year of the California College DUI Awareness Project during 2012. Conducted in partnership with UC Irvine's Health Education Center, the statewide project recruited 12 college campuses with an impressive combined enrollment of 345,000 students, to promote alcohol-free driving through RADD's designated driver rewards program.

Program Area Highlights

ALCOHOL-IMPAIRED DRIVING (continued)

RADD's "Plan Ahead! Friends Don't Let Friends Drive Drunk... Do You?®" message encourages students to agree to use a designated driver, call a cab/friend, or take public transportation before going out to socialize. Local bars/restaurants participated by providing special "RADD Rewards" such as free sodas and food, to students who served as the designated driver for their friends. RADD staff trained college peer educators to conduct environmental risk-assessment studies in their communities and incorporate the messages and resources into their existing prevention efforts. To raise awareness at campus events, the RADD Car, a brightly wrapped 2012 Scion, donated to RADD by Toyota Motor Corp. USA, traveled 18,000 miles, visited 11 campuses throughout the state, and visited a summer safety event at the Marine Recruiting Depot in San Diego.

In addition to support for campus events, the California College DUI Awareness Project provided participating campuses with RADD project materials in the form of posters, pledge cards, wristbands, and RADD Crew t-shirts to identify peer educators. It also supplied marketing support, staffing assistance for major campus events, training materials, and hands-on training for college staff and student peer educators. Participating campuses were clustered in four regions – Sacramento (California State University Sacramento, University California Davis, University of the Pacific), Los Angeles (University of California Los Angeles, University of Southern California, California State University Northridge), Orange County (University California Irvine, California State University Fullerton) and San Diego (San Diego State University, University of San Diego, University of California San Diego, California State University San Marcos). They partnered around shared hospitality zones like Midtown Sacramento, Downtown Los Angeles and Pacific Beach in San Diego, and recruited local establishments to create unique RADD programming on their campuses.

Traffic Safety Resource Prosecutor (TSRP) Program

The TSRP presented 146 training sessions during the 2012 fiscal year. They placed a heavy emphasis on drug DUI training for police officers and prosecutors. The trainings included six DRE schools, 12 ARIDE trainings, two, two-day drug DUI seminars, two Introduction to Vehicular Homicide seminars, more than 25 one-day drug DUI trainings, and numerous Courtroom Testimony/Report Writing presentations. During this grant period, more than 5,150 police officers and 1,570 prosecutors were trained. In addition, a very successful three-and-one-half-day Vehicular Homicide Seminar was conducted. The TSRP's assisted in the prosecution (sat "second chair") of two high-profile cases. In one, a CHP officer was killed by a driver who was under the influence of methamphetamine. The defendant was convicted by a jury and is now serving 15 years to life for second degree murder. The other case involved a Caltrans worker who was hit and killed by an alcohol-impaired driver, and is currently set for trial.



Vehicular Homicide Seminar

The Vehicular Homicide Seminar, conducted in partnership with the California District Attorneys Association and OTS, was held during May in Santa Barbara. 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 seminar included nationally recognized experts in prosecution and collision reconstruction, as well as the TSRP prosecutors. The seminar 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. More than 150 prosecutors and 190 law enforcement officers attended the Vehicular Homicide Seminar.

Program Area Highlights

ALCOHOL-IMPAIRED DRIVING (continued)



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 during December 16, 2011 - January 2, 2012, and August 17, 2012 - September 3, 2012. Additional checkpoints were also conducted not less than quarterly. A total of \$4.2 million was awarded to 68 local law enforcement agencies, resulting in funding DUI checkpoints for agencies collectively serving over 50 percent of California's population, with 475 DUI checkpoints being conducted. At these checkpoints, there were 1,419 DUI arrests and 130 DUI drug-impaired driving arrests, 92 other drug arrests, and 183 criminal arrests.

Probation Departments – Intensive Supervision of DUI Probationers

California's high-risk DUI probationers continue to be intensively supervised to ensure compliance with court-ordered terms, and to be held accountable when falling short of compliance. Throughout FFY 2012, grants to thirteen county probation departments (Butte, Contra Costa, Fresno, Kern, Los Angeles, Placer, Santa Barbara, Sacramento, San Diego, San Joaquin, San Bernardino, Solano, and Stanislaus) facilitated the supervision of more than 1,600 probationers. Probationers were required to complete alcohol education programs, keep regularly scheduled office appointments and subjected to random after-hours home searches and worksite visits that included drug and alcohol testing. Many 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 counties. Intensive supervision compels the vast majority to adhere to their terms of probation; however, when probationers failed to comply they were held accountable.

INTENSIVE SUPERVISION OF DUI PROBATIONERS	TOTAL
Quarterly Average Number of Specialized Intensive DUI Caseloads	23
Average Number of Cases per Probation Officer	77
Field and/or Home Contacts Attempted	4,985
Field and/or Home Contacts Made	3,046
Office Contacts Scheduled	17,432
Office Contacts Made	16,182
Home and/or 4th Waiver Searches Conducted	5,487
Alcohol or Other Drug Tests Conducted	20,194
Special Operations Conducted or Participated In	209
Warrant Service Attempts	1,342
Warrants Successfully Served	269
Known Probation Violations	1,168
Responses to Known Probation Violations	1,139
Court Actions Initiated for Known Probation Violations	710
Quarterly Average Number of Specialized Intensive DUI Caseloads	23
Average Number of Cases per Probation Officer	77
Field and/or Home Contacts Attempted	4,985

Program Area Highlights

BICYCLE AND PEDESTRIAN SAFETY

Community Pedestrian Safety Training Project

In the past year, three Community Pedestrian Safety Training (CPST) workshops took place in California, reaching more than 150 people. Trainings were held in San Jose, Fillmore, and Bakersfield. Locations were selected using OTS pedestrian collision data rankings. Local stakeholders requested trainings, effectively recruited participants, and conducted effective follow up to the training. The trainings were conducted in both Spanish and English. The general strategy of



the trainings was to familiarize participants with the various E's of traffic safety: engineering, enforcement, education, emergency medical services, engagement, and evaluation. Once they received this background, they were accompanied on a walking audit whereby they recorded aspects of their built environment that either promoted pedestrian safety or deterred it. A final strategy of the trainings was to facilitate an action planning session, whereby participants took what they learned in the presentation, and their walking audit, and developed a set of next steps to follow-up on the training and promote safety in their communities.

California Active Transportation Safety Information Pages

The 2011-2012 California Walk/Bike Safety Web Resource (also known as the California Active Transportation Safety Information Pages, or CATSIP) served or made presentations to 147 agencies, groups, or communities, nearly all of California's 58 counties, and had contacts through online media with more than 4,300 subscribers, readers, or social media followers. CATSIP staff followed more than 40 blogs related to pedestrian and bicycle safety with special relevance to California, and used social media to promote announcements and initiatives of the following 11 organizations and communities: San Francisco Municipal Transit Agency, Santa Clara Valley Transit Authority, Caltrans, Long Beach, Los Angeles Metropolitan Transportation Authority, the Association of Pedestrian and Bicycle Professionals, the District of Columbia, Sacramento Walks, Los Angeles Walks, California Department of Health, and the Federal Highway Administration. Additionally, it contained county-by-county links to projects in nearly all of California's 58 counties. During the project year, there were a total of 2,543 tweets, with 279 followers, and nearly 2,000 visitors to the upgraded site with nearly 5,000 page views. CATSIP resources were shared on the SafeTREC e-alert that went to nearly 2,000 subscribers and was forwarded to numerous multi-subscriber list-serves.

Program Area Highlights

DISTRACTED DRIVING

In May 2012, California was selected by NHTSA to participate in an expanded Distracted Driving High-Visibility Enforcement Demonstration project similar to the 2010 pilot including Syracuse, New York and Hartford, Connecticut. In this project, local law enforcement agencies and California Highway Patrol offices in nine counties of the Sacramento Valley Media Market Region will enforce distracted driving violations during three two-week mobilizations next year. NHTSA will compliment enforcement by providing a large media campaign using "Phone in One Hand, Ticket in the Other". As demonstrated in similar high-visibility campaigns, this countermeasure will prevent fatalities and injuries associated with distracted driving, more specifically caused by the use of hand-held cell phones and texting while driving.

In March, California's second observational survey of cell phone use by drivers were conducted. The survey showed that California drivers were talking and texting at a combined rate of at least 10.8 percent at any given time, which is up from 7.3 percent in 2011. Although observed cell phone use increases were seen across all age groups, drivers aged 16 to 25 years old doubled from 9 percent to 18 percent in 2011. Researchers conducted 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 hand-held 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 second and most ambitious statewide campaign against distracted driving in April. A combination of 103 CHP offices and 280 local law enforcement agencies conducted special zero enforcement details. Officers issued over 57,000 citations to drivers for either hand-held use or texting, and at least 272 news articles were printed.



In addition to increased enforcement, OTS continued the "It's NOT Worth It" public awareness campaign by adding the "Don't Be a Distracted Driving Zombie" theme, emphasizing how up to 37 percent of brain function needed for driving gets moved over to the conversation, making the driver severely lacking in the ability to safely drive. The campaign also continued TV and radio commercials, the Caltrans changeable message signs over highways, DMV messaging in field offices, plus internet, social media, and other outreach.

Throughout the year, OTS partnered with Sacramento's ABC station to continue to promote 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.

Impact Teen Drivers

Impact Teen Drivers, a nonprofit education and awareness organization aimed at reducing the number of teenage deaths resulting from distracted driving as well as other poor, behind-the-wheel decisions, partnered with CHP to address consequences teens may take for granted. Through real event testimonials, students learn how poor decisions can tragically impact not only their lives, but the lives of their family members, friends, and community. The grant promoted safe driving through education and enforcement while reducing the number of fatal and injury traffic collision involving distracted drivers between 15 and 19 years of age.

Program Area Highlights

DISTRACTED DRIVING (continued)

The CHP/ITD education component of this partnership included: school presentations, community outreach events, train-the-trainer events (for first responders, health professionals, educators, and students), affected family workshops (for those that have lost a teen to distracted driving), interactive video modules, and ITD educational kits. The CHP enforcement component of this partnership included: enforcement for teen distracted drivers through enforcement operations (4 officers on patrol for 4 hours for teen distracted drivers), and proactive teen distracted driver enforcement. Through this necessary partnership there were 89 teen distracted driver enforcement operations, more than 1,050 public awareness presentations conducted, and a multitude of high schools were affected throughout the state.

DRUG-IMPAIRED DRIVING

The Orange County District Attorney's (OCDA) Office obtained a grant to focus prosecution efforts on DUI-drug cases. The grant provided resources to form collaboration between law enforcement, the District Attorney's Office and the Orange County Crime Lab. As a result of the grant, OCDA changed the culture of DUID investigations and prosecutions in Orange County. These cases were taken seriously with every effort being made to the aggressive filing and prosecution of such cases.

As a result of the grant funding, OCDA partnered with the Fullerton Police Department to put 106 officers through DRE training and certification. In addition, more than 50 officers went through the ARIDE training.

Every Orange County police agency participated in the training programs. The two designated DUID prosecutors filed over 1,700 cases during the grant term. OCDA prosecutors trained over 80 Deputy District Attorneys in



DUID prosecutions. The OC Crime Lab formed a dedicated toxicology unit working directly with OCDA to utilize the drug testing equipment that was purchased as part of this grant. The lab received training on DUID cases from OCDA and in turn provided training to over 80 DDAs regarding drugs, testing, and impairment. OCDA provided courtroom training to law enforcement and continues to work with OC police chiefs to obtain consensus on the first ever universal pre-FST DUI investigation form.

Drug Recognition Evaluators

The CHP continued their Drug Recognition Evaluator (DRE) statewide training project training law enforcement officers, as well as other pertinent members of the community, on drug recognition and impairment. During FFY 2012, a total of 53 ARIDE classes were conducted training 1,601 CHP and allied agency personnel, which resulted in a 602 percent increase in the number of officers trained from the previous year. Additionally, there were 222 officers trained and certified as DRE's, and 611 officers trained in basic SFST's. There were 11 Drug Impaired Training for Educational Professionals (DITEP), classes

Program Area Highlights

Drug Recognition Evaluators (continued)

conducted, training 343 educational professionals. This is a 22 percent increase of DITEP classes conducted, and a 17 percent increase in those trained in DITEP since the previous grant.



Roadside Drug Study Results

Drugs that may affect driving were found in one of every seven weekend nighttime drivers in California, according to the first-ever statewide

roadside survey of alcohol and drug use by drivers.

Over 1,300 drivers voluntarily agreed to provide breath and/or saliva samples at roadside locations set up in nine California cities. The samples were collected between 10:00 p.m. and 3:00 a.m. on Friday and Saturday nights, the peak times of impaired driving. Breath samples were examined for alcohol, while saliva samples were tested for THC (the active ingredient in marijuana), major illegal drugs, plus prescription and over-the-counter medications that may adversely affect driving.

The survey results showed more drivers tested positive for drugs that may impair driving (14 percent) than did for alcohol (7.3 percent). Of the drugs, marijuana was most prevalent, at 7.4 percent, slightly more than alcohol.

The survey also noted that 7.3 percent of drivers tested positive for alcohol. Of those testing positive for alcohol, 23 percent also tested positive for at least one other drug. This combination may increase the effect of both substances. Illegal drugs were found in the systems of 4.6 percent of drivers, and 4.6 percent also tested positive for prescription or over-the-counter medications that may impair driving. More than one quarter (26.5 percent) of drivers testing positive for marijuana also tested positive for at least one other drug. The National Highway Traffic Safety



Administration has reported that, when looking at drivers who were killed in motor vehicle crashes in 2010 in California, 30 percent tested positive for legal and/or illegal drugs, a percentage that has been increasing since 2006.

EMERGENCY MEDICAL SERVICES

Vacaville Fire

The Solano County Regional Collision Response and Extrication Improvement Program was hosted by the City of Vacaville Fire Department and benefited the cities of Dixon, Fairfield, Vallejo, and Vacaville Fire Departments. Until now, each agency had been utilizing hydraulic extrication equipment that was out-dated, antiquated, non-compatible, and at times, not reliable. Funding was provided to retrofit and standardize all of



Program Area Highlights

Vacaville Fire (continued)

the extrication equipment carried by these four departments, providing them with the ability to safely and quickly extricate trapped victims from vehicles involved in collisions. Funding was also provided for a complement of 'large vehicle' stabilization tools. These tools are designed to lift, stabilize, or hold in place large vehicles when involved in a collision. When a large vehicle (such as a cement truck, bus, big rig, etc.) is involved in a serious collision it can overturn and come to rest on top of another passenger vehicle, trapping the occupants. Firefighters first need to stabilize and/or lift the large vehicle in a controlled manner, and then perform the necessary extrication of trapped occupants underneath or in the large vehicle. Lifting a cement truck or bus up into the air and climbing underneath to perform work can be extremely dangerous to all involved. Never before could this be done safely and quickly in the Solano County region until now. To train and prepare Solano County firefighters in the use of these new tools, Vacaville Fire Department was able to secure the donation of six school buses. During the training, the buses were placed precariously on their sides, on top of cars, and over K-rails. Real life scenarios were created that required the firefighters to lift, stabilize, and cut apart the buses and cars underneath as if there were trapped victims in both. This type of training was the first of its kind in this region and never before possible without the grant-funded tools.

MOTORCYCLE SAFETY

During 2012, OTS continued to address motorcycle safety issues by actively participating in the Strategic Highway Safety Plan, Challenge Area 12, and by funding a combination of activities ranging from motorcycle safety enforcement operations, collision data collection, motorcycle helmet exchanges, public opinion and behavior surveys, law enforcement officer training and public outreach. Local law enforcement agencies conducted 284 motorcycle safety enforcement operations and the CHP conducted additional motorcycle safety enforcement operations throughout the state.

A grant to Livermore Police Department funded two unique efforts to address motorcycle safety. One activity resulted in the delivery of 30 classes throughout the state providing

special training to 687 officers and deputies representing 123 agencies. Training included motorcycle-related vehicle code violations with a primary purpose of reducing the number of riders



operating without proper licensing. The second activity educated riders on the importance of wearing quality, DOT-compliant helmets with a free helmet exchange program serving as the conduit to deliver the helmet information. The program involved representatives from the Snell Foundation,

local law enforcement, and CHP attending and staffing booths at five motorcycle events throughout the state. In addition to providing general motorcycle safety information and literature and information about training available through the California Motorcyclist Safety Program, Snell engineers and law enforcement personnel took in 168 non-DOT-compliant helmets in exchange for a brand new, properly fitting DOT-compliant helmets. With the event organizers promoting and publicizing the helmet exchange and the 168 recipients talking with friends and acquaintances, this program's reach far exceeded the number of riders who received the free helmets.

A grant to University of California, Berkeley collected motorcycle collision data that gathered at least 12-months of data to identify areas where motorcycle safety could be improved. This project was developed within the Strategic Highway Safety Plan (SHSP),

MOTORCYCLE SAFETY (continued)

Challenge Area 12, as a means to obtain data that is not currently collected in the CHP-555 Police Collision Report form. CHP and allied agencies used a one-page supplemental form to collect additional information on helmet type, injury characteristics, lane-splitting involvement, and blood alcohol content. Allied agencies and CHP began collecting data on June 1, 2012, and August 1, 2012, respectively. CHP officers entered data into a web-based, electronic version of the supplemental form and allied agencies submitted hardcopy forms to the CHP Special Projects Section for compilation and analysis by University of California, Berkeley researchers. This project is expected to collect data on more than 8,000 motorcycle collisions and provide information on the extent to which non-compliant helmets, motorcycle lane splitting and low levels of blood alcohol concentration contribute to motorcyclist injuries and fatalities.

A grant to University of California, Berkeley funded a statewide survey of motorcycle riders and other vehicle drivers regarding the knowledge, opinions, and behaviors related to motorcycle lane splitting. This survey provided valuable information that will serve as a baseline for evaluating future educational and public awareness activities related to motorcycle lane splitting in California.

OCCUPANT PROTECTION

Vehicle Occupant Safety Program (VOSP)

On January 1, 2012, California ushered in more protective statutory language (SB 929, Evans, Chaptered 474 Statutes of 2011) that required parents to keep their children in booster seats until age eight. To help educate the public about the new booster seat law, the California Department of Public Health's Vehicle Occupant Safety Program (VOSP) collaborated with OTS, and other partners to develop, duplicate, and disseminate over 65,000 copies of an "Important Changes" awareness poster (English one side, Spanish the other, and available in eight additional languages). VOSP sent the poster to all 61 local health departments

and 13 Safe Kids Chapters/Coalitions to be further disseminated locally to key groups including: child care providers; children's health care providers in hospitals and primary care clinics; community pediatricians, schools, social service providers; as well as police, fire, and other public safety officers.

For CPS Week 2012, VOSP developed a California-specific CPS Parent Brochure (in English and Spanish) which included all the details of the new law, described the optimal child restraint usage for all ages through age 16, and highlighted websites to provide parents and caregivers with information on where to go (i.e. local fitting stations) to have car seats installed/inspected. More than 100,000 copies of the new parent brochure were distributed statewide.

In addition to educational materials, VOSP supported local CPS programs with sponsorship of National CPS Technician certification and recertification courses. As a result of VOSP support in FFY 2012, 15 CPS technician trainings were conducted that resulted in 261 new certified technicians, and 15 continuing education opportunities were provided that assisted 345 CPS technicians to keep or renew their certification. The result of this grant-funded training is maintaining the pool of nearly 2,000 CPS technicians throughout the state.

Protecting Child Passengers

A grant to the Pomona Police Department funded a subcontractor, SafetyBeltSafe USA, to conduct various activities and services designed to improve child occupant safety. The grant resulted in 18 roll call trainings for 161 officers, two educator workshops for 55 participants, and a technical update class for 26 CPS technicians. Twenty-one presentations and 7 exhibits at community venues provided information on CPS. The Safe Ride Helpline provided individual responses to 1,420 inquiries, with follow-up materials sent to 772 individuals and agencies. Booster seat education was provided in 30 elementary classrooms to 788 students in two schools. A fitting station was established at the Pomona Police Department where three safety seat checkups were held, resulting in 93 seats checked.

Program Area Highlights

Protecting Child Passengers (continued)

Nine community checkups were held resulting in 84 seats checked. Three "5-Step Test" events were held educating 195 children. Two-hundred-eighty-seven seats were provided for free to families in need.

Restraint Usage Surveys

Using the new NHTSA methodology, data collection was conducted at 177 sites across the state and served as the main restraint usage for NHTSA and the state of California. Overall, the combined restraint usage rate was 95.5% meaning that only 4.5% of drivers and front seat passengers were without safety restraints during the summer 2012 survey. This rate is down slightly from 96.6% in 2011. Teen seat belt use increased two percent in the past two years, from 94 percent in 2010 to 96.1 percent in 2012. This nearly matches the usage rate for all vehicle occupants in the state, which are both record high levels.

POLICE TRAFFIC SERVICES

Selective Traffic Enforcement and Education Program

In FFY 2012, OTS again funded the Selective Traffic Enforcement and Education 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 54 agencies in 2012 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 underway to improve various components of the system. The Administrative Office of the Courts piloted 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. In 2012, the TRCC participated in a NHTSA-sponsored Traffic Records Assessment, an FHWA-sponsored Peer-to-Peer Exchange and an FHWA Crash Data Improvement Plan assessment. These evaluations were conducted to assess California's current state-of-affairs compared to other States. Written reports related to all three assessments have been received and are being used in the development of the new California Traffic Records Strategic Plan.

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 2013, OTS again identified and targeted California's "Top 50 DUI Cities" and funded these cities to conduct additional DUI checkpoints. As a result, the "Top 50 Cities" plan to conduct 760 DUI checkpoints in 2013. (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 16 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 be conducted over 1,500 DUI checkpoints in 2013. 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 32 "Real DUI Courts" and 21 "Live DUI Sentencing's" 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 juniors and seniors and challenges them to think about the consequences of drinking, personal safety and the responsibility of making mature decisions when lives are involved. (SHSP Action 6.5)

Continue the statewide "peer to peer" program: Teens in the Driver Seat.

ALCOHOL-IMPAIRED DRIVING (continued)

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. 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. Two to four classes will be presented, increasing the number of classes from six to eight per year by 2014.

Coordinate with the California District Attorneys Association, a Drug-Impaired Driving Seminar in the spring of 2013, for 100 law enforcement personnel and 100 prosecutors from across California who work on misdemeanor or felony drug-impairment cases. The course coordinated by the California Traffic Safety Resource Prosecutors and law enforcement representatives will assist law enforcement and prosecutors in developing the knowledge and skills necessary to evaluate, prepare, and try cases involving drug-impaired driving fatalities. (SHSP Action 1.3)

Expand the DUI vertical prosecution program from nine to twenty counties with an emphasis on drug-impaired driving cases.



DISTRACTED DRIVING

Fund 37 local law enforcement agencies, plus CHP, to conduct distracted driving enforcement in the Sacramento Media Market region during three mobilizations as part of NHTSA's Distracted Driving High Visibility Demonstration Project.

Conduct three free employer cell phone policy workshops in Southern California that provide distracted driving education and encouraging organizations to develop a cell phone policy for employees.

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)

Collaborate with local law enforcement and CHP to conduct high visibility enforcement during April's Distracted Driving Awareness Month. (SHSP CA 17.02)

Conduct the 3rd 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.

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.

The City of Los Angeles will strengthen DUI Drug cases and pave the way for admissibility of oral fluid testing. A private vendor will provide at no cost two state-of-the-art oral fluid collection machines and saliva collection kits for use at LAPD Sobriety checkpoints. LAPD will maintain the machines and LAPD DRE officers will administer the voluntary oral fluid collection following the completion of DRE evaluation conducted on DUI Drug suspects. An independent laboratory will provide confirmation testing of all samples collected and tested at checkpoint locations.



Fund CHP to provide training to a minimum of 200 officers in the Basic SFST course, 160 officers in the DRE course and DRE field certification, 450 officers in the ARIDE course (SHSP Action 1.19), 50 officers as SFST or DRE instructors, and train educational professionals upon request in the DITEP course.

Fund the Orange County District Attorney's Office to contract with the Fullerton Police Department to facilitate DRE training for 50 officers, DRE re-certification for 25 officers, and ARIDE training for

25 officers, from the various law enforcement agencies within the county. Additionally, two prosecutor positions will be funded at 100 percent each to work solely on the prosecution drugged-driving cases.

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

Develop general guidelines for lane splitting and disseminate via a public awareness campaign using state agency websites, earned media and distribution of printed brochures. (SHSP Action 12.18)

OCCUPANT PROTECTION/BICYCLE AND PEDESTRIAN SAFETY

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, 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 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, 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

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 CHP Area Offices for electronic generation of citations and electronic transmission of citations to the applicable county court jurisdictions.

TRAFFIC RECORDS (continued)

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.

INTERNAL

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. A Peer Group Election will be conducted to select new Peer Recognition Committee members. The Awards Program Coordinator will survey staff to gain feedback on enhancing the program.

MARKETING AND PUBLIC AFFAIRS

Focus on traffic safety programs forged or uniquely utilized within California. Effectively convey to local and diverse communities the societal benefits that come from positive traffic safety practices. Develop and implement broad-based and targeted public awareness, information, engagement and education programs that not only enlighten, but motivate Californians to employ appropriate traffic safety practices. These efforts will also include campaign specific (e.g., DUI, seat belts, 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 communication paths within the grantee structures to carry the public awareness, information, engagement, education and promotion messages to the local and grassroots level. This will further augment and personalize the broader OTS messages.

MARKETING AND PUBLIC AFFAIRS (continued)

Conduct comprehensive public awareness campaigns, relying on traditional, social and emerging media, to promote the holiday DUI Crackdown, and the National Distracted Driving Awareness Month in April, and multiple traffic safety messages through sports and venue marketing and outdoor billboard advertising year round. 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.

Take an active role in the NHTSA High Visibility Enforcement and Public Awareness Distracted Driving Demonstration Project. We will provide resources for all earned media efforts.

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 annual Traffic Safety Intercept Survey, the Roadside Drug and Alcohol Survey, Seat Belt and Distracted Driving Observational Surveys to aid planning and influence reporting, discussion, public engagement, public awareness, public education and, eventually, social norming on the areas covered.

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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PRESS RELEASE

FOR IMMEDIATE RELEASE:

January 17, 2012

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Common Sense Safety Tips for Winter Travel

Plan, Prepare, Buckle Up & Focus on the Road

While winter has arrived a little late to California, it's hitting this week with a vengeance. Record cold temperatures, rain, wind and snow are all on the docket. The California Office of Traffic Safety (OTS) wants to encourage you to drive safely and remind you that winter brings its own special road safety and travel preparation lists.

Safety First and Always

- Buckle Up. Every Trip. Every Time.
- Always plan ahead, use a Designated Sober Driver.
- Don't text or talk on your cell phone while driving – even hands-free. If you need to make a call, check road or weather conditions or respond to a text, wait until you stop in safe place, such as a rest stop or parking lot.
- Carry an emergency kit. You can build your own with tips found at <http://www.ots.ca.gov/roadsideemergencykit.asp>.
- Share the driving with other passengers to avoid fatigue.
- Schedule trips to allow for frequent breaks. Take time to pull over at rest stops to stretch your legs and focus your head.
- Don't fall into the trap of driving while angry – aggressive driving kills.

Driving in Rain

- Before it starts to rain, replace old or brittle wiper blades.
- Stay toward the middle lanes – water tends to pool in outside lanes.
- Maintain proper following distance (three-second rule). This distance also needs to be increased in wet weather, where it becomes more difficult to stop quickly.
- Be more alert watching for brake lights in front of you. If possible, avoid using your brakes. Instead, take your foot off the accelerator to slow down.
- Turn your headlights on in light rain and in gloomy, foggy, or overcast conditions to help you see the road and help other drivers see you.
- Never drive beyond the limits of visibility. The glare of oncoming lights, amplified by the rain on the windshield, can cause temporary loss of visibility while substantially increasing driver fatigue.
- Never drive through moving water if you can't see the ground through it; your vehicle could be swept off the road.
- Avoid driving through deep water, because it can cause serious damage to a modern vehicle's electrical system.
- When you need to stop or slow, do not brake hard or lock the wheels and risk a skid. Maintain mild pressure on the brake pedal.

- Watch out for places where floodwater collects, particularly low-lying roads adjacent to streams, and dips under rail or highway bridges.
- Never use cruise control on wet roads or icy road conditions. Cruise control can cause skidding and loss of tire traction on wet or icy roads.
- Don't drive with your windows frosted or fogged up. Wait until they clear before leaving home. A quick way to de-fog your windows is to open a window to let cool air in.
- "Hydroplaning" happens when heavy rain and fast speeds lead to your vehicle riding on top of a thin layer of water, a dangerous situation that can lead to uncontrolled skidding or drifting out of the lane. If you find yourself hydroplaning or skidding:
 - Do not brake or turn suddenly. Ease your foot off the gas until the vehicle slows and you can feel traction on the road again.
 - Turn your steering wheel in the direction of the skid. As you recover control, gently straighten the wheels.
 - If you need to brake, do it gently with light pumping action. Your vehicle has anti-lock brakes, then brake normally. Because the vehicle's computer will mimic a pumping action.

Before Heading for Snow Country:

- Make sure your brakes, windshield wipers, defroster, heater and exhaust system are in top condition. Check your tires. Make sure they are properly inflated and the tread is in good condition.
- Check your antifreeze and be ready for colder temperatures.
- You may need to add concentrated windshield washer fluid to the windshield washer fluid reservoir to prevent an icy windshield.
- Always carry chains. Make sure they are the proper size for your tires, are in working order, and you have learned how to install them.
- It is also a good idea to take along water, food, warm blankets and extra clothing. A lengthy delay will make you glad you have them.
- Load the Caltrans Road Conditions phone number in your cell phone for convenient, updated road conditions – (800) 427-7623.

Driving in Snow Country:

- Allow enough time. Trips can take longer during winter than other times of the year, especially if you encounter storm conditions or icy roads. Get an early start and allow plenty of time to reach your destination.
- Drive only if it is absolutely necessary. Travel in the day, don't travel alone, and keep others informed of your schedule.
- Stay on main roads; avoid back road shortcuts.
- Keep your gas tank full. It may be necessary to change routes or turn back during a bad storm or you may be caught in a traffic delay.
- Keep windshield and windows clear. You may want to stop at a safe turnout to use a snow brush or scraper. Use the car defroster and a clean cloth to keep the windows free of fog.
- Slow down. A highway speed of 65 miles per hour may be safe in dry weather, but an invitation for trouble on snow and ice. Snow and ice make stopping distances much longer, so keep your seat belt buckled and leave more distance between your vehicle and the vehicle ahead. Bridge decks and shady spots can be icy when other areas are not. Remember to avoid sudden stops and quick direction changes.
- When stalled, stay with your vehicle and try to conserve fuel while maintaining warmth. Be alert to any possible exhaust or monoxide problems.

A little advance planning and preparation can keep you, your family and our roads safe during the winter months. This effort is part of the ongoing California Strategic Highway Safety Plan, where hundreds of state and local agencies, advocacy groups and private industries help develop tactics to significantly reduce deaths and injuries. For more traffic safety information visit www.ots.ca.gov, like us at www.Facebook.com/CaliforniaOTS, or follow us on Twitter at http://twitter.com/#!/OTS_CA

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

February 28, 2012

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Drug Use Rises in California Fatal Crashes

Increasing Rates Prompt New Law Enforcement Training, Drug Testing Equipment and Prosecution Programs

Sacramento, CA – The problem of drugged driving continues to rise, according to figures released today by the California Office of Traffic Safety (OTS). Based on data from the National Highway Traffic Safety Administration, 30 percent of all drivers who were killed in motor vehicle crashes in California in 2010 tested positive for legal and/or illegal drugs, a percentage that has been increasing since 2006.

Drugged driving is a problem not widely recognized by the public, but increases in crashes, fatalities and injuries point out that we all must acknowledge this serious problem and work to curb it. The problem of drugged driving is growing, even while DUI fatalities have been in decline. Drugs which can impair driving are not only illegal narcotics and stimulants, but can be prescription and over-the-counter drugs as well as marijuana and its synthetic substitutes. Many, when combined with alcohol, heighten the effect of both.

“You can be as deadly behind the wheel with marijuana or prescription drugs as you can with over-the-limit alcohol,” said Christopher J. Murphy, Director of the Office of Traffic Safety. “The bottom line is drugs and driving do not mix.”

Drug-impaired driving is often under-reported and under-recognized and toxicology testing is expensive. Additionally, because there is no established impairment level for drugs, prosecuting drug impaired driving cases can be difficult.

With the increased awareness of this growing problem, the Office of Traffic Safety and the California Highway Patrol are working together to provide Officers statewide with specialized training to detect and apprehend drug-impaired drivers. The federally funded program, new to California and developed

by the National Highway Traffic Safety Administration, is called Advanced Roadside Impaired Driving Enforcement (ARIDE). In the past five months alone, more than 700 officers from police departments across the state have attended ARIDE training.

Police Departments are also being encouraged to send Officers to the most advanced drug recognition program to become Drug Recognition Experts (DRE). CHP manages the statewide program that currently has over 1000 officers as active DRE's – the most in the nation. Drug detection experts will be in place more often at DUI checkpoints and federally funded grant support will be used to fund operations to detect and apprehend drug-impaired drivers.

“This invaluable ARIDE and DRE training for law enforcement is the key to successfully removing drug-impaired drivers from the road, ultimately reducing the number of people killed and injured by irresponsible behavior and making our communities a safer place,” said CHP Commissioner Joe Farrow. “It’s also imperative that the public realize the synergistic effect of combining alcohol with prescription or over-the-counter drugs, and the danger this presents while driving.”

OTS announced last month that Sacramento and Orange Counties were awarded federal funding to purchase state-of-the-art drug testing equipment. District Attorney Offices in eight counties are being funded to create special “vertical prosecution” teams that will follow drug-impaired driving cases from arrest through trial. Regional Traffic Safety Resource Prosecutors are providing training to District Attorney Offices on how to successfully prosecute drug impaired driving cases.

“Drug impaired driving is the new challenge for not only law enforcement and the judicial system, but for DUI prevention efforts as well,” said Ventura County District Attorney Greg Totten, president of the California District Attorneys Association. “We need to make sure that drivers displaying objective signs of drug impairment either through bad driving or failed standardized field sobriety testing are arrested and prosecuted.”

Research shows drugs have an adverse effect on judgment, reaction time, motor skills and memory – critical skills for safe and responsible driving. Recently, experts at the Dalhousie University in Canada released the results of a study that found that drivers who had used marijuana within three hours of driving had nearly double the risk of causing a crash as those not under the influence of alcohol or drugs. The Canadian research reviewed nine studies of more than 49,000 people involved in crashes.

In fall 2010, six cities in California conducted nighttime weekend “voluntary” roadside surveys and found that the percentage of drivers who tested positive for marijuana (8.4%) was greater than the percentage that were using alcohol (7.6%).

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FOR IMMEDIATE RELEASE:

March 5, 2012

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Cell Phone Distracted Driving Deaths Down Since Laws Enacted

Drivers Becoming Aware of Dangers and Penalties

The California Office of Traffic Safety (OTS) today announced deaths due to hand-held cell phone use by drivers have dropped since California enacted a ban on hand-held cell phone use while driving in July, 2008. The analysis, conducted by the Safe Transportation Research and Education Center (SafeTREC) at the University of California, Berkeley, showed that, when looking at state crash records two years before and two years after the hand-held ban went into effect, overall traffic deaths declined 22 percent while hand-held cell phone driver deaths went down 47 percent. Similar results were shown for hands-free cell phone use as well as injuries in both categories.

“These results suggest that the law banning hand-held cell phone use while driving had a positive impact on reducing traffic fatalities and injuries,” said Dr. David Ragland, Director of SafeTREC.

Contributing to the decline in cell phone deaths and injuries is an overall drop in cell phone usage while driving. A Statewide Intercept Opinion Survey commissioned with federal funds by OTS last summer showed 40 percent of California drivers reported they talk less (handheld and hands free) since enactment of the hand-held cell phone ban. In February 2010, the Insurance Institute for Highway Safety (IIHS) reported similar results from their telephone survey which found that 44 percent of drivers in states with bans reported they don't use phones (hand-held or hands-free) when driving, compared with 30 percent in states without such laws. Further, IIHS observational research found that bans on hand-held phoning while driving can have big and long-term effects in curbing hand-held cell phone use.

“While we are thrilled to see that the hand-held ban in California has worked to reduce distracted driving crashes and overall cell phone use, there are still far too many drivers talking and texting while driving,” said Christopher J. Murphy, Director for the California Office of Traffic Safety.

“A good step for parents is to never call or text your kids if you think they might be driving.”

Cell phone usage while driving is top of the mind with California drivers, which they see as carrying a significant traffic safety threat. The same OTS statewide opinion survey reported that 62 percent of respondents stated that texting and talking are the biggest safety concerns on California roadways and 84 percent claimed cell phone conversations or texting while driving constitute the most serious distractions while driving.

Another clue to the reduction in crashes might be found in new information from the Department of Motor Vehicles that shows, statewide in 2011, there were 460,487 hand-held cell phone convictions – up 22 percent from 361,260 convictions in 2010 and 52 percent from 301,833 in 2009. The cost of a ticket for a first offense is at least \$159, and \$279 for subsequent offenses.

“Highly visible and publicized enforcement, along with the cooperation of the motoring public to reduce distractions behind the wheel, has played a significant role in the reduction in collisions,” said California Highway Patrol (CHP) Commissioner Joe Farrow. “In addition, there are many educational programs developed by the CHP, our allied agencies, as well as non-profit organizations such as Impact Teen Drivers that have made sustained efforts in reducing distracted driving.”

In April 2011, the Office of Traffic Safety using federal funds conducted the nation’s first statewide cell phone observational survey that showed nine percent of drivers were talking or texting while driving, representing hundreds of thousands of drivers at any given time. Research has shown that drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves.

The distracted driving section of the California Strategic Highway Safety Plan (SHSP) has developed the state’s “It’s Not Worth It!” public awareness campaign that employs TV, radio commercials, billboards, internet, social media and other outreach. In addition, millions of Californians see the “Handheld Cell Ticket - \$159 – It’s Not Worth It” message on more than 625 permanent changeable message signs for several days throughout the year. The SHSP’s distracted driving section is currently formulating plans to increase the data and research available to more accurately understand and combat the problem.



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March 29, 2012

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“ZOMBIE” DRIVERS ENDANGER OTHER MOTORISTS

Law Enforcement to Target Distracted Drivers Texting or Using Hand-Held Cell Phones

SACRAMENTO, Calif. – Danger lurks behind the wheel when a driver redirects their attention from the road to some other distracting behavior, like talking on a cellular telephone or text messaging. During the month of April, law enforcement agencies throughout California will be especially focused on taking enforcement action on these inattentive, “zombie” drivers.

The California Highway Patrol (CHP) along with the California Office of Traffic Safety (OTS), Impact Teen Drivers, and law enforcement agencies statewide are preparing to launch the second annual National Distracted Driving Awareness Month campaign, “It’s Not Worth It!” During the campaign kickoff month in April 2011, more than 52,000 citations were issued by law enforcement statewide, four times the monthly average. A first time citation will cost a minimum of \$159, with a second violation at least \$279.

“Drivers need to ask themselves, ‘Is that phone call or text message worth my life or the lives of those around me?’” said CHP Commissioner Joe Farrow. “The answer is simple, it’s not worth it. Every distraction affects a driver’s reaction time, and things can change without notice.”

In recent years, hundreds of people have been killed in California, while thousands were injured, as the result of collisions that involved at least one driver who was distracted. This distraction can be any activity that diverts the driver’s attention away from the primary task of driving. According to a study conducted by Carnegie Mellon University, the act of talking on a cell phone can reduce more than 35 percent of the brain activity needed for driving. Essentially distractions change a seemingly good driver into a “zombie” behind the wheel.

To dramatize this “zombie-like behavior behind the wheel, zombies are being added to this year's "It's Not Worth It" campaign. The campaign will be supported by statewide grassroots outreach, social media activities and television commercials that encourage people to focus on the road and not be a “zombie” driver.

APPENDIX – 2012 PRESS RELEASES

“Law enforcement sees firsthand the devastation caused by distracted driving and the needless pain associated with the senseless collisions that follow,” added Commissioner Farrow. “I am grateful that so many of the state’s law enforcement agencies are joining us in this important traffic safety endeavor again this year.”

More than 200 local law enforcement agencies and 103 CHP offices will be participating in the monthlong, life-saving effort. Similar to the previous year’s campaign, there will be both an enforcement and educational component. The overall goal is to reinforce to the motoring public the dangers of distracted driving and reduce the number of people impacted by this destructive behavior.

“Parents and other adults need to set a positive example,” said OTS Director Christopher J. Murphy. “Start by never calling or texting anyone, especially your kids, when there’s a possibility they might be driving. Then let that same action follow you when you are the driver.”

Among the more than 1,800 drivers over the age of 18 who participated in last year’s annual statewide traffic safety survey conducted by OTS, talking and texting on a cellular telephone were rated the two biggest safety problems on California’s roadways. In fact, talking on a cellular telephone (handheld or hands-free) was identified as the most serious distraction by 56 percent of the respondents.

Adults are not the only offenders when it comes to distracted driving. According to the National Highway Traffic Safety Administration, teen drivers are more likely than any other age group to be involved in a fatal crash where distraction was involved.

“Teens, even more than adults, are accustomed to using technology to have instant access to their friends. It’s not only technology – teens are frequently distracted by loud music, passengers, and other everyday tasks that, when done behind the wheel, become lethal,” said Dr. Kelly Browning, Executive Director of Impact Teen Drivers. “These everyday distractions, coupled with inexperience, often have deadly consequences.”

This year, National Distracted Driving Awareness Month coincides with California Teen Safe Driving Week, which is the first week of April. For nearly five years, Impact Teen Drivers, a non-profit organization, has been providing awareness and education to teenagers, their parents, and community members about all facets of responsible driving, with the goal of reducing the number of injuries and deaths suffered by teen drivers as a result of distracted driving and poor decision making.

Age aside, California’s traffic safety partners are asking for the public’s help in making this April’s distracted driving awareness campaign successful.

“It is important to note that the success of this campaign is not measured by the number of citations the officers write, because we are hoping that by calling attention to this effort we will gain voluntary compliance,” added Commissioner Farrow. “The success of the campaign is measured by the number of lives saved.”

Don’t be “zombie” drivers; focus on the task of driving when you are behind the wheel. Remember, whatever the distraction, “It’s Not Worth It!”

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

May 3, 2012

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Survey Shows What Riders and Drivers Think of Motorcycle ‘Lane Splitting’

“Share the Road” is the Message During Motorcycle Safety Awareness Month

Sacramento, CA – The California Office of Traffic Safety (OTS) today released results of the first-ever survey of California motorists and motorcycle riders on the subject of “lane splitting,” where motorcycles travel between two lanes with other vehicles travelling the same direction. At the same time, OTS and the California Highway Patrol (CHP) announced that they are joining with other federal, state and local traffic safety, law enforcement, and motorcycle organizations in proclaiming May as “Motorcycle Safety Awareness Month.” After more than a decade of steady increases, motorcycle fatalities in California began a decline in 2009.

Lane splitting has been a subject for controversy and confusion for years. The OTS survey showed that only 53 percent of vehicle drivers knew that lane splitting is legal in California. Eighty-seven percent of motorcycle riders say they lane split, while seven percent of vehicle drivers admit to having attempted to prevent it.

The key to legal lane splitting for motorcycle riders is doing so in a safe and prudent manner, being cognizant of overall traffic speeds, speed differences, spacing and lane changing patterns of surrounding traffic. Riding too fast is one of the most common things that motorcyclists do to make lane splitting unsafe.

Motorists and other road users are reminded to safely “share the road” with motorcycles during May, and throughout the year, and to be extra alert to help keep motorcyclists safe. Changing the driving habits of motorists and motorcyclists alike will help decrease the numbers of motorcyclists killed and injured in crashes. Motorcyclists are reminded to make sure that they are visible to motorists, and that they follow the rules of the road. All road users are reminded to never drive, ride, walk or bicycle while distracted or under the influence of alcohol or drugs.

“As the weather improves, more and more motorcyclists are enjoying California’s roads,” said Christopher J. Murphy, Director of the Office of Traffic Safety (OTS). “And with that in mind, pedestrians, bicyclists and drivers of all vehicles, including SUVs, passenger cars and trucks, need to be extra attentive and make sure they ‘share the road.’ A motorcycle is one of the smallest vehicles on our roads, often hidden in a car or truck’s blind spot. Every driver needs to aggressively look for them before changing lanes or merging with traffic.”

Those traveling the state’s highways will notice the electronic Caltrans signs with the “SHARE THE ROAD. LOOK TWICE FOR MOTORCYCLISTS” message. Motorists and bicyclists should perform visual checks for motorcyclists by checking mirrors and blind spots before they enter or exit a lane of traffic, and at intersections. Pedestrians should also get into the habit of scanning for motorcyclists who might be hidden by other traffic. Motorcycle riders should select lane position to better see the road ahead and to be more visible to other vehicles.

The latest survey results will be incorporated into the California Strategic Highway Safety Plan to help develop additional strategies to reduce motorcycle fatalities and injuries. A motorcyclist is more vulnerable than a passenger vehicle occupant in the event of a crash. Research from the National Highway Traffic Safety Administration shows that per vehicle mile traveled, motorcyclists are about 39 times more likely than passenger car occupants to die in traffic crashes.

Remember, a motorcycle is a vehicle with all of the rights and privileges of any other motor vehicle. OTS and CHP offer the following tips for drivers to help keep motorcyclists safe on our roadways.

- Perform a visual check for motorcycles by checking mirrors and blind spots before entering or exiting a lane of traffic, and at intersections.
- Always signal your intentions before changing lanes or merging with traffic.
- Don’t be fooled by a flashing turn signal on a motorcycle – motorcycle signals are often not self-canceling and riders sometimes forget to turn them off. Wait to be sure the motorcycle is going to turn before you proceed.
- Allow more following distance – three or four seconds – when behind a motorcycle so the motorcyclist has enough time to maneuver or stop in an emergency.
- Never tailgate. In dry conditions, motorcycles can stop more quickly than cars.
- Never drive while distracted or under the influence of drugs or alcohol.

Motorcyclists can increase their safety by:

- Avoiding riding in poor weather conditions;
- Wearing brightly colored protective gear and a DOT-compliant helmet;
- Using turn signals for every turn or lane change, even if the rider thinks no one will see it;
- Combining hand signals and turn signals to draw more attention to themselves;
- Using reflective tape and stickers to increase conspicuity;
- Positioning themselves in the lane where they will be most visible to other drivers; and
- Never driving while impaired.

The message to all drivers and motorcyclists is: share in the responsibility of keeping all road users safe, and do your part by safely “sharing the road.”

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

May 4, 2012

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May is Bike Safety Month

Sacramento, CA – The California Office of Traffic Safety (OTS) today called upon bicycle riders and motorists alike to be cautious during May, National Bicycle Safety Month, and every other month during the year.

The total number of bicycle deaths in California have remained flat for the last two reporting years, while injuries have increased 4.6 percent. Encouragingly, deaths and injuries for bicycle riders under age 15 have continued to fall. OTS partners with other state departments, bicycle advocates and local agencies in an ongoing, multi-faceted campaign for bicycle safety through the California Strategic Highway Safety Plan.

“Bike Month is a great occasion for Californians, whether out with friends or family or on their own, to strap on a helmet, hop on a bike, and see just how fun and welcoming our streets and bike paths have become,” said Christopher J. Murphy, Director of the Office of Traffic Safety. “Californians now see biking as a real transportation option. The key is to ensure that biking is safe for everyone.”

Bicycles are associated with more childhood injuries than any other consumer product except automobiles. Child bicycling deaths can increase 45 percent above the month average in the summer. More adults are choosing bicycles, both for commuting to work and for exercise.

Learning how to ride a bike is a rite of passage in childhood, and often reintroduced to adults. Here are some important things for you or your child to consider before jumping on that bike:

Helmets – Every Time, Every Trip

- Make it a rule: every time you and your child ride a bike, wear a bicycle helmet that meets the safety standards developed by the U.S. Consumer Product Safety Commission. It's your main source of protection in a crash or spill.
- If your child is reluctant to wear a helmet, try letting him or her choose their own.
- Make sure the helmet fits and that everyone knows how to put it on correctly. A helmet should sit on top of the head in a level position, and should not rock forward, backward or side to side. The helmet straps must always be buckled but not too tightly.
- *EYES check*: Position the helmet on your head. Look up and you should see the bottom rim of the helmet. The rim should be one to two finger-widths above the eyebrows.
- *EARS check*: Make sure the straps of the helmet form a "V" under your ears when buckled. The strap should be snug but comfortable.
- *MOUTH check*: Open your mouth as wide as you can. Do you feel the helmet hug your head?

The Right Bike

- Ensure proper bike type, size and fit. Get help from an expert or read up on your own before choosing a bike. Bring your child along when shopping for a bike for them. Buy a bicycle that is the right size for the child, not one he will grow into. When sitting on the seat, the child's feet should be able to touch the ground.
- Make sure the reflectors are secure, brakes work properly, gears shift smoothly and tires are tightly secured and properly inflated.

Ride Safe

- Ride Wisely. You are a vehicle. Learn and follow all laws.
- Be Predictable. Act like a driver of a motor vehicle.
- Be Visible. See and be seen at all times.
- Stay Focused. Stay alert.

Drive Safe

- Motorists need to safely share the road.
- Don't crowd bicyclists.
- Keep an eye out for bicyclists, as well as motorcycles and pedestrians.

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

May 9, 2012

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New Studies Show Distracted Driving on Increase

Cell phone use up, especially among youth. College students think they can handle it.

Sacramento, CA – The California Office of Traffic Safety (OTS) today released the results of studies on distracted driving. The studies come on the heels of the second annual Distracted Driving Awareness Month, which saw hundreds of law enforcement agencies stepping up enforcement of the state's cell phone and texting while driving laws.

For the second year in row, OTS commissioned an observational survey of cell phone use by drivers within the state, looking for hand-held and hands-free talking as well as texting and other use of mobile devices while driving. The overall rate was 10.8 percent of drivers on the road using cell phones at any given daylight time, up from 7.3 percent in 2011. Although observed cell phone use increases were seen across all age groups, 16 to 25 year olds showed a dramatic rise, doubling from 9 percent to 18 percent.

"These results are disturbing, but not entirely unforeseen," said OTS Director Christopher J. Murphy. "Now that smartphones are becoming the majority, people are using them more often and in many more ways. This might be helpful in a lot of places, but definitely not behind the wheel."

Researchers fanned out to more than 130 intersections in 17 counties to observe whether drivers had a phone to their ear, were wearing a Bluetooth or headset device, were manipulating a hand-held device, or were talking while holding a phone in their hand but not to their ear.

A similar nationwide survey conducted by the National Highway Traffic Safety Administration (NHTSA) in 2010 showed the combined usage rate of 9.6 percent. OTS considers the latest results to be low-end indications of drivers engaged in these dangerous behaviors, since it's not always possible to tell in a short, limited view observation whether someone is using a phone, especially for texting or using apps. Possible explanations for the large increase in device use could be that more young people who tend to text more are now drivers, in addition to smartphones with handy "apps" becoming much more widespread.

In another study, researchers at the University of California, San Diego studied the prevalence and type of distracted driving behaviors in younger drivers. Researchers surveyed nearly 5,000 college and university students between the ages of 18 – 29, with an average age of 21 years in San Diego County. The results of the online survey were wide-ranging. Some of the highlights include:

- 78 percent reported using a cell phone while driving (talking or texting).
- 52 percent reported ever using hands-free cell phones, and only 25 percent used hands-free with high frequency.
- 50 percent said they send texts while driving on freeways, 60 percent in stop-and-go traffic or on city streets, and 87 percent at traffic lights. Texting is illegal whether moving or at a stop.
- 17.5 percent said they had been in a collision due to distracted driving. Of those crashes, 24 percent were due to reaching away, 24 percent talking to passenger, 22 percent texting, 16 percent working the radio or other audio player, and 14 percent talking on a cell phone.
- 66 percent considered themselves in the top 20 percent of driving skill, compared with other college students.
- 46 percent said they were capable or very capable of talking on a cell phone and driving, but they felt only 8.5 percent of others were.

“We know from other studies that a growing percentage of the population is getting the message that using cell phones is dangerous,” said Murphy. “What this new information tells us is that too many are still convinced that a crash will never happen to them. We have to turn that thinking around or we will see tragic increases in fatal and injury crashes.”

The California Strategic Highway Safety Plan, a collaboration of Federal, State, County and local governments, as well as numerous advocate groups, businesses, and community organizations, last year created a new “Challenge Area” specifically for distracted driving, with an emphasis on cell phone usage.



FOR IMMEDIATE RELEASE:

May 16, 2012

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More Citations and Public Awareness Seen in Second Distracted Driving Month Campaign

(Sacramento, CA) – According to the California Office of Traffic Safety (OTS), the California Highway Patrol (CHP) and 265 local law enforcement agencies issued over 57,000 tickets in April to drivers who were using a hand-held cell phone or texting. Another 3,800 citations were handed out for other distracted driving violations. This number is up from the 52,000 tickets issued in April of 2011.

The CHP and OTS praised the cooperation of hundreds of state and local agencies and the reaction of the public to the second annual "It's Not Worth It!" enforcement and awareness campaign as part of the national Distracted Driving Awareness Month.

"Unfortunately, we're seeing that the problem of cell phone use for talking and texting while driving is not going away anytime soon," said OTS Director Christopher J. Murphy. "There are those who understand the dangers and have curtailed their use, while others think the hazards apply to everyone else but them. We can't stop until we convince everyone that they are putting their own life and others around them at risk with this perilous behavior."

In addition to the enforcement efforts, the OTS continued the "It's Not Worth It!" public awareness campaign with TV and radio commercials, the Caltrans changeable message signs over highways, DMV messaging in field offices, plus internet, social media and other outreach. The "Don't Be a Distracted Driving Zombie" theme this year emphasized how up to 37 percent of brain functioning needed for driving gets switched to cell phone talking, making the driver severely lacking in ability to safely drive.

Recently OTS released the results of their second statewide cell phone observational survey that showed more than 10 percent of drivers were talking or texting while driving, representing hundreds of thousands of drivers at any given time. Especially troubling are the cell phone use figures showing drivers 16-25 years of age talking or texting at a rate of 18 percent, up from 9 percent in 2011.

The "It's Not Worth It!" campaign will continue with both enforcement and public awareness efforts. The State's Strategic Highway Safety Plan is developing tactics to combat distracted driving, such as formulating plans to increase the data and research available to more accurately understand and combat the problem. With the lives of hundreds of Californians at stake, the message will continue to be that any phone call or text message can wait until you reach a safe place to stop.

Following a few uncomplicated steps would go a long way in keeping you safe from distracted driving:

- Put your cell phone out of reach when you get in the car so you won't be tempted to use it.
- Mention on your outgoing voicemail message that you can't answer because you might be driving.
- Don't call or text anyone when there is a good chance that they may be driving.
- If you must call or text, pull into a parking space.
- The ability to safely multi-task while driving is myth.
- Never eat, groom, program a GPS, check Facebook, run an app, read or otherwise allow your full attention to leave the task of safely driving.



PRESS RELEASE

FOR IMMEDIATE RELEASE:

May 21, 2012

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Statewide Click It or Ticket Campaign Begins Today

Seat Belts Best Defense Against Distracted Drivers – Day and Night

Sacramento, Calif. – Local law enforcement agencies and the California Highway Patrol will begin ‘zero tolerance’ enforcement of the state’s occupant protection laws today as part of the statewide *Click It or Ticket* seat belt campaign. Law enforcement across the state will be looking for those not properly buckled.

Between May 21 and June 3, drivers and passengers can expect to receive tickets, not a warning, if officers find them out on the roads unbuckled. Police officers, Sheriff’s deputies and California Highway Patrol officers will all be on the look out – both day and night. Nighttime passenger vehicle occupants are among those least likely to buckle up and most likely to die in crashes when unrestrained. In California in 2010, the number of those who died in crashes and were not wearing seat belts was nearly 60 percent higher at night.

“Wearing a seat belt is the number one defense to protect you in a car crash,” said Office of Traffic Safety Director Christopher J. Murphy. “Your risk of death or serious injury is doubled by not wearing a seat belt. Those are odds no one should be willing to take. No risk is worth it where kids in car seats are concerned.”

Although California boasts one of the highest seat belt use rates in the nation at 96.6 percent, that still leaves more than one million motorists who are at risk for serious injury and death. In 2010, estimates are that over 1,300 lives were saved by seatbelts in California. Another 110 could have been saved if seat belts had been used.

The cost of a seat belt ticket is at least \$159 on a first offense. The cost of failing to properly buckle up any child under the age of 16 is at least \$479 per child for a first offense, plus have a violation point added to their driver record, and \$1,079 or more on a second offense. If the parent is not in the car, the driver gets the ticket. If a driver is found to be in violation of both the seat belt and hands-free or no texting law, they can be cited for both infractions and with a combined ticket cost of \$318 or more.

This effort supports the California Strategic Highway Safety Plan’s (SHSP) strategies to increase use of safety belts and child safety seats. The SHSP is a collaboration of Federal, State, County and local governments, as well as numerous advocate groups, businesses, and community organizations working together with the goal of “*Toward zero deaths, every 1 counts.*”



U.S. Department of Transportation
 Office of Public Affairs
 1200 New Jersey Avenue, SE
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News

DOT 64-12CA
 Thursday, June 7, 2012
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U.S. Transportation Secretary LaHood Announces \$1.5 Million for California Anti-Distracted Pilot Project

Funding announcement accompanies comprehensive “Blueprint for Ending Distracted Driving” issued nationwide

SACRAMENTO, Calif. – As part of his “Blueprint for Ending Distracted Driving” initiative, U.S. Transportation Secretary Ray LaHood today announced that California will receive about \$1.5 million in federal support to expand the Department’s “*Phone in One Hand, Ticket in the Other*” pilot enforcement campaign to reduce distracted driving.

“Distracted driving is an epidemic. While we’ve made progress in the past three years by raising awareness about this risky behavior, the simple fact is people are continuing to be killed and injured – and we can put an end to it,” said U.S. Transportation Secretary LaHood. “Personal responsibility for putting down that cell phone is a good first step – but we need everyone to do their part, whether it’s helping pass strong laws, educating our youngest and most vulnerable drivers, or starting their own campaign to end distracted driving.”

DOT is providing California with about \$1.5 million in federal support for a pilot program that will examine whether increased police enforcement coupled with paid media and news media coverage can significantly reduce distracted driving over a widespread area. The California program will be conducted in the Sacramento valley region comprising eight counties and 3.8 million residents and is expected to be under way in fall 2012.

“We are honored that the U.S. Department of Transportation has recognized how the people of California can play such a significant role in this new fight against distracted driving and cell phone use,” said Christopher J. Murphy, Director of the California Office of Traffic Safety. “Our goal now is to use this opportunity to begin to turn the tide of distracted driving tragedies, not just here, but across the country.”

In addition to California, Delaware has also been selected to receive federal support for “*Phone in One Hand, Ticket in the Other*” pilot projects. The multi-market efforts in

these states mirror the approach used in smaller-scale demonstration projects completed in 2011 in Hartford, CT, and Syracuse, NY. The 2011 pilot projects found dramatic declines in distracted driving in the two communities tested – with texting dropping 72 percent in Hartford and 32 percent in Syracuse.

“We know from the success of national efforts like ‘Click It or Ticket’ that combining good laws with effective enforcement and a strong public education campaign can – and does – change unsafe driving behavior said National Highway Traffic Safety Administrator David Strickland. “Now, along with two great state partners, we’re using this proven formula to help tackle distracted driving.”

Applying a Blueprint to End Distracted Driving Nationally

Coinciding with the announcement of the federal support, Secretary LaHood released a “*Blueprint for Ending Distracted Driving*,” a comprehensive strategy to address the growing and dangerous practice of using handheld cell phones behind the wheel. The plan outlines concrete steps stakeholders around the country – from lawmakers and safety organizations to families and younger drivers – can take to reduce the risk posed by distracted driving

The “*Blueprint for Ending Distracted Driving*” outlines a plan that builds on the national momentum that Secretary LaHood and USDOT have spearheaded for the last three years. Recognizing the extent and complexity of the problem, the plan:

- Encourages the remaining 11 states without distracted driving laws to enact and enforce this critical legislation.
- Challenges the auto industry to adopt new and future guidelines for technology to reduce the potential for distraction on devices built or brought into vehicles.
- Partners with driver education professionals to incorporate new curriculum materials to educate novice drivers of driver distraction and its consequences. Data from the National Highway Traffic Safety Administration (NHTSA) show drivers under the age of 25 are two to three times more likely than older drivers to send text messages or emails while driving.
- Provides all stakeholders with actions they can take that go beyond personal responsibility to helping end distracted driving nationwide.

In 2010, at least 3,092 people were killed in distraction-affected crashes – accounting for approximately one in every ten fatalities on the nation’s roadways. Meanwhile, among the findings from NHTSA’s first nationally-representative telephone survey on driver distraction released earlier this year, more than three-quarters of drivers reported that they are willing to answer calls on all, most, or some trips. Survey respondents acknowledged few driving situations when they would not use the phone or text, and yet reported feeling unsafe when riding in vehicles in which the driver is texting and supported bans on texting and cell phone use. Almost all respondents (about 90% overall) reported that they considered a driver who was sending or reading text messages or e-mails as very unsafe.

Nationwide, 39 states, the District of Columbia, the Virgin Islands and Guam ban texting behind the wheel. Ten states, the District of Columbia, the Virgin Islands and Guam prohibit all hand-held cell phone use while driving.

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

June 11, 2012

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Summer Travel Safety Tips

Plan, Prepare, Buckle Up & Focus on the Road

Final school bells are ringing, graduations are underway, hot weather and vacations are on tap. Millions of Californians are expected to hit the roads on the way to the beaches, mountains and all of the state's scenic and fun-time wonders. Whether you have longstanding travel plans, a last minute road trip in mind, or just sticking around town this summer, the California Office of Traffic Safety (OTS) reminds you to give some thought to your summer travel to ensure everyone arrives safely and can enjoy the trip.

Plan Your Trip

- Plan, map and estimate the duration of your driving ahead of time and let others know your plans. You can estimate the cost of gas for your trip at <http://fuelcostcalculator.aaa.com/>.
- Expect to encounter roadwork, delays & detours – 'Slow for the Cone Zone'
- Check road conditions, including possible road closures. Visit www.dot.ca.gov for real time highway conditions.

Prepare Your Vehicle

- Check the tires, including the spare – proper inflation and good tread can save money, time and lives.
- Inspect the engine, battery, hoses, belts and fluids for wear and proper levels. Check the A/C.
- Do a "once around" – test all the lights, wipers and clean the windows (inside and out)
- If you're not sure of what to do, consider a quick inspection by a qualified technician. A few dollars up front can mean peace of mind and safe arrivals, as well as no costly on-the-road repairs and trip interruptions.
- Prepare an Emergency Roadside Kit, including jumper cables, a flashlight and plenty of bottled water. For a complete list, visit www.ots.ca.gov/roadsideemergencykit.asp

Safety First and Always

- **Buckle Up. Every Trip. Every Time.**
- If you have a flat tire, engine problems or a fender bender, drive out of traffic lanes and off the highway if possible – freeway shoulders are not safe for repair work
- Always plan ahead, use a Designated Sober Driver.
- If you see **suspected drunk drivers**, it is legal and encouraged for you to **call 911**. Clues can help motorists detect a drunk driver: excessive weaving/swerving, especially in and out of the lane; traveling at speeds much slower than the flow of traffic; braking erratically or stopping in the lane; sudden stops for signal lights and slow starts once they change; remaining at the signal lights after they turn green – asleep at the wheel; making wide turns and/or cutting the corner striking the curb.

Buckle Up Drivers & Passengers

- Parents, grandparents and caregivers, need to use the **correct** seat for young passengers and be sure the seat is installed properly. NHTSA and the Office of Traffic Safety recommend keeping infants, toddlers and older children in the car seat for as long as possible, as long as the child fits within the manufacturer's height and weight requirements. Visit www.ots.ca.gov/Child_Passenger_Safety.asp for assistance with proper car seat installation in advance of your trip.
- Remember that long trips can be particularly tough on your kids, especially in the heat – pack plenty of snacks and cold drinks for the road (consider freezing juice boxes or water bottles overnight).
- Use books, toys, DVDs and video games to keep children occupied and the driver focused.
- Keep children 12 and under in the back seat – it's the safest place.
- Stopping along the drive gives everyone a chance to stretch and makes the trip easier. If you have a fussy baby, do not take them out of their car seat while driving to soothe or provide a bottle. If your child needs that level of attention, pull over in a safe place, such as a rest stop.
- Older children need to ride in a booster seat from about age four until a seat belt fits them correctly. Be sure to try the 5-Step Test at <http://www.carseat.org/Boosters/630.htm> before graduating from a booster to a seat belt.

Focus on the Road

- **Don't text or talk on your cell phone while driving – even hands-free.** If you need to make a call, check road or weather conditions or respond to a text, wait until you stop in safe place, such as a rest stop or parking lot.
- Don't program your mobile GPS while you are driving. Either have a passenger do it or stop in a safe place.
- Share the driving with other passengers to avoid fatigue.
- Rest – driving while drowsy can be fatal. Even a 30 minute nap can help.
- Schedule your trip to allow for frequent breaks. Take time to pull over at rest stops to stretch your legs and focus your head.
- Stop for food or beverages. Avoid eating while driving.
- Don't fall into the trap of driving while angry – aggressive driving kills.

Never Leave a Child Alone In a Car – Not Even for a Minute

- Never leave a child unattended in a vehicle, even with the window slightly open. An outside temperature of 101 degrees can easily result in an interior temperature of 140 degrees.
- If you see a child unattended in a hot vehicle, call 911. EMS professionals are trained to determine if a child is in trouble.
- Place your cell phone, purse or other important item needed at your next stop on the floor in front of a child in the backseat. This triggers adults to see children when they open the rear door and reach for their belongings.
- Set your cell phone or Outlook reminder to be sure you dropped your child off at day care. Have a plan that if your child is late for daycare, you will be called within a few minutes.
- Always lock your car and ensure children do not have access to keys or remote entry devices.
- If a child is missing, check the pool first, and then your car or any other vehicles at your house, including car trunks.
- Teach your children that vehicles are never to be used as a play area.

A little advance planning and preparation can keep you, your family and our roads safe during the summer months. This effort is part of the ongoing California Strategic Highway Safety Plan, where hundreds of state and local agencies, advocacy groups and private industries help develop tactics to significantly reduce deaths and injuries. For more traffic safety information log on to www.ots.ca.gov or visit www.Facebook.com/CaliforniaOTS.

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

August 9, 2012

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The California Office of Traffic Safety Puts a New Spin on Drinks for Designated Drivers

Sacramento, CA – The California Office of Traffic Safety is launching a new component to its ongoing anti-drunk driving public awareness campaign, a new yearlong effort that will target designated sober drivers by featuring a monthly non-alcoholic Designated Driver Drink, or “DDrink” promotion. This new campaign element is in partnership with bars and restaurants throughout California. With the use of interesting and creative new non-alcoholic drink concoctions, the promotion helps encourage bar patrons and partygoers to consider DDrinks as an alternative to just water or soft drinks for those who have the important role of designated sober driver.

DDrink recipes were submitted by 12 food and drink establishments in Sacramento, Santa Barbara, San Diego, San Francisco, San Jose, and Los Angeles. In support of the campaign, OTS has added an interactive Facebook tab to support the DDrink recipes, providing easy access to patrons who may want to recreate one of the 12 featured drinks at home. Each month, OTS will feature one recipe on its Facebook and Twitter pages, promoting the non-alcoholic beverage and highlighting the partner establishment and drink “mixologist”. In addition to an enhanced social media presence, the campaign will also be strongly supported by in-restaurant resources, including table tent cards, menu inserts, and window and mirror signs displayed in each of the participating locations.

“This campaign is an exciting and innovative way to promote alternative drinks for the designated sober driver,” said Christopher J. Murphy, Director of the Office of Traffic Safety. “These drinks are unique and were created by skilled bartenders throughout the state who recognize the importance of offering sober drivers a tastier drink option rather than resorting to the usual cola or plain water. By choosing to remain sober, drivers are helping to ensure that our streets are safer and lives are being spared.”

DDrink Promotion Launch

8/1/12

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Although California reached a 66 year low in traffic deaths in 2010, the National Highway Traffic Safety Administration (NHTSA) recently projected the state to have had an increase in traffic deaths in 2011. Hundreds are killed on California roadways as a result of drunk driving crashes.

Planning ahead and designating a sober driver, or ensuring that you are sober if you are planning on getting behind the wheel, can keep you and others safe while on the road. For more information on the DDrink campaign and a list of participating bars and restaurants, please visit the OTS Facebook page at www.facebook.com/CaliforniaOTS or follow OTS on Twitter @OTS_CA. For more information on all OTS efforts, visit www.ots.ca.gov

STATE OF CALIFORNIA

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

August 15, 2012

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New Traffic Safety Grants Announced

The California Office of Traffic Safety (OTS) announced today the award of \$77 million in federal funding to support 252 traffic safety grants to state and local agencies. The funds will allow state, county and city agencies to combat impaired driving, encourage seat belt and child safety seat usage, discourage distracted driving, advance pedestrian, motorcycle and bicycle safety and assist in the enforcement of traffic laws aimed at saving lives.

“Programs like these helped us reach a 66 year low in traffic deaths in 2010 in California,” said Christopher J. Murphy, Director of the Office of Traffic Safety. “But with traffic deaths projected to be higher in 2011, these federal grant funds are being awarded to programs aimed squarely at the major problem areas.”

Two emerging problems – distracted driving and drugged driving – will receive special emphasis. In light of OTS survey results showing an increase in cell phone use, the distracted driving effort which began in 2011 will expand, with increased enforcement and public awareness campaigns. The incidence of drugs in fatal crashes, both alone and in combination with alcohol, has increased steadily for the last five years. New grants will fund increases in officers trained to detect drug-impaired drivers, special District Attorneys dedicated to drugged-driving cases and new laboratory drug-testing equipment.

The new grants will build upon programs aimed at combating the leading killer on California’s roadways – alcohol and drug-impaired driving. Grant funded operations will include sobriety checkpoints, special DUI prosecutors and probation department enforcement directed at the worst-of-the-worst DUI offenders.

“We all came a long way in California in recent years, with thousands of lives saved,” said Murphy. “But with thousands still dying and tens of thousands being injured, there is an on-going need for the multi-faceted approach provided by these grants. We need to do all we can to work toward on our vision of *Toward zero deaths, every 1 counts.*”

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

September 4, 2012

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Teen Seat Belt Use Reaches All Time High

Record Usage Nearly Matches General Population

Sacramento, CA – The California Office of Traffic Safety (OTS) today announced that seat belt use for teens jumped over two percent in the past two years, from 94 percent in 2010 to 96.1 percent in 2012. This nearly matches the usage rate for all vehicle occupants in the state, which stands at 96.6 percent. Both are now at record high levels. The new teen rate is a large increase from the 88.9 percent observed just four years ago.

“We are encouraged by these latest results,” said OTS Director Christopher J. Murphy. “Everyone in the car buckling up for every trip, every day, is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. This is especially true with teen drivers, the age group with the highest crash rates.”

Nationally, teen seat belt use is in the low 80 percent range. The reasons for California’s high rate are thought to be due to heavy enforcement and awareness campaigns like *Click It or Ticket*, as well as a large number of efforts aimed specifically at teens like *Every 15 Minutes*, *Start Smart*, *Right Turn*, *Teen Smart*, and *Friday Night Live* where seat belt usage is emphasized.

Researchers from CSU Fresno surveyed traffic near 100 high schools in 29 counties in the spring of 2012. Notable items from the latest survey include:

- The usage rate for passengers, as opposed to drivers, is up markedly in just three years, from 85.7 percent in 2009 to 95.8 percent this year.
- Slightly more teen girls regularly wear seat belts than teen boys, 97.8 percent to 96.1 percent.
- Pickup truck occupants are still the least likely to wear their belts at 93.7 percent, but that rate has steadily improved.
- Surveyed observations in Contra Costa and Santa Cruz counties showed 100 percent usage, although ongoing day-to-day use is likely lower.
- Monterey was the county with the lowest usage rate at 87.2 percent

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FOR IMMEDIATE RELEASE:

October 16, 2012

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National Teen Driver Safety Week Calls for Positive Learning Approach

The California Office of Traffic Safety (OTS) is calling upon teen drivers and motorists alike to not only focus on safe driving habits during the week of Oct. 14-20, National Teen Driver Safety Week, but to make an ongoing effort to continue to practice caution throughout the year. OTS remains diligent in its safety and prevention efforts for teens year round, but aims to increase awareness among teens and parents during this week of observance.

“National Teen Driver Safety Week is about bringing awareness to the well-being of newly licensed teen drivers that are hitting America’s roadways,” Christopher J. Murphy, Director of the Office of Traffic Safety said. “By encouraging cautious and responsible driving habits among teens, we are helping to create safer roadways for everyone.”

This year marks the sixth year of nationwide observance, encouraging long-term behavior changes through safe driving education and communication efforts aimed specifically at teens. The theme of this year’s events is ‘Share, Not Scare,’ focusing more on learning and sharing positive behaviors rather than the graphic crash themes that grab attention of everyone, but may only have a lasting effect on a few.

The number of motor vehicle fatalities among teens in California age 16 to 20 has decreased 56.5 percent, from 563 in 2006 to 245 in 2010. While these numbers were on the decline, officials worry that the increase in overall fatalities in 2011 may eventually be seen in teen deaths. OTS recognizes the importance of continued safety messaging, as each year more teens receive both driving permits and licenses in California.

According to the Insurance Institute for Highway Safety, analysis of crash data indicates that fatal crashes involving teenage drivers are more likely due to driver error. By using positive messages, consistently encouraging safe behavior, and being a positive role-model themselves, parents can make a serious impact in lowering the number of crashes and fatalities among teen drivers.

For more information on *National Teen Driver Safety Week* and other tips on keeping teens safe behind the wheel, visit the California Office of Traffic Safety at www.ots.ca.gov, the National Highway Traffic Safety Administration (NHTSA) at www.nhtsa.gov, and Impact Teen Drivers at www.impactteendrivers.org.

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

October 29, 2012

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Impaired Driving- The Scariest Part of Halloween

Sacramento, CA – Halloween is one of the scariest days of year for many reasons, ghosts and goblins aside, not only does it rank as the day with the highest number of child pedestrian deaths, but it also brings some of the highest numbers in terms of holiday related DUI and pedestrian deaths. The California Office of Traffic Safety (OTS) is providing important tips and prevention education to ensure a safe and fun Halloween for everyone.

“Halloween is meant to be a time of fun for children and adults,” said OTS Director Christopher J. Murphy. “But if people forget to remain responsible when celebrating, it can lead to disaster. OTS is strongly encouraging parents, children, and partygoers to stay alert and safe this Halloween.”

Halloween has become a major party celebration for adults, which can lead to drunk or drugged driving behaviors as people get caught up in the excitement of the evening. According to the National Highway Traffic Safety Administration, 41 percent of all highway fatalities throughout the nation during the Halloween period in 2010, involved a driver or a motorcycle rider with a blood alcohol concentration at or above the legal limit of .08.

“Watch for children walking on roadways, medians and curb, and in dark costumes – they’ll be harder to see at night,” said Murphy. “Be aware that trick-or-treaters may not be paying attention to traffic and may run out mid-block or between parked cars. Motorists should scan far ahead when driving in residential areas, watch for children and cautiously monitor their actions.”

Pedestrian deaths are double the average on Halloween in California, with more than half involving alcohol or drugs. This Halloween, motorists, partygoers and hosts should take the following tips into consideration when planning their celebrations:

- Avoid driving through residential areas where trick-or-treaters are likely to be present.
- Turn on your headlights to make yourself more visible – even in daylight.

APPENDIX – 2012 PRESS RELEASES

- Obey all traffic signs and signals. The risk of killing a pedestrian increases more than many people realize with just small increases in speed. A pedestrian is nearly twice as likely to be killed if they're hit by a car going 30 mph compared to one traveling at 25 mph.
- Plan ahead if you will be celebrating with alcohol this Halloween. Save the number of a cab company in your phone before heading out for the night, or plan ahead and designate a sober driver. If you are out and have had too much to drink, walk to a nearby hotel and get a room, call a sober friend or family member to pick you up, or take a taxi.
- Party hosts should have plenty of food on hand to avoid having to leave once the party has started and guests have begun drinking. It is also strongly recommended that hosts offer non-alcoholic drink choices for their guests and designated drivers.

For non-alcoholic designated driver drinks, or DDrink recipes, please visit the OTS Facebook page at www.facebook.com/CaliforniaOTS or follow OTS on Twitter @OTS_CA. For more information on all OTS efforts, visit www.ots.ca.gov

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FOR IMMEDIATE RELEASE:

November 15, 2012

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The California Office of Traffic Safety Announces Fall Drink Recipes for Designated Drivers

Sacramento, CA – The California Office of Traffic Safety is announcing its autumn-inspired non-alcoholic Designated Driver Drinks, or “DDrinks” just in time for the fall season. The Sangria and the Five Spice Pear Buck are cozy concoctions with ingredients such as cinnamon and seasonal fruits, as non-alcoholic options for those looking for a festive alternative to the typical holiday cocktail recipes.

Both recipes are a part of a public-private partnership with OTS and bars across the state, and will be featured in participating establishments for one year. The two new drinks feature Sacramento as their city of origin. The Sangria creation is in partnership with Paesanos restaurant and is the innovation of “mixologist” Sarah Holmes. The 5 Spice Pear Buck was developed in partnership with Centro Concina Mexicana and is the creation of “mixologist” Brad Peters.

“The importance of this campaign extends well beyond offering creative drinks to designated drivers,” said Christopher J. Murphy, Director of the Office of Traffic Safety. “We are trying to create increased positive social connotations associated with the designated driver role, making it a normal, necessary element for a night out.”

The DDrink campaign features specially-crafted non-alcoholic drink recipes submitted by 12 food and drink establishments in cities throughout the state: Sacramento, Santa Barbara, San Diego, San Francisco, San Jose, and Los Angeles. To further support the campaign and its messaging, OTS has added an interactive Facebook tab that features all 12 DDrink recipes and provides easy access to patrons who may want to recreate one of the featured drinks at home.

In addition to an enhanced social media presence, the campaign is also strongly supported by in-restaurant resources, including table tent cards, menu inserts, and window and mirror signs displayed in each of the participating locations. These materials not only indicate the established

APPENDIX – 2012 PRESS RELEASES

partnership with OTS, but also encourage patrons to try the restaurants signature DDrink or to take advantage of the OTS cab finder QR code.

For more information on the fall drink recipes, the DDrink campaign, or for a list of participating bars and restaurants, anyone can visit the OTS Facebook page at www.facebook.com/CaliforniaOTS or follow OTS on Twitter @OTS_CA. For more information on all OTS efforts, visit www.ots.ca.gov.

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

November 19, 2012

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Survey of California Drivers Shows Fourteen Percent Testing Positive for Drugs

Sacramento, CA – Drugs that can affect driving were found in one of every seven weekend nighttime drivers in California, according to the first-ever statewide roadside survey of alcohol and drug use by drivers. The survey results announced today by the California Office of Traffic Safety (OTS) showed more drivers tested positive for drugs that may impair driving (14 percent) than did for alcohol (7.3 percent). Of the drugs, marijuana was most prevalent, at 7.4 percent, slightly more than alcohol.

“This federally funded survey is the first of its kind ever undertaken by a state,” said Christopher J. Murphy, Director of the Office of Traffic Safety. “These results reinforce our belief that driving after consuming potentially impairing drugs is a serious and growing problem.”

The survey also noted that 7.3 percent of drivers tested positive for alcohol. Of those testing positive for alcohol, 23 percent also tested positive for at least one other drug. This combination can increase the effect of both substances. Illegal drugs were found in the systems of 4.6 percent of drivers, and 4.6 percent also tested positive for prescription or over-the-counter medications that may impair driving. More than one quarter (26.5 percent) of drivers testing positive for marijuana also tested positive for at least one other drug. The National Highway Traffic Safety Administration has reported that, when looking at drivers who were killed in motor vehicle crashes in 2010 in California, 30 percent tested positive for legal and/or illegal drugs, a percentage that has increased since 2006.

“Drugged driving poses a serious threat to public safety,” said Gil Kerlikowske, Director of National Drug Control Policy. “We commend the California Office of Traffic Safety for shedding light on this growing problem and for educating Californians about the prevalence of this danger. We look forward to working with California and other states to raise awareness about this important issue and continue to take action to make our roadways safer.”

Drug-impaired driving is often under-reported and under-recognized and toxicology testing is expensive. To address this emerging problem, the California Office of Traffic Safety is funding programs to increase the number of officers trained to detect drug-impaired drivers, special District Attorneys dedicated to drug-impaired driving cases, and new laboratory drug-testing equipment.

Governor Edmund G. Brown Jr. recently signed AB 2552 into law, which moves each of the DUI categories – alcohol, drugs and alcohol plus drugs – into separate sections of the vehicle code. This change will help greatly in data collection and subsequent responses to the new and more detailed information.

OTS and the California Highway Patrol are working together to provide officers statewide with specialized training to detect and apprehend drug-impaired drivers. One such program is called Advanced Roadside Impaired Driving Enforcement (ARIDE). More than 1,600 officers from police departments across the state have attended ARIDE training. In addition, there are more than 1,200 in the field who have received more advanced training and are qualified as Drug Recognition Experts (DRE), more than in any other state. DUI checkpoint operations across the state are often administered by officers specially trained to detect drug-impaired drivers.

District Attorney offices in 20 counties have created special “vertical prosecution” teams that will follow drug-impaired driving cases from arrest through trial. In addition, Regional Traffic Safety Resource Prosecutors are providing training to District Attorney offices on how to successfully prosecute drug impaired driving cases. Several counties have received funding to purchase or upgrade to state-of-the-art drug testing equipment.

Over 1,300 drivers voluntarily agreed to provide breath and/or saliva samples at roadside locations set up in nine California cities. The samples were collected between 10:00 p.m. and 3:00 a.m. on Friday and Saturday nights, the peak times of impaired driving. Breath samples were examined for alcohol, while saliva samples were tested for THC (the active ingredient in marijuana), major illegal drugs, plus prescription and over-the-counter medications that may adversely affect driving.

The survey helps supply data needs identified in the California Strategic Highway Safety Plan, a dynamic action plan developed by federal, state and local government agencies, as well as organizations and advocacy groups dedicated to all aspects of traffic safety.

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

November 26, 2012

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Survey Shows California Drivers Recognize Dangers of Drug-impaired Driving

Driver Opinion Survey Cites Cell Phone Use as Biggest Safety Problem

Sacramento, CA – Over 95 percent of California drivers perceived the emerging problem of driving under the influence of legal and illegal drugs as a problem. In keeping with the serious outlook, 71.5 percent see it as a “very big problem.” These and other opinions of driving habits are included in the results of the annual Traffic Safety Survey, released today by the California Office of Traffic Safety (OTS).

The survey showed that sobriety checkpoints are overwhelmingly supported, by a rate of almost 90 percent. Less than one percent of drivers think that driving under the influence of drugs should result in a less serious penalty than that for alcohol-impaired driving.

California drivers ranked cell phone talking and texting as the biggest safety problems on the road in 2012, at an even higher rate than in 2011 when the distractions moved ahead of speeding and aggressive driving at the top spot. Not surprisingly, cell phone talking and texting were ranked highest by 80 percent of drivers as the most serious distractions on the road.

“With this third year of survey results, we’re able to now see which problems and issues people are reacting to and which are remaining relatively constant,” said OTS Director Christopher J. Murphy. “Cell phone use is obviously top of mind right now, which is good, but they still recognize the huge dangers posed by things like drug-impaired and alcohol-impaired driving, and aggressive driving.”

In 2012, cell phone talking and texting combined were cited by 51.5 percent of respondents as being the biggest safety problems, up from 38.8 percent in 2011 and only 18.3 percent in 2010. Since 2010, texting as the biggest problem has jumped from only 2.4 percent to 24.9 percent. Speeding and aggressive driving was cited next most often with 22.7 percent. The only other two categories polling over 10 percent were bad road surfaces at 16.5 percent and “other driver behavior” at 15.3 percent.

The statewide survey was conducted in late summer with 1,887 drivers age 18 and over interviewed at gas stations in 15 counties throughout California. The results will help the California Office of Traffic Safety and those involved in the Strategic Highway Safety Plan better identify and track driver attitudes, self-reported driving behavior, awareness of high visibility enforcement efforts and traffic safety issue awareness and education campaigns.

“With crash data, we can see what drivers are doing,” said Murphy. “With this data, we can see what they are thinking. This is an invaluable tool for planning to improve safe driving attitudes and behaviors. Changed behaviors turn into saved lives.”

Additional results include:

- Older drivers more frequently stated that cell phone conversations are the most serious distraction while younger respondents more frequently believe texting to be the most serious distraction.
- In two new questions this year, 51 percent of drivers thought that it was very likely or somewhat likely for someone to get a ticket for hand-held cell use or texting, and nearly 42 percent correctly chose \$159 as the minimum ticket cost for cell phone use. Twenty-five percent thought it was lower and 33 percent picked a higher cost.
- Sixty percent say that they have been hit or nearly hit by someone talking or texting on a cell phone, while nearly 45 percent admit to making a driving mistake while talking on a cell phone.
- The percentage of drivers talking “regularly” or “sometimes” on a hand-held cell while driving ranged from 7.7 percent of the 70-or-older drivers to 31.1 percent of the 25 to 34-year-old drivers.
- While a larger proportion of male drivers than female drivers said they “regularly” or “sometimes” talked on a hand-held cell while driving (26.6 percent of males versus 17.9 percent of females) or texted (17.7 percent of males versus 14.2 percent of females), all drivers believe that women talk or text more (42.3percent) than men (7.8 percent).
- Nearly 68 percent of southern Californians considered cell phone talking and texting as the biggest problem on the road, compared to 48 percent in central California and 34 percent in northern California. Bad road surfaces are considered bigger in the north (20.4 percent) and central (19.5 percent) than in the south (12.5 percent)
- Southern Californians text more often (19.3 percent “regularly” or “sometimes”) than central (12.2 percent) or northern (14.6 percent) California drivers.
- When given a choice of several different options for how much they thought a hand-held cell or texting ticket cost, older drivers thought it was higher than it really is while younger drivers thought it was lower.

For full survey results, visit www.ots.ca.gov.

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

November 28, 2012

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Sacramento Region Law Enforcement Cracking Down on Driver Texting and Handheld Cell Use

Phone in One Hand. Ticket in the Other.

(Sacramento) – The California Office of Traffic Safety (OTS) has teamed up with the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), the California Highway Patrol, and 37 law enforcement agencies across the greater Sacramento region to eliminate motorists’ hand-held cell phone use and texting. The effort is a pilot program using the region to test tactics that may be employed nationally in the future. OTS was awarded \$600,000 in federal funds for these special high visibility law enforcement operations, which will occur at intervals over the next eight months.

Beginning November 30 and lasting through December 9, law enforcement in the Sacramento region will be out in force to issue tickets to drivers using hand-held cell phones or texting. Nationally in 2010, 3,092 people were killed, and an estimated 416,000 others were injured in motor vehicle crashes involving a distracted driver.

“Talking or texting on a cell phone while driving is one of the most dangerous actions you can take on our roadways,” said OTS Director Christopher J. Murphy. “So we are launching this new enforcement campaign – *Phone in One Hand. Ticket in the Other* – to offer a tough lesson to any drivers using a handheld cell or texting.”

Because too many drivers still don’t get the message that using a cell phone while driving can be dangerous and deadly, this initial distracted driving crackdown marks the first of many enforcement waves taking place over the next year. California’s distracted driving law bans all drivers from using hand-held devices and texting while operating a motor vehicle. Yet, in 2011, the California Department of Motor Vehicles reported 460,487 handheld cell phone convictions, up from 361,260 in 2010.

Distracted drivers talking on a hand-held cell phone or texting will receive a first-time ticket costing a minimum of \$159, with a second offense costing \$279. But the goal of the special enforcement operation is not to issue tickets, but to raise awareness of the dangers of distracted driving.

- Turn off your phone and/or put it out of reach
- Include in your outgoing message that you can’t answer while you are driving
- Don’t call or text anyone at a time when you think they may be driving
-

Remember: *Phone in One Hand. Ticket in the Other.*

For more information on distracted driving, please visit www.distraction.gov/sacramentoregion.

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

December 11, 2012

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Navigating California's Winter Roadways Safely *Holiday Driving Tips from the California Office of Traffic Safety*

Sacramento, CA. - California has had its first taste of cold, wet weather, and while people prepare for holiday travel, the oncoming winter season and the onslaught of more rain and snow, the California Office of Traffic Safety wants to remind motorists of the importance of staying safe and alert when driving in dangerous conditions.

"The coming weeks are sure to bring heavy holiday traffic and more wet weather, so exercising extreme caution when hitting the roadways is incredibly important," Christopher J. Murphy, Director of the California Office of Traffic Safety said.

The following tips are designed to help California drivers safely navigate wet, snowy and icy roadways during the holiday travel time:

- Make sure your brakes, windshield wipers, defroster, anti-freeze, heater and exhaust system are in top condition. Check your tires. Make sure they are properly inflated and the tread is in good condition.
- Allow extra time for traveling in rain or snow.
- Slow down. Maintain a proper following distance and vehicle speed for the current weather conditions.
- Buckle up! It's the best way to survive a crash.
- If it's raining, keep your vehicle toward the middle lanes since water tends to pool in outside lanes.
- Remain alert. Constantly scan the road for brake lights in front of you. If possible, avoid using your brakes and take your foot off the accelerator to slow down, tapping it lightly to signal those behind you that you are slowing.
- Turn your headlights on in rainy, foggy or overcast conditions to help you see the road and to help you remain visible to other drivers. Use low beam in fog or snow.

- Never drive through moving water if you are unable to see the ground through it, or are unsure of the depth – your vehicle could be swept away.
- When you need to stop or slow down in wet conditions, don't brake hard or lock the wheels. Instead, maintain steady pressure on the brake pedal.
- Do not use cruise control during wet or snowy road conditions. Cruise control can cause skidding and loss of tire traction in winter conditions.
- If you find yourself hydroplaning or skidding, remember the following:
 - Do not brake or turn suddenly. Ease your foot off the gas until the vehicle slows and you can feel traction on the road again
 - Turn your steering wheel in the direction of the skid and as you recover control, gently straighten the wheels
 - If you need to brake, do so gently with light pumping action. If your vehicle has anti-lock brakes, then brake normally, because the vehicle's computer will mimic a pumping action
- Always carry chains that are the proper size for your tires and are in working order. It is also important that you know how to install the chains on your vehicle. Winter weather is really unpredictable and you don't want to be stuck in a snowstorm.
- If conditions are really bad, drive only if it is absolutely necessary. Travel during daytime hours and don't travel alone. Inform others of your schedule and destination prior to departure. Be sure to stay on main roads, avoid shortcuts or back roads.
- Minimize distractions. Turn off your cell phone and/or put it out of reach. Include in your outgoing message that you can't answer while you are driving. Don't call or text anyone at a time when you think they may be driving.
- Fighting a cold, pain or sleepless night? Watch out for prescription and over-the-counter medications that can make you drowsy or worse.
- Pack plenty of water, food, warm blankets and extra clothing, as sometimes road closures make for lengthy traffic delays. Also, be sure your gas tank is full; it may be necessary to change routes or turn back during a bad storm or you may be caught in a traffic delay.
- Keep an emergency kit in your trunk for safety, comfort and possible repairs. For suggested contents, visit <http://www.ots.ca.gov/roadsideemergencykit.asp>.
- For the latest, real-time travel conditions, Caltrans encourages you to visit <http://quickmap.dot.ca.gov/> or call (800) 427-7623. However, if you need to check road conditions, have a passenger call for you or pull over to a safe place before calling.

For more information on winter driving tips, visit www.ots.ca.gov.

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

Dec. 18, 2012

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California Office of Traffic Safety Launches DUI Crackdown

Education campaign urges party-goers to choose sober rides

Sacramento, CA – The California Office of Traffic Safety (OTS) is providing federal funding to law enforcement agencies throughout the state for high visibility DUI enforcement this holiday period and will reinforce the message to bar-goers to plan for a safe ride home. Although the National Highway Traffic Safety Administration recently announced 2011 figures showing that the state's DUI deaths remained unchanged from 2010 at a 67 year record low 774, even that level is unacceptable.

During this year's Crackdown, OTS will fund more than 325 DUI checkpoints and hundreds of saturation patrols through January 1 to decrease impaired driving and reinforce its message to *Report Drunk Drivers. Call 911*. The California Highway Patrol and over 500 participating law enforcement agencies throughout California will conduct increased sobriety checkpoints and saturation patrols throughout the state. This is the first wave in what will be nearly 2,000 DUI checkpoints over the next year, slightly more than last year and more than any other state.

“Driving under the influence of alcohol or drugs is not only illegal, but incredibly dangerous,” said OTS Director Christopher J. Murphy. “Law enforcement will be out in force with a commitment to stopping those who are endangering themselves and others by driving while impaired. Checkpoints, strategically targeted patrols, and an increase in police presence on our roadways will help ensure that these offenders are caught and arrested.”

These operations not only aim to remove impaired drivers from the roadways, but also raise public awareness about the dangers of alcohol and drug impaired driving. Officers that are specially trained in drug detection will also be on hand to identify and arrest drivers under the influence of legal and illegal drugs, a problem that is quickly growing on California's roadways.

This year's efforts also include a new addition to the popular "RUOK?" anti-drunk driving campaign, which aims to educate Californians year-round about the dangers of drunk and drugged driving and reinforces the message that if you have to ask someone if they're okay to drive, they're probably not.

The new spin on the "RUOK?" campaign emphasizes the importance of safe and sober rides. The campaign takes aim at popular nightlife areas in four major cities throughout the state: Los Angeles, Sacramento, San Francisco and San Diego. "Wrapped" cars which are made to look like law enforcement cruisers in the front and taxi cabs in the rear will be placed in high-traffic areas every weekend during the crackdown. These engaging displays will help remind patrons of popular bars and restaurants that every night out can end safely by taking sober and responsible modes of transportation home rather than risk a trip to jail by driving drunk.

Each car will be accompanied by a street team that will distribute materials that highlight rides home that are both normal – taxi, sober friend – and ridiculous – pirate ships and giant chickens. This effort, which helps to support the ongoing "RUOK?" campaign launched in 2011, highlights in a creative and engaging way that no matter how ridiculous the ride may be, as long as it is a safe and sober ride, it is the right choice. These materials also include a QR code linking users to a GPS-enabled cab-finder mobile website, which they can use to search for a nearby cab.

The street teams will also encourage people to actively engage in campaign efforts via a "Not Driving" Instagram contest, another new element of this year's campaign effort. Participants are asked to follow OTS on Instagram, upload photos that demonstrate their safe ride home, and add a "not driving," caption and a #RUOK hashtag. Contest winners can receive taxi ride vouchers, donated by Taxi Magic, its participating fleets and other OTS partners.

For more information on the RUOK? campaign or the wrapped cars, please visit the OTS Facebook at www.facebook.com/CaliforniaOTS or follow OTS on Twitter @OTS_CA. For more information on all OTS efforts, visit www.OTS.ca.gov.

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

December 26, 2012

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Sacramento Region Law Enforcement Announce Results of Driver Texting and Handheld Cell Use Campaign

Phone in One Hand. Ticket in the Other.

Sacramento – Law enforcement in the Sacramento region recently concluded the first wave of their tough, new high visibility driver hand-held cell phone and texting enforcement campaign, “*Phone in One Hand. Ticket in the Other,*” and the results are in.

The California Office of Traffic Safety (OTS) announced today that 2,923 drivers were cited for texting or talking with a hand-held cell phone between November 30th and December 9th. Law enforcement officials estimated that the count would have been higher, but both officers and drivers had to contend with the effects of high winds and rain for several days.

“As we complete the first wave of enforcement, we are hoping to see our message of “*Phone in One Hand. Ticket in the Other*” get through to drivers in the Sacramento region,” said OTS Director Christopher J. Murphy, “We are committed to saving lives on area roadways, and drivers should expect to continue to see officers enforcing cell phone driving laws time and time again.”

This was the first of three maximum enforcement periods in a pilot program using the region to test tactics that may be employed nationally in the future. OTS was awarded \$600,000 in federal funds for these special high visibility law enforcement operations.

Even with the increased publicity surrounding the first wave of the campaign, not everyone observed the strong warnings. The California Office of Traffic Safety, the California Highway Patrol, and 37 local police departments from Modesto to Marysville, Vallejo to South Lake Tahoe plan to continue their efforts to reduce the illegal use of cell phones while driving.

“Too many people still don’t understand just how deadly distracted driving can be,” said Murphy. “We want to make sure the message is heard loud and clear. If you are caught texting or using a hand-held cell phone while driving, you will be stopped and ticketed.”

APPENDIX – 2012 PRESS RELEASES

The special “*Phone in One Hand. Ticket in the Other*” is a year-long enforcement campaign to reduce distracted driving on roadways in the Sacramento region. The next special enforcement wave will be conducted February 25 – March 10, 2013.

Distracted drivers talking on a hand-held cell phone or texting receive a first-time ticket costing a minimum of \$159, with a second offense costing \$279. The goal of the special enforcement operation is not to issue citations, but to raise awareness of the dangers of distracted driving and to keep drivers from being distracted by their phones in the first place.

- Turn off your phone and/or put it out of reach
- Include in your outgoing message that you can’t answer while you are driving
- Don’t call or text anyone at a time when you think they may be driving

For more information on distracted driving, please visit www.distraction.gov/sacramentoregion.

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

December 27, 2012

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Make Your 2013 Traffic Safety Resolutions

Sacramento, CA – It's the time of year for people to be making their New Year's resolutions, resolving to change bad habits, start a new healthy activity, or do good things for other people. It's also time for the California Office of Traffic Safety (OTS) offer a list of resolutions we can all adopt, making 2013 a safer year for everyone on our roads.

"Resolutions can be powerful if we are serious about them," said OTS Assistant Director Chris Cochran. "These resolutions can actually save lives and prevent tragedies if we can put them into practice every day when we drive."

For more help on getting safely through the New Year, drivers are encouraged to participate in the "RUOK?" campaign, which carries the message that if you have to ask someone if they are okay to drive, you probably already know that they aren't. The California OTS Facebook page has lists of non-alcoholic Designated Driver Drinks, or "DDrinks," plus contests and interactions on Twitter and Instagram – www.facebook.com/CaliforniaOTS.

Some resolutions may be harder than others, but they all are within easy reach. Add some of your own and share them with family, friends and coworkers.

DUI Prevention

- I resolve not to drive when I've been drinking
- I resolve not to drive if I'm impaired by any legal or illegal drug or medication
- I resolve to call 911 if I see someone I think is driving drunk
- I resolve not to ask anyone who has been drinking, "Are you okay to drive?", because I know that they really aren't
- I resolve not to knowingly let anyone drive buzzed, drunk or drugged
- I resolve to be the designated sober driver for my friends or family whenever they ask
- I resolve to stay sober if I am the designated driver

- I resolve to support the sober driver in my group
- I resolve not to drive buzzed
- I resolve to give my kids a safe ride home – no questions asked.
- I resolve never to give alcohol to minors

(more)

Cell Phone/Mobile Devices:

- I resolve to not text or talk on my cell phone while driving
- I resolve to not call or text anyone when I think they may be driving
- I resolve to turn off my phone or put it out of reach when I'm driving so I don't get distracted
- I resolve to be a good example for my kids and not text and talk while driving
- I resolve to remember, whenever I'm tempted to use a cell phone while driving –
“It's Not Worth It!”

Buckle Up

- I resolve to make sure everyone in the car is buckled up on every ride, day or night
- I resolve to have my child safety seats inspected by a certified professional

Safe Driving:

- I resolve to follow speed, red light, safe turns and all other traffic laws.
- I resolve to be a courteous commuter
- I resolve to share the road with motorists, motorcyclists, bicyclists and pedestrians alike

Join us on Twitter at http://twitter.com/#!/OTS_CA or “like” us at www.facebook.com/CaliforniaOTS to add your resolutions.



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