

# CALIFORNIA HIGHWAY SAFETY PLAN

# 2014

REPORT  
DRUNK DRIVERS  
CALL 911

CALIFORNIA OFFICE OF TRAFFIC SAFETY



# HIGHWAY SAFETY PLAN

Federal Fiscal Year 2014

(October 1, 2013 through September 30, 2014)



PREPARED FOR

U. S. DEPARTMENT OF TRANSPORTATION  
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

PREPARED BY

OFFICE OF TRAFFIC SAFETY  
Christopher J. Murphy, Director



## 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 P. 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

Fellow Californians:

The Office of Traffic Safety (OTS) and its partners at the federal, state, and local levels have made important advances in traffic safety over the past year. Even with recent increases in fatal crashes nationally and in California, the state remains at low levels not seen since 1944.

For 2014, the OTS is allocating \$87 million in federal funding to support 271 traffic safety grants to state and local agencies. These traffic safety grants will help save lives and improve public safety across California. This year's programs crack down on activities like texting and driving, while also seeking to change behavior through public education and new research.

With this Highway Safety Plan laying out a path, OTS will fund a wide variety of grants aimed at combating one of the worst traffic safety problems - alcohol and drug-impaired driving. Grants will support high visibility enforcement including over 2,000 DUI checkpoints and monitoring and supervision of repeat DUI offenders. Grants will also fund special prosecutors dedicated solely to drug and alcohol-impaired driving cases. In addition, there is also funding to address the growing problem of distracted driving - using cell phones or texting while driving.

Moreover, OTS is also funding new programs to improve pedestrian and bicycle safety including expansions of the California Pedestrian Safety program. Alternative transportation options like walking and bicycling can be a strong component of increased economic vitality and livability, but only if they are truly safe. Through these grants, local communities across California will receive free expert pedestrian and bicycle safety assessments and materials to implement the "It's Up to All of Us" campaign, an effort that seeks to reduce fatalities and injuries in active transportation.

Public education plays an important part of this year's programs. Students and new drivers will learn important traffic safety information through various campaigns including: *Every 15 Minutes*, *Real DUI Trials in Schools* and *A Life Interrupted*. Distracted drivers will be targeted by both increased enforcement of cell phone laws and public awareness campaigns. Everyone in the state may benefit from the California Active Transportation Safety Information Page (CATSIP), an internet site with the latest and most useful online resources to encourage and promote safety for pedestrians, bicyclists and other non-motorized road users. (<http://www.catsip.berkeley.edu/>)

"*Toward zero deaths, every 1 counts*" is the vision statement for the Office of Traffic Safety. This plan helps to implement that vision and continues the office's role as a national leader in both thought and action.

The Agency is unwavering in its support of the efforts and goals framed by this report.

Sincerely,



**BRIAN P. KELLY**  
Secretary



# Table of Contents

Highway Safety Planning Process	1
Performance Plan and Highway Safety Strategies	11
Highway Safety Projects	43
Program Cost Summary and List of Projects	51
Equipment List	65
Grants by Program Area	69
High Visibility Enforcement Campaigns	137
Performance Report	141
Certifications and Assurances for Highway Safety Grants	149





**HIGHWAY SAFETY  
PLANNING PROCESS**

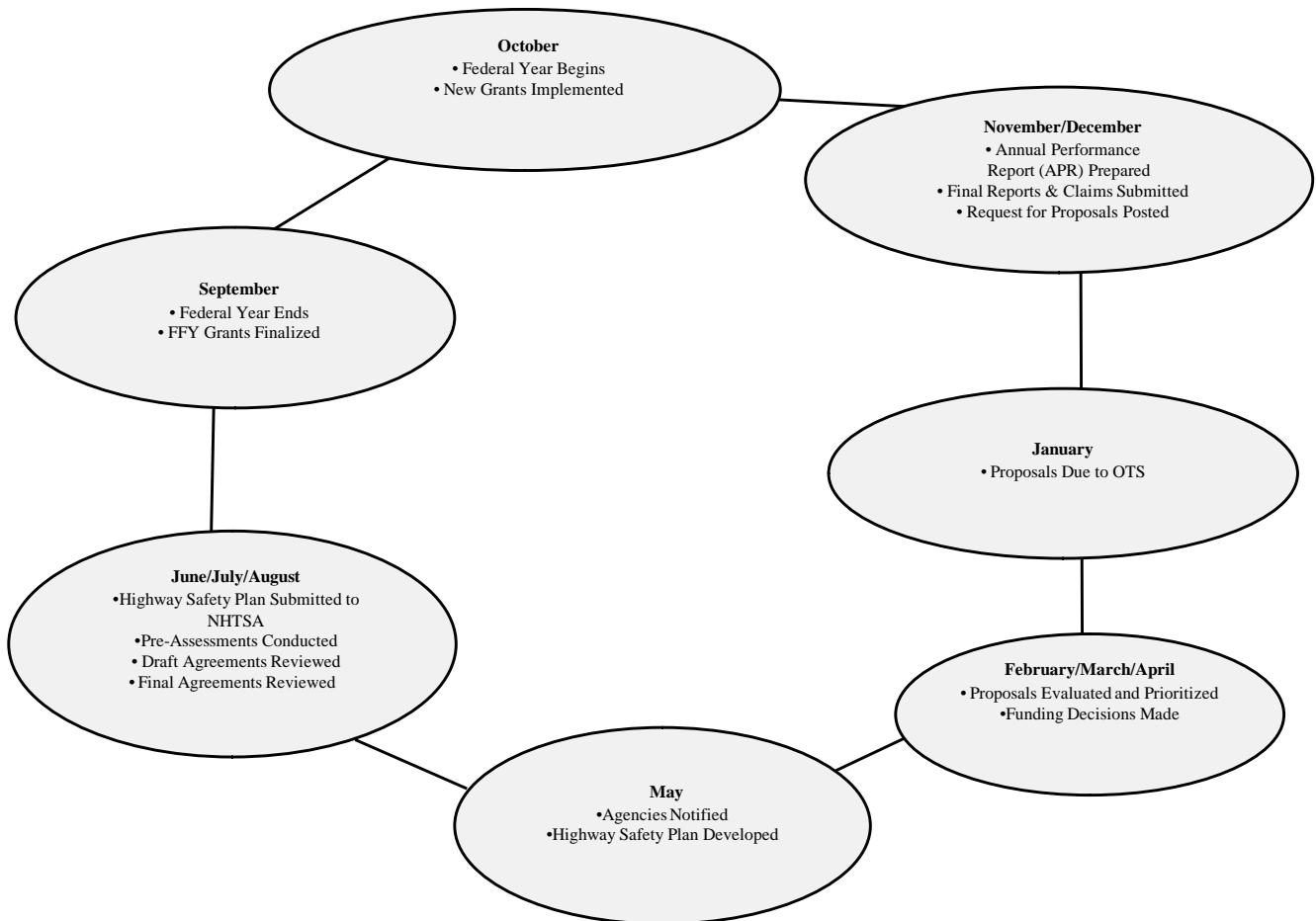


## HIGHWAY SAFETY PLANNING PROCESS

The California Office of Traffic Safety’s (OTS) mission is to effectively and efficiently administer traffic safety grant funds to reduce traffic deaths, injuries, and economic losses. The Highway Safety Plan (HSP) serves as California’s application for federal funds available to states. It describes California’s highway safety problems, identifies countermeasures, provides qualitative and quantitative measurements to determine goal and objective attainments, and gives descriptions of all continuing and proposed new grants. The HSP presentation, contents, and format are designed to meet requirements of California Vehicle Code 2900 and the new statute, “Moving Ahead for Progress in the 21<sup>st</sup> Century Act” (MAP-21).

Developing and implementing the HSP is a year-round cycle.

### OTS GRANT CYCLE



The process begins by projecting state and community highway safety grant program funding levels on the basis of the best available information. After initial funding estimates are made, planned costs for all grants continuing into the next fiscal year are identified. Continuing costs are deducted from estimated total available funds to arrive at the net dollars for planning new programs. Each grant displayed in the HSP (both new and continuing) will have the budgeted amount of funds for this fiscal year identified. For continuing grants, we are unable to recalculate each year’s carry forward amount in order to show in outlying years. This is because the HSP is developed during the summer before the actual carry forward amounts are known for the continuing grants. Actual figures are transmitted via other documents.

The grants are designed to address federally designated traffic safety priority areas that include Police Traffic Services, Alcohol-Impaired Driving, Drug-Impaired Driving, Occupant Protection, Distracted Driving, Pedestrian and Bicycle Safety, Emergency Medical Services, Motorcycle Safety, and Traffic Records/Roadway Safety. These priority areas correspond directly to specific problems in California.

## **Data Sources**

The National Highway Traffic Safety Association (NHTSA) defines a highway safety collision problem as “an identifiable subgroup of drivers, pedestrians, vehicles or roadways that is statistically higher in collision experience compared to normal expectations.” The fact that a subgroup is over represented in collisions may suggest there is some characteristic of the subgroup that contributes to the collisions. A contributing factor can be defined as an identifiable characteristic of drivers, pedestrians, vehicles, or roadways that are statistically higher in collision experience as compared to normal expectations.

Problem identification involves the study of relationships between collisions and the characteristics of population, licensed drivers, registered vehicles and vehicle miles. Drivers can be classified into subgroups according to age, sex, etc. Vehicles can be divided into subgroups according to year, make, body style, etc. Roads can be divided into subgroups according to number of lanes, type of surface, political subdivision, etc. Collisions can be further analyzed in terms of the time, day and month; age and sex of drivers; primary collision factor; and safety equipment usage.

Other factors also influence motor vehicle collisions and should be considered in conducting comparative analyses between jurisdictions. For example, variations in composition of population, modes of transportation and highway system, economic conditions, climate, and effective strength of law enforcement agencies can be influential. The selection of collision comparisons requires the exercise of judgment.

Isolating and identifying a contributing factor is a great advantage in the planning and selection of countermeasures. If contributing characteristics can be identified and corrected, the collision experience of the subgroup can be improved, resulting in a reduction of traffic collision fatalities and injuries.

OTS uses data sources to identify emerging problem areas as well as to verify the problems identified by the agencies that have submitted proposals for funding consideration. Traffic safety data and information are available from the following sources:

**OTS Collision Rankings** - The OTS rankings were developed so that individual cities can compare their city’s traffic safety statistics to those of other cities with similar-sized populations. In recent years, media, researchers and the public have taken an interest in the OTS Rankings via the OTS website. A variety of items are compared, including collisions and/or victims involving alcohol and several other primary collision factors, pedestrians, bicycles, motorcycles, as well as DUI arrests, age variables, and population and vehicle miles traveled factors. Cities can use these comparisons to see what areas they may have problems with and where they are doing well. The results help cities and OTS identify emerging or ongoing traffic safety problem areas which can be targeted for more in-depth analysis. OTS staff solicits proposals from agencies that have significant problems, but who have not submitted proposals to address them. City rankings are for incorporated cities only. County rankings include all roads – state, county and local – and all jurisdictions – CHP, Sheriff, Police and special districts. Additional data elements can be added to the database as needed. OTS staff is trained to use the database as an additional tool for problem identification. Staff knowledge, experience and judgment continue to be important considerations in identifying problems and selecting jurisdictions for funding.

**Fatality Analysis Reporting System (FARS)** - Contains census data of fatal traffic crashes within the 50 states, the District of Columbia and Puerto Rico. To be included in FARS, a crash must involve a motor vehicle traveling on a traffic way customarily open to the public and result in the death of a person (occupant of a vehicle or a non-occupant) within 30 days of the crash. FARS, operational since 1975, collects information on over 100 different coded data elements that characterize the crash, the vehicle, and the people involved.

**State Traffic Safety Information (STSI)** - This website provides traffic safety performance (core outcome) measures for all 50 states by using FARS data. These performance measures were developed by NHTSA and the Governors Highway Safety Association (GHSA). The website includes charts, graphs, and color coded maps that show trends, county information, and a comparison to national statistics.

**The Statewide Integrated Traffic Records System (SWITRS)** - This system provides statewide collision-related data on all types of roadways, except private roads. The California Highway Patrol (CHP) receives collision reports (Form 555) from local police agencies, in addition to collision reports from all their own area offices and maintains the statewide database.

**The Department of Motor Vehicles Driving Under the Influence Management Information System Report (DUI MIS Report)** - This report establishes and maintains a data monitoring system to evaluate the efficacy of intervention programs for persons convicted of DUI in order to provide accurate and up-to-date comprehensive statistics to enhance the ability to make informed and timely policy decisions. The report combines and cross references DUI data from CHP, Department of Justice (DOJ), and Department of Motor Vehicles (DMV) and presents them in a single reference. It also evaluates the effectiveness of court and administrative sanctions on convicted DUI offenders.

**The Transportation System Network (TSN) combined with the Traffic Accident Surveillance and Analysis System (TASAS)** - These systems provide data pertaining to state and interstate highways and include detailed data on the location of collisions and roadway descriptions. The California Department of Transportation (Caltrans) maintains this database.

**The Automated Management Information System (AMIS)** - This DMV system contains records on all registered motor vehicles and all licensed drivers within the state.

**The DUI Arrest and Conviction File** - The DOJ maintains a record of all DUI arrests made within the state, including the final disposition of each case.

**Driver's License Conviction Report** - The DMV produces a report that reflects the volume of vehicle sections violated that included a conviction.

**Census Data** - The State Department of Finance provides population estimates.

## **Participants in the Process**

OTS involves many participants in the process of developing grants and addressing traffic safety problems to help California achieve its traffic safety goals. For example, the OTS Director is an active member of the Strategic Highway Safety Plan (SHSP) Executive Steering Committee, which approves action items from 17 identified challenge area committees. The OTS Director also participates in the annual the Transportation Directors' Committee that meets to discuss high priority traffic safety issues. The outcomes of these high level meetings often results in future funding for significant problem areas.

Several OTS staff members act in a co-lead capacity on eight of the following 17 behavioral challenge area committees:

- Challenge Area 1 – Reduce Impaired Driving Related Fatalities
- Challenge Area 3 – Ensure Drivers are Licensed and Competent
- Challenge Area 4 – Increase Use of Safety Belts and Child Safety Seats
- Challenge Area 6 – Reduce Young Driver Fatalities
- Challenge Area 10 – Reduce Speeding and Aggressive Driving
- Challenge Area 12 – Improve Motorcycle Safety
- Challenge Area 16 – Improve Data Collection, Access, and Analysis
- Challenge Area 17 – Reduce Distracted Driving

The challenge area committee co-leads facilitate and lead team discussions as well as the development of recommended action items that are brought to the SHSP Executive Committee for approval. Other participants include local law enforcement agencies, emergency medical services, engineers, health educators, advocacy groups, and other interested stakeholders from governmental and private agencies. As a result of many approved action items, OTS provides funding for projects related to these action items. Additional outcomes include great collaboration of stakeholders with institutional highway safety knowledge, executive leadership driving priority issues, completion of 135 of the 152 action items, and more importantly the reduction of the overall goal to reduce the California roadway fatality rate to less than 1.0 fatality per 100 million vehicle miles traveled by 2010.

Over the past year, OTS has initiated the development of Quarterly Law Enforcement Roundtable meetings in more than 20 counties. Included in these meetings is representation from local District Attorneys' offices, Crime Lab staff, local law enforcement, CHP, and OTS. These meetings were developed for the purpose of identifying challenges and strategies related to DUI and DUID enforcement, prosecution, and training. The valuable input received from these critical stakeholders assists OTS in funding future countermeasures and strategies.

## **Selection Process**

OTS screens grantee applicants against both quantitative and qualitative criteria. The proposals are rated against several criteria including potential traffic safety impact; collision statistics and rankings; seriousness of identified problems; and performance on previous grants.

Proposals from state and local agencies are carefully evaluated and selected for maximum statewide impact. OTS identifies applicant agencies with the greatest need and likelihood for success. The OTS proposal review process ensures that funded grants meet statewide performance goals as outlined in the annual HSP. By the deadline of January 15, 2013, OTS had received 335 proposal requests for FFY 2014 funding.

In March 2013, OTS Regional Coordinators completed their analyses of these proposals and presented funding recommendations to OTS management. The Director finalized these recommendations and, on April 19, 2013, submitted an Issue Memorandum to the California State Transportation Agency (CSTA) Agency Secretary, Brian Kelly, presenting OTS' funding recommendations. On May 14, 2013 the CSTA Agency Secretary approved OTS' recommendations for funding for fiscal year 2014. OTS submitted a draft HSP to the CSTA Agency Secretary for approval on May 30, 2013. Once approved by CSTA, OTS submits the HSP to the National Highway Traffic Safety Administration (NHTSA) Region 9 Office on July 1, 2013.

OTS' goal is to process 90 percent of all new grants by October 1, 2013. OTS grant regional coordinators monitor grantee performance throughout the year through onsite assessments, onsite pre-operational reviews, quarterly performance reports, grantee performance reviews, e-mail correspondence regarding grant revisions and general operational questions, and telephone conversations and meetings to discuss programmatic and fiscal issues.

OTS is organized by regions within the state. There are ten regions with 12 Regional Coordinators assigned to 271 grants. The regional grant assignments provide OTS Regional Coordinators the ability to network with cities and encourage proposal submittals from agencies with disproportionate traffic safety problems and from those who may not have received a recent or a prior OTS grant. Another advantage of regional grant assignments is that local governmental agencies only have to contact a single OTS regional coordinator for information on various program areas. The regional concepts help build synergy within the region and is resulting in more comprehensive local grant programs. Additionally, the OTS regional grant assignments allow the regional coordinators to develop expertise in all program areas.

Because the coordinators are familiar with their region, they have helped to develop regional grants whereby one agency is the host and becomes the conduit for funding for several other agencies. This streamlines the process for all the local agencies as well as for OTS program and fiscal staff. To complement the regional assignments, OTS assigns individual coordinators to serve as program area specialists for the various program areas. Refer to page 7 for appropriate OTS Regional Coordinator and Program Area Specialist contact information. By the end of July, each OTS Regional Coordinator conducted a pre-funding assessment of each grantee new to the OTS process. At this meeting, the final negotiations of the agreement terms are conducted, deciding on the level of grantee effort required to meet the goals and objectives, and level of funding.

## **Program/Grant Development**

The process for federal fiscal year (FFY 2014) new grants selection included the following major steps:

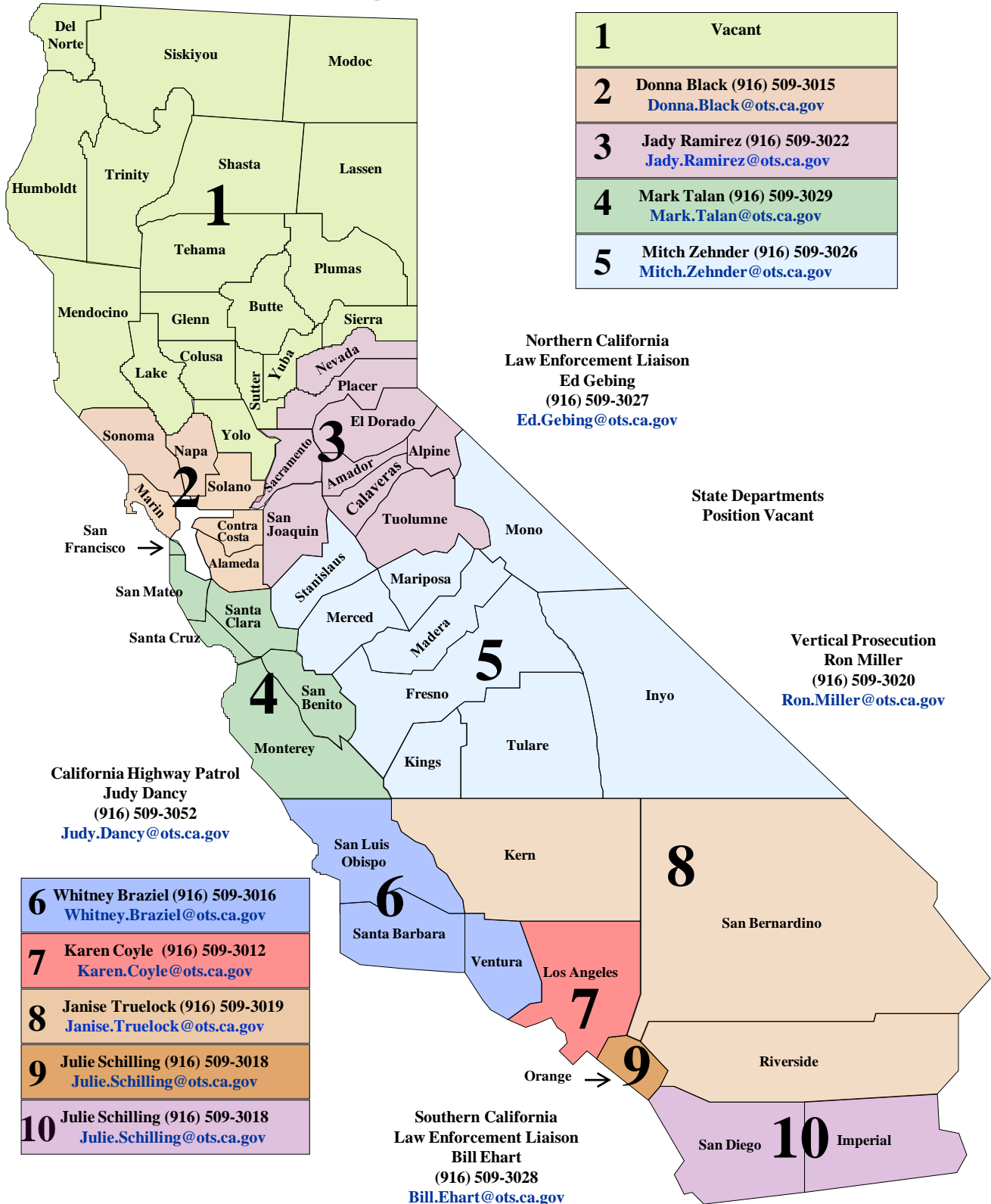
- Conduct problem identification.
- Establish goals and objectives.
- Review proposals.
- Develop funding recommendations.
- Present funding recommendations to the CSTA Agency Secretary for approval.
- Prepare HSP.

- Prepare “pre-draft” grant agreements.
- Conduct pre-funding grant assessments.
- Review draft grant agreements.
- Approve final grant agreements.
- Conduct pre-operational reviews.

The OTS grant program stresses a community-based approach giving communities the flexibility to structure highway safety programs in a way that meets their needs yet in a manner consistent with OTS’ statewide goals. Virtually all strata of society will be reached including various ethnic groups, infants, children, teens, young adults and the elderly.

OTS funded grants address federally designated traffic safety priority areas that include police traffic services, alcohol, other drugs, distracted driving, occupant protection, pedestrian and bicycle safety, emergency medical services, motorcycle safety, and traffic records and engineering. Grants funded in the police traffic services; alcohol-impaired driving, drug-impaired driving, motorcycles, occupant protection, and pedestrian/bicycle safety are measured against aggressive yet attainable goals. The remaining priority areas (emergency medical services, traffic records, traffic engineering) support traffic safety goals through improved problem identification and analysis, along with better response times to collisions.

# OTS Regions and Coordinators





## Program Area Specialists

<b>Alcohol-Impaired Driving</b>
Mark Talan -- (916) 509-3029 <a href="mailto:mark.talan@ots.ca.gov">mark.talan@ots.ca.gov</a>
<b>Distracted Driving</b>
Mitch Zehnder -- (916) 509-3026 <a href="mailto:mitch.zehnder@ots.ca.gov">mitch.zehnder@ots.ca.gov</a>
<b>Drug-Impaired Driving</b>
Julie Schilling -- (916) 509-3018 <a href="mailto:julie.schilling@ots.ca.gov">julie.schilling@ots.ca.gov</a>
<b>Emergency Medical Services</b>
Mitch Zehnder -- (916) 509-3026 <a href="mailto:mitch.zehnder@ots.ca.gov">mitch.zehnder@ots.ca.gov</a>
<b>Motorcycle Safety</b>
Ron Miller -- (916) 509-3020 <a href="mailto:ron.miller@ots.ca.gov">ron.miller@ots.ca.gov</a>
<b>Occupant Protection</b>
Donna Black -- (916) 509-3015 <a href="mailto:donna.black@ots.ca.gov">donna.black@ots.ca.gov</a>
<b>Older Drivers</b>
Judy Dancy -- (916) 509-3052 <a href="mailto:judy.dancy@ots.ca.gov">judy.dancy@ots.ca.gov</a>
<b>Pedestrian Safety/Bicycle Safety</b>
Jady Ramirez -- (916) 509-3022 <a href="mailto:Jady.ramirez@ots.ca.gov">Jady.ramirez@ots.ca.gov</a>
<b>Police Traffic Services</b>
Janise Truelock -- (916) 509-3019 <a href="mailto:janise.truelock@ots.ca.gov">janise.truelock@ots.ca.gov</a>
<b>Traffic Records/Roadway Safety</b>
Judy Dancy -- (916) 509-3052 <a href="mailto:Judy.dancy@ots.ca.gov">Judy.dancy@ots.ca.gov</a>



**PERFORMANCE PLAN  
AND HIGHWAY SAFETY STRATEGIES**



## **PERFORMANCE PLAN AND HIGHWAY SAFETY STRATEGIES**

### **Overall Program Goal**

In 2009, along with the Governors Highway Safety Association, California adopted the new goal of “Toward zero deaths, every 1 counts.” We believe that saving lives on California roadways calls for more than just a reduction of fatalities. Our vision is to eliminate traffic fatalities altogether.

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

### **Process for Developing Goals**

The goals identified in this report were determined in concert with the problem identification process. The goals were established for the various program priority areas (e.g., Alcohol-Impaired Driving, Drug-Impaired Driving, Police Traffic Services, Occupant Protection, etc.); the specific thresholds and target dates were set based on past trends and our experience in California.

HSP goals are accompanied by appropriate performance measures and a description of the data sources used. Performance measures include one or more of the following:

- Absolute numbers (e.g., the number of persons killed or injured in alcohol-impaired collisions).
- Percentages (e.g., the number of alcohol-involved collisions as a percent of total number of collisions).
- Rates (e.g., alcohol-impaired driving fatality rate - fatalities per 100 million vehicle miles traveled).

Graphs and charts are used to present historical trends and goals. For the most part, three year moving averages were utilized in setting goal base periods. This was supplemented by the judgment of OTS staff and management.

This HSP includes SHSP action items that are OTS’s responsibility and are included in the appropriate “Countermeasures and Strategies” section. Beginning in the 2014 HSP, the statewide goals will be identical to the new SHSP goals as mandated by MAP-21.

## Traffic Safety Performance Measures

Core performance measures were developed by the National Highway Traffic Safety Administration in collaboration with the Governors Highway Safety Association as outlined in “Traffic Safety Performance Measures for States and Federal Agencies” (DOT HS 811 025). Mandated by MAP-21, California prepared goal statements, graphs, and justifications on the required performance measures, and tracked an additional 76 statewide data points in the 2014 HSP.

<b>Core Outcome and Behavioral Measures</b>						
		<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2014 Goal</b>
<b>C-1</b>	Traffic Fatalities (FARS)	3,434	3,090	2,702	2,791	2,833
	<i>3-Year Moving Average</i>	<i>3,890</i>	<i>3,506</i>	<i>3,075</i>	<i>2,861</i>	
<b>C-2</b>	Serious Traffic Injuries (SWITRS)	11,943	10,931	10,369	Not Available	10,749
	<i>3-Year Moving Average</i>	<i>12,722</i>	<i>12,002</i>	<i>11,081</i>	<i>Not Available</i>	
<b>C-3</b>	Fatalities/VMT (FARS/FHWA)	1.05	0.95	0.84	0.87	0.89
	<i>3-Year Moving Average</i>	<i>1.18</i>	<i>1.07</i>	<i>0.95</i>	<i>0.89</i>	
<b>C-4</b>	Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions (FARS)	702	639	483	523	538
	<i>3-Year Moving Average</i>	<i>827</i>	<i>733</i>	<i>608</i>	<i>548</i>	
<b>C-5</b>	Alcohol-Impaired Driving Fatalities (all fatalities involving a driver or a motorcycle operator with a BAC of .08 or greater) (FARS)	1,025	924	774	774	792
	<i>3-Year Moving Average</i>	<i>1,256</i>	<i>1,140</i>	<i>908</i>	<i>824</i>	
<b>C-6</b>	Speeding-Related Fatalities (FARS)	1,141	1,089	925	890	930
	<i>3-Year Moving Average</i>	<i>1,339</i>	<i>1,234</i>	<i>1,052</i>	<i>968</i>	
<b>C-7</b>	Motorcyclist Fatalities (FARS)	560	394	352	414	381
	<i>3-Year Moving Average</i>	<i>528</i>	<i>491</i>	<i>435</i>	<i>387</i>	
<b>C-8</b>	Unhelmeted Motorcyclist Fatalities (FARS)	68	46	25	26	29
	<i>3-Year Moving Average</i>	<i>68</i>	<i>61</i>	<i>46</i>	<i>32</i>	
<b>C-9</b>	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	527	431	336	321	345
	<i>3-Year Moving Average</i>	<i>621</i>	<i>522</i>	<i>431</i>	<i>363</i>	
<b>C-10</b>	Pedestrian Fatalities (FARS)	620	567	601	625	587
	<i>3-Year Moving Average</i>	<i>663</i>	<i>612</i>	<i>596</i>	<i>598</i>	
		<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
<b>B-1</b>	Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)	95.3%	96.2%	96.6%	95.5%	97.1%
	<i>3-Year Moving Average</i>	<i>95.2%</i>	<i>95.7%</i>	<i>96.0%</i>	<i>96.1%</i>	

### **2014 California Traffic Safety Survey**

All states are required to report its annual statewide survey that tracks driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. In July 2014, through an OTS grant, the University of California, Berkeley, Safe Transportation Research and Education Center will contract 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 will also inquire about knowledge of public awareness campaigns, such as “Report Drunk Drivers – Call 911” and sobriety checkpoint programs.

Intercept interviews (approximately five minutes) will be conducted of approximately 1,600 drivers at 60 gas stations in 15 counties throughout California. The geographical distribution of the counties and the number of surveys conducted at each location will be determined in a manner that will result in a sample population representative of California’s driving population distribution throughout the state. The surveys also will be representative of the age and gender distribution of California drivers. The following are anticipated questions:

- In your opinion, what are the biggest safety problems on California roadways?
- In your opinion, what is the MOST serious distraction for drivers?
- How often in the past 30 days have you talked on a hand-held cell phone while driving?
- How often in the past 30 days have you talked on a hands-free cell phone while driving?
- How often in the past 30 days have you texted or e-mailed while driving?
- Do you believe using a ‘hands-free’ cell phone is safer than a hand-held phone while driving?
- Do you talk less, more or the same amount on your cell phone because of the ‘hands-free’ law?
- Have you EVER made a driving mistake while talking on a cell phone? (For example; missed a turn, driving too slowly or trailing too close.)
- Have you ever been hit or nearly hit by a driver who was talking or texting on a cell phone?
- Do you believe that either men or women use cell phones or text more often while driving?
- Do you recall hearing or seeing “Report Drunk Drivers – Call 911” in the past six months?
- Do you think the “Report Drunk Drivers – Call 911” program has helped police make more DUI arrests?
- In your opinion – is the “Report Drunk Drivers – Call 911” program resulting in fewer drunk drivers on the roadways?
- Since seeing or hearing “Report Drunk Drivers – Call 911” are you less likely to drive after drinking too much?
- In the past six months, have you seen or heard anything about police setting up sobriety/DUI checkpoints to catch drunk drivers?
- Do you support the use of sobriety/DUI checkpoints?
- In the past 30 days, did you drive when you thought you had too much alcohol to drive safely?
- How serious of a problem is driving under the influence of drugs: legal and illegal?
- 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?
- In your opinion, should the penalty for driving under the influence of drugs be more serious, less serious or the same as the penalty for drinking and driving?
- How often do you wear a seatbelt?
- Do you recall hearing or seeing “Click it or Ticket” in the past six months?
- Do you think the chances of being stopped for not wearing a seatbelt have changed because of it the “Click it or Ticket” campaign?
- Are you aware of the law requiring drivers to move over safely or slow down when approaching stationary vehicles that display flashing lights, like police, Caltrans, or tow trucks?

<b>Activity Measures</b>		<b>Federal Fiscal Year (Oct. 1, 2012 - Sept. 30, 2013)</b>
A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities		<b>Data will be collected and reported in the 2014 Annual Performance Report</b>
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities		
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities		

<b>Calendar Years</b>					
<b>Additional Activity Measures</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Statewide DUI Arrests*	214,811	208,531	195,879	180,212	Not Available
Statewide DUI Conviction Rate**	79%	77%	Available January 2014	Available January 2015	Available January 2016
Statewide Seat Belt Violation Convictions***	392,724	336,785	238,761	260,026	259,888
Statewide Child Restraint Violation Convictions***	16,118	15,085	13,411	11,791	9,555
Statewide Speeding Convictions	1,868,360	1,868,202	1,734,258	1,613,877	1,477,208
Hand-held Cell Phone Convictions	N/A	301,833	361,260	460,487	425,041
Texting Convictions	N/A	2,845	7,924	14,886	21,059
Hand-held Device by Someone Under Age 18	N/A	1,228	904	732	114

<b>Calendar Years</b>				
<b>Additional Outcome Measures</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Rural Fatalities/VMT (FARS/FHWA)	2.26	2.27	2	Not Available
Urban Fatalities/VMT (FARS/FHWA)	0.79	0.66	0.59	Not Available
Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled (SWITRS))	1.05	0.95	0.84	Not Available
Motor Vehicle Fatalities, Age 16 -19 (FARS)	290	258	181	187
Male	203	167	124	123
Female	87	91	57	64



Calendar Years				
Additional Outcome Measures	2008	2009	2010	2011
Motor Vehicle Driver Fatalities, Age 16-19 (FARS)	154	94	75	77
Male	119	71	54	54
Female	35	23	21	23
Fatality Rate Per 100,000 Population (FARS)	9.38	8.36	7.28	7.40
Total Motor Vehicle Injuries (SWITRS)	241,873	232,777	227,510	Not Available
Motor Vehicle Injuries, Age 16 -19 (SWITRS)	25,307	23,577	22,172	Not Available
Hit-and-Run Fatal Collisions (FARS)	271	206	234	234
Hit-and-Run Injury Collisions (SWITRS)	16,930	15,439	14,548	Not Available
Hit-and-Run Fatalities (FARS)	299	218	251	242
Hit-and-Run Injuries (SWITRS)	22,627	21,069	18,789	Not Available
Fatal Collisions between 2100-0300 (FARS)	904	755	682	714
Injury Collisions between 2100-0300 (SWITRS)	22,635	21,074	20,287	Not Available
Motor Vehicle Fatalities between 2100-0300 (FARS)	990	841	748	790
Motor Vehicle Injuries between 2100-0300 (SWITRS)	33,169	31,028	29,731	Not Available

Calendar Years				
Alcohol-Impaired Driving	2008	2009	2010	2011
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- California	0.31	0.28	0.31	0.24
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- National	0.39	0.36	0.39	0.34
Percent of Alcohol-Impaired Driving Fatalities	30%	30%	28%	28%
Driver Fatalities Age 16 -19 with BAC=.08+ (FARS)	33	29	18	16
Male	27	21	15	12
Female	6	7	3	5
Alcohol-Related Fatalities (at least one driver or nonoccupant had a BAC of .01 or greater) (FARS)	1,425	1,301	1,123	1,112
Alcohol-Related Injuries (SWITRS)	28,463	26,058	24,080	Not Available
Alcohol Related Injuries Age 16 -19 (SWITRS)	2,961	2,649	2,439	Not Available

Calendar Years				
Alcohol-Impaired Driving	2008	2009	2010	2011
Driver Fatalities Age 16-19 with BAC=.01+ (FARS)	41	34	23	19
Male	34	27	19	15
Female	7	7	4	5
Driver Fatalities Age 20-25 with BAC=.01+ (FARS)	166	159	126	139
Male	146	133	104	112
Female	20	26	22	27

Calendar Years					
Bicycles	2008	2009	2010	2011	2014 Goal
Bicyclist Fatalities (FARS)	109	99	100	114	98
<i>3-Year Moving Average</i>	<i>120</i>	<i>106</i>	<i>103</i>	<i>104</i>	
Bicyclist Injuries (SWITRS)	11,760	12,043	12,553	Not Available	
Bicyclist Fatalities Under Age 15 (FARS)	15	10	4	12	
Bicyclist Injuries Under Age 15 (SWITRS)	1,993	1,915	1,731	Not Available	
Unhelmeted Bicyclist Fatalities (FARS)	102	98	100	114	

Calendar Years			
Distracted Driving	2011	2012	2013
Cell Phone and Texting Survey	7.3%	10.8%	7.8%

Calendar Years				
Drug-Impaired Driving	2008	2009	2010	2011
Drivers Killed, Tested Positive for Drugs	26%	28%	30%	30%

Calendar Years				
Motorcycles	2008	2009	2010	2011
Total Motorcycle Registrations (DMV)	824,244	809,129	808,634	818,650
Motorcyclist Fatalities per 100,000 Motorcycle Registrations (FARS, DMV)	68	49	44	51
Motorcyclist Injuries (SWITRS)	11,764	10,479	9,911	Not Available
Percent of Known Helmeted Motorcyclist Fatalities (FARS)	88%	88%	93%	94%
Percent of Improperly Licensed Motorcycle Operator Fatalities (FARS)	37%	32%	33%	35%
Motorcycle Rider (Operator) Fatalities with BAC =.08+ (FARS)	143	89	89	86
Motorcycle Rider (Operator) Fatalities (FARS)	537	385	341	386
Percent of Motorcycle Rider (Operator) Fatalities with BAC=.08+ (FARS)	27%	23%	26%	22%
Percent of Motorcyclists At-Fault in Fatal Motorcycle Collisions (SWITRS)	70%	69%	70%	Not Available
Percent of Motorcyclists At-Fault in Injury Motorcycle Collisions (SWITRS)	58%	34%	57%	Not Available

Calendar Years				
Motorcycles	2008	2009	2010	2011
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and Speed was Primary Collision Factor (SWITRS)	28%	27%	24%	Not Available
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and DUI was Primary Collision Factor (SWITRS)	18%	16%	15%	Not Available

Calendar Years					
Occupant Protection	2008	2009	2010	2011	2012
Percent of Known Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	38%	36%	33%	36%	
Teen Driver Seat Belt Use Rate (Statewide Observational Survey)	89.6%	91.1%	94%	N/A	96.1%
Percent of Unrestrained Passenger Vehicle Occupant Fatalities Age 16 -19 (FARS)	40%	47%	41%	34%	
Child Safety Seat Use Rate (Statewide Observational Survey)	94.4%	90.9%	95.0%	N/A	
Passenger Vehicle Occupant Fatalities Age 0-8 (FARS)	42	65	30	26	
Vehicle Occupant Injuries Age 0-8 (SWITRS)	5,279	5,280	5,234	Not Available	
Passenger Vehicle Occupant Fatalities Age 4 and Under (FARS)	25	34	14	14	

Calendar Years				
Pedestrians	2008	2009	2010	2011
Pedestrian Injuries (SWITRS)	13,405	13,083	12,558	Not Available
Pedestrian Fatalities Under Age 15 (FARS)	43	31	25	29
Pedestrian Injuries Under Age 15 (SWITRS)	2,777	2,649	2,237	Not Available
Pedestrian Fatalities Age 65 and Older (FARS)	123	145	150	151
Pedestrian Injuries Age 65 and Older (SWITRS)	1,320	1,356	1,219	Not Available

Calendar Years				
Speeding and Aggressive Driving	2008	2009	2010	2011
Speeding Related Injuries (SWITRS)	70,560	69,817	71,231	Not Available

\*Department of Justice

\*\*DMV 2012 Annual Report of the California DUI Management Information System

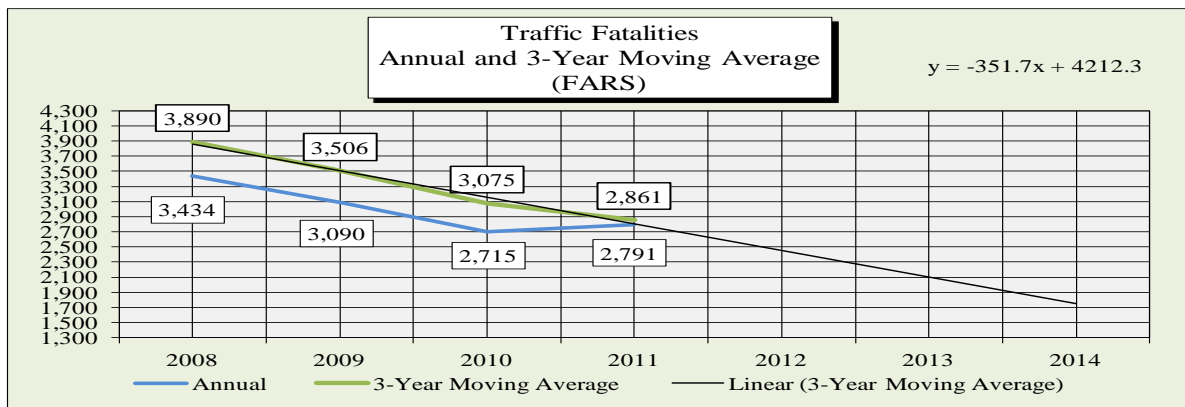
\*\*\*DMV DL Conviction Report -- Each year, the DUI conviction totals are updated to include the amended and new abstracts for current and previous years. Thus, for the most recent years, these figures will underestimate the final conviction totals.

## PERFORMANCE GOALS

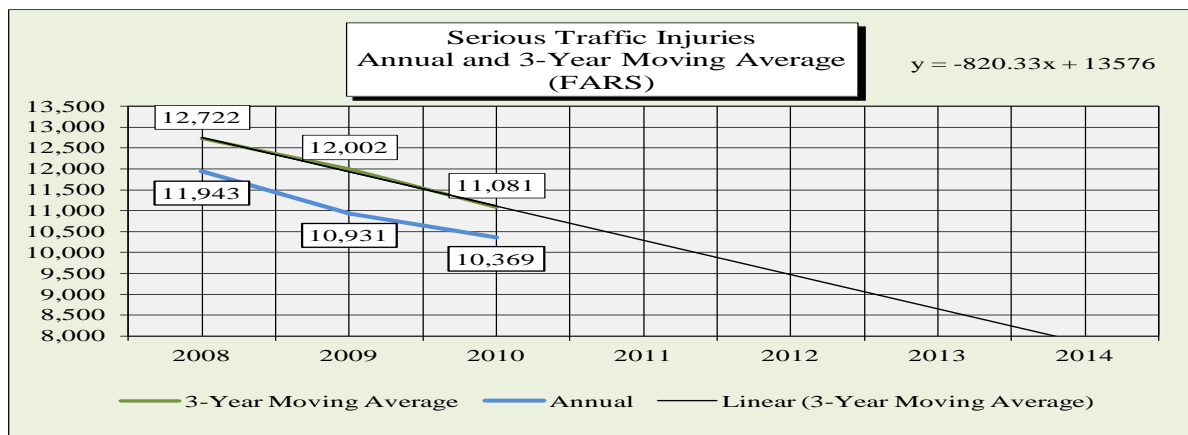
### Traffic Victims

#### Core Outcome Measures

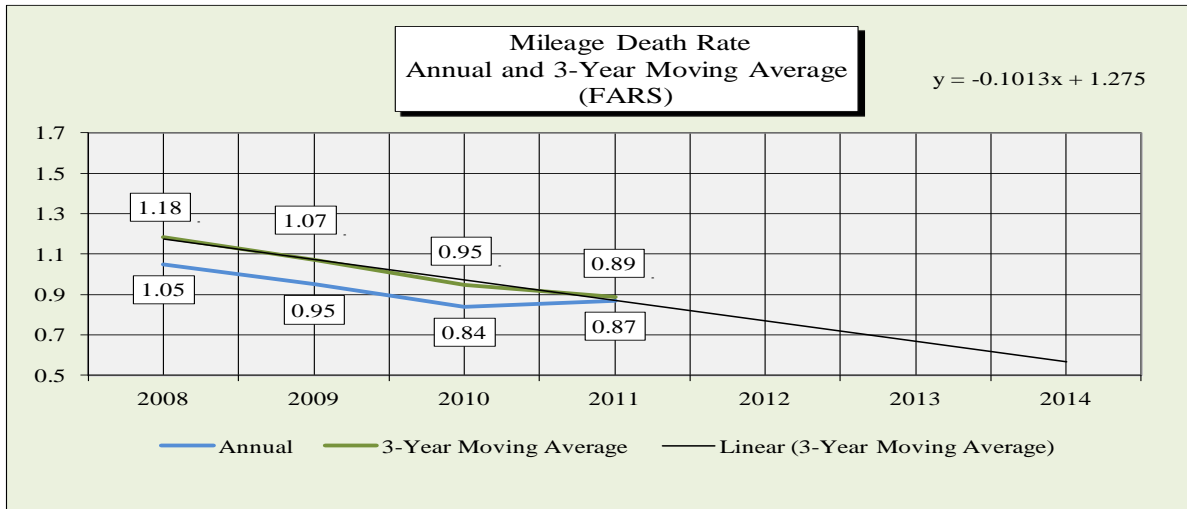
- Goal - To decrease traffic fatalities 1 percent from the 2009-2011 moving average of 2,861 to 2,833 by December 31, 2014.
- Justification - The linear trend line predicts 2014 fatalities to be 1,750 and while the trend line shows historical data, the 2014 estimate is highly unlikely. Between 2010 and 2011, fatalities increased 3 percent and are forecasted to increase another 3.5 percent in 2012. Therefore, the goal is set to decrease fatalities by 1 percent. Although this is a small decrease, funded programs should mitigate increases correlated with VMT.



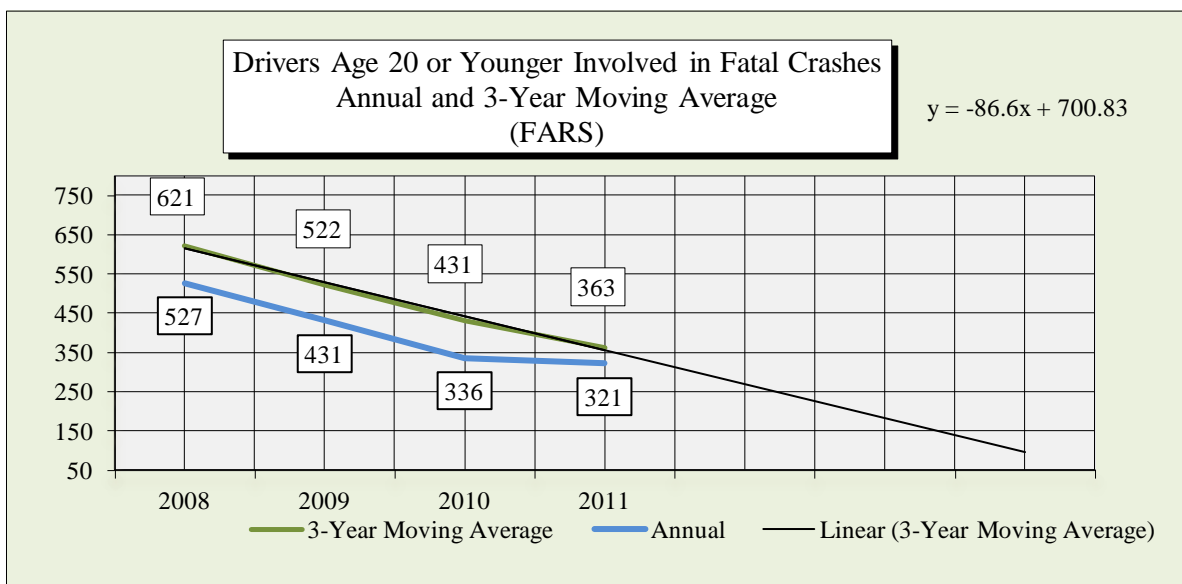
- Goal - To decrease serious traffic injuries 3 percent from the 2008-2010 moving average of 11,081 to 10,749 by December 31, 2014.
- Justification - The linear trend line predicts 2014 serious traffic injuries to be 7,833. Data is not yet available for 2011; however, between 2009 and 2010, serious traffic injuries decreased 6 percent. Because preliminary fatality data indicates an increase, it is likely that serious traffic injuries will also increase. Therefore, the 2014 linear trend line estimate is highly unlikely. More realistically, serious traffic injuries will probably increase slightly in the next few years, which is why the goal is set at 10,749.



- Goal - To maintain fatalities/VMT from the 2009-2011 moving average of 0.89 by December 31, 2014.
- Justification – Reducing the Mileage Death Rate will be problematic for several reasons. Traffic fatalities were up 3 percent in 2011 and projected to increase an additional 3.5 percent in 2012. At the same time, vehicle miles traveled through 2011 has remained relatively flat for the past three years. However, to use an improved economy and increased employment as a proxy, one would expect traffic deaths to continue increasing beyond 2012. Therefore, it is prudent and reasonable to seek a goal to maintain California’s Mileage Death Rate of 0.89.



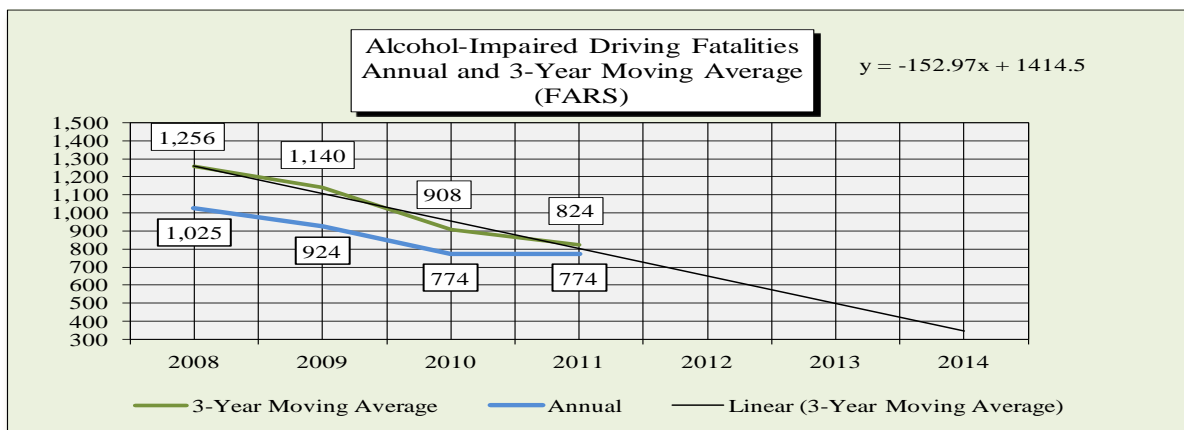
- Goal - To decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2009-2011 moving average of 363 to 345 by December 31, 2014.
- Justification - The linear trend line predicts 2014 drivers age 20 or younger involved in fatal crashes to be 94. Between 2010 and 2011, these crashes decreased 5 percent. Even with considerable educational funding aimed at this age group, it is unreasonable to predict that these crashes will decrease that dramatically. A more realistic goal would be 345.



## ALCOHOL-IMPAIRED DRIVING

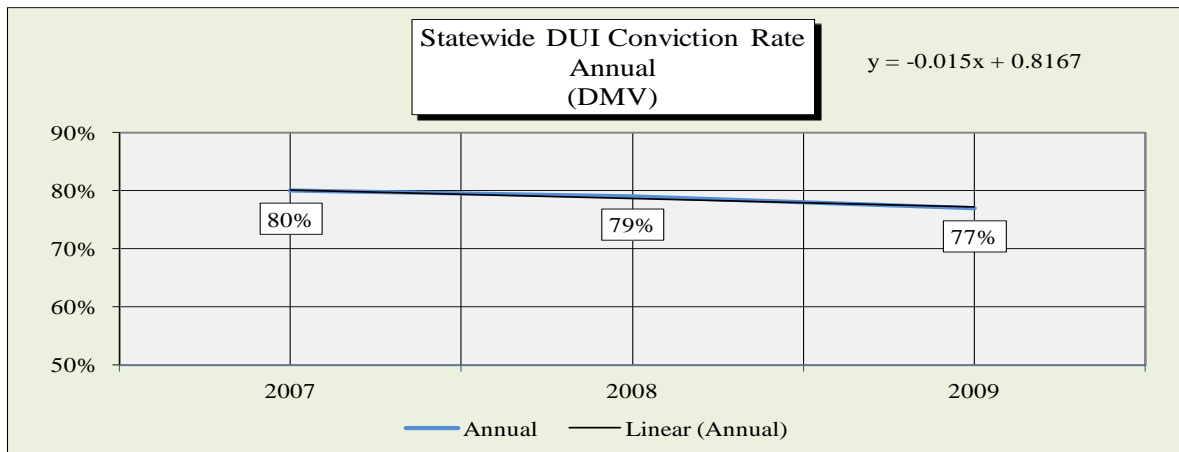
### Core Outcome Measure

- To decrease alcohol-impaired driving fatalities 4 percent from the 2009–2011 moving average of 824 to 792 by December 31, 2014.
- Justification – The linear trend line predicts 2014 alcohol-impaired driving fatalities to be 343 and while the trend line shows historical data, the 2014 estimate is highly unlikely. Between 2009 and 2010, these fatalities decreased 16.3 percent. During 2010 and 2011, these fatalities remained unchanged and decreased to their lowest levels ever. A reasonable goal for this performance measure is set at 792.



### Statewide Goal

- To increase the statewide DUI conviction rate 2 percentage points from the 2007–2009 calendar base year average of 78 percent to 80 percent by December 31, 2014.
- Justification – DUI conviction rates are not finalized annually in order to allow the courts to report convictions to DMV. The goal of funding county vertical prosecution grants is ultimately to increase the statewide DUI conviction rate. Funding Traffic Safety Resource Prosecutors to provide training to new prosecutors as well as law enforcement is likely to show improvement over the years. An optimistic goal is set at 80 percent.



### **Funded Grant Goals**

- To reduce the number of persons killed in alcohol-involved collisions 5 percent by September 30, 2014.
- To reduce the number of persons injured in alcohol-involved collisions 6 percent by September 30, 2014.
- To reduce hit-and-run fatal collisions 5 percent by September 30, 2014.
- To reduce hit-and-run injury collisions 5 percent by September 30, 2014.
- To reduce nighttime (2100 - 0259 hours) fatal collisions 5 percent by September 30, 2014.
- To reduce nighttime (2100 - 0259 hours) injury collisions 5 percent by September 30, 2014.
- To reduce Had Been Drinking (HBD) drivers under age 21 in fatal and injury collisions 5 percent by September 30, 2014.
- To reduce the number of motorcyclists killed in alcohol-involved collisions 5 percent by September 30, 2014.
- To reduce the number of motorcyclists injured in alcohol-involved collisions 5 percent by September 30, 2014.

### **Countermeasures and Strategies**

- Increase frequency, consistency, and publicity of sobriety checkpoint operations by law enforcement agencies in regions with the highest fatality rates. (SHSP Action 1.1)
- Fund a comprehensive statewide “Sobriety Checkpoint” program to include CHP and local law enforcement agencies to conduct checkpoints during the “Drive Sober or Get Pulled Over” mobilization periods in December 13, 2013 – January 1, 2014, and August 15 – September 2, 2014. To promote sustained enforcement, CHP 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. The 2014 Annual Evaluation Report will report the degree to which the sustained enforcement strategy was carried out and the results of the enforcement operations. (SHSP Action 1.1)
- Encourage and increase statewide crime laboratory support and distribution of portable evidential breath testing devices to allow for increased use by law enforcement personnel. (SHSP Action 1.2)
- Fund the Statewide Traffic Safety Resource Prosecutor (TSRP) program which includes one program director and four regional DUI prosecutors. This program will provide specialized DUI prosecution training and monitoring, technical support to counties with DUI vertical prosecution programs, and litigation support in complex DUI or vehicular homicide trials. (SHSP Action 1.3)
- Coordinate with the California District Attorneys Association, a Drug-Impaired Driving Seminar in the spring of 2014, 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)

- Promote implementation of vertical prosecution of DUI offenders. (SHSP Action 1.4)
- Expand DUI vertical prosecution program from twenty to twenty-two counties. (SHSP Action 1.4)
- Institute programs that provide intense monitoring of “worst-of-the-worst” repeat DUI offenders. (SHSP Action 1.5)
- Develop a uniform and consistent system for hospital staff to notify law enforcement upon the arrival of a person who has been involved in a traffic collision in which alcohol may have been involved. (SHSP Action 1.6)
- Increase DUI conviction rates by surveying counties with disproportionately low DUI conviction rates to determine corrective action needed to improve conviction rates. (SHSP Action 1.7)
- Increase by 15 percent the number of law enforcement officers who are trained and certified as Drug Recognition Evaluator (DRE) officers. (SHSP Action 1.8)
- Fund the Department of Alcoholic Beverage Control to award local law enforcement agencies mini-grants to conduct underage drinking prevention and enforcement activities including Minor Decoy and Shoulder Tap operations. (SHSP Action 1.11)
- Increase publicity of the DUI Management Information System annual report to law enforcement, alcohol program providers, and the courts. (SHSP Action 1.17)
- Develop and implement targeted communication and court training to improve compliance with mandated court sentencing provisions and abstract reporting for DUI. (SHSP Action 1.18)
- Expand the implementation of young driver programs such as: Start Smart, Right Turn, Teen Smart, Every 15 Minutes, Friday Night Live, Sober Graduation, and Target Responsibility for Alcohol Connected Emergencies (TRACE), and encourage development of new programs. (SHSP Action 6.5)
- Fund and mandate a newly developed Police Officer Standards Training (POST) certified DUI Checkpoints – Planning and Management course designed to help law enforcement prepare, execute, and supervise a successful DUI checkpoint.
- Continue and enhance a “peer-to-peer” program, Teens in the Driver Seat.
- Fund local agencies to implement proven educational programs to middle and high school students that may include Real DUI Trials, Real DUI Sentencing, and multi-media presentations. These innovative programs bring to school auditoriums actual DUI court trials and the sentencing of actual convicted DUI offenders to increase awareness about the consequences of drinking and driving. (SHSP Action 6.5)
- Promote the “Report Drunk Drivers – Call 911” and “Drive Sober or Get Pulled Over” Campaigns.
- Fund alcohol wet lab and field certification training for POST DRE Academies.
- Fund “corridor DUI programs” that select corridors based on data showing disproportionate numbers of DUI collisions and convening task forces to implement identified solutions.
- Fund statewide NHTSA-certified Standardized Field Sobriety Testing (SFST) training to traffic and patrol officers.
- Fund DUI education efforts in college campus communities.

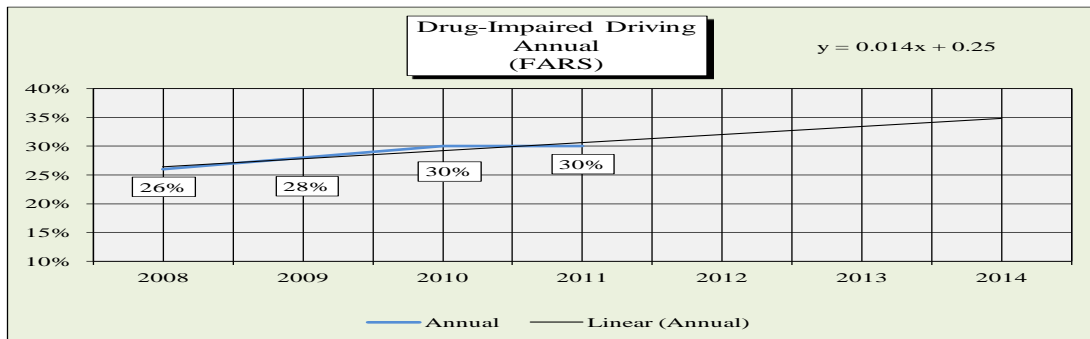


- Fund comprehensive community alcohol programs that include enforcement, public education, community organization, and judicial liaison and training.
- Fund community based DUI prevention and education efforts including booths, crashed-car exhibits and multi-media presentations at schools and community events, and the expansion of victim impact panels and law enforcement recognition programs.
- Expand “Avoid DUI campaigns” (regional, multi-agency high visibility enforcement) to involve more allied agencies and college campuses during the NHTSA Winter and Summer Mobilizations from mid-August through Labor Day and mid-December through New Year’s Day. Operations also will be deployed on Memorial Day and Independence Day weekends, Halloween, Super Bowl Sunday, St. Patrick’s Day, Cinco de Mayo, and during local special events with identified DUI problems.
- Expand multi-agency Avoid DUI media campaigns as a coordinated effort with regional sobriety checkpoints, task force operations, warrant/probation operations and local saturation patrols, along with court stings against drivers with suspended driver licenses, to bring about the awareness of the dangers of drunk driving.
- Expand the multi-agency Avoid DUI campaigns to increase training for officers participating in enforcement efforts and conduct officer recognition programs in coordination with Mothers Against Drunk Driving (MADD).
- Fund training and technical assistance to schools, colleges, and community groups statewide to assist in the development of youth-driven anti-DUI campaigns.
- To conduct highly publicized motorcycle safety DUI Saturation Patrol(s) in areas or during events with motorcycle incidents or collisions resulting from DUI drivers/motorcyclists.

## DRUG-IMPAIRED DRIVING

### Statewide Goal

- To decrease the number of California drivers killed in crashes and tested positive for drug involvement 2 percentage points from the 2009–2011 calendar base year average of 29 percent to 27 percent by December 30, 2014.
- Justification - For the past two years, California has placed an added emphasis on detecting and apprehending drivers under the influence of drugs. As such, it may be that more drivers killed in crashes will test positive for drugs. Initiatives undertaken include, stepped up drug detection training for law enforcement, additional special prosecutors dedicated to the vertical prosecution of drug-impaired drivers, and state-of-the-art drug testing equipment for laboratories. In addition, beginning January 1, 2014, the California Vehicle Code will have separate and distinct sections for DUI, DUID, and DUI/DUID combination arrests. California is hopeful that by 2014, the percentage of drivers killed in crashes testing positive for drugs will reach 28 percent. This goal may be difficult in that traffic fatalities were up 3 percent in 2011 and projected to increase an additional 3.5 percent in 2012.



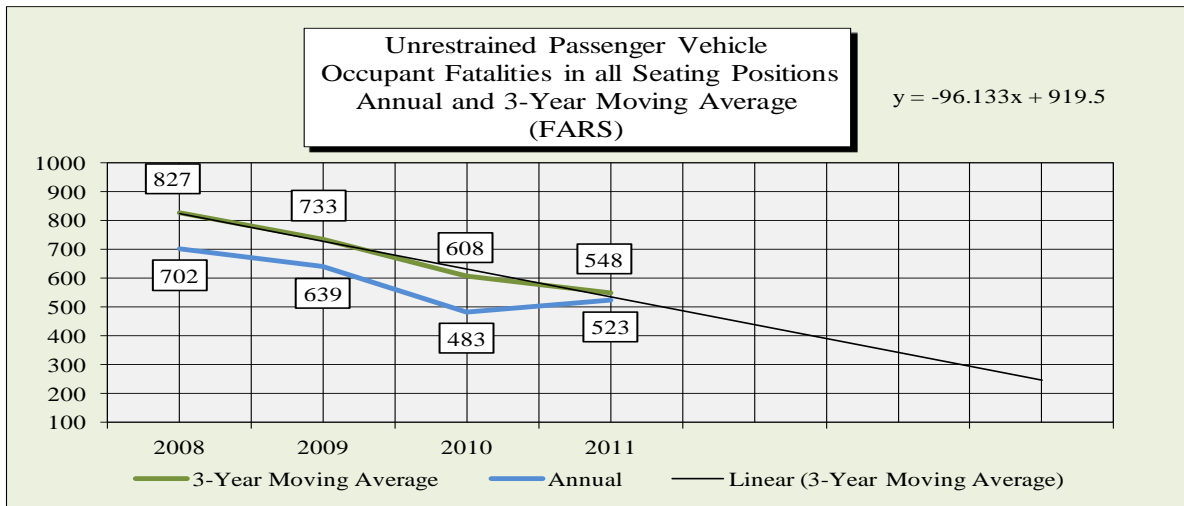
### Countermeasures and Strategies

- Fund the training of DRE instructors as DITEP instructors (Drug-Impairment Training for Education Professionals) who, in turn, train educational professionals on drug impairment recognition. (SHSP Action 1.8)
- Increase the number of officers trained in the Advanced Roadside Impaired Driving Enforcement (ARIDE) program. (SHSP Action 1.20)
- Increase the number of certified DRE's statewide, and recertify DRE's as necessary.
- Fund alcohol wet lab and field certification training for POST DRE Academies.
- Fund a minimum of 15 basic SFST classes, training at least 200 law enforcement personnel, and a minimum of two SFST instructor classes, training at least 30 law enforcement personnel.
- Fund a minimum of six initial DRE classes, training at least 210 law enforcement personnel, and a minimum of two DRE instructor classes, training at least 30 law enforcement personnel.
- Fund a minimum of 30 ARIDE classes, training at least 550 law enforcement personnel.
- Partner with NHTSA and four local counties (Los Angeles, Orange, Sacramento, and Kern) to pilot test oral fluid collection equipment for drug impairment. The project will test for accuracy of the equipment via confirmation oral fluid and blood sample testing through an independent laboratory.

## OCCUPANT PROTECTION

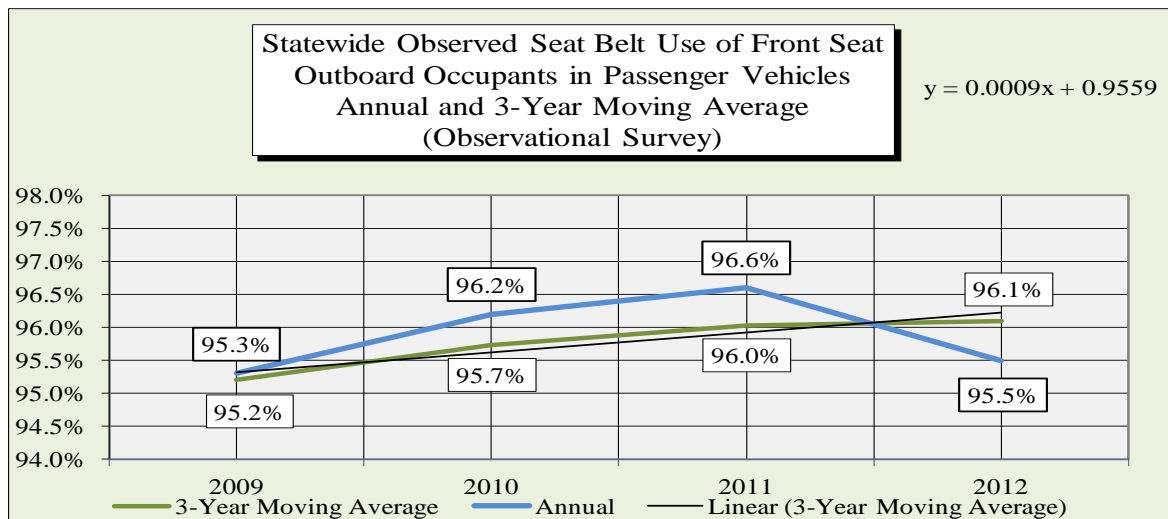
### Core Outcome Measure

- To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 2 percent from the 2009–2011 moving average of 548 to 538 by December 31, 2014.
- Justification – The linear trend line predicts 2014 unrestrained passenger vehicle occupant fatalities in all seating positions to be 246 and while the trend line shows historical data, the 2014 estimate is highly unlikely. Between 2010 and 2011, these fatalities increased 7 percent, which was an unpredicted increase. A conservative goal is set at 538.



### Core Behavior Measure

- To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1 percentage point from the 2010-2012 moving average usage rate of 96.1 percent to 97.1 percent by December 31, 2014.
- Justification – Between 2009 and 2011, the statewide seat belt use increased 1.3 percentage points while between 2011 and 2012, it decreased 1.1 percentage points. Realistically, it is difficult for any state to increase their observational seat belt rate more than 95 percent; however, California’s goal is set at 97.1 percent.



## **Funded Grant Goals**

- To increase seat belt compliance 5 percentage points by September 30, 2014.
- To increase child safety seat usage 6 percentage points by September 30, 2014.
- To reduce the number of vehicle occupants killed and injured under the age of eight by 10 percent by September 30, 2014.

## **Countermeasures and Strategies**

### **Occupant Protection – General**

- Increase occupant restraint enforcement operations and include information on correct usage as well as publicity to raise public awareness of the law and its enforcement. (SHSP Action 4.2)
- Develop occupant protection educational programs among multicultural and diverse ethnic populations.
- Conduct spring and summer statewide surveys of seat belt usage rate of front-seat occupants and infant/toddlers in any vehicle position.
- Urge the media to report occupant restraint usage as a part of every collision.
- Encourage participation in statewide and national Public Information and Education campaigns and join with NHTSA to conduct the “Click It or Ticket” and National Child Passenger Safety Awareness Week.

### **Seat Belt Safety**

- Illuminate the “Click it or Ticket” message during the NHTSA mobilization on approximately 325 fixed freeway changeable message signs.
- Encourage law enforcement agencies to participate in the Click it or Ticket campaign.

### **Child Passenger Safety**

- Educate parents, caregivers, law enforcement, emergency services personnel, health care providers on the child safety seat, booster seat, and back seat law including seating positions for children in air bag equipped vehicles, and raise the awareness of vehicle/child safety seat compatibility. (SHSP Action 4.2)
- Work closely with community-based organizations to promote correct child safety use at both the neighborhood and community levels, including low income, culturally diverse, foster families and child protective service workers. (SHSP Action 4.2)
- Continue to promote child safety seat “checkups” to educate parents and caregivers on correct child safety seat usage. (SHSP Action 4.2)
- Provide ongoing occupant protection program and epidemiological technical assistance. (SHSP Action 4.2)

- Establish new child safety seat “fitting stations” to ensure proper installation and instructions of occupant restraints in vehicles. (SHSP Action 4.9)
- Develop a program that increases the accuracy of California child passenger safety (CPS) occupant protection misuse data. (SHSP Action 4.10)
- Increase the number of new CPS Violator Education Programs. (SHSP Action 4.12)
- Using Section 2011 funds, OTS will promote California’s new booster seat safety law which went into effect on January 1, 2012, and requires children under age eight (there are exceptions for those 4’9” but younger than eight) to ride in a safety seat or booster, in the back seat of a motor vehicle.
- Continue the NHTSA’s standardized CPS Technician and Instructor Training Programs, and renewal and update refresher classes.
- Continue building the capacity of the 61 local health departments' SB 1073 (Chapter 1223, Statutes of 1991) programs to work effectively with the local courts, law enforcement, referral agencies, home and day care providers, preschools, hospital and clinic providers, schools, private industry, media, and community agencies.
- Provide technical and programmatic teleconferences for CPS Instructors and Technicians.
- Provide CPS educational resources to law enforcement agencies.
- Provide a toll-free CPS Helpline in English and Spanish.

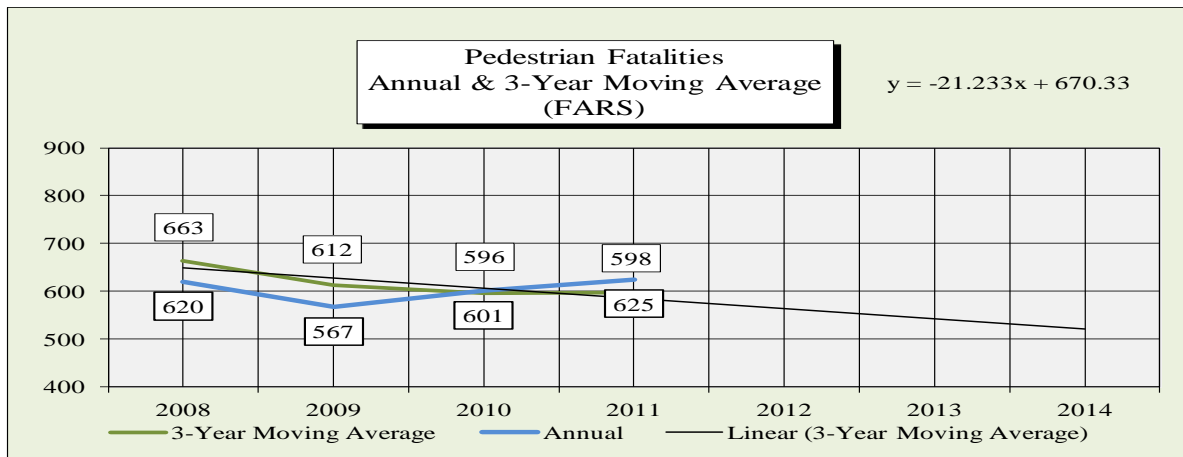
**Other Drivers:**

- Establish a Senior Driver Traffic Safety Program providing classroom education, alternative transportation resources/referrals and evaluations to older drivers. (SHSP Action 9.1)
- Provide training to law enforcement, health professionals, and students in San Diego County of older driver sensitivities and impairments.
- Provide education and public awareness of railroad highway grade crossings and rights-of-way.

## PEDESTRIAN SAFETY

### Core Outcome Measure

- To reduce pedestrian fatalities 2 percent from the 2009–2011 calendar base year average of 598 to 587 by December 31, 2013.
- Justification – The linear trend line predicts the 2014 pedestrian fatalities to be 521 and while the trend line shows historical data, the 2014 estimate is highly unlikely. These fatalities increased 6 percent between 2009 and 2010 and 4 percent between 2010 and 2011. An optimistic goal of 587 would be both a decrease in the moving average as well as the annual number.



### Funded Grant Goals

- To reduce the total number of pedestrians killed 8 percent by September 30, 2014.
- To reduce the total number of pedestrians injured 10 percent by September 30, 2014.
- To reduce the number of pedestrians killed under the age of 15 by 9 percent by September 30, 2014.
- To reduce the number of pedestrians injured under the age of 15 by 11 percent by September 30, 2014.
- To reduce the number of pedestrians killed over the age of 65 by 7 percent by September 30, 2014.
- To reduce the number of pedestrians injured over the age of 65 by 5 percent by September 30, 2014.

### Countermeasures and Strategies

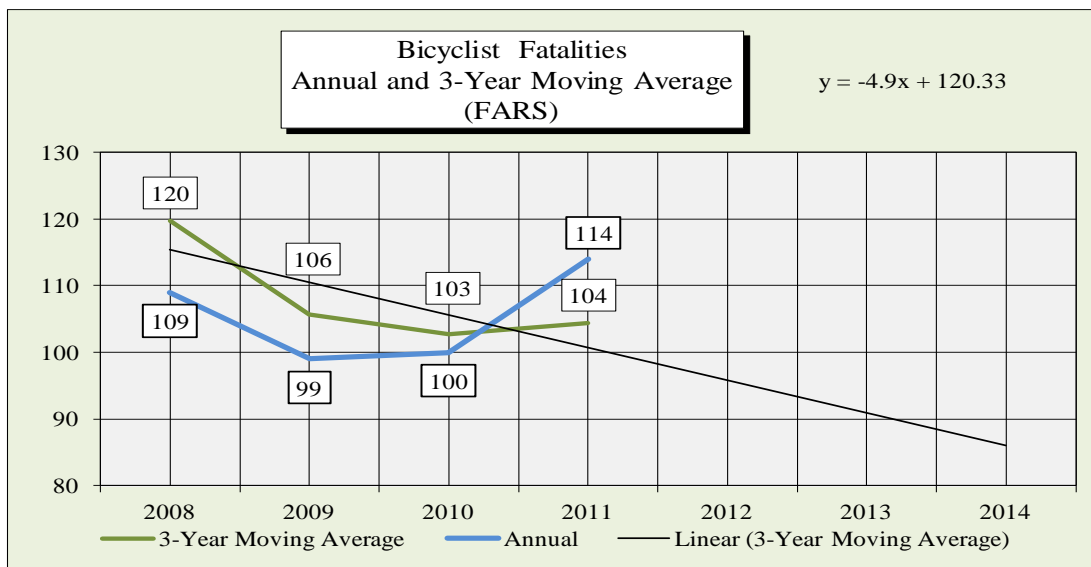
- Continue to fund a statewide community pedestrian safety training project to increase pedestrian best practice knowledge by identifying top pedestrian crash locations and providing trainings in those communities. Pedestrian safety action plan development will also be included. (SHSP Action 8.2)

- Form a task force to assist pedestrian safety action plan development, to facilitate training delivery, and to establish pedestrian safety improvement programs in California's urban and rural communities. (SHSP Action 8.3)
- Continue to fund the University of California Berkeley Technology Transfer Program to provide free Pedestrian Safety Assessments to cities; it enables cities to systematically identify pedestrian safety issues/problems and effective remedial options. Improved pedestrian safety and improved pedestrian infrastructure in turn leads to enhanced community walkability and economic vitality. (SHSP Action 8.4)
- Encourage the implementation of statewide traffic safety programs, task force and advisory committees that focus on pedestrian safety issues and walkability such as the [California Safe Routes to School Program](#) and the California Pedestrian Advisory Committee (CalPed). (SHSP Action 8.5)
- Assist local jurisdictions develop their master plans to improve overall traffic safety by implementing pedestrian flashing beacons and pedestrian countdown signals. Flashing beacons alert drivers of pedestrians in intersections and/or crosswalks. Pedestrian countdown signals alert the pedestrian of safe crossing time. These devices must be installed off the Federal Aid System. (SHSP Action 8.6)
- Continue to support programs that encourage active transportation and seek to implement Complete Streets measures that provide safe access for all roadway users. (Complete Streets ensures that bicyclists, pedestrians and motorists of all ages and abilities are able to move safely along and across corridors. This applies equally in rural, suburban, and urban areas.) (SHSP Action 8.8)
- Fund a pedestrian safety corridor project to reduce vehicle-related fatalities and injuries along, up to three, high-collision highway (corridor) segments. This program includes a public education and awareness campaign and enhanced enforcement.
- Increase the awareness of driver and pedestrian traffic safety through specially tailored safe behavior programs.
- Continue intensive age-specific public education campaigns and outreach addressing safer driving and walking behaviors for high-risk populations and locations to create positive and safer attitudes among younger pedestrians and reinforce traffic safety responsibility.
- Provide educational presentations to targeted communities with high pedestrian collisions.

## BICYCLE SAFETY

### Statewide Goal

- To reduce bicyclist fatalities 3 percent from the 2009–2011 base year average of 104 to 101 by December 31, 2014.
- Justification – The linear trend line predicts bicyclist fatalities to be 86 and while the trend line shows historical data, the 2014 estimate is highly unlikely. Between 2010 and 2011, these fatalities actually increased 13 percent. All bicyclist fatalities in 2010 and 2011 were unhelmeted. An optimistic goal of 101 would be both a decrease in the moving average as well as the annual number.



### Funded Grant Goals

- To reduce the total number of bicyclists killed in traffic related collisions 10 percent by September 30, 2014.
- To reduce the total number of bicyclists injured in traffic related collisions 10 percent by September 30, 2014.
- To reduce the number of bicyclists killed in traffic related collisions under the age of 15 by 7 percent by September 30, 2014.
- To reduce the number of bicyclists injured in traffic related collisions under the age of 15 by 10 percentage points by September 30, 2014.
- To increase bicycle helmet compliance for children aged 5 to 18 by 25 percentage points by September 30, 2014.



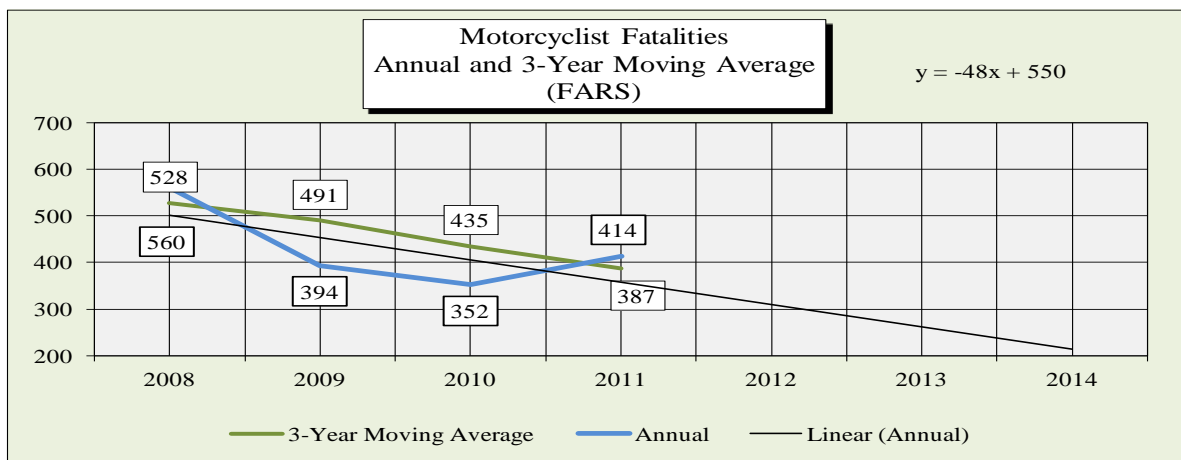
### **Countermeasures and Strategies**

- Support the California Department of Transportation (Caltrans) Complete Streets Implementation Action Plan. (SHSP Action 13.5).
- Conduct interactive traffic safety rodeos and update presentations targeting elementary, middle and high schools, and community groups. (SHSP Action 13.8).
- Promote safety helmet distribution and incentive programs, as well as enforcement. (SHSP Action 13.2).
- Conduct aggressive public information and education campaigns for diverse markets. (SHSP Action 13.11).
- Implement court diversion courses for children under 18 years of age, who are cited for safety helmet compliance violations and pedestrian and bicycle laws.

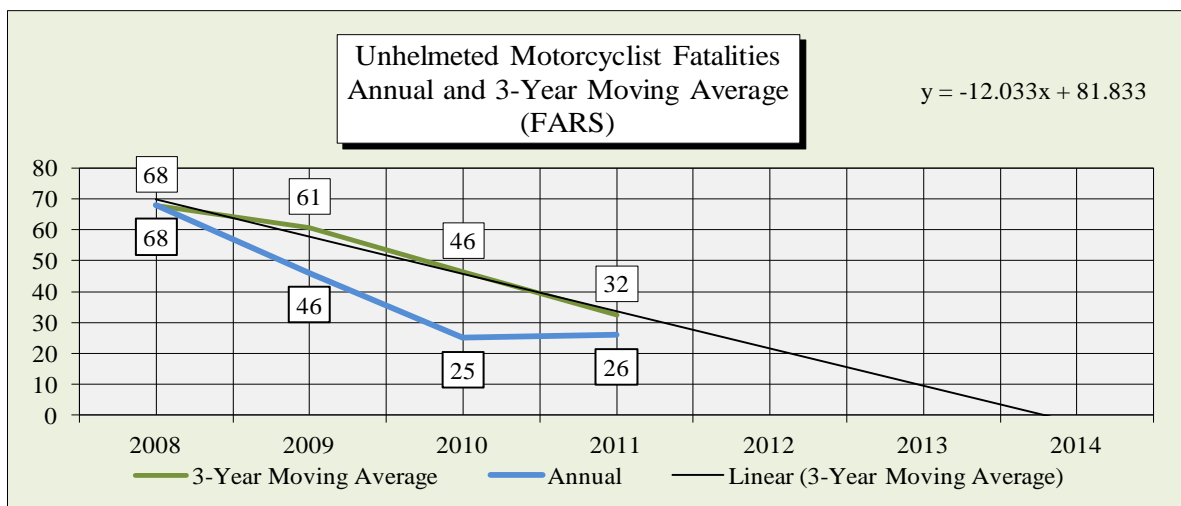
## MOTORCYCLE SAFETY

### Core Outcome Measures

- To decrease motorcyclist fatalities 2 percent from the 2009–2011 calendar base year average of 387 to 381 by December 31, 2014.
- Justification – The trend line predicts 2014 motorcyclist fatalities to be 244 and while the trend line shows historical data, the 2014 estimate is highly unlikely. California saw a dramatic decrease, 26 percent between 2008 and 2009; however, between 2010 and 2011, these fatalities increased 15 percent. Preliminary 2012 data indicates little change from 2011. Considering the fluctuation over the past several years, a modest decrease of 2 percent will pose a challenging goal.



- To decrease unhelmeted motorcyclist fatalities 10 percent from the 2009-2011 calendar base year average of 32 to 29 by December 31, 2014.
- Justification – The linear trend line predicts off-the-chart unhelmeted motorcyclist fatalities for 2014. Between 2010 and 2011, these fatalities increased 4 percent. It is probable that these fatalities may slightly increase over the next few years. A reasonable goal is set at 29.



## Countermeasures and Strategies

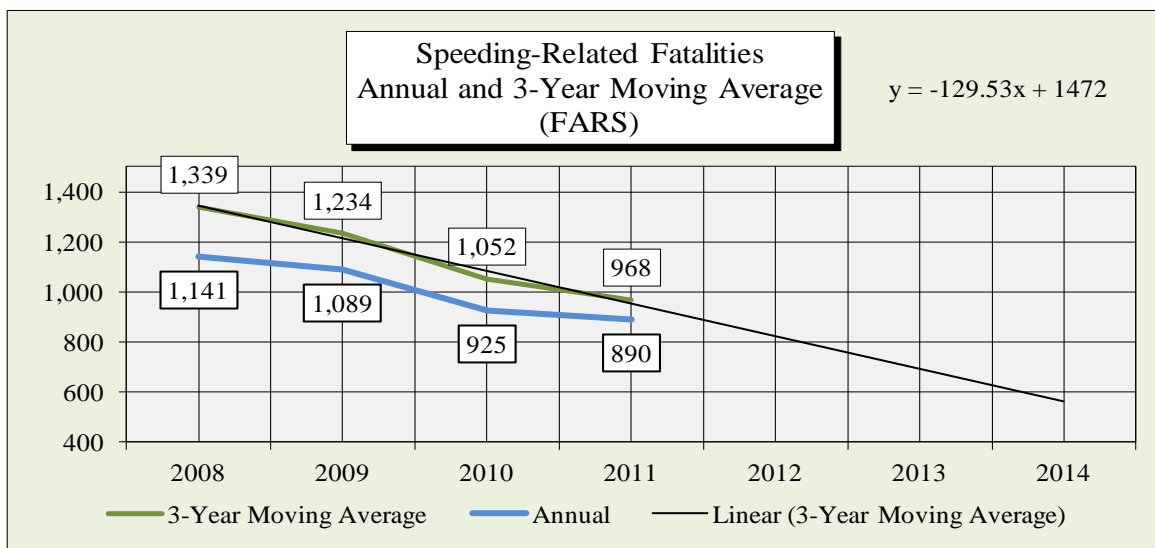
- Develop a more comprehensive program to promote motorcycle safety.
- Continue the educational awareness campaign using a variety of media including internet, television, movie theaters and printed material.
- Conduct a statewide survey of motorcycle riders and other vehicle drivers regarding the opinions and behaviors related to motorcycle lane splitting. (SHSP Action 12.17)
- Implement a public education campaign specific to motorcycle lane splitting educating drivers what is safe and prudent, and providing motorcyclists with general guidelines for safety. (SHSP Action 12.18)
- Conduct motorcycle helmet exchange to reduce the use of non-DOT-compliant helmets and survey previous and current participants to evaluate the effectiveness of the pilot exchange program. (Draft SHSP Action 12.19)
- Determine injury and medical outcomes of collision-involved California motorcyclists, related to helmet type, lane-splitting, and other characteristics. (Draft SHSP Action 12.20)
- Develop collision maps and data tables to identify and improve safety at locations with high concentrations of motorcycle collisions and to help agencies understand local motorcycle collision characteristics and target countermeasures. (Draft SHSP Action 12.21)
- Include the following recommended strategies and best practices from NHTSA's 2008 Motorcycle Safety Assessment Report:
  - Increase the OTS leadership role for a comprehensive motorcycle safety program by providing grant support to further SHSP Challenge Area 12 (Motorcycle Safety) goals and objectives.
  - Incorporate into appropriate grants special enforcement operations geared toward primary collision factor violations that result in motorcycle crashes.
  - Explore opportunities to create regional or countywide cooperation for networking, information sharing, joint operations and coordination to more effectively solve traffic safety problems instead of displacing them.
  - Create a public information campaign to promote motorist awareness of motorcycles, emphasizing the reasons why motorists do not see motorcycles and motorcyclists' vulnerability in traffic crashes.
  - Include motorcycle-specific messages in larger impaired-driving campaigns commensurate with the number of impaired motorcycle riding fatalities.
  - Develop and conduct a new study on motorcycle helmet usage.

## POLICE TRAFFIC SERVICES

### Speeding and Aggressive Driving

#### Core Outcome Measure

- To reduce speeding-related fatalities 4 percent from the 2009–2011 calendar base year average of 968 to 930 by December 31, 2014.
- Justification – The linear trend line predicts 2014 speed-related fatalities to be 565 and while the trend line shows historical data, the 2014 estimate is highly unlikely. Between 2010 and 2011, these fatalities decreased 4 percent. It is more likely that these fatalities may see a slight upward trend; therefore, the goal is set at 930.



#### Funded Grant Goals

- To reduce the total number of persons killed in traffic collisions 2 percent by September 30, 2014.
- To reduce the total number of persons injured in traffic collisions 2 percent by September 30, 2014.

#### Countermeasures and Strategies

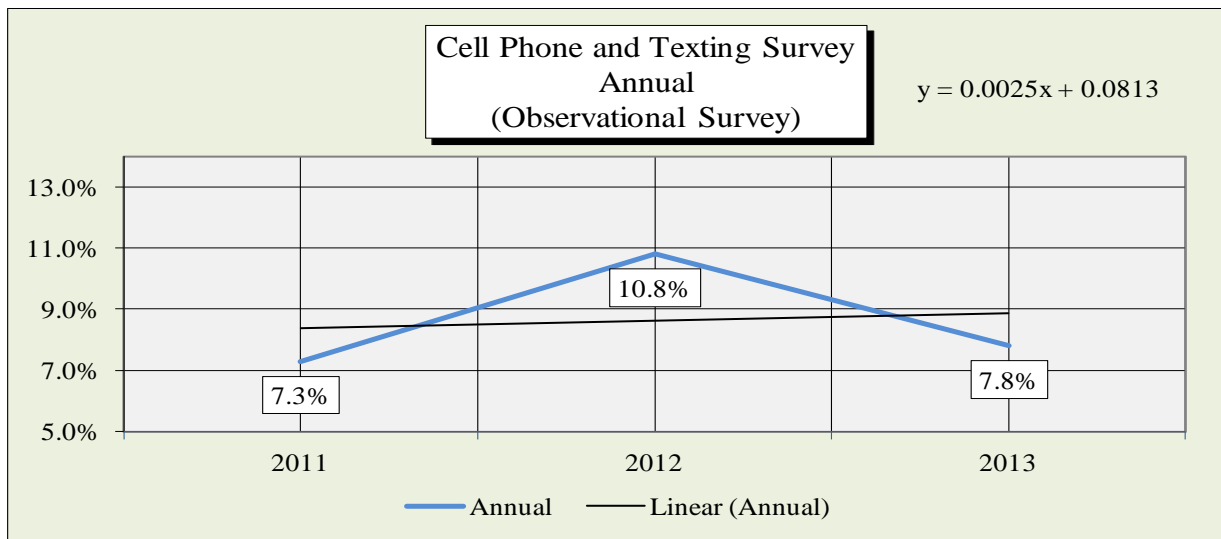
- Conduct special enforcement operations aimed at California drivers that drive with a suspended or revoked license. (SHSP Action 3.3)
- Address aggressive driving through enforcement targeting aggressive driving behavior that leads to crashes. (SHSP Action 10.4)
- Conduct special enforcement operations targeting distracted drivers using cell phones or texting. (SHSP CA 17)
- Conduct special enforcement operations targeting PCF violations.
- Encourage police departments to track and increase their enforcement index.

- Fund full-time officers, overtime, lidar and radar units, DUI trailers, visible display radar trailers, changeable message signs, geographical information systems, motorcycles, and preliminary alcohol screening devices, portable evidential breath testing devices, automated citation devices, and computer equipment.
- Conduct illegal-street racing enforcement training to California law enforcement agencies.
- Continue programs with the University of California, Berkeley to conduct no cost enforcement and engineering evaluations as a service to cities and counties seeking to improve traffic safety in their communities.
- Encourage the involvement of community-based organizations in program planning and participation in activities to promote traffic safety.
- Use “Geographical Information Systems” to identify high collision, arrest, and citation locations for enforcement and engineering countermeasures.
- Conduct Courthouse and Probation Office sting operations of traffic offenders with licensure sanctions who fail to obey their suspension or revocation of licensure.
- Fund “Corridor Safety Programs” that select corridors based on data identifying them as having a disproportionate number of collisions, convene a task force, identify factors contributing to the traffic safety problem(s), develop an action plan, and implement identified solutions.
- Conduct highly publicized special motorcycle safety enforcement operations in areas or during events with a high number of motorcycle incidents or collisions resulting from unsafe speed, DUI, following too closely, unsafe lane changes, improper turning and other primary collision factors by motorcyclists and other drivers.
- Promote traffic enforcement training for patrol officers.
- Continue to deploy visible display message/radar trailers.
- Increase occupant restraint enforcement operations and include information on correct usage as well as publicity to raise public awareness of the law and its enforcement.
- Deliver safety presentations to targeted populations.

## DISTRACTED DRIVING

### Statewide Goal

- To reduce the percentage of drivers observed using a hand-held cell phone or texting .6 percentage points from the 2011-2013 base year average of 6.6 percent to 6 percent by December 31, 2014.
- Justification – As California increases high visibility enforcement for hand-held cell phone use while driving, an optimistic goal is set at 6 percent.



### Funded Grant Goals

- To reduce fatal collisions involving drivers using hand-held cell phones.
- To reduce injury collisions involving drivers using hand-held cell phones.

### Countermeasures and Strategies

- Develop and implement a statewide campaign to change social norms related to distracted driving. (SHSP Action 17.1)
- Conduct increased enforcement and public awareness annually during National Distracted Driving Awareness Month. (SHSP Action 17.2)
- Document driver behavior through an annual statewide cell phone/texting observational survey. (SHSP Action 17.3)
- Add counts, and produce tabular summaries, of cell phone violations to the California Department of Motor Vehicle's Driver Record Study Database. (SHSP Action 17.4)
- Pilot Employer Cell Phone Policy Workshops (Draft SHSP Action 17.5)
- Partner with Caltrans to illuminate "It's Not Worth It" on all freeway changeable message signs during April's Distracted Driving Awareness Month.

- Continue and create media partnerships to air Distracted Driving PSAs, present local and national stories, and announce zero tolerance cell phone and texting enforcement.
- Fund “Impact Teen Drivers” through a CHP grant that provides education to teens.
- Collaborate with Network of Employers for Traffic Safety (NETS) and National Safety Council (NSC) to promote and encourage the adoption of a model cell phone policy for public and private organizations.
- Encourage the National Occupant Protection User Survey (NOPUS) to segregate cell phone observation use by state.
- Educate teens, parents, and employees not to call their family or friends when they know the recipient is driving and to include a distracted driving message to their no answer voice mail greeting such as, *I’m either driving or away from the phone right now.*”
- Encourage parents, caregivers, and others who drive children to be proper role models and not use their cell phones while driving.

## **EMERGENCY MEDICAL SERVICES**

### **Statewide Goals**

- To improve emergency medical services (EMS) 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.

### **Countermeasures and Strategies**

- Provide funds for regional grants for the purchase of hydraulic and pneumatic extrication equipment.
- Promote state-certified extrication training programs.
- Promote partnerships to support and coordinate comprehensive and integrated injury control systems.
- Promote public/private partnerships.
- Promote community involvement in traffic safety.
- Provide funds for advanced training in modern rescue techniques, including new car technology and the requisite difficulties and dangers associated with airbags, hybrid vehicles, fuel cell technology and similar high-tech automobiles and devices.



## **TRAFFIC RECORDS/ROADWAY SAFETY**

### **Funded Grant Goals**

- 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 local traffic engineering departments' 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.

### **Countermeasures and Strategies**

- Incorporate recommendations from the January 2011 Traffic Records Assessment into the Strategic Plan.
- Survey a sample of California drivers to determine their habits and opinions on selected traffic safety issues.
- Continue funding for Speed Feedback Signs in conjunction with increased law enforcement to actively engage motorists and apprise them of their vehicle speed and the allowable speed limit on roadways off the Federal Aid System.
- Encourage grants that involve multi-agency/multi-municipality data systems and to fund cooperative goals including data sharing and resource and data pooling.
- Increase outreach and educational efforts to reduce the number of collisions, injuries and deaths involving motorists and workers in highway work zones.
- Ensure engineering and enforcement agencies have timely access to current and complete traffic data necessary to identify, isolate and analyze critical traffic safety issues.
- Support automation grants to reduce report preparation time and to reduce the lag time between incident and system input.
- Provide timely tracking, identification, analysis and graphing of collision and citation data that is to be shared with various departments within the city, through a GIS capable computer program.
- Support the creation of a web-based viewing and analysis system that allows users to query specific SWITRS data, interactively build maps in real time, and incorporate additional data in these maps.
- Continue with enhancements to the California EMS Information System.
- Continue with the obtaining and the deployment of hardware and software for a statewide automated citation system, which will interface with all judicial jurisdictions within the state, which is capable of electronic citation data transmissions.
- Enhance the integrity of the Department of Motor Vehicles License Database.

## **PUBLIC RELATIONS, ADVERTISING AND MARKETING**

### **OTS Goals**

- Continue and increase efforts to aggressively pursue successful local, regional and statewide traffic safety media relations, public awareness and social norming campaigns that have an impact on behavioral change, foster positive relationships, and create effective traffic safety education and outreach programs.
- Include safe driving messages in all campaigns, so that incidents of traffic collisions will result in fewer injuries and more lives saved.
- Support the OTS mission of reducing traffic deaths, injuries and economic losses in all public relations, advertising and marketing efforts.

### **Countermeasures and Strategies**

- Local and Regional media: work directly with OTS grantees in the development of media materials including news releases, coordination of events, and specialty articles for publication – all designed to garner increased earned media and positive public awareness of traffic safety messages. Work directly with media outlets to be the first and primary resource for accurate, timely, and expert information on traffic safety issues.
- Current Campaigns: Activities surround various campaigns, including: “Click It or Ticket,” “Drive Sober or Get Pulled Over,” “Report Drunk Drivers – Call 911,” Holiday DUI Crackdown, Sports and Venue Marketing, Distracted Driving and various regional “Avoid” DUI campaigns targeting the impaired driver.
- Advertising/Marketing: OTS Public Affairs enlists the assistance of local, statewide and national media in anti-DUI and anti-distracted driving campaigns and initiatives; and promotion of seat belt use. Enhance media reach by partnering with NHTSA, CHP, Caltrans, DMV, ABC and law enforcement agencies throughout the state. Through its Sports and Venue Marketing program, target both specific demographics and general audiences with anti-DUI, distracted driving and occupant protection messages.
- All campaigns and strategies include marketing to underserved segments of California’s population.

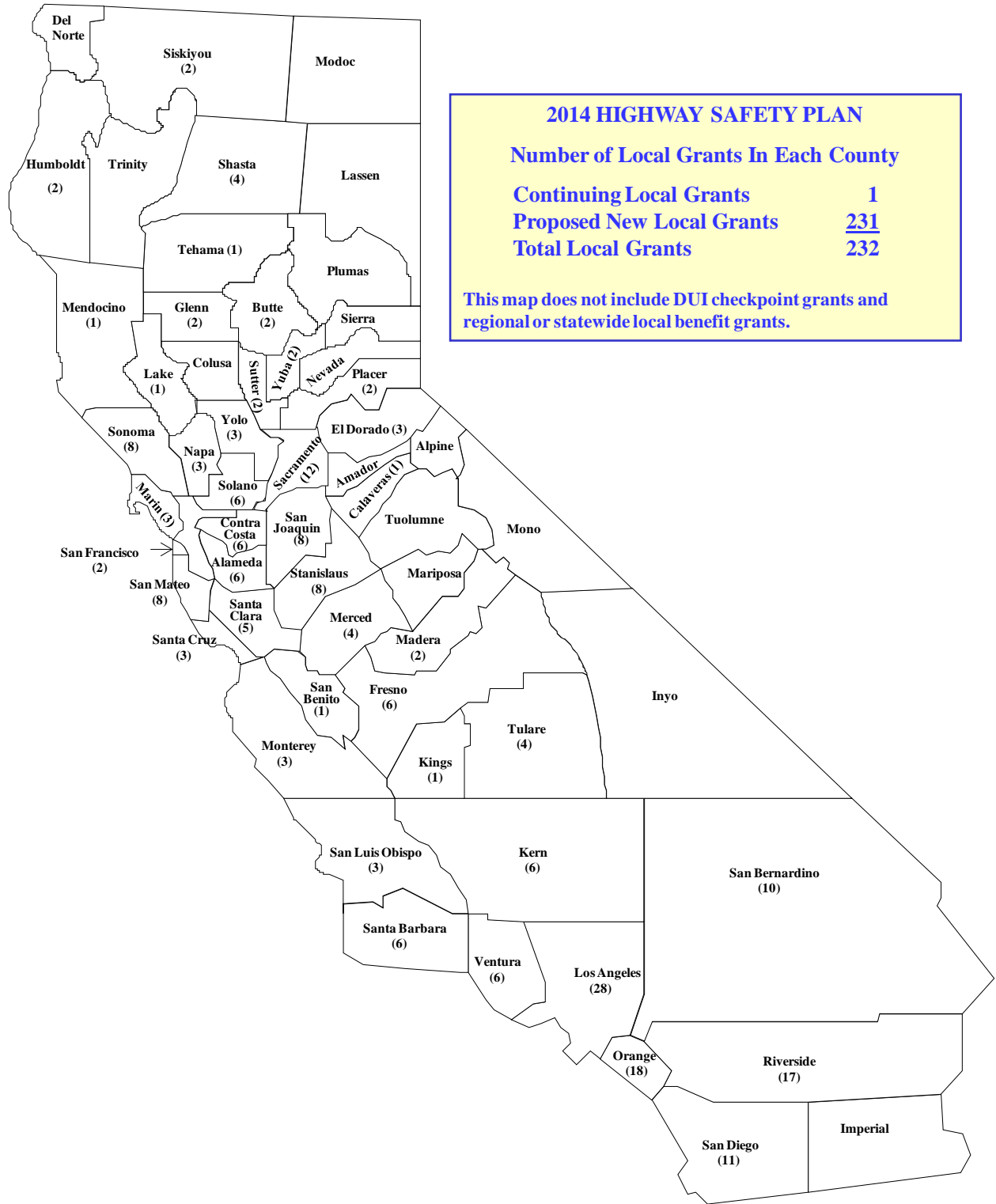
# **HIGHWAY SAFETY PROJECTS**



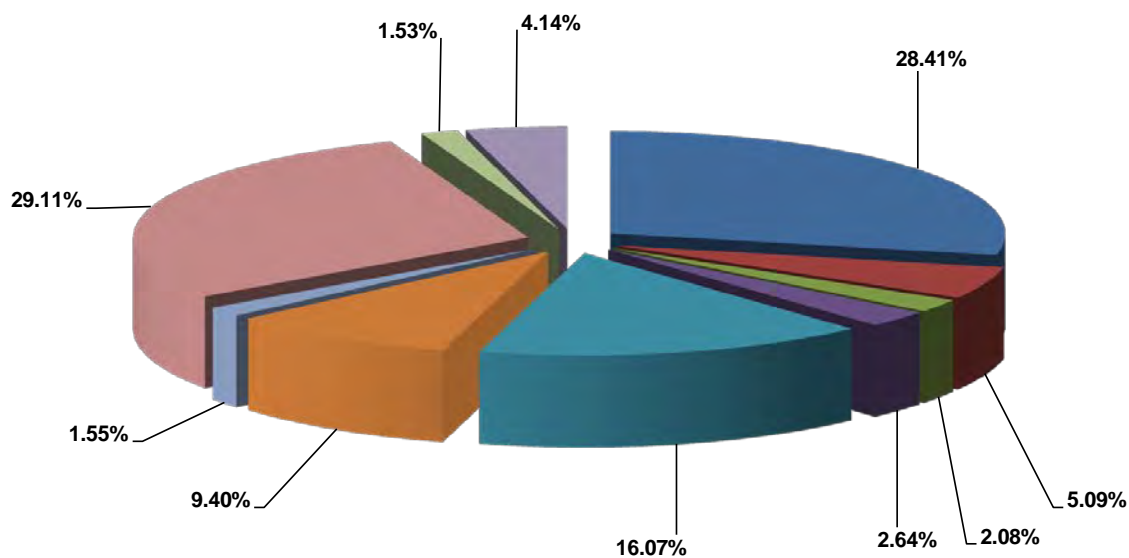
## HIGHWAY SAFETY PROJECTS

The 2014 HSP includes 271 new grants. The table shown below reflects proposed new grants by program area. The next few pages show the number of grants per county, the breakdown of planned funding by program area, the Highway Safety Program Cost Summary (HS Form 217), a list by grant number of all planned grants, and the equipment list. Beginning on page 56, overviews, action plans, grant lists, and a breakdown of tasks and descriptions is described for each program area.

<b>GRANTS (FFY 2014)</b>			
<b>PROGRAM</b>	<b>PROPOSED (NEW)</b>	<b>CONTINUATION</b>	<b>TOTAL</b>
Alcohol & Other Drugs	65	1	66
Distracted Driving	5		5
Drug Involved	27		27
Emergency Medical Services	7		7
Motorcycle Safety	2		2
Occupant Protection	16		16
Pedestrian & Bicycle Safety	10		10
Police Traffic Services	126		126
Traffic Records	12		12
<b>TOTAL</b>	<b>270</b>	<b>1</b>	<b>271</b>

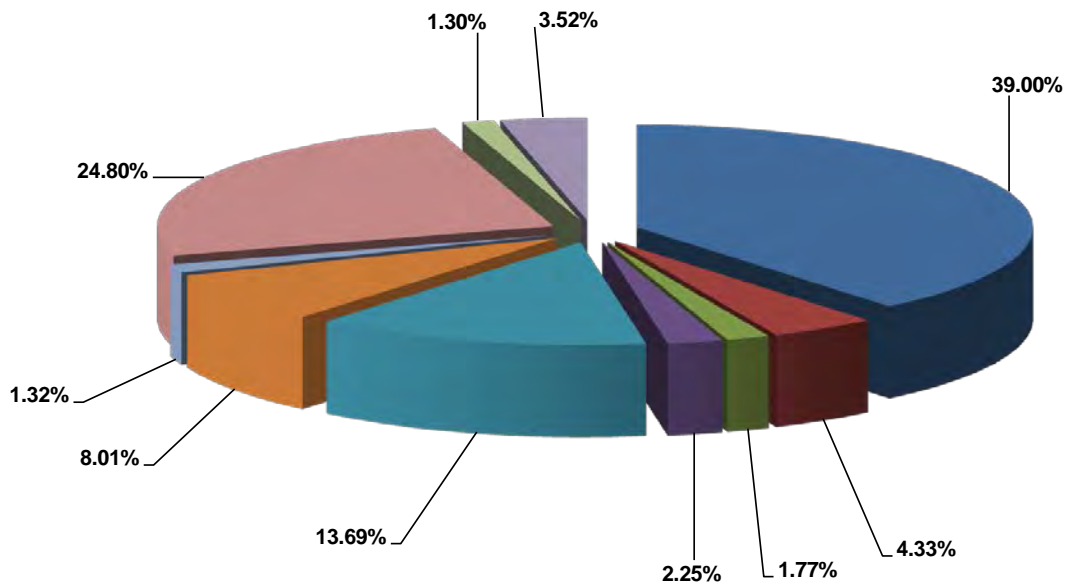


**PLANNED FUND DISTRIBUTION  
BY PROGRAM AREA  
NEW FFY 2014 GRANTS  
\$83,726,598.00**



■ ALCOHOL-IMPAIRED DRIVING \$23,785,561.00	■ OCCUPANT PROTECTION \$4,258,760.00
■ DISTRACTED DRIVING \$1,740,793.00	■ PEDESTRIAN & BICYCLE SAFETY \$2,210,311.00
■ DRUG-IMPAIRED DRIVING \$13,430,138.00	■ PLANNING & ADMINISTRATION \$7,869,707.00
■ EMERGENCY MEDICAL SERVICES \$1,295,000.00	■ POLICE TRAFFIC SERVICES \$24,369,406.00
■ MOTORCYCLE SAFETY \$1,276,970.00	■ TRAFFIC RECORDS \$3,463,952.00

**PLANNED FUND DISTRIBUTION  
BY PROGRAM AREA  
ALL ACTIVE GRANTS IN FFY 2014  
\$98,268,909.00  
(FFY 2014 Funding Only)**

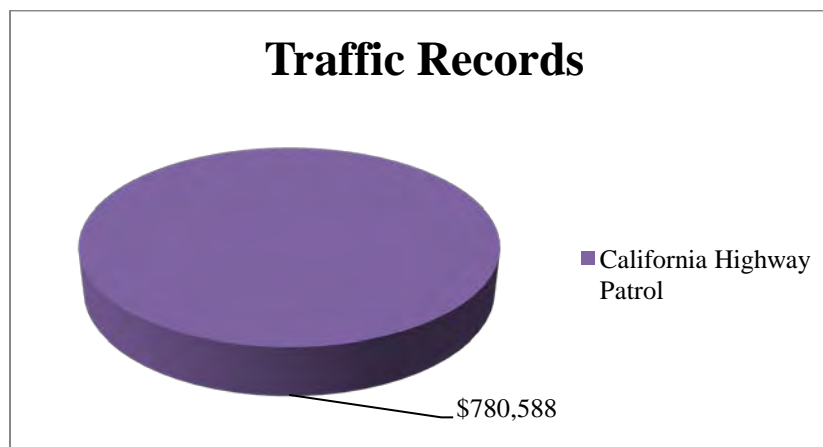
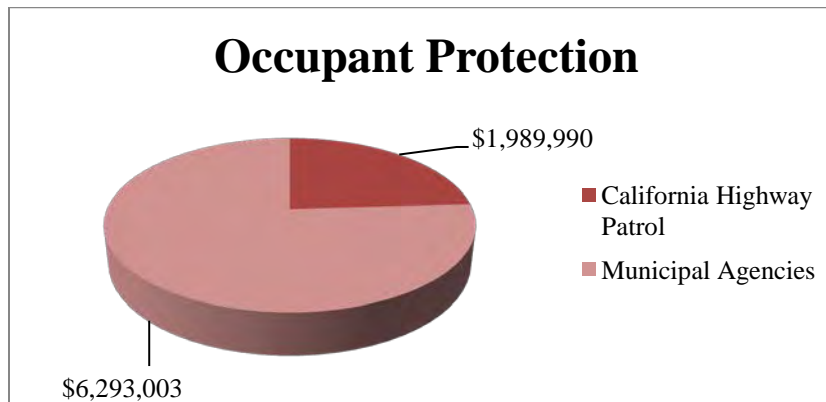
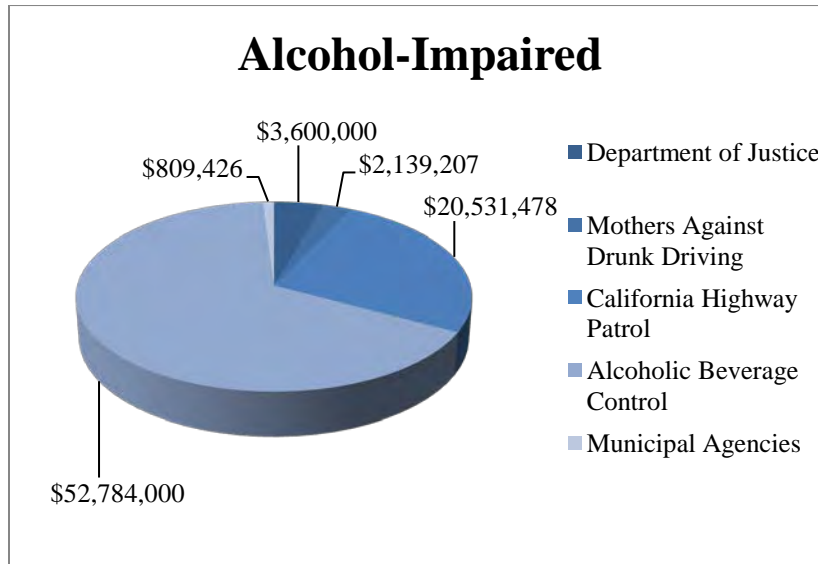


■ ALCOHOL-IMPAIRED DRIVING \$38,327,872.00	■ OCCUPANT PROTECTION \$4,258,760.00
■ DISTRACTED DRIVING \$1,740,793.00	■ PEDESTRIAN & BICYCLE SAFETY \$2,210,311.00
■ DRUG-IMPAIRED DRIVING \$13,456,138.00	■ PLANNING & ADMINISTRATION \$7,869,707.00
■ EMERGENCY MEDICAL SERVICES \$1,295,000.00	■ POLICE TRAFFIC SERVICES \$24,369,406.00
■ MOTORCYCLE SAFETY \$1,276,970.00	■ TRAFFIC RECORDS \$3,463,952.00



## FUNDING FROM OTHER SOURCES

TOTAL - \$88,927,692





**PROGRAM COST SUMMARY  
AND  
LIST OF PROJECTS**



HIGHWAY SAFETY PROGRAM COST SUMMARY

STATE: CALIFORNIA

NUMBER: 2014-00

DATE: 10/1/2013

PROGRAM AREA	APPROVED PROGRAM COSTS	STATE/LOCAL FUNDS	FEDERALLY FUNDED PROGRAMS			FEDERAL SHARE TO LOCAL
			PREVIOUS BALANCE	INCREASE/DECREASE	CURRENT BALANCE	
164-AL-14	49,130,373.00	TBD				35,636,578.00
SUBTOTAL	49,130,373.00	0.00				35,636,578.00
164-HE-14	0.00	TBD				0.00
SUBTOTAL	0.00	0.00				0.00
402-EM-14	1,295,000.00	TBD				1,295,000.00
402-MC-14	400,000.00	TBD				0.00
402-PA-14	3,795,176.00	431,000.00				0.00
402-PS-14	2,199,723.00	TBD				629,523.00
402-PT-14	14,067,693.00	TBD				8,391,897.00
SUBTOTAL	21,757,592.00	431,000.00				10,316,420.00
405b-14	5,161,919.00	TBD				2,057,197.00
SUBTOTAL	5,161,919.00	0.00				2,057,197.00
405d-14	14,512,500.00	TBD				12,322,543.00
SUBTOTAL	14,512,500.00	0.00				12,322,543.00
405e-14	1,746,149.00	TBD				250,293.00
SUBTOTAL	1,746,149.00	0.00				250,293.00
405f-14	666,550.00	TBD				0.00
SUBTOTAL	666,550.00	0.00				0.00
406PA-14	589,508.00	TBD				0.00
SUBTOTAL	589,508.00	0.00				0.00
408-14	4,268,348.00	TBD				443,829.00
SUBTOTAL	4,268,348.00	0.00				443,829.00
410-14	407,970.00	TBD				0.00
SUBTOTAL	407,970.00	0.00				0.00
2011-14	28,000.00	TBD				0.00
SUBTOTAL	28,000.00	0.00				0.00
Total NHTSA	98,268,909.00	431,000.00	0.00	0.00	0.00	61,026,860.00
Total FHWA	0.00	0.00	0.00	0.00	0.00	0.00
Total NHTSA & FHWA	98,268,909.00	431,000.00	0.00	0.00	0.00	61,026,860.00

STATE OFFICIAL AUTHORIZED SIGNATURE:

NAME:

TITLE:

DATE:

  
 Director  
 6/25/2013

FEDERAL OFFICIAL AUTHORIZED SIGNATURE:

NAME:

TITLE:

DATE:

Effective Date:

**LIST OF ALL FFY 2014 GRANTS**

Grant	Agency	Fund	Amount
AL1369	Regents of the University of California, Berkeley Campus	164AL	\$14,528,811
AL1398	Department of Justice	410AL	\$13,500
AL1402	Orange County	164AL	\$215,000
AL1403	California Highway Patrol	164AL	\$1,900,000
AL1404	Folsom	164AL	\$230,000
AL1405	California Department of Alcoholic Beverage Control	164AL	\$1,500,000
AL1406	California Department of Alcoholic Beverage Control	164AL	\$670,331
AL1407	Oxnard	164AL	\$175,000
AL1408	California Department of Motor Vehicles	164AL	\$87,605
AL1409	California Department of Motor Vehicles	405d AL	\$90,000
AL1410	Regents of the University of California, Berkeley Campus	164AL	\$300,000
AL1411	University of California, Irvine	164AL	\$642,468
AL1412	Marysville	164AL	\$67,750
AL1413	Paradise	164AL	\$89,000
AL1414	Redding	164AL	\$101,000
AL1415	Shasta County	405d AL	\$131,050
AL1416	California Department of Motor Vehicles	164AL	\$83,000
AL1417	Stockton	164AL	\$300,000
AL1418	San Luis Obispo County	164AL	\$226,309
AL1419	Santa Clara County	164AL	\$179,470
AL1420	Kern County	164AL	\$153,092
AL1421	Placer County	164AL	\$69,136
AL1422	Fortuna Police Department	164AL	\$65,000
AL1423	El Dorado County	164AL	\$90,000
AL1424	California Highway Patrol	164AL	\$350,000
AL1425	San Joaquin County Superior Court	164AL	\$607,052
AL1426	California Highway Patrol	164AL	\$6,000,000
AL1427	Tulare County	164AL	\$270,000
AL1428	Contra Costa County	164AL	\$135,500
AL1429	Contra Costa County	164AL	\$162,000
AL1430	Salinas	164AL	\$212,787
AL1431	San Francisco City	164AL	\$100,000
AL1432	San Diego County	164AL	\$300,000
AL1433	Gardena	164AL	\$600,000
AL1434	Visalia	164AL	\$204,000
AL1435	Siskiyou County	164AL	\$40,000
AL1436	Ontario	164AL	\$117,500
AL1437	Riverside	164AL	\$439,388
AL1439	San Bernardino County	164AL	\$481,673
AL1440	Anaheim	164AL	\$299,392
AL1441	Bakersfield	164AL	\$195,000
AL1442	Davis	164AL	\$86,000

Grant	Agency	Fund	Amount
AL1442	Davis	402PT	\$38,500
AL1443	Bakersfield	164AL	\$43,942
AL1444	Ceres	164AL	\$157,000
AL1445	Clovis	164AL	\$257,437
AL1446	Merced	164AL	\$99,563
AL1447	Fresno County	164AL	\$159,108
AL1448	Tulare	164AL	\$77,882
AL1449	San Luis Obispo	164AL	\$304,000
AL1450	California Highway Patrol	405d AL	\$599,957
AL1451	San Joaquin County	164AL	\$145,000
AL1452	Auburn	164AL	\$110,000
AL1453	Hayward	164AL	\$223,100
AL1454	Napa	164AL	\$124,000
AL1455	Petaluma	164AL	\$350,000
AL1456	San Rafael	164AL	\$175,500
AL1457	Solano County	164AL	\$122,000
AL1458	Ontario	164AL	\$307,197
AL1459	Sacramento County	164AL	\$400,000
AL1460	San Diego County	164AL	\$500,000
AL1461	Capitola	164AL	\$80,000
AL1462	Daly City	164AL	\$200,000
AL1463	Santa Barbara County	164AL	\$120,000
AL1464	Santa Barbara County	164AL	\$130,000
AL1465	Glendora	164AL	\$600,000
AL1466	Los Angeles County	164AL	\$275,872
AL1467	Vallejo	164AL	\$220,000
		Total	\$38,327,872
DD1401	Glendora	405e DD	\$100,000
DD1402	California Department of Motor Vehicles	405e DD	\$66,869
DD1403	California Highway Patrol	405e DD	\$1,028,987
DD1404	California Highway Patrol	405e DD	\$400,000
DD1405	University of California, San Diego	405e DD	\$144,937
		Total	\$1,740,793
DI1401	Sacramento County	405d AL	\$736,799
DI1402	Monterey County	405d AL	\$447,000
DI1403	Kern County	405d AL	\$479,272
DI1404	Stanislaus County	405d AL	\$346,967
DI1405	Calaveras County	405d AL	\$174,310
DI1406	El Dorado County	405d AL	\$306,982
DI1407	Yolo County	405d AL	\$233,295
DI1408	California Highway Patrol	405d AL	\$1,500,000
DI1409	Lake County	405d AL	\$240,241
DI1410	Marin County	405d AL	\$286,378

Grant	Agency	Fund	Amount
DI1411	Napa County	405d AL	\$277,600
DI1412	Glenn County	405d AL	\$139,727
DI1413	Sonoma County	405d AL	\$403,702
DI1414	Shasta County	405d AL	\$258,910
DI1415	Sacramento County	405d AL	\$1,085,339
DI1416	Sacramento County	405d AL	\$1,166,889
DI1417	Fresno County	405d AL	\$641,546
DI1418	Madera County	405d AL	\$145,340
DI1419	San Joaquin County	405d AL	\$402,516
DI1420	Ventura County	405d AL	\$355,500
DI1421	Ventura County	405d AL	\$362,065
DI1422	Los Angeles	405d AL	\$527,502
DI1423	Riverside County	405d AL	\$375,287
DI1424	San Bernardino County	405d AL	\$347,030
DI1425	Orange County	405d AL	\$521,060
DI1426	Solano County	405d AL	\$932,000
DI1427	Riverside County	405d AL	\$762,881
		Total	\$13,456,138
EM1401	Santa Maria	402EM	\$200,000
EM1402	Merced County	402EM	\$100,000
EM1403	Kings County	402EM	\$95,000
EM1404	Windsor	402EM	\$150,000
EM1405	Oakland	402EM	\$300,000
EM1406	Dunsmuir	402EM	\$200,000
EM1407	French Camp McKinley Fire District	402EM	\$250,000
		Total	\$1,295,000
MC1401	Regents of the University of California, Berkeley Campus	408TR	\$226,970
MC1402	California Highway Patrol	402MC	\$400,000
MC1402	California Highway Patrol	405f MC	\$650,000
		Total	\$1,276,970
OP1401	San Diego County	405b OP	\$245,500
OP1402	California Highway Patrol	405b OP	\$75,000
OP1403	Riverside County	405b OP	\$214,854
OP1404	Pomona	405b OP	\$140,135
OP1405	Los Angeles	405b OP	\$450,000
OP1406	Santa Cruz County	402PS	\$70,000
OP1406	Santa Cruz County	405b OP	\$80,000
OP1407	Butte County	405b OP	\$79,800
OP1409	University of California, San Diego	405b OP	\$339,997
OP1410	California State University, Fresno	405b OP	\$272,759
OP1411	California Highway Patrol	405b OP	\$1,130,000



Grant	Agency	Fund	Amount
OP1412	Yuba City	402PS	\$33,000
OP1412	Yuba City	405b OP	\$120,000
OP1413	Elk Grove	405b OP	\$127,300
OP1414	Rancho Cordova	402PT	\$157,410
OP1414	Rancho Cordova	405b OP	\$110,390
OP1414	Rancho Cordova	408TR	\$12,500
OP1415	California Department of Public Health	405b OP	\$353,000
OP1416	Southern California Regional Rail Authority	405b OP	\$61,325
OP1417	San Luis Obispo County	164AL	\$80,176
OP1417	San Luis Obispo County	402PS	\$39,118
OP1417	San Luis Obispo County	405b OP	\$66,496
		Total	\$4,258,760
PA1401	California Office of Traffic Safety	402PA	\$3,795,176
PA1402	California Office of Traffic Safety	410PA	\$394,470
PA1403	California Office of Traffic Safety	164PA	\$2,602,859
PA1404	California Office of Traffic Safety	406PA	\$589,508
PA1405	California Office of Traffic Safety	408PA	\$391,181
PA1406	California Office of Traffic Safety	405b PA	\$51,963
PA1407	California Office of Traffic Safety	405f PA	\$16,550
PA1408	California Office of Traffic Safety	2011PA	\$28,000
		Total	\$7,869,707
PS1401	Clovis	402PT	\$46,156
PS1402	California Highway Patrol	402PS	\$400,000
PS1403	Monterey Park	164AL	\$22,700
PS1403	Monterey Park	402PS	\$7,000
PS1403	Monterey Park	402PT	\$60,300
PS1404	Imperial Beach	402PS	\$40,000
PS1405	Mendocino County	402PS	\$100,000
PS1406	Regents of the University of California, Berkeley Campus	402PS	\$515,000
PS1407	Sunnyvale	402PS	\$50,000
PS1408	Sacramento	402PS	\$169,155
PS1409	Santa Clara County	164AL	\$80,000
PS1409	Santa Clara County	402PS	\$120,000
PS1410	California Department of Public Health	402PS	\$600,000
		Total	\$2,210,311
PT1401	Folsom	164AL	\$46,300
PT1401	Folsom	402PT	\$89,500
PT1401	Folsom	408TR	\$19,200
PT1402	Whittier	164AL	\$47,605
PT1402	Whittier	402PT	\$45,395
PT1403	Irvine	164AL	\$37,400

Grant	Agency	Fund	Amount
PT1403	Irvine	402PT	\$74,556
PT1404	Escondido	164AL	\$55,726
PT1404	Escondido	402PT	\$50,384
PT1405	El Cajon	164AL	\$27,175
PT1405	El Cajon	402PT	\$58,395
PT1406	Chula Vista	164AL	\$236,000
PT1406	Chula Vista	402PT	\$57,000
PT1407	Laguna Beach	164AL	\$23,455
PT1407	Laguna Beach	402PT	\$27,798
PT1408	West Sacramento	164AL	\$25,234
PT1408	West Sacramento	402PT	\$81,026
PT1409	Newport Beach	164AL	\$213,010
PT1409	Newport Beach	402PT	\$69,900
PT1410	Elk Grove	164AL	\$68,000
PT1410	Elk Grove	402PT	\$52,000
PT1411	Citrus Heights	164AL	\$97,500
PT1411	Citrus Heights	402PT	\$65,800
PT1412	San Jose	164AL	\$140,330
PT1412	San Jose	402PT	\$104,892
PT1413	San Francisco City	402PT	\$45,000
PT1414	Salinas	164AL	\$37,000
PT1414	Salinas	402PT	\$63,000
PT1415	Redwood City	164AL	\$25,368
PT1415	Redwood City	402PT	\$29,632
PT1416	Yuba City	164AL	\$9,275
PT1416	Yuba City	402PT	\$37,725
PT1417	Eureka	164AL	\$47,459
PT1417	Eureka	402PT	\$49,141
PT1418	San Diego	164AL	\$266,500
PT1418	San Diego	402PT	\$135,000
PT1419	Oceanside	164AL	\$86,469
PT1419	Oceanside	402PT	\$24,659
PT1420	National City	164AL	\$40,052
PT1420	National City	402PT	\$88,726
PT1421	Redding	164AL	\$170,300
PT1421	Redding	402PT	\$49,700
PT1422	Red Bluff	164AL	\$7,200
PT1422	Red Bluff	402PT	\$124,625
PT1423	La Habra	164AL	\$28,810
PT1423	La Habra	402PT	\$42,067
PT1424	Marysville	164AL	\$20,600
PT1424	Marysville	402PT	\$53,400
PT1425	Hayward	164AL	\$55,000
PT1425	Hayward	402PT	\$45,000

Grant	Agency	Fund	Amount
PT1426	Regents of the University of California, Berkeley Campus	402PT	\$75,000
PT1426	Regents of the University of California, Berkeley Campus	405b OP	\$1,222,000
PT1427	California Highway Patrol	402PT	\$401,796
PT1428	California Highway Patrol	402PT	\$399,000
PT1429	California Highway Patrol	402PT	\$200,000
PT1430	Orange County	164AL	\$115,115
PT1430	Orange County	402PT	\$47,885
PT1431	Orange	164AL	\$54,874
PT1431	Orange	402PT	\$53,776
PT1431	Orange	405d AL	\$16,250
PT1432	Orland	164AL	\$8,145
PT1432	Orland	402PT	\$40,570
PT1433	Visalia	164AL	\$88,211
PT1433	Visalia	402PT	\$75,789
PT1434	Menifee	164AL	\$47,337
PT1434	Menifee	402PT	\$22,663
PT1434	Menifee	408TR	\$30,000
PT1435	Indian Wells	164AL	\$8,000
PT1435	Indian Wells	402PT	\$17,000
PT1436	San Mateo	164AL	\$19,372
PT1436	San Mateo	402PT	\$34,800
PT1437	Menlo Park	164AL	\$12,544
PT1437	Menlo Park	402PT	\$40,040
PT1438	Santa Barbara	164AL	\$71,300
PT1438	Santa Barbara	402PT	\$14,800
PT1439	Pacifica	164AL	\$18,212
PT1439	Pacifica	402PT	\$30,958
PT1440	Ceres	164AL	\$5,963
PT1440	Ceres	402PT	\$42,462
PT1441	Riverbank	164AL	\$18,798
PT1441	Riverbank	402PT	\$14,884
PT1442	Oakdale	164AL	\$8,630
PT1442	Oakdale	402PT	\$11,543
PT1443	Fresno	164AL	\$278,689
PT1443	Fresno	402PT	\$93,230
PT1444	Signal Hill	164AL	\$24,600
PT1444	Signal Hill	402PT	\$50,800
PT1445	Santa Monica	164AL	\$37,120
PT1445	Santa Monica	402PT	\$102,880
PT1447	Redondo Beach	164AL	\$51,400
PT1447	Redondo Beach	402PT	\$38,600
PT1448	Oxnard	164AL	\$142,796
PT1448	Oxnard	402PT	\$100,761
PT1448	Oxnard	405d AL	\$8,800

Grant	Agency	Fund	Amount
PT1449	Azusa	164AL	\$21,000
PT1449	Azusa	402PT	\$26,000
PT1450	Napa	164AL	\$42,650
PT1450	Napa	402PT	\$48,300
PT1451	Fairfield	164AL	\$59,204
PT1451	Fairfield	402PT	\$65,796
PT1452	Concord	164AL	\$83,150
PT1452	Concord	402PT	\$116,850
PT1453	Burlingame	164AL	\$140,000
PT1453	Burlingame	402PT	\$118,000
PT1454	Tracy	164AL	\$34,131
PT1454	Tracy	402PT	\$35,600
PT1455	Stockton	164AL	\$175,650
PT1455	Stockton	402PT	\$37,700
PT1455	Stockton	405d AL	\$91,815
PT1456	Moreno Valley	164AL	\$53,676
PT1456	Moreno Valley	402PT	\$56,324
PT1456	Moreno Valley	405b OP	\$15,000
PT1457	El Monte	164AL	\$40,000
PT1457	El Monte	402PT	\$40,000
PT1458	Murrieta	164AL	\$36,307
PT1458	Murrieta	402PT	\$28,693
PT1458	Murrieta	408TR	\$35,000
PT1459	Arcadia	164AL	\$16,800
PT1459	Arcadia	402PT	\$26,200
PT1460	Alhambra	164AL	\$17,000
PT1460	Alhambra	402PT	\$68,000
PT1461	Sacramento	164AL	\$521,770
PT1461	Sacramento	402PT	\$393,160
PT1461	Sacramento	408TR	\$93,750
PT1462	Lodi	164AL	\$36,300
PT1462	Lodi	402PT	\$53,050
PT1463	Clovis	164AL	\$22,765
PT1463	Clovis	402PT	\$17,796
PT1463	Clovis	405e DD	\$5,356
PT1464	Lompoc	164AL	\$45,000
PT1464	Lompoc	402PT	\$36,000
PT1465	South Lake Tahoe	164AL	\$10,400
PT1465	South Lake Tahoe	402PT	\$5,400
PT1465	South Lake Tahoe	405d AL	\$17,400
PT1466	Norco	164AL	\$43,687
PT1466	Norco	402PT	\$41,313
PT1467	Ridgecrest	164AL	\$20,980
PT1467	Ridgecrest	402PT	\$78,690
PT1468	Rialto	164AL	\$77,037

Grant	Agency	Fund	Amount
PT1468	Rialto	402PT	\$82,767
PT1469	Redlands	164AL	\$14,499
PT1469	Redlands	402PT	\$56,944
PT1470	Rancho Mirage	164AL	\$8,051
PT1470	Rancho Mirage	402PT	\$13,949
PT1471	Palm Springs	164AL	\$31,910
PT1471	Palm Springs	402PT	\$60,260
PT1473	Ontario	164AL	\$181,600
PT1473	Ontario	402PT	\$112,000
PT1473	Ontario	405b OP	\$6,400
PT1474	San Jacinto	164AL	\$40,133
PT1474	San Jacinto	402PT	\$34,867
PT1475	Hemet	164AL	\$41,744
PT1475	Hemet	402PT	\$54,593
PT1476	Fontana	164AL	\$62,444
PT1476	Fontana	402PT	\$103,541
PT1477	Corona	164AL	\$3,347
PT1477	Corona	402PT	\$14,653
PT1478	Bakersfield	164AL	\$74,204
PT1478	Bakersfield	402PT	\$131,365
PT1479	Pomona	164AL	\$65,000
PT1479	Pomona	402PT	\$65,000
PT1480	San Diego County	164AL	\$112,500
PT1480	San Diego County	402PT	\$40,410
PT1481	Palm Desert	164AL	\$32,006
PT1481	Palm Desert	402PT	\$35,582
PT1482	Huntington Beach	164AL	\$234,938
PT1482	Huntington Beach	402PT	\$35,326
PT1483	Livingston	164AL	\$30,000
PT1483	Livingston	402PT	\$15,000
PT1484	Merced	164AL	\$32,034
PT1484	Merced	402PT	\$8,344
PT1485	Madera	164AL	\$76,377
PT1485	Madera	402PT	\$16,623
PT1486	Placentia	164AL	\$29,493
PT1486	Placentia	402PT	\$35,577
PT1487	Fullerton	164AL	\$82,297
PT1487	Fullerton	402PT	\$34,165
PT1487	Fullerton	405d AL	\$72,970
PT1488	California Highway Patrol	402PT	\$4,000,000
PT1489	Riverside	164AL	\$69,543
PT1489	Riverside	402PT	\$113,462
PT1489	Riverside	408TR	\$3,995
PT1490	Santa Ana	164AL	\$152,700
PT1490	Santa Ana	402PT	\$48,600

Grant	Agency	Fund	Amount
PT1491	San Bernardino	164AL	\$117,639
PT1491	San Bernardino	402PT	\$139,303
PT1492	Garden Grove	164AL	\$41,000
PT1492	Garden Grove	402PT	\$47,000
PT1493	Fountain Valley	164AL	\$21,600
PT1493	Fountain Valley	402PT	\$28,700
PT1493	Fountain Valley	408TR	\$5,000
PT1494	Costa Mesa	164AL	\$38,810
PT1494	Costa Mesa	402PT	\$35,713
PT1495	Anaheim	164AL	\$79,950
PT1495	Anaheim	402PT	\$72,000
PT1496	Upland	164AL	\$18,478
PT1496	Upland	402PT	\$28,664
PT1497	Monrovia	164AL	\$18,300
PT1497	Monrovia	402PT	\$36,700
PT1498	California Highway Patrol	402PT	\$600,000
PT1499	San Rafael	164AL	\$31,700
PT1499	San Rafael	402PT	\$41,300
PT14100	Capitola	164AL	\$6,440
PT14100	Capitola	402PS	\$1,250
PT14100	Capitola	402PT	\$43,678
PT14101	Vallejo	164AL	\$35,200
PT14101	Vallejo	402PT	\$44,800
PT14102	Suisun City	402PT	\$83,793
PT14103	Sonoma	164AL	\$9,650
PT14103	Sonoma	402PT	\$60,350
PT14104	Sebastopol	164AL	\$12,500
PT14104	Sebastopol	402PT	\$35,500
PT14105	Pasadena	164AL	\$52,500
PT14105	Pasadena	402PT	\$122,500
PT14106	San Ramon	164AL	\$7,880
PT14106	San Ramon	405d AL	\$28,120
PT14107	Hollister	164AL	\$15,840
PT14107	Hollister	402PT	\$23,600
PT14108	San Pablo	164AL	\$34,100
PT14108	San Pablo	402PT	\$16,350
PT14109	Rohnert Park	402PT	\$249,495
PT14110	Pittsburg	164AL	\$15,400
PT14110	Pittsburg	402PT	\$34,600
PT14111	Petaluma	164AL	\$206,000
PT14111	Petaluma	402PT	\$47,000
PT14112	Oakland	164AL	\$46,800
PT14112	Oakland	402PT	\$128,200
PT14113	Modesto	164AL	\$99,239
PT14113	Modesto	402PT	\$80,276

Grant	Agency	Fund	Amount
PT14114	Santa Rosa	164AL	\$213,175
PT14114	Santa Rosa	402PT	\$76,825
PT14115	Glendale	164AL	\$154,904
PT14115	Glendale	402PT	\$73,096
PT14118	Los Angeles County	164AL	\$611,000
PT14118	Los Angeles County	402PT	\$489,000
PT14119	Los Angeles	164AL	\$750,400
PT14119	Los Angeles	402PT	\$749,600
PT14120	Long Beach	164AL	\$141,350
PT14120	Long Beach	402PT	\$61,650
PT14122	Daly City	164AL	\$21,760
PT14122	Daly City	402PT	\$37,408
PT14123	Glendora	164AL	\$20,000
PT14123	Glendora	402PT	\$40,000
PT14124	Gilroy	164AL	\$10,811
PT14124	Gilroy	402PT	\$20,017
PT14125	Gardena	164AL	\$72,103
PT14125	Gardena	402PT	\$52,897
PT14126	Ventura	164AL	\$50,577
PT14126	Ventura	402PT	\$15,545
PT14127	Thousand Oaks	164AL	\$32,400
PT14127	Thousand Oaks	402PT	\$59,000
PT14127	Thousand Oaks	408TR	\$42,000
PT14128	Santa Maria	164AL	\$91,180
PT14128	Santa Maria	402PT	\$48,820
PT14129	South San Francisco	164AL	\$49,940
PT14129	South San Francisco	402PT	\$49,275
PT14130	Albany	164AL	\$11,300
PT14130	Albany	402PT	\$37,860
PT14131	Hawthorne	164AL	\$54,646
PT14131	Hawthorne	402PT	\$75,354
		Total	\$24,369,406
TR1401	Riverbank	408TR	\$4,400
TR1402	Tustin	408TR	\$29,704
TR1403	Wildomar	408TR	\$45,000
TR1404	Regents of the University of California, Berkeley Campus	402PS	\$55,200
TR1404	Regents of the University of California, Berkeley Campus	408TR	\$220,800
TR1405	California Department of Motor Vehicles	408TR	\$30,000
TR1406	Dublin	408TR	\$32,380
TR1407	Bell	408TR	\$45,000
TR1408	Stanislaus County	408TR	\$45,900
TR1409	California Emergency Medical Services Authority	408TR	\$245,000
TR1410	California Department of Public Health	408TR	\$569,857

Grant	Agency	Fund	Amount
TR1411	California Polytechnic State University, Pomona	408TR	\$99,999
TR1412	California Highway Patrol	408TR	\$2,040,712
		Total	\$3,463,952
	Grand Total		\$98,268,909



# **EQUIPMENT LIST**



## EQUIPMENT LIST

Grant	Agency	Equipment	Program
TR1407	Bell	1 Traffic Collision Database System @ \$45,000	408TR
PT1453	Burlingame	1 DUI Trailer @ \$40,000	164AL
PT14100	Capitola	2 Vehicle Speed Feedback Signs @ \$7,802	402PT
PT1440	Ceres	1 In Car Video @ 6,000	402PT
		1 Traffic Collision Reconstruction System @ 8,500	402PT
		1 Radar Trailer @ 18,000	402PT
PT1411	Citrus Heights	2 In-Car Video Systems @ \$5,345 each	402PT
PT1422	Daly City	1 Changeable Message Sign Trailer with Radar @ \$20,000	402PT
AL1442	Davis	1 Traffic Collision Reconstruction System @ \$38,500	402PT
AL1398	Department of Justice	1 Liquid Chromatograph Tandem Mass Spectrometer @ \$285,000 1 Automated Preparation System @ \$150,000 1 Nitrogen Generator @ \$50,000	410AL
TR1406	Dublin	1 Traffic Collision Database System @ \$32,380	408TR
EM1406	Dunsmuir	10 Extrication Equipment Systems @ \$8,500 each 10 Extrication Equipment Systems @ \$37,600 each 10 Airbag Lift Systems @ \$5,790 each	402EM
PT1417	Eureka	1 DUI Trailer @ \$30,000	164AL
	Folsom	2 In-Car Video Systems @ \$5,000 each	402PT
PT1476	Fontana	1 Motorcycle @ \$30,000 1 Radar Trailer @ \$15,000	402PT
PT1493	Fountain Valley	1 Traffic Collision Reconstruction System @ \$8,500	402PT
EM1407	French Camp McKinley Fire District	13 Extrication Systems @ \$38,500 21 Stabilization Systems @ \$13,000 4 Rope Rescue Responder Systems @ \$9,600 11 Airbag Lift Systems @ \$18,000 4 Scene Lighting Systems @ \$5,000	402EM
PT1487	Fullerton	1 Impairment Detection System @ \$6,500	410
PT14125	Gardena	1 Radar Trailer @ \$11,000	402PT
PT14123	Glendora	1 Radar Trailer @ \$16,000	402PT
PT14131	Hawthorne	1 Motorcycle @ \$32,000	402PT
PS1404	Imperial Beach	1 Changeable Message Sign Trailer @ \$18,000	402PT
EM1403	Kings County	2 Extrication Systems @ \$40,000 each 3 Lift and Stabilization Systems @ \$5,000 each	402PEM
PT1407	Laguna Beach	1 Light Tower Trailer @ \$5,000	402PT
PT1462	Lodi	1 Changeable Message Sign Trailer with Radar @ \$16,500	402PT
PT14120	Long Beach	1 Changeable Message Sign Trailer @ \$18,000	402PT
PT1424	Marysville	1 Radar Trailer @ \$7,800	402PT
PT1434	Menifee	2 Light Tower Trailers @ \$7,500 each 1 Traffic Collision Database System @ \$30,000	402PT 408TR
EM1402PT	Merced County	9 Extrication Systems @ \$18,673 1 Extrication System @ \$19,032	402EM
PT1458	Murrieta	1 Traffic Collision Reconstruction System @ \$35,000	402PT
PT1409	Newport Beach	1 Changeable Message Sign Trailer with Radar @ \$20,000	402PT
EM1405	Oakland	9 Extrication Systems @ \$6,008 each 9 Extrication Systems @ \$48,110 each 7 Airbag Lift Systems @ \$7,980 1 Airbag Lift Systems @ \$19,777	402EM

<b>Grant</b>	<b>Agency</b>	<b>Equipment</b>	<b>Program</b>
DI1425	Orange County	1 Automated Sample Preparation System (for Liquid Chromatograph Mass Spectrometer) @ \$135,000	410
PT1471	Palm Springs	1 Changeable Message Sign Trailer @ \$15,000	402PT
PT1421	Redding	1 In-Car Video System @ \$6,500	402PT
PT1467	Ridgecrest	1 Motorcycle @ \$33,500	402PT
AL1437	Riverside	1 Light Tower Trailer @ \$14,674	402PT
PT1489	Riverside	1 Motorcycle @ \$30,907 1 Light Tower Trailer @ \$14,674	402PT
PT14109	Rohnert Park	1 Motorcycle @ \$35,000	402PT
PT1461	Sacramento	1 License Plate Reader @ \$17,000	402PT
DI1401	Sacramento County	1 Liquid Chromatograph Tandem Mass Spectrometer @ \$517,000	410
PT1418	San Diego	1 DUI Trailer @ \$35,000	164AL
EM1401	Santa Maria	3 Extrication Systems @ \$20,781 each 1 Extrication System @ \$35,336 1 Extrication System @ \$25,533 2 Extrication Systems @ \$49,020 1 Stabilization System @ \$7,128 1 Stabilization System @ \$11,125 2 Stabilization Systems @ \$8,437 each 1 Combi Tool @ \$13,577	402EM
DI1426	Solano County	1 Liquid Chromatograph Mass Spectrometer @ \$600,000 (includes Automated Sample Preparation System)	410
PT14103	Sonoma	1 Motorcycle @ \$30,000	402PT
TR1408	Stanislaus County	1 Traffic Collision Database System @ \$45,900	408TR
TR1402PT	Tustin	1 Traffic Collision Database System @ \$28,550	408TR
DI1420	Ventura County	1 Liquid Chromatograph Tandem Mass Spectrometer @ \$350,000	410
EM1404	Wildomar	1 Traffic Collision Database System @ \$30,000	408TR
EM1404	Windsor	4 Extrication Systems @ \$48,500 4 Airbag Lift Systems @ \$10,800	402EM
PT1440	Ceres	1 In Car Video @ \$6,000	402PT
		1 Traffic Collision Reconstruction System @ \$8,500	402PT
		1 Radar Trailer @ \$18,000	402PT

**GRANTS BY  
PROGRAM AREA**



## **PROGRAM PLANNING AND ADMINISTRATION**

### **PROGRAM OVERVIEW**

The Planning and Administration program area includes those activities and costs necessary for the overall management and operations of OTS. These activities include:

- Identifying the state's most significant traffic safety problems.
- Prioritizing problems and developing methods for the distribution of funds.
- Developing the annual Highway Safety Plan (HSP).
- Recommending individual grants to be funded.
- Developing planned grants.
- Monitoring grants.
- Evaluating accomplishments.
- Preparing a variety of program and grant reports.
- Conducting Grantee Performance Reviews.
- Contracting with the Department of Finance to conduct grantee compliance audits.
- Increasing public awareness and community support.
- Participating in SHSP challenge team meetings, various traffic safety committees, and task forces.
- Generally promoting and coordinating traffic safety in California.
- Hosting the Governors Highway Safety Association's Annual Meeting.
- Planning and conducting the OTS Leadership and Training Seminar every other year.
- Creating public awareness campaigns and providing staff and spokespersons for all annual national campaigns, e.g., *Child Passenger Safety Week; Drunk Driving, Over the Limit, Under Arrest*, etc.
- Providing regional fiscal and operations trainings to all applicable grant personnel annually.
- Conducting workshops on OTS grant funding to several different conferences each year.

### **Current Status**

OTS includes a staff of 32 full-time positions and two retired annuitants responsible for the activities listed previously. The Director is responsible for the entire California program and serves as the Governor's Highway Safety Representative. As the Governor's Representative, the OTS Director participates in activities impacting the highway safety program nationwide. The Operations Division develops the HSP and is responsible for the implementation of the grants with both state and local entities. In addition, activities within the various program areas are administered through this division. The Administration and Program Support Division encompasses fiscal, business services, and clerical support. The Information Technology Division provides information technology services and support.

## **Training**

Training needs are identified to improve overall staff skills needed in the day-to-day operations of the office. A training matrix was developed to identify available trainings to specific job duties. Managers use this matrix as a staff development tool. In addition, there is a demand for program specific training for various traffic safety professionals throughout the state. Program specific training has enhanced the abilities of traffic safety professionals to conduct exemplary programs furthering the cause of traffic safety in California. Examples of some of the training programs include:

- **Highway Safety Program Management** -. This training course provided by the Transportation Safety Institute in Oklahoma would provide vital training to new regional coordinators on planning, managing, and evaluation of traffic safety programs. The program covers a vast array of timely issues including enforcement, legislation, partnerships, deterrence, occupant protection, impaired driving, motorcycle, & speed with emphasis on research and best practices.
- **Pedestrian Management Training** - This course will enable pedestrian safety program managers to better develop, facilitate and support comprehensive pedestrian safety programs to reduce pedestrian crashes and create more walkable communities.
- **Skills Building Workshops** - Various brief workshop sessions designed to build skills may be scheduled. These may include writing, team building, analyst skills, contracting, presentation skills, etc. Attendance at these workshops will result in improved job performance.
- **Computer Training Courses** - Courses designed to provide OTS staff with the knowledge necessary to operate the software programs installed on our computer system. Attendance at the courses will increase knowledge in operating skills for all users and provide the system administrator and backup administrator with the skills to maintain and support the computer system.
- **Program and Grant Specific Workshops/Seminars** - A number of program specific training sessions are supported or planned by OTS staff and occasionally included in individual local programs. Various workshops and seminars will be conducted for grantee agencies in the OTS regions on grant specific information.

## **Goals and Performance Measures**

It is the goal of the Planning and Administration program to provide the management, supervision and support services for the activities necessary to operate the traffic safety program in the State of California. The performance measures to support this goal include:

- To develop a coordinated HSP/Performance Plan to submit to Business, Transportation & Housing Agency Acting Secretary by June 1, 2013, and to NHTSA by July 1, 2013.
- To provide documentation on qualifications for special funded incentive programs.
- To develop, coordinate, monitor and administratively evaluate traffic safety grants identified in the Plan.
- To submit the Annual Performance Report to the Business, Transportation & Housing Agency Secretary by December 1, 2013.
- To utilize all available means for improving and promoting the California traffic safety program.

## **TASKS**

### **Task 1 - Operation of the Program**

Costs included in this program area include the salaries of the Governor's Highway Safety Representative, management, fiscal and clerical support personnel, and most operating costs. That portion of all other OTS personnel salaries, as well as certain operating expenses directly related to program development, coordination, monitoring, evaluation and auditing are charged to the appropriate program area.



Other funds in this program area are used to contract with Caltrans for personnel, business duplications, and other miscellaneous administrative services.

In accordance with 23 CFR 1252.5 (c)(3)(d), OTS is requesting NHTSA approval for the Associate Accounting Analyst position and a Retired Annuitant position to charge salary and related costs to a combination of planning and administrative and program management functions. Main responsibilities include reviewing all grant agreements to verify budgeted amounts are reasonable and allowable. The financial portion of all grant revisions is processed, reviews all grantee audit reports conducted by the Department of Finance are reviewed, and is responsible for reviewing all monitoring reports to ensure fiscal issues are properly documented and that corrective action is taken within six months.

In addition, OTS is requesting to charge the Database Administrator position (typically at the Associate Information Systems Analyst classification but could be another classification) to a combination of planning and administrative and program management functions. Main responsibilities include: administering grant management database systems; compiling and analyzing grant program/financial data and traffic safety data; developing grant system user interfaces and managing small projects to automate grant management processes.” Monthly time records for all three positions will reflect actual time spent on each activity, utilizing after-the-fact Personnel Activity Reports, and will be entered into the California State Accounting and Reporting System (CALSTARS).

### DETAIL FOR PLANNING AND ADMINISTRATION COSTS

A.	Personnel Costs	\$ 3,011,000	
B.	Travel Expenses	\$ 70,700	
C.	Contractual Services	\$ 2,130,486	
D.	Equipment	\$ 56,883	
E.	Other Direct Costs	\$ 497,814	
F.	Indirect Costs	\$ 1,301,117	
	Total OTS Budget		<b>\$ 7,068,000</b>
	Less State Share		\$ (431,000)
	Federal Share		\$ 6,637,000
LESS:	Amount Chargeable To Program Areas	\$ 3,917,447	
	Public Information Campaigns	\$ 1,700,000	
TOTAL:	Federal Share of PSP 14-PA		<b>\$ 1,019,553</b>

<u>FUNDING</u>	<u>PROBLEM SOLUTION PLAN (PSP)</u>	<u>COST</u>	<u>PERCENT</u>
14-164AL	Minimum Penalties For Repeat Offenders for Driving While Intoxicated	\$ 1,196,967	30.5%
14-402MC	State/Community Highway Safety Grant Program	\$ 33,732	0.9%
14-402OP	State/Community Highway Safety Grant Program	\$ 88,757	2.3%
14-402AL	State/Community Highway Safety Grant Program	\$ 863,121	22.0%
14-402TR	State/Community Highway Safety Grant Program	\$ 7,955	0.2%
14-402EM	State/Community Highway Safety Grant Program	\$ 28,074	0.7%
14-402PS	State/Community Highway Safety Grant Program	\$ 84,572	2.2%
14-402PT	State/Community Highway Safety Grant Program	\$ 560,578	14.3%
14-405b	Occupant Protection Grants	\$ 80,203	2.0%
14-405c	State Traffic Safety Information System Improvements Grants	\$ 152,326	3.9%
14-405d	Impaired Driving Countermeasures Grants	\$ 315,403	8.1%
14-405e	Distracted Driving Grants	\$ 342,377	8.7%
14-405f	Motorcycle Safety Grants	\$ 31,970	0.8%
14-406	Safety Belt Performance Grants	\$ 38,241	1.0%
14-2011	Child Safety and Child Booster Seats Incentive Grants	<u>\$ 93,171</u>	<u>2.4%</u>
		<b>\$ 3,917,447</b>	<b>100.0%</b>

## ANTICIPATED PROGRAM FUNDING SOURCES

FUND	2014 ESTIMATED APPROPRIATIONS
<p><b>164- Minimum Penalties for Repeat Offenders for Driving While Intoxicated</b></p> <p><i>These funds can be used for alcohol-impaired driving programs and hazard elimination programs.</i></p>	<p>\$ 34,000,000</p>
<p><b>402- State/Community Highway Safety Grant Program</b></p> <p><i>Section 402 funds are to be used to support the States' Performance Plans, which contain performance goals and performance measures, based on the National Priority Program Areas and other problems identified by the States, and Highway Safety Plans for the implementation of programs that address a wide range of highway safety problems that are related to human factors and the roadway environment and that contribute to the reduction of crashes, deaths, and injuries resulting thereof. Section 402 enhances States' programs by providing resources to start up new, more effective projects; by catalyzing or accelerating State programs to address major safety issues with well-planned strategies; and by leveraging additional State and local investment in highway safety.</i></p>	<p>\$ 21,447,553</p>
<p><b>405b- Occupant Protection Grants</b></p> <p><i>The purpose of this program is to encourage States to adopt and implement occupant protection laws and programs to reduce highway deaths and injuries from individuals riding unrestrained in motor vehicles.</i></p>	<p>\$ 2,700,000</p>
<p><b>405c- State Traffic Safety Information System Improvements Grants</b></p> <p><i>The purpose of this program is to support State efforts to improve the data systems needed to help identify priorities for Federal, State and local highway and traffic safety programs, to link intra-state data systems, and to improve the compatibility and interoperability of these data systems with national data systems and the data systems of other States for highway safety purposes, such as enhancing the ability to analyze national trends in crash occurrences, rates, outcomes and circumstances.</i></p>	<p>\$ 3,500,000</p>
<p><b>405d- Impaired Driving Countermeasures Grants</b></p> <p><i>Funding under this program includes high visibility impaired driving enforcement, prosecution and adjudication outreach, BAC testing, high risk drivers, DUI courts, underage drinking prevention, administrative license suspension and revocation, and self-sustaining impaired driving prevention.</i></p>	<p>\$ 13,000,000</p>
<p><b>405e- Distracted Driving Grants</b></p> <p><i>This program authorizes incentive grants to States that enact and enforce law prohibiting distracted driving. States must have statutes that prohibit drivers from texting while driving and youths from using cell phones while driving.</i></p>	<p>\$ 1,000,000</p>
<p><b>405f- Motorcyclist Safety Grants</b></p> <p><i>States may qualify for this funding by meeting two of six grant criteria: Motorcycle Rider Training Courses; Motorcyclists Awareness Program; Reduction of Fatalities and Crashes Involving Motorcycles; Impaired Driving Program; Reduction of Fatalities and Collisions Involving Impaired Motorcyclists; and Use of Fees Collected from Motorcyclists for Motorcycle Programs.</i></p>	<p>\$ 390,000</p>
<p><b>GRAND TOTAL</b></p>	<p><b>\$ 76,037,553</b></p>

\*These amounts are estimated and are subject to change.

**POLITICAL SUBDIVISION PARTICIPATION  
IN STATE HIGHWAY SAFETY PROGRAM  
FFY 2014 HSP**

	LOCAL		STATE*	TOTAL
	Local	Local Benefit		
	<b><u>402 State and Community Highway</u></b>			
<b>New Grants</b>	\$10,343,179.00	\$14,528,811.00 **	\$11,441,172.00	
<b>Continuations</b>	\$0.00	\$0.00	\$0.00	
	<b>\$24,871,990.00</b>		<b>\$11,441,172.00</b>	<b>\$36,313,162.00</b>
	<b>68.49%</b>		<b>31.51%</b>	
<b><u>164AL Minimum Penalties for Repeat Offenders for Driving While Intoxicated</u></b>				
<b>New Grants</b>	\$20,782,018.00	\$14,528,811.00	\$13,493,795.00	
<b>Continuations</b>	\$0.00	\$0.00	\$0.00	
	<b>\$35,310,829.00</b>		<b>\$13,493,795.00</b>	<b>\$48,804,624.00</b>
	<b>72.35%</b>		<b>27.65%</b>	
<b>Combined (164AL and 402 )</b>	<b>\$31,125,197.00</b>	<b>\$29,057,622.00</b>		
	<b>\$60,182,819.00</b>		<b>\$24,934,967.00</b>	<b>\$85,117,786.00</b>
	<b>70.71%</b>		<b>29.29%</b>	
*Includes the Planning and Administration grants.				
**Local Benefit -- AL1401 Sobriety Checkpoint Program				

NOTE: At least 40 percent of the total federal annual obligation limitations for Section 402 and 164 funds must be used by or for the benefit of political subdivisions of the State.

## **ALCOHOL-IMPAIRED DRIVING**

### **PROGRAM OVERVIEW**

According to NHTSA, 32,367 people died in traffic crashes in 2011 in the United States, including an estimated 9,878 people who were killed in drunk driving crashes involving a vehicle driver or a motorcycle operator with a blood alcohol concentration (BAC) of .08 grams per deciliter (g/dL) or higher (NHTSA/FARS, 2011).

In California, Alcohol-Impaired Driving Fatalities (fatalities in crashes involving at least one driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or greater) remained the same at 774 in 2010 to 774 in 2011. The 2010 and 2011 figures were the lowest DUI death totals ever.

In 2011, 28 percent of all traffic fatalities were alcohol-impaired driving fatalities (includes all fatalities involving a driver or motorcycle operator with a BAC of .08 or greater). California is better than the national average of 31 percent.

DUI arrests have dropped in 2010 to 195,879 as compared to 208,531 in 2009.

In 2010, the 21-24 age group had the highest percentage of drivers in fatal crashes with BAC levels of 0.08 or higher – 34 percent.

The Department of Motor Vehicles (DMV), Driving Under the Influence (DUI) Management Information System (MIS) Report also states that among convicted DUI offenders in 2009, 73.0 percent were first offenders and 27.0 percent were repeat offenders (one or more prior convictions within the previous ten years). The proportion of repeat offenders has decreased considerably since 1989, when it stood at 37 percent.

OTS recognizes the magnitude of the problem and continues to aggressively address impaired driving through grant funded grants that use proven countermeasures to reduce impaired driving.

The Federal Bureau of Investigation 2010 report estimates that 1.4 million drunk driving arrests (DUI) are made each year. In the United States, conviction rate data was used as a base for estimating that 1 million to 1.2 million of the people arrested for DUI are convicted and that 50 to 75 percent of all offenders drive on a suspended license.

Research shows that DUI checkpoints increase the public's attention and with news coverage of DUI enforcement efforts, can help reduce alcohol-related crashes. Utilizing this methodology, OTS will continue to fund and start new traffic safety grants that use DUI enforcement, public education, adjudication, intervention, training, prevention programs, and equipment. Many potential offenders are deterred from drinking and driving only if there is a public perception that they will be caught and punished.

OTS will develop and continue to implement successful and innovative programs such as alcohol education and awareness aimed at reducing problems associated with underage high school and college drinking. OTS will also continue to fund youth prevention grants that engage parents, schools, communities, all levels of government, all social systems that interface with youth, and youth themselves in a coordinated effort to prevent and reduce the incidents of underage drinking and driving in California.

According to 2011 FARS data, drivers age 20 or younger involved in fatal crashes dropped 4.4 percent from 336 in 2010 to 321 in 2011.

Repeat DUI offenders continue to present a hazard to the public. According to the Century Council's Hardcore Drunk Driving Judicial Guide, repeat DUI offenders who drive with a high blood alcohol concentration (BAC) of .15 or above and have more than one drunken driving arrest are considered hardcore drunk drivers. These drivers are responsible for 68 percent of alcohol-related traffic fatalities and are 385 times more likely to be involved in a crash. Drivers with BAC levels in excess of .15 are only one percent of all drivers on weekend nights; however, they are involved in nearly 50 percent of all fatal crashes during that time.

NHTSA, in a 2004 report, concluded enforcement strategies that deter most law-abiding citizens are not as effective with repeat offenders. Jail time along with alternative sanctions seem to make lasting changes in behavior of repeat DUI offenders. Imposing longer licensing sanctions and the use of ignition interlock devices, along with the impoundment of vehicles in coordination with DUI Courts and alcohol use assessment have shown successes in reducing recidivism.

## **ACTION PLANS**

OTS realizes that no one approach is effective for every community. Grantees are encouraged to develop programs that address specific needs for their city and to implement programs that include multiple components. Grantees' efforts primarily will focus on increased enforcement, public awareness, education, and prosecution.

### Enforcement and Public Awareness

Priority funding was given to cities that ranked the highest in alcohol involved fatal and injury collisions compared to cities with the same size populations. OTS funded 119 Selective Traffic Enforcement Program (STEP) grants (PT Section – beginning on page 102) to local law enforcement agencies to conduct DUI saturation patrols, as well as warrant details, court stings, and stake out operations for the worst-of-the-worst repeat DUI offenders.

OTS continues to expand and promote the Avoid program concept in fiscal year 2014. This campaign provides increased DUI enforcement by partnering with local law enforcement, Sheriff Departments, CHP and other special police departments during holiday periods with increased incidents of alcohol-involved collisions. The Avoid program publicizes the multi-agency DUI task forces using high-visibility sobriety checkpoints and task force operations along with local DUI saturation patrols through an intense media campaign. The Avoid anti-DUI deployments occur during the two NHSTA mobilization periods; the Winter Campaign – Mid-December through New Year's Weekend and the Summer Campaign – Mid-August through Labor Day weekend. Additionally, the Avoid programs target the holiday periods during Memorial Day and Independence Day weekends. OTS has now built upon the Avoid program to have a sustained enforcement effort by funding enforcement operations during other weekends with identified DUI incidents, such as Halloween, NFL's Super Bowl Sunday, St. Patrick's Day, Cinco de Mayo and other local events with impaired drivers impacting highway safety. The OTS campaign message "*Report Drunk Drivers – Call 911*" has proven to be a deterrent and will continue to be a theme driven through the media effort along with the "Designated Driver" message and NHTSA's "Drive Sober or Get Pulled Over." During the NHTSA mobilization periods, approximately 325 fixed freeway changeable message signs illuminate the "Report Drunk Drivers – Call 911" message.

OTS will fund a comprehensive statewide Sobriety Checkpoint Program for local law enforcement agencies to conduct checkpoints during national mobilization periods in addition to checkpoints throughout the year.

The Department of Alcoholic Beverage Control will be funded to award local law enforcement agencies mini-grants to conduct underage drinking prevention and enforcement activities including Minor Decoy, Shoulder Tap, Trap Door, Target Responsibility for Alcohol Connected Emergencies (TRACE), Informed Merchants Preventing Alcohol-Related Crime Tendencies (IMPACT), and Retail Operating Standards Task Force (ROSTF) operations.

### Education

OTS will continue funding live DUI court proceedings (trials and/or sentencing) in California high schools in order to provide students the opportunity to see, up close, the consequences of driving under the influence to individual drivers and crash victims in their own communities. "A Life Interrupted" and "The Big Picture" will also be included as funded as alcohol awareness programming in high schools. The CHP will continue to expand the number of mini-grants awarded to local agencies to conduct the "Every 15 Minutes" and "Sober Graduation" programs. "Impact Teen Driver" and "Teens in the Driver Seat" peer safety programs will be implemented and supported throughout the state. In addition, multiple agencies are participating in a comprehensive approach to reducing the increasing alcohol-related traffic crashes near college campuses and surrounding communities.

The Regents of the University of California (UCI Health Education Center) will continue to partner with RADD to promote and implement a model designated driver rewards program throughout California. In addition, this year the project will bring aboard The Bacchus Network to specifically enhance educational efforts by providing training on evidence-based strategies on impaired driving prevention. The project emphasizes campus and community partnerships in order to identify and support effective impaired driving prevention efforts. The goal is to combine environmental, marketing, and educational strategies to reduce alcohol related motor vehicle deaths and injuries among individuals 21-34 years of age throughout California.

#### Prosecution

In order to increase the level of accountability of high risk repeat DUI offenders and reduce recidivism, approximately \$10 million dollars has been dedicated to fund the statewide Traffic Safety Resource Prosecutor (TSRP) program, a DUI Court in San Joaquin County and vertical prosecution programs for the City of Los Angeles and for Calaveras, El Dorado, Fresno, Glenn, Kern, Lake, Madera, Marin, Monterey, Napa, Orange, Riverside, Sacramento, San Bernardino, San Joaquin, Shasta, Solano, Sonoma, Stanislaus, Ventura, and Yolo counties and DUI courts in San Joaquin County. The TSRP program is funded through the California District Attorneys Association to provide training, mentoring, and increase conviction rates statewide. The TSRP Program includes one program director and four regional DUI prosecutors. The DUI prosecutors will provide specialized DUI prosecution training and monitoring, technical support to counties with DUI vertical prosecution programs, and litigation support in complex DUI or vehicular homicide trials.

#### Training

OTS is funding a Police Officer Standards Training (POST) certified course; DUI Checkpoints - Planning and Management, designed to help prepare, execute, and supervise a successful checkpoint for each grant awarded to a law enforcement agency. This training will ensure that supervisors can prepare for the checkpoint by examining their local records and conducting proper site surveys prior to selecting a checkpoint location. Supervisors will learn how to determine the "Neutral Method" for stopping cars and planning for the volume of traffic through their Checkpoint. The course also covers case law and courtroom testimony required by supervisory personnel to ensure successful prosecution and meeting the standards of Ingersoll 8.

### **TASKS**

#### Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2014 HSP. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

#### Task 2 - DUI Enforcement/Education/Public Information

There are currently no grants planned or continued under this task.

#### Task 3 - Enforcement/Education/and Public Information

This task provides for the continued focus on traffic safety through enforcement, training for law enforcement personnel and alcohol retailers, and public education through outreach.

#### Task 4 - College and Younger Age Youth Programs

This task provides for alcohol education and awareness programs, which focus on ages from middle school through college. DUI prevention programs for high schools and university campuses will also expand elements from previous successful programs. The expanded programs will include components addressing use of seat belts, bicycle and pedestrian safety elements.

#### Task 5 - Judicial Support/Legal Process

This task provides for one grant that supports a specialized court to track DUI offenders through vertical prosecution and DUI courts. The San Joaquin County DUI Court Program is designed to stop repeat offenders from driving while impaired and re-offending. The goal of this program is to reduce recidivism among impaired drivers thereby reducing alcohol and/or drug-involved collisions, injuries and fatalities. The DUI Court provides an intensive program using judicial supervision, periodic alcohol/drug testing, mandated treatment where needed and the use of incentives and sanctions to make behavior changes. Collaboration with local law enforcement and a multi-cultural awareness component complete the DUI Court program.

Task 6 - Management Information Systems/Evaluations

This task provides for the expansion, redesign, and enhancement of DUI management information systems to have faster response times. It also provides for comprehensive traffic safety evaluations of traffic crashes in California, along with a comprehensive analysis of certain DUI sanctions and their effectiveness.

Task 7 - Testing Equipment

This task provides for testing and evaluation, and the purchase of various equipment items to assist enforcement agencies in their efforts to apprehend DUI drivers, including Portable Evidential Breath Test devices, and passive and active preliminary alcohol screening devices.

Task 8 - Multiple DUI Warrant Service/Supervisory Probation Programs

County Probation Departments will work to reduce DUI related fatalities and injuries and to prevent DUI recidivism. The worst-of-the-worst, high-risk, felony and repeat DUI offenders will be held accountable through intensive supervision to ensure compliance with court-ordered conditions of probation and to prevent re-arrest on new DUI charges. Supervision activities include: monitoring of treatment and DUI program participation; conducting office visits; field contacts; unannounced fourth waiver searches and random alcohol/drug testing as well as distribution of HOT Sheets and participation with local law enforcement on anti-DUI efforts including the Avoid campaign. OTS will fund 13 grants under this task.

Task 9 - Multi-Agency Avoid DUI Campaigns

To reduce alcohol-involved fatalities and injuries and raise general public awareness regarding the consequences of impaired driving, increased DUI enforcement and intensive media campaigns will be conducted on a county-wide basis. Participating law enforcement agencies throughout the county, including the Department of Alcoholic Beverage Control and the California Highway Patrol will conduct DUI enforcement activities during the NHTSA summer and winter holiday mobilizations, Memorial Day and Independence Day weekends, as well as special events with identified DUI problems. Activities include DUI/Driver's License Checkpoints, DUI saturation patrols, multi-agency DUI task force operations, warrant sweeps, and court sting operations targeting repeat DUI offenders. All grant funded operations will use law enforcement personnel specially trained to detect and apprehend drug-impaired drivers. OTS will fund 36 Avoid grants within the state.

Task 10 – Sobriety Checkpoint Campaign

The California Sobriety Checkpoint Campaign is designed to reduce the number of people killed in alcohol-involved crashes through the combined effort of local law enforcement, CHP, and OTS.

**GRANT SUMMARY**

<b>Grant</b>	<b>Task</b>	<b>Agency</b>	<b>Fund</b>	<b>Amount</b>
AL1405	3	California Department of Alcoholic Beverage Control	164AL	\$1,500,000
AL1406	3	California Department of Alcoholic Beverage Control	164AL	\$670,331
AL1409	3	California Department of Motor Vehicles	405d AL	\$90,000
AL1426	3	California Highway Patrol	164AL	\$6,000,000
AL1450	3	California Highway Patrol	405d AL	\$599,957
AL1436	3	Ontario	164AL	\$117,500
AL1443	4	Bakersfield	164AL	\$43,942
AL1403	4	California Highway Patrol	164AL	\$1,900,000
AL1410	4	Regents of the University of California, Berkeley Campus	164AL	\$300,000
AL1415	4	Shasta County	405d AL	\$131,050
AL1427	4	Tulare County	164AL	\$270,000
AL1411	4	University of California, Irvine	164AL	\$642,468
AL1425	5	San Joaquin County Superior Court	164AL	\$607,052
AL1408	6	California Department of Motor Vehicles	164AL	\$87,605
AL1416	6	California Department of Motor Vehicles	164AL	\$83,000
AL1398	7	Department of Justice	410AL	\$13,500
AL1418	7	San Luis Obispo County	164AL	\$226,309

Grant	Task	Agency	Fund	Amount
AL1424	8	California Highway Patrol	164AL	\$350,000
AL1429	8	Contra Costa County	164AL	\$162,000
AL1447	8	Fresno County	164AL	\$159,108
AL1420	8	Kern County	164AL	\$153,092
AL1466	8	Los Angeles County	164AL	\$275,872
AL1421	8	Placer County	164AL	\$69,136
AL1459	8	Sacramento County	164AL	\$400,000
AL1439	8	San Bernardino County	164AL	\$481,673
AL1460	8	San Diego County	164AL	\$500,000
AL1451	8	San Joaquin County	164AL	\$145,000
AL1463	8	Santa Barbara County	164AL	\$120,000
AL1457	8	Solano County	164AL	\$122,000
AL1448	8	Tulare	164AL	\$77,882
AL1440	9	Anaheim	164AL	\$299,392
AL1452	9	Auburn	164AL	\$110,000
AL1441	9	Bakersfield	164AL	\$195,000
AL1461	9	Capitola	164AL	\$80,000
AL1444	9	Ceres	164AL	\$157,000
AL1445	9	Clovis	164AL	\$257,437
AL1428	9	Contra Costa County	164AL	\$135,500
AL1462	9	Daly City	164AL	\$200,000
			164AL	\$86,000
AL1442	9	Davis	402PT	\$38,500
AL1423	9	El Dorado County	164AL	\$90,000
AL1404	9	Folsom	164AL	\$230,000
AL1422	9	Fortuna Police Department	164AL	\$65,000
AL1433	9	Gardena	164AL	\$600,000
AL1465	9	Glendora	164AL	\$600,000
AL1453	9	Hayward	164AL	\$223,100
AL1412	9	Marysville	164AL	\$67,750
AL1446	9	Merced	164AL	\$99,563
AL1454	9	Napa	164AL	\$124,000
AL1458	9	Ontario	164AL	\$307,197
AL1402	9	Orange County	164AL	\$215,000
AL1407	9	Oxnard	164AL	\$175,000
AL1413	9	Paradise	164AL	\$89,000
AL1455	9	Petaluma	164AL	\$350,000
AL1414	9	Redding	164AL	\$101,000
AL1437	9	Riverside	164AL	\$439,388
AL1430	9	Salinas	164AL	\$212,787
AL1432	9	San Diego County	164AL	\$300,000
AL1431	9	San Francisco City	164AL	\$100,000
AL1449	9	San Luis Obispo	164AL	\$304,000
AL1456	9	San Rafael	164AL	\$175,500
AL1464	9	Santa Barbara County	164AL	\$130,000



Grant	Task	Agency	Fund	Amount
AL1419	9	Santa Clara County	164AL	\$179,470
AL1435	9	Siskiyou County	164AL	\$40,000
AL1417	9	Stockton	164AL	\$300,000
AL1467	9	Vallejo	164AL	\$220,000
AL1434	9	Visalia	164AL	\$204,000
AL1369	10	Regents of the University of California, Berkeley Campus	164AL	\$14,528,811
			<b>Total</b>	<b>\$38,327,872</b>

## GRANT DESCRIPTIONS

Grant	Task	Agency/Title/Description
AL1405	3	<p>California Department of Alcoholic Beverage Control</p> <p>Minor Decoy/Shoulder Tap, TRACE, IMPACT/ROSTF and Trapdoor</p> <p>The Alcoholic Beverage Control will expand its efforts to achieve the ongoing goal of reducing youth access to alcohol by combining enforcement operations, training and education programs. Minor Decoy and Shoulder Tap operations will be conducted at retail and non-retail alcohol outlets throughout the state. Enforcement/training grants will be awarded to local law enforcement agencies to conduct these types of operations within their own jurisdictions. TRACE protocol trainings and investigations will continue as an effective deterrent for underage drinking and drunk driving. Free LEAD training will be available to licensees. IMPACT/ROSTF inspections will conduct at retail outlets and Trapdoor operations will continue under this grant.</p>
AL1406	3	<p>California Department of Alcoholic Beverage Control</p> <p>CREED/MADD</p> <p>The Department of Alcoholic Beverage Control will partner with Mothers Against Drunk Driving to expand upon their efforts to educate and bring awareness to California communities of the human toll alcohol-related crashes takes throughout California. This grant will continue to unite MADD with law enforcement agencies focused on the same campaign of intolerance to driving under the influence and to underage drinking.</p>
AL1409	3	<p>California Department of Motor Vehicles</p> <p>Investigating the Relationship Between Marijuana, Alcohol, and Other Drugs and Crash-Related Risky Driving Behaviors</p> <p>This study will investigate the possible relationship between the use of marijuana, alcohol and other drugs and crash-related risky behavior among California drivers involved in fatal crashes. Risky behavior will be defined using the Fatality Analysis Reporting System's (FARS) "Driver-related Factors" variable definitions. Whether California drivers involved in fatal crashes whose blood tested positive for marijuana, alcohol, other drugs, or some combination of these are more likely than drivers who are drug and alcohol free to engage in crash-related risky behavior will be assessed. This study will also investigate whether the risky behavior of marijuana-positive drivers changed after passage of California's medical marijuana law.</p>
AL1426	3	<p>California Highway Patrol</p> <p>Alcohol Enforcement, Reduction, and Traffic Safety (ALERTS)</p> <p>The California Highway Patrol will implement a 12-month statewide grant to combat fatal/injury collisions attributed to driving under the influence (DUI). Grant activities include sobriety/driver license checkpoints, DUI task force operations, proactive DUI patrol operations, and a broad public awareness campaign in an effort to decrease the number of alcohol-involve fatal and injury collisions and associated victims on California's roadways.</p>

Grant	Task	Agency/Title/Description
AL1450	3	<p>California Highway Patrol</p> <p>Area-wide Impaired-Driving Collision Reduction Effort</p> <p>The California Highway Patrol will conduct a 12-month grant to reduce the number of victims killed and injured in reportable fatal and injury traffic collisions where the primary collision factor (PCF) is driving under the influence (DUI) of alcohol and/or drugs in the CHP Riverside and Yuba-Sutter Areas. The Areas were confirmed by CHP Executive Management based on 2009-2011 data from the Statewide Integrated Traffic Records System. This project includes both enhanced enforcement and a public education campaign to raise awareness on the dangers of DUI and initiates changes in driver behavior towards abuse of alcohol and prescription, over-the-counter, and illegal drugs. Enhanced enforcement will include repeat DUI offender strike force operations, DUI saturation patrols, DUI warrant service operations, and probation compliance sweeps. Local task forces comprised of interested parties from local, regional, state, and/or federal organizations and agencies will be formed to address the issues in each Area by evaluating both causes and possible remedies. The task forces will also identify and implement short-and long-term solutions for reducing the number of reportable traffic collisions where the PCF is DUI of alcohol and drugs for each Area.</p>
AL1436	3	<p>Ontario</p> <p>Alcohol Multi-Agency Task Force Operation</p> <p>The goal of the ABC Multi-Agency/City Task Force is to network law enforcement agencies regionally with each other and conduct multiple joint operations. Those operations bring a decrease of alcohol related issues such as DUI's, alcohol related fatalities, underage drinking and increases the quality of life in cities regionally. Joint operations that will be conducted include alcohol licensee inspections, operations focused on over intoxication, holiday drinking and minor decoy operations.</p>
AL1403	4	<p>California Highway Patrol</p> <p>Teen Choices 6</p> <p>The California Highway Patrol will publicize the Every 15 Minutes (E15M) program, Sober Graduation events, and other CHP alcohol reduction education programs by conducting informational presentations to high schools, community-based organizations, local law enforcement, fire departments, and/or health departments in California. The CHP will facilitate E15M programs as well as Sober Graduation events and other CHP alcohol reduction programs to schools unable to participate in the full E15M program, and distribute educational materials emphasizing the consequences of drinking and driving.</p>
AL1410	4	<p>Regents of the University of California, Berkeley Campus</p> <p>Teens in the Driver Seat</p> <p>The Teens in the Driver Seat (TDS), a program to promote teen traffic safety, will be established in 50 new communities throughout California. A new set of resources to the TDS program starter kit will be developed and will include resources targeting parents of teens and pre-teens. The program also will establish a Teens in the Driver Seat Teen Advisory Board for California.</p>
AL1411	4	<p>University of California, Irvine</p> <p>California College DUI Awareness Project</p> <p>The Regents of the University of California (UCI Health Education Center) will continue to partner with RADD to promote and implement a model designated driver rewards program throughout California. In addition, this year the project will bring aboard The Bacchus Network to specifically enhance educational efforts by providing training on evidence-based strategies on impaired driving prevention. The project emphasizes campus and community partnerships in order to identify and support effective impaired driving prevention efforts. The goal is to combine environmental, marketing, and educational strategies to reduce alcohol related motor vehicle deaths and injuries among individuals 21-34 years of age throughout California.</p>

Grant	Task	Agency/Title/Description
AL1415	4	<p>Shasta County</p> <p>Teens Drive Safe in Shasta</p> <p>Teens Drive Safe in Shasta is a county-wide high school education program that will encourage safe driving through educational programming and dissemination of messages to teens and their parents. This program will focus on education related to teen driver safety, and impaired and distracted driving prevention. Activities will include educational campaigns and presentations at Shasta County High Schools along with a Real DUI Sentencing, R.E.A.C.H. Communications, Inc. presentations, and Impact Teen Drivers assemblies.</p>
AL1427	4	<p>Tulare County</p> <p>The Big Picture: Reducing Youth Alcohol Access to Increase Traffic Safety</p> <p>This project will utilize a multi-faceted approach to address environmental factors that support and encourage the underage drinking that often results in tragic consequences on our roadways. Youth led projects will be launched by a Real DUI Court in their school and then follow with TRACE campaign. This campaign will target adult providers, both social and retail and educate them about the Target Responsibility for Alcohol Related Emergencies and how it serves to hold adult providers accountable. Lastly, the project will include the "I'm In! campaign" that was recently developed by the CFNLP, seeking to change norms and elicit commitment from retailers and adults to not provide alcohol to youth.</p>
AL1443	4	<p>Bakersfield</p> <p>A Life Interrupted</p> <p>The teen alcohol prevention program "A Life Interrupted" is designed to deliver true stories involving teens throughout our community that have lost their lives due to these senseless and preventable acts. Funding for this program will allow the Bakersfield Police Department to continue to present the program at schools in an effort to educate teens and bring about public awareness to this danger on our roadways.</p>
AL1408	6	<p>California Department of Motor Vehicles</p> <p>DUI Hot List Expansion and Monitoring Project</p> <p>DMV will add six or more additional police agencies meeting specific conditions, and will encourage continued participation of the original participating agencies in the Hot List project; provide the Hot List twice monthly to participating agencies monitoring use of the list; work with participating agencies to increase enforcement or intervention efforts in part by providing suggested best-uses identified in the process evaluation report from grant AL1307, then interview participating agencies to gather their impressions of impacts of having access to the Hot List data; and write a report characterizing their experiences and recommendations regarding conducting an impact evaluation of the Hot List program in a subsequent grant cycle.</p>
AL1416	6	<p>California Department of Motor Vehicles</p> <p>Using Identification Card Readers to Identify Drivers Under Suspension/Revocation in Real Time at DUI/License Checkpoints</p> <p>DMV will partner with the Sacramento Police Department to use identification card readers at DUI/Drivers License checkpoints. The readers will be downloaded with lists of suspended/revoked drivers, and possibly other high-risk drivers (e.g., those on DUI probation or under ignition interlock device restriction), to allow real-time identification and apprehension of these drivers at the checkpoints. The department will provide the law enforcement resources as part of the grant. DMV will provide the license lists, and conduct analysis of the numbers and types of apprehended offenders, to determine the value and potential for expanded use of this real-time identification strategy.</p>

Grant	Task	Agency/Title/Description
AL1398	7	<p>Department of Justice</p> <p>Forensic Instrumentation for Increased Specificity and Rapid Identification of Drugs for DUI Enforcement</p> <p>The Department of Justice – Bureau of Forensic Services will upgrade an existing liquid chromatograph mass spectrometer (LC/MS) to a state-of-the-art liquid chromatograph tandem mass spectrometer (LC/MS/MS) with a new automated sample preparation system to enhance the ability to efficiently test biological fluid samples from individuals suspected of driving under the influence of drugs. This LC/MS/MS system will improve efficiency of the analysis of drugs that can impair driving and significantly improve the ability to analyze traditionally more difficult drugs such as benzodiazepines and designer drugs like “bath salts”. The grant will also fund training for criminalists and a replacement nitrogen generator. The instrumentation will be validated and used for casework following strict ISO 17025 accreditation standards. This project will target drug impaired driving.</p>
AL1418	7	<p>San Luis Obispo County</p> <p>Portable Evidential Breath Test Program (PEBT)</p> <p>The San Luis Obispo County Crime Lab will replace and enhance aging and unreliable PEBT equipment countywide. The department will purchase and distribute new equipment to 12 law enforcement agencies throughout the county and provide training and technical assistance. Through updated certifications and newly available state-of-the-art PEBT device technology, San Luis Obispo County can continue the decline in motorist fatalities and injuries involving DUI drivers.</p>
AL1369	10	<p>Regents of the University of California, Berkeley Campus</p> <p>Sobriety Checkpoint Program</p> <p>California will implement a comprehensive statewide Sobriety Checkpoint Program for local law enforcement agencies to conduct checkpoints during national mobilization periods in 2013-2014, in addition to checkpoints throughout the year. Below is a breakdown of the funded cities.</p>

#### FFY 2014 Sobriety Checkpoint Program Recipients

Alhambra	\$58,200
Anaheim	\$83,350
Apple Valley	\$81,750
Arcadia	\$31,810
Atwater	\$17,740
Azusa	\$34,000
Bakersfield	\$130,000
Beaumont	\$34,431
Bellflower	\$51,937
Benicia	\$23,999
Brentwood	\$11,250
Burbank	\$32,400
Burlingame	\$51,000
Carson	\$28,000
Chino	\$71,825
Chino Hills	\$20,375

Chula Vista	\$221,872
Citrus Heights	\$61,875
Claremont	\$29,600
Clovis	\$50,100
Coachella	\$102,400
Compton	\$89,350
Concord	\$74,920
Corona	\$53,000
Costa Mesa	\$94,400
Cypress	\$33,700
Daly City	\$35,400
Del Mar, Encinitas, Solana Beach	\$53,150
Desert Hot Springs	\$25,250
Downey	\$42,000
East Palo Alto	\$26,600
Eastvale	\$52,975

El Cajon	\$40,800
El Monte	\$95,650
El Segundo	\$16,272
Elk Grove	\$54,450
Escondido	\$184,000
Eureka	\$19,800
Fairfield	\$43,900
Fontana	\$133,640
Fountain Valley	\$34,900
Fremont	\$51,100
Fresno	\$461,000
Fullerton	\$44,500
Garden Grove	\$113,350
Gardena	\$132,000
Gilroy	\$26,400
Glendale	\$150,310
Goleta	\$63,500
Hanford	\$11,480
Hawthorne	\$78,050
Hesperia	\$25,600
Huntington Beach	\$95,000
Huntington Park	\$75,100
Imperial Beach	\$53,102
Indian Wells	\$47,900
Indio	\$44,450
Inglewood	\$64,725
Irvine	\$77,050
Jurupa Valley	\$55,975
Kingsburg	\$8,955
La Habra	\$70,399
La Mirada	\$44,800
La Puente	\$60,180
La Quinta	\$49,600
La Verne	\$42,920
Laguna Beach	\$33,199
Lake Elsinore	\$68,400
Lancaster	\$104,400
Lathrop	\$26,552
Lemon Grove	\$30,000
Lodi	\$92,950
Lompoc	\$70,460
Long Beach	\$120,682
Los Angeles	\$2,244,100
Los Angeles County	\$427,750
Los Banos	\$29,300
Madera	\$40,300
Malibu	\$138,249
Manteca	\$54,400
Martinez	\$21,515

Menifee	\$63,700
Modesto	\$93,788
Montebello	\$33,350
Moreno Valley	\$156,410
Morgan Hill	\$36,800
Murrieta	\$26,800
National City	\$66,450
Newport Beach	\$75,500
Norco	\$80,000
Norwalk	\$69,730
Novato	\$29,100
Oakland	\$48,500
Oceanside	\$108,450
Ontario	\$258,000
Orange	\$126,340
Orange County	\$32,900
Oxnard	\$91,450
Pacifica	\$18,320
Palm Desert	\$62,300
Palm Springs	\$41,425
Palmdale	\$94,400
Paramount	\$44,325
Pasadena	\$136,370
Perris	\$81,500
Petaluma	\$47,025
Pico Rivera	\$93,435
Pittsburg	\$25,300
Placentia	\$62,700
Pomona	\$137,615
Porterville	\$12,500
Poway	\$48,649
Rancho Cordova	\$45,750
Rancho Mirage	\$34,100
Redding	\$41,225
Redlands	\$57,000
Redondo Beach	\$51,000
Redwood City	\$50,984
Rialto	\$81,500
Richmond	\$37,400
Ridgecrest	\$36,760
Riverbank	\$39,979
Riverside	\$82,845
Rohnert Park	\$38,090
Sacramento	\$241,548
Salinas	\$31,600
San Bernardino	\$119,325
San Diego	\$452,650
San Dimas	\$39,475
San Francisco	\$83,180

San Gabriel	\$37,449
San Jacinto	\$54,050
San Jose	\$123,000
San Marcos	\$31,525
San Pablo	\$29,300
San Rafael	\$46,000
Sanger	\$10,200
Santa Ana	\$157,800
Santa Barbara	\$103,700
Santa Clarita	\$133,220
Santa Fe Springs	\$26,865
Santa Maria	\$127,950
Santa Monica	\$45,000
Santa Rosa	\$69,080
Santee	\$40,000
Seal Beach	\$61,534
Sebastopol	\$16,900
Selma	\$10,500
Signal Hill	\$31,037
South Pasadena	\$16,000
South San Francisco	\$49,200
Stockton	\$98,400
Suisun City	\$30,090

Sunnyvale	\$17,700
Temecula	\$36,900
Thousand Oaks	\$33,600
Tracy	\$39,118
Tustin	\$39,700
Twentynine Palms	\$21,200
Upland	\$33,500
Vacaville	\$59,420
Vallejo	\$78,150
Ventura	\$33,850
Visalia	\$53,950
Vista	\$50,650
Wasco	\$26,777
West Sacramento	\$19,750
Westminster	\$42,000
Whittier	\$69,775
Yuba City	\$19,500
Yucaipa	\$50,900
Yucca Valley	\$18,860
<b>Total</b>	<b>\$13,843,417</b>

OTS places a high priority on funding cities with the most significant DUI problems. As shown below, nearly all the Top 50 DUI Cities have received a DUI checkpoint grant as well as a STEP grant.

Top 50 DUI Cities		2010 Fatalities & Injuries	Number of DUI Checkpoints	STEP Grant Awarded
1	Los Angeles	2,247	160	x
2	San Diego	696	48	x
3	San Jose	409	12	x
4	Sacramento	326	24	x
5	San Francisco	323	10	x
6	Bakersfield	228	13	x
7	Long Beach	215	12	x
8	Santa Ana	200	22	x
9	Oxnard	163	12	x
10	Anaheim	159	8	x
11	Fresno	152	60	x
12	Oakland	136	4	x
13	Huntington Beach	136	10	x
14	Riverside	129	6	x
15	Modesto	124	18	x
16	Stockton	122	12	x
17	Orange	120	4	x
18	Escondido	106	16	x
19	San Bernardino	105	18	x
20	Oceanside	97	10	x

Top 50 DUI Cities		2010 Fatalities & Injuries	Number of DUI Checkpoints	STEP Grant Awarded
21	Chula Vista	95	24	x
22	Newport Beach	85	6	x
23	Santa Barbara	84	24	x
24	Pomona	82	12	x
25	Santa Rosa	82	8	x
26	Hawthorne	82	7	x
27	Costa Mesa	80	10	x
28	Santa Maria	79	18	x
29	Palm Springs	78	8	x
30	Fontana	76	16	x
31	Fullerton	76	4	x
32	Fremont	72	7	*
33	Hemet	71	*	x
34	Santa Monica	71	4	x
35	Concord	70	6	x
36	Moreno Valley	70	18	x
37	Ontario	69	20	x
38	Garden Grove	68	14	x
39	Downey	67	4	*
40	Thousand Oaks	63	6	x
41	Lancaster	62	12	x
42	Santa Clarita	60	14	x
43	Vallejo	60	8	x
44	Berkeley	58	*	*
45	Citrus Heights	58	8	x
46	Roseville	57	*	*
47	Torrance	55	*	*
48	West Covina	55	*	*
49	Visalia	54	12	x
50	Napa	54	*	x

\*did not apply for funding

# DISTRACTED DRIVING

## PROGRAM OVERVIEW

### National Research

In the 21st century driver distraction has emerged as a new and significant traffic safety concern. Distractions are not new; however, the number and complexities of distractions has increased substantially.<sup>1</sup> Distractions can be visual, manual, and/or cognitive. Cell phone use and texting are the most commonly discussed forms of driver distraction, but all of the following activities can also be considered potentially distracting: eating or drinking; adjusting vehicle controls (radio, A/C); interacting with passengers; grooming; using electronic devices (PDA, smart phone, iPod, computer, GPS navigation unit); and using in-vehicle technology. While numerous potential distractions exist for drivers, there is broad recognition that technological distractions, particularly talking and texting on cell phones represent a primary and growing concern. U.S. Department of Transportation Secretary Ray LaHood recently stated the need to "...raise awareness and change the way people think about distracted driving."<sup>2</sup> The problem promises only to grow, as portable electronic devices become more accessible, specialized, or specifically manufactured for use in motor vehicles, and their use becomes ubiquitous.

Public awareness of the dangers of mobile phone use and driving suggests a conflict between public perception of the dangers associated with mobile phone use, and the behavior, or use, of mobile phones. While most drivers have reported it is unacceptable for drivers to talk on hand-held phones, to send a text message or e-mail, most also reported engaging in this behavior.<sup>3</sup> There is also a lack of understanding about the difference between hand-held and hands-free use of mobile phones. The same American Automobile Association Foundation for Traffic Safety (AAAFTS) study reported that while 71 percent of drivers believed it was unacceptable to talk on hand-held phones and drive, only 38 percent believed it was unacceptable to talk on hands-free phones and drive. The National Safety Council (NSC) has released a report, however, that says that research has not identified that hands-free phones offer safety benefits. Problems such as inattention blindness, slowed reaction and response times and weaving among lanes of traffic are associated with both hands-free and hand-held phones.<sup>4</sup>

With the significant market penetration of mobile phones over the last 15 years<sup>5</sup>, the percentage of drivers talking and texting on cell phones continues to increase rapidly, although estimates of the magnitude of distracted driving and associated crashes vary due to the difficulty of identifying distracted driving and attributing crashes to it. The estimated proportion of crashes and/or near-crashes attributed at least in part to distracted driving (excluding drowsy driving) varies from 16 percent to 22 percent.<sup>6</sup> Table 1 provides a breakdown of fatal crashes, drivers and fatalities in crashes involving driver distraction by year in the US between 2004 and 2009.

In a recent survey of 1,219 drivers age 18 and over conducted by the Insurance Institute for Highway Safety, over 40 percent of drivers said they talked on the phone while driving "at least a few times per week" and 19 percent reported they talked on the phone while driving every day.<sup>7</sup> In recent years, government groups and researchers have reported on the involvement of driver distraction in crashes.

---

<sup>1</sup>Regan, Lee & Young (2008), *Driver Distraction: Theory, Effects, and Mitigation*: CRC Press

<sup>2</sup><http://www.distraction.gov/files/press-release/dot0410508forweb.pdf>

<sup>3</sup><http://www.aaafoundation.org/pdf/distraction.pdf>

<sup>4</sup>National Safety Council. *Understanding the Distracted Brain*. March 2010.

[http://www.nsc.org/safety\\_road/Distracted\\_Driving/Documents/Dstret\\_Drvng\\_White\\_Paper\\_Fnl%282%29.pdf](http://www.nsc.org/safety_road/Distracted_Driving/Documents/Dstret_Drvng_White_Paper_Fnl%282%29.pdf)

<sup>5</sup>National Safety Council. *Understanding the Distracted Brain*. March 2010.

[http://www.nsc.org/safety\\_road/Distracted\\_Driving/Documents/Dstret\\_Drvng\\_White\\_Paper\\_Fnl%282%29.pdf](http://www.nsc.org/safety_road/Distracted_Driving/Documents/Dstret_Drvng_White_Paper_Fnl%282%29.pdf)

<sup>6</sup>NHTSA, *Traffic Safety Facts. An Examination of Driver Distraction as Recorded in NHTSA Databases*. September 2009, DOT HS 811 216. <http://www-nrd.nhtsa.dot.gov/Pubs/811216.pdf>

<sup>7</sup> IIHS, *Phoning While Driving*, Feb. 27, 2010



NHTSA reports, for example, that young drivers under age 20 represent the age group with the greatest proportion of distracted drivers — 16 percent of all under-20 drivers in fatal crashes were reported to have been distracted while driving.<sup>8</sup> A recent study on Australian young drivers aged 17-24 suggests that a multi-strategy approach including norm change is likely to be useful in attempts to reduce the incidence of risky driving behaviors.<sup>9(9)</sup>

Using cell phones has been differentiated from talking with in-vehicle passengers. In traffic, passengers have been observed to suppress and modulate conversation, and to provide warning of impending hazards, whereas the lack of conversation suppression and alerting comments while using cell phones are believed to contribute significantly to reduced driver performance. In addition, the practice of hands-free cell phone use is still highly dangerous due to “inattention blindness,” where users are unable to properly mentally process the complicated tasks involved in driving at the same time they are engaged in a cell phone conversation.

California Vehicle Codes applying to distracted driving include §23123, §23123.5, and §23124. Current law prohibits hand-held use of cell phones while driving, as well as use of wireless electronic devices while driving, and prohibit drivers under age 18 from using hand-held or hand-free cellular phones while driving. It is difficult, though, for police to enforce these laws since distractions are difficult to observe from outside of the vehicle. Further, it is challenging for investigators to identify sources of distraction that were present during a crash. Drivers may purposely not report behavior accurately, or may be incapacitated or deceased.

### Fatal Crashes, Drivers, and Fatalities In Crashes Involving Driver Distraction by Year

#### FARS Data

Year	Overall			Distraction		
	Crashes	Drivers	Fatal	Crashes	Drivers	Fatal
2004	38,444	58,395	42,836	4,409 (11%)	4,672 (8%)	4,978 (12%)
2005	39,252	59,220	43,510	4,117 (10%)	4,309 (7%)	4,572 (11%)
2006	38,684	57,846	42,708	5,323 (14%)	5,536 (10%)	5,917 (14%)
2007	37,435	56,019	41,259	5,398 (14%)	5,623 (10%)	5,988 (15%)
2008	34,017	50,186	37,261	5,501 (16%)	5,501 (11%)	5,870 (16%)
2009	30,797	45,230	33,808	4,898 (16%)	5,084 (11%)	5,474 (16%)
2010	30,196	44,440	32,885	2,843 (9%)	2,912 (7%)	3,092 (9%)
2011	29,757	43,668	32,367	3,020 (10%)	3,085 (7%)	3,331 (10%)

#### California’s Statewide Traffic Safety Survey

As part of the July 2012 intercept interviews, a number of questions were asked relating to distracted driving. The following results are summarized:

The second most common response to the question of the biggest safety problem was distracted driving via talking on cell phones. Drivers in Southern California were more likely than drivers in both Northern and Central California to cite texting as the biggest safety issue. Additionally, respondents over age 35 were significantly more likely to state that being distracted by talking on a cell phone was a serious traffic safety issue.

- Cell phone conversations (hand-held or hands-free) were cited as the most serious distraction for drivers.
- Thirty percent said that they still talked on a hand-held cell phone while driving in the past 30 days.
- More than 40 percent of survey participants indicated that they talked on a hands-free cell phone while driving during the past 30 days, despite the evidence that it is no safer than hand-held.
- Thirty percent continue to text or e-mail while driving despite the known dangers and laws.

<sup>8</sup>NHTSA, *Traffic Safety Facts. An Examination of Driver Distraction as Recorded in NHTSA Databases.* September 2009, DOT HS 811 216. <http://www-nrd.nhtsa.dot.gov/Pubs/811216.pdf>

<sup>9</sup> Nemme and White, 2010, Texting while driving: Psychosocial influences on young people’s texting intentions and behavior, *Accident Analysis & Prevention*, In Press

- A total of 33.8 percent of respondents indicated they talk less on cell phones since the hands-free law went into effect.
- Roughly 45 percent of participants indicated that they had made a mistake while talking on a cell phone while driving.
- Sixty percent reported having been hit or nearly hit by a driver who was talking or texting on a cell phone.

### **California's Statewide Observational Survey of Cell Phone and Texting Use Among California Drivers**

In March 2013, California conducted the third annual observational survey of cell phone and texting use by drivers. The percentage of drivers actively using cell phones at any one time dropped from 10.8 percent in 2012 to 7.6 percent in 2013, nearly returning to the baseline 2011 total of 7.3 percent. The largest drop, 33 percent, was from those holding a cell phone to their ear. A similar nationwide survey conducted by NHTSA in 2009 showed a combined usage of nine percent. Researchers conducted observations of over 6000 vehicles at 130 intersections in 17 counties and found the following:

- 2.3 percent were talking into a hand-held phone, either at their ear or in their hand
- 2.8 percent were talking into a Bluetooth, speaker phone or headset
- 2.5 percent were texting or otherwise manipulating a mobile device

### **ACTION PLANS**

OTS and CHP continue to lead SHSP Challenge Area 17 – Reduce Distracted Driving. Both departments will continue work on the approved action items, as well as focus on at least two new additional action items for the Steering Committee's review and approval.

Over the past three years, California has spearheaded the largest statewide efforts during the National Distracted Awareness Month and they were deemed a huge success. OTS and CHP enlisted the assistance of over 265 local law enforcement agencies to conduct "zero tolerance" enforcement operations during the entire month of April. In addition to enforcement efforts, the "It's NOT Worth It" public awareness campaign was launched with TV and radio commercials, as well as billboards, gas station pump toppers, and social media. Caltrans also contributed by illuminating the message over their freeway changeable message signs.

In March 2014, OTS will contract with a research firm to conduct the Fourth Annual Cell Phone/Texting Observational Survey and efforts will continue during National Distracted Awareness Month in April 2014. In addition, OTS will develop and implement a statewide, adult-targeted distracted driving campaign using paid media, earned media, PSAs, outreach, and public relations strategies.

In 2013, California was selected by NHTSA to participate in an expanded Distracted Driving High Visibility Enforcement Demonstration program similar to the 2010 pilot including Syracuse, New York and Hartford, Connecticut. In this program, local law enforcement agencies and the CHP offices in nine counties in the Sacramento Valley region conducted enforcement focusing on distracted driving violations during a ten-day wave in December and two-week waves in March and June. NHTSA complimented enforcement by providing a large media campaign using the slogan, "Phone in One Hand, Ticket in the Other." OTS is hopeful that as demonstrated in similar high visibility enforcement campaigns, the research will show that 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. The evaluation of this demonstration project should be published in 2014.

OTS will again partner with Sacramento Gannett ABC affiliate to continue The Great Hang Up Campaign. The campaign includes airing Distracted Driving PSAs, creation of weekly distracted driving oriented news stories, distracted driving materials at events, web and Facebook ads and pages, monthly morning talk show segments, and on-air campaign promotions.

The following talking points are listed on the OTS website along with other links associated with distracted driving, as well as the SHSP Talking Points site:

- Distracted driving is a serious traffic safety concern that puts all road users at risk, joining alcohol and speeding as leading factors in fatal and serious injury crashes.
- As the impacts of distracted driving are being felt at an increasing rate, primarily due to the recent surge in cell phone use and text messaging while driving, the SHSP Steering Committee added the first new Challenge Area since the plans inception.
- The primary source of driver inattention is use of a wireless device. Drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves (Hoskings, Young & Regan, 2006). Driving while using a cell phone reduces the amount of brain activity associated with driving by 37 percent, resulting in “inattention blindness” – your brain isn’t seeing what’s right in front of you because it’s too busy with your call.
- According to NHTSA, a total of 3,092 people died in 2010 in crashes involving a distracted driver (9.4 percent of total fatalities), and an additional 416,000 were injured in the United States (NHTSA, 2012). Nationally, the younger, inexperienced drivers under 20 years old have the highest proportion of distraction-related fatal crashes at 11 percent (NHTSA, 2012).
- A lack of meaningful and useful data is a hindrance to combating the problem.
- Using a cell phone use while driving, whether it’s hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent.
- While all distractions can endanger drivers’ safety, texting is the most alarming because it involves multiple types of distraction. Dialing and texting can take a driver’s eyes from the roadway for five seconds or longer, while most crashes have less than three seconds reaction time.
- Nationally nine percent of fatal crashes in 2010 were reported as distraction-affected collisions and eighteen percent of injury crashes in 2010 involved reports of distracted driving (NHTSA, 2012).
- Of those killed in distracted-driving-related crashed nationally, 13.2 percent involved reports of a cell phone as a distraction (NHTSA, 2012).
- The portion of drivers reportedly distracted at the time of the fatal crashes increased from 7 percent in 2005 to 11 percent in 2009 (NHTSA, Traffic Safety Facts 2009).
- Nationally, the proportion of fatalities reportedly associated with driver distraction increased from 10 percent in 2005 to 16 percent in 2009. During that time, fatal crashes with reported driver distraction also increased from 10 percent to 16 percent.(NHTSA, Traffic Safety Facts 2009)
- Of those drivers reportedly distracted during a fatal crash, the 20-to-29-year-old age group had the greatest proposition of drivers distracted by cell phones at 26 percent (NHTSA, 2012).
- Between 2012 and 2013, an observational survey of cell phone use by drivers took place 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 7.6 percent of drivers on the road using cell phones at any given daylight time, down from 10.8 percent in 2012.

## **TASKS**

### Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2014 HSP. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, or educational meetings or conferences.

### Task 2 - Enforcement, Public Education and Public Information

This task provides funding for statewide public information, education, and media campaign focusing on the dangers of distracted driving, texting and using a cell phone while driving. In addition, an effort will be geared towards teen drivers.

### Task 3 – Evaluation

This task provides funding for one grant to evaluate sample data of driver’s licenses and the association of distracted driving citations and crashes.

## GRANT SUMMARY

Grant	Task	Agency	Fund	Amount
DD1403	2	California Highway Patrol	405e DD	\$1,028,987
DD1404	2	California Highway Patrol	405e DD	\$400,000
DD1401	2	Glendora	405e DD	\$100,000
DD1405	2	University of California, San Diego	405e DD	\$144,937
DD1402	3	California Department of Motor Vehicles	405e DD	\$66,869
			<b>Total</b>	<b>\$1,740,793</b>

## GRANT DESCRIPTIONS

Grant	Task	Agency/Title/Description
DD1403	2	<p>California Highway Patrol</p> <p>Teen Distracted Drivers Education and Enforcement (TDDEE) III</p> <p>The California Highway Patrol (CHP) will implement a 12-month statewide grant focusing on distracted driving among teens. The grant will provide enhanced enforcement and a broad public awareness, educational, and media campaign. Teen drivers are increasingly distracted by mobile devices such as cell phones (and associated texting), causing collisions, injuries, and fatalities. More than two-thirds of all fatal teen collisions nationwide are directly related to distracted driving. Successful teen programs have demonstrated that the combined efforts of law enforcement and outreach programs can be effective tools in communicating the importance of driving safely. This program will contract with a teen driver safety education group to provide presentations to stakeholders, conduct a broad media campaign to educate teen drivers on the dangers of distracted driving, and partner with stakeholder groups (including teachers, parents, and teen groups) to enhance community involvement.</p>
DD1404	2	<p>California Highway Patrol</p> <p>Adult Distracted Drivers IV</p> <p>The California Highway Patrol will conduct a statewide enforcement and education campaign designed to bring distracted driving behaviors to the attention of the motoring public. This grant will also include traffic safety presentations to help educate the public on different types of distractions. Distractions that frequently and negatively affect driving ability include: interacting with passengers/pets, using cell phones, eating, smoking, attending to personal hygiene, reading, and manipulating electronic equipment. Sleepiness, drowsiness, and fatigue also distract a driver's focus from the road and cause a major lapse in situational awareness.</p>
DD1401	2	<p>Glendora</p> <p>Cell Phone Policy Development and Education for Employers</p> <p>The Glendora Police Department will collaborate with the National Safety Council (NSC) to provide workshops impacting approximately 450-600 employers. Workshop topics will include distracted driving crash statistics and science, why hand-held cell phone bans are not enough, impact on productivity, liability and risk mitigation, corporate case studies, and victim impact stories. Attendees will receive a cell phone policy kit that includes comprehensive materials for executives and employees. In addition, the police department will conduct hand-held cell phone/texting enforcement operations.</p>

<b>Grant</b>	<b>Task</b>	<b>Agency/Title/Description</b>
DD1405	2	<p data-bbox="427 226 812 258">University of California, San Diego</p> <p data-bbox="427 289 1052 321">Worksite Course to Reduce Cell Phone Distracted Driving</p> <p data-bbox="427 352 1406 562">This grant aims to reduce cell phone distracted driving among commercial and non-commercial drivers in San Diego County through educational courses delivered in the workplace. A one hour curriculum will focus on the dangers of driving distracted as well as provide measures to reduce these behaviors. The course will be delivered to agencies representing county government, private corporations and education. A secondary activity will assess outcomes of agencies that attend a National Safety Council Policy Development workshop in Southern California.</p>
DD1402	3	<p data-bbox="427 562 870 594">California Department of Motor Vehicles</p> <p data-bbox="427 625 964 657">An Examination of California's Distracted Drivers</p> <p data-bbox="427 688 1430 930">The California Department of Motor Vehicles will conduct a literature review on the effectiveness of cell phone laws, determine the characteristics of cell phone law violators, and provide trends in crashes involving cell phones in California. The data for this will be collected from CHP's SWITRS database and DMV's Driver License Master File. The project will produce a report detailing the results of our findings. The project would directly support traffic safety efforts in several challenge areas identified in the Strategic Highway Safety Plan (SHSP), especially those having to do with reducing distracted driving, and the collection, access, and analysis of safety data.</p>

Note: All law enforcement agencies with STEP grants in the Police Traffic Services Section will participate in the “National Distracted Driving Awareness Month” campaign.

## **DRUG-IMPAIRED DRIVING**

### **PROGRAM OVERVIEW**

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.

Several studies and research projects in specific regions of the United States indicate that marijuana is the most prevalent illegal drug detected in impaired drivers, fatally injured drivers, and vehicle crash victims. Other prevalent drugs include benzodiazepines, cocaine, opiates, and amphetamines.

How do drugs – illegal, prescription, and over-the-counter – affect the brain that makes driving a hazard? Drugs can alter perception, attention, balance, coordination, reaction time, and other faculties crucial for operating a motor vehicle. Of course, there are a variety of factors to consider: time, quantity, and frequency of consumption by the user, the type of drug(s), etc. Several studies on the affects of marijuana have indicated that the drug negatively affects a driver's attention and their perception of time and speed. When marijuana is combined with alcohol, driving impairment increases significantly. Unfortunately, several studies have found that a high number of drivers who test positive for alcohol also test positive for delta-9-tetrahydrocannabinol (THC), the active ingredient in marijuana.

Drugged drivers often go undetected due to the lack of officer confidence in recognizing the signs and symptoms of such drivers, and/or knowing when to bring a Drug Recognition Expert (DRE) into the investigation. The Advanced Roadside Impaired Driving Enforcement (ARIDE) program provides a general knowledge related to drug-impaired driving, and serves as the bridge between Standardized Field Sobriety Testing (SFST) and the DRE program.

No other initiative in highway safety has the potential for saving lives and reducing costs from crashes that is equal to that of dealing with the drugged driving problem. Furthermore, a major effort to address the drugged driving problem will have a significant effect on the demand for drugs and on drug use in the United States. Dealing with drugged driving provides a major new path into treatment and recovery for millions of people. Addressing drugged driving therefore provides a tremendous opportunity to assist people who have problems with drug abuse and addiction confront and overcome those problems. This is the case with alcohol, and can become the case with drugs.

### **ACTION PLANS**

OTS will partner with NHTSA and four local counties (LA, Orange, Sacramento, and Kern) to conduct a pilot study on the effectiveness of oral fluid collection testing equipment. One thousand voluntary samples will be collected from subjects of suspected drug and alcohol impairment after routine SFST's, DRE examinations, and blood samples have been conducted. The oral fluid will be tested through the portable machines that the vendors will have on loan to the departments, then confirmed via oral fluid and blood sample through an independent laboratory.

OTS is an active member in the SHSP Challenge Area 1 (Reduce Impaired Driving Related Fatalities) and will continue to work with other stakeholders to identify problems and implement solutions in the form of Action Items adopted by the SHSP Steering committee. The following action items were approved in 2010 and are ongoing efforts:

- To increase the number of officers statewide trained in the ARIDE program who are then able to initiate a drug investigation or identify drug-impaired drivers. The NHTSA ARIDE program was developed to bridge the gap between the SFST course and the DRE course. This two day course provides officers with general knowledge related to drug impaired driving. The training includes the following topics: NHTSA SFST review, the seven drug categories, and physiology of drugs, courtroom testimony, report writing, and drug combinations (poly drug use). This training is available to sworn peace officers through a DRE instructor at local police training academies, police in-service training, and the CHP.

- To develop and conduct every three years a Statewide Roadside Survey of Alcohol and Drugs Use by Drivers in approximately 12 cities throughout California to collect data on the alcohol and drug use by drivers using the NHTSA 2007 National Roadside Survey of Alcohol and Drugs Use by Drivers methodology. The survey involved randomly stopping nighttime, weekend drivers in nine selected cities in California. Sites within the survey cities were selected through a stratified random sampling procedure. The survey provided first-time, statewide data results for California to assist in the reduction of drivers who operate a motor vehicle while impaired. Survey findings showed that of the 1,313 subjects who voluntarily provided oral fluid, 14% tested positive for drugs that could cause impairment, and 7.4% tested positive for delta-9-tetrahydrocannabinol, the active ingredient in marijuana. In addition, 7.3% tested positive for alcohol, with 1.7% testing for a BAC of .05 and above. Survey results will assist in evaluating the relative risk of being responsible for a fatal crash while driving under the influence of drugs and/or alcohol. The survey will also provide data on the prevalence of such drivers within the driving population, and the corresponding share of fatal crashes.

## **TASKS**

### Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2014 HSP. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, or educational meetings or conferences.

### Task 2 - Training

This task provides for basic and instructor SFST, ARIDE, and DRE training and certification to law enforcement officers, and Drug Impairment Training for Educational Professionals (DITEP) training to educational professionals.

### Task 3 - Toxicology

This task provides for greater technology for detecting and quantifying drugs that cause impairment.

### Task 4 – Equipment

This task provides for equipment directly related to drug-impaired training and detection to assist in bolstering the DRE program.

### Task 5 – DUID Vertical Prosecution

OTS will fund a Traffic Safety Resource Prosecutor (TSRP) program that provides for statewide for training for prosecutors in 58 Counties and law enforcement agencies in California. The TSRP trainings will focus on Drug-Impaired Driving cases; DUI cases, statewide training of “courtroom presentation of evidence and blood alcohol driving impairment” for forensic laboratory and law enforcement court witnesses; and local training on DUI laws and sentencing alternatives for judicial officers. OTS, in collaboration with the California District Attorney Association, will be conducting a Vehicular Homicide Seminar in the spring. This seminar will provide traffic safety specific training to police department crash investigators and prosecutors.

OTS will fund 24 vertical prosecution grants where specialized teams will be assigned to prosecute alcohol and drug-impaired driving cases. The DUI prosecution team will handle cases throughout each step of the criminal process. Prosecution team members will work with the Traffic Safety Resource Prosecutor Program, funded by OTS, to increase the capabilities of the team and the office by obtaining and delivering specialized training. Team members will share information with peers and law enforcement personnel throughout the county and across the state. The office will accomplish these objectives as a means to prevent impaired driving and reduce alcohol and drug-involved traffic fatalities and injuries.

**GRANT SUMMARY**

<b>Grant</b>	<b>Task</b>	<b>Agency</b>	<b>Fund</b>	<b>Amount</b>
DI1408	2	California Highway Patrol	405d AL	\$1,500,000
DI1401	3	Sacramento County	405d AL	\$736,799
DI1420	4	Ventura County	405d AL	\$355,500
DI1405	5	Calaveras County	405d AL	\$174,310
DI1406	5	El Dorado County	405d AL	\$306,982
DI1417	5	Fresno County	405d AL	\$641,546
DI1412	5	Glenn County	405d AL	\$139,727
DI1403	5	Kern County	405d AL	\$479,272
DI1409	5	Lake County	405d AL	\$240,241
DI1422	5	Los Angeles	405d AL	\$527,502
DI1418	5	Madera County	405d AL	\$145,340
DI1410	5	Marin County	405d AL	\$286,378
DI1402	5	Monterey County	405d AL	\$447,000
DI1411	5	Napa County	405d AL	\$277,600
DI1425	5	Orange County	405d AL	\$521,060
DI1423	5	Riverside County	405d AL	\$375,287
DI1427	5	Riverside County	405d AL	\$762,881
DI1415	5	Sacramento County	405d AL	\$1,085,339
DI1416	5	Sacramento County	405d AL	\$1,166,889
DI1424	5	San Bernardino County	405d AL	\$347,030
DI1419	5	San Joaquin County	405d AL	\$402,516
DI1414	5	Shasta County	405d AL	\$258,910
DI1426	5	Solano County	405d AL	\$932,000
DI1413	5	Sonoma County	405d AL	\$403,702
DI1404	5	Stanislaus County	405d AL	\$346,967
DI1421	5	Ventura County	405d AL	\$362,065
DI1407	5	Yolo County	405d AL	\$233,295
			<b>Total</b>	<b>\$13,456,138</b>

**GRANT DESCRIPTIONS**

<b>Grant</b>	<b>Task</b>	<b>Agency/Title/Description</b>
DI1408	2	<p>California Highway Patrol</p> <p>Drug Recognition Evaluator (DRE) Program 2014</p> <p>The California Highway Patrol (CHP) will implement a Drug Recognition Evaluator (DRE) statewide training project. This program intends to maintain the number of established CHP field certification sites, provide instructor training classes, conduct DRE and Standardized Field Sobriety Test instruction and certification, provide Drug Impairment Training for Educational Professionals, Advanced Roadside Impaired Driving Enforcement training, and maintain the number of Peace Officer Standards and Training academies offering DRE classes statewide. Funding will be used to train allied agency officers, education professionals, and CHP uniformed personnel. Increasing the number of DRE-certified law enforcement officers statewide is specific to the California Strategic Highway Safety Plan Acton Item 1.08.</p>



Grant	Task	Agency/Title/Description
DI1401	3	<p>Sacramento County</p> <p>Enhanced Identification of Impairing Substances in DUI Drug Cases for California Law Enforcement</p> <p>In order to improve the detection and identification of the presence of impairing substances in the specimens of individuals suspected of driving under the influence, the Laboratory of Forensic Services (LFS) will purchase, install, and validate HPLC/MS instrumentation. This new forensic capacity will allow for the identification drugs such as bath salts and synthetic cannabinoids, a capacity that does not currently exist in other public crime labs. Due to increases in the number DUI drugs cases from Sacramento County, and to serve the needs of other California agencies, one Criminalist position will be funded at the LFS. This increased capacity will also be utilized to analyze samples received from DRE Certification Sites.</p>
DI1420	4	<p>Ventura County</p> <p>Improved Technology for DUID Cases Grant</p> <p>The Ventura County Forensic Sciences Laboratory will purchase high performance Liquid Chromatography Tandem Mass Spectrometer (LCMS/MS) equipment which will support the District Attorney's Office with timely results of drug testing. During the last several years, the resources have increased dramatically and at least 30% of DUID samples require the determination of a comprehensive suite of drugs of abuse as well as a lengthy menu of pharmaceuticals, many of which are not suitable for a standard Gas Chromatography Mass Spectrometer procedure. The LCMS/MS equipment will have the ability to rapidly determine the most difficult target compounds like benzodiazepines, bath salts, cannabinoids in blood and saliva.</p>

NOTE: Grant funded strategies/objectives that address drug impairment are also shown in enforcement grants that are funded in the Alcohol-Impaired Driving and Police Traffic Services Program Areas. Because these grants cover more than just Drug-Impaired Driving, they do not appear in the Drug-Impaired Driving Program Area. The grant funded strategies impacting Drug-Impaired Driving include the following:

- Most all enforcement grants include overtime funding for dedicated patrols to conduct enforcement of drivers suspected to be drug or alcohol-impaired.
- Any drug-impaired driving arrests Vehicle Code 23152(a) and other drug arrests (possession, transportation, for sale) made as the result of a checkpoint or saturation operation should be incorporated into the post-operational media release.
- Beginning January 1, 2014, data collection and reporting will begin for new drug-impaired driving laws under Vehicle Codes 23152(e), 23153(e) (drug only), 23152(f), and 23153(f) drug/alcohol combination.
- Overtime funding is being provided for law enforcement to conduct approximately 1,770 DUI checkpoints with a special emphasis on detecting drug-impaired drivers. Each agency receiving checkpoint funding has the following objective in their Grant Agreement: "To better identify and apprehend drug- impaired drivers in addition to alcohol-impaired drivers, it is highly recommended that all personnel assigned to staff the greeting lane of the checkpoint be Drug Recognition Experts (DRE's) and/or Advanced Roadside Impaired Driving Enforcement (ARIDE) trained sworn officers. At the very minimum, all officers contacting drivers in the greeting lane should be NHTSA Standardized Field Sobriety Test (SFST) trained and certified."
- During DUI saturation patrol operations, four counties within the state will utilize voluntary saliva drug-testing of drivers suspected of being drug-impaired after the full DRE evaluation has been completed. The four counties are Los Angeles, Orange, Sacramento, and Kern.

- A minimum of 30 Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings will be conducted for at least 550 officers statewide.
- A minimum of six initial DRE classes will be conducted training at least 210 law enforcement officers.

## **EMERGENCY MEDICAL SERVICES**

### **PROGRAM OVERVIEW**

An Emergency Medical Services (EMS) system that ensures prompt and effective emergency medical services to victims of motor vehicle collisions is an essential component of California's plan to reduce the number of deaths and injuries resulting from motor vehicle collisions.

According to 2010 SWITRS data, there were 10,369 persons in California who received severe injuries (severe wound, visible injuries, and/or complaint of pain) as a result of a motor vehicle collision. Many of these individuals required emergency medical services at the crash scene. Many of these crash victims also required specialized rescue equipment and trained personnel to extricate them from their vehicles and/or the crash scene.

Current research and the experience of emergency physicians, trauma specialists, and other EMS providers, recognize that trauma patient outcomes are best when patients are identified, transported and cared for at a medical facility within the critical "golden hour." The "golden hour" is the hour following a traumatic injury where the highest likelihood that prompt medical treatment will prevent death and is the standard used to measure effectiveness of many EMS components. A recent assessment of California's Emergency Medical Services, conducted by the Emergency Medical Services Authority (EMSA) and NHTSA, reports an effective EMS system requires and provides, 1) reliable and accessible communications, 2) adequately trained personnel, 3) life saving medical and rescue equipment, 4) safe, reliable, and rapid emergency transportation, 5) public information and education, and 6) problem identification and evaluation.

Timely access to the appropriate equipment and medical supplies is essential to the EMS provider's ability to meet the needs of the motor vehicle collision victim. New automobile materials, technology, and alternative fuels create additional hazards and challenges for the EMS provider at the scene of a motor vehicle collision. Specialized equipment (hydraulic extrication tools, air bag lift systems, stabilization gear) and training can make the difference between a patient receiving medical treatment within the critical "golden hour" or not. Removal of a victim trapped in the vehicle can average more than an hour without appropriate tools; with the use of hydraulic tools, the average extrication time is 15 minutes.

### **ACTION PLANS**

With California's vast rural areas, volunteer EMS agencies benefit immensely from OTS funding for extrication equipment. Adequately trained rescue personnel with access to appropriate and reliable equipment and vehicles are critical to an EMS system's ability to effectively care for victims of motor vehicle collisions. To meet this need, OTS plans to provide grant funds to full-time and volunteer EMS agencies to purchase and/or replace extrication equipment, air bag lifting systems, and provide training.

### **TASKS**

#### Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2014 HSP. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

#### Task 2 - First Responder Services

Seven agencies were selected to serve as host agencies for regional grants by purchasing and distributing extrication equipment to a city, county, and volunteer fire departments. The goals of these grants are to improve EMS delivery to traffic collision victims and to reduce response times for the arrival of appropriate equipment to the scene and/or the extrication of collision victims.

**GRANT SUMMARY**

<b>Grant</b>	<b>Task</b>	<b>Agency</b>	<b>Fund</b>	<b>Amount</b>
EM1406	2	Dunsmuir	402EM	\$200,000
EM1407	2	French Camp McKinley Fire District	402EM	\$250,000
EM1403	2	Kings County	402EM	\$95,000
EM1402	2	Merced County	402EM	\$100,000
EM1405	2	Oakland	402EM	\$300,000
EM1401	2	Santa Maria	402EM	\$200,000
EM1404	2	Windsor	402EM	\$150,000
			<b>Total</b>	<b>\$1,295,000</b>

## **MOTORCYCLE SAFETY**

### **PROGRAM OVERVIEW**

In 2009, motorcycle fatalities saw their first drop since 1998, marking the end to an 11-year, 175 percent increase. Motorcycle fatalities decreased 10.7 percent from 394 in 2009 to 352 in 2010, while motorcycle registrations decreased less than one percent from 809,129 in 2009 to 808,634 in 2010. In 2011, 414 motorcycle riders were killed in California, a 15 percent increase from 2010 and ending the two-year trend of reduced fatalities. Preliminary 2012 fatality numbers indicate very little change in the number of riders killed compared to 2011. The leveling-off of the number of riders killed occurred despite an increase in the number of registered motorcycles of nearly 2 percent in 2012.

Pursuant to California Vehicle Code Section 2930-2935, the CHP Commissioner is responsible for administering the California Motorcyclist Safety Program (CMSP), the state's official novice motorcycle safety training program since July 1987. As such, the CHP currently contracts with the Motorcycle Safety Foundation to deliver the CMSP. The CMSP currently operates at 137 training ranges. Since the CMSP's launch, over 850,000 students have been trained. In 2012, CMSP trained 63,942 students, a 3.6 percent increase over the 61,709 trained in 2011. OTS is currently a member of the California Motorcyclists Safety Program (CMSP) Advisory Committee chaired by CHP. The committee acts in an advisory capacity for the California Motorcyclists Safety Program which is a statewide motorcycle rider training program.

Pursuant to state statute, funding for motorcycle safety training is consistently available on an annual basis; \$2 from every motorcycle registration is placed into the California Motorcyclist Safety Fund (CMSF). The CHP receives an annual legislative appropriation of \$2,278,000 from the CMSF to operate the CMSP. An additional amount of \$250,000 from the State Penalty Assessment Fund is deposited into the CMSF for CMSP operation.

Effective January 1, 1992, everyone riding a motorcycle in California is required to wear a helmet that meets established federal safety standards. Although there have been several attempts to have the law amended or repealed, attempts have not succeeded due in part to data provided by SWITRS reflecting information before and after implementation of the helmet law.

### **ACTION PLANS**

OTS plays a leading role on the Strategic Highway Safety Plan - Challenge Area 12 workgroup to Improve Motorcycle Safety. Challenge Area 12 includes Co-Leads from CHP and DMV and representatives from Caltrans, local law enforcement and other motorcycle safety stakeholders. OTS and the other CA-12 partners continue to work on SNAPs (Safety Needs Action Plan) including a motorcycle crash data collection project examining helmet usage, injury types, actual blood alcohol concentration levels, and lane splitting data. These data points are not currently captured by the CHP's Statewide Integrated Traffic Records System but are invaluable in determining collision trends and new strategies to reduce motorcycle-involved fatal and injury collisions. OTS liaisons with motorcycle rights organizations and other motorcycle stakeholders to develop strategies and to distribute information about the state's motorcycle safety efforts.

In September 2008, OTS, in conjunction with NHTSA, conducted California's first Motorcycle Safety Assessment. This evaluation provided OTS an outside review of California's motorcycle safety program(s). NHTSA provided a nationally recognized team of experts to evaluate current status and provide recommendations for improvements/enhancements on programs related to motorcycles and motorcycle safety. Recommendations related to enforcement and public awareness are being incorporated into grants to local law enforcement agencies and the CHP.

OTS will fund public awareness efforts through law enforcement grants. These grants include outreach at a variety of motorcycle events. Activities include booths providing information about training, DOT-compliant helmets and other protective gear, as well as safe and sober riding. OTS funded an exhibit trailer housing two motorcycles that were involved in fatal crashes. The trailer will continue to be displayed at motorcycle events as a means to raise awareness among motorcyclists and other drivers about need to share the road and to ride and drive safe and sober.

Law enforcement also will conduct highly publicized motorcycle safety enforcement operations targeting areas and events with significant motorcycle traffic. The operations will focus on impaired driving/riding and primary collision factor violations by riders and other vehicle drivers that contribute to motorcycle collisions. Every motorcycle safety enforcement operation will be accompanied by earned-media efforts that will inform the public of the enforcement operation and increase awareness about motorcycle safety.

In 2012, OTS funded a statewide survey of the opinions and behaviors of California motorcycle riders and other vehicle drivers regarding motorcycle lane splitting. The survey, conducted in March and April, provided valuable insight into rider and driver beliefs and actions that could contribute to collisions. Subsequent to obtaining the results of the survey, the SHSP Steering Committee approved a plan to develop general guidelines for motorcycle lane splitting and to conduct a public awareness campaign to distribute the guidelines to riders and inform other vehicle drivers that lane splitting in a safe manner is not illegal in California. The guidelines, once approved, were posted to state agency websites, beginning with CHP on January 14, 2013, followed by OTS on January 30, 2013 and DMV on March 8, 2013. Paid media, in the form of a video spot on cable television and in movie theaters will be aired during the summer to deliver messages to riders and drives regarding motorcycle lane splitting. The survey will be conducted in 2014 for comparison to the 2012 base-year results.

OTS will fund a grant to develop collision maps and data tables using SWITRS data and then disseminated to the public and to state and local governments in California and to motorcycle safety stakeholders, including the SHSP Challenge Area 12 Team. The maps and tables will be produced for each of the 58 California counties and the 75 most populous cities in the state and will assist state and local agencies to choose approaches to address the motorcycle collision problem in their community using a data-driven process to directing enforcement and other safety resources in order to maximize the safety benefits on the limited available funding and resources.

## TASKS

### Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2014 HSP. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, or educational meetings or conferences.

### Task 2 - Motorcycle Program Analysis and Evaluation

This task provides for comprehensive evaluation of motorcycle programs in order to improve and develop effective countermeasures to reach the increasing population of motorcyclists. Additionally, this task provides for enhanced enforcement; public awareness campaigns to increase driver awareness of motorcyclists; and to increase rider awareness of proper helmets, safety gear, and safe and sober riding. Further, technical support will be funded to collect additional motorcycle data and analysis to assist in the development of educational materials related to alcohol use, helmet use choice, and lane splitting.

### Task 3 - Enforcement

This task provides for highly publicized motorcycle safety enforcement operations targeting highway corridors and areas associated with significant motorcycle traffic.

## GRANT SUMMARY

Grant	Task	Agency	Fund	Amount
MC1401	2	Regents of the University of California, Berkeley Campus	408TR	\$226,970.00
MC1402	3	California Highway Patrol	402MC	\$400,000.00
			405f MC	\$650,000.00
			<b>Total</b>	<b>\$1,276,970.00</b>

**GRANT DESCRIPTIONS**

Grant	Task	Agency/Title/Description
MC1401	2	<p>Regents of the University of California, Berkeley Campus</p> <p>Comprehensive Motorcycle Safety Project</p> <p>This grant will determine specific injury outcomes of collision-involved motorcyclists by linking traffic collision data and hospital outcomes data. Motorcycle collision data from June 1, 2012 through July 31, 2013 from the Enhanced Motorcycle Collision Data Project (Action 12.16 and OTS grants 20685 and TR1302) will be linked to hospital diagnosis and treatment data and emergency department visit data obtained from the Office of Statewide Health Planning and Development (OSHPD). The data linkage will be performed using methodologies developed by the Crash Medical Outcomes Data (CMOD) Project (OTS grants TR0807, 20463, and TR1310) conducted by the California Department of Public Health. This project has developed methods to link traffic collision data to data on various outcomes, including bodily injury location, characteristics, and severity; diagnosis and treatment codes; and medical costs. Patterns of helmet type, reflective gear use, lane-splitting actions, and other characteristics in the cohort of collision-involved motorcyclists will be examined to determine how these factors affect brain, neck, facial, thorax and extremity injury occurrence and severity, as well as fatality risk, and length and cost of hospitalization. A motorcycle helmet exchange program will be conducted to raise awareness about proper protective equipment and to reduce the use of non-DOT-compliant helmets. Personnel will staff information booths at motorcycle venues to distribute motorcycle safety information and exchange non-DOT compliant helmets with quality, DOT-compliant helmets. The project will also survey previous and current participants to evaluate the effectiveness of the pilot exchange program.</p>
MC1402	3	<p>California Highway Patrol</p> <p>California Motorcycle Safety Enforcement and Education III</p> <p>The California Highway Patrol (CHP) will implement a 12-month traffic safety grant focusing on reducing motorcycle-involved fatal and injury collisions within CHP jurisdictions throughout the state. This project will be accomplished by concentrated enforcement, developing and disseminating a motorcycle enforcement and safety education program to CHP uniformed officers, and public education and outreach to increase vehicle drivers' awareness of motorcycles.</p>

Note: These police departments will be conducting the following number of motorcycle safety operations under their STEP grants in the Police Traffic Services Section.

Adelanto	4
Alhambra	2
Anaheim	2
Azusa	6
Bakersfield	5
Burlingame	4
Citrus Heights	2
Clovis	2
Concord	5
Corona	3
Costa Mesa	2
El Cajon	1
El Monte	2
Elk Grove	8
Folsom	3
Fontana	10
Fountain Valley	2
Fresno	12
Fullerton	4
Garden Grove	2
Gardena	1
Gilroy	2
Glendale	2
Glendora	2
Hawthorne	4
Hayward	4
Hollister	2
Huntington Beach	3
Irvine	3
La Habra	1
Lodi	10

Long Beach	4
Los Angeles	10
Madera	2
Menifee	1
Merced	6
Modesto	8
Monterey Park	2
Moreno Valley	2
Murrieta	4
Napa	4
National City	6
Newport Beach	2
Norco	2
Oakdale	2
Oakland	6
Oceanside	2
Orange	6
Orange County Sheriff	4
Oxnard	4
Pacifica	4
Palm Desert	1
Palm Springs	8
Pasadena	3
Petaluma	2
Placentia	4
Pomona	15
Rancho Cordova	10
Rancho Mirage	1
Redlands	2
Redondo Beach	2
Redwood City	1

Rialto	3
Ridgecrest	4
Riverbank	4
Riverside	4
S. Lake Tahoe	5
Sacramento	2
San Bernardino	4
San Diego	6
San Diego County Sheriff	4
San Jacinto	1
San Mateo	1
Santa Ana	2
Santa Barbara	4
Santa Maria	2
Santa Monica	4
Santa Rosa	6
Sebastopol	8
Signal Hill	1
So. San Francisco	2
Sonoma	4
Stockton	3
Thousand Oaks	6
Tracy	1
Upland	1
Visalia	6
Whittier	4
Total	337



## **OCCUPANT PROTECTION**

### **PROGRAM OVERVIEW**

#### **Seat Belts**

California's 2012 seat belt use rate is 95.5 percent (August 2012), this represents 35.9 million persons wearing seat belts. NHTSA estimates that 1,135 Californian lives were saved at the current seat belt use rate. However, the fact remains that 1,695,096 Californians are not utilizing restraint systems, and are therefore, at higher risk for death or injury, if involved in a collision. 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.

In 2012, California conducted its eighth teen statewide seat belt observational survey. The 2012 survey teen seat belt use rate is 96.1 percent, up from 94 percent in 2010. While the teen seat belt compliance rate has increased 9.5 percentage points since the first survey in 2004 with a rate of 86.6, more efforts need to be focused on that population. 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, (California, Florida, Texas, Pennsylvania, and North Carolina), 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.

Persons considered "high-risk," (e.g., teens, non-English speakers, and those in the lower socioeconomic classes) remain involved in a disproportionate number of fatal and injury collisions. The rich diversity that typifies many communities in California contributes to the vitality and strength of the state as a whole. At the same time, it presents a number of challenges for health departments, law enforcement, and community based organizations committed to addressing occupant protection. This high-risk group requires special education and programs targeting cultural and language barriers. In California, we continue to see an increase in ethnic and linguistic groups. According to the new projections by the California's Department of Finance Demographics Unit, the Hispanic populations will constitute the majority of California by 2020. By the middle of the century, the projections indicate that Hispanics will represent 47 percent of the state's population, with Caucasians comprising 31 percent, the Asian population at 13.5 percent; the African American population at 4.6 percent, and Multiracial persons 3.6 percent. Both American Indian and Hawaiian/Pacific Islander groups will each make up less than one percent of the state by 2050. Media campaigns will target teens, Spanish, and non-English speaking populations. In addition, health departments will utilize networks and relationships with ethnic communities to address traffic safety issues for the populations they represent.

#### **Child Passenger Safety (CPS)**

California's child safety seat use rate is 91.6 percent (August 2012). Child passenger safety remains a difficult topic to master because of the constant technical changes in laws and regulations, and development of new products. California's focus is to increase the child passenger safety compliance rate. Programs will train NHTSA Child Passenger Safety technicians and instructors, but most of all, conduct child passenger safety restraint checkups, create fitting stations and conduct educational presentations.

National research on the effectiveness of child safety seats has found them to reduce fatal injury by 71 percent for infants (less than one year old) and by 54 percent for toddlers (1-4 years old) in passenger cars. For infants and toddlers in light trucks, the corresponding reductions are 58 percent and 59 percent, respectively (National Center for Statistics and Analysis – Lives Saved Calculations for Infants and Toddlers, March 2005). Passenger vehicle occupant fatalities (age 0-8) decreased 53.9 percent from 65 in 2009 to 30 in 2010.

Using Section 2011 funds, OTS will promote California's new booster seat safety law which went into effect on January 1, 2012 and requires children under age 8 (there are exceptions for those 4'9" but younger than 8) to ride in a safety seat or booster, in the back seat of a motor vehicle. This new law will impact more than 1.1 million children in California. OTS will continue to work with the California Highway Patrol, California Department of Public Health, and child passenger safety advocates to develop educational materials on the new law, purchase child safety seats and booster seats, train parents and

officers on child passenger safety laws, and increase the number of NHTSA Child Passenger Safety Technicians. The materials will include citation-sized cards for law enforcement officers and hand-outs for parents, hospitals, daycare facilities, and schools. Child safety seats and booster seats also will be purchased and distributed at child safety seat checkups.

## **ACTION PLANS**

California's population grew less than one percent between July 1, 2011 and July 1, 2012 (California Department of Finance 2012 Demographic Report). This represents 256,000 new residents during the state fiscal year and continues the pattern of modest growth rates over the past few years. The current growth rate of 0.70 percent is about the same as last year's population growth. OTS continues much needed funding to keep up with the new population totals, provide an ongoing effective occupant protection program that assures the public is educated and motivated to use seat belts and child safety seats on every ride. A combination of legislative mandates, enforcement, public information campaigns, education, and incentives are necessary to achieve significant, lasting increases in occupant restraint usage.

The purpose of the 405 incentive grant program is to reinforce key elements of a strategy to encourage states to enact and strengthen occupant protection laws and provide for the enforcement efforts related to the laws. The program will provide for NHTSA's Standardized Child Passenger Safety Training, the certification and re-certification program for the technician and instructor level candidates, and provide for child passenger safety seat check-ups and fitting stations. The California Department of Public Health (CDPH) provides assistance to OTS with the statewide coordination of child passenger safety efforts in California. Through the Vehicle Occupant Safety Program, CDPH staff assists local agencies by providing technician training and resources to counties and regions in need.

The fine for not wearing a seat belt or a driver allowing an unrestrained passenger is approximately \$162 a first offense and \$285 for a second offense. Child passenger restraint violations are \$490 for a first offense and \$1,105 for a second offense.

## **TASKS**

### Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2014 HSP. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

### Task 2 - Comprehensive Community Occupant Protection Grants

These grants conducted by county health departments, cities, and law enforcement agencies include activities with schools, universities, churches, medical facilities, law enforcement, courts, media, civic groups, large and small businesses, governmental agencies, etc. These grants develop child safety seat programs that educate and train on the correct use of safety belts and child safety seats. Activities include: conducting media events, public information campaigns, child safety seat check-ups, child safety seat and seat belt surveys, educational presentations, providing NHTSA Certified Child Passenger Safety Technician training; court diversion classes; disseminating educational literature; distributing no cost child safety seats to low income families; and serving as fitting stations.

### Task 3 - Statewide Occupant Protection Grants

These grants conducted by the Department of Public Health and California Highway Patrol will increase safety belt and child safety seat education. Activities include: conducting media events, public information campaigns, child safety seat checkups, child safety seat and seat belt surveys, educational presentations; disseminating educational literature; providing NHTSA Certified Child Passenger Safety Technician training; distributing no cost child safety seats to low income families.

### Task 4 - Statewide Usage Surveys

This task includes a grant for statewide observational seat belt, teen seat belt, and child safety seat usage rates.

### Task 5 - Other Drivers

These grants will provide training and public awareness to the community and stakeholders related to older drivers, the intellectually disabled, and motorists who drive near railroad crossings.

## GRANT SUMMARY

Grant	Task	Agency	Fund	Amount
OP1407	2	Butte County	405b OP	\$79,800
OP1405	2	Los Angeles	405b OP	\$450,000
OP1404	2	Pomona	405b OP	\$140,135
OP1414	2	Rancho Cordova	402PT	\$157,410
			405b OP	\$110,390
			408TR	\$12,500
OP1417	2	San Luis Obispo County	164AL	\$80,176
			402PS	\$39,118
			405b OP	\$66,496
OP1406	2	Santa Cruz County	402PS	\$70,000
			405b OP	\$80,000
OP1412	2	Yuba City	405b OP	\$120,000
OP1415	3	California Department of Public Health	405b OP	\$353,000
OP1402	3	California Highway Patrol	405b OP	\$75,000
OP1411	3	California Highway Patrol	405b OP	\$1,130,000
OP1410	4	California State University, Fresno	405b OP	\$272,759
OP1413	5	Elk Grove	405b OP	\$127,300
OP1416	5	Southern California Regional Rail Authority	405b OP	\$61,325
OP1409	5	University of California, San Diego	405b OP	\$339,997
			<b>Total</b>	<b>\$4,258,760</b>

## GRANT DESCRIPTIONS

Grant	Task	Agency/Title/Description
OP1415	3	<p>California Department of Public Health</p> <p>Vehicle Occupant Safety Program</p> <p>The Vehicle Occupant Safety Program (VOSP) coordinates Child Passenger Safety (CPS) efforts across California. VOSP creates essential CPS partnerships that link state and local policy, enforcement and educational efforts. VOSP supports local programs through programmatic and technical support, data and educational resources. This grant will enable VOSP to conduct programmatic and CPS technical teleconferences/webinars, assist with local CPS program development and the promotion of National Child Passenger Safety Week and the California booster seat law, and provide National Child Passenger Safety Technician certification courses and continuing education and training opportunities.</p>
OP1402	3	<p>California Highway Patrol</p> <p>Yreka Occupant Restraint</p> <p>The California Highway Patrol (CHP) will implement a 12-month traffic safety grant focusing on reducing the number of fatalities and injuries in traffic collisions in which victims did not use, or improperly used, their vehicle occupant restraint system within the CHP Yreka Area's jurisdiction. This will be accomplished by enhanced enforcement efforts and a public awareness and education campaign.</p>

<b>Grant</b>	<b>Task</b>	<b>Agency/Title/Description</b>
OP1411	3	<p>California Highway Patrol</p> <p>Vehicle Occupant Restraint Education and Instruction III</p> <p>The California Highway Patrol (CHP) will conduct a 12-month traffic safety grant to conduct community outreach and enforcement measures to increase seat belt and child safety restraint usage. The grant goals are to reduce the number of fatalities and injuries in traffic collisions in which victims did not use, or improperly used, their vehicle occupant restraint system. Objectives are to conduct child safety seat inspections, distribute child safety seats, conduct a statewide enforcement and awareness campaign, and provide comprehensive traffic safety educational seminars, classes, and informational sessions. The grant will provide child passenger safety certification training to CHP and allied agency personnel.</p>
OP1410	4	<p>California State University, Fresno</p> <p>Restraint Usage Surveys 2013-2014</p> <p>The goal of this project is to collect seat belt usage data throughout the State of California by using probability sampling method and adhering to NHTSA rules in 23 CFR Part 1340 (Docket No. NHTSA-2010-000). Based on NHTSA approved methods, roadway sites in 24 counties accounting for 85%+ of fatalities on California roadways will be sampled. Standard error will not exceed 2.5%. The data on usage rates at 280 sites will be collected in Spring and Summer of 2014. In addition, a statewide survey of high school driver and passenger seat belt usage will be performed at 100 high schools along with a child restraint usage survey. A new study on motorcycle helmet usage will be developed and implemented during Spring and Summer of 2014.</p>
OP1413	5	<p>Elk Grove</p> <p>Safety Training and Response for the Disabled</p> <p>Safety Training and Response for the Disabled (STAR) is a program designed to educate and empower individuals with intellectual disabilities to find their voice and take the necessary action to protect their physical self. Through education and training, the S.T.A.R. Program will reach out to this under-served community in Sacramento County and offer training in Vehicle Occupant Safety, Vehicle Safety, Public Transportation Safety, and 911 Communication.</p>
OP1416	5	<p>Southern California Regional Rail Authority</p> <p>Public Safety Awareness on Railroad Campaign</p> <p>California leads the nation in the number of deaths at-grade crossings and along railroad rights-of-way. This project aims to reduce tragic incidents throughout California by implementing an action plan that engages stakeholders and partners, educates the community, and utilizes professional media services to update and inform the public on railroad highway grade crossings and rights-of-way. The California Operation Lifesaver's railroad safety website which is used by the public as resource will be redesigned; design and print highway grade crossings and rights-of-way materials will be developed; and community stakeholder meetings will be held.</p>

<b>Grant</b>	<b>Task</b>	<b>Agency/Title/Description</b>
OP1409	5	<p data-bbox="427 226 812 258">University of California, San Diego</p> <p data-bbox="427 289 1015 321">Training Professionals to Promote Older Driver Safety</p> <p data-bbox="427 352 1518 562">This grant aims to reduce motor vehicle injuries and fatalities by training professionals to better identify impairments in older drivers and take appropriate actions. The training curriculum addresses the epidemiology of driving patterns with aging, the impact of medical conditions and medications on driving, and California DMV reporting requirements and methods. This project is in response to California's Strategic Highway Safety Plan, Challenge Area Nine. Program activities include: 1) in-person and online training for health professionals, 2) in-person training for law enforcement, and 3) implementation of a train-the-trainer model for the California Highway Patrol.</p>

Note: All law enforcement agencies with STEP grants in the Police Traffic Services Section will participate in the “Click it or Ticket” campaign.

## **PEDESTRIAN AND BICYCLE SAFETY**

### **PROGRAM OVERVIEW**

#### Pedestrian Safety

Pedestrian fatalities increased 4 percent from 601 in 2010 to 625 in 2011. Pedestrian fatalities represent 22 percent of total traffic fatalities in California, significantly exceeding the national average of 13 percent.

Promoting pedestrian safety in California has never been more important, and now communities across the state have an important new tool for conducting public education and outreach. “It’s Up to Us” is a creative new public education campaign that seeks to reduce pedestrian injury and death. Campaign materials are available free of charge and include a series of 18 media template materials. Materials can be used “as is” or customized to address local needs. The campaign guide explains what the campaign is and how to make it work in communities. “It’s Up to Us” is funded by the California Office of Traffic Safety through a collaborative project with the Pedestrian Safety Program of the California Department of Public Health (CDPH).

In 2009, CDPH produced a comprehensive workbook, *Communication for Pedestrian Safety: Risk, Response and Change*, which provides communities with a “how to guide” for applying risk communication and norm change principles and practices to pedestrian safety. In 2010-2011, CDPH conducted workbook trainings – and used that training – to inform the development of “It’s Up to Us.” Communities and advocates are urged to use these publicly funded materials and resources to save pedestrian lives. It’s up to all of us to make a difference.

Pedestrian Safety Assessments (PSA) improve pedestrian safety within California communities, as it enables 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. With funding from OTS, the Institute of Transportation Studies Technology Transfer Program (Tech Transfer), University of California Berkeley, continues to offer Pedestrian Safety Assessments (PSA) as a free statewide service to California cities/communities.

The need to continue the efforts to address pedestrian safety among populations for which English is not their first language is alarming. In some communities, almost 100 percent of the pedestrian victims are non-English speakers. The last census showed a dramatic change in demographics in the last ten years, resulting in an increase in pedestrian population unfamiliar with the rules of the road, signage, and traffic management systems.

School zones have been identified as danger zones for aggressive driving habits and behaviors. Communities have taken ownership of these areas by partnering with law enforcement, school officials, community-based organizations, advocacy groups, parent-teacher associations, engineers and others to increase safety around local schools and decrease the alarming number of children who are killed or injured on their way to and from school.

Technology geared toward increased pedestrian safety warrants implementation and evaluation. The efficiency of these devices is identified in some of the funded programs. The strategy toward pedestrian safety includes active school zone signs and in-pavement lighted crosswalks.

#### Bicycle Safety

Bicyclist fatalities increased 13 percent from 100 in 2010 to 114 in 2011. Bicyclist fatalities represent less than one percent of total traffic fatalities in California.

Following the rules of the roads while riding a bicycle may increase the chances of avoiding traffic collisions with vehicles. Bicycle or safety helmets have been shown to significantly reduce the risk of head and brain injury. In fact, it is estimated that as many as seven out of every eight bicycle related fatalities among children could have been prevented with a bicycle helmet.

Adults continued to represent a significant segment of the population “at-risk” for injury in a collision. Environmental issues, health concerns and increased traffic congestion have driven many communities and individuals to emphasize alternative means of commuting. Programs originated by employers, environmental groups, the healthcare community, and others encourage cycling among adults. As a result, it is not uncommon to find more adults riding bicycles.

## **ACTION PLANS**

Motor vehicle traffic poses a serious threat to children in neighborhoods, or near schools and parks. In order to achieve a safe environment for bicyclists and pedestrians, efforts that use the three E’s of Education, Enforcement and Engineering, need to be made toward the following goals:

- Slowing vehicle speeds.
- Reducing pedestrian risks at street crossing locations.
- Improve awareness of and visibility between motor vehicles, pedestrians and bicyclists.
- Improve pedestrian, bicyclist and motorist behaviors.
- Traffic laws to be complied with by all users.

By changing and improving behaviors, injuries and fatalities resulting from vehicle crashes would decline significantly, raising the level of quality of life, especially in residential areas. Parents have the need to feel at ease with the notion of their children playing outside, walking to and from school and enjoying their neighborhood.

According to the Transportation of America, five California areas ranked nationally in the top 30 most dangerous metropolitan cities for pedestrians. Three of the five areas are being funded in FY 2014 including Sacramento, Los Angeles, and Santa Clara.

## **TASKS**

### Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2014 HSP. This task also includes assistance to staff to attend and participate in committees, training sessions, educational meetings or conferences.

### Task 2 - Pedestrian and Bicycle Safety Programs

This task provides funds for grants that target bicycle and pedestrian safety through the school system and local communities. Activities to be conducted for these grants include traffic safety rodeos at schools and community events; traffic safety workshops tailored for targeted audience; helmet distribution programs; bicycle and pedestrian diversion alternatives for cited youth; and increased enforcement around schools. The main goals of these grants are to decrease the number of fatal and injured victims resulting from traffic collisions with bicyclists and/or pedestrians, and to increase public awareness of traffic safety practices for pedestrians, bicyclists and motorists.

### Task 3 - Pedestrian and Bicycle Safety Programs for Populations At Risk

There is one grant funded under this task focusing on the older Chinese population in a Southern California community.

### Task 4 - Comprehensive Traffic Safety Programs

These programs exercise multiple approaches in addressing more than one traffic safety need. These include media activity, traffic safety rodeos, educational presentations, and enforcement geared to focus on more than one traffic safety area.

Task 5 - Statewide Pedestrian and Bicycle Safety Programs

These programs target the enhancement of bicycle and pedestrian safety throughout the State. These grants develop teams of transportation professionals to identify pedestrian problems and solutions to improve pedestrian environments. The development of pedestrian safety action plans and community pedestrian trainings will be provided to address identified pedestrian problems. The California Department of Public Health and Caltrans will work with the California Pedestrian Advisory Committee (CalPED) and the Challenge Area 8 Team (Make Walking and Street Crossing Safer) to develop a coordinated approach to safety planning, assessment, and educational efforts across the state. OTS will continue funding of a web based on-line resource that contains California-centered bicycle and pedestrian data. Additionally, OTS will fund one grant that will provide free Pedestrian Safety Assessments for communities and/or in-depth analysis of a community's enforcement and engineering practices with the goal of reducing the number and severity of crashes by recommending solutions for high crash sites in the community as well as a grant that will provide an in-depth analysis of a community's enforcement and engineering practices with the goal of reducing the number and severity of crashes by recommending solutions for high crash sites in the community.

**GRANT SUMMARY**

<b>Grant</b>	<b>Task</b>	<b>Agency</b>	<b>Fund</b>	<b>Amount</b>
PS1402	2	California Highway Patrol	402PS	\$400,000
PS1401	2	Clovis	402PT	\$46,156
PS1404	2	Imperial Beach	402PS	\$40,000
PS1405	2	Mendocino County	402PS	\$100,000
PS1403	3	Monterey Park	164AL	\$22,700
			402PS	\$7,000
			402PT	\$60,300
PS1408	4	Sacramento	402PS	\$169,155
PS1409	4	Santa Clara County	164AL	\$80,000
			402PS	\$120,000
PS1407	4	Sunnyvale	402PS	\$50,000
PS1410	5	California Department of Public Health	402PS	\$600,000
PS1406	5	Regents of the University of California, Berkeley Campus	402PS	\$515,000
			<b>Total</b>	<b>\$2,210,311</b>



**GRANT DESCRIPTIONS**

<b>Grant</b>	<b>Task</b>	<b>Agency/Title/Description</b>
PS1402	2	<p>California Highway Patrol</p> <p>Statewide Pedestrian and Bicyclist Enforcement and Education Project</p> <p>The California Highway Patrol (CHP) will conduct a 12-month statewide grant to reduce pedestrian and bicyclist collisions and victims. This project includes both enhanced enforcement and a public education and awareness campaign focusing on pedestrian and bicyclist traffic safety, including motorist behavior when in the presence of pedestrians and bicyclists. Objectives are to provide comprehensive traffic safety educational events, "rodeos", and community informational sessions and collaboration, distribute bicycle helmets and other safety equipment, and conduct appropriate training for CHP uniformed personnel regarding Safe Routes to School program, Complete Streets, Understanding Bicycle Transportation, and Vehicular cycling skills.</p>
PS1401	2	<p>Clovis</p> <p>Traffic Safety and Education Program</p> <p>The Clovis Police Department is committed to reducing the number of bicycle and pedestrian related collisions and increasing helmet usage by bicyclists through bicycle/pedestrian details and education. Our Department will continue with the education of distracted driving for teen drivers with our Distracted Driving program and the Underage drinking and drugged driving program in the Clovis Unified High Schools.</p>
PS1404	2	<p>Imperial Beach</p> <p>Be Safe, Imperial Beach! A Bicycle and Pedestrian Safety Education Project and Awareness Campaign</p> <p>This project is designed to reduce injuries and maintain zero fatalities in bicycle and pedestrian crashes involving youth in Imperial Beach. Youth are disproportionately represented in crashes due to lack of education regarding rules of the road. In 2012, the South Bay Union School District reversed their ban on bicycling to school. With more students bicycling, an education campaign is imperative to ensure injuries are reduced and fatalities don't rise. This campaign uses a three-pronged approach to achieve this goal; 1) targeted bicycle and pedestrian trainings to youth, 2) a community-wide education and awareness campaign, and 3) creating a Safety Coordination committee to address specific safety issues at schools and in the community.</p>
PS1405	2	<p>Mendocino County</p> <p>Walk and Pedal in Fine Fettle Project</p> <p>The Walk and Pedal in Fine Fettle Project will conduct a media campaign, bike rodeos, high school presentations, and community education to raise awareness of the need to safely share our streets. The project goal is to reduce collisions and injuries involving bicycles and pedestrians in two of Mendocino County's largest communities, with a special focus on collisions involving alcohol impairment. The project will include crosswalk safety programs, implementation of school bicycle helmet policies, and speed compliance operations in areas of high bicycle and pedestrian traffic. The project will also work with youth to advocate for increased enforcement of safe biking and pedestrian laws and support for walkable and bikeable communities.</p>

<b>Grant</b>	<b>Task</b>	<b>Agency/Title/Description</b>
PS1403	3	<p>Monterey Park</p> <p>Senior Pedestrian &amp; Bicycle Safety</p> <p>The police department's goal is to reduce traffic related injuries and fatalities involving the senior pedestrian and bicycling populations of the city. A traffic safety program using education, enforcement and publicity as countermeasures that will be culture specific in delivery will be developed. A radar display trailer will be used to slow traffic in the city, specifically near senior centers and housing. Four traffic safety PSA's in Chinese targeting the senior population will be developed and aired on the local cable channel. Added enforcement will be conducted for both vehicle and pedestrian violations in the city.</p>
PS1408	4	<p>Sacramento</p> <p>Traffic Safety and Education Program</p> <p>The department is committed to reducing the number of bicycle and pedestrian related collisions while increasing helmet usage by bicyclists in the Sacramento Unified School District through education. The department will utilize school surveys to provide education to schools and parents on traffic complaints, seatbelt usage, child safety seats, traffic enforcement, and safe routes to school. The department will also administer and implement school traffic safety programs by working with school employees in coordinating activities for student education programs addressing pedestrian and bicycle safety, distracted driving for teens, and underage drinking and drugged driving through Every 15 minutes and Real DUI Trial programs.</p>
PS1409	4	<p>Santa Clara County</p> <p>Countywide Traffic Safety Education</p> <p>Santa Clara County Public Health Department's Traffic Safe Communities Network will partner with traffic safety stakeholders to deliver the Countywide Traffic Safety Education program to decrease traffic crashes, injuries, and fatalities. The project will address the county's increasing need for bicycle and pedestrian safety education by supporting programs such as Juvenile Traffic Diversion. Program activities will focus on educating youth, parents, seniors and the general community about traffic safety with an emphasis on bicycle safety, pedestrian safety, and teen DUI prevention. The project will meet the diverse needs of the community by utilizing traditional and non-traditional outreach and education methods.</p>
PS1407	4	<p>Sunnyvale</p> <p>BE AWARE - Ped &amp; Bicyclist Roadway Safety</p> <p>A three-faceted approach to reducing motor on pedestrian and motor on bicycle collisions in Sunnyvale. Pedestrian and bicyclist collisions are increasing at an alarming rate. To combat, SNY-DPS will provide: 1) Educational outreach to middle and elementary students and parents. 2) Provide helmets to identified low-income students/schools. 3) Increase saturation patrols at identified areas and times to coincide with DUI checkpoints, Avoid the 13 saturation patrols, distracted driving campaigns, bicycle "parties", and back to school; and 4) Conduct targeted "stings" at identified intersections where pedestrian traffic is heavy.</p>
PS1410	5	<p>California Department of Public Health</p> <p>California Pedestrian Safety Program</p> <p>Reduce the number of California pedestrians killed and injured through the statewide It's Up to All of Us Campaign. The Campaign is community-based and in addition to media development and placement, includes professional level training, capacity building through mini-grant awards, technical assistance and implementation of innovative risk communication and norm change approaches.</p>

<b>Grant</b>	<b>Task</b>	<b>Agency/Title/Description</b>
PS1406	5	<p data-bbox="467 233 1089 289">Regents of the University of California, Berkeley Campus California Pedestrian Safety Program</p> <p data-bbox="467 323 1045 350">Pedestrian, Bicycling, and Traffic Safety Assessments</p> <p data-bbox="467 384 1511 527">To reduce the number and severity of collisions and the number of motorist, bicyclist, and pedestrian injuries and fatalities due to collisions on California’s roadways by providing free expert technical assistance to local agency staff in the form of Traffic Safety Assessments (TSA), Pedestrian Safety Assessments (PSA), Bicycling Safety Assessments (BSA), integrated PSA with Pedestrian Safety Action Plan (PSAP) workshops, and Rural Safety Assessments (RSA).</p>

## POLICE TRAFFIC SERVICES

### PROGRAM OVERVIEW

Over the years, approximately 60 to 75 percent of fatal and injury-combined collisions involved various Primary Collision Factors (PCF) such as, DUI, speed, right-of-way, traffic signals and signs, pedestrian violations, and improper turning. The number of victims is well above the number of collisions themselves. Preventing and reducing collisions, and therefore reducing the numbers of fatality and injury victims are the major focus of OTS grants. Achieving fatality and injury reduction goals is accomplished through multifaceted approaches to the comprehensive traffic safety problems, e.g., speed, DUI, and nighttime collisions. Seatbelt and child passenger safety restraint enforcement and outreach efforts, speed-enforcement operations, deployments of radar trailers, along with school and civic presentations serve to culminate in a reduction in the numbers of fatality and injury victims in specific collisions.

DUI and Improper Turning have been the number one and two PCF for fatal collisions in the past two years. Speed remains the number one PCF for injury collisions. In 2010, DUI fatal collisions decreased 26 percent from 629 in 2009 to 470 in 2010. Also, speed injury collisions decreased seven percent from 423 in 2009 to 394 in 2010. Traffic-related fatalities and injuries decreased nine percent from 234,511 in 2009 to 230,225 in 2010.

#### Fatal and Injury Collisions by PCF

Primary Collision Factor	2009	
	Fatal	Injury
1. Driving Under the Influence	629	13,448
2. Improper Turning	540	22,654
3. Speed	423	47,869
4. Pedestrian Violation	315	4,078
5. Automobile Right of Way	172	12,892
<b>Total</b>	<b>2,079</b>	<b>100,941</b>
<b>Total Fatal and Injury Collisions</b>	<b>166,329</b>	

Primary Collision Factor	2010	
	Fatal	Injury
1. Improper Turning	512	21,764
2. Driving Under the Influence	470	12,477
3. Speed	394	48,999
4. Traffic Signals & Signs	362	5,460
5. Right of Way	167	24,897
<b>Total</b>	<b>1,905</b>	<b>113,597</b>
<b>Total Fatal and Injury Collisions</b>	<b>162,569</b>	

### Total Victims Killed and Injured in Collisions

	<b>Fatalities</b>	<b>Injuries</b>	<b>Total</b>
<b>2009</b>	3,081	231,430	234,511
<b>2010</b>	2,715	227,510	230,225

### **ACTION PLANS**

Police Traffic Services (PTS) is an essential element in any state or community traffic safety program. With few exceptions, other program components depend on the participation and cooperation of the enforcement community. Police departments should improve and broaden the level and quality of this cooperative effort to the maximum extent possible. Besides giving law enforcement agencies the ability to start effective selective traffic enforcement programs (STEPS), PTS grants include training and appropriate enforcement of DUI, driver license, and occupant restraint laws.

Local police departments who secure a PTS grant first complete a systematic program that starts with the identification and analysis of specific traffic problems that occur in a community. Grantees categorize collisions by type, Primary Collision Factor, age, and by time and location of their occurrence. An internal assessment of the department's current level of traffic enforcement and education is conducted by comparing their activity with the objectives listed on the "OTS Blueprint." After identifying specific collision related problems and assessing their current level of traffic enforcement and education, police departments develop appropriate performance goals and objectives and depict the personnel and equipment needed to reduce their traffic safety problems.

Many local police departments lack the information, technical assistance, equipment, and personnel to give their communities an effective speed control program, frequent sobriety checkpoints, and traffic safety education and enforcement programs. OTS provides grants to local police departments and includes the funding of traffic officers, personnel, overtime, equipment, and public information and education materials.

### **TASKS**

#### Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS as it directly relates to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2014 HSP. Funding allocated to this task provides for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences. Also included under this task is funding for CHP grant administration.

#### Task 2 - Selective Traffic Enforcement and Education Program

This task provides for "Grants Made Easy" programs for law enforcement to conduct traffic safety enforcement and education. Time tested and best practice strategies will be used on an overtime basis to reduce the number of persons killed and injured in crashes involving alcohol, speed, red light running, and other primary collision factors. The funded strategies may include: DUI saturation patrols to apprehend impaired drivers; warrant service operations targeting repeat DUI violators who failed to appear in court or violate probation; stakeout operations for repeat DUI offenders; and the use of "HOT Sheets" to help law enforcement identify and apprehend the worst-of-the-worst DUI offenders. Court sting operations may also be used to arrest offenders who drive from court after having their license suspended or revoked. Law enforcement personnel will receive specialized training to detect and apprehend drivers under the influence of drugs (legal and illegal). Also, special patrols will be used to enforce California's hand-held and texting while driving laws. The program may also concentrate on speed, aggressive driving, seat belt enforcement, intersection operations with disproportionate numbers of traffic crashes and special enforcement operations encouraging motorcycle safety. The grant funded strategies are designed to earn media attention, thus enhancing the overall deterrent effect. OTS will fund a total of 119 new local grants.

Task 3 - California Highway Patrol

OTS funds grants to the CHP in an effort to reduce over represented fatal collisions where the PCF has been identified. CHP is the lead agency in California for traffic education and enforcement. OTS will fund three new grants in fiscal year 2014. Through these grants, the CHP will conduct speed and seat belt enforcement, implement corridor projects, continue statewide Start Smart presentations, and provide enhanced enforcement directed at reducing motorcycle involved fatalities and injuries.

Task 4 – Safe Transportation Research Education Center

Activities will focus on conducting public education and outreach, collaboration with stakeholders and data analysis. Staff will work closely with community based organizations to promote traffic safety programs at both the neighborhood and community level and will conduct 15 traffic safety presentations that reach at least 200 people.

**GRANT SUMMARY**

Grant	Task	Agency	Fund	Amount
PT1427	1	California Highway Patrol	402PT	\$401,796
PT14130	2	Albany	164AL	\$11,300
			402PT	\$37,860
PT1460	2	Alhambra	164AL	\$17,000
			402PT	\$68,000
PT1495	2	Anaheim	164AL	\$79,950
			402PT	\$72,000
PT1459	2	Arcadia	164AL	\$16,800
			402PT	\$26,200
PT1449	2	Azusa	164AL	\$21,000
			402PT	\$26,000
PT1478	2	Bakersfield	164AL	\$74,204
			402PT	\$131,365
PT1453	2	Burlingame	164AL	\$140,000
			402PT	\$118,000
PT14100	2	Capitola	164AL	\$6,440
			402PS	\$1,250
			402PT	\$43,678
PT1440	2	Ceres	164AL	\$5,963
			402PT	\$42,462
PT1406	2	Chula Vista	164AL	\$236,000
			402PT	\$57,000
PT1411	2	Citrus Heights	164AL	\$97,500
			402PT	\$65,800
PT1463	2	Clovis	164AL	\$22,765
			402PT	\$17,796
			405e DD	\$5,356
PT1452	2	Concord	164AL	\$83,150
			402PT	\$116,850
PT1477	2	Corona	164AL	\$3,347
			402PT	\$14,653
PT1494	2	Costa Mesa	164AL	\$38,810
			402PT	\$35,713

Grant	Task	Agency	Fund	Amount
PT14122	2	Daly City	164AL	\$21,760
			402PT	\$37,408
PT1405	2	El Cajon	164AL	\$27,175
			402PT	\$58,395
PT1457	2	El Monte	164AL	\$40,000
			402PT	\$40,000
PT1410	2	Elk Grove	164AL	\$68,000
			402PT	\$52,000
PT1404	2	Escondido	164AL	\$55,726
			402PT	\$50,384
PT1417	2	Eureka	164AL	\$47,459
			402PT	\$49,141
PT1451	2	Fairfield	164AL	\$59,204
			402PT	\$65,796
PT1401	2	Folsom	164AL	\$46,300
			402PT	\$89,500
			408TR	\$19,200
PT1476	2	Fontana	164AL	\$62,444
			402PT	\$103,541
PT1493	2	Fountain Valley	164AL	\$21,600
			402PT	\$28,700
			408TR	\$5,000
PT1443	2	Fresno	164AL	\$278,689
			402PT	\$93,230
PT1487	2	Fullerton	164AL	\$82,297
			402PT	\$34,165
			405d AL	\$72,970
PT1492	2	Garden Grove	164AL	\$41,000
			402PT	\$47,000
PT14125	2	Gardena	164AL	\$72,103
			402PT	\$52,897
PT14124	2	Gilroy	164AL	\$10,811
			402PT	\$20,017
PT14115	2	Glendale	164AL	\$154,904
			402PT	\$73,096
PT14123	2	Glendora	164AL	\$20,000
			402PT	\$40,000
PT14131	2	Hawthorne	164AL	\$54,646
			402PT	\$75,354
PT1425	2	Hayward	164AL	\$55,000
			402PT	\$45,000
PT1475	2	Hemet	164AL	\$41,744
			402PT	\$54,593
PT14107	2	Hollister	164AL	\$15,840
			402PT	\$23,600

Grant	Task	Agency	Fund	Amount
PT1482	2	Huntington Beach	164AL	\$234,938
			402PT	\$35,326
PT1435	2	Indian Wells	164AL	\$8,000
			402PT	\$17,000
PT1403	2	Irvine	164AL	\$37,400
			402PT	\$74,556
PT1423	2	La Habra	164AL	\$28,810
			402PT	\$42,067
PT1407	2	Laguna Beach	164AL	\$23,455
			402PT	\$27,798
PT1483	2	Livingston	164AL	\$30,000
			402PT	\$15,000
PT1462	2	Lodi	164AL	\$36,300
			402PT	\$53,050
PT1464	2	Lompoc	164AL	\$45,000
			402PT	\$36,000
PT14120	2	Long Beach	164AL	\$141,350
			402PT	\$61,650
PT14119	2	Los Angeles	164AL	\$750,400
			402PT	\$749,600
PT14118	2	Los Angeles County	164AL	\$611,000
			402PT	\$489,000
PT1485	2	Madera	164AL	\$76,377
			402PT	\$16,623
PT1424	2	Marysville	164AL	\$20,600
			402PT	\$53,400
PT1434	2	Menifee	164AL	\$47,337
			402PT	\$22,663
			408TR	\$30,000
PT1437	2	Menlo Park	164AL	\$12,544
			402PT	\$40,040
PT1484	2	Merced	164AL	\$32,034
			402PT	\$8,344
PT14113	2	Modesto	164AL	\$99,239
			402PT	\$80,276
PT1497	2	Monrovia	164AL	\$18,300
			402PT	\$36,700
PT1456	2	Moreno Valley	164AL	\$53,676
			402PT	\$56,324
			405b OP	\$15,000
PT1458	2	Murrieta	164AL	\$36,307
			402PT	\$28,693
PT1450	2	Napa	408TR	\$35,000
			164AL	\$42,650
			402PT	\$48,300



Grant	Task	Agency	Fund	Amount
PT1420	2	National City	164AL	\$40,052
			402PT	\$88,726
PT1409	2	Newport Beach	164AL	\$213,010
			402PT	\$69,900
PT1466	2	Norco	164AL	\$43,687
			402PT	\$41,313
PT1442	2	Oakdale	164AL	\$8,630
			402PT	\$11,543
PT14112	2	Oakland	164AL	\$46,800
			402PT	\$128,200
PT1419	2	Oceanside	164AL	\$86,469
			402PT	\$24,659
PT1473	2	Ontario	164AL	\$181,600
			402PT	\$112,000
			405b OP	\$6,400
PT1431	2	Orange	164AL	\$54,874
			402PT	\$53,776
			405d AL	\$16,250
PT1430	2	Orange County	164AL	\$115,115
			402PT	\$47,885
PT1432	2	Orland	164AL	\$8,145
			402PT	\$40,570
PT1448	2	Oxnard	164AL	\$142,796
			402PT	\$100,761
			405d AL	\$8,800
PT1439	2	Pacifica	164AL	\$18,212
			402PT	\$30,958
PT1481	2	Palm Desert	164AL	\$32,006
			402PT	\$35,582
PT1471	2	Palm Springs	164AL	\$31,910
			402PT	\$60,260
PT14105	2	Pasadena	164AL	\$52,500
			402PT	\$122,500
PT14111	2	Petaluma	164AL	\$206,000
			402PT	\$47,000
PT14110	2	Pittsburg	164AL	\$15,400
			402PT	\$34,600
PT1486	2	Placentia	164AL	\$29,493
			402PT	\$35,577
PT1479	2	Pomona	164AL	\$65,000
			402PT	\$65,000
PT1470	2	Rancho Mirage	164AL	\$8,051
			402PT	\$13,949
PT1422	2	Red Bluff	164AL	\$7,200
			402PT	\$124,625

Grant	Task	Agency	Fund	Amount
PT1421	2	Redding	164AL	\$170,300
			402PT	\$49,700
PT1469	2	Redlands	164AL	\$14,499
			402PT	\$56,944
PT1447	2	Redondo Beach	164AL	\$51,400
			402PT	\$38,600
PT1415	2	Redwood City	164AL	\$25,368
			402PT	\$29,632
PT1468	2	Rialto	164AL	\$77,037
			402PT	\$82,767
PT1467	2	Ridgecrest	164AL	\$20,980
			402PT	\$78,690
PT1441	2	Riverbank	164AL	\$18,798
			402PT	\$14,884
PT1489	2	Riverside	164AL	\$69,543
			402PT	\$113,462
			408TR	\$3,995
PT14109	2	Rohnert Park	402PT	\$249,495
PT1461	2	Sacramento	164AL	\$521,770
			402PT	\$393,160
			408TR	\$93,750
PT1414	2	Salinas	164AL	\$37,000
			402PT	\$63,000
PT1491	2	San Bernardino	164AL	\$117,639
			402PT	\$139,303
PT1418	2	San Diego	164AL	\$266,500
			402PT	\$135,000
PT1480	2	San Diego County	164AL	\$112,500
			402PT	\$40,410
PT1413	2	San Francisco City	402PT	\$45,000
PT1474	2	San Jacinto	164AL	\$40,133
			402PT	\$34,867
PT1412	2	San Jose	164AL	\$140,330
			402PT	\$104,892
PT1436	2	San Mateo	164AL	\$19,372
			402PT	\$34,800
PT14108	2	San Pablo	164AL	\$34,100
			402PT	\$16,350
PT1499	2	San Rafael	164AL	\$31,700
			402PT	\$41,300
PT14106	2	San Ramon	164AL	\$7,880
			405d AL	\$28,120
PT1490	2	Santa Ana	164AL	\$152,700
			402PT	\$48,600

Grant	Task	Agency	Fund	Amount
PT1438	2	Santa Barbara	164AL	\$71,300
			402PT	\$14,800
PT14128	2	Santa Maria	164AL	\$91,180
			402PT	\$48,820
PT1445	2	Santa Monica	164AL	\$37,120
			402PT	\$102,880
PT14114	2	Santa Rosa	164AL	\$213,175
			402PT	\$76,825
PT14104	2	Sebastopol	164AL	\$12,500
			402PT	\$35,500
PT1444	2	Signal Hill	164AL	\$24,600
			402PT	\$50,800
PT14103	2	Sonoma	164AL	\$9,650
			402PT	\$60,350
PT1465	2	South Lake Tahoe	164AL	\$10,400
			402PT	\$5,400
			405d AL	\$17,400
PT14129	2	South San Francisco	164AL	\$49,940
			402PT	\$49,275
PT1455	2	Stockton	164AL	\$175,650
			402PT	\$37,700
			405d AL	\$91,815
PT14102	2	Suisun City	402PT	\$83,793
PT14127	2	Thousand Oaks	164AL	\$32,400
			402PT	\$59,000
			408TR	\$42,000
PT1454	2	Tracy	164AL	\$34,131
			402PT	\$35,600
PT1496	2	Upland	164AL	\$18,478
			402PT	\$28,664
PT14101	2	Vallejo	164AL	\$35,200
			402PT	\$44,800
PT14126	2	Ventura	164AL	\$50,577
			402PT	\$15,545
PT1433	2	Visalia	164AL	\$88,211
			402PT	\$75,789
PT1408	2	West Sacramento	164AL	\$25,234
			402PT	\$81,026
PT1402	2	Whittier	164AL	\$47,605
			402PT	\$45,395
PT1416	2	Yuba City	164AL	\$9,275
			402PT	\$37,725
PT1428	3	California Highway Patrol	402PT	\$399,000
PT1429	3	California Highway Patrol	402PT	\$200,000

Grant	Task	Agency	Fund	Amount
PT1488	3	California Highway Patrol	402PT	\$4,000,000
			402PT	\$600,000
PT1426	4	Regents of the University of California, Berkeley Campus	402PT	\$75,000
			405b OP	\$1,222,000
			<b>Total</b>	<b>\$24,369,406</b>

## GRANT DESCRIPTIONS

Grant	Task	Agency/Title/Description
PT1427	1	<p>California Highway Patrol</p> <p>Grant Administration Program (GAP) 2014</p> <p>This 12-month grant provides for four full-time, regular positions (three analysts and one accounting officer) at the California Highway Patrol to manage OTS-funded traffic safety grants.</p>
PT1428	3	<p>California Highway Patrol</p> <p>Start Smart Teen Driver Safety Education Program VI</p> <p>The California Highway Patrol will implement a 12-month traffic safety grant specifically focused on providing newly licensed teen drivers 15-19 years of age, and their parents, with enhanced driver education classes emphasizing the dangers typically encountered by members of their age group. Class facilitators will provide education on primary collision factors involving teens, safe and defensive driving practices, and California driving laws. Facilitators encourage interactive participation during the class to strengthen knowledge and understanding of the material and support communication between parents and teens as they discuss driving practices. Teen driver safety education classes will be conducted statewide in both Spanish and English to aid newly licensed drivers with the responsibilities that accompany becoming a licensed California driver.</p>
PT1429	3	<p>California Highway Patrol</p> <p>Keeping Everyone Safe (KEYS) V</p> <p>The California Highway Patrol will implement a 12-month statewide grant to address the need for established safety/mobility programs for older drivers to prevent injuries and fatalities. The grant seeks to promote the program statewide through the use of multidisciplinary community-based collaborative 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 stakeholders. The CHP will continue to partner with the Department of Motor Vehicles and other group members.</p>

<b>Grant</b>	<b>Task</b>	<b>Agency/Title/Description</b>
PT1488	3	<p>California Highway Patrol</p> <p>Reduce Aggressive Driving Incidents and Tactically Enforce Speed (RADIATES) II</p> <p>The California Highway Patrol will implement a 12-month statewide traffic safety grant focusing on speed caused collisions and those primary collision factors that have elements of "aggressive driving" such as improper turns, following too closely, improper passing, driving on the wrong side of the road, and unsafe lane changing.</p>
PT1426	4	<p>Regents of the University of California, Berkeley Campus</p> <p>SafeTREC IX</p> <p>To reduce the number of people killed and injured in traffic crashes, SafeTREC will educate professionals, students and the larger community; provide technical assistance to governmental agencies, and conduct analysis of traffic safety data and trends.</p>

Note: The following police departments will be conducting illegal-street racing enforcement training to other California law enforcement agencies: Ontario, Riverside, City of Los Angeles, and the County of Los Angeles.

## **PUBLIC RELATIONS, ADVERTISING AND MARKETING**

### **PROGRAM OVERVIEW**

OTS employs one fulltime staff person – an Assistant Director of Marketing and Public Affairs – who oversees: media relations and public relations for traffic safety issues and initiatives for the entire state of California; a marketing contract that assists the OTS in directing media buys, marketing activities and public awareness campaign planning and execution, video and audio public service announcement (PSA) production, media event planning, print and graphic materials; and assisting in and reviewing the media and press related efforts and activities of all OTS grantees.

### **ACTION PLAN**

In 2014, OTS will focus on generating earned media for a wide and deep variety of traffic safety initiatives through targeted DUI, distracted driving and seat belt campaigns and through active grants – all designed toward lowering the Mileage Death Rate and increasing statewide seat belt use. This approach includes providing increased media assistance to local grantees on proven and new, innovative programs and continuing to target under-represented groups, target audiences, and the general population with traffic safety messages.

OTS Public Affairs will be utilizing its contractor, Katz and Associates Public Relations, in support of many of these initiatives. The Contractor assists OTS in campaign development, media buys, advertising services, graphic design, publication production and various other marketing activities that are designed to assist the State in creating awareness of traffic safety programs and initiatives and reach its goal of reducing fatalities and injuries due to traffic crashes.

OTS will maintain its anti-DUI messaging on billboards across the state. We will refine and bring new strategies to bear regarding the newly emerging distracted driving and drug-impaired driving issues. We will persist with efforts to keep problem areas such as motorcycle safety, occupant protection, bicycle and pedestrian safety in the public eye.

### **TASKS**

#### Task 1 - Public Relations

##### Statewide Campaigns

OTS Public Affairs will spearhead several key public awareness campaigns during Fiscal Year 2014. Key campaigns will include California's December Holiday DUI Crackdown (also see Paid Advertising), as well as Distracted Driving (also see Paid Advertising), Click It or Ticket, Child Passenger Safety Week, Motorcycle and Bicycle Safety Months, and DUI enforcement campaigns around other major holiday periods: Memorial Day, Independence Day, and Labor Day weekends, as well as St. Patrick's Day, Cinco de Mayo and Halloween celebration periods.

All campaigns will rely heavily upon earned media to educate Californians about safe driving practices, including distracted driving, seat belt use, child passenger safety and impaired driving. Moving forward, OTS will also continue to expand partnerships with CHP, the DMV, Caltrans, ABC and other state and federal agencies on various programs and campaigns.

##### Partnerships

OTS has an established track record of developing successful partnerships to raise awareness of important traffic safety issues. OTS partners represent a variety of community groups; traffic safety industry representatives; local, regional and state government agencies; as well as general business and industry organizations.

Public/Private partnerships are very important to OTS' long-term planning. These partnerships are designed to augment resources, extend outreach to diverse audiences and at-risk communities, and extend marketing opportunities. Past and current partners have supported teen anti-DUI programs, DUI Crackdown Month, year-round DUI efforts, Child Passenger Safety, safety belt use, distracted driving, and bicycle and pedestrian issues, to name a few. OTS will build upon existing partnerships and forge new alliances to support and facilitate the distribution of its traffic safety messages, as well as its own training seminars, meetings and community events.

## OTS Tracks Newsletter

The Office's primary publication to its stakeholders, *OTS Tracks*, is now in its 21st year of production. Its audience is more than 3,000 traffic safety practitioners, law enforcement and fire departments, members of the media, legislators, and key stakeholder groups. Content includes news about OTS initiatives, staff, and stories from local grantees on their people, work and successes, as well as perspectives from the OTS Director.

## OTS Website and Social Media

Grantees, law enforcement agencies, and other traffic safety stakeholders are increasingly reliant on the OTS website for topical information on everything from grant application information to new data on a plethora of traffic safety subjects. The news media and researchers are using the OTS site as a valued resource.

The website is geared to the needs of its primary audiences. Potential and current grantees make up the bulk of those visiting the site, with media, researchers, stakeholders and the general public following along successively. The site was formatted with this usage in mind.

OTS staff is currently in the process of an update to the look of the website, with some changes also likely to its content and functionality. These will be in keeping with the State of California style updates underway as well as retooling for better navigation.

OTS joined in the Social Media revolution by inaugurating the OTS Facebook presence - [www.facebook.com/CaliforniaOTS](http://www.facebook.com/CaliforniaOTS) - in December of 2009. The use and growth of the OTS Facebook presence has been overwhelmingly positive, with phenomenal growth to a current level of nearly 32,000 "likes". The monthly rate of impressions varies greatly depending on whether we are in an actively promoted campaign, but has reached as high as 60 million. It serves as an agency information and public engagement presence for OTS. This social media platform allows OTS to communicate with all California motorists with real-time updates, life saving resources and engaging applications. The site is updated daily with news, engaging posts, videos, photos, contests, polls, pledge badges, Smartphone apps, links and more. 2014 will see further expansion and use as Facebook continues its growth as a major communication medium, particularly with our target demographics.

In March 2010, OTS expanded its social media presence with the advent of a dedicated OTS YouTube Channel - <http://www.youtube.com/user/californiaots> - featuring videos ranging from California state agency produced PSAs to crash victim videos to special OTS produced videos solely for social media, to appropriate videos from other organizations.

In late 2011, OTS initiated a presence on Twitter - [http://twitter.com/#!/OTS\\_CA](http://twitter.com/#!/OTS_CA). Daily "tweets" provide engaging and often informative communications and garnered over 5,700 followers by early 2014.

OTS will continuously monitor the ever-changing universe of social media, evaluating current strategies while staying mindful of what new technologies may be beneficial in the future. OTS used Instagram as part of a young demographic engagement during the latest December DUI Crackdown campaign

## Media Relations

Bringing together expert resources in media relations, public affairs and community outreach, OTS Public Affairs offers an array of services, including: media relations, marketing, event logistics, creative writing, and campaign management. In 2014, OTS Public Affairs will be continuing its successful targeted outreach to major media representatives to expand its role as the primary source for traffic safety information in the state.

OTS Public Affairs is a "one-stop shop" resource for all of its grantees, whether organizing a media event or assisting in garnering earned media through press releases, press events and the placement of specialty stories or op/eds. OTS works with grantees when needed to foster positive relations with the media covering their traffic safety programs.

## Grantee Support

Integrating media into all grant programs on the local level is a key goal and objective in OTS Public Affairs. The office routinely assists grantees in the execution of media events, framing key messages, and arranging media interviews. In addition, OTS Public Affairs directs the message on news releases, specialty articles and publicly distributed material penned by local grantees and community-based organizations. 2013 saw an expansion in the number of press release templates, fact sheets and other materials made available to grantees. We will maintain this level in 2014 unless new issues, programs or circumstances show the need for greater or fewer. The vast majority of grantees have begun using these materials to streamline their public relations efforts and provide an increased professional look to their media communications. Use of these templates has now become nearly universal, garnering increased and regular news media mention for grant activities.

### Task 2 - Paid Advertising

During 2014, the campaigns that OTS may be using paid media include the December DUI Crackdown, Distracted Driving, and other campaigns as they arise. In addition, OTS will continue a year-round outdoor advertising/billboard campaign promoting anti-DUI messages.

OTS Public Affairs will receive comprehensive reports from its marketing, advertising and public affairs contractor after each campaign detailing all aspects of the campaigns and listing actual audience impressions. OTS and grantees track press coverage generated by campaigns.

\$300,000	DUI Crackdown
\$750,000	Comprehensive Billboard
<u>\$300,000</u>	Distracted Driving
\$1,350,000	Fund to be determined upon payment

The following table reflects grants active in FFY 2014 with paid media in their budgets:

Grant #	Agency	Campaign	Budget
AL1426	California Highway Patrol	Alcohol Enforcement, Reduction, and Traffic Safety	\$630,000
MC1402	California Highway Patrol	California Motorcycle Safety Enforcement and Education	\$500,000
DD1403	California Highway Patrol	Teen Distracted Drivers Education and Enforcement	\$550,000
	Total		\$1,680,000

### Task 3 - Marketing

#### Sports and Entertainment Marketing

Since its inception 19 years ago, the OTS Sports & Venue Marketing program has become an enduring model for sports partnerships and traffic safety. While the 2014 schedule of events won't be announced until after the New Year, campaign venues being explored include partnerships with California-based professional baseball, soccer, basketball and football teams as well as radio station sponsored events and concert and other entertainment venues. Target audiences for this marketing are primarily young males, and secondarily families with children. The messaging is occupant protection, impaired driving, and distracted driving.



### General Marketing

OTS has an extensive, year-round effort in place to produce and place as much “public service” materials as possible in the media. This comes in the form of television and radio public service announcements and billboard placement. Although there is no cost for airing and displaying the media, there are production and installation costs. This marketing had a paid media equivalent of over \$3 million in 2012. The messaging is occupant protection, impaired driving, and distracted driving.

\$150,000	Professional & Collegiate Sports Teams
\$40,000	Professional Sports Team Radio Coverage
\$50,000	Entertainment/Concert Venues
\$20,000	Targeted Radio Station On-Air, Web, Social Media, and Hosted Events
<u>\$60,000</u>	PSA Production, Placement and Installation
\$320,000	Fund to be determined upon payment

## **TRAFFIC RECORDS/ROADWAY SAFETY**

### **PROGRAM OVERVIEW**

The traffic records system encompasses the hardware, software, personnel, and procedures that capture, store, transmit, analyze, and interpret traffic safety data. The data that are managed by this system include the crash, driver licensing and history, vehicle registration and titling along with commercial motor vehicle, roadway, injury control, citation/adjudication, and exposure information. The relationships among these systems are depicted below as an interlocking set of related information. For traffic safety purposes, crash data are at the center of this "honeycomb" of information.

While the geographic size of California and its large population has made centralization of traffic records difficult, OTS and the state Traffic Records Coordinating Committee (TRCC) continues working towards centralization of all state traffic records as a primary goal in order to facilitate data sharing and data exchange among state traffic safety stakeholders. In the meantime however, various aspects of traffic records are still being collected and maintained by a variety of responsible agencies.

Currently, the primary data repository for all crash report records is the SWITRS. Installed and maintained by the CHP in 1974, SWITRS collects and stores collision-related reports from state and local law enforcement agencies and makes the data available to state and local agencies upon request. Over the years since inception, SWITRS has undergone both major and minor programming development in response to advances in computing capabilities and technology. Some of the more recent improvements to the SWITRS program have been the introduction of on line crash data query capabilities, the collection and storage of crash location GIS coordinates and the addition of new data fields in the state crash report. A very recent improvement to the SWITRS program has been the development of electronic crash reporting. In the beta testing mode at the moment, this very recent improvement will enable allied agencies to electronically submit completed crash reports directly into the SWITRS system which will significantly reduce data entry by CHP SWITRS personnel and the lag time between the time of the incident and input of a crash record.

The Traffic Accident Surveillance and Analysis System (TASAS), maintained by Caltrans, is a supplemental repository of collision data extracted from the SWITRS database that contains highway engineering data on over 15,000 miles of state highways, including over 19,000 intersections and 14,000 ramp sections. TASAS does not include local (city or county) streets or roadway data. Quarterly, reports are generated identifying state highway locations that have significantly high concentrations of collisions.

DMV maintains a large statewide computer network to record all registered motor vehicles and licensed drivers (and some unlicensed). The system generates a transcript for every person cited or arrested for a traffic violation who is subsequently convicted, or who defaults on bail and is forwarded by the courts to DMV. The resulting transcript becomes the basis for an entry into the Automated Management Information System (AMIS), even if the person arrested is not a licensed driver. If a citation is issued or an arrest is made in connection with a collision, the record of a collision involving a specific driver will be included in the file.

Advances in computer technology have enabled the DMV to establish a direct electronic link to nearly all of the municipal courts within the State. By means of this linkage, nearly all traffic court judges have access to complete and current driver histories, thereby making the penalties imposed by the court more in keeping with the actual and current driving record of the individual. DMV continues to expand this capability and is placing as many courts as possible on-line.

The DOJ system maintains a record of arrests made within the state, including the final disposition of each case. This record system shows all arrests, regardless of traffic involvement, and identifies specific vehicle code violations.

The EMSA has established a statewide database for emergency medical response reporting, including response times to collisions and subsequent treatment of collision victims. In the EMS system, all regional trauma systems store and retrieve medical data, with a certain mandated core data transmitted to the EMSA system. The California EMS Information System (CEMSIS) is now programmed to receive EMS and Trauma Center data from participating local EMS Agencies. Increased participation is expected in FY 2011-12. A process is now in place to revise QI indicators that will be programmed into CEMSIS for end-user use. CEMSIS-Trauma is currently receiving data on critically injured trauma patients representing 51 trauma centers. EMS linkage is necessary for the sensitivity index computation, and provides traffic engineers and traffic law enforcement personnel invaluable information on morbidity and mortality rates.

All cities and counties maintain traffic-related records, including data on local roadways. Many agencies report optimal effectiveness can be achieved by maintaining a local system that includes in some cases, substantially more data elements than are currently contained in the statewide systems. A local system typically includes collision records, records of arrests and citations, and crash data on local streets and roads.

Local agencies in California have identified specific difficulties in using SWITRS, primarily the time lag in receiving reports and the inconsistencies in the identification of local street names. For smaller cities, these problems do not represent major obstacles; but larger communities require an automated collision database system to provide in part, a more timely record, a more accurate identification of crashes, and ability to analyze collision trends and locations. OTS will continue to address the need for local systems by continuing to provide hardware and software to local grantees that are compatible with SWITRS. Many local agencies are implementing, or exploring the feasibility of implementing local GIS based traffic record systems.

In January 2011, OTS and NHTSA facilitated a traffic records assessment for the State of California. A team of professionals with backgrounds and expertise in the several component areas of traffic records data systems (crash, driver/vehicle, traffic engineering, enforcement and adjudication, and EMS/Trauma data systems) conducted the assessment.

The scope of this assessment covered all of the components of a traffic records system. The purpose was to determine whether the traffic records system in California is capable of supporting management's needs to identify the State's highway safety problems, to manage the countermeasures applied to reduce or eliminate those problems, and to evaluate those programs for their effectiveness.

During the assessment, the team noted progress achieved by the State resulting from implementing some of the remedies suggested during the 2005 assessment, as well as other noteworthy improvements that have been accomplished since the 2005 assessment. The team also pointed out that it was worthy to note that many of the projects in the State's various safety plans are linked to recommendations from the 2005 assessment with emphasis on crash, citation and injury surveillance records. The team also reported that the TRCC was a "well functioning committee and embraced by its members as a valuable vehicle for moving many of the traffic records projects forward."

In addition to the NHTSA sponsored traffic records assessment, as part of the TRCC's ongoing effort to develop a long term statewide traffic records strategic plan, the TRCC' strategic planning group participated in an FHWA sponsored Peer-to-Peer Conference in September 2010 and the FHWA Crash Data Improvement Program (CDIP) in February 2012. The Peer-to-Peer conference provided members of the TRCC Strategic Planning Group with the opportunity to interact with our peers from North Carolina, the State of Washington, and Michigan.

During the Peer-to-Peer conference, members of the TRCC strategic planning group focused on identifying common issues with our peer states related to general crash issues, timeliness of crash report submission, accuracy and completeness of reports, consistency of crash data, and integration of data and accessibility of crash data among traffic safety stakeholders. The CDIP provided an evaluation of the Crash Data Production and Location processes currently in use in California. The evaluators made recommendations for improvements of these processes and systems. The results of the conference and evaluation are being used by the group as part of the long term strategic plan.

## **ACTION PLANS**

OTS is in the process of reviewing and developing strategies for implementing the recommendations of the 2011 Traffic Records Assessment. The TRCC strategic planning group is developing a long term statewide traffic records strategic plan based upon the 2011 Traffic Records Assessment recommendations and the noteworthy solutions to common issues identified during the Peer-to-Peer conference and CDIP evaluation. The TRCC strategic planning group is comprised of representatives from state and local agencies including OTS. They are tasked with oversight of the development of the Traffic Records Strategic Plan. FHWA provided consultants to assist the TRCC Strategic Planning Group in developing a comprehensive Strategic Safety Data Plan. The draft plan was submitted to the SHSP Steering Committee for the approval process in early 2013.

OTS remains committed to providing funds to agencies on both the city and county level to purchase fully automated collision and citation records and analysis systems. OTS is confident that once implemented these systems will decrease the agency resources needed to maintain collision and citation statistical data. These systems are also expected to reduce the frequency and possibly the severity of traffic collisions in each jurisdiction where the systems are implemented.

OTS strongly recommends that both engineering and enforcement agencies become involved in system selection, deployment and data sharing. This cooperative approach results in economies of scale (time and capital) to each of the agencies due to the system licensing and compatibility between the agencies. The GIS based collision and citation analysis program will allow agencies to conserve resources while at the same time provide transportation engineers, public safety officers, department managers and enforcement agencies with timely, accurate and useable information upon which to base engineering, enforcement and other traffic-related safety decisions.

## TASKS

### Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2014 HSP. This plan includes grants that will be continued from prior fiscal years. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

### Task 2 - Data Records Design and Implementation

Grants funded in this task provide the databases and data record design by which state and local agencies can supplement existing collision record programs with needed roadway data. Four grants have been identified in the California State Traffic Safety Information Systems Strategic Plan developed by the California Traffic Records Coordinating Committee and subsequently approved by NHTSA.

### Task 3 - Comprehensive Data System Design and Implementation

The Traffic Collision Database and Mapping System will provide data input and management for traffic collision reports. Using GIS mapping systems, staff can query and map information from the database to identify high frequency locations and patterns. Identified locations that exceed collision thresholds can then be further studied and appropriate action taken.

### Task 4 - High Risk Driver Identification Data Capture Improvement Grants

One grant is funded in this task that identifies and tracks high risk drivers and issues letters to these drivers.

## GRANT SUMMARY

Grant	Task	Agency	Fund	Amount
TR1410	2	California Department of Public Health	408TR	\$569,857
TR1409	2	California Emergency Medical Services Authority	408TR	\$245,000
TR1412	2	California Highway Patrol	408TR	\$2,040,712
TR1407	3	Bell	408TR	\$45,000
TR1406	3	Dublin	408TR	\$32,380
TR1401	3	Riverbank	408TR	\$4,400
TR1408	3	Stanislaus County	408TR	\$45,900
TR1402	3	Tustin	408TR	\$29,704
TR1403	3	Wildomar	408TR	\$45,000
TR1405	4	California Department of Motor Vehicles	408TR	\$30,000
TR1411	4	California Polytechnic State University, Pomona	408TR	\$99,999
TR1404	4	Regents of the University of California, Berkeley Campus	408TR	\$220,800
			402PS	\$55,200
			<b>Total</b>	<b>\$3,463,952</b>

## GRANT DESCRIPTIONS

Grant	Task	Agency/Title/Description
TR1410	2	<p>California Department of Public Health</p> <p>Crash Medical Outcomes Data Project</p> <p>California's traffic safety and injury prevention communities need comprehensive 'crash to outcome' data that are critical to identifying and solving traffic safety problems. The Crash Medical Outcomes Data Project responds to this need and the vision of NHTSA's Traffic Records Coordinating Committee. This Project expands the linkage between crash data (SWITRS) and medical data by integrating additional data such as trauma response and driver history. By combining these data sources, we strengthen our ability to identify risk factors and their relationship to health outcomes. Also, this project enhances the value of the linked data by translating it into useful information for dissemination to decision makers and the general public.</p>
TR1409	2	<p>California Emergency Medical Services Authority</p> <p>California EMS Data System Transformation to National EMS Data System</p> <p>The core data elements for the California EMS System (CEMSIS) are not in alignment with the new National EMS System (NEMSIS) Version 3. The NEMSIS data standards are sponsored by the National Highway Traffic Safety Administration. In order to collect and provide data based on NHTSA data requirements, the EMS data contained in CEMSIS, needs to be transformed to NEMSIS V3.</p>
TR1412	2	<p>California Highway Patrol</p> <p>Statewide Integrated Traffic Records System (SWITRS) Backlog Project II</p> <p>The California Highway Patrol will implement a 12-month program to: 1) hire 29 full-time limited term (LT) positions (3 Supervising Program Technician 1's and 26 Program Technicians), including full-time salary and benefits for each classification; and 2) fund approximately 12 months of program support overtime for qualified Support Services Section staff to enter injury traffic collision reports into the Statewide Integrated Traffic Records System database. The 29 full-time LT positions will work a swing shift.</p>
TR1405	4	<p>California Department of Motor Vehicles</p> <p>Development of Alcohol Intervention Letters Based on the Transtheoretical Model of Behavior Change in California's Negligent Operator Treatment System</p> <p>As a follow-up to Office of Traffic Safety Grant Agreement Numbers TR0009 and AL0473, the California Department of Motor Vehicles will develop intervention letters based on the Transtheoretical Model of Behavior Change (TTM) as alternatives to the questionably effective letters currently used by the Negligent Operator Treatment System (NOTS). The final end product will be two letters. One will be developed for use at NOTS Level 1 (warning letter). A second will be developed for use at NOTS Level 2 (notice of intent to suspend). Both letters will use all 16 elements of the general and early stages of TTM.</p>

Grant	Task	Agency/Title/Description
TR1411	4	<p>California Polytechnic State University, Pomona</p> <p>Investigation on Causal Factors for Motorcycle-Related Crashes in California</p> <p>The grant will support the research team to develop multinomial logistic regression models to relate factors to the motorcycle-related crash severity and type. The study hopes to determine the statistically significant contributing factors to crashes involving motorcyclists on freeways in CA and make recommendations on how design professionals can keep motorcyclist safety considerations in mind and how to improve the existing data collection system to collect motorcycle-relevant information. The research results will contribute to the State's efforts to develop an effective motorcycle safety program to prevent crashes and injuries, save lives, and reduce the economic costs of motorcycle-related crashes on California's highways and roads.</p>
TR1404	4	<p>Regents of the University of California, Berkeley Campus</p> <p>Integration, outreach and improvements to TIMS and CATSIP websites</p> <p>The Transportation Injury Mapping System (TIMS) and California Active Transportation Safety Information Pages (CATSIP) have been established as strong resources for data, applications and information to aid traffic safety initiatives in California. This grant proposes to continue administering the sites, make reporting and functional improvements, develop outreach initiatives and better integrate the resources made available in each site. New programming includes FARS query and mapping capabilities, intersection ranking by collision counts, and discussion forums in CATSIP. Other objectives include developing case studies of TIMS users, improved social media outreach, and creating webinar modules of the sites for use in presentations.</p>

### **Hazard Elimination Projects**

The following are hazard elimination grants scheduled for 2014 and funded through the California Department of Transportation.

#### **08-00063**

City or County	Amount	Project Type	Fund
Humboldt County	\$3,000,000	Reconstruct guardrail	164HE
San Diego County	\$5,000,000	Median upgrade	164HE
Mendocino County	\$3,000,000	Reconstruct guardrail	164HE
Sacramento, Placer, Yuba, & Yolo Counties	\$2,000,000	Upgrade end treatments	164HE
Monterey & Santa Cruz Counties	\$1,000,000	Upgrade metal beam guardrail/end treatments/crash cushions	164HE
Riverside County	\$4,000,000	Upgrade metal beam guardrail/end treatments	164HE
Orange County	\$2,500,000	Upgrade Metal Beam guardrail/end treatments	164HE
Santa Cruz & Santa Clara Counties	\$6,000,000	Upgrade metal beam guardrail/end treatments	164HE
Orange & Los Angeles Counties	\$9,600,000	Upgrade median barrier	164HE
Los Angeles County	\$2,100,000	Upgrade bridge rail	164HE
Santa Barbara County	\$1,000,000	Relocate drainage ditches	164HE

**10-00010**

<b>City or County</b>	<b>Amount</b>	<b>Project Type</b>	<b>Fund</b>
Nevada County	\$2,000,000	Upgrade crash cushions and guardrail	164HE
Mendocino County	\$5,000,000	Upgrade metal beam guardrail	164HE
San Diego County	\$600,000	Install rumble strips	164HE
Los Angeles County	\$2,000,000	Upgrade metal beam guardrail end treatment and transitions	164HE
Los Angeles & Ventura Counties	\$3,000,000	Gore area cleanup/upgrade	164HE
Los Angeles County	\$1,200,000	Install concrete barrier	164HE
Santa Cruz County	\$900,000	Install concrete barrier/widen shoulder	164HE
Kern County	\$1,150,000	Install windscreen	164HE
Plumas County	\$6,000,000	Upgrade metal beam guardrails	164HE
Inyo County	\$3,500,000	Rock fall mitigation	164HE
Los Angeles County	\$1,200,000	Install metal beam guardrail	164HE
Los Angeles County	\$3,000,000	Install metal beam guardrail	164HE
Los Angeles County	\$2,000,000	Install metal beam guardrail & concrete railing	164HE
Alameda County	\$2,000,000	Upgrade medium barrier	164HE
Solano County	\$3,000,000	Install metal beam guardrail	164HE
Alameda & Contra Costa Counties	\$4,500,000	Upgrade metal beam guardrail terminal system	164HE
Los Angeles County	\$750,000	Upgrade metal beam guardrail terminal system	164HE

**12-00005**

<b>City or County</b>	<b>Amount</b>	<b>Project Type</b>	<b>Fund</b>
Alameda & Contra Costa Counties	\$3,000,000	Install metal beam guardrails	164HE
Los Angeles County	\$2,000,000	Replace existing bridge rails	164HE





**HIGH VISIBILITY  
ENFORCEMENT CAMPAIGNS**



## **HIGH VISIBILITY ENFORCEMENT CAMPAIGNS**

### **Impaired Driving**

OTS will fund more than 2,000 sobriety checkpoints to local law enforcement agencies throughout the state to participate in the two major high visibility enforcement mobilizations during the Winter and Summer NHTSA mobilizations. These agencies will conduct sustained high visibility DUI enforcement during mid-December through New Years and mid-August through Labor Day. Operations will consist of DUI/Drivers License Checkpoints; DUI saturation patrols; Multi-Agency DUI Task Forces deployments; and Warrant/Probations Details, Court Stings, and Stakeouts targeting the ‘worst-of-the-worst’ repeat offenders. Kick off media events will be held and earned media messages will include NHTSA’s message to “Drive Sober or Get Pulled Over.”

In addition to the Summer and Winter mobilizations, grantees will also participate in other sustained high visibility enforcement operations during Super Bowl Sunday, St. Patrick’s Day, Cinco de Mayo, Halloween, along with Memorial Day, Independence Day and Thanksgiving holiday weekends. Earned media during these holidays will include the “Fans Don’t Let Fans Drive Drunk” and “Buzzed Driving is Drunk Driving.”

### **Occupant Protection**

An objective is placed in all 119 “Selective Traffic Enforcement Program” grants to participate during the Click it or Ticket mobilization in during May/June using the “Click it or Ticket” messaging. It is encouraging to know that these agencies are willing to step-up seat belt enforcement without additional OTS funding. Media templates will be made available to law enforcement to easily promote their enforcement efforts, statistics and a major statewide DUI Enforcement campaign is planned Memorial Day Weekend to target DUI drivers and others contacted during ‘night-time’ hours to address high rates of occupants failing to use safety restraints.

### **Distracted Driving**

For the fourth year in a row, California plans on coordinating the largest, most comprehensive high visibility public awareness and enforcement campaign in the nation. OTS will be providing additional funding to all “Selective Traffic Enforcement Program” grants to participate in the National Distracted Driving Awareness Month in April. Along with NHTSA Western Region 9, OTS will launch the campaign with a high profile media event and local law enforcement will use template press releases to maximize our earned media efforts. Each year, more than 250 law enforcement agencies statewide join the April Distracted Driving campaign during two statewide enforcement crackdown dates. Additionally, local and regional efforts on other dates in metropolitan regions deploy strike teams to stop, cite and educate the dangerous practices of talking and texting while driving. In 2013, an estimated 65,000 citations were issued with hundreds of news stories during an eight week period.

### **Other National Campaigns**

In addition to the campaigns mentioned above, OTS will also send grantees all NHTSA media templates and planning tools for National Ride to Work Day, Back to School Safety Month, National Teen Driver Safety Week, and Child Passenger Safety Week.



**PERFORMANCE  
REPORT  
FY 2013**



## PERFORMANCE REPORT

California continued to lead the nation in efforts to save lives, prevent injuries and reduce economic losses from traffic crashes. In FY 2012, OTS awarded \$86 million in grants to 232 agencies for all priority program areas. Listed below are the outcomes for the ten core performance measures, one core behavior measure, three activity measures, and other funded program goals. California's 2012 Annual Performance Report can be found on our website at [www.ots.ca.gov](http://www.ots.ca.gov) and includes more detailed information on project distribution, the Statewide Traffic Safety Intercept Survey, California's 2012 Traffic Safety Score Card, Program Area Highlights, and copies of 24 statewide press releases.

### 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.

#### 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.

#### 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.

#### 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 calendar base year average of 435 to 414.

#### 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.

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.

**Core Behavior Measure**

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.

**Activity Measures**

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

**Funded Goals**

**Alcohol-Impaired Driving**

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.



## **Bicycle Safety**

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.

## **Emergency Medical Services**

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.

## **Occupant Protection**

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.

## **Pedestrian Safety**

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.

### **Police Traffic Services**

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.

### **Roadway Safety/Traffic Records**

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.

- 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.

### **Public Relations, Marketing and Advertising**

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 included the following:

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.

#### **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, 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.



**CERTIFICATIONS AND ASSURANCES  
FOR HIGHWAY SAFETY GRANTS**



## **CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS**

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to sub-recipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

### **GENERAL REQUIREMENTS**

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23

U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4—Highway Safety Act of 1966, as amended
- 49 CFR Part 18—Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200—Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

### **FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)**

The State will comply with FFATA guidance, OMB Guidance on FFATA Sub-award and Executive Compensation Reporting, August 27, 2010, ([https://www.fsr.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsr.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSR.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);

- The names and total compensation of the five most highly compensated officers of the entity if:
  - (i) the entity in the preceding fiscal year received—
    - (I) 80 percent or more of its annual gross revenues in Federal awards;
    - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
  - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

**NONDISCRIMINATION (applies to sub-recipients as well as States)**

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to:

- (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88–352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21);
- (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681–1683 and 1685–1686), which prohibits discrimination on the basis of sex;
- (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101–336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27);
- (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101–6107), which prohibits discrimination on the basis of age;
- (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100–259), which requires Federal-aid recipients and all sub-recipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities;
- (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92–255), as amended, relating to nondiscrimination on the basis of drug abuse;
- (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91–616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism;
- (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd–3 and 290ee–3), relating to confidentiality of alcohol and drug abuse patient records;
- (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing;
- (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and
- (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.



## **THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)**

The State will provide a drug-free workplace by:

- Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- Establishing a drug-free awareness program to inform employees about:
  - The dangers of drug abuse in the workplace.
  - The grantee's policy of maintaining a drug-free workplace.
  - Any available drug counseling, rehabilitation, and employee assistance programs.
  - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
  - Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will—
  - Abide by the terms of the statement.
  - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
  -
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted—
  - Taking appropriate personnel action against such an employee, up to and including termination.
  - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

## **BUY AMERICA ACT (applies to sub-recipients as well as States)**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

## **POLITICAL ACTIVITY (HATCH ACT) (applies to sub-recipients as well as States)**

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501–1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

**CERTIFICATION REGARDING FEDERAL LOBBYING** (applies to sub-recipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, sub-grants, and contracts under grant, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

**RESTRICTION ON STATE LOBBYING** (applies to sub-recipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

**CERTIFICATION REGARDING DEBARMENT AND SUSPENSION** (applies to sub-recipients as well as States)

Instructions for Primary Certification -- By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.

1. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
2. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

3. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
5. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
6. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

#### **Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions**

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.  
Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction,” without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

**Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transactions:**

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

## **POLICY ON SEAT BELT USE**

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's Web site at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, DC metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its Web site at [www.trafficsafety.org](http://www.trafficsafety.org).

## **POLICY ON BANNING TEXT MESSAGING WHILE DRIVING**

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

## **ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

## **SECTION 402 REQUIREMENTS**

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

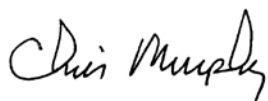
- Participation in the National high- visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).  
(23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.



Governor's Representative for Highway Safety

State of California  
For Fiscal Year 2013  
May 30, 2013



