



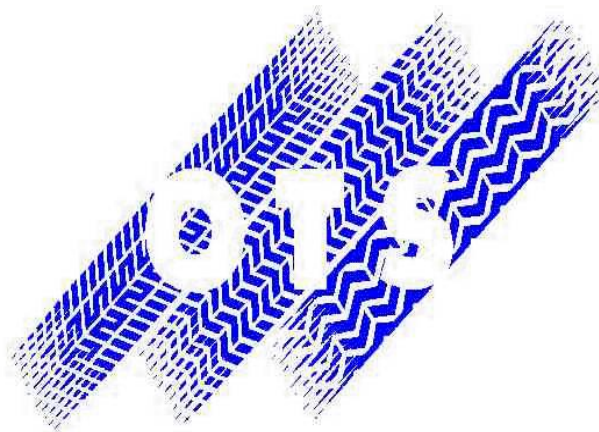
2013

CALIFORNIA HIGHWAY SAFETY PLAN

**Toward zero deaths,
every 1 counts.**



2013 HIGHWAY SAFETY PLAN



CALIFORNIA OFFICE OF TRAFFIC SAFETY

HIGHWAY SAFETY PLAN

Federal Fiscal Year 2013

(October 1, 2012 through September 30, 2013)

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



BRIAN KELLY
Acting Secretary

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

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:

On behalf of Governor Edmund G. Brown Jr., I commend the Office of Traffic Safety (OTS) and its partners at the federal, state, and local levels, for their efforts that have contributed to significant improvements in highway safety. These efforts have resulted in reduced injuries and saved lives – between 2007 and 2010, total motor vehicle injuries fell by 10 percent and the roadway death rate fell by 29 percent. In December, the National Highway Traffic Safety Administration (NHTSA) announced that California's DUI deaths reached their lowest level ever.

For 2013, the Office of Traffic Safety is allocating \$77 million in federal funding to support 253 traffic safety grants to state and local agencies. The new grants are programs that have been proven to work and new efforts, taking on emerging problems or offering innovation strategies.

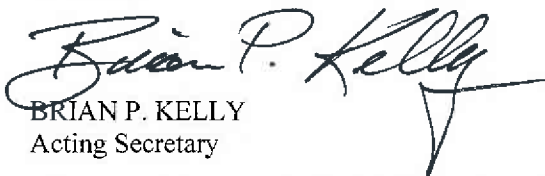
With this Highway Safety Plan setting the standard, the Office of Traffic Safety will fund numerous grants aimed at combating alcohol and drug-impaired driving, including sobriety checkpoints, special DUI prosecutors, and probation department enforcement directed at the worst-of-the-worst DUI offenders. There will be an expansion of educational and awareness programs for youth, such as *Every 15 Minutes*, *Impact Teen Drivers*, *Real DUI Trials in Schools*, *Smart Start*, and other programs for high school students just starting their driving careers.

Two emerging problems – distracted driving and drugged driving – will receive special emphasis. The distracted driving effort began in April 2011 and will expand during this next grant year. California was one of only two states selected by NHTSA to participate in the "Distracted Driving High Visibility Enforcement Demonstration Project," a \$1.5 million pilot program that will examine whether increased police enforcement coupled with paid media and news coverage can significantly reduce distracted driving in the Sacramento Valley region. The incidence of drugs in fatal crashes, both alone and in combination with alcohol, has been rising steadily for the last five years. New grants will fund increases in officers trained to detect drug-impaired drivers, special District Attorneys dedicated to drugged-driving cases, and new laboratory drug-testing equipment.

To keep the trend of fatalities in every major category moving downward, grants have been awarded in many other areas, such as putting the latest life-saving technology in the hands of emergency responders, continuing to push for using technology to gain speed and increase flexibility in data input and usage, and for motorcycle, bicycle and pedestrian safety programs.

The OTS vision for highway safety is "*Toward zero deaths, every 1 counts*," and the strategies and grants outlined in this report move the state toward that vision. The Administration is committed to working with all its partners in this effort, to meet or exceed the performance goals outlined in this report.

Sincerely,



BRIAN P. KELLY
Acting Secretary

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Part I

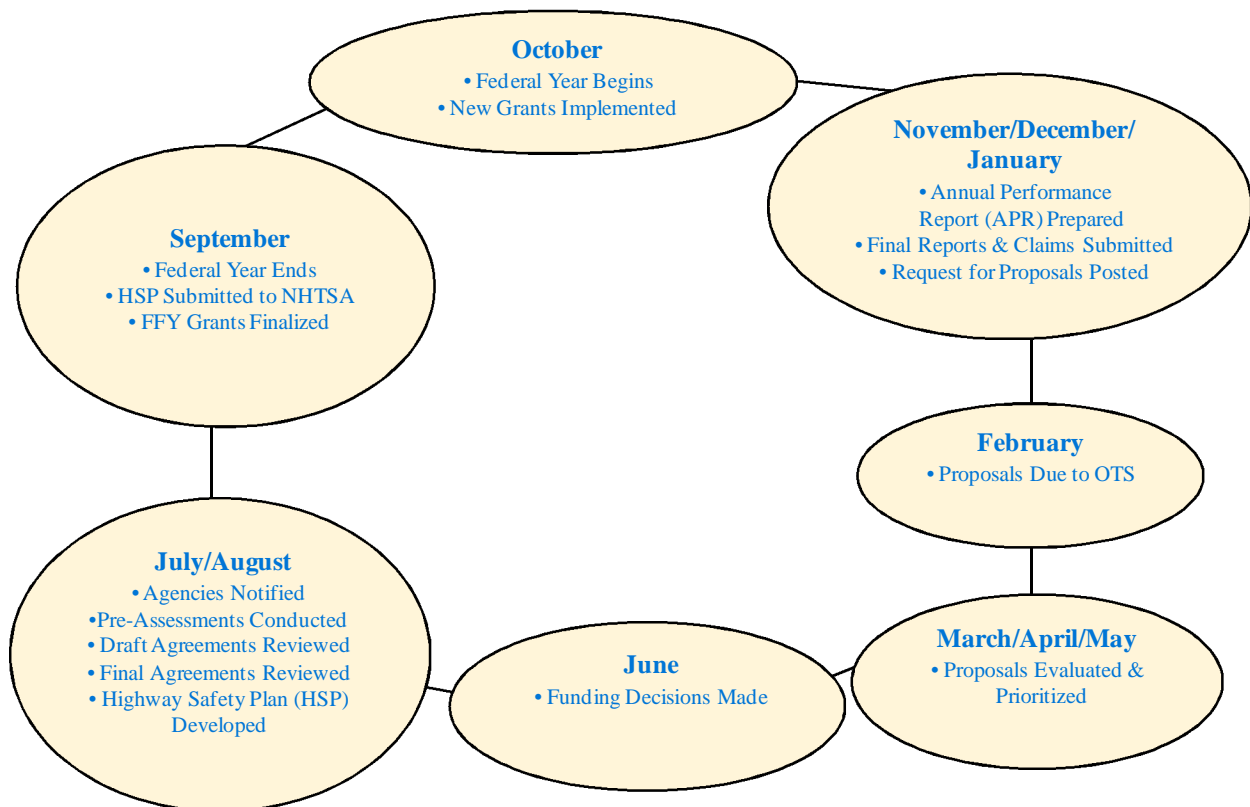
Executive Summary (Performance Plan)

PROCESS DESCRIPTION

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. Section 2900 of the California Vehicle Code requires OTS to develop a comprehensive plan to reduce traffic collisions and deaths, injuries, and property damage resulting from collisions. The Highway Safety Plan (HSP) serves as California's application for federal funds available to states. The HSP 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 federal requirements.

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.

Selection Process

OTS involves many participants in the process of developing projects and addressing traffic safety problems to help California achieve its traffic safety goals. For example, OTS has representation at all the Strategic Highway Safety Plan (SHSP) “behavioral” challenge area team meetings, networks with local and state representatives at the OTS conferences and actively participates in quarterly California Statewide Coalition on Traffic Safety Meetings.

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 April 6, 2012, OTS had received 365 proposal requests for funding.

In May 2012, OTS regional coordinators completed their analyses of these proposals and presented funding recommendations to OTS management. The Director finalized these recommendations and, on June 25, 2012, submitted an Issue Memorandum to the Business, Transportation and Housing (BTH) Agency Acting Secretary, Brian Kelly, presenting OTS’ funding recommendations. On July 31, 2012, the BTH Agency Acting Secretary approved OTS’ recommendations for funding for fiscal year 2013. OTS submitted a draft HSP to the BTH Agency Acting Secretary for approval on August 1, 2012. Once approved by BTH, OTS submits the HSP to the National Highway Traffic Safety Administration (NHTSA) Region 9 Office on September 1, 2012.

OTS’ goal is to process 90 percent of all new grants by October 1, 2012. 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 252 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 helps 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 13-I-4 and 13-I-5 for appropriate OTS Regional Coordinator and Program Area Specialist contact information. By the end of August, 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.

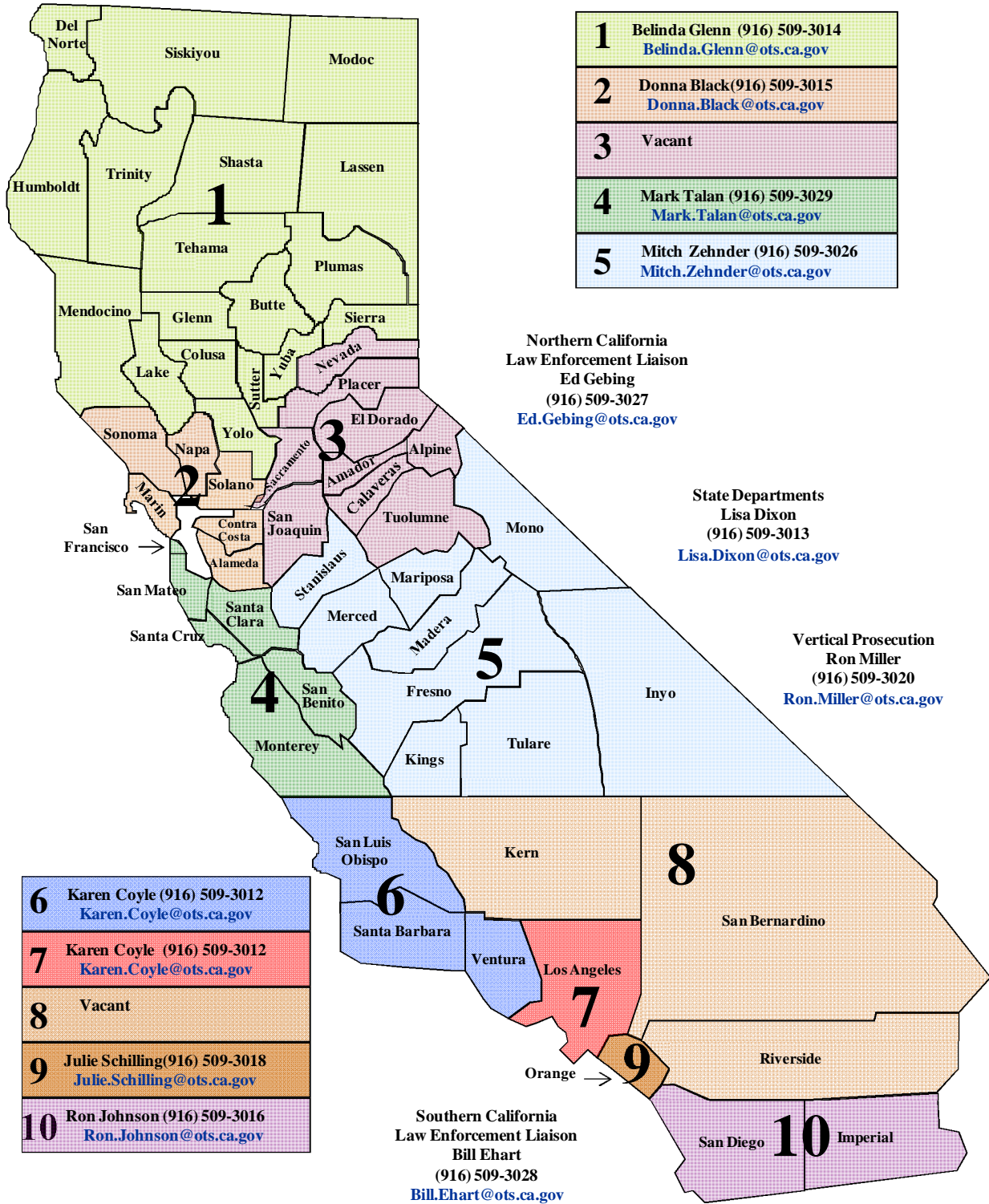
Enhancements to the Current Process

The OTS website (www.ots.ca.gov) is constantly being reviewed to ensure a customer friendly site that meets the needs of agency personnel throughout the state. “California’s Traffic Safety Score Card” is the best, most up-to-date, centralized location for the media, other state and local agencies, traffic safety professionals, and the public to get crash statistics on motor vehicle fatalities and injuries and year-to-year comparisons for Alcohol-Impaired Driving, Drug-Impaired Driving, Occupant Protection, Motorcycle, Teens, and Pedestrian and Bicycle Safety. In addition, the explanation of how to read and interpret the OTS Collision Rankings was recently revised to be easier to comprehend and more complete, thereby facilitating their use by grantees and others.

Our website contains two databases that provide information on crash statistics and grants. Utilizing the most recent Statewide Integrated Traffic Records System (SWITRS) data, the crash database is searchable by entering a California city or county to show the crash problem specific for that area. The data includes overall rates, alcohol involved, speed related, pedestrian and many other categories. Each city is grouped by population category, thereby allowing for a comparison to other cities of like population. The grants database contains all currently active grants. As in the crash database, a selection of any city in the state will view all the current grants. The data provides an overview of the grant with contact information. Also included on the OTS website are sample proposals, Frequently Asked Questions (FAQs), program blueprints, and a section on education programs that work.

OTS staff is always on the lookout for ways to streamline our reporting processes, while maintaining the integrity of the documents and meeting all state and federal requirements. Again, this year’s HSP reflects the use of tables in the program areas. The task descriptions for each program area are listed together and the “Grant Summary” chart contains a listing of each grant including the grant number, task, fund, and amount. At the end of this chart, the program area funding reconciles to the pie chart on page 13-I-11. The “Grants Description” charts include descriptions for grants that are either innovative or more detailed. Descriptions for Grants Made Easy; Avoid DUI; Probation; Extrication; Community, Enforcement & Education, Occupant Protection; Community Pedestrian and Bicycle Safety Program; Vertical Prosecution, and DUI Court; are similar and found in the “Task” descriptions.

OTS Regions and Coordinators



Program Area Specialists

Alcohol-Impaired Driving
Mark Talan -- (916) 509-3029 mark.talan@ots.ca.gov
Distracted Driving
Karen Coyle -- (916) 509-3012 karen.coyle@ots.ca.gov
Drug-Impaired Driving
Julie Schilling -- (916) 509-3018 julie.schilling@ots.ca.gov
Emergency Medical Services
Mitch Zehnder -- (916) 509-3026 mitch.zehnder@ots.ca.gov
Motorcycle Safety
Ron Miller -- (916) 509-3020 ron.miller@ots.ca.gov
Occupant Protection
Donna Black -- (916) 509-3015 donna.black@ots.ca.gov Belinda Glenn -- (916) 509-3014 belinda.glenn@ots.ca.gov
Older Drivers
Ron Johnson -- (916) 509-3016 ron.johnson@ots.ca.gov
Pedestrian Safety/Bicycle Safety
Lisa Dixon -- (916) 509-3013 lisa.dixon@ots.ca.gov
Police Traffic Services
Mitch Zehnder -- (916) 509-3026 mitch.zehnder@ots.ca.gov
Traffic Records/Roadway Safety
Ron Johnson -- (916) 509-3016 ron.johnson@ots.ca.gov

Problem Identification Overview

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.

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 could 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. 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 data on a census 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. CHP receives collision reports (Form 555) from all local police agencies, in addition to collision reports from 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 California Highway Patrol (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.

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.

Program/Grant Development

The process for federal fiscal year (FFY 2013) new grants selection included the following major steps:

- i Conduct problem identification.
- i Establish goals and objectives.
- i Review proposals.
- i Develop funding recommendations.
- i Present funding recommendations to the BTH Agency Acting Secretary for approval.
- i Prepare HSP.
- i Prepare “pre-draft” grant agreements.
- i Conduct pre-funding grant assessments.
- i Review draft grant agreements.
- i Approve final grant agreements.
- i 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.

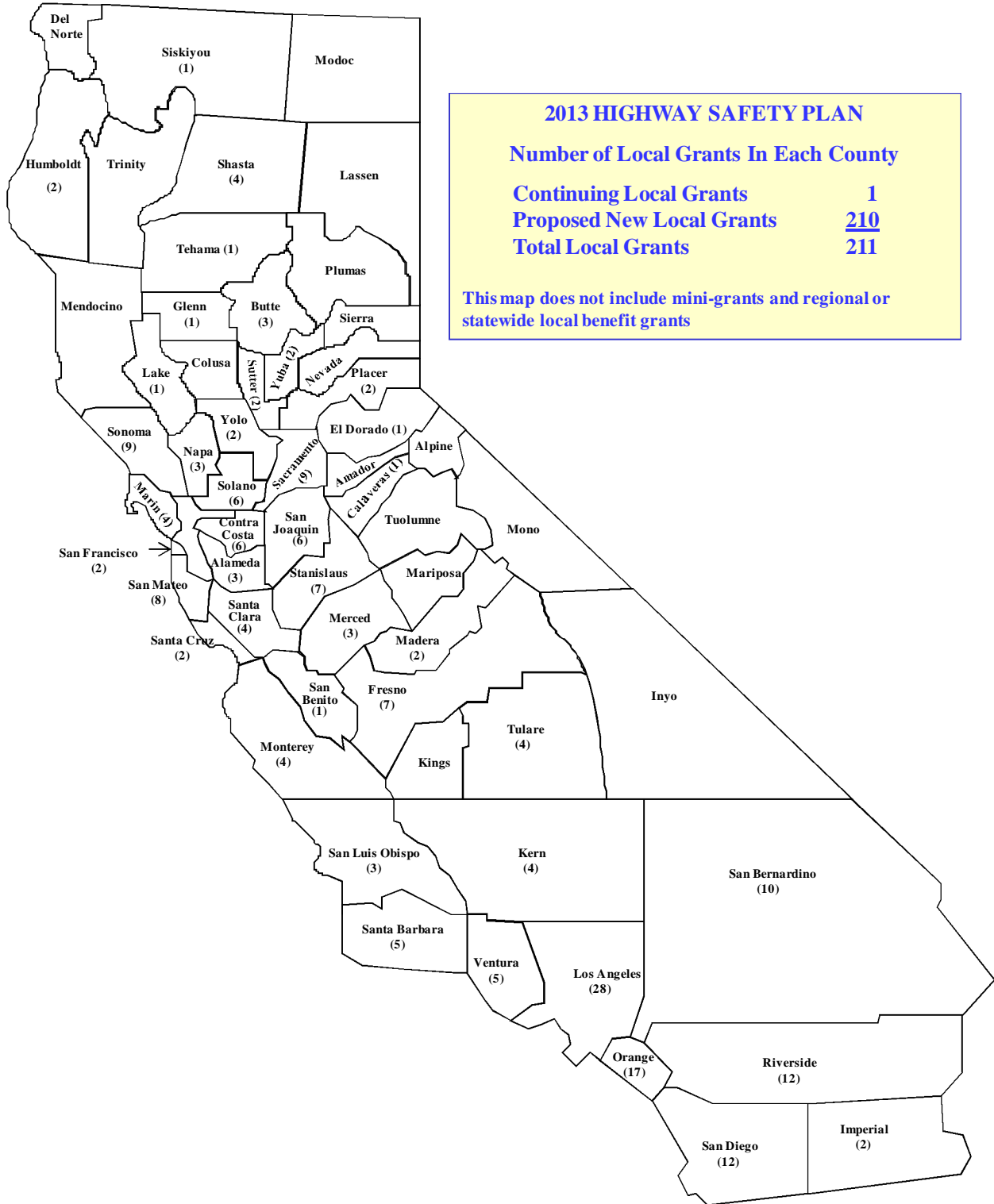
OTS funded grants address federally designated traffic safety priority areas that include police traffic services, alcohol, other drugs, distracted driving, occupant protection, pedestrian and bicycle safety, emergency medical services, motorcycle safety, and traffic records and engineering. Grants funded 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.

2013 California Highway Safety Plan Overview

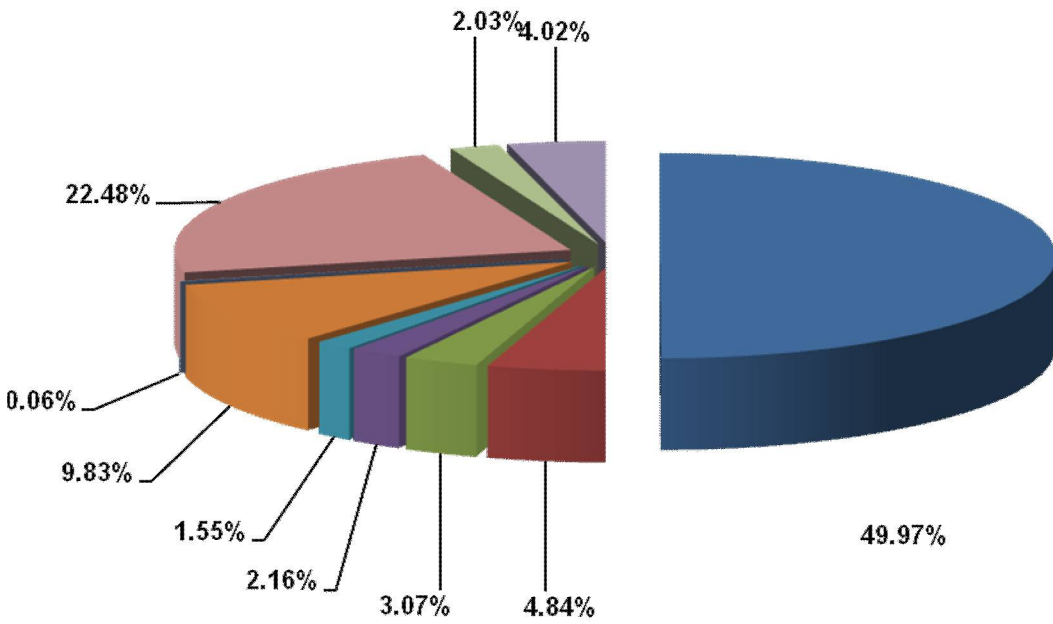
The 2013 HSP includes 252 grants; one continuing grant and 251 new grants. The table shown below reflects proposed new grants and a continuing grant by program area.

GRANTS (FFY 2013)			
PROGRAM	PROPOSED (NEW)	CONTINUATION	TOTAL
Alcohol-Impaired Driving	93		93
Distracted Driving	4*		4
Drug-Impaired Driving	1		1
Emergency Medical Services	1	1	2
Motorcycle Safety	2		2
Occupant Protection	14		14
Pedestrian & Bicycle Safety	8		8
Police Traffic Services	116		116
Traffic Records	12		12
TOTAL	251	1	252

*Another 37-40 enforcement grants will be funded under Distracted Driving as part of the Distracted Driving High Visibility Enforcement Demonstration Project.

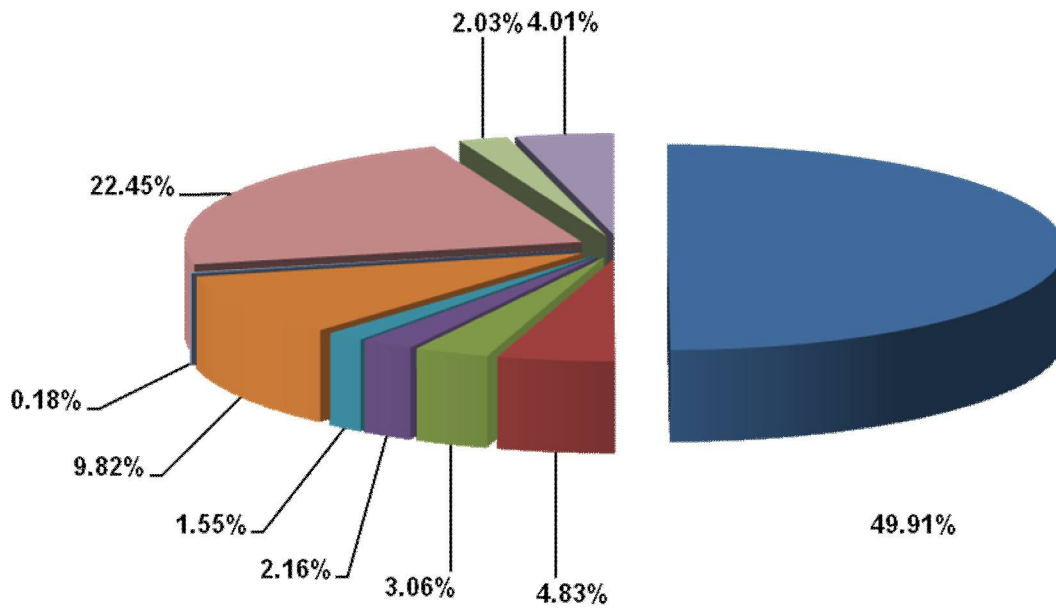


**PLANNED FUND DISTRIBUTION
BY PROGRAM AREA
NEW FFY 2013 GRANTS
\$83,565,691.57
(FFY 2013 FUNDING ONLY)**



■ ALCOHOL-IMPAIRED DRIVING \$41,833,522.12	■ OCCUPANT PROTECTION \$4,048,430.00
■ DISTRACTED DRIVING \$2,568,987.00	■ PEDESTRIAN & BICYCLE SAFETY \$1,807,354.00
■ DRUG-IMPAIRED DRIVING \$1,300,000.00	■ PLANNING & ADMINISTRATION \$8,229,255.00
■ EMERGENCY MEDICAL SERVICES \$49,360.00	■ POLICE TRAFFIC SERVICES \$18,821,738.45
■ MOTORCYCLE SAFETY \$1,544,828.00	■ TRAFFIC RECORDS \$3,362,217.00

**PLANNED FUND DISTRIBUTION
BY PROGRAM AREA
ALL ACTIVE GRANTS IN FFY 2013
\$83,669,903.74
(FFY 2013 Funding Only)**



■ ALCOHOL-IMPAIRED DRIVING \$41,833,522.12	■ OCCUPANT PROTECTION \$4,048,430.00
■ DISTRACTED DRIVING \$2,568,987.00	■ PEDESTRIAN & BICYCLE SAFETY \$1,807,354.00
■ DRUG-IMPAIRED DRIVING \$1,300,000.00	■ PLANNING & ADMINISTRATION \$8,229,255.00
■ EMERGENCY MEDICAL SERVICES \$153,572.17	■ POLICE TRAFFIC SERVICES \$18,821,738.45
■ MOTORCYCLE SAFETY \$1,544,828.00	■ TRAFFIC RECORDS \$3,362,217.00

Goals

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:

- i Absolute numbers (e.g., the number of persons killed or injured in alcohol-impaired collisions).
- i Percentages (e.g., the number of alcohol-involved collisions as a percent of total number of collisions).
- i 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 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 "Impact Programs/Strategies" section.

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.

Traffic Safety Performance Measures

OTS was a member of a 21 person Expert Panel that convened in 2008 to identify a core set of behavioral highway safety performance measures, including outcome and activities (intermediate) measures, which federal, state and local governments could use in their highway safety planning processes. An expert panel from NHTSA, State Highway Safety Offices, academic and research organizations, and other key groups assisted in developing the measures. “NHTSA will use the core measures as an integral part of its reporting to the Congress, the public, and others” – Traffic Safety Performance Measures for States and Federal Agencies (DOT HS 811 025, August 2008). As a result of this effort, NHTSA and the states have agreed to adopt 14 minimum performance measures - ten core outcome measures, one core outcome behavior measure, and three activity measures. California will report on 69 (the required 11 plus an additional 58) performance measures in the 2012 HSP. Goal statements and charts have been established for 15 performance measures. California serves as a model for other states as we are reporting injury data and statewide DUI arrests and conviction rates. In addition, this HSP includes statewide conviction data for seat belt, child safety seat, and speeding violations.

Core Outcome Measures	Calendar Years				
	2007	2008	2009	2010	2011
C-1: Traffic Fatalities (FARS)	3,995	3,434	3,081	2,715	Available Dec 2012
C-2: Serious Traffic Injuries (SWITRS)	13,133	11,943	10,931	10,369	Available Dec 2012
C-3: Fatalities/VMT (FARS/FHWA)	1.22	1.05	0.95	0.84	Available June 2013
C-4: Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions (FARS)	859	702	639	483	Available Dec 2012
C-5: Alcohol-Impaired Driving Fatalities (all fatalities involving a driver or a motorcycle operator with a BAC of .08 or greater) (FARS)	1,132	1,025	924	791	Available Dec 2012
C-6: Speeding-Related Fatalities (FARS)	1,472	1,141	1,089	922	Available Dec 2012
C-7: Motorcyclist Fatalities (FARS)	518	560	394	352	Available Dec 2012
C-8: Unhelmeted Motorcyclist Fatalities (FARS)	68	68	46	25	Available Dec 2012
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	609	527	431	336	Available Dec 2012
C-10: Pedestrian Fatalities (FARS)	650	620	567	599	Available Dec 2012

Core Behavior Measure	Calendar Years					
	2007	2008	2009	2010	2011	2012
B-1: Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)	94.6%	95.7%	95.3%	96.2%	96.6%	Available September 2012

2012 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 2012, through an existing OTS grant, the University of California, Berkeley, Safe Transportation Research and Education Center contracted with a survey research firm to develop and administer a statewide survey to establish baseline public opinion measures of driving under the influence of alcohol and other drugs, distracted driving, and seat belt use. The survey also inquired about knowledge of public awareness campaigns, such as “Report Drunk Drivers – Call 911” and sobriety checkpoint programs.

Intercept interviews (approximately five minutes) were conducted by Ewald & Wasserman Research, Consultants, LLC, of 1,671 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 were determined in a manner that would result in a sample population representative of California’s driving population distribution throughout the state. The surveys obtained are also representative of the age and gender distribution of California drivers. The following questions were used:

- i In your opinion, what are the biggest safety problems on California roadways?
- i In your opinion, what is the MOST serious distraction for drivers?
- i How often in the past 30 days have you talked on a hand-held cell phone while driving?
- i How often in the past 30 days have you talked on a hands-free cell phone while driving?
- i How often in the past 30 days have you texted or e-mailed while driving?
- i Do you believe using a ‘hands-free’ cell phone is safer than a hand-held phone while driving?
- i Do you talk less, more or the same amount on your cell phone because of the ‘hands-free’ law?
- i 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.)
- i Have you ever been hit or nearly hit by a driver who was talking or texting on a cell phone?
- i Do you believe that either men or women use cell phones or text more often while driving?
- i Do you recall hearing or seeing “Report Drunk Drivers – Call 911” in the past six months?
- i Do you think the “Report Drunk Drivers – Call 911” program has helped police make more DUI arrests?
- i In your opinion – is the “Report Drunk Drivers – Call 911” program resulting in fewer drunk drivers on the roadways?
- i Since seeing or hearing “Report Drunk Drivers – Call 911” are you less likely to drive after drinking too much?
- i In the past six months, have you seen or heard anything about police setting up sobriety/DUI checkpoints to catch drunk drivers?
- i Do you support the use of sobriety/DUI checkpoints?

- i In the past 30 days, did you drive when you thought you had too much alcohol to drive safely?
- i How serious of a problem is driving under the influence of drugs: legal and illegal?
- i 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?
- i 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?
- i How often do you wear a seatbelt?
- i Do you recall hearing or seeing “Click it or Ticket” in the past six months?
- i Do you think the chances of being stopped for not wearing a seatbelt have changed because of it the “Click it or Ticket” campaign?
- i 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?

Additional Activity Measures	Calendar Years				
	2007	2008	2009	2010	2011
Statewide DUI Arrests	203,866	214,811	208,531	195,879	Available October 2012
*Statewide DUI Conviction Rate	80%	79%	77%	Available January 2014	Available January 2015
Statewide Seat Belt Violation Convictions	441,710	392,724	336,785	238,761	260,026
Statewide Child Restraint Violation Convictions	16,301	16,118	15,085	13,411	11,791
Statewide Speeding Convictions	1,810,616	1,868,360	1,868,202	1,734,258	1,613,877
Hand-held Cell Phone Convictions	Law effective 7/1/08		301,833	361,260	460,487
Texting Convictions	Law effective 1/1/09		2,845	7,924	14,886
Hand-held Device by Someone Under Age 18	Law effective 7/1/08		1,228	904	732

Additional Outcome Measures	Calendar Years				
	2007	2008	2009	2010	2011
Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled (SWITRS))	1.18	1.05	0.95	0.84	Available March 2013
Motor Vehicle Fatalities, Age 16 -19 (FARS)	345	290	258	180	Available Dec 2012
Male	248	203	167	123	Available Dec 2012
Female	97	87	91	57	Available Dec 2012
Motor Vehicle Driver Fatalities, Age 16-19 (FARS)	162	154	94	75	Available Dec 2012
Male	125	119	71	54	Available Dec 2012
Female	37	35	23	21	Available Dec 2012
Fatality Rate Per 100,000 Population (FARS)	11.03	9.39	8.34	7.27	Available Dec 2012
Total Motor Vehicle Injuries (SWITRS)	254,188	241,873	232,777	227,510	Available Dec 2012
Motor Vehicle Injuries, Age 16 -19 (SWITRS)	28,237	25,307	23,577	22,172	Available Dec 2012
Hit-and-Run Fatal Collisions (FARS)	275	271	206	232	Available Dec 2012
Hit-and-Run Injury Collisions (SWITRS)	18,984	16,930	15,439	14,548	Available Dec 2012

Additional Outcome Measures	Calendar Years				
	2007	2008	2009	2010	2011
Hit-and-Run Fatalities (FARS)	302	299	218	249	Available Dec 2012
Hit-and-Run Injuries (SWITRS)	25,340	22,627	21,069	18,789	Available Dec 2012
Fatal Collisions between 2100-0300 (FARS)	1,001	904	755	681	Available Dec 2012
Injury Collisions between 2100-0300 (SWITRS)	25,310	22,635	21,074	20,287	Available Dec 2012
Motor Vehicle Fatalities between 2100-0300 (FARS)	1,103	990	841	747	Available Dec 2012
Motor Vehicle Injuries between 2100-0300 (SWITRS)	37,741	33,169	31,028	29,731	Available Dec 2012

Alcohol	Calendar Years				
	2007	2008	2009	2010	2011
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- California	0.34	0.31	0.28	0.31	Available June 2013
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- National	0.43	0.39	0.36	0.39	Available June 2013
Driver Fatalities Age 16 -19 with BAC=.08+ (FARS)	31	33	28	19	Available Dec 2012
Male	24	27	21	16	Available Dec 2012
Female	7	6	7	4	Available Dec 2012
Alcohol-Related Fatalities (at least one driver or nonoccupant had a BAC of .01 or greater) (FARS)	1,606	1,425	1,301	1,134	Available Dec 2012
Alcohol-Related Injuries (SWITRS)	30,783	28,463	26,058	24,080	Available Dec 2012
Alcohol Related Injuries Age 16 -19 (SWITRS)	3,372	2,961	2,649	2,439	Available Dec 2012
Driver Fatalities Age 16-19 with BAC=.01+ (FARS)	41	41	34	24	Available Dec 2012
Male	34	34	27	19	Available Dec 2012
Female	7	7	7	5	Available Dec 2012

	Calendar Years				
Alcohol	2007	2008	2009	2010	2011
Driver Fatalities Age 20-25 with BAC=.01+ (FARS)	209	166	159	123	Available Dec 2012
Male	177	146	133	100	Available Dec 2012
Female	32	20	26	23	Available Dec 2012

	Calendar Years				
Bicycles	2007	2008	2009	2010	2011
Bicyclist Fatalities (FARS)	109	109	99	99	Available Dec 2012
Bicyclist Injuries (SWITRS)	10,590	11,760	12,043	12,553	Available Dec 2012
Bicyclist Fatalities Under Age 15 (FARS)	13	15	10	4	Available Dec 2012
Bicyclist Injuries Under Age 15 (SWITRS)	2,073	1,993	1,915	1,731	Available Dec 2012
Unhelmeted Bicyclist Fatalities (FARS)	104	102	98	99	Available Dec 2012

	Calendar Years					
Distracted Driving	2007	2008	2009	2010	2011	2012
Cell Phone and Texting Survey	Not conducted until 2011				7.3%	10.8%

	Calendar Years				
Drug-Impaired Driving	2007	2008	2009	2010	2011
Drivers Killed, Tested Positive for Drugs	26%	26%	28%	30%	Available Dec 2012

	Calendar Years				
Occupant Protection	2007	2008	2009	2010	2011
Percent of Known Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	36%	38%	36%	33%	Available Dec 2012
Teen Seat Belt Use Rate (CSU Fresno Observational Survey)	88.9%	89.6%	91.1%	94%	96.1%
Percent of Unrestrained Passenger Vehicle Occupant Fatalities Age 16 -19 (FARS)	38%	40%	47%	41%	Available Dec 2012

Occupant Protection	Calendar Years				
	2007	2008	2009	2010	2011
Child Safety Seat Use Rate (CSU Fresno Observational Survey)	87.7%	94.4%	90.9%	95.0%	Available September 2012
Passenger Vehicle Occupant Fatalities Age 0-8 (FARS)	84	42	65	30	Available Dec 2012
Vehicle Occupant Injuries Age 0-8 (SWITRS)	5,819	5,279	5,280	5,234	Available Dec 2012
Passenger Vehicle Occupant Fatalities Age 4 and Under (FARS)	49	25	34	14	Available Dec 2012

Pedestrians	Calendar Years				
	2007	2008	2009	2010	2011
Pedestrian Injuries (SWITRS)	13,663	13,405	13,083	12,558	Available Dec 2012
Pedestrian Fatalities Under Age 15 (FARS)	38	43	31	24	Available Dec 2012
Pedestrian Injuries Under Age 15 (SWITRS)	2,974	2,777	2,649	2,237	Available Dec 2012
Pedestrian Fatalities Age 65 and Older (FARS)	177	123	145	150	Available Dec 2012
Pedestrian Injuries Age 65 and Older (SWITRS)	1,329	1,320	1,356	1,219	Available Dec 2012

Motorcycles	Calendar Years				
	2007	2008	2009	2010	2011
Total Motorcycle Registrations (DMV)	772,524	824,244	809,129	808,634	Available Dec 2012
Motorcyclist Fatalities per 100,000 Motorcycle Registrations (FARS, DMV)	67	68	49	44	Available Dec 2012
Motorcyclist Injuries (SWITRS)	11,172	11,764	10,479	9,911	Available Dec 2012
Percent of Known Helmeted Motorcyclist Fatalities (FARS)	87%	88%	88%	93%	Available Dec 2012
Percent of Improperly Licensed Motorcycle Operator Fatalities (FARS)	36%	37%	32%	33%	Available Dec 2012
Motorcycle Rider (Operator) Fatalities with BAC =.08+ (FARS)	117	143	89	94	Available Dec 2012
Motorcycle Rider (Operator) Fatalities (FARS)	496	537	385	341	Available Dec 2012

Motorcycles	Calendar Years				
	2007	2008	2009	2010	2011
Percent of Motorcycle Rider (Operator) Fatalities with BAC=.08+ (FARS)	24%	27%	23%	27%	Available Dec 2012
Percent of Motorcyclists At-Fault in Fatal Motorcycle Collisions (SWITRS)	71%	70%	69%	70%	Available Dec 2012
Percent of Motorcyclists At-Fault in Injury Motorcycle Collisions (SWITRS)	57%	58%	34%	57%	Available Dec 2012
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and Speed was Primary Collision Factor (SWITRS)	31%	28%	27%	24%	Available Dec 2012
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and DUI was Primary Collision Factor (SWITRS)	16%	18%	16%	15%	Available Dec 2012

Speeding and Aggressive Driving	Calendar Years				
	2007	2008	2009	2010	2011
Speeding Related Injuries (SWITRS)	77,515	70,560	69,817	71,231	Available Dec 2012

*Department of Justice

**DMV 2011 Annual Report of the California DUI Management Information System

***DMV DL Conviction Report

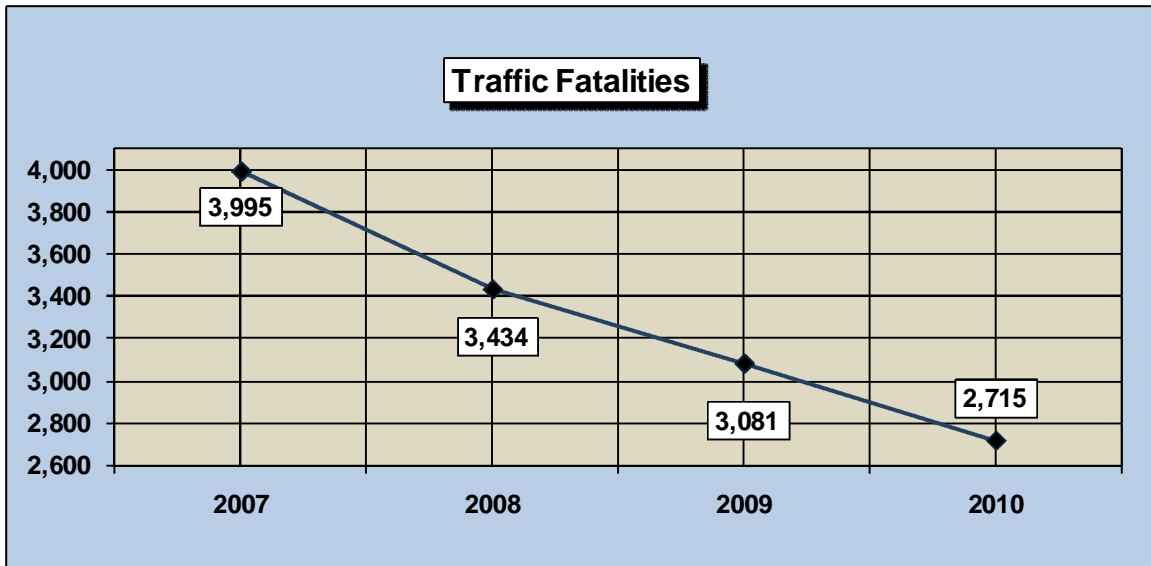
****Each year, the DUI conviction totals are updated to include the amended and new abstracts for current and previous years. Thus, for the most recent years, these figures will underestimate the final conviction totals.

PERFORMANCE GOALS

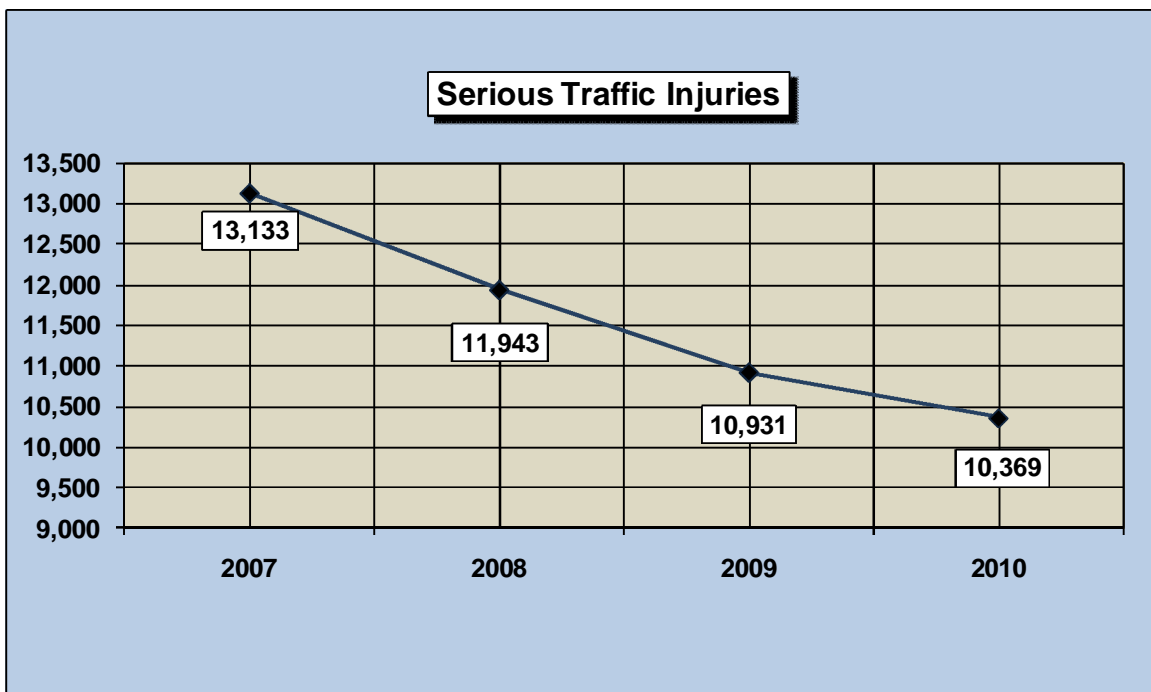
Traffic Victims

Core Outcome Measures

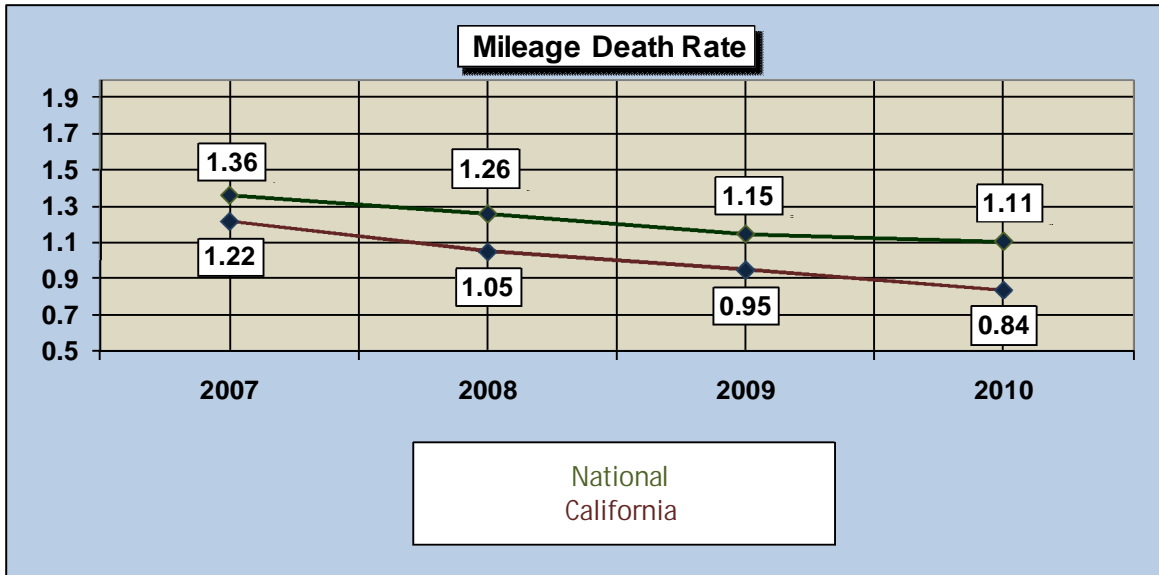
- i To decrease traffic fatalities 7.4 percent from the 2008-2010 calendar base year average of 3,076 to 2,850 by December 31, 2013.



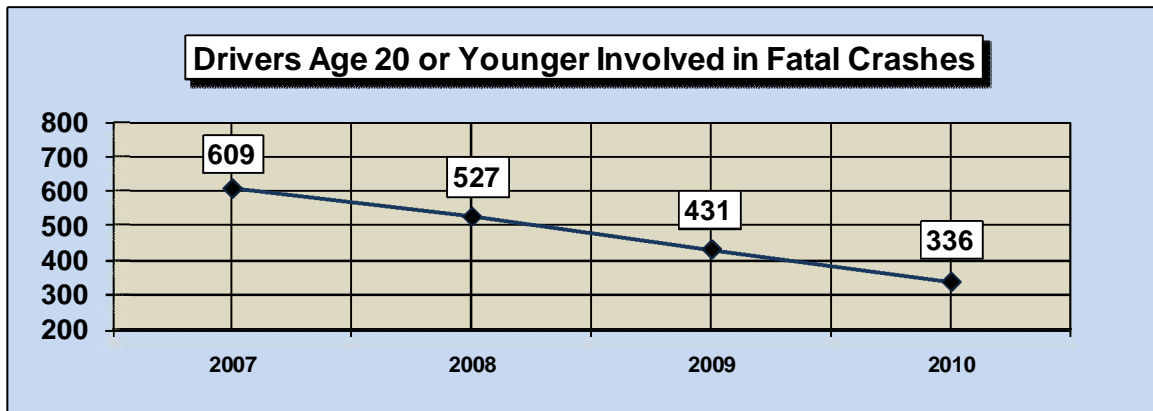
- i To decrease serious traffic injuries 5 percent from the 2008-2010 calendar base year average of 11,081 to 10,527 by December 31, 2013.



- i To decrease fatalities/VMT from the 2008-2010 calendar base year average of .94 to .93 by December 31, 2013.



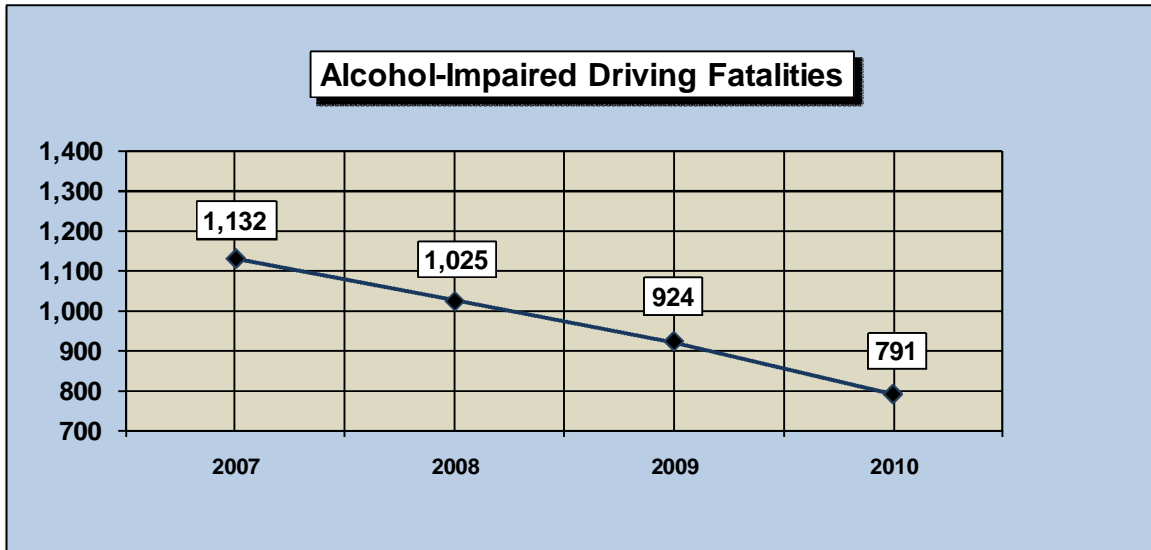
- i To decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2008-2010 calendar base year average of 431 to 410 by December 31, 2013.



ALCOHOL-IMPAIRED DRIVING

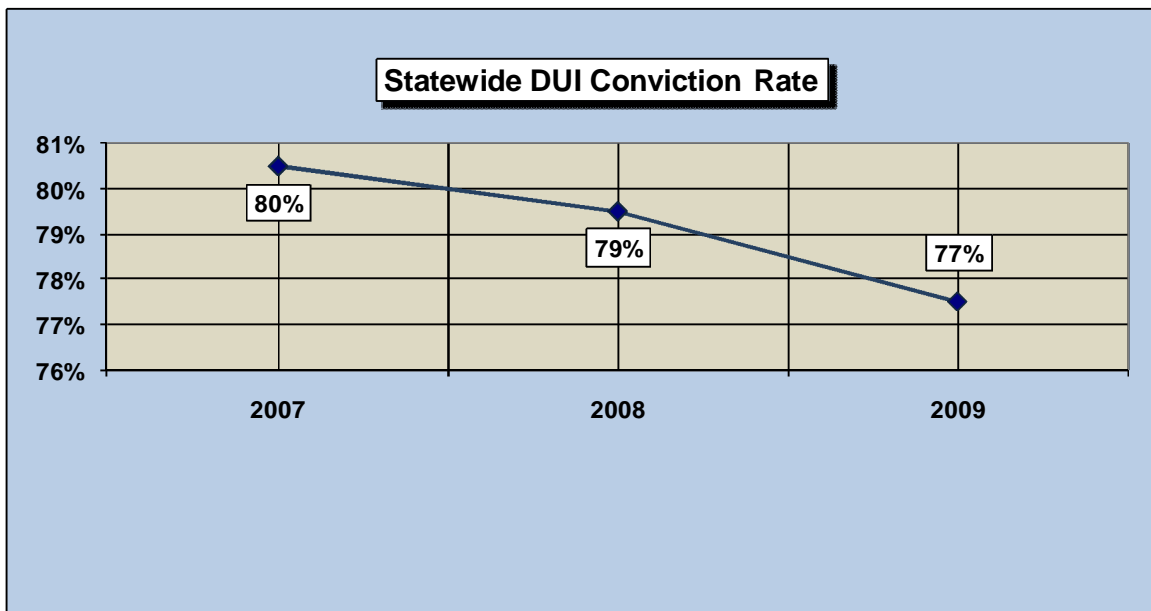
Core Outcome Measure

- i To decrease alcohol-impaired driving fatalities 5 percent from the 2008–2010 calendar base year average of 913 to 868 by December 31, 2013.



Statewide Goal

- i To increase the statewide DUI conviction rate 2 percentage points from the 2006–2008 calendar base year average of 80 percent to 82 percent by December 31, 2013.



Funded Grant Goals

- i To reduce the number of persons killed in alcohol-involved collisions 5 percent by September 30, 2013.
- i To reduce the number of persons injured in alcohol-involved collisions 6 percent by September 30, 2013.
- i To reduce hit-and-run fatal collisions 5 percent by September 30, 2013.
- i To reduce hit-and-run injury collisions 5 percent by September 30, 2013.
- i To reduce nighttime (2100 - 0259 hours) fatal collisions 5 percent by September 30, 2013.
- i To reduce nighttime (2100 - 0259 hours) injury collisions 5 percent by September 30, 2013.
- i To reduce Had Been Drinking (HBD) drivers under age 21 in fatal and injury collisions five percent by September 30, 2013.
- i To reduce the number of motorcyclists killed in alcohol-involved collisions 5 percent by September 30, 2012.
- i To reduce the number of motorcyclists injured in alcohol-involved collisions 5 percent by September 30, 2012.

Impact Programs/Strategies

- i Increase frequency, consistency, and publicity of sobriety checkpoint operations by law enforcement agencies in regions with the highest fatality rates. (SHSP Action 1.1)
- i 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 14, 2012 – January 1, 2013, and August 16 – September 2, 2013. 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 2013 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)
- i 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)
- i 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)

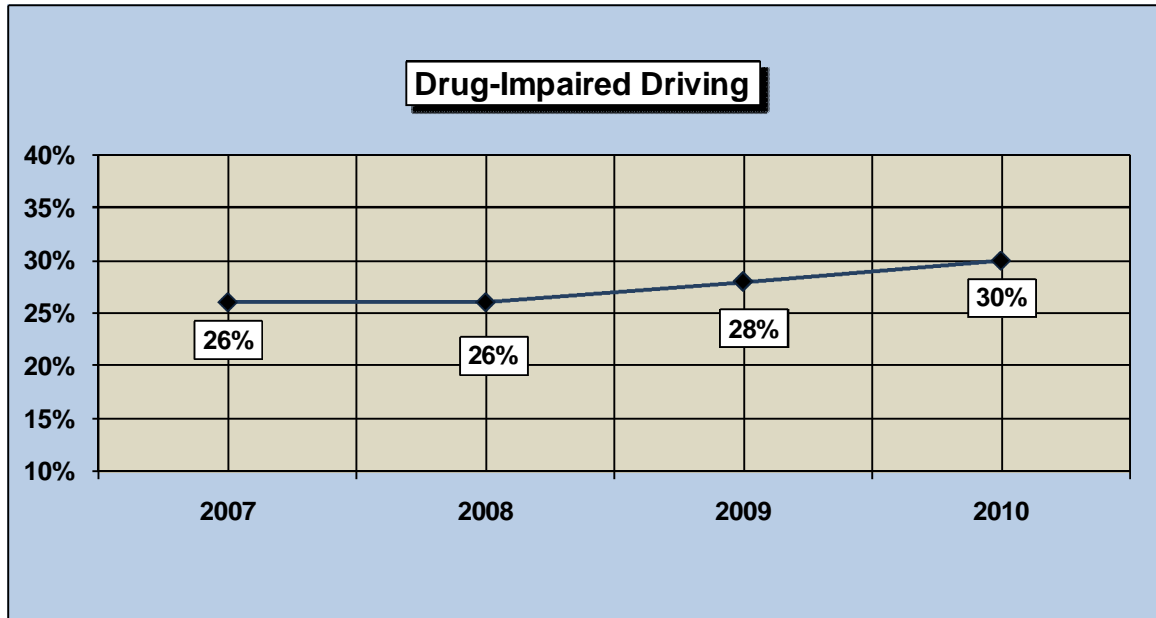
- i Coordinate with the California District Attorneys Association, a Drug-Impaired Driving Seminar in the spring of 2013, for 100 law enforcement personnel and 100 prosecutors from across California who work on misdemeanor or felony drug-impairment cases. The course coordinated by the California Traffic Safety Resource Prosecutors and law enforcement representatives will assist law enforcement and prosecutors in developing the knowledge and skills necessary to evaluate, prepare, and try cases involving drug-impaired driving fatalities. (SHSP Action 1.3)
- i Promote implementation of vertical prosecution of DUI offenders. (SHSP Action 1.4)
- i Expand DUI vertical prosecution program from nine to twenty-one counties. (SHSP Action 1.4)
- i Institute programs that provide intense monitoring of “worst of the worst” repeat DUI offenders. (SHSP Action 1.5)
- i 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)
- i 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)
- i 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)
- i 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)
- i Increase publicity of the DUI Management Information System annual report to law enforcement, alcohol program providers, and the courts. (SHSP Action 1.17)
- i 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)
- i 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)
- i 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.
- i Launch a new statewide “peer-to-peer” program, Teens in the Driver Seat.

- i 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)
- i Promote the “Report Drunk Drivers – Call 911” and “Drive Sober or Get Pulled Over” Campaigns.
- i Fund alcohol wet lab and field certification training for POST DRE Academies.
- i Fund “corridor DUI programs” that select corridors based on data showing disproportionate numbers of DUI collisions and convening task forces to implement identified solutions.
- i Fund statewide NHTSA-certified Standardized Field Sobriety Testing (SFST) training to traffic and patrol officers.
- i Fund DUI education efforts in college campus communities.
- i Fund comprehensive community alcohol programs that include enforcement, public education, community organization, and judicial liaison and training.
- i 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.
- i Expand multi-agency Avoid DUI enforcement/media campaigns to involve more allied agencies, including college campuses, to participate in the NHTSA Summer Mobilizations from Mid-August through Labor Day matching the Winter Mobilization effort Mid-December through New Years, along with operations on Memorial Day and Independence Day weekends. Additionally, fund Avoid Campaigns to deploy additional enforcement efforts during identified periods of increased incidents of alcohol-involved collisions on the weekends of Halloween, Super Bowl Sunday, St. Patrick’s Day, Cinco de Mayo, as well as on weekends with local special events with identified DUI problems.
- i Expand multi-agency Avoid 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.
- i Expand the multi-agency Avoid campaigns to increase training for officers participating in DUI enforcement efforts and to conduct officer recognition programs in coordination with Mothers Against Drunk Driving (MADD).
- i Fund training and technical assistance to schools, colleges, and community groups statewide to assist in the development of youth-driven anti-DUI campaigns.
- i 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

- i To decrease the number of California drivers killed in crashes and tested positive for drug involvement 3 percentage points from the 2007–2010 calendar base year average of 23 percent to 20 percent by December 30, 2013.



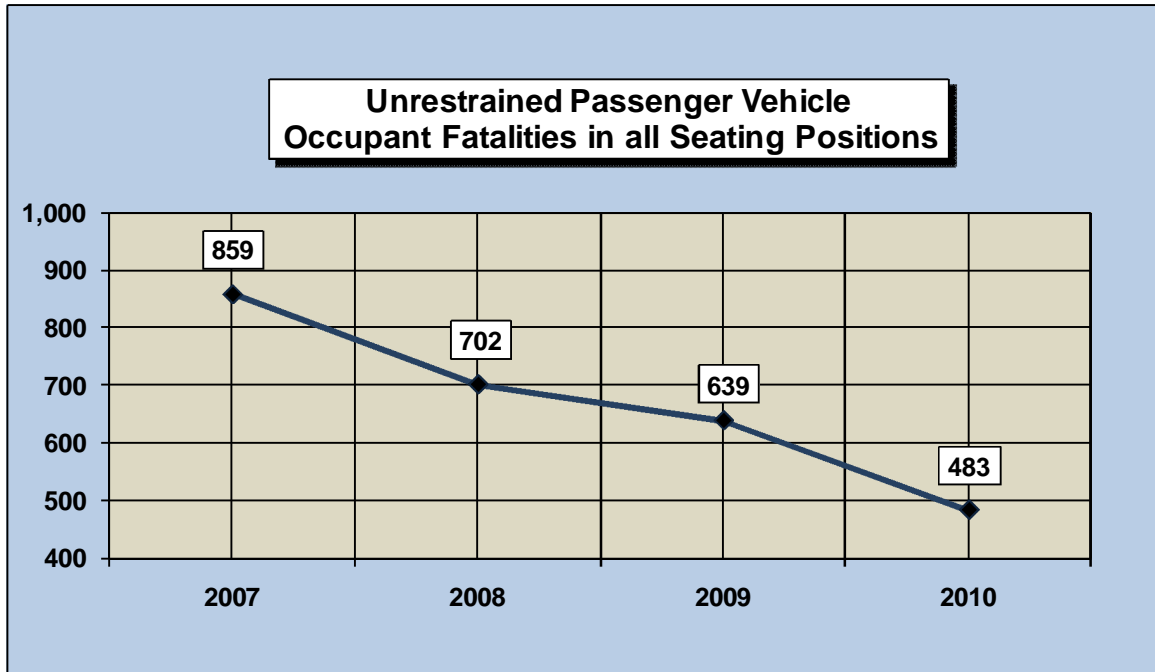
Impact Programs/Strategies

- i 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)
- i To analyze and report the findings from the Statewide Roadside Survey of Alcohol and Drugs Use. (SHSP Action 1.19)
- i Increase the number of officers trained in the Advanced Roadside Impaired Driving Enforcement (ARIDE) program. (SHSP Action 1.20)
- i Increase the number of certified DRE's statewide.
- i Fund alcohol wet lab and field certification training for POST DRE Academies.
- i Fund a minimum of ten 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.
- i Fund a minimum of four initial DRE classes, training at least 160 law enforcement personnel, and a minimum of one DRE instructor class, training at least 20 law enforcement personnel.
- i Fund a minimum of 20 ARIDE classes, training at least 300 law enforcement personnel.

OCCUPANT PROTECTION

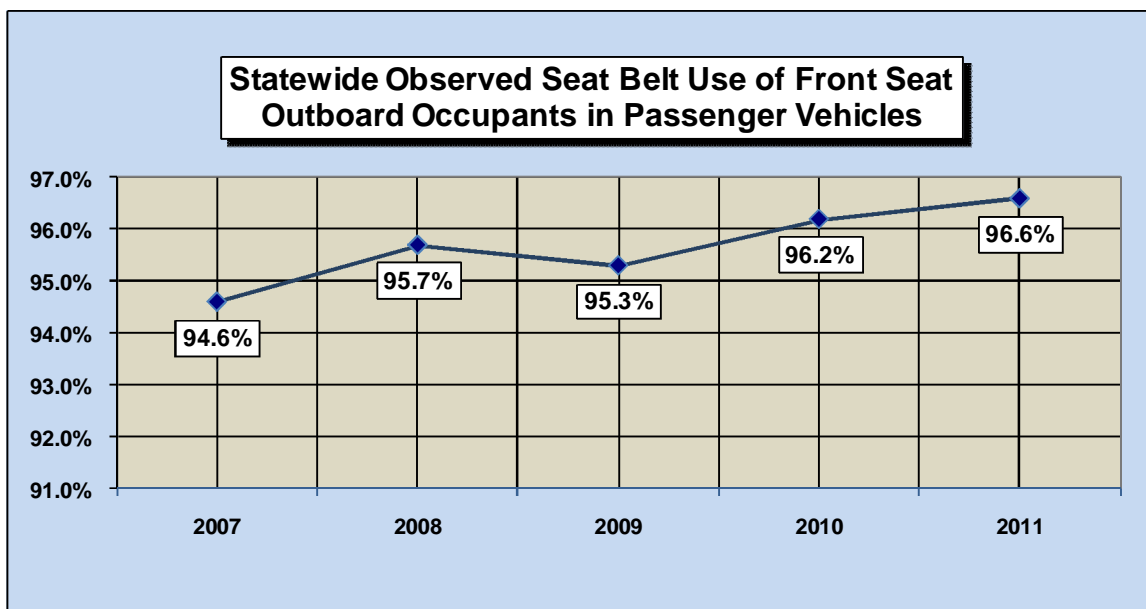
Core Outcome Measure

- i To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2008–2010 calendar base year average of 608 to 578 by December 31, 2013.



Core Behavior Measure

- i To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles .7 percentage points from the 2009–2011 calendar base year average usage rate of 96 percent to 96.7 percent by December 31, 2013.



Funded Grant Goals

- i To increase seat belt compliance 5 percentage points by September 30, 2013.
- i To increase child safety seat usage 6 percentage points by September 30, 2013.
- i To reduce the number of vehicle occupants killed and injured under the age of six by 10 percent by September 30, 2013.

Impact Programs/Strategies

Occupant Protection – General

- i 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)
- i Develop occupant protection educational programs among multicultural and diverse ethnic populations.
- i Conduct spring and summer statewide surveys of seat belt usage rate of front-seat occupants and infant/toddlers in any vehicle position.
- i Urge the media to report occupant restraint usage as a part of every collision.
- i 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

- i Illuminate the “Click it or Ticket” message during the NHTSA mobilization on approximately 325 fixed freeway changeable message signs.
- i Establish a Senior Driver Traffic Safety Program providing classroom education, alternative transportation resources/referrals and evaluations to older drivers. (SHSP Action 9.1)

Child Passenger Safety

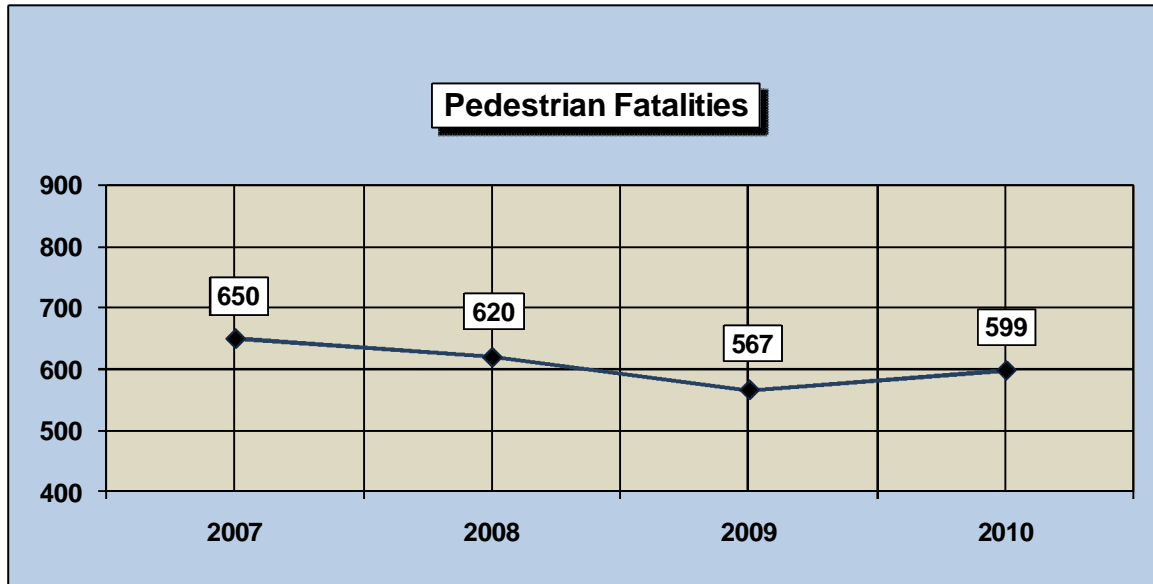
- i Educate parents, caregivers, law enforcement, emergency services personnel, health care providers on the child safety seat, booster seat, and back seat law including seating positions for children in air bag equipped vehicles, and raise the awareness of vehicle/child safety seat compatibility. (SHSP Action 4.2)
- i 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)
- i Continue to promote child safety seat “checkups” to educate parents and caregivers on correct child safety seat usage. (SHSP Action 4.2)

- i Provide ongoing occupant protection program and epidemiological technical assistance. (SHSP Action 4.2)
- i Establish new child safety seat “fitting stations” to ensure proper installation and instructions of occupant restraints in vehicles. (SHSP Action 4.9)
- i Develop a program that increases the accuracy of California child passenger safety (CPS) occupant protection misuse data. (SHSP Action 4.10)
- i Increase the number of new CPS Violator Education Programs. (SHSP Action 4.12)
- i 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.
- i Continue the NHTSA’s standardized CPS Technician and Instructor Training Programs, and renewal and update refresher classes.
- i Continue building the capacity of the 61 local health departments' SB 1073 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.
- i Provide technical and programmatic teleconferences for CPS Instructors and Technicians.
- i Provide CPS educational resources to law enforcement agencies.
- i Provide a toll-free CPS Helpline in English and Spanish.

PEDESTRIAN SAFETY

Core Outcome Measure

- i To reduce pedestrian fatalities .9 percent from the 2008–2010 calendar base year average of 595 to 590 by December 31, 2013.



Funded Grant Goals

- i To reduce the total number of pedestrians killed 8 percent by September 30, 2013.
- i To reduce the total number of pedestrians injured 10 percent by September 30, 2013.
- i To reduce the number of pedestrians killed under the age of 15 by 9 percent by September 30, 2013.
- i To reduce the number of pedestrians injured under the age of 15 by 11 percent by September 30, 2013.
- i To reduce the number of pedestrians killed over the age of 65 by 7 percent by September 30, 2013.
- i To reduce the number of pedestrians injured over the age of 65 by 5 percent by September 30, 2013.

Impact Programs/Strategies

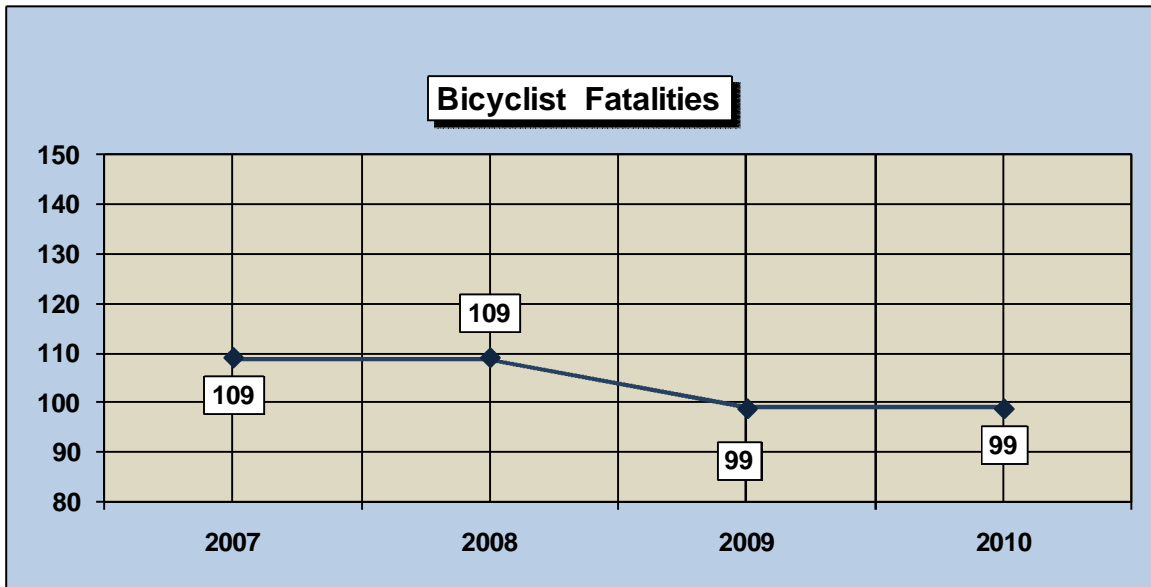
- i Continue to fund a statewide community pedestrian safety training project to increase pedestrian best practice knowledge by identifying top pedestrian crash locations and providing trainings in those communities. Pedestrian safety action plan development will also be included. (SHSP Action 8.2)

- i 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)
- i 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)
- i 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)
- i 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)
- i Continue to support programs that encourage active transportation and seek to implement 'Complete Streets' measures that provide safe access for all roadway users. (SHSP Action 8.8)
- i 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.
- i Increase the awareness of driver and pedestrian traffic safety through specially tailored safe behavior programs.
- i Continue to provide pedestrian safety education and outreach programs targeting elementary, middle and high schools, to create positive and safer attitudes among younger pedestrians and reinforce traffic safety responsibility.
- i Continue intensive age-specific public education campaigns addressing safer driving and walking behaviors conducive to pedestrian safety for high-risk populations and locations.

BICYCLE SAFETY

Statewide Goal

- i To reduce bicyclist fatalities 6.9 percent from the 2008–2010 base year average of 102 to 95 by December 31, 2013.



Funded Grant Goals

- i To reduce the total number of bicyclists killed in traffic related collisions 10 percent by September 30, 2013.
- i To reduce the total number of bicyclists injured in traffic related collisions 10 percent by September 30, 2013.
- i To reduce the number of bicyclists killed in traffic related collisions under the age of 15 by 7 percent by September 30, 2013.
- i To reduce the number of bicyclists injured in traffic related collisions under the age of 15 by 10 percentage points by September 30, 2013.
- i To increase bicycle helmet compliance for children aged 5 to 18 by 25 percentage points by September 30, 2013.

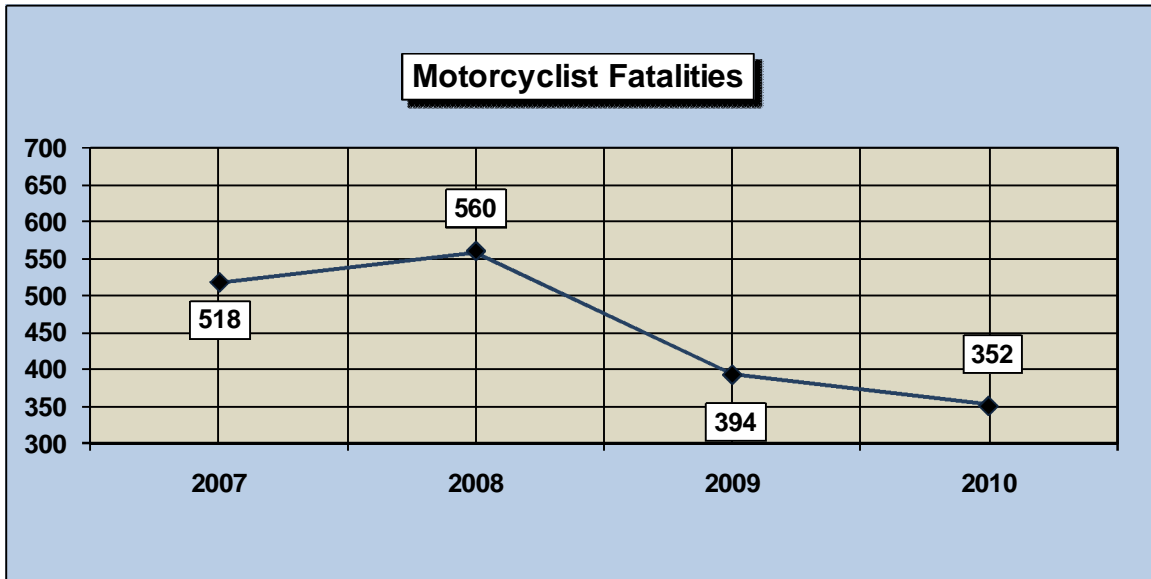
Impact Programs/Strategies

- i Support the California Department of Transportation (Caltrans) Complete Streets Implementation Action Plan. 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 13.5).
- i Conduct interactive traffic safety rodeos and update presentations targeting elementary, middle and high schools, and community groups. (SHSP Action 13.8).
- i Promote safety helmet distribution and incentive programs, as well as enforcement. (SHSP Action 13.2).
- i Conduct aggressive public information and education campaigns for diverse markets. (SHSP Action 13.11).
- i Implement court diversion courses for children under 18 years of age, who are cited for safety helmet compliance violations and pedestrian and bicycle laws.
- i Fund an inter-jurisdictional partnership to provide 30 bicycle traffic skills courses. Each of the courses will be taught by League Certified Instructors (LCIs) and will be consistent with the Traffic Skills 101 curriculum established by the League of American Bicyclists. This program will include a “train the trainer” workshop where those that have completed the Traffic Skills workshop can become League Certified Instructors.

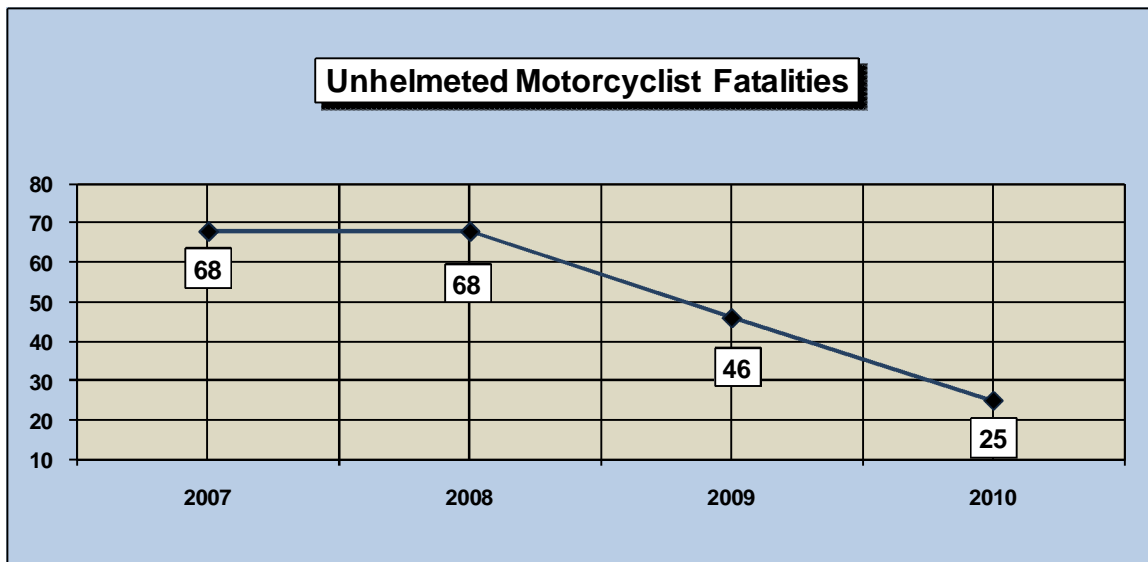
MOTORCYCLE SAFETY

Core Outcome Measures

- i To decrease motorcyclist fatalities 5 percent from the 2008–2010 calendar base year average of 435 to 414 by December 31, 2012.



- i To decrease unhelmeted motorcyclist fatalities 20 percent from the 2008-2010 calendar base year average of 46 to 37 by December 31, 2012.



Impact Programs/Strategies

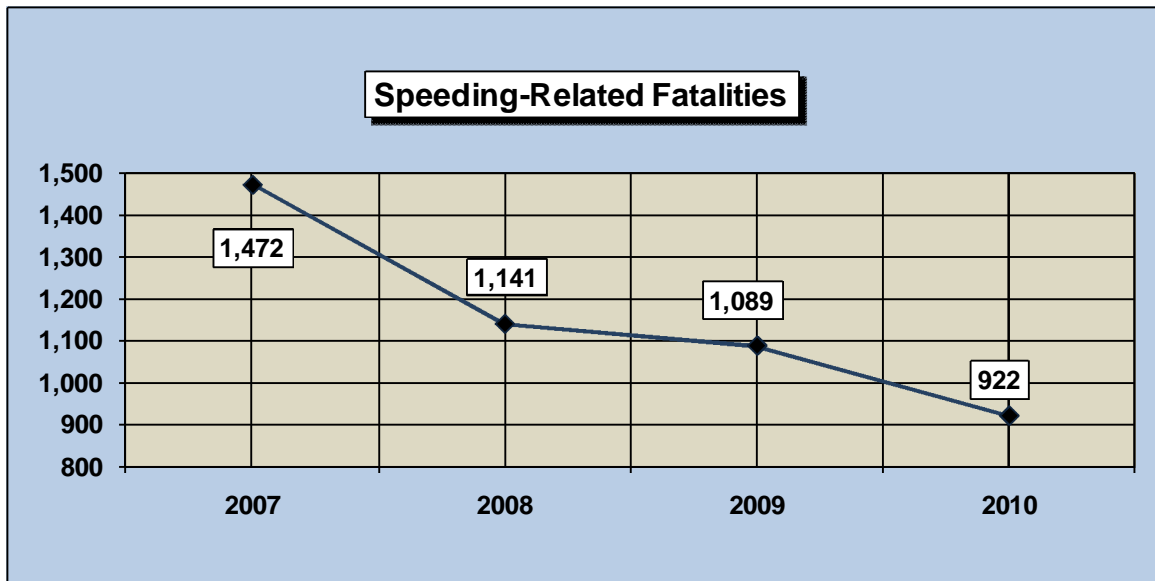
- i Develop a more comprehensive program to promote motorcycle safety.
- i Identify owners of motorcycles who are not licensed to operate a motorcycle, and alert them to California's requirement to be licensed to operate their motorcycle. (SHSP Action 12.6)
- i Continue the educational awareness campaign using a variety of media including internet, television and printed material.
- i Include the following recommended strategies and best practices from NHTSA's 2008 Motorcycle Safety Assessment Report:
 - i Increase the OTS leadership role for a comprehensive motorcycle safety program by providing grant support to further SHSP Challenge Area 12 goals and objectives.
 - i Incorporate into appropriate grants special enforcement operations geared toward primary collision factor violations that result in motorcycle crashes.
 - i 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.
 - i 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.
 - i Include motorcycle-specific messages in larger impaired-driving campaigns commensurate with the number of impaired motorcycle riding fatalities.

POLICE TRAFFIC SERVICES

Speeding and Aggressive Driving

Core Outcome Measure

- i To reduce speeding-related fatalities 5 percent from the 2008–2010 calendar base year average of 1,050 to 1000 by December 31, 2013.



Funded Grant Goals

- i To reduce the total number of persons killed in traffic collisions 2 percent by September 30, 2013.
- i To reduce the total number of persons injured in traffic collisions 2 percent by September 30, 2013.

Impact Programs/Strategies

- i Conduct special enforcement operations aimed California drivers that drive with a suspended or revoked license. (SHSP Action 3.3)
- i Address aggressive driving through enforcement targeting aggressive driving behavior that leads to crashes. (SHSP Action 10.4)
- i Conduct special enforcement operations targeting distracted drivers using cell phones or texting. (SHSP CA 17)
- i Conduct special enforcement operations targeting red light running.
- i Conduct special enforcement operations at or near intersections with a disproportionate number of traffic collisions.
- i Encourage police departments to track and increase their enforcement index.

- i 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.
- i 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.
- i Encourage the involvement of community-based organizations in program planning and participation in activities to promote traffic safety.
- i Use “Geographical Information Systems” to identify high collision, arrest, and citation locations for enforcement and engineering countermeasures.
- i Conduct Courthouse and Probation Office sting operations of traffic offenders with licensure sanctions who fail to obey their suspension or revocation of licensure.
- i 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.
- i 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.
- i Promote traffic enforcement training for patrol officers.
- i Continue to deploy visible display message/radar trailers.
- i To conduct traffic enforcement operations, which include but are not limited to, primary collision factor violations
- i 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.
- i Deliver safety presentations to targeted populations.

DISTRACTED DRIVING

Statewide Goal

- i To reduce “cell phone in use” fatalities 10 percent from the 2006-2010 base year average of 72 to 65 by December 31, 2014.
- i To reduce “cell phone in use” injuries 15 percent from the 2006-2010 base year average of 6,609 to 5,618 by December 31, 2014.
- i To reduce the percentage of drivers observed using a hand-held cell phone or texting 2 percentage points from the 2011-2012 base year average of 9.05 percent to 7.05 percent by December 31, 2015.

Funded Grant Goals

- i To reduce the number of fatal and injury traffic collisions within CHP jurisdiction where at least one driver was age 20 or older and had an Other Associated Factor (OAF) of Inattention by 5 percent from the federal fiscal year (FFY) 2010 base year total of 2,559 to 2,431 by September 30, 2013.
- i To reduce the number of fatal and injury traffic collisions within CHP jurisdiction where at least one driver was between the ages 15-19 and had an Other Associated Factor (OAF) of Inattention by 5 percent from the federal fiscal year (FFY) 2010 base year total of 477 to 453 by September 30, 2013.

Impact Programs/Strategies

- i Develop and implement a statewide campaign to change social norms related to distracted driving. (SHSP Action 17.1)
- i Conduct increased enforcement and public awareness annually during National Distracted Driving Awareness Month. (SHSP Action 17.2)
- i Document driver behavior through an annual statewide cell phone/texting observational survey. (SHSP Action 17.3)
- i 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)
- i Fund mini-grants to nine counties in the Sacramento Valley Region to participate in the NHTSA Distracted Driving High Visibility Enforcement Demonstration Program
- i Fund the National Safety Council to conduct three workshops in Southern California which includes 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, model cell phone policies, and victim impact stories.
- i Continue and create media partnerships to air Distracted Driving PSAs, present local and national stories, and announce zero tolerance cell phone and texting enforcement.
- i Fund “Impact Teen Drivers” through a CHP grant that provides education to teens.

- i 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.
- i Encourage the National Occupant Protection User Survey (NOPUS) to segregate cell phone observation use by state.
- i Educate and encourage people not to call their family or friends when they know the recipient is driving.
- i Encourage teens, parents, and employees 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*"
- i 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

- i 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."
- i To improve California's emergency medical services delivery system through the replacement of outdated and unreliable extrication equipment.
- i To continue to assess and improve California's emergency medical services communications system.

Funded Grant Goal

- i To decrease the average response time for the arrival of appropriate equipment at collision sites in rural areas.

Impact Programs/Strategies

- i Fund an EMS communications system that will interface with all EMS service providers (dispatch center personnel, ambulance companies, hospital emergency departments) and local public safety agencies using advanced communications technology by September 30, 2012.
- i Assist with the development, and upgrade of outdated and unreliable EMS communication systems.
- i Provide funds for regional grants for the purchase of hydraulic and pneumatic extrication equipment.
- i Promote State certified training programs.
- i Promote partnerships to support and coordinate comprehensive and integrated injury control systems.
- i Promote public/private partnerships.

- i Promote community involvement in traffic safety.
- i 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

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

Impact Programs/Strategies

- i Incorporate recommendations from the January 2011 Traffic Records Assessment into the Strategic Plan.
- i Survey a sample of California drivers to determine their habits and opinions on selected traffic safety issues.
- i 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.
- i Encourage grants that involve multi-agency/multi-municipality data systems and to fund cooperative goals including data sharing and resource and data pooling.
- i Increase outreach and educational efforts to reduce the number of collisions, injuries and deaths involving motorists and workers in highway work zones.
- i Ensure engineering and enforcement agencies have timely access to current and complete traffic data necessary to identify, isolate and analyze critical traffic safety issues.
- i Support automation grants to reduce report preparation time and to reduce the lag time between incident and system input.
- i 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.

- i 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.
- i Continue with enhancements to the California EMS Information System.
- i 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.
- i Enhance the integrity of the Department of Motor Vehicles License Database.

PUBLIC RELATIONS, ADVERTISING AND MARKETING

Goals

- i 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.
- i Include safe driving messages in all campaigns, so that incidents of traffic collisions will result in fewer injuries and more lives saved.
- i Support the OTS mission of reducing traffic deaths, injuries and economic losses in all public relations, advertising and marketing efforts.

Impact Programs/Strategies

- i 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 cogent traffic safety issues.
- i 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.
- i 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.
- i All campaigns and strategies include marketing to underserved segments of California’s population.

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives 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.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- i 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- i 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- i 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- i NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- i Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

Section 402 Requirements (as amended by Pub. L. 112-141)

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which 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 USC 402(b) (1) (A));

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 USC 402(b) (1) (B));

At least 40 percent of all Federal funds apportioned to this State under 23 USC 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 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This 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 USC 402(b) (1) (D));

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:

- i National law enforcement mobilizations and high-visibility law enforcement mobilizations,
- i Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- i An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- i Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources,
- i Coordination of its highway safety plan, data collection, and information systems with the State strategic highway safety plan (as defined in section 148)(a)). (23 USC 402 (b)(1)(F));

The State shall 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 USC 402(j)).

Other Federal Requirements

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

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);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

Federal Funding Accountability and Transparency Act (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subward and Executive Compensation Reporting, August 27, 2010, (https://www.frs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FRS.gov for each sub-grant awarded:

- i Name of the entity receiving the award;
- i Amount of the award;
- i 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;
- i 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;
- i A unique identifier (DUNS);
- i The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards; and
 - (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;
- i Other relevant information specified by OMB guidance.

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 (P.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 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 *et seq.*), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is

being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; 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. 702);

The State will provide a drug-free workplace by:

- a. 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;
- b. Establishing a drug-free awareness program to inform employees about:
 - 1) The dangers of drug abuse in the workplace.
 - 2) The grantee's policy of maintaining a drug-free workplace.
 - 3) Any Available drug counseling, rehabilitation, and employee assistance programs.
 - 4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. 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).
- d. Notifying the employee the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - 1) Abide by the terms of the statement.
 - 2) Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. 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.
 - 1) Taking appropriate personnel action against such an employee, up to and including termination.
 - 2) 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.
- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

Buy America Act

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)

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

Certification Regarding Federal Lobbying

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, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients 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

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

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.

8. 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.
9. 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.
10. 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.

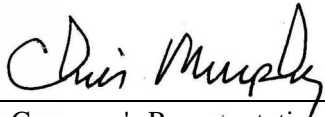
Policy to Ban Text Messaging While Driving

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:

1. Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
 - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
 - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
2. Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
 - a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
 - b. 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 will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



Governor's Representative for Highway Safety

State of California
State or Commonwealth

2013
For Fiscal Year

July 31, 2012


STATE: CALIFORNIA

NUMBER: 2013-00

DATE: 10/1/2012

PROGRAM AREA	APPROVED PROGRAM COSTS	STATE/LOCAL FUNDS	FEDERALLY FUNDED PROGRAMS			FEDERAL SHARE TO LOCAL
			PREVIOUS BALANCE	INCREASE/DECREASE	CURRENT BALANCE	
164-AL-13	35,855,907.12	TBD				25,285,257.12
164-PA-13	0.00	TBD				0.00
SUBTOTAL	35,855,907.12	0.00				25,285,257.12
164-HE-13	0.00	TBD				0.00
SUBTOTAL	0.00	0.00				0.00
402-AL-13	3,381,000.00	TBD				2,034,000.00
402-DD-13	1,428,987.00	TBD				0.00
402-MC-13	150,000.00	TBD				0.00
402-EM-13	153,572.17	TBD				153,572.17
402-OP-13	444,810.00	TBD				444,810.00
402-PA-13	3,385,006.00	431,000.00				0.00
402-PS-13	1,807,354.00	TBD				1,147,354.00
402-PT-13	12,637,190.00	TBD				7,583,431.00
402-RS-13	0.00	TBD				0.00
402-TR-13	0.00	TBD				0.00
SUBTOTAL	23,387,919.17	431,000.00				11,363,187.17
405-K2-13	400,000.00	TBD				0.00
SUBTOTAL	400,000.00	0.00				0.00
405AL-13	12,489,006.00					9,338,055.00
SUBTOTAL	12,489,006.00	0.00				9,338,055.00
405DD-13	1,479,720.00					740,000.00
SUBTOTAL	1,479,720.00	0.00				740,000.00
405MC-13	362,180.00					0.00
SUBTOTAL	362,180.00	0.00				0.00
405OP-13	3,871,825.00					1,456,866.00
SUBTOTAL	3,871,825.00	0.00				1,456,866.00
406-K4OP-13	182,000.00					0.00
406-K4PA-13	300,000.00	TBD				0.00
SUBTOTAL	482,000.00	0.00				0.00
408-13	4,006,300.45					472,380.00
SUBTOTAL	4,006,300.45	0.00				472,380.00
2010-K6-13	935,046.00	TBD				0.00
SUBTOTAL	935,046.00	0.00				0.00
2011-K3-13	400,000.00	TBD				0.00
SUBTOTAL	400,000.00	0.00				0.00
Total NHTSA	83,669,903.74	431,000.00	0.00	0.00	0.00	48,655,725.29
Total FHWA	0.00	0.00	0.00	0.00	0.00	0.00
Total NHTSA & FHWA	83,669,903.74	431,000.00	0.00	0.00	0.00	48,655,725.29

STATE OFFICIAL AUTHORIZED SIGNATURE:

NAME: 
 TITLE: Director
 DATE: 10/1/2012

FEDERAL OFFICIAL AUTHORIZED SIGNATURE:

NAME: _____
 TITLE: _____
 DATE: _____

Effective Date: _____

Part II

Program Areas

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:

- i Identifying the state's most significant traffic safety problems.
- i Prioritizing problems and developing methods for the distribution of funds.
- i Developing the annual Highway Safety Plan (HSP).
- i Recommending individual grants to be funded.
- i Developing planned grants.
- i Monitoring grants.
- i Evaluating accomplishments.
- i Preparing a variety of program and grant reports.
- i Conducting Grantee Performance Reviews.
- i Contracting with the Department of Finance to conduct grantee compliance audits.
- i Increasing public awareness and community support.
- i Participating on various traffic safety committees and task forces.
- i Generally promoting and coordinating traffic safety in California.
- i Hosting the Governors Highway Safety Association's Annual Meeting.
- i Hosting an annual NHTSA Western Region regional meeting.
- i Planning and conducting the OTS Leadership and Training Seminar every other year.
- i 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.
- i Providing regional fiscal and operations trainings to all applicable grant personnel annually.
- i Conducting workshops on OTS grant funding to several different conferences each year.

Current Status

OTS includes a staff of 34 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:

- i 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.
- i 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.
- i 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.
- i 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:

- i To develop a coordinated HSP/Performance Plan to submit to Business, Transportation & Housing Agency Secretary by August 1, 2012, and to NHTSA by September 1, 2012.
- i To provide documentation on qualifications for special funded incentive programs.
- i To develop, coordinate, monitor and administratively evaluate traffic safety grants identified in the Plan.
- i To submit the Annual Performance Report to the Business, Transportation & Housing Agency Secretary by December 1, 2012.
- i 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 approval for the Associate Accounting Analyst position to charge salary and related costs to a combination of planning and administrative and program management functions. Time records showing actual time spent on each activity, utilizing after-the-fact Personnel Activity Reports, will be completed on a monthly basis and entered into the California State Accounting and Reporting System (CALSTARS). 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.

DETAIL FOR PLANNING AND ADMINISTRATION COSTS:

A.	Personnel Costs	\$2,923,000.00	
B.	Travel Expenses	\$108,314.00	
C.	Contractual Services	\$3,805,869.00	
D.	Equipment	\$73,000.00	
E.	Other Direct Costs	\$576,184.00	
F.	Indirect Costs	\$1,144,292.00	
	Total OTS Budget		\$8,630,659.00
	State Share		\$431,000.00
	Federal Share		\$8,199,659.00
LESS:	Amount chargeable to program areas	\$5,234,519.89	
	Public information campaigns	\$1,700,000.00	
TOTAL:	Federal share of PSP 12-PA		\$1,265,139.11

<u>Funding</u>	Problem Solution Plan (PSP)		PERCENT
	Minimum Penalties for Repeat Offenders for Driving While Intoxicated		
12-164AL		\$1,685,044.62	32.2%
12-402MC	State/Community Highway Safety Grant Program	\$67,841.07	1.3%
12-402OP	State/Community Highway Safety Grant Program	\$477,948.30	9.1%
12-402DD	State/Community Highway Safety Grant Program	\$563,048.42	10.8%
12-402AL	State/Community Highway Safety Grant Program	\$470,247.54	9.0%
12-402TR	State/Community Highway Safety Grant Program	\$124,360.60	2.4%
12-402EM	State/Community Highway Safety Grant Program	\$147,903.29	2.8%
12-402PS	State/Community Highway Safety Grant Program	\$222,068.80	4.2%
12-402PT	State/Community Highway Safety Grant Program	\$568,391.60	10.9%
12-405	Occupant Protection Incentive Grants	\$45,895.68	0.9%
12-406	Safety Belt Performance Grants	\$33,060.69	0.7%
	State Traffic Safety Information System Improvement		
12-408		\$368,128.53	7.0%
	Alcohol-Impaired Driving Countermeasures Incentive Grants		
12-410AL		\$443,052.64	8.5%
	Incentive Grant Program to Increase Motorcycle Safety		
12-2010MC		\$17,528.11	0.3%
		<u>\$5,234,519.89</u>	<u>100.0%</u>

ANTICIPATED PROGRAM FUNDING SOURCES

FUND	2013 ESTIMATED APPROPRIATIONS
164- Repeat Intoxicated Driver Law Transfer Program	\$30,000,000.00
402- State/Community Highway Safety Grant Program	\$21,447,553.00
405AL- Impaired Driving Countermeasures	\$12,658,100.00
405OP-Occupant Protection Grants	\$3,858,400.00
405TR-State Traffic Safety Information System Improvements	\$3,494,400.00
405MC-Motorcyclist Safety	\$362,180.00
405DD-Distracted Driving Grants	\$1,474,200.00
GRAND TOTAL:	\$73,522,333.00

*These amounts are estimated and are subject to change.
**POLITICAL SUBDIVISION PARTICIPATION
IN STATE HIGHWAY SAFETY PROGRAM
FFY 2013 HSP**

	LOCAL		STATE*	TOTAL
	Local	Local Benefit		
	<u>402 State and Community Highway Safety</u>			
New Grants	\$10,105,949.00	\$1,153,006.00	\$12,024,752.00	
Continuations	\$104,212.17	\$0.00	\$0.00	
	\$11,363,167.17		\$12,024,752.00	\$23,387,919.17
	48.59%		51.41%	
<u>164AL Minimum Penalties for Repeat Offenders for Driving While Intoxicated</u>				
New Grants	\$13,109,214.00	\$12,176,043.12	\$10,570,650.00	
Continuations	\$0.00	\$0.00	\$0.00	
	\$25,285,257.12		\$10,570,650.00	\$35,855,907.12
	70.52%		29.48%	
Combined (164AL and 402)	\$23,319,375.17	\$13,329,049.12		
	\$36,648,424.29		\$22,595,402.00	\$59,243,826.29
	61.86%		38.14%	
*Includes the PA grants.				
Local Benefit Grant -- AL1369 Sobriety Checkpoint Program 2013				

ALCOHOL-IMPAIRED DRIVING

PROGRAM OVERVIEW

According to NHTSA, 32,885 people died in traffic crashes in 2010 in the United States, including an estimated 10,228 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, 2010).

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) decreased 14.4 percent from 924 in 2009 to 791 in 2010. The 2010 figure is the lowest DUI death total ever.

In 2010, 29 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 problem magnitude and continues to aggressively address impaired driving through grant funded projects which use proven countermeasures to reduce impaired driving.

The Federal Bureau of Investigation 2009 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.

OTS grants are funded to reduce deaths, injuries, and economic losses resulting from alcohol-related collisions. Many potential offenders are deterred from drinking and driving only if there is a public perception that they will be caught and punished. 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.

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 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 2010 FARS data, drivers age 20 or younger involved in fatal crashes dropped 22.1 percent from 431 in 2009 to 336 in 2010.

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

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

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 380 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 a total of 34 local law enforcement agencies to conduct DUI/DL checkpoints, 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 2013. 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 NHTSA mobilization periods; the Winter Campaign – Mid-December through New Years 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.

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. 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.

Prosecution

In order to increase the level of accountability of high risk repeat DUI offenders and reduce recidivism, approximately \$7.3 million dollars has been dedicated to funding vertical prosecution programs for Calaveras, El Dorado, Fresno, Kern, Lake, Los Angeles, Madera, Marin, Monterey, Napa, Orange, Riverside, Sacramento, San Bernardino, Shasta, Solano, Sonoma, Stanislaus, Ventura, and Yolo counties and DUI courts in San Joaquin and Sonoma Counties. OTS will continue to fund the "Traffic Safety Resource Prosecutor Program" through the California District Attorneys Association to provide training, mentoring, and increase conviction rates statewide. A three year Performance Based Strategic Plan is being developed for the TSRP Program which 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 2013 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 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 Drug Impaired Driving Seminar this spring. This seminar will focus on areas of interest specific to investigating and prosecuting the difficult drug DUI cases, the anatomy of a drug DUI case, using police officers as expert witnesses and drug influences. Additionally, this task supports specialized courts to track DUI offenders through vertical prosecution and DUI courts. OTS will fund 21 vertical prosecution grants and two DUI court grant.

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 15 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 37 Avoid grants within the state.

Task 10 – Sobriety Checkpoint Campaign

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

Task 11 – Impaired Driving Program

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

Task 12 – Screening, Brief intervention and Training

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

GRANT SUMMARY

Grant	Task	Agency	Fund	Amount
AL1311	3	California Department of Alcoholic Beverage Control	405AL	\$400,000.00
AL1324	3	California Department of Alcoholic Beverage Control	164	\$253,000.00
AL1333	3	California Department of Alcoholic Beverage Control	405AL	\$600,000.00
AL1340	3	California Department of Alcoholic Beverage Control	405AL	\$500,000.00
AL1384	3	California Highway Patrol	164	\$5,000,000.00
AL1394	3	California Highway Patrol	164	\$360,000.00
AL1315	4	California Highway Patrol	164	\$1,900,000.00
AL1317	4	Shasta County Public Health Department	402	\$133,000.00
AL1319	4	The Regents of the University of California, Berkeley Campus	405OP	\$276,000.00
AL1320	4	Santa Clara County	405AL	\$200,000.00
AL1322	4	University of California, Irvine	405AL	\$354,000.00
AL1323	4	Tulare County	405AL	\$240,000.00
AL1383	4	Bakersfield PD	405AL	\$44,443.00
AL1383	4	Bakersfield PD	405AL	\$44,443.00

Grant	Task	Agency	Fund	Amount
AL1301	5	Calaveras County	405AL	\$160,000.00
AL1303	5	Sonoma County	405AL	\$337,554.00
AL1304	5	Los Angeles	405AL	\$631,000.00
AL1318	5	Sacramento County	405AL	\$850,000.00
			405AL	\$300,000.00
AL1321	5	El Dorado County	164	\$90,000.00
AL1334	5	Ventura County	405AL	\$320,000.00
AL1337	5	San Joaquin County Superior Court	405AL	\$552,000.00
AL1348	5	Sonoma County District Attorney's Office	405AL	\$300,000.00
AL1353	5	San Bernardino County	405AL	\$230,000.00
AL1354	5	Marin County District Attorney's Office	405AL	\$180,000.00
AL1355	5	Kern County	405AL	\$390,000.00
AL1357	5	Riverside County	405AL	\$354,058.00
AL1359	5	Riverside County	405AL	\$160,000.00
AL1360	5	Yolo County District Attorney's Office	405AL	\$248,000.00
AL1361	5	Fresno County	405AL	\$625,000.00
AL1362	5	Orange County	405AL	\$480,000.00
AL1364	5	Solano County District Attorney's Office	405AL	\$300,000.00
AL1367	5	Stanislaus County	405AL	\$310,000.00
AL1368	5	Madera County	405AL	\$136,000.00
AL1370	5	Napa County District Attorney's Office	405AL	\$320,000.00
AL1376	5	Sacramento County	405AL	\$1,000,000.00
AL1386	5	Lake County District Attorney	405AL	\$150,000.00
AL1389	5	Shasta County District Attorney's Office	405AL	\$220,000.00
AL1393	5	Monterey County	405AL	\$300,000.00
AL1302	6	California Department of Motor Vehicles	405AL	\$90,000.00
AL1306	6	California Department of Motor Vehicles	402	\$47,000.00
AL1307	6	California Department of Motor Vehicles	405AL	\$88,424.00
AL1313	8	Santa Barbara County	164	\$116,000.00
AL1316	8	Stanislaus County	164	\$49,000.00
AL1338	8	San Diego County Probation	164	\$500,000.00
AL1342	8	Placer County	164	\$68,000.00
AL1344	8	Sacramento County	164	\$340,000.00
AL1349	8	Kern County Probation	164	\$128,000.00
AL1350	8	Riverside County Probation	164	\$295,000.00
AL1351	8	San Bernardino County Probation	164	\$450,000.00
AL1365	8	Los Angeles County	164	\$268,000.00

Grant	Task	Agency	Fund	Amount
AL1366	8	Sonoma County Probation Department	164	\$156,000.00
AL1371	8	Solano County Probation	164	\$120,000.00
AL1374	8	San Joaquin County	164	\$130,000.00
AL1379	8	California Highway Patrol	164	\$240,000.00
AL1380	8	Butte County Probation	164	\$173,000.00
AL1381	8	Contra Costa County Probation	164	\$153,000.00
AL1382	8	Fresno County	164	\$145,000.00
AL1305	9	Napa	164	\$140,000.00
AL1308	9	San Rafael	164	\$200,000.00
AL1309	9	Vallejo	164	\$220,000.00
AL1310	9	Petaluma	164	\$280,000.00
AL1312	9	Clovis	164	\$220,000.00
AL1325	9	Anaheim	164	\$250,000.00
AL1326	9	Visalia	164	\$190,000.00
AL1327	9	Merced	164	\$100,000.00
AL1328	9	Marysville	164	\$80,000.00
AL1329	9	Paradise	164	\$82,000.00
AL1330	9	San Diego County	164	\$300,000.00
AL1331	9	Hayward	164	\$275,000.00
AL1332	9	El Centro	164	\$108,000.00
AL1335	9	Contra Costa County	164	\$120,000.00
AL1336	9	Auburn	164	\$80,000.00
AL1339	9	Siskiyou County	164	\$56,000.00
AL1341	9	Orland	164	\$75,000.00
AL1343	9	Glendora	402	\$450,000.00
AL1345	9	Stockton	164	\$230,000.00
AL1346	9	Santa Barbara County	164	\$130,000.00
AL1347	9	Redding	164	\$100,000.00
AL1352	9	Santa Clara County	164	\$180,000.00
AL1356	9	Salinas	164	\$240,000.00
AL1358	9	Gardena	402	\$600,000.00
AL1363	9	San Francisco	164	\$106,000.00
AL1372	9	San Luis Obispo	402	\$160,000.00
AL1373	9	Oxnard	164	\$145,000.00
AL1375	9	Folsom	164	\$200,000.00
AL1377	9	Capitola	164	\$80,000.00
AL1378	9	Daly City	164	\$175,000.00
AL1385	9	Bakersfield	164	\$220,000.00
AL1387	9	Riverside	402	\$385,000.00

Grant	Task	Agency	Fund	Amount
AL1388	9	Ontario	164	\$360,000.00
AL1390	9	Davis	164	\$80,000.00
AL1391	9	Ceres	164	\$160,000.00
AL1392	9	Orange County	164	\$120,000.00
AL1369	10	The Regents of the University of California, Berkeley Campus	164	\$12,176,043.12
			Total	\$41,833,522.12

GRANT DESCRIPTIONS

Grant	Task	Agency	Title	Description
AL1311	3	California Department of Alcoholic Beverage Control	TRACE V	TRACE is a statewide protocol, wherein first responders to alcohol-involved emergencies immediately notify the ABC when there is an alcohol-involved emergency involving underage persons where it is suspected an ABC licensed premises may have sold or furnished alcoholic beverages to the minor involved.
AL1324	3	California Department of Alcoholic Beverage Control	Trap Door	ABC will expand upon its efforts to achieve the ongoing goal of reducing youth access to alcohol by conducting Trap Door operations at retail alcohol outlets throughout the state. This type of operation works with the licensees in order to curtail the use of fake or borrowed identifications by minors to gain entry to bars and restaurants and purchasing alcoholic beverages. The program can also be modified to assist off-sale licensees with fake ID detection. The Trap Door program has recently become a POST-certified course and is taught by a department nationally recognized certified trainer.
AL1333	3	California Department of Alcoholic Beverage Control	Minor Decoy/Shoulder Tap VI & LEAD	ABC will expand upon its efforts to achieve the ongoing goal of reducing youth access to alcohol by conducting Minor Decoy and Shoulder Tap operations at retail and non-retail alcohol outlets throughout the state. Enforcement and training grants will be awarded to local law enforcement agencies to conduct similar operations within their own jurisdictions. Free Licensee Education on Alcohol and Drugs (LEAD) training will be offered to educate alcoholic beverage servers in the prevention of sales to minors and obviously intoxicated patrons. The project will enhance partnerships with allied agencies and continue efforts from prior OTS grants.

Grant	Task	Agency	Title	Description
AL1340	3	California Department of Alcoholic Beverage Control	CREEDD/MADD	ABC will partner with MADD 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 unite MADD with law enforcement agencies focused on the same campaign of intolerance to driving under the influence and underage drinking.
AL1384	3	California Highway Patrol	Impaired Driving Enforcement and Apprehension II (IDEA II)	CHP will implement a statewide grant to combat fatal/injury collisions attributed to 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-involved fatal and injury collisions and associated victims on California's roadways.
AL1394	3	California Highway Patrol	"Arrive Alive" Sober Driving Coalitions V	Driver impairment by alcohol and drugs is one of the most predominant primary collision factors in reported collisions. This grant will focus on reducing the number of fatal and injury collisions and the resultant victims on two corridors with high numbers of alcohol-involved traffic collisions. Corridor 1 consists of a 38 mile, semi-rural, north-south segment of US 101 between Los Angeles and Ventura counties. The CHP West Valley and Moorpark areas will provide the enhanced enforcement. Corridor 2 is a 45 mile segment of I-15; the major access route between the coastal ports and inland population centers. The CHP Temecula and Riverside areas will provide the enhanced enforcement.
AL1315	4	California Highway Patrol	Teen Choices 5	CHP 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 agencies, fire departments, and/or health departments in California. The CHP will facilitate E15M programs and, on an as-needed basis, Sober Graduation events and other CHP alcohol reduction education programs to schools unable to participate in the full E15M program.

Grant	Task	Agency	Title	Description
AL1317	4	Shasta County Public Health Department	Shasta Teens Drive to Survive	Shasta Teens Drive to Survive 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 teen driver safety education, and impaired and distracted driving prevention. Activities will include educational campaigns and presentations at Shasta County High Schools including Real DUI Sentencing, Impact Teen Drivers presentations, and Texting While Driving school parking lot survey projects.
AL1319	4	The Regents of the University of California, Berkeley Campus	Teens in the Driver Seat	Car crashes are the leading cause of death and injury for teenagers in the United States and California. Newly licensed drivers with less than one year of experience and less than 1,500 miles driven have more crashes than any other group. SafeTREC reported in its OTS-funded report, <i>“Teens and Driving: Setting New Directions in Traffic Safety in California”</i> (2005), that “...while numbers of crashes, injuries and fatalities have declined for all ages—including teens—over the last few decades, the per driver crash rate among teens is still the highest of any age group.” Among the recommendations in SafeTREC's report was greater involvement from parents and schools. Deployment of an extensive and award-winning program called Teens in the Driver Seat® (www.t-driver.com) in California schools will provide a comprehensive safety approach for teens. TDS employs a combination of educational materials, media, exhibits, and presentations to teens by teens designed to educate them about the risks they face as new drivers.
AL1320	4	Santa Clara County	Countywide Traffic Safety Improvement Program	In collaboration with local traffic safety stakeholders, the Santa Clara County Public Health Department’s Traffic Safe Communities Network will coordinate countywide traffic safety activities to minimize crashes, injuries, and fatalities. Project focus areas include DUI prevention education and police enforcement of community wide San Jose Bike Party events. DUI prevention efforts will target teens and will utilize traditional educational activities as well as digital and social media. Additional DUI prevention activities will include Responsible Beverage Services training for alcohol licensees. To further improve traffic safety, multiple agencies will partner to increase officer involvement during nighttime San Jose Bike Party events.

Grant	Task	Agency	Title	Description
AL1322	4	University of California, Irvine	College DUI Awareness Program	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. 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.
AL1323	4	Tulare County	Improving Tomorrow Roadways Through FNL Youth of Today	The California Friday Night Live Partnership will partner with FNL programs across California to implement DUI Courts in schools, as well as two additional program options addressing distracted driving and underage alcohol access (TRACE). Each aspect will include a comprehensive campaign implementation guide that will ensure year long campaigns and consistency.
AL1383	4	Bakersfield PD	A Life Interrupted	The teen alcohol prevention and careless 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.
AL1302	6	California Department of Motor Vehicles	Using Identification Card Readers to Estimate the Number of Drivers Under Suspension/Revocation who Avoid Detection at DUI/License Checkpoints	DMV will partner with the Sacramento Police Department to use identification card readers to determine the number of drivers under suspension/revocation (S/R) that are not detected and cited at DUI/License checkpoints. Data from the card readers, checkpoint logs, and DMV's Driver License Master File will be analyzed to determine if there are particular categories of driving while S/R offenders who retain license possession, and to describe their traffic safety risk. Results will be used to make recommendations for increasing S/R license surrender rates, with the goal of removing more of these high-risk drivers from the road.

Grant	Task	Agency	Title	Description
AL1306	6	California Department of Motor Vehicles	Assess the At-Fault Crash Risk of Suspended, Revoked, and Unlicensed Drivers	DMV will determine crash risk estimates for validly licensed, suspended/revoked (S/R), and unlicensed drivers in California. While some preliminary work has already been done examining fatal crashes, this project will add more recent data and also extend the analysis to injury and property-damage-only crashes. The data will be collected from the SWITRS database and DMV's Driver License Master File. This project will also produce a final report detailing the results. The project directly supports traffic safety efforts in several challenge areas identified in the Strategic Highway Safety Plan (SHSP), especially those having to do with driver competency and licensing.
AL1307	6	California Department of Motor Vehicles	DUI Hot List Program Process Evaluation Project	DMV will determine the sufficiency of the Hot List pilot program implementation initiated in 2011; examine whether law enforcement resource expenditures are adequate; establish whether key benchmarks are being met and sufficient policy and resource support are being maintained by the law enforcement agencies obtaining the Hot List from DMV; describe the various ways that the Hot List was used by participating agencies and provide summaries of their activities; and identify the best implementation practices among those reported by the participating agencies.
AL1369	10	The Regents of the University of California, Berkeley Campus	Sobriety Checkpoint Program - 2013	California will implement a comprehensive Sobriety Checkpoint Program for local law enforcement agencies to conduct checkpoints throughout Federal Fiscal Year 2013, including operations conducted during national mobilization periods. Results from the Sobriety Checkpoint Program will be presented in California's 2013 Annual Performance Report.

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. (1) 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." (2) 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. (3) 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. (4)

With the significant market penetration of mobile phones over the last 15 years (5), 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. (6) 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. (7) In recent years, government groups and researchers have reported on the involvement of driver distraction in crashes. 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. (8) 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. (9)

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. These sections prohibit 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.

1. Regan, Lee & Young (2008), *Driver Distraction: Theory, Effects, and Mitigation: CRC Press*
2. <http://www.distraction.gov/files/press-release/dot0410508forweb.pdf>
3. <http://www.aaafoundation.org/pdf/distraction.pdf>
4. National Safety Council. *Understanding the Distracted Brain*. March 2010.
http://www.nsc.org/safety_road/Distracted_Driving/Documents/Dstrct_Drvng_White_Paper_Fnl%282%29.pdf
5. National Safety Council. *Understanding the Distracted Brain*. March 2010.
http://www.nsc.org/safety_road/Distracted_Driving/Documents/Dstrct_Drvng_White_Paper_Fnl%282%29.pdf
6. 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>
7. IIHS, *Phoning While Driving*, Feb. 27, 2010
8. 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>
9. Nemme and White, 2010, *Texting while driving: Psychosocial influences on young people’s texting intentions and behavior, Accident Analysis & Prevention*, In Press

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%)

California's Statewide Traffic Safety Survey

As part of the July 2011 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.

- i Cell phone conversations (hand-held or hands-free) were cited as the most serious distraction for drivers.

- i More than 27 percent said that they still talked on a hand-held cell phone while driving in the past 30 days.

- i More than 42 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.

- i Twenty percent continue to text or e-mail while driving despite the known dangers and laws.

- i A total of 31.5 percent of respondents indicated they talk less on cell phones since the hands-free law went into effect.

- i Roughly 45 percent of participants indicated that they had made a mistake while talking on a cell phone while driving.

- i Nearly 55 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 2012, California conducted the second annual observational survey of cell phone and texting use by drivers. Results revealed that California drivers were talking or texting at a combined rate of at least 10.8 percent, representing hundreds of thousands of drivers at any given time, and up dramatically from 7.3 percent in 2011. A similar nationwide survey conducted by NHTSA in 2009 showed a combined usage of nine percent. Researchers conducted observations at 130 intersections in 17 counties and found the following:

- i 3.5 percent were talking into a hand-held phone, either at their ear or in their hand, compared to 2.7 percent in 2011

- i 4.2 percent were talking into a visible Bluetooth or headset on their right ear, compared to 2.9 percent in 2011

- i 3.3 percent were texting or otherwise manipulating a mobile device, compared to 1.7 percent in 2011

- i Although observed cell phone use increases were seen across all age groups, 16 to 25 year olds showed a dramatic rise, doubling from 9 percent to 18 percent.

ACTION PLANS

OTS and CHP continue to lead SHSP Challenge Area 17 – Reduce Distracted Driving. Both departments will continue work on the approved four 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 two 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 2013, OTS will contract with a research firm to conduct the Third Annual Cell Phone/Texting Observational Survey and efforts will continue during National Distracted Awareness Month in April 2013. 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.

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 will enforce distracted driving violations during a ten-day wave in December and two-week waves in March and June. NHTSA will compliment enforcement by providing a large media campaign using the slogan, “Phone in One Hand, Ticket in the Other.” As demonstrated in similar high visibility enforcement campaigns, this countermeasure will prevent fatalities and injuries associated with distracted driving, more specifically caused by the use of hand-held cell phones and texting while driving.

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.

- i The No.1 source of driver inattention is use of a wireless device.
- i NHTSA has estimated that at any given moment during daylight hours, 812,000 drivers are using cell phones – equating to 11 percent of the vehicles on the road.
- i Texting has soared 500 percent in recent years among teens. Americans with 270 million cellular phones are sending more than 100 billion text messages a month.
- i Nationally, 5,474 people died and 448,000 were injured in 2009 in crashes that involved distracted driving, often due to the increasing number of drivers who use cell phones and other mobile devices.

- i Numerous scientific studies have shown that cell phone use while driving increases the risk of being in a crash four times.
- i Studies have compared the risk of slower reaction times caused by texting to those of driving with a blood alcohol content of .08.
- i The NSC estimates that 28 percent of all crashes involve cell phones.
- i Studies show that the level of inattention blindness, where the brain is not seeing what is on the road ahead during a cell phone conversation is the same with hand-held and hands-free devices. Driving while using a cell phone reduces the amount of brain activity associated with driving by 37 percent.
- i Driving a car is the most complex thing the majority of people will do in their lives, unless they fly aircraft.
- i Research suggests we get a rush of dopamine – a mood-boosting chemical connected to our brain’s reward center – when we hear the ping of an incoming text. It’s extremely difficult to resist the urge to pick up the phone and see who’s trying to get in touch with us when it gives us such instant gratification.
- i Texting takes the eyes and concentration from the road for an average of five seconds, long enough to travel a football field at 55 mph.
- i The younger, inexperienced drivers under 20 years old have the highest proportion of distraction-related 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 2013 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 – Distracted Driving High Visibility Enforcement Demonstration Project

This task provides mini-grants to approximately 40 cities in the counties of Sacramento, El Dorado, San Joaquin, Stanislaus, Solano, Placer, Yuba, Yolo, Yuba, and Sutter.

GRANT SUMMARY

Grant	Task	Agency	Fund	Amount
DD1301	2	California Highway Patrol	405DD	\$400,000.00
DD1302	2	Glendora	405DD	\$140,000.00
DD1304	2	California Highway Patrol	402	\$1,428,987.00
DD1303	3	Various Cities	405DD	\$600,000.00
			Total	\$2,568,987.00

GRANT DESCRIPTIONS

Grant	Task	Agency	Title	Description
DD1301	2	California Highway Patrol	Adult Distracted Drivers III	Distracted, inattentive driving presents a significant danger to all motorists. Studies indicate approximately 20 percent of all collisions involve a distracted driver, or about 12,500 collisions per year in CHP jurisdiction. This grant will involve an enforcement campaign designed to bring distracted driving behaviors to the attention of the motoring public.
DD1302	2	Glendora	Cell Phone Policy Development & Education for Employers	The Glendora Police Department will collaborate with the National Safety Council (NSC) to provide three workshops impacting approximately 450-600 employers in Southern California. 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 and NSC will provide educational presentations to city employees on the dangers of distracted driving.

Grant	Task	Agency	Title	Description
DD1304	2	California Highway Patrol	Teen Distracted Drivers Education and Enforcement II (TDDEE II)	CHP will implement a 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 the education and media campaign.
DD1303	3	Various Cities	Distracted Driving High Visibility Enforcement Demonstration Project	California was selected by the National Highway Traffic Safety Administration (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 CHP in nine counties of the Sacramento Valley Media Market Region will enforce distracted driving violations during three, two-week waves. NHTSA will compliment enforcement by providing a large media campaign using "Phone in One Hand, Ticket in the Other." As demonstrated in similar high-visibility campaigns, this countermeasure will prevent fatalities and injuries associated with distracted driving, more specifically caused by the use of hand-held cell phones and texting while driving.

NOTE: Approximately 75 percent of the 108 grants funded under the Police Traffic Services Program Area include overtime funding for dedicated patrols to cite driver's texting and using a hand-held cell phone.

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. California's medical marijuana laws could be to blame for a higher-than-national average.

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 Evaluator (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 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.

In May 2010, OTS, CHP, and DMV presented two action items to the SHSP Executive Steering Committee:

- i 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.

- i To develop and conduct an annual 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. To conduct a field survey of alcohol- and drug-impaired driving would be conducted primarily among nighttime, weekend drivers that models the methodology of NHTSA's 2007 National Roadside Survey of Alcohol and Drugs use by Drivers. The survey will involve randomly stopping drivers in approximately 12 selected cities in California. Sites within the survey cities will be selected through a stratified random sampling procedure. The survey will provide first-time, statewide data results for California to assist in the reduction of drivers who operate a motor vehicle while impaired. 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 2013 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 - Evaluation

This task provides for a drugged driving study to determine if there is a dose-response relationship between access to medical marijuana and prevalence among crash-involved drivers.

GRANT SUMMARY

Grant	Task	Agency	Fund	Amount
DI1301	2	California Highway Patrol	402	\$1,300,000.00
			Total	\$1,300,000.00

GRANT DESCRIPTIONS

Grant	Task	Agency	Title	Description
DI1301	3	California Highway Patrol	Drug Recognition Evaluator (DRE) Program 2013	CHP will implement a 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 (SFST) instruction and certification, provide Drug Impairment Training for Educational Professionals (DITEP), Advanced Roadside Impaired Driving Enforcement (ARIDE) training, and maintain the number of Peace Officer Standards and Training (POST) Academies offering DRE classes statewide. The program will include allied agency and CHP participation in the DRE Program and encourage the use of the DRE Program in enforcement operations. 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 Action Item 1.08.

NOTE: Grant funded strategies/objectives that address drug impairment are also shown in enforcement grants that are funded in the Alcohol-Impaired Driving (AID) and Police Traffic Services (PTS) 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:

- i Most all of the 108 enforcement grants include overtime funding for dedicated patrols to conduct enforcement of drivers suspected to be drug or alcohol impaired.
- i Any drug-impaired driving arrests (23152(a)) and other drug arrests (possession, transportation, for sale) made as the result of the checkpoint operation should be incorporated into the post-operational media release.
- i 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.”

- i During DUI checkpoint operations, the Los Angeles Police Department in conjunction with the City Attorney’s Office will utilize roadside saliva drug testing of drivers suspected of being drug-impaired.

- i At a minimum 20 Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings will be conducted for at least 300 officers statewide.

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 the 2009 SWITRS data, there were 10,877 persons in California who were injured as a result of a serious 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 critical "golden hour" has become a standard used to measure the effectiveness of many components of EMS. 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

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 providing agencies to purchase and/or replace extrication equipment, air bag lifting systems, and to provide training. With California's vast rural areas, and volunteer EMS agencies benefit immensely from OTS funding for extrication equipment.

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 2013 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

During the proposal process, an analysis was conducted of the 24 agencies that submitted proposals for extrication equipment. One agency was selected to serve as the host agency for a regional grant by purchasing and distributing extrication equipment to a county and volunteer fire department. The goals of this grant 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.

Task 3 - Life Support Delivery

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

Task 4 - Data Collection

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

Task 5 - Communications

A reliable communications system is an essential component of an overall EMS system. Public access to emergency services is hampered in many areas by over burdened 911 systems, dead spots in wilderness and mountainous areas, and long stretches of highway with no access to telephone landline or cellular services. A variety of communications systems are currently in use (VHF, UHF, 800 MHz) in the state, many are outdated and unreliable. This variety of systems causes enormous problems with interagency operability. The EMS provider's access to reliable communication is critical to the safety of the EMS provider, effective deployment of resources and positive patient outcomes.

GRANTS

Grant	Task	Agency	Fund	Amount
EM0341	5	Imperial Valley Emergency Communications Authority	402	\$104,212.17
EM1301	2	Humboldt County Fire District	402	\$49,360.00
			Total	\$153,572.17

GRANT DESCRIPTION

Grant #	Task	Agency	Title	Description
EM0341	5	Imperial Valley Emergency Communications Authority	Local Emergency Medical Services Communications System Plan	Imperial Valley Emergency Communications Authority (IVECA) has implemented a plan for an intra- and inter- county EMS communication system to foster coordinated EMS communications between regions and counties, public and private providers, hospitals and public safety agencies in the area. IVECA works with the Emergency Medical Services Authority (EMS Authority) to develop a local EMS Communications Plan template that will be integrated into the State EMS Communications Plan and used as a model for local communications systems throughout the state.

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.

OTS develops a yearly Highway Safety Plan that identifies the primary highway safety problems in the State and provides potential solutions. OTS works closely with the California Highway Patrol and the Department of Motor Vehicles in this process with respect to motorcycle safety improvements.

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 128 training sites. Since the CMSP's launch, over 710,000 students have been trained. In 2011, CMSP trained 61,709 students, an 18.2 percent increase over the 52,194 trained in 2010. 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 communicate the state's motorcycle safety efforts to the motorcycle community.

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 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 2008, 37 percent of all motorcyclists killed were not properly licensed. In order to determine if proper licensing will help reduce fatal motorcycle collisions, OTS funded a two-year Traffic Records grant to the DMV. In year-one, the project identified registered motorcycle owners that did not have motorcycle license endorsements. A randomly assigned sample of the unlicensed, registered owners, were sent an intervention letter highlighting the legal and financial consequences of riding without proper endorsements. During the 18-months subsequent to the mailing, licensing, crash, and traffic violation rates were tracked and compared between those who received the letter, those who did not to determine the affect of the intervention. Eighteen months after the mailing, the percentage of owners holding a motorcycle license or permit was higher for those who received the letter (11.4 percent) than those who did not (7.6 percent). The letter did not have a significant effect on the crash involvement or violation measures.

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 2013 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.

Task 4 - Training

This task provides for a statewide Motorcycle Safety and Enforcement training program for law enforcement.

Thirty, eight-hour classes will provide law enforcement officers with the skills and knowledge to ensure they are confident and comfortable with making traffic enforcement stops on motorcycles. The course also provides participants training on how to communicate with motorcyclists about safety issues once the traffic stop has been made.

GRANT SUMMARY

Grant	Task	Agency	Fund	Amount
MC1302	2	The Regents of the University of California, Berkeley Campus	408	\$147,971.00
			402	\$150,000.00
			405MC	311,811.00
MC1301	3	California Highway Patrol	2010	\$935,046.00
			Total	\$1,544,828.00

GRANT DESCRIPTIONS

Grant	Task	Agency	Title	Description
MC1302	2	The Regents of the University of California, Berkeley Campus	Enhanced Motorcycle Collision Data Project II	This grant will support the second year of a two-year project, conducted in collaboration with the CHP that will collect detailed information during motorcycle collision investigations by law enforcement agencies. The one-page supplemental data form will be used to collect information on lane-splitting, helmet use, alcohol use, and other collision and motorcyclist characteristics. Results from the 12-months of motorcycle collision data collection will be compiled and analyzed by UC Berkeley researchers to identify motorcycle safety problem and potential traffic safety countermeasures.
MC1301	3	California Highway Patrol	California Motorcycle Safety Enforcement and Education II (CMSEE II)	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.

OCCUPANT PROTECTION

PROGRAM OVERVIEW

Seat Belts

California's 2011 seat belt use rate is 96.6 percent (August 2011), this represents 36.4 million persons wearing seat belts. NHTSA estimates that 1,243 Californian lives were saved at the current seat belt use rate. However, the fact remains that 1,281,526 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) increased from 60 percent in 2009 to 67 percent in 2010. California is much better than the national average of 46 percent and no state is better than California. NHTSA estimates that about half or 241 of the 483 known unrestrained fatalities would be alive today had they simply buckled up.

In 2009, California conducted its sixth teen statewide seat belt observational survey. The 2009 survey teen seat belt use rate is 91.1 percent, up from 89.9 percent in 2008. While the teen seat belt compliance rate has increased 4.5 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 2042. By the middle of the century, the projections indicate that Hispanics will represent 52 percent of the state's population, with Caucasians comprising 26 percent, the Asian population at 13 percent; the African American population at five percent, and Multiracial persons two 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 95 percent (August 2010). 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, 2010 and July 1, 2011 (California Department of Finance 2011 Demographic Report). This represents 260,000 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 a slight increase over last year's growth of 0.65 percent. 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 (DPH) provides assistance to OTS with the statewide coordination of child passenger safety efforts in California. Through the Vehicle Occupant Safety Program, DPH 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 \$159 a first offense and \$279 for a second offense. Child passenger restraint violations are \$479 for a first offense and \$1,079 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 2013 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 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. In addition, the University of California, San Diego will provide training to law enforcement, health professionals and students in San Diego County with a broader understanding of older driver sensitivities and impairments and the University of California, Berkeley will implement the "Teens in the Driver Seat" program.

Task 3 - Enforcement and Education Occupant Protection Grants

These grants conducted by law enforcement and fire personnel include enforcement and education to increase the use of safety belts and child safety seats. 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 - Statewide Child Passenger Safety Training

These statewide grants provide child passenger safety education, training, and community outreach.

Task 6 - Mini Grants to Increase Seat Belt Use

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

Task 7 - Data Collection, Analysis, and Evaluation

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

GRANT SUMMARY

Grant	Task	Agency	Fund	Amount
OP1301	2	Riverside County Public Health	405OP	\$191,038.00
OP1302	2	Pomona	405OP	\$141,530.00
OP1304	2	Santa Cruz County	402	\$100,000.00
			405OP	\$20,000.00
OP1305	2	Yuba City Police Department	405OP	\$131,600.00
			402	\$25,810.00
OP1306	2	Butte County Public Health	405	\$101,701.00
			402	\$178,000.00
OP1307	2	San Luis Obispo County	408	\$5,100.00
OP1310	2	University of California, San Diego	405DD	\$339,720.00
OP1311	2	San Diego County	405OP	\$246,497.00
OP1314	2	Los Angeles	405OP	\$450,000.00
OP1303	3	California Highway Patrol	405OP	\$1,130,934.00
			402	\$141,000.00
OP1312	3	Rancho Cordova	405OP	\$148,000.00
OP1313	3	Tracy	405OP	\$26,500.00
			406	\$182,000.00
OP1308	4	California State University, Fresno	405OP	\$89,000.00
OP1315	5	California Department of Public Health	2011	\$400,000.00
			Total	\$4,048,430.00

GRANT DESCRIPTIONS

Grant	Task	Agency	Title	Description
OP1303	3	California Highway Patrol	Vehicle Occupant Restraint Education and Instruction II (VOREI II)	CHP will conduct a 12-month traffic safety grant to conduct community outreach and enforcement measures aimed at increasing seat belt and child safety restraint usage. The grant goals are to reduce the number of fatalities and injuries in collisions in which victims did not use, or improperly used, their vehicle occupant restraint system. Objectives are to provide comprehensive traffic safety educational classes and informational sessions, conduct child safety seat inspections, distribute child safety seats, and conduct a statewide enforcement and awareness campaign. The grant will provide child passenger safety certification training to CHP personnel as well as allied agency personnel.

Grant	Task	Agency	Title	Description
OP1312	3	Rancho Cordova	Selective Traffic Enforcement and Multilingual Child Passenger Safety Program	The Rancho Cordova Police Department will develop and implement programs relating to education and enforcement. Two primary goals are to reduce the number of collisions and injuries related to speed and increase seat belt and car seat compliance in multilingual communities. Using special speed enforcement operations and speed devices, their work will reduce the amount of collisions with speed being the primary factor. With the help of Mercy San Juan Medical Center, the department will hold car seat inspections and roll-call car seat training to police personnel focusing on multilingual communities.
OP1313	3	Tracy	Tracy Fire CARES Car Seat Program	This grant will increase the proper use of car seats in the community and decrease the amount of children riding in vehicles without car seats due to being a low income family. It will also provide the citizens of the community with a location to obtain information and help installing their car seats properly; provide free car seats with training about car seat installation.
OP1308	4	California State University, Fresno	Restraint Usage Surveys 2012-13	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 percent. The data on usage rates at approximately 160 sites will be collected in Summer of 2013. In addition, a statewide survey of high school driver and passenger seat belt usage will be performed in Spring of 2013 at 100 high schools. A new child restraint usage survey will be designed and performed during the Summer of 2013.

Grant	Task	Agency	Title	Description
OP1315	5	California Department of Public Health	Vehicle Occupant Safety Program	<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, assist with local CPS program development and the promotion of National Child Passenger Safety Week and the new California booster seat law, and provide National Child Passenger Safety Technician certification courses and continuing education opportunities.</p>

PEDESTRIAN AND BICYCLE SAFETY

PROGRAM OVERVIEW

Pedestrian Safety

Pedestrian fatalities increased 5.4 percent from 567 in 2009 to 599 in 2010. Pedestrian fatalities represent 22 percent of total traffic fatalities in California, significantly exceeding the national average of 11.3 percent. However, pedestrian injuries decreased slightly by 4.1 percent from 13,083 in 2009 to 12,558 in 2010.

	2010
Pedestrian Fatalities	599
Under 15	30
Over 60	195
Pedestrian Injuries	12,632
Under 15	2,250
Over 60	1,804

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 at <http://www.cdph.ca.gov/HealthInfo/injviosaf/Pages/ItsUp2Us.aspx> 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 in FFY 2012.

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 decreased 9.2 percent from 109 in 2008 to 99 in 2009 and 2010. Bicyclist fatalities represent less than one percent of total traffic fatalities in California. Bicyclist injuries increased 4.1 percent from 12,043 in 2009 to 12,553 in 2010.

	2010
Bicyclist Fatalities	99
Under 15	4
Over 60	24
Bicyclist Injuries	12,553
Under 15	2,155
Over 60	859

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:

- i Slowing vehicle speeds.
- i Reducing pedestrian risks at street crossing locations.
- i Improve awareness of and visibility between motor vehicles, pedestrians and bicyclists.
- i Improve pedestrian, bicyclist and motorist behaviors.
- i 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.

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 2013 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 are currently no grants planned or continued under this task.

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.

Task 6 - Equipment Programs

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

GRANT SUMMARY

Grant	Task	Agency	Fund	Amount
PS1301	2	Los Angeles County	402	\$203,186.00
PS1302	2	California Highway Patrol	402	\$245,000.00
PS1308	2	San Francisco County Public Health	402	\$140,000.00
PS1306	4	Clovis	402	\$44,162.00
PS1303	5	The Regents of the University of California, Berkeley Campus	402	\$100,000.00
PS1304	5	The Regents of the University of California, Berkeley Campus	402	\$60,000.00
PS1305	5	The Regents of the University of California, Berkeley Campus	402	\$515,006.00
PS1307	5	California Department of Public Health	402	\$500,000.00
			Total	\$1,807,354.00

GRANT DESCRIPTIONS

Grant	Task	Agency	Title	Description
PS1301	2	Los Angeles County	Countywide Bicycle Education Safety Grant	The Los Angeles County Metropolitan Transportation Authority (Metro) will provide innovative and comprehensive bicycle safety education courses that reduce deaths and injuries throughout the county. The public/private partnership between key stakeholders and non-profits will provide a total of 120 bicycle traffic skills courses of different skill levels reaching approximately 1,440 students at no cost. Each of the courses will be taught by League-Certified Cycling Instructors (LCIs), incorporating elements of the Cycling or Traffic Skills curriculum established by the League of American Bicyclists, and will provide helmets, lights and manuals for each participant.
PS1302	2	California Highway Patrol	Pedestrian and Bicyclist Safety Enforcement and Education Corridor Project	CHP will conduct a traffic safety project to reduce pedestrian- and bicyclist-involved traffic collisions, prevent injuries, and save lives in two problematic CHP areas. Local task forces will be formed to address the issues in each area by comprehensively evaluating causes and possible remedies.

Grant	Task	Agency	Title	Description
PS1308	2	San Francisco County Public Health	San Francisco Pedestrian Safety Project for Youth and Seniors	San Francisco is ranked first in the state for pedestrian collisions. Children under 18 and seniors over 65 years of age are particularly vulnerable to serious and fatal pedestrian-motor vehicle injuries. The San Francisco Pedestrian Safety Project for Youth and Seniors will improve pedestrian safety by providing traffic enforcement around schools and neighborhoods with high numbers of seniors. In addition, the project will conduct school walk audits and circulation plans around schools identified as high-risk for child pedestrian injuries. In turn, the findings from these walk audits will allow the City and County of San Francisco to pursue Safe Routes to School infrastructure grants to improve the built environment for these schools.
PS1306	4	Clovis	Traffic Safety and Education Program	The department is committed to reducing the number of bicycle and pedestrian related collisions while increasing the helmet usage by bicyclists through details and education. The department will continue with the education of distracted driving for teen drivers with the distracted driving program. An underage drinking and drugged driving program will be implemented in the unified high schools.
PS1303	5	The Regents of the University of California, Berkeley Campus	Community Pedestrian Safety Training Project	SafeTREC proposes to build on and expand the CPST. This project will 1) Train new communities; 2) Return to communities that have done training to work with local residents on implementing their action plans, train the trainer workshops, etc.; 3) Develop and conduct trainings focusing on older adults; 4) Focus on youth safety by conducting a Video Voice Mapping (VVM) training for youth. To reach out to youth, staff will work with those already working with youth, and reach out to teens involved in leadership roles in peer-to-peer programs; and 5) Explore continuation of the Pedestrian Safety Action Plan (PSAP) program in California.
PS1304	5	The Regents of the University of California, Berkeley Campus	California Walk/Bike Safety Web Resource (California Active Transportation Safety Information Pages)	To leverage the enhancements and features over years one and two in which the California Active Transportation Safety Information Pages website was established along with outreach using social media and other channels. This project would continue to maintain the website content and add new materials as needed to continue to support California efforts to improve pedestrian and bicycle safety. CATSIP will also build on its efforts to become the major portal for all California pedestrian and bicycle safety efforts and project staff will take part in these efforts in order to facilitate knowledge sharing.

Grant	Task	Agency	Title	Description
PS1305	5	The Regents of the University of California, Berkeley Campus	Pedestrian, Bicycling, and Traffic Safety Assessments	To reduce the number and severity of crashes 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 Evaluations (TSE), Pedestrian Safety Assessments (PSA), Pedestrian & Bicycling Safety Assessments (PBSA), and Pedestrian Safety Action Plan (PSAP) workshops. Twenty-two one-day site visits, in-depth technical evaluation and assistance, and follow-up reporting will be conducted as part of either a PSA or TSE. Four local agencies will be served with a combined PSA/PSAP. The PBSA model will be developed from the existing PSA model and one pilot study for the PBSA will be conducted.
PS1307	5	California Department of Public Health	California Pedestrian Safety Program	Through a comprehensive strategy, PedSafe works to reduce the number of pedestrian injuries and fatalities throughout the state. PedSafe implements a number of interventions that address and involve public education campaign materials and promotion, professional skill development training, technical assistance and risk communication planning.

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
Total	2,079	100,941
Total Fatal and Injury Collisions	166,329	

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
Total	1,905	113,597
Total Fatal and Injury Collisions	162,569	

Total Victims Killed and Injured in Collisions

	Fatalities	Injuries	Total
2009	3,081	231,430	234,511
2010	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 that range from \$25,000 up to \$364,000 and include 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 2013 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 253 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 four new grants in fiscal year 2013. 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.

GRANTS

Grant	Task	Agency	Fund	Amount
PT1327	1	California Highway Patrol	402	\$353,146.00
			405	\$49,048.00
			164	\$39,239.00
			408	\$49,047.45
PT1301	2	Redding	402	\$234,577.00
PT1302	2	Newport Beach	402	\$35,000.00
			164	\$75,000.00
PT1303	2	Moreno Valley	402	\$50,000.00
			164	\$40,000.00
PT1304	2	Covina	402	\$30,000.00
			164	\$30,000.00
PT1305	2	San Rafael	164	\$64,000.00
			402	\$38,000.00
PT1306	2	Lompoc	402	\$30,000.00
			164	\$45,000.00
PT1307	2	Simi Valley	402	\$15,000.00
			164	\$15,000.00

Grant	Task	Agency	Fund	Amount
PT1308	2	San Diego	164	\$200,000.00
			402	\$100,000.00
PT1309	2	Concord	164	\$75,000.00
			402	\$75,000.00
PT1310	2	Hemet	164	\$50,000.00
			402	\$35,000.00
PT1311	2	Cotati	164	\$7,000.00
			402	\$34,000.00
PT1312	2	El Cajon	402	\$40,000.00
			164	\$50,000.00
PT1313	2	Norco	164	\$50,000.00
			402	\$10,000.00
PT1314	2	Clovis	402	\$13,500.00
			164	\$9,000.00
PT1315	2	Albany	402	\$14,500.00
			164	\$14,500.00
PT1316	2	Norwalk	164	\$17,000.00
			402	\$51,258.00
PT1317	2	Redondo Beach	164	\$20,000.00
			402	\$70,000.00
PT1318	2	Yuba City	164	\$25,000.00
			402	\$25,000.00
PT1319	2	Pittsburg	402	\$50,000.00
			164	\$15,000.00
PT1320	2	Fairfield	402	\$45,300.00
			164	\$30,000.00
PT1321	2	Sebastopol	402	\$20,000.00
			164	\$5,000.00
PT1322	2	Santa Rosa	402	\$50,000.00
			164	\$40,000.00
PT1323	2	Marysville	164	\$16,000.00
			402	\$33,000.00
PT1324	2	Modesto	164	\$75,000.00
			402	\$25,000.00
PT1325	2	Petaluma	402	\$230,000.00
PT1326	2	Visalia	164	\$60,000.00
			402	\$30,000.00
PT1328	2	Malibu	164	\$22,000.00
			402	\$63,000.00

Grant	Task	Agency	Fund	Amount
PT1329	2	Chula Vista	402	\$34,123.00
			164	\$190,000.00
PT1330	2	Los Angeles	164	\$360,000.00
			402	\$640,000.00
PT1331	2	Anaheim	164	\$75,000.00
			402	\$75,000.00
PT1332	2	Orange	402	\$46,319.00
			164	\$45,000.00
PT1333	2	Irvine	402	\$104,776.00
PT1334	2	Laguna Beach	402	\$30,000.00
			164	\$60,000.00
PT1335	2	Buena Park	402	\$50,000.00
			164	\$30,000.00
PT1336	2	Fullerton	402	\$46,222.00
			164	\$100,000.00
PT1337	2	Whittier	164	\$40,000.00
			402	\$45,000.00
PT1338	2	Folsom	164	\$46,000.00
			402	\$50,000.00
PT1339	2	Fresno	402	\$100,000.00
			164	\$150,000.00
PT1340	2	Murrieta	402	\$30,000.00
			164	\$30,000.00
PT1341	2	Menlo Park	402	\$18,000.00
			164	\$12,000.00
PT1342	2	National City	402	\$60,000.00
			164	\$30,000.00
PT1343	2	Garden Grove	164	\$40,000.00
			402	\$50,844.00
PT1344	2	Chino	164	\$50,000.00
			402	\$25,000.00
PT1346	2	Merced	164	\$21,000.00
			402	\$27,000.00
PT1347	2	San Fernando	164	\$25,000.00
			402	\$25,000.00
PT1348	2	Santa Clarita	164	\$20,000.00
			402	\$20,000.00
PT1349	2	Stockton	402	\$100,000.00
			164	\$50,000.00
PT1350	2	Lancaster	164	\$27,000.00
			402	\$27,000.00

Grant	Task	Agency	Fund	Amount
PT1351	2	Hayward	402	\$55,000.00
			164	\$54,000.00
PT1352	2	Elk Grove	402	\$36,000.00
			164	\$50,000.00
PT1353	2	Citrus Heights	402	\$45,000.00
			402	\$90,000.00
PT1354	2	Novato	164	\$30,000.00
PT1355	2	Sacramento	402	\$800,000.00
			164	\$8,000.00
PT1356	2	Rohnert Park	402	\$32,000.00
			164	\$20,000.00
PT1357	2	Lodi	402	\$70,000.00
			164	\$25,000.00
PT1358	2	Santa Monica	402	\$75,000.00
			164	\$70,000.00
PT1359	2	Pomona	402	\$50,000.00
			164	\$60,000.00
PT1360	2	Rialto	402	\$60,000.00
			402	\$60,628.00
PT1361	2	Redlands	164	\$14,187.00
			402	\$12,500.00
PT1362	2	Ceres	164	\$12,500.00
			164	\$20,000.00
PT1363	2	Upland	402	\$29,072.00
			164	\$80,000.00
PT1364	2	San Bernardino	402	\$50,000.00
			402	\$30,000.00
PT1365	2	Fontana	164	\$50,000.00
			164	\$50,000.00
PT1367	2	Madera	402	\$30,000.00
			402	\$36,000.00
PT1368	2	Huntington Beach	164	\$54,469.00
			402	\$51,439.00
PT1369	2	Orange County	164	\$80,000.00
			164	\$40,000.00
PT1370	2	Costa Mesa	402	\$35,000.00
			402	\$40,000.00
PT1371	2	Fountain Valley	164	\$20,000.00
			402	\$40,760.00
PT1373	2	Monrovia	164	\$14,000.00

Grant	Task	Agency	Fund	Amount
PT1374	2	Pacifica	164	\$5,000.00
			402	\$25,000.00
PT1375	2	Long Beach	164	\$43,000.00
			402	\$90,000.00
PT1376	2	Hawthorne	164	\$25,000.00
			402	\$70,000.00
PT1377	2	Signal Hill	164	\$22,000.00
			402	\$40,485.00
PT1378	2	Salinas	164	\$35,000.00
			402	\$55,000.00
PT1379	2	Pasadena	164	\$32,500.00
			402	\$97,500.00
PT1380	2	Glendale	164	\$60,000.00
			402	\$165,000.00
PT1381	2	Hollister	164	\$2,200.00
			402	\$21,000.00
PT1382	2	Redwood City	164	\$16,000.00
			402	\$14,000.00
PT1383	2	Los Angeles County	164	\$108,000.00
			402	\$252,000.00
PT1384	2	Daly City	402	\$160,000.00
			402	\$10,000.00
PT1385	2	Soledad	164	\$15,000.00
			402	\$30,398.00
PT1386	2	Los Banos	164	\$125,000.00
			402	\$52,492.00
PT1387	2	Santa Ana	164	\$126,000.00
			402	\$75,375.00
PT1388	2	San Diego County Sheriff	402	\$35,000.00
			164	\$40,000.00
PT1389	2	San Gabriel	402	\$12,000.00
			164	\$20,000.00
PT1390	2	Mendota	402	\$40,000.00
			164	\$20,000.00
PT1391	2	San Mateo	402	\$15,000.00
			164	\$14,000.00
PT1394	2	Riverbank	402	\$5,000.00
			164	\$25,000.00
PT1395	2	Gilroy	402	\$50,000.00
			164	\$20,000.00
PT1396	2	South San Francisco	402	\$50,000.00
			164	\$20,000.00

Grant	Task	Agency	Fund	Amount
PT1398	2	Oceanside	402	\$31,763.00
			164	\$50,000.00
PT1399	2	San Pablo	402	\$20,000.00
			164	\$25,000.00
PT13100	2	Eureka	164	\$15,000.00
			402	\$45,000.00
PT13101	2	Gardena	402	\$40,000.00
			164	\$45,000.00
PT13102	2	Palm Springs	402	\$30,000.00
			164	\$40,000.00
PT13103	2	Escondido	402	\$35,000.00
			164	\$35,000.00
PT13104	2	Ontario	402	\$129,750.00
			164	\$192,250.00
PT13105	2	La Mesa	402	\$55,000.00
PT13106	2	Oxnard	402	\$75,000.00
			164	\$75,000.00
PT13107	2	Santa Maria	402	\$50,000.00
			164	\$65,000.00
PT13108	2	Suisun City	402	\$77,000.00
PT13109	2	Ventura	408	\$15,000.00
			164	\$73,300.00
PT13110	2	Napa	402	\$30,000.00
			164	\$35,000.00
PT13111	2	Santa Barbara	402	\$12,000.00
			164	\$74,000.00
PT13112	2	Atascadero	402	\$26,000.00
			164	\$34,000.00
PT13113	2	Vallejo	402	\$41,000.00
			164	\$35,000.00
PT13114	2	Palm Desert	164	\$42,222.00
			402	\$57,850.00
PT13115	2	Riverside	164	\$60,086.00
			402	\$100,000.00

Grant	Task	Agency	Fund	Amount
PT13116	2	San Jose	164	\$80,000.00
			402	\$100,000.00
PT13117	2	Porterville	402	\$140,000.00
PT1366	3	California Highway Patrol	402	\$393,000.00
PT1372	3	California Highway Patrol	402	\$4,000,000.00
PT1392	3	California Highway Patrol	402	\$550,613.00
PT1393	3	California Highway Patrol	402	\$150,000.00
PT1345	4	The Regents of the University of California, Berkeley Campus	405OP	\$1,100,000.00
			Total	\$18,821,738.45

GRANT DESCRIPTIONS

Grant	Task	Agency	Title	Description
PT1327	1	California Highway Patrol	Grant Administration Program II (GAP II)	This grant provides five full-time, regular positions (four analysts and one accounting officer) at the CHP to manage OTS-funded traffic safety grants.
PT1366	3	California Highway Patrol	Traffic Safety Corridor - High-Collision Reduction II	CHP will conduct a traffic safety project to reduce fatalities and injuries along two high-collision highway (corridor) segments. Local task forces comprised of interested parties from local, regional, state agencies have been established to address issues on each corridor and are comprehensively evaluating collision causes and possible remedies. The task forces have established specific goals to reduce the number of victims on the corridor and will implement solutions tailored to their respective corridors.
PT1372	3	California Highway Patrol	Reduce Aggressive Driving Incidents and Tactically Enforce Speed (RADIATES)	CHP will implement a statewide traffic safety grant project focusing on speed-caused collisions and those primary collision factors that have elements of “aggressive driving” such as: unsafe turns, following too closely, unsafe passing, driving on the wrong side of the road, and unsafe lane changing.
PT1392	3	California Highway Patrol	Start Smart Teen Driver Safety Education Program V	CHP will implement a 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. 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. In addition to conducting traffic safety education classes, the CHP will provide education on primary collision factors involving teens.

Grant	Task	Agency	Title	Description
PT1393	3	California Highway Patrol	Keeping Everyone Safe IV (KEYS IV)	CHP will implement a 12-month statewide project to address the need for established safety/mobility programs for older drivers to prevent injuries and fatalities. The project seeks to promote the program statewide through the use of multi-disciplinary 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 DMV and other group members.
PT1345	4	The Regents of the University of California, Berkeley Campus	SafeTREC VIII	The goal of this grant is to reduce the number of persons injured in traffic collisions and reduce the number of persons killed in alcohol-involved collisions. Activities will focus on conducting public education and outreach, collaboration with stakeholders and data analysis. Objectives include: to work closely with community based organizations to promote traffic safety programs at both the neighborhood and community level; to conduct 15 traffic safety presentations that reach at least 200 people.

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 2013, 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 and 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 and strive to enhance its newly instituted initiative utilizing anti-DUI messaging on billboards across the state. OTS will work closely with NHTSA and its research and media communications partners on the successful implementation and completion of the Distracted Driving Demonstration Pilot Project, providing all earned media components and advising on paid media buys.

TASKS

Task 1 - Public Relations

Statewide Campaigns

OTS Public Affairs will spearhead several key public awareness campaigns during Fiscal Year 2013. 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, 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, 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 - in December of 2009. The use and growth of the OTS Facebook presence has been very encouraging, with phenomenal growth in late 2011 and into 2012, growing from 3,200 "likes" to over 21,000. The monthly rate of impressions varies greatly depending on whether we are in an actively promoted campaign, but has reached as high as 53 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. 2013 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. Daily “tweets” provide engaging and often informative communications and garnered over 2,800 followers by mid 2012.

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.

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 2013, 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. In 2013, the Office will expand the wide variety of press release templates, fact sheets and other materials that it started in 2010. 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 2013, 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>\$600,000</u>	Distracted Driving
\$1,650,000	Fund to be determined upon payment (410/164 or 402)

The following table reflects grants active in FFY 2013 with paid media in their budgets:

Grant #	Agency	Campaign	Budget
AL1384	California Highway Patrol	Impaired Driving Enforcement and Apprehension II (IDEA II)	\$500,000.00
MC1301	California Highway Patrol	California Motorcycle Safety Enforcement and Education II (CMSEE II)	\$1,400,000.00
DD1304	California Highway Patrol	Teen Distracted Drivers Education and Enforcement II (TDDEE II)	\$370,000.00
	Total		\$2,270,000.00

Task 3 - Marketing

Sports and Entertainment Marketing

Since its inception 18 years ago, the OTS Sports & Venue Marketing program has become an enduring model for sports partnerships and traffic safety. While the 2013 schedule of events won't be announced until after the New Year, campaign venues being explored include partnerships with California-based professional baseball, 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 2011. The messaging is occupant protection, impaired driving, and distracted driving.

\$170,000	Professional & Collegiate Sports Teams
\$50,000	Professional Sports Team Radio Coverage
\$20,000	Entertainment/Concert Venues
\$40,000	Targeted Radio Station On-Air, Web, Social Media, and Hosted Events
<u>\$60,000</u>	PSA Production, Placement and Installation
\$340,000	Fund to be determined upon payment (410/164 or 402)

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. 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 held at OTS. The 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 results of the conference 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. 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.

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 2013 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. Seven 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

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

Task 4 - High Risk Driver Identification Data Capture Improvement Grants

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

GRANT SUMMARY

Grant	Task	Agency	Fund	Amount
TR1303	2	California Highway Patrol	408	\$1,000,000.00
TR1304	2	California Highway Patrol	408	\$1,000,000.00
TR1307	2	The Regents of the University of California, Berkeley Campus	408	\$254,000.00
TR1309	2	California Polytechnic State University, Pomona	408	\$75,000.00
TR1310	2	California Department of Public Health	408	\$390,509.00
TR1312	2	Emergency Medical Services Authority	408	\$190,428.00
TR1301	3	Redwood City	408	\$28,000.00
TR1302	3	San Ramon Public Works	408	\$38,080.00
TR1305	3	Red Bluff	408	\$40,000.00
TR1306	3	Stanislaus County	408	\$300,000.00
TR1308	3	Santee	408	\$34,000.00
TR1311	3	La Habra	408	\$12,200.00
			Total	\$3,362,217.00

GRANT DESCRIPTIONS

Grant	Task	Agency	Title	Description
TR1303	2	California Highway Patrol	Statewide Integrated Traffic Records System III (SWITRS III)	This project will revise and improve the California Automated Reporting System (CARS) and SWITRS applications, and eliminate the redundant manual entry of collision data into multiple systems. An improved data warehouse will be developed for SWITRS to improve the ability to report and extract statistical data.
TR1304	2	California Highway Patrol	Statewide Automated Citation System III (SACS III)	To be determined

Grant	Task	Agency	Title	Description
TR1307	2	The Regents of the University of California, Berkeley Campus	Administering and Enhancing TIMS for Further Integration into Local Agency Practices	This grant will provide a comprehensive solution to maintain the success of TIMS and continue to help agencies reduce traffic injuries and fatalities. The proposal will: (1) provide more timely updates of the geocoded data on TIMS, (2) provide the ability to create basic collision diagrams on a realistic Google Maps imagery background, (3) provide the ability to view collision data files from Crossroads or other private software systems on the map, (4) develop more user-friendly mapping application with better support for different types of web browsers, and (5) review GPS coordinate accuracy in SWITRS data.
TR1309	2	California Polytechnic State University, Pomona	Empirical Bayes-Estimated OTS Collision Rankings for California Cities and Counties	Currently the OTS rankings are based on rates of fatal and injury collisions per 1,000 DVMT and per 1,000 average population figures. Compared with the registered collision numbers, collision rates ensure more proper comparisons be taking into consideration more factors such as population and DMVT, though rates have some major disadvantages as well. To aid OTS in evaluating the safety performance of individual cities/counties more efficiently, the proposed study aims to generate Empirical Bayes (EB)-based collision numbers for California cities and counties. EB has revealed itself by numerical research studies to have great advantages and has been recommended by the American Association of State Highway and Transportation Officials (AASHTO) Highway Safety Manual.
TR1310	2	California Department of Public Health	Crash Medical Outcomes Data Project	California's traffic safety and injury prevention communities need an understanding of factors contributing to crashes and their associated medical outcomes. 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 roadway inventory, 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.

Grant	Task	Agency	Title	Description
TR1312	2	Emergency Medical Services Authority	California EMS Information System	The California EMS Information System, also known as CEMSIS, is a demonstration project which collects and analyzes information about emergency medical care in California. The objective of this grant is to continue the CEMSIS project and further strengthen the California EMS Authority's traffic records assets.
TR1301	3	Redwood City	Traffic Collision Database Analysis and Mapping System	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. This software will replace the existing system of hand logging each collision, convert the collision pin map to an interactive mapping solution, automate the production of collision history diagrams, generate periodic or specific reports, and allow staff to search collision records by location, primary collision factor, involved vehicle or party types, time of day, etc.
TR1302	3	San Ramon Public Works	Automated Collision Database, Analysis and Tracking-GIS	The city will purchase an automated collision analysis system to pinpoint and analyze high collision locations throughout the city and to reduce the frequency and severity of traffic collisions.
TR1305	3	Red Bluff Police Department	Traffic Collision Database Analysis and Mapping System	The Traffic Collision Database and Mapping System will provide data input and management for traffic collision reports. Using GIS mapping systems, staff will query and map information from the database to identify high frequency locations and patterns. Identified locations that exceed collision thresholds will then be further studied and appropriate action taken. This software will replace the existing system of hand logging each collision, convert the collision pin map to an interactive mapping solution, automate the production of collision history diagrams, generate periodic or specific reports, and allow staff to search collision records by location, primary collision factor, involved vehicle or party types, time of day, etc.

Grant	Task	Agency	Title	Description
TR1306	3	Stanislaus County	Automated Traffic Citations	Hand-held citation writers will be deployed to traffic enforcement officers uploading data to the law enforcement records management systems and to the Superior Court. Officer response time will be increased as will the availability to address potential traffic safety hazards. Trends from the statistics will be collected regionally for additional enforcement programs in high collision areas will be identified.
TR1308	3	Santee	Traffic Collision Database Analysis and Mapping System	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.
TR1311	3	La Habra	Traffic Collision Database Analysis and Mapping System	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 actions taken. This software will replace the existing system of hand logging each collision, convert the collision pin map to an interactive mapping solution, automate the production of collision history diagrams, generate periodic or specific reports, and allow staff to search collision records by location, primary collision factor, involved vehicle or party types, time of day, etc.

Hazard Elimination Projects

The following are hazard elimination grants (Task 8) scheduled for 2013 and funded through the California Department of Transportation (Caltrans).

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
Santa Cruz County	\$2,000,000	Construct concrete guardrail	164HE
Riverside & San Bernardino Counties	\$3,000,000	Upgrade MBRG, bridge connections/end treatments	164HE
Sacramento, Placer, Yuba, & Yolo Counties	\$2,000,000	Upgrade end treatments	164HE
Monterey & Santa Cruz Counties	\$2,500,000	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	\$9,000,000	Upgrade median barrier	164HE
Los Angeles County	\$1,500,000	Upgrade bridge rail	164HE

10-00010

City or County	Amount	Project Type	Fund
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	\$500,000	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

Grant #	Agency	Equipment	Fund	Page #
AL1391	Ceres	1 DUI Trailer @ \$23,000	164	13-AL-8
PT1311	Cotati	1 Radar Trailer @ \$16,743	402	13-PT-3
PT1384	Daly City	4 Fully Equipped Police Motorcycles @ \$30,000 each	402	13-PT-7
PT1312	El Cajon	1 Changeable Message Sign Trailer @ \$21,496.81	402	13-PT-4
PT13100	Eureka	1 Fully Equipped Motorcycle @ \$25,000 each	402	13-PT-7
PT1336	Fullerton	1 DUI Trailer @ \$30,000	164	13-PT-5
		1 Changeable Message Sign Trailer @ \$9,000	402	13-PT-5
AL1358	Gardena	1 DUI Trailer @ \$10,000	164	13-AL-7
PT1395	Gilroy	1 DUI Trailer @ \$20,000	164	13-PT-7
PT1310	Hemet	1 Light Tower Trailer @ \$9,800	402	13-PT-6
PT1381	Hollister	1 Message Trailer w/ Radar @ \$17,723	402	13-PT-6
EM1301	Humboldt County	1 Extrication Equipment System @ \$35,000	402	13-EM-2
PT1333	Irvine	1 Radar Trailer @ \$10,000	402	13-PT-4
TR1311	La Habra	1 Collision Analysis Computer Software Package @ \$12,200	402	13-TR-7
PT1334	Laguna Beach	1 DUI Trailer @ \$30,000	164	13-PT-4
PT1357	Lodi	1 Changeable Message Sign Trailer @ \$16,000	402	13-PT-5
AL1328	Marysville	2 Portable Lighting Systems @ \$5,254 each	164	13-AL-7
PT1302	Newport Beach	1 Changeable Message Sign Trailer with Radar @ \$20,000	402	13-PT-3
PT13104	Ontario	1 Light Tower Trailer @ \$12,250	402	13-PT-7
		4 Citation Device Systems @ \$5,000 each	402	13-PT-7
AL1388	Ontario	1 DUI Trailer @ \$34,000	164	13-AL-7
PT1374	Pacifica	1 Radar Trailer @ \$15,000	402	13-PT-6
AL1310	Petaluma	1 DUI Trailer @ \$35,000	164	13-AL-7
PT1325	Petaluma	1 Fully Equipped Motorcycle @ \$32,000	402	13-PT-4
PT1319	Pittsburg	3 In-Car Video Systems @ \$7,818 each	402	13-PT-4
TR1305	Red Bluff	1 GIS System @ \$40,000	408	13-TR-6
OP1312	Rancho Cordova	2 Vehicle Speed Feedback Signs @ \$5,000 each	402	13-OP-4
		1 Traffic Collision Reconstruction System @ \$10,000	402	13-OP-4

Grant #	Agency	Equipment	Fund	Page #
PT1301	Redding	1 Light Tower @ \$8,500	402	13-PT-3
		2 Vehicle Speed Feedback Signs @ \$7,000 each	402	13-PT-3
TR1301	Redwood City	1 GIS System @ \$28,000	408	13-TR-6
PT13115	Riverside	1 Traffic Collision Reconstruction System @ \$35,000	402	13-PT-8
PT1308	San Diego	4 Stationary Evidentiary Breath Testing Systems @ \$8,300 each	164	13-PT-3
		2 Traffic Collision Reconstruction Systems @ \$11,354.60 each	402	13-PT-3
AL1346	Santa Barbara	1 Light Tower Trailer @ \$7,770	402	13-AL-7
PT13107	Santa Maria	2 Light Tower Trailers @ \$6,500 each	402	13-PT-8
TR1306	San Ramon	1 GIS System @ 38,080	408	13-TR-6
TR1308	Santee	1 GIS System @ \$34,000	408	13-TR-6
PT1321	Sebastopol	1 Traffic Collision Reconstruction System @ \$7,500	402	13-PT-4
PT1377	Signal Hill	1 Vehicle Speed Feedback Sign @ \$7,500	402	13-PT-6
PT13113	Vallejo	1 Changeable Message Sign Trailer with Radar @ \$25,000	402	13-PT-8
PT13109	Ventura	1 GIS Interface Software @ \$15,000	402	13-PT-8





U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Region 9
Arizona, California,
Hawaii, Nevada,
American Samoa,
Guam, Mariana Islands

201 Mission Street
Suite 1600
San Francisco, California 94105
Tel: 415-744-3089
Fax: 744-2532

September 27, 2012

Honorable Edmund G. Brown
Governor of California
State Capitol Building
Sacramento, California 95814

Dear Governor Brown:

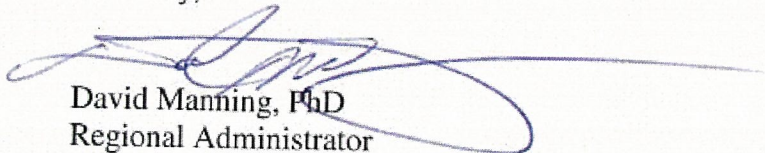
We have reviewed California's Fiscal Year 2013 Performance Plan, Highway Safety Plan, Certification Statement, and Cost Summary (HS Form 217.) Based on these submissions, we find your State's highway safety program to be in compliance with the requirements of the Section 402 program. Accordingly, the California Office of Traffic Safety will be receiving federal highway safety funds to carry out California's highway safety efforts.

We noted that California's current safety belt use statewide is 96.6% which is the highest rate ever attained in California and one of the highest safety belt use rates in the U.S. We recommend that California continue its excellent efforts of highly publicized enforcement of safety belt and child safety seat laws during the May 2013 National Click It or Ticket law enforcement mobilization, as well as throughout the year.

We would like to compliment Mr. Christopher Murphy and his staff at the Office of Traffic Safety for the excellent work they do in implementing effective highway safety programs and in working to keep California's citizens safe on your roadways. We commend the State's efforts in implementing programs that continue to show progress in saving lives and reducing serious injuries.

Please feel free to contact me or Aubrey Oliphint if we can be of any assistance to your office or the Office of Traffic Safety.

Sincerely,



David Manning, PhD
Regional Administrator

cc: Brian P. Kelly, Acting Secretary, Business, Transportation and Housing Agency
Vincent Mammano, Division Administrator, FHWA California Division
Christopher Murphy, Director, California Office of Traffic Safety



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September 27, 2012

Mr. Christopher Murphy, Director
California Office of Traffic Safety
2208 Kausen Drive
Suite 300
Elk Grove, CA 95758

Dear Mr. Murphy:

We have reviewed California's Fiscal Year 2013 Performance Plan, Highway Safety Plan, Certification Statement, and Cost Summary (HS Form 217) as received on August 31, 2012. Based on these submissions, we find your State's highway safety program to be in compliance with the requirements of the Section 402 program.

This determination does not constitute an obligation of Federal funds for Fiscal Year 2013 or an authorization to incur costs against those funds. The National Highway Traffic Safety Administration (NHTSA) Administrator will obligate Section 402 program funds in writing when they are available. However, Federal funds reprogrammed from the prior-year Highway Safety Program (carry-forward funds) will be available for immediate use by the State on October 1. As you know, any equipment purchases over the NHTSA approval threshold are subject to Regional review and authorization.

Traffic Fatalities

Congratulations on your continued efforts in reducing traffic fatalities across all major categories of road users in California. We commend your adoption of a goal of "Toward Zero Deaths - Every One Counts", and your support of the Statewide Coalition on Traffic Safety and the Strategic Highway Safety Implementation Plan, both of which will help in addressing this formidable challenge.

Impaired Driving

California continues to reduce the number of impaired driving fatalities in the state. In order to continue to prevent these needless tragedies, NHTSA recommends that California continue their multi-agency, highly visible DUI enforcement, including sobriety checkpoints and saturation patrols during national "Drive Sober or Get Pulled Over" crackdown periods around Labor Day and December, and sustained enforcement throughout the year. These law enforcement programs

should be publicized with press releases, media events and paid advertising to increase the climate of “general deterrence” among motorists to prevent driving after drinking.

Distracted Driving

California continues to increase enforcement of their distracted driving laws as seen in the number of citations issued which furthers the effort to reduce fatalities and injuries related to distracted driving. We commend your adoption of the “Phone in One Hand, Ticket in the Other” national campaign. We recommend that California continue its efforts towards increasing enforcement and norm change through education regarding distracted driving.

Occupant Protection

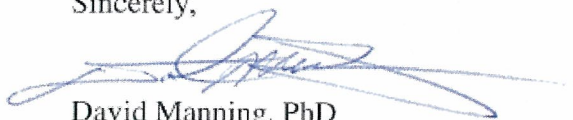
Safety belt use statewide increased to 96.6% in 2011. We commend California’s efforts in achieving one of the highest safety belt use rates in the Nation, and recommend that California continue its excellent efforts of highly publicized enforcement of safety belt and child safety seat laws during the May 2013 National Click It or Ticket law enforcement mobilization as well as throughout the year. California’s implementation of a second safety belt enforcement campaign and nighttime safety belt enforcement activities are a model for the nation.

Other HSP Issues

This approval is conditioned on the required attendance of the Office of Highway Safety managers and appropriate staff at a Regional Highway Safety Training Meeting to be held in the spring of 2013.

We look forward to working with you and the California OTS staff through out the coming fiscal year. Please feel free to call on me or Aubrey Oliphint at any time that we can be of assistance to you.

Sincerely,



David Manning, PhD
Regional Administrator