2024-2026

CALIFORNIA HIGHWAY SAFETY PLAN

PREPARED FOR:

U.S. DEPARTMENT OF TRANSPORTATION

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

MISSION

Effectively administer traffic safety grants that deliver innovative programs and eliminate traffic fatalities and injuries on California roadways.

VISION

Everyone traveling on California roadways will go safely.

State of California
California Office of Traffic Safety
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Gavin Newsom, *Governor*
Barbara L. Rooney, *Director*

Dear Fellow Californians:

California's 2024-2026 Triennial Highway Safety Plan (3HSP) is our three-year blueprint to make our roads safer, and more accessible for everyone.

California and the nation continue to face a crisis on our roadways. With projections that estimate over 4,400 lives were lost in motor vehicle crashes in California in 2022, the California Office of Traffic Safety (OTS) is responding to this crisis with urgency and calling upon all state and local partners to join us in this critical work to save lives.

The highway safety programs administered by the OTS and included in this 3HSP are developed to address California's roadway safety challenges and fit within a broader framework involving many stakeholders working together across all transportation safety programs. We have developed our 3HSP within the context of the National Roadway Safety Strategy (NRSS), the Safe System Approach, and in alignment with California's Strategic Highway Safety Plan (SHSP).

With enactment of the Infrastructure Investments and Job Act (known also as the Bipartisan Infrastructure Law, or BIL), once-in-a-generation investment in highway safety is being made, including significant increases in the funding levels California is to receive from the National Highway Transportation Safety Administration's (NHTSA) highway safety grant programs.

BIL also replaced the current annual Highway Safety Plan (HSP), which served as both a planning and application document, with a 3HSP and separate Annual Grant Application. The 3HSP documents California's planning for a three-year period of our highway safety program that is data-driven in establishing performance targets and selects our countermeasure strategies for programming funds to meet our performance targets.

A new and exciting addition to the OTS highway safety planning process and 3HSP requirement under BIL is public participation and engagement (PP&E). OTS has initiated its PP&E efforts, and over the 3HSP period, commits to a series of actions to provide opportunities for the public to provide meaningful input into shaping our highway safety programs or projects. We can drive change and

reduce racial disparities in traffic safety by engaging with underserved communities, building community relationships and partners so affected communities have a voice in highway safety efforts.

To increase public awareness of the road safety crisis, the OTS started the "Go Safely Movement" in May of this year. The campaign calls on the community to not only fill out a survey on what actions are needed to make roads safer, but also empower residents to identify and solve their unique traffic safety issues as "traffic safety champions." The survey will help inform community concerns and implement strategies to encourage a fundamentally safer roadway culture.

Safety is a shared responsibility where everyone has a role to play. The OTS is committed to creating a strong safety culture in California where zero is the only acceptable number.

Go Safely, California.

BARBARA L. ROONEY
Director, California Office of Traffic Safety

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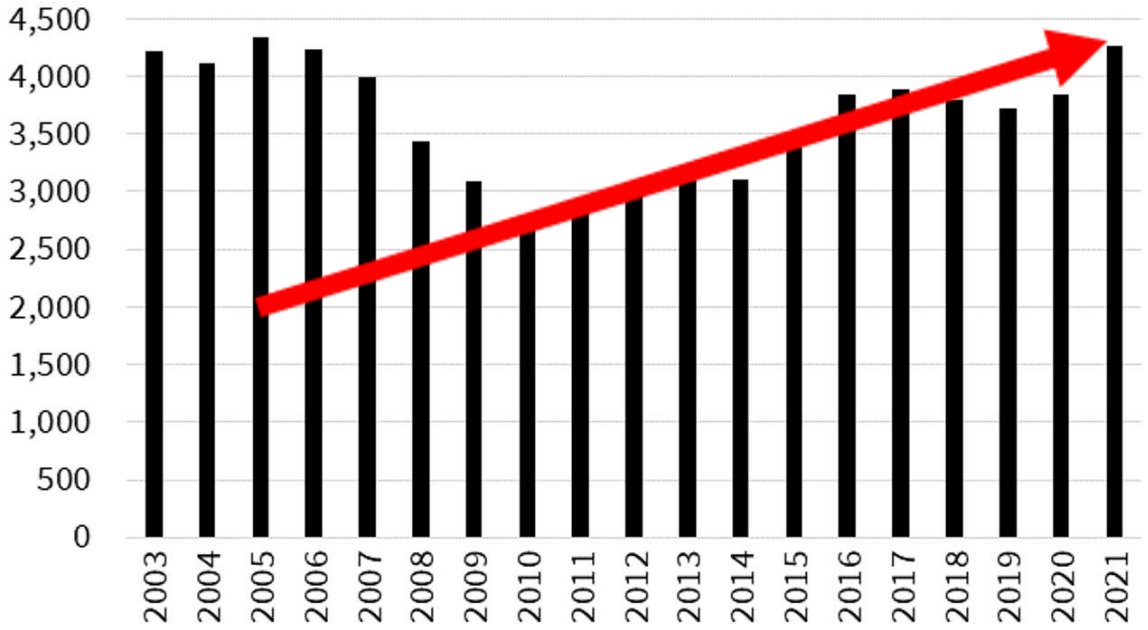
Chapter 1

INTRODUCTION AND HIGHLIGHTS



THE ROADWAY SAFETY CRISIS

We continue to face a crisis on our roadways. A two-year surge in traffic deaths and reckless driving underscores the urgency to tackle the significant safety challenges we face. Preliminary numbers from the National Highway Traffic Safety Administration (NHTSA) demonstrate the devastation happening on our roads: nearly 43,000 people were killed in traffic crashes on the United States (U.S.) roads in 2021, or one person every 12 minutes. California accounted for nearly 10 percent of all traffic deaths. That is 4,285 people taken from loved ones, or nearly 12 people every day on California roads in 2021. Even more alarming are the different safety outcomes that disproportionately impact underserved communities. Transportation safety deserves our undivided attention.

This crisis is both urgent and preventable. People should feel safe in every form of transportation, regardless of how they travel, their race, ethnicity, socioeconomic status, or circumstances. We cannot accept walking, biking, or driving as a life-or-death scenario.

HOW ARE WE ADDRESSING THE CRISIS?

California's Office of Traffic Safety (OTS) is redoubling its efforts and working hard to deliver efficient, accountable, and data-driven highway safety programs to save lives and reverse the deadly trend on our state's highways, roads, and streets. We are doing this within a broader and holistic framework involving many transportation stakeholders across several safety program areas.

California and the U.S. Department of Transportation (DOT) have adopted the Safe System Approach (SSA) as the guiding paradigm to address roadway safety. For the U.S. DOT, this new roadway safety framework is contained in the National Roadway Safety Strategy (NRSS). The NRSS outlines the Department's comprehensive approach to significantly reducing serious injuries and deaths on our nation's highways, roads, and streets.

The SSA works by building and reinforcing multiple layers of protection to both prevent crashes from happening in the first place and minimize the harm caused to those involved when crashes do occur.

The SSA principles (outer ring of graphic) are the fundamental beliefs that the approach is built on. They establish the goal of the SSA, acknowledge human limitations, and set expectations for how to act. A successful SSA weaves together all six principles.

The five SSA elements (middle ring of graphic) are conduits through which the SSA must be implemented. The key focus of the SSA is to reduce death and serious injuries through design that accommodates human mistakes and injury tolerances. Making a commitment to zero deaths means addressing every aspect of crash risk through the five elements of a Safe System. These layers of protection and shared responsibility promote a holistic approach to safety across the entire roadway system.

As California's designated highway safety office, the OTS and its staff are champions for safe road use through our collaboration and implementation of the programs and initiatives contained in this Triennial Highway Safety Plan (3HSP). The OTS is committed to successful implementation of the SSA in California, and to acting on this commitment by:

- **Being a leader in Safe System Adoption**
  The OTS continues to take a leadership role in promoting and expanding adoption of the SSA. This is being achieved through educating the public on SSA principles and in funding local programs to educate communities and local government leaders on the SSA. The OTS also considers alignment with the five elements of the SSA in evaluating grant project requests.

- **Addressing equity in the OTS planning process and programs**
  The SSA is also used as an equity tool in areas that have been disproportionally exposed to traffic-related hazards and historically overlooked. To achieve equitable outcomes, the specific needs, priorities and abilities of people and communities are considered and addressed. An equitable approach distributes investments so people with fewer resources and those who face exclusion and discrimination—based on race, gender, age, disability, or income—will see priority improvements in their health and living conditions. Focusing on eliminating disparities leads to faster and more equitable progress towards the goal of zero traffic deaths.

  Through the development of the OTS Equity Action Plan, the OTS is ensuring that equity is centered in the planning and implementation of California's Highway Safety Program. Efforts to support and engage people and communities, to promote safe, affordable, and accessible mobility are realized through the OTS public participation and engagement (PP&E) efforts identified in the OTS PP&E Plan.

- **Demonstrating how behavioral safety programs support the SSA**
  The countermeasure strategies employed in the California data-driven 3HSP all provide important layers of protection in one or more of the SSA elements. The OTS will continue to utilize proven countermeasures as well as lead efforts to pilot new and innovative approaches to inform/solve our highest priority problem areas leveraging non-traditional partners and emerging technology that is proactive rather than reactive.

- **Establish and nurture a safety culture in California.**
  A guiding principle of the SSA is to improve safety culture. Safety culture is the shared values, actions, and behaviors that demonstrate a commitment to safety over competing goals and demands. A strong safety culture is necessary to effectively implement the SSA because it promotes the expectation that all users of the roadway system, regardless of mode, will be protected and that responsibility is shared. This is not a

new concept for the OTS, and we will continue leading efforts to create a strong safety culture in communities around the state.

Let's imagine in the coming decades that not a single person in the U.S. dies in a traffic crash. Thinking about safety this way requires us to shift how we perceive the problem. Rather than accepting fatalities and serious injuries as a price for mobility, it is our ethical imperative that no one should be killed or injured when using the roadway system. We won't stop until we get there!

Chapter 2

HIGHWAY SAFETY PLANNING PROCESS AND OVERALL PROBLEM IDENTIFICATION

HIGHWAY SAFETY PLANNING PROCESS

The 3HSP describes California's highway safety problem through an analysis of geospatial and sociodemographic data, identifies countermeasure strategies, provides qualitative, and quantitative measurements to determine goal and objective attainments, and demonstrates collaborative efforts among partners throughout the state to better serve underserved communities and make roadways accessible for all road users. The 3HSP presentation, contents, and format are designed to meet requirements of California Vehicle Code 2900 and the 23 Code of Federal Regulations (CFR) Part 1300.11 as a result of the 2021 signing of the Bipartisan Infrastructure Law (Infrastructure Investment and Jobs Act).

ANNUAL FUNDING CYCLE	
October	New Fiscal Year Begins Announce and Implement New Grants
November/December	Prepare Annual Report Review Final Quarterly Reports and Claims Conduct Grant Funding Workshops Post Application Announcement
January	Applications Due to the OTS
February/March/April	Evaluate and Prioritize Applications Conduct Subrecipient Risk Assessments Finalize Funding Decisions
May	Develop 3HSP Develop Annual Grant Application Pre-3HSP Meeting with NHTSA
June/July	Notify Subrecipient of Tentative Grant Awards Begin Developing Grant Agreements Submit 3HSP to NHTSA Submit Annual Grant Application to NHTSA
August	Review Draft Grant Agreements
September	Fiscal Year Ends Finalize Grant Agreements

Outreach

The OTS conducts in-person and virtual grant funding application workshops and posts a recording to the webpage for potential applicants to view at their convenience. The OTS also sends out application announcement emails to various contacts during the open application period where applicants can submit applications in the OTS's Grant Electronic Management System (GEMS). Throughout the year, outreach is conducted by routine communication, collaboration, and engagement with traffic safety partners.

The OTS Grant Coordinators monitor subrecipient performance and conduct continuous outreach through on-site or virtual assessments, pre-operational reviews, quarterly performance reports, grant performance reviews (GPR), risk assessments, e-mail correspondence regarding general operational questions, telephone conversations, and meetings to discuss programmatic and fiscal conditions.

Selection Process

The OTS grant program stresses a community-based approach providing communities the flexibility to structure highway safety programs in a manner that both meets their traffic safety needs based on crash, geospatial, and sociodemographic data and is consistent with the statewide goals of the OTS and is in alignment of the NRSS. The grant selection process gives careful consideration to a diverse population in the state that includes various ethnic groups, infants, children, teens, young adults, older adults, and additional underserved and overrepresented areas.

The OTS screens applications against several criteria including potential traffic safety impact, crash statistics and rankings, seriousness of identified problems, pre-award risk assessment, collaborative efforts, and performance on previous grants. Applications are carefully evaluated and selected for maximum statewide impact with the likelihood for success. The OTS application review process ensures that the selected grants will meet statewide performance goals as outlined in the 3HSP.

The OTS developed and implemented a pre-award risk assessment process which evaluated each applicant agency recommended for funding. This evaluation includes summaries of funding recommendations, past spending and reporting history, performance concerns, proposed strategies, reasonableness, innovation, partnerships, data-driven problem identification, and potential measurable outcomes.

The OTS is organized by program areas statewide, there are nine program areas with eleven Grant Coordinators, two Grant Managers, and five Traffic Safety

Specialists. The program area assignments provide the OTS Grant Coordinators the ability to review and analyze application submittals from agencies with similar traffic safety problems, at the statewide level. The statewide review process helps build synergy within the program areas and is resulting in more comprehensive local grant programs. The Traffic Safety Specialists are assigned program areas to become subject matter experts in their assigned area(s) and work collaboratively with the grant coordinators, along with state and local partners, to design programs that will contribute to meeting the goals of our countermeasure strategies as well as develop programs to be impactful in underserved and overrepresented communities.

Program/Grant Development

The OTS grants address federally designated traffic safety priority program areas that include alcohol-impaired driving, distracted driving, drug-impaired driving, emergency medical services (EMS), motorcycle safety, occupant protection, pedestrian and bicycle safety, police traffic services, and traffic records. These grants include strategies recommended by The NHTSA "Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices" as well as statewide best practices and are measured against aggressive yet attainable goals. For example, highly visible, extensively publicized, and regularly conducted Driving Under the Influence (DUI) checkpoints are one of the most proven countermeasures for impaired driving, as are DUI saturation patrols, collaborative enforcement efforts, intensive supervision programs, education, and outreach.

Participants

The OTS involves many participants in the process of developing grants and addressing traffic safety problems to help California achieve its traffic safety goals. The OTS collaborates with the California State Transportation Agency (CalSTA) and partners with agencies such as the California Highway Patrol (CHP), the Department of Motor Vehicles (DMV), The California Department of Transportation (Caltrans), and the Alcoholic Beverage Control (ABC), as well as local law enforcement agencies, public health departments, public works departments, universities, community-based organizations, and traffic safety advocates in the development of the 3HSP.

DATA SOURCES & INFORMATION USED

A crash problem is an identifiable subgroup of drivers, pedestrians, vehicles, or roadways that is statistically higher in crash experience compared to normal expectations. The fact that a subgroup is over-represented in crashes may suggest there is some characteristic of the subgroup that contributes to the crashes.

Problem identification involves the study of relationships between crash 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. Crashes can be further analyzed in terms of the time, day, and month; age and sex of drivers; primary crash factor (PCF); and safety equipment usage.

Other factors also influence motor vehicle crashes 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, and climate. The selection of crash comparisons requires the exercise of judgment.

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

The OTS uses data sources including geospatial and sociodemographic data to identify emerging problem areas as well as to verify the problems identified by the agencies that have submitted proposals for funding consideration.

Additionally, the OTS is constantly working to expand our data sources to better understand the traffic safety impacts and to further advance equity for all, including people of color and others who have been historically underserved, marginalized, and adversely affected by persistent poverty and inequality. The OTS will work to collaborate with both NHTSA and other state transportation agencies seeking similar analysis in order to advance equity in transportation safety. Traffic safety data sources and information is available in Appendix B.

State Demographic Analysis

Geographically, California is located along the western coast, boarded by Oregon to the North, Nevada to the East, Arizona to the Southeast, and Mexico to the South. California has a population of more than 39 million distributed over 58 counties and 482 municipalities. Approximately 39.4 percent of the population is Hispanic or Latino, 34.7 percent is white alone, 16.1 percent Asian, and 5.7 percent African American. The number of Californians under the age of 18 represent 22.5 percent of the population, 62.7 percent are between the ages of 18 and 64, and 14.8 percent are 65 or older.

There are 177,300 miles of maintained roads in California. Of that total, 73,518 miles are county roads and an additional 15,027 comprise the state highway system. The state is made up of 147,560 square miles of rural lands and 7,301 square miles of urban lands. As of January 2023, there were 31,169,697 licensed drivers and 35,656,590 registered vehicles.

DESCRIPTION OF ANALYSIS OF CALIFORNIA'S OVERALL PROBLEM

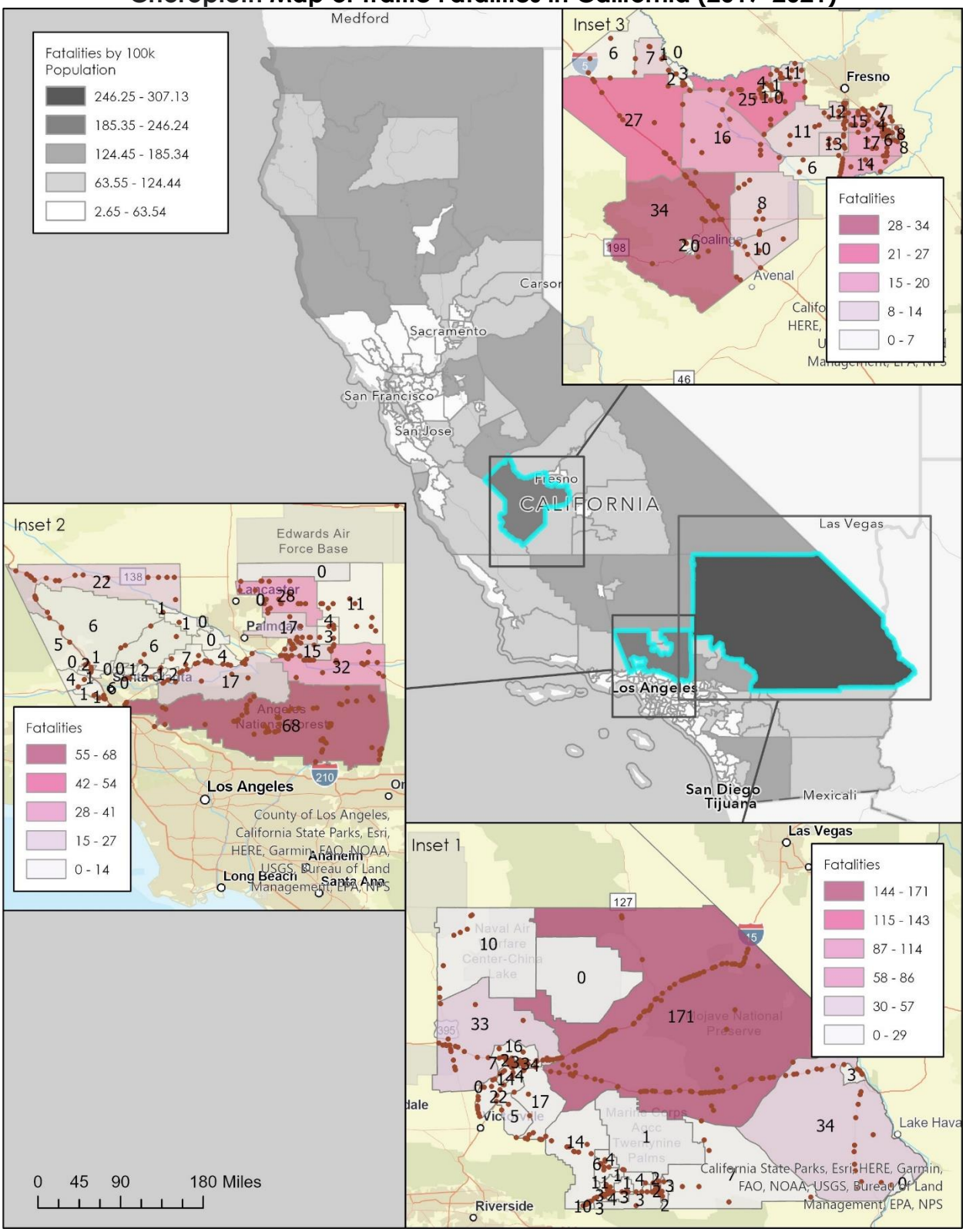
In 2021, 4,285 people were killed in motor vehicle crashes on California roadways. This represents a 7.7 percent increase from 2020 and a 11.7 percent increase from 2016. Over two thirds of fatal crashes (71.5 percent) occurred on urban roads while 28.4 percent occurred on rural roads. Fatally injured victims were mostly male (73.8 percent) and between the ages of 25 to 34 (22.57 percent) regardless of gender. Of fatally injured victims with known race, 1,129 (79.1 percent) were white. In 2021, there were more than 1,000 deaths due to speeding, alcohol-impairment, and pedestrian or bicycle crashes.

To provide more detailed geospatial analysis as part of mandates in the 3HSP, a regional traffic safety analysis was conducted using the past five years of crash data. The map below illustrates the distribution of crash fatalities from 2017 to 2021 across California by region, with darker gray indicating a greater concentration on fatalities relative to population.[1] It also shows a detailed view of the three regions with the highest fatality per capita rate by census tract, illustrating where the fatal crashes occurred within the region. This analysis is repeated for each of the program areas and can be found in Chapter Five, Program Area Problem Identification and Countermeasure Strategies. The three regions with the highest number of fatalities per capita over the years 2017-2021 were:

- San Bernardino County (Northeast)--Twentynine Palms & Barstow Cities (See inset 1)
- Los Angeles County (North/Unincorporated)--Castaic (See inset 2)
- Fresno County (West)--Selma, Kerman & Coalinga Cities (See inset 3).

[1] The geospatial region used in this analysis is a Public Use Microdata Area (PUMA), which is a Census Bureau-defined geographic area with a population of at least 100,000 and not more than 200,000 people. The crash and victim data in this section are based on FARS 2017-2021.

Choropleth Map of Traffic Fatalities in California (2017-2021)



Source: FARS 2017 – 2020 Final File & 2021 ARF, 2017-2021 ACS 5-Year PUMA Estimates

Chapter 3

PUBLIC PARTICIPATION AND ENGAGEMENT

INTRODUCTION

In the Infrastructure Investment and Jobs Act (known also as the Bipartisan Infrastructure Law or BIL), Congress added a requirement that State highway safety programs result from meaningful public participation and engagement from affected communities, particularly those most significantly impacted by traffic crashes resulting in injuries and fatalities. See 23 U.S.C. 402(b)(1)(B).

Each State Highway Safety agency, under authority provided by CFR Title 23 §1300.4(b)(3), is authorized to carry out meaningful public participation and engagement from affected communities.

Meaningful public input from a large, diverse state like California will only support a proactive approach to determining effective countermeasures. California residents have varying needs and priorities and may hold a diverse array of views and concerns on issues pertaining to their own specific transportation needs. Conducting meaningful public participation involves seeking public input at specific and key points in the decision-making process where such input has a real potential to help shape the final decision or set of actions. To that end, the OTS strives to be sensitive to community needs. We cannot make meaningful progress to safer streets if any people or communities are left behind, particularly underserved populations that have been historically marginalized and burdened by transportation inequities.

The OTS PP&E Plan can be found in Appendix D of the 3HSP. The PP&E Plan is our roadmap to planning and delivering public participation and engagement, including our goals, the principles that guide the OTS PP&E Plan, analysis of traffic data, and methods planned or being conducted to gather public input into shaping the program planning process.

ENGAGEMENT PLANNING

Because of California's magnitude in size, varying geography, immense diversity, and complexity of its legal landscape including existing federal and state mandates with established public participation efforts, the OTS is taking a thoughtful and strategic approach to its PP&E efforts. The OTS will implement the most effective use of its limited resources, leverage opportunities for collaboration at the regional and local level, and prioritize the most emergent traffic safety problem areas, with emphasis on underserved communities and those populations overrepresented in the data.

For example, federal law directs the development of regional transportation plans (RTPs) by Metropolitan Planning Organizations (MPOs) and Regional Transportation Planning Agencies (RTPAs) that have established public participation procedures. Each region is required by federal regulations and state laws to plan for and implement transportation system improvements. Title 23 CFR Part 450.316(a)(1)(vii) requires that an MPO's public participation plan describe explicit procedures, strategies, and desired outcomes for seeking out and considering the needs of those traditionally underserved by existing transportation systems, such as low-income communities and communities of color who may face challenges accessing employment and other services.

Research and Inventory of RTPs/Local Plans PP&E efforts

The RTP is one of the key processes an MPO undertakes and a primary avenue for public participation in long-range transportation planning. As such, the OTS will research and gather a comprehensive list of RTPs throughout the state who are already capturing the public's input on traffic safety issues to help inform our highway safety planning. In addition, local cities and counties may already identify transportation needs for their cities and regions. The OTS will also evaluate local planning documents like General and Vision Zero Plans to conduct a thoughtful analysis of the level and frequency of community engagement already being done and identify opportunities for coordination and collaboration with existing local PP&E efforts.

Leverage PP&E Activities Organized by MPOs/Locales to Solicit Input

After researching and evaluating city, county, and regional plans to gain a sense of where PP&E efforts are occurring, the OTS will, where appropriate, work with local and regional agencies to hear first-hand traffic safety concerns in communities throughout the state. The OTS will be very methodical in leveraging PP&E efforts already being done before determining locations to conduct our own PP&E efforts, or any upcoming engagement work from localities.

The OTS also plans to collaborate with MPOs and RTPAs on ways we may insert ourselves into advisory committee meetings, roundtables, and workshops to gather input and feedback on traffic safety concerns that will further inform our highway safety planning.

Leverage existing OTS-funded programs to gain meaningful public engagement.

The OTS has funded and continues to fund programs around the state that deliver meaningful public participation and engagement. The OTS will conduct an inventory of all PP&E work by our grantees and subrecipients to determine where the OTS can insert itself into those programs to take advantage of

investments and convene the public to discuss what they perceive as their biggest traffic safety challenges.

Partner with other state transportation agencies on traffic safety plans and initiatives with public engagement components.

In addition, the OTS will partner with other state transportation agencies on traffic safety plans with PP&E components. Caltrans is in the process of developing District Traffic Safety Plans (DTSPs). The DTSPs will include up to four community meetings throughout Caltrans' 12 Districts, which will help inform the development of Public Engagement Plans for each District. There be a public comment period for draft plans, followed by additional public engagement activities such as workshops and targeted input in the completion of plans. The OTS will collaborate with Caltrans on ways it can participate in and support the DTSP engagement activities to solicit input from communities that will help inform our highway safety planning.

Other engagement planning efforts will include:

- Hold Community Leader Forums with leaders in identified affected communities overrepresented in the traffic data to inform the OTS on how to best engage residents in their communities and identify traffic safety needs.
- Utilize crowdsourcing tools for problem identification and identifying community traffic safety needs.
- Conduct surveys and focus groups to gain feedback on countermeasure strategies, messaging behavioral safety issues, public concerns about traffic safety and actions to improve safety in communities.
- Include meaningful engagement as a component to inform our highway safety planning during community events.

ENGAGEMENT GOALS

The following goals are designed to encourage public participation and provide the public with opportunities to engage with the OTS throughout the highway safety planning process:

1. Increase outreach and engagement with communities most impacted by traffic safety while providing all groups ample opportunity to shape a focused set of safety strategies that will reduce racial inequities in traffic safety.

2. Strengthen relationships with community-based organizations, local leaders, transportation planning agencies, and elected officials to increase public awareness about OTS resources and the highway safety planning process.

3. Establish relationships and seek input from tribal and rural communities to identify ways to address traffic safety concerns in communities that have not traditionally received grant funding or participated in the highway safety planning process.

4. Demonstrate meaningful public involvement by clearly defining how feedback and input will be collected, while maintaining relationships throughout the year to communicate program decisions that impact communities.

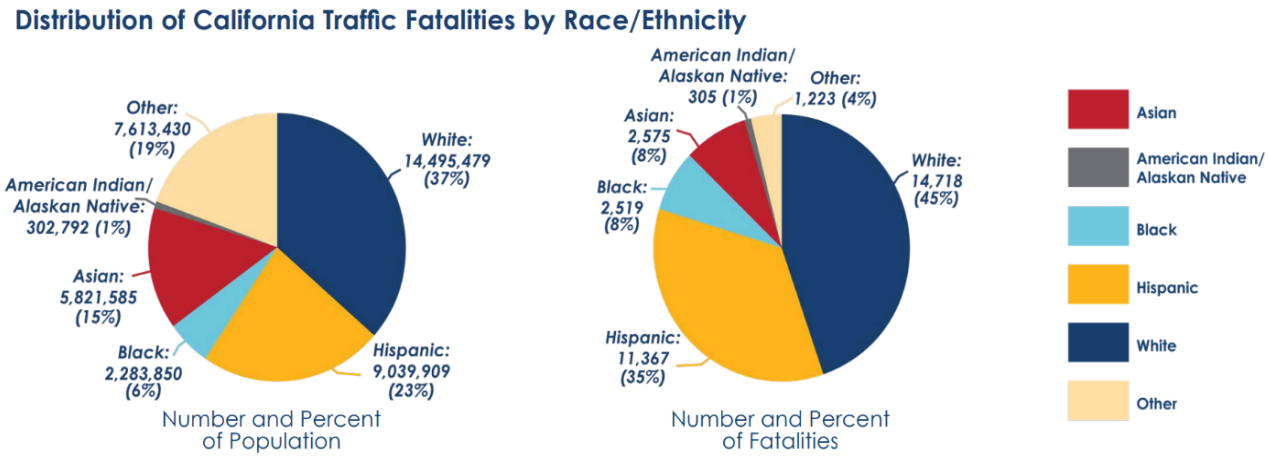
5. Empower the public, stakeholders, and traffic safety partners to engage in the decision-making process by making public participation in program plans more accessible.

AFFECTED COMMUNITIES

A detailed geospatial analysis for the overall California problem identification can be found in Chapter Two of this 3HSP. This includes a regional traffic safety analysis which was conducted using the past five years of crash data. In addition, this analysis is repeated throughout the program area summaries in Chapter Five of the 3HSP.

The state of California evaluated the U.S. Census American Community Survey (ACS), state and federal traffic crash data, and data from the Strategic Highway Safety Plan (SHSP) crash data dashboard to identify affected communities. Potentially affected communities include prominent racial and

ethnic demographics within certain census tracts that are historically underserved.



Source: 2009-2018 US Census Bureau ACS and FARS

In addition, the OTS will use the following analytical tools to identify underserved populations overrepresented in traffic fatalities and injuries during engagement planning and ongoing engagement planning over the course of the 3HSP:

- **Traffic Safety Heat Map:** Will identify high-risk and underserved populations using a range of data sources, including Statewide Integrated Traffic Records System (SWITRS), demographic information such as median household income, and traffic safety activities and grants led by the OTS, to create "heat maps" of problem areas based on injury, population, and equity data. The project is funded through a Fiscal Year (FY) 2023 traffic records grant with the University of California, Berkeley's Safe Transportation Research and Education Center (SafeTREC).

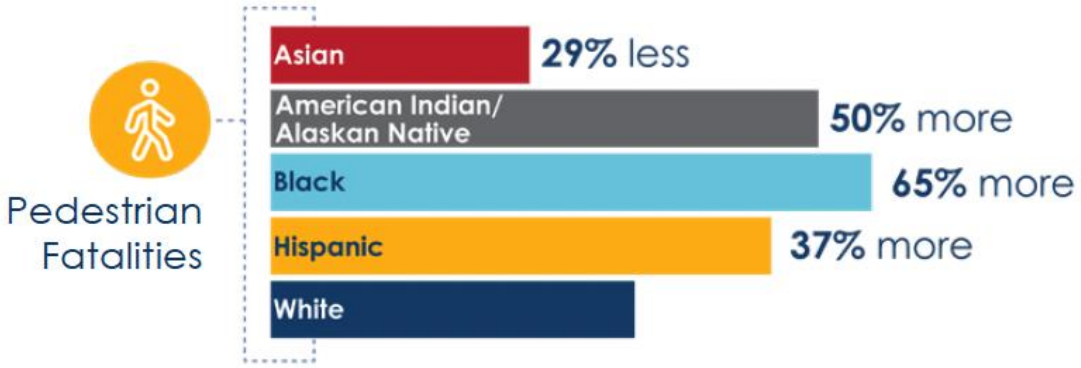
- **California Crash Victim Data Dashboard (CCVDD):** A user-friendly data visualization tool to compare the race/ethnicity and gender of crash victims with those of the estimated population within California counties. The data in this dashboard comes from SWITRS and the California Department of Finance (DOF), Demographic Research Unit, and is currently being used by the OTS staff to help inform program planning. The tool will also be used to identify underserved communities overrepresented in the data that the OTS could engage with and solicit input on best ways to meet their traffic safety needs.

- **Visualizing Associations Between Community Characteristics and Safety Outcomes:** Incorporates data from a variety of sources, such as SWITRS, U.S. Census Bureau's ACS, and driver-level data from the DMV's data systems (e.g., license suspensions, convictions for traffic violations). Data from this source would potentially provide a framework for evaluating successful traffic safety programs based on diversity and equity factors. Understanding how traffic safety efforts differ across diverse groups could inform future approaches that are inclusive of communities identified as underserved experiences and circumstances. Resulting conversations could also help identify traffic safety risks beyond reported crashes. This data dashboard is proposed as part of an OTS grant project for FY 2024.

Black Pedestrians

Black pedestrians are an affected community with high rates of pedestrian fatalities across several California census tracts.

According to U.S. Census Bureau ACS and Fatality Analysis Reporting System (FARS) data from 2009-2018, the fatality rate for Black pedestrians was 65 percent higher compared to white pedestrians.



Source: 2009-2018 US Census Bureau ACS and FARS

Through consistent engagement, we will improve our understanding of risk factors contributing to black pedestrian fatalities and conduct detailed data analysis to understand which pedestrians are the most affected. The OTS will engage community leaders, local groups, and clergy members in identified census tracts with higher fatality rates to develop appropriate countermeasure strategies and projects, such as targeted public awareness, education, and enforcement programs. We will leverage relationships with trusted community members to expand engagement with affected communities.

Hispanic Male Drivers

TABLE 22a: 2018 ALCOHOL-INVOLVED DRIVERS IN FATAL/INJURY CRASHES BY AGE AND GENDER[a]

	TOTAL		MALE		FEMALE	
AGE	*N*	%	*N*	%	*N*	%
TOTAL	19232	100.0	14403	74.9	4829	25.1
UNDER 18	146	0.8	103	70.5	43	29.5
18-20	1033	5.4	753	72.9	280	27.1
21-30	7870	40.9	5732	72.8	2138	27.2
31-40	4072	21.2	3106	76.3	966	23.7
41-50	2258	11.7	1681	74.4	577	25.6
51-59	1680	8.7	1258	74.9	422	25.1
60-69	973	5.1	731	75.1	242	24.9
70 & ABOVE	371	1.9	263	70.9	108	29.1
AGE UNKNOWN	829	4.3	776	93.6	53	6.4

[a]These data are derived from the 2018 California Highway Patrol's Annual Report of Fatal and Injury Motor Vehicle Traffic Collisions.

According to the 2021 DMV DUI Management Information System Report, drivers ages 21-30 accounted for nearly 41 percent of all alcohol-involved fatal and injury crashes in 2018. Hispanic male drivers ages 21-30 are an affected group who are overwhelmingly represented in impaired driving fatality crashes

According to SWITRS data, from 2011-2020, 3,877 Hispanic male drivers 21-30 were involved in a deadly crash where they were impaired, compared to 343 Hispanic female drivers in the same age group, or about 92 percent of all deadly crashes involving an impaired Hispanic driver. According to the 2021 DMV DUI Management Information System Report, Hispanic drivers (51.6 percent) were the largest racial/ethnic group among 2019 DUI arrestees, and continue to be arrested at a rate substantially higher in proportion to California's Hispanic adult population.

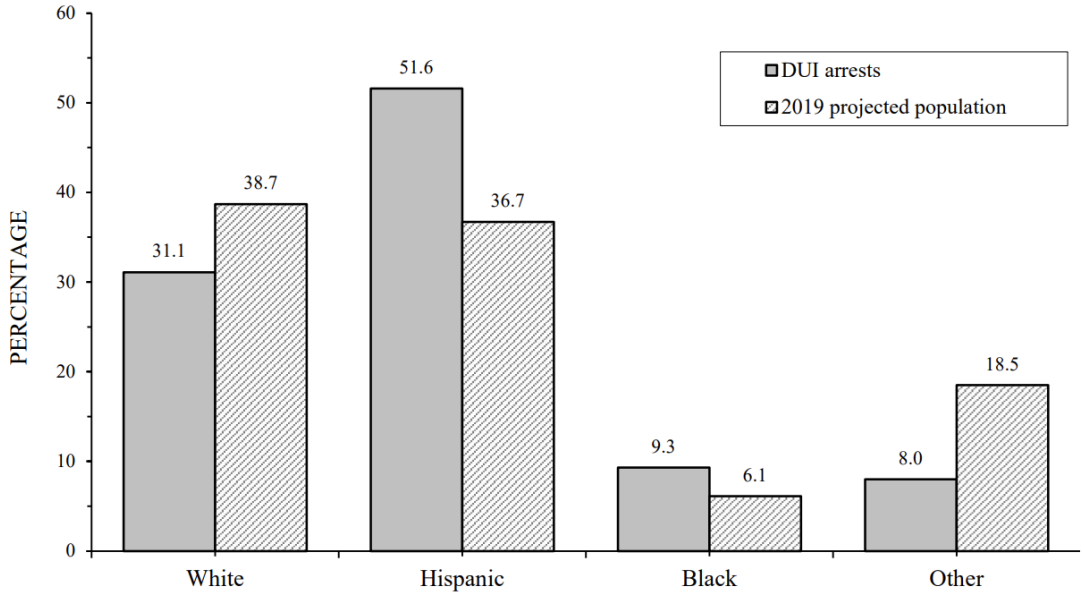
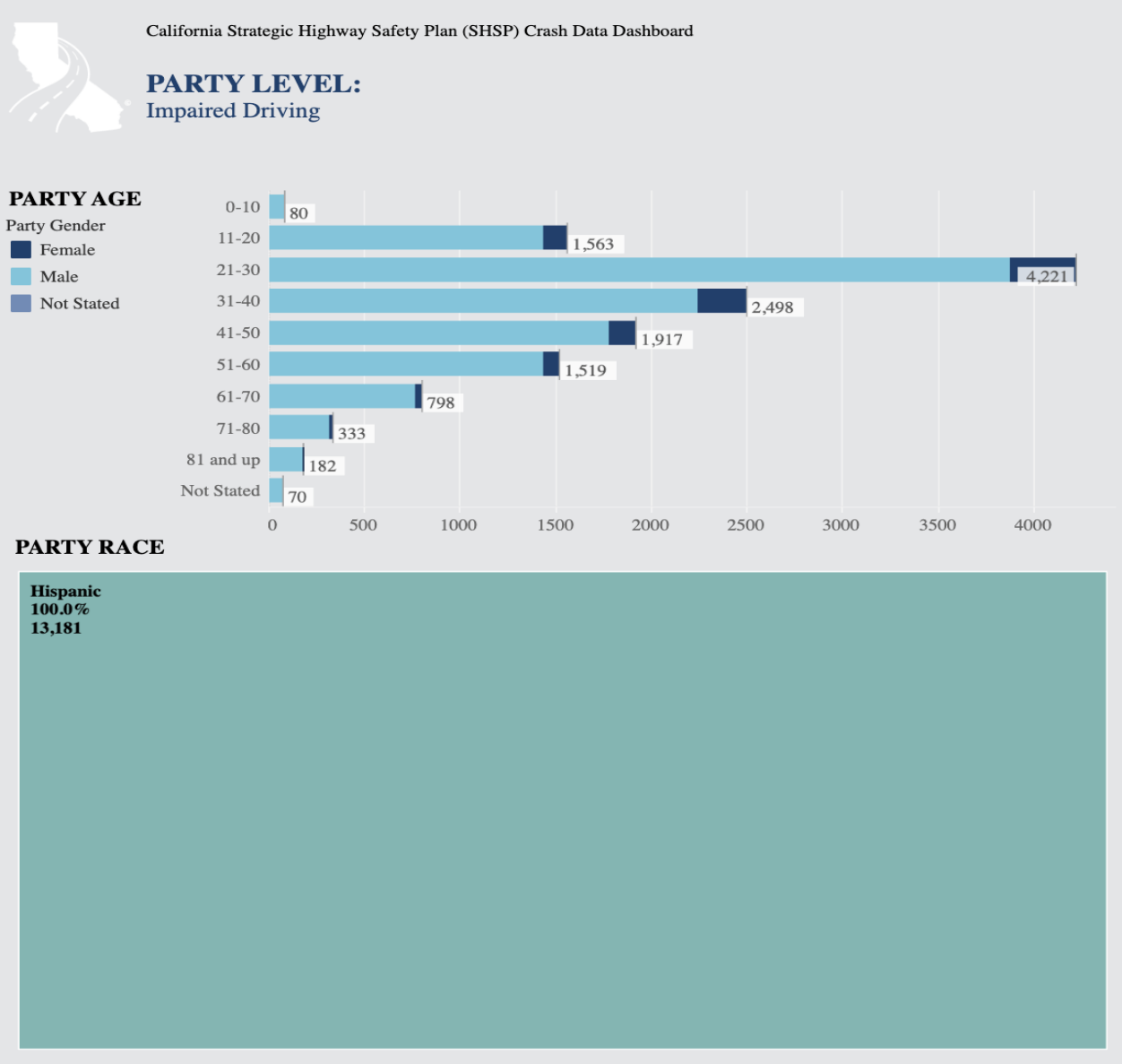


TABLE 18: 2018 ALCOHOL- AND DRUG-INVOLVED DRIVERS IN FATAL/INJURY CRASHES BY RACE/ETHNICITY AND IMPAIRMENT TYPE [a]

ALCOHOL- AND DRUG-INVOLVED DRIVERS		TOTAL		RACE/ETHNICITY									
				WHITE		HISPANIC		BLACK		OTHER		UNKNOWN	
		N	%	N	%	N	%	N	%	N	%	N	%
TOTAL		1010	100.0	7155	34.1	9197	43.8	1922	9.1	1590	7.6	1146	5.5
IMPAIRMENT TYPE	ALCOHOL IMPAIRED	14036	66.8	4774	34.0	6753	48.1	1223	8.7	985	7.0	301	2.1
	NOT KNOWN IF ALCOHOL IMPAIRED	1792	8.5	377	21.0	543	30.3	122	6.8	83	4.6	667	37.2
	NOT ALCOHOL IMPAIRED	2998	14.3	1011	33.7	1156	38.6	357	11.9	363	12.1	111	3.7
	DRUG- AND ALCOHOL-INVOLVED (ALL LEVELS)	452	2.2	183	40.5	163	36.1	58	12.8	34	7.5	14	3.1
	DRUG-INVOLVED	1732	8.2	810	46.8	582	33.6	162	9.4	125	7.2	53	3.1

[a]For each impairment level, percentages are based on row totals. These data are derived from the 2018 California Highway Patrol data files.
[b]92.0% (416) of the drivers who were alcohol- and drug-involved were alcohol impaired (BAC .08% and above).

Through consistent engagement, we will improve our understanding of risk factors contributing to young adult Hispanic males being overwhelmingly involved in deadly impaired driving crashes. We will also conduct detailed data analysis to understand which census tracts are the most affected. The OTS will engage community leaders, local groups, and organizations in identified census tracts with higher impaired driving fatality rates to develop appropriate countermeasure strategies and projects, such as targeted public awareness, education, and enforcement programs. We will leverage relationships with trusted community leaders to expand engagement with affected communities to shape strategies in addressing their traffic safety concerns.



Source: 2009-2018 US Census Bureau ACS and SWITRS

Low-Income Communities

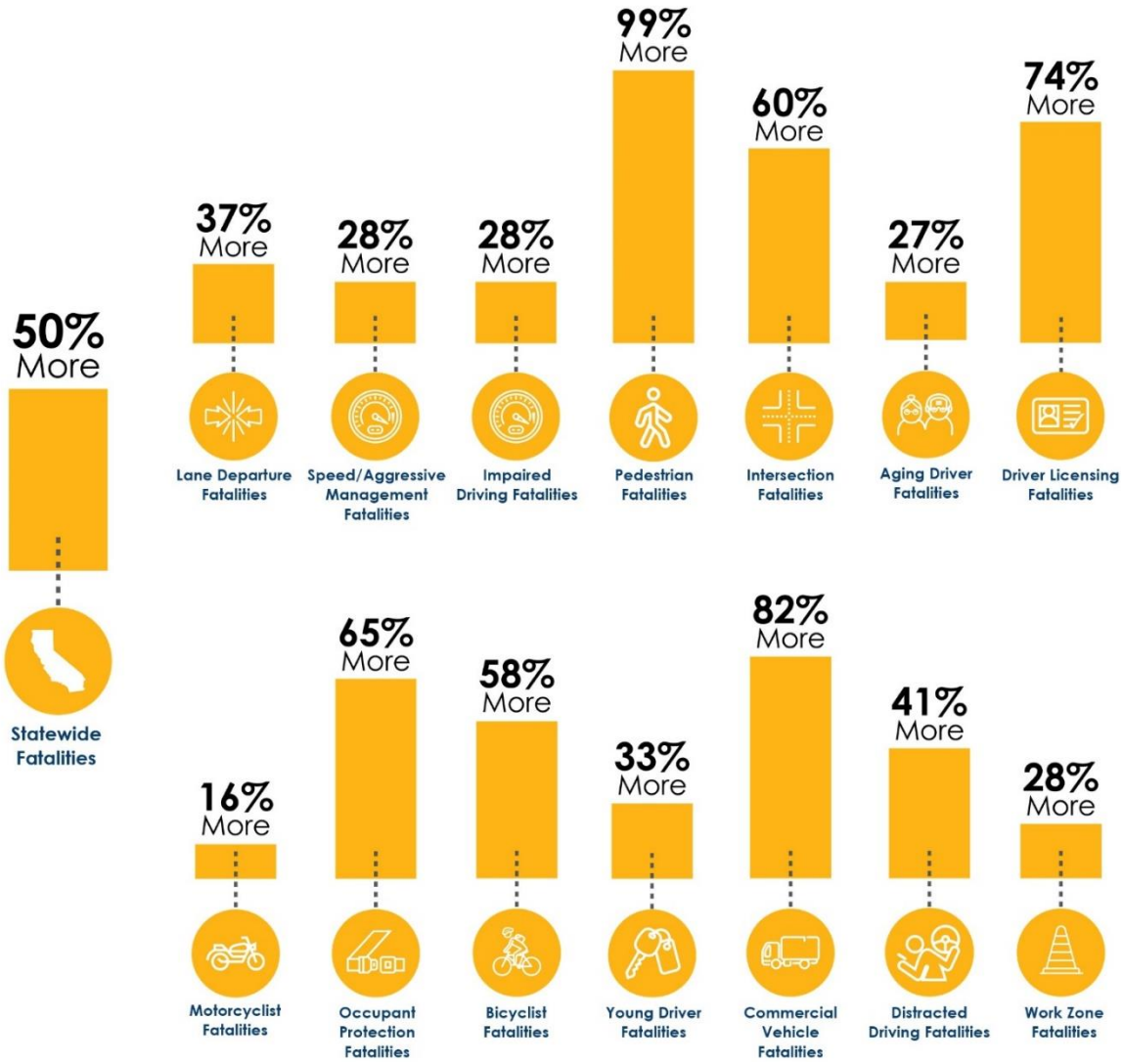
U.S. Census block groups with household incomes less than $50,000 are an affected group, compared to locations with household incomes greater than $50,000.

According to U.S. Census Bureau's 2018 ACS and FARS data from 2018, the fatality rate for pedestrians is almost two times higher in locations with household incomes of less than $50,000 compared to locations with higher household incomes.

Through consistent engagement, we will improve our understanding of risk factors contributing to pedestrian fatalities in low-income areas. We will also conduct detailed data analysis to understand which census tracts are the most affected. The OTS will engage community leaders, local groups, and organizations in identified census tracts with higher pedestrian fatality rates to develop appropriate countermeasure strategies and projects, such as public awareness, education, and enforcement programs. We will leverage relationships with trusted community leaders to expand engagement with affected communities to address their traffic safety concerns.

Income Equity in Traffic Fatalities

Increased Rate of Fatalities for Census Block Groups Locations with Household Income Less than $50,000 Compared to Income Greater than $50,000

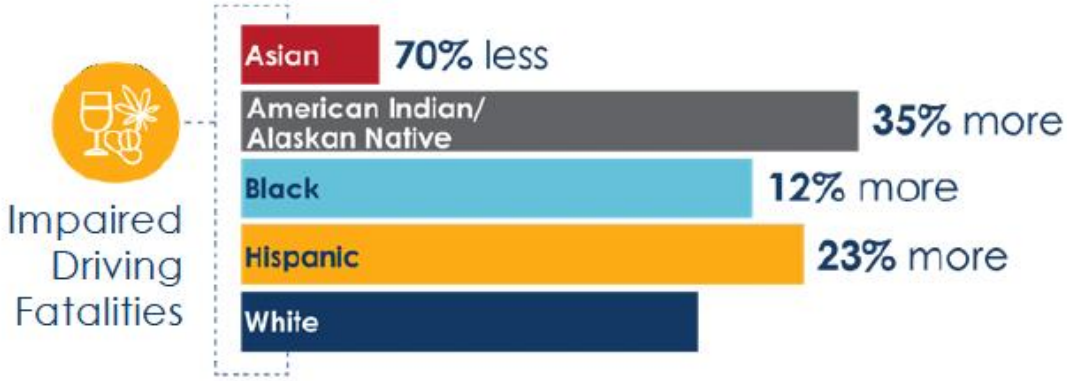


Source: 2009-2018 US Census Bureau ACS and FARS

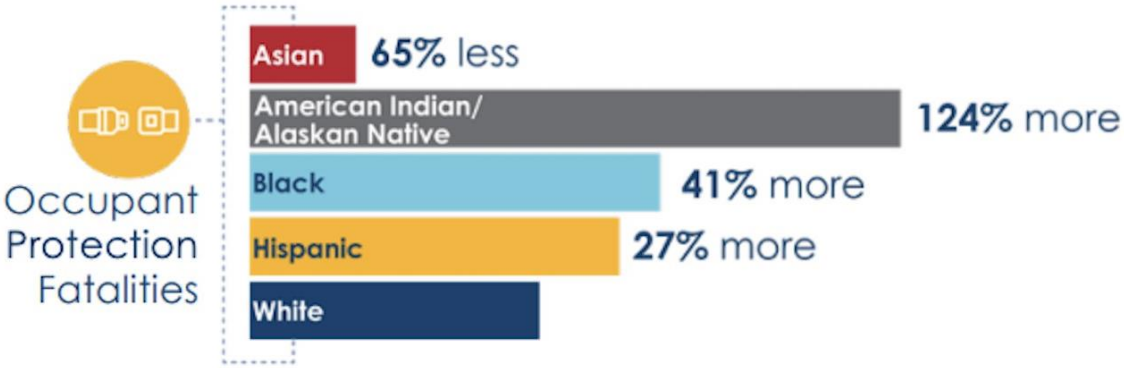
American Indian or Alaskan Native

American Indian or Alaskan Native are an affected community with high rates of pedestrian fatalities, impaired driving fatalities and occupant protection fatalities.

According to U.S. Census Bureau's 2018 ACS and FARS data from 2018, American Indian/Alaskan Native populations have a 50 percent higher pedestrian fatality rate, a 35 percent higher impaired driving fatality rate, and are more than twice as likely (124 percent more) to be involved in an occupant protection fatality compared to white populations.



Source: 2009-2018 US Census Bureau ACS and FARS



Source: 2009-2018 US Census Bureau ACS and FARS

Through consistent engagement, we will improve our understanding of risk factors contributing to higher rates of pedestrian, impaired driving, and occupant protection related fatalities among American Indian/Alaskan Native populations. We will also conduct detailed data analysis to understand which federally recognized tribes and census tracts are the most affected. The OTS will solicit feedback and input from tribes regarding tools and benefits they need to develop appropriate countermeasure strategies and projects, such as public awareness, education, and enforcement programs. We will actively engage and build relationships with government agencies, trusted community organizations, and leaders that support affected communities to address barriers to engaging with affected communities and to address their traffic safety concerns.

In FY 2023, SafeTREC is working with California tribes on Tribal Transportation Safety Assessments (TTSA) to help tribal staff and leadership plan and prioritize safety improvements, provide resources for funding opportunities, and assistance with applying for project funding. Engagement with the community will include a survey to solicit input on tribal community travel habits, challenges, and opportunities, selecting focus areas on or near tribal lands, and field visits to identify safety problems and proposed solutions.

The OTS has also funded work with SafeTREC on a Tribal Road Safety Data Collection Project to address underreporting of crashes in tribal areas, improve reporting procedures, better identify traffic safety problems, and implement measures to improve safety. The project will help inform our program planning for the identified affected group.

In FY 2023, the CHP has implemented a native-tribal traffic safety education program on tribal lands in three divisions throughout Northern California which includes traffic safety presentations and participation in community and tribal cultural events.

Rural Populations

California is mostly rural in nature by land area, and rural areas have a higher rate of serious injury and fatal crashes than urban areas. According to a report last year from the Governors Highway Safety Association (GHSA), the risk of dying in a crash was 62 percent higher on a rural road than an urban road for the same trip length. Almost half of all deadly crashes in the U.S. occur on rural roads, though less than 20 percent of the U.S. population lives in rural areas.

According to a report last year from TRIP, a national transportation research non-profit, the rate of traffic fatalities on California's non-Interstate, rural roads is nearly two and a half times the fatality rate on all other roads in the state – 2.62

fatalities per 100 million vehicle miles of travel vs. 1.08. California has the 7th highest rural road fatality rate in the nation. In 2020, there were 1,035 fatalities on California's non-Interstate, rural roads.

Through consistent engagement, we will improve our understanding of risk factors contributing to higher fatality rates for rural populations and conduct detailed data analysis to understand which census tracts are the most affected. The OTS will develop a social media campaign to engage rural audiences and communicate key initiatives and programs through well-known public figures, local leaders such as City Managers, County Board of Supervisors, and local elected representatives to develop appropriate countermeasure strategies and projects, such as public awareness, education, and enforcement programs, as well as actions to increase participation among communities in the highway safety planning process.

ENGAGEMENT OUTCOMES

Affected Communities Strategies

The OTS continues to work with subrecipients that will focus on reaching communities identified as underserved and solicit input on safety issues in their community. The OTS will not just inform about traffic safety, but also leverage a survey to gather feedback on traffic safety needs. The OTS will also engage in conversations with community members about traffic safety issues they are experiencing in their communities. We are reaching non-traditional partners and working with community leaders to discuss ways to meet affected communities where they are. Whether it is at farmers' markets, malls, festivals, schools, community centers, parks, or open streets events, we will collaborate with community-based organizations and leaders to better understand their biggest traffic safety issues, what effective countermeasure strategies could be deployed in their communities, and any other key takeaways that will help inform our highway safety planning efforts.

Engagement Opportunities

On February 26, 2023, the OTS worked with East Side Riders, a volunteer organization in the Watts neighborhood of Los Angeles, to participate in the CicLAvia the Valley open streets event, which closed a five-mile stretch of Sherman Way in the Canoga Park, Winnetka, and Reseda neighborhoods of Los Angeles. Sherman Way is part of the Los Angeles Department of Transportation's (LADOT) High-Injury Network, which represents 6 percent of city streets that account for 70 percent of traffic deaths and serious injuries for

people walking. From 2010-2021, 11 people were killed on the stretch of Sherman Way from Canoga Park to Reseda, five of which were pedestrians.

On March 4, 2023, the OTS worked with East Side Riders to participate in the Watts Vacant Lot Rally and the Florence-Firestone Community Resource Fair in South Los Angeles to talk with community members about bicycle and pedestrian safety issues in their neighborhood. The events reached more than 300 people from the affected community. Watts contains multiple roads that are part of the LADOT High-Injury Network. From 2010-2021, 15 people were killed on Watts' high-injury network roads and more than half were pedestrians. All 11 census tracts within the two square mile area of Watts are "Transportation Disadvantaged Census Tracts (Historically Disadvantaged Communities)", as well as the location of the Community Resource Fair in the Florence-Firestone neighborhood of South Los Angeles. There are multiple indicators for how disadvantaged communities are defined, but among them are transportation and economic indicators. For example, places that lack access to public transit and safe walking/biking options, and places that have high levels of poverty, lack of local jobs, lower home ownership, and lower education levels.

On April 21, 2023, the OTS worked with non-profit Pedal Movement, a Los Angeles County-based organization that promotes safe bicycling events and clinics, to host a bicycle safety presentation at the Gardena-Carson Family YMCA. Parents and guardians of the attendees completed nine "Go Safely Movement" call-to-action surveys to solicit feedback on traffic safety problems and what they perceive as the best countermeasures to improve road safety that will help inform our highway safety planning. The cities of Carson and Gardena are in Los Angeles County. According to the 2020 OTS Crash Rankings, Los Angeles County is second among all 58 counties for total deaths and serious injuries and is consistently in the top ten in nearly every type of traffic safety issue category, including pedestrians, pedestrians under 15, pedestrians over 65, bicyclists, and bicyclists under 15.

On February 24, 2023, the OTS attended the Mexican Consulate of San Jose's Safety Alcohol Awareness Week Event, which provides the community with resources and an opportunity to meet with law enforcement, legal, health and wellness partners. The OTS shared traffic safety education materials, including bike lights, safety vests, "Know Your Limit" and Move Over Law tip cards, and discussed the importance of not driving impaired and choosing safe, sober transportation options. The issues of impaired driving, highway worker safety, and bicycle/pedestrian safety were brought up by Consulate staff as key issues for their constituents. The Consulate is working on organizing seminars and presentations to solicit feedback from Mexican nationals, including best ways to engage with the affected community, whether that is in-person events, visiting agricultural work sites, or providing digital and social media messages. The OTS

is also being introduced to the nine other consulate offices in the state to help widen our outreach and engagement efforts.

The OTS attended six open houses hosted by Southern California Association of Governments (SCAG) in April and May 2023 in El Centro (Imperial County), Buena Park (Orange County), Camarillo (Ventura County), Ontario (San Bernardino County,) and Los Angeles (Los Angeles County). The OTS had a station and distributed information on OTS grant programs, the Law Enforcement Liaison (LEL) program, and encouraged participants to fill out our call-to-action survey. SCAG conducted open houses and pop-up events for their Connect SoCal Plan that is released every four years and allows residents to share their thoughts on life in their community, including traffic safety and equity concerns.

As the largest metropolitan planning organization (MPO) in the nation, SCAG is responsible for transportation planning for a six-county region (Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura counties) with a population of approximately 19 million people, or nearly half of the state's population.

The OTS leveraged SCAG's engagement plans for Connect SoCal to conduct PP&E in a region that is becoming more dangerous for all road users, but disproportionately so for pedestrians and bicyclists. Over the decade prior to the pandemic (2011-2020), the number of pedestrians killed in traffic crashes in the SCAG region increased by about 7 percent per year, while the number of pedestrians sustaining serious injuries increased by just below 3 percent annually. Over that ten-year period, pedestrians and bicyclists constituted approximately one-third (33 percent) of all traffic deaths, despite accounting for less than 3 percent of all road users. According to the 2020 OTS Crash Rankings, SCAG's six-county region features some of the highest rankings for fatal and serious injury crashes in the state. Los Angeles County is second among all 58 counties for total fatalities and serious injuries and is consistently in the top ten in nearly every type of traffic safety issue category, including pedestrians, pedestrians under 15 and over 65, and bicyclists and bicyclists under 15. According to the SCAG Regional Safety Existing Conditions Report, older adults are significantly over-represented among pedestrian deaths. While people over 65 years of age represent only about 12 percent of the total regional population, they account for 26 percent of all pedestrian fatalities in the SCAG region.

Between 2015 and 2019, 65 percent of all fatal and serious injury crashes happened on just 5.5 percent of roads, and the roads are primarily located in designated equity areas, with about 81 percent of road miles located in SB 535 Disadvantaged Communities, or communities identified in SCAG's environmental justice or communities of concern areas.

Crowdsourcing as a Public Engagement Tool

In January and February 2023, the OTS ran a one-month pilot media campaign encouraging people to report crashes and near-misses to the SafeTREC Street Story tool. SafeTREC's *Street Story* is a community engagement tool that allows residents, community groups and agencies to collect information about traffic crashes, near-misses, general hazards, and safe locations to travel. *Street Story* allows users to search publicly accessible maps and tables that can be downloaded. Community organizations, agencies, and members of the public can use this information to better understand local safety issues and to engage community members. Messages with QR codes that directed people to Street Story were promoted on social media, as well as on transit shelters in Sacramento, Berkeley, and Chico/Redding. The QR code was scanned more than 200 times over the course of the pilot.

Accessibility Measures

Limited-English proficiency attendees of the Mexico Consulate event were provided translation services, the building was wheelchair accessible, and the event was conducted at a time that met the needs of an agricultural community working early hours.

The "Go Safely Movement" call-to-action survey is available in English and Spanish and is being provided in hardcopy format at community events. In addition, iPads are being provided during engagements for community members to fill out the survey. During the SCAG Open Houses, the OTS staff provided hardcopy surveys in English and Spanish, as well as iPads for people to fill out the survey online.

All six SCAG Open Houses considered the accessibility needs of underserved groups such as minority and low-income populations, older and retired people, Limited English Proficiency (LEP) populations, and people with disabilities. The locations met accessibility requirements for people with mobility-assistance devices, including ramps, automatic door openers and accessible parking spaces. In addition, translation services were available to Spanish speakers at each open house. Special consideration was also made for meeting times and locations to maximize accessibility for the general public (e.g. multiple days and times in each location).

To make sure a wide range of perspectives are heard and reflect the interest and values of the state's diverse communities, the OTS will continue to engage and consider the needs of identified affected communities that are traditionally underrepresented and/or underserved populations and make a concerted effort for the availability of translation services and materials, as well as

availability to accommodate seeing/hearing impaired, and location accessibility.

Engagement Results

In December 2022, the OTS conducted seven focus groups – five in English and two in Spanish – with 47 adult cannabis users throughout California to learn more about their attitudes, beliefs, and behaviors related to driving under the influence of cannabis, as well as their feedback and reactions to past campaigns to reduce drug-impaired driving. The OTS is in the process of using that qualitative feedback to develop storyboard ideas that we will use for a quantitative study among 1,000 cannabis users throughout the state. Those results will be published and shared in Summer 2023. Their input and feedback are being incorporated into our media messages and will serve as a resource guide for OTS-funded drug-impaired driving programs to shape education and messages specific to the targeted audience.

The OTS released a statewide survey in May 2023 to engage a broad and diverse audience on the crisis we are experiencing on our roads and raise awareness of racial disparities of traffic fatalities. The online survey is intended to gain feedback from all residents that will help inform our highway safety planning. In addition, the OTS is leveraging the survey to garner interest from residents in helping as "traffic safety champions" for their families and their communities. These traffic safety champions will be connected to resources and information on how to stay engaged in traffic safety, such as creating educational content, driving local safety actions, and organizing forums to establish buy-in to a safety culture necessary to solve the roadway safety crisis.

Participants and Attendees

The 23 attendees of the YMCA event ranged in from age four to 11 years old and were all from the affected communities. The cities of Gardena and Carson are nearly 90 percent Black or African American, Hispanic, Asian-American and Native Hawaiian or Other Pacific Islander. These communities identified as underserved (19 percent Black or African American, 43 percent Hispanic or Latino, 26 percent Asian American Native Hawaiian or Other Pacific Islander). The event location at Gardena-Carson Family YMCA is in an SB 535 Disadvantaged Community and U.S. DOT "Transportation Disadvantaged Census Tracts (Historically Disadvantaged Communities)" that is 48 percent Black or African American and 44 percent Hispanic.

More than 100 community members attended the Mexico Consulate event. All attendees were Mexican nationals from the affected community, ranging in age from elementary school children to older adults over the age of 50.

Approximately 80 people attended the six SCAG Open House events and included members of the communities where the events were held. Multiple members in attendance, including Buena Park, El Centro, Camarillo, Lancaster, and Ontario, were members of the affected communities. All six attendees and participants at the May 11, 2023, SCAG Open House in Lancaster were from affected communities (4 Hispanic or Latino, 2 African-American) identified per CFR §1300.11 paragraph (2)(i)(B) at the outset of PP&E efforts.

Results

Engagement activities covered a variety of safety issues, including speeding, impaired driving, distracted driving, bicycle/pedestrian safety, and highway work zone safety. Many attendees at the subrecipient events in Southern California commented on a lack of biking/walking infrastructure and busier streets with high-volume, fast-moving traffic. Additionally, multiple attendees at SCAG Open Houses expressed their concern over a lack of consistent public transportation options and the reliance on driving places. Many community members also expressed concerns over speeding drivers and personal experiences with near misses with speeding vehicles while walking or biking. During a SCAG Open House in Buena Park, a primarily Asian and Hispanic community in Orange County, a chief of staff of a local Assemblymember mentioned the need for high-occupancy vehicle (HOV) lane violation enforcement. The representative for the Assembly expressed concern over single-occupancy vehicles using the HOV lane.

At the Open Houses in El Centro (Imperial County) April 18-19, 2023, 26 out of 30 comments mentioned improved street quality, comfortable routes for walking and biking, more access to transit options, improved street safety, and more destinations that can be reached walking or biking as how they envisioned their ideal community. The same feedback was also given at the Lancaster and Los Angeles (Los Angeles County) Open Houses May 11 and 25, 2023, with an overwhelming majority (70 out of 80 comments), listing more access to transit, improved street safety, more destinations that can be reached and safer routes biking and walking, and street quality as how they envisioned their ideal community.

The public's perceptions of traffic safety problem areas such as speeding, impaired driving, distracted driving, and bicycle/pedestrian safety, as well as a lack of biking/walking infrastructure validates and supports the selection of countermeasure strategies the OTS is choosing to fund. The feedback from engagement activities will help place focus on public awareness, education, and enforcement programs that address the traffic safety issues brought up by the public.

Findings

As of June 8, 2023, more than 1,300 people throughout the state have filled out the "Go Safely Movement" survey since the campaign was made public May 15, including 133 people from identified affected communities. More than 160 people have signed up as "traffic safety champions" looking to be connected to programs to improve traffic safety in their communities. Among respondents, speeding, texting while driving, and drivers speeding through intersections to beat a red light were the top three perceived traffic safety problems selected. When ranked by category, speeding, distracted driving and driving under the influence of alcohol were listed as the biggest safety problems.

The information received from the public on their perceptions of certain issues validates, supports and is in alignment with the countermeasure strategies that the OTS selected to employ as outlined in Chapter 5 of the 3HSP. The public's perceived problem areas of speeding, distracted driving, and impaired driving help the OTS focus on programming enforcement, education, and public awareness activities to address the issues identified and inform future efforts to expand programs and partnerships in the identified problem areas.

Out of the 1,317 surveys collected as of June 8, 10 percent of respondents (133) are from identified affected communities and reside in a SB 535 Disadvantaged Community and U.S. DOT Transportation Disadvantaged Census Tract. Out of the 168 people signed up as "traffic safety champions," nearly 30 percent of traffic safety champions (45) are from identified affected communities and reside in a SB 535 Disadvantaged Community and U.S. DOT Transportation Disadvantaged Census Tract.

ONGOING ENGAGEMENT

As described in the engagement planning section earlier in the 3HSP, ongoing public participation and engagement efforts the OTS plans to undertake over the three-year cycle include the evaluation of the U.S. Census ACS, state and federal traffic crash data, and data from the SHSP crash data dashboard to identify affected communities. Potentially affected communities include prominent racial and ethnic demographics within certain census tracts that are historically underserved.

To expand and improve upon the OTS PP&E efforts over the 3HSP, the OTS will develop and conduct a Public Participation Plan Survey to gather ideas from the public on the best ways to engage.

The OTS staff will regularly monitor and evaluate engagement strategies used to further refine PP&E efforts. A periodic review of the PP&E Plan is important to evaluate the effectiveness of the strategies employed during the highway safety planning process. This periodic review makes sure the PP&E Plan is being implemented effectively and is achieving its goals of engaging affected communities in expressing their traffic safety needs.

Goals for Engagement

Based on the current data available and the results and outcomes of the FY 2024 engagement efforts, no changes to the goals for engagement have been identified for FY 2025-2026. The same goals to increase engagement with affected communities, strengthen relationships with organizations to raise awareness about the OTS highway safety planning process, and be open and transparent about how feedback and input from the public informs our program planning, will remain throughout the 3HSP cycle.

Affected Communities

Based on the current data available and the results and outcomes of the FY 2024 engagement efforts, no changes to the Affected Communities have been identified for FY 2025-2026.

Accessibility

Based on the current data available and the results and outcomes of the FY 2024 engagement efforts, the OTS will strive to create more access for meaningful public participation. We will work with our local and regional partners to have an accessibility contact whom community members with disabilities may contact to arrange accommodations before any workshop, community event, or forum.

Other accessibility measures, including access to childcare, mobility access (cane, scooter, walker, and wheelchair), closed captioning, translation services, accessible print materials with clear fonts that are easier to read, time and location of meetings, will all be considered when planning engagement.

Incorporating Feedback

For FY 2025 and 2026, any feedback received is intended to inform our planning process when selecting countermeasure strategies that best serve community needs. Based off responses from our call-to-action survey, we will map any trends and place an emphasis in specific program areas depending on the feedback received. This includes our education campaigns, outreach activities, and connecting with grant recipients on feedback received from their community members. The feedback will be incorporated to inform how we

expand any education or enforcement efforts addressing the specific issues presented.

Further, the information received will help inform funding decisions in program areas where we choose to allocate resources, as well as informs future efforts to undertake and expand programs and partnerships.

EVALUATION

Details on the evaluation tools and methods used are outlined further in the PP&E Plan located in the appendices.

The PP&E Plan is a working document that will be reviewed and updated based on survey feedback, comments received, engagement experiences, and lessons learned. As part of our ongoing PP&E planning, we will measure each engagement strategy's effectiveness and report on results, which serve to inform and improve future PP&E efforts. This may include future updates to the plan.

Chapter 4

PERFORMANCE PLAN

PERFORMANCE PLAN

Priority Funding Strategies

The OTS is committed to allocating priority funding to agencies that increase safe educational efforts, providing integrated traffic enforcement with a priority on DUI and Driving Under the Influence of Drugs (DUID), and encouraging partnerships with all stakeholders including community-based-organizations to carry out traffic safety messages.

To address pedestrian and bicycle safety issues, city and county grants are selected based on strong problem identification, measurable outreach and education, as well as collaboration with existing partnerships. The OTS will support all efforts by providing educational opportunities and enforcement efforts to support the safety of all roadway users.

Selective Traffic Enforcement Program (STEP) grants will include an increased focus on enforcement and educational presentations on impaired driving, teen driving, distracted driving, and bicycle and pedestrian safety. These educational interactions with law enforcement increase safety and also provide an opportunity for additional positive interactions between law enforcement and the public.

With the recognition that motor vehicle crashes are still the leading cause of deaths for teens, the OTS continues to focus on teen drivers. The OTS wants to ensure that grant funding is allocated to underserved and high crash areas in the state. To accomplish this, the OTS included objectives in selected educational grants to utilize a teen traffic safety heat-map that will strategically aid in the planning of grant activities related to teen education.

Process for Developing Targets

As outlined in NHTSA's "Traffic Safety Performance Measures for States and Federal Agencies", the OTS uses the templates, tools, and standardized language developed by NHTSA and the GHSA for all core performance measures.

The OTS partners with the Caltrans to align the focus areas of the 3HSP with the Highway Safety Improvement Program (HSIP). The OTS had several meetings with Caltrans staff to select the targets for the three common core performance measures. Regulations require the state to use the five-year rolling average as the basis for setting targets.

			BASE YEARS				
	GHSA/NHTSA PERFORMANCE PLAN CHART FY 24-26 Highway Safety Plan		**2017**	**2018**	**2019**	**2020**	**2021**
C-1	**Traffic Fatalities**	FARS Annual	3,884	3,798	3,719	3,980	4,285
	Maintain total fatalities at 3,933.2 (2022 - 2026 rolling average) by 2026.	5-Year Rolling Avg.	3,463.4	3,601.6	3,725.0	3,843.6	3,933.2
C-2	**Serious Injuries in Traffic Crashes**	State Annual	14,201	16,158	16,443	15,392	17,904
	Reduce serious traffic injuries 0.02 percent from 16,019.6 to 16016.9 (2022 – 2026 rolling average) by 2026.	5-Year Rolling Avg.	12,213.6	13,312.4	14,402.0	15,090.4	16,019.6
C-3	**Fatalities/100M VMT**	FARS Annual	1.13	1.09	1.09	1.33	1.38
	Maintain fatalities/100 MVMT at 1.20 (2022 -2026 rolling average) by 2026.	5-Year Rolling Avg.	1.03	1.06	1.09	1.15	1.20

	GHSA/NHTSA PERFORMANCE PLAN CHART FY 24-26 Highway Safety Plan		2017	2018	2019	2020	2021
C-4	**Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions**	FARS Annual	625	635	634	782	878
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions 0.80 percent from 878 to 871 by 2026.	5-Year Rolling Avg.	560	584	615	657	711
C-5	**Alcohol-Impaired Driving Fatalities**	FARS Annual	1,141	1,116	966	1,180	1,370
	Reduce alcohol-impaired driving fatalities 33.43 percent from 1,370 to 912 by 2026.	5-Year Rolling Avg.	983	1,030	1,048	1,103	1,155
C-6	**Speeding-Related Fatalities**	FARS Annual	1,164	1,000	1,108	1,295	1,509
	Reduce speeding-related fatalities 7.95 percent from 1,509 to 1,389 by 2026.	5-Year Rolling Avg.	1,067	1,068	1,091	1,144	1,215

	GHSA/NHTSA PERFORMANCE PLAN CHART FY 24-26 Highway Safety Plan		2017	2018	2019	2020	2021
C-7	**Motorcyclist Fatalities**	FARS Annual	578	523	491	549	565
	Reduce motorcyclist fatalities 1.06 percent from 565 to 559 by 2026.	5-Year Rolling Avg.	527	539	532	543	541
C-8	**Unhelmeted Motorcyclist Fatalities**	FARS Annual	45	34	28	34	37
	Reduce unhelmeted motorcyclist fatalities 13.51 percent from 37 to 32 by 2026.	5-Year Rolling Avg.	31	31	32	34	36
C-9	**Drivers Age 20 or Younger involved in Fatal Crashes**	FARS Annual	424	395	363	419	481
	Reduce drivers age 20 or younger involved in fatal crashes 32.23 percent from 481 to 326 by 2026.	5-Year Rolling Avg.	403	411	407	410	416

	GHSA/NHTSA PERFORMANCE PLAN CHART FY 24-26 Highway Safety Plan		2017	2018	2019	2020	2021
C-10	**Pedestrian Fatalities**	FARS Annual	940	978	1,011	1,013	1,108
	Maintain pedestrian fatalities at 1,108 through 2026.	5-Year Rolling Avg.	827	876	936	975	1,010
C-11	**Bicyclist Fatalities**	FARS Annual	145	165	143	136	125
	Reduce bicyclist fatalities 28.80 percent from 125 to 89 by 2026.	5-Year Rolling Avg.	142	146	149	149	143
B-1	**Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)** Increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 0.5 percentage points from 97.2 percent (2021 observation) to 97.7 percent by 2026.	State Annual	96.2%	95.9%	96.0%	96.0%*	97.2%

GHSA/NHTSA PERFORMANCE PLAN CHART FY 24-26 Highway Safety Plan		2017	2018	2019	2020	2021
Drug-Impaired Driving Reduce California drivers killed in crashes that tested positive for drug involvement by 9.4 percentage points from the 2021 calendar base year of 52.9 percent to 43.5 percent by 2026.	FARS Annual	42%	43%	51%	55%	52.9%

GHSA/NHTSA PERFORMANCE PLAN CHART FY 24-26 Highway Safety Plan		2018	2019	2020	2021	2022
Distracted Driving (State Survey) Maintain the number of California drivers observed using a handheld cell phone or texting at the 2022 calendar base year rate of 31.5 percent through 2026.	State Annual	4.52%	1.99%	1.99%	1.64%	3.15%

*Observed Seat Belt Use survey was not completed in 2020 due to the pandemic.

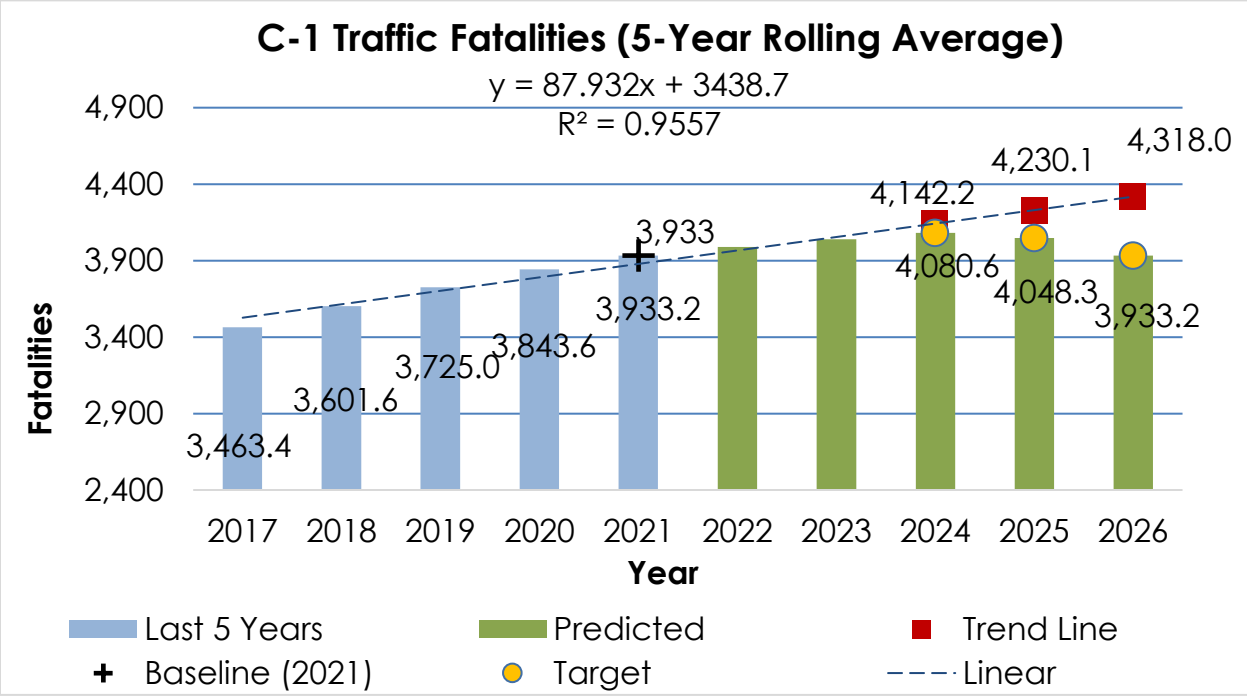
PERFORMANCE MEASURE CHARTS

C-1 Traffic Fatalities (FARS)

Performance Measure: Based on the 2017-2021 five-year rolling average, traffic fatalities will maintain at the average of 3,933.2 by December 31, 2026. Due to the upward trend in traffic fatalities in 2020 and 2021, the five-year rolling average will increase for 2024 and 2025 before the rolling average can level out. The annual traffic fatality targets have an annual reduction of 2.83 percent (see the graph on the next page).

Justification: Federal regulations require the use of the five-year rolling average as the basis for establishing the performance target. California foresees that the planned countermeasure strategies will slow the recent upward trend in traffic fatalities. In addition, in 2023 California awarded 228 million dollars statewide to fund 284 Local Roadway Safety projects that put a focus on reducing both fatalities and serious injuries on California's city and county roads under the HSIP.

Performance Measures (C1-C3) are Core Performance Measures that the OTS and Caltrans are required to agree upon and must be included in the 3HSP and the HSIP.

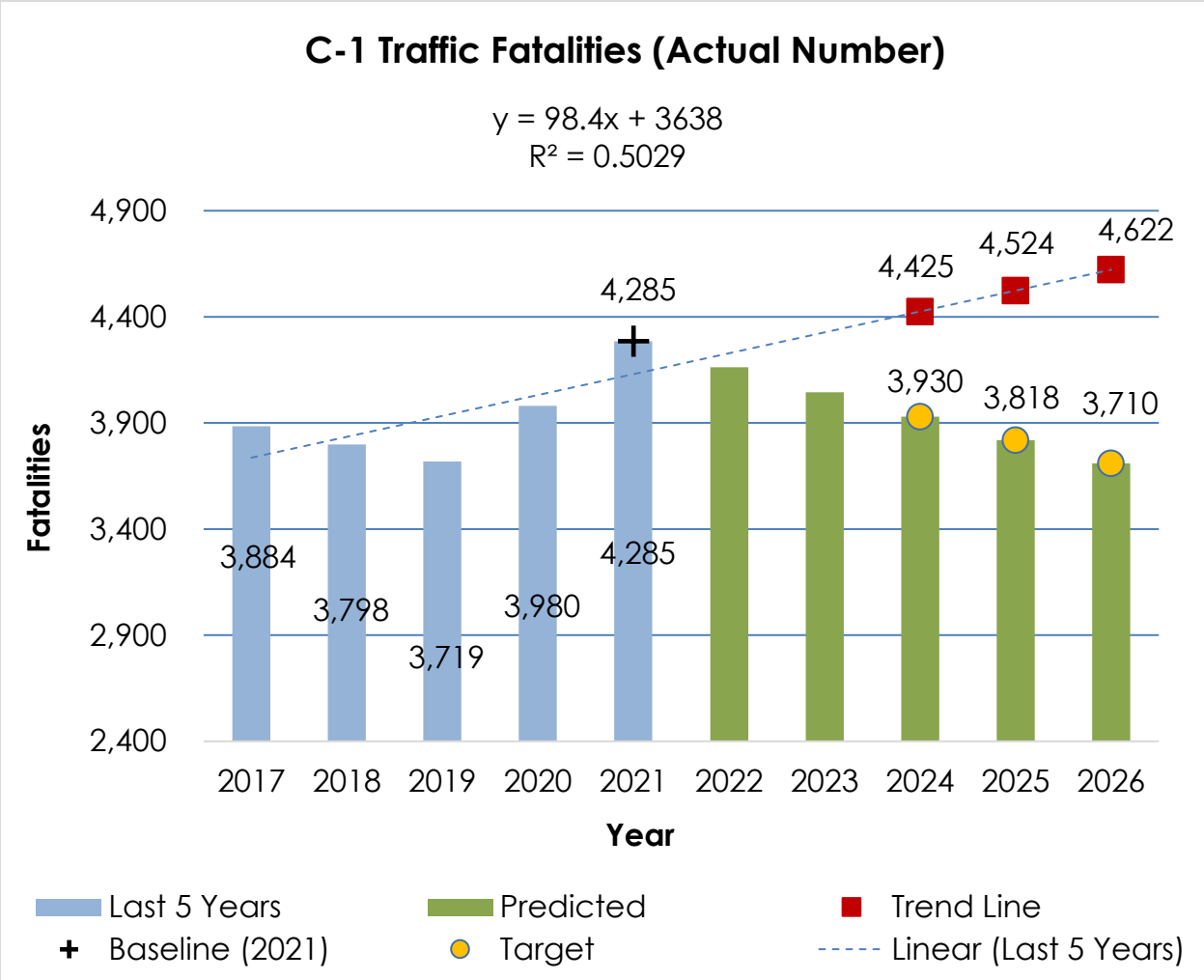


C-1 Traffic Fatalities (FARS)

Performance Measure: Based on 2017-2021 actual number, traffic fatalities will decrease 13.42 percent from 4,285 to 3,710 by December 31, 2026.

Justification: California foresees that the planned countermeasure strategies will slow the recent upward trend in traffic fatalities. In addition, in 2023 California awarded 228 million dollars statewide to fund 284 Local Roadway Safety projects that put a focus on reducing both fatalities and serious injuries on California's city and county roads under the HSIP.

Performance Measures (C1-C3) are Core Performance Measures that the OTS and Caltrans are required to agree upon and must be included in the 3HSP and the HSIP.

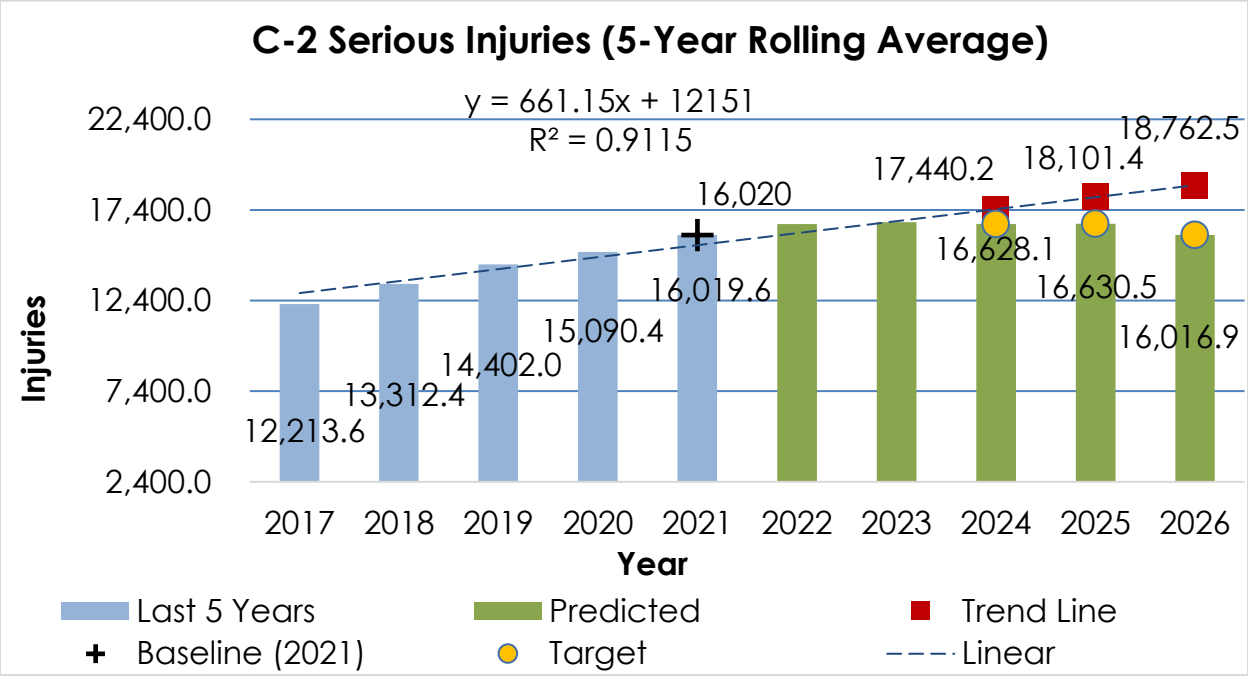


C-2 Serious Traffic Injuries (SWITRS)

Performance Measure: Based on the 2017-2021 five-year rolling average, serious injuries will decrease 0.02 percent from an average of 16,019.6 to 16,016.9 (2022-2026) by December 31, 2026. Due to the upward trend in serious traffic injuries in 2020 and 2021, the five-year rolling average will increase for 2024 and 2025 before the rolling average can level out. The annual serious traffic injury targets have an annual reduction of 3.7 percent (see the graph on the next page).

Justification: Federal regulations require the use of the five-year rolling average as the basis for establishing the performance target. California foresees that the planned countermeasure strategies will slow the recent upward trend in traffic fatalities and injuries. The definition of Serious Injuries was changed to include Suspected Serious Injuries and was implemented in mid-2017. The first full year of Suspected Serious Injuries resulted in an increase of 17.9 percent from the last full year of the old definition. In addition, in 2023 California awarded 228 million dollars statewide to fund 284 Local Roadway Safety projects that put a focus on reducing both fatalities and serious injuries on California's city and county roads under the HSIP.

Performance Measures (C1-C3) are Core Performance Measures that the OTS and Caltrans are required to agree upon and must be included in the 3HSP and the HSIP.

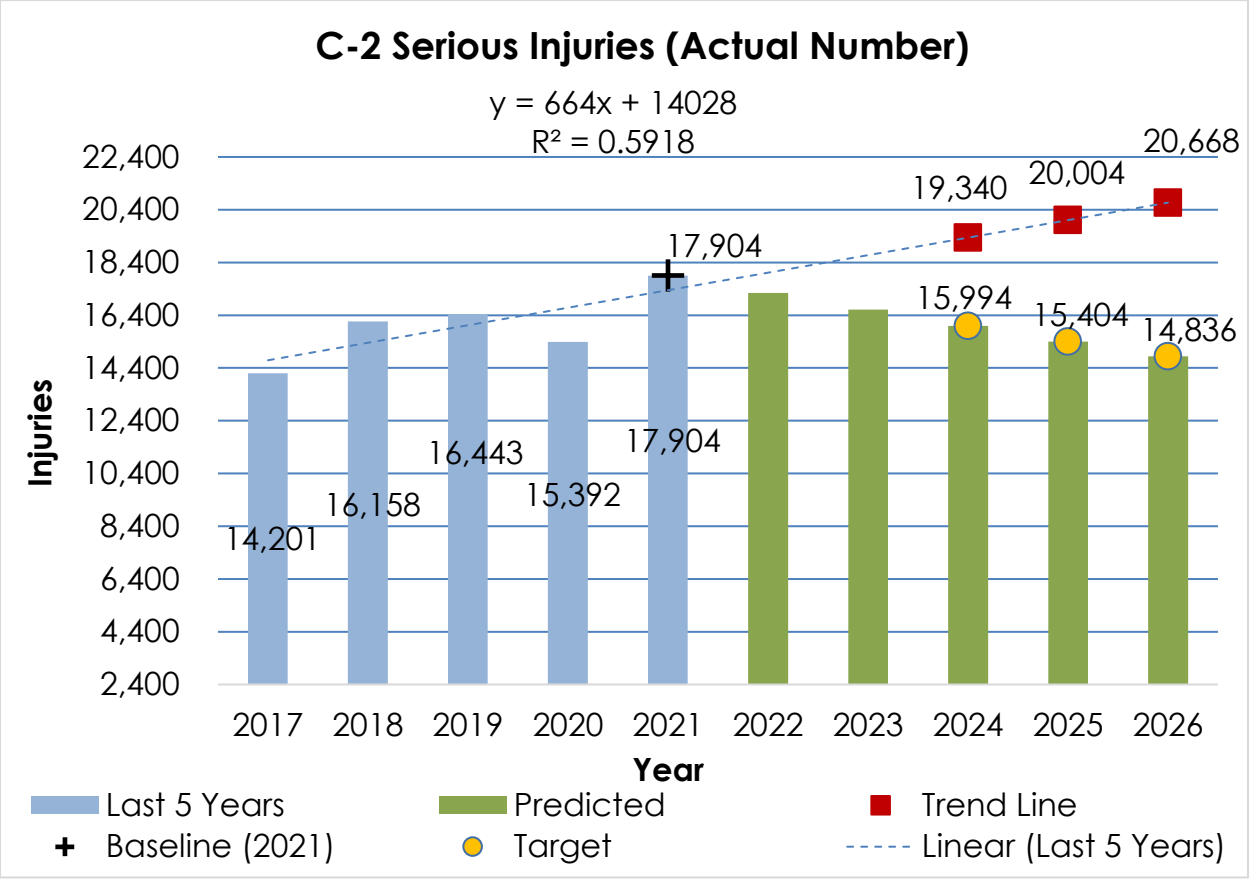


C-2 Serious Traffic Injuries (SWITRS)

Performance Measure: Based on 2017-2021 actual number, serious traffic injuries will decrease by 17.1 percent from 17,904 to 14,836 by December 31, 2026.

Justification: California foresees that the planned countermeasure strategies will slow the recent upward trend in traffic fatalities and injuries. The definition of Serious Injuries was changed to include Suspected Serious Injuries and was implemented in mid-2017. The first full year of Suspected Serious Injuries resulted in an increase of 17.9 percent from the last full year of the old definition. From 2018 to 2019, injuries increased just by 1.67 percent. In addition, in 2023 California awarded 228 million dollars statewide to fund 284 Local Roadway Safety projects that put a focus on reducing both fatalities and serious injuries on California's city and county roads under the HSIP.

Performance Measures (C1-C3) are Core Performance Measures that the OTS and Caltrans are required to agree upon and must be included in the 3HSP and the HSIP.

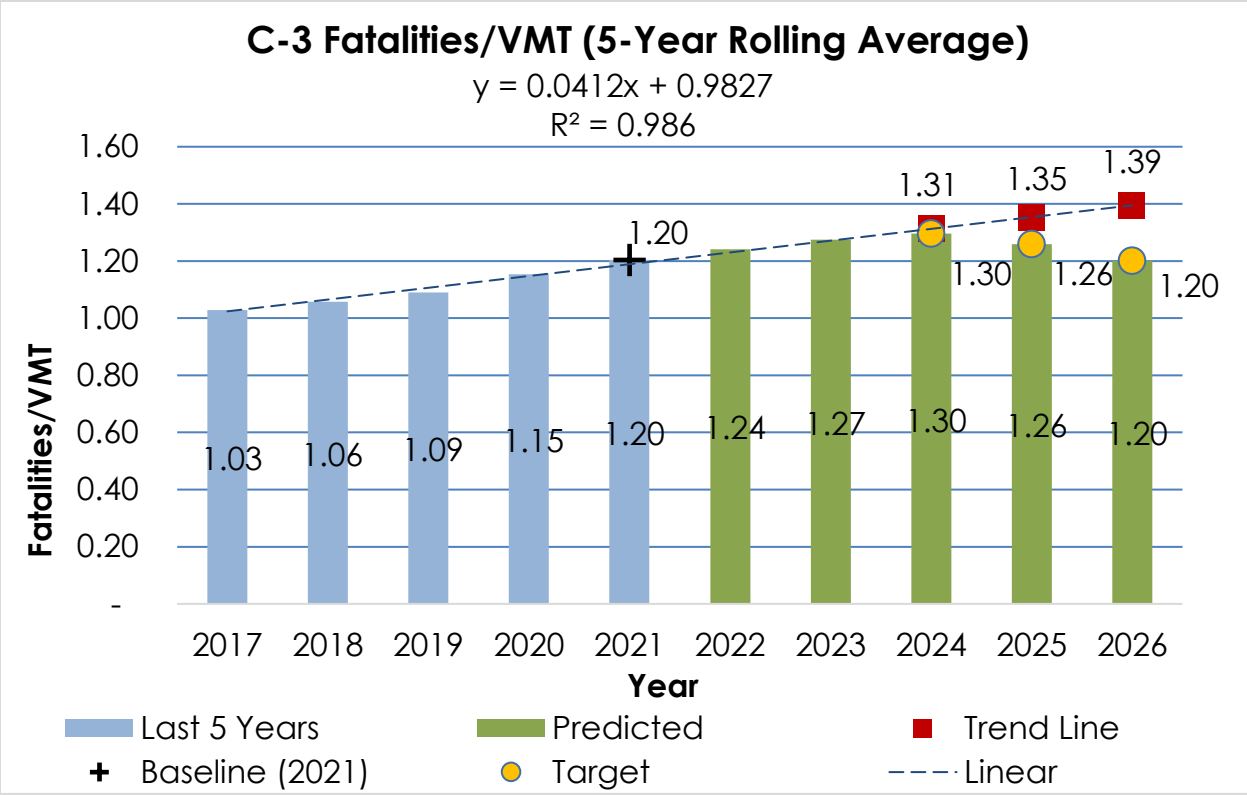


C-3 Fatalities/Vehicle Miles Traveled (VMT) (FARS/FHWA)

Performance Measure: Based on the 2017-2021 five-year rolling average, fatalities/VMT will maintain at the average of 1.20 by December 31, 2026. Due to the upward trend in fatalities/VMT in 2020 and 2021, the five-year rolling average will increase for 2024 and 2025 before the rolling average can level out. The annual fatalities/VMT targets have an annual reduction of 0.05 percentage points (see the graph on the next page).

Justification: Federal regulations require the use of the five-year rolling average as the basis for establishing the performance target. California foresees that the planned countermeasure strategies will slow the recent upward trend in fatalities/VMT. In addition, in 2023 California awarded 228 million dollars statewide to fund 284 Local Roadway Safety projects that put a focus on reducing both fatalities and serious injuries on California's city and county roads under the HSIP.

Performance Measures (C1-C3) are Core Performance Measures that the OTS and Caltrans are required to agree upon and must be included in the 3HSP and the HSIP

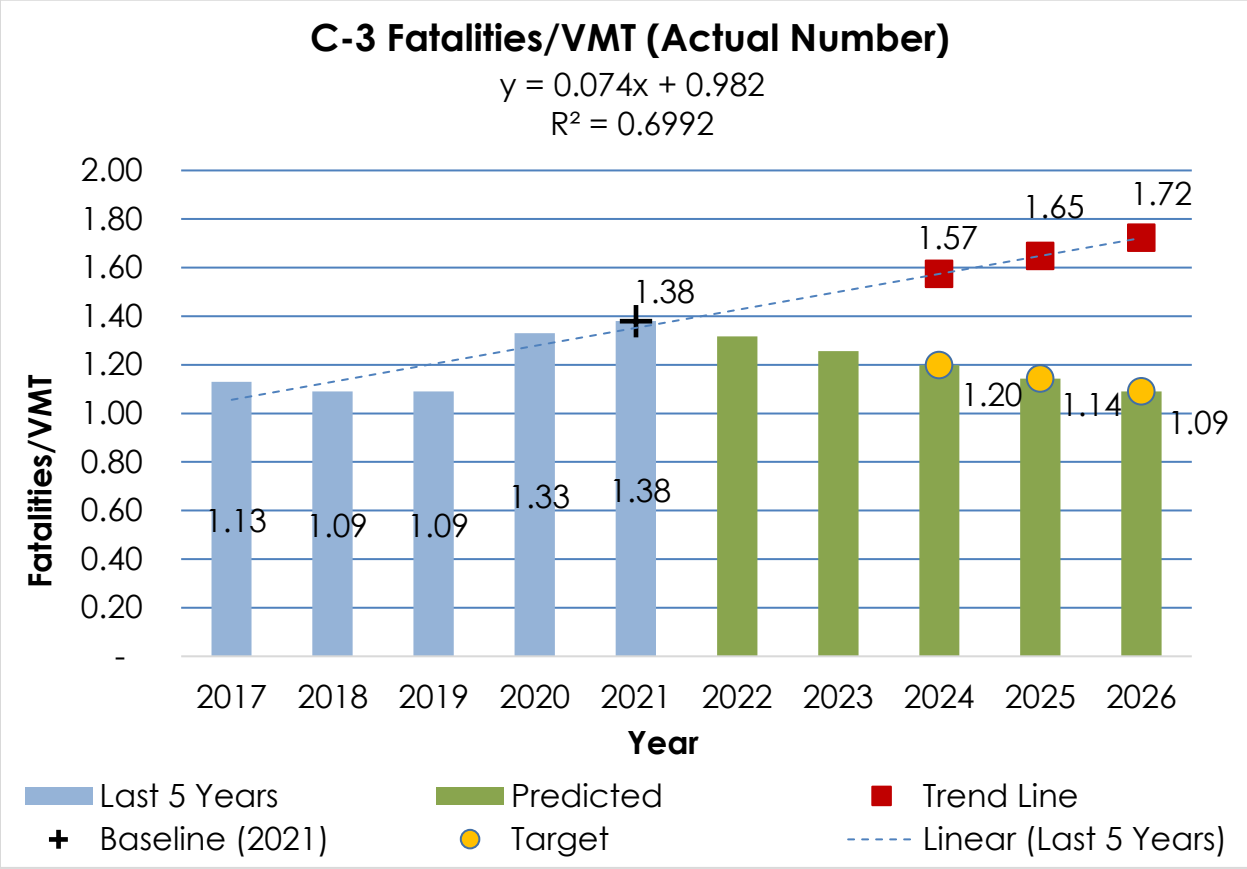


C-3 Fatalities/VMT (FARS/FHWA)

Performance Measure: Based on 2017-2021 actual number, fatalities per 100 million vehicle miles traveled will decrease 0.29 percentage points from 1.38 to 1.09 by December 31, 2026.

Justification: The five-year rolling average, as applied on the previous chart, considers a five-year period as the baseline to demonstrate the cumulative effect of traffic safety programs, policies, and VMT. California foresees that the planned countermeasure strategies will slow the recent upward trend in fatalities/VMT. In addition, in 2023 California awarded 228 million dollars statewide to fund 284 Local Roadway Safety projects that put a focus on reducing both fatalities and serious injuries on California's city and county roads under the HSIP.

Performance Measures (C1-C3) are Core Performance Measures that the OTS and Caltrans are required to agree upon and must be included in the 3HSP and the HSIP

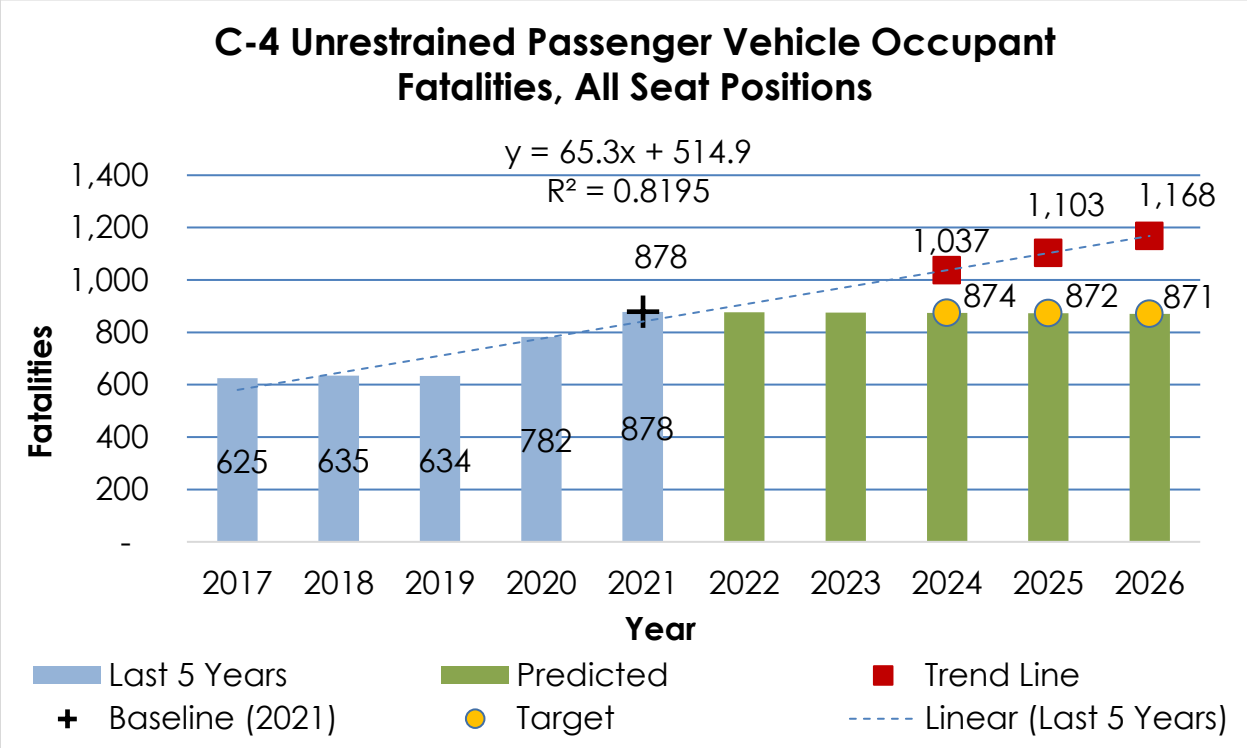


C-4 Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)

Performance Measure: Reduce unrestrained passenger vehicle occupant fatalities, all seat positions 0.80 percent from the 2021 preliminary final FARS number of 878 to 871 by December 31, 2026.

Justification: The performance target was selected by using a liner trend line based on the 2017-2021 data and an analysis of expected grant performance. California foresees that the planned countermeasure strategies will slow the recent upward trend.

Countermeasures: Funded countermeasures to reduce unrestrained passenger vehicle occupant fatalities, all seat positions, will include improving occupant protection educational and media outreach, developing occupant protection educational programs among multicultural and diverse ethnic populations, supporting NHTSA standardized Child Passenger Safety (CPS) Technician and Instructor Training Programs, providing CPS educational resources to law enforcement and other agencies, funding and distributing child safety seats to communities that are underserved and overrepresented, and providing a toll-free CPS Helpline in English and Spanish.

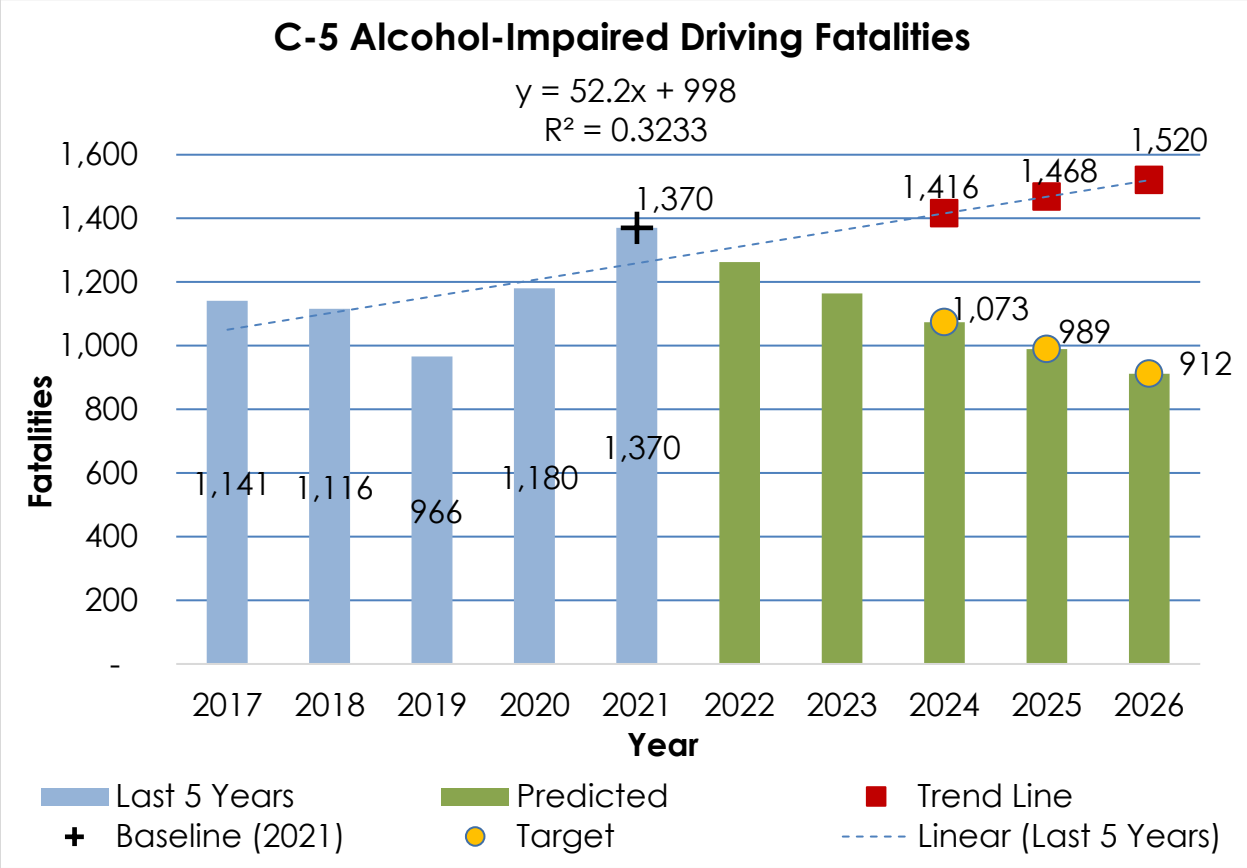


C-5 Alcohol-Impaired Driving Fatalities (FARS)

Performance Measure: Reduce alcohol-impaired driving fatalities 33.43 percent from the 2021 preliminary final FARS number of 1,370 to 912 by December 31, 2026.

Justification: The performance target was selected by using a liner trend line based on the 2017-2021 data and an analysis of expected grant performance. California foresees that the planned countermeasure strategies will slow the recent upward trend.

Countermeasures: Funded countermeasures to reduce alcohol-impaired fatalities include collaborative enforcement funding in STEP grants that will result in additional DUI enforcement for areas of the state that did not have resources within their own agency to conduct high visibility operations. Additionally, the OTS has also developed an Impaired Driving Strategic Plan that provides additional countermeasures for local authorities to evaluate within their jurisdictions.

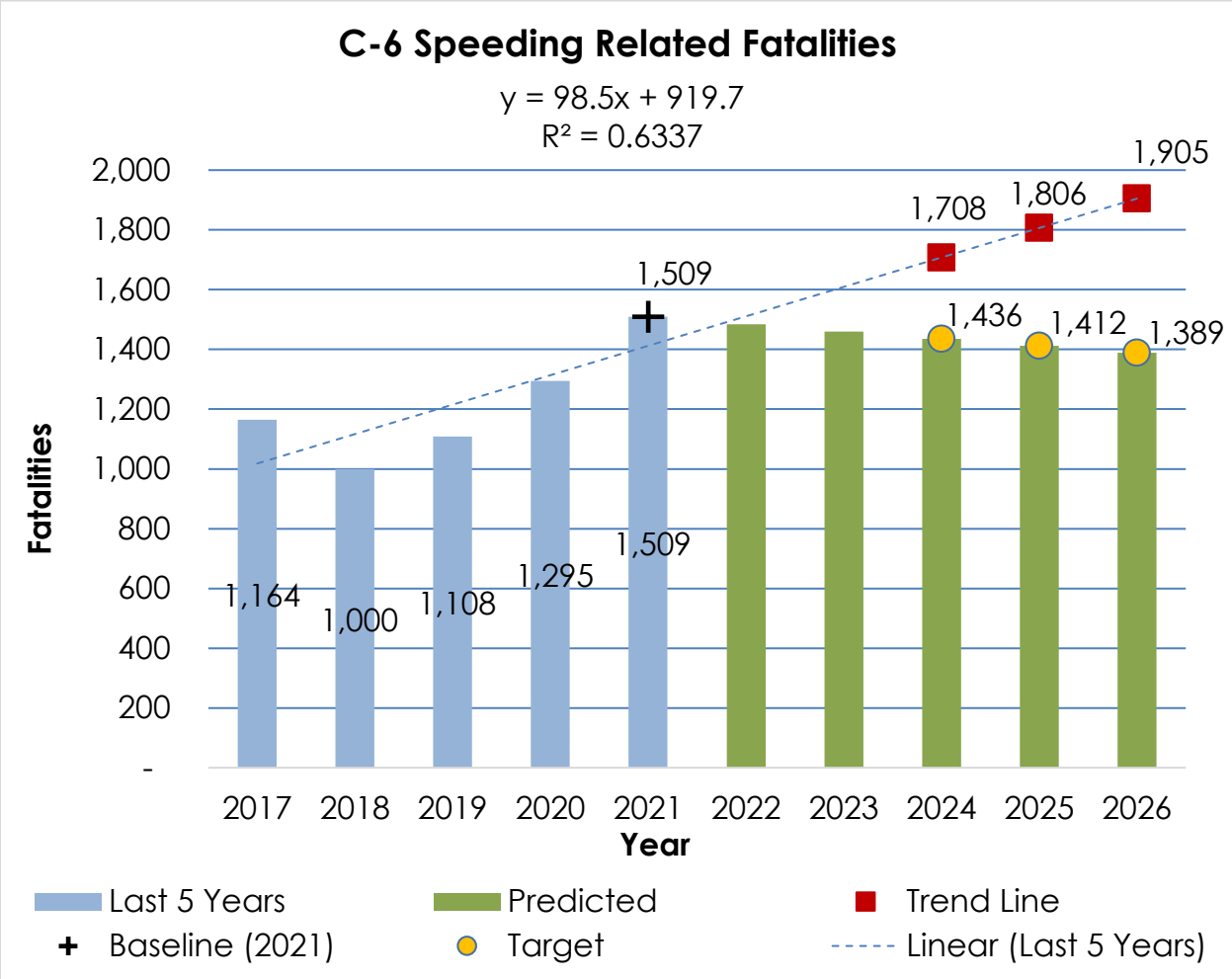


C-6 Speeding-Related Fatalities (FARS)

Performance Measure: Reduce speeding-related fatalities 7.95 percent from the 2021 preliminary final FARS number of 1,509 to 1,389 by December 31, 2026.

Justification: The performance target was selected by using a liner trend line based on the 2017-2021 data and an analysis of expected grant performance. California foresees that the planned countermeasure strategies will slow the recent upward trend.

Countermeasures: California will be implementing many of the recommendations from the AB 2363 Zero Traffic Fatalities Taskforce CalSTA Report of Findings. There are also more cities that are developing Local Roadway Safety Plans and Vision Zero efforts that focus on reducing speeding related fatalities that will contribute to a decrease in fatalities in this category.

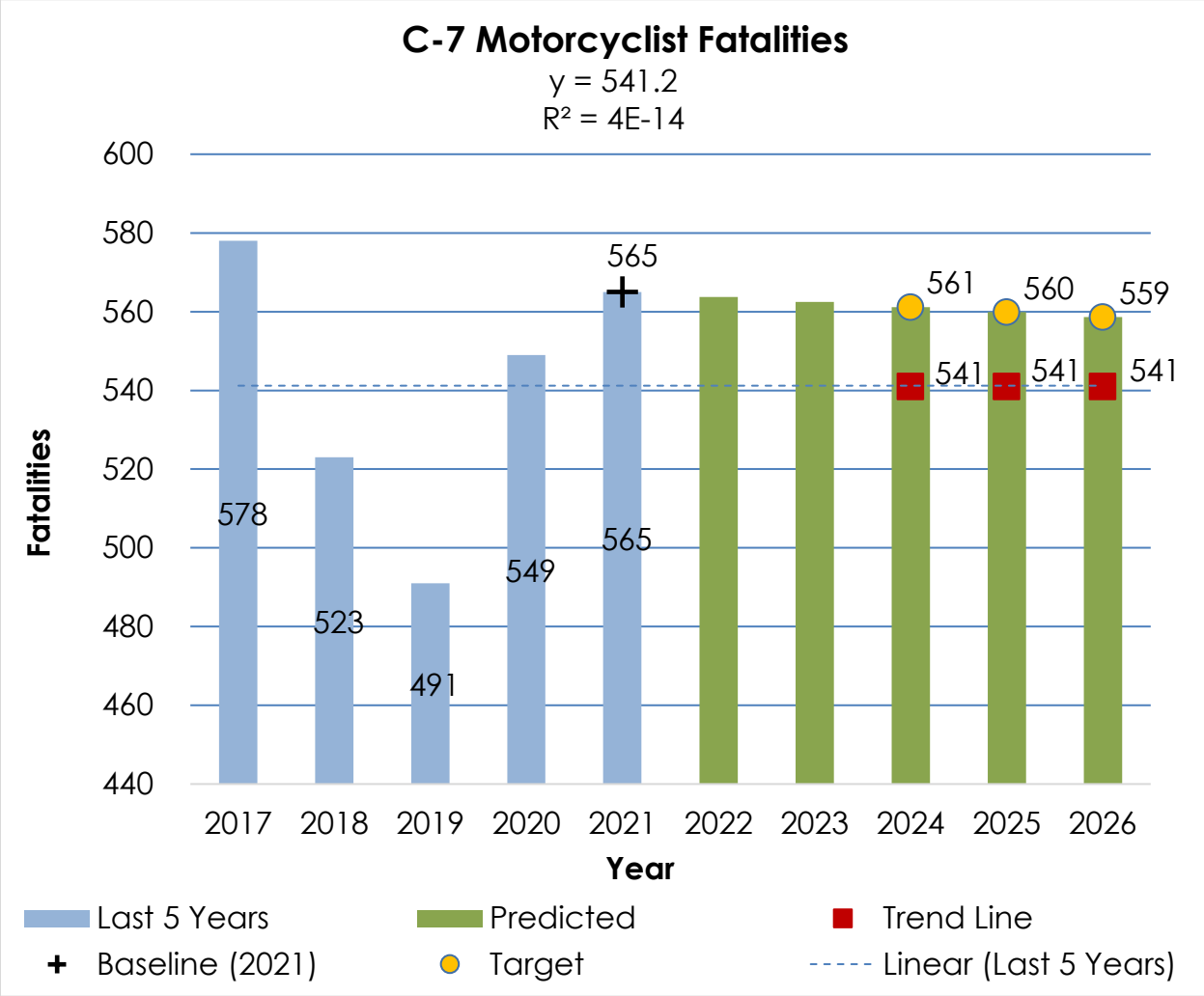


C-7 Motorcyclist Fatalities (FARS)

Performance Measure: Reduce motorcyclist fatalities 1.06 percent from the 2021 preliminary final FARS number of 565 to 559 by December 31, 2026.

Justification: The performance target was selected by using a liner trend line based on the 2017-2021 data and an analysis of expected grant performance. California foresees that the planned countermeasure strategies will slow the recent upward trend.

Countermeasures: Funded countermeasures to reduce motorcyclist fatalities will include motorcycle safety public awareness events and community trainings. Law enforcement agencies will conduct highly publicized motorcycle safety enforcement operations.

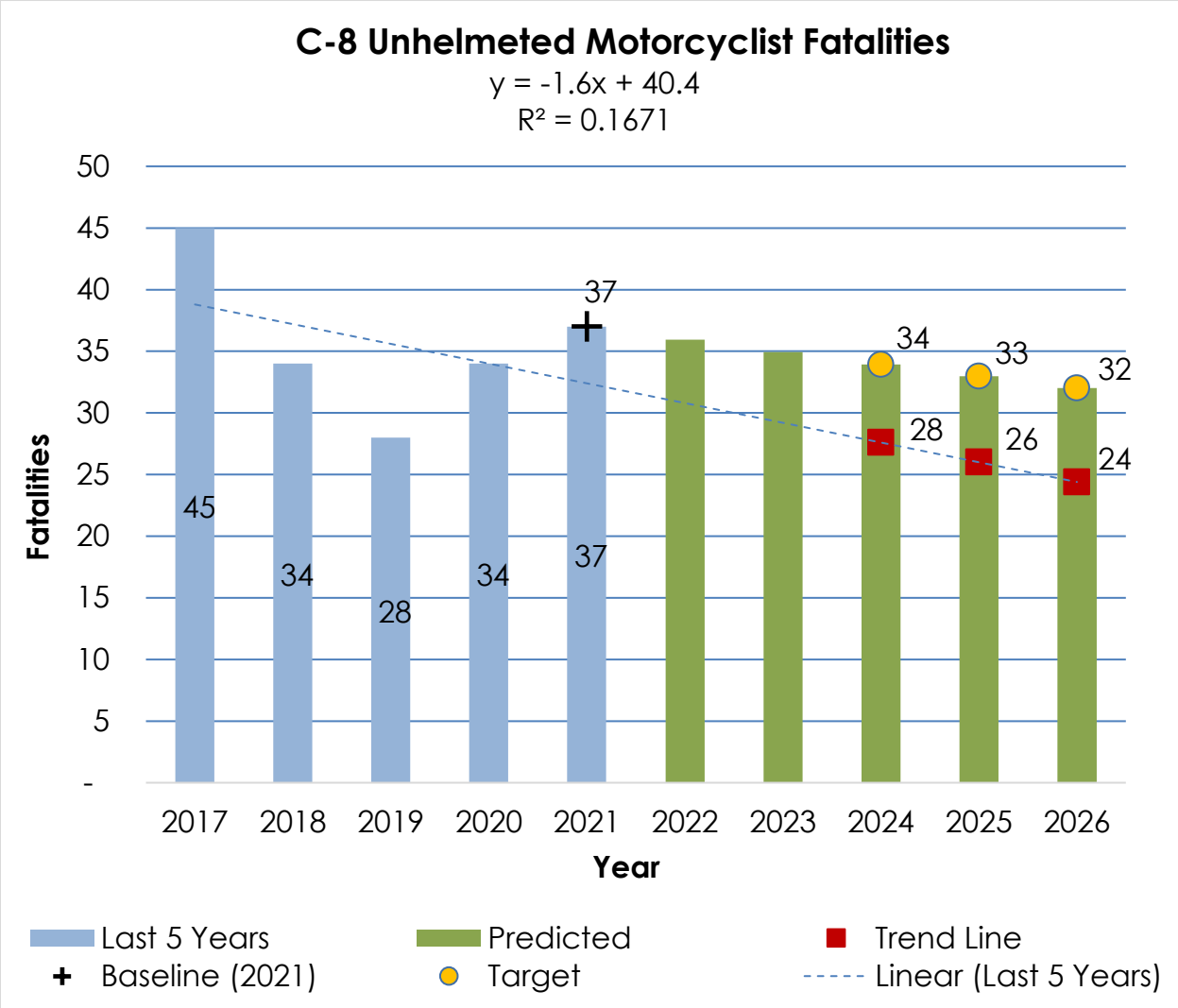


C-8 Unhelmeted Motorcyclist Fatalities (FARS)

Performance Measure: Reduce unhelmeted motorcyclist fatalities 13.51 percent from the 2021 preliminary final FARS number of 37 to 32 by December 31, 2026.

Justification: The performance target was selected by using a liner trend line based on the 2017-2021 data and an analysis of expected grant performance. California foresees that the planned countermeasure strategies will slow the recent upward trend.

Countermeasures: Funded countermeasures to reduce unhelmeted motorcyclist fatalities will include motorcycle safety public awareness events that encourage compliance with mandatory helmet use.

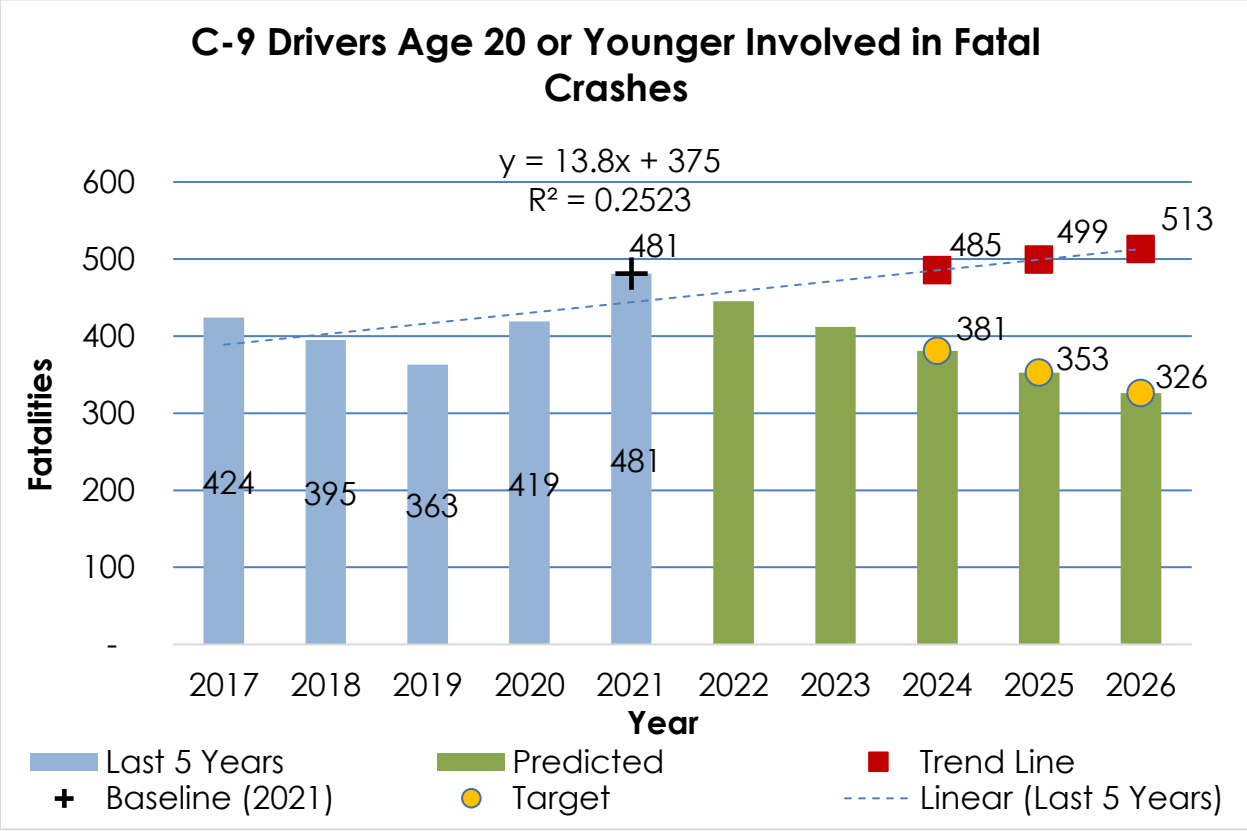


C-9 Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

Performance Measure: Reduce drivers age 20 or younger involved in fatal crashes 32.23 percent from the 2021 preliminary final FARS number of 481 to 326 by December 31, 2026.

Justification: The performance target was selected by using a liner trend line based on the 2017-2021 data and an analysis of expected grant performance. California foresees that the planned countermeasure strategies will slow the recent upward trend.

Countermeasures: Funded countermeasures to reduce the number of drivers age 20 or younger involved in fatal crashes will include educational activities to ensure all programs are results oriented. The OTS continues to fund proven teen education programs such as Smart Start, Every 15 Minutes, Impact Teen Drivers, Friday Night Live, Students Against Destructive Decisions and the ABC enforcement for Shoulder Tap and Minor Decoy operations that will contribute to the efforts to reach Drivers Age 20 or Younger.

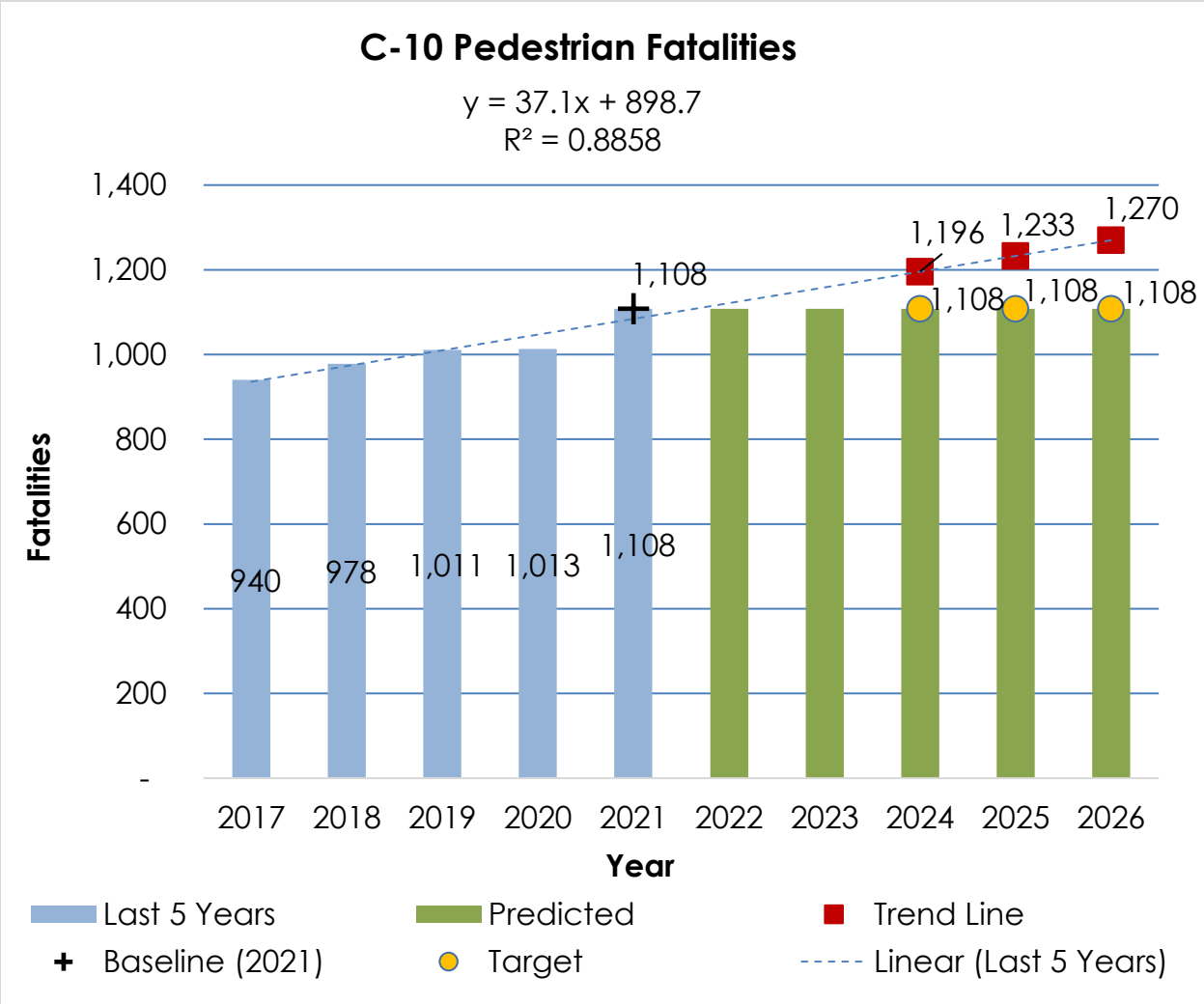


C-10 Pedestrian Fatalities (FARS)

Performance Measure: Maintain pedestrian fatalities at the 2021 preliminary final FARS number of 1,108 by December 31, 2026.

Justification: The performance target was selected by using a liner trend line based on the 2017-2021 data and an analysis of expected grant performance. California foresees that the planned countermeasure strategies will slow the recent upward trend.

Countermeasures: Caltrans is providing grant funding to their Active Transportation Program for bicycle and pedestrian safety issues and the state is developing an action plan for bicycle and pedestrian safety. Additionally, the SHSP developed action items specifically for pedestrian safety.

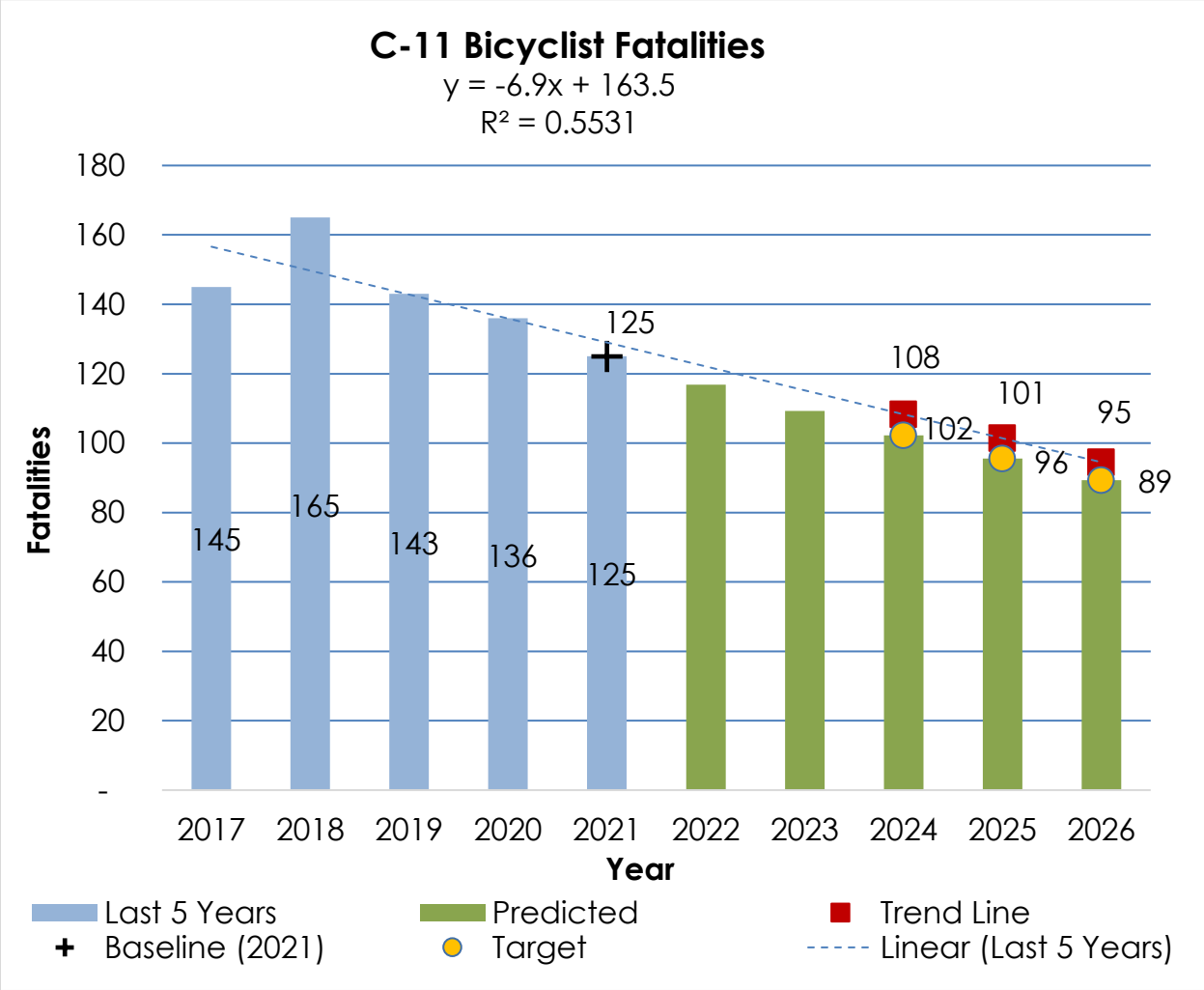


C-11 Bicyclist Fatalities (FARS)

Performance Measure: Reduce bicyclist fatalities 28.80 percent from the 2021 preliminary final FARS number of 125 to 89 by December 31, 2026.

Justification: The performance target was selected by using a liner trend line based on the 2017-2021 data and an analysis of expected grant performance. California foresees that the planned countermeasure strategies will continue to reduce fatalities in this category.

Countermeasures: Caltrans is providing grant funding to their Active Transportation Program for bicycle and pedestrian safety issues and developed an action plan for bicycle and pedestrian safety. Additionally, the SHSP developed action items specifically for bicycle safety.

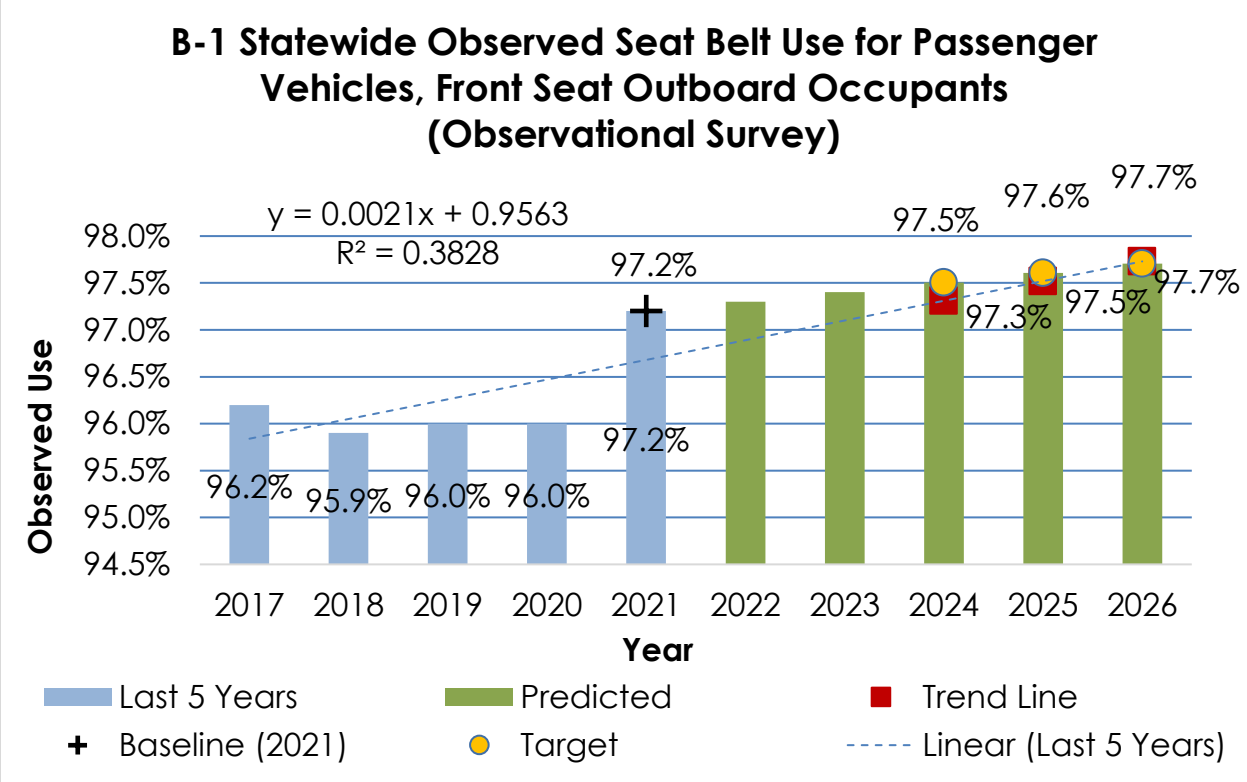


B-1 Statewide Observed Seat Belt Use of Front Seat Outboard Occupants in Passenger Vehicles (Observational Survey)

Performance Measure: Increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 0.5 percentage points from 97.2 percent (2021 observation) to 97.7 percent by December 31, 2026.

Justification: The performance target was selected by using the 2021 calendar year data as the baseline as that is when the survey was conducted. California foresees that the planned countermeasure strategies will result in maintaining a high use rate in this category.

Countermeasures: Funded countermeasures to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles will include improving occupant protection educational and media outreach, developing occupant protection educational programs among multicultural and diverse ethnic populations, illuminating the "Click It or Ticket" message during NHTSA mobilizations on fixed freeway changeable message signs, and high visibility enforcement during "Click It or Ticket" and "CPS Awareness Week" campaigns.

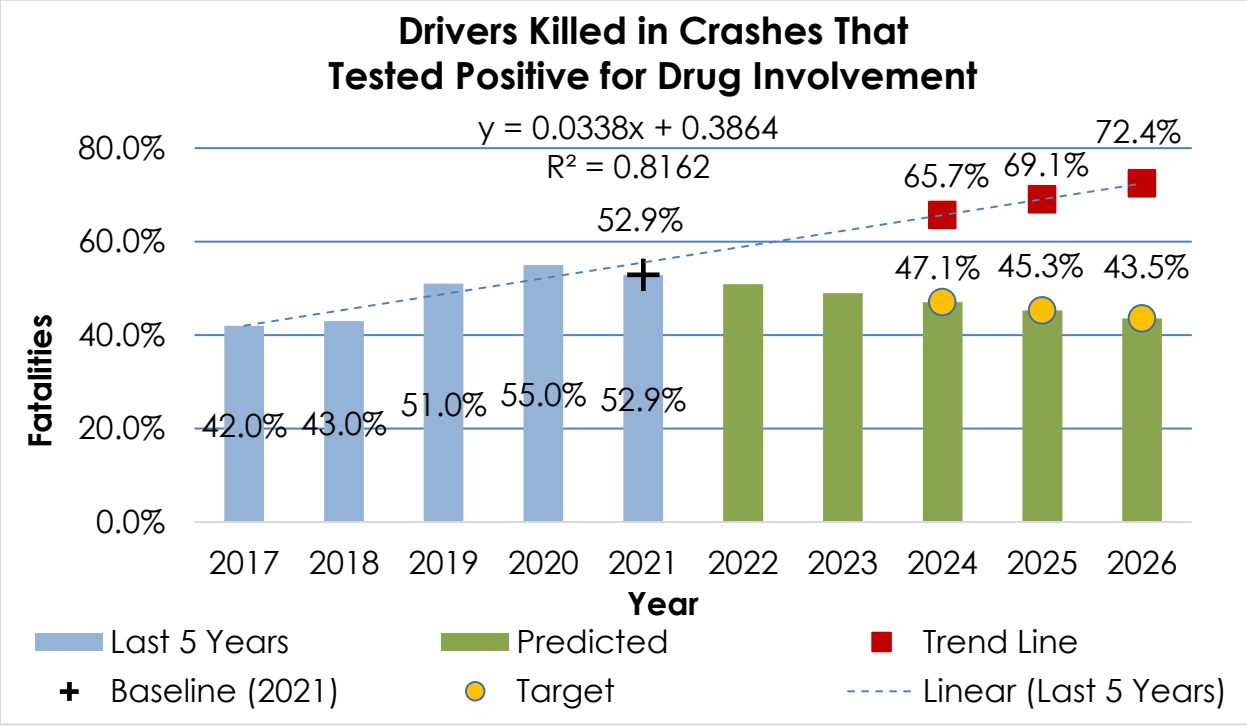


Drug-Impaired Driving (FARS)

Performance Measure: Reduce the number of California drivers killed in crashes that tested positive for drug involvement by 9.4 percentage points from the 2021 calendar base year of 52.9 percent to 43.5 percent by December 31, 2026.

Justification: The performance target was selected by using the 2021 calendar year as the baseline. The trend line anticipates an increase in drug-impaired fatalities. With the legalization of recreational marijuana in California, and the increase in DUID testing we know that DUID fatalities will rise. With the OTS efforts, including the California Impaired Driving Plan and planned countermeasure strategies, as well as efforts from the CHP Cannabis Tax Fund Grant Program, California will see a reduction in drivers killed in crashes that tested positive for drug involvement.

Countermeasures: Funded countermeasures to reduce DUID will include meetings with expert stakeholders, funding educational programming and training for health care and educational professionals, funding Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Evaluator (DRE) training for law enforcement, funding Vertical Prosecution programs, funding the Traffic Safety Resource Prosecutor program, and training for large county laboratories.

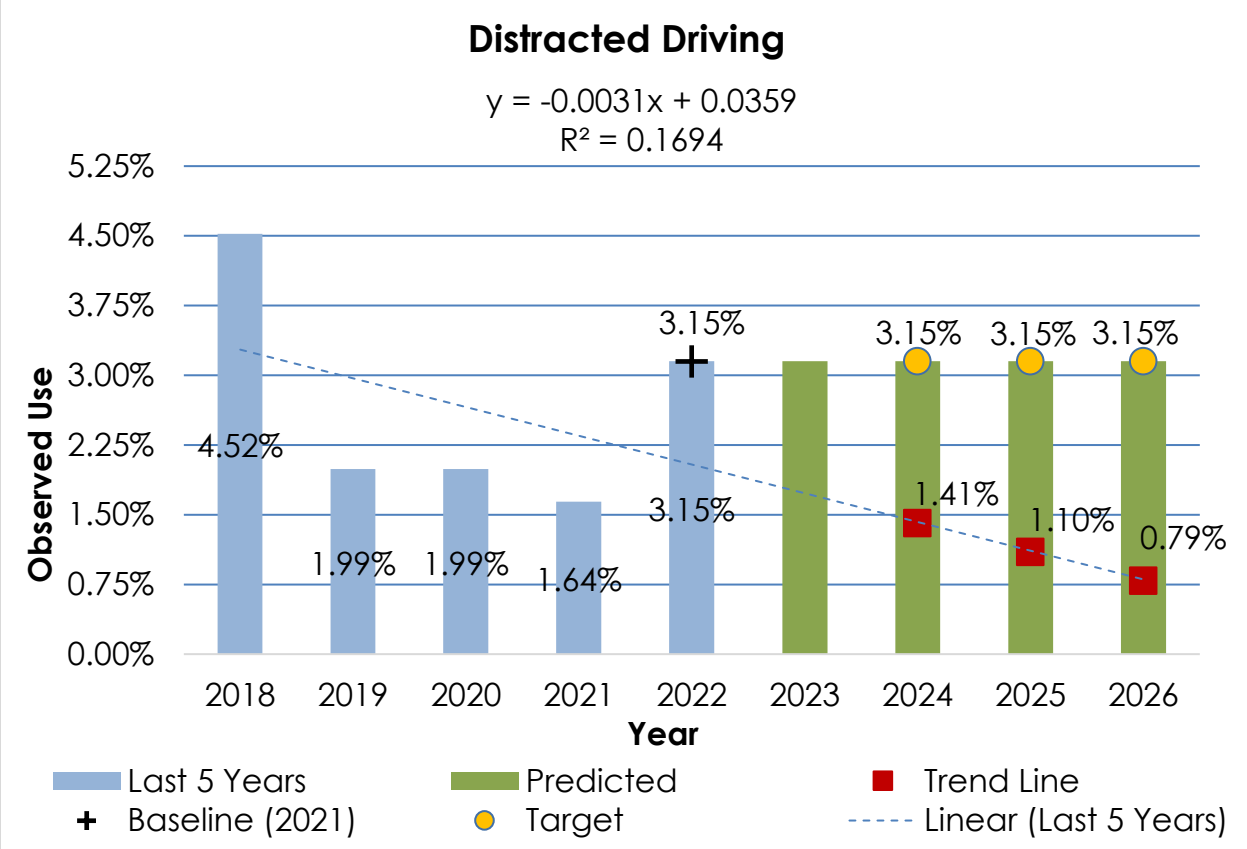


Distracted Driving (Survey)

Performance Measure: Maintain the number of California drivers observed using a handheld cell phone or texting at the 2022 calendar base year rate of 31.5 percent by December 31, 2026.

Justification: The performance target was selected by using the 2022 calendar year as the baseline as that is when the survey was conducted. The trendline below indicates a decrease in the observed use of handheld cell phones or texting. California foresees that the planned countermeasure strategies will continue to lower the percent of Californians observed using a handheld cell phone.

Countermeasures: Funded countermeasures to reduce the percentage of drivers observed using a handheld cell phone or texting will include conducting traffic safety educational and distracted driving awareness programs in middle schools, high schools, and colleges, funding programs to educate businesses and organizations about the dangers of distracted driving, funding and supporting state and national distracted driving awareness campaigns, and conducting high visibility enforcement during NHTSA mobilizations.



Emergency Medical Services

Performance Measure: Decrease the average extrication time from the time of arrival at the crash site to transport by December 31, 2026.

Justification: It is anticipated that replacing antiquated equipment with new equipment capable of cutting through vehicles made from Boron Steel will reduce the average extrication time. California foresees that the planned countermeasure strategies will result in a decrease in this category.

Traffic Records

Performance Measure: Increase the percentage of crash reports electronically submitted by local law enforcement agencies to SWITRS by 150 percent from 31.4 percent in 2022 to 78.5 percent by December 31, 2026.

Justification: It is anticipated that increased number of local law enforcement agencies will adopt an electronic solution for reporting their crashes to SWITRS. Therefore, California anticipates an increase in the funding for the grants that support electronic crash submission implementation.

Chapter 5

PROGRAM AREA PROBLEM IDENTIFICATION AND COUNTERMEASURE STRATEGIES

PLANNING AND ADMINISTRATION PROGRAM

Program Overview

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

- Developing and preparing the 3HSP, the annual grant application, and the Annual Report (AR);
- Developing a comprehensive, data driven traffic safety program that fosters meaningful PP&E from affected communities;
- Ensuring that data-driven enforcement programs foster effective community collaboration to increase public safety;
- Reviewing applications for recommendation and developing the grants to be funded;
- Conducting risk assessments of grant applications;
- Monitoring grants by reviewing quarterly claims and quarterly performance reports, evaluating accomplishments, and conducting GPRs;
- Contracting with the DOF to conduct subrecipient compliance audits and provide audit-risk assessment training to program and administration staff;
- Preparing a variety of program and grant reports;
- Participating in the SHSP challenge area meetings and various traffic safety committees and task forces;
- Creating public awareness campaigns and providing staff and spokespersons for all annual national campaigns;
- Providing fiscal and operational trainings to all applicable grant personnel annually;
- Maintaining and providing continuous improvements to GEMS;
- Conducting and participating in traffic safety meetings such as the OTS summits and forums, as well as national GHSA annual meetings and Lifesavers;
- Attend local, state, and national trainings such as the GHSA Executive and Leadership trainings and Transportation Safety Institute trainings; and
- Conducting workshops on highway safety grants and procedures for participation.

Current Staff

The OTS staff is comprised of forty-four (44) full-time positions responsible for the previously listed activities. The Director is responsible for the entire California program and serves as the Governor's Representative for Highway Safety (GR). As the GR, the Director participates in activities impacting the highway safety program nationwide including serving as the GHSA Executive Board Chair. The Program Planning and Grant Operations Division, headed by the Deputy Director, oversees the development of the 3HSP, the annual grant application and the AR, and implementation of the grants with both state and local entities. The Deputy Director advises the Director on all program matters pertaining to policy concerns, federal and state legislative mandates, and overall strategic objectives. The Technology and Administrative Services Division encompasses fiscal, budgets, business services, clerical support, and information technology services. The Marketing and Public Affairs Division is responsible for the development, oversight, and execution of media campaigns related to outreach, public relations, social media, and marketing strategies.

Training and Development

Training consists of staff skills development and program specific training. Staff skills development supports day-to-day operations of the office through training designed to enhance specific job duties. Program specific trainings are designed to enhance California's traffic safety program through trainings that increase knowledge and enhance the abilities of traffic safety professionals and the OTS employees. Examples of some of the training programs include:

- Managing NHTSA Grant Funds – This training course provided by the Transportation Safety Institute provides the OTS staff with in-depth knowledge of the regulations and guidance that apply to the funding of highway safety programs and projects.
- Personal Development/Computer Courses – The OTS staff will be offered computer and personal development courses via classroom and through online resources. The courses will increase knowledge in areas such as: information technology (software and hardware), equity and inclusion, project management, quality assurance, and core business skillsets. The OTS's annual training plan for all divisions strives to sustain and improve overall job performance.
- Program and Grant Specific Workshops/Seminars – Several program specific training sessions are supported or planned by the OTS staff and occasionally included in individual local programs. Various workshops and seminars will be conducted for subrecipient agencies throughout the State on grant specific information and the usage of GEMS.
- Leadership Development - This training will enhance the quality of leadership within an individual or an organization. Through these programs, the OTS management team will acquire strategies, techniques,

and knowledge to motivate, inspire, and increase performance within the organization.

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:

- Providing documentation on qualifications for special funded incentive programs.
- Developing, coordinating, monitoring, and administratively evaluating traffic safety grants identified in the HSP.
- Submitting the federally required 3HSP, annual grant application, and AR by the established due dates.
- Utilizing all available means for improving and promoting the California traffic safety program.

Operation of the Program

Costs included in this program area include the salaries of the GR, management, fiscal, information technology unit, clerical support personnel, and most operating costs. The portion of all other OTS personnel salaries, as well as certain operating expenses directly related to program development, coordination, public relations, monitoring, evaluation, information technology, and auditing are charged to the appropriate program area. Additionally, funding is used to contract with Caltrans for personnel and miscellaneous administrative services.

The OTS will be using Program Cost Allocations (PCA) to pay for the OTS staff positions. PCAs are based on funded dollar amounts of grants allocated to each fund and will be entered into FI$Cal, the statewide financial system for California.

PUBLIC RELATIONS, ADVERTISING AND MARKETING PROGRAM

The goal of the Public Relations, Advertising and Marketing Program is to promote a safety culture that achieves our vision where every Californian will "go safely." The OTS is the state's advocate for safer travel, through all modes of transportation. The OTS will implement a comprehensive education, outreach, community engagement, and public affairs program that includes strategic focus areas and key messages around serious traffic safety issues. We will execute the program through paid media, social media, proactive community and media relations, expanded outreach and community engagement, and strengthened partnerships to drive behavior change.

The key traffic safety messages will include:

- **Safe System Approach**: Increase public knowledge and buy-in to the guiding paradigm to traffic safety.
- **Collaboration in Action**: Working with a broad range of agencies reinforces a commitment from all stakeholders to promote safer travel.
- **The "Go Safely" Movement**: A call to action that we cannot reach zero deaths and serious injuries alone. We want to make the public aware of the roadway safety crisis and create opportunities for the public to become engaged in traffic safety issues through surveys and participation in local activities.
- **"Go Safely, California":** People use transportation in one form or another every day. "Go Safely, California" is our brand and aligns with the OTS vision and mission.

The key behavioral safety focus area messages will include:

- Alcohol-Impaired driving
- Drug-Impaired Driving
- Distracted Driving
- Speeding
- Bicycle and Pedestrian Safety
- Occupant Protection (seat belts/child safety seats)
- Motorcycle Safety
- E-Scooter and E-Bike Safety
- School Bus Safety
- Highway Work Zone Safety
- Wrong-Way Driving
- Emerging Infrastructure and Vehicle Technology (e.g., advance driver-assistance system, autonomous vehicles)

The OTS works jointly with Caltrans to develop and deliver statewide media campaigns, secure paid partnerships, and conduct media relations and community outreach activities. Pooling our resources with Caltrans helps supplement our public relations, advertising and marketing programs, and also expands our paid media campaigns to every corner of the state.

Equity is Not Extra

We embrace equity. We value different perspectives. We are committed to achieving equitable outcomes. Transportation is about people, and the safety of every California resident is our priority, regardless of age, ethnicity, ability, socioeconomic status, or how they travel.

Through our community outreach and engagement efforts, we will create purposeful dialogue about important issues, and listen to community concerns, connecting the public, our partners and key stakeholders with resources that help inform about safe travel behaviors and drive local action.

Representation matters, and we will be thoughtful of diverse representation in all traffic safety messages and use culturally appropriate messages for specific audiences and demographics. All our actions will be sensitive to community desires and strive to include voices from every community. This includes targeted outreach to organizations, businesses, and communities identified as underserved, where people do not have the same access to resources as others.

Performance Goals

- Increase overall public recognition of "Go Safely, California" brand that defines the OTS as the voice of traffic safety, a reputable and trusted source for traffic safety information, and builds positive perceptions and support for the OTS mission of saving lives.
- Increase outreach and engagement by using equity-related data to target communities identified as underserved.
- Strengthen organizational effectiveness while supporting the OTS-funded programs through public relations and marketing best practices.
- Strengthen regional, state, and national public and private partnerships to position the OTS as a thoughtful leader in collaborating with others who share the same level of commitment to traffic safety.
- Maintain open and cooperative relationships with media outlets to improve community awareness of the OTS activities, initiatives, and programs.

- Educate the public about e-bike and e-scooter regulations, rules and best riding practices to increase more safe interactions with drivers and pedestrians.
- Identify potential community-based organizations, local leaders, and other partners that work with disadvantaged communities.
- Engage with trusted sources in communities to gather insight on best ways to reach minority communities and provide traffic safety education resources.
- Integrate "Go Safely" campaign messaging in all public relations, advertising and marketing efforts to increase brand awareness and agency recognition with traffic safety campaign themes, including:
    - Don't Let Drunk Drive, Go Safely Game Plan (Alcohol-Impaired Driving)
    - DUI Doesn't Just Mean Booze (Drug-Impaired Driving)
    - Get Off Your Apps (Distracted Driving)
    - Share the Road. Share the Responsibility (Bicycle and Pedestrian Safety)
    - Slow the Fast Down (Speeding)
    - We Are Human (General, SSA Principles)

Actions

- Develop Multicultural Marketing Plan that expands traffic safety materials, resources, and media campaigns into additional languages.
- Regularly update information, materials, and resources on gosafelyca.org. Promote the gosafelyca.org website as a one-stop hub for all campaign advertising, educational materials, research and resources, including materials and messaging in other languages.
- Maximize budgets to execute robust media plans that coincide with national safety months, enforcement periods, and holidays for maximum exposure and awareness.
- Utilize traffic safety messages across all types of digital platforms, including mobile applications, websites, online videos, streaming, and gaming services, as well as social media.
- Secure additional, free promotional support and materials from media and advertising partners.
- Increase earned media coverage to extend reach and frequency of safety messages that positions the OTS as the state's subject matter expert in transportation safety.
- Collaborate with and in coordination with transportation planning agencies, non-profits, community groups, and other traffic safety advocacy organizations on safety campaigns implemented at the regional and local level.

- Organize small-group discussions or "pop-up" meetings with community leaders and organizations to gain feedback on how to message traffic safety to their communities.
- Maximize OTS subrecipients and partners to extend campaign messaging.
- Create regular social media content that supports OTS programs, activities, and initiatives.
- Encourage public engagement on OTS' social media channels through interactive and relevant messaging.
- Develop Social Media Guide for OTS-funded agencies that outline effective strategies to highlight their traffic safety activities.
- Regularly provide grantees and traffic safety stakeholders with branded media toolkits, press release templates, and other digital resources to amplify traffic safety campaign messages.
- Provide monthly recaps of the OTS engagements and updates on new informational materials on the "Go Safely, California" website.
- Use "Influencers" to assist with pushing out information and promoting the OTS message as recognized, trusted sources for information that resonates with audience.
- Develop new educational content highlighting rules and safe use of e-bikes and other micro-mobility options.
- Work with community partners to solicit feedback on safety messages for specific audiences, as well as educational resources that meet community needs.

The OTS public relations, advertising, and marketing programs supports nearly 400 traffic safety grants with hundreds of agencies throughout the state on an annual basis. This partner support allows for continuity and consistency of messaging, as well as additional earned and paid media coverage that increases awareness of OTS-funded activities.

The OTS funds the work of others, and it is our subrecipients and partners that are the main drivers to reduce fatalities and injuries on California roads.

HIGHWAY SAFETY COUNTERMEASURE STRATEGIES

Associated Performance Measure

Reduce the actual number of traffic fatalities 13.42 percent from the 2021 preliminary final FARS number of 4,285 to 3,710 by December 31, 2026.

Reduce the actual number of serious traffic injuries 17.1 percent from the 2021 preliminary final FARS number of 17,904 to 14,836 by December 31, 2026.

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2024-2026	164 AL	Minimum Penalties for Repeat Offenders and Driving While Intoxicated	$12,000,000
2024-2026	402	State/Community Highway Safety Grant Program	$9,000,000

Countermeasure Strategy

(PR) Public Relations/Advertising/Marketing

Linkage Between Problem Identification and Countermeasure Strategy

Based on the need to provide meaningful public engagement, marketing, and traffic safety messaging to Californians, the OTS will use this countermeasure strategy to guide program implementation in order to reduce traffic injuries and fatalities. The OTS public relations, advertising, and marketing support will continue to include:

- Earned and Paid Media Plans
- Social Media Best Practices and Strategies
- Custom "Go Safely" Brand Messaging
- Press Release Templates, Talking Points, Fact Sheets, Tip Cards and Flyers
- Social Media Toolkits, Graphics, and Videos
- Lesson Plans and age-specific traffic safety curriculum
- Digital banners, traffic reads, and video public service announcements
- Graphic Design and Video Production
- Educational videos
- Public Relations, Media Relations, and Communication Plan support

Citation/Justification

These countermeasure strategies are based on the following programs listed in NHTSA's "Countermeasures That Work"

- Alcohol-Impaired Driving:
    - 5.2 Mass Media Campaigns

        - The effectiveness of this countermeasure is three stars.
    - 5.5 Prevention, Intervention, Communication and Outreach Designated Drivers
        - This is a two star countermeasure, however based on the 2022 California Impaired Driving Plan a designed driver program is a proven and effective community and media outreach program that encourages the use of a designated sober driver to reduce impaired driving crashes. This countermeasure is proven to saving lives and can assist in meeting the performance target.
- . Seat Belts and Child Restraints, Communications and Outreach
    - 3.1 Supporting Enforcement
        - The effectiveness of this countermeasure is five stars.
- . Speeding and Speed Management, Communications and Outreach
    - 4.1 Communication and Outreach Supporting Enforcement
        - The effectiveness of this countermeasure is three stars.

National High Visibility Enforcement Campaigns will also be supported, as well as using media to support other national campaigns that NHTSA is asking the OTS to promote such as Distracted Driving Month in April, Speed Reduction Campaign in July, Motorcycle Safety Month in May, Ped Safety Month in October, etc.

Description of Considerations

California's efforts to reduce traffic injuries and fatalities from the Public Relations, Advertising, and Marketing Program will be driven by the efforts in the counties and cities with underserved and overrepresented populations. Meaningful public engagement and collaboration efforts will be conducted through the OTS, partnerships with state and local government agencies, as well as non-traditional partners who present an innovative approach to reducing traffic crashes.

ALCOHOL-IMPAIRED DRIVING

PROBLEM IDENTIFICATION AND DATA ANALYSIS

While alcohol-impaired driving fatalities have fallen significantly in the last three decades, NHTSA reports that alcohol-impaired driving still comprises a large percentage of traffic injuries and fatalities. On average in 2021, someone died from an alcohol-impaired driving crash every 39 minutes. There was an increase in the number of alcohol-impaired driving fatalities and rate per 100 million VMT in the U.S. between 2020 and 2021.

The U.S. DOT uses the SSA to work towards zero roadway fatalities and serious injuries. With alcohol-impaired driving accounting for 31.2 percent of all traffic fatalities, designing streets to protect people even when they make unsafe decisions is critical. The SSA recognizes human mistakes and vulnerabilities and designs a system with many redundancies in place to protect everyone. The DOT names safe road users, safe vehicles, safe speeds, safe roads, and post-crash care as key elements of a Safe System. These elements together create multiple layers of protection to improve safety.

Analyses from FARS presented for this program area are derived from crashes that involve at least one driver or motorcyclist with a blood alcohol concentration (BAC) of .08 or greater. To identify crashes involving alcohol-impaired drivers with at least .08 BAC in FARS, SafeTREC applied the multiple imputation method outlined in DOT HS 809 403. Analyses from SWITRS presented in this program area refer to alcohol involvement and include fatal and serious injury crashes where law enforcement reported a driver (including motorcycle operators), to have been drinking.

National

- In the U.S., there were 13,384 people killed in alcohol-impaired crashes in 2021, a 14.2 percent increase from 11,718 in 2020.
- Alcohol-impaired driving fatality rate per 100 million VMT increased 7.5 percent from 0.40 in 2019 to 0.43 in 2021.
- All 50 states have laws that make it illegal to drive with a BAC of .08 grams per deciliter (g/dL) or higher; in 2018, Utah lowered its BAC limit to .05 g/dL. Testing standards for when to administer a BAC test vary considerably between states and local jurisdictions which affect the accuracy and reliability of BAC estimates.
- Drivers of passenger cars, SUVs, pickups, vans, motorcycles, and large trucks all experienced an increase in the number of alcohol-impaired drivers involved in fatal crashes from 2020 to 2021. SUVs saw the greatest increase in the number of alcohol-impaired drivers involved in a fatal

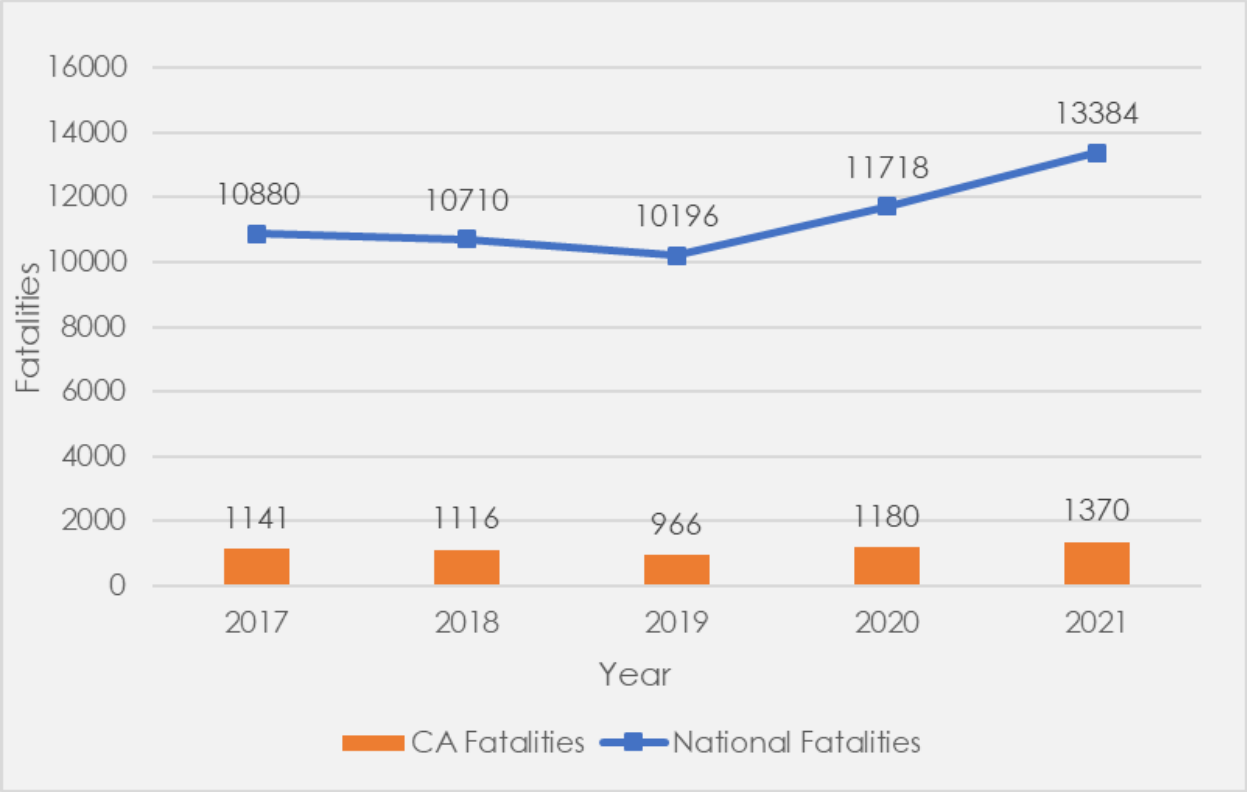
crash and the largest percent increase.

- Of the 60,904 drivers involved in fatal crashes nationally in 2021, only 23,055 drivers, or 37.9 percent, had known BAC test results. Across all states, the percentage of drivers with known BAC test results ranged from 9.1 in Mississippi to 81.0 percent in South Dakota.
- In the U.S. in 2021, alcohol-impaired driving fatalities as a proportion of all traffic fatalities increased from 30.0 percent in 2020 to 31.2 percent in 2021.

California

- In California, there were 1,370 people killed in alcohol-impaired crashes in 2021, a 16.1 percent increase from 1,180 in 2020.
- In California, of the 4,285 traffic fatalities in 2021, 32.0 percent involved a driver with a BAC of .08 or higher. This is slightly higher than the national average of 31.2 percent.
- California only reported BAC results for 26.6 percent of drivers involved in a fatal crash in 2021, which is lower than the national average of 37.9 percent. Testing rates were higher for drivers who died than drivers who survived, but testing rates in California for both groups were lower than the national average. Of drivers who died, 38.8 percent had known BAC test results compared to only 18.5 percent of drivers that survived. The comparable national figures were 58.8 percent and 20.6 percent, respectively.
- In 2022, Californians were asked about their top traffic safety concerns in the Traffic Safety Survey sponsored by the Office of Traffic Safety. The third-most frequently cited safety problem was "Drunk Driving," reported by 67.4 percent of the drivers and accounting for 17.6 percent of responses, a slight increase from 17.5 percent of responses in 2021 and a slight decrease from 17.9 percent of responses in 2020.
- The California DUI Management Information System maintained by the California Department of Motor Vehicles provides information about arrests, convictions, and sanctions related to impaired driving. In 2018, the most recent year with complete data, there were 127,437 DUI arrests, an increase of 3.1 percent from 2017, and 93,926 DUI convictions, an increase of 0.3 percent from 2017. The DUI conviction rate in 2018 was 71.1 percent, the lowest rate going back to at least 2009. There were 227,719 DUI license actions, including both preconviction administrative *per se* actions and postconviction suspensions or revocations, about the same as in 2017. The 1-year recidivism rate of first-time DUI offenders in 2018 was 3.8 percent, up from 3.0 percent in 2017.

Alcohol-Impaired Fatality Trends



Source: FARS 2017 – 2020 Final File & 2021 ARF

State-level Analysis

The figures in this section refer to all victims including drivers, passengers, bicyclists, and pedestrians fatally injured in an alcohol-impaired crash and fatally or seriously injured in an alcohol-involved crash in California in 2021. These numbers are the products of SafeTREC analysis.

Alcohol-Impaired Fatalities and Alcohol-Involved Serious Injuries County

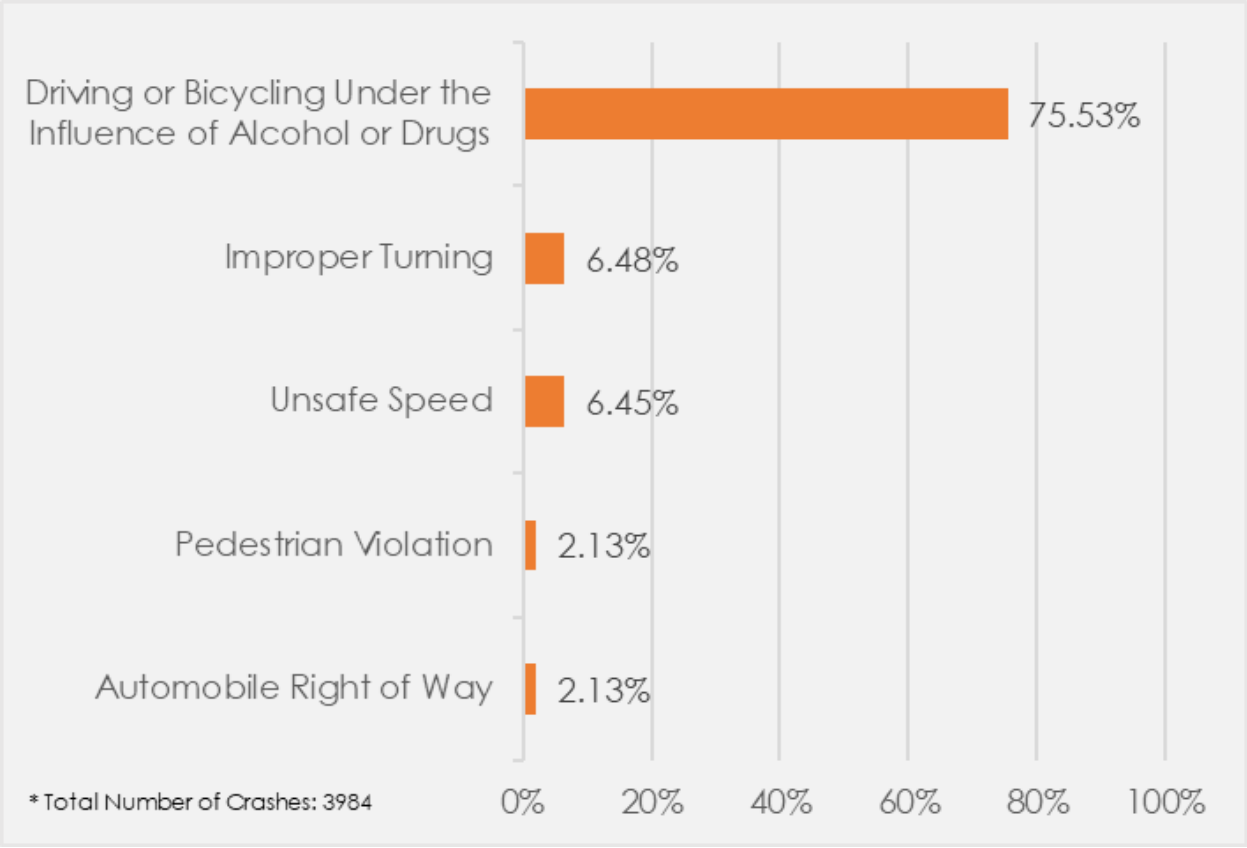
- Los Angeles and San Bernardino counties had more than 100 alcohol-impaired fatalities. Trinity County had the highest rate of alcohol-impaired fatalities per 100k population, followed by Amador, Siskiyou, Lassen, and Mono.
- Los Angeles, San Diego, San Bernardino, and Riverside counties all had 200 or more alcohol-involved serious injuries. Amador County had the highest alcohol-involved serious injury rate per 100k population. Other counties with high rates of alcohol-involved serious injuries were Plumas, Colusa, and Trinity.

Primary Crash Factors of Alcohol-Involved Fatal and Serious Injury Crashes

- Expectedly, the vast majority, 75.53 percent, of the PCF for alcohol-

involved crashes were classified as driving or bicycling under the influence of alcohol or drugs. Following that PCF, improper turning (6.48 percent) and unsafe speed (6.45 percent) were the most frequent PCFs recorded.

Top Five Primary Crash Factors of Alcohol-Involved Fatal and Serious Injury Crashes



Source: Provisional SWITRS 2021

Crash Types for Alcohol-Involved Fatal and Serious Injury Crashes

- Hit object was the most prevalent type of alcohol-involved crash at 34.5 percent. This was followed by rear end crashes at 16.6 percent, broadside at 13.8 percent, and head-on at 11.8 percent.

Time and Day of Alcohol-Impaired Fatal and Alcohol-Involved Serious Injury Crashes

- The number of alcohol-impaired fatal crashes was highest from 9PM to 3AM, with 51.7 percent of crashes occurring during this period. The day with the most alcohol-impaired fatal crashes was Saturday, with 23.1 percent, followed by Sunday, with 21.7 percent. The peak period, with 83 crashes, 7.2 percent of the total, occurred between midnight and 3am on

Sunday.
- The pattern of alcohol-involved serious injury crashes was similar. The time of day with the highest numbers was 9PM to midnight with 24.2 percent of serious injuries, followed by midnight to 3AM, with 22.9 percent. The days with the most alcohol-involved serious injury crashes were Sunday and Saturday, with 24.1 and 22.3 percent, respectively. The peak period was on Sunday from midnight to 3AM, with 197 serious injury crashes, or 6.5 percent of the total.

Alcohol-Impaired Fatal and Alcohol-Involved Serious Injury Victim Demographics

- Alcohol-impaired fatal and alcohol-involved serious injury victims were predominantly male. The largest demographic of fatalities was male victims age 25 to 34, with 19.8 percent of fatally-injured victims, while the largest demographic of serious injuries was males 25 to 34, who comprised 22.2 percent of seriously-injured victims.
- Race was not reported for 67.5 percent of the alcohol-impaired driving fatalities. Of the 438 fatalities with a known race, 78.8 percent (or 345) were white.

Crash Location for Fatal Alcohol-Impaired Crashes

- About two-thirds (69.7 percent) of alcohol-impaired fatal crashes occurred in urban areas compared to 30.3 percent on rural roads. For comparison, about 18.5 percent of travel took place on rural roads in 2020.
- The type of roadway with the greatest share of alcohol-impaired fatal crashes was non-interstate principal arterials at 27.7 percent, followed by non-interstate minor arterials at 18.9 percent and interstates at 17.2 percent.

Geospatial Analysis

This section introduces an analysis based on geospatial and sociodemographic data, creating a geographic visualization in response to the mandates in the 3HSP. The visualization below illustrates how alcohol-impaired fatalities are distributed in California relative to population and highlights the region with the greatest concentration of fatalities per capita. It also shows a detailed view of that region by census tract, illustrating where the fatal crashes occurred within the region.

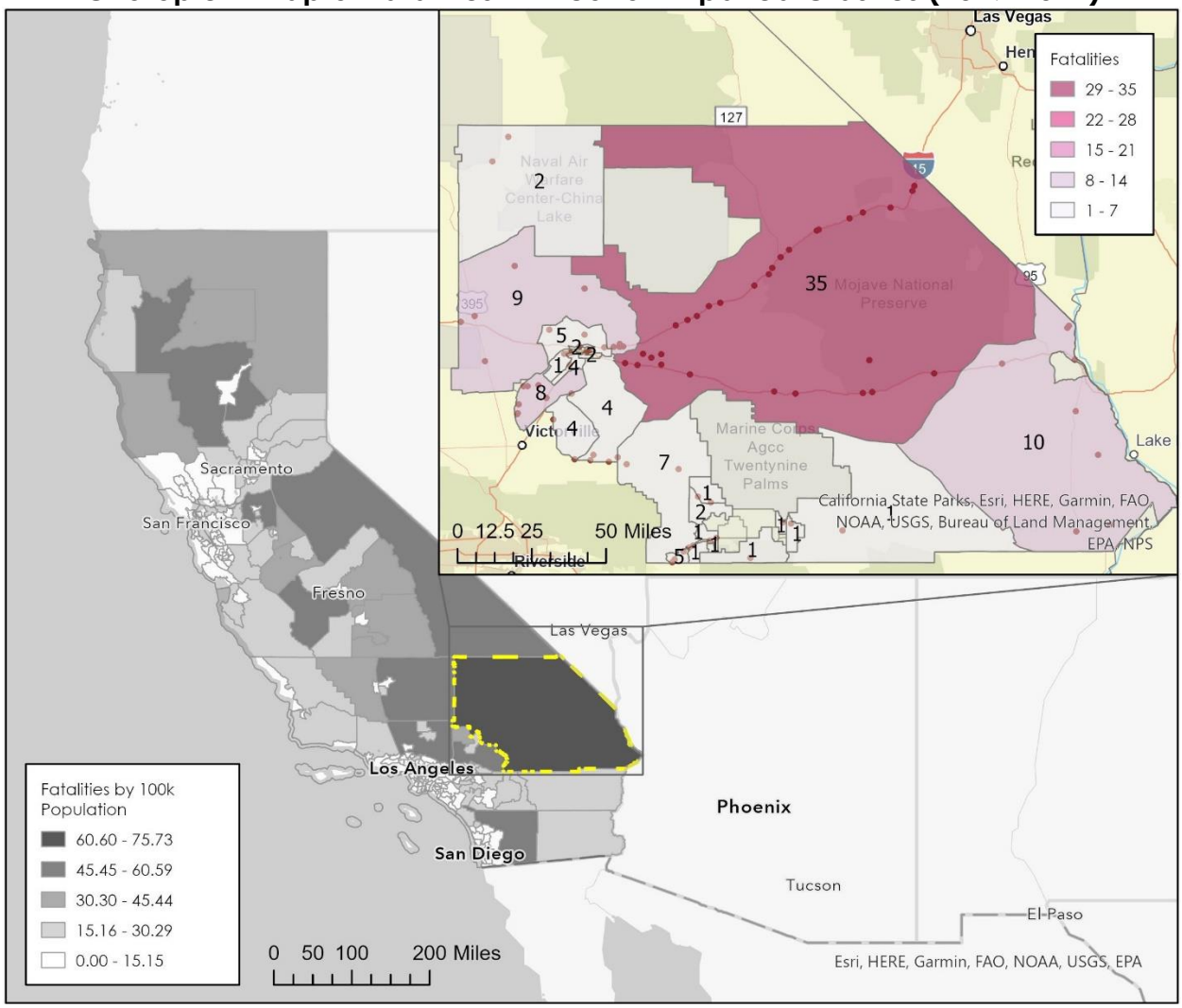
Alcohol-impaired Crash Fatalities per Capita

The geospatial region used in this analysis is a Public Use Microdata Area (PUMA), which is a Census Bureau-defined geographic area with a population of at least 100,000 and not more than 200,000 people. The sociodemographic

data is derived from 2017-2021 American Community Survey 5 Year Estimates. The crash and victim data in this section are based on FARS fatalities in alcohol-impaired crashes from the most recent five years of data, 2017-2021.

The PUMA region with the greatest rate of alcohol-impaired fatalities per capita was San Bernardino County (Northeast) – Twentynine Palms and Barstow Cities PUMA (see map below). Many of these fatalities were concentrated on the desert highways, I-15 and I-40, in this region. The population of this area was majority white, averaging 65.8 percent white from 2017 to 2021, which is greater than the statewide average proportion of 52.1 percent over the same period. The average median household income in this area from 2017 to 2021 was $49,102, below the state average of $84,097.

Choropleth Map of Fatalities in Alcohol-impaired Crashes (2017-2021)



Source: FARS 2017 – 2020 Final File & 2021 ARF, 2017-2021 ACS 5-Year PUMA Estimates

From 2017 to 2021, there were 91 total alcohol-impaired fatal crashes and 108 fatalities in this region. The vast majority, 78.0 percent, of these crashes were on rural roads and over one-third (36.3 percent) occurred on an interstate. The time of day with the most crashes was 9pm to midnight, with 23.5 percent of crashes and the day of the week with the most crashes was Sunday, with 20.9 percent of crashes.

Among the fatalities in these alcohol-impaired crashes, 74.8 percent were male. The most common age was from 25 to 34, comprising almost a quarter (24.3 percent) of fatalities, and the second-most-common age was 35 to 44, with 18.7 percent of fatalities.

HIGHWAY SAFETY COUNTERMEASURE STRATEGIES

Associated Performance Measure

Reduce alcohol-impaired driving fatalities 33.43 percent from the 2021 preliminary final FARS number of 1,370 to 912 by December 31, 2026.

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2024-2026	164 AL	Minimum Penalties for Repeat Offenders and Driving While Intoxicated	$20,000,000
2024-2026	405d AL	Impaired Driving Countermeasures Grants	$30,000,000

Countermeasure Strategy

(AL) Education/Public Awareness

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for alcohol-impaired driving fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce alcohol-impaired driving fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Fund statewide priority youth education programs such as "Every 15 Minutes", "Sober Graduation", and "Friday Night Live" programs.
- Increase the delivery of statewide education programs to underserved and overrepresented high schools by using the Teen Traffic Safety Heat Map.
- Fund community-based organizations for DUI prevention and education efforts (Power of Parents, Power of You(th), Teen Influencer, and Zero Tolerance programs) including booths, and multi-media presentations at schools and community events, and victim impact panels.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 8 Impaired Driving. These countermeasures are based on the following programs listed in NHTSA's "Countermeasures That Work" for Alcohol-Impaired Driving:

- 5.5 Prevention, Intervention, Communication and Outreach Designated Drivers
    - This is a two star countermeasure, however based on the 2022 California Impaired Driving Plan a designed driver program is a proven and effective community and media outreach program

that encourages the use of a designated sober driver to reduce impaired driving crashes. This countermeasure is proven to saving lives and can assist in meeting the performance target.

- 6.5 Underage Drinking and Driving Youth Programs
  - This is a two star countermeasure, however based on the 2022 California Impaired Driving Plan the implementation of evidence-based impaired driving education programming in schools demonstrates that this countermeasure is proven to saving lives and can assist in meeting the performance target.

Description of Considerations

California's efforts to reduce alcohol-impaired driving fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the densely populated and rural counties identified in the problem identification) to implement education programs and public awareness campaigns. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with state and local government agencies as well as non-traditional partners who present an innovative approach to reducing alcohol-impaired driving crashes.

Countermeasure Strategy

(AL) Enforcement

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for alcohol-impaired driving fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce alcohol-impaired driving fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- The CHP will conduct enhanced DUI enforcement and DUI warrant operations with an emphasis in areas of overrepresented fatal alcohol related crashes.
- Conduct increased DUI enforcement, such as DUI/Driver's License (DL) checkpoints, DUI saturations, warrant details, as well as enhanced media awareness during the Winter and Summer NHTSA mobilizations, and sustained enforcement during Halloween, Super Bowl Sunday, St. Patrick's Day, Cinco de Mayo, Memorial Day, and Independence Day holidays.
- Through ABC, fund local law enforcement agencies to conduct underage drinking prevention and enforcement activities including Minor

Decoy, Shoulder Tap, Target Responsibility for Alcohol Connected Emergencies (TRACE), and Informed Merchants Preventing Alcohol-Related Crime Tendencies.
- Promote NHTSA's "Drive Sober or Get Pulled Over" message as appropriate in press releases, interviews, and social media.
- Fund "corridor DUI programs" that select corridors based on data showing disproportionate numbers of DUI crashes and convene task forces to implement identified solutions.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 8 Impaired Driving. These countermeasures are based on the following programs listed in NHTSA's "Countermeasures That Work" for Alcohol-Impaired Driving:

- 2.1 Deterrence: Enforcement Publicized Sobriety Checkpoints
  - The effectiveness of this countermeasure is five stars.
- 2.2 Deterrence: Enforcement High-Visibility Saturation Patrols
  - The effectiveness of this countermeasure is four stars.
- 5.3 Prevention, Intervention, Communication and Outreach Responsible Beverage Service
  - This is a two star countermeasure, however based on the 2022 California Impaired Driving Plan and the 2023 California Alcoholic Beverage Control Act, this countermeasure is proven to saving lives and can assist in meeting the performance target.
- 5.5 Prevention, Intervention, Communication and Outreach Designated Drivers
  - This is a two star countermeasure, however based on the 2022 California Impaired Driving Plan a designed driver program is a proven and effective community and media outreach program that encourages the use of a designated sober driver to reduce impaired driving crashes. This countermeasure is proven to saving lives and can assist in meeting the performance target.
- 6.3 Underage Drinking and Drinking and Driving Alcohol Vendor Compliance Checks
  - The effectiveness of this countermeasure is three stars.
- 6.4 Underage Drinking and Drinking and Driving Other Minimum Legal Drinking Age 21 Law Enforcement
  - The effectiveness of this countermeasure is three stars.
- 6.5 Underage Drinking and Driving Youth Programs
  - This is a two star countermeasure, however based on the 2022 California Impaired Driving Plan the implementation of evidence-based impaired driving education programming in schools demonstrates that this countermeasure is proven to saving lives and can assist in meeting the performance target.

National campaigns such as National Impaired Driving High Visibility Enforcement Campaigns will also be supported.

Description of Considerations
California's efforts to reduce alcohol-impaired driving fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants that will focus in the counties and cities with the highest number of fatalities or fatality rates (including the densely populated and rural counties identified in the problem identification) to implement education programs, public awareness campaigns, and enforcement operations. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with state government entities who present an innovative approach to reducing alcohol-impaired driving crashes.

Countermeasure Strategy

(AL) Equipment

Linkage Between Problem Identification and Countermeasure Strategy
Based on the problem identification for alcohol-impaired driving fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce alcohol-impaired driving fatalities. Grants awarded under this countermeasure strategy may include the following activity.

- Purchase toxicology equipment to enhance the testing capability of DUI cases including increasing sample preparation efficiency to allow for more throughput of samples for analysis.

Citation/Justification
The countermeasure strategy is supported by the Highway Safety Program Guideline No. 8 Impaired Driving. The 2022 California Impaired Driving Plan and the CHP Report to the Legislature Senate Bill 94 addresses improving the testing capability of impaired drivers which remains a focus to reduce impaired driving crashes, saving lives, and assisting in meeting the performance target. The OTS will continue efforts to lead and support the strategies outlined in the California Impaired Driving Plan.

Description of Considerations
California's efforts to reduce alcohol-impaired driving fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of

fatalities or fatality rates (including the densely populated and rural counties identified in the problem identification) to purchase equipment to advance DUI testing capabilities. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with agencies responsible for testing samples of DUI cases who present an innovative approach to reducing alcohol-impaired driving crashes.

Countermeasure Strategy

(AL) Judicial

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for alcohol-impaired driving fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce alcohol-impaired driving fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Maintain multitrack DUI courts that provide counseling, monitoring, and treatment to DUI offenders as well traditional consequences and penalties.
- Reduce repeat offenders from driving while impaired and reduce recidivism.
- Continue support of intensive supervision of DUI offenders through DUI courts.
- Continue support of collaboration between local law enforcement and DUI Court program.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 8 Impaired Driving. These countermeasures are based on the following programs listed in NHTSA's "Countermeasures That Work" for Alcohol-Impaired Driving:

- 3.1 Deterrence: Prosecution and Adjudication DWI Court
  - The effectiveness of this countermeasure is four stars.
- 3.4 Deterrence: Prosecution and Adjudication Sanctions
  - This is a two star countermeasure, however based on the 2022 California Impaired Driving Plan this countermeasure is proven to saving lives and can assist in meeting the performance target.
- 4.1 Deterrence: DWI Offender Treatment, Monitoring, and Control Alcohol Problem Assessment and Treatment
  - The effectiveness of this countermeasure is five stars.

National campaigns such as National Impaired Driving High Visibility Enforcement Campaigns will also be supported.

Description of Considerations
California's efforts to reduce alcohol-impaired driving fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the densely populated and rural counties identified in the problem identification) to implement specialized DUI Court models to reduce recidivism among DUI offenders. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local superior courts, local probation departments, and local law enforcement agencies who present an innovative approach to reducing alcohol-impaired driving crashes.

Countermeasure Strategy

(AL) Probation

Linkage Between Problem Identification and Countermeasure Strategy
Based on the problem identification for alcohol-impaired driving fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce alcohol-impaired driving fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Reduce the risk of DUI recidivism through intensive supervision of DUI offenders.
- Continue to ensure compliance with court-ordered conditions of probation and prevent re-arrest on new DUI charges.
- Continue the monitoring of treatment and DUI program participation.
- Conduct office visits, field contacts, unannounced fourth waiver searches, random alcohol testing, and distribution of DUI Be on the Lookout (BOLO) reports.

Citation/Justification
The countermeasure strategy is supported by the Highway Safety Program Guideline No. 8 Impaired Driving. These countermeasures are based on the following programs listed in NHTSA's "Countermeasures That Work" for Alcohol-Impaired Driving:

- 3.4 Deterrence: Prosecution and Adjudication Sanctions
    - This is a two star countermeasure, however based on the 2022 California Impaired Driving Plan this countermeasure is proven to saving lives and can assist in meeting the performance target.

- 4.4 Deterrence: DWI Offender Treatment, Monitoring, and Control DWI Offender Monitoring
    - The effectiveness of this countermeasure is four stars.

National campaigns such as National Impaired Driving High Visibility Enforcement Campaigns will also be supported.

Description of Considerations

California's efforts to reduce alcohol-impaired driving fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties with the highest number of fatalities or fatality rates (including the densely populated and rural counties identified in the problem identification) to implement programs that will provide intense probation supervision for high-risk felony and repeat DUI offenders. Consideration will be given to all counties throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Best practices will be shared through our partnerships with local probation departments who present an innovative approach to reducing alcohol-impaired driving crashes.

DISTRACTED DRIVING

PROBLEM IDENTIFICATION AND DATA ANALYSIS

NHTSA defines distracted driving as any activity that diverts attention from safe driving. Examples of distracted driving include but are not limited to talking or texting on cell phones, eating and drinking, talking to people inside the vehicle, and manipulating audio systems or navigation systems. In summary, distracted driving is any activity that shifts a motorist's focus away from driving.

When addressing roadway fatalities and serious injuries, the DOT uses the SSA to ameliorate fatal and serious roadway injuries. The SSA provides a holistic lens to address roadway safety, one in which multiple elements must work in tandem to create multiple layers of protection to improve safety. For example, the DOT names safe road users, safe vehicles, safe speeds, safe roads, and post-crash care as key elements of a Safe System. This approach considers human attributes, such as momentary lapses of attention that may lead to roadway injury or fatalities.

Analyses presented in the distracted driving program area are defined by a driver's inattention to driving due to some other activity.

National

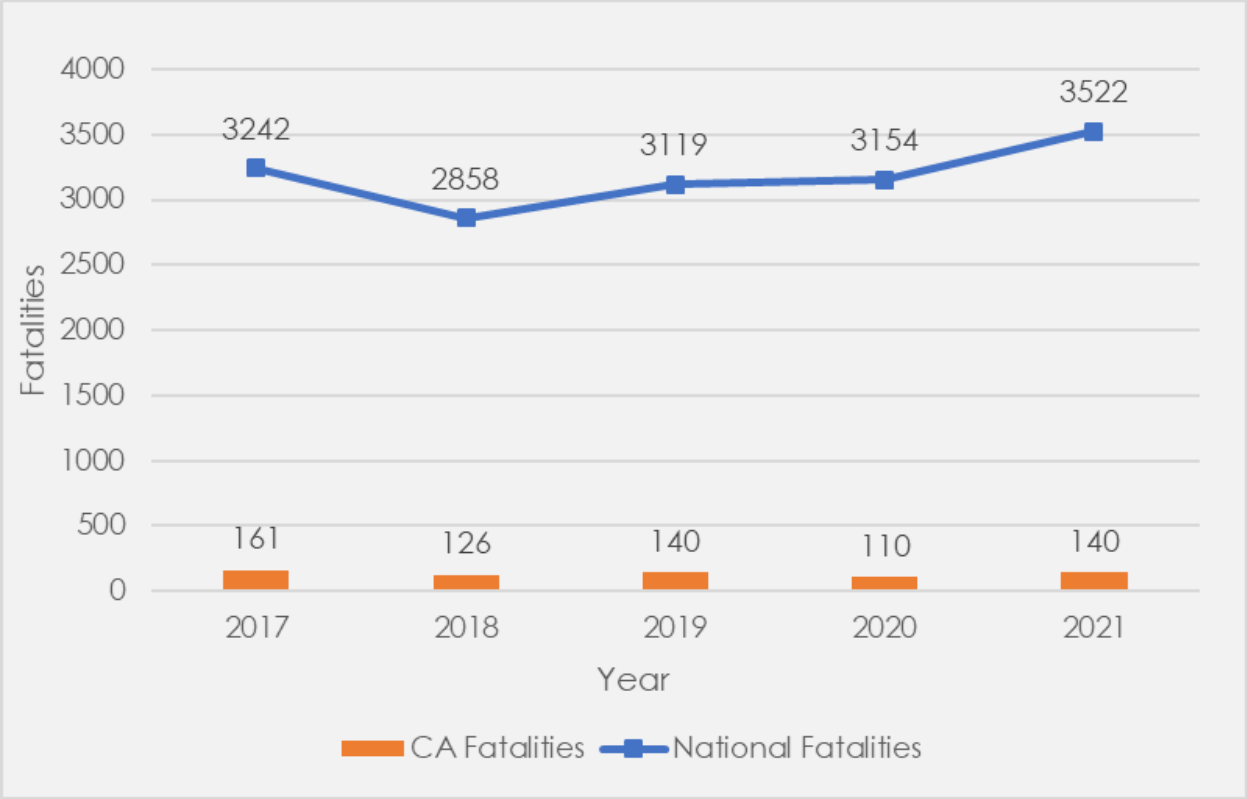
- In 2021, there were 3,522 fatalities in distracted driving crashes, defined by NHTSA as a crash involving at least one distracted driver. This was an increase of 11.7 percent from 3,154 fatalities in 2020.
- Distracted driving crashes comprised 8.2 percent of all fatal traffic injuries in 2021.
- According to the National Occupant Protection Use Survey (NOPUS), which provides data on driver use of electronic devices in the U.S., observed three prominent types of electronic device use while driving. These include "holding phones to their ears", "speaking with visible headsets on", and "visibly manipulating handheld devices". A finding by the NOPUS is that there was a slight decrease in motorists talking on cell phone devices from 2020 (2.6 percent) to 2021 (2.5 percent). The slight decrease aligns with a general downward trend in handheld cell phone use over the last ten years.
- In 2021, the NOPUS found that motorists between the ages of 16-24 saw an increase in "Holding Phones to Their Ears While Driving" from 2.6 percent in 2020 to 3.7 percent in 2021, a departure from the steady downward trend going back to 2012. In contrast, usage of handheld cell phones by motorists 70 years or older remained mostly unchanged from 2020 to 2021.

- The NOPUS also found that in 2021, 3.4 percent of drivers were visibly manipulating a handheld device. The NOPUS data for visible manipulation of handheld devices from 2021 is not comparable to data collected from previous years due to a revised definition that includes drivers interacting with infotainment devices, such as radios, navigation systems, or CarPlay.
- The 2021 Traffic Safety Culture Index by the American Automobile Association (AAA) Foundation for Traffic Safety found:
- Reading and texting/emailing on a cell phone are perceived as "extremely or very dangerous" by 93.2 percent and 92.1 percent of survey respondents in 2021, respectively. This is a decrease from 2020, in which respondents viewed reading (94.9 percent) or typing (95.5 percent) on a hand-held device as "extremely or very dangerous."
- Slightly more than half (57.1 percent) reported having used a hands-free technology to talk or send texts/emails while driving.
- Despite the high proportion of respondents that recognize the risk of texting/emailing while driving, 26.4 percent of motorists reported sending a text/email while driving in the 30 days before the survey.

California

- There were 140 distracted driving fatalities in California in 2021, an increase of 27.3 percent from 110 in 2020.
- The OTS-sponsored 2022 California Traffic Safety Survey found that "Distracted Driving because of TEXTING" was viewed as a significant safety concern by 71.5 percent of survey respondents. Respondents identified "Distracted Driving because of Texting" and "Distracted Driving because of TALKING" as two of the top six biggest safety problems on California roadways.

Distracted Driving Fatality Trends



Source: FARS 2017 – 2020 Final File & 2021 ARF

State-level Analysis

The figures in this section refer to fatally or seriously injured persons in a distracted driving crash in California in 2021. These numbers are the products of SafeTREC analysis.

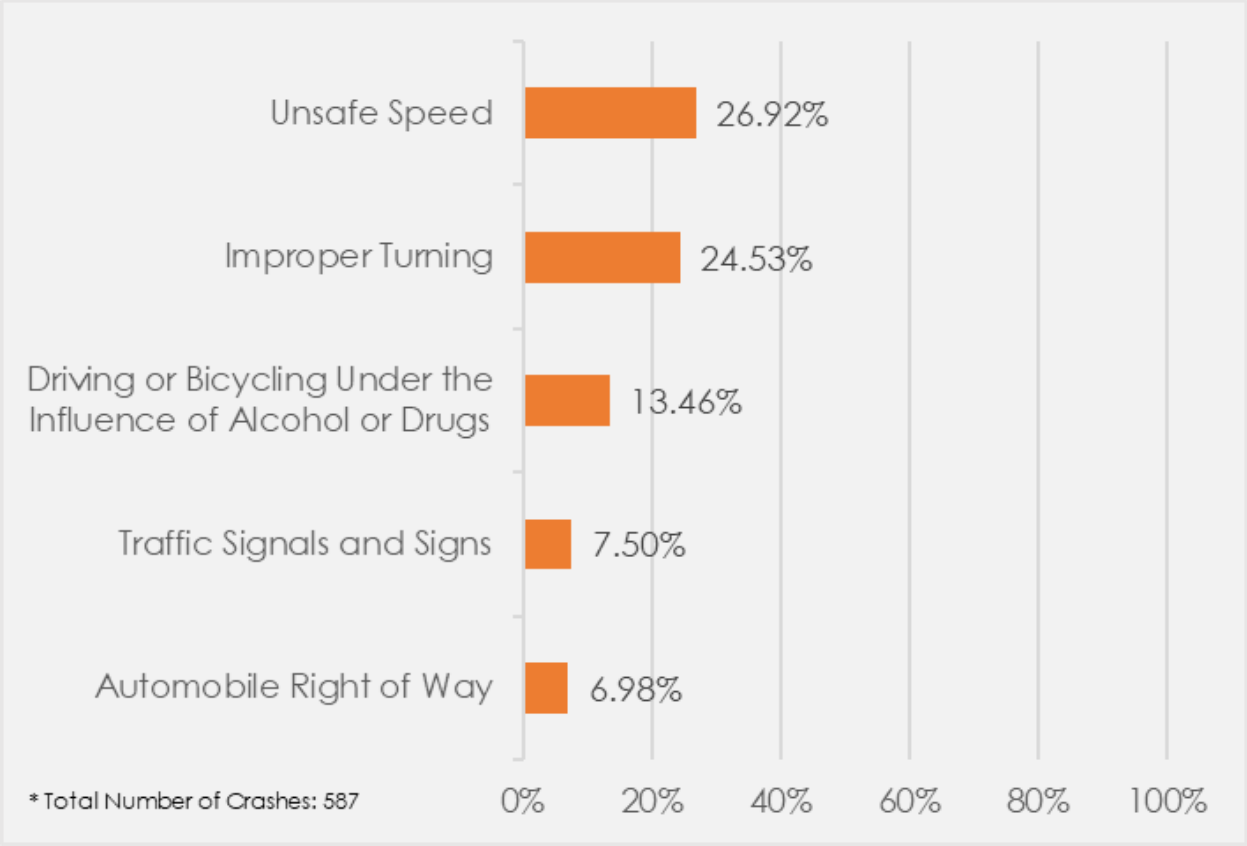
Distracted Driving Fatalities and Serious Injuries by County

- By number, the counties with the greatest number of fatalities in 2021 were San Diego, Kern, Fresno, Orange, Los Angeles, Riverside, and San Bernardino. Per capita, the highest rate of fatalities in 2021 was in Lassen County, followed by Trinity, Plumas, Lake, Napa, Siskiyou, and Calaveras counties.
- Of California's 58 counties, 23 recorded zero fatalities related to distracted driving in 2021.
- Los Angeles, San Diego, Orange, and San Bernadino counties all had 30 or more distracted driving serious injuries. Sierra County had the highest serious injury rate per 100k population. Other counties with high rates of serious injuries were Trinity, Modoc, Colusa, and Amador.

Primary Crash Factors of Distracted Driving Fatal and Serious Injury Crashes

- The top three PCFs for distracted driving crashes were classified as Unsafe Speed (26.92 percent), Improper Turning (24.53 percent), and Driving or Bicycling under the influence of Alcohol or Drugs (13.46 percent).

Top Five Primary Crash Factors of Alcohol-Involved Fatal and Serious Injury Crashes



Source: Provisional SWITRS 2021

Crash Types for Distracted Driving Fatal and Serious Injury Crashes

- Rear-End was the most prevalent type of fatal or serious injury distracted driving crash at 26.1 percent. This was followed by hit object crashes at 19.4 percent, broadside at 16.2 percent, and vehicle-pedestrian at 14.5 percent.

Time and Day of Distracted Driving Fatal and Serious Injury Crashes

- The day of the week with the most distracted driving fatal crashes was Saturday (18.6 percent), followed by Thursday (17.8 percent). The time of day with the greatest number of crashes was 6pm to 9pm, at 18.6 percent. The peak time was Thursday evening, with 10.9 percent of crashes occurring between 6pm and midnight.
- Serious injury distracted driving crashes seemed to be concentrated somewhat earlier in the day, with 18.6 percent of crashes occurring between 3pm and 6pm. Saturday was the day of week with the highest number of serious injury crashes, making up 19.1 percent of total crashes.

Fatal and Serious Injury Distracted Driving Victim Demographics

- The age category with the greatest number of distracted driving fatalities was age 55-64, with 19.4 percent of distracted driving fatalities. The next most common age category of distracted driving fatalities was 15-24, with 18.0 percent of fatalities. A majority (59.7 percent) of distracted driving fatalities were male. Seriously injured victims of distracted driving crashes were, on average, younger than those fatally injured. The most common age group was 15-24, with 24.9 percent of serious injuries, followed by 25-34, with 24.2 percent. Over half (59.4 percent) of distracted driving serious injury victims were male.
- For 58.6 percent of distracted driving fatalities, race was unknown. Of the victims with known race, 75.9 percent were white and 8.6 percent were Black or African American.

Crash Location for Fatal Distracted Driving Crashes

- Almost two-thirds (64.1 percent) of distracted driving fatal crashes occurred in urban areas, while 35.9 percent occurred in rural areas. For comparison, about 18.5 percent of travel took place on rural roads in 2020.
- Over a quarter (28.2 percent) of distracted driving crashes occurred on Minor Arterial roads, closely followed by Principal Arterials (26 percent).

Geospatial Analysis

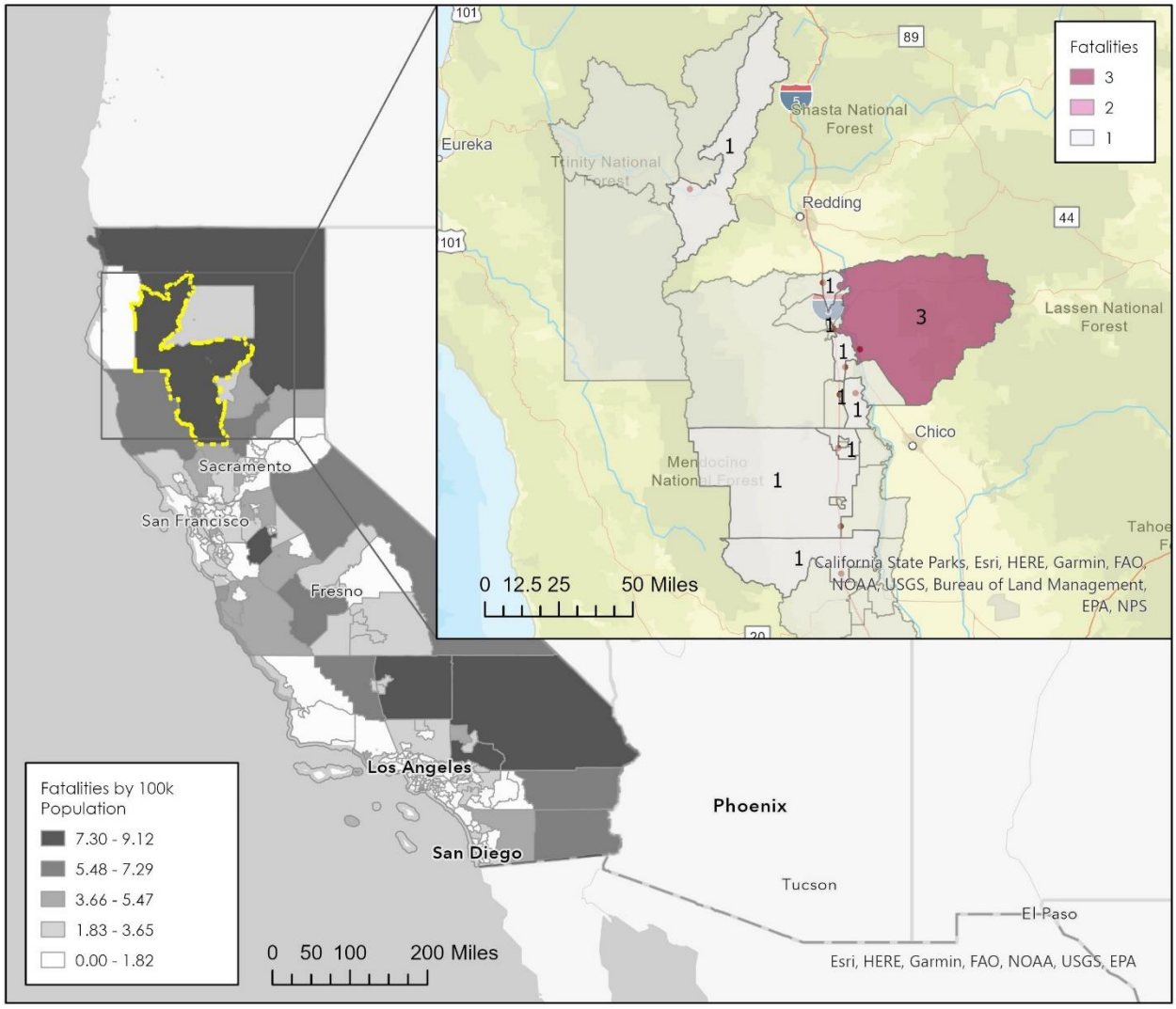
This section introduces an analysis based on geospatial and sociodemographic data, creating a geographic visualization in response to the mandates in the 3HSP. This visualization illustrates how distracted driving fatalities are distributed in California relative to population and highlights the region with the greatest concentration of fatalities per capita. It also shows a detailed view of that region by census tract, illustrating where the fatal crashes occurred within the region.

Distracted Driving Crash Fatalities per Capita

The geospatial region used in this analysis is a PUMA, which is a Census Bureau-defined geographic area with a population of at least 100,000 people and not more than 200,000 people. The sociodemographic data comes from 2017-2021 American Community Survey 5 Year Estimates. The crash and victim data in this section are based on FARS fatalities in distracted driving crashes from the most recent five years of data, 2017-2021.

The PUMA region with the greatest rate of distracted driving fatalities per capita was the Colusa, Glenn, Tehama & Trinity Counties PUMA (see map below). Many of these fatalities occurred on or near I-5 in Tehama County. The population of this area was majority white, averaging 77.7 percent white from 2017 to 2021, which is greater than the statewide average proportion of 52.1 percent over the same period. The average median household income in this area from 2017 to 2021 was $52,755, below the state average of $84,097.

Choropleth Map of Fatalities in Distracted Driving Crashes (2017-2021)



Source: FARS 2017 – 2020 Final File & 2021 ARF, 2017-2021 ACS 5-Year PUMA Estimates

From 2017 to 2021, there were 10 total distracted driving fatal crashes and 12 fatalities in this region. Almost all of these crashes, 90.0 percent, were on rural roads and 40.0 percent occurred on an interstate. The time of day with the most crashes was 6am to 8am, with 40.0 percent of crashes and the day of the week with the most crashes was Saturday, with 50.0 percent of crashes.

There was an even split between males and females among the fatalities in these distracted driving crashes. The most common age was from 25 to 34, comprising 41.7 percent of fatalities, followed by victim age 15 to 24 and 5 to 14 combining for one-third of fatalities.

HIGHWAY SAFETY COUNTERMEASURE STRATEGIES

Associated Performance Measures

Maintain the number of California drivers observed using a handheld cell phone or texting at the 2022 calendar base year rate of 31.5 percent by December 31, 2026.

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2024-2026	402 DD	State/Community Highway Safety Grant Program	$5,100,000

Countermeasure Strategy

(DD) Education and Public Awareness

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for distracted driving fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce distracted driving fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Fund "Impact Teen Drivers" through a CHP grant that provides education programs to teens on distracted and reckless driving.
- Fund traffic safety presentations to educate the public on the dangers of different types of distractions including interacting with passengers/pets, using a phone, eating, smoking, attending to personal hygiene, reading, manipulating electronic equipment, and external visual distractions.
- Expand distracted driving prevention programs by introducing innovative strategies to address inequities in the underserved populations.
- Encourage public health departments collaborate with community departments and city officials to implement distracted driving education and awareness programs.
- Provide Distracted Driver public awareness messaging through changeable message signs on California highways.

Citation/Justification

The countermeasure strategy is based on the following program listed in NHTSA's "Countermeasures That Work" for Distracted Driving:

- 1.3 Laws and Enforcement High-Visibility Cell Phone and Text Messaging Enforcement
    - The effectiveness of this countermeasure is four stars.
- 2.1 Communications and Outreach for Distracted Driving
    - This is a one star countermeasure, however based on the CHP-ITD Partnership Report 2022, the California Impact Teen Drivers program

undergoes constant evaluation and analysis where the results demonstrate the effectiveness of the program and the ability to save lives by reducing distracted driving crashes.
    - According to NHTSA (2022) Reducing Distracted Driving Among Adults: Child-to-Adult Interventions (DOT HS 813 328), programs that teach youth the dangers of distracted driving and how to effectively intervene as a passenger results in reducing distracted driving crashes.

National campaigns such as April's Distracted Driving Awareness Month will also be supported.

Description of Considerations
California's efforts to reduce distracted driving fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the rural counties identified in the problem identification) to implement education programs, public awareness campaigns, and enhanced enforcement efforts. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local and state government agencies as well as non-traditional partners who present an innovative approach to reducing distracted driving crashes.

Countermeasure Strategy
(DD) Enforcement

Linkage Between Problem Identification and Countermeasure Strategy
Based on the problem identification for distracted driving fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce distracted driving fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Fund law enforcement agencies to enforce distracted driving laws.
- Enlist the assistance of state and local law enforcement agencies to conduct "zero tolerance" enforcement operations during April's National Distracted Driving Awareness Month.

Citation/Justification
The countermeasure strategy is based on the following program listed in NHTSA's "Countermeasures That Work" for Distracted Driving:

- 1.3 Laws and Enforcement High-Visibility Cell Phone and Text Messaging Enforcement
    - The effectiveness of this countermeasure is four stars.
- 2.1 Communications and Outreach for Distracted Driving
    - This is a one star countermeasure, however based on the CHP-ITD Partnership Report 2022, the California Impact Teen Drivers program undergoes constant evaluation and analysis where the results demonstrate the effectiveness of the program and the ability to save lives by reducing distracted driving crashes.
    - According to NHTSA (2022) Reducing Distracted Driving Among Adults: Child-to-Adult Interventions (DOT HS 813 328), programs that teach youth the dangers of distracted driving and how to effectively intervene as a passenger results in reducing distracted driving crashes.

National campaigns such as April's Distracted Driving Awareness Month will also be supported.

Description of Considerations

California's efforts to reduce distracted driving fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants that focus in the counties and cities with the highest number of fatalities or fatality rates (including the rural counties identified in the problem identification) to conduct enforcement operations, educational presentations, and public awareness campaigns. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local and state government agencies who present an innovative approach to reducing distracted driving crashes.

DRUG-IMPAIRED DRIVING

PROBLEM IDENTIFICATION AND DATA ANALYSIS

Drug-involved driving consists of driving under the influence of illicit, prescription, or over-the-counter drugs. Polysubstance abuse, or the use of multiple drugs at the same time, is an emerging concern identified by the National Traffic Safety Board (NTSB). Driving can be negatively affected by a variety of legal and illegal drugs, including over-the-counter medications. The effect of specific drugs on behavior and driving skills varies considerably depending on how they act in the brain and are metabolized. They can slow reaction time, decrease coordination, increase aggressive and reckless driving, impair cognitive function, or cause drowsiness. All of these effects can contribute to crash risk. The NTSB monitors concerns for roadway safety that stem from drug-involvement due to cannabis and other drugs. In an effort to mitigate drug-involved driving, the NTSB makes recommendations that include strengthening systems that document and track drug use.

Prescription and over-the-counter medications may pose a risk for drug-involved driving. Increasing drivers' awareness of the risks associated with legal substances, such as cannabis, prescription medicine, and over-the-counter medications is key to ameliorating drug-involved driving. As of April 2023, 38 states have approved some type of medical cannabis statute and, as of November 2022, 21 states have legalized the recreational use of cannabis, including California. In the U.S., the use of cannabis while driving is an emerging roadway safety concern.

When analyzing the NHTSA FARS, it is important to note that testing procedures for drug use can lack uniformity. In part, this is due to differing drug-testing protocols, which are determined at the local level. Additional variance results from testing protocols across forensic laboratories. Policies that determine who is tested and when they are tested vary across state guidelines.

Analyses from FARS presented in the Police Reported Drug-Involved program area include fatalities in crashes that involved a driver who tested positive for a drug that could cause impairment. Analyses from SWITRS presented in this program area refer to drug involvement in serious injuries where law enforcement reported the driver to be under the influence of drugs. Crashes in the program area are defined as where one or more drivers tested positive for a drug that could cause impairment or were reported as driving under the influence of drugs, depending on which data set is used. Specific terminology used by FARS and SWITRS follows: SWITRS – Under Drug Influence; and FARS – Police Reported Drug Involvement. This data element identifies results from a drug test.

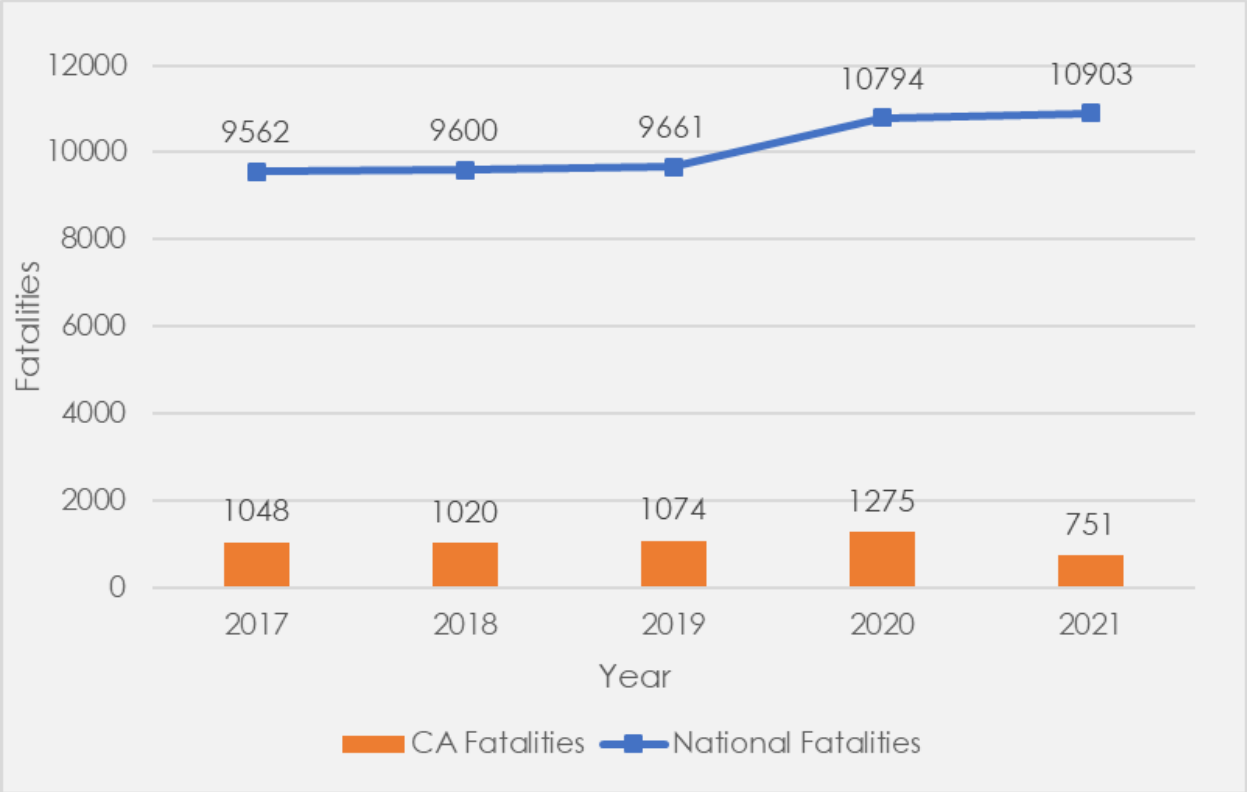
National

- In the U.S., 10,903 people were killed in drug-involved crashes in 2021, a 1.0 percent increase from 10,794 in 2020, and a 19.3 percent increase from 9,140 in 2016.
- In 2021 in the U.S, of fatally injured drivers with known drug tests, 52.0 percent were positive for drugs – legal and illegal.
- In 2022, the AAA Foundation for Traffic Safety reported that drivers who received a warning about medication were 18 percent less likely to report having driven within two hours of taking that medication.

California

- In California, there were 751 fatalities in drug-involved crashes in 2021, a 41.4 percent decrease from 1275 in 2020 and a 29.4 percent decrease from 1,064 in 2016.
- In 2021 in California, of fatally injured drivers with known drug tests, 50.3 percent were positive for drugs – legal and illegal.
- According to the 2022 California Traffic Safety Survey, half of all respondents (50.0 percent) believe that driving under the influence of drugs (including marijuana, prescription, and illegal) is a "Very Big Problem."

Drug-Impaired Fatality Trends



Source: FARS 2017 – 2020 Final File & 2021 ARF

State-level Analysis

The figures in this section refer to drivers, passengers, bicyclists, and pedestrians fatally or seriously injured in a drug-related crash in California in 2021. These numbers are the products of SafeTREC analysis.

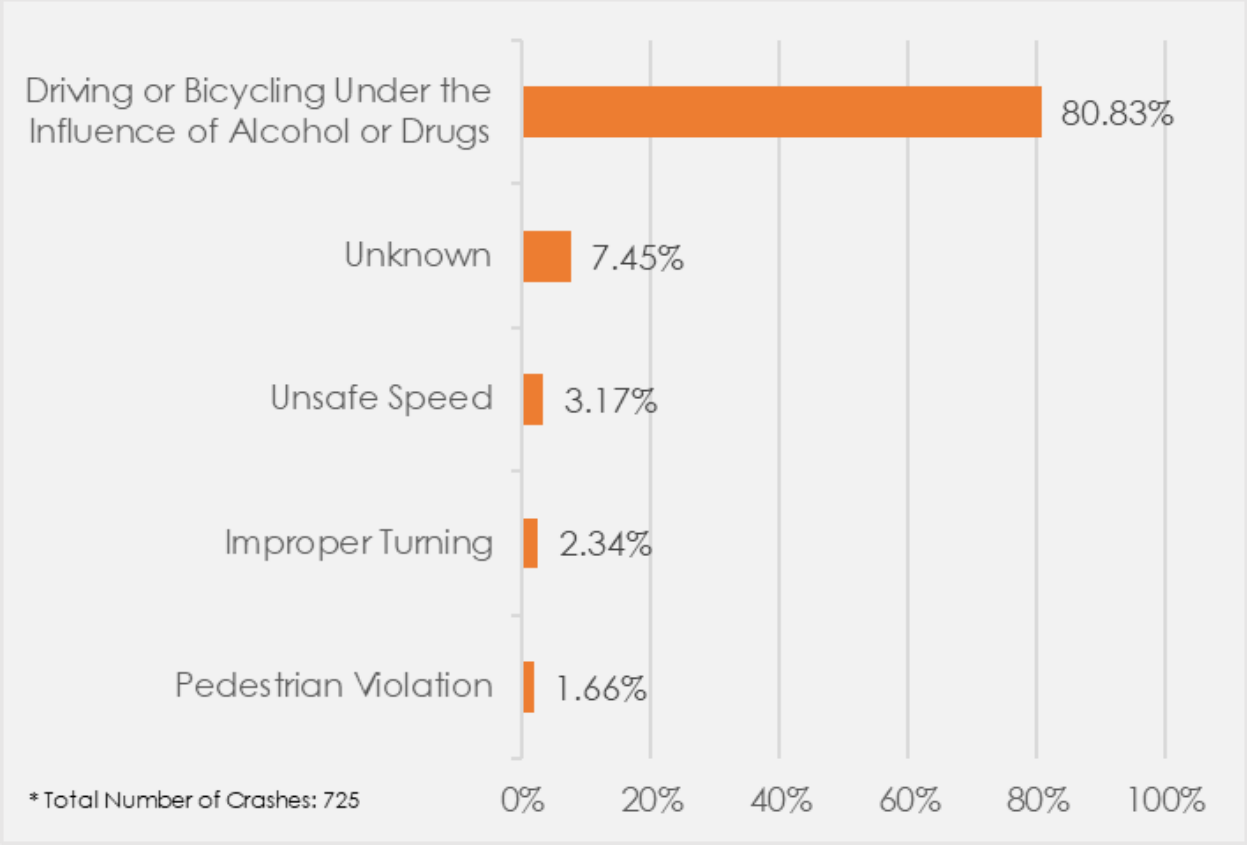
Drug-Involved Driving Fatalities and Serious Injuries by County

- The counties with the highest number of fatalities are Kern, Riverside, Los Angeles, Orange, San Bernardino, San Diego, Fresno, Sacramento, and San Joaquin. Per capita, the counties with the highest rate of fatalities in a drug-involved crash were Lassen, Lake, Mono, Butte, Imperial, Glenn, and Amador.
- Similarly, the counties with the highest number of serious injuries in a drug-involved crashes were Los Angeles, Riverside, San Diego, San Bernardino, Orange, Sacramento, Kern, and San Joaquin. The counties with the highest rate of serious injuries per capita were Colusa, Madera, Glenn, Mendocino, Lassen, Lake, and Imperial.

Primary Crash Factors of Drug-Involved Driving Fatal and Serious Injury Crashes

- The top primary crash factor was Driving or Bicycling Under the Influence of Alcohol or Drugs (80.83 percent).

Top Five Primary Crash Factors for Drug-Involved Fatal and Serious Injury Crashes



Source: Provisional SWITRS 2021

Crash Types of Drug-Involved Driving Fatal and Serious Injury Crashes

- The most common crash type was Hit Object at 33.8 percent, followed by Broadside at 17.5 percent and Head-on at 15.2 percent each.

Time and Day of Drug-Involved Driving Fatal and Serious Injury Crashes

- Almost half (44.9 percent) of all drug-involved fatal crashes occurred from 6pm Friday to 5:59am Monday.
- Approximately one-third (37.8 percent) of all drug-involved serious injury crashes occurred from 6pm Friday to 5:59am Monday.

Drug-Involved Driving Fatal and Serious Injury Crash Victim Demographics

- Across most age groups, males were more likely to be killed than females in a drug-involved crash; males accounted for 74.1 percent of all fatalities. Males between the ages of 15-34 accounted for 35.6 percent of all fatalities in drug-involved crashes.
- Across each age group younger than 75, males were more likely to be seriously injured than females in a drug-involved crash; males accounted for 61.6 percent of all serious injuries. The age groups 25-34 and 35-45 accounted for 29.2 percent and 19.4 percent, respectively.
- Race was unknown in 56.1 percent of those killed in a drug-involved crash that resulted in a fatality. Among victims killed in drug-involved crashes with a known race, most were white (80.9 percent).

Crash Location for Fatal Drug-Involved Driving Crashes

- Approximately two-thirds (65.8 percent) of fatal drug-involved crashes occurred on urban roads.
- The most common roadway type for fatal drug-involved crashes was "Principal Arterial - Other" (29.4 percent) followed by Minor Arterials (21.9 percent).

Geospatial Analysis

This section introduces an analysis based on geospatial and sociodemographic data, creating a geographic visualization in response to the mandates in the 3HSP. This visualization illustrates how drug-involved fatalities are distributed in California relative to population and highlights the region with the greatest concentration of fatalities per capita. It also shows a detailed view of that region by census tract, illustrating where the fatal crashes occurred within the region.

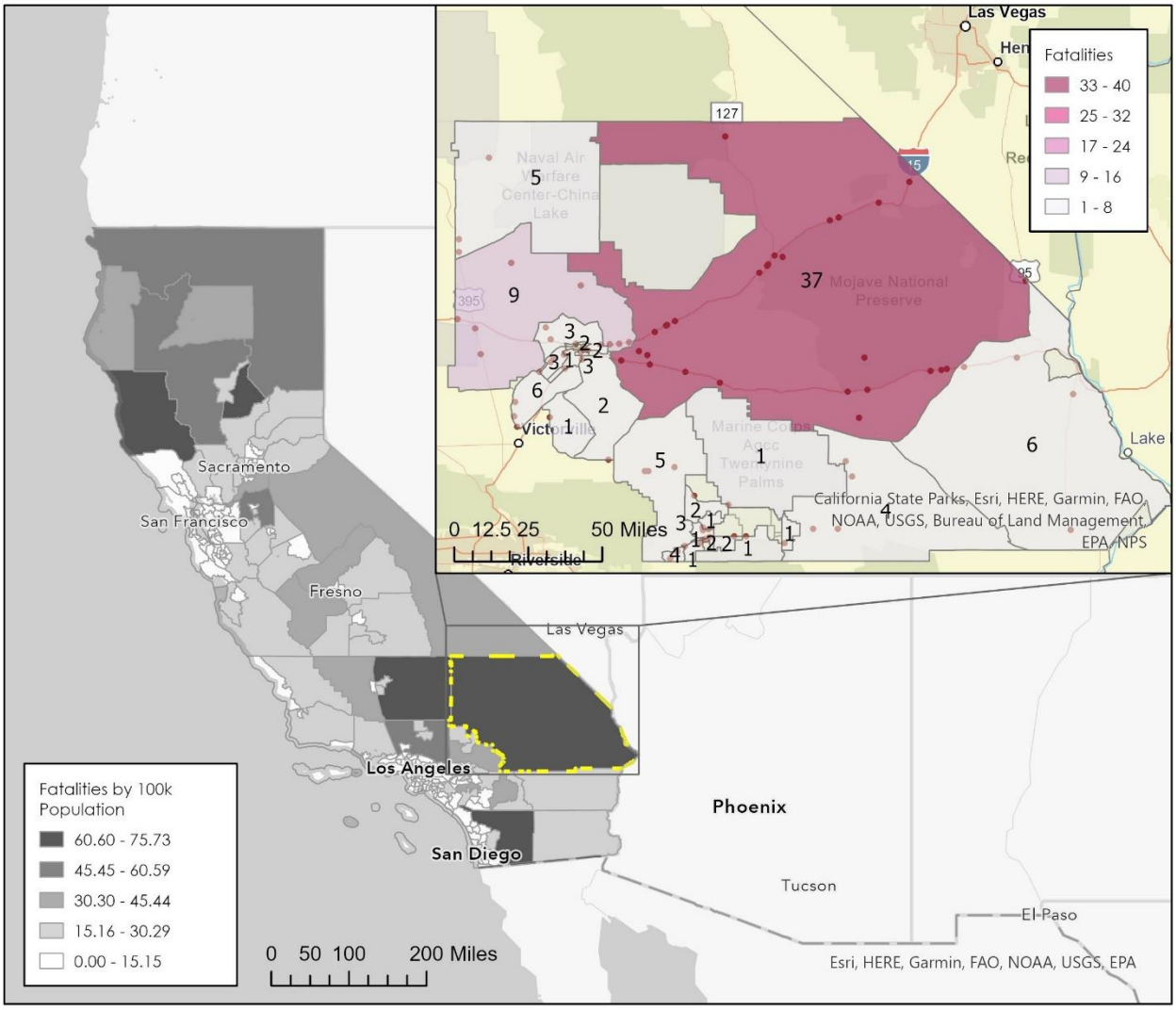
Drug-Involved Crash Fatalities per Capita

The geospatial region used in this analysis is a PUMA, which is a Census Bureau-defined geographic area with a population of at least 100,000 people and not more than 200,000 people. The sociodemographic data comes from 2017-2021 American Community Survey 5 Year Estimates. The crash and victim data in this section are based on FARS fatalities in drug-involved crashes from the most recent five years of data, 2017-2021.

The PUMA region with the greatest rate of drug-involved fatalities per capita was San Bernardino County (Northeast) – Twentynine Palms and Barstow Cities PUMA (see map below). Many of these fatalities were concentrated on the desert highways, I-15 and I-40, in this region. The population of this area was majority white, averaging 65.8 percent white from 2017 to 2021, which is greater than the statewide average proportion of 52.1 percent over the same period.

The average median household income in this area from 2017 to 2021 was $49,102, below the state average of $84,097.

Choropleth Map of Fatalities in Drug-involved Crashes (2017-2021)



Source: FARS 2017 – 2020 Final File & 2021 ARF, 2017-2021 ACS 5-Year PUMA Estimates

From 2017 to 2021, there were 87 total drug-involved fatal crashes and 108 fatalities in this region. The vast majority, 78.2 percent, of these crashes were on rural roads and about one-third (31.0 percent) occurred on an interstate. The time of day with the most crashes was 9pm to midnight, with 18.4 percent of crashes and the day of the week with the most crashes was Saturday, with 19.5 percent of crashes.

Among the fatalities in these drug-involved crashes, 75.0 percent were male. The most common age was from 25 to 34, comprising 21.3 percent of fatalities, and the second-most-common age was 35 to 44, with 17.6 percent of fatalities.

HIGHWAY SAFETY COUNTERMEASURE STRATEGIES

Associated Performance Measure

Reduce the number of California drivers killed in crashes that tested positive for drug involvement by 9.4 percentage points from the 2021 calendar base year of 52.9 percent to 43.5 percent by December 31, 2026.

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2024-2026	405d AL	Impaired Driving Countermeasures Grants	$30,000,000
2024-2026	164 AL	Minimum Penalties for Repeat Offenders and Driving While Intoxicated	$10,000,000

Countermeasure Strategy

(DI) Education/Public Awareness

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for drug-impaired driving fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce drug-impaired driving fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Fund education and awareness campaigns to be conducted at middle schools, high schools, and colleges as well as public health safety events to discourage the use of any impairing substance while operating a vehicle.
- Develop data-driven strategies to reach the most vulnerable and underserved population on the dangers of driving while under the influence of drugs.
- Increase public awareness through earned and social media stressing the dangers of driving while under the influence of cannabis, prescription, and illicit drugs, especially in combination with alcohol.
- Conduct community-based education and outreach to the public regarding the dangers of drug impaired driving, including a social marketing campaign.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 8 Impaired Driving. These countermeasures are based on the following programs listed in NHTSA's "Countermeasures That Work" for Drug-Impaired Driving:

- 5.5 Prevention, Intervention, Communication and Outreach Designated Drivers
    - This is a two star countermeasure, however based on the 2022 California Impaired Driving Plan a designed driver program is a proven and effective community and media outreach program that encourages the use of a designated sober driver to reduce impaired driving crashes. This countermeasure is proven to saving lives and can assist in meeting the performance target.
- 6.5 Underage Drinking and Driving Youth Programs
    - This is a two star countermeasure, however based on the 2022 California Impaired Driving Plan the implementation of evidence-based impaired driving education programming in schools demonstrates that this countermeasure is proven to saving lives and can assist in meeting the performance target.
- 7.3 Drug-Impaired Driving Education Regarding Medication
    - This is a one star countermeasure, however based on the Cannabis Consumers and Safe Driving - Responsible Use Messaging.pdf (ghsa.org) report provides guidance and strategies for educating drivers and the public about cannabis use and driving to reduce impaired driving crashes.

National campaigns such as National Impaired Driving High Visibility Enforcement Campaigns will also be supported.

Description of Considerations

California's efforts to reduce drug-impaired driving fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the rural counties identified in the problem identification) to conduct education programs and public awareness campaigns. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local and state government agencies as well as non-traditional partners who present an innovative approach to reducing drug-impaired driving crashes.

Countermeasure Strategy

(DI) Evaluation

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for drug-impaired driving fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce drug-impaired driving fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Funding allows crime laboratories to continue the improvement of drug detection by testing all DUI offenders for drug types and concentrations in their blood.
- Expansion of testing capabilities and the improvement of forensic toxicology services for DUID cases.
- Continue to improve drug detection methods in alcohol- and drug-impaired driving.
- Evaluate the prevalence of drug and alcohol use in seriously injured roadway users.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 8 Impaired Driving. The 2022 California Impaired Driving Plan and the CHP Report to the Legislature Senate Bill 94 addresses improving the testing capability of impaired drivers which remains a focus to reduce impaired driving crashes, saving lives, and assisting in meeting the performance target. The OTS will continue efforts to lead and support the strategies outlined in the California Impaired Driving Plan.

National campaigns such as National Impaired Driving High Visibility Enforcement Campaigns will also be supported.

Description of Considerations

California's efforts to reduce drug-impaired driving fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the rural counties identified in the problem identification) to enhance the toxicology testing capabilities in DUID cases. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local and state crime laboratory agencies as well as research partners who present an innovative approach to reducing drug-impaired driving crashes.

Countermeasure Strategy

(DI) Training

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for drug-impaired driving fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce drug-impaired driving fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Increase detection of impaired drivers will increase the likelihood of DUI convictions and act as an effective deterrent to impaired driving.
- Fund basic Standardized Field Sobriety Test (SFST) classes and SFST instructor classes, for law enforcement personnel.
- Fund ARIDE classes for law enforcement personnel.
- Fund DRE school and certification instruction and DRE instructor classes for law enforcement personnel.
- Fund DRE recertification classes for law enforcement personnel.
- Fund alcohol wet lab and field certification training for Peace Officers Standards and Training DRE Academies.
- Increase the number of certified DRE's and recertify DRE's statewide as necessary.
- Fund Drug Impairment Training for Educational Professional (DITEP) and other drug education training for health care and educational professionals.
- Advance the Traffic Safety Resource Prosecutor (TSRP) program by continuing the collaborative efforts with the Orange County District Attorney's office as well as other County District Attorney's Offices, who provides a training network for prosecutors, law enforcement, and toxicologists.
- Training for Driver Safety Hearing Officers to reinforce the administrative concepts that form the basis for making quality decisions regarding the licensing of an individual and provide the most current information on work processes, new trends and/or caselaw.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 8 Impaired Driving and No. 12 Prosecutor Training. The 2022 California Impaired Driving Plan and the CHP Report to the Legislature Senate Bill 94 addresses the need to increase the number of law enforcement officers that have been trained to detect impaired drivers which remains a focus to reduce impaired driving crashes, saving lives, and assisting in meeting the performance target. The OTS will continue efforts to lead and support the strategies outlined in the California Impaired Driving Plan.

National campaigns such as National Impaired Driving High Visibility Enforcement Campaigns will also be supported.

Description of Considerations
California's efforts to reduce drug-impaired driving fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the rural counties identified in the problem identification) to enhance detection of impaired drivers and increase convictions in DUID cases. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local and state law enforcement agencies as well as local prosecution partners who present an innovative approach to reducing drug-impaired driving crashes.

Countermeasure Strategy

(DI) Vertical Prosecution

Linkage Between Problem Identification and Countermeasure Strategy
Based on the problem identification for drug-impaired driving fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce drug-impaired driving fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Provide funding for vertical prosecution grants to prosecute alcohol- and drug-impaired driving cases.
- Continue to support prosecutors to collaborate with local law enforcement agencies as well as local toxicologists to increase the prosecution of the DUI and DUID cases.

Citation/Justification
Based on Responsibility.org's Critical DUI System Reforms: Prosecution publication, the vertical prosecution model encourages prosecutors to be dedicated to DUI adjudication, allow for the creation of specialized units which can gain the knowledge and skills needed to be effective when trying these complex cases, and lead to successful prosecutions of DUI offenders. This countermeasure strategy improves the collaboration between law enforcement, prosecutors, and toxicologists and is proven to reduce impaired driving crashes, saving lives, and assisting in meeting the performance target.

Description of Considerations
California's efforts to reduce drug-impaired driving fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the rural counties identified in the problem identification)

to increase the conviction rate in DUI and DUID cases as a deterrent to impaired driving. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local prosecution agencies who present an innovative approach to reducing drug-impaired driving crashes.

EMERGENCY MEDICAL SERVICES

PROBLEM IDENTIFICATION AND DATA ANALYSIS

There are many contributing factors in motor vehicle crashes. EMS play a critical role post-crash to reduce fatalities and serious injuries. Studies have shown that an effective emergency trauma care system can improve survival from serious injuries by as much as 25 percent and county-level coordinated systems of trauma care can reduce crash fatalities rates as much as 50 percent.

The DOT uses the SSA to bring traffic deaths and serious injuries to zero. The SSA recognizes human mistakes and vulnerabilities and designs a system with many redundancies in place to protect everyone. The DOT names "Post-Crash Care" as a key element of a Safe System. Specifically, post-crash care refers to emergency first response and transport to medical facilities, as well as forensic analysis of the crash site and traffic incident management.

The Haddon Matrix applies basic principles of public health to motor vehicle-related injuries. The matrix looks at the factors in the pre-crash, crash, and post-crash phases to see how the driver, vehicle, and environment affect the outcome. Specifically, it identifies the factors that impact the prevention, severity, and survivability of crashes. For EMS, some factors are response time, proximity to an appropriate trauma center, and access to first responders with the appropriate equipment and training.

Haddon Matrix

Source: NHTSA, 2016.

The national 911 system was implemented over 50 years ago to provide efficient public access to emergency assistance. While effective, the 911 system must also evolve with technological improvements, specifically upgrading from an analog to a digital system. Next Generation 911 (NG911) improves success and reliability of the 911 system by allowing users to securely send text messages, video, and photos to 911, and in turn allows 911 dispatchers to transmit this information along with location information to first responders. NG911 will allow first responders to more accurately locate crash victims to assess their injuries, thereby improving patient outcomes.

National

In 2021, there were 42,939 people killed in motor vehicle crashes and countless more who were injured on U.S. roadways. Almost half of all crash fatalities in the U.S. occurred on rural roads from 2016 to 2020 — though only 19 percent of the U.S. population lives in rural areas. Victims of crashes in rural areas face longer times for EMS response and transport to a hospital.

As seen in the Haddon Matrix, increased coordination between first responders, hospitals, and other traffic safety stakeholders, enhanced training, and EMS system improvements would increase survivability from a crash. In emergency

medicine, the quicker a traumatic injury victim receives medical attention, the better the chance of preventing death. Improved timeliness and technologies, proximity to care, and roadway access increases a victim's chance of survivability.

Each crash puts motorists and first responders at risk of secondary crashes while also increasing congestion. In response, the Federal Highway Administration (FHWA) developed the National Traffic Incident Management (TIM) Responder Training to help transportation agencies and first responders establish coordinated processes to quickly detect, respond to, and remove traffic incidents to restore traffic capacity and flow as quickly and safely as possible. TIM became the national standard of practice for law enforcement, EMS, and others responding to roadway incidents. As of 2023, over 600,000 responders, were trained to clear traffic incidents. The latest FHWA Everyday Counts 7 (EDC-7) initiative continues to promote Next-Generation TIM technologies to improve safety for crash responders, including smart emergency vehicle lighting and use of unmanned aerial systems to map crash scenes. EDC-7 also features an initiative to improve nighttime visibility, via traffic control devices and lighting, to reduce traffic fatalities.

California

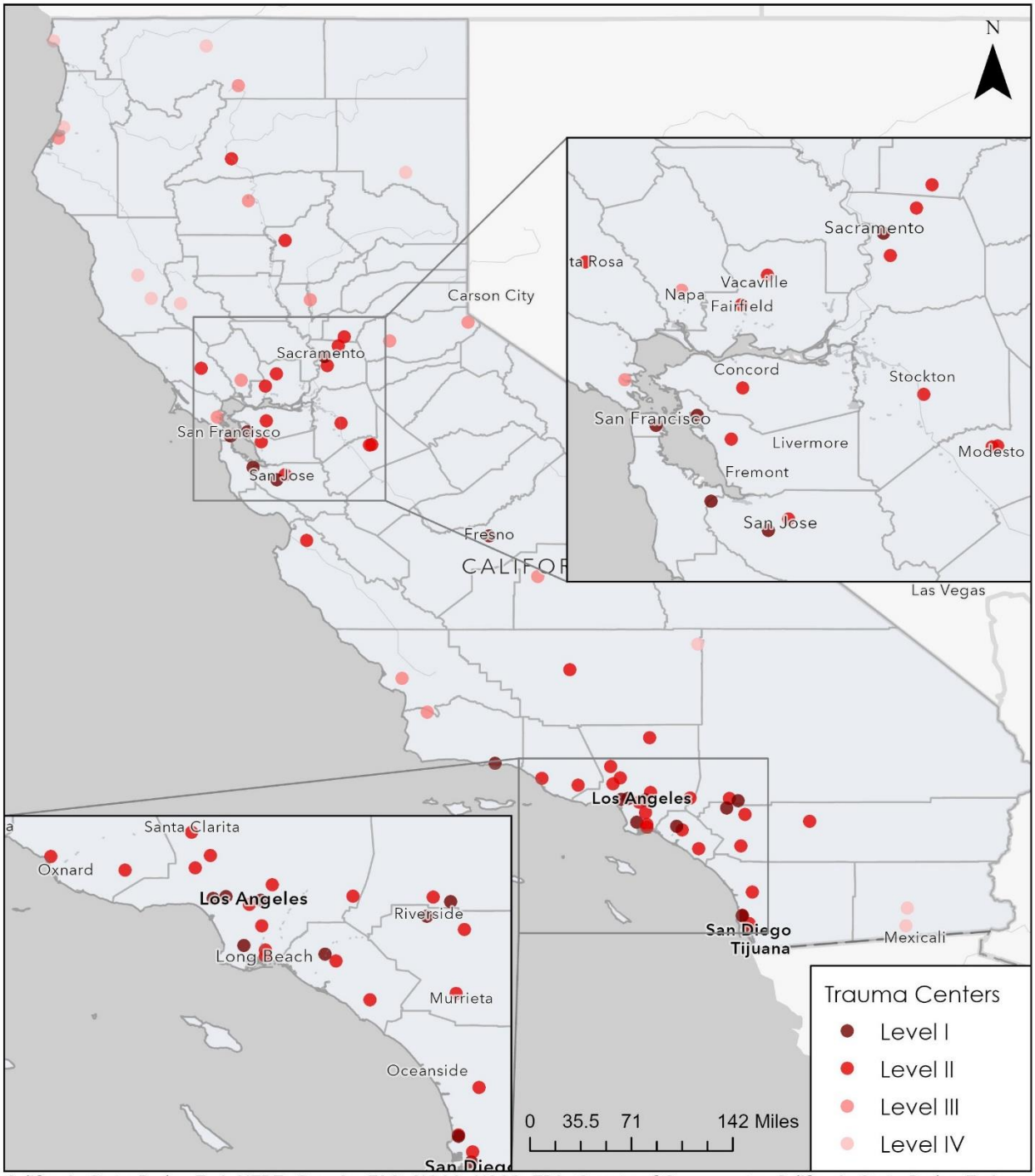
State Emergency Medical Services (EMS) System

California's EMS system management includes 34 local EMS systems that serve all 58 counties through 7 regional EMS systems and 27 single-county agencies. Regional systems are more typical for less-populated rural counties, whereas single-county systems are generally in larger and more urban counties. Of the seven regional EMS systems, six are multi-county agencies serving thirty counties in rural areas with extensive tourism; a multi-county EMS agency is defined as an entity of three or more counties.

As of April 2021, the state's trauma center network consisted of 79 designated trauma centers (Level I, II, and III, and unspecified level) and admitted over 70,000 trauma patients per year, though not all related to motor vehicle crashes. Almost three-quarters of the designated trauma centers (73.4 percent) offer Level I or Level II trauma services alongside other comprehensive resources needed for providing definitive care. Nearly one quarter (24.1 percent) of the designated trauma centers are designated pediatric trauma centers. Of the 58 licensed hospitals designated as a Level I or Level II trauma center, one-quarter (24.1 percent) are designated as both a Level I or Level II trauma center and a Level I or Level II pediatric trauma center by the American College of Surgeons, the Local EMS Agency (LEMSA), or both.

Equity in access to EMS is a significant concern. Rural California faces more barriers to trauma care due to limited access to higher level trauma centers and farther distances to care. The map below shows locations of Level I-IV trauma centers in California. Six counties do not have a designated trauma center within their boundaries but have approved trauma plans. Tribal communities in California experience long EMS response times due in large part to the greater average distance of crashes from EMS responders. SB 156, passed in 2021, will expand broadband access in rural California, which may reduce EMS response times in rural and tribal communities. Further, the Tribal Broadband Connectivity Program has dedicated $3 billion to tribal governments across the U.S. to support broadband on tribal lands, along with telehealth, distance learning, broadband affordability, and digital inclusion.

Level I-IV Trauma Centers in CA as of April 2021



California State Parks, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA, County of Sacramento, California State Parks, Esri, HERE, Garmin, FAO, NOAA, USGS, Bureau of Land Management, EPA, NPS, County of Los Angeles, California State Parks, Esri, HERE, Garmin, FAO, NOAA, USGS, Bureau of Land Management, EPA, NPS

State Traffic Incident Management

Preliminary data indicates that there were 4,285 fatal crashes and 15,421 serious injury crashes on California roadways in 2021. This means that responders were at risk of injury while responding to almost 54 fatal or serious injury crashes each day. In 2021, California extended "Move Over, Slow Down" provisions to apply to local streets and roads in addition to freeways. Despite this, first responders continue to be killed in the line of duty. As of July 2021, California had 27,296 first responders trained in TIM, which represented 38.3 percent of the state's first responder workforce. California ranked 30th in terms of percent of the workforce trained in TIM and was one of 25 states who fell below the national goal of 45 percent or more responders trained. By improving TIM training, California could reduce traffic crashes related to stopped vehicles and the subsequent risk of secondary crashes.

HIGHWAY SAFETY COUNTERMEASURE STRATEGIES

Associated Performance Measure

Decrease the average extrication time from the time of arrival at the crash site to transport by December 31, 2026.

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2024-2026	402 EM	State/Community Highway Safety Grant Program	$7,000,000

Countermeasure Strategy

(EMS) First Responder Equipment

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for survivability in traffic crash victims, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to increase survivability in traffic crash victims. Grants awarded under this countermeasure strategy may include some of the following activities.

- Provide funds for regional grants for the purchase of hydraulic and e-draulic extrication equipment.
- Promote state-certified extrication training programs.
- Promote community involvement in traffic safety.

Citation/Justification

Based on Battery-Powered Rescue Tools for Vehicle Extrications Focus Group Report (dhs.gov) access to updated extrication equipment allows emergency responders to assist the victims of traffic crashes as soon as possible and start providing medical care. This countermeasure reduces the time needed for extrication during the golden hour, therefore increasing survivability.

Description of Considerations

California's efforts to increase survivability of traffic crash victims will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest response and extrication time (including the rural counties and tribal communities identified in the problem identification) to improve EMS response to traffic crash victims including reducing response times for the arrival of appropriate equipment to the scene and/or the extrication of traffic crash victims. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select

programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local and state EMS agencies who present an innovative approach to increasing survivability of traffic crash victims.

MOTORCYCLE SAFETY

PROBLEM IDENTIFICATION AND DATA ANALYSIS

Crashes involving motorcycles are a major traffic safety concern in the U.S. Since motorcyclists are susceptible to injury during crashes, they comprise a disproportionate share of all injured and killed vehicle occupants. In 2021, motorcyclists comprised 13.8 percent of all traffic deaths in the U.S.

The primary countermeasures used to address this problem include motorcycle helmet laws and other helmet-oriented programs, rider training and licensing programs, vehicle enhancements, including anti-lock braking technology, rider conspicuity programs, campaigns to increase other road users' awareness of motorcycles, and campaigns to reduce impaired riding. The DOT uses the SSA to work towards zero roadway fatalities and serious injuries. The SSA recognizes that people may make unsafe decisions or may have momentary lapses of attention and designs a roadway system with redundancies in place to protect everyone. The DOT names safe road users, safe vehicles, safe speeds, safe roads, and post-crash care as key elements of a Safe System. These elements together create multiple layers of protection to improve safety.

The 2021 NOPUS reported that DOT-compliant helmet use among all motorcyclists in the U.S. (riders and passengers) decreased to 64.9 percent in 2021, not statistically different at the 0.05 level from 69.0 percent in 2020. In states with a universal helmet law, which requires all motorcyclists to use a helmet, the known helmet use rate increased to 86.1 percent in 2021, not statistically significant from 84.0 percent in 2020.

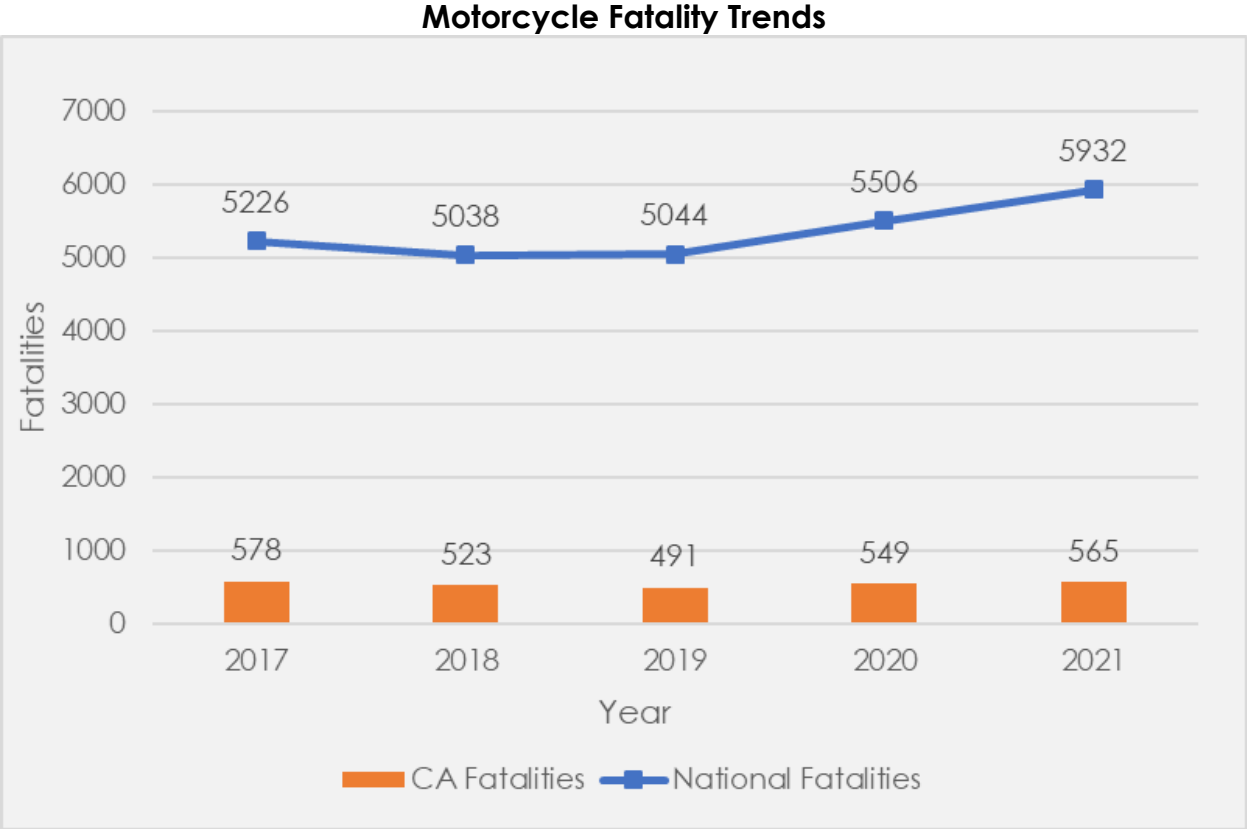
Analyses presented in the motorcycle program area include fatal and serious injuries to drivers and passengers riding two- and three-wheel motorcycles, mopeds, motorized scooters, motorized bicycles, off-road motorcycles, and other motor-driven cycles. Motorcycle crashes are defined as a crash where one or more victims is a motorcycle driver or passenger.

National

- In 2021, there were 5,932 motorcyclist fatalities in the U.S., an increase of 426 deaths, or 7.7 percent from 2020.
- In 2021, drivers of all vehicle types saw increases in the number of alcohol-impaired drivers involved in fatal crashes compared to 2020, including motorcyclists, who saw an 18.8 percent increase.
- In urban areas, fatal crashes involving motorcyclists increased by 10.0 percent between 2020 and 2021. In rural areas, they decreased by 12.5 percent during the same time period.

California

- From 2020 to 2021, California saw an increase in motorcyclist fatalities. In 2021, there were 565 deaths, up 2.9 percent from 549 in 2020.



Source: FARS 2017 – 2020 Final File & 2021 ARF

State-level Analysis

The figures in this section refer to drivers and passengers of motorcycles fatally and seriously injured in a crash in California in 2021. These numbers are the products of SafeTREC analysis.

Fatal and Serious Injury Motorcycle Crashes by County

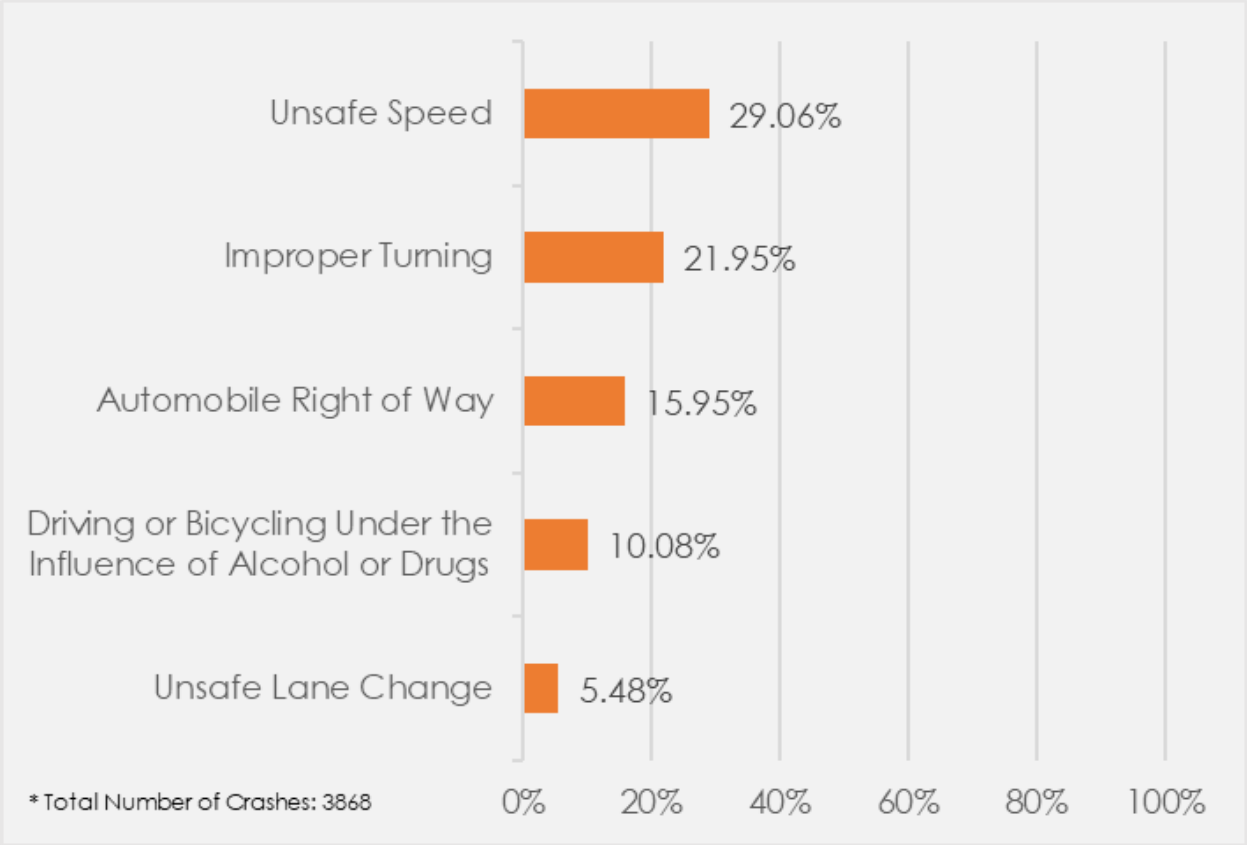
- Los Angeles County had the highest number of fatalities among motorcyclists with 120. San Bernardino, San Diego, Sacramento, and Riverside counties all had 30 or more fatally injured motorcyclists. Calaveras County had the highest rates of motorcyclist fatalities per capita by county, followed by Trinity, Yuba, Nevada, and Butte counties.
- Los Angeles County also had the greatest number of seriously injured motorcyclists with 821. San Diego, San Bernardino, Riverside, Orange,

Sacramento counties all had more than 100 seriously injured motorcyclists. Alpine County had the highest rate of serious injuries per capita by county, followed by Mariposa, Sierra, Inyo, and Tuolumne counties.

Primary Crash Factors of Motorcycle Fatal and Serious Injury Crashes

- Unsafe speed (29.06 percent) was the most frequent primary crash factor for fatal and serious injury motorcycle crashes, followed by improper turning (21.95 percent), and right-of-way violations by automobiles (15.95 percent).

Top Five Primary Crash Factors of Motorcycle Fatal and Serious Injury Crashes



Source: Provisional SWITRS 2021

Crash Types for Motorcycle Fatal and Serious Injury Crashes

- Broadside crashes (26.0 percent) and overturned crashes (19.5 percent) were the most frequent crash types for fatal and serious injury motorcycle crashes.

Time and Day of Motorcycle Crash Fatal and Serious Injury Crashes

- In 2021, the number of fatal motorcycle crashes was markedly higher between 3pm and 6pm, comprising 23.0 percent of fatal motorcycle crashes. The time periods of noon to 3pm and 6pm to 9pm also had elevated numbers, combining for 35.6 percent of fatal crashes. Fatal motorcycle crashes peaked on weekends, with 40.4 percent of crashes on Saturday or Sunday.
- Serious injury crashes followed a similar pattern. About a quarter of crashes (24.9 percent) occurred between 3pm and 6pm. Saturdays and Sundays had the most serious injury crashes, with 39.3 percent combined. The peak period was on Sunday from noon to 3pm, with 165 serious injury crashes, 5.1 percent of the total.

Motorcycle Fatal and Serious Injury Crash Victim Demographics

- The vast majority of fatal (94.7 percent) and serious injury (90.3 percent) motorcycle crash victims were males. The age category with the greatest number of victims was males age 25 to 34, comprising 23.2 percent of motorcyclist fatalities and 25.6 percent of motorcycle serious injury victims.
- Race was not reported for 72.9 percent of the motorcyclist fatalities. Of the 152 fatalities with a known race, 81.0 percent (or 124) were white.

Crash Location for Fatal Motorcycle Crashes

- Almost three-quarters (73.6 percent) of fatal motorcycle crashes occurred in urban areas, compared to 26.4 on rural roads in 2021. For comparison, approximately 18.5 percent of travel by any vehicle type took place on rural roads in 2020.
- Over one-quarter (29.0 percent) of all fatal motorcycle crashes occurred on non-interstate principal arterials. The next most common locations for fatal motorcycle crashes were non-interstate minor arterials (22.3 percent) and non-interstate major collectors (18.0 percent).

Geospatial Analysis

This section introduces an analysis based on geospatial and socio-demographic data, creating a geographic visualization in response to the mandates in the 3HSP. The visualization below illustrates how motorcyclist fatalities are distributed in California relative to population and highlights the region with the greatest concentration of fatalities per capita. It also shows a detailed view of that region by census tract, illustrating where the fatal crashes occurred within the region.

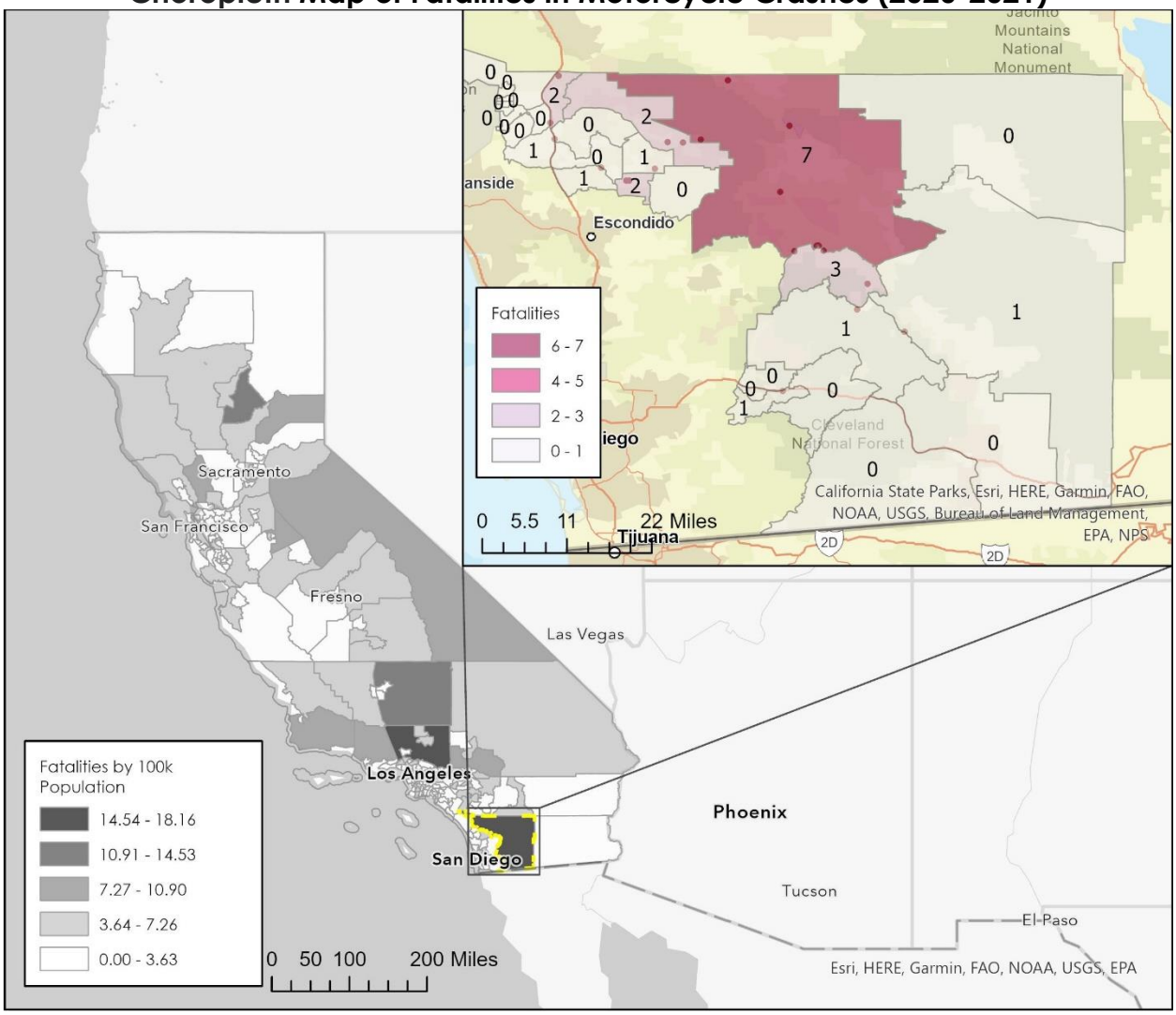
Two-year geospatial analysis covering 2020 and 2021 is used for the Motorcycle program area. In 2020, NHTSA began to use a new system to classify vehicle types, discussed in "Overview of Motor Vehicle Traffic Crashes in 2021" and enumerated in Table 15, Appendix A of that report. This resulted in significant changes in vehicle type counts between the old and new methods. As a result, NHTSA advises that the vehicle type classifications from 2020 and later are not comparable to vehicle type classifications from 2019 and earlier.

Motorcycle Crash Fatalities per Capita

The geospatial region used in this analysis is a Public Use Microdata Area (PUMA), which is a Census Bureau-defined geographic area with a population of at least 100,000 and not more than 200,000 people. The socio-demographic data is derived from 2017-2021 American Community Survey 5 Year Estimates. The crash and victim data in this section are based on FARS fatalities in motorcycle crashes from the most recent two years of data, 2020-2021.

The PUMA region with the greatest rate of motorcyclist fatalities per capita was San Diego County (North & East)--Fallbrook, Alpine & Valley Center PUMA (see map below). Many of these fatalities occurred on rural roads in this area, with most of the crashes occurring on State Routes 76, 78, or 79. The population of this area was majority white, averaging 74.1 percent white from 2017 to 2021, which is greater than the statewide average proportion of 52.1 percent over the same period. The average median household income in this area from 2017 to 2021 was $89,816, above the state average of $84,097.

Choropleth Map of Fatalities in Motorcycle Crashes (2020-2021)



Source: FARS 2020 Final File & 2021 ARF, 2017-2021 ACS 5-Year PUMA Estimates

From 2020 to 2021, there were 22 total motorcycle fatal crashes and 22 fatalities in this region. Almost all of these crashes, 95.5 percent, were on rural roads and almost three-quarters (72.7 percent) occurred on a minor arterial. Most crashes occurred in the early afternoon, with 61.9 percent of crashes occurring from noon to 6pm. Most crashes occurred on weekends, with 57.1 percent of crashes occurring on Saturday or Sunday.

Among the fatalities in these motorcycle crashes, 90.9 percent were male. The most common age was from 25 to 34, comprising 27.3 percent of fatalities.

HIGHWAY SAFETY COUNTERMEASURE STRATEGIES

Associated Performance Measures

Reduce motorcyclist fatalities 1.06 percent from the 2021 preliminary final FARS number of 565 to 559 by December 31, 2026.

Reduce unhelmeted motorcyclist fatalities 13.51 percent from the 2021 preliminary final FARS number of 37 to 32 by December 31, 2026.

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2024-2026	402 MC	State/Community Highway Safety Grant Program	$1,800,000
2024-2026	405f	Motorcyclist Safety Grants	$3,000,000

Countermeasure Strategy

(MC) Education/Public Awareness/Enforcement

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for motorcyclists fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce motorcyclists fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Fund hands-on motorcycle safety training courses through local law enforcement agencies, motor instructors will conduct educational training for the general public and law enforcement personnel.
- Continue public awareness efforts including outreach at a variety of motorcycle events providing information about training, DOT-compliant helmets and other protective gear, as well as safe and sober riding.
- Conduct highly publicized motorcycle safety enforcement operations targeting impaired driving and riding, as well as PCF violations by riders and other vehicle drivers that contribute to motorcycle crashes.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 3 Motorcycle Safety. These countermeasure strategies are based on the following programs listed in NHTSA's "Countermeasures That Work" for Motorcycle Safety:

- 1.2 Motorcycle Helmet Use Promotion Programs
    - This is a one star countermeasure, however based on NHTSA (2019) Lives and Costs Saved by Motorcycle Helmets, 2017 (DOT HS 812

867) this countermeasure is proven to saving lives and can assist in meeting the performance target.

- 2.1 Alcohol-Impaired Motorcyclists: Detection, Enforcement, and Sanctions
  - The effectiveness of this countermeasure is three stars.
- 3.2 Motorcycle Rider Training
  - This is a two star countermeasure, however based on the Motorcycle Safety Foundation, Facing the Challenge of Measuring Rider Ed Outcomes – 2005 SMSA Conference (Paper);
  - and Motorcycle Safety Foundation, Preliminary Look at Safety Critical Events From the Motorcyclists' Perspective (Paper), this countermeasure is proven to saving lives and can assist in meeting the performance target.
- 4.2 Communications and Outreach: Motorist Awareness of Motorcyclists
  - This is a one star countermeasure, however based on U.S. DOT Traffic Safety Marketing Ride Sober TV concept from April 2021, media was tested and found to be an effective deterrent (NHTSA-Ride-Sober-Concept-Testing_Focus Groups Report-apr2021.pdf), this countermeasure is proven to saving lives and can assist in meeting the performance target.

National campaigns such as May's Motorcycle Safety Awareness Month will also be supported.

Description of Considerations

California's efforts to reduce motorcyclists fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the densely populated and rural counties identified in the problem identification) to implement education, public awareness, and enforcement efforts. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with law enforcement agencies or other government entities who present an innovative approach to reducing motorcycle crashes.

OCCUPANT PROTECTION

PROBLEM IDENTIFICATION AND DATA ANALYSIS

Restraint devices such as seat belts are a key element of motor vehicle occupant protection systems. Each year, NHTSA conducts the NOPUS that measures, among many variables, the daytime use of seat belts by occupants age eight and older. The 2022 NOPUS reported that seat belt use was 91.6 percent among front-seat passenger vehicle occupants, an increase from the 90.4 percent observed in 2021. This change was not statistically significant. Seat belt use rose significantly in several categories, including among occupants travelling on surface streets, travelling in medium speed traffic, and occupants in "not clear weather" conditions.

The DOT uses the SSA to work towards zero roadway fatalities and serious injuries. The SSA recognizes human mistakes and vulnerabilities and designs a system with many redundancies in place to protect everyone. The DOT names safe road users, safe vehicles, safe speeds, safe roads, and post-crash care as key elements of a Safe System. Proper use of seat belts and other occupant safety devices is an important component of the "Safer Vehicles" and "Safer People" layers of protection.

Analyses presented in the occupant protection program area include fatal and serious injuries where a driver or passenger in a passenger vehicle was unrestrained. Occupant protection crashes in this report are defined as crashes where one or more occupants in a passenger vehicle was unrestrained. Under this program area, there is additional analyses that address aging road users and child passenger safety.

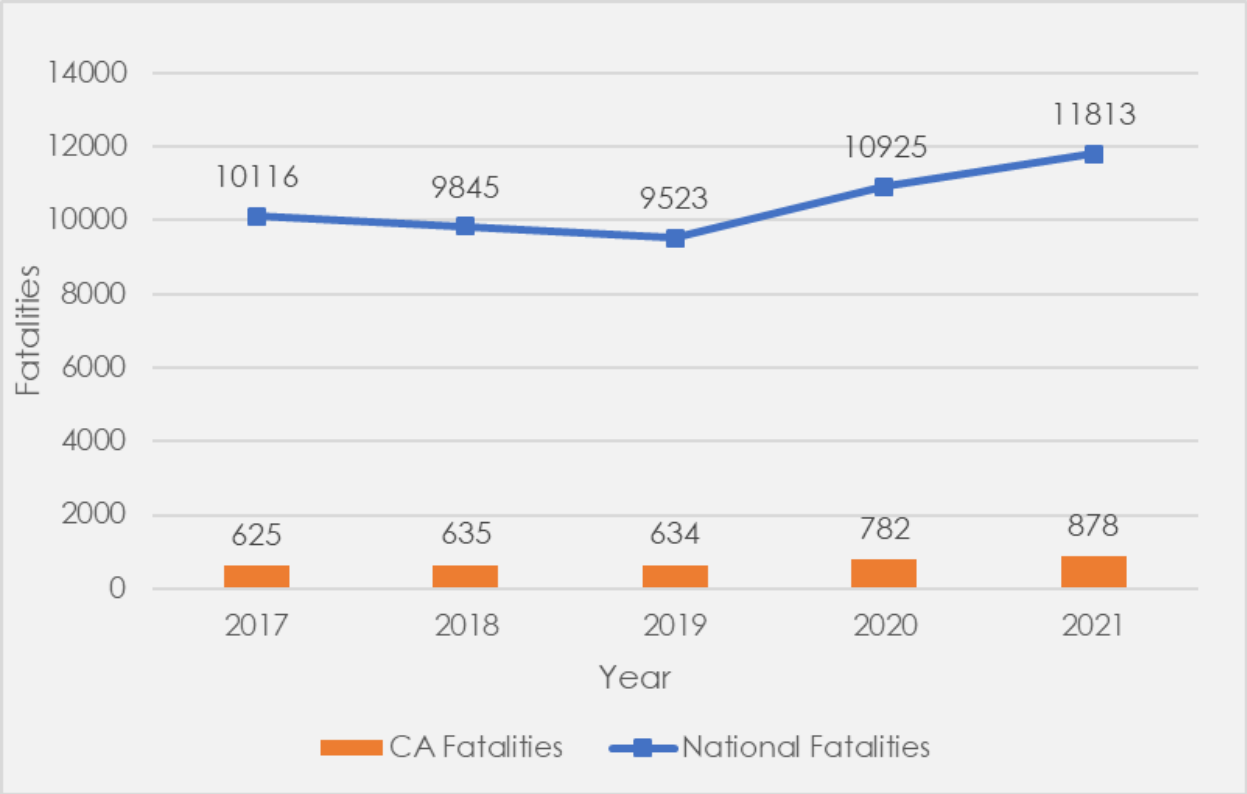
National

- Seat belt use among vehicle occupants in the western region of the U.S. significantly increased from 94.5 percent in 2021 to 96.2 percent in 2022.
- In the U.S., there were 11,813 unrestrained passenger vehicle occupants killed in traffic crashes in 2021, an 8.1 percent increase from 10,925 in 2020.
- In 2021, of the 23,633 passenger vehicle occupants with known restraint use killed in motor vehicle traffic crashes, 11,813 or 50.0 percent were known to be unrestrained.
- In 2021, daytime restraint use was higher than nighttime restraint use; 57.1 percent of passenger vehicle occupants with known restraint use involved in a nighttime fatal crash were unrestrained, compared with 42.7 percent involved in a daytime crash who were unrestrained.

California

- In California, there were 878 unrestrained occupants killed in traffic crashes in 2021, a 12.3 percent increase from 782 in 2020.
- In 2021, California's front seat belt use was observed to be 97.2 percent, which was the highest use rate among all states and territories.
- California's front seat belt use rate for those aged 5 and older has been greater than 95.0 percent from 2015 to 2021, apart from 2020 when no survey was conducted.
- According to the Behavioral Risk Factor Surveillance System, 97.6 percent of respondents in 2020 reported that they always or nearly always wear a seat belt. This is not a significant change from 97.4 percent in 2018.

Unrestrained Occupant Fatality Trends



Source: FARS 2017 – 2020 Final File & 2021 ARF

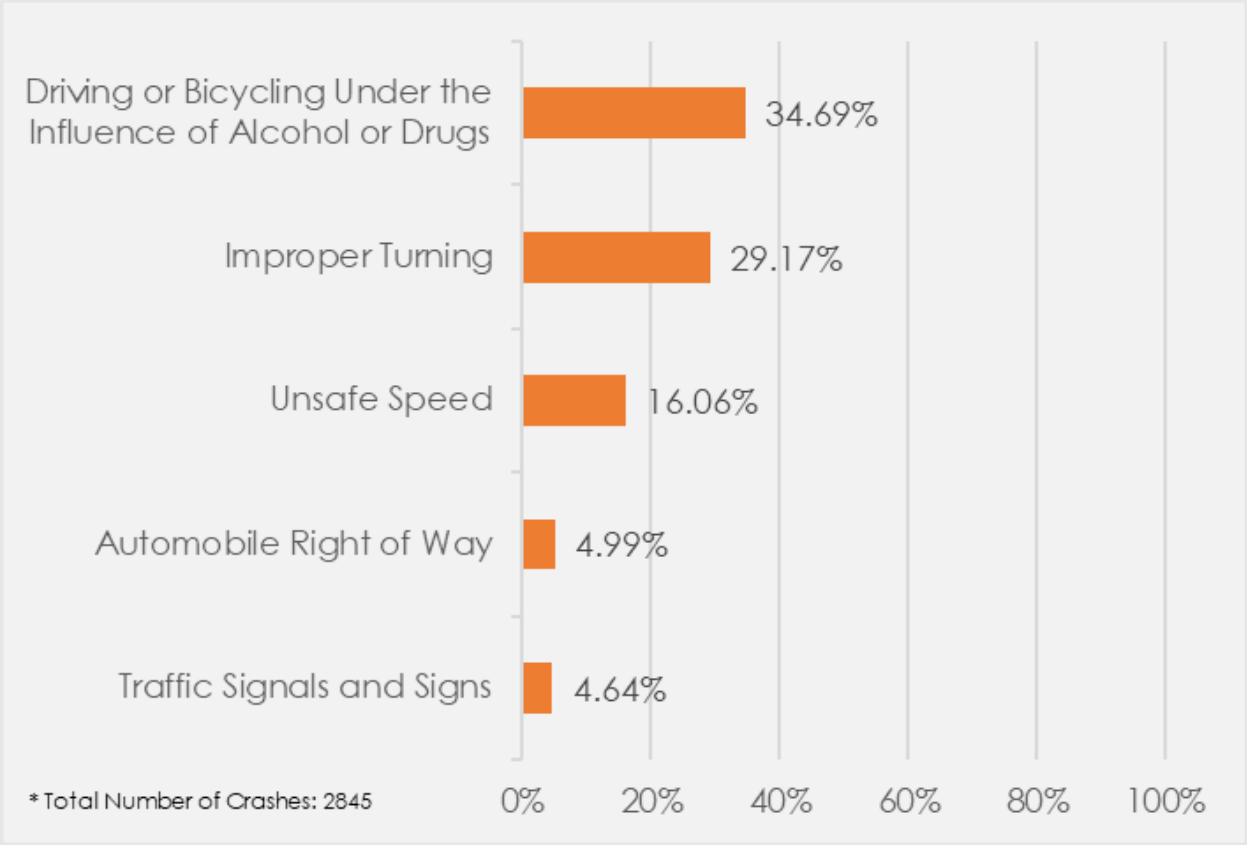
State-level Analysis

The figures in this section refer to crashes where one or more occupants in a passenger vehicle was unrestrained fatally or seriously injured in California in 2021. These numbers are the products of SafeTREC analysis.

Primary Crash Factors of Unrestrained Occupant Fatal and Serious Injury Crashes

- In California in 2021, the top primary crash factors for unrestrained occupant fatal and serious injury crashes were driving or bicycling under the influence of alcohol or drugs (34.69 percent), improper turning (29.17 percent), unsafe speed (16.06 percent). The primary crash factor does not indicate which party is at fault.

Top Five Primary Crash Factors of Unrestrained Occupant Fatal and Serious Injury Crashes



Source: Provisional SWITRS 2021

Geospatial Analysis

This section introduces an analysis based on geospatial and socio-demographic data, creating a geographic visualization in response to the mandates in the 3HSP. The visualization below illustrates how unrestrained occupant fatalities are distributed in California relative to population and highlights the region with the greatest concentration of fatalities per capita. It also shows a detailed view of that region by census tract, illustrating where the fatal crashes occurred within the region.

Two-year geospatial analysis covering 2020 and 2021 is used for the Occupant Protection and Child Passenger Safety program areas. In 2020, NHTSA began to use a new system to classify vehicle types, discussed in "Overview of Motor Vehicle Traffic Crashes in 2021" and enumerated in Table 15, Appendix A of that report. This resulted in significant changes in vehicle type counts between the old and new methods. As a result, NHTSA advises that the vehicle type classifications from 2020 and later are not comparable to vehicle type classifications from 2019 and earlier.

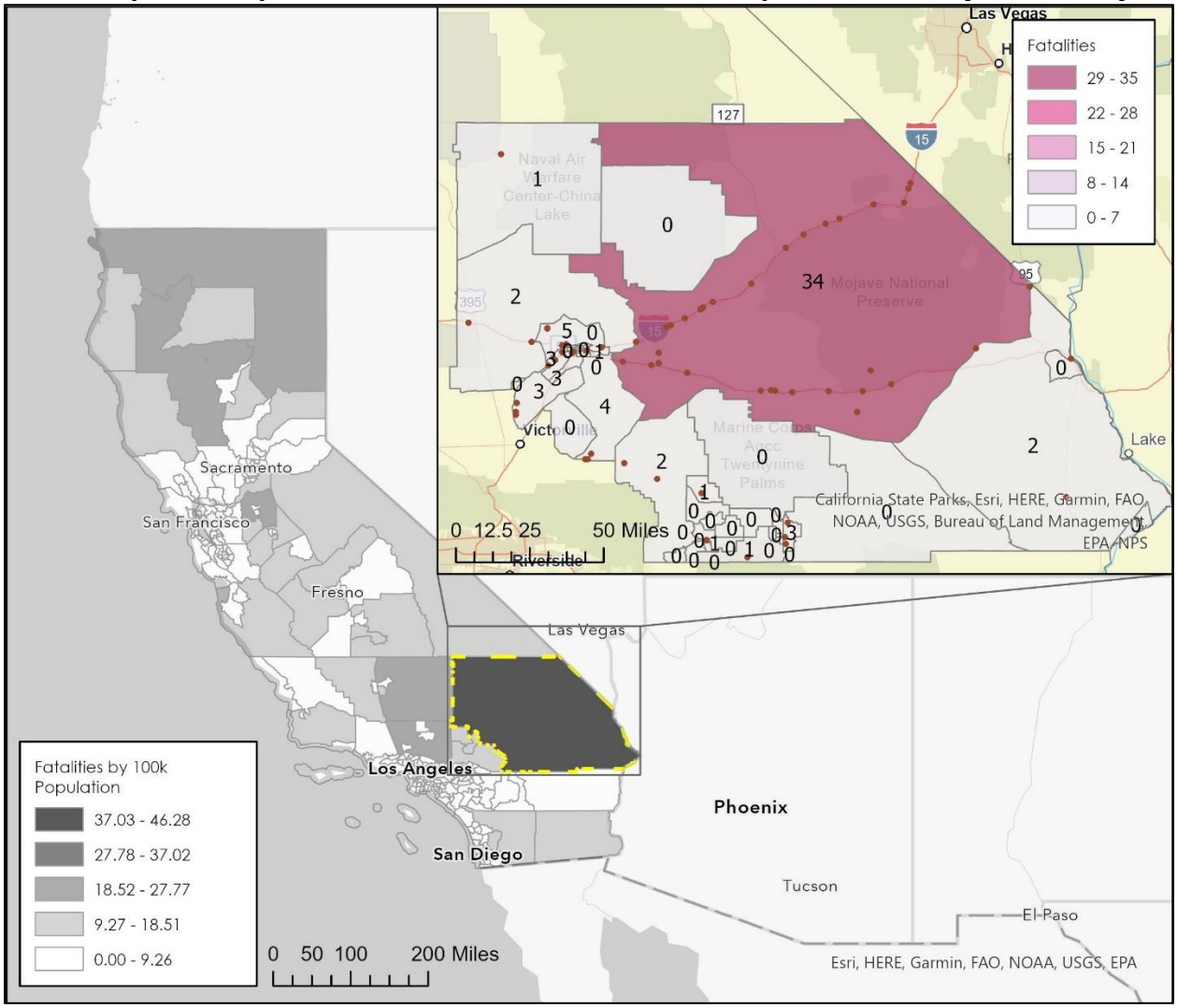
Unrestrained Occupant Crash Fatalities per Capita

The geospatial region used in this analysis is a Public Use Microdata Area (PUMA), which is a Census Bureau-defined geographic area with a population of at least 100,000 and not more than 200,000 people. The socio-demographic data is derived from 2017-2021 American Community Survey 5 Year Estimates. The crash and victim data in this section are based on FARS fatalities in unrestrained occupant crashes from the most recent two years of data, 2020-2021.

The PUMA region with the greatest rate of unrestrained occupant fatalities per capita was San Bernardino County (Northeast) – Twentynine Palms and Barstow Cities PUMA (see map below). Many of these fatalities were concentrated on the desert highways, I-15 and I-40, in this region. The population of this area was majority white, averaging 65.8 percent white from 2017 to 2021, which is greater than the statewide average proportion of 52.1 percent over the same period. The average median household income in this area from 2017 to 2021 was $49,102, below the state average of $84,097.

This PUMA also had the greatest number of unrestrained child passenger fatalities in 2020-2021, which are a subset of unrestrained occupant crash fatalities. A map of the fatal unrestrained child passenger crashes can be found in the Child Passenger Safety section.

Choropleth Map of Fatalities in Unrestrained Occupant Crashes (2020-2021)



Source: FARS 2020 Final File & 2021 ARF, 2017-2021 ACS 5-Year PUMA Estimates

From 2020 to 2021, there were 63 total fatal unrestrained occupant crashes and 66 fatalities in this region. The vast majority, 84.1 percent, of these crashes were on rural roads and almost half (46.0 percent) occurred on an interstate. Crashes were most concentrated in the evening, with 21.0 percent occurring from 9pm to midnight. The day of the week with the most crashes was Friday, with 21.0 percent of crashes.

Among the fatalities in these unrestrained occupant crashes, 77.3 percent were male. The most common age was from 25 to 34, comprising 22.7 percent of fatalities.

CHILD PASSENGER SAFETY

PROBLEM IDENTIFICATION AND DATA ANALYSIS

On average, more than three children age 14 and under were killed daily in traffic crashes in 2021. Across the age spectrum, child motor vehicle fatalities have decreased over the past decade, with the highest decrease in fatalities among the 1-3-year-old age group (15.1 percent decrease from 218 in 2011 to 185 in 2020). These fatality trends are in part due to child safety seats and lap/shoulder seat belt use. In 2020, 85.7 percent of child passengers in fatal crashes who survived were restrained, compared to 57.9 percent of unrestrained child passengers in fatal crashes who were killed.

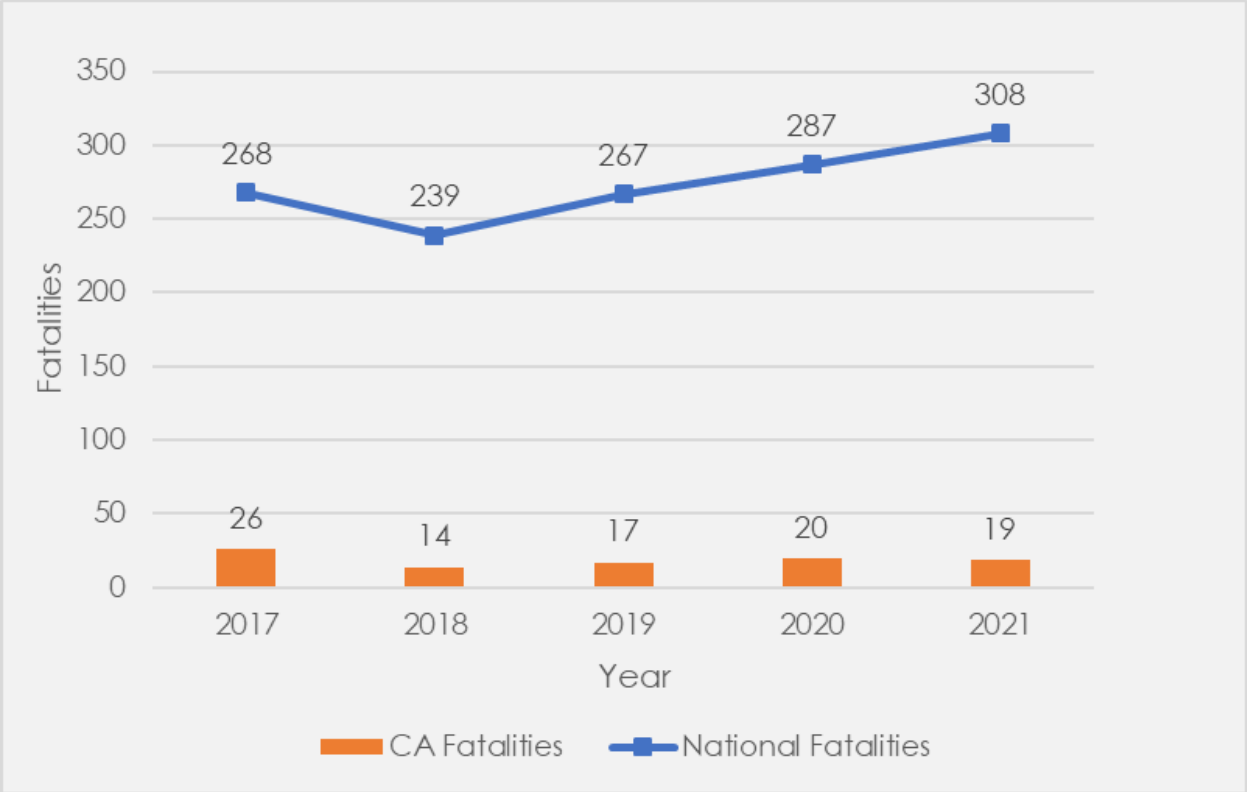
National

- In the U.S. in 2021, there were 1,184 fatalities among children age 14 and under, an increase of 7.5 percent from 1,101 in 2020.
- In 2021, there were 308 unrestrained children age 14 and under killed in the U.S. in traffic crashes. This is a 7.3 percent increase from 287 unrestrained child fatalities in 2020.

California

- In California, the number of fatally injured unrestrained children age 14 and under increased 5.3 percent from 19 in 2020 to 20 in 2021. It is important to note that the number of fatalities is relatively small and subject to variability.
- Serious injuries to unrestrained children age 14 and under increased from 116 in 2020 to 125 in 2021, a 7.8 percent increase.
- As of January 2017, children under age two must be rear facing in a car seat unless they weigh at least 40 pounds or are at least 40 inches tall (California Vehicle Code § 27360).
- Children under age eight must be buckled into a car seat or booster seat in the back seat. Children over age eight, or 4'9" or taller, may use the vehicle seat belt system if it fits properly (California Vehicle Code § 27363).

Unrestrained Child Passenger Fatality Trends



Source: FARS 2017 – 2020 Final File, 2021 ARF

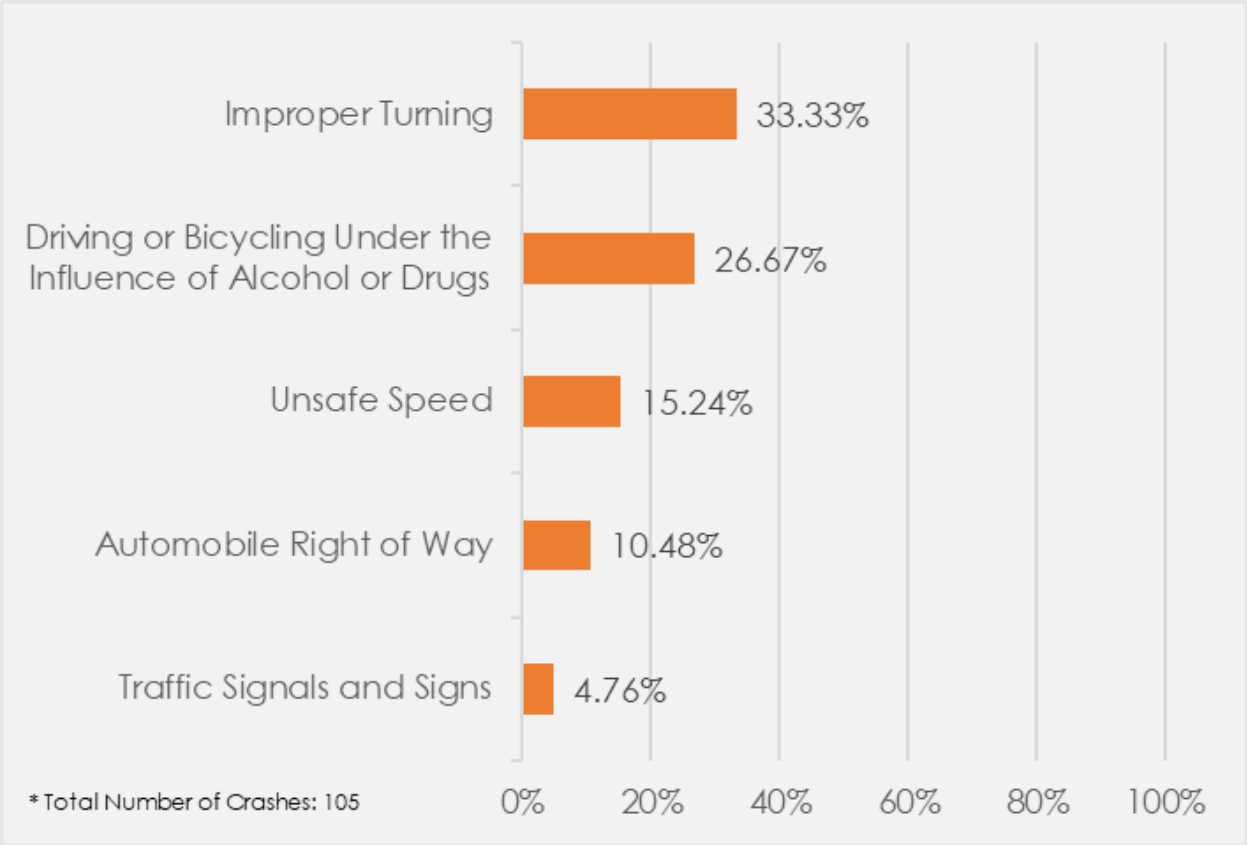
State-level Analysis

The figures in this section refer to crashes where one or more children age 14 and under occupants in a passenger vehicle was unrestrained fatally or seriously injured in California in 2021. These numbers are the products of SafeTREC analysis.

Primary Crash Factors of Child Passenger Fatal and Serious Injury Crashes

- In 2021, the top primary crash factors for fatal and serious injury crashes with unrestrained child passengers age 14 and under were improper turning (33.33 percent), driving or bicycling under the influence of alcohol or drugs (26.67 percent), and unsafe speed (15.24 percent). The primary crash factor does not indicate which party is at fault.

Top Five Primary Crash Factors of Unrestrained Child Passenger' Fatal and Serious Injury Crashes



Source: Provisional SWITRS 2021

Geospatial Analysis

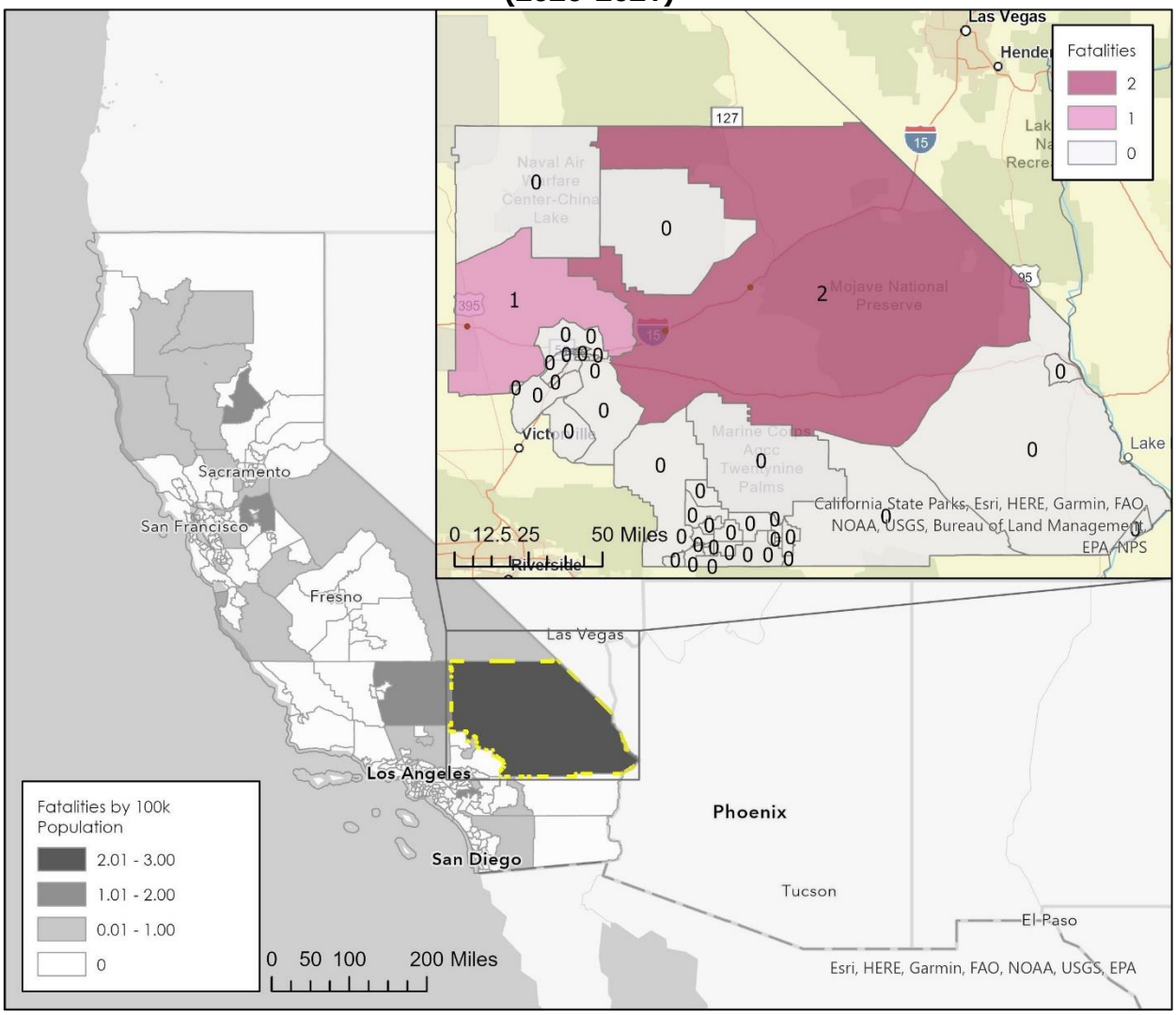
This section introduces an analysis based on geospatial and socio-demographic data, creating a geographic visualization in response to the mandates in the 3HSP. The visualization below illustrates how unrestrained child passenger fatalities are distributed in California relative to population and highlights the region with the greatest concentration of fatalities per capita. It also shows a detailed view of that region by census tract, illustrating where the fatal crashes occurred within the region.

Two-year geospatial analysis covering 2020 and 2021 is used for the Occupant Protection and Child Passenger Safety program areas. In 2020, NHTSA began to use a new system to classify vehicle types, discussed in "Overview of Motor Vehicle Traffic Crashes in 2021" and enumerated in Table 15, Appendix A of that report. This resulted in significant changes in vehicle type counts between the old and new methods. As a result, NHTSA advises that the vehicle type classifications from 2020 and later are not comparable to vehicle type classifications from 2019 and earlier.

Unrestrained Child Passenger Crash Fatalities

The geospatial analysis of unrestrained child passenger fatalities is closely tied to that of unrestrained occupant fatalities, since the former is a subset of the latter. There were 39 unrestrained child passenger fatalities in California in 2020 to 2021, resulting in a data set that is spread too thinly across the state for detailed geospatial analysis. The map below shows the top PUMA, with a total of three unrestrained child passenger fatal crashes. This is the same top PUMA as the full set of unrestrained occupant fatalities, analysis of which can be found in the Occupant Protection section.

Choropleth Map of Fatalities in Unrestrained Child Passenger Crashes (2020-2021)



Source: FARS 2020 Final File & 2021 ARF, 2017-2021 ACS 5-Year PUMA Estimates

AGING ROAD USERS

PROBLEM IDENTIFICATION AND DATA ANALYSIS

The older adult population in the U.S. aged 65 and older is expected to almost double between 2016 and 2060, from 49.2 million to almost 95 million people. In 2021, there were 7,489 people aged 65 and older killed in traffic crashes in the U.S.; this accounted for 17.4 percent of all traffic fatalities.

As drivers age, physical and mental changes, including reduced visual acuity, increased fragility, restricted movement, and cognitive impairment, may, directly and indirectly, result in driving impairments.

The DOT uses the SSA to work towards zero roadway fatalities and serious injuries. The SSA recognizes human mistakes and vulnerabilities and designs a system with many redundancies to protect everyone. Designing streets to limit the impact of kinetic energy transfer in crashes may provide special benefits to older adults, as increased fragility exacerbates the severity of traffic injuries and the likelihood of death.

Analyses presented in this section include fatal and serious injuries to drivers, passengers, bicyclists, pedestrians, and other non-motor vehicle occupants aged 65 and older.

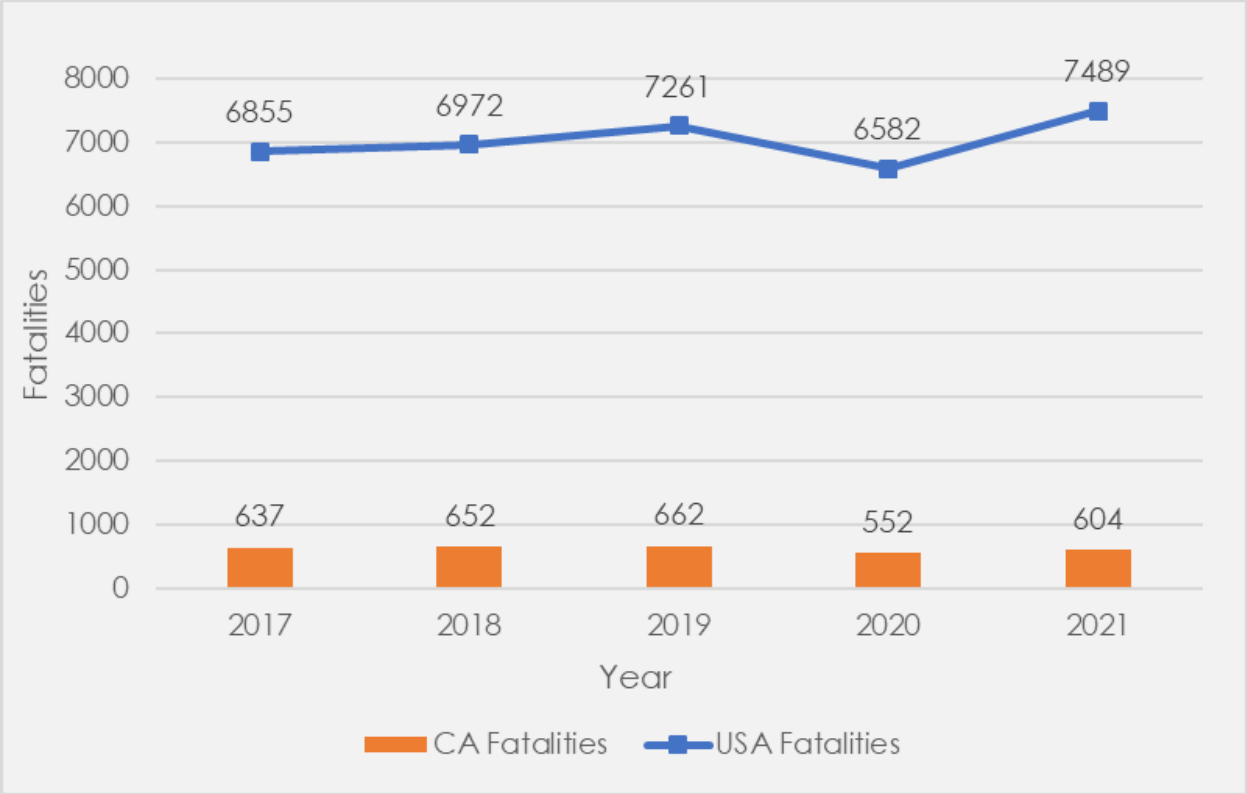
National

- In 2021, 7,489 adults aged 65 and older were killed in motor vehicle crashes, an increase of 13.8 percent from 6,582 fatalities in 2020.
- In 2021, 49,583 adults 65 and older were licensed drivers, accounting for 21.3 percent of all drivers.

California

- In 2021, there were 604 people aged 65 and older killed in traffic crashes in California, which is an 8.6 percent increase from 556 in 2020.
- In 2021, 18.8 percent (or 208) of pedestrians killed in traffic crashes were older adults.
- Of older adults killed in traffic crashes in 2021, 34.4 percent were pedestrians.

Older Adult Fatality Trends



Source: FARS 2017 – 2020 Final File, 2021 ARF

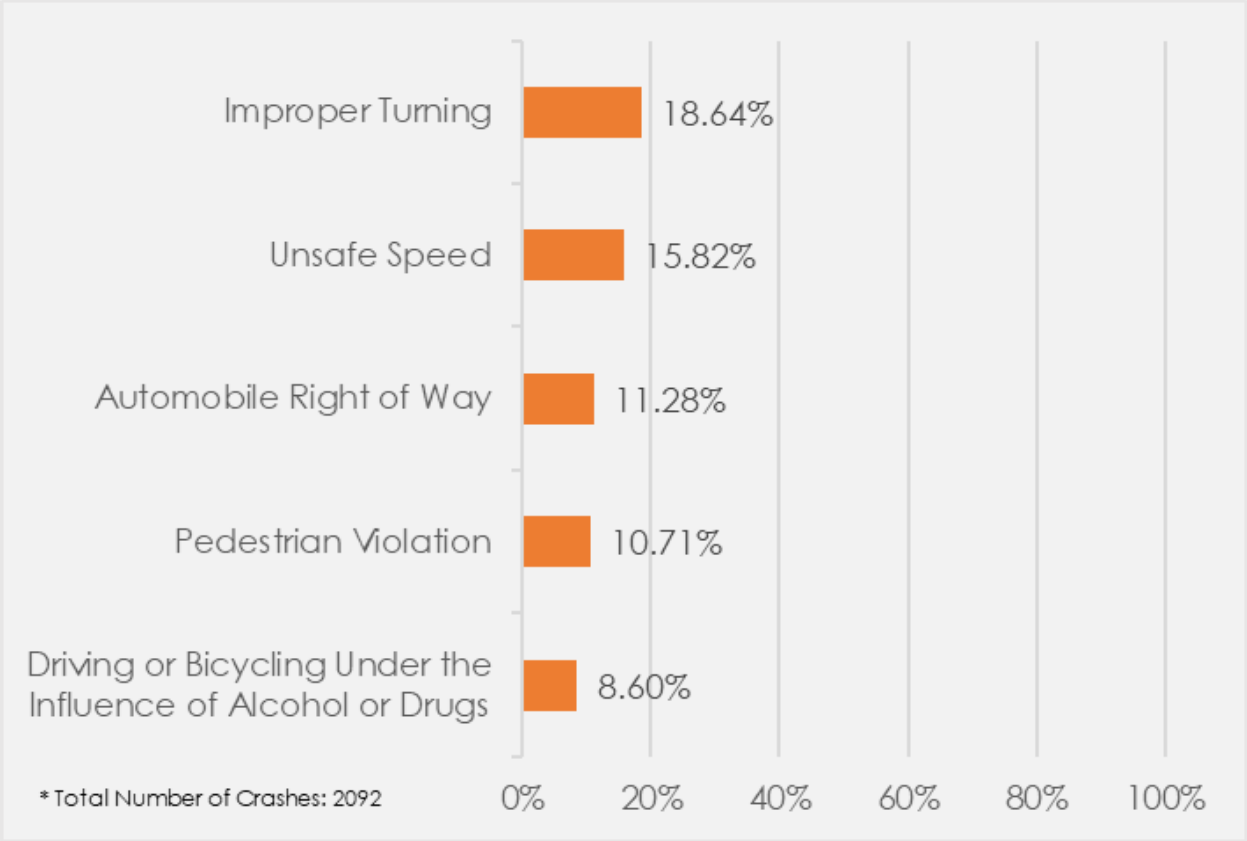
State-level Analysis

The figures in this section refer to fatal and serious injuries to drivers, passengers, bicyclists, pedestrians, and other non-motor vehicle occupants aged 65 and older in California in 2021. These numbers are the products of SafeTREC analysis.

Primary Crash Factors of Older Adult Fatal and Serious Injury Crashes

- Improper turning (18.64 percent) and unsafe speed (15.82 percent) were the most frequent PCF for crashes in which an older adult suffered a fatal or serious injury. Automobile right of way was the next most common PCF (11.28 percent).

Top Five Primary Crash Factors of Older Adult Fatal and Serious Injury Crashes



Source: Provisional SWITRS 2021

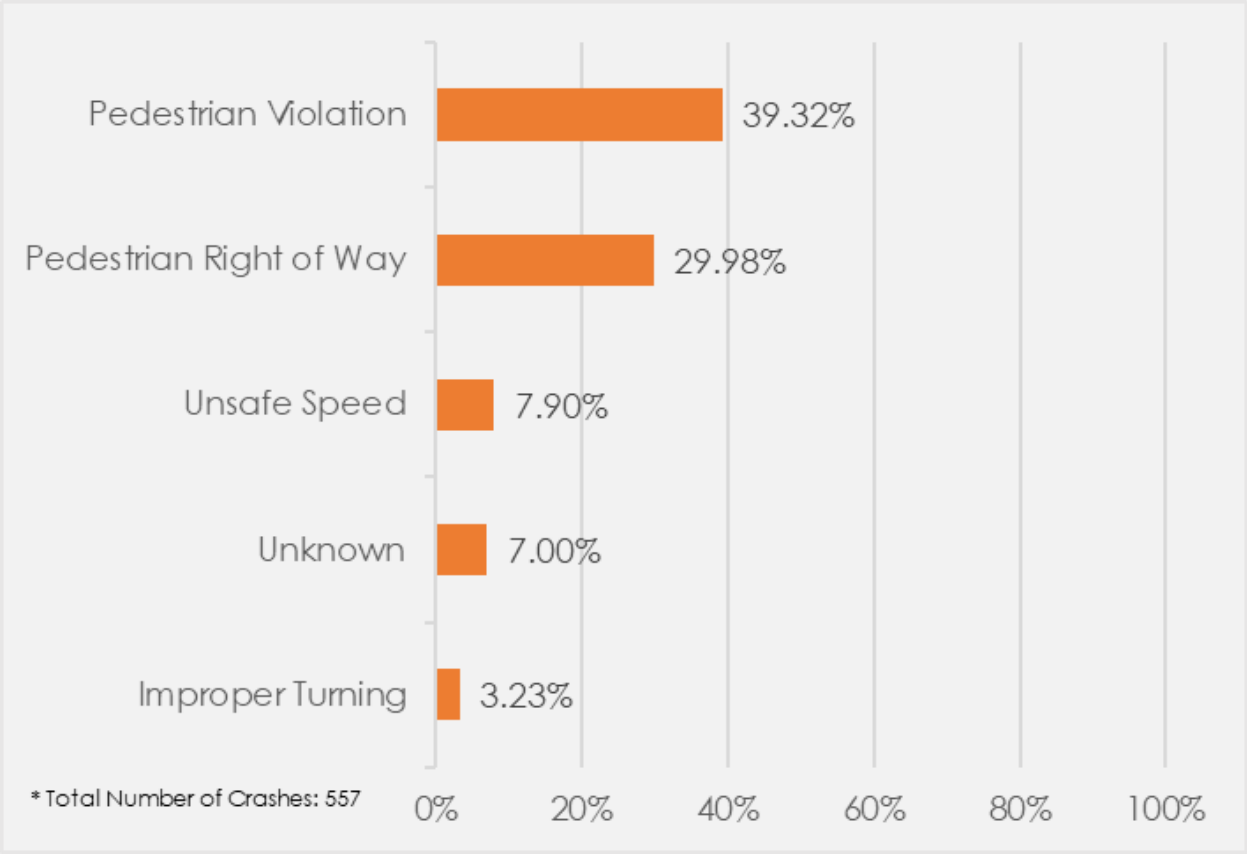
Older Adult Pedestrian Fatalities and Serious Injuries

- Of older adults who suffered serious injuries in traffic crashes, older adult pedestrians accounted for 19.8 percent.

Primary Crash Factors of Older Adult Pedestrian Fatal and Serious Injury Crashes

- Among crashes in which an older adult pedestrian suffered a fatal or serious injury, pedestrian violation (39.32 percent) was the most frequent PCF in 2021, followed by pedestrian right of way (29.98 percent). Unsafe speed was a factor in 7.90 percent of crashes.

Top Five Primary Crash Factors of Older Adult Pedestrian Fatal and Serious Injury Crashes



Source: Provisional SWITRS 2021

Geospatial Analysis

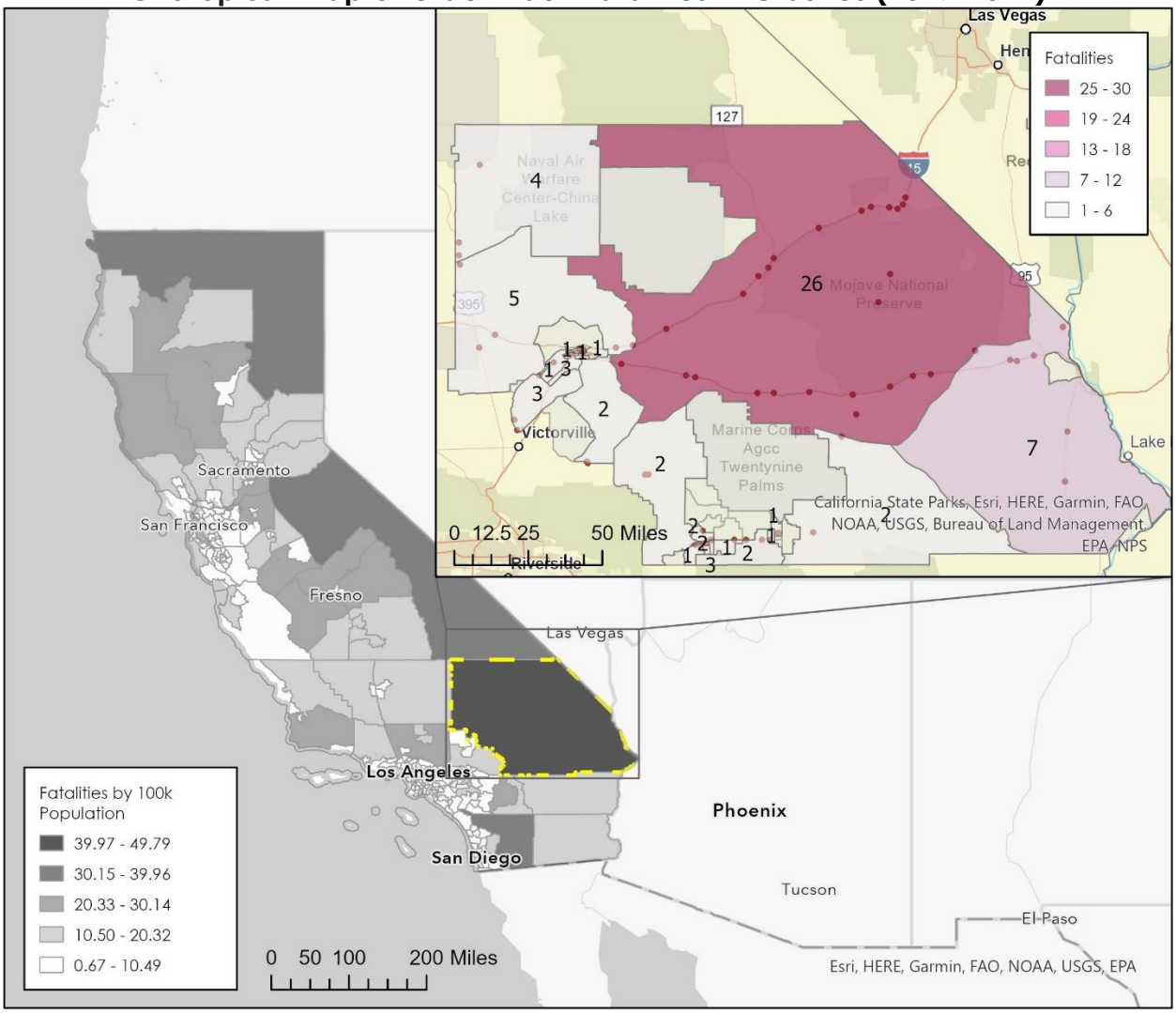
This section introduces an analysis based on geospatial and sociodemographic data, creating a geographic visualization in response to the mandates in the 3HSP. This visualization illustrates how older adult fatalities are distributed in California relative to population and highlights the region with the greatest concentration of fatalities per capita. It also shows a detailed view of that region by census tract, illustrating where the fatal crashes occurred within the region.

Older Adult Crash Fatalities per Capita

The geospatial region used in this analysis is a PUMA, which is a Census Bureau-defined geographic area with a population of at least 100,000 people and not more than 200,000 people. The sociodemographic data comes from 2017-2021 American Community Survey 5 Year Estimates. The crash and victim data in this section are based on FARS fatalities in older adult crashes from the most recent five years of data, 2017-2021.

The PUMA region with the greatest rate of older adult fatalities per capita was the San Bernardino County (Northeast) – Twentynine Palms and Barstow Cities PUMA (see map below). Many of these fatalities were concentrated on the desert highways, I-15 and I-40, in this region. The population of this area was majority white, averaging 65.8 percent white from 2017 to 2021, which is greater than the statewide average proportion of 52.1 percent over the same period. In this area, older adults comprised 14.6 percent of the population on average, similar to the California average proportion of 14.4 percent. The average median household income in this area from 2017 to 2021 was $49,102, below the state average of $84,097.

Choropleth Map of Older Adult Fatalities in Crashes (2017-2021)



Source: FARS 2017 – 2020 Final File & 2021 ARF, 2017-2021 ACS 5-Year PUMA Estimates

From 2017 to 2021, there were 69 total older adult fatal cashes and 71 fatalities in this region. The vast majority, 73.9 percent, of these crashes were on rural roads and over one-third (39.1 percent) occurred on an interstate. The time of day with the most crashes was noon to 3pm, with 21.7 percent of crashes. There was no peak day for crashes during the week, with both Wednesday and Friday having 18.8 percent of crashes.

Among the fatalities in these older adult fatal crashes, 74.6 percent were male. Given the program area's definition, the most common age was from 65 to 74, comprising almost two-thirds (63.4 percent) of fatalities.

HIGHWAY SAFETY COUNTERMEASURE STRATEGIES

Associated Performance Measures

Reduce unrestrained passenger vehicle occupant fatalities, all seat positions 0.80 percent from the 2021 preliminary final FARS number of 878 to 871 by December 31, 2026.

Increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 0.5 percentage points from 97.2 percent (2021 observation) to 97.7 percent by December 31, 2026.

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2024-2026	402 OP	State/Community Highway Safety Grant Program	$700,000
2024-2026	405b OP	Occupant Protection	$15,000,000

Countermeasure Strategy

(OP) Aging Road Users

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for older adult fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce older adult fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Develop and disseminate educational materials, programs and tools that explain how the aging process may affect safe driving.
- Promote awareness of the impact that prescription and non-prescription medications and supplements have on aging road users.
- Conduct law enforcement training on how to recognize older drivers whose driving abilities have declined.
- Increase public awareness and education through targeted presentations to senior drivers.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 13 Older Driver Safety. These countermeasure strategies are based on the following programs listed in NHTSA's "Countermeasures That Work" for Older Drivers:

- 1.1 Communication and Outreach Formal Courses for Older Drivers
    - This is a two star countermeasure, however based on the Development of a curriculum and roadside screening tool for Law

enforcement identification of medical impairment in aging drivers (nih.gov) article it is demonstrated how training courses are an effective tool and result in changes to knowledge regarding the medical impairments and reduced motor functions that occur when people age which saves lives.

- 1.2 Communication and Outreach General Communication and Education
    - This is a one star countermeasure, however based on the Clinician's Guide to Assessing and Counseling Older Drivers communication and education to older drivers regarding programs, resources, and assessments available is a key factor in saving lives and can assist in meeting the performance target.

National campaigns such as the National Click It or Ticket Mobilization will also be supported.

Description of Considerations

California's efforts to reduce older adult fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the rural counties identified in the problem identification) to implement education programs and public awareness campaigns. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with state government agencies or other government entities who present an innovative approach to reducing crashes involving older adults.

Countermeasure Strategy

(OP) Local Education

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for unrestrained occupant and child passenger fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce unrestrained occupant and child passenger fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Encourage participation in the statewide and national "Click It or Ticket" campaign and CPS Week.
- Develop occupant protection educational programs among multicultural and diverse ethnic populations.

- Urge the media to report occupant restraint usage as a part of every crash.
- Target high-risk populations with education to increase occupant protection use.
- Improve occupant protection educational outreach.
- Maintain the levels of CPS Technicians by providing NHTSA's standardized CPS Technician and Instructor Training Programs, and renewal and update classes.
- Conduct NHTSA standardized CPS Certification training courses.
- Train new CPS technicians.
- Provide CPS Recertification training to CPS technicians.
- Provide technical webinars for CPS instructors and technicians.
- Provide CPS educational resources to law enforcement and other agencies.
- Conduct child safety seat education classes to low-income residents.
- Conduct inspections to educate parents on the proper use of child safety seats in both rural and urban areas to low-income and at-risk families.
- Conduct child safety seat check-ups to educate parents on the proper use of child safety seats in both rural and urban areas to low-income and at-risk families.
- Provide child safety seats to low-income families.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 20 Occupant Protection. These countermeasure strategies are based on the following programs listed in NHTSA's "Countermeasures That Work" for Seat Belts and Child Restraints:

- 6.1 Communications and Outreach Strategies for Older Children
  - The effectiveness of this countermeasure is three stars.
- 6.2 Communications and Outreach Strategies for Child Restraint and Booster Seat Use
  - The effectiveness of this countermeasure is three stars.
- 7.2 Other Strategies Inspection Stations
  - The effectiveness of this countermeasure is three stars.

National campaigns such as the National Click It or Ticket Mobilization and the Child Passenger Safety Week will also be supported.

Description of Considerations

California's efforts to reduce unrestrained occupant and child passenger fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates to implement education programs and public awareness campaigns. Consideration will be given to all

counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local government agencies and non-traditional partners who present an innovative approach to reducing crashes involving unrestrained occupants and child passengers.

Countermeasure Strategy

(OP) Statewide Education

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for unrestrained occupant and child passenger fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce unrestrained occupant and child passenger fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Encourage participation in the statewide and national "Click It or Ticket" campaign and CPS Awareness Week.
- Develop occupant protection educational programs among multicultural and diverse ethnic populations.
- Urge the media to report occupant restraint usage as a part of every crash.
- Target high-risk populations with education and enforcement to increase occupant protection use.
- Improve occupant protection educational outreach.
- Maintain the levels of CPS Technicians by providing NHTSA's standardized CPS Technician and Instructor Training Programs, and renewal and update classes.
- Train new CPS technicians.
- Provide CPS Recertification training to CPS technicians.
- Provide technical webinars for CPS instructors and technicians.
- Provide CPS educational resources to law enforcement and other agencies.
- Provide a toll-free CPS helpline in English and Spanish.
- Conduct child safety seat education classes to low-income residents.
- Conduct inspections to educate parents on the proper use of child safety seats in both rural and urban areas to low-income and at-risk families.
- Conduct child safety seat check-ups to educate parents on the proper use of child safety seats in both rural and urban areas to low-income and at-risk families.
- Provide child safety seats to low-income families.
- Maintain an active network of partnerships between local, state, and national agencies.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 20 Occupant Protection. These countermeasure strategies are based on the following programs listed in NHTSA's "Countermeasures That Work" for Seat Belts and Child Restraints:

- 2.1 Short Term, High-Visibility Seat Belt Law Enforcement
  - The effectiveness of this countermeasure is five stars.
- 2.2 Integrated Nighttime Seat Belt Enforcement
  - The effectiveness of this countermeasure is four stars.
- 5.1 Short-Term High-Visibility Child Restraint/Booster Law Enforcement
  - The effectiveness of this countermeasure is five stars.
- 6.1 Strategies for Older Children
  - The effectiveness of this countermeasure is three stars.
- 6.2 Strategies for Child Restraint and Booster Seat Use
  - The effectiveness of this countermeasure is three stars.
- 7.2 Inspection Stations
  - The effectiveness of this countermeasure is three stars.

National campaigns such as the National Click It or Ticket Mobilization and the Child Passenger Safety Week will also be supported.

Description of Considerations

California's efforts to reduce unrestrained occupant and child passenger fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates to implement education programs and public awareness campaigns. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local and state government agencies as well as non-traditional partners who present an innovative approach to reducing crashes involving unrestrained occupants and child passengers.

Countermeasure Strategy

(OP) Statewide Usage Surveys

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for unrestrained occupant fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce unrestrained occupant fatalities. Grants awarded under this countermeasure strategy may include the following activity.

- Conduct spring and summer statewide surveys of seat belt usage rate of front seat occupants and infant/toddlers in any vehicle position.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 20 Occupant Protection. Based on Seat Belt Observational Survey Protocol, the information gained from conducting statewide surveys of seat belt use provides guidance to determine if current programs are currently working as well as which programs listed in NHTSA's "Countermeasures That Work" for Seat Belts and Child Restraints are needed statewide.

National campaigns such as the National Click It or Ticket Mobilization and the Child Passenger Safety Week will also be supported.

Description of Considerations

California's efforts to reduce unrestrained occupant fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants that will conduct statewide restraint usage surveys. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities.

PEDESTRIAN AND BICYCLE SAFETY

PEDESTRIAN SAFETY

PROBLEM IDENTIFICATION AND DATA ANALYSIS

Everyone is a pedestrian at some point, whether or not walking is one's primary mode of travel. More people are walking whether it is for commuting, exercise, and leisure.

In 2021, pedestrian deaths accounted for 17.2 percent of all crash fatalities. From 2011 to 2021, pedestrian fatalities increased by 65.8 percent. The Governor's Highway Safety Association found that from 2015-2019 Black, Indigenous and People of Color were overrepresented in pedestrian crashes. For Example, non-Hispanic Black and African American people were 12 percent of the total population from 2015-2019 but represented 21 percent of pedestrian fatalities. In a similar alarming trend, American Indians were 0.7 percent of the population from 2015-2019, but accounted for 2.4 percent of pedestrian fatalities.

The DOT uses the SSA to work towards zero roadway fatalities and serious injuries. The SSA recognizes that people may make unsafe decisions and designs a system with many redundancies in place to protect everyone, especially the most vulnerable road users. The DOT names safe road users, safe vehicles, safe speeds, safe roads, and post-crash care as key elements of a Safe System. These elements together create multiple layers of protection to improve safety.

Analyses presented in the pedestrian program area include fatal and serious injuries to pedestrians. FARS only includes pedestrians on foot, whereas SWITRS fatal and serious injury analysis includes both pedestrians and persons on personal conveyances, e.g., skateboards, wheelchairs, etc. Pedestrian crashes are defined as crashes where one or more victims is a pedestrian.

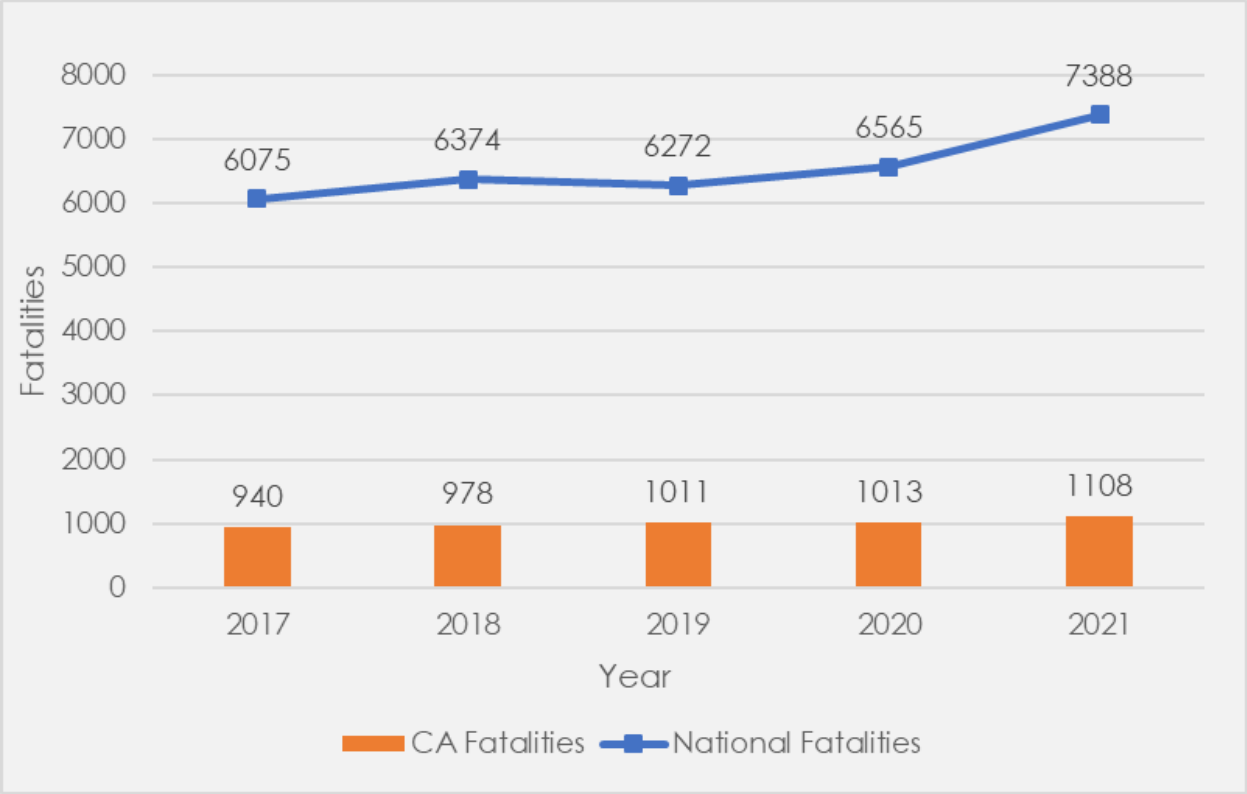
National

- NHTSA reports that more than 20 pedestrians died on average every day in 2021.
- Pedestrian fatalities increased 12.5 percent from 6,565 in 2020 to 7,388 in 2021.

California

- There were 1,108 pedestrian fatalities in 2021, a 9.4 percent increase from 1,103 in 2020. Over the prior five years, pedestrian fatalities rose by 18.8 percent from 933 in 2016.
- In the 2022 Traffic Safety Survey conducted for the OTS, "Cars going too fast" was the most-commonly reported safety problem experienced as pedestrians or bicyclists, identified by 57.7 percent of respondents.

Pedestrian Fatality Trends



Source: FARS 2017 – 2020 Final File & 2021 ARF

State-level Analysis

The figures in this section refer to crashes where one or more pedestrians were fatally or seriously injured in California in 2021. These numbers are the products of SafeTREC analysis.

Fatal and Serious Injury Pedestrian Crashes by County

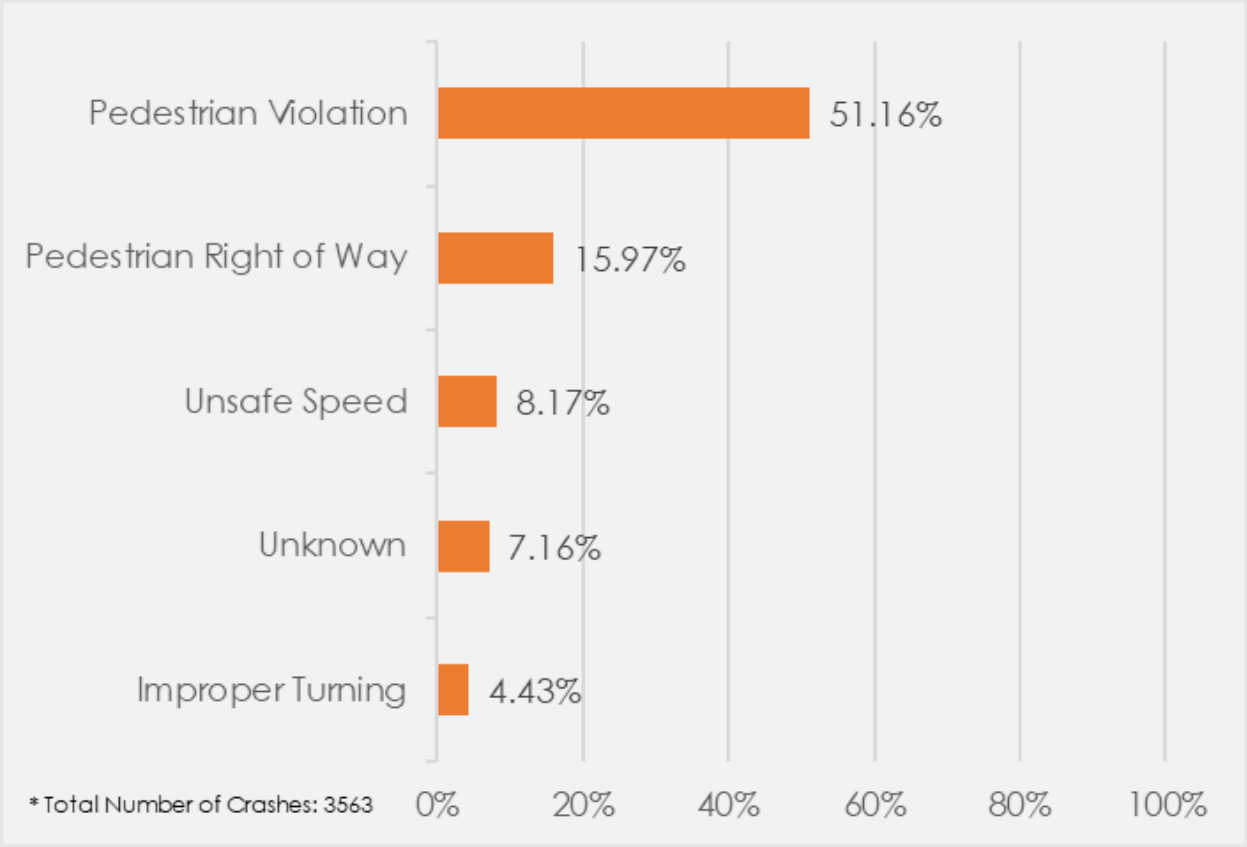
- The counties with the highest numbers of pedestrian fatalities were Los Angeles, San Diego, San Bernardino, Riverside, Sacramento, Orange, and Kern. Per capita, the counties with the highest rate of pedestrian fatalities were Siskiyou, Imperial, Trinity, Tehama, Merced, Shasta, and Kern counties.
- Similarly, the counties with the highest numbers of pedestrian serious injuries were Los Angeles, San Diego, San Bernardino, Sacramento, Orange, San Francisco, and Alameda. Per capita, the counties with the highest rate of pedestrian serious injuries were Amador, Inyo, Trinity, Merced, Yuba, Del Norte, and San Francisco.
- Five counties had no pedestrian fatalities or serious injuries in 2021, including Alpine, Mariposa, Modoc, Mono, and Sierra.

Primary Crash Factors of Pedestrian Fatal and Serious Injury Crashes

The PCF is the one element or action which, in the law enforcement officer's opinion, best describes the primary or main cause of a crash. Other associated factors or underlying circumstances that may have contributed to a crash are not reflected in the chart identifying the "Top 5 Primary Crash Factors" for the specific program/problem area.

- The most common primary crash factor in a pedestrian fatal and serious injury crash was pedestrian violations, at 51.16 percent, followed by pedestrian right-of-way violations at 15.97 percent. Pedestrian violations occur when a pedestrian commits a violation, whereas a pedestrian right-of-way is defined as when a pedestrian's right-of-way is violated. However, neither indicates which party is at fault for the crash.

Top Five Primary Crash Factors for Pedestrian Fatal and Serious Injury Crashes



Source: Provisional SWITRS 2021

Time and Day of Pedestrian Fatal and Serious Injury Crashes

- More than half (53.2 percent) of all pedestrian-involved crashes occurred between 6pm and midnight. Fridays and Saturdays had the largest proportion of pedestrian deaths with 180 crashes (16.6 percent) on each day.
- Similarly, nearly half (46.0 percent) of all pedestrian serious injury crashes occurred between 6pm and midnight. The largest proportion of pedestrian serious injuries occurred on Saturday and Sunday (15.5 percent and 15.6 percent, respectively).

Pedestrian Fatal and Serious Injury Victim Demographics

- Almost three-quarters (71.4 percent) of pedestrians killed in traffic crashes were male. The age group with the highest number of pedestrian serious injuries was age 25 to 34 (20.4 percent), followed by 55 to 64 at 19.0 percent.
- About two-thirds (66.9 percent) of the pedestrians seriously injured in traffic crashes were male. Across all age groups, more male pedestrians were seriously injured than female pedestrians. The age group with the highest

number of pedestrian serious injuries was age 25 to 34 (20.8 percent), followed by 35-44 at 16.5 percent.
- Race was unknown for 68.1 percent, or 754 of the pedestrian fatalities. Of the 354 fatalities with a known race, about 76.8 percent were white, followed by 15.0 percent Black or African American.

Crash Location for Fatal Pedestrian Crashes

- The vast majority (91.1 percent) of pedestrian fatalities occurred in urban areas compared to 8.7 percent in rural areas.
- The majority (57.0 percent) of all pedestrian-involved crashes occurred on non-interstate principal arterial or minor arterial roadways.

Geospatial Analysis

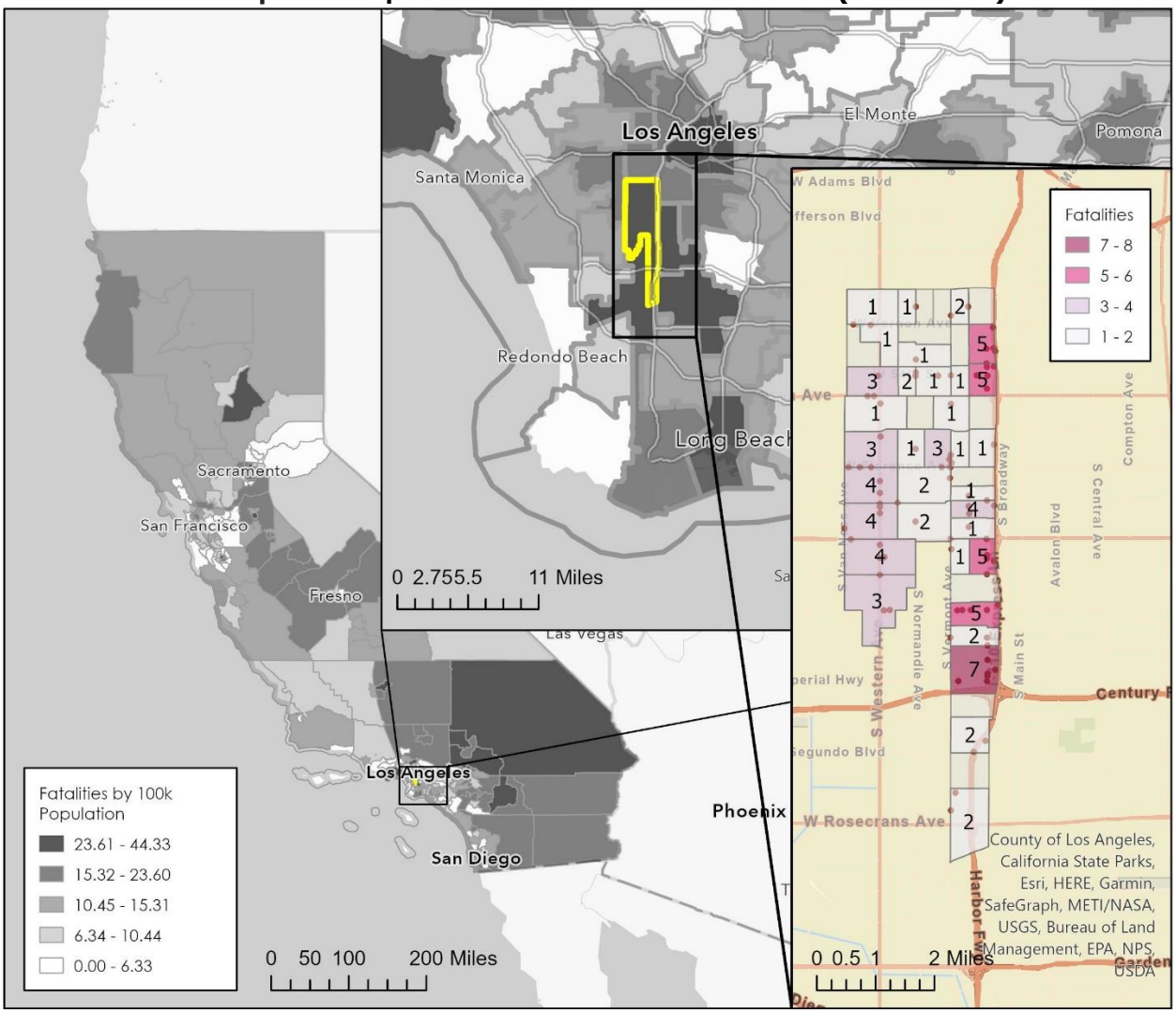
This section introduces an analysis based on geospatial and sociodemographic data, creating a geographic visualization in response to the mandates in the 3HSP. The visualization below illustrates how pedestrian fatalities are distributed in California relative to population and highlights the region with the greatest concentration of fatalities per capita. It also shows a detailed view of that region by census tract, illustrating where the fatal crashes occurred within the region.

Pedestrian Crash Fatalities per Capita

The geospatial region used in this analysis is a PUMA, which is a Census Bureau-defined geographic area with a population of at least 100,000 and not more than 200,000 people. The sociodemographic data is derived from 2017-2021 American Community Survey 5 Year Estimates. The crash and victim data in this section are based on FARS fatalities in pedestrian crashes from the most recent five years of data, 2017-2021.

The PUMA region with the greatest rate of pedestrian fatalities per capita was Los Angeles County (South Central)--LA City (South Central/Westmont) PUMA (see map below). Most of these fatalities occurred on the major city streets in this area, such as Figueroa Street and Western Avenue. The population of this area was majority Hispanic or Latino, averaging 64.6 percent from 2017 to 2021, which is greater than the statewide average proportion of 39.5 percent over the same period. The average median household income in this area from 2017 to 2021 was $51,763, below the state average of $84,097.

Choropleth Map of Pedestrian Crash Fatalities (2017-2021)



Source: FARS 2017 – 2020 Final File & 2021 ARF, 2017-2021 ACS 5-Year PUMA Estimates

From 2017 to 2021, there were 83 total pedestrian fatal crashes and 83 fatalities in this region. Almost all, 98.8 percent, of these crashes were on urban roads and over half (54.2 percent) occurred on principal arterials. The time of day with the most crashes was 9pm to midnight, with more than one-third (34.1 percent) of crashes, and the day of the week with the most crashes was Monday, with 20.5 percent of crashes.

Among the fatalities in these pedestrian crashes, 74.4 percent were male. The most common age was from 55 to 64, comprising almost a quarter (24.4 percent) of fatalities, and the second-most-common age was 45 to 54, with 18.3 percent of fatalities.

BICYCLE SAFETY

PROBLEM IDENTIFICATION AND DATA ANALYSIS

Bicycling is becoming more popular across the country, for commuting, exercise, and leisure. However, in the event of a traffic crash between a motor vehicle and a bicyclist, the bicyclist is the more vulnerable party and more likely to be injured or killed. In 2021, there were 966 bicyclists killed in a traffic crash in the U.S.

In citing concern about the level of bicyclist fatalities, the GHSA identified key recommendations for improving safety, including collection of better crash data, increased training for law enforcement to understand laws designed to protect bicyclists, partnerships with bicycling and community organizations regarding safety messaging and public education campaigns about infrastructure improvements. In an alarming trend similar to that seen in pedestrian fatalities, Black Americans are four times more likely than white Americans to die while cycling.

The DOT uses the SSA to work towards zero roadway fatalities and serious injuries. The SSA recognizes that people may make unsafe decisions and designs a system with many redundancies in place to protect everyone, especially the most vulnerable road users. The DOT names safe road users, safe vehicles, safe speeds, safe roads, and post-crash care as key elements of a Safe System. These elements together create multiple layers of protection to improve safety.

Analyses presented in the bicycling program area include fatal and serious injuries to bicyclists, other cyclists, and passengers on bicycles. Bicycle crashes are defined as crashes where one or more victims is a bicyclist, other cyclist, or bicycling passenger.

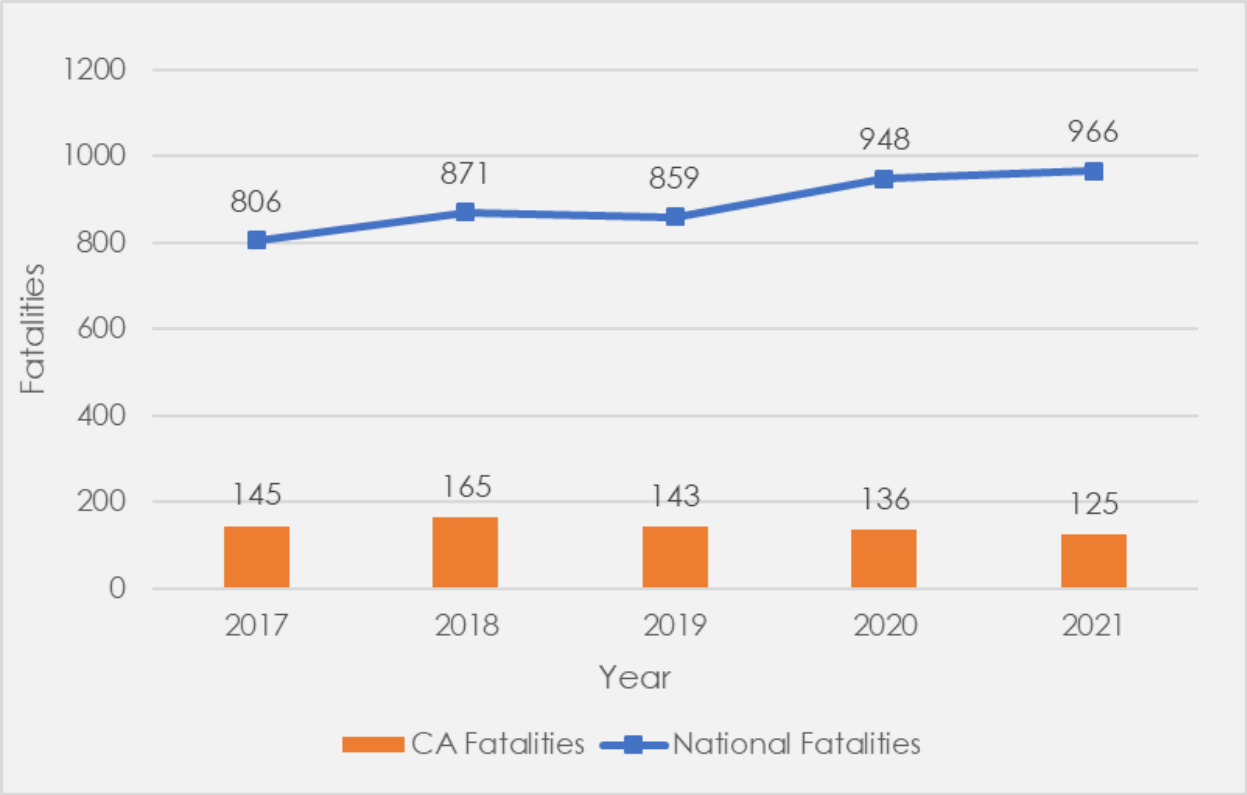
National

- Bicyclist fatalities increased 1.9 percent from 948 in 2020 to 966 in 2021.
- Bicyclist fatalities represented 2.2 percent of the total number of traffic fatalities in 2021.
- Just three states - Florida, California, and Texas – contained 42.8 percent of people killed while biking.

California

- In California, bicyclist fatalities decreased 8.8 percent from 136 fatalities in 2020 to 125 in 2021.
- Bicyclist fatalities represented 2.9 percent of the total number of traffic fatalities in 2021 in California.
- Bicyclists are required to follow the California Vehicle Code while riding on California roadways. Unless prohibited, bicyclists are allowed to ride in travel lanes. In the 2022 California Traffic Safety Survey, 68.2 percent of drivers surveyed believed it is legal for bicyclists to ride on roadways when there is not a bicycle lane present, an increase from 62.2 percent of respondents in 2021.

Bicycling Fatality Trends



Source: FARS 2017 – 2020 Final File & 2021 ARF

State-level Analysis

The figures in this section refer to crashes where one or more bicyclists were fatally or seriously injured in California in 2021. These numbers are the products of SafeTREC analysis.

Fatal and Serious Injury Bicycling Crashes by County

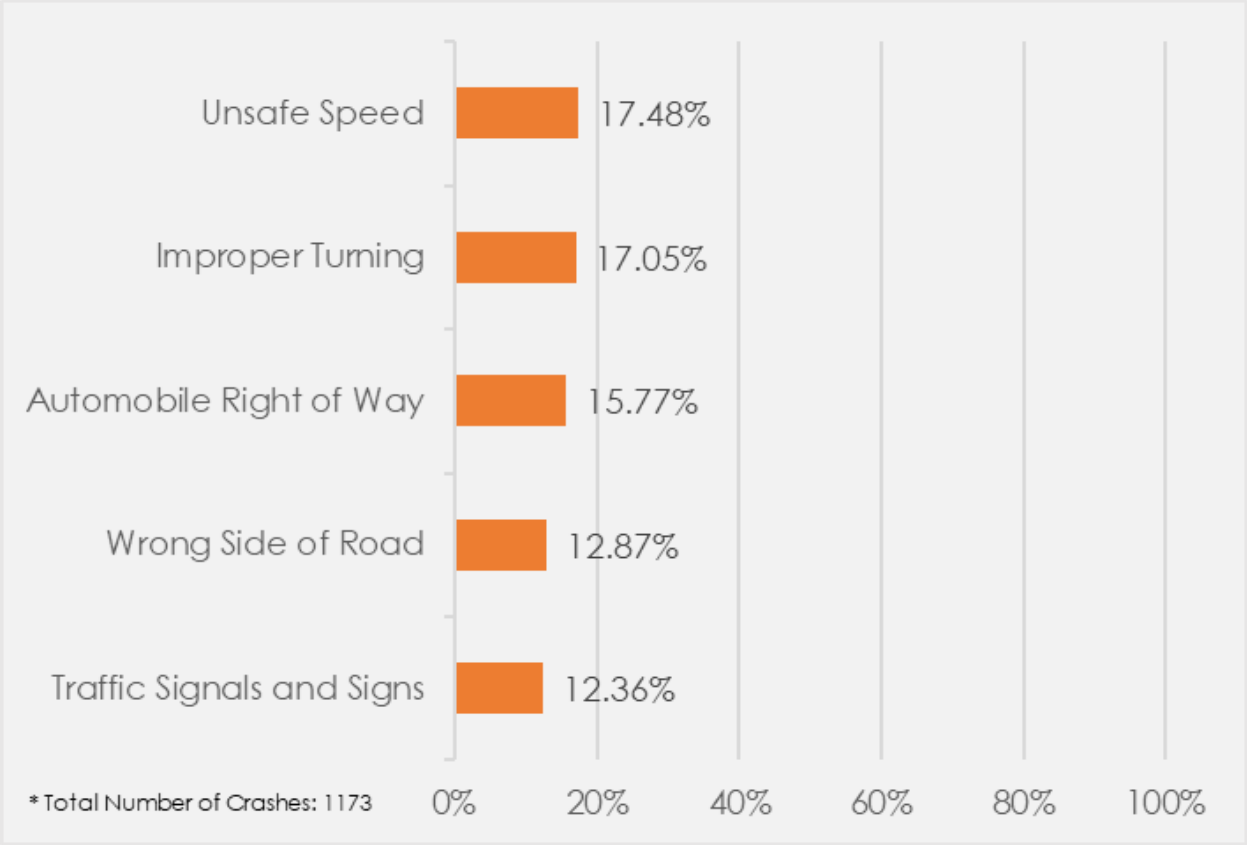
- Bicyclist fatalities were highest in Los Angeles, San Diego, Riverside, Santa Clara, Orange, San Bernardino, and Merced counties. Per capita, bicyclist fatalities were high in Merced, Santa Cruz, Humboldt, Napa, San Luis Obispo, Solano and Shasta counties. Thirty-three counties had zero bicyclist fatalities, an increase from thirty counties in 2020.
- Bicyclist serious injuries were highest in Los Angeles, Orange, San Diego, Sacramento, Santa Clara, Alameda, San Francisco, and San Mateo counties. Per capita, bicyclist serious injuries were highest in Alpine, Santa Cruz, Amador, Nevada, Marin, Tehama, and San Mateo counties.
- Ten counties reported no bicyclist fatalities or serious injuries.

Primary Crash Factors of Bicycling Fatal and Serious Injury Crashes

The PCF is the one element or action which, in the law enforcement officer's opinion, best describes the primary or main cause of a crash. Other associated factors or underlying circumstances that may have contributed to a crash are not reflected in the chart identifying the "Top 5 Primary Crash Factors" for the specific program/problem area.

- The top five primary crash factors for bicycling fatal and serious injury crashes were Unsafe Speed (17.48 percent), Improper turning (17.05 percent), Automobile Right of Way (15.77 percent), Wrong Side of Road (12.87 percent), Traffic Signals and Signs (12.36 percent).

Top Five Primary Crash Factors for Bicycling Fatal and Serious Injury Crashes



Source: Provisional SWITRS 2021

Crash Types for Bicycling Fatal and Serious Injury Crashes

- The top bicycle fatal and serious injury crash types were broadside (33.2 percent) followed by "other" crashes and rear-end crashes (23.1 percent and 11.3 percent, respectively).

Time and Day of Bicycling Fatal and Serious Injury Crashes

- Of fatal bicycling crashes, 37.6 percent occurred between 6pm and midnight. The largest proportion of bicycling deaths occurred on Tuesday and Friday (18.4 percent and 17.6 percent, respectively).
- Similarly, 39.9 percent of crashes involving serious injuries occurred between 3pm to 9pm. The largest proportion of bicyclist serious injuries occurred on Saturday and Wednesday (17.7 percent and 14.9 percent, respectively).

Bicycling Fatal and Serious Injury Victim Demographics

- Of bicyclists killed in traffic crashes, 87.6 percent were male. The age groups with the highest number of bicyclist fatalities were age 55-64 (20.7 percent), followed by the 45-54 and the 35-44 age groups (18.2 percent

and 16.5 percent, respectively).
- Similarly, of bicyclists seriously injured in a traffic crash, 80.0 percent were male. In addition, the age group with the highest number of bicyclist serious injuries was age 55-64 (20.3 percent), followed by the 45-54 and 25-34 age groups, both at 15.9 percent.
- Race was unknown in FARS for 68.0 percent, or 85 of the bicyclist fatalities. Of the 40 fatalities with a known race, 80.0 percent were white.

Crash Location for Fatal Bicycling Crashes

- The vast majority (90.4 percent) of fatal bicycle crashes occurred in urban areas compared to 9.6 percent in rural areas.
- Of fatal bicycle crashes, 37.6 percent occurred on principal arterials followed by minor arterials and major collector roads (20.8 percent and 16.8 percent, respectively).

Geospatial Analysis

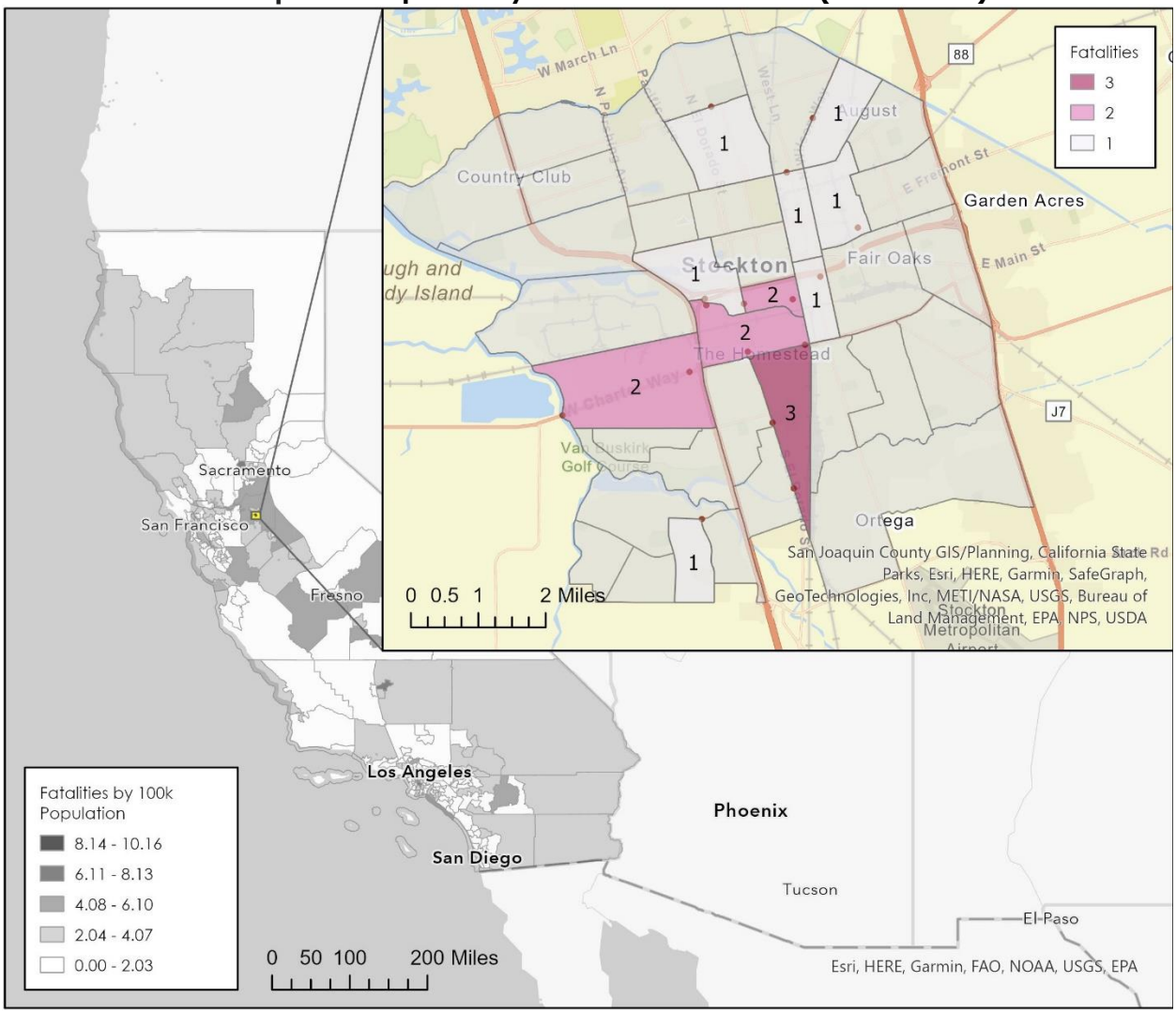
This section introduces an analysis based on geospatial and sociodemographic data, creating a geographic visualization in response to the mandates in the 3HSP. The visualization below illustrates how bicyclist fatalities are distributed in California relative to population and highlights the region with the greatest concentration of fatalities per capita. It also shows a detailed view of that region by census tract, illustrating where the fatal crashes occurred within the region.

Bicyclist Crash Fatalities per Capita

The geospatial region used in this analysis is a PUMA, which is a Census Bureau-defined geographic area with a population of at least 100,000 and not more than 200,000 people. The sociodemographic data is derived from 2017-2021 American Community Survey 5 Year Estimates. The crash and victim data in this section are based on FARS fatalities in bicycle crashes from the most recent five years of data, 2017-2021.

The PUMA region with the greatest rate of bicyclist fatalities per capita was San Joaquin County (Central)--Stockton City (South) PUMA (see map below). Most of these fatalities occurred on city streets in South Stockton. The population of this area was majority Hispanic or Latino, averaging 61.2 percent Hispanic or Latino from 2017 to 2021, which is greater than the statewide average proportion of 39.5 percent over the same period. The average median household income in this area from 2017 to 2021 was $53,963, below the state average of $84,097.

Choropleth Map of Bicyclist Crash Fatalities (2017-2021)



Source: FARS 2017 – 2020 Final File & 2021 ARF, 2017-2021 ACS 5-Year PUMA Estimates

From 2017 to 2021, there were 16 total bicyclist fatal crashes and 16 fatalities in this region. All of these crashes were on urban roads and 43.8 percent occurred on principal arterials. Both 3pm to 6pm and 6pm to 9pm had the same number of crashes, together comprising 50 percent of crashes, and the day of the week with the most crashes was Friday, with 31.3 percent of crashes.

All of the bicyclist fatalities in these crashes were male. The most common age was from 35 to 44, comprising over a third (37.5 percent) of fatalities, and the second-most-common age was 45 to 54, with 25.0 percent of fatalities.

HIGHWAY SAFETY COUNTERMEASURE STRATEGIES

Associated Performance Measures

Maintain pedestrian fatalities at the 2021 preliminary final FARS number of 1,108 by December 31, 2026.

Reduce bicyclist fatalities 28.80 percent from the 2021 preliminary final FARS number of 125 to 89 by December 31, 2026.

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2024-2026	402 PS	State/Community Highway Safety Grant Program	$30,000,000
2024-2026	405g PS	Non-Motorized Safety	$5,000,000

Countermeasure Strategy

(PS) Community Support/Technical Assistance

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for pedestrian and bicyclist fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce pedestrian and bicyclist fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Conduct outreach, site visits, trainings, workshops, provide technical assistance, and encourage best practices for pedestrian and bicyclist safety at the community level.
- Fund SafeTREC to facilitate sustained networks, engage and train communities on safer roadways for vulnerable road users, and conduct community workshops.
- Offer no-cost Pedestrian Safety Assessments to cities and communities focusing on pedestrian and bicycle safety issues and produce reports of these assessments.
- Conduct traffic safety assessments for tribal communities and provide technical assistance in funding opportunities.
- Provide technical assistance among FHWA pedestrian and bicyclist focus cities.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 14 Pedestrian and Bicycle Safety. The Pedestrian Traffic Fatalities by State - 2021 Preliminary Data (January-December).pdf (ghsa.org) as well as

the GHSA Safe System Report_2.pdf discuss how the comprehensive Safe System approach that leverages engineering, public education, emergency response and equitable enforcement is essential for reducing crashes and saving lives.

National and state campaigns such as the National Walk to School Day, National Bicycle Safety Month, National Pedestrian Safety Month and California's Pedestrian Safety Month will also be supported.

Description of Considerations
California's efforts to reduce pedestrian and bicyclist fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the densely populated and rural counties identified in the problem identification) to implement community assessment programs, community support, and technical assistance. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local and state government agencies as well as non-traditional partners who present an innovative approach to reducing pedestrian and bicyclist crashes.

Countermeasure Strategy
(PS) Education/Public Awareness

Linkage Between Problem Identification and Countermeasure Strategy
Based on the problem identification for pedestrian and bicyclist fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce pedestrian and bicyclist fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Provide classroom education, bicycle rodeos, community events, educational presentations, and workshops to promote the safety of pedestrian and bicyclists within the community.
- Work with community-based organizations to promote safety and best practices for motorists, bicyclists, and pedestrians.
- Expand the statewide pedestrian safety campaign "Go Safely, California."
- Expand activities, events, and public information of National Walk to School Day, National Bicycle Safety Month and California's Pedestrian Safety Month.
- Fund the SCAG to provide community outreach and education programs in Los Angeles, Riverside, San Bernardino, Orange, Imperial, and Ventura

counties.

- Encourage jurisdictions to take a Go Human Safety Pledge and deploy the Kit of Parts to improve safety in their communities.
- Expand awareness of the Disadvantaged Communities Active Transportation Planning Toolkit available from SCAG to the communities in which they serve.
- Continue community-based education workshops on pedestrian safety best practices, walkability, and community engagements to cities with high rates of pedestrian and bicyclist fatalities and injuries.
- Encourage collaboration among local traffic safety departments to increase safety of community members while walking or biking.
- Implement a program to encourage local jurisdictions to adopt the SSA.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 14 Pedestrian and Bicycle Safety. These countermeasure strategies are based on the following programs listed in NHTSA's "Countermeasures That Work" for Pedestrian Safety and Bicycle Safety:

- 2.1 Pedestrian Safety Elementary-Age Child Pedestrian Training
  - The effectiveness of this countermeasure is three stars.
- 2.2 Pedestrian Safety Safe Routes to School
  - The effectiveness of this countermeasure is three stars.
- 2.3 Pedestrian Safety Walking School Buses
  - The effectiveness of this countermeasure is three stars.
- 3.1 Pedestrian Safety Impaired Pedestrians: Communications and Outreach
  - This is a two star countermeasure, however based on Pedestrian Traffic Fatalities by State - 2021 Preliminary Data (January-December).pdf (ghsa.org) reducing impaired drivers and pedestrians will save lives and assist in meeting the performance targets.
- 4.3 Pedestrian Safety Conspicuity Enhancement
  - The effectiveness of this countermeasure is three stars.
- 4.4 Pedestrian Safety Enforcement Strategies
  - The effectiveness of this countermeasure is three stars.
- 1.2 Bicycle Safety Safe Routes to School
  - The effectiveness of this countermeasure is three stars.
- 1.3 Bicycle Safety Education for Children
  - This is a two star countermeasure, however based on The Harstad Injury Prevention Study. A decade of community-based traffic injury prevention with emphasis on children. Postal dissemination of local injury data can be effective (tandfonline.com) demonstrates how comprehensive community-based programs, including education

programs for children, have been proven successful.

- 1.4 Bicycle Safety Cycling Skills Clinics, Bike Fairs, Bike Rodeos
    - This is a one star countermeasure, however based on An Organizer's Guide to Bicycle Rodeos (saferoutespartnership.org) an effective program addresses the behaviors that result in crashes and by developing the correct behavior, cyclists reduce their chance of being injured or killed.
- 2.2 Bicycle Safety Education for Adult Cyclists
    - This is a one star countermeasure, however based on An Organizer's Guide to Bicycle Rodeos (saferoutespartnership.org) an effective program addresses the behaviors that result in crashes and by developing the correct behavior, cyclists reduce their chance of being injured or killed.
- 3.1 Bicycle Safety Active Lighting and Rider Conspicuity
    - The effectiveness of this countermeasure is three stars.
- 3.2 Promote Bicycle Helmet Use with Education
    - This is a two star countermeasure, however based on Bicycle helmets – To wear or not to wear? A meta-analyses of the effects of bicycle helmets on injuries - ScienceDirect the use of a bicycle helmet significantly reduces the risk of head injuries when a bicyclist is involved in a traffic crash resulting in a reduction of bicyclist fatalities and injuries.

National and state campaigns such as the National Walk to School Day, National Bicycle Safety Month, National Pedestrian Safety Month and California's Pedestrian Safety Month will also be supported.

Description of Considerations

California's efforts to reduce pedestrian and bicyclist fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the densely populated and rural counties identified in the problem identification) to implement a variety of education programs and public awareness campaigns. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local and state government agencies as well as non-traditional partners who present an innovative approach to reducing pedestrian and bicyclist crashes.

POLICE TRAFFIC SERVICES

PROBLEM IDENTIFICATION AND DATA ANALYSIS

A speeding-related crash is defined as one where a driver is speeding, racing, driving too fast for the conditions, or driving in excess of the posted speed limit. In the U.S., in 2021, over one in four (28.7 percent) fatalities involved speeding, a slight decline from 29.3 percent in 2020. Speeding reduces a driver's ability to steer safely around curves or objects, reduces the amount of time a driver has to react to a dangerous situation, and extends safe stopping distances. Analyses presented in the police traffic services program area refer to speeding-related fatal and serious injuries.

The DOT uses the SSA to work towards zero roadway fatalities and serious injuries. Reducing kinetic energy is central to the SSA. The SSA recognizes human mistakes and vulnerabilities and designs a system with many redundancies in place to protect everyone. Designing streets to limit the impact of kinetic energy transfer from speed-related crashes, as well as to protect people even when they make unsafe decisions, are examples of providing redundancies in the system to build forgiveness, limit speeding, and reduce fatalities and serious injury.

National

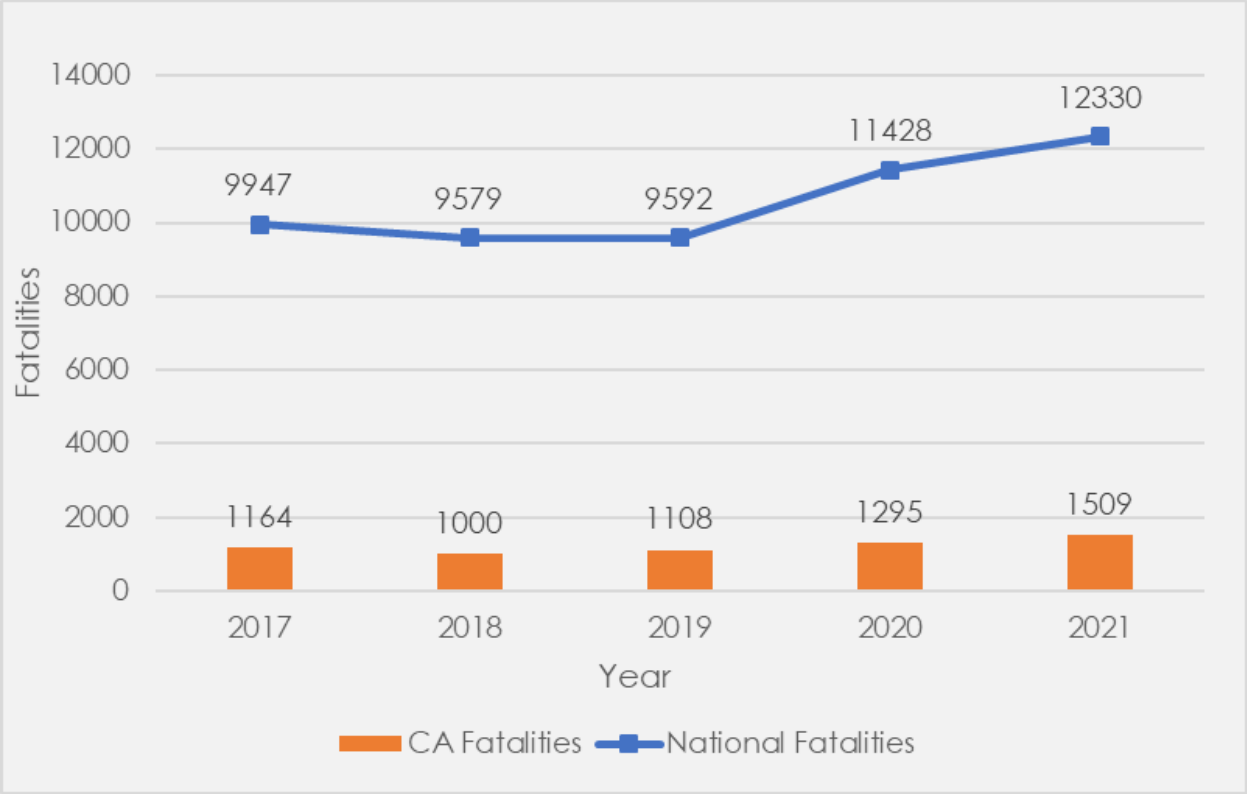
- In the U.S., there were 12,330 people killed in speeding-related traffic crashes in 2021, a 7.9 percent increase from 11,428 in 2020. This is the highest number of speeding-related fatalities since 2008.
- Drivers involved in a speeding-related fatal crash were also more likely to engage in other risky behaviors compared to non-speeding drivers. Of all speeding drivers in fatal crashes, 38.9 percent had a BAC of .08 or higher compared to only 17.7 percent of non-speeding drivers involved in fatal crashes in 2021.
- In 2021, 45.0 percent of speeding passenger vehicle drivers involved in fatal crashes were known to be unrestrained, compared to 21.1 percent of non-speeding drivers.
- According to AAA's 2021 Traffic Safety Culture Index report, about half (50.4 percent) of drivers reported driving 15 miles per hour (mph) over the speed limit on freeways and over one-third (40.2 percent) reported driving 10 mph over the speed limit on residential streets in the past 30 days. This self-reported behavior differed from respondents' beliefs about social disapproval of speeding. In response, 84.5 percent of drivers believed that people important to them would somewhat or completely disapprove of speeding by more than 15 mph on a freeway, and 89.1 percent believed that people important to them would somewhat or

completely disapprove of speeding by over 10 mph on a residential street.

California

- In California, there were 1,509 people killed in speeding-related traffic crashes in 2021, a 16.5 percent increase from 1,295 in 2020, and a 29.6 percent increase from 1,164 in 2017.
- In 2021, 35.2 percent of California's 4,285 motor vehicle fatalities were speeding-related.
- The 2022 OTS Traffic Safety Survey reported that 33.3 percent of drivers surveyed perceive that it is safe to drive 10 mph over the speed limit on freeways. When asked about the safety of driving over the speed limit in a residential area, 9.4 percent of drivers surveyed believe it is safe. The survey also found "speeding and aggressive driving" was the most commonly mentioned safety problem on California roadways, comprising 19.6 percent of responses. Speeding and aggressive driving has been among the top three concerns consistently since 2010.

Speeding-Related Fatality Trends



Source: FARS 2017 – 2020 Final File & 2021 ARF

State-level Analysis

The figures in this section refer to all victims including drivers, passengers, bicyclists, and pedestrians fatally or seriously injured in a speeding-related crash in California in 2021. These numbers are the products of SafeTREC analysis.

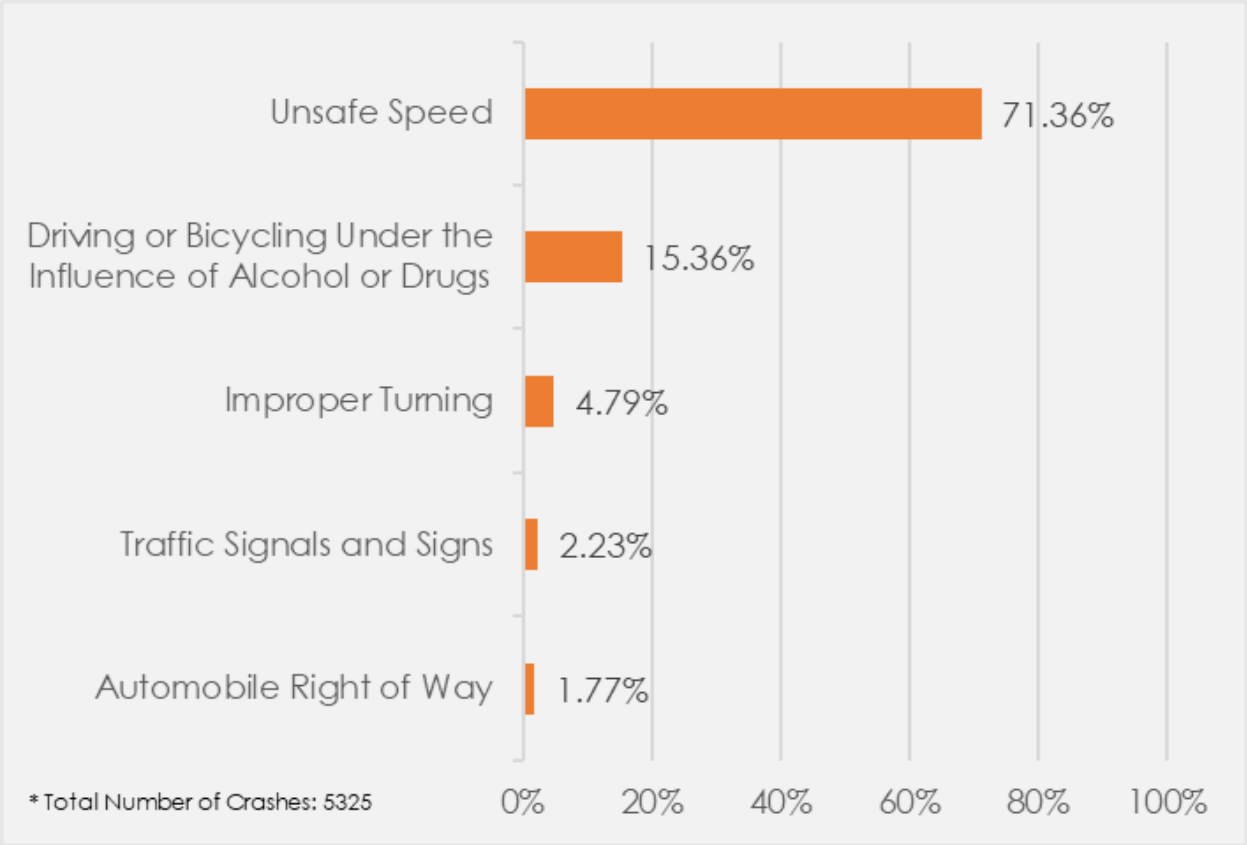
Speeding-Related Fatalities and Serious Injuries by County

- The county with the highest number of speeding-related fatalities was Los Angeles, followed by San Bernardino, Riverside, San Diego, and Sacramento counties. The county with the highest rate of speeding-related fatalities per population was Lassen, followed by Plumas, Trinity, Mendocino, and Butte counties.
- Serious injuries followed a similar pattern. The county with the highest number of speeding-related serious injuries was Los Angeles, followed by San Bernardino, San Diego, Riverside, and Orange counties. The highest rate of speeding-related serious injuries per population was in Alpine County, followed by Sierra, Inyo, Lassen, and Plumas counties.

Primary Crash Factors for Speeding-Related Fatal and Serious Injury Crashes

- This program area is defined by crashes in which unsafe speed was a primary or contributing factor; therefore, most of the crashes in this program area, 71.36 percent, had a PCF of unsafe speed. Following that PCF, driving or bicycling under the influence of alcohol or drugs (15.36 percent) and improper turning (4.79 percent) were the most frequent PCFs recorded.

Top Five Primary Crash Factors of Speeding-Related Fatal and Serious Injury Crashes



Source: Provisional SWITRS 2021

Crash Types for Speeding-Related Fatal and Serious Injury Crashes

- Over one-third (35.7 percent) of speeding-related crashes were rear end crashes. Other common crash types for speeding-related crashes were hitting an object at 22.1 percent and broadside at 10.5 percent.

Time and Day of Speeding-Related Fatal and Serious Injury Crashes

- Over one-third (35.5 percent) of speeding-related fatal crashes occurred between 9PM and 3AM. A similar proportion (36.0 percent) of fatal and serious injury crashes occurred on weekends. The peak period was midnight to 3AM on Sunday morning, with 63 fatal crashes, 4.6 percent of the total.
- Serious injury crashes seem to be concentrated earlier in the day. The most common time of day for speeding-related serious injury crashes was between 3PM and 6PM, with 17.4 percent of serious injury crashes. About one-third (35.7 percent) of serious injury crashes occurred on weekends. The peak period was 3PM to 6PM on Friday afternoon, with 149 serious injury crashes, 3.6 percent of the total.

Speeding-Related Fatal and Serious Injury Crash Victim Demographics

- Just under three-quarters (74.4 percent) of fatally injured speeding-related crash victims were males. Over one-third (36.5 percent) of all fatally injured speeding-related crash victims were males aged 15 to 34.
- Serious injury demographics were very similar. Just under three-quarters (70.2 percent) of seriously injured speeding-related crash victims were males. Over one-third (35.5 percent) of all fatal and seriously injured speeding-related crash victims were males aged 15 to 34.
- Race was not reported for 70.6 percent of the speeding-related fatalities. Of the 444 fatalities with a known race, 76.6 percent (or 340) were white.

Crash Location of Speeding-Related Fatal Injury Crashes

- About three-quarters (75.7 percent) of speeding-related fatal crashes occurred in urban areas compared to 24.3 percent on rural roads. For comparison, about 18.5 percent of travel took place on rural roads in 2020.
- Over one-quarter (28.8 percent) of all speeding-related fatal crashes occurred on non-interstate principal arterials. The next most common locations for speeding-related fatal crashes were non-interstate minor arterials at 20.5 percent, interstates at 15.1 percent, and non-interstate major collectors at 13.3 percent.

Geospatial Analysis

This section introduces an analysis based on geospatial and sociodemographic data, creating a geographic visualization in response to the mandates in the 3HSP. The visualization below illustrates how speed-related fatalities are distributed in California relative to population and highlights the region with the greatest concentration of fatalities per capita. It also shows a detailed view of that region by census tract, illustrating where the fatal crashes occurred within the region.

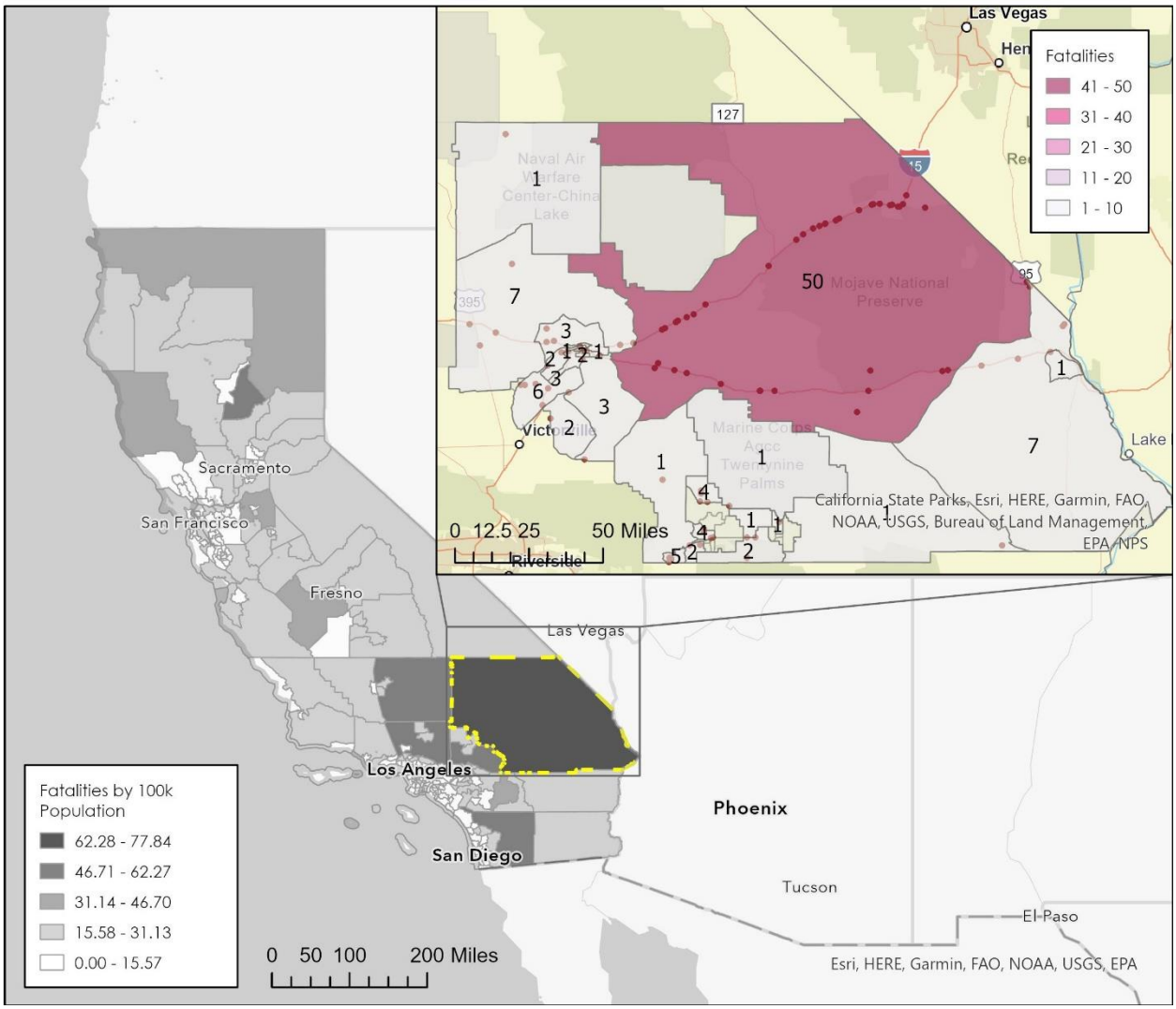
Speed-related Crash Fatalities per Capita

The geospatial region used in this analysis is a PUMA, which is a Census Bureau-defined geographic area with a population of at least 100,000 people and not more than 200,000 people. The sociodemographic data is derived from 2017-2021 American Community Survey 5 Year Estimates. The crash and victim data in this section are based on FARS fatalities in speed-related crashes from the most recent five years of data, 2017-2021.

The PUMA region with the greatest rate of speed-related fatalities per capita was San Bernardino County (Northeast) – Twentynine Palms and Barstow Cities PUMA (see map below). Many of these fatalities were concentrated on the

desert highways, I-15 and I-40, in this region. The population of this area was majority white, averaging 65.8 percent white from 2017 to 2021, which is greater than the statewide average of 52.1 percent over the same period. The average median household income in this area from 2017 to 2021 was $49,102, below the state average of $84,097.

Choropleth Map of Fatalities in Speed-involved Crashes (2017-2021)



Source: FARS 2017 – 2020 Final File & 2021 ARF, 2017-2021 ACS 5-Year PUMA Estimates

From 2017 to 2021, there were 98 total speed-related fatal crashes and 111 fatalities in this region. The vast majority, 77.0 percent, of these crashes were on rural roads and almost half (44.9 percent) occurred on an interstate. Most crashes occurred in the evening, with both 6pm to 9pm and 9pm to midnight having 19.7 percent of crashes. The day of the week with the most crashes was Saturday, with 24.5 percent of crashes.

Among the fatalities in these speed-involved crashes, 73.0 percent were male. The most common age was from 25 to 34, comprising 20.7 percent of fatalities.

HIGHWAY SAFETY COUNTERMEASURE STRATEGIES

Associated Performance Measures

Reduce the actual number of traffic fatalities 13.42 percent from the 2021 preliminary final FARS number of 4,285 to 3,710 by December 31, 2026.

Reduce speeding-related fatalities 7.95 percent from the 2021 preliminary final FARS number of 1,509 to 1,389 by December 31, 2026.

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2024-2026	1906	Racial Profiling Data Collection	$750,000
2024-2026	164AL	Minimum Penalties for Repeat Offenders and Driving While Intoxicated	$90,000,000
2024-2026	402 PT	State/Community Highway Safety Grant Program	$81,000,000

Countermeasure Strategy

(PT) Education/Public Awareness

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for traffic fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce traffic fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Fund traffic safety education classes and materials to educate newly licensed drivers and their parents on the driving dangers typically encountered by their age group and California driving laws.
- Implement a traffic safety education and awareness program targeting ages 15-25, primarily focusing on high school populations, that will educate drivers, motorcyclists, pedestrians, and bicyclists.
- Fund Spanish traffic safety educational material through a CHP grant that provides education to the Hispanic population.
- Continue a traffic safety program to bring education and awareness to tribal lands residents in California.
- Provide Train-the-Trainer classes to law enforcement, health professionals, and other traffic safety stakeholders to disseminate curricula on older road user safety and to improve safe driving practices related to distracted driving, impaired driving, and pedestrian safety.
- Implement illegal street racing and reckless driving educational programming to teens, parents, and older adults.

- Educate the public on proper interaction with law enforcement personnel during traffic stops.

Citation/Justification
The countermeasure strategy is supported by the Highway Safety Program Guideline No. 15 Traffic Enforcement Service. The GHSA Safe System Report_2.pdf discusses how the comprehensive Safe System approach that leverages engineering, public education, emergency response and equitable enforcement is essential for reducing crashes, saving lives, and can assist in meeting the performance target.

According to the Effect of Road Safety Education on Road Risky Behaviors of Spanish Children and Adolescents: Findings from a National Study - PMC (nih.gov), demographic factors have an effect on the road behavior of children and young people, therefore tailoring educational programs to certain demographic populations has an increased impact on behavior change resulting in a reduction of crashes and assisting in meeting the performance target.

National campaigns such as April's Distracted Driving Awareness Month, May's Motorcycle Safety Awareness Month, and the National Impaired Driving High Visibility Enforcement campaigns will also be supported.

Description of Considerations
California's efforts to reduce traffic fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the densely populated and rural counties identified in the problem identification) to implement education programs and public awareness campaigns. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local and state government agencies as well as non-traditional partners who present an innovative approach to reducing traffic crashes.

Countermeasure Strategy
(PT) Local and Allied Agency Enforcement

Linkage Between Problem Identification and Countermeasure Strategy
Based on the problem identification for traffic fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project

selection in order to reduce traffic fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Best practice strategies will be implemented and conducted to reduce the number of persons killed and injured in crashes involving alcohol and other primary crash factors. Through media, programs will focus on increased public awareness aimed at changing societal behaviors toward traffic safety. Funded objectives include highly publicized enforcement operations, law enforcement training, and public education.
- Conduct DUI/DL checkpoints, DUI saturations, court stings, and warrant details.
- Fund and expand the "Know Your Limit" campaigns with local law enforcement agencies at restaurants and alcohol establishments that promote the knowledge of BAC levels and the use of sober designated drivers and ride share opportunities.
- Conduct highly publicized special motorcycle safety enforcement operations in areas or during events with a high number of motorcycle incidents or crashes resulting from unsafe speed, DUI, following too closely, unsafe lane changes, improper turns and other PCFs by motorcyclists and other drivers.
- Conduct enforcement operations in identified areas of high bicycle and pedestrian traffic crashes.
- Conduct night-time "Click It or Ticket" enforcement operations.
- Conduct enforcement during National Distracted Driving Awareness Month, "Click It or Ticket," National Motorcycle Safety and Bicycle Safety Month, and California's Pedestrian Safety Month.
- Use Geographic Information Systems (GIS) to identify high crash, arrest, and citation locations for enforcement and engineering countermeasures.
- Conduct special enforcement operations targeting primary crash factors violations.
- Conduct courthouse, stake-out, and probation compliance operations to address impaired driving offenders with suspended or revoked licenses, and those on probation.
- Fund law enforcement personnel, overtime, lidar and radar units, DUI trailers, visible display radar trailers, changeable message signs, GIS, preliminary alcohol screening devices, portable evidential breath testing devices, automated citation devices, and computer equipment.
- Train law enforcement personnel on proper interaction with civilians during traffic stops.
- Train law enforcement personnel on implicit bias.
- Collect, report, and evaluate required stop data and update collection system and information as mandated by DOJ regulations.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 15 Traffic Enforcement Service. These countermeasure strategies are based on the following programs listed in NHTSA's "Countermeasures That Work" for Speeding and Speed Management and Alcohol and Drug-Impaired Driving:

- 2.2 High-Visibility Enforcement
  - This is a two star countermeasure, however in the NHTSA High Visibility Enforcement (HVE) Toolkit High Visibility Enforcement (HVE) Toolkit | NHTSA, there are several resources, for example the Impaired Driving Subcommittee Impaired Driving Guidebook: Three Keys to Renewed Focus and Success (nhtsa.gov) which identifies high visibility enforcement as a "best" strategy.
  - Additionally, the U.S. Department of Transportation Traffic Tech (DOT HS 813 268) Synthesis of Studies That Relate Amount of Enforcement to Magnitude of Safety Outcomes [Traffic Tech] (bts.gov) identifies high visibility enforcement as a strategy.
- 2.3 Other Enforcement Methods
  - This is a two star countermeasure, however in a 2017 publication from the International Journal of Police Science and Management, an article titled (PDF) Impact of traffic Enforcement on Traffic Safety (researchgate.net) was released. The study concluded that different types of citations can reduce traffic crashes.
  - Additionally, the International Association of Chiefs of Police, 242837_TrafficSafety_Report_FINAL_5-28.pdf (theiacp.org) identifies citations can reduce fatalities.
- 2.1 Alcohol and Drug-Impaired Publicized Sobriety Checkpoints
  - The effectiveness of this countermeasure is five stars.
- 2.2 Alcohol and Drug-Impaired High-Visibility Saturation Patrols
  - The effectiveness of this countermeasure is four stars.
- 2.3 Preliminary Breath Test Devices (PBTs)
  - The effectiveness of this countermeasure is four stars.

National campaigns such as April's Distracted Driving Awareness Month, May's Motorcycle Safety Awareness Month, and National Impaired Driving High Visibility Enforcement campaigns will also be supported.

Description of Considerations

California's efforts to reduce traffic fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the densely populated and rural counties identified in the problem identification) to conduct traffic enforcement operations. Consideration will be given to all counties and cities throughout the state, to

help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with local law enforcement agencies who present an innovative approach to reducing traffic crashes.

Countermeasure Strategy

(PT) Statewide Enforcement

Linkage Between Problem Identification and Countermeasure Strategy

Based on the problem identification for traffic fatalities, the OTS will use this countermeasure strategy to guide program implementation and annual project selection in order to reduce traffic fatalities. Grants awarded under this countermeasure strategy may include some of the following activities.

- Conduct speed, street racing, and sideshow enforcement.
- Conduct special enforcement operations targeting primary crash factor violations.
- Establish local task forces comprised of representatives from local, regional, state, federal, and/or private organizations and agencies to address regional traffic issues.

Citation/Justification

The countermeasure strategy is supported by the Highway Safety Program Guideline No. 15 Traffic Enforcement Service. These countermeasure strategies are based on the following programs listed in NHTSA's "Countermeasures That Work" for Speeding and Speed Management:

- 2.2 High-Visibility Enforcement
    - This is a two star countermeasure, however in the NHTSA High Visibility Enforcement (HVE) Toolkit High Visibility Enforcement (HVE) Toolkit | NHTSA, there are several resources, for example the Impaired Driving Subcommittee Impaired Driving Guidebook: Three Keys to Renewed Focus and Success (nhtsa.gov) which identifies high visibility enforcement as a "best" strategy.
    - Additionally, the U.S. Department of Transportation Traffic Tech (DOT HS 813 268) Synthesis of Studies That Relate Amount of Enforcement to Magnitude of Safety Outcomes [Traffic Tech] (bts.gov) identifies high visibility enforcement as a strategy.
- 2.3 Other Enforcement Methods
    - This is a two star countermeasure, however in a 2017 publication from the International Journal of Police Science and Management, an article titled (PDF) Impact of traffic Enforcement on Traffic Safety (researchgate.net) was released. The study concluded that different types of citations can reduce traffic crashes.

- Additionally, the International Association of Chiefs of Police, 242837_TrafficSafety_Report_FINAL_5-28.pdf (theiacp.org) identifies citations can reduce fatalities.

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California's efforts to reduce traffic fatalities will be driven by the problem identification described on the previous pages of this section. The OTS will select grants in the counties and cities with the highest number of fatalities or fatality rates (including the densely populated and rural counties identified in the problem identification) to conduct statewide enforcement operations. Consideration will be given to all counties and cities throughout the state, to help achieve the performance targets. The OTS will continue efforts to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships with state law enforcement agencies who present an innovative approach to reducing traffic crashes.

TRAFFIC RECORDS

Program Overview

The California traffic records program supports continuous efforts toward the highest quality traffic records data, which is essential for data-driven and science-based decisions and strategies for reducing the number of fatalities and injuries on California roads. The California Traffic Records System (TRS) encompasses the hardware, software, personnel, and procedures that capture, store, transmit, analyze, and interpret traffic records data. At the core of the State's TRS is information from the six core data systems comprised of crash, driver, vehicle, roadway, citation and adjudication, and injury surveillance data. The goal is to have timely, accurate, complete, uniform, integrated, and accessible data in each of the six components of the TRS to continuously improve safety on our roadways.

Traffic Records Coordinating Committee

California has an active two-tiered (executive and technical level) Traffic Records Coordinating Committee (TRCC), that was established in 2006, as a requirement under the 405(c) federal grant program, formed under the federal highway funding authorization statute. The TRCC includes multidisciplinary membership (traffic records data collectors, managers, and data users) from various departments and agencies, primarily those responsible for the State's core TRS components: CalSTA, the CHP, the OTS, Caltrans, the DMV, the California Department of Public Health (CDPH), California Emergency Medical Services Authority (EMSA), California Department of Health Care Access and Information (HCAI), California Judicial Council, and representatives from local government agencies. In addition, the TRCC includes representatives of the NHTSA – Region 9, the FHWA, and SafeTREC.

The TRCC executive and technical level members provide executive direction, technical oversight, coordination, and support for the TRS and data improvement projects related to the system.

The TRCC executive level members are the Directors (or designees), primarily from the agencies representing the core TRS data systems, who are voting members of the committee. In addition, the TRCC executive level members are Directors (or designees) of NHTSA – Region 9, the FHWA, and SafeTREC who are the non-voting members. The TRCC executive level members meet on an annual basis or as needed. The TRCC technical level members collaborate and work on the new and existing strategies and project ideas for improving the quality of the State's TRS. Most of the TRCC committee's data improvement ideas and strategies are specified in the California Strategic Traffic Safety Data

Plan (CSTSDP), which was developed and regularly updated by the TRCC. The CSTSDP plan outlines goals and objectives, and identifies projects designed to address specific deficiencies of the California Traffic Records System data, including those identified in the 2021 California Traffic Records Assessments. The TRCC technical level members meet every other month or more frequently if needed.

The Chief Traffic Records Officer was established within the OTS to provide leadership to improve the quality of the TRS, as well as oversight and strategic direction to both the executive and technical level of the TRCC committee. The Chief Traffic Records Officer is responsible for coordinating TRCC committee activities, including those related to the development, maintenance, and update of the California Strategic Traffic Safety Data Plan.

The TRCC committee members played a major role in the completion of the 2021 California Traffic Records Assessment, which was performed through NHTSA's self-assessment tool. The TRCC members representing the core TRS data had a responsibility to provide responses and back-up documentation for all questions related to their TRS components. The 2021 Traffic Records Assessment resulted in a list of recommendations for each of the six components of the TRS. These recommendations were included in the CSTSDP plan and will be used in determining future strategies to improve the TRS.

Crash Data System

Of the six components of the TRS, the crash data system is the most important for the identification of traffic safety problems related to crashes, and for the development and implementation of the solutions to eliminate and/or reduce crashes, especially those resulting in fatalities and injuries. The CHP is responsible for managing SWITRS, which is the primary centralized data repository for crash records in California. The SWITRS data system collects and stores data on crashes involving injuries and fatalities that are reported to the CHP by the State and local law enforcement agencies, which is required by California law. Data on crashes resulting in property damage only is not reportable to the CHP by California statute. However, when such data is reported to the CHP, it will also be included in SWITRS.

The OTS remains supportive of different strategies to improve the quality attributes of the State's crash data system. These strategies include the collaboration and active participation of the OTS with the CHP or with other departments and agencies within the TRCC in continued and new efforts to improve the timeliness, accuracy, completeness, and uniformity of SWITRS data. The OTS has a critical role in the top priority traffic records improvement effort and provides financial support and assistance to local law enforcement agencies to electronically transfer their

crash reports to SWITRS. Electronic crash data submission by local law enforcement agencies will result in the improvement of several qualities of the State's crash system, but above all, it will lead to timely California crash data. Further, the OTS has a key role in a collaboration with NHTSA, the CHP, and other TRCC members to improve the California fatal crash data reporting to NHTSA's FARS. Similarly, the OTS remains committed to and provides financial support to State's efforts to advance integration efforts of SWITRS data with other TRS data system components. The result of these integration efforts is the development of specific analytical and mapping tools. These tools provide more comprehensive information and analyses of the State traffic records data which is needed to effectively identify traffic safety problems across the State, and the best strategies to resolve them.

Traffic Records Countermeasure Strategies

The OTS will continue to fund specific strategies and projects to improve the quality of the TRS, and the way California collects, maintains, supports, analyzes, and distributes the California traffic records data. The priority strategy is the Traffic Records improvement Project (TRIP) that provides grant funding to local law enforcement agencies for the electronic transmission of crash reports to the CHP SWITRS. The electronic submission of crash reports will allow for a more timely, accurate, complete, and uniform crash data system in California, which is essential to make evidence-based decisions.

HIGHWAY SAFETY COUNTERMEASURE STRATEGIES

Associated Performance Measures

Increase the percentage of crash reports electronically submitted by local law enforcement agencies to SWITRS by 150 percent from 31.4 percent in 2022 to 78.5 percent by December 31, 2026.

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount
2024-2026	402 TR	State/Community Highway Safety Grant Program	$10,000,000
2024-2026	405c TR	State Traffic Safety Information System Improvements	$15,000,000

Countermeasure Strategy

(TR) Data Improvement

Linkage Between Problem Identification and Countermeasure Strategy

- Continue to provide funds to projects included in the CSTSDP plan intended to improve the six quality attributes of the California Traffic Records System. These projects include those that were recommended in the 2016 and 2021 Traffic Records Assessments or in the 2012 FHWA Crash Data Improvement Program.
- Provide funding to local law enforcement agencies to establish electronic crash reporting and the ability to electronically submit crash data to SWITRS. This will improve timeliness, accuracy, completeness, and uniformity of the California crash data system. The grant funds may also be used for hardware, software, and network cabling as needed to enable data sharing between enforcement agencies, departments of public works, judicial courts, and other related agencies.
- Provide funding for integration of the State's crash and roadway data for Transportation Injury Mapping System tool which is a user-friendly querying crash data and mapping tool, the system can display data on California crashes in the form of maps, charts, graphs, and tables.
- Provide funding for the improvement and update of the state's Crash Medical Outcomes Data Project files as well as funding to assist with the processing of fatal traffic crash reports into FARS.
- Provide continued funding for a preparation of the OTS Crash Rankings of California cities and counties that incorporate information from SWITRS Annual Report data and DUI arrest data from the Department of Justice (DOJ). The rankings are prepared based on the Empirical Bayes method, which is recommended by the FHWA. The OTS Crash Rankings assist OTS in grant

evaluations and can be viewed by the public through the OTS website.

- Provide funding for integration of the TRS data with other data sources (e.g., U.S. Census and American Community Survey, etc.) to support the development of equity-related dashboards and analytical tools, to show information on disparities in traffic crashes, and outcomes by different indicators (i.e., demographic and community characteristics). Provide funding for DMV's equity-related dashboard that would present data on race/ethnicity, community characteristics, and driver characteristics associated with crashes and traffic safety risks. These tools will be utilized by the OTS to advance equity for different traffic safety strategies and efforts, as well as for grant-funded programs and activities.
- Continue to provide funds to local city and county level agencies for their efforts to automate and improve the quality of their crash and citation records and analysis systems, to provide timely, accurate, complete, and uniform tracking, identification, analysis, and visualization of their crash and citation data.
- Provide funding and support to California local and state agencies to respond to federal mandates regarding classification of crash location information and performing safety analysis for all California public roadways. In addition, provide funding to these agencies for GIS crash analysis or similar projects.

Citation/Justification

Improve timeliness, accuracy, completeness, uniformity, integration, and accessibility of the TRS comprised of crash, driver, roadway, vehicle, citation and adjudication, and injury surveillance data. Specifically, the above-described strategies will focus on efforts to improve the qualities of the selected components of the TRS, based on the CSTSDP Plan, the recent 2016 and 2021 Traffic Records Assessments, and/or the 2012 FHWA Crash Data Improvement Program recommendations. The highest priority will be to improve timeliness, uniformity, accuracy, completeness of the state's crash data system, and integration efforts of different TRS components for traffic safety analytical purposes.

Description of Considerations

California's efforts to improve the TRS will be driven by the state efforts focusing on specific qualities of the TRS that were described in the previous section and prioritized by the TRCC. The OTS will continue efforts to improve quality attributes of the state's traffic records, especially those needed to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships within TRCC, allied, and other government entities who present an innovative approach to improving traffic records systems.

Countermeasure Strategy

(TR) Local Data Records Design/Equipment

Linkage Between Problem Identification and Countermeasure Strategy

- Provide funding for local agencies to create dashboards for analytics of traffic crashes in relation to law enforcement activity to assist with the planning of enforcement activities in the areas with high crashes.
- Develop a system to allow for the capture of all patient injuries managed by EMS at a crash scene and their outcomes once transported to a trauma center.
- Develop a mobile app to allow for rapid access to policies, treatment protocols, and medical control guidelines for the use of first responders at crash scenes. This will ensure that regardless of the location of injury, that all healthcare providers independent of local resources will have the information they require to have rapid, effective EMS care to enhance the survivability of crashes for all patients.
- Provide funding to develop the capacity for local agencies to access the data resources necessary to implement targeted safety investments, interventions, and plans based on observed high-quality data and emergent safety performance trends, as well as through the proactive assessment of high safety risk locations.

Citation/Justification

This strategy will improve timeliness, uniformity, accuracy, completeness of the traffic records data at a local level, as well as integration of that data for traffic safety analytical purposes in local jurisdictions.

Description of Considerations

California's efforts to improve the TRS will be driven by the state efforts focusing on specific qualities of the TRS including the quality of traffic records data at a local level. This will allow local jurisdictions to have higher quality of their traffic records that will be integrated and analyzed for traffic safety analytical purposes. The OTS will continue efforts to improve quality attributes of the local traffic records, especially those needed to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships within TRCC, allied, and other government entities who present an innovative approach to improving traffic records systems.

Countermeasure Strategy

(TR) Statewide Data Records Design/Equipment

Linkage Between Problem Identification and Countermeasure Strategy

- Continue to provide funding for the development of web-based tools to analyze data related to fatal and injury traffic crashes to conduct outreach and for educational programs and activities with professional and community stakeholders to increase knowledge and awareness of traffic fatal and injury incidents.
- Provide funding for continued local community outreach to increase the utilization of the Street Story tool, which can be used to collect detailed information on transportation safety issues that may not be present in other statewide data sources.
- Provide funding for integration of the TRS data with other data sources (e.g., U.S. Census and American Community Survey, etc.) to support the development of equity-related dashboards and analytical tools, to show information on disparities in traffic crashes, and outcomes by different indicators (i.e., demographic and community characteristics). Funding for SafeTREC to develop the Traffic Safety Heat Map, which is an innovative tool to support a data-driven approach, that will identify high-risk and underserved populations throughout California. These tools will be utilized by the OTS to advance equity for different traffic safety strategies and efforts, as well as for grant-funded programs and activities.

Citation/Justification

Improve timeliness, accuracy, completeness, uniformity, integration, and accessibility of the TRS, comprised of crash, driver, roadway, vehicle, citation and adjudication, and injury surveillance data. Specifically, the above-described strategies will focus on efforts to improve the integration of the TRS components and support efforts to maintain specific analytical tools based on these integrated TRS components for traffic safety analytical purposes.

Description of Considerations

California's efforts to improve the TRS will be driven by the state efforts focusing on specific qualities of the TRS that were described in the previous section and prioritized by the TRCC. The OTS will continue efforts to improve and support integration efforts of the TRS components, especially those needed to analyze data and select programs in the underserved and overrepresented communities. Collaborative efforts will be conducted through our partnerships within TRCC, allied, and other government entities who present an innovative approach to improving traffic records systems.

Chapter 6

PERFORMANCE REPORT

Meeting NHTSA Core Performance Measures

California continues efforts to save lives, prevent injuries, and reduce economic losses from traffic crashes. Listed below are the outcomes for the eleven core performance measures, one core behavior measure, and two additional performance measures set in the FY 2023 HSP. California's ARs can be found on our website at www.ots.ca.gov and include more detailed information on outcomes and highlights.

California recognizes it is not immune from the national trend of recent increases in fatal and injury crashes. In order to resist and reverse this disturbing trend, the 3HSP focuses on proven strategies, evidence-based countermeasures strategies, as well as education and enforcement approaches that will provide the greatest impact to the increased traffic fatality challenges that California faces.

The countermeasure strategies will contribute to meeting the performance targets through continued efforts to reach the communities that are overrepresented in crashes. The OTS will focus efforts on the PP&E Plan, with the goal of conducting meaningful public engagement and gathering public input that will guide the OTS highway safety planning efforts and will shape the programs that are conducted. The evaluation of geospatial and socioeconomic data will inform the areas of the state with the greatest need for grant programs. The OTS will continue to work with state and local partners on behavior based programs such as, enforcement and education, to meet the performance measure targets.

PERFORMANCE REPORT CHART

Performance Measure	Target Period	Target Year(s)	Target Value 23HSP	Data Source*/ FY23 Progress Results	On Track to Meet FY23 Target
C-1) Total Traffic Fatalities	5-year	2019-2023	3,808.2	2017-2021 FARS 3,933.2	In Progress
C-2) Serious Injuries in Traffic Crashes	5-year	2019-2023	15,156.2	2017-2021 SWITRS 16,019.6	In Progress
C-3) Fatalities/VMT	5-year	2019-2023	1.216	2017-2021 FARS 1.204	In Progress
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2023	802	2021 FARS 878	In Progress
C-5) Alcohol-Impaired Driving Fatalities	Annual	2023	1,057	2021 FARS 1,370	In Progress
C-6) Speeding-Related Fatalities	Annual	2023	1,179	2021 FARS 1,509	In Progress
C-7) Motorcyclist Fatalities	Annual	2023	508	2021 FARS 565	In Progress
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2023	29	2021 FARS 37	In Progress
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	2023	392	2021 FARS 481	In Progress
C-10) Pedestrian Fatalities	Annual	2023	915	2021 FARS 1,108	In Progress
C-11) Bicyclist Fatalities	Annual	2023	117	2021 FARS 125	In Progress
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	96.9%	2021 State Survey 97.2%	In Progress
Drug-Impaired Driving Drivers Killed in Crashes That Tested Positive for Drug Involvement	Annual	2023	50.0%	2021 FARS 52.9%	In Progress
Observed Distracted Driving Using a Handheld Cell Phone or Texting (State Survey)	Annual	2023	1.0%	2022 State Survey 3.15%	In Progress

Performance Report Progress

C-1) Total Traffic Fatalities - The status of the performance report measure is still "In- Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of traffic fatalities on California roadways.

C-2) Serious Injuries in Traffic Crashes - The status of the performance report measure is still "In-Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of serious injuries on California roadways.

C-3) Fatalities/VMT - The status of the performance report measure is still "In-Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of traffic fatalities/VMT on California roadways.

C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions - The status of the performance report measure is still "In-Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of fatalities of unrestrained passenger vehicle occupants on California roadways.

C-5) Alcohol-Impaired Driving Fatalities - The status of the performance report measure is still "In-Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of alcohol-impaired driving fatalities on California roadways.

C-6) Speeding-Related Fatalities - The status of the performance report measure is still "In-Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of speeding-related fatalities on California roadways.

C-7) Motorcyclist Fatalities - The status of the performance report measure is still "In- Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of motorcyclist fatalities on California roadways.

C-8) Unhelmeted Motorcyclist Fatalities - The status of the performance report measure is still "In-Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of unhelmeted motorcyclist fatalities on California roadways.

C-9) Drivers Age 20 or Younger Involved in Fatal Crashes - The status of the performance report measure is still "In-Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of drivers age 20 or younger who are involved in fatal crashes on California roadways.

C-10) Pedestrian Fatalities - The status of the performance report measure is still "In- Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of pedestrian fatalities on California roadways.

C-11) Bicyclist Fatalities - The status of the performance report measure is still "In-Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of bicyclist fatalities on California roadways.

B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) - The status of the performance report measure is still "In-Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of increasing the observed seat belt use rate on California roadways.

Drivers Killed in Crashes That Tested Positive for Drug Involvement - The status of the performance report measure is still "In-Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of fatalities of drivers who tested positive for drug involvement on California roadways.

Observed Distracted Driving Using a Handheld Cell Phone or Texting (State Survey) - The status of the performance report measure is still "In-Progress" as the 2023 calendar year is not yet completed. The OTS continues to fund HSP program areas through enforcement, awareness, and education, with the goal of lowering the total number of drivers who were observed using a handheld cell phone on California roadways.

Appendix A

ACRONYM GLOSSARY

Acronym	Description
3HSP	FY2024 – 2026 Triennial Highway Safety Plan
AAA	American Automobile Association (Distracted Driving)
ABC	Alcoholic Beverage Control
ACS	American College of Surgeons
AR	Annual Report
ARF	Annual Release File
ARIDE	Advanced Roadside Impaired Driving Enforcement
BAC	Blood Alcohol Concentration
BIL	Bipartisan Infrastructure Law
CalSTA	California State Transportation Agency
Caltrans	California Department of Transportation
CCUDD	California Crash Victim Data Dashboard
CDPH	California Department of Public Health
CFR	Code of Federal Regulations
CHP	California Highway Patrol
CPS	Child Passenger Safety
CSTSDP	California Strategic Traffic Safety Data Plan
DITEP	Drug Impairment Training for Educational Professionals
DL	Driver's License
DMV	Department of Motor Vehicles
DOF	Department of Finance
DOJ	Department of Justice
DOT	Department of Transportation
DRE	Drug Recognition Expert
DUI	Driving Under the Influence
DUID	Driving Under the Influence of Drugs
EDC-7	Everyday Counts 7
EMS	Emergency Medical Services
FARS	Fatality Analysis Reporting System
FHWA	Federal Highway Administration
FY	Fiscal Year
g/dL	Grams Per Deciliter
GEMS	Grant Electronic Management System
GHSA	Governors Highway Safety Association
GIS	Geographic Information System
GPR	Grant Performance Review
GR	Governor's Representative
HSIP	Highway Safety Improvement Program
HSP	Highway Safety Plan

Acronym	Description
LADOT	Los Angeles Department of Transportation
LEMSA	Local Emergency Medical Services Agency
LEP	Limited English Proficiency
MPH	Miles Per Hour
NCSA	National Center for Statistics & Analysis
NG911	Next Generation 911
NHTSA	National Highway Traffic Safety Administration
NOPUS	National Occupant Protection Use Survey
NRSS	National Roadway Safety Strategy
OTS	Office of Traffic Safety
PCF	Primary Crash Factor
PP&E	Public Participation and Engagement
PUMA	Public Use Microdata Area
SafeTREC	Safe Transportation Research and Education Center
SCAG	Southern California Association of Governments
SFST	Standardized Field Sobriety Test
SHSP	Strategic Highway Safety Plan
SSA	Safe System Approach
STEP	Selective Traffic Enforcement Program
STSI	State Traffic Safety Information
SWITRS	Statewide Integrated Traffic Records System
TIMS	Transportation Injury Mapping System
TRACE	Target Responsibility for Alcohol Connected Emergencies
TRCC	Traffic Records Coordinating Committee
TRS	Traffic Records System
TSRP	Traffic Safety Resource Prosecutor
TTSA	Tribal Transportation Safety Assessment
TRIP	Traffic Records Improvement Project
U.S.	United States
VMT	Vehicle Miles Traveled

Appendix B

DATA SOURCES

Data Sources

The OTS Crash Rankings – The OTS rankings were developed so that individual cities can compare their city's traffic safety statistics to those of other cities with similar-sized populations. In recent years, media, researchers, and the public have taken an interest in the OTS rankings via the OTS website. A variety of items are compared, including crashes and/or victims involving alcohol and several other PCFs, pedestrians, bicycles, motorcycles, as well as DUI arrests, age variables, 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 the OTS identify emerging or ongoing traffic safety problem areas which can be targeted for more in-depth analysis. City rankings are for incorporated cities only. County rankings include all crashes, killed and injured on all roadways within county limits. Additional data elements can be added to the database as needed. The OTS staff 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) – This system contains census data of fatal traffic crashes within the 50 states, the District of Columbia, and Puerto Rico. To be included in FARS, a crash must involve a motor vehicle traveling on a highway or roadway customarily open to the public and result in the fatality 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 GHSA. The website includes charts, graphs, and color-coded maps that show trends, county information, and a comparison to national statistics.

National Center for Statistics and Analysis (NCSA) – NCSA is an office of NHTSA, responsible for providing a wide range of analytical and statistical support to NHTSA and the highway safety community at large.

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

California Crash Victim Data Dashboard – The California Crash Victim Data Dashboard (CCVDD) offers a user-friendly data visualization tool to compare the race/ethnicity and gender of crash victims with those of the estimated population within California counties. The crash data used in this dashboard (including the race/ethnic identity of the crash victims) come from SWITRS and exclude property damage only crashes. Information regarding the race/ethnicity and gender of the population of California counties comes from information compiled by the California DOF, Demographic Research Unit. This dashboard was developed by DMV Research and Development staff member Steven Villafranca and is currently being used by Office of Traffic Safety (OTS) staff.

Visualizing Associations Between Community Characteristics and Safety Outcomes – This data resource would incorporate data from a variety of sources, such as California's SWITRS, the U.S. Census and ACS, and driver-level data from the DMV's data systems (e.g., license suspensions, convictions for traffic violations). Data resources created during this project would potentially provide a framework for systematically evaluating successful traffic safety endeavors stratified across diversity and equity. Understanding how traffic safety efforts differ across diverse groups could inform future approaches that are inclusive of their lived experiences and circumstances. Resulting conversations could also help identify ways traffic safety risks manifest beyond reported crashes, illuminating currently overlooked problems that need addressing. This data dashboard is proposed as part of an OTS grant for FY 2024.

California Strategic Highway Safety Plan Crash Data Dashboard – The dashboard was developed to provide SHSP implementers with direct access to crash data to support data-driven implementation of the SHSP. The dashboard currently uses finalized crash data from FARS and SWITRS. The dashboard allows for filtering of the number and characteristics of fatal and serious injury crashes over the last 10 years. Some filtering options include:

- SHSP Challenge Area
- Crash Severity
- Location: District, County, Metropolitan Planning Organization (MPO), and City
- Crash Cause
- Crash Time
- Crash Party and Victim Demographics

SafeTREC Traffic Safety Heat Map – The UC Berkeley SafeTREC team is currently developing the Traffic Safety Heat Map, an innovative tool designed to support a data-driven approach to identifying high-risk and underserved populations throughout California. This will be accomplished by utilizing a range of data

sources, including crash data from SWITRS, demographic information (such as median household income) from the U.S. Census, and traffic safety activities and grants led by the California Office of Traffic Safety (OTS). This project is funded through a Traffic Records grant from OTS for FY 23.

With the Traffic Safety Heat Map, decision-makers and funders will be able to visualize and analyze trends in safety program activities based on injury, population, and equity data. This comprehensive tool will provide insights for improving traffic safety and promoting equity in planning and programming in communities across California.

The Department of Motor Vehicles Driving Under the Influence Management Information System 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 comprehensive statistics to enhance the ability to make informed and timely policy decisions. The report combines and cross references DUI data from the CHP, the DOJ, and the 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 combined with the Traffic Accident Surveillance and Analysis System – These systems provide data pertaining to state and interstate highways and include detailed data on the location of crashes and roadway descriptions. Caltrans maintains this database.

The Automated Management Information System – 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 code section violations that include a conviction.

Census Data – The State DOF provides population estimates.

Lastly, the OTS partnered with the University of California Berkeley, SafeTREC for assistance with program area statistical analysis and the California State Polytechnic University, Pomona for technical guidance with data trend analysis and performance measures.

For inclusion in California's 3HSP, SafeTREC conducted analyses under each program area. The analyses used FARS data from NHTSA File Transfer Protocol (FTP) site and SWITRS data from the CHP downloaded in the spring of 2022.

Fatality analyses are based on 2017 to 2020 final FARS data and the 2021 FARS Annual Release File (ARF) as of March 2023. Serious injury and some fatality analyses are based on 2017 to 2020 SWITRS data and provisional 2020 and 2021 SWITRS data. Population data is from the California DOF, 2021.

Appendix C

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Appendix D

PUBLIC PARTICIPATION AND ENGAGEMENT PLAN

PUBLIC PARTICIPATION & ENGAGEMENT PLAN

MAY 2023

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Introduction

The California Office of Traffic Safety (OTS) is California's designated state highway safety office charged with making federal highway safety funds available to California for innovative, evidence-based education and enforcement programs that make California's roadways safer.

Through grant funding provided by the National Highway Traffic Safety Administration, the OTS annually funds approximately $100 million to 300-400 state and local agencies for programs that address the state's current and future traffic safety needs. Prior to the annual grant application period, the OTS conducts grant application workshops both in-person and virtually for potential applicants (political subdivisions) to discuss highway safety programs, allowable uses of federal grant funds, and how they may meet the needs of the local community, as well as address statewide traffic safety goals.

The OTS evaluates and awards grants based on identifiable traffic safety problems, proposed strategies to improve roadway safety for all road users, as well as proven measures taken to reduce traffic deaths and injuries.

Funding Cycle
(One-Year Grants – October 1st to September 30th)

Highway Safety Program Priority Areas

OTS grants address federally designated traffic safety priority program areas that include:

Alcohol-Impaired Driving: Equitable enforcement operations that deter the most dangerous driver behaviors like impaired driving, purchase of equipment such as breath testing devices, monitoring and treatment of high-risk DUI offenders, and youth education programs for high school and college students on the dangers and consequences of impaired driving.

Distracted Driving: Outreach activities and education programs for teen drivers to change behaviors and stay off the phone while driving, as data shows driver distraction is the primary cause of major injury crashes involving teens. Enforcement programs include monitoring compliance with California's hands-free cell phone law.

Drug-Impaired Driving: Statewide prosecutor training network and dedicated prosecutors to manage drug-impaired driving cases, officer training to detect suspected drug impairment, and education campaigns that inform the public about the dangers of driving under the influence of substances other than alcohol, or in combination with alcohol.

Emergency Medical Services (EMS): New or updated extrication equipment that allows emergency responders to quickly access occupants trapped in vehicles and provide timely post-crash care.

Motorcycle Safety: Enforcement campaigns that focus on violations that increase the risk of crashes, including speeding, improper turning, running red lights, or failing to yield. Education programs that provide hands-on motorcycle training to riders, as well as public awareness campaigns increasing other road users' awareness of motorcycles.

Occupant Protection: Child passenger safety seat programs that provide classes, training, educational resources and car seats for parents and caregivers in need.

Bicycle and Pedestrian Safety: Education that expands safe walking and biking options, including local walking tours, bicycle/pedestrian safety training, community bike rides and bicycle training courses that encourage safe routes to ride.

Police Traffic Services: Education programs that support community needs and equitable enforcement practices that focus on dangerous driver behaviors like speeding and impaired driving. Programs include a focused set of data and evidence-based strategies to plan enforcement activities.

Roadway Safety and Traffic Records: Improve and streamline traffic crash database systems and reporting, develop and analyze systems to identify problem areas and identify crash trends, and promote data sharing.

OTS Equity Statement

Throughout history, deeply rooted racism has led to inequitable policies and practices that have threatened transportation safety for communities of color and underserved communities. Equity is a fundamental principle in transportation safety. The transportation system must be safe for all road users, for all modes of transportation, in all communities and for people of all incomes, races and ethnicities, ages and abilities.

The OTS embraces its role in transportation safety to advance equity and to prioritize its traffic safety efforts toward any person or community that has been marginalized and burdened by poverty and inequality. Data-driven safety initiatives must be developed and administered with an equity lens to ensure our most vulnerable and underserved populations are prioritized. Our actions must be sensitive to community desires and needs, striving to include the voice of every community in traffic safety.

Traffic crashes continue to claim the lives of thousands of people on California roadways each year. Data analysis shows overrepresentation of people of color in crashes, including those involving fatalities. It is clear – roadway travel is riskier for people of color and this disparity has gotten worse in recent years. Several factors contribute to these results, but understanding travel patterns, where fatal and serious injury crashes are occurring and the disproportionate impacts on certain communities will allow us to identify targeted actions to address the underlying factors and causes and improve safety.

The OTS is committed to taking a comprehensive, inclusive and equitable approach to delivering education, enforcement and outreach programs to save lives on all of California's roadways.

The OTS is committed to reducing inequities across our transportation system to make sure every community and people of all incomes, races, ethnicities, ages, and abilities, are afforded a safe, efficient, and sustainable way to travel.

When done right, transportation policy can level the playing field and provide more equitable outcomes. It can transform communities, connect people to opportunities, and build economic prosperity for future generations. In partnership with the public, community leaders, State, Tribal and local governments, the OTS takes a comprehensive, inclusive, and equitable approach to save lives on all of California's roadways and reach our goal of zero fatalities and serious injuries.

What is Public Participation and Engagement?

Public participation and engagement are a "process" that proactively seeks full representation from communities, considers public comments and feedback, and incorporates that feedback into a project, program, or plan. As a process, it is not just a singular activity, but rather a process that requires planning to conduct, consideration of the public input received, and the incorporating of that public input into whatever it is being conducted to inform.

Public Participation and Engagement Requirements

In the Infrastructure Investment and Jobs Act (IIJA), also known as the Bipartisan Infrastructure Law or BIL, Congress added a requirement that State highway safety programs result from meaningful public participation and engagement from affected communities, particularly those most significantly impacted by traffic crashes resulting in injuries and fatalities. See 23 U.S.C. 402(b)(1)(B).

This new and exciting component of the Highway Safety Plan is an integral part of transportation safety program planning. These requirements link to Title VI requirements of the Civil Rights Act of 1964 that prohibits discrimination on the basis of race, color, or national origin in any program or activity that receives Federal financial assistance and the U.S. Department of Transportation's Updated Title VI Order. The National Highway Traffic Safety Administration (NHTSA) structured the regulations (CFR Title 23 §1300.11(B)(2)) for public engagement of the triennial Highway Safety Plan (3HSP) so that States can meet both the BIL requirements and the Title VI Community Participation Plan requirements with the same submission.

Each State Highway Safety agency, under authority provided by CFR Title 23 §1300.4(b)(3), is authorized to carry out meaningful public participation and engagement from affected communities.

Public Participation and Engagement Requirements

The highway safety planning and grant selection process considers California's diverse population, various ethnic groups, and historically underserved areas. The OTS recognizes that traffic injuries and deaths are not evenly distributed across ethnicities or economic classes, which underscores the importance of a comprehensive Public Participation and Engagement (PP&E) Plan intended to guide the OTS in its efforts to engage with communities on a focused set of safety strategies that will improve traffic safety in their communities and reduce racial inequities.

The purpose of the OTS PP&E Plan is to provide meaningful public input into our highway safety planning process and program that address better, more equitable uses of federal funds in communities most impacted by highway safety problems. In addition, the plan is our commitment that applicants and recipients of funds are adequately informed about how programs or activities will impact communities, and diverse views are heard and considered through all stages of planning, decision-making and program implementation.

THE PURPOSE OF THE OTS PP&E PLAN IS TO PROVIDE MEANINGFUL PUBLIC INPUT INTO OUR HIGHWAY SAFETY PLANNING PROCESS AND PROGRAM THAT ADDRESS BETTER, MORE EQUITABLE USES OF FEDERAL FUNDS IN COMMUNITIES MOST IMPACTED BY HIGHWAY SAFETY PROBLEMS.

Why Public Participation and Engagement Matters to the Highway Safety Planning Process

Public participation and engagement are an integral part of transportation program planning as a whole and supports many shared goals of transportation partners, namely reaching zero traffic deaths. To get there, we must prioritize those who are overrepresented in crashes and face a heightened risk of injury or death. Public participation and engagement are a mechanism to prevent traffic deaths, by providing insight into risk factors beyond what crash data may reveal. It can provide qualitative sources that illuminate risk factors to traffic safety, supporting a proactive, instead of reactive, approach to determining countermeasures. Public participation and engagement provide opportunities to diversify countermeasures used in traffic safety programs, lifting the burden off traditional partners who may be facing resource constraints (i.e., law enforcement). Working with communities can build additional partnerships and inspire new, innovate approaches. Overall, public participation and engagement is an opportunity to grow programs and shape them in innovative, and community centric ways.

Public participation and engagement will inform the OTS highway safety planning process, affording communities opportunity to provide feedback, express their safety concerns and ultimately help shape traffic safety efforts that impact their community.

Inform Highway Safety Planning

Opportunity to Provide Feedback

Help Shape Local Traffic Safety Efforts

OTS Public Participation and Engagement Goals

Public participation and engagement efforts of the OTS ultimately aim to contribute to the development of California's 3HSP Programs, including the development of effective countermeasure strategies and the programming of funds in support of these strategies.

The following goals are designed to encourage public participation and provide the public with opportunities to engage with the OTS throughout the highway safety planning process.

The five primary goals for the OTS PP&E Plan are:

1

Increase outreach and engagement with communities most impacted by traffic safety while providing all groups ample opportunity to shape a focused set of safety strategies that will reduce racial inequities in traffic safety.

2

Strengthen relationships with community-based organizations, local leaders, transportation planning agencies, and elected officials to increase public awareness about OTS resources and the highway safety planning process.

3

Establish relationships and seek input from tribal and rural communities to identify ways to address traffic safety concerns in communities that have not traditionally received grant funding or participated in the highway safety planning process.

4

Demonstrate meaningful public involvement by clearly defining how feedback and input will be collected, while maintaining relationships throughout the year to communicate program decisions that impact communities.

5

Empower the public, stakeholders, and traffic safety partners to engage in the decision-making process by making public participation in program plans more accessible.

Data Sources and Analysis

A detailed geospatial analysis for the overall California problem identification can be found in Chapter Two of the 3HSP. This includes a regional traffic safety analysis which was conducted using the past five years of crash data. In addition, this analysis is repeated throughout the program area summaries in Chapter Five of the 3HSP.

The state of California evaluated the U.S. Census American Community Survey (ACS), state and federal traffic crash data, and data from the Strategic Highway Safety Plan (SHSP) crash data dashboard to identify affected communities. Potentially affected communities include prominent racial and ethnic demographics within certain census tracts that are "Historically Disadvantaged Communities," as defined by the U.S. DOT using data for 22 indicators grouped into categories of "transportation disadvantage."

In addition, the OTS will use the following analytical tools to identify underserved populations overrepresented in traffic fatalities and injuries during engagement planning and ongoing engagement planning over the course of the 3HSP:

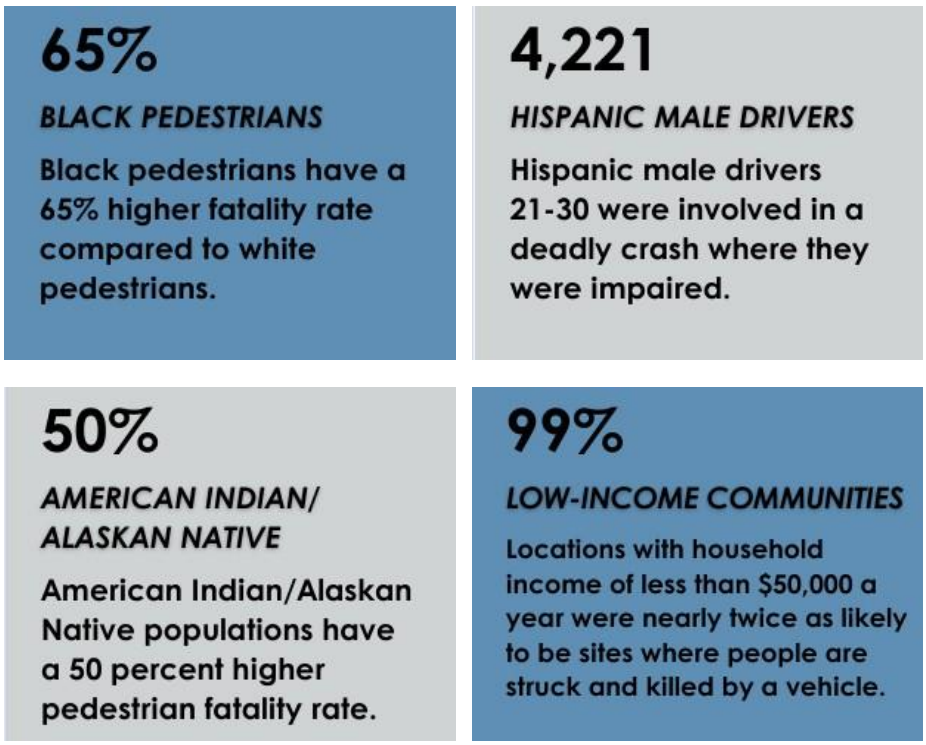
- **Traffic Safety Heat Map:** Will identify high-risk and underserved populations using a range of data sources, including Statewide Integrated Traffic Records System (SWITRS), demographic information such as median household income, and traffic safety activities and grants led by the OTS, to create "heat maps" of problem areas based on injury, population and equity data. The project is funded through a FY 2023 traffic records grant with the University of California, Berkeley's Safe Transportation Research and Education Center (SafeTREC).

- **California Crash Victim Data Dashboard (CCVDD):** A user-friendly data visualization tool to compare the race/ethnicity and gender of crash victims with those of the estimated population within California counties. The data in this dashboard comes from SWITRS and California Department of Finance (DOF), Demographic Research Unit, and is currently being used by the OTS staff to help inform program planning. The tool will also be used to identify underserved communities overrepresented in the data that the OTS could engage with and solicit input on best ways to meet their traffic safety needs.

- **Visualizing Associations Between Community Characteristics and Safety Outcomes:** Incorporates data from a variety of sources, such as SWITRS, U.S. Census Bureau's ACS, and driver-level data from the DMV's data systems (e.g., license suspensions, convictions for traffic violations). Data from this source would potentially provide a framework for evaluating successful traffic safety programs based on diversity and equity factors. Understanding how traffic safety efforts differ across diverse groups could inform future approaches that are inclusive of communities identified as underserved. This data dashboard is proposed as part of an OTS grant for FY 2024.

A detailed data analysis allows the OTS to identify and prioritize PP&E efforts in affected communities in need of equitable and safe transportation. While PP&E provides insight into risk factors other than what crash data may reveal, a deep dive of traffic data identifies how certain communities have experienced underinvestment in transportation, and how specific countermeasures may help reverse or mitigate traffic crash risk factors.

Based on a geospatial analysis for the overall California problem identification outlined in the 3HSP, the OTS identified multiple affected communities to engage with, including Black pedestrians, Hispanic male drivers, American Indian or Alaskan Native, and low-income communities, all of which are overrepresented in traffic crash data.



Spectrum of Public Participation

The International Association for Public Participation's (IAP2) Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in public participation and engagement.

The OTS embraces the IAP2 Spectrum of Public Participation's five goals to increase the impact of program planning and funding decisions.

INCREASING IMPACT ON THE DECISION

PUBLIC PARTICIPATION GOAL	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
	Provide the public with information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	*Obtain feedback from the public on analysis, decisions, and proposed solutions to problems.*	*Work directly with the public throughout the process to make sure public concerns and ideas to solve problems are consistently understood and considered.*	*Partner with the public throughout the decision making and planning process to identify problems and preferred solutions.*	*Lend a voice and decision making in the hands of the public.*

The public may hold a diverse array of views and concerns on issues pertaining to their own specific transportation needs. Conducting ***meaningful*** public participation involves seeking public input at specific and key points in the decision-making process where such input has a real potential to help shape the final decision or set of actions.

Public participation activities provide more value when they are open, relevant, timely, and appropriate for the intended goal of the public's involvement in the planning and decision-making process. Providing a balanced approach with representation of all stakeholders and including measures to seek out and consider the needs of all stakeholders, especially those that are traditionally underserved by past and current transportation programs, facilities, or services, is vital to effective actions and engagement tactics.

The OTS has long engaged the public using various methods along the Spectrum of Public Participation and has begun putting additional emphasis toward employing methods that *provide a level of participation needed to inform the OTS highway safety planning process, including countermeasure strategies for programming funds.*

Media Relations

While more informational in nature on the public engagement spectrum, the OTS has long had a robust media relations program that works with news outlets and publications to inform the public about OTS activities and ongoing work to improve roadway safety. The OTS also maintains a website, ots.ca.gov, as well as a one-stop information shop for traffic safety marketing materials and resources at gosafelyca.org. Each website provides important information about the OTS, its programs, projects, events, and initiatives. The site is continuously updated to provide the public with the most up-to-date information available.

The OTS also has an active social media presence and is involved in a variety of community-based events throughout the state. Event participation, media relations, and a strong social media presence creates interest in and knowledge of the OTS, as well as provides important information on how to stay safe when traveling. Agency awareness and understanding of the OTS as a trusted expert and advocate for traffic safety is crucial to effective, meaningful engagement, and moving across the public engagement spectrum of public participation goals to a consult and involve role.

When implementing the OTS digital and social media campaigns, we are thoughtful of diverse representation in all traffic safety messages and use culturally appropriate messages for specific viewers. Representation matters, and our media relations are always conducted with equity in mind. All our actions are sensitive to community desires and strive to include voices from every community and people of all incomes, races, and socioeconomic backgrounds. The OTS Media Relations program will continue to provide context and depth to behavioral safety challenges that disproportionately impact certain racial/ethnic groups and communities.

AGENCY AWARENESS AND UNDERSTANDING OF THE OTS AS A TRUSTED EXPERT AND ADVOCATE FOR TRAFFIC SAFETY IS CRUCIAL TO EFFECTIVE, MEANINGFUL ENGAGEMENT, AND MOVING ACROSS THE PUBLIC ENGAGEMENT SPECTRUM OF PUBLIC PARTICIPATION GOALS TO A CONSULT AND INVOLVE ROLE.

Engagement Strategies and Evaluation Methods

With more than 39 million residents, California is the most populous state by nearly 10 million people, and home to one in eight U.S. residents. The state is also incredibly diverse, with more than 25 percent of residents who are foreign-born. According to a Oct. 2022 Bloomberg article, California is poised to overtake Germany as the world's fourth largest economy, particularly in renewable energy and the push for 100-percent zero-emission vehicles by 2035.

Because of California's magnitude in size, varying geography, immense diversity, and complexity of its legal landscape including existing federal and state mandates with established public participation efforts, the OTS is taking a thoughtful and strategic approach to its public participation and engagement efforts. The OTS will implement the most effective use of its limited resources, leverage opportunities for collaboration at the regional and local level, and prioritize the most emergent traffic safety problem areas, with emphasis on underserved communities and those populations overrepresented in the data.

For example, federal law directs the development of regional transportation plans by Metropolitan Planning Organizations (MPOs) and Regional Transportation Planning Agencies (RTPs) that have established public participation procedures. Each region is required by federal regulations and state laws to plan for and implement transportation system improvements. Title 23 CFR Part 450.316(a)(1)(vii) requires that an MPO's public participation plan describe explicit procedures, strategies, and desired outcomes for seeking out and considering the needs of those traditionally underserved by existing transportation systems, such as low-income communities and communities of color who may face challenges accessing employment and other services.

Engagement Strategy: Research and gather a comprehensive list of RTPs throughout the state that describe public input and feedback for implementing transportation system improvements.

Evaluation Methods: Number of RTPs reviewed, comments reviewed, feedback gathered, grant workshops conducted, grants awarded within MPO/RTPA jurisdiction, new grant programs.

The RTP is one of the key processes an MPO undertakes and a primary avenue for public participation in long-range transportation planning. As such, the OTS will research the state's MPOs and RTPAs who are already capturing the public's

input on traffic safety issues to help inform our highway safety planning.

In addition, local cities and counties may already identify transportation needs for their cities and regions. By conducting research in local planning documents like General and Vision Zero Plans, we will immerse ourselves in a thoughtful analysis of the level and frequency of community engagement already conducted and identify opportunities for coordination and collaboration with existing local PP&E efforts.

Engagement Strategy: Leverage PP&E activities organized by MPOs and RTPAs to solicit input from the public on traffic safety issues and concerns.

Evaluation Methods: Number of attendees, engagement events, comments received, surveys completed, and feedback gathered.

After researching and evaluating city, county, and regional plans to gain a sense of where PP&E efforts are occurring, the OTS will, where appropriate, work with local and regional agencies to hear first-hand traffic safety concerns in communities throughout the state. The OTS will be very methodical in leveraging PP&E efforts already being done before determining locations to conduct our own PP&E efforts, or any upcoming engagement work from localities.

For example, the Southern California Association of Governments (SCAG) conducted open houses in April and May 2023 for their "Connect SoCal" RTP that allows residents to share their thoughts on life in their community, including traffic safety and equity concerns. As the largest metropolitan planning organization in the nation, SCAG is responsible for transportation planning for a six-county region (Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura counties) with a population of approximately 19 million people, or nearly half of the state's population. The OTS leveraged SCAG's open houses to conduct PP&E in a region that is becoming more dangerous for all road users, but disproportionately so for pedestrians and bicyclists. Over the decade prior to the pandemic (2011-2020), pedestrians and bicyclists constituted approximately one-third (33 percent) of all traffic deaths in the SCAG region, despite accounting for less than 3 percent of all road users.

Various MPOs have also developed on-going advisory committees that include a wide range of interests including representation from historically underserved communities and rural areas. These advisory committees meet regularly throughout the development of an RTP. Other MPOs use online educational

survey tools in addition to workshops, roundtables, and phone surveys to allow the public to solicit their input and priorities for the region. The OTS plans to leverage relationships with the state's MPOs and RTPAs to collaborate on ways we may insert ourselves into advisory committee meetings, roundtables, and workshops to gather input and feedback on traffic safety concerns that will further inform our highway safety planning.

Engagement Strategy: Conduct meaningful engagement at community events.

Evaluation Methods: Number of events, Number of surveys distributed, responses received, comments received, number of affected community members in attendance.

In July 2022, the OTS developed a Statewide Multicultural Plan that identifies additional tactics to partner with community-based organizations, local leaders, and locales to reach and stay connected with identified affected communities such as Hispanic, Asian-American/Pacific Islander, Black/African American, and American Indian/Alaskan Native communities. The purpose of the Statewide Multicultural Plan is to conduct grassroots outreach and deliver traffic safety information in meaningful ways from "influencers" and community leaders that are from and representative of the affected community.

The OTS Marketing and Public Affairs unit continues to leverage its public relations contract to provide funding to subrecipients like community-based organizations and non-profits for targeted outreach. The OTS will work to expand the programs, events, and meetings we participate in to conduct meaningful engagement that could be used to inform our highway safety planning. There is a public engagement activity spectrum that ranges from just pushing out information for general traffic safety awareness to direct community involvement in shaping programs or projects. During these community events and "pop-up" style outreach events in public spaces and local attractions, the OTS will not just inform about traffic safety, but also leverage a survey to solicit input. The OTS will also engage in conversations with community members about traffic safety issues they are experiencing in their communities. Whether it is at farmers' markets, malls, festivals, community centers, bike safety trainings, or open streets events, we will consult with and capture feedback from the public on what they perceive as their biggest traffic safety issues, what effective countermeasure strategies could be deployed in their communities, and any other key takeaways that will help inform our highway safety planning efforts.

Engagement Strategy: Leverage existing OTS-funded programs to gain meaningful public engagement.

Evaluation Methods: Number of engagement events, number of affected community members in attendance, number of safety action plans implemented.

The OTS has funded and continues to fund programs around the state that deliver meaningful public participation and engagement. The OTS will conduct an inventory of all PP&E work by our grantees and subrecipients to determine where the OTS can insert itself into those programs to take advantage of investments and convene the public to discuss what they perceive as their biggest traffic safety challenges.

For example, the OTS has long supported SafeTREC and CalWalks' Community Pedestrian and Bicycle Safety Training Program (CPBST) and Complete Streets Safety Assessments (CSSA). The CPBST and CSSAs specifically identify affected, disadvantaged communities that are brought together to identify traffic safety concerns and develop a safety action plan for the community. The OTS plans to install traffic safety specialists at these events so we can began gathering and being involved in meaningful public participation and engagement activities funded by the OTS. Not only would we benefit from learning how the community is being engaged, but we would also become part of efforts to drive initiatives outlined in community safety action plans going forward.

Engagement Strategy: Leverage existing OTS-funded programs to gain meaningful teen, peer-to-peer public engagement.

Evaluation Methods: Number of survey responses received, comments submitted, affected community members in attendance, peer-to-peer programs used.

The OTS will work with agencies and subrecipients to leverage youth "influencers" to conduct peer-to-peer engagement. There are existing teen safety ambassador programs that the OTS will utilize to solicit input from teens on their perceived traffic safety concerns.

Engagement Strategy: Leverage crowdsourcing tools to identify community needs and concerns.

Evaluation Methods: Number of crowdsource submissions, number of people reached, number of website hits, number of QR code scans, number of grant program resources allocated.

For example, SafeTREC's Street Story is a community engagement tool that allows residents, community groups and agencies to collect information about traffic crashes, near-misses, general hazards, and safe locations to travel. Street Story allows users to search publicly accessible maps and tables that can be downloaded. Community organizations, agencies and members of the public can use this information to better understand local safety issues and to engage community members. During FY 23, SafeTREC partnered with the Coalition for Responsible Transportation Priorities to bring Street Story to Humboldt County to help advocate for safety improvements for people walking and biking. During FY 23, the OTS ran a one-month pilot campaign at transit shelters in Sacramento, Berkeley, Chico/Redding, and social posts to encourage people to report crashes and near-misses, receiving more than 200 QR code scans that directed users to the Street Story tool.

Engagement Strategy: Conduct electronic (accessed remotely or at public events via tablets) or paper surveys and focus groups to understand opinions, perceptions, and attitudes about traffic safety.

Evaluation Methods: Number of surveys distributed, number of survey responses, number of comments, number of website hits, number of QR code scans, number of focus groups conducted, number of focus group participants.

Public surveys and focus groups help the OTS learn more about group or community opinions and needs that can inform our planning process. Focus groups are helpful by providing spoken, open-ended and more complexity in responses that gets closer to what people are really thinking and feeling.

The OTS recently moved into this space with a focus group on cannabis impaired driving. In December 2022, the OTS conducted seven focus groups – five in English and two in Spanish – with 47 adult cannabis users throughout California to learn more about their attitudes, beliefs, and behaviors related to driving under the influence of cannabis, well as their feedback and reactions to past campaigns to reduce drug-impaired driving.

The views and comments from the focus group will help inform appropriate messaging around cannabis consumption and impaired driving, what the public perceives as the dangers of driving after cannabis use, and why some people choose to drive after cannabis use. The second part of the project will include a survey of 1,000 cannabis users in California, where we will also test anti-DUID message concepts to solicit feedback. We anticipate publishing a report and findings in Summer 2023. These findings can be incorporated into countermeasure strategies for OTS-funded education programs focused on drug-impaired driving.

In May 2023, the OTS launched its first call-to-action campaign to gather public input on traffic safety problem areas and countermeasures through an online survey, as well as identify "traffic safety champions" that want to be more engaged in local traffic safety programs. We will continue to look for opportunities to conduct surveys and focus groups over the course of the 3HSP.

Engagement Strategy: Leverage established relationships with Federally recognized tribes and Native American communities to increase engagement with tribal population.

Evaluation Methods: Number of engagement events participated in, affected community members reached, relationships formed with Federally recognized tribes and Native American communities, comments received, surveys submitted, safety action plans completed.

Recognizing the challenges from gathering traffic safety data to support road safety in tribal communities, the OTS actively worked with the CHP, who had established relationships with tribes, to fund a native tribal traffic education program. The FY 23 grant works on tribal lands in three CHP Divisions throughout Northern California and includes activities such as traffic safety presentations and participation in community and tribal cultural events. We will continue to work with CHP to expand and grow the program to include meaningful public participation and invest in efforts to solicit feedback from tribal communities on their traffic safety needs. The OTS will look specifically at this program to conduct more meaningful engagement during event and education activities.

The OTS has also funded work with SafeTREC for nearly 10 years on a Tribal Road Safety Data Collection Project to address underreporting of crashes in tribal areas, improve reporting procedures, better identify traffic safety problems, and implement measures to improve safety. The OTS will continue to work with SafeTREC on leveraging a Tribal Street Story to crowdsource crash data on tribal

lands, as well as build upon a tribal crash data tool. In addition, a FY 23 grant with SafeTREC funds Tribal Transportation Safety Assessments (TTSAs), which allows tribal staff and leadership to engage with and provide meaningful input into safety improvements, as well as learn about funding opportunities and receive technical assistance applying for project funding. The TTSAs also include a survey for tribal community members to gain knowledge on travel habits, as well as input on their perceived traffic safety challenges. This feedback, combined with available data, allows the TTSA to focus on specific areas on or near tribal lands with safety problems.

The OTS will implement specific actions to develop, improve and maintain relationships in Native American communities to expand PP&E efforts by:

- Establishing contacts with Native American groups, tribal leaders and community members on emerging traffic safety issues that impact tribal communities.

- Consulting with and engage in follow-up conversations with the Native American Advisory Committee (NAAC) identified in the California SHSP.

- Assessing resource needs and develop informational materials that are inclusive, culturally appropriate and representative of Native American populations.

- Identify funding opportunities to support more traffic safety projects in tribal communities.

Engagement Strategy: Plan and conduct Community Leader Forums with leaders of identified affected community.

Evaluation Methods: Number of community leader forums held, community leaders in attendance, identified affected communities reached, surveys submitted, comments received, and grant program activities implemented.

The Community Leader Summit Is an opportunity for leaders of an identified affected community to inform the OTS on how to best engage with residents in their communities to identify their traffic safety needs. The summit would allow the OTS to gain critical insights and perspectives into how to implement effective countermeasures that make affected populations overrepresented in the data safer in their communities. The goal of the summit is to raise awareness about the roadway crisis, educate and inform communities about OTS resources available to

them, and engage with and solicit ideas from community leaders that will generate new ideas to implement traffic safety programs.

The OTS is in the process of planning a Community Leader Forum with the Mexican community in Sacramento. We will apply lessons learned from the forum to plan additional meetings throughout the state with other underserved communities overrepresented in traffic crashes.

Engagement Strategy: Partner with other state transportation agencies on traffic safety plans and initiatives with public engagement components.

Evaluation Methods: Number of community meetings held, community members reached, workshops conducted, engagement activities held, surveys submitted, and feedback received.

For example, the California Department of Transportation (Caltrans) is in the process of developing District Traffic Safety Plans (DTSPs). The DTSPs will include up to four community meetings throughout Caltrans' 12 Districts, which will help inform the development of Public Engagement Plans for each District. There be a public comment period for draft plans, followed by additional public engagement activities such as workshops and targeted input in the completion of plans. The OTS will collaborate with Caltrans on ways it can participate in and support the DTSP engagement activities to solicit input from communities that will help inform our highway safety planning.

THE OTS WILL IMPLEMENT THE MOST EFFECTIVE USE OF ITS LIMITED RESOURCES, LEVERAGE OPPORTUNITIES FOR COLLABORATION AT THE REGIONAL AND LOCAL LEVEL, AND PRIORITIZE THE MOST EMERGENT TRAFFIC SAFETY PROBLEM AREAS, WITH EMPHASIS ON UNDERSERVED COMMUNITIES AND THOSE POPULATIONS OVERREPRESENTED IN THE DATA.

Ongoing Public Participation and Engagement Planning

To expand and improve upon the OTS PP&E efforts over the 3HSP, the OTS will develop and conduct a Public Participation Plan Survey to gather ideas from the public on the best ways to engage.

The OTS staff will regularly monitor and evaluate engagement strategies used to further refine PP&E efforts. A periodic review of the PP&E Plan is important to evaluate the effectiveness of the strategies employed during the highway safety planning process. This periodic review makes sure the PP&E Plan is being implemented effectively and is achieving its goals of engaging affected communities in expressing their traffic safety needs.

The PP&E Plan is a working document that will be reviewed and updated based on survey feedback, comments received, engagement experiences and lessons learned. As part of our ongoing PP&E planning, we will measure each engagement strategy's effectiveness and report on results, which serve to inform and improve future PP&E efforts. This may include future updates to the plan.

CALIFORNIA OFFICE OF TRAFFIC SAFETY

PUBLIC PARTICIPATION AND ENGAGEMENT PLAN

CALIFORNIA STATE TRANSPORTATION AGENCY

Appendix E

EQUITY PLAN

CALIFORNIA OFFICE OF TRAFFIC SAFETY

EQUITY ACTION PLAN

ADOPTED: MAY 2023

GO SAFELY CALIFORNIA

ots.ca.gov

Table of Contents

Background

California has developed important initiatives and investments to advance equity, embrace diversity, and improve outcomes and opportunities by advancing a “California for All.” This supports every Californian’s opportunity to achieve a better life, regardless of where they start.

Equity creates paths to equitable outcomes by recognizing that some people and communities have unequal starting points driven by inequitable policies and practices within the transportation system that disenfranchised certain segments of the population. By institutionalizing equity, the California Office of Traffic Safety (OTS) is committed to being a part of the solution to promote policies and programs that allow all Californians access to opportunity and a strong quality of life.

In the summer of 2020, state transportation leaders recognized a necessity to combat the rise in fatalities and serious injuries occurring on California roadways by addressing disparities in crash fatalities and injuries that disproportionately affect specific racial and ethnic groups, and underserved communities. Equity was integrated into the 2020-2024 State Highway Safety Plan (SHSP) as a guiding principle to further improve traffic safety by addressing institutional and system biases in transportation, and make sure that the processes, strategies, and outcomes of the SHSP serve all but particularly those from disadvantaged communities that are disproportionately affected.

Recognizing where inequitable policies of the past have disproportionately impacted safety in certain communities and placed priority on the movement of cars over people, OTS released an Equity Statement in August 2021.

The OTS Equity Statement is our commitment to taking a comprehensive, inclusive, and equitable approach to deliver education, enforcement, and outreach programs to save lives. OTS values people of all incomes, races and ethnicities, ages, and abilities, and promotes access to an equitable and safe transportation system for all.

OTS Equity Statement

Throughout history, deeply rooted racism has led to inequitable policies and practices that have threatened transportation safety for communities of color and underserved communities. Equity is a fundamental principle in transportation safety. The transportation system must be safe for all road users, for all modes of transportation, in all communities and for people of all incomes, races and ethnicities, ages and abilities.

OTS embraces its role in transportation safety to advance equity and to prioritize its traffic safety efforts toward any person or community that has been marginalized and burdened by poverty and inequality. Data-driven safety initiatives must be developed and administered with an equity lens to ensure our most vulnerable and underserved populations are prioritized. Our actions must be sensitive to community desires and needs, striving to include the voice of every community in traffic safety.

Traffic crashes continue to claim the lives of thousands of people on California roadways each year. Data analysis shows overrepresentation of people of color in crashes, including those involving fatalities. It is clear – roadway travel is riskier for people of color and this disparity has gotten worse in recent years. Several factors contribute to these results, but understanding travel patterns, where fatal and serious injury crashes are occurring and the disproportionate impacts on certain communities will allow us to identify targeted actions to address the underlying factors and causes and improve safety.

OTS is committed to taking a comprehensive, inclusive, and equitable approach to delivering education, enforcement, and outreach programs to save lives on all of California's roadways.

"Equity is a fundamental principle in transportation safety. The transportation system must be safe for all road users, for all modes of transportation, in all communities and for people of all incomes, races and ethnicities, ages and abilities."

OTS EQUITY STATEMENT

OTS CALIFORNIA OFFICE OF TRAFFIC SAFETY

OTS.CA.GOV OTS EQUITY ACTION PLAN

Advancing Equity in Highway Safety Program

Advancing equity in California's Highway Safety Plan means looking at our highway safety programs and prioritizing our most vulnerable, underserved populations historically marginalized and burdened by inequities. The OTS will continually strive to be sensitive to community desires, needs and include all voices of every community, regardless of race, ethnicity, or economic status.

To work toward an equitable Highway Safety Program that addresses the traffic safety needs of all Californians, and to put the OTS Equity Statement into action, OTS Director Barbara Rooney directed the formation of the OTS Equity Working Group to consist of volunteer members at all levels within the organization.

The OTS Equity Working Group was responsible for developing this OTS Equity Action Plan, which establishes the OTS equity goal and sets out objectives to be achieved in the following **three focus areas**:

OTS Equity Goal

Achieve equitable outcomes in California's Highway Safety Program.

Focus Areas

Program Planning and Grant Administration
Refers to the highway safety program planning, development, solicitation, review, and management of the allocation of federal transportation safety funds to support behavioral safety programs throughout the state.

Administrative Services
Refers to the administrative, accounting, budgets, and procurement services necessary for the OTS to deliver its mission. This includes human resources, accounting, administration, and information technology, as well as staff career development and training.

Marketing and Public Affairs
Refers to the management of education and outreach programs to encourage safe travel behaviors, serving as the state's voice and advocate for traffic safety. This includes the support of public relations, outreach, and community engagement programs with hundreds of agencies in the state, providing resources and information.

How We Will Implement This Plan

The objectives in this plan establish initial equity priorities for the OTS. The OTS Director and Equity Working Group will oversee implementation of the plan, and based on quarterly progress reports, make any changes to the plan to increase its effectiveness.

Summary of Objectives by Focus Area

Program Planning and Grant Administration

1) **Embed equity in the OTS program planning and funding decisions.**

2) **Advance equity through expansion of OTS grant operations and opportunities.**

Administrative Services

1) **Prevent racial and implicit bias in the hiring process.**

2) **Enhance recruitment strategies to create a diverse workforce.**

3) **Enhance employee culture and celebrate diversity.**

Marketing and Public Affairs

1) **Engage with underserved communities and populations overrepresented in the crash data.**

2) **Expand partnerships to include non-traditional partners that support communities with underserved populations.**

3) **Expand multi-lingual resources, including informational, educational and media materials.**

Actions to Achieve Objectives

Program Planning and Administration

OBJECTIVE 1: Embed equity in the OTS program planning and funding decisions.		
Actions	**Timeline**	**Measures/Indicators**
Create and deliver equity-based program activities and workshop opportunities for the OTS Operations staff and traffic safety stakeholders.	▪ By December 2023	▪ Number of activities and opportunities completed
Establish equity-based training objectives for OTS grants and revise grant application templates accordingly.	▪ By October 2023	▪ Percentage of grant applications with equity-based training objectives included
Use equity-related data and analytical tools to identify underserved populations that are overrepresented in traffic fatalities/injuries to educate and engage about the OTS grant-funded programs.	▪ Begin April 2023	▪ Number of data sources and number of counties/cities identified
Modify the OTS grant workshops plan to increase awareness of grant funding opportunities in underserved communities.	▪ By January 2024	▪ Number of grant workshops held in underserved communities

OBJECTIVE 2: Advance equity through expansion of OTS grant operations and opportunities..		
Actions	**Timeline**	**Measures/Indicators**
Utilize equity-related data and analytical tools to conduct grant activities that support addressing disparities in traffic fatalities/injuries.	▪ Annually during grant application review period and during grant development	▪ Percentage of grant applications reviewed utilizing equity-based data and analytical tools ▪ Percentage of grants developed utilizing equity-based data and analytical tools
Award $500,000 in FY25 in 1906 grant funds to support law enforcement agencies efforts to collect, maintain, and evaluate race and ethnicity data on traffic stops.	▪ Begin effort April 2023 with final award October 2024	▪ Total number of 1906 grant applications received and awarded

Administrative Services

OBJECTIVE 1: Prevent racial and implicit bias in the hiring process.		
Actions Conduct blind hiring by redacting candidates' personal information to remove bias in hiring.	**Timeline** ▪ Implemented in 2019; will continue to make ongoing improvements to the processes	**Measures/Indicators** ▪ Percentage of screening criteria and interview questions submitted with Personnel Action Request ▪ Percentage of applications redacted
OBJECTIVE 2: Enhance recruitment strategies to create a diverse workforce..		
Actions Target recruitment activities to underrepresented populations.	**Timeline** ▪ Planning May - July 2023; Implement August 2023	**Measures/Indicators** ▪ Number of recruitment activities participated in per year ▪ Number of increased applicants in the candidate pool due to a recruitment activity ▪ Number of student assistants or interns hired

OBJECTIVE 3: Enhance employee culture and celebrate diversity.		
Actions	**Timeline**	**Measures/Indicators**
Provide resources (trainings/workshops) that support a culture of inclusion in the workplace.	▪ Implement July 2023 and ongoing	▪ Percentage of employees receiving training within 30 days of hire and annually
Increase employee engagement with team activities that promote a culture of inclusion through cultural celebrations in the workplace.	▪ Implement July 2023	▪ Number of activities per quarter and at least 25% participation rate

Marketing and Public Affairs

OBJECTIVE 1: Engage with underserved communities and populations overrepresented in crash data.		
Actions	**Timeline**	**Measures/Indicators**
Develop a Public Participation and Engagement Plan to guide OTS public engagement efforts.	▪ By May 2023	▪ Number of engagement activities
Identify and reduce barriers in public participation.	▪ By December 2023	▪ Number of surveys completed
Develop messaging for traffic safety issues targeting underserved communities that represent a disproportionate number of people killed and seriously injured in traffic crashes.	▪ By December 2023	▪ Number of attendees ▪ Completed PP&E Plan included in 3HSP submitted July 1, 2023
Strengthen existing partnerships with government, nonprofit and private organizations to collaborate on ways to engage underserved and underrepresented communities on program planning and funding decisions.	▪ By December 2023	▪ Number of participants, accessibility measures implemented ▪ Number of traffic safety-related messages developed
Develop new strategic partnerships with community organizations and leaders to engage with underserved and underrepresented populations.	▪ By December 2023	▪ Number of strategic partnerships

OBJECTIVE 2: Expand partnerships to include non-traditional partners that support communities with underserved populations.		
Actions	**Timeline**	**Measures/Indicators**
Develop communications and marketing plan to engage diverse communities leveraging non-traditional partners. Inventory a list of community organizations to collaborate with to help champion traffic safety issues and messages. Establish at least three new partnerships with non-traditional partners.	▪ By December 2023 ▪ By December 2023 ▪ By December 2023	▪ Number of new ethnic media campaigns ▪ Number of events held in partnership with non-traditional partners ▪ Number of community members reached ▪ Number of new non-traditional partnerships ▪ Number of traditional marketing metrics achieved

OBJECTIVE 3: Expand multi-lingual resources, including informational, educational and media materials.		
Actions	**Timeline**	**Measures/Indicators**
Engage multi-lingual community members to identify the needs/topics that address their traffic safety concerns.	▪ By December 2023	▪ Number of community organizations and non-profits involved in the review and development of information and materials
Review current OTS and Go Safety informational materials and resources (e.g., grant assistance, funding, resources, etc.), and execute strategic plan to translate materials using inclusive language and images.	▪ By July 2024	▪ Number of topics identified ▪ Number of materials translated ▪ Number of downloads ▪ Number of website visits
Promote multi-lingual resources increasing awareness and access to safety information by developing internal and external communication plans.	▪ By July 2024	

2024-2026

CALIFORNIA HIGHWAY SAFETY PLAN

CALIFORNIA STATE TRANSPORTATION AGENCY