

2011



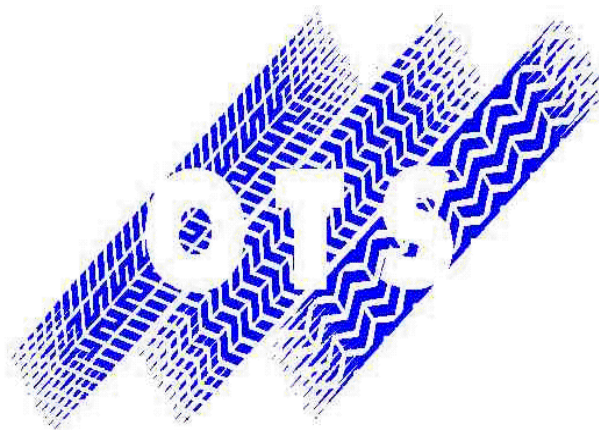
CALIFORNIA HIGHWAY SAFETY PLAN

Toward zero deaths, every 1 counts.



CALIFORNIA OFFICE
OF TRAFFIC SAFETY

2011 HIGHWAY SAFETY PLAN



CALIFORNIA OFFICE OF TRAFFIC SAFETY

HIGHWAY SAFETY PLAN

Federal Fiscal Year 2011

(October 1, 2010 through September 30, 2011)

PREPARED FOR

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

PREPARED BY

OFFICE OF TRAFFIC SAFETY
Christopher J. Murphy, Director

STATE OF CALIFORNIA

ARNOLD SCHWARZENEGGER
Governor

Department of Alcoholic Beverage Control
Department of Corporations
Department of Financial Institutions
California Highway Patrol
California Housing Finance Agency
Department of Housing & Community Development
Department of Managed Health Care
Department of Motor Vehicles
Board of Pilot Commissioners



DALE E. BONNER
Secretary

Department of Real Estate
Department of Transportation
Office of the Patient Advocate
Office of Real Estate Appraisers
Office of Traffic Safety
California Film Commission
California Office of Tourism
Infrastructure and Economic Development Bank
Public Infrastructure Advisory Commission

BUSINESS, TRANSPORTATION AND HOUSING AGENCY

Fellow Californians:

Governor Arnold Schwarzenegger and I have noted the tremendous gains in traffic safety on California's roadways since 2005. Traffic deaths decreased for the fourth straight year, with declines seen in every major category. California's roadway death toll today stands at a level not seen since 1950, despite the huge increases in population and miles driven in the last 60 years. The programs outlined in this 2011 Highway Safety Plan issued by the California Office of Traffic Safety (OTS) will continue that trend, bringing the State closer to OTS' vision of "*Toward zero deaths, every 1 counts.*" Presented in this OTS Highway Safety Plan are new and innovative initiatives, as well as programs with proven effectiveness.

For 2011, \$67 million in traffic safety grants are being awarded to 198 agencies and communities across the State for programs including impaired driving, roadway safety, occupant protection, emergency medical services, pedestrian and bicycle safety, and police traffic services.

For example, California will place a high level of emphasis on combating DUI to further the advances of recent years. Building on four years of declines in DUI fatalities, 2011 will see this OTS Highway Safety Plan targeting felony and repeat DUI offenders with special Vertical Prosecution programs to increase conviction rates, and funding intensive probation supervision programs to reduce recidivism.

Distracted driving has garnered the attention of the public and the traffic safety community because of the rapid rise in the use of cell phones and text messaging while driving. With research showing distracted driving to be a major hazard, California's Strategic Highway Safety Plan, which coordinates the efforts of 80 different public and private agencies and organizations, has added the issue as its newest Challenge Area. Additionally, this OTS Highway Safety Plan includes programs that initiate the first coordinated distracted driving public awareness campaigns, one of which targets the high-risk teen driver.

Through the efforts of programs such as *Next Generation Click It or Ticket*, California continues to have one of the highest seat belt usage rates in the country, with more than 95 percent usage. But with more than 1.5 million vehicle occupants who remain unbuckled and at terrible risk, occupant protection programs will continue unabated in 2011. Other targeted programs will be directed at at-risk older drivers, increased efficiencies and capabilities for data reporting and usage, and continuation of the pedestrian safety assessments that cities have found extremely useful.

The Business, Transportation and Housing Agency and all Californians can take pride in the work of OTS and its partners. Their past efforts clearly have made a great difference in the safety of our roadways, and this OTS Highway Safety Plan continues that valuable work.

Sincerely,

DALE E. BONNER
Secretary

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Part I

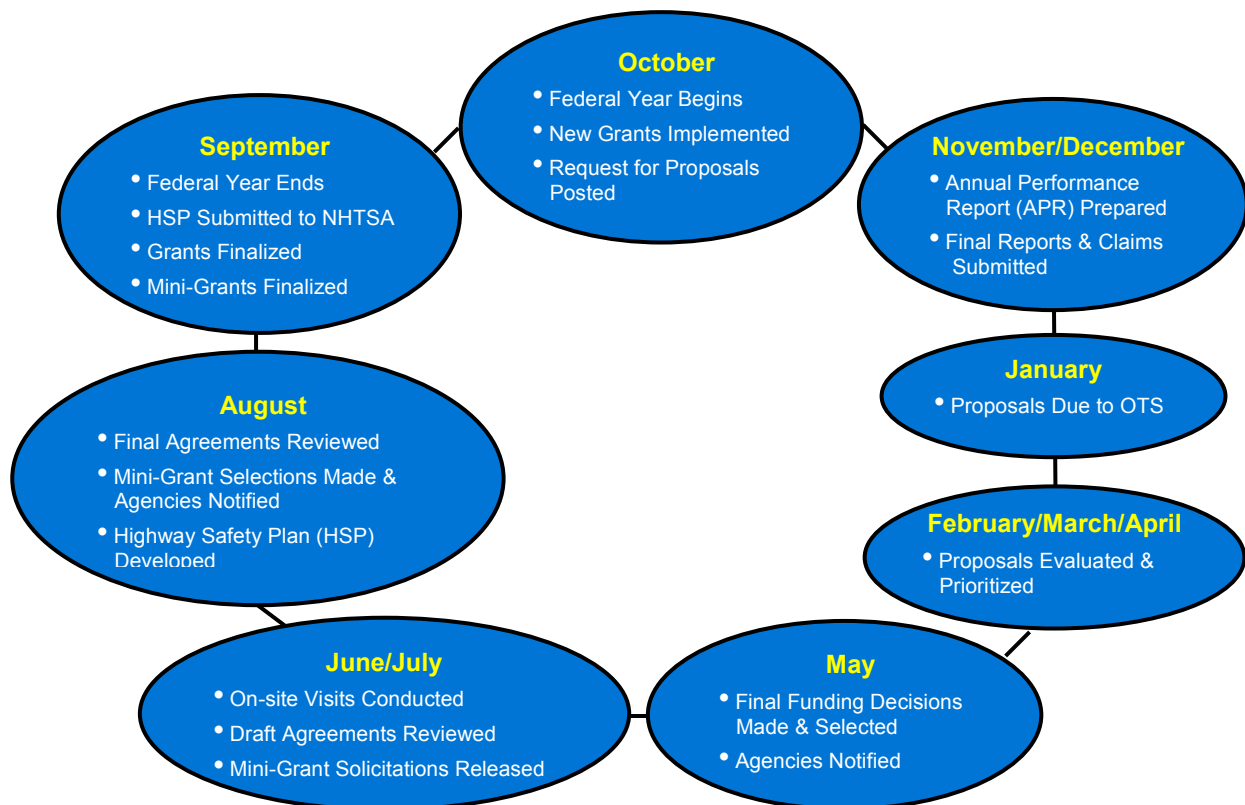
Executive Summary (Performance Plan)

PROCESS DESCRIPTION

The California Office of Traffic Safety's (OTS) mission is to effectively and efficiently administer traffic safety grant funds to reduce traffic deaths, injuries, and economic losses. Section 2900 of the California Vehicle Code requires OTS to develop a comprehensive plan to reduce traffic collisions and deaths, injuries, and property damage resulting from collisions. The Highway Safety Plan (HSP) serves as California's application for federal funds available to states. The HSP describes California's highway safety problems, identifies countermeasures, provides qualitative and quantitative measurements to determine goal and objective attainments, and gives descriptions of all continuing and proposed new grants. The HSP presentation, contents, and format are designed to meet federal requirements.

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

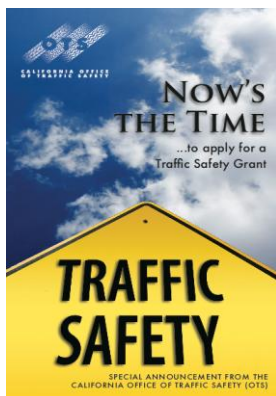
OTS GRANT CYCLE



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

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

The OTS grants selection process is very competitive. The OTS website lists all of the information relevant to applying for a traffic safety grant, as well as downloadable forms to submit by the deadline dates. In addition, a postcard is mailed to more than 3,000 eligible agencies encouraging them to refer to our website for further information.



OTS involves many participants in the process of developing projects and addressing traffic safety problems to help California achieve its traffic safety goals. For example, OTS has representation at all the Strategic Highway Safety Plan “behavioral” challenge area team meetings, networks with local and state representatives at the OTS Summit and actively participates in quarterly California Statewide Coalition on Traffic Safety Meetings. OTS screens grantee applicants against both quantitative and qualitative criteria. The proposals are rated against several criteria including potential traffic safety impact; collision statistics and rankings; seriousness of identified problems; and performance on previous grants.

Proposals from state and local agencies are carefully evaluated and selected for maximum statewide impact. OTS identifies applicant agencies with the greatest need and likelihood for success. The OTS proposal review process ensures that funded grants meet statewide performance goals as outlined in the annual HSP. By the deadline of January 31, 2010, OTS had received 395 proposal requests for funding.

In May 2010, OTS regional coordinators completed their analyses of these proposals and presented funding recommendations to OTS management. The Director finalized these recommendations and, on June 8, 2010, submitted an Issue Memorandum to the Business, Transportation and Housing (BTH) Agency Secretary, Dale E. Bonner, presenting OTS’ funding recommendations. On June 16, 2010, the BTH Agency Secretary approved OTS’ recommendations for funding for fiscal year 2011. OTS submitted a draft HSP to the BTH Agency Secretary for approval on July 30, 2010. Once approved by BTH, OTS submitted the HSP to the National Highway Traffic Safety Administration (NHTSA) Region 9 Office on September 1, 2010.

OTS' goal is to process 90 percent of all new grants by October 1, 2010. OTS grant regional coordinators monitor grantee performance throughout the year through Onsite Assessments, onsite Pre-Operational Reviews, Quarterly Performance Reports, Grantee Performance Reviews, e-mail correspondence regarding grant revisions and general operational questions, and telephone conversations and meetings to discuss programmatic and fiscal issues.

All proposal forms for grants are readily available on the OTS website. With all forms available on the website, agencies are able to easily download and complete the application process. At this point, OTS requires that hard copies of the proposals be mailed to OTS. However, OTS is implementing an electronic grant application and management system to improve data accessibility, increase data quality and address process inefficiencies and plans to have this system ready to accept proposals in January 2011.

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

OTS is organized by regions within the state. There are nine regions with 13 Regional Coordinators assigned to 246 grants. The regional grant assignments provide OTS Regional Coordinators the ability to network with cities and encourage proposal submittals from agencies with disproportionate traffic safety problems and from those who may have not received a recent or even a prior OTS grant. Another advantage of regional grant assignments is that local governmental agencies only have to contact a single OTS grant coordinator for information on various program areas. The regional concept helps build synergy within the region and is resulting in more comprehensive local grant programs. Additionally, the OTS regional grant assignments allow the grant coordinators to develop expertise in all program areas. Because the coordinators are familiar with their region, they have helped to develop regional grants whereby one agency is the host and becomes the conduit for funding for several other agencies. This streamlines the process for all the local agencies as well as for OTS program and fiscal staff. To complement the Regional assignments, OTS assigns individual coordinators to serve as program area specialists for the various program areas. Refer to page 11-I-6 and 11-I-7 for appropriate OTS Regional Coordinator and Program Area Specialist contact information.

Continued in the 2011 solicitation process were the "Grants Made Easy" templates for local law enforcement grants. "Grants Made Easy" significantly reduced the paperwork and time required to submit a proposal and finalize a grant agreement. Three programs were provided under "Grants Made Easy": (1) Selective Traffic Enforcement Program (STEP), (2) DUI Enforcement and Awareness Program, and (3) Vehicle Impound Program. These three programs include funding for best practice strategies shown to reduce traffic crashes and gain favorable media coverage. OTS gave priority-funding consideration to police departments submitting proposals under the "Grants Made Easy" program.



By the end of July, each OTS Coordinator conducted a pre-funding on-site assessment of each grantee new to the OTS process at the grantee's location. An electronic version of the pre-draft was provided to each grantee. Staff conducted the on-site assessment for experienced grantees via telephone. At this meeting, the final negotiations of the agreement terms are conducted, deciding on the level of grantee effort required to meet the goals and objectives, and level of funding. The applicant was left to insert the agreed upon terms (i.e. number of checkpoints, educational efforts, etc.) and return the draft version to OTS. This process resulted in drafts being submitted to OTS earlier in the process. Our goal was to have the final version of each grant in house by August 31, 2010.

Enhancements to the Current Process

OTS has started its eGrants Project to implement a web accessible grants management system that will handle all aspects of the grant process electronically, from grant proposal submission through grant closeout and post-grant reporting. The eGrants Project will transform the way OTS currently administers traffic safety grants by replacing paper-based processes with a vendor-hosted commercial off-the-shelf (COTS) electronic system. This system will include a user-friendly web-based interface for OTS customers to apply for and manage grants and for OTS staff to administer grants and grant funds, route work electronically and track performance measures. In addition to reducing paper usage, this project is expected to improve program delivery and effectiveness, increase operational and staff efficiency and improve data capture and availability.

Early in 2010, the OTS eGrants Core Team developed a list of system requirements that included input solicited from OTS Grantees, and in June selected Altum, Inc. as the vendor to deliver this system. OTS has been working hard to meet the eGrants Project Phase 1 goal of going live in time to accept 2011 grant applications in November and the Phase 2 goal of monitoring grants and accepting QPRs and claims through eGrants in 2011. Additional Grantee input and participation will be sought as OTS continues to work towards these goals and develop training for both phases.

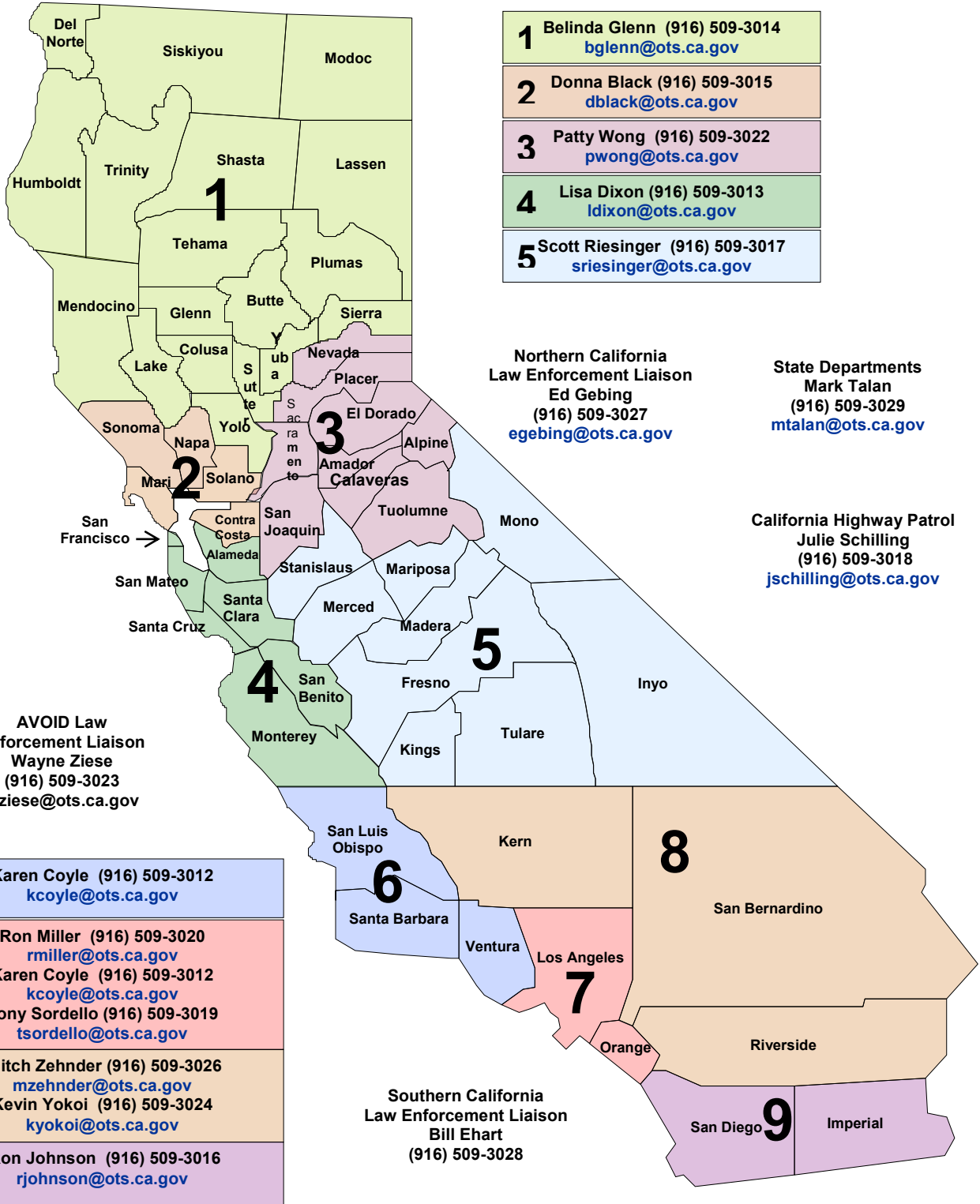
The OTS website (www.ots.ca.gov) is constantly being reviewed to ensure a customer friendly site that meets the needs of agency personnel throughout the state. "California's Traffic Safety Report Card" is the best, most up-to-date, centralized location for the media, other state and local agencies, traffic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

As recommended by NHTSA Region 9 Office, OTS is funding all new grants that begin October 1, 2010 and end on September 30, 2011. This change will make it easier to allocate funding on a yearly basis and should allow for better monitoring within the federal fiscal year.

OTS staff is always on the lookout for ways to streamline our reporting processes, while maintaining the integrity of the documents and meeting all state and federal requirements. Again, this year's HSP reflects the use of tables in the program areas as well as a better way of organizing the listing of all grants. The task descriptions for each program area are listed together and the "Grants" chart contains a listing of each grant including the grant number, task, fund, and amount. At the end of this chart, the total program area funding reconciles to the pie chart on page 11-I-13. The "Grants Description" charts include descriptions for grants that are

either innovative or more detailed. Descriptions for ~~Grants Made Easy~~; ~~AVOID~~; Probation; Extrication; Community, Enforcement & Education Occupant Protection; Community Pedestrian and Bicycle Safety Program; or Traffic Control Device Inventory grants are similar and found in the ~~Task~~ descriptions.

OTS REGIONS AND COORDINATORS



- 1** Belinda Glenn (916) 509-3014
bglen@ots.ca.gov
- 2** Donna Black (916) 509-3015
dblack@ots.ca.gov
- 3** Patty Wong (916) 509-3022
pwong@ots.ca.gov
- 4** Lisa Dixon (916) 509-3013
ldixon@ots.ca.gov
- 5** Scott Riesinger (916) 509-3017
sriesinger@ots.ca.gov

Northern California
Law Enforcement Liaison
Ed Gebing
(916) 509-3027
egebing@ots.ca.gov

State Departments
Mark Talan
(916) 509-3029
mtalan@ots.ca.gov

California Highway Patrol
Julie Schilling
(916) 509-3018
jschilling@ots.ca.gov

AVOID Law
Enforcement Liaison
Wayne Ziese
(916) 509-3023
wziese@ots.ca.gov

- 6** Karen Coyle (916) 509-3012
kcoyle@ots.ca.gov
- 7** Ron Miller (916) 509-3020
rmiller@ots.ca.gov
Karen Coyle (916) 509-3012
kcoyle@ots.ca.gov
Tony Sordello (916) 509-3019
tsordello@ots.ca.gov
- 8** Mitch Zehnder (916) 509-3026
mzehnder@ots.ca.gov
Kevin Yokoi (916) 509-3024
kyokoi@ots.ca.gov
- 9** Ron Johnson (916) 509-3016
rjohnson@ots.ca.gov

Southern California
Law Enforcement Liaison
Bill Ehart
(916) 509-3028

Program Area Specialists

Alcohol and Other Drugs
Patty Wong -- (916) 509-3022 pwong@ots.ca.gov Mark Talan -- (916) 509-3029 mtalan@ots.ca.gov
Distracted Driving
Karen Coyle -- (916) 509-3012 kcoyle@ots.ca.gov
Emergency Medical Services
Mitch Zehnder -- (916) 509-3026 mzehnder@ots.ca.gov
Motorcycle Safety
Ron Miller -- (916) 509-3020 rmiller@ots.ca.gov Julie Schilling -- (916) 509-3018 jschilling@ots.ca.gov
Occupant Protection
Donna Black -- (916) 509-3015 dblack@ots.ca.gov Belinda Glenn -- (916) 509-3014 bglenn@ots.ca.gov
Older Drivers
Scott Riesinger -- (916) 509-3017 sriesinger@ots.ca.gov
Pedestrian Safety/Bicycle Safety
Lisa Dixon -- (916) 509-3013 ldixon@ots.ca.gov
Police Traffic Services
Tony Sordello -- (916) 509-3019 tsordello@ots.ca.gov
Traffic Records/Roadway Safety
Ron Johnson -- (916) 509-3016 rjohnson@ots.ca.gov

Problem Identification Overview

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

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

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

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

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

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

The Statewide Integrated Traffic Records System (SWITRS) - This system provides statewide collision-related data on all types of roadways, except private roads. CHP receives collision reports (Form 555) from all local police agencies, in addition to collision reports from their own area offices and maintains the statewide database. The collision data used in this HSP 2008 data only.

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

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

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

The DUI Arrest and Conviction File - The Department of Justice (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 Department of Motor Vehicles produces a report that reflects the volume of vehicle sections violated that included a conviction.

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

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

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

Program/Grant Development

The process of selecting new grants for federal fiscal year (FFY 2011) included the following major steps:

- Conduct problem identification.
- Establish goals and objectives.
- Review Proposals.
- Develop funding recommendations.
- Present funding recommendations to the BT&H Agency Secretary for approval.
- Prepare Highway Safety Plan.
- Prepare ~~pre~~-draft grant agreements.
- Conduct pre-funding grant assessments.
- Review draft grant agreements.
- Approve final grant agreements.
- Conduct Pre-operational reviews.

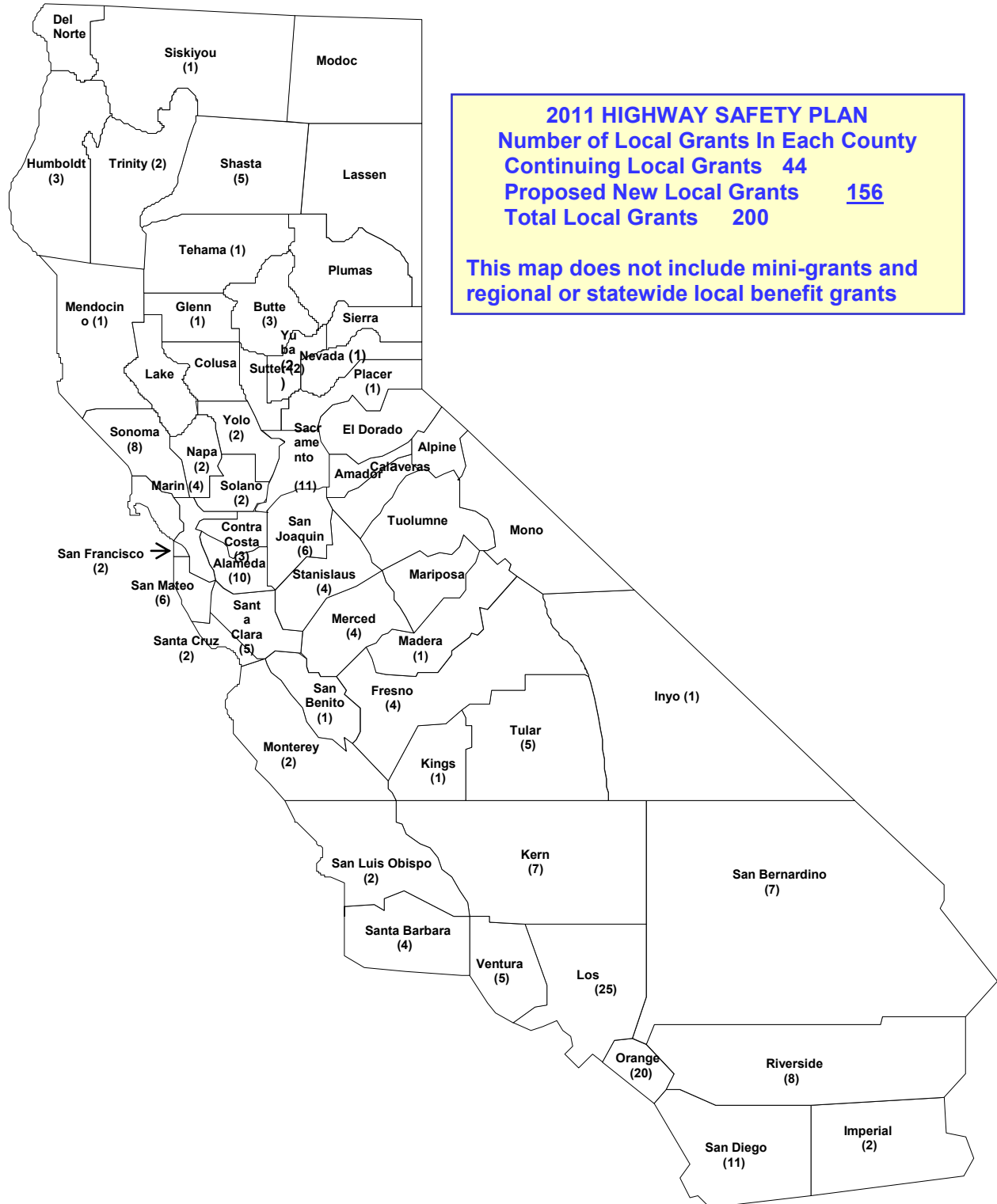
The OTS grant program stresses a community based approach giving communities the flexibility to structure highway safety programs in a way that meets their needs yet in a manner consistent with OTS' statewide goals. Virtually all strata of society will be reached including various ethnic groups, infants,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

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

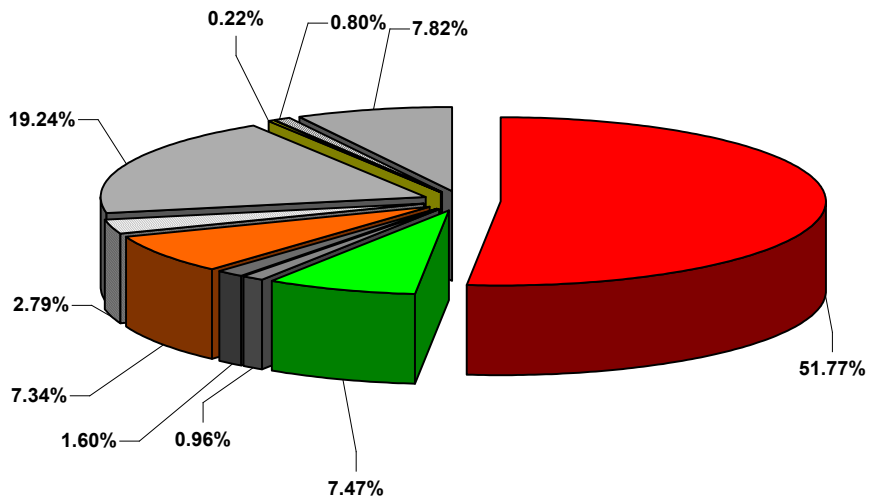
2011 California Highway Safety Plan Overview

The 2011 HSP includes 248 grants; 62 grants continuing from prior years and 186 new grants. The table shown below reflects proposed new grants and continuing grants by program area.

GRANTS (FFY 2011)			
PROGRAM	PROPOSED (NEW)	CONTINUATION	TOTAL
Alcohol & Other Drugs	100	46	146
Distracted Driving	3	0	3
Emergency Medical Services	4	1	5
Motorcycle Safety	1	1	2
Occupant Protection	14	0	14
Pedestrian & Bicycle Safety	12	3	15
Police Traffic Services	44	1	45
Roadway Safety	3	1	4
Traffic Records	5	9	14
TOTAL	186	62	248

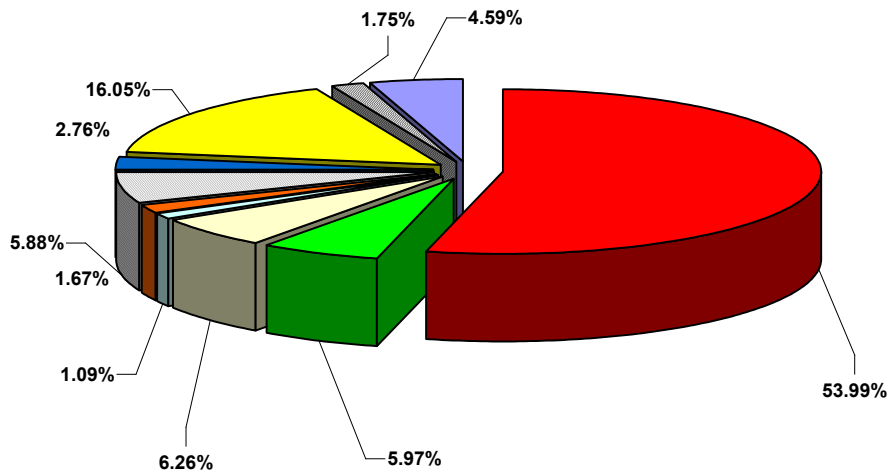


**PLANNED FUND DISTRIBUTION
BY PROGRAM AREA
NEW FFY 2011 GRANTS
\$76,329,674.00
(2011 FUNDING ONLY)**



■ ALCOHOL & OTHER DRUGS	\$39,514,274.00
■ DISTRACTED DRIVING	\$5,698,262.00
■ EMERGENCY MEDICAL SERVICES	\$731,605.00
■ MOTORCYCLE SAFETY	\$1,220,000.00
■ OCCUPANT PROTECTION	\$5,605,280.00
■ PEDESTRIAN & BICYCLE SAFETY	\$2,131,360.00
■ POLICE TRAFFIC SERVICES	\$14,682,583.00
■ ROADWAY SAFETY	\$166,000.00
■ TRAFFIC RECORDS	\$612,380.00
■ PLANNING & ADMINISTRATION	\$5,967,930.00

**PLANNED FUND DISTRIBUTION
BY PROGRAM AREA
ALL ACTIVE GRANTS IN FFY 2011
\$95,404,390.31
(FFY 2011 Funding Only)**



■ ALCOHOL & OTHER DRUGS	\$51,509,972.74
■ DISTRACTED DRIVING	\$5,698,262.00
□ PLANNING & ADMINISTRATION	\$5,967,930.00
□ EMERGENCY MEDICAL SERVICES	\$1,044,241.51
■ MOTORCYCLE SAFETY	\$1,595,728.00
□ OCCUPANT PROTECTION	\$5,605,280.00
■ PEDESTRIAN & BICYCLE SAFETY	\$2,634,592.00
■ POLICE TRAFFIC SERVICES	\$15,308,021.00
■ ROADWAY SAFETY	\$1,666,000.00
■ TRAFFIC RECORDS	\$4,374,363.06

Goals

Process for Developing Goals

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

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

- Absolute numbers (e.g., the number of persons killed or injured in alcohol-impaired collisions).
- Percentages (e.g., the number of alcohol-involved collisions as a percent of total number of collisions).
- Rates (e.g., Alcohol-Impaired Driving Fatality Rate - Fatalities per 100 Million Vehicle Miles Traveled).

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

This Highway Safety Plan includes Strategic Highway Safety Plan action items that are mainly the responsibility of the OTS is to implement are included in the appropriate "Impact Programs/Strategies" section.

Overall Program Goal

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

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

Traffic Safety Performance Measures

OTS was a member of a 21 person Expert Panel that convened in 2008 to identify a core set of behavioral highway safety performance measures, including outcome and activities (intermediate) measures, which federal, state and local governments could use in their highway safety planning processes. An expert panel from NHTSA, State Highway Safety Offices, academic and research organizations, and other key groups assisted in developing the measures. NHTSA will use the core measures as an integral part of its reporting to the Congress, the public, and others” – Traffic Safety Performance Measures for States and Federal Agencies (DOT HS 811 025, August 2008). As a result of this effort, NHTSA and the states have agreed to adopt 14 minimum performance measures - ten core outcome measures, one core outcome behavior measure, and three activity measures. California will report on 69 (the required 11 plus an additional 58) performance measures in the 2011 HSP. Goal statements and charts have been established for 15 performance measures. California serves as a model for other states as we are reporting injury data and statewide DUI arrests and conviction rates. In addition, this HSP includes statewide conviction data for seat belt, child safety seat, and speeding violations.

In the 2010 Annual Performance Report, all states will be required to report its statewide survey that tracks driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. In July 2010, through an existing OTS grant, the University of California, Berkeley, Safe Transportation Research and Education Center contracted with a survey research firm to develop and administer a statewide survey to establish baseline public opinion measures of driving under the influence of alcohol and other drugs, distracted driving, and seat belt use. The survey also inquired about knowledge of public awareness campaigns, such as “Report Drunk Drivers – Call 911” and sobriety checkpoint programs.

Core Outcome Measures	Calendar Years				
	2005	2006	2007	2008	2009
C-1: Traffic Fatalities (FARS)	4,333	4,240	3,995	3,434	Available Sept 2010
C-2: Serious Traffic Injuries (SWITRS)	13,164	13,089	13,133	11,928	Available Sept 2010
C-3: Fatalities/VMT (FARS/FHWA)	1.32	1.29	1.22	1.05	Available Sept 2010
C-4: Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions (FARS)	974	920	859	702	Available Sept 2010
C-5: Alcohol-Impaired Driving Fatalities (all fatalities involving a driver or a motorcycle operator with a BAC of .08 or greater) (FARS)	1,298	1,272	1,132	1,029	Available Sept 2010
C-6: Speeding-Related Fatalities (FARS)	1,473	1,404	1,472	1,141	Available Sept 2010
C-7: Motorcyclist Fatalities (FARS)	469	506	518	560	Available Sept 2010
C-8: Unhelmeted Motorcyclist Fatalities (FARS)	56	67	68	68	Available Sept 2010

C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	745	727	609	527	Available Sept 2010
C-10: Pedestrian Fatalities (FARS)	742	719	650	620	Available Sept 2010

Core Behavior Measure	Calendar Years					
	2005	2006	2007	2008	2009	2010
B-1: Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)	92.5%	93.4%	94.6%	95.7%	95.3%	Available Sept 2010

2010 California Traffic Safety Survey

Intercept interviews (less than 10 minutes) were conducted by Ewald & Wasserman Research, Consultants, LLC, of 1,671 drivers at 60 gas stations in 15 counties throughout California. The geographical distribution of the counties and the number of surveys conducted at each location were determined in a manner that would result in a sample population representative of California's driving population distribution throughout the state. The surveys obtained are also representative of the age and gender distribution of California drivers. The following questions were used:

- In your opinion, what are the biggest safety problems on California roadways?
- In your opinion, what is the MOST serious distraction for drivers?
- How often in the past 30 days have you talked on a hand-held cell phone while driving?
- How often in the past 30 days have you talked on a hands-free cell phone while driving?
- How often in the past 30 days have you texted or emailed while driving?
- Do you believe using a 'hands-free' cell phone is safer than a hand-held phone while driving?
- Do you talk less, more or the same amount on your cell phone because of the 'hands-free' law?
- Have you EVER made a driving mistake while talking on a cell phone? (For example; missed a turn, driving too slowly or trailing too close)
- Have you ever been hit or nearly hit by a driver who was talking or texting on a cell phone?
- Would you support a law banning all cell phone use for drivers (except for making emergency calls?)
- Do you recall hearing or seeing —Report Drunk Drivers – Call 911” in the past 6 months?
- Do you think the —Report Drunk Drivers – Call 911” program has helped police make more DUI arrests?
- In your opinion – is the —Report Drunk Drivers – Call 911” program resulting in fewer drunk drivers on the roadways?
- Since seeing or hearing —Report Drunk Drivers – Call 911” are you less likely to drive after drinking too much?
- In the past 6 months, have you seen or heard anything about police setting up sobriety/DUI checkpoints to catch drunk drivers?
- Do you support the use of sobriety/DUI checkpoints?
- In the past 30 days, did you drive when you thought you had too much alcohol to drive safely?
- How serious of a problem is driving under the influence of drugs: legal and illegal?
- Do you believe the penalty for driving under the influence of drugs is as serious as the penalty for driving under the influence of alcohol?
- In your opinion, should the penalty for driving under the influence of drugs be more serious, less serious or the same as the penalty for drinking and driving?
- How often do you wear a seatbelt?
- Do you recall hearing or seeing —Click it or Ticket” in the past 6 months?
- Do you think the chances of being stopped for not wearing a seatbelt have changed because of it the —Click it or Ticket” campaign?

Activity Measures	Federal Fiscal Year (Oct. 1 - Sept. 30)
A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities	Data will be collected and reported in the 2010 Annual Performance Report
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities	
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities	

Additional Activity Measures	Calendar Years				
	2005	2006	2007	2008	2009
Statewide DUI Arrests	180,288	197,248	203,866	214,811	Available Sept 2010
*Statewide DUI Conviction Rate	80%	79%	79%	Available Jan 2011	Available Sept 2010
Statewide Seat Belt Violation Convictions	497,502	514,957	441,710	392,724	336,785
Statewide Child Restraint Violation Convictions	16,840	16,640	16,301	16,118	15,085
Statewide Speeding Convictions	1,623,715	1,791,731	1,810,616	1,868,360	1,868,202

Additional Outcome Measures	Calendar Years				
	2005	2006	2007	2008	2009
Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled (SWITRS))	1.31	1.27	1.18	1.04	Available Sept 2010
Motor Vehicle Fatalities, Age 16 -19 (FARS)	441	431	345	290	Available Sept 2010
Male	278	310	248	203	Available Sept 2010
Female	163	121	97	87	Available Sept 2010
Motor Vehicle Driver Fatalities, Age 16-19 (FARS)	221	209	162	154	Available Sept 2010
Male	146	165	125	119	Available Sept 2010
Female	75	44	37	35	Available Sept 2010
Fatality Rate Per 100,000 Population (FARS)	12.07	11.74	10.98	9.34	Available Sept 2010
Total Motor Vehicle Injuries (SWITRS)	192,798	277,373	254,188	241,234	Available Sept 2010
Motor Vehicle Injuries, Age 16 -19 (SWITRS)	32,898	30,683	28,237	25,307	Available Sept 2010

Alcohol	Calendar Years				
	2005	2006	2007	2008	2009
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- California	0.39	0.39	0.34	0.31	Available Sept 2010
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- National	0.45	0.45	0.43	0.40	Available Sept 2010
Driver Fatalities Age 16 -19 with BAC=.08+ (FARS)	33	40	31	33	Available Sept 2010
Male	27	36	24	27	Available Sept 2010
Female	5	4	7	6	Available Sept 2010
Alcohol-Related Fatalities (at least one driver or nonoccupant had a BAC of .01 or greater) (FARS)	1,769	1,762	1,606	1,429	Available Sept 2010
Alcohol-Related Injuries (SWITRS)	30,810	31,099	30,783	28,417	Available Sept 2010
Alcohol Related Injuries Age 16 -19 (SWITRS)	3,164	3,295	3,210	2,952	Available Sept 2010
Driver Fatalities Age 16-19 with BAC=.01+ (FARS)	43	51	41	41	Available Sept 2010
Male	35	44	34	34	Available Sept 2010
Female	8	7	7	7	Available Sept 2010
Driver Fatalities Age 20-25 with BAC=.01+ (FARS)	209	216	209	164	Available Sept 2010
Male	179	190	177	145	Available Sept 2010
Female	30	25	32	20	Available Sept 2010

Occupant Protection	Calendar Years					2010
	2005	2006	2007	2008	2009	
Percent of Known Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	38%	37%	36%	38%	Available Sept 2010	
Teen Seat Belt Use Rate (Statewide Observational Surveys)	88.6%	90.8%	88.9%	89.6%	91.1%	Available October 2010
Percent of Unrestrained Passenger Vehicle Occupant Fatalities Age 16 -19 (FARS)	36%	42%	38%	40%	Available Sept 2010	
Child Safety Seat Use Rate (CSU Fresno Observational Surveys)	89.6%	86.8%	87.7%	94.4%	90.9%	Available October 2010

	Calendar Years					
Occupant Protection	2005	2006	2007	2008	2009	2010
Passenger Vehicle Occupant Fatalities Age 0-8 (FARS)	87	76	84	42	Available Sept 2010	
Vehicle Occupant Injuries Age 0-8 (SWITRS)	6,607	6,275	5,819	5,279	Available Sept 2010	
Passenger Vehicle Occupant Fatalities Age 4 and Under (FARS)	47	50	49	25	Available Sept 2010	

	Calendar Years					
Pedestrians	2005	2006	2007	2008	2009	
Pedestrian Injuries (SWITRS)	13,551	13,465	12,910	13,364	Available Sept 2010	
Pedestrian Fatalities Under Age 15 (FARS)	55	42	38	43	Available Sept 2010	
Pedestrian Injuries Under Age 15 (SWITRS)	3,088	2,925	2,863	2,770	Available Sept 2010	
Pedestrian Fatalities Age 65 and Older (FARS)	165	164	177	123	Available Sept 2010	
Pedestrian Injuries Age 65 and Older (SWITRS)	1,305	1,313	1,257	1,317	Available Sept 2010	

	Calendar Years					
Bicycles	2005	2006	2007	2008	2009	
Bicyclist Fatalities (FARS)	115	141	109	109	Available Sept 2010	
Bicyclist Injuries (SWITRS)	10,471	10,344	10,238	11,735	Available Sept 2010	
Bicyclist Fatalities Under Age 15 (FARS)	11	16	13	15	Available Sept 2010	
Bicyclist Injuries Under Age 15 (SWITRS)	2,405	2,143	2,027	1,988	Available Sept 2010	
Unhelmeted Bicyclist Fatalities (FARS)	103	137	104	102	Available Sept 2010	
	Calendar Years					
Speeding and Aggressive Driving	2005	2006	2007	2008	2009	
Speeding Related Injuries (SWITRS)	86,902	81,783	73,628	70,378	Available Sept 2010	

Motorcycles	Calendar Years				
	2005	2006	2007	2008	2009
Total Motorcycle Registrations (DMV)	680,857	732,547	772,524	824,244	809,129
Motorcyclist Fatalities per 100,000 Motorcycle Registrations (FARS, DMV)	69	69	67	68	Available Sept 2010
Motorcyclist Injuries (SWITRS)	9,345	10,181	10,820	11,746	Available Sept 2010
Percent of Known Helmeted Motorcyclist Fatalities (FARS)	88%	87%	87%	88%	Available Sept 2010
Percent of Improperly Licensed Motorcycle Operator Fatalities (FARS)	31%	35%	36%	37%	Available Sept 2010
Motorcycle Rider (Operator) Fatalities with BAC =.08+ (FARS)	96	114	117	141	Available Sept 2010
Percent of Motorcycle Rider (Operator) Fatalities with BAC=.08+ (FARS)	21%	24%	24%	26%	Available Sept 2010
Percent of Motorcyclists At-Fault in Fatal Motorcycle Collisions (SWITRS)	69%	68%	71%	70%	Available Sept 2010
Percent of Motorcyclists At-Fault in Injury Motorcycle Collisions (SWITRS)	57%	58%	57%	58%	Available Sept 2010
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and Speed was Primary Collision Factor (SWITRS)	28%	26%	31%	28%	Available Sept 2010
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and DUI was Primary Collision Factor (SWITRS)	13%	17%	16%	18%	Available Sept 2010

*Department of Justice

**DMV 2008 Annual Report of the California DUI Management Information System

***DMV DL Conviction Report

****Each year, the DUI conviction totals are updated to include the amended and new abstracts for current and previous years.

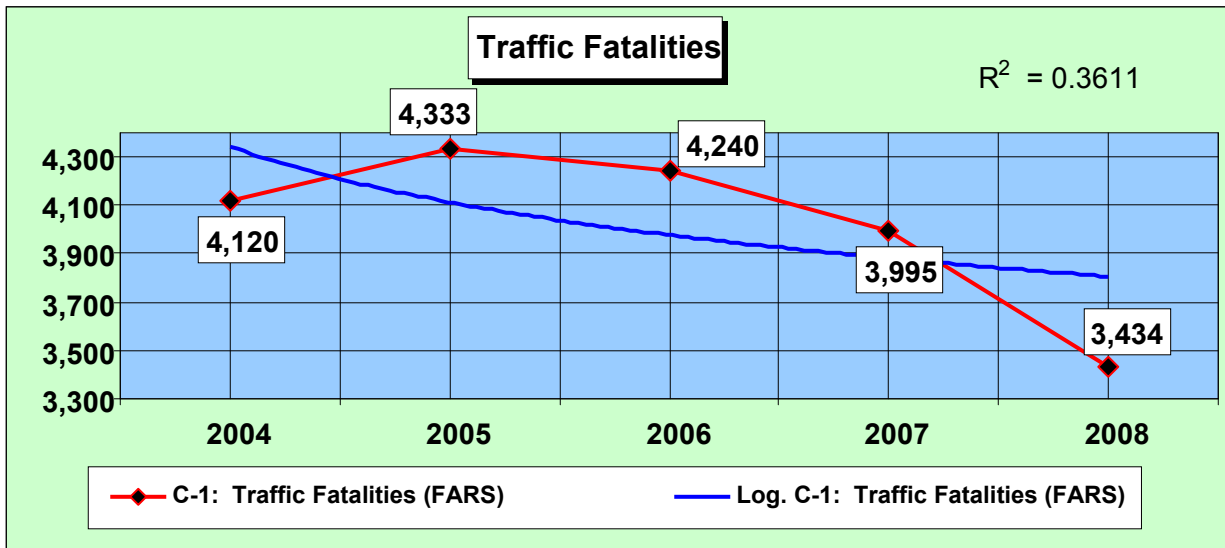
Thus, for the most recent years, these figures will underestimate the final conviction totals.

PERFORMANCE GOALS

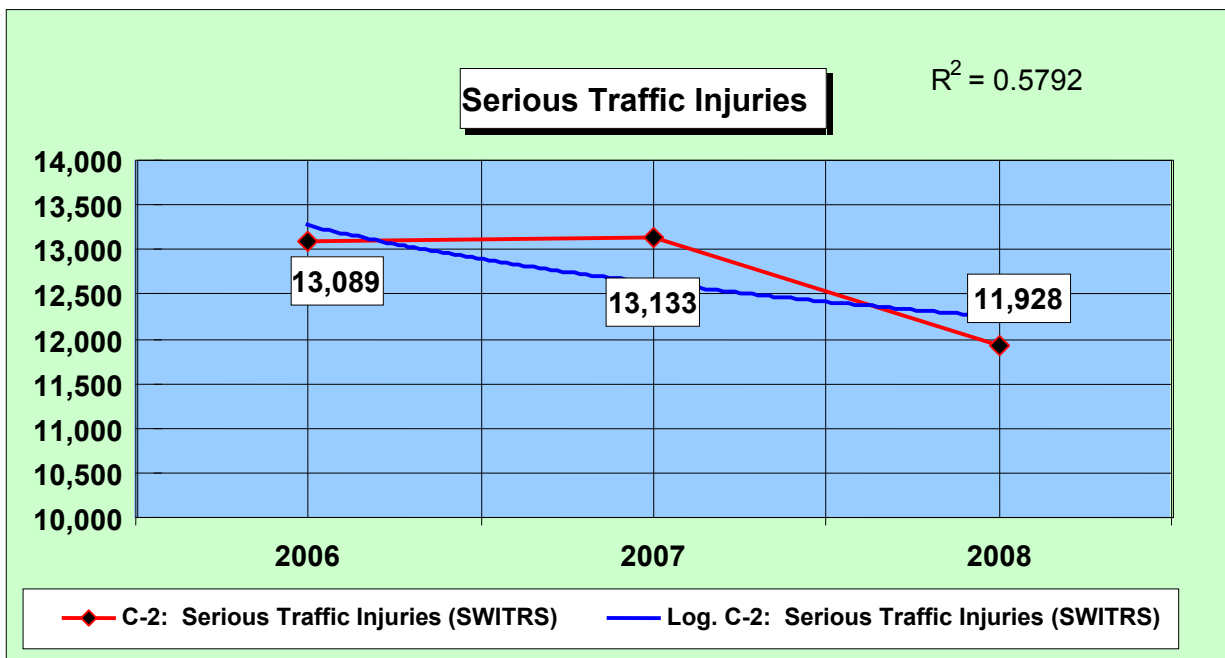
Traffic Victims

Core Outcome Measures

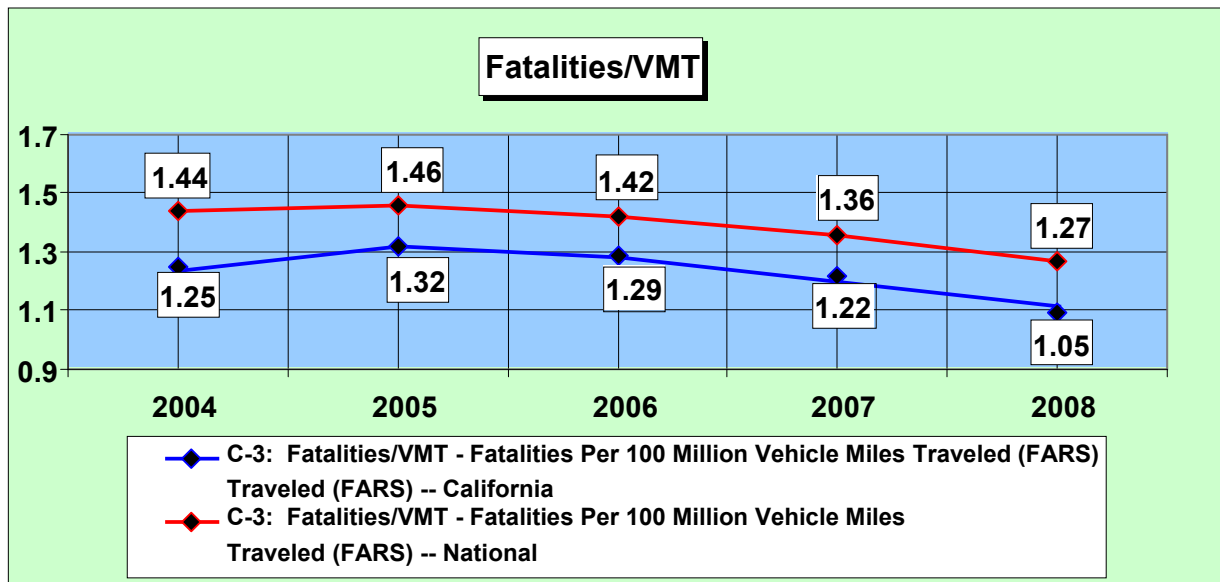
- To decrease traffic fatalities 22.85% percent from the 2006-2008 calendar base year average of 3,889 to 3,000 by December 31, 2011.



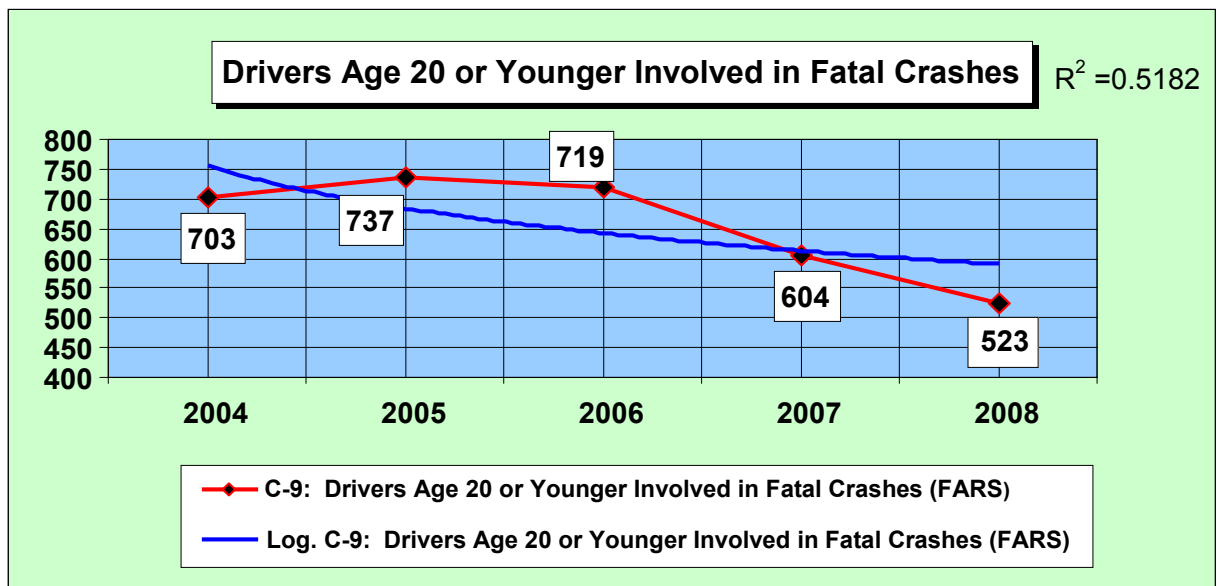
- To decrease serious traffic injuries 13.5 percent from the 2006-2008 calendar base year average of 12,716 to 11,000 by December 31, 2011.



- To decrease fatalities/VMT from the 2006–2008 calendar base year average of 1.18 to 1.03 by December 31, 2011.



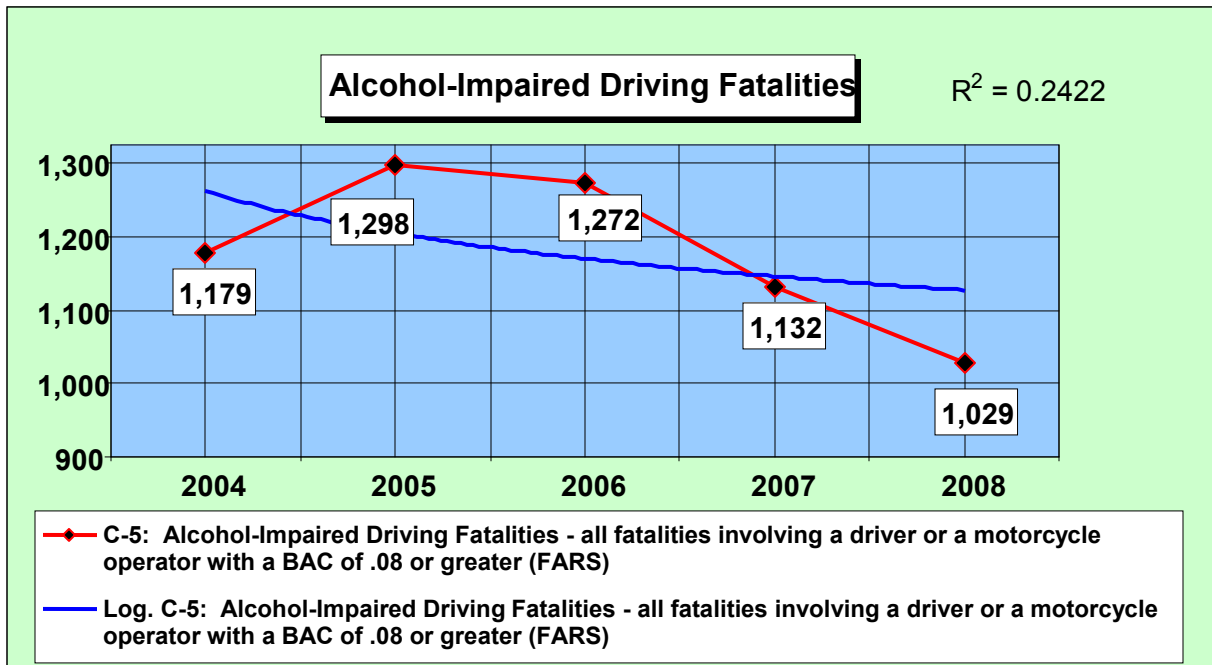
- To decrease drivers age 20 or younger involved in fatal crashes 18.75 percent from the 2006-2008 calendar base year average of 615 to 500 by December 31, 2011.



ALCOHOL AND OTHER DRUGS

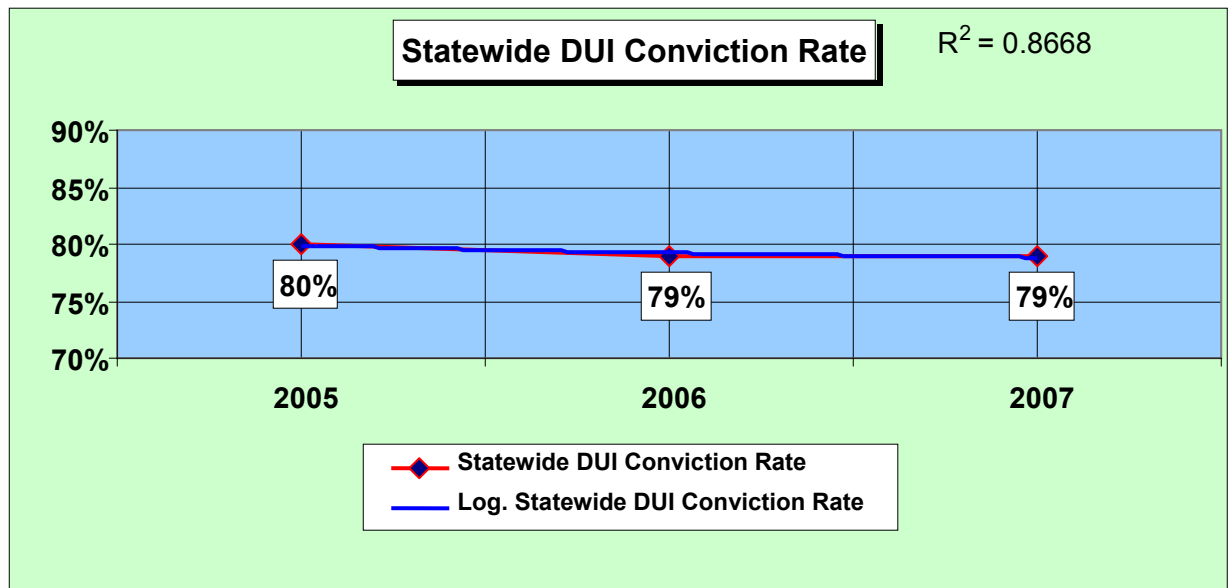
Core Outcome Measure

- To decrease alcohol-impaired driving fatalities 12.60 percent from the 2006–2008 calendar base year average of 1,144 to 1000 by December 31, 2011.



Statewide Goal

- To increase the statewide DUI conviction rate 2 percentage points from the 2005–2007 calendar base year average of 79 percent to 81 percent by December 31, 2011.



Funded Grant Goals

- To reduce the number of persons killed in alcohol-involved collisions five percent by September 30, 2011.
- To reduce the number of persons injured in alcohol-involved collisions six percent by September 30, 2011.
- To reduce hit-and-run fatal collisions five percent by September 30, 2011.
- To reduce hit-and-run injury collisions five percent by September 30, 2011.
- To reduce nighttime (2100 - 0259 hours) fatal collisions five percent by September 30, 2011.
- To reduce nighttime (2100 - 0259 hours) injury collisions five percent by September 30, 2011.
- To reduce Had Been Drinking (HBD) drivers under age 21 in fatal and injury collisions five percent by September 30, 2011.
- To reduce the number of motorcyclists killed in alcohol-involved collisions five percent by September 30, 2011.
- To reduce the number of motorcyclists injured in alcohol-involved collisions five percent by September 30, 2011.

Impact Programs/Strategies

- Increase frequency, consistency, and publicity of sobriety checkpoint operations by law enforcement agencies in regions with the highest fatality rates. (SHSP Action 1.1)
- Fund a comprehensive statewide –Sobriety Checkpoint” program to include CHP and local law enforcement agencies to conduct checkpoints during the –Drunk Driving. Over the Limit. Under Arrest” mobilization periods in December 16, 2010 – January 3, 2011, and August 19 – September 5, 2011. To promote sustained enforcement, CHP and local law enforcement agencies collectively serving at least 50 percent of California’s population or serving geographic subdivisions that account for at least 50 percent of California’s alcohol-related fatalities will conduct checkpoints not less than quarterly. The 2011 Annual Evaluation Report will report the degree to which the sustained enforcement strategy was carried out and the results of the enforcement operations. (SHSP Action 1.1)
- Encourage and increase statewide crime laboratory support and distribution of portable evidential breath testing devices to allow for increased use by law enforcement personnel. (SHSP Action 1.2)
- Fund the Statewide Traffic Safety Resource Prosecutor program which includes one program director and six regional DUI prosecutors. This program will provide specialized DUI prosecution training and monitoring, technical support to counties with DUI vertical prosecution programs, and litigation support in complex DUI or vehicular homicide trials. (SHSP Action 1.3)

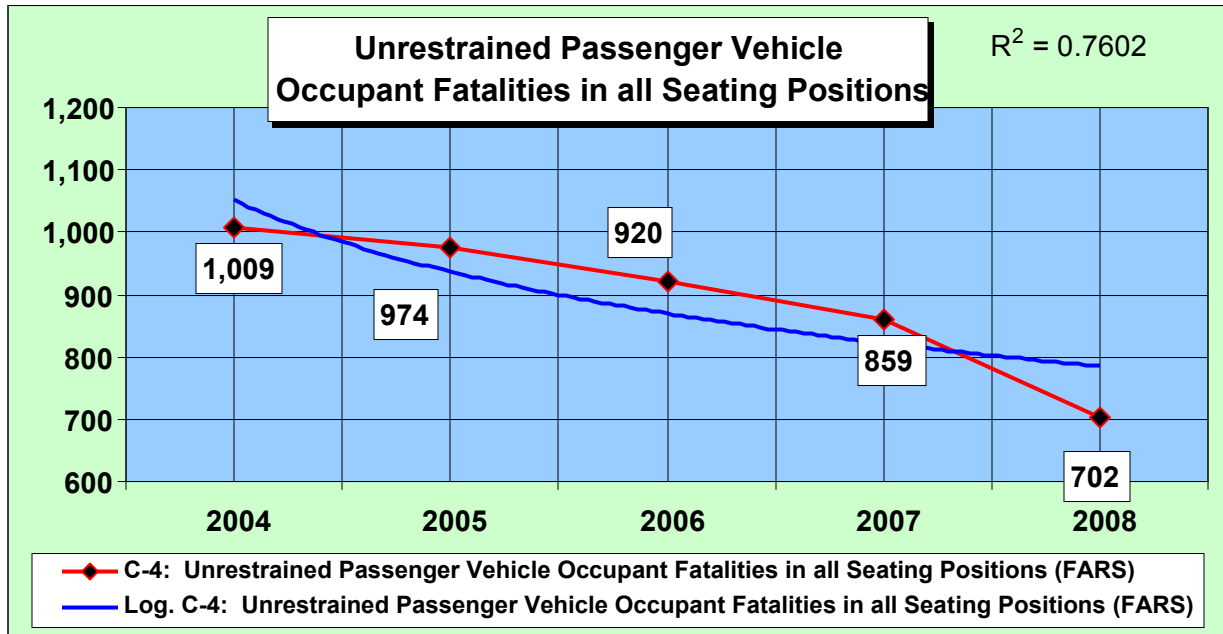
- Coordinate with the California District Attorneys Association, a Vehicular Homicide Seminar in the spring of 2011, for 100 law enforcement personnel and 100 prosecutors from across the state of California who work on misdemeanor or felony vehicular homicides cases. The course coordinated by the California Traffic Resource Prosecutors and law enforcement representatives will assist law enforcement and prosecutors in developing the knowledge and skills necessary to evaluate, prepare, and try cases involving vehicular fatalities. The subjects covered at the seminar will include California substantive law, collision investigation and reconstruction, post-collision determination of speed, how kinematics can assist in driver identification, understanding expert testimony in these cases, cross-examining a defense expert, and basic toxicology. (SHSP Action 1.3)
- Promote implementation of vertical prosecution of DUI offenders. (SHSP Action 1.4)
- Institute programs that provide intense monitoring of “worst of the worst” repeat DUI offenders. (SHSP Action 1.5)
- Develop a uniform and consistent system for hospital staff to notify law enforcement upon the arrival of a person who has been involved in a traffic collision in which alcohol may have been involved. (SHSP Action 1.6)
- Increase DUI conviction rates by surveying counties with disproportionately low DUI conviction rates to determine corrective action needed to improve conviction rates. (SHSP Action 1.7)
- Increase by 15 percent the number of law enforcement officers who are trained and certified as Drug Recognition Evaluator officers. (SHSP Action 1.8)
- Fund training of a minimum of 10 DRE instructors as DITEP instructors (Drug Impairment Training for Education Professionals) who train a minimum of 30 educational professionals. (SHSP Action 1.8)
- Develop protocol and staffing to expand use of Screening and Brief Intervention Programs in hospitals and trauma centers, and encourage courts to obtain pre-sentence alcohol and drug screening investigations as authorized in Vehicle Code Section 23249.50 and include resulting recommended treatments in sentencing of convicted DUI offenders. (SHSP Action 1.9)
- Fund the Department of Alcoholic Beverage Control to award local law enforcement agencies mini grants to conduct underage drinking prevention and enforcement activities including Minor Decoy and Shoulder Tap operations. (SHSP Action 1.11)
- Increase publicity of the DUI Management Information System annual report to law enforcement, alcohol program providers, and the courts. (SHSP Action 1.17)
- Expand the implementation of young driver programs such as: Smart Start, Right Turn, Teen Smart, Every 15 Minutes, Friday Night Live, Sober Graduation, and TRACE, and encourage development of new programs. (SHSP Action 6.5)

- Fund local agencies to implement proven educational programs to middle and high school students that may include Real DUI Trials, Real DUI Sentencing, and multi-media presentations. These innovative programs bring to school auditoriums actual DUI court trials and the sentencing of actual convicted DUI offenders to increase awareness about the consequences of drinking and driving. (SHSP Action 6.5)
- Promote the “Report a Drunk Driver – Call 911” Campaign and “Drunk Driving. Over the Limit. Under Arrest.”
- Fund alcohol wet lab and field certification training for POST DRE Academies.
- Fund “corridor DUI programs” that select corridors based on data showing disproportionate numbers of DUI collisions and convening task forces to implement identified solutions.
- Fund statewide NHTSA-certified Standardized Field Sobriety Testing (SFST) training to traffic and patrol officers.
- Fund DUI enforcement and education efforts in college campus communities.
- Fund comprehensive community alcohol programs that include enforcement, public education, community organization, and judicial liaison and training.
- Fund community based DUI prevention and education efforts including booths, crashed-car exhibits and multi-media presentations at schools and community events, and the expansion of victim impact panels and law enforcement recognition programs.
- Expand multi-agency Avoid DUI enforcement/media campaigns to involve more allied agencies, including college campuses, to participate in the NHTSA Summer Mobilizations from Mid-August through Labor Day matching the Winter Mobilization effort Mid-December through New Years, along with operations on Memorial Day and Independence Day weekends. Additionally, fund Avoid Campaigns to deploy additional enforcement efforts during identified periods of increased incidents of Alcohol Involved Collisions on the weekends of Halloween, Super Bowl Sunday, St. Patrick’s Day, Cinco de Mayo, as well as on weekends with local special events with identified DUI problems.
- Expand multi-agency Avoid media campaigns as a coordinated effort with regional sobriety checkpoints, task force operations, warrant/probation operations and local saturation patrols, along with court stings against drivers with suspended driver licenses, to bring about the awareness of the dangers of drunk driving.
- Expand the multi-agency Avoid campaigns to increase training for officers participating in DUI enforcement efforts and to conduct officer recognition programs in coordination with Mothers Against Drunk Driving (MADD).
- Fund training and technical assistance to schools, colleges, and community groups statewide to assist in the development of youth-driven anti-DUI campaigns.
- To conduct highly publicized motorcycle safety DUI Saturation Patrol(s) in areas or during events with motorcycle incidents or collisions resulting from DUI drivers/motorcyclists.

OCCUPANT PROTECTION

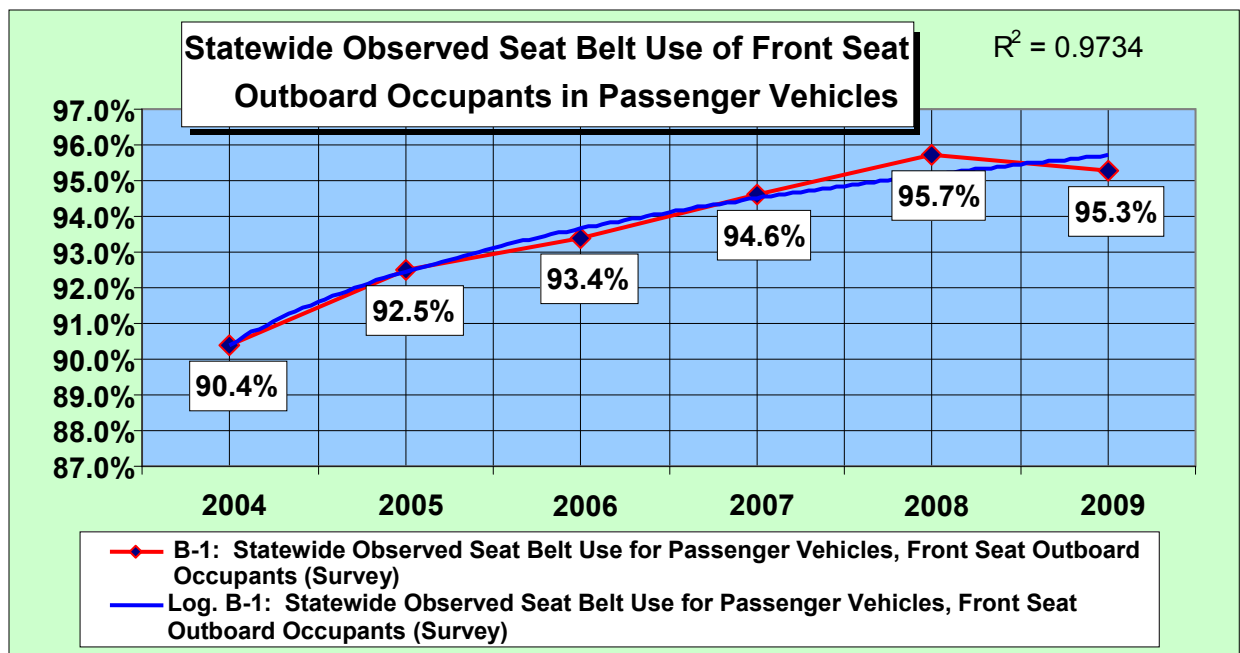
Core Outcome Measure

- To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 21.4 percent from the 2006–2008 calendar base year average of 827 to 650 by December 31, 2011.



Core Behavior Measure

- To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles .8 percentage points from the 2007-2009 calendar base year average usage rate of 95.2 percent to 96 percent by December 31, 2011.



Funded Grant Goals

- To increase seat belt compliance five percentage points by September 30, 2011.
- To increase child safety seat usage six percentage points by September 30, 2011.
- To reduce the number of vehicle occupants killed and injured under the age of six by ten percent by September 30, 2011.

Impact Programs/Strategies

Occupant Protection – General

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

Seat Belt Safety

- Fund the CHP to provide statewide enforcement and outreach focusing on teen seat belt use. Seat belt enforcement will be conducted near high schools with low seat belt compliance. (SHSP Action 4.1)
- Fund a \$1.3 million “Next Generation – Click it or Ticket” campaign by conducting two well-publicized seat belt enforcement mobilizations in November 17-30, 2010 and May 23 – June 5, 2011. To promote nighttime seatbelt use, mini-grantees will conduct at least one nighttime enforcement operation in each mobilization period. In addition, agencies will conduct intensified monthly enforcement efforts during daytime or nighttime hours. OTS will award funding to local law enforcement agencies which collectively represent at least 50 percent of a state’s population or serving geographic subdivisions that account for at least 50 percent of the state’s unbelted fatal vehicle occupants. (SHSP Action 4.2)
- Establish a Senior Driver Traffic Safety Program providing classroom education, alternative transportation resources/referrals and evaluations to older drivers. (SHSP Action 9.1)

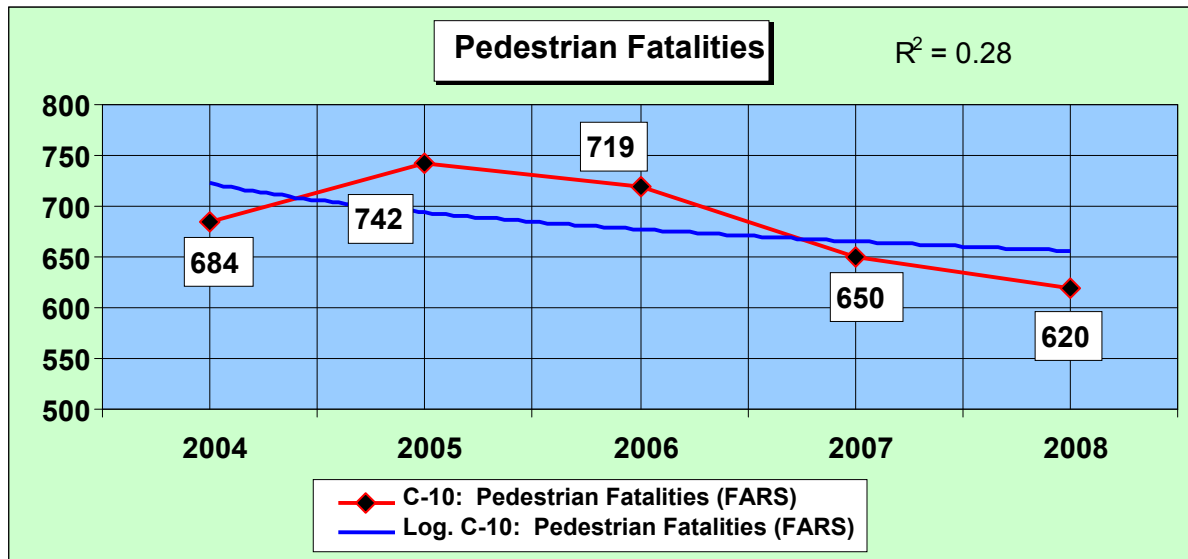
Child Passenger Safety

- Educate parents, caregivers, law enforcement, emergency services personnel, health care providers on the child safety seat, booster seat, and back seat law including seating positions for children in air bag equipped vehicles, and raise the awareness of vehicle/child safety seat compatibility. (SHSP Action 4.2)
- Work closely with community based organizations to promote correct child safety use at both the neighborhood and community levels, including low income, culturally diverse, foster families and child protective service workers. (SHSP Action 4.2)
- Continue to promote child safety seat “checkups” to educate parents and caregivers on correct child safety seat usage. (SHSP Action 4.2)
- Provide ongoing occupant protection program and epidemiological technical assistance. (SHSP Action 4.2)
- Establish new child safety seat “fitting stations” to ensure proper installation and instructions of occupant restraints in vehicles. (SHSP Action 4.9)
- Develop a program that increases the accuracy of California child safety occupant protection misuse data. (SHSP Action 4.10)
- Increase the number of new Child Passenger Safety Violator Education Programs. (SHSP Action 4.12)
- Continue the NHTSA’s standardized Child Passenger Safety Technician and Instructor Training Programs, and renewal and update refresher classes.
- Work with local youth and family centers to promote safety for young children and to reduce non-intentional injuries and fatalities relating to those areas of child safety seat compliance.
- Continue building the capacity of the 61 local health departments’ SB 1073 programs to work effectively with the local courts, law enforcement, referral agencies, home and day care providers, preschools, hospital and clinic providers, schools, private industry, media, and community agencies.

PEDESTRIAN SAFETY

Core Outcome Measure

- To reduce pedestrian fatalities 9.5 percent from the 2006–2008 calendar base year average of 663 to 600 by December 31, 2011.



Funded Grant Goals

- To reduce the total number of pedestrians killed eight percent by September 30, 2011.
- To reduce the total number of pedestrians injured ten percent by September 30, 2011.
- To reduce the number of pedestrians killed under the age of 15 by nine percent by September 30, 2011.
- To reduce the number of pedestrians injured under the age of 15 by 11 percent by September 30, 2011.
- To reduce the number of pedestrians killed over the age of 65 by seven percent by September 30, 2011.
- To reduce the number of pedestrians injured over the age of 65 by five percent by September 30, 2011.

Impact Programs/Strategies

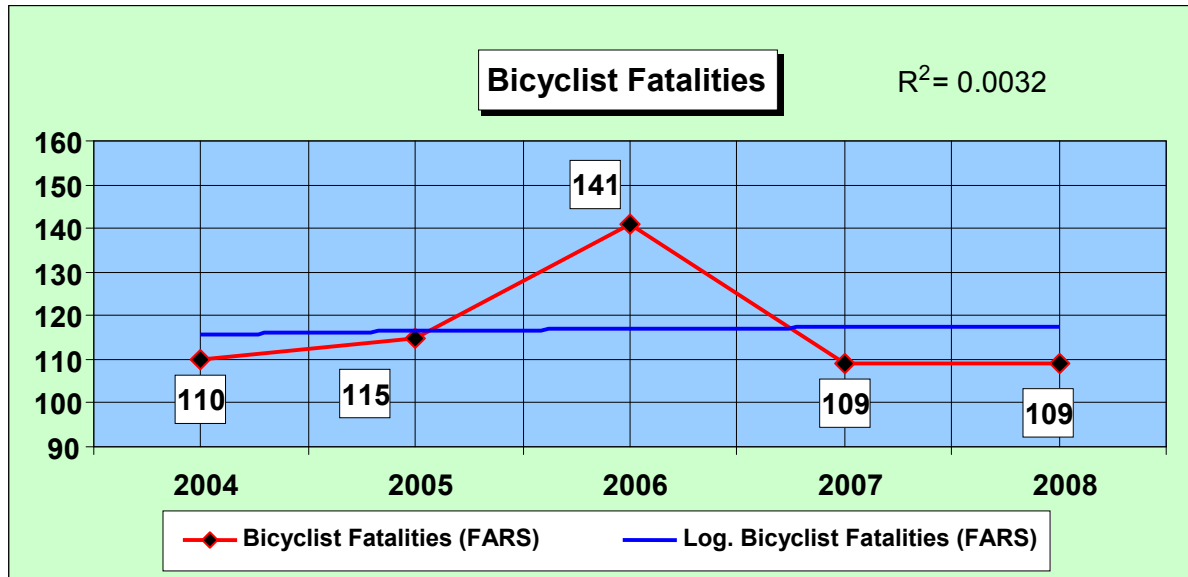
- Continue to fund a statewide community pedestrian safety training project to increase knowledge of pedestrian best practices by identifying the top 12 pedestrian crash locations; training will be conducted and pedestrian safety action plans will be developed in communities with high pedestrian risk locations. (SHSP Action 8.2)

- Form a task force to assist in development of pedestrian safety action plans, to facilitate training delivery, and to establish pedestrian safety improvement programs in California's urban and rural communities. (SHSP Action 8.3)
- Continue to fund the UC Berkeley Technology Transfer Program to provide free Pedestrian Safety Assessments to cities as it enables cities to systematically identify pedestrian safety issues/problems and effective remedial options. Improved pedestrian safety and improved pedestrian infrastructure in turn can lead to enhanced walkability and economic vitality of communities. (SHSP Action 8.4)
- Encourage the implementation of statewide traffic safety programs, task force and advisory committees that focus on pedestrian safety issues and walkability such as the [California Safe Routes to School Program](#) and the California Pedestrian Advisory Committee (CalPed). (SHSP Action 8.5)
- Assist local jurisdictions with their master plans to improve overall traffic by implementing pedestrian flashing beacons to alert drivers to yield to the presence of pedestrians in intersections and/or crosswalks and pedestrian countdown signals to alert the pedestrian of his/her safe crossing span of time these devices must be installed off the Federal Aid System. (SHSP Action 8.6)
- Continue to support programs that seek to implement Complete Streets' measures that provide safe access for all roadway users. (SHSP Action 8.8)
- Encourage the implementation of effective Senior Citizen Traffic Safety Education programs at senior community centers. (SHSP Action 9.8)
- Fund a pedestrian safety corridor project to reduce vehicle-related fatalities and injuries along two high-collision highway (corridor) segments. This program includes a public education and awareness campaign and enhanced enforcement.
- Increase the awareness of traffic safety through specially tailored programs for the promotion of safe behavior as drivers and pedestrians.
- Continue to provide pedestrian safety education and outreach programs targeting elementary, middle and high schools, as well as, after school and summer youth programs to create positive and safer attitudes among younger pedestrians and reinforce traffic safety responsibility.
- Continue intensive multicultural and age-specific public education campaigns addressing safer driving and walking behaviors conducive to pedestrian safety for high-risk populations and locations.
- Continue to develop and implement training and screening at trauma centers to address problems of age related driving disorders in hospitalized senior patients.

BICYCLE SAFETY

Statewide Goal

- To reduce bicyclist fatalities 16 percent from the 2006–2008 base year average of 119 to 100 by December 31, 2011.



Funded Grant Goals

- To reduce the total number of bicyclists killed in traffic related collisions ten percent by September 30, 2011.
- To reduce the total number of bicyclists injured in traffic related collisions ten percent by September 30, 2011.
- To reduce the number of bicyclists killed in traffic related collisions under the age of 15 by seven percent by September 30, 2011.
- To reduce the number of bicyclists injured in traffic related collisions under the age of 15 by ten percentage points by September 30, 2011.
- To increase bicycle helmet compliance for children aged 5 to 18 by 25 percentage points by September 30, 2011.

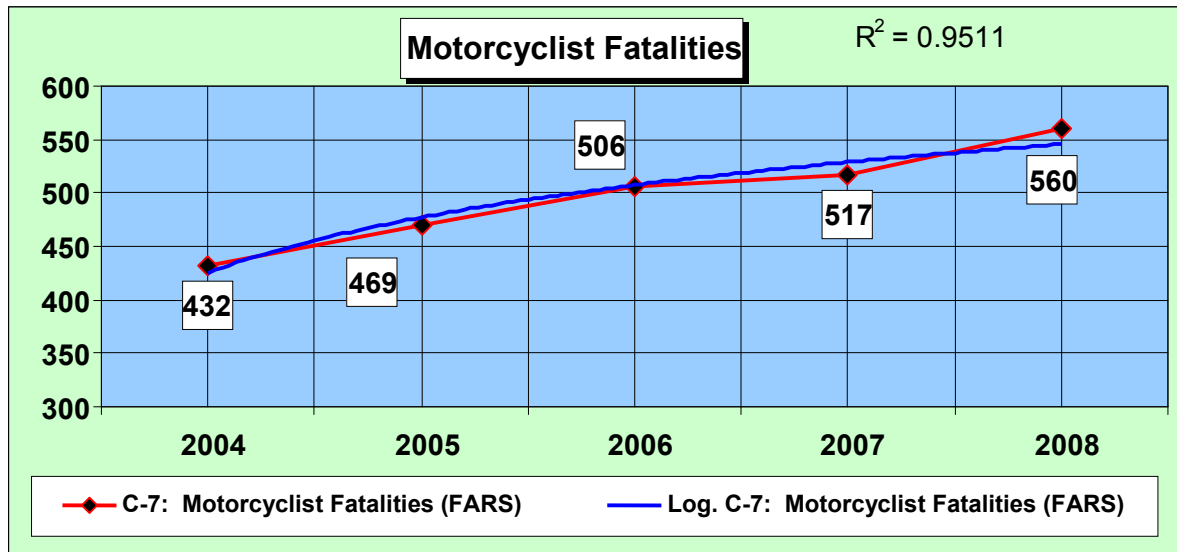
Impact Programs/Strategies

- Support the California Department of Transportation (Caltrans) Complete Streets Implementation Action Plan. Complete Streets ensure that bicyclists, pedestrians and motorists of all ages and abilities are able to move safely along and across corridors. This applies equally in rural, suburban, and urban areas. (SHSP Action 13.5)
- Conduct interactive traffic safety rodeos and updated presentations targeting elementary, middle and high schools, and community groups. (SHSP Action 13.8)
- Actively promote safety helmet distribution and incentive programs, as well as enforcement. (SHSP Action 13.2)
- Conduct aggressive public information and education campaigns for diverse markets. (SHSP Action 13.11)
- Implement court diversion courses for children under 18 years of age, who are cited for violation of safety helmet compliance, pedestrian and bicycle laws.

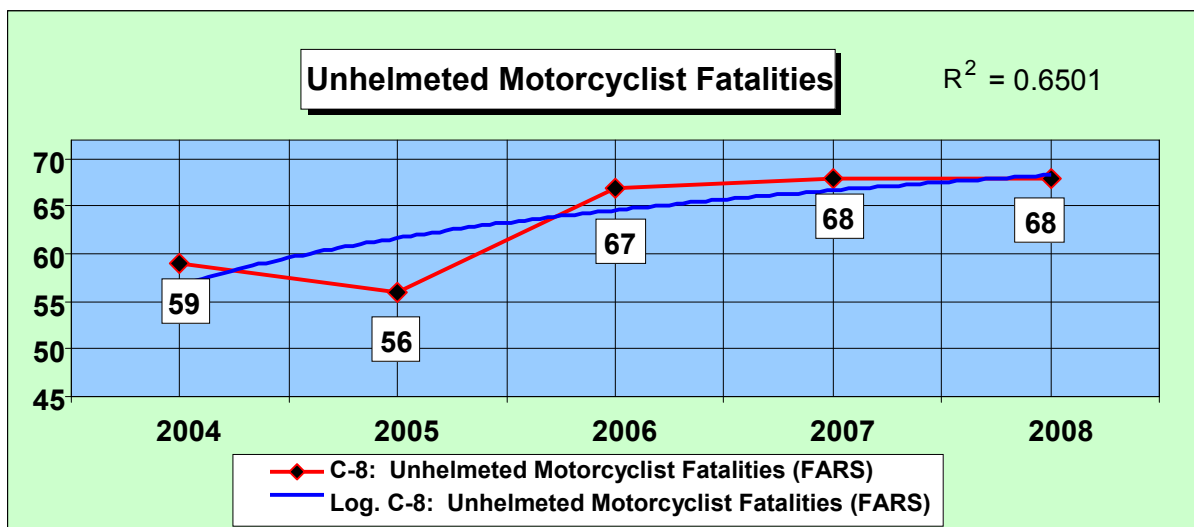
MOTORCYCLE SAFETY

Core Outcome Measures

- To decrease motorcyclist fatalities 9 percent from the 2006–2008 calendar base year average of 527 to 480 by December 31, 2010.



- To decrease unhelmeted motorcyclist fatalities 11 percent from the 2006-2008 calendar base year average of 67 to 60 by December 31, 2010.



Impact Programs/Strategies

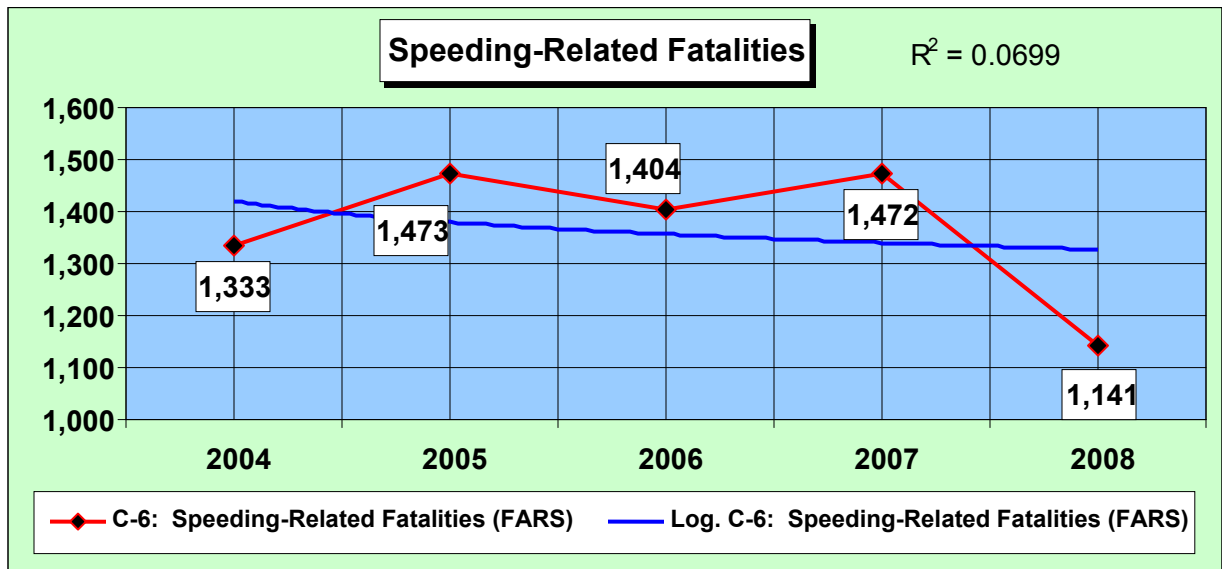
- Develop a more comprehensive program to promote motorcycle safety.
- Identify owners of motorcycles who are not licensed to operate a motorcycle and alert them to California's requirement to be licensed in order to operate their motorcycle. (SHSP Action 12.6)
- Continue the educational awareness campaign using a variety of media including internet, television and printed material.
- Implement feasible strategies developed from the 2008 Motorcycle Safety Summit.
- Include the following recommended strategies and best practices from NHTSA's 2008 Motorcycle Safety Assessment Report:
 - Increase the OTS leadership role for a comprehensive motorcycle safety program by providing grant support to further goals and objectives of the Strategic Highway Safety Plan (SHSP) Challenge Area 12.
 - Incorporate into appropriate grants special enforcement operations geared toward primary collision factor violations that result in motorcycle crashes.
 - Explore opportunities to create regional or countywide cooperation for networking, information sharing, joint operations and coordination to more effectively solve traffic safety problems instead of displacing them.
 - Create a public information campaign to promote motorist awareness of motorcycles, emphasizing the reasons why motorists do not see motorcycles and motorcyclists' vulnerability in traffic crashes.
 - Include motorcycle-specific messages in larger impaired-driving campaigns commensurate with the number of impaired motorcycle riding fatalities.

POLICE TRAFFIC SERVICES

Speeding and Aggressive Driving

Core Outcome Measure

- To reduce speeding-related fatalities 17.85 percent from the 2006–2008 calendar base year average of 1,339 to 1,100 by December 31, 2010.



Funded Grant Goals

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

Impact Programs/Strategies

- Conduct special enforcement operations aimed at those that continue to drive with a suspended or revoked license. (SHSP Action 3.3)
- Address aggressive driving through enforcement targeting aggressive driving behavior that leads to crashes. (SHSP Action 10.4)
- Conduct special enforcement operations targeting distracted drivers using cell phones or texting. (SHSP CA 17)
- Conduct special enforcement operations targeting red light running.

- Conduct priority special “speed enforcement” operations on roadways with a history of speed related crashes and/or excessive speeds. Departments will make speed enforcement and enforcement of vehicles with inadequate mufflers VC 27150(a) and modified exhaust systems VC 27151(a) departmental priorities.
- Conduct special enforcement operations at or near intersections with a disproportionate number of traffic collisions.
- Encourage police departments to track and increase their enforcement index.
- Provide funds for full-time officers, overtime, laser and radar units, DUI trailers, visible display radar trailers, changeable message signs, geographical information systems, motorcycles, preliminary alcohol screening devices, portable evidential breath testing devices, automated citation devices, and computer equipment.
- Continue programs with the University of California, Berkeley to conduct no cost enforcement and engineering evaluations as a service to cities and counties seeking to improve traffic safety in their communities.
- Encourage the involvement of community based organizations in program planning and participation in activities to promote traffic safety.
- Use “Geographical Information Systems” to identify high collision, arrest, and citation locations for enforcement and engineering countermeasures.
- Conduct Courthouse and Probation Office sting operations of traffic offenders with licensure sanctions who fail to obey their suspension or revocation of licensure.
- Fund “Corridor Safety Programs” that select corridors based on data identifying them as having a disproportionate number of collisions, convene a task force, identify factors contributing to the traffic safety problem(s), develop an action plan, and implement identified solutions.
- Conduct highly publicized special motorcycle safety enforcement operations in areas or during events with a high number of motorcycle incidents or collisions resulting from unsafe speed, DUI, following too closely, unsafe lane changes, improper turning and other primary collision factors by motorcyclists and other drivers.
- Promote traffic enforcement training for patrol officers.
- Continue to deploy visible display message/radar trailers.
- Implement a statewide program to focus patrol and enforcement efforts on the most frequent primary collision factors.
- Increase occupant restraint enforcement operations and include information on correct usage as well as publicity to raise public awareness of the law and its enforcement.
- Use aerial support in conjunction with special enforcement operations.
- Deliver safety presentations to targeted populations.

DISTRACTED DRIVING

Statewide Goal

- By 2014, based on the California Traffic Safety Survey, reduce the percentage of drivers who “regularly” talk on a hand-held cell phone, hands-free cell phone, or text while driving by 10% from the 2010 level.

Funded Grant Goals

- To develop and implement a statewide campaign to change social norms for teen drivers with regard to distracted driving by September 30, 2011.
- To develop and implement a statewide campaign to change social norms for adult drivers aged 20 and above with regard to distracted driving by September 30, 2011.

Impact Programs/Strategies

- Serve as co-lead with CHP on the CA SHSP Challenge Area 17 – Reduce Distracted Driving. (SHSP 17)
- Collaborate with NETS and NSC to promote and encourage the adoption of a model cell phone policy for public and private organizations. (SHSP 17)
- Continue and create media partnerships to air Distracted Driving PSAs, present local and national stories, and announce zero tolerance cell phone and texting enforcement. (SHSP 17)
- Fund a Statewide Local Law Enforcement Mini Grant Program -- Zero Tolerance Against Hand Held Cell Phone Use and Texting. (SHSP 17)
- Fund a statewide media campaign to change social norms. (SHSP 17)
- Fund “Impact Teen Drivers” through a CHP grant that provides education to teens. (SHSP 17)
- Promote distracted driving education for teens. (SHSP 17)
- Develop or adopt methodologies for collecting data. (SHSP 17)
- Collect, report, and distribute distracted driving research. (SHSP 17)
- Test, analyze, and encourage cell phone use mitigation technologies. (SHSP 17)
- Encourage the National Occupant Protection User Survey (NOPUS) to segregate cell phone observation use by state. (SHSP 17)
- Educate and encourage people not to call their family or friends when they know the recipient is driving.

- Encourage teens, parents, and employees to include a distracted driving message to their no answer voice mail greeting such as, *I'm either driving or away from the phone right now*"
- Encourage parents, caregivers, and others who drive children to be proper role models and not use their cell phones while driving.

EMERGENCY MEDICAL SERVICES

Statewide Goals

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

Funded Grant Goal

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

Impact Programs/Strategies

- Fund an EMS communications system that will interface with all EMS service providers (dispatch center personnel, ambulance companies, hospital emergency departments) and local public safety agencies using advanced communications technology by September 30, 2011.
- Assist with the development, and upgrade of outdated and unreliable EMS communication systems.
- Provide funds for regional grants for the purchase of hydraulic and pneumatic extrication equipment.
- Promote State certified training programs.
- Promote partnerships to support and coordinate comprehensive and integrated injury control systems.
- Promote public/private partnerships.
- Promote community involvement in traffic safety.

- Provide funds for advanced training in modern rescue techniques, including new car technology and the requisite difficulties and dangers associated with airbags, hybrid vehicles, fuel cell technology and similar high-tech automobiles and devices.

ROADWAY SAFETY/TRAFFIC RECORDS

Funded Grant Goals

- To establish Citywide and Countywide Geographic Information Systems (GIS) and/or other Automated Collision Analysis Systems including hardware, software and network cabling or other linking media to enable data sharing between enforcement agencies, Departments of Public Works and other related agencies.
- To ensure public works and enforcement agencies have timely access to current and complete traffic data necessary to identify, isolate and analyze critical traffic safety issues.
- To improve the Traffic Engineering Department's customer service by reducing the time required to produce and track collision reports and also by reducing by 50 percent the time that it takes to identify and analyze high collision locations. The corresponding salary savings are to be tracked and reported.

Impact Programs/Strategies

- Survey a sample of California drivers to determine their habits and opinions on selected traffic safety issues.
- Continue funding for Speed Feedback Signs in conjunction with increased law enforcement to actively engage motorists and apprise them of their vehicle speed and the allowable speed limit on roadways off the Federal Aid System.
- Encourage grants that involve multi-agency/multi-municipality data systems and to fund cooperative goals including data sharing and resource and data pooling.
- Increase outreach and educational efforts to reduce the number of collisions, injuries and deaths involving motorists and workers in highway work zones.
- Ensure engineering and enforcement agencies have timely access to current and complete traffic data necessary to identify, isolate and analyze critical traffic safety issues.
- Support automation grants to reduce report preparation time and to reduce the lag time between incident and system input.
- Survey and assess a sample of California drivers to determine their habits and opinions on selected traffic safety issues.
- Provide timely tracking, identification, analysis and graphing of collision and citation data that is to be shared with various departments within the city, through a GIS capable computer program.

- Support the creation of a web based viewing and analysis system that allows users to query specific SWITRS data, interactively build maps in real time, and incorporate additional data in these maps.
- Continue DMV pilot study to determine the effectiveness and feasibility of processing drivers using a three-tier assessment system of their driving abilities.
- Continue with enhancements to the California EMS Information System.
- Continue with the obtaining and the deployment of hardware and software for a state-wide automated citation system, which will interface with all judicial jurisdictions within the state, which is capable of electronic citation data transmissions.
- Enhance the integrity of the Department of Motor Vehicles License Database.

PUBLIC RELATIONS, ADVERTISING AND MARKETING

Goals

- OTS Public Affairs will continue to aggressively pursue successful local, regional and statewide traffic safety public awareness and targeted programs and campaigns that have an impact on behavioral change, foster positive relationships, and create effective traffic safety education and outreach programs.
- Safe driving practices are the message of all campaigns, so that incidents of traffic collisions will result in fewer injuries and more lives saved.
- OTS Public Affairs supports the Office of Traffic Safety's mission of reducing traffic deaths, injuries and economic losses.

Impact Programs/Strategies

- Local and Regional media: OTS Public Affairs works directly with OTS grantees in the development of media materials including news releases, coordination of events, and specialty articles for publication – all designed to garner increased earned media and positive public awareness of traffic safety messages. OTS Public Affairs works directly with media outlets to be the first and primary resource for accurate, timely, and expert information on cogent traffic safety issues.
- Current Campaigns: Activities surround various campaigns, including: –Click It or Ticket,” –Drunk Driving Over The Limit, Under Arrest,” –Report Drunk Drivers – Call 911,” Holiday DUI Crackdown, Sports and Entertainment Marketing, [Distracted Driving](#) and various regional –Avoid” DUI campaigns targeting the impaired driver.
- Advertising/Marketing: OTS Public Affairs enlists the assistance of local, statewide and national media in anti-DUI campaigns and initiatives and promotion of seat belt use. OTS Public Affairs enhances its media reach by partnering with NHTSA, California Highway Patrol (CHP), California Department of Transportation, California Department of Motor Vehicles, California Department of Alcoholic Beverage Control and law enforcement agencies throughout the state. Through its Sports and Entertainment Marketing program, OTS Public Affairs targets specifically targeted demographics with anti-DUI and occupant protection messages.
- All campaigns and strategies include marketing to underserved segments of California's population.

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR §18.12.

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

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

Certifications and Assurances

Section 402 Requirements

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

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

At least 40 percent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

The State will implement activities in support of national highway safety goals to reduce motor

vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402 (b) (1) (E))

Other Federal Requirements

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

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

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

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

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

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

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

Federal Funding Accountability and Transparency Act

The State will report for each **sub-grant** awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards; and(II) \$25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by the Office of Management and Budget in subsequent guidance or regulation.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.* PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 *et seq.*), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988 (41 U.S.C. 702):

The State will provide a drug-free workplace by:

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

Buy America Act

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

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

Political Activity (Hatch Act)

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

Certification Regarding Federal Lobbying

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

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

Restriction on State Lobbying

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

Certification Regarding Debarment And Suspension

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters – Primary Covered Transactions:

1. The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
 - a. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
 - b. Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
 - c. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
 - d. Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
2. Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

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

ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

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

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

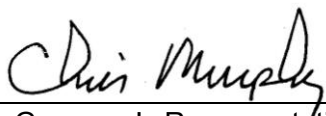
Policy to Ban Text Messaging While Driving

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

1. Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
 - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
 - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
2. Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
 - a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
 - b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

Environmental Impact

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



Governor's Representative for Highway Safety

State of California
State or Commonwealth

2011
For Fiscal Year

July 16, 2010

STATE: CALIFORNIA

NUMBER: 2011-00

DATE: 10/1/2010

PROGRAM AREA	APPROVED PROGRAM COSTS	STATE/LOCAL FUNDS	FEDERALLY FUNDED PROGRAMS			FEDERAL SHARE TO LOCAL
			PREVIOUS BALANCE	INCREASE/DECREASE	CURRENT BALANCE	
163-AL-11	0.00	TBD				0.00
163-RS-11	1,500,000.00	TBD				0.00
SUBTOTAL	1,500,000.00	0.00				0.00
164-AL-11	41,043,645.66	TBD				32,042,939.66
164-PA-11	0.00	TBD				0.00
SUBTOTAL	41,043,645.66	0.00				32,042,939.66
164-HE-11	0.00	TBD				0.00
SUBTOTAL	0.00	0.00				0.00
402-AL-11	1,545,164.00	TBD				266,600.00
402-DD-11	5,698,262.00	TBD				3,000,000.00
402-MC-11	809,078.06	TBD				0.00
402-EM-11	1,044,241.51	TBD				1,044,241.51
402-OP-11	2,671,257.00	TBD				1,172,632.00
402-PA-11	2,591,698.00	435,000.00				0.00
402-PS-11	2,634,592.00	TBD				1,812,784.00
402-PT-11	11,301,805.00	TBD				7,083,444.00
402-TR-11	142,264.00	TBD				0.00
SUBTOTAL	28,438,361.57	435,000.00				14,379,701.51
405-OP-11	2,502,176.00	TBD				1,077,176.00
SUBTOTAL	2,502,176.00	0.00				1,077,176.00
406-AL-11	1,102,814.00	TBD				701,450.00
406-MC-11	186,649.94	TBD				0.00
406-OP-11	440,872.00	TBD				175,816.00
406-PT-11	2,046,903.00	TBD				0.00
SUBTOTAL	3,777,238.94	0.00				877,266.00
408-TR-11	4,835,849.06	TBD				1,052,130.00
SUBTOTAL	4,835,849.06	0.00				1,052,130.00
410-AL-11	12,707,119.08	TBD				5,875,957.08
410-PA-11	0.00	TBD				0.00
SUBTOTAL	12,707,119.08	0.00				5,875,957.08
2010-MC-11	600,000.00	TBD				0.00
SUBTOTAL	600,000.00	0.00				0.00
Total NHTSA	95,404,390.31	435,000.00	0.00	0.00	0.00	55,305,170.25
Total FHWA	0.00	0.00	0.00	0.00	0.00	0.00
Total NHTSA & FHWA	95,404,390.31	435,000.00	0.00	0.00	0.00	55,305,170.25

STATE OFFICIAL AUTHORIZED SIGNATURE:
 NAME: Chris Murphy
 TITLE: Director
 DATE: 10/1/2010

FEDERAL OFFICIAL AUTHORIZED SIGNATURE:
 NAME: _____
 TITLE: _____
 DATE: _____
 Effective Date: _____

Part II

Program Areas

PROGRAM PLANNING AND ADMINISTRATION

PROGRAM OVERVIEW

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

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

Current Status

OTS includes a staff of 38 full-time positions and one retired annuitant responsible for the activities listed previously. The Director is responsible for the entire California program and serves as the Governor's Highway Safety Representative. As the Governor's representative, the OTS Director participates in activities impacting the highway safety program nationwide. The Operations Division develops the HSP and is responsible for the implementation of the grants with both state and local entities. In addition, activities within the various program areas are administered through this division. The Administration and Program Support Division encompasses fiscal, business services, and clerical support. The Information Technology Division provides information technology services and support.

Training

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

- Impaired Driving Training Course - A detailed course for traffic safety professionals designed to enhance their knowledge, skills and abilities. The fundamental purpose is to provide a forum to gain knowledge needed to address the problem of impaired driving based on science, data, history, and experience.
- Pedestrian Management Training – This course will enable pedestrian safety program managers to better develop, facilitate and support comprehensive pedestrian safety programs to reduce pedestrian crashes and create more walkable communities.
- Skills Building Workshops - Various brief workshop sessions designed to build skills may be scheduled. These may include writing, team building, analyst skills, contracting, presentation skills, etc. Attendance at these workshops will result in improved job performance.
- Computer Training Courses - Courses designed to provide OTS staff with the knowledge necessary to operate the software programs installed on our computer system. Attendance at the courses will increase knowledge in operating skills for all users and provide the system administrator and backup administrator with the skills to maintain and support the computer system.
- Program and Grant Specific Workshops/Seminars - A number of program specific training sessions are supported or planned by OTS staff and occasionally included in individual local programs. Various workshops and seminars will be conducted for grantee agencies in the OTS Regions on grant specific information.

Goals and Performance Measures

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

- To develop a coordinated HSP/Performance Plan to submit to Business, Transportation & Housing Agency Secretary by August 1, 2010, and to NHTSA by September 1, 2010.
- To provide documentation on qualifications for special funded incentive programs.
- To develop, coordinate, monitor and administratively evaluate traffic safety grants identified in the Plan.
- To submit the Annual Performance Report to the Business, Transportation & Housing Agency Secretary by December 1, 2010.
- To utilize all available means for improving and promoting the California traffic safety program.

Tasks

Task 1 - Operation of the Program

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

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

DETAIL FOR PLANNING AND ADMINISTRATION COSTS

A.	Personnel Costs	\$2,956,000
B.	Travel Expenses	\$108,314
C.	Contractual Services	\$1,764,869
D.	Equipment	\$73,000
E.	Other Direct Costs	\$575,165
F.	Indirect Costs	\$217,633
	Total OTS budget	\$5,694,981
	State share	\$435,000
	Federal share	\$5,259,981
LESS:	Amount chargeable to program areas	\$2,779,810
	Public information campaigns	\$600,000
TOTAL:	Federal share of PSP 11-PA	\$1,880,171

<u>Funding</u>	<u>Problem Solution Plan (PSP)</u>	<u>COST</u>	<u>PERCENT</u>
10-164	Repeat Intoxicated Driver Law Transfer Program	\$1,184,138	42.6%
10-402OP	State/Community Highway Safety Grant Program	\$500,289	18.0%
10-402CP	State/Community Highway Safety Grant Program	\$3,573	0.1%
10-402AL	State/Community Highway Safety Grant Program	\$137,130	4.9%
10-402TR	State/Community Highway Safety Grant Program	\$35,893	1.3%
10-402EM	State/Community Highway Safety Grant Program	\$51,521	1.9%
10-402PS	State/Community Highway Safety Grant Program	\$83,387	3.0%
10-402PT	State/Community Highway Safety Grant Program	\$294,993	10.6%
10-402RS	State/Community Highway Safety Grant Program	\$15,570	0.6%
10-406	Safety Belt Performance Grants	\$16,460	0.6%
	Alcohol Impaired Driving Countermeasures		
10-410	Incentive Grant	\$456,856	16.4%
		<u>\$2,779,810</u>	<u>100.0%</u>

ANTICIPATED PROGRAM FUNDING SOURCES

FUND	2011 ESTIMATED APPROPRIATIONS
164- Repeat Intoxicated Driver Law Transfer Program	\$30,000,000.00
402- State/Community Highway Safety Grant Program	\$21,376,394.00
405- Occupant Protection Incentive Grants	\$2,899,837.00
408- State Traffic Safety Information System Improvement Grants	\$2,344,758.00
410- Alcohol Impaired Driving Countermeasures Incentive Grants	\$11,968,164.00
2010- Motorcyclists Safety Grants	\$482,959.00
TOTAL:	\$69,072,112.00

*These amounts are estimated and are subject to change.
**POLITICAL SUBDIVISION PARTICIPATION
 IN STATE HIGHWAY SAFETY PROGRAM
 FFY 2011 HSP**

GRANTS	LOCAL		STATE*	TOTAL
	Local	Local Benefit		
NEW GRANTS	127	2	24	153
	\$ 32,859,065.00	\$ 6,697,264.00	\$ 25,514,506.00	\$ 65,070,835.00
	\$39,556,329.00 60.79%		39.21%	
CONTINUATIONS	29	2	5	36
	\$ 7,078,766.17	\$ 884,812.00	\$ 1,944,833.00	\$9,908,411.17
	\$7,963,578.17 80.37%		19.63%	
ALL GRANTS (New and Continuing)	156	4	29	189
	\$ 39,937,831.17	\$ 7,582,076.00	\$ 27,459,339.00	\$ 74,979,246.17
	\$47,519,907.17 63.38%		36.62%	
FUNDS and GRANTS EXCLUDED				
<i>Section 405: Occupant Protection Incentive Funds</i>				
<i>Section 408: State Traffic Safety Information System Improvement Grants</i>				
<i>Section 410: Alcohol Incentive Funds</i>				
<i>Section 2010: Motorcyclists Safety Grants</i>				

*Includes the PA grants.

New local benefit grants:

AL1194: Sobriety Checkpoint Mini-Grant Program 2010-2011

OP1106: Next Generation Click It or Ticket Mini-Grant Program 2010-2011

Continuing local benefit grants:

PS1008: Pedestrian and Bicyclist Safety Enforcement and Education Project

PT1040: Safe Highway Coalitions (SHC) IV

ALCOHOL AND OTHER DRUGS

PROGRAM OVERVIEW

According to NHTSA, 37,261 people died in traffic crashes in 2008 in the United States, including an estimated 11,773 people who were killed in drunk driving crashes involving a vehicle driver or a motorcycle operator with a blood alcohol concentration (BAC) of .08 grams per deciliter (g/dL) or higher (NHTSA/FARS, 2009).

In California, Alcohol Impaired Driving Fatalities (fatalities in crashes involving a least one driver or motorcycle operator with a Blood Alcohol Content (BAC) of 0.08 or greater) decreased 9.1 percent from 1,132 in 2007 to 1,029 in 2008. Since 2005, alcohol impaired fatalities have dropped a staggering 20.1 percent.

In 2008, 30 percent of all traffic fatalities were alcohol impaired driving fatalities (includes all fatalities involving a driver or motorcycle operator with a BAC of .08 or greater). California is better than the national average of 32 percent.

Statewide DUI arrests increased 5.4 percent from 203,866 in 2007 to 214,811 in 2008 – this represents the most DUI arrests since 1994 (Department of Motor Vehicles).

The Department of Motor Vehicles (DMV) Driving Under the Influence (DUI) Management Information System (MIS) Report also states that among convicted DUI offenders in 2007, 73.6 percent were first offenders and 26.4 percent were repeat offenders (one or more prior convictions within the previous ten years). The proportion of repeat offenders has decreased considerably since 1989, when it stood at 37 percent.

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

The Federal Bureau of Investigation 2008 report estimates that 1.2 million drunk driving arrests (DUI) are made each year. In the United States, conviction rate data was used as a base for estimating that one million to 1.2 million of the people arrested for DUI are convicted and that 50 to 75 percent of all offenders drive on a suspended license.

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

OTS will develop and continue to implement successful and innovative programs such as alcohol education and awareness aimed at reducing problems associated with underage high school and college drinking.

OTS will continue to fund youth prevention grants that engage parents, schools, communities, all levels of government, all social systems that interface with youth, and youth themselves in a coordinated effort to prevent and reduce the incidents of underage drinking and driving in California.

According to 2008 FARS data, drivers age 20 or younger involved in fatal crashes dropped 14 percent from 609 in 2007 to 527 in 2008.

Teen driver fatalities (age 16-19) decreased 8 percent from 161 in 2007 to 148 in 2008. Males make up 75 percent of teen driver fatalities. Since 2005, teen driver fatalities have dropped 32.6 percent.

Teen motor vehicle fatalities (age 16-19) decreased 19.5 percent from 308 in 2007 to 248 in 2008. Since 2005, teen motor vehicle fatalities have dropped 38 percent.

Repeat DUI offenders continue to present a hazard to the public. According to the Century Council's Hardcore Drunk Driving Judicial Guide, repeat DUI offenders who drive with a high blood alcohol concentration (BAC) of 0.15 or above and have more than one drunken driving arrest are considered hardcore drunk drivers. These drivers are responsible for 68 percent of alcohol-related traffic fatalities and are 380 times more likely to be involved in a crash. Drivers with BAC levels in excess of .15 are only one percent of all drivers on weekend nights; however, they are involved in nearly 50 percent of all fatal crashes during that time.

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

ACTION PLANS

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

Enforcement and Public Awareness

Priority funding was given to cities that ranked the highest in alcohol involved fatal and injury collisions compared to cities with the same size populations. OTS funded a total of 62 local law enforcement agencies to conduct DUI/DL checkpoints, DUI saturations, as well as warrant details, court stings, and stake out operations for the worst of the worst repeat DUI offenders. In addition, the CHP was funded to increase enforcement and public awareness along the California borders of Arizona and Nevada, several high-collision highway corridors, and serve outstanding DUI warrants on individuals who fail to appear in court or pay fines associated with DUI offenses.

OTS continues to expand and promote the Avoid program concept in fiscal year 2011. This campaign provides increased DUI enforcement by partnering with local law enforcement, Sheriff Departments, CHP and other special police departments during holiday periods with increased incidents of alcohol-involved collisions. The Avoid program publicizes the multi-agency DUI task forces using high-visibility sobriety checkpoints and task force operations along with local DUI saturation patrols through an intense media campaign. The Avoid anti-DUI deployments occur during the two NHSTA mobilization periods; the Winter Campaign – Mid-December through New Years Weekend and the Summer Campaign – Mid-August through Labor Day weekend. Additionally, the Avoid programs target the holiday periods during Memorial Day and Independence Day weekends. OTS has now built upon the Avoid program to have a sustained enforcement effort by funding enforcement operations during other weekends with identified DUI incidents, such as Halloween, NFL's Super Bowl Sunday, St. Patrick's Day, Cinco de Mayo and other local events with impaired drivers impacting highway safety. The OTS campaign message "*Report Drunk Drivers – Call 911*" has proven to be a deterrent and will continue to be a theme driven through the media effort along with the "Designated Driver" message and NHTSA's "Drunk Driving. Over the Limit. Under Arrest."

Through a partnership with the California Department of Transportation, OTS funded more than 925 "Report Drunk Drivers – Call 911" road signs that are displayed every 50 miles throughout the state highway system. In 2010, there will be approximately 200 signs available to grantees for installation within their jurisdictions. In addition, approximately 325 fixed freeway changeable message signs illuminate the "Report Drunk Drivers – Call 911" message during NHTSA mobilizations and holiday periods.

Education

OTS will continue funding live DUI court proceedings (trials and/or sentencing) in California high schools in order to provide students the opportunity to see, up close, the consequences of driving under the influence to individual drivers and crash victims in their own communities. The CHP will continue to expand the number of mini grants awarded to local agencies to conduct the "Every 15 Minutes" and "Sober Graduation" programs. In an effort to reach the teen and 18-30 age population, several prevention and education programs are being implemented in Shasta, Mendocino, San Diego, Humboldt, Tulare, and Orange counties. In addition, multiple agencies are participating in a comprehensive approach to reducing the increasing alcohol-related traffic crashes near college campuses and surrounding communities.

Prosecution

In order to increase the level of accountability of high risk repeat DUI offenders and reduce recidivism, approximately \$4.4 million dollars has been dedicated to funding vertical prosecution programs for Sacramento, Shasta, Los Angeles, and Kern counties and DUI courts in Orange, San Joaquin, and Sonoma Counties. OTS will continue to fund the "Traffic Safety Resource Prosecutor Program" through the California District Attorneys Association to provide training, mentoring, and increase conviction rates statewide. This program includes one program director and six regional DUI prosecutors. The DUI prosecutors will provide specialized DUI prosecution training and monitoring, technical support to counties with DUI vertical prosecution programs, and litigation support in complex DUI or vehicular homicide trials.

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2011 Highway Safety Plan. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - DUI Enforcement/Education/Public Information

This task provides for "Grants Made Easy" comprehensive impaired driving enforcement programs implemented through enforcement agencies. These programs include high visibility sobriety checkpoints, DUI saturation patrols, stakeouts, court stings, and warrant details. Other components include the purchase of specialized equipment, public awareness, and education programs. The cities highlighted with an asterisk will be conducting motorcycle related enforcement objectives. In addition, this task includes grants with the CHP to conduct statewide DUI enforcement, education, and public awareness.

Task 3 – Enforcement/Education/and Public Information

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

Task 4 - College and Younger Age Youth Programs

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

Task 5 - Judicial Support

This task provides for statewide training for prosecutors of DUI cases; statewide training of "courtroom presentation of evidence and blood alcohol driving impairment" for forensic laboratory and law enforcement court witnesses; and local training on DUI laws and sentencing alternatives for judicial officers. Additionally, this task supports specialized courts to track DUI offenders through vertical prosecution and DUI courts.

Task 6 - Management Information Systems/Evaluations

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

Task 7 - Testing Equipment

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

Task 8 - Multiple DUI Warrant Service/Supervisory Probation Programs

The grants in this task target habitual DUI offenders who are on probation for and/or have outstanding DUI warrants. Funds are available to counties to enforce the orders of the court through supervisory enforcement of DUI probationers, DUI warrant service teams, enforcing mandated treatment services, and enforcing the mandatory abstention from the use of alcohol. These grants provide a remedy to an ongoing problem; recidivist drunk drivers who continue to endanger themselves and others even after previous arrests and penalties for DUI. The grants in Los Angeles and San Diego counties provide funds for 13 probation departments throughout the counties.

Task 9 - Multi-Agency Avoid DUI Campaigns

Programs in this task provide increased DUI enforcement and intensive media campaigns during traditional holiday periods; the NHTSA winter campaign (mid-December through New Years), the summer campaign (mid-August through Labor Day), along with the Memorial Day and Independence Day weekends. Year round sustained enforcement campaigns will also target weekends with high incidents of alcohol involved collisions such as Halloween, NFL's Super Bowl Sunday, St. Patrick's Day and Cinco de Mayo as well as other local festivals or events with identified DUI problems. These multi-agency task forces are highly visible and supported with media campaigns focusing on state, regional and local efforts in support of the "*Report Drunk Drivers – Call 9-1-1*" and "*Drunk Driving. Over The Limit. Under Arrest*" as well as designated driver messages. The Avoid DUI Campaigns are in 42 counties reaching over 95 percent of the state's population, combining the resources of over 450 local police agencies, 40 Sheriff's departments, county probation departments, college police, other special police districts, the Department of Alcoholic Beverage Control and the CHP.

Task 10 – Sobriety Checkpoint Campaign

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

Task 11 - Impaired Driving Programs

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

Task 12 - Screening, Brief Intervention and Training

Impaired driving is often a symptom of a larger problem of alcohol misuse. There is compelling evidence in scientific and medical literature that screening and brief interventions are effective in changing drinking and impaired driving patterns among problem drinkers. OTS will work with physicians and other healthcare providers to increase routine screening of patients for alcohol abuse problems, and facilitate brief counseling and referral of patients for treatment of alcohol dependency, as appropriate.

GRANTS

Task	Grant #	Agency	164AL	402	406	408	410
2	AL10109	California Highway Patrol					\$713,675.00
2	AL1101*	South San Francisco	\$151,700.00				
2	AL1102	San Pablo	\$86,136.00				
2	AL1105	Norco	\$90,000.00				
2	AL1112*	Lodi	\$102,000.00	\$23,000.00			
2	AL1113	Chula Vista	\$273,215.00				
2	AL1114*	Inglewood	\$249,704.00				
2	AL1116	San Jose	\$382,259.00				
2	AL1118*	Stockton	\$290,000.00				
2	AL1119	California Highway Patrol	\$5,600,000.00				\$900,000.00
2	AL1122	California Highway Patrol	\$446,864.00				
2	AL1123	El Centro	\$203,958.00				
2	AL1125	California Highway Patrol		\$278,564.00			
2	AL1127*	Sebastopol	\$29,000.00				
2	AL1128	Menifee	\$30,000.00				
2	AL1130	Santa Maria	\$245,000.00				
2	AL1131*	Los Angeles	\$1,807,220.00				
2	AL1132*	Escondido	\$268,564.00				
2	AL1134	Santa Ana	\$291,500.00				
2	AL1135	San Fernando	\$190,000.00			\$0.00	
2	AL1137	Ventura	\$122,700.00			\$41,300.00	
2	AL1138	Placentia	\$107,629.00				
2	AL1139	Hollister	\$61,975.00				
2	AL1140	Buena Park	\$211,289.00	\$0.00			
2	AL1141	Moreno Valley	\$204,749.00				
2	AL1142	Daly City	\$135,000.00				
2	AL1143*	Huntington Beach	\$156,021.00				
2	AL1144	Salinas	\$136,193.00	\$12,600.00			
2	AL1145	Pacifica	\$99,000.00				
2	AL1146	Upland	\$123,427.00				
2	AL1147*	Fresno	\$506,000.00			\$300,000.00	
2	AL1148*	Visalia	\$200,000.00	\$15,000.00			
2	AL1149	Chico	\$166,257.00				

Task	Grant #	Agency	164AL	402	406	408	410
2	AL1150	Merced	\$59,000.00				
2	AL1151	Hemet	\$110,418.00				
2	AL1153	Rialto	\$150,000.00				
2	AL1154	Atascadero	\$55,674.00			\$56,450.00	
2	AL1155	Newport Beach	\$222,355.00				
2	AL1156*	Bishop	\$49,000.00	\$4,000.00			
2	AL1157	Hanford	\$43,000.00	\$8,000.00			
2	AL1158	Azusa	\$95,000.00	\$20,000.00			
2	AL1159	Fortuna	\$39,333.00				
2	AL1164*	Oceanside	\$261,597.00				
2	AL1165	La Mesa	\$123,000.00				
2	AL1166	Elk Grove	\$170,000.00	\$75,000.00			
2	AL1167	San Diego County	\$400,000.00				
2	AL1168*	Redondo Beach	\$96,186.00				
2	AL1169	Oakland	\$241,200.00				
2	AL1170	San Gabriel	\$109,500.00	\$4,000.00			
2	AL1172*	Sacramento	\$500,000.00				
2	AL1175	El Segundo	\$17,847.00				
2	AL1176*	El Monte	\$169,600.00			\$40,000.00	
2	AL1177*	Manteca	\$97,000.00				
2	AL1179	Santa Barbara	\$139,000.00				
2	AL1180	Chino	\$143,436.00				
2	AL1181	Riverside	\$222,028.00				
2	AL1182	Madera	\$127,000.00	\$15,000.00			
2	AL1185	Oxnard	\$250,000.00				
2	AL1191	Concord	\$258,213.00				
2	AL1192*	Vallejo	\$89,200.00				
2	AL1193	Palm Springs	\$165,000.00				
2	AL1195*	Los Banos	\$70,000.00	\$15,000.00			
2	AL1196*	Citrus Heights	\$230,000.00	\$75,000.00			
2	AL1197*	Petaluma	\$200,000.00				
2	AL11102	San Diego	\$438,000.00				
2	AL11103	Arvin	\$50,000.00				

Task	Grant #	Agency	164AL	402	406	408	410
3	AL1060	California Department of Alcoholic Beverage Control					\$431,891.00
3	AL1107	Santa Clara County	\$232,406.00				
3	AL1110	California Department of Alcoholic Beverage Control					\$200,000.00
3	AL1111	California Department of Alcoholic Beverage Control	\$500,000.00				
3	AL1115	Ventura County	\$182,000.00				
3	AL1120	California Highway Patrol					\$760,151.00
3	AL1126	California Highway Patrol		\$1,000,000.00			
3	AL1152	Fresno County					\$600,000.00
3	AL1161	Riverside County	\$200,000.00				
4	AL1008	San Diego Unified School District					\$96,969.00
4	AL10111	California Highway Patrol					\$2,336,213.00
4	AL10113	University of California, Irvine					\$225,522.00
4	AL1136	Humboldt County					\$145,865.00
4	AL1174	Tulare County					\$400,000.00
4	AL1184	Shasta County					\$138,061.00
4	AL1187	Orange County	\$70,293.00				
4	AL1190	Orange County	\$20,000.00				
4	AL1198	Mendocino County					\$119,982.00
5	AL1012	Tulare County	\$216,753.00				
5	AL1038	Orange County	\$304,724.00				
5	AL1039	Sacramento County			\$701,450.00		
5	AL1043	Sonoma County					\$371,267.00
5	AL1106	Sacramento County					\$1,300,000.00
5	AL1117	Los Angeles	\$367,372.00				
5	AL1162	San Joaquin County					\$570,000.00
5	AL1171	Kern County	\$389,750.00				
5	AL11100	Shasta County					\$245,243.00
6	AL10115	California Department of Motor Vehicles					\$55,361.00

Task	Grant #	Agency	164AL	402	406	408	410
7	AL0950	California Department of Justice					\$209,118.00
7	AL1013	Ventura	\$154,835.00				
7	AL10112	Kern County	\$89,243.00				
8	AL1108	Sacramento County					\$432,000.00
8	AL1121	California Highway Patrol			\$401,364.00		
8	AL1129	Los Angeles County	\$265,000.00				
8	AL1186	San Diego County	\$2,269,622.00				
8	AL1189	Chula Vista	\$486,539.00				
9	AL0834	Merced County					\$0.00
9	AL0848	Anaheim					\$57,896.00
9	AL0856	Shafter					\$0.00
9	AL0904	Paradise	\$89,508.00				
9	AL0908	Oxnard					\$188,168.08
9	AL0911	Gardena	\$409,795.00				
9	AL0918	California Department of Alcoholic Beverage Control	\$76,841.00				
9	AL0925	Contra Costa County	\$229,453.00				
9	AL0937	Davis					\$84,340.00
9	AL0939	San Diego County	\$370,059.00				
9	AL0942	San Rafael	\$192,171.00				
9	AL0953	Vallejo					\$209,301.00
9	AL0967	Turlock					\$200,605.00
9	AL0973	Marysville					\$88,769.00
9	AL0975	Siskiyou County					\$74,105.00
9	AL0976	Clovis	\$243,194.00				
9	AL0977	Corning					\$53,386.00
9	AL0980	Santa Clara County	\$220,314.00				
9	AL0982	Petaluma	\$157,839.00				
9	AL0984	Glendora	\$555,795.66				
9	AL0990	San Francisco	\$161,471.00				
9	AL0991	Redding	\$97,443.00				
9	AL0995	Livermore	\$322,975.00				
9	AL0997	Daly City	\$225,558.00				

Task	Grant #	Agency	164AL	402	406	408	410
9	AL09103	Napa	\$149,743.00				
9	AL1052	Salinas	\$204,147.00				
9	AL1069	San Bernardino County	\$625,684.00				
9	AL1099	Orange County	\$284,649.00				
9	AL10100	Lincoln	\$142,525.00				
9	AL10101	Capitola	\$156,818.00				
9	AL10117	Arroyo Grande	\$124,175.00				
9	AL10118	Grass Valley	\$91,950.00				
9	AL1104	Riverside	\$365,831.00				
9	AL1133	Bakersfield	\$345,492.00				
9	AL1160	Stockton	\$243,000.00				
9	AL1163	Santa Barbara County	\$139,000.00				
9	AL1178	Anaheim	\$289,116.00				
9	AL1183	Visalia	\$281,000.00				
9	AL1188	Orland	\$115,944.00				
9	AL1199	Citrus Heights	\$243,500.00				
9	AL11101	Merced	\$149,250.00				
10	AL1194	The Regents of the University of California, Berkeley Campus	\$5,304,632.00				
12	AL1173	Sacramento					\$500,000.00
		Subtotal	\$36,716,356.66	\$1,545,164.00	\$1,102,814.00	\$ 437,750.00	\$11,707,888.08
		Total					\$51,509,972.74

*Includes motorcycle enforcement objectives.

GRANT DESCRIPTIONS

Grant #	Agency	Title	Description
AL0915	University of California, Davis	Adolescent Screening and Brief Intervention Program	University of California Davis Medical Center, a Level I Trauma Center, will expand their adult screening and brief interventions with emergency department patients to include adolescent patients with a positive blood alcohol level. This project will provide adolescent patients who were intoxicated and their parents with a "brief intervention" and resources for treatment in Sacramento County. This project will include two, Level II Trauma Center in Sacramento County and one Level II Trauma Center in Placer County all three will provide brief interventions in their emergency rooms to adolescent patients with a positive blood alcohol level. The project will track adolescent patients who receive the brief intervention and track their behavior for recidivist occurrence. The hospitals will partner law enforcement the juvenile justice system, local high schools, colleges, and organizations to enact peripheral educational alcohol prevention programs in the community. The project will develop a hospital protocol and educate health care staff to increase legal blood alcohol draws in the emergency department setting.
AL0950	California Department of Justice	Statewide Portable Evidential Breath Testing Program Enhancement	The Bureau of Forensic Services (BFS) owns over 1,100 Evidential Portable Alcohol System (EPAS) units that compose the largest Portable Evidential breath Testing (PEBT) program in California and the first of its kind in the nation. The demand for components are no longer made or supported. BFS is committed to fund the replacement of the existing inventory of EPAS units with new replacement PEBT devices. This grant will be used to purchase testing/development devices and to enhance the existing IT infrastructure to support the new devices.
AL1008	San Diego Unified School District	Statewide Latino Youth Training & TA Project	The project will provide culturally appropriate training and technical assistance to Latino youth clubs and organizations across the State to assist them in developing Spanish-language anti-DUI campaigns that build on the proven success of San Diego Youth Council's previous campaigns. The project will create and disseminate a Spanish-language youth campaign action kit, online resources, site visits, and culturally relevant youth-led trainings to Latino groups committed to implementing public awareness campaigns in their own schools/communities. The project aims to increase the perception of risk for underage drinking and DUI among Latino youth and parents across the State and to reduce the number of Had-Been-Drinking (HBD) drivers under 21.

Grant #	Agency	Title	Description
AL1012	Tulare County	Tulare County DUI Probation Supervision & Prosecution Partnership	The Tulare County Probation Department and District Attorney's Office will form a DUI Probation Supervision and Prosecution Partnership. This partnership is a systematic effort to reduce the number of people killed or seriously injured in DUI-related collisions by dedicating an experienced prosecutor to vertically prosecute felony DUI offenders and create a specialized probation supervision caseload for felony DUI offenders. The Probation Officer will also participate in local law enforcement DUI checkpoints in order to engage in proactive endeavors to reduce the number of repeat felony DUI offenders in Tulare County.
AL1013	Ventura	Ventura County Portable Evidential Breath Testing Program	The Ventura County Sheriff Department's Forensic Science Laboratory will replace and enhance aging and unreliable Portable Evidential Breath Testing (PEBT) equipment. The laboratory will purchase 90 PEBT's for law enforcement agencies and provide training and technical assistance. A new server will be purchased and hardware and software will be upgraded to a web based program that will maintain data flow and security; implement and improve communication between law enforcement, the county, Department of Motor Vehicles, district attorney's offices; and expedite DUI litigation.
AL1038	Orange County	Orange County DUI Court Program	This grant will continue and expand operations of the Orange County DUI Court program. Based on the successful drug court model, it will increase the level of accountability of high risk repeat DUI offenders by requiring them to participate in treatment combined with education, judicial scrutiny, alcohol and drug testing and formal probation supervision. The goal of this program is to reduce recidivism among drunk drivers while reducing alcohol-involved collisions. Furthermore, the court intends to continue its collaboration with other court and law enforcement agencies to contribute to statewide "models and best practices" that reduce multiple offender DUI's.
AL1039	Sacramento County	Driving Under the Influence (DUI) Vertical Prosecution and Community Awareness	The Sacramento County District Attorney's Office will form a specialized team to prosecute DUI's that result in death and/or serious injury. A community educational program will be developed and maintained to reduce the number of DUI's and DUI-related death and/or injury. The team will consist of two Deputy District Attorneys and one Community Services Officer.

Grant #	Agency	Title	Description
AL1043	Sonoma County	DUI Court Expansion Project	This project will continue and expand operation of the Sonoma County DUI Court. Based on the successful drug court model, it will increase the level of accountability of high risk repeat DUI offenders by requiring them to participate in treatment combined with education, judicial scrutiny, alcohol and drug testing and formal probation supervision. The goal of this program is to reduce recidivism among drunk drivers while reducing alcohol-involved collisions. Furthermore, the court intends to continue its collaboration with other court and law enforcement agencies to contribute to statewide “models and best practices” that reduce multiple –offender DUI’s.
AL1060	California Department of Alcoholic Beverage Control	TRACE 3 - CREEDD 2	This is combined-program grant. TRACE, a Statewide protocol, wherein first responders to alcohol-involved emergencies immediately notify the Department of Alcoholic Beverage Control when it is apparent that an ABC licensed premises may have sold or furnished alcohol to the underage person(s). This portion of the grant will be phase III of prior OTS Grants and will continue ABC TRACE investigations, reaching out to new. Stakeholder groups, and focusing on training unified school district, community college, and university police departments. This project will include educational materials, promotional items, and personnel funding for TRACE investigations. Additionally, ABC will partner with a community service organization to educate and bring awareness to California communities, statewide, of the human toll of alcohol related crashes on California’s vast network of roadways with a campaign of intolerance to driving under the influence, to underage drinking and offer prevention tools and knowledge of laws that will protect motorists.
AL10111	California Highway Patrol	Teen Choices 3	The California Highway Patrol (CHP) will publicize the Every 15 Minutes (E15M) program, Sober Graduation events, and other CHP alcohol reduction education programs by conducting a minimum of 3,500 informational presentations to high schools, community-based organizations, local law enforcement, fire, and/or health departments in California. The CHP will facilitate a minimum of 300 E15M programs as well as Sober Graduation events and other CHP alcohol reduction education programs to schools unable to participate in the full E15M program, and distribute promotional and educational materials emphasizing the consequences of drinking and driving.

Grant #	Agency	Title	Description
AL10112	Kern County	Portable Evidential Breath Test (PEBT) Program	Kern County Regional Crime Lab (KCRCL) will develop and implement a program designed to provide PEBT instruments countywide for DUI enforcement. The goals are to provide evidentiary results at the time of the DUI stop; increase officers' patrol time by decreasing test time and transport time; decrease courtroom time for both forensic and law enforcement members; and ultimately result in a reduction of alcohol related fatal and injury collisions. KCRCL will accomplish these goals by providing portable breath instruments, officer training, technical support, instrument maintenance and expert testimony.
AL10113	University of California, Irvine	College DUI Awareness Program	The Regents of the University of California (UCI Health Education Center), in partnership with DUI Awareness Program, will develop a model college training template for a Designated Driver Rewards program at eight colleges in California during the two year grant. The project combines university and community outreach through campus-led activities DUI awareness education and activities that will standardize and improve upon current best practices. The goal is to use environmental and marketing strategies to reduce alcohol-related motor vehicle deaths and injuries among individuals 21-34 years of age throughout California. Featured campuses will also conduct one traffic safety/DUI prevention campaign supporting a major campus event, provide leadership and DUI/prevention training, and select/fund/train a student DUI prevention specialist at each site.
AL10115	California Department of Motor Vehicles	Evaluation of DUI Offender Processing Through the Justice System	The California Department of Motor Vehicles will evaluate DUI jail sentences, actual jail time served, and alternatives to jail time received by individual convicted for Driving Under the Influence. DMV will monitor convicted individuals from their DUI sentencing to their release in selected representative counties by monitoring DUI processing by various components of the justice system (courts, county jails, and probation). Court, jail, and probation department records from participating counties of individual DUI convictees and sanctions will be collected and analyzed. This grant is a process analysis whose finding will be used in a future study to determine the effectiveness of jail sanctions received and actually served on DUI recidivism.

Grant #	Agency	Title	Description
AL1106	Sacramento County	Statewide Traffic Safety Resource Prosecutor Program (TSRP)	Specialized DUI and vehicular homicide training, mentoring, and technical assistance will be provided through the California District Attorneys Association, as the contracting agency, to enhance effectiveness of prosecutors and police statewide and increase DUI conviction rates, with particular focus on jurisdictions where the ratio of DUI arrests to convictions has been less than the statewide average. The Traffic Safety Resource Prosecutor Program (TSRP) will work in cooperation with state agencies to identify meaningful measures of prosecution effectiveness. Five regional resource centers will be maintained and enhanced with the latest reference materials. They will facilitate implementation of vertical prosecution of particular DUI offenders.
AL1107	Santa Clara County	Countywide Traffic Safe Communities Network	In conjunction with partners and traffic safety stakeholders, Santa Clara County's Traffic Safe Communities Network will conduct 'Real DUI Trials' and 'Real DUI Sentencing' programs in high schools throughout the county. This program will also conduct Underage Drinking and Driving Panel Presentations for teens and parents at county high schools utilizing medical professionals, law enforcement or judicial system representatives, and community members affected by DUI. The goal of this program is to reduce deaths and injuries of county residents under the age of 21.
AL1108	Sacramento County	DUI County Recidivism Arrests and Sweeps Hit (CRASH) Team	This program will expand the Sacramento County District Attorney's Office, Recidivist DUI (RED) Team which will be comprised of two Criminal Investigators, one Deputy District Attorney, one part-time Investigative Assistant, and one Criminalist who will work overtime to assist at DUI Checkpoints. This Team will work to increase the efficiency of prosecuting DUI cases and work to reduce the number of outstanding recidivist and first-time offender DUI warrants. The RED Team will also work with law enforcement agencies to develop an on-call response protocol for the investigation of fatal and major injury DUI vehicle collisions in Sacramento County.
AL1110	California Department of Alcoholic Beverage Control	Licensee Education on Alcohol and Drugs (LEAD) Training	ABC provides a free and voluntary training program for responsible beverage service called the LEAD Program. The curriculum of this nationally recognized training program includes components for reducing underage drinking (driving), reducing the availability of alcoholic beverages to minors and preventing the service of alcoholic beverages to obviously intoxicated patrons. ABC's goal is to increase the number of people trained, update and standardize the training material distributed and ensure we have the equipment necessary to provide high-quality training.

Grant #	Agency	Title	Description
AL1111	California Department of Alcoholic Beverage Control	Minor Decoy/Shoulder Tap IV	The Department of Alcoholic Beverage Control will continue its ongoing goal of reducing youth access to alcohol by conducting Minor Decoy and Shoulder Tap operations at retail alcohol outlets throughout the state. In addition, training grants will be awarded to local law enforcement agencies to conduct similar operations within their jurisdictions. The grant will enhance partnerships with allied agencies.
AL1115	Ventura County	Deuces Down: Ventura Campaign to Prevent Young Adult DUI	The Ventura County "Deuces Down" Campaign will use local data and collaborate with key local businesses to engage owners, managers and staff of the highest DUI-risk establishments in Ventura and use targeted messaging to deter impaired driving in the target retail population. A countywide DUI Prevention Summit will be convened to coordinate community partnerships with MADD, Avoid the 14, law enforcement, medical professionals, retailers and civic leaders to address the problem and consequences of impaired driving. In addition, Real DUI Trials will be coordinated at three high schools.
AL1117	Los Angeles	Vertical Prosecutor for Repeat DUI Offenders	The Los Angeles City Attorney's Office will create a vertical prosecution team by establishing two Deputy City Attorney positions devoted to habitual DUI prevention, intervention, and prosecution. These attorneys will review, file, prosecute, and appear in post-conviction matters involving defendants with repeat DUI conviction. In addition, these attorneys will develop protocols with the Los Angeles Police Department to aggressively pursue defendants with open DUI cases whose matters have gone to bench warrant status because they failed to appear in court. They will also seek restitution for any victim(s) associated with the DUI.
AL1121	California Highway Patrol	DUI Warrant Service Team Effort	Driving Under the Influence (DUI) continues to be a major traffic safety concern for California. Every year, individuals are arrested for DUI and enter the legal process so they can be held accountable for their actions. During calendar years 2007 through 2008, approximately 46 percent of all DUI arrests conducted statewide were made by CHP. Unfortunately, some individuals either fail to appear in court or fail to pay fines associated with DUI offenses. As a result, arrest warrants are issued for these individuals. However, for a number of reasons, many of these warrants are not served and these individuals are not held accountable. Subsequently, these offenders may drive with impunity, often while intoxicated, without fear of reprisal. In addition, the California Department of Motor Vehicles' (DMV) DUI Audit and Tracking Report indicates there were a total of 8,569 DUI failures to appear for 2006 and 9,254 DUI failures to appear for 2007. This 12 month traffic safety grant will focus upon serving outstanding felony and misdemeanor DUI warrants. Warrant Service Program Training for additional uniformed staff will also be conducted.

Grant #	Agency	Title	Description
AL1126	California Highway Patrol	Women's Designated Driver Program	The California Highway Patrol will implement a highway safety grant focusing on incorporating the Designated Driver Program basics into a specialized campaign focusing on women between the ages of 21 and 34, the portion of California's population with the highest driver-at-fault driving under the influence collisions, through public awareness and education. Grant activities will include a public awareness and education campaign delivered in a manner that the designated group can both understand and identify within an effort to decrease the number of impaired driving fatal and injury collisions on California roadways.
AL1129	Los Angeles County	Intensive Probation Supervision for High-Risk Felony and Repeat DUI Offenders	The Los Angeles County Probation Department will work to reduce DUI related fatalities and injuries and DUI recidivism. The worst-of-the-worst, high-risk, felony and repeat DUI offenders will be held accountable through intensive supervision to ensure compliance with court ordered conditions of probation and to reduce DUI recidivism. Supervision activities include: monitoring of treatment and DUI program participation, conducting office visits, unannounced fourth waiver searches, field visits, and random alcohol/drug testing as well as distribution of HOT Sheets and participation with local law enforcement on anti-DUI efforts including the Avoid campaign.
AL1136	Humboldt County	Safe Roads Ahead for Humboldt County Teens	The goal of the Safe Roads Ahead for Humboldt County Teens is to reduce the county-wide collision rate for young drivers between the ages of 16 and 24. In collaboration with the Humboldt County Youth Driving Coalition and local schools, the program will focus on education related to young driver safety and impaired driving prevention. Activities will include educational campaigns at high schools, creation of kits for new drivers and their parents, safe driving information nights, Saturday workshops focused on safe driving for youth and parents, and development of interactive media targeted to young drivers focused on driving safety.
AL1152	Fresno County	Young Adult Felony and Repeat DUI Offender Program	The District Attorney's Office will work with law enforcement agencies throughout the county in a systematic effort to reduce the number of felony DUI's committed by young adult offenders, specifically 18-29 year olds. A specialized team consisting of two Prosecutors, one Senior District Attorney Investigator and one Investigative Assistant will investigate and vertically prosecute all felony DUI cases involving young adult offenders aged 18-29. The team will engage in proactive endeavors with local law enforcement, MADD, school districts, the courts and community organizations to increase the awareness of the frequency and severity of alcohol-related injuries and deaths. In effort to protect the public, public service announcements and education/prevention programs will be developed for student and parent community organizations to publicize the risks of impaired driving.

Grant #	Agency	Title	Description
AL1161	Riverside County	Riverside County Students Taking Action for Traffic Safety (STATS) Program	Riverside County Injury Prevention Services (IPS) has 15 years of experience in the development and coordination of traffic safety programs for youth. Our proactive approach has included partnerships with law enforcement, community based organizations, schools and hospitals county-wide. We will continue these efforts by developing a DUI education based traffic safety program that provides resources and learning opportunities to decrease teen traffic collisions in the county. In addition, IPS intends to forge a new relationship with Alive at 25 driver education program, as well as maintain our successful partnership with Motivational Media Assemblies, to engage youth on the issues of traffic safety.
AL1162	San Joaquin County	San Joaquin County DUI Court	The San Joaquin County DUI Court will create a system of assessment, awareness and accountability that will enable repeat DUI offenders to fulfill both their sentencing obligations and achieve rehabilitation through treatment as prescribed by the court. This is achieved through both procedural change in the court room and also by collaborating with other city and county agencies that share the goal of the courts and OTS. The goal of our program is to significantly reduce the recidivism rate of multi-offender DUI's, which will in turn reduce the number of fatal and injury collisions attributed to alcohol and drug use within our jurisdiction. A multi-cultural education and awareness component will complete the county's DUI Court program.
AL1171	Kern County	"Zero Tolerance" Repeat and Felony DUI Vertical Prosecution Program	The Kern County District Attorney's Office will accept a "Zero Tolerance" initiative towards repeat and felony DUI offenders. The Kern County District Attorney's Office will develop and implement a program to vertically prosecute those arrested for alcohol-related fatality and serious injury crimes. The goal is to increase convictions and obtain longer sentences in order to reduce the number of persons killed and injured by hardcore repeat and felony drunk drivers on Kern County roadways. This office, in cooperation with Kern AVOID, will accomplish these goals through reduced caseloads for unit attorneys, officer and attorney training, media relations, and community awareness.
AL1173	Sacramento	Community DUI Education Program	This grant will implement a comprehensive communitywide DUI education program in the Sacramento region. The objectives of this project are threefold: 1) Develop and provide a targeted DUI media campaign to educate the public on the consequences of driving impaired; 2) provide interventions at the County Jail and follow-up for first-time DUI offenders in conjunction with the DUI interlock program; and 3) enhance DUI intake booking at the County Jail to ensure all DUI offenders are taken to the County Jail for processing to increase deterrent impact.

Grant #	Agency	Title	Description
AL1174	Tulare County	ROADMAPS To Underage Drinking Prevention	The Tulare County Office of Education will work in conjunction with the California Friday Night Live Partnership to implement multi-faceted campaigns to address underage drinking in over 40 sites throughout California. DUI prevention and alcohol awareness programming will be conducted in cities selected from a list identifying the top 50 teen DUI cities throughout the state of California. The campaigns will have several common factors that will support their success, including comprehensive, step-by-step toolkit menus that contain a myriad of support tools as well. Youth and their adult allies will benefit from having their choice of programming "road maps" that address the underage drinking problems they will identify.
AL1184	Shasta County	Drive Safe and Sober Education Project	The Drive Safe and Sober Education Project is a countywide high school education program that will address safe driving issues through educational programming and dissemination of media messages to encourage safe and sober driving and promote seatbelt use. In collaboration with the Injury Prevention Coalition of Shasta County and local schools, the program will focus on education related to young driver safety and impaired driving prevention. Activities will include educational campaigns at Shasta County high schools, development of interactive media targeted to young drivers focused on driving safety, a Real DUI Trial at a Shasta County high school, a Multi-Media Presentation at a Shasta County high school, and a Reality Check.
AL1186	San Diego County	Intensive Probation Supervision for High-Risk Felony and Repeat DUI Offenders	<p>Participating County Probation Departments will work to reduce DUI related fatalities and injuries and DUI recidivism. The worst-of-the-worst, high-risk, felony and repeat DUI offenders will be held accountable through intensive supervision to ensure compliance with court ordered conditions of probation and prevent impaired driving. Supervision activities include: monitoring of treatment and DUI program participation, and conducting office visits, unannounced fourth waiver searches, field visits, and random alcohol/drug testing as well as distribution of HOT Sheets and participation with local law enforcement on anti-DUI efforts including the Avoid campaign. San Diego County Probation Department will serve as the host agency for the eleven other participating counties (Butte, Contra Costa, Fresno, Kern, Solano, Placer, Sacramento, San Bernardino, San Joaquin, Santa Barbara and Stanislaus).</p> <p>Butte \$173,727; Contra Costa \$149,754; Fresno \$132,171; Kern \$120,502; Placer \$67,904; Sacramento \$276,000; San Bernardino \$470,000; San Joaquin \$137,312; Santa Barbara \$97,550; Solano \$21,842; Stanislaus \$47,860.</p>

Grant #	Agency	Title	Description
AL1187	Orange County	What Will You Do? Orange County's Alcohol Awareness and Safety Program	The Orange County Sheriff's Department will conduct a comprehensive DUI and Highway Safety Education Program to deter underage drinking and change the culture of drinking among their student population through educational programs, multi-media presentations, peer-to-peer programs and enforcement operations. The department will develop a new program to educate, intervene and enforce laws among the student population and their surrounding influences as well as to promote change within schools and educate parents, teachers and their communities on the consequences of alcohol use and risk taking behavior while driving.
AL1190	Orange County	Choices and Consequences School Project	Choices and Consequences is a DUI prevention program that will bring a "Real DUI Trials" to local schools – providing students with information about the consequences of drinking and driving, and shaping their opinions about driving under the influence of alcohol or drugs. Program partners include counselors who address the choices people make in their lives and others who share real-life experiences of the tragic consequences of DUI and distracted driving. The program will provide 18 presentations to approximately 7,200 students.
AL1194	The Regents of the University of California, Berkeley Campus	Sobriety Checkpoint Mini-Grant Program 2010-2011	California will implement a comprehensive statewide "Sobriety Checkpoint" program for local law enforcement agencies to conduct checkpoints during the "Drunk Driving Over the Limit. Under Arrest" national mobilization periods, December 17, 2010 – January 2, 2011, and August 19 – September 5, 2011. To promote sustained enforcement, state and local law enforcement agencies collectively serving at least 50 percent of California's population or serving geographic subdivisions that account for at least 50 percent of California's alcohol-impaired fatalities, they will conduct checkpoints not less than quarterly. California's 2011 Annual Performance Report will report the degree to which the sustained enforcement strategy was carried out, the results of the enforcement operations, and the overtime hours dedicated to the enforcement operations.
AL1198	Mendocino County	Teen Sober and Safe (SOS) Project	The Teen Sober and Safe (SOS) Project is a countywide high school education program that will address safe driving issues through educational programming and dissemination of media messages to encourage safe and sober driving, promote seatbelt use, and eliminate cell phone use (talking and texting) while driving. OTS funding will be used to carry out a high school seatbelt/cell phone challenge, conduct two Every 15 Minutes programs at county high schools, conduct traffic safety presentations at county high schools, conduct two multimedia presentations at two county high schools, assist with three Sober Graduation Events at three county high schools, offer Responsible Beverage Service training, conduct a Reality Check, and conduct a poster contest.

Grant #	Agency	Title	Description
AL11100	Shasta County	Felony and Recidivist DUI Vertical Prosecution Program	The District Attorney will create a felony prosecution and investigations program targeting serious DUI cases including repeat offenders, DUI with injury, and DUI cases that include a fatality. Recent successes in misdemeanor vertical prosecution have resulted in higher misdemeanor conviction rates and lower DUI-related injuries and deaths. DUI injury cases have not seen the dramatic drop that DUI fatalities have experienced. The District Attorney believes that vertically prosecuting felony DUI cases, further investigations to counter recent defense strategies, and community outreach will be effective in further reducing DUI deaths and injuries.

California's Top 50 DUI Cities

In an effort to further reduce alcohol-impaired crashes, OTS has identified and targeted "California's Top 50 DUI Cities" for additional sobriety checkpoints. "California's Top 50 DUI Cities" were determined using the 2009 SWITRS information for the numbers of persons killed or injured in alcohol-related collisions. The cities were ranked by the actual raw number of victims killed or injured. This master list included over 442 cities, all ranked by the numbers of victims. There was a natural break in the area between 63-67 Injury and fatalities, which coincided with the top 50 agencies.

The list was then examined to see where the ranked cities fell within the master list. All "A" size cities (population greater than 250,000) were represented in the list. All "B" size cities (population 100,001 to 250,000), ranked 1-20 by population, were represented. "C" sized cities (population 50,001 to 100,000), ranked 1-6 by population, were represented, as was the number 1 ranked "D" sized city.

California's TOP 50 DUI Cities		Number of Alcohol Related Fatalities and Injuries (2008)	Number of Checkpoints Conducted (FY2010)	Number of Planned Checkpoints (FY2011)
1	Los Angeles	2756	80	78
2	San Diego	940	0	20
3	Sacramento	411	12	12
4	San Jose	378	0	12
5	San Francisco	278	6	6
6	Santa Ana	216	22	22
7	Oxnard	197	16	12
8	Riverside	196	13	12
9	Anaheim	195	6	7
10	Bakersfield	182	24	24
11	Stockton	180	15	15
12	Oakland	180	14	14
13	Fresno	179	34	34
14	Huntington Beach	175	8	8
15	Long Beach	171	12	12
16	Modesto	152	12	12

California's TOP 50 DUI Cities		Number of Alcohol Related Fatalities and Injuries (2008)	Number of Checkpoints Conducted (FY2010)	Number of Planned Checkpoints (FY2011)
17	Chula Vista	150	18	12
18	Escondido	138	16	16
19	San Bernardino	127	9	12
20	Costa Mesa	124	12	20
21	Santa Rosa	121	0	10
22	Oceanside	120	18	12
23	Ontario	113	10	10
24	Moreno Valley	106	10	10
25	Orange	97	11	12
26	Redding	94	6	12
27	Santa Maria	94	20	36
28	Lancaster	89	20	8
29	Pomona	87	10	6
30	Visalia	87	10	10
31	Fontana	86	8	8
32	Fullerton	85	0	0
33	Newport Beach	85	6	6
34	Santa Barbara	85	12	18
35	Garden Grove	83	8	0
36	Inglewood	77	0	7
37	Santa Monica	77	6	6
38	Concord	75	6	6
39	Ventura	75	12	12

California's TOP 50 DUI Cities		Number of Alcohol Related Fatalities and Injuries (2008)	Number of Checkpoints Conducted (FY2010)	Number of Planned Checkpoints (FY2011)
40	Roseville	74	0	0
41	El Monte	74	0	8
42	Palm Springs	74	4	8
43	Palmdale	72	12	8
44	Hemet	72	0	8
45	Corona	72	0	0
46	Pasadena	68	9	9
47	Fremont	67	0	0
48	El Cajon	67	0	0
49	Hayward	67	0	0
50	Santa Clarita	66	2	8
	Total	9834	529	598

EMERGENCY MEDICAL SERVICES

PROGRAM OVERVIEW

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

According to the 2008 SWITRS data, there were 11,928 persons in California who were injured as a result of a serious motor vehicle collision. Many of these individuals required emergency medical services at the crash scene. Many of these crash victims also required specialized rescue equipment and trained personnel to extricate them from their vehicles and/or the crash scene.

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

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

ACTION PLANS

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

OTS plans to provide funds to continue work on the Statewide EMS Communications Plan. The EMS communications grant will establish and implement an up-to-date and coordinated EMS communication system pilot in Imperial and San Diego counties by replacing aging and outdated equipment and installing new communication technology to integrate existing systems.

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2011 Highway Safety Plan. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - First Responder Services

During the proposal process, an analysis was conducted of the 26 agencies that submitted proposals for extrication equipment. Priority funding was given to the following agencies that have not had a grant within the last ten years. These agencies are serving as the host agency for four countywide regional grants by purchasing and distributing extrication equipment to city, county, and volunteer fire departments. The number in the parentheses on the following table specifies the number of jurisdictions participating in the grant. The goals of these grants are to improve EMS delivery to traffic collision victims and to reduce response times for the arrival of appropriate equipment to the scene and/or the extrication of collision victims.

Task 3 - Life Support Delivery

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

Task 4 - Data Collection

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

Task 5 - Communications

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

GRANTS

Task	Grant #	Fund	Agency	Amount
2	EM1101	402	Marysville Fire Department (11)	\$300,000.00
2	EM1102	402	Laguna Beach (11)	\$156,257.00
2	EM1103	402	Sonoma County (4)	\$100,348.00
2	EM1104	402	Windsor (12)	\$175,000.00
5	EM0341	402	Imperial Valley Emergency Communications Authority	\$312,636.51
			Total	\$1,044,241.51

GRANT DESCRIPTION

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

DISTRACTED DRIVING

PROGRAM OVERVIEW

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

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

With the significant market penetration of mobile phones over the last 15 years (5), the percentage of drivers talking and texting on cell phones continues to increase rapidly, although estimates of the magnitude of distracted driving and associated crashes vary due to the difficulty of identifying distracted driving and attributing crashes to it. The estimated proportion of crashes and/or near-crashes attributed at least in part to distracted driving (excluding drowsy driving) varies from 16% to 22%. (6) Table 1 provides a breakdown of fatal crashes, drivers and fatalities in crashes involving driver distraction by year in the US between 2004-2008.

In a recent survey of 1,219 drivers age 18 and over conducted by the Insurance Institute for Highway Safety, over 40% of drivers said they talked on the phone while driving “at least a few times per week” and 19% reported they talked on the phone while driving every day. (7) In recent years, government groups and researchers have reported on the involvement of driver distraction in crashes. NHTSA reports, for example, that young drivers under age 20 represent the age group with the greatest proportion of distracted drivers — 16 percent of all under-20 drivers in fatal crashes were reported to have been distracted while driving. (8) A recent study on Australian young drivers aged 17-24 suggests that a multi-strategy approach including norm change is likely to be useful in attempts to reduce the incidence of risky driving behaviors. (9)

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

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

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6. NHTSA, *Traffic Safety Facts. An Examination of Driver Distraction as Recorded in NHTSA Databases*. September 2009, DOT HS 811 216. <http://www-nrd.nhtsa.dot.gov/Pubs/811216.pdf>
7. IIHS, *Phoning While Driving*, Feb. 27, 2010
8. NHTSA, *Traffic Safety Facts. An Examination of Driver Distraction as Recorded in NHTSA Databases*. September 2009, DOT HS 811 216. <http://www-nrd.nhtsa.dot.gov/Pubs/811216.pdf>
9. Nemme and White, 2010, *Texting while driving: Psychosocial influences on young people’s texting intentions and behaviour, Accident Analysis & Prevention*, In Press

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

FARS Data

Year	Overall			Distraction		
	Crashes	Drivers	Fatal	Crashes	Drivers	Fatal
2004	38,444	58,395	42,836	4,409 (11%)	4,672 (8%)	4,978 (12%)
2005	39,252	59,220	43,510	4,117 (10%)	4,309 (7%)	4,572 (11%)
2006	38,684	57,846	42,708	5,323 (14%)	5,536 (10%)	5,917 (14%)
2007	37,435	56,019	41,259	5,398 (14%)	5,623 (10%)	5,988 (15%)
2008	34,017	50,186	37,261	5,501 (16%)	5,501 (11%)	5,870 (16%)

ACTION PLANS

At the third annual Executive Director's Strategic Highway Safety Plan meeting, Commissioner Joe Farrow and Director Chris Murphy proposed the establishment of a California challenge area dedicated to distracted driving. Since that time, CHP and OTS has been actively serving as co-leads for the newly developed Strategic Highway Safety Plan Challenge Area 17 – Reduce Distracted Driving. The performance measure for this area is, "By 2014, based on the California Traffic Safety Survey, reduce the percentage of drivers who "regularly" talk on a hand-held cell phone, hands-free cell phone, or text while driving from the 2010 level." The 2010 California Traffic Safety Survey includes nine questions related to distracted driving and cell phone use while driving. Three of those questions will be used to measure the goal as the survey is conducted annually.

The Challenge Area Team is charged with developing actions for combating distracted driving, but is focusing mainly on cell phone use while driving. The "draft" actions include, but are not limited to the following: 1) Develop and implement a statewide campaign to change social norms, 2) Promote distracted driving education for teens, 3) Develop and encourage the adoption of a standard cell phone policy for public and private organizations, 4) Establish a high visibility enforcement program for law enforcement, 5) Develop or adopt methodologies for collecting data, 6) Collect, report, & distribute distracted driving research, and 7) Test, analyze, and encourage cell phone use mitigation technologies.

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

In conjunction with a major press conference, OTS plans to launch a pilot "Statewide Local Law Enforcement Mini Grant Program – Zero Tolerance Against Hand Held Cell Phone Use and Texting" in April of 2011. This high visibility enforcement campaign will include approximately 200 law enforcement agencies as well as CHP and will use earned and paid media to get the message out – "Hang Up and Drive."

OTS has put together the following talking points with regards to distracted driving:

- The No.1 source of driver inattention is use of a wireless device.
- NHTSA has estimated that at any given moment during daylight hours, 812,000 drivers are using cell phones – equating to 11 percent of the vehicles on the road.
- Texting has soared 500 percent in recent years among teens. Americans with 270 million cellular phones are sending more than 100 billion text messages a month.
- NHTSA estimated that 5,870 people died and 515,000 were injured nationally in 2008 in crashes that involved distracted driving, often due to the increasing number of drivers who use cell phones and other mobile devices.
- Numerous scientific studies have shown that cell phone use while driving increases the risk of being in a crash four times.

- Studies have compared the risk of slower reaction times caused by texting to those of driving with a blood alcohol content of .08
- The NSC estimates that 28% of all crashes involve cell phones
- Studies show that the level of inattention blindness, where the brain is not seeing what is on the road ahead during a cell phone conversation, is the same with hand-held and hands-free devices. Driving while using a cell phone reduces the amount of brain activity associated with driving by 37 percent.
- Driving a car is the most complex thing the majority of people will do in their lives, unless they fly aircraft.
- Research suggests we get a rush of dopamine – a mood-boosting chemical connected to our brain’s reward center – when we hear the ping of an incoming text. It’s extremely difficult to resist the urge to pick up the phone and see who’s trying to get in touch with us when it gives us such instant gratification.
- Texting takes the eyes and concentration from the road for an average of 5 seconds, long enough to travel a football field at 55 mph.
- The younger, inexperienced drivers under 20 years old have the highest proportion of distraction-related fatal crashes.

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2011 Highway Safety Plan. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, or educational meetings or conferences.

Task 2 - Public Education/Public Information

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

Task 3 – Statewide Local Law Enforcement Mini Grant Program -- Zero Tolerance Against Hand Held Cell Phone Use and Texting

This task provides a placeholder for a planned mini grant program for local law enforcement to conduct high visibility, zero tolerance cell phone and texting enforcement.

GRANTS

Task	Grant #	Fund	Agency	Amount
2	DD1101	402	California Highway Patrol	\$1,698,262.00
2	DD1102	402	California Highway Patrol	\$1,000,000.00
3	DD1103	402	TBD – (A Request for Proposal will go out in January for a grant period of April 1 – September 30, 2011.)	\$3,000,000.00
			Total	\$5,698,262.00

GRANT DESCRIPTIONS

Grant #	Agency	Title	Description
DD1101	California Highway Patrol	Impact Teen Drivers - Connecting Key Players	Inexperience, combined with unsafe driving behaviors, results in far too many tragic consequences for teen drivers. Collision rates among young drivers are higher due to poor decision making, lack of experience, and more than two thirds of all fatal teen collisions nationwide are directly related to distracted driving behavior. The use of cell phones, eating, adjusting the radio, or simply talking with friends becomes a life-threatening hazard when done while driving. Of the 946,400 California licensed teen drivers, between 15 and 19 years of age, 32,123 were involved in fatal and injury collisions in 2007. Other successful teen programs have demonstrated that the combined efforts of law enforcement and outreach programs can be very effective tools to communicate the importance of driving safely. Impact Teen Drivers is a multi-faceted approach that includes partnering with stakeholders (including teachers, parent organizations, and teen groups), and working with an experienced teen-oriented non-profit organization for promotional support in creating safe driving messages targeted to teens as a key component in maximizing the effectiveness of this effort.
DD1102	California Highway Patrol	Adult Distracted Drivers	The California Highway Patrol, working with OTS and SHSP Challenge Area 17, will implement a statewide campaign focusing on changing the social norms of distracted driving behavior. The focus of the campaign will be on behaviors utilizing in-vehicle electronic technology that negatively affect driving abilities, such as use of cell phones (both hand held and hands free), texting, and manipulation of other equipment (radio, audio playback devices, GPS devices, computers, etc.). The campaign will include development of campaign concepts, strategies and tactics, work plan and timeline; development and implementation of select campaign partnerships; development and production of supporting collateral materials; development and production of all media materials; placement of paid media; planning and implementation of campaign promotion.

Grant #	Agency	Title	Description
DD1103	TBD	Statewide Local Law Enforcement Mini Grant Program -- Zero Tolerance Against Hand Held Cell Phone Use and Texting	OTS will send out a Request for Proposal in January 2011 to local law enforcement to implement a high visibility, zero tolerance cell phone enforcement campaign. Overtime will be funded to approximately 200 local law enforcement agencies.

MOTORCYCLE SAFETY

PROGRAM OVERVIEW

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

In 2000, motorcycle fatalities represented only 7.3 percent of total traffic fatalities. In 2008, motorcycle fatalities jumped to 16.3 percent of California's total traffic fatalities, while motorcycle registrations increased 7 percent from 772,524 in 2007 to 824,244 in 2008.

Motorcyclist injuries, as a percentage of total traffic injuries, have also been rising, from 2.6 percent in 2000 to 4.8 percent in 2008. More alarming than the relative percent of motorcycle fatalities and injuries is the increase in the actual number of motorcyclists killed, from 275 in 2000 to 433 in 2006 and 560 in 2008.

In 2008, the under age 20 age group had the largest increase in motorcycle fatalities (up 57 percent from 13 in 2007 to 30 in 2008 with the second highest increase seen in the over age 59 age group which increased 44 percent from 32 in 2007 to 57 in 2008.

Of the 560 motorcyclists killed, at least 12 percent (68) were un-helmeted. Since helmets are about 39 percent effective in preventing fatalities, NHTSA estimates that 26 of the 68 un-helmeted motorcyclists killed would have survived had they worn a helmet.

Super sport motorcycles, defined as consumer versions of the motorcycles used by factory racing teams, account for 14 percent of the registered motorcycles in California, yet the 211 super sport drivers and passengers killed in 2008 accounted for 38 percent of the 560 motorcyclists killed in California.

ACTION PLANS

OTS is currently a member of the California Motorcyclists Safety Program Advisory Committee chaired by CHP. The committee acts in an advisory capacity for the California Motorcyclists Safety Program which is a statewide motorcycle training program. The program is funded by student training fees and \$2 from each motorcycle registration fee in the state. During 2009, 57,179 motorcyclists were trained through the program.

OTS is an active member in the Strategic Highway Safety Plan (SHSP) Challenge Area-12 (Improve Motorcycle Safety) and will continue to work with other stakeholders to identify problems and implement solutions in the form of Action Items adopted by the SHSP Steering committee.

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

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

Also funded through AL and PT grants, law enforcement will conduct highly publicized motorcycle safety enforcement operations targeting areas and events with significant motorcycle traffic. The operations focus on primary collision factor violations by riders and other vehicle drivers that contribute to motorcycle collisions. Every motorcycle safety enforcement operation will be accompanied by earned-media efforts that will inform the public of the enforcement operation and increase awareness about motorcycle safety. OTS has allocated Section 410 and 164 funds in 17 DUI Grants Made Easy Grants (pages 11-AL-6 & 7); Section 402 funds in 20 Selected Traffic Enforcement Program Grants Made Easy Grants (pages 11-PT-4 & 5). The cities conducting motorcycle enforcement are asterisked in Task 2 of the Alcohol and Other Drugs Section and Police Traffic Services Section.

In 2008, 37 percent of all motorcyclists killed were not properly licensed. In order to determine if proper licensing will help reduce fatal motorcycle collisions, OTS funded a two-year TR grant to the Department of Motor Vehicles. In year-one, the project identified registered motorcycle owners that did not have motorcycle license endorsements. A randomly assigned sample of the unlicensed registered owners were sent an intervention letter highlighting the legal consequences of riding without proper endorsements. During year-two, subsequent licensing, crash, and traffic violation rates will be tracked and compared between those who received the letter, those who did not, and the general motorcyclist population to determine the affect of the intervention.

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2011 Highway Safety Plan. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, or educational meetings or conferences.

Task 2 - Motorcycle Program Analysis

This task provides for comprehensive evaluation of motorcycle programs in order to improve and develop effective countermeasures to reach the increasing population of motorcyclists. Additionally, this task provides for enhanced enforcement, public awareness campaigns to increase driver awareness of motorcyclists, and to increase rider awareness of proper helmets, other safety gear, and safe and sober riding.

GRANTS

Task	Grant #	Agency	2010	402	406
2	MC1001	California Highway Patrol	\$150,000.00	\$225,728.00	
2	MC1101	California Highway Patrol	\$450,000.00	\$583,350.06	\$186,649.94
		Subtotal	\$600,000.00	\$809,078.06	\$186,649.94
		Total			\$1,595,728.00

GRANT DESCRIPTIONS

Grant #	Agency	Title	Description
MC1001	California Highway Patrol	Look Twice, Save a Life	The California Highway Patrol will implement a grant focusing on reducing motorcyclist fatalities and injuries, throughout the four counties with the highest statistics within CHP jurisdictions. The targeted counties are Los Angeles, San Diego, Orange, and San Bernardino. This will be accomplished by enhanced enforcement, including aerial support, public education campaigns to increase drivers' awareness of sharing the road with motorcyclists, and motorcycle safety, outreach, and education efforts.
MC1101	California Highway Patrol	Common Roads, Common Sense	The California Highway Patrol will implement a grant focusing on reducing motorcycle fatal and injury collisions statewide, specifically addressing all aspects of motorcycle safety. Activities will focus on public awareness, education, and the distribution of appropriate educational materials.

OCCUPANT PROTECTION

PROGRAM OVERVIEW

Seat Belts

California's 2009 seat belt use rate is 95.3 percent (August 2009), this represents 35.2 million persons wearing seat belts. NHTSA estimates that 1,424 Californian lives were saved at the current seat belt use rate. However, the fact remains that 1,737,198 Californians are not utilizing restraint systems, and are therefore, at higher risk for death or injury, if involved in a collision. In California, the percent of unrestrained passenger vehicle occupant fatalities (all seat positions) increased from 36 percent in 2007 to 38 percent in 2008. California is much better than the national average of 55 percent and only Oregon at 35 percent has a better rate than California. NHTSA estimates that about half or 351 of the 702 known unrestrained fatalities would be alive today had they simply buckled up. The 2008 SWITRS data reports 70.8 percent of vehicle occupants killed in automobile collisions were using seat belts. In the last five years (2004 to 2008), the percentage of occupants killed in automobile collisions and using safety belts increased by 17.1 percentage points from 53.7 percent to 70.8 percent.

California conducted its sixth teen statewide seat belt observational survey. The 2009 survey teen seat belt use rate is 91.1 percent, up from 89.9 percent in 2008. While the teen seat belt compliance rate has increased 4.5 percentage points since the first survey in 2004 with a rate of 86.6, more efforts need to be focused on that population. In 2008, the percent of unrestrained passenger vehicle occupant "teenaged" fatalities was 37 percent - of the five largest states in terms of total traffic fatalities (CA, FL, TX, GA, & NC), California has the best rate. Since restraints are about 50 percent effective in preventing a fatality, NHTSA estimates that 42 dead California teens would be alive today had they simply buckled up.

Persons considered "high-risk," (e.g., teens, non-English speakers, and those in the lower socioeconomic classes) remain involved in a disproportionate number of fatal and injury collisions. The rich diversity that typifies many communities in California contributes to the vitality and strength of the state as a whole. At the same time, it presents a number of challenges for health departments, law enforcement, and community based organizations committed to addressing occupant protection. This high-risk group requires special education and programs targeting cultural and language barriers. In California, we continue to see an increase in ethnic and linguistic groups. According to the new projections by the California's Department of Finance Demographics Unit, the Hispanic populations will constitute the majority of California by 2042. By the middle of the century, the projections indicate that Hispanics will represent 52 percent of the state's population, with Caucasians comprising 26 percent, the Asian population at 13 percent; the African American population at five percent, and Multiracial persons two percent. Both American Indian and Hawaiian/Pacific Islander groups will each make up less than one percent of the state by 2050. Media campaigns will target teens, Spanish, and non-English speaking populations. In addition, health departments will utilize networks and relationships with ethnic communities to address traffic safety issues for the populations they represent.

Through a partnership with the Safe Transportation Research and Education Center (SafeTREC) at the University of California Berkeley, OTS will fund the "Next Generation -- Click It or Ticket" campaign by conducting two well-publicized seat belt enforcement mobilizations in November 17 – 30, 2010 and May 23 – June 5, 2011. To promote sustained enforcement, law enforcement agencies (CHP and local law enforcement) serving at least 50 percent of

California's population or serving geographic subdivisions that account for at least 50 percent of California's unbelted fatal vehicle occupants will carry out one to four days and/or nights of intensified seat belt enforcement each month. The goal of the "Next Generation -- Click It or Ticket" campaign is to increase seat belt use statewide to 96 percent by December 31, 2011. OTS will fund 1.3 million dollars to law enforcement agencies to offset overtime and reporting costs for the campaigns.

Child Passenger Safety (CPS)

California's child safety seat use rate is 90.9 percent (August 2009). Child passenger safety remains a difficult topic to master because of the constant technical changes in laws and regulations, and development of new products. California's focus is to increase the child passenger safety compliance rate. Programs will train NHTSA Child Passenger Safety technicians and instructors, but most of all, conduct child passenger safety restraint checkups, create fitting stations and conduct educational presentations.

National research on the effectiveness of child safety seats has found them to reduce fatal injury by 71 percent for infants (less than one year old) and by 54 percent for toddlers (1-4 years old) in passenger cars. For infants and toddlers in light trucks, the corresponding reductions are 58 percent and 59 percent, respectively (National Center for Statistics and Analysis -- Lives Saved Calculations for Infants and Toddlers, March 2005). Passenger vehicle occupant fatalities age 0-8 decreased 50 percent from 84 in 2007 to 42 in 2008 and age 4 and under dropped 42 percent from 49 in 2007 to 25 in 2008.

ACTION PLANS

California's population continues to increase, with a growth of .93 percent, representing over 353,393 new residents in California (California Department of Finances 2009 Demographic Report.) OTS continues much needed funding to keep up with the new population totals, provide an ongoing effective occupant protection program that assures the public is educated and motivated to use seat belts and child safety seats on every ride. A combination of legislative mandates, enforcement, public information campaigns, education, and incentives are necessary to achieve significant, lasting increases in occupant restraint usage.

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

Through a partnership with the California Department of Transportation, OTS funded 610 sign overlays for the "Click it or Ticket" road signs that are displayed every 50 miles throughout the state highway system. These overlays reflect a more current fine amount, stating "minimum \$142." OTS is coordinating the distribution of 200 signs available to grantees for installation within their jurisdictions. In addition, approximately 325 fixed freeway changeable message signs illuminate the "Click it or Ticket" message during the NHTSA mobilization.

The fine for not wearing a seat belt or a driver allowing an unrestrained passenger is approximately \$145 a first offense and \$265 for a second offense. Child passenger restraint violations are \$465 for a first offense and \$1,065 for a second offense.

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2011 Highway Safety Plan. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - Comprehensive Community Occupant Protection Grants

These grants conducted by county health departments include activities with schools, churches, medical facilities, law enforcement, courts, media, civic groups, large and small businesses, governmental agencies, etc. These grants develop child safety seat programs that educate and train on the correct use of safety belts and child safety seats. Activities include: conducting media events, public information campaigns, child safety seat check ups, child safety seat and seat belt surveys, educational presentations, providing NHTSA Certified Child Passenger Safety Technician training; court diversion classes; disseminating educational literature; distributing low cost or no cost child safety seats to low income families; and serving as fitting stations. In addition, two grants conducted by the University of California, San Diego will provide training to law enforcement, health professionals and students in San Diego County with a broader understanding of older driver sensitivities and impairments.

Task 3 - Enforcement and Education Occupant Protection Grants

These grants conducted by law enforcement and fire personnel include enforcement and education to increase the use of safety belts and child safety seats. Activities include: conducting media events, public information campaigns, child safety seat checkups, child safety seat and seat belt surveys, educational presentations; disseminating educational literature; providing NHTSA Certified Child Passenger Safety Technician training; distributing low cost or no cost child safety seats to low income families.

Task 4 - Statewide Usage Surveys

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

Task 5 - Statewide Child Passenger Safety Training

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

Task 6 – Mini Grants to Increase Seat Belt Use

This task includes one grant that serves as a host agency to provide Click it or Ticket mini grants to local law enforcement.

Task 7 – Data Collection, Analysis, and Evaluation

This task includes grants that provide data collection and analysis, evaluation, education, public awareness, and/or technical assistance to traffic safety stakeholders statewide.

GRANTS

Task	Grant #	Fund	Agency	402	405	406
2	OP1104	405	San Diego County		\$24,184.00	\$175,816.00
2	OP1105	405	Los Angeles		\$450,000.00	
2	OP1108	402	University of California, San Diego	\$207,843.00		
2	OP1109	405	Butte County		\$124,334.00	
2	OP1110	402	University of California, San Diego	\$217,876.00		
2	OP1112	405	Glendora		\$123,669.00	
3	OP1103	405	Yuba City Police Department		\$125,964.00	
3	OP1114	402	California Highway Patrol	\$422,906.00		
4	OP1111	406	California State University, Fresno			\$265,056.00
5	OP1102	405	California Highway Patrol		\$1,200,000.00	
5	OP1107	405	California Department of Public Health		\$225,000.00	
6	OP1106	402	The Regents of the University of California, Berkeley Campus	\$1,172,632.00	\$220,000.00	
7	OP1113	402	The Regents of the University of California, Berkeley Campus	\$600,000.00		
7	OP1101	402	California Department of Motor Vehicles	\$50,000.00		
			Subtotal	\$2,671,257.00	\$2,493,151.00	\$440,872.00
			Total			\$5,605,280.00

GRANT DESCRIPTIONS

Grant #	Agency	Title	Description
OP1101	California Department of Motor Vehicles	Age and Crash Risk Analysis and Evaluation	The grant will collect, analyze, and report up-to-date statistical data and research findings on the relationship between age and driving behavior. Crash and traffic violation rates by type, licensing rates, and other measures distributed by driver age and gender will be included. The grant will also investigate and report on factors that influence competency level and crash risk for teen and senior drivers, and the effectiveness of crash-countermeasure and competency-enhancement programs for these two groups. The goal is to produce information useful to highway safety administration and others for developing programs to reduce teen and senior driver fatalities.
OP1102	California Highway Patrol	California Occupant Restraint Campaign II	The California Highway Patrol will conduct community outreach and enforcement measures to increase seatbelt and child restraint usage. The grant goals are to reduce the number of fatalities and injuries in collisions in which victims did not use, or improperly used, their vehicle occupant restraint system. Objectives are to provide comprehensive traffic safety educational seminars/classes/informational sessions, child safety seat inspections, distribute child safety seats, and conduct a statewide awareness and enforcement day/weeks. The grant will provide child passenger safety certification training to CHP as well as allied agencies.
OP1106	The Regents of the University of California, Berkeley Campus	Next Generation - Click It or Ticket Mini-Grant Program 2010-2011	California will launch the "Next Generation -Click It or Ticket" program with a highly publicized seat belt enforcement mobilization on November 17-30, 2010, and a second mobilization will occur on May 23, 2011 - June 5, 2011. In addition, the Click It or Ticket campaign will promote sustained seat belt enforcement, a program in which state and local law enforcement agencies representing at least 50 percent of California's population or serving geographic subdivisions that account for at least 50 percent of California's unbelted fatal vehicle occupants will conduct intensified monthly enforcement efforts during daytime or nighttime hours. The goal is to increase seat belt use in California to 96 percent. California's 2010 Annual Performance Report will report the degree to which the sustained enforcement strategy was carried out, results of the enforcement, and the overtime hours dedicated to the enforcement operations.

Grant #	Agency	Title	Description
OP1107	California Department of Public Health	Vehicle Occupant Safety Program	California's Vehicle Occupant Safety Program (VOSP) coordinates Child Passenger Safety (CPS) efforts across California. VOSP creates essential CPS partnerships that link state and local policy, enforcement and educational efforts. VOSP supports local programs through programmatic and technical support, data and educational resources. This grant will enable VOSP to strengthen the state's CPS Technician Training Programs through a targeted marketing plan to recruit CPS technicians and retain current ones.
OP1111	California State University, Fresno	Statewide Restraint Usage Survey	Estimates of seat belt usage rates of vehicle occupants on state and local roads and facilities are needed to evaluate the effectiveness of NHTSA funded occupant safety programs. Three surveys will be conducted. Two statewide seat restraint usage surveys of adult and toddler/infant occupants in vehicles on California roadways are planned. Data on usage rates at 160+ non-highway and highway sites will be collected during the spring and summer seasons of 2010-2011. Pre and post test comparisons will be made between the spring and summer results. One statewide survey of high school driver and passenger seat belt usage are planned in the fall seasons of 2010-2011 at 100 high schools sites.
OP1113	The Regents of the University of California, Berkeley Campus	UC Berkeley Safe Transportation Research and Education Center Projects	The goals of the Safe Transportation Research and Education Center are to increase the level of multi-disciplinary traffic safety education available to students at the University of California, Berkeley, and in colleges and universities throughout California and to increase public awareness and knowledge of key traffic safety problems, including DUI and occupant restraint use, in California. Objectives include working with stakeholders, providing education and training to students, professionals, and community members, providing technical assistance in planning, data collection analysis and evaluation, and conducting outreach through the Web, reports, and newsletters.

PEDESTRIAN AND BICYCLE SAFETY

PROGRAM OVERVIEW

Pedestrian Safety

Pedestrian fatalities dropped 5 percent from 650 in 2007 to 620 in 2008. This is the lowest annual tally of pedestrian fatalities since the federal government began recording fatality statistics in 1975. Pedestrian fatalities represent 18 percent of total traffic fatalities in California, significantly exceeding the national average of 11.3 percent.

In 2008, fatal and injury collisions involving a pedestrian accounted for 7.2 percent of the State's fatal and injury collisions.

- 17.5 percent of all pedestrian victims were between the ages of 5-14.
- 14.6 percent of all pedestrian victims were 60 years of age or older.
- 13.6 percent of all pedestrian victims were between the ages of 45-54.

Pedestrian safety has been a significant challenge to many California cities/communities, and therefore improved pedestrian safety has been among top priorities for these cities. Too often, the victims are children and senior citizens. Targeting those "at-risk" populations has been a challenge and many communities have introduced an array of innovative programs to combat the continuing disparity in the number of pedestrian victims that are children, senior citizens and/or culturally challenged. Progressive jurisdictions are taking aim at state of the art equipment that would slow the speed of traffic on residential streets, reduce traffic injuries and fatalities and improve the quality of life for everyone involved.

Pedestrian Safety Assessments (PSA) are another approach to improving pedestrian safety within California communities, as it enables cities to systematically identify pedestrian safety issues/problems and effective remedial options. Improved pedestrian safety and improved pedestrian infrastructure in turn can lead to enhanced walkability and economic vitality of communities. With funding from OTS, the Institute of Transportation Studies Technology Transfer Program (Tech Transfer), University of California Berkeley, will continue to offer Pedestrian Safety Assessments (PSA) as a free statewide service to California cities/communities in 2009 - 2010. The objective of the California PSA is to enable California communities to:

- Improve pedestrian safety at specific locations and citywide.
- Create safe, comfortable, accessible, and welcoming environments for pedestrians.
- Enhance walkability, liveability, and economic vitality.

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

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

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

Bicycle Safety

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

In 2008:

- Bicyclists represented 3.8 percent of all traffic fatalities and 4.8 percent of all injuries.
- 16.8 percent of bicyclists killed and injured were under age 15.

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

ACTION PLANS

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

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

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

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2011 Highway Safety Plan. This task also includes assistance to staff to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - Pedestrian and Bicycle Safety Programs

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

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

These bicycle and pedestrian safety programs will target populations identified to be at most risk in local communities, and multicultural communities. Activities for these grants include traffic safety rodeos, assemblies, workshops, multilingual public information and awareness efforts, incentives/promotional items, distribution of safety helmets, and selective enforcement.

Task 4 - Comprehensive Traffic Safety Programs

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

Task 5 - Statewide Pedestrian and Bicycle Safety Programs

These programs target the enhancement of bicycle and pedestrian safety throughout the State. These grants develop teams of transportation professionals to identify pedestrian problems and solutions to improve pedestrian environments. The development of pedestrian safety action plans and community pedestrian trainings will be provided to address identified pedestrian problems. The California Department of Public Health and Caltrans will work with the California Pedestrian Advisory Committee (CalPED) and the Challenge Area 8 Team (Making and Street Crossing Safer) to develop a coordinated approach to safety planning, assessment, and educational efforts across the state. In addition, a web based, on-line resource will be developed that contains California-centered bicycle and pedestrian data.

Task 6 - Equipment Programs

Programs under this task will provide equipment with the overall goal of reducing the number of fatal and injury collisions involving pedestrians in their jurisdictions. Equipment can include lighted crosswalks, pedestrian countdown signs, flashing beacons, and radar display signs. Equipment funded in this task is for use "off" the federal aid system.

GRANTS

Task	Grant #	Fund	Agency	Amount
2	PS1005	402	Santa Rosa	\$226,858.00
2	PS1103	402	Novato	\$135,557.00
2	PS1104	402	San Jose	\$69,000.00
2	PS1108	402	San Francisco County	\$200,000.00
2	PS1109	402	Folsom	\$50,000.00
2	PS1110	402	Berkeley	\$234,690.00
2	PS1113	402	Sausalito	\$65,000.00
3	PS1008	402	California Highway Patrol	\$259,374.00
3	PS1105	402	California Highway Patrol	\$368,995.00
4	PS1102	402	Clovis	\$64,000.00
4	PS1107	402	Oakland	\$491,305.00
5	PS1111	402	The Regents of the University of California, Berkeley	\$115,547.00
5	PS1112	402	The Regents of the University of California, Berkeley	\$137,266.00
5	PS1114	402	California Department of Public Health	\$200,000.00
6	PS1001	402	Pasadena	\$17,000.00
			Total	\$2,634,592.00

Grant #	Agency	Title	Description
PS1008	California Highway Patrol	Pedestrian and Bicyclist Safety Enforcement and Education Project	The California Highway Patrol will implement a traffic safety grant that focuses on improving pedestrian and bicycle safety with consistent and long-term changes in public awareness and behavior as well as educating motorists, pedestrians, and bicyclists on how to share the road. Grant activities will include specialized enforcement, pedestrian and bicycle safety education classes, and a public awareness campaign in an effort to decrease the number of pedestrians and bicyclists killed and/or injured on California's roadways.

Grant #	Agency	Title	Description
PS1105	California Highway Patrol	Pedestrian and Bicyclist Safety Enforcement and Education Project, Phase II	CHP will conduct two pedestrian/bicyclist safety corridor projects over a 12-month period to reduce collision-related fatalities and injuries along two problematic highway segments (corridors). The corridors will be confirmed by CHP Executive Management based on provisional 2009 Statewide Integrated Traffic Records System (SWITRS) data at the time the final grant agreement is submitted. SWITRS data for 2008 indicated the two areas with the highest incidence of such victims were CHP San Diego and San Jose areas. This grant seeks to reduce fatalities and injuries on the two selected corridors by various percentages from corresponding 2009 calendar year base-period totals through enhanced enforcement and a public awareness campaign. Task forces comprised of interested parties from local, regional, state, and/or federal organizations will be formed to address the issues on each corridor by comprehensively evaluating both causes and possible remedies. The task forces will establish specific goals and identify for implementation short- and/or long-term solutions tailored to the needs of each corridor.
PS1111	The Regents of the University of California, Berkeley Campus	The California Walk and Bike Safety Web Resource	The California Walk/Bike Safety Web Resource will fill a growing need for information about evidence-based methods and resources to improve the safety, efficiency, and attractiveness of pedestrian, bicycle, and other non-motor travel. It will be a one-stop, California-centered online resource, user-tested and designed with input from those active in the field, expressed in clear language and user-friendly format. Performance will be evaluated through analysis of Web metrics and surveys. Areas covered include; funding, training, and information resources (e.g., California Pedestrian Safety Action Plan templates), data mining tools (e.g., SafeTREC Web mapping utility), case studies, risk analysis, engineering countermeasures, and outreach.
PS1112	The Regents of the University of California, Berkeley Campus	Community Pedestrian Training	In order to further progress made toward pedestrian education and training effort in California, SafeTREC will build on and expand the CPST. Activities include: 1) Train new communities; 2) Return to communities where we have done training to work with local residents on implementing their action plans, train the trainer workshops, etc.; 3) Develop training models focusing on youth and/or older adults; 4) Continue coordination with Pedestrian Safety Assessment and the Pedestrian Safety Action Plan Workshop programs, and 5) Address particular pedestrian safety training needs of law enforcement officers.

Grant #	Agency	Title	Description
PS1114	California Department of Public Health	California Pedestrian Safety Program (PedSafe)	PedSafe will continue its valued work in facilitating the CalPED Advisory Committee and the Data Task Force, conducting Pedestrian Safety Action Plan Workshops with FHWA, providing educational webinars for the newly formed statewide PedSafe Network, implementing trainings for the Risk Communication Workbook for Pedestrian Safety, Parts I and II and ongoing collaboration with partner agencies, including those supporting SHSP Challenge Area Eight. In addition, this grant will provide a statewide symposium on moving research into practice, and program collaboration with CDPH's Local Public Health and the Built Environment (LPHBE).

POLICE TRAFFIC SERVICES

PROGRAM OVERVIEW

Every year, approximately 75 percent of fatal and injury-combined collisions involve the top five Primary Collision Factors (PCF): driving under the influence (DUI) of alcohol or other drugs, speed, auto right-of-way, traffic signals and signs, and improper turning (see PCF Table). The number of victims is well above the number of collisions themselves. Preventing and reducing collisions, and therefore reducing the numbers of fatality and injury victims is the major focus of OTS grants. Achieving fatality and injury reduction goals is accomplished through multifaceted approaches to the comprehensive traffic safety problems, e.g., speed, DUI, and nighttime collisions. Seatbelt and child passenger safety restraint enforcement and outreach efforts, speed-enforcement operations, deployments of radar trailers, along with school and civic presentations serve to culminate in a reduction in the numbers of fatality and injury victims in specific collisions.

Alcohol is the number one PCF in fatal crashes. According to 2008 SWITRS data, 29,752 people were killed or injured in alcohol-involved crashes, 2,381 fewer than in 2007. In addition, the number of alcohol-involved fatal victims decreased 9 percent in 2007 from 1491 to 1355; alcohol-involved traffic injury victims also decreased 9 percent from 30,642 to 28,397.

Speed is consistently the top PCF collectively for both fatal and injury collisions. SWITRS 2008 provisional data shows that unsafe speed was the PCF in 28 percent of all fatal and injury collisions. As the speed of the vehicle increases, so does the probability of injuries and deaths if the vehicle is involved in a collision. The number of total fatal and injury collisions for unsafe speed decreased 9 percent from 52,869 in 2007 to 48,713 in 2008. Unsafe speed is a major contributor to roadway fatality and injury victims.

PRIMARY COLLISION FACTORS (PCF)

Primary Collision Factor	2008		2007	
	Fatal	Injury	Fatal	Injury
1. Speed	522	48,713	620	52,869
2. Driving Under the Influence	704	14,672	785	15,406
3. Auto Right-of-Way	193	27,108	204	30,506
4. Improper Turning	584	23,043	711	25,309
5. Traffic Signals & Signs	135	14,017	195	15,448
Total	2,138	127,553	2,515	139,538
Total Fatal and Injury Collisions	129,691		146,477	

TOTAL VICTIMS KILLED AND INJURED IN COLLISIONS

2008*	Fatalities	Injuries
Injuries and Fatalities	3,401	241,249
Total Fatalities and Injuries	244,650	

Traffic-related fatalities and injuries decreased 9 percent in 2008. California's 2008 mileage death rate (MDR, fatalities per 100 million vehicle miles traveled) decreased 7 percentage points from 1.22 in 2007 to 1.15 in 2008.

ACTION PLANS

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

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

Many local police departments lack the information, technical assistance, equipment, and personnel to give their communities an effective speed control program, frequent sobriety checkpoints, and traffic safety education and enforcement programs. OTS provides grants to local police departments that range from \$25,000 up to \$364,000 and include the funding of traffic officers, personnel, overtime, equipment, and public information and education materials.

With distracted driving being a growing concern among all states, OTS and CHP leads the California Strategic Highway Safety Plan's Distracted Driving Challenge Area Team. This team will develop action items aimed at reducing this risky behavior. OTS will fund Pasadena, San Rafael, Beverly Hills, Rancho Cordova, Santa Rosa, Folsom, Gardena, Glendale, and Long Beach, in addition to several contract cities in Los Angeles, to conduct special enforcement operations targeting drivers who talk or text on cell phones while driving in conjunction with earned media during "Distracted Driving Awareness Month" in April 2011. In addition, the CHP will be implementing a statewide Distracted Driving public awareness campaign.

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS as it directly relates to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2011 Highway Safety Plan. Funding allocated to this task provides for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - Selective Traffic Enforcement and Education Program (STEEP)

Funds in this task provide for personnel, equipment, and operating costs to conduct traffic safety enforcement and education. The primary goals include the reduction of the number of persons killed in alcohol-involved, speed-related, hit-and-run, nighttime collisions and motorcycle involved traffic collisions and increase seat belt usage rates. In addition, the cities with one asterisk (*) will be conducting motorcycle related enforcement objectives. Cities with a double asterisk (**) will be conducting special operations targeting distracted drivers using cell phones or texting. Selected cities will conduct special enforcement operations targeting vehicle emitting excessive noise. To bring successful elements of a PTS program together, there must be a well-organized community effort. The central purpose of the community effort approach is to organize an effective community response to collision-related problems by involving public agencies, private organizations, and community-based organizations. Under such a program, a community uses both public and private resources to understand and attack all of its significant traffic safety problems. OTS will fund a total of 39 new local grants.

Task 3 - California Highway Patrol

OTS funds grants to the CHP in an effort to reduce over represented fatal collisions where the PCF has been identified. CHP is the lead agency in California for traffic education and enforcement. OTS will continue funding one grant initiated in 2010 and six new grants in fiscal year 2011. Through these grants, the CHP will conduct speed and seat belt enforcement, implement corridor projects, continue statewide Start Smart presentations, and provide enhanced enforcement directed at reducing motorcycle involved fatalities and injuries, coordinate a safe teen driving campaign, and design a public awareness, educational, and media campaign geared toward distracted driving.

Task 4 - Enforcement/Engineering/Analysis Team

OTS will fund one grant that will provide an in-depth analysis of a community's enforcement and engineering practices with the goal of reducing the number and severity of crashes by recommending solutions for high crash sites in the community.

Task 5 – Excessive Speed Program

OTS will fund pilot grants in Elk Grove (AL1166) and Citrus Heights (AL1196) to conduct priority special "speed enforcement" operations on roadways with a history of speed related crashes and/or excessive speeds. In addition, the departments will make speed enforcement and enforcement of vehicles with inadequate mufflers VC 27150(a) and modified exhaust systems VC 27151(a) departmental priorities.

GRANTS

Task	Grant #	Agency	164AL	402	405	406
2	PT1101	Fountain Valley		\$89,000.00		
2	PT1102*	Eureka		\$89,416.00		
2	PT1103*	Pasadena**		\$263,000.00		
2	PT1104	Whittier**	\$126,166.00	\$93,834.00		
2	PT1105	Ridgecrest	\$98,335.00	\$37,447.00		
2	PT1106	San Rafael**		\$262,400.00		
2	PT1107*	Redding		\$274,728.00		
2	PT1108*	Modesto		\$300,000.00		
2	PT1109*	Beverly Hills**	\$124,225.00	\$76,549.00		
2	PT1113	Gilroy	\$149,902.00	\$50,098.00		
2	PT1117	Rancho Cordova**		\$240,000.00		
2	PT1118	Capitola	\$4,169.00	\$40,015.00	\$9,025.00	
2	PT1119	Lompoc	\$150,000.00	\$40,000.00		
2	PT1121*	Los Angeles County**		\$1,100,000.00		
2	PT1122*	San Bernardino		\$269,000.00		
2	PT1123	Ontario		\$275,000.00		
2	PT1124*	Yuba City		\$155,000.00		
2	PT1125	Costa Mesa		\$364,000.00		
2	PT1126*	Fontana		\$150,000.00		
2	PT1127*	Orange		\$193,000.00		
2	PT1128	South Gate	\$16,000.00	\$9,000.00		
2	PT1129*	Riverbank		\$50,000.00		
2	PT1130*	Santa Rosa**	\$183,310.00	\$62,842.00		
2	PT1131*	Santa Monica	\$85,403.00	\$74,000.00		
2	PT1132*	Folsom**		\$148,000.00		
2	PT1133*	Pomona	\$100,000.00	\$100,000.00		
2	PT1134*	Westminster		\$128,000.00		
2	PT1135*	Anaheim		\$252,000.00		
2	PT1136	Gardena**	\$161,086.00	\$27,914.00		
2	PT1137*	Turlock		\$128,000.00		
2	PT1138	Half Moon Bay		\$40,000.00		
2	PT1139*	Glendale**		\$254,795.00		
2	PT1140*	Livermore	\$87,000.00	\$32,000.00		
2	PT1141*	Long Beach	\$184,000.00	\$94,000.00		
2	PT1142*	Napa		\$346,200.00		
2	PT1143*	Porterville		\$60,000.00		
2	PT1145*	Berkeley		\$200,000.00		
2	PT1146*	Bakersfield	\$440,692.00	\$48,753.00		
2	PT1147*	San Mateo	\$40,000.00	\$40,015.00		
3	PT1040	California Highway Patrol		\$625,438.00		

Task	Grant #	Agency	164AL	402	405	406
3	PT1110	California Highway Patrol		\$3,200,000.00		\$300,000.00
3	PT1111	California Highway Patrol		\$235,364.00		
3	PT1116	California Highway Patrol				\$1,746,903.00
3	PT1144*	California Highway Patrol		\$382,997.00		
4	PT1148	The Regents of the University of California, Berkeley Campus		\$400,000.00		
		Subtotal	\$1,950,288.00	\$11,301,805.00	\$9,025.00	\$2,046,903.00
		Total				\$15,308,021.00

*Includes motorcycle enforcement objectives.

**Includes cell phone/texting enforcement operations.

GRANT DESCRIPTIONS

Grant #	Agency	Title	Description
PT1040	California Highway Patrol	Safe Highway Coalitions (SHC) IV	The California Highway Patrol will conduct safety corridor projects to reduce vehicle-related fatalities and injuries along three high-collision highway corridor segments. The first corridor will be within the jurisdiction of Monterey Area. The second corridor will be within the jurisdiction of Barstow Area. The third corridor will be within the jurisdiction of the Santa Cruz area. This project includes both a public education/awareness campaign and enhanced enforcement directed at reducing fatalities and injuries on the selected corridors. Local task forces comprised of interested parties from local, regional, state, and /or federal organizations and agencies will be formed to address the issues on each corridor by comprehensively evaluating both caused and possible remedies. The task forces will establish specific goals for fatality and injury reduction on each of the three corridors, and identify for implementation short and/or long-term solutions individually tailored to each corridor.

Grant #	Agency	Title	Description
PT1110	California Highway Patrol	Comprehensive Approach to Reducing Speed (CARS) III	The California Highway Patrol will implement a statewide grant to combat fatal/injury speed/caused collisions, including those involving motorcycles. Although the primary enforcement focus will be upon speed, other primary collision factors as well as seatbelt and distracted-driving violations (i.e., cell phone and texting violations) will also be strictly enforced. Strategies include greatly enhanced enforcement augmented by air support and a public awareness campaign (radar trailer deployments, safety presentations, educational materials, etc.).
PT1111	California Highway Patrol	Safe Highway Coalitions (SHC) V	The California Highway Patrol will conduct two traffic safety corridor projects to reduce collision-related fatalities and injuries along two high-collision highway (corridor) segments. The corridors will be confirmed by CHP Executive Management based on provisional 2009 Statewide Integrated Traffic Records System (SWITRS) data. SWITRS data for 2008 indicated the two areas with the highest incidence of collision victims were Fresno and Riverside areas. SHC V seeks to reduce fatalities and injuries on the two selected corridors by various percentages through enhanced enforcement and a public awareness campaign. Task forces comprised of interested parties from local, regional, state, and/or federal organizations will be formed to address the issues on each corridor by comprehensively evaluating both causes and possible remedies. The task forces will establish specific goals for each corridor and identify for implementation short- and/or long-term solutions tailored to the needs of each corridor.
PT1116	California Highway Patrol	Start Smart Teen Driver Safety Education Program III	The California Highway Patrol will implement a grant focusing on teen drivers between the ages of 15 and 19. The continuation of the Start Smart program will allow delivery of current, relevant, and practical training in traffic safety laws and safe driving behaviors, which is vital to reducing both fatal and injury collisions involving teen drivers in California. This will be accomplished through Start Smart classes, public awareness, and education.

Grant #	Agency	Title	Description
PT1144	California Highway Patrol	Motorcycle Safety Driving Coalitions	The California Highway Patrol will provide enhanced enforcement directed at reducing motorcycle-involved fatalities and injuries on roadways within the CHP's Oceanside, El Cajon, and South Los Angeles Areas. Local task forces comprised of interested parties from local, regional, state, and/or federal organizations and agencies will be formed to address the issues in each corridor.
PT1148	The Regents of the University of California, Berkeley Campus	Pedestrian Safety Assessments and Traffic Safety Evaluations	The UC Berkeley Technology Transfer Program will provide free expert technical assistance to local law enforcement and engineering staff. Twenty-two, one- or two-day site visits, in-depth technical evaluation and assistance, and follow-up reporting will be conducted. University staff will oversee and evaluate performance of evaluation teams, market the services to cities and counties, and disseminate appropriate best practices.

PUBLIC RELATIONS, ADVERTISING AND MARKETING

PROGRAM OVERVIEW

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

ACTION PLAN

In 2011, OTS will focus on generating earned media for a myriad of traffic safety initiatives through targeted DUI and seat belt campaigns and through active grants – all designed toward lowering the Mileage Death Rate and increasing statewide seat belt use. This approach includes providing increased media assistance to local grantees on new and innovative programs and continuing to target under-represented groups, target audiences, and the general population with traffic safety messages.

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

As 2010 closes, OTS will be evaluating the needs and requirements for outside contracting of media relations, public relations, media buying and other related work in anticipation of issuing one or more RFPs for such work in 2011.

TASKS

Task 1 - Public Relations

Statewide Campaigns

OTS Public Affairs will spearhead several key public awareness campaigns during FY2011. Key campaigns will include California's "Next Generation Click It or Ticket" campaign (also see Paid Advertising), as well as December's Holiday DUI Crackdown (also see Paid Advertising), Child Passenger Safety Week (September), and DUI enforcement campaigns around other major holiday periods: Memorial Day, Independence Day, and Labor Day weekends, as well as St. Patrick's Day, Cinco de Mayo and Halloween celebration periods.

In 2010, OTS began some early-stage public awareness programs aimed at the issue of distracted driving. In 2011, OTS, along with grantees and resources provided by a newly formed distracted driving Strategic Highway Safety Plan Challenge Area lead by OTS and the CHP, will explore multiple avenues of promoting this issue to the public.

All campaigns will rely heavily upon earned media to educate Californians about safe driving practices, including seat belt use, child passenger safety and impaired driving. Moving forward, OTS will also continue to expand partnerships with CHP, the Department of Motor Vehicles, Caltrans, and the Department of Alcoholic Beverage Control on various programs and campaigns.

Partnerships

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

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

OTS Tracks Newsletter

The Office's flagship publication, *OTS Tracks*, is now in its 19th year of production. Its audience is more than 3,000 traffic safety practitioners, law enforcement and fire departments, members of the media, legislators, and key stakeholder groups. Content includes news about OTS initiatives, staff, and stories from local grantees on their people, work and successes, as well as perspectives from the Director of OTS.

OTS Web Site and Social Media

The OTS website (www.ots.ca.gov) underwent an entire reconstruction in 2007. Grantees, law enforcement agencies, and other traffic safety stakeholders are increasingly reliant on the website for topical information on everything from grant application announcements to new data on a plethora of traffic safety subjects. The news media and researchers are using the OTS site as a valued resource.

The website continues to see phenomenal growth in usage, with over 221,506 visits in 2009 compared to 178,912 in the preceding year, an increase of 36 percent. The website is geared to the needs of its primary audiences. Potential and current grantees make up the bulk of those visiting the site, with media, researchers, stakeholders and the general public following along successively. The new site was formatted with this usage in mind. These enhancements greatly improved the ease of navigating the site to find what the visitor requires.

OTS staff is currently evaluating the website to make changes in style, format and content that may have become evident based on three years of use. All of these are positive indicators that the OTS move to a complete web-based grant operation in 2011 will be successful.

In late 2009, after long term research, deliberation and planning, OTS joined in the Social Media revolution by inaugurating the OTS Facebook presence (www.facebook.com/CaliforniaOTS). Beyond serving as an agency information page, this new social media platform allows OTS to communicate with all California motorists with real-time updates, life saving resources and engaging applications. The site is updated daily with news, posts, videos, photos, contests, polls, pledge badges, Smartphone apps, links and more.

The use and growth of the OTS Facebook presence has been very encouraging in 2010 and is expected to continue in 2011. In its first six months of existence, the OTS Facebook site generated over 300,000 direct and indirect impressions.

Media Relations

Bringing together expert resources in media relations, public affairs and community outreach, OTS Public Affairs offers an array of services, including: media relations, marketing, event logistics, creative writing, and campaign management. In 2011, OTS Public Affairs will be extending its targeted outreach to major media representatives to expand its role as the primary source for traffic safety information in the state.

OTS Public Affairs is a “one-stop shop” resource for all of its grantees, whether organizing a media event or assisting in garnering earned media through press releases, press events and the placement of specialty stories or op/eds. OTS works with grantees when needed to foster positive relations with the media covering their traffic safety programs. The Office also works with NHTSA on media buys surrounding high-profile DUI and seat belt enforcement campaigns.

Grantee Support

Integrating media into all grant programs on the local level is key goal and objective in OTS Public Affairs. The office routinely assists grantees in the execution of media events, framing key messages, and arranging media interviews. In addition, OTS Public Affairs directs the message on news releases, specialty articles and publicly distributed material penned by local grantees and community-based organizations. In 2010, the Office began providing a wide variety of press release templates, fact sheets and other materials that grantees have been using to streamline their public relations efforts and provide an increased professional look to their media communications. Due to their popularity, these efforts will be expanded in 2011.

Task 2 - Paid Advertising

During 2011, some of the campaigns that OTS may be using paid media include: Holiday DUI Crackdown (December), Click It or Ticket (November and May), a distracted driving campaign, and other campaigns as they arise.

OTS Public Affairs will receive comprehensive reports from its marketing, advertising and public affairs contractor after each campaign detailing all aspects of the campaigns and listing actual audience impressions. OTS and grantees track press coverage generated by campaigns. Pre and post campaign surveys will be taken to gauge actual changes in behavior in seat belt usage for the Click It or Ticket campaign.

OTS is a major sponsor of the nation's only daily live radio talk show dedicated to fighting DUI, “Ridin’ Dirty”, in the Los Angeles/Orange County area.

\$200,000 – DUI Crackdown

\$80,000 – Click It or Ticket

\$65,000 – Distracted Driving

\$144,000 – “Ridin’ Dirty” Radio Program

\$489,000 – Fund to be determined upon payment (410/164 or 402)

The following table reflects grants active in FFY 2011 with paid media in their budgets:

Grant #	Agency	Campaign	Budget
AL1119	California Highway Patrol	Statewide Anti-DUI	\$624,176
AL1125	California Highway Patrol	Anti-DUI & Anti-DUI Motorcycle – Lake County	\$40,000
AL1126	California Highway Patrol	Anti-DUI/Designated Driver Program for Women	\$600,000
DD1101	California Highway Patrol	Teen Drivers/Distracted Driving	\$1,000,000
DD1102	California Highway Patrol	Adult Distracted Driving	\$750,000
OP1114	California Highway Patrol	Senior Drivers	\$120,000
MC1001	California Highway Patrol	Share the Road & California Motorcyclist Safety Program – Southern California	\$150,000
MC1101	California Highway Patrol	Share the Road	\$665,750
PS1008	California Highway Patrol	Pedestrian Corridors – East Los	\$70,700
PT1116	California Highway Patrol	Start Smart	\$1,000,000
	Total		\$5,020,626

Task 3 - Marketing

Sports and Entertainment Marketing

Since its inception 16 years ago, the OTS Sports & Entertainment Marketing program has become an enduring model for sports partnerships and traffic safety. In 2010 we expanded it to include a special Designated Driver campaign partnership with the NBA Sacramento Kings. While the 2011 schedule of events won't be announced until after the New Year, campaign venues being explored include partnerships with California-based professional baseball, basketball and football teams as well as radio station sponsored events and entertainment venues. Target audiences for this marketing are primarily young males, and secondarily families with children. The messaging is occupant protection and impaired driving.

General Marketing

OTS has an extensive, year-round effort in place to produce and place as much "public service" materials as possible in the media. This comes in the form of television and radio public service announcements and billboard placement. Although there is no cost for airing and displaying the media, there are production and installation costs. This marketing has a paid media equivalent of over \$5 million. The messaging is occupant protection and impaired driving.

\$155,000 – Professional & Collegiate Sports Teams
 \$28,000 – Professional Sports Team Radio Coverage
 \$40,000 – Entertainment/Concert Venues
 \$15,000 – Targeted Radio Station On-Air, Web, Social Media, and Hosted Events
\$90,000 – PSA Production, Placement and Installation
 \$328,000 – Fund to be determined upon payment (410/164 or 402)

ROADWAY SAFETY

PROGRAM OVERVIEW

The Roadway Safety program focuses on the operating environment. Grant funds provide necessary equipment and facilities to aid in the identification and analysis of critical locations, the recommendation of traffic safety enhancements and the improvement of the traffic flow to ensure that responsible agencies have the technical expertise to perform necessary analyses. Roadway design, construction, and maintenance are not permissible under the Office of Traffic Safety (OTS) grant program.

A sound traffic-engineering program utilizes collision location data, an inventory of traffic control devices, data on the numbers and types of driving lanes, average and peak hour traffic volumes, and data on the direction of travel. In addition, a cogent traffic-engineering program should also include traffic circulation pattern information and data on adjacent land use. There should also be an ability to identify and analyze critical collision locations to establish reasonable speed limits (85th percentile), to coordinate and optimize signal timing, and to correlate all of the referenced data with the types and severity of collisions experienced. The engineer must perform analyses and recommend mitigation in the way of traffic controls, roadway design changes, alternative routes, and non-engineering alternatives, including enforcement and educational programs.

With the advancements being made in data automation and the increased number of software packages related to traffic engineering and mapping, the scope of engineering in the OTS grant program has changed markedly from just a few years ago. As the concept of GIS continues to mature, the delineation between traffic records and traffic engineering is rapidly blurring and will likely disappear completely. Traffic record systems are becoming increasingly comprehensive, providing data storage and retrieval mechanisms that apply to both engineering and enforcement, as well as to other interested organizations. For this reason, many grants may appear to be traffic record grants when they are in fact, engineering grants. Since both disciplines may be using the same computerized database, the degree to which the grant requires applied engineering fieldwork is used to distinguish between traffic records and traffic engineering.

As recommended by the California Traffic Records Assessment, conducted in September 2005, OTS is providing funds to local agencies to provide technical resources to local engineering agencies to support the collection of highway features and location reference data and to collect traffic count data on a consistent and periodic schedule.

In some instances, increased tort liability actions are a motivating factor responsible for compelling agencies to improve their engineering analysis capabilities. Consequently, the nature of traffic engineering efforts must be proactive. In addition, complete traffic engineering efforts must offer long-term mitigation to identified conditions.

ACTION PLANS

OTS is encouraging and funding both engineering information technology solutions for tracking and mapping of traffic control device inventories, and work zone educational outreach projects to reduce the number of collisions, injuries and deaths involving motorists and workers in highway work zones. OTS is also funding projects in other emphasis areas that have significant roadway safety relevance.

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2011 Highway Safety Plan. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task for individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - Traffic Control Device Inventory (TCDI)

Grants in this area involve establishing a relational database for the storage and retrieval of various control device data elements. Agencies must perform a complete field inventory of existing signs, signals, pavement and curb markings and stripping as well as the condition of each. Depending upon the size and complexity of the street layout table, some inventories may exclude certain items, such as pavement and curb stripping, and may keep separate inventories for some items, such as signals.

Task 3 - Roadway Improvement Program

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

Task 4 - Traffic Engineering Expertise

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

Task 5 - Education and Training

Grants funded in this task provide enhanced roadway safety by public information outreach and educational efforts.

Task 6 - Equipment

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

Task 7 - Evaluation

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

Task 8 - Infrastructure Improvement

The Caltrans Highway Safety Improvement Program (HSIP) includes all grants in which the primary purpose is to reduce the number and severity of collisions on California highways. Grants may range from spot improvements such as new signal installations to statewide systematic improvements to "Clean Up the Roadside Environment (CURE)". (See Hazard Elimination Projects)

GRANTS

Task	Grant #	Fund	Agency	Amount
2	RS1101	408	Trinity County	\$49,000.00
2	RS1102	408	Shasta County	\$82,000.00
2	RS1104	408	Cypress	\$35,000.00
5	RS1002	163	California Department of Transportation	\$1,500,000.00
			Total	\$1,666,000.00

GRANT DESCRIPTION

Grant #	Agency	Title	Description
RS1002	California Department of Transportation	Highway Safety Campaign	This project will expand upon prior "Slow for the Cone Zone" projects for a work zone safety public awareness campaign statewide for the next two years. Caltrans will continue to examine their work zone safety and mobility practices and focus on Teens, Hispanics and other high priority target audiences in the state. Strategies used in this grant will establish safe work zone driving as a public norm and will include a work zone traffic control plan, public information, and outreach. The overall goal of this grant will be demonstrated with data showing a reduction in fatalities and injuries in work zones, while maintaining mobility for drivers.

Hazard Elimination Projects

The following are hazard elimination grants (Task 8) scheduled for 2011 and funded through the California Department of Transportation (Caltrans).

05-00018

City or County	Amount	Project Type	Fund
County of Lake	\$9,155,000	Shoulder widening	164 HE
County of Los Angeles	\$3,062,000	Install metal beam guardrail/end treatments and crash cushions	164 HE
County of San Diego	\$6,600,000	Install/upgrade concrete barrier, end treatments and crash cushions	164 HE
Sierra County	\$1,400,000	Install/upgrade metal beam guardrail	164 HE
Sacramento County	\$235,000	Install chain link fence	164 HE
Nevada County	\$289,000	Install overhead sign	164 HE
Humboldt County	\$1,500,000	Install metal beam guardrail	164 HE
San Francisco/San Mateo Counties	\$17,000,000	Upgrade median barrier	164 HE
Marin/Sonoma Counties	\$4,500,000	Relocate signs in gore areas	164 HE
Los Angeles County	\$8,000,000	Install concrete and metal beam guardrails	164 HE
Los Angeles County	\$400,000	Install metal beam guardrail and traffic control devices	164 HE
Los Angeles County	\$565,000	Install metal beam guardrail	164 HE
Los Angeles County	\$710,000	Install metal beam guardrail	164 HE
Monterey County	\$817,000	Install metal beam guardrail	164 HE
San Luis Obispo and Monterey County	\$1,203,000	Install metal beam guardrail	164 HE
Santa Barbara County	\$2,255,000	Upgrade metal beam guardrails	164 HE
Community of Castaic	\$430,000	Install metal beam guardrails	164 HE

07-00013

City or County	Amount	Project Type	Fund
Yolo and Sacramento County	\$35,000,000	Upgrade median barrier	164 HE
Humboldt County	\$3,330,000	Upgrade MBGR and install concrete barrier	164 HE
San Diego County	\$5,300,000	Upgrade metal beam guardrail to concrete	164 HE
Orange County	\$4,312,000	Install concrete barrier and crash cushions	164 HE
Los Angeles County	\$2,500,000	Upgrade median barrier	164 HE

08-00063

City or County	Amount	Project Type	Fund
Humboldt County	\$3,000,000	Reconstruct guardrail	164 HE
San Diego County	\$5,000,000	Median upgrade	164 HE
Mendocino County	\$3,000,000	Reconstruct guardrail	164 HE
Santa Cruz County	\$2,000,000	Construct concrete guardrail	164 HE
Riverside & San Bernardino Counties	\$3,000,000	Upgrade MBRG, bridge connections/end treatments in	164 HE

TRAFFIC RECORDS

PROGRAM OVERVIEW

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

The geographic size of California and its large population makes the complete centralization of traffic records somewhat impractical. Therefore, various aspects of traffic records are delivered by a variety of responsible agencies.

The central data repository for crash records is the Statewide Integrated Traffic Records System (SWITRS). Installed at CHP in 1974, SWITRS provides collision-related reports to state and local agencies. Since SWITRS inception, there have been major advances in computing capabilities, rendering certain features of the SWITRS system cumbersome, time-consuming, and labor intensive. The cost and the impact of changing to an on-line system are presently being studied and system re-development is in progress.

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

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

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

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

The Emergency Medical Services Authority (EMSA) has established a statewide database for emergency medical response reporting, including response times to collisions and subsequent treatment of collision victims. In the EMS system, all regional trauma systems store and retrieve medical data, with a certain mandated core data transmitted to the EMSA system. EMSA is trying to establish the means and methodology to track specific individuals from the collision to

the emergency responder to the hospital and finally to hospital discharge. EMS linkage is necessary for the sensitivity index computation, and provides traffic engineers and traffic law enforcement personnel invaluable information on morbidity and mortality rates.

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

Local agencies in California have identified specific difficulties in using SWITRS, primarily the time lag in receiving reports and the inconsistencies in the identification of local street names. For smaller cities, these problems do not represent major obstacles; but larger communities require an automated collision database system to provide in part, a more timely record, a more accurate identification of crashes, and ability to analyze collision trends and locations.

The Office of Traffic Safety (OTS) will continue to address the need for local systems by continuing to provide hardware and software to local grantees that are compatible with SWITRS. Many local agencies are implementing, or exploring the feasibility of implementing local Geographic Information System (GIS) based traffic record systems.

In September 2005 California requested NHTSA to facilitate a traffic records assessment. A team of professionals with backgrounds and expertise in the several component areas of traffic records data systems (crash, driver/vehicle, traffic engineering, enforcement and adjudication, and EMS/Trauma data systems) conducted the assessment.

The scope of this assessment in compliance with Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), covered all of the components of a traffic records system. The purpose was to determine whether California's traffic records system is capable of supporting management's needs to identify the state's safety problems, to manage the countermeasures applied to reduce or eliminate those problems, and to evaluate those programs for their effectiveness.

ACTION PLANS

OTS is implementing the recommendations of the 2005 Traffic Records Assessment including strategic planning through the Traffic Records Coordinating Committee (TRCC). The committee is comprised of representatives from state and local agencies including OTS. They are tasked with oversight of the development of the Traffic Records Strategic Plan. The plan is based on the assessment findings and current and emerging highway safety information initiatives.

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

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

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

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2011 Highway Safety Plan. This plan includes grants that will be continued from prior fiscal years. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - Data Records Design and Implementation

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

Task 3 - Comprehensive Data System Design and Implementation

Automated GIS systems will be purchased for these counties that will allow them to analyze and map traffic collisions. These systems will provide a tool for traffic enforcement, collision investigation, and traffic engineering.

Task 4 - High Risk Driver Identification Data Capture Improvement Grants

Grants funded under this task are primarily concerned with developing the methodology to correctly identify high-risk drivers and the subsequent development of software to allow for the tracking of the identified high-risk drivers.

GRANTS

Task	Grant #	Fund	Agency	Amount
2	TR0804	408	California Department of Transportation	\$499,084.00
2	TR0806	408	Judicial Council of California	\$453,566.86
2	TR0807	408	California Department of Public Health	\$396,458.00
2	TR0808	408	Emergency Medical Services Authority	\$717,810.00
2	TR0809	408	California Highway Patrol	\$283,133.20
2	TR0810	408	California Highway Patrol	\$1,115,711.00
2	TR1006	408	The Regents of the University of California, Berkeley	\$153,956.00
2	TR1104	408	Orange County	\$275,000.00
2	TR1106	408	The Regents of the University of California, Berkeley	\$164,000.00
3	TR1101	408	San Joaquin County	\$100,000.00
3	TR1102	408	Trinity County	\$35,000.00
3	TR1103	408	Dublin	\$38,380.00
4	TR1015	402	California Department of Motor Vehicles	\$102,093.00
4	TR1016	402	California Department of Motor Vehicles	\$40,171.00
			Total	\$4,374,363.06

GRANT DESCRIPTIONS

Grant #	Agency	Title	Description
TR0804	California Department of Transportation	TSN TASAS Database Enhancements	This grant will allow Caltrans to migrate the existing TSN system to a GIS based linear referencing system, including networking capability, to promote analytical capabilities and data sharing with the department and with its partner agencies, such as the California Highway Patrol and Department of Motor Vehicles. Simultaneously, the department will be able to improve the timeliness and quality of its base highway system, collision and traffic volume data used by the department and its partners to identify, isolate and analyze critical traffic safety issues.

Grant #	Agency	Title	Description
TR0806	Judicial Council of California	Traffic Citation E-Filing Grant	The California Administrative Office of the Courts (AOC) proposes to leverage its established statewide infrastructure (California Case management System - CCMS), data exchange standards, and Integrated Services Backbone (ISB - a suite of tools and services for sharing information) to develop a Citation Tracking System (CTS) and deploy it to three pilot sites consisting of medium to large California Superior Courts. This grant will use a standard, reusable architecture so that e-filing capability can be deployed to additional courts and their law enforcement partners as they become ready to execute e-citations.
TR0807	California Department of Public Health	Crash Medical Outcomes Data – CMOD	To better understand how to prevent Californians from being injured and killed in traffic crashes, California's traffic safety and injury prevention community needs analyses of both crash and medical data focusing on person-level risk factors and outcomes. This project responds to the current gap in knowledge by integrating data sets like SWITRS, pre-hospital records, emergency department records, hospital inpatient records, and death data. By combining these data sources, we gain a powerful ability to look at the health outcomes from crashes and the relationships between those outcomes and various risk factors and crash characteristics.
TR0808	Emergency Medical Services Authority	California EMS Information System (CEMSIS) Update	CEMSIS is an application designed to accept EMS and trauma data from local EMS agencies throughout the state and provide an avenue for linkage with other appropriate data sources to create a timely, accurate, complete, uniform data base that can be used to, in accordance with the expectations of SAFETEA-LU, comply with the recommendations from the 2005 California Traffic Records Assessment. The project will update CEMSIS to be in compliance with, and participate in, the federal data collections system: National EMS Information System (NEMSIS) and the National Trauma Data Bank (NTDB). CEMSIS will be designed to receive both EMS and trauma data electronically from each of the 31 local EMS agencies. Injured patient data will be linked with other data systems to assist state and local efforts in injury prevention related to traffic safety. Data is necessary to assess performance, quality, utilization and prevention, benchmark against existing national standards and to inform future policy decisions and directions for EMS and trauma care in California

Grant #	Agency	Title	Description
TR0809	California Highway Patrol	Allied Agencies Collision Reporting (AACR) - SWITRS	This grant will obtain hardware and consulting services to provide a statewide, external and internal Statewide Integrated Traffic Records System (SWITRS) environment that efficiently and effectively automates the request from and responses to CHP and Allied Agencies for SWITRS data and reporting. It will also enhance the input and import of data into SWITRS utilizing the Extensible Markup Language (XML) data transmission standard.
TR0810	California Highway Patrol	State-wide Automated Citation System (SACS)	The grant will obtain and deploy the hardware and software for a state-wide automated citation system that will interface electronically with all judicial jurisdictions within the State of California that are capable of accepting electronic citation data transmissions.
TR1006	The Regents of the University of California, Berkeley	Geocoding of Minor Injury Collisions in California	Geographic Information Systems (GIS) technology has proven itself to be a valuable tool for local traffic safety practitioners. A key component of GIS in the field of traffic safety is the availability and access to high quality geocoded collision data. Traffic Safety Center has geocoded ten years of fatal and severe injury SWITRS collisions in a previous OTS grant and intends to expand and analyze this database. The proposed project will (1) geocode non-severe, non-fatal injury collisions from 1997-2006, (2) geocode all non-PDO collisions from 2007 and 2008, (3) manually geocode and non-matching fatal and severe injury collisions, (4) analyze and report on geocoding error types, and (5) compare SWITRS geocoding accuracy to geocoded FARS collision data.
TR1104	Orange County	Orange County Medical Emergency Data System (OC-MEDS)	The OC-MEDS is designed to be a web-based Emergency Medical Services (EMS) and Trauma Registry data repository with real time patient tracking and robust reporting and data mining capabilities. The OC-MEDS has been configured to be compliant with established state and federal data standards pursuant to the National EMS Information System (NEMSIS) and the California EMS Information (CEMSIS). This grant opportunity will provide local assistance funding opportunities for local public EMS provider agencies to aid in the procurement of electronic patient care reporting systems to strengthen and enhance Orange County's ability to participate in the statewide CEMSI.

Grant #	Agency	Title	Description
TR1106	The Regents of the University of California, Berkeley	Statewide Traffic Records System Data Query and Mapping Web Sites	This project will launch, administer, and maintain a comprehensive suite of web-based tools that will allow California State and local agencies to query, download, and construct maps of data from the Statewide Integrated Traffic Records System by September 30, 2011. by September 30th, 2011. The objectives for this project are to (1) Select and implement data tools and other enhancements for the SWITRS web site; (2) Administer the SWITRS data web sites; (3) Troubleshoot non-geocoded areas based on results of Office of Traffic Safety grant #TR1006 analysis; (4) Maintain and update database with newly geocoded SWITRS data and FARS data; (5) Improve user documentation based on agency feedback; and (6) Provide technical support to resolve agency difficulties accessing or mapping data.
TR1015	California Department of Motor Vehicles	Outcome Analysis of the 3-Tier Assessment System	The California Department of Motor Vehicles will conduct analysis and evaluate the outcome data produced from the 3-Tier Assessment System pilot. These analyses portion of this grant will include (1) determination of the predictive validity of the 3-Tier Assessment System for identifying drivers at risk for crashing due to driving-relevant visual, cognitive, or physical limitations; (2) determine the effectiveness of the 3-Tier Assessment System for reducing crash risk among those drivers identified as possessing one or more driving-relevant limitations; and (3) determine the effects of participation in the 3-Tier Assessment System on the mobility options available to senior drivers.
TR1016	California Department of Motor Vehicles	Improperly Licensed Motorcycle Owners Pilot Study	DMV will send official letters emphasizing the legal consequences of riding illegally to a randomly-assigned sample of registered motorcycle owners who do not have a Class M1 or M2 license endorsement/instruction permit to legally operate the vehicle on California roadways. The licensing, crash, and traffic violation rates of those receiving the intervention letter will be compared to those who did not receive the letter, as well as the population of properly-licensed registered owners. The goals are to decrease the proportion of registered owners who are improperly licensed, measure the effects on license, crash, and traffic violation rates, and publish the findings for use by other states.

FFY 2011 GRANT EQUIPMENT LIST

Grant #	Agency	Equipment	Page #
AL11101	Merced	2 Changeable Message Sign Trailers @ \$17,000 each	11-AL-10
AL11103	Arvin	1 DUI Trailer \$30,000	11-AL-6
AL1112	Lodi	1 Traffic Collision Reconstruction System @ \$23,000	11-AL-6
AL1114	Inglewood	1 DUI Trailer @ \$30,000	11-AL-6
AL1123	El Centro	1 DUI Trailer @ \$30,000 1 Traffic Collision Reconstruction System @ \$18,000	11-AL-6
AL1131	Los Angeles	4 DUI Trailers @ \$25,000 each 1 Portable Light System @ \$15,000	11-AL-6
AL1133	Bakersfield	1 DUI Checkpoint Vehicle @ \$60,000 1 Changeable Message Sign Trailer @ \$12,000 1 Portable Light System @ \$10,000	11-AL-10
AL1137	Ventura	1 GIS System @ \$40,000	11-AL-6
AL1141	Moreno Valley	1 Changeable Message Sign Trailer @ \$10,000	11-AL-6
AL1145	Pacifica	1 DUI Trailer @ \$25,000	11-AL-6
AL1147	Fresno	1 DUI Trailer @ \$55,000 1 Changeable Message Sign Trailer @ \$15,000	11-AL-7
AL1148	Visalia	1 Traffic Collision Reconstruction System @ \$28,000	11-AL-7
AL1149	Chico	1 Portable Light System @ \$12,000	11-AL-7
AL1151	Hemet	1 DUI Trailer @ \$30,000	11-AL-7
AL1153	Rialto	1 DUI Trailer @ \$14,790	11-AL-7
AL1154	Atascadero	1 Changeable Message Sign Trailer @ \$16,450 1 GIS System @ \$40,000	11-AL-7
AL1156	Bishop	1 DUI Trailer @ \$26,000	11-AL-7
AL1158	Azusa	1 Traffic Collision Reconstruction System @ \$20,000	11-AL-7
AL1159	Fortuna	1 Changeable Message Sign Trailer @ \$13,000	11-AL-7
AL1160	Stockton	1 DUI Trailer @ \$35,000 1 Portable Light System @ \$15,000 1 Traffic Collision Reconstruction System @ \$27,000	11-AL-10
AL1162	San Joaquin County	1 Computer Software Program @ \$7,900	11-AL-8
AL1176	El Monte	1 GIS System @ \$40,000	11-AL-7
AL1177	Manteca	1 Traffic Collision Reconstruction System @ \$20,000	11-AL-7
AL1182	Madera	1 Traffic Collision Reconstruction System @ \$28,000 1 Evidentiary Breath Testing Device @ \$7,500	11-AL-7

FFY 2011 GRANT EQUIPMENT LIST

Grant #	Agency	Equipment	Page #
AL1188	Orland	1 Portable Light System @ \$6,000	11-AL-10
AL1191	Concord	1 Portable Light System @ \$14,140 1 Changeable Message Sign Trailer @ \$12,000	11-AL-7
AL1195	Los Banos	1 DUI Trailer @ \$25,000	11-AL-7
AL1199	Citrus Heights	1 Changeable Message Sign Trailer @ \$22,000 2 Portable Light Systems @ \$10,000 each	11-AL-10
EM1101	Marysville Fire Department	10 Extrication Systems @ \$28,118 each	11-EM-3
EM1102	Laguna Beach	2 Extrication Systems @ \$23,100 each 9 Hydraulic Power Units @ \$7,856 each	11-EM-3
EM1103	Sonoma County	3 Extrication Systems @ \$29,711 each 1 Combi Tool @ \$10,010	11-EM-3
EM1104	Windsor	8 Spreaders @ \$ 7,706 each 13 Cutters @ \$10,377 each 12 Power Units @ \$10,089 each 2 Stabilization Kits @ \$7,492 each 4 Air Bag Kits @ \$7,097 each	11-EM-3
PS1103	Novato	1 Changeable Message Sign/Radar Trailer @ \$22,053	11-PS-4
PS1109	Folsom	1 Covered Utility Trailer @ \$10,000	11-PS-4
PT1102	Eureka	2 Radar Trailers @ \$10,000 each	11-PT-4
PT1105	Ridgecrest	1 Changeable Message Sign/Radar Trailer @ \$18,860 1 DUI Trailer @ \$32,200	11-PT-4
PT1106	San Rafael	1 Lidar/w Digital Video @ \$18,000	11-PT-4
PT1107	Redding	1 Motorcycle @ \$31,000	11-PT-4
PT1108	Modesto	1 DUI Trailer @ \$30,000 2 Changeable Message Sign Trailers @ \$20,000 each	11-PT-4
PT1113	Gilroy	1 Motorcycle @ \$37,816	11-PT-4
PT1122	San Bernardino	1 DUI Trailer @ \$35,000	11-PT-4
PT1124	Yuba City	2 Radar Trailers @ 10,000 each	11-PT-4
PT1127	Orange	1 Radar Trailer @ \$10,500	11-PT-4
PT1132	Folsom	1 Changeable Message Sign/Radar Trailer @ \$21,000 1 Portable Light System @ \$8,000 2 Vehicle Speed Feedback Signs @ \$5,800 each	11-PT-4

FFY 2011 GRANT EQUIPMENT LIST

Grant #	Agency	Equipment	Page #
PT1134	Westminster	1 Changeable Message Sign Trailer @ \$19,000 1 DUI Trailer @ \$15,000	11-PT-4
PT1138	Half Moon Bay	1 DUI Trailer @ \$5,000	11-PT-4
PT1139	Glendale	2 Changeable Message Sign/Radar Trailers @ \$18,000 each	11-PT-4
PT1142	Napa	3 Vehicle Speed Feedback Signs @ \$8,000 each	11-PT-4
PT1145	Berkeley	1 Changeable Message Sign Trailer @ \$23,944	11-PT-4
PT1146	Bakersfield	1 Portable Light System @ \$10,000 1 Traffic Collision Reconstruction System @ \$10,000	11-PT-4
TR1102	Trinity County	1 GIS System @ \$32,000	11-TR-4
TR1103	Dublin	1 GIS System @ \$38,380	11-TR-4

