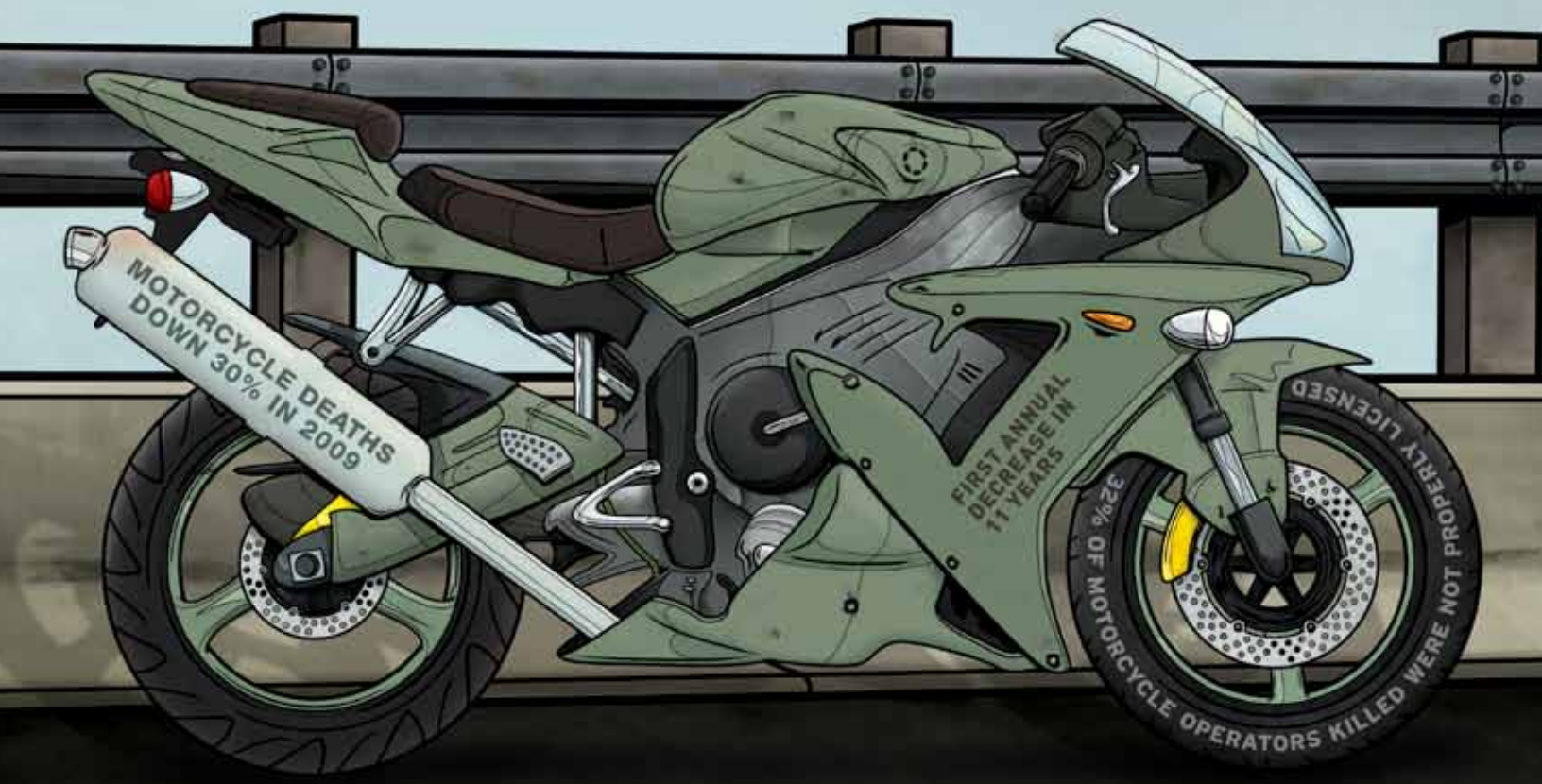
CALIFORNIA OFFICE OF TRAFFIC SAFETY

CALIFORNIA'S 2010

ANNUAL PERFORMANCE REPORT

Toward zero deaths, every 1 counts.



CALIFORNIA OFFICE
OF TRAFFIC SAFETY

2010
Annual Performance Report

Arnold Schwarzenegger
Governor
State of California

Dale E. Bonner
Secretary
Business, Transportation and Housing Agency

Christopher J. Murphy
Director
Office of Traffic Safety

STATE OF CALIFORNIA

ARNOLD SCHWARZENEGGER
Governor

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Department of Corporations
Department of Financial Institutions
California Highway Patrol
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BUSINESS, TRANSPORTATION AND HOUSING AGENCY

Dear Fellow Californians,

I am pleased to report that 2009 saw continued advances in all aspects of traffic safety in California. The programs and efforts in this report show why 2010 is expected to continue that trend. Programs that combine education, engineering, enforcement and emergency medical services to reduce traffic injuries and fatalities are making roadways safer than they have been in nearly sixty years.

In these tough economic times, California's traffic safety community is not pulling back. For Federal Fiscal Year 2010, OTS awarded $82 million in grants to 203 agencies for programs targeting impaired driving, roadway safety, seat belt and child safety seat usage, emergency medical services, pedestrian and bicycle safety, and police traffic services.

Last year, traffic fatalities dropped 10.3 percent to 3,081, the lowest since 1950, when 3,054 were killed. In 1950, California had a population of 10.6 million, who drove 41.6 million miles in 4.6 million vehicles. Today we have over 38 million people driving over 325 *billion* miles in nearly 29 million vehicles. In addition to the lives saved and injuries averted, $20 billion in economic impacts were avoided.

The top 50 DUI cities in the state received special emphasis. This helped further the 7.6 percent decline in DUI deaths seen statewide, from 1,025 in 2008 to 950 in 2009. Building on the successes of the last four years, the trend in DUI deaths has reached a 26.8 percent overall decrease.

The number of Californians using seat belts hit a new all-time high of 96.2 percent, placing the state in the top three nationally. Infants and toddlers in child safety seats also hit a new high of 95 percent. Attaining this high usage rate has come through the public awareness and enforcement campaign, Click It or Ticket, bolstered by $3 million in grants from OTS to 90 law enforcement agencies.

The loss of life from motorcycle crashes dropped an astonishing 29.6 percent in 2009. This signifies an unprecedented turnaround from the 175 percent increase experienced over the previous 11 years.

California leads the nation in its varied and innovative programs aimed at improving traffic safety. For example, we can point to the work of the groundbreaking Strategic Highway Safety Plan. The Plan is an unprecedented collaboration of a wide variety of stakeholders working across the entire spectrum of traffic safety, including OTS, Caltrans, California Highway Patrol, Department of Motor Vehicles and Department of Alcoholic Beverage Control. The goal of the Plan is to significantly reduce deaths, injuries and economic losses resulting from vehicle crashes.

As the State's Secretary for the Business, Transportation and Housing Agency, I am proud of the Office of Traffic Safety and their partners for the work they accomplished and I look forward to next year when we will be further down the path of realizing the OTS Vision Statement – *Toward zero deaths, every 1 counts.*

Sincerely,

Dale E. Bonner
Secretary

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Annual Performance Report
Federal Fiscal Year 2010

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Prepared in accordance with the Safe, Accountable, Flexible, Efficient Transportation Equity Act:

A Legacy for Users (SAFETEA-LU)

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CALIFORNIA OFFICE
OF TRAFFIC SAFETY

MISSION & VISION

WHAT IS OUR MISSION?

The Office of Traffic Safety effectively and efficiently administers traffic safety grant funds to reduce traffic deaths, injuries, and economic losses.

WHAT IS OUR VISION?

"Toward zero deaths, every 1 counts."

We believe that saving lives on California roadways calls for more than just a reduction of fatalities. Our vision is to eliminate traffic fatalities altogether. Every 1 fatality counts, every 1 is one too many. To realize this vision we emphasize:

1. **Human worth:** OTS believes that every life lost on a California roadway is one too many.

2. **Professionalism and integrity:** OTS is committed to performing its mission to the highest professional and ethical standards.

3. **Performance-based management:** OTS is dedicated to being a performance-based organization – one that focuses on evaluating performance data, applying strategies for performance improvement, and achieving desired results and outcomes.

4. **Personal and organizational sensitivity:** OTS is committed to treating each other and all customers with the highest respect and regard for individual rights.

5. **Open communication:** OTS aims to facilitate the free and consistent flow of information in an honest and professional manner.

6. **Teamwork:** OTS recognizes and encourages the benefits of teambuilding and teamwork.

7. **Commitment and loyalty:** OTS strives to foster an environment in which accountability and commitment to the organization and its mission are supported and recognized.

8. **Quality and customer focus:** OTS is dedicated to delivering high quality work and excellent service to all its customers.

9. **Innovation:** OTS believes in and encourages new thinking and will constantly strive to develop new approaches to meet customer and program needs.

10. **Professional growth:** OTS is committed to helping staff realize their potential through mentoring, training, and providing opportunities for professional development and advancement.

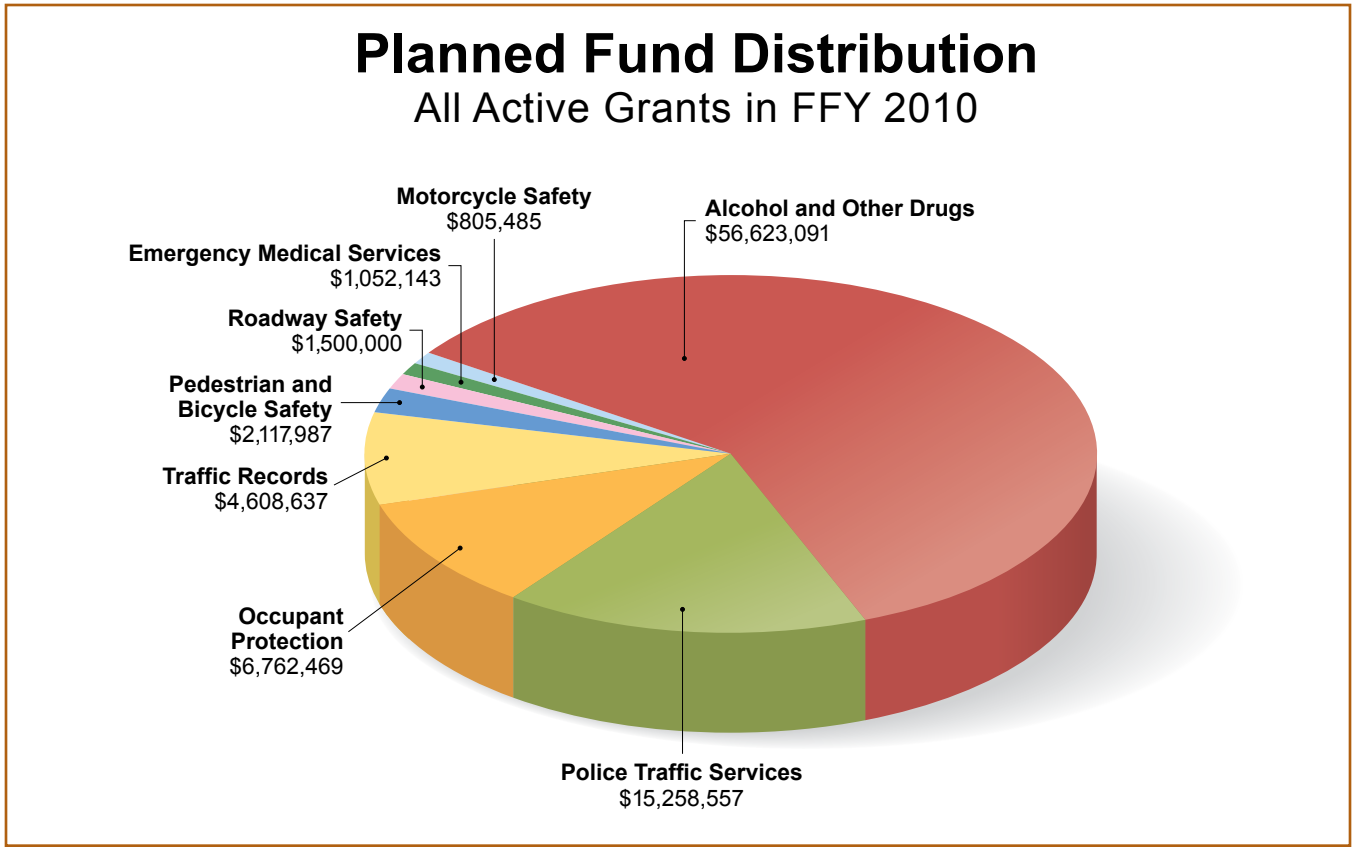
11. **Collaboration:** OTS values working with other agencies, private sector businesses, and community organizations to expand resources and extend our messages.

HOW DOES CALIFORNIA RECEIVE FUNDING?

The OTS Highway Safety program is a partnership effort between the National Highway Traffic Safety Administration (NHTSA) and the states. The partnership was created when Congress passed the Highway Safety Act of 1966. The funding for California FFY 2010 resulted from the passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy For Users. This was a four-year bill which was signed into law in August 2005 and carried forward into FFY 2010. Funding included the base program section (402) and several incentive programs.

The California OTS is designated by the Governor to receive federal traffic safety funds for coordinating its highway safety programs. Each year OTS develops a Highway Safety Plan (HSP) identifying the key highway safety problems in the state and the most effective countermeasures to address them. OTS then solicits proposals statewide to address the identified problems. Finally, available funds are allocated to state and local governmental agencies to implement traffic safety programs and grants.

The grants support planning to identify highway safety problems, provide start up "seed" money for new programs and give new direction to existing safety programs. The funds are intended to create and help sustain innovative programs at the state and local level, and leverage commitments of state, local and private resources. This Annual Performance Report (APR), required by NHTSA (23 CFR Part 1200) and the California Vehicle Code (Section 2905), provides an update of traffic safety grants active throughout the State of California as approved in the California Highway Safety Plan.



Areas of Concentration

States are encouraged to identify needs in each of the nationally designated program priority areas, but OTS has the flexibility to determine additional program areas and the amount of funding allocated to each. The areas chosen for funding in FFY 2010 were:

ALCOHOL AND OTHER DRUGS

Impaired driving and alcohol-related crashes constitute a major threat to the safety and well being of the public. This is especially true among young people age 15 to 24, where impaired driving is the leading cause of death. These programs aim to prevent people from driving while under the influence (DUI) of alcohol or other drugs and to remove DUI drivers from the road. OTS grants use a comprehensive approach by funding educational, prevention, and enforcement programs and by focusing on high-risk groups. Grant programs include: interactive youth education; college campus programs; intensive public information campaigns; vertical prosecution; education for judges and prosecutors; community organization involvement; equipment purchases including preliminary alcohol screening devices, portable evidential breath testing devices, and checkpoint trailer purchases; and enforcement operations including undercover and sting operations, felony DUI warrant services, DUI probation revocation programs, sobriety checkpoints, roving DUI enforcement patrols, and "DUI Avoid" partnerships of local law enforcement agencies and the California Highway Patrol (CHP).

EMERGENCY MEDICAL SERVICES (EMS)

Timely access to life-saving emergency medical services is critical to the reduction of fatalities and life-altering injuries resulting from motor vehicle collisions. OTS provides funds for cost-effective programs that incorporate effective strategies for improving California's EMS system's ability to meet the needs of motor vehicle collision victims. OTS-funded programs provide life-saving equipment, training, reliable ambulance transportation, effective communications, public information, education, and access to data and evaluation tools.

MOTORCYCLE SAFETY

Improving motorcycle safety is a high priority. Due to the continuous rise in motorcycle fatalities for more than a decade, OTS, the California Highway Patrol (CHP), Department of Motor Vehicles (DMV), and representatives of the Strategic Highway Safety Plan (SHSP) Challenge Area 12 have focused on public awareness, education, and outreach. This collaboration has been key, in addition to highly publicized enforcement operations. Fortunately, motorcycle fatalities have decreased from 560 in 2008 to 394 in 2009. This is the first drop since 1998, marking the end to an 11 year, 175 percent increase.

Areas of Concentration

OCCUPANT PROTECTION

In spite of the great strides made, thousands of young people, from newborns through age 20, continue to die or experience serious injuries that could have been prevented had they been properly restrained in a child safety seat, booster seat, or safety belt. The most recent statewide seat belt survey, conducted in 2010, reports a 96.2 percent seat belt use rate and a child safety seat use rate of 95 percent. Seat belt and child safety seat programs continue to focus on statewide and local public information campaigns, increased enforcement, and community education, outreach and training. More specifically, the programs provide child safety seats to low-income families, conduct child safety seat check ups, and target teens about using seat belts.

PEDESTRIAN AND BICYCLE SAFETY

Drivers of motor vehicles need to share the road with pedestrians and bicyclists. They need to know the rules of the road and how to protect themselves in traffic. OTS grantees develop programs to increase awareness of traffic rules, rights, and responsibilities among various age groups. These programs are developed to be attractive and interactive in an effort to truly impact the students by the traffic safety messages imparted. At the elementary school level, parents and teachers are drawn into the programs as active role models and mentors in traffic safety. Grantees conduct traffic safety rodeos and presentations in an effort to build students' skills and demonstrate the proper practical application of those skills. To boost compliance with the law and decrease injuries, safety helmets are properly fitted and distributed to children in need for use with bicycles, scooters, skateboards and skates. There is a special emphasis on programs designed exclusively for the hard-to-reach population at the middle and high school levels. Additional outreach endeavors include programs targeting the senior population along with a multicultural approach addressing safer driving and walking behaviors.

POLICE TRAFFIC SERVICES (PTS)

Education and enforcement are two very important components of collision reduction. Either component taken alone is inadequate. The PTS program focuses on a comprehensive approach to enforce and encourage compliance with seat belt use, impaired driving, speed limit, red light running and other traffic laws. The grants are highly effective in reducing traffic collisions by dedicating resources to selective enforcement and education. These comprehensive programs achieve a significant and long lasting impact in reducing fatal and injury collisions, and peripheral crime. Under these programs, a community uses all available public and private assets to identify and attack all of its significant traffic safety problems.

PUBLIC RELATIONS, ADVERTISING AND MARKETING

Effectively communicating the important life-saving benefits of traffic safety to the citizens of California is the driving force behind OTS' marketing and public relations programs. By first raising awareness, followed by education, OTS is able to contribute a change in behavior over time. Public education campaigns such as "Click It or Ticket," "Report Drunk Drivers. Call 911," and "Drunk Driving. Over the Limit. Under Arrest." held in conjunction with law enforcement at the local level, are putting forth and reinforcing consistent messages to the public.

ROADWAY SAFETY/TRAFFIC RECORDS

Roadway Safety programs concentrate on the vehicle operating environment and are strongly influenced by enforcement, engineering, and utilizing relevant data generated by those activities. Grant funded items include hardware, software and expert services necessary to aid in the automation of manual processes, eliminate process duplication and facilitate enhanced data gathering and data sharing. OTS advocates coordinated system automation of efforts to augment local capabilities for the detection, analysis and resolution of traffic safety issues.

FFY 2010 Project Distribution

Number of Local and Local Benefit Grants In Each County During FFY 2010

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

PROGRAM AREAS

- AL Alcohol and Other Drugs
- EM Emergency Medical Services
- MC Motorcycle Safety
- OP Occupant Protection
- PS Pedestrian and Bicycle Safety
- PT Police Traffic Services
- RS Roadway Safety
- TR Traffic Records

FFY 2010 Project Distribution

Local Grants

Alameda County (13)
- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant
- 1 - AL Enforcement Mini-Grant
- 1 - AL Evaluation / Feasibility Study Grant
- 1 - OP Enforcement Mini-Grant
- 2 - PS Education Grant
- 1 - PS Youth Education Grant
- 3 - PT Enforcement Grant
- 1 - TR Geographic Information System Grant
- 1 - TR Records System Grant

Butte County (2)
- 1 - AL Avoid Grant
- 1 - OP Education Grant

Contra Costa County (4)
- 1 - AL Avoid Grant
- 3 - AL Enforcement Grant

Del Norte County (1)
- 1 - TR Geographic Information System Grant

El Dorado County (1)
- 1 - AL Avoid Grant

Fresno County (8)
- 1 - AL Avoid Grant
- 4 - AL Enforcement Grant
- 1 - OP Evaluation / Feasibility Study Grant
- 2 - PT Enforcement Grant

Glenn County (2)
- 1 - AL Avoid Grant
- 1 - TR Geographic Information System Grant

Humboldt County (4)
- 2 - AL Enforcement Grant
- 1 - AL Youth Education Grant
- 1 - TR Geographic Information System Grant

Imperial County (5)
- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant
- 1 - EM Equipment Grant
- 1 - PS Education Grant
- 1 - TR Geographic Information System Grant

Kern County (4)
- 1 - AL Avoid Grant
- 2 - AL Enforcement Grant
- 1 - AL Equipment Grant

Kings County (3)
- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant
- 1 - TR Geographic Information System Grant

Lake County (2)
- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant

Los Angeles County (26)
- 2 - AL Avoid Grant
- 7 - AL Enforcement Grant
- 2 - OP Education Grant
- 2 - PS Education Grant
- 13 - PT Enforcement Grant

Madera County (3)
- 1 - AL Enforcement Grant
- 1 - EM Rescue / Extrication Equipment Grant
- 1 - TR Geographic Information System Grant

Marin County (3)
- 2 - AL Enforcement Grant
- 1 - PT Enforcement Grant

Mariposa County (1)
- 1 - EM Rescue / Extrication Equipment Grant

Merced County (5)
- 1 - AL Avoid Grant
- 2 - AL Enforcement Grant
- 1 - PT Enforcement Grant
- 1 - TR Geographic Information System Grant

Modoc County (1)
- 1 - TR Geographic Information System Grant

Monterey County (3)
- 1 - AL Avoid Grant
- 2 - AL Enforcement Grant

Napa County (3)
- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant
- 1 - TR Geographic Information System Grant

Nevada County (2)
- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant

Orange County (16)
- 1 - AL Avoid Grant
- 2 - AL Education Grant
- 11 - AL Enforcement Grant
- 2 - PT Enforcement Grant

FFY 2010 Project Distribution

Local Grants

Placer County (1)
- 1 - AL Avoid Grant

Plumas County (1)
- 1 - AL Youth Education Grant

Riverside County (10)
- 1 - AL Avoid Grant
- 1 - AL Education Grant
- 5 - AL Enforcement Grant
- 3 - PT Enforcement Grant

Sacramento County (10)
- 1 - AL Avoid Grant
- 1 - AL Education Grant
- 5 - AL Enforcement Grant
- 1 - AL Evaluation / Feasibility Study Grant
- 2 - PT Enforcement Grant

San Benito County (1)
- 1 - AL Enforcement Grant

San Bernardino County (8)
- 1 - AL Avoid Grant
- 4 - AL Enforcement Grant
- 3 - PT Enforcement Grant

San Diego County (13)
- 1 - AL Avoid Grant
- 7 - AL Enforcement Grant
- 2 - AL Youth Education Grant
- 2 - OP Education Grant
- 1 - PT Enforcement Grant

San Francisco County (2)
- 1 - AL Avoid Grant
- 1 - PS Enforcement Grant

San Joaquin County (6)
- 1 - AL Avoid Grant
- 4 - AL Enforcement Grant
- 1 - PT Enforcement Grant

San Luis Obispo County (1)
- 1 - AL Avoid Grant

San Mateo County (9)
- 1 - AL Avoid Grant
- 2 - AL Enforcement Grant
- 5 - PT Enforcement Grant
- 1 - TR Geographic Information System Grant

Santa Barbara County (4)
- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant
- 2 - PT Enforcement Grant

Santa Clara County (4)
- 1 - AL Avoid Grant
- 1 - OP Education Grant
- 1 - PT Enforcement Grant
- 1 - TR Geographic Information System Grant

Santa Cruz County (2)
- 1 - AL Avoid Grant
- 1 - PS Education Grant

Shasta County (4)
- 1 - AL Avoid Grant
- 2 - AL Enforcement Grant
- 1 - PT Enforcement Grant

Siskiyou County (2)
- 1 - AL Avoid Grant
- 1 - OP Education Grant

Solano County (3)
- 1 - AL Avoid Grant
- 2 - AL Enforcement Grant

Sonoma County (5)
- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant
- 1 - PS Education Grant
- 1 - PT Enforcement Grant
- 1 - TR Geographic Information System Grant

Stanislaus County (5)
- 1 - AL Avoid Grant
- 3 - AL Enforcement Grant
- 1 - PT Enforcement Grant

Sutter County (2)
- 1 - AL Enforcement Grant
- 1 - OP Education Grant

Tehama County (1)
- 1 - AL Avoid Grant

Tulare County (5)
- 1 - AL Avoid Grant
- 3 - AL Enforcement Grant
- 1 - AL Youth Education Grant

Ventura County (6)
- 1 - AL Avoid Grant
- 4 - AL Enforcement Grant
- 1 - EM Equipment Grant

Yolo County (3)
- 1 - AL Education Grant
- 1 - AL Enforcement Grant
- 1 - OP Education Grant

Yuba County (1)
- 1 - AL Avoid Grant

Regional and Statewide Grants

California Department of Alcoholic Beverage Control (1)
- 1 - AL Avoid Grant

California Department of Justice (1)
- 1 - AL Equipment Grant

California Department of Motor Vehicles (6)
- 2 - AL Enforcement Grant
- 2 - AL Evaluation / Feasibility Study Grant
- 1 - TR Evaluation / Feasibility Study Grant
- 1 - TR Records System Grant

California Department of Public Health (1)
- 1 - TR Records System Grant

California Department of Transportation (1)
- 1 - TR Records System Grant

California Highway Patrol (17)
- 3 - AL Corridor Safety Grant
- 4 - AL Education Grant
- 5 - AL Enforcement Grant
- 1 - OP Education Grant
- 1 - PT Corridor Safety Grant
- 1 - PT Education Grant
- 2 - TR Records System Grant

California State Fair Police Department (1)
- 1 - AL Enforcement Grant

Emergency Medical Services Authority (1)
- 1 - TR Records System Grant

Judicial Council of California (1)
- 1 - TR Records System Grant

Traffic Safety Core Performance Measures

NHTSA and the Governor's Highway Safety Association have agreed to a minimum set of performance measures to be used by state and federal agencies in the development and implementation of behavioral highway safety plans and programs. An expert panel from NHTSA, State Highway Safety Offices, academic and research organizations, and other key groups assisted in developing the measures.

The initial minimum set contains 14 measures: ten core outcome measures, one core behavior measure, and three activity measures. The measures cover the major areas common to highway safety plans and use existing data systems. NHTSA will use the core measures as an integral part of its reporting to Congress, the public, and others.

Traffic Safety Performance Measures for States and Federal Agencies
DOT HS 811 025, August 2008

All states are required to report progress on each of the 11 core and behavior measures. In addition to the required initial minimum set of performance measures, California has defined and developed an additional 48 performance measures to better monitor traffic safety outcomes, behaviors, and activities.

New to the 2010 APR, OTS is reporting its first statewide survey that tracks driver attitudes and awareness of highway safety enforcement, communication activities, and self-reported driving behavior. In July 2010, through an OTS grant, the Safe Transportation Research and Education Center (SafeTREC) at University of California, Berkeley, contracted with a survey research firm to develop and administer a statewide survey to establish baseline public opinion measures of driving under the influence of alcohol and other drugs, distracted driving, and seat belt use. The survey also inquired about knowledge of public awareness campaigns, such as "Report Drunk Drivers. Call 911" and sobriety checkpoint programs. Another addition to the 2010 APR is the reporting of three activity measures that include grant-funded seat belt citations, impaired driving arrests, and speeding citations.

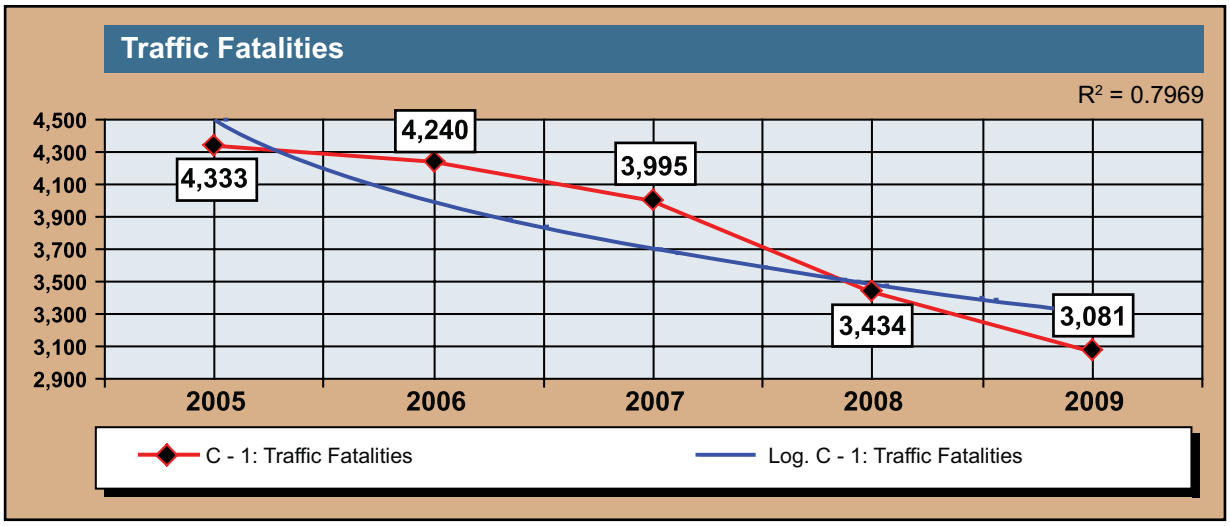
OVERALL PROGRAM GOAL

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

OTS recognizes that achievement of quantified goals is dependent not only on the work of OTS, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. In 2009, California experienced the lowest level of motor vehicle fatalities in the last 60 years. Advances in vehicle safety technology, coupled with traffic safety legislation, expanded participation by the public health and private sectors, and aggressive traffic safety education, enforcement and engineering programs, should make the projected decline achievable.

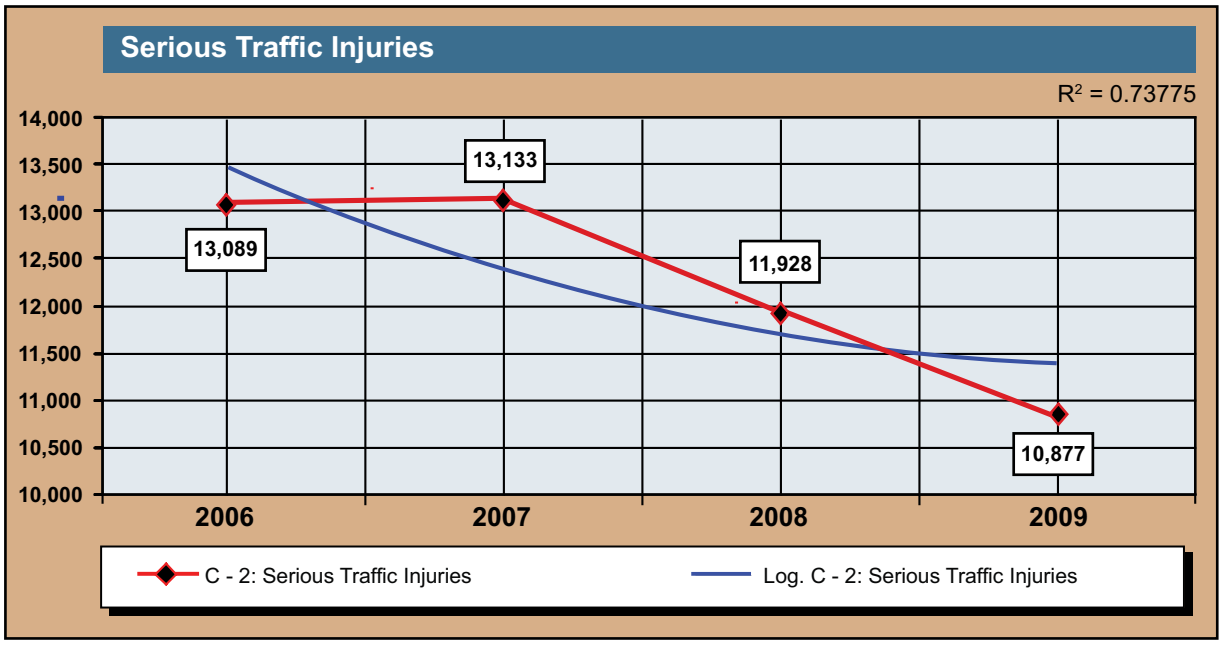
C-1 Traffic Fatalities (FARS)

- To decrease traffic fatalities 3 percent from the 2006-2008 calendar base year average of 3,889 to 3,772 by December 31, 2010.
- Goal Exceeded: Traffic fatalities decreased 21 percent from the 2006-2008 calendar base year average of 3,889 to 3,081.



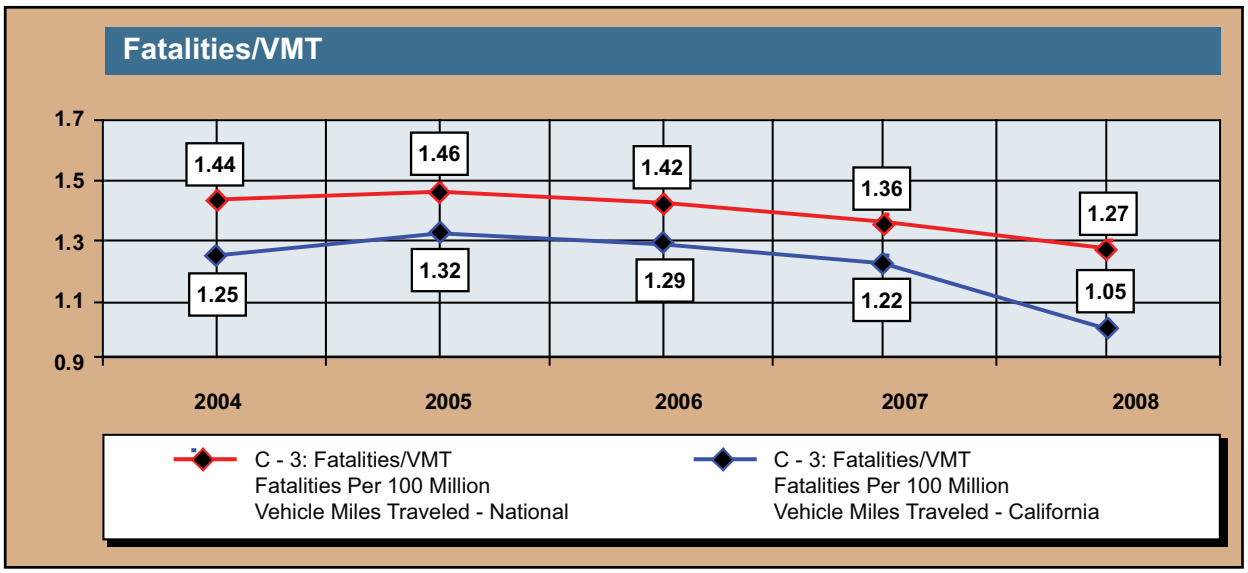
C-2 Serious Traffic Injuries (SWITRS)

- To decrease serious traffic injuries 2 percent from the 2006-2008 calendar base year average of 12,716 to 12,462 by December 31, 2010.
- Goal Exceeded: Serious traffic injuries decreased 14 percent from the 2006-2008 calendar base year average of 12,716 to 10,877.



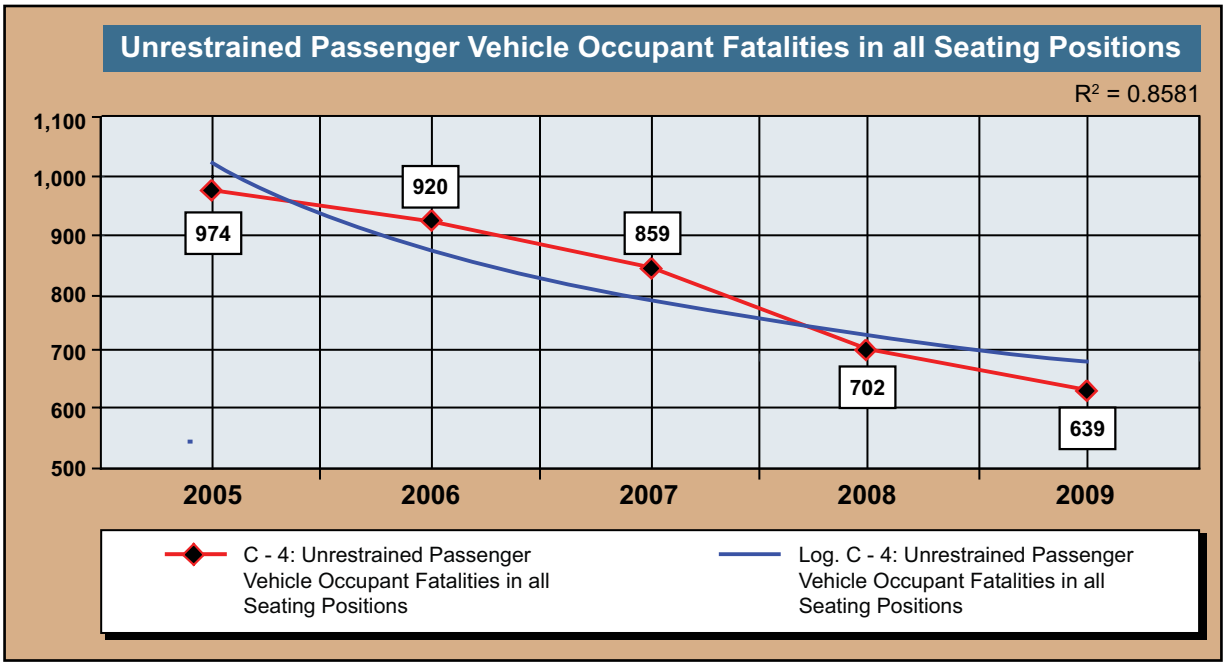
C-3 Fatalities/VMT (FARS/FHWA)

- To decrease fatalities/VMT from the 2006–2008 calendar base year average of 1.18 to 1.03 by December 31, 2010.
- Data Not Yet Available



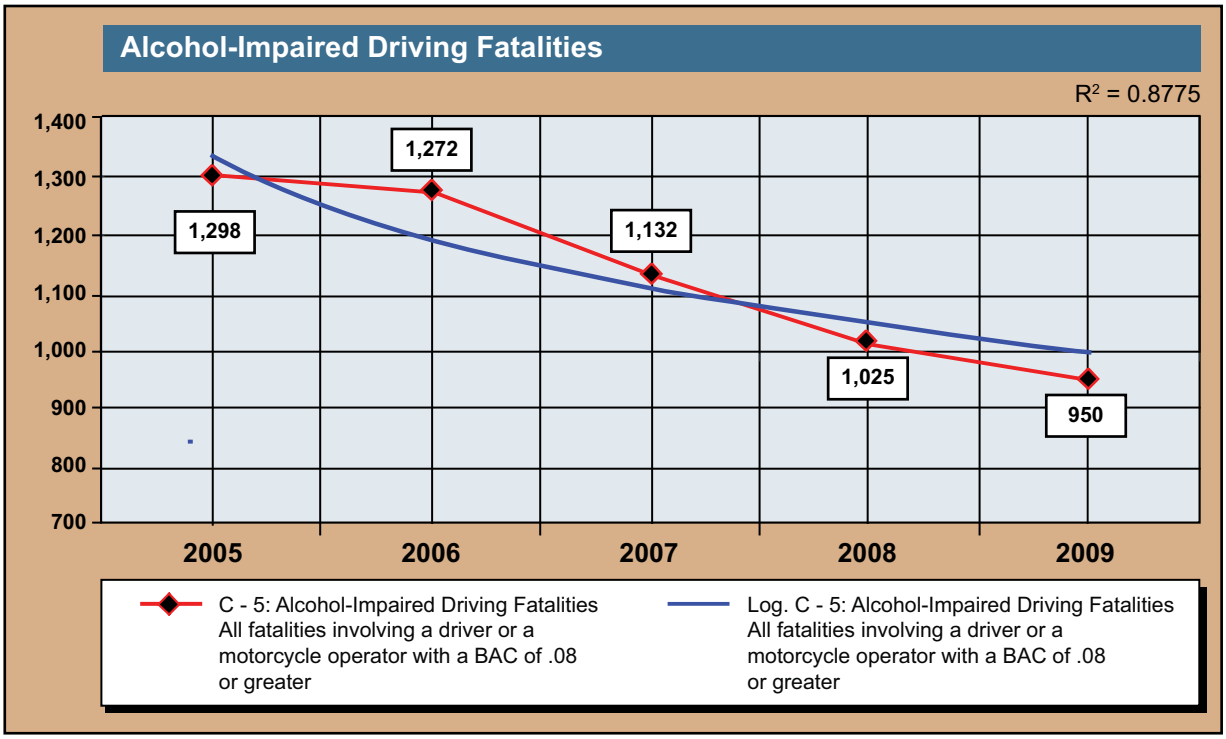
C-4 Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions (FARS)

- To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 2 percent from the 2006–2008 calendar base year average of 827 to 810 by December 31, 2010.
- Goal Exceeded: Unrestrained passenger vehicle occupant fatalities in all seating positions decreased 23 percent from the 2006-2008 calendar base year average of 827 to 639.



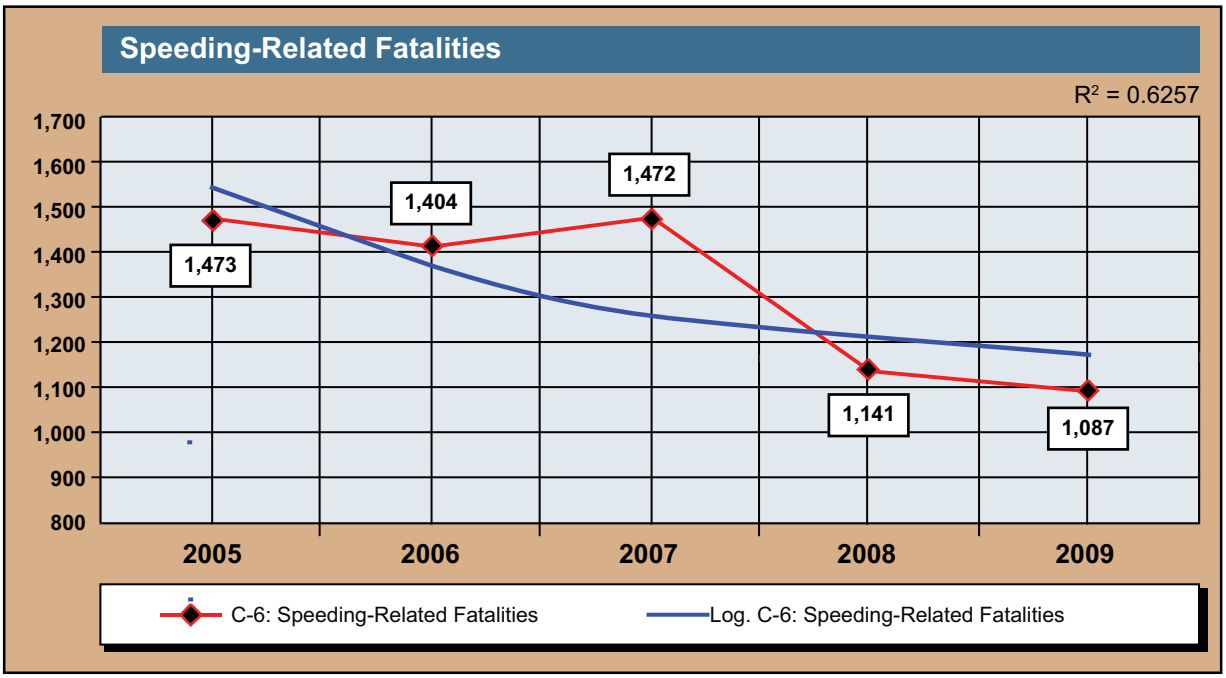
C-5 Alcohol-Impaired Driving Fatalities (FARS)

- To decrease alcohol-impaired driving fatalities 11.5 percent from the 2006–2008 calendar base year average of 1,143 to 1,012 by December 31, 2010.
- Goal Exceeded: Alcohol-impaired driving fatalities decreased 17 percent from the 2006-2008 calendar base year average of 1,143 to 950.



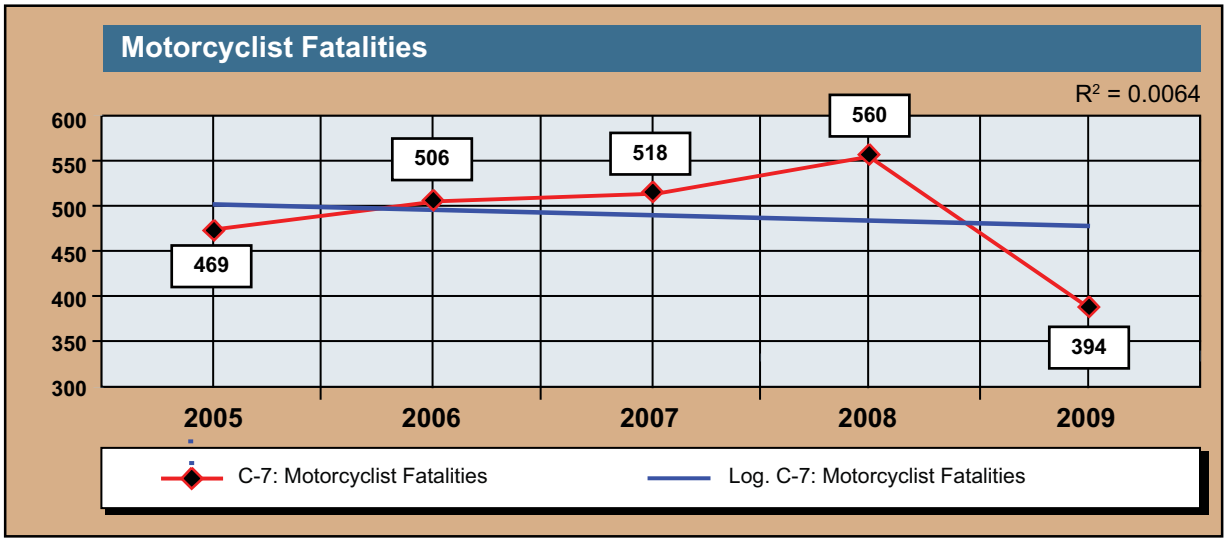
C-6 Speeding-Related Fatalities (FARS)

- To reduce speeding-related fatalities 13.25 percent from the 2006-2008 calendar base year average of 1,339 to 1,312 by December 31, 2010.
- Goal Exceeded: Speeding-related fatalities decreased 19 percent from the 2006-2008 calendar base year average of 1,339 to 1,087.



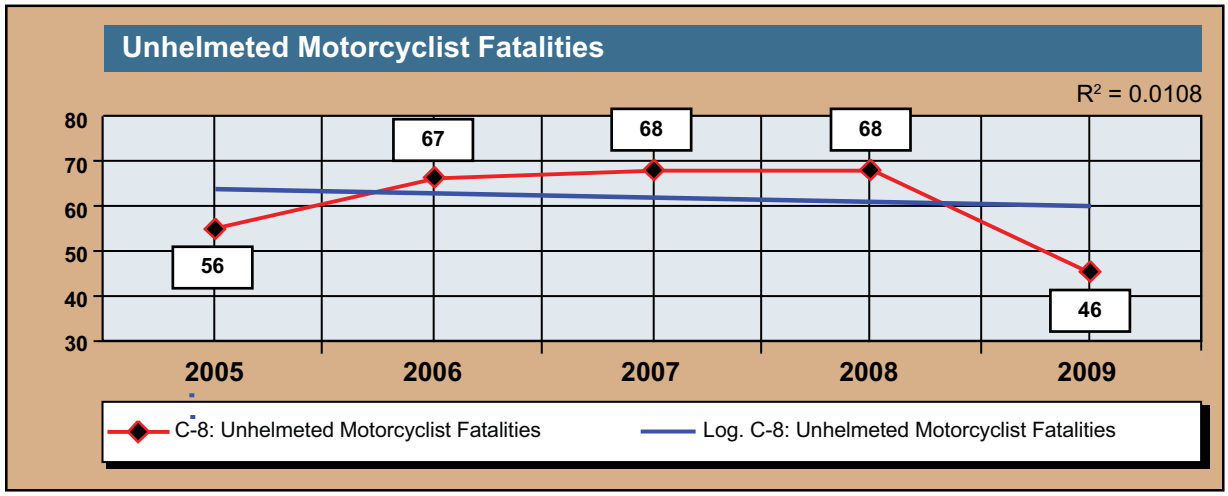
C-7 Motorcyclist Fatalities (FARS)

- To decrease motorcyclist fatalities 2 percent from the 2006–2008 calendar base year average of 528 to 517 by December 31, 2010.
- Goal Exceeded: Motorcyclist fatalities decreased 25 percent from the 2006-2008 calendar base year average of 528 to 394.



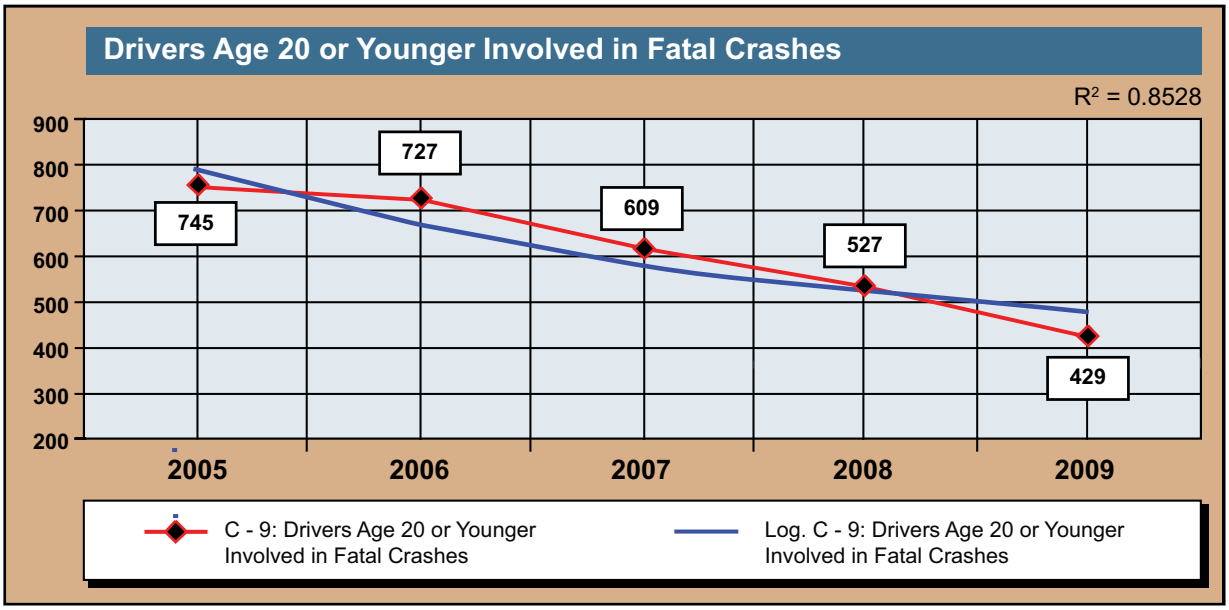
C-8 Unhelmeted Motorcyclist Fatalities (FARS)

- To decrease unhelmeted motorcyclist fatalities 2 percent from the 2006–2008 calendar base year average of 67 to 65 by December 31, 2010.
- Goal Exceeded: Unhelmeted motorcyclist fatalities decreased 32 percent from the 2006-2008 calendar base year average of 67 to 46.



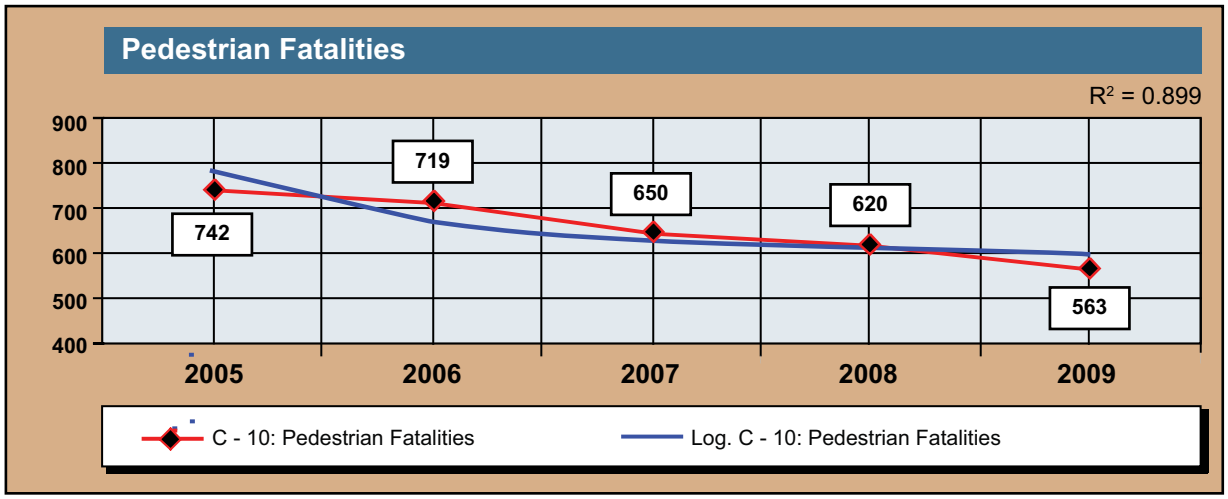
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

- To decrease drivers age 20 or younger involved in fatal crashes from the 2006-2008 calendar base year average of 621 to 566 by December 31, 2010.
- Goal Exceeded: Drivers age 20 or younger involved in fatal crashes decreased 31 percent from the 2006-2008 calendar base year average of 621 to 429.



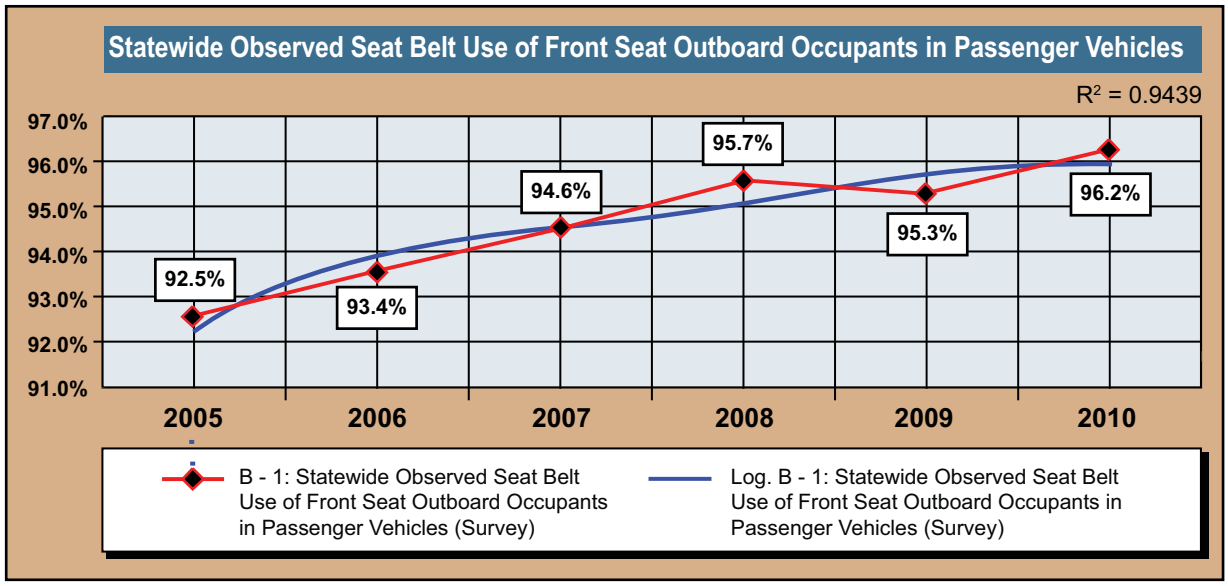
C-10 Pedestrian Fatalities (FARS)

- To reduce pedestrian fatalities 6 percent from the 2006-2008 calendar base year average of 663 to 623 by December 31, 2010.
- Goal Exceeded: Pedestrian fatalities decreased 15 percent from the 2006-2008 calendar base year average of 663 to 563.



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

- To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles .08 percentage points from the 2007-2009 calendar base year average usage rate of 95.2 percent to 96 percent by December 31, 2010.
- Goal Exceeded: Statewide observed seat belt use of front seat outboard occupants in passenger vehicles increased 1 percentage point from the 2007-2009 calendar base year average usage rate of 95.2 to 96.2 percent.



Core Outcome Measures	Calendar Years 2005	2006	2007	2008	2009
C-1: Traffic Fatalities (FARS)	4,333	4,240	3,995	3,434	3,081
C-2: Serious Traffic Injuries (SWITRS)	13,164	13,089	13,133	11,928	10,877
C-3: Fatalities/VMT (FARS/FHWA)	1.32	1.29	1.21	1.05	Available Feb 2011
C-4: Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions (FARS)	974	920	859	702	639
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	1,025	950
C-6: Speeding-Related Fatalities (FARS)	1,473	1,404	1,472	1,141	1,087
C-7: Motorcyclist Fatalities (FARS)	469	506	518	560	394
C-8: Unhelmeted Motorcyclist Fatalities (FARS)	56	67	68	68	46
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	745	727	609	527	429
C-10: Pedestrian Fatalities (FARS)	742	719	650	620	563

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%	96.2%

Activity Measures	Federal Fiscal Year (Oct. 1 - Sept. 30)
A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities	9,389
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities	21,278
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities	58,022

Statewide Traffic Safety Intercept Survey

OTS recently completed California's first ever statewide traffic safety survey, intended to help states fine-tune traffic safety programs, enforcement efforts and public education campaigns to ensure they are effective and on target with individual populations.

California's 2010 survey included 1,671 drivers at 60 gas stations in 15 counties throughout Central, Northern and Southern California. The 22 question survey was fielded July 18-August 5, 2010. Participants were asked a range of traffic safety questions regarding impaired driving, seat belts, distracted driving and traffic safety laws and campaigns.

Participants were asked questions about what they perceive to be the biggest safety problems on California roadways. Key findings from the survey included:

- About 25 percent of all respondents indicated that speeding and aggressive driving is the number one safety problem on California's roadways.
- The second most common response to the question of the biggest safety problem was distracted driving via talking on cell phones.
- Cell phone conversations (hand-held or hands-free) were cited as the most serious distraction for drivers. More than 27 percent said that they still talked on a hand-held cell phone while driving in the past 30 days.
- More than 42 percent of survey participants indicated that they talked on a hands-free cell phone while driving during the past 30 days, despite the evidence that it is no safer than hand-held.
- Twenty percent continue to text or email while driving, despite the known dangers and laws.
- A total of 31.5 percent of respondents indicated they talk less on cell phones since the hands-free law went into effect.
- Roughly 45 percent of participants indicated that they had made a mistake while talking on a cell phone while driving. Nearly 55 percent reported having been hit or nearly hit by a driver who was talking or texting on a cell phone.
- The vast majority of respondents supported sobriety checkpoints (86.5 percent).
- More than a third of respondents said that they were less likely to drive after drinking too much as a result of the "Report Drunk Drivers. Call 911" campaign.
- Although nearly 70 percent of participants reported that driving under the influence of both legal and illegal drugs was a very big problem and should carry the same penalties as driving under the influence of alcohol, only about half (52 percent) believed the current penalty for drugged driving was as serious as the penalty for drunk driving.
- The vast majority, 70 percent, believed that the penalty for driving under the influence of drugs should carry the same penalty as driving under the influence of alcohol.
- Consistent with the record 96.2 percent reported in the annual 2010 statewide seat belt use observational survey, this driver survey showed 95.8 percent say they always wear a seat belt.

TRAFFIC SAFETY SURVEY RESULTS DATA:

In your opinion, what are the biggest safety problems on California roadways?

Speeding/Aggressive Driving	21.5%
Talking on Cell Phone	15.9%
Bad Road Surfaces	11.4%
Drunk Driving	10.1%
Texting on Cell Phone	2.4%
Internal Car Distractions	1.2%
Other/Don't Know	37.5%

How often in the past 30 days have you talked on a hand-held cell phone while driving?

Regularly	14%
Sometimes	13.6%
Rarely	19.4%
Never	52.8%
Other/Don't Know	0.2%

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

Regularly	9.4%
Sometimes	10.4%
Rarely	10.6%
Never	69.5%
Other/Don't Know	0.1%

Do you talk less, more or the same amount on a cell phone because of the hands-free law?

More	7.8%
The Same	51.9%
Less	31.5%
Other/Don't Know	8.8%

Have you ever been hit or nearly hit by a driver who was talking or texting on a cell phone?

Yes	54.6%
No	40.3%
Other/Don't Know	5.1%

Do you think the "Report Drunk Drivers. Call 911" program has helped police make more DUI arrests?

Yes	56.0%
No	20.2%
Other/Don't Know	23.8%

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

Cell Phone Talking (Hand-Held or Hands-Free)	59.5%
Texting While Driving	12.2%
Passengers in Car	2.9%
Roadside Billboards	1.9%
Eating While Driving	1.8%
Adjusting Radio/Stereos	1.1%
Personal Grooming	0.5%
GPS/Navigation Systems	0.2%
Other/Don't Know	19.9%

How often in the past 30 days have you talked on a hands-free cell phone while driving?

Regularly	29.4%
Sometimes	13.2%
Rarely	8.1%
Never	49.1%
Other/Don't Know	0.2%

Do you believe using a hands-free cell phone is safer than a hand-held phone while driving?

Yes	68.5%
No	28.8%
Other/Don't Know	2.7%

Have you ever made a driving mistake while talking on a cell phone?

Yes	45.8%
No	52.8%
Other/Don't Know	1.4%

Do you recall hearing or seeing "Report Drunk Drivers. Call 911" in the past six months?

Yes	60.2%
No	39.1%
Other/Don't Know	0.7%

In your opinion, is the "Report Drunk Drivers. Call 911" program resulting in fewer drunk drivers on the roadways?

Yes	42.1%
No	41.2%
Other/Don't Know	16.7%

Since seeing or hearing "Report Drunk Drivers. Call 911," are you less likely to drive after drinking too much?

Yes	36.7%
No	37.5%
I Don't Drink at All	21.8%
Other/Don't Know	4.0%

In the past 30 days, did you drive when you thought you had too much alcohol to drive safely?

Yes	5.9%
No	72.7%
I Don't Drink at All	20.2%
Other/Don't Know	1.2%

How serious of a problem is driving under the influence of drugs, both legal and illegal?

Very Big Problem	69.4%
Somewhat of a Problem	19.7%
A Small Problem	4.4%
Not a Problem at All	1.3%
Other/Don't Know	5.2%

In your opinion, should the penalty for driving under the influence of drugs be more serious, less serious or the same?

More Serious Penalty	17.4%
Less Serious Penalty	6.8%
The Same Penalty	70.4%
Other/Don't Know	5.4%

Do you recall hearing or seeing "Click It or Ticket" in the past six months?

Yes	83.3%
No	15.8%
Other/Don't Know	0.9%

In the past six months, have you seen or heard anything about police setting up sobriety/DUI checkpoints to catch drunk drivers?

Yes	68.5%
No	29.9%
Other/Don't Know	1.6%

Do you support the use of sobriety/DUI checkpoints?

Yes	86.5%
No	11.3%
Other/Don't Know	2.2%

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?

Yes	52.2%
No	20.7%
Other/Don't Know	27.1%

How often do you wear a seat belt?

Always Wear a Seat Belt	95.8%
Sometimes Wear a Seat Belt	2.7%
Never Wear a Seat Belt	1.0%
Other/Don't Know	0.5%

Do you think the chances of being stopped for not wearing a seat belt have changed because of the "Click It or Ticket" campaign?

Yes	57.1%
No	31.5%
Other/Don't Know	11.4%

Additional Traffic Safety Performance Measures

Additional Activity Measures	Calendar Years 2005	2006	2007	2008	2009
Statewide DUI Arrests	180,288	197,248	203,866	214,811	208,531
Statewide DUI Conviction Rate	80%	79%	79%	79%	Available Jan 2012
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 Feb 2011
Motor Vehicle Fatalities, Age 16 -19 (FARS)	441	431	345	290	258
Male	278	310	248	203	167
Female	163	121	97	87	91
Motor Vehicle Driver Fatalities, Age 16-19 (FARS)	221	209	162	154	94
Male	146	165	125	119	71
Female	75	44	37	35	23
Fatality Rate Per 100,000 Population (FARS)	12.10	11.78	11.03	9.39	8.34
Total Motor Vehicle Injuries (SWITRS)	192,798	277,373	254,188	241,234	231,430
Motor Vehicle Injuries, Age 16 -19 (SWITRS)	32,898	30,683	28,237	25,307	23,577

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 Feb 2011
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- National	0.45	0.45	0.43	0.39	0.36
Driver Fatalities Age 16 -19 with BAC=.08+ (FARS)	33	40	31	33	28
Male	27	36	24	27	21
Female	5	4	7	6	7
Alcohol-Related Fatalities (at least one driver or nonoccupant had a BAC of .01 or greater) (FARS)	1,769	1,762	1,606	1,425	1,322
Alcohol-Related Injuries (SWITRS)	30,810	31,099	30,783	28,417	25,914
Alcohol Related Injuries Age 16 -19 (SWITRS)	3,164	3,295	3,210	2,952	2,633
Driver Fatalities Age 16-19 with BAC=.01+ (FARS)	43	51	41	41	33
Male	35	44	34	34	26
Female	8	7	7	7	7
Driver Fatalities Age 20-25 with BAC=.01+ (FARS)	209	216	209	164	162
Male	179	190	177	145	134
Female	30	25	32	20	27

Additional Traffic Safety Performance Measures

Occupant Protection	Calendar Years 2005	2006	2007	2008	2009	2010
Percent of Known Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	38%	37%	36%	38%	36%	
Teen Seat Belt Use Rate (Statewide Observational Surveys)	88.6%	90.8%	88.9%	89.6%	91.1%	94%
Percent of Unrestrained Passenger Vehicle Occupant Fatalities Age 16 -19 (FARS)	36%	42%	38%	40%	47%	
Child Safety Seat Use Rate (CSU Fresno Observational Surveys)	89.6%	86.8%	87.7%	94.4%	90.9%	95%
Passenger Vehicle Occupant Fatalities Age 0-8 (FARS)	87	76	84	42	65	
Vehicle Occupant Injuries Age 0-8 (SWITRS)	6,607	6,275	5,819	5,279	5,280	
Passenger Vehicle Occupant Fatalities Age 4 and Under (FARS)	47	50	49	25	34	

Pedestrians	Calendar Years 2005	2006	2007	2008	2009
Pedestrian Injuries (SWITRS)	13,551	13,465	12,910	13,364	12,969
Pedestrian Fatalities Under Age 15 (FARS)	55	42	38	43	28
Pedestrian Injuries Under Age 15 (SWITRS)	3,088	2,925	2,863	2,770	2,621
Pedestrian Fatalities Age 65 and Older (FARS)	165	164	177	123	144
Pedestrian Injuries Age 65 and Older (SWITRS)	1,305	1,313	1,257	1,317	1,350

Bicycles	Calendar Years 2005	2006	2007	2008	2009
Bicyclist Fatalities (FARS)	115	141	109	109	99
Bicyclist Injuries (SWITRS)	10,471	10,344	10,238	11,735	11,973
Bicyclist Fatalities Under Age 15 (FARS)	11	16	13	15	10
Bicyclist Injuries Under Age 15 (SWITRS)	2,405	2,143	2,027	1,988	1,899
Unhelmeted Bicyclist Fatalities (FARS)	103	137	104	102	98

Speeding and Aggressive Driving	Calendar Years 2005	2006	2007	2008	2009
Speeding Related Injuries (SWITRS)	86,902	81,783	73,628	70,378	69,471

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	49
Motorcyclist Injuries (SWITRS)	9,345	10,181	10,820	11,746	10,447
Percent of Known Helmeted Motorcyclist Fatalities (FARS)	88%	87%	87%	88%	88%
Percent of Improperly Licensed Motorcycle Operator Fatalities (FARS)	31%	35%	36%	37%	32%
Motorcycle Rider (Operator) Fatalities with BAC =.08+ (FARS)	96	114	117	143	90
Motorcycle Rider (Operator) Fatalities (FARS)	454	476	496	537	385
Percent of Motorcycle Rider (Operator) Fatalities with BAC=.08+ (FARS)	21%	24%	24%	27%	23%
Percent of Motorcyclists At-Fault in Fatal Motorcycle Collisions (SWITRS)	69%	68%	71%	70%	69%
Percent of Motorcyclists At-Fault in Injury Motorcycle Collisions (SWITRS)	57%	58%	57%	58%	34%
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and Speed was Primary Collision Factor (SWITRS)	28%	26%	31%	28%	27%
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and DUI was Primary Collision Factor (SWITRS)	13%	17%	16%	18%	16%

California's 2010 Traffic Safety Report Card

OVERALL

In 2009, California's traffic fatalities decreased 10.3 percent (3,434 vs 3,081) - reaching their lowest level since the federal government began recording traffic fatalities in 1975. **

California's 2008 Mileage Death Rate (MDR) - fatalities per 100 million miles traveled (100 Million VMT) is 1.05, much lower than the national MDR of 1.25. Of the five largest states in terms of total traffic fatalities, (CA, FL, TX, GA, & NC), California has the best rate.**

ALCOHOL

Alcohol-impaired driving fatalities (fatalities in crashes involving at least one driver or motorcycle operator with a Blood Alcohol Content (BAC) of 0.08 or greater) decreased 7.6 percent from 1,025 in 2008 to 950 in 2009. Since 2005, alcohol-impaired fatalities have dropped a staggering 26.8 percent.**

California's alcohol-impaired driving fatality rate dropped from 0.34 in 2007 to 0.31 in 2008. California's rate is much better than the national average of 0.40. Of the five largest states in terms of total traffic fatalities, (CA, FL, TX, GA, & NC), California has the best rate.**

In 2009, 31 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 decreased three percent from 214,811 in 2008 to 208,531 in 2009.

California's statewide DUI conviction rate for 2007 is 79 percent. DMV Annual DUI MIS Report - January 2009.

OCCUPANT PROTECTION

California's 2010 seat belt usage rate is 96.2 percent - up from 95.3 percent in 2009. NHTSA estimates that 1,365 Californian lives were saved at the current seat belt use rate. California's 96.2 percent seat belt use rate is much higher than the national average of 84 percent.

In California, the percent of unrestrained passenger vehicle occupant fatalities (all seat positions) decreased from 38 percent in 2008 to 36 percent in 2009. NHTSA estimates that about half, or 319 of the 639 known unrestrained fatalities, would be alive today had they simply buckled up.**

California's child safety seat usage rate reached a record high of 95 percent in 2010, up from 90.9 percent in 2009.

Passenger vehicle occupant fatalities age zero to eight increased 35.4 percent from 42 in 2008 to 65 in 2009.**

Passenger vehicle occupant fatalities age four and under increased 26.5 percent from 25 in 2008 to 34 in 2009.**

TEEN SAFETY

Teen seat belt use increased from 91.1 percent in 2009 to 94 percent in 2010. San Bernardino County recorded the lowest seat belt use rate (79.4 percent), while Santa Barbara County had the highest teen seat belt use rate at 97.4 percent.

Drivers age 20 or younger involved in fatal crashes dropped 18.6 percent from 527 in 2008 to 429 in 2009.**

In 2008, the percent of unrestrained passenger vehicle occupant "teenaged" fatalities was 47 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.**

Teen driver fatalities (age 16-19) decreased 39 percent from 154 in 2008 to 94 in 2009. Males make up 75 percent of teen driver fatalities. Since 2005, teen driver fatalities have dropped 57 percent.**

Teen motor vehicle fatalities (age 16-19) decreased 11.1 percent from 290 in 2008 to 258 in 2009. Since 2005, teen motor vehicle fatalities have dropped 41 percent.**

MOTORCYCLE SAFETY

Motorcycle fatalities decreased 29.6 percent from 560 in 2008 to 394 in 2009. The 2009 decline is the first since 1998, marking the end to an 11-year, 175 percent increase.

Total motorcycle registrations decreased 1.8 percent from 824,244 in 2008 to 809,129 in 2009. (DMV)

Motorcycle fatalities per 100,000 motorcycle registrations fell dramatically from 68 in 2008 to 49 in 2009. This rate had been relatively steady, averaging 68 from 2005 through 2008.

The percentage of motorcycle operators killed with a Blood Alcohol Content (BAC) of 0.08 or greater decreased from 27 percent in 2008 to 23 percent in 2009.**

The percentage of motorcycle operators killed that were improperly licensed decreased from 37 percent in 2008 to 32 percent in 2009.

PEDESTRIAN AND BICYCLE SAFETY

Pedestrian fatalities dropped 9.2 percent from 620 in 2008 to 563 in 2009.** This is the lowest annual tally of pedestrian fatalities since the federal government began recording fatality statistics in 1975.

Pedestrian fatalities age 65 and older increased 14.6 percent from 123 in 2008 to 144 in 2009.**

Bicycle fatalities decreased 9.2 percent from 109 in 2008 to 99 in 2009.**

* Data Source – Statewide Integrated Traffic Records System (SWITRS)
**Data Source – Fatality Analysis Reporting System (FARS)

ALCOHOL AND OTHER DRUGS

FUNDED GRANTS GOALS

- To reduce the number of persons killed in alcohol-involved collisions five percent by September 30, 2010.
- To reduce the number of persons injured in alcohol-involved collisions six percent by September 30, 2010.
- To reduce hit-and-run fatal collisions five percent by September 30, 2010.
- To reduce hit-and-run injury collisions five percent by September 30, 2010.
- To reduce nighttime (2100 - 0259 hours) fatal collisions five percent by September 30, 2010.
- To reduce nighttime (2100 - 0259 hours) injury collisions five percent by September 30, 2010.
- To reduce Had Been Drinking (HBD) drivers under age 21 in fatal and injury collisions five percent by September 30, 2010.
- To reduce the number of motorcyclists killed in alcohol-involved collisions five percent by September 30, 2010.
- To reduce the number of motorcyclists injured in alcohol-involved collisions five percent by September 30, 2010.

GRANTEE ACCOMPLISHMENTS

- Persons killed in alcohol-involved collisions increased four percent from 233 to 242.
- Persons injured in alcohol-involved collisions decreased 16 percent from 7,672 to 6,474.
- Hit-and-run fatal collisions increased 19 percent from 70 to 86.
- Hit-and-run injury collisions decreased 12 percent from 8,973 to 7,895.
- Nighttime (2100 - 0259 hours) fatal collisions decreased 27 percent from 244 to 179.
- Nighttime (2100 - 0259 hours) injury collisions decreased six percent from 9,426 to 8,847.
- Motorcyclists killed in alcohol-involved collisions decreased 17 percent from 23 to 19.
- Motorcyclists injured in alcohol-involved collisions decreased 59 percent from 199 to 82.

A summary of FFY 2010 activities conducted by all OTS-funded grants with objectives related to alcohol and other drugs is provided in the following tables:

TOTAL DUI CHECKPOINT GRANT ACTIVITY	TOTAL
DUI Checkpoints Completed	**2,553**
Vehicles Through Checkpoints	**2,724,512**
Drivers Screened at Checkpoints	**1,729,919**
Field Sobriety Tests Administered at Checkpoints	**23,966**
DUI Arrests at Checkpoints	**6,938**
Criminal (In Custody) Arrests at Checkpoints	**2,936**
Drug Arrests at Checkpoints	**1,017**
Recovered Stolen Vehicles	**135**

OTS GRANT ACTIVITY	TOTAL
DUI Checkpoints Completed	**997**
Vehicles Through Checkpoints	**1,261,484**
Drivers Screened at Checkpoints	**737,183**
Field Sobriety Tests Administered at Checkpoints	**9,158**
DUI Arrests at Checkpoints	**2,991**
Criminal (In Custody) Arrests at Checkpoints	**1,306**
Drug Arrests at Checkpoints	**274**
Recovered Stolen Vehicles	**104**

STATEWIDE DUI CHECKPOINT MINI-GRANT GRANT ACTIVITY	TOTAL
DUI Checkpoints Completed	**982**
Vehicles Through Checkpoints	**1,026,972**
Drivers Screened at Checkpoints	**629,846**
Field Sobriety Tests Administered at Checkpoints	**8,708**
DUI Arrests at Checkpoints	**2,531**
Criminal (In Custody) Arrests at Checkpoints	**1,154**
Drug Arrests at Checkpoints	**369**
Recovered Stolen Vehicles	**20**

AVOID DUI CHECKPOINT GRANT ACTIVITY	TOTAL
DUI Checkpoints Completed	**312**
Vehicles Through Checkpoints	**289,545**
Drivers Screened at Checkpoints	**224,699**
Field Sobriety Tests Administered at Checkpoints	**3,421**
DUI Arrests at Checkpoints	**790**
Criminal (In Custody) Arrests at Checkpoints	**375**
Drug Arrests at Checkpoints	**326**
Recovered Stolen Vehicles	**11**
CALIFORNIA HIGHWAY PATROL DUI CHECKPOINT GRANT ACTIVITY	**TOTAL**
DUI Checkpoints Completed	**262**
Vehicles Through Checkpoints	**146,511**
Drivers Screened at Checkpoints	**138,191**
Field Sobriety Tests Administered at Checkpoints	**2,679**
DUI Arrests at Checkpoints	**626**
Criminal (In Custody) Arrests at Checkpoints	**101**
Drug Arrests at Checkpoints	**48**
Recovered Stolen Vehicles	**0**

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

TOP 50 DUI CITIES CHECKPOINT GRANT ACTIVITY	TOTAL 2009	TOTAL 2010
DUI Checkpoints Completed	**920**	**1,029**
Vehicles Through Checkpoints	**1,065,627**	**1,336,783**
Drivers Screened at Checkpoints	**637,359**	**783,381**
Field Sobriety Tests Administered at Checkpoints	**8,559**	**10,936**
DUI Arrests at Checkpoints	**3,118**	**4,054**
Criminal (In Custody) Arrests at Checkpoints	**1,753**	**1,150**
Drug Arrests at Checkpoints	**N/A**	**281**
Recovered Stolen Vehicles	**N/A**	**96**
All Other Arrests/Citations	**N/A**	**15,933**

SUPPORTING AVOID GRANT ACTIVITY	TOTAL
DUI Roving/Saturation/Task Force Patrols Conducted	**4,211**
Vehicle Stops	**49,673**
Field Sobriety Tests Administered from Roving/Saturation Patrols	**10,918**
DUI Arrests from Roving/Saturation Patrols	**4,777**
Criminal (In Custody) Arrests from Roving/Saturation Patrols	**1,074**
Drug Arrests from Roving/Saturation Patrols	**494**
Recovered Stolen Vehicles	**105**
All Other Arrests/Citations	**10,187**
Repeat DUI Offender Warrant Service Operations	**297**
Warrant Service Attempts	**3,238**
Warrants Served (Arrests/Citations)	**619**
Court Sting Operations	**39**
All Other Arrests/Citations	**218**
Recovered Stolen Vehicles	**105**
All Other Arrests/Citations	**10,187**
Press Releases Issued	**1,628**
Media Events Conducted	**84**
Prints Stories Published	**1,135**
Radio Stories Aired	**975**
Television Stories Broadcasted	**594**
Free Public Service Announcements	**527**

SUPPORTING DUI ENFORCEMENT ACTIVITY	TOTAL
DUI Saturation Patrols Conducted	**4,395**
Vehicle Stops	**60,640**
Field Sobriety Tests Administered from Saturation Patrols	**16,708**
DUI Arrests from Saturation Patrols	**6,293**
Criminal (In Custody) Arrests from Saturation Patrols	**7,509**
Drug Arrests from Saturation Patrols	**328**
Suspended/Revoked Drivers Licenses	**2,250**
Recovered Stolen Vehicles	**80**
All Other Arrests/Citations	**25,891**
Officers Trained in Standardized Field Sobriety Testing (SFST)	**2,470**
Officers Trained as Drug Recognition Evaluators (DRE)	**213**
Repeat DUI Offender Warrant Service Operations Conducted	**432**
Warrant Service Attempts	**8,388**
Warrants Served (Arrests/Citations)	**1,269**
Stakeout Operations Conducted	**361**
Arrests from Stakeout Operations	**274**
Court Sting Operations Conducted	**282**
Arrests from Court Sting Operations	**655**
DUI Arrests from OTS funded officers	**448**

BICYCLE SAFETY

FUNDED GRANTS GOALS

- To reduce the total number of bicyclists killed in traffic related collisions ten percent by September 30, 2010.
- To reduce the total number of bicyclists injured in traffic related collisions ten percent by September 30, 2010.
- To increase bicycle helmet compliance for children aged five to 18 by 25 percentage points by September 30, 2010.

GRANTEE ACCOMPLISHMENTS

- Bicyclists killed in traffic related collisions decreased .06 percent from five to two.
- Bicyclists injured in traffic related collisions decreased 50 percent from 505 to 255.
- Bicycle helmet compliance for children aged five to 18 increased two percentage points from 64 percent to 66 percent.

PUBLIC EDUCATION ACTIVITY	TOTAL
Real DUI Trial Presentations Completed	10
People Impacted	360
Every 15 Minutes Presentations Completed	158
People Impacted	182,533
Courtroom to Schoolroom Presentations Completed	8
People Impacted	209
Bicycle Rodeos Completed	50
People Impacted	12,685
Public Education Presentations Completed	1,413
People Impacted	941,277
Court Diversion Classes Completed	17
Number of violators attending	148

EMERGENCY MEDICAL SERVICES (EMS)

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.

GRANTEE ACCOMPLISHMENTS

- The EMS delivery system was improved in 26 communities through the distribution of hydraulic extraction and other specialized rescue equipment, specialized stabilization and airbag lifting systems. A total of 284 fire personnel received extrication training in the counties of Mariposa, Madera, and Ventura.

OCCUPANT PROTECTION

FUNDED GRANTS GOALS

- To increase seat belt compliance five percentage points by September 30, 2010.
- To increase child safety seat usage six percentage points by September 30, 2010.

GRANTEE ACCOMPLISHMENTS

- Seat belt compliance increased two percentage points from 88 percent to 90 percent.
- Child safety seat usage increased seven percentage points from 71 percent to 78 percent.

SUPPORTING ACTIVITY	TOTAL
Child Passenger Safety Trainings Completed	**120**
Total Trained	**2,359**
NHTSA Certified Technicians Trained	**761**
NHTSA Certified Instructors Trained	**14**
Child Safety Checkups Completed	**224**
Child Safety Seats/Booster Seats Distributed	**7,073**
Additional Seats Properly Fit	**16,488**
Special Needs Seats Distributed	**20**
New Fitting Stations Established	**14**
People Impacted	**1,546**
Bicycle Rodeos Completed	**50**
People Impacted	**12,685**
School Assemblies/Public Education Presentations Completed	**2,191**
People Impacted	**93,100**

PEDESTRIAN SAFETY

FUNDED GRANTS GOALS

- To reduce the total number of pedestrians killed eight percent by September 30, 2010.
- To reduce the total number of pedestrians injured ten percent by September 30, 2010.
- To reduce the number of pedestrians killed under the age of 15 by nine percent by September 30, 2010.
- To reduce the number of pedestrians injured under the age of 15 by 11 percent by September 30, 2010.
- To reduce the number of pedestrians killed over the age of 65 by seven percent by September 30, 2010.
- To reduce the number of pedestrians injured over the age of 65 by five percent by September 30, 2010.

GRANTEE ACCOMPLISHMENTS

- Pedestrians killed decreased 30 percent from 33 to 23.
- Pedestrians injured decreased 13 percent from 1,476 to 1,282.
- Pedestrians killed under the age of 15 decreased 67 percent from six to two.
- Pedestrians injured under the age of 15 decreased 42 percent from 190 to 111.
- Pedestrians killed over the age of 65 remained unchanged from eight to eight.
- Pedestrians injured over the age of 65 decreased 16 percent from 197 to 165.

POLICE TRAFFIC SERVICES

FUNDED GRANTS GOALS

- To reduce the total number of persons killed in traffic collisions two percent by September 30, 2010.
- To reduce the total number of persons injured in traffic collisions two percent by September 30, 2010.

GRANTEE ACCOMPLISHMENTS

- Persons killed in traffic collisions decreased seven percent from 811 to 751.
- Persons injured in traffic collisions decreased seven percent from 93,348 to 87,257.

POLICE TRAFFIC SERVICES ENFORCEMENT ACTIVITY	TOTAL
Red Light Running Enforcement Operations Conducted	**381**
Citations Issued	**3,500**
Intersections with Disproportionate Traffic Collisions Enforcement Operations Conducted	**433**
Citations Issued	**11,724**
Speed Enforcement Operations Conducted	**609**
Citations Issued	**24,975**
Department-Wide Seat Belt Citations	**34,413**
Special Enforcement Operations Conducted	**20**
Citations Issued	**402**
Vehicle Inspection Operations Conducted of those suspected of being equipped with illegal Street Racing components	**22**
Smog Referee Referral Citations Issued (CVC 27156)	**1,076**
Speed Contest Citations Issued (CVC 23109)	**355**
Officers Trained to Conduct Vehicle Inspections	**381**

MOTORCYCLE SAFETY ENFORCEMENT ACTIVITY	TOTAL
Motorcycle Safety Enforcement Operations Conducted	**354**
Motorcycle Stops	**3,353**
Other Vehicle Stops	**5,115**
Field Sobriety Tests Administered to Motorcyclists	**135**
Field Sobriety Tests Administered to Drivers	**245**
DUI Arrests of Motorcyclists	**19**
DUI Arrests of Drivers	**66**
Criminal (In Custody) Arrests	**57**
Drug Arrests	**12**
Motorcycle License Endorsement CVC 12500 (b)	**150**
All Other Arrests/Citations	**5,086**

ROADWAY SAFETY/TRAFFIC RECORDS

FUNDED GRANTS 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.

GRANTEE ACCOMPLISHMENTS

- Ten rural counties and one urban county were funded for new Traffic Collision Data Analysis and Mapping systems. The systems replaced manual input databases or paper files, allowing Traffic Engineers access to extensive collision analysis tools, automated standard reports, and mapping of collision locations.

PUBLIC RELATIONS, ADVERTISING AND MARKETING

GOALS

OTS Marketing and Public Affairs supports the OTS mission of reducing deaths, injuries and economic losses resulting from traffic crashes by creating and implementing comprehensive public awareness programs designed to improve and encourage safe driving practices statewide. In addition, these efforts are intended to make safe driving the behavior of choice for all Californians, including at-risk and underserved communities. OTS recognizes the challenge of reaching a diverse and widespread population of over 38 million people, and crafts its public awareness efforts to best and most effectively reach them.

RESULTS

In 2010, OTS Public Affairs was instrumental in the successful execution of multiple statewide and regional campaigns and outreach efforts.

Holiday DUI Crackdown Campaign

In conjunction with the state's comprehensive regional and county "DUI Avoid" taskforces, OTS partnered with CHP, Department of Alcoholic Beverage Control (ABC), DMV, Caltrans, and local law enforcement to conduct the state's annual winter holiday anti-DUI campaign. This generated more than 392 million audience impressions from earned media placements, paid advertising and public service announcements. Collectively, the campaign generated more than $5.8 million in added value. This doubling of resources brought a 350 percent increase in impressions.

Sports & Entertainment Marketing

OTS continues to lead the nation when it comes to using sports and entertainment venues as a means to reach the public with life-saving traffic safety messages. As 2010 marked the program's 16th year in California, OTS continued to partner with professional sports teams and entertainment venues to promote key programs – including seat belt use, impaired driving, distracted driving and youth safety education. Returning partners included the Los Angeles Angels of Anaheim, TEAM Coalition, Clear Channel radio in Fresno, the San Francisco Giants, Sacramento River Cats, California Golden Bears, and 91X-FM in San Diego. We began new partnerships with the NBA's Golden State Warriors and Live Nation Concert Productions.

Seat Belt Mobilizations

The 2010 "Click It or Ticket" public education campaign marked the sixth year of this successful May effort, and the third November mobilization. The campaign generated 200 million impressions and $2.6 million in added value. The public education campaign kept the overall usage rate at over 96 percent.

Distracted Driving

OTS began outreach and media efforts to combat distracted driving in 2010. OTS is a key partner with Impact Teen Drivers, a major provider of peer-to-peer, in-school, and social media based distracted and reckless driving efforts to teens. Originally California based, Impact Teen Drivers is expanding their reach to other states. The Gannett Company's Sacramento television station reached out to OTS to co-sponsor the state's first full-year, integrated distracted driving media campaign, "The Great Hang Up."

Grantee Media Relations

OTS Public Affairs regularly provides technical assistance to local grantees in their communications and outreach efforts. In 2010, Public Affairs supported grantees in the development of press materials and the planning of media events. OTS assisted local grantees by developing over 15 press release templates for their use. The templates were made available on the OTS website for easy downloading and use. OTS aided grantees by participating in print and broadcast media interviews to underscore the key points regarding impaired driving, occupant protection and police traffic services, among others. Nearly 200 grant kickoff press releases and over 700 operation/activity press releases from grantees were reviewed and edited as needed.

Grantee Media Campaigns

Media campaigns costing $2 million were implemented by the CHP and Caltrans to support statewide and local enforcement and education efforts.

Social Media

OTS launched its Facebook presence to coincide with the December DUI Crackdown campaign. It began as a total, aggressive effort, complete with eye-catching graphics, contests, quizzes, photos, videos and choreographed conversational interaction, all designed to immediately and constantly bring in visitors and keep them returning as "fans." The fan base shot up past 1,000 in the first month of operation. Since then, additional components have been added and everything has kept changing to bring newness and interest.

Highway Signage

OTS expanded coverage of the permanent "Report Drunk Drivers. Call 911" highway signs to include increased presence in urban areas. All 671 "Click It or Ticket" highway signs were updated to reflect new and future ticket amounts with retrofitted plates with "Minimum $142" messaging. Damaged and missing signs were replaced and a system was set in place to check them yearly and replace as necessary. In addition, the same signs were made available for local jurisdictions to install on city and county streets.

On-Going Outdoor Advertising

OTS reached agreements with the major statewide outdoor display advertising companies to allow OTS to utilize unsold billboard space for only the cost of production and installation, but no space rental fee. Currently, "Report Drunk Drivers. Call 911" and "Click It or Ticket" messaging is rotated year-round, by campaign seasons.

Institutional Partnering

OTS continued to build on highly successful cooperative promotional activities with NHTSA, MADD and other national institutions, as well as many industry groups such as Raley's/Bel Air Supermarkets, Joie de Vivre Hotels, 7-Eleven Stores, CBS and Clear Channel Outdoor, and Taxi Magic. OTS partnerships with other state agencies have been particularly effective, including the DMV, CHP, ABC, and Caltrans. The use of Caltrans changeable message signs for traffic safety messages during the holiday "DUI Crackdown" campaign, "Click It or Ticket" campaign, plus several holiday weekends during the year reached tens of millions of freeway drivers dozens of times each.

ALCOHOL AND OTHER DRUGS

DUI AVOID

The Avoid campaigns were conducted in 42 counties designed to coordinate DUI enforcement and anti-DUI awareness through local and regional media efforts with proven results. This program focused on lowering deaths and injuries caused by impaired driving. These grants funded county coalitions of state and local law enforcement in a coordinated effort during special time periods when media was apt to cover the issue of drunk driving. The Avoid campaigns deployed officers to multi-agency sobriety checkpoints and roving DUI task force deployments along with local roving DUI patrols. The program also coordinated other special DUI operations for those repeat DUI and habitual offenders identified as the worst-of-the-worst. Media outreach was a major component of the Avoid programs with public information officers in place to daily release the coordinated efforts of police, sheriff, CHP, and ABC focusing on the high numbers of DUI arrests and the tragedy caused by one's choice to drive impaired. The Avoid campaign has reached nearly 98 percent of the state's population. The DUI Avoid effort put additional law enforcement officers on the street during periods with high incidents of DUI crimes and collisions, including Super Bowl Sunday, St Patrick's Day, Cinco de Mayo and Halloween, as well as local festival or events with identified DUI problems. These Avoid grants incorporate over 547 agencies to save lives, reduce injuries, and lessen the economic impact on our communities.

Sobriety Checkpoint Program

California implemented a comprehensive statewide "Sobriety Checkpoint" program for local law enforcement agencies to conduct checkpoints both during the "Drunk Driving. Over the Limit Under Arrest" national mobilization periods, December 16 - January 3, 2010, and August 20 – September 6, 2010. Additional checkpoints were also conducted not less than quarterly. A total of $7,550,620 was awarded to 148 local law enforcement agencies, resulting in funding DUI checkpoints for local law enforcement collectively serving over 50 percent of California's population, with 982 DUI checkpoints being conducted. At these checkpoints there were 2,531 arrests.

Teen Choices 3

The "Every 15 Minutes" program is a two-day event focusing on teenagers challenging them to think about drinking and driving, personal safety, the responsibility of making mature decisions, and the impact their decisions have on family, friends, and countless others. The "Every 15 Minutes" program is very dramatic and emotional—and purposely so. Teenagers are constantly reminded about the choices they have to make involving alcohol and how families and friends are affected by their decisions. They know the intellectual statistics. However, many teens share the belief it will never happen to them. Through

dramatic recreation of a crash aftermath, students and their families experience the powerful impact a crash has on a community. This program helps open the emotional doors, and it addresses a problem most teens do not know exist. They experience firsthand how their actions affect the lives of so many other people. Experienced CHP personnel provide technical assistance in planning and implementing the "Every 15 Minutes" program. Agencies, organizations, or high schools wishing to implement the program may apply through their local CHP office for a mini-grant of up to $9,999.99 to fund their program. During FFY 2010, 157 "Every 15 Minutes" programs were conducted, impacting more than 181,800 students.

DUI Repeat Offender and Death/Injury Prosecution Program (DUI-ROAD)

The Fresno County District Attorney's Office worked with law enforcement agencies throughout the county in a systematic effort to reduce the number of repeat DUI offenders, reduce the number of people killed or seriously injured by DUI offenders, and increase the DUI conviction rate. A specialized team consisting of two prosecutors, one District Attorney Investigator and one Investigative Assistant investigated and vertically prosecuted all DUI cases involving a fatality or serious injury. During the grant period, 1,712 DUI cases reached disposition with a conviction rate of 98.4 percent. Sixty-four cases involving the vertical prosecution team (crashes where people were seriously injured or killed) were prosecuted. Referral processes and procedures were formed with local law enforcement and the county's probation department pertaining to repeat offenders. A colorful multilingual brochure entitled "The DUI Disaster" was created and distributed throughout the county at school, community, police and probation events. The team participated in a number of public outreach activities, including "DUI Reality Check" presentations at high schools and "Scared Stiff" DUI classes required for all first time offenders. The team created a power point presentation to familiarze and educate the public on the legal consequences of driving impaired and an outline of the team, its responsibilities, and purpose.

Intensive Supervision of DUI Probationers	Fiscal Year Total
Quarterly Average Number of Specialized Intensive DUI Caseloads	24
Average Number of Cases per Probation Officer	44
Field and/or Home Contacts Attempted	8,179
Field and/or Home Contacts Made	5,484
Office Contacts Scheduled	18,431
Office Contacts Made	17,972
Home and/or 4th Waiver Searches Conducted	3,705
Alcohol or Other Drug Tests Conducted	19,107
Special Operations Conducted or Participated In	221
Warrant Service Attempts	661
Warrants Successfully Served	206
Known Probation Violations	1,137
Responses to Known Probation Violations	1,137
Court Actions Initiated for Known Probation Violations	951

Probation Departments – Intensive Supervision of DUI Probationers

During FFY 2010, California's high-risk DUI probationers were supervised and held accountable via two grants, both hosted by San Diego County. These grants funded 12 county probation departments (Butte, Contra Costa, Fresno, Kern, Los Angeles, Placer, Santa Barbara, Sacramento, San Diego, San Joaquin, San Bernardino, and Stanislaus). Throughout the year, there were approximately 1,900 high-risk DUI probationers receiving supervision via the intensive caseloads. In addition to keeping regularly scheduled office appointments, probationers were also subject to random, after-hours home and worksite visits, drug and alcohol tests, and searches.

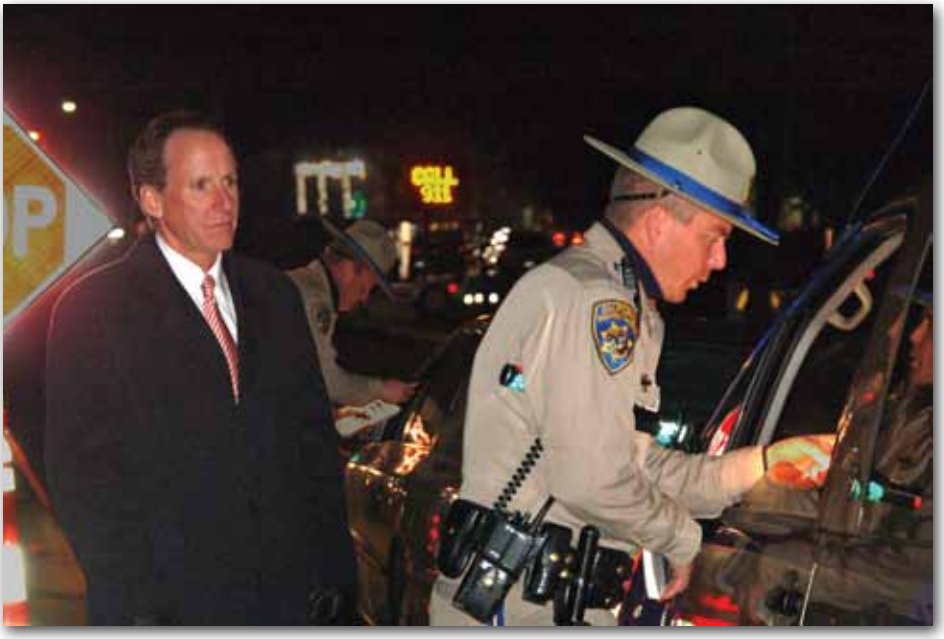
Several probation departments participated in multi-agency DUI enforcement efforts, such as the Avoid campaign warrant service operations, or worked with specific local agencies within their county. The intensive supervision compels the vast majority of the probationers to adhere to their terms of probation; however, when probationers fail to comply they are held accountable.

Traffic Safety Resource Prosecutor Program

During FFY 2010, the Traffic Safety Resource Prosecutor (TSRP) Program conducted 67 training programs for more than 1,750 prosecutors and law enforcement officers throughout the state. Specialized ad hoc training on current issues affecting DUI and vehicular homicide investigation and prosecution was provided, as well as standardized regional training. Augmenting standard topics with cutting-edge programming has enabled TSRP to maintain a consistently high demand for training since the program was implemented four years ago. Additionally, over 1,000 requests for TSRP technical assistance and mentoring were handled during the year, including TSRP prosecutors acting as "second chair" trial counsel in two complex vehicular homicide cases that resulted in guilty verdicts and state prison sentences. Further, the TSRP newsletter, "Behind the Wheel," was published quarterly and distributed throughout the state to prosecutors, law enforcement, and judicial personnel. The updated and revised 6th edition of the "DUI Prosecution Manual," a comprehensive resource for both prosecutors and law enforcement, was published and is being distributed to every prosecuting agency in the state as well as allied agencies.

Vehicular Homicide Seminar

The statewide Vehicular Homicide Seminar, which for the third time was produced through a partnership between OTS and the California District Attorneys Association, was held during May in Anaheim. The three and a half day seminar was designed for prosecutors and law enforcement officers who handle misdemeanor and felony vehicular homicides, and faculty included nationally-recognized experts in prosecution and collision reconstruction. Training included separate tracks as well as general sessions and group exercises for prosecutors and law enforcement to develop the knowledge and skills necessary to investigate, evaluate, prepare and prosecute cases involving vehicular fatalities. One hundred eighty-eight law enforcement officers and prosecutors attended this highly successful and effective training.



Sacramento Brief Intervention Program

Sacramento County's pilot program to provide brief interventions for impaired drivers at the county jail upon their release concluded FFY 2010 with more than 250 interventions. A brief intervention creates a "teachable moment" where impaired drivers can receive resources and referral to treatment in Sacramento County that will prompt changes in their "life-threatening" driving behavior. Over 850 brief interventions were completed during this four-year pilot program. Surveys were sent out at six and 12 month intervals to those who received the interventions. Follow-up response rate remained around 40 percent. Data collection will be completed within the next year. A paid media campaign to educate the public on the consequences of driving impaired was also a facet to the pilot program. The public awareness campaign included English and Spanish print ads, online messages, billboards, television/cable ads, movie theater and radio messages reaching millions of people. Since its December 2008 launch, the comprehensive and interactive Every37.com (every 37 minutes someone in the United States is killed in a drunk driving collision) website continues to be viewed by the public. The University of Michigan, known nationally for their Transportation Research Institute and Department of Health Management and Policy, will complete the final evaluation of this DUI program. The final report will be used to determine which components of this multi-facetted program have significantly helped achieve the goal of lowering the incidences of crashes and injuries associated with DUI drivers in the Sacramento region, and also provides the blueprint for replicating the study. The pilot program findings will be made available for printing in medical and scientific journals and traffic safety publications.

Minor Decoy/Shoulder Tap

During FFY 2010, ABC continued pursuing its ongoing goal to reduce youth access to alcohol. By conducting extensive minor decoy and shoulder tap operations at both "on-sale" and "off-sale" retail alcohol outlets throughout the state, ABC was able to reduce youth access to 12.89 percent, even lower than the 13.90 percent grant goal. Twenty local agencies were provided funding for training and minor decoy and shoulder tap operations, four more agencies than expected. Two hundred eighty-four minor decoy and 207 shoulder tap operations were conducted statewide. The training of ABC laws and protocol, combined with collaborative operations, established the building of partnerships between allied agencies and the ABC. Educational opportunities created the promotion of community awareness and prevention education for retail licensees.

Evaluation of Conviction Rates Among California Cities

During FFY 2010, DMV conducted a study to evaluate the processing of DUI offenders through the justice system. California DUI convictions for calendar year 2006 were obtained and utilized for this evaluation. A survey was developed to select counties with comparable data. DMV conducted phone interviews with court, sheriff department, and probation department personnel to determine the flow of information between agencies. Forty-eight counties with non-centralized justice data systems were selected to receive information technology surveys. A formal letter inviting agencies to participate in the study is in the process of being distributed. DUI offender processing data from participants will be collected, reviewed, analyzed and reported during FFY 2011.

BICYCLE AND PEDESTRIAN SAFETY

Community Pedestrian Safety Training Project

OTS continues to fund innovative, pedestrian safety programs that enhance walkability, livability, and economic vitality. The Community Pedestrian Safety Training (CPST) project is one such program. The purpose of the CPST project was to help make it safer and more pleasant to walk in one's communities. The half-day training was conducted for local neighborhood citizens and safety advocates concerned about pedestrian safety and identifying strategies for its improvement. During year two, seven pedestrian trainings were conducted in communities where pedestrians were most at-risk, including Los Angeles-Crenshaw, Santa Barbara (Spanish), Oakland (English/Spanish), Burlingame, Eureka, Long Beach and Salinas. These trainings taught basic pedestrian safety best practices (e.g., high visibility crosswalks, crash reduction factors), community engagement skills (e.g., identifying community professionals empowered to solve problems), walkability assessment of a selected pedestrian danger area, and mapping or other small group interactive prioritization of safety issues. At the end of the training, participants discussed pedestrian safety priorities and an action plan to promote safe walking in the community. The trainings were also designed to help communities with development and implementation of a Pedestrian Safety Action Plan. For more information on these free trainings, please visit: http://www.tsc.berkeley.edu/pedtraining.

Pedestrian Safety Assessments

Although traffic and pedestrian safety are high priorities for California's city and county officials, local fiscal and staff resources continue to be stretched to cover more and more responsibilities and it is often difficult for local public works and police departments to find the time and expertise needed to identify specific local traffic safety problems, determine their underlying causes, research effective remedies, and select feasible projects. The Traffic Safety Evaluation Services for California Communities project was designed to provide the specific expertise that many cities and counties either lack in-house or cannot spare in the form of staff time and resources. The partnership between OTS and the ITS Technology Transfer Program provided local agencies with a reliable, respected and credible source of information that fostered collaboration between the engineering/public works and enforcement/police departments. Free Pedestrian Safety Assessments (PSA) were a key component provided under this project. The issues discussed caused cities' staff to become more sensitive to pedestrian needs. Improved pedestrian safety and improved infrastructure lead to enhanced walkability and economic vitality of communities. Recommendations provided in the PSA reports can be presented to local City Councils' for consideration or included in a city's Capital Improvement Plan to enhance pedestrian safety.

EMERGENCY MEDICAL SERVICES

Regional OTS EMS Grant

The Mariposa County Fire Department (MCFD) provides emergency medical service to the entire county of Mariposa as well as most of Yosemite National Park. MCFD served as the host agency in purchasing and placing into use seven fully-equipped extrication systems and six partial extrication systems. The communities of Mariposa, Coulterville, Mt. Bullion, Morman Bar, Lushmeadows, Ponderosa Basin and Hunters Valley each received fully-equipped extrication systems. The communities of Midpines, Catheys Valley, Don Pedro, Greeley Hill, Fish Camp and Bootjack each received partial extrication systems. The grant enhanced the rescue capabilities of the MCFD by replacing the only two hydraulic rescue tools that the county had, which were over 15 years old and reaching the end of their service life. Additionally, the new hydraulics are significantly lighter and stronger. The grant also allowed the department to equip 11 stations with rescue systems that previously had none. This resulted in every fire station in the county to have complete sets of vehicle extrication and stabilization equipment. Extrication time for entrapped motorists in these communities was reduced by over 50 percent. A demonstration and training was held in Mariposa and was attended by 94 firefighters and reported on by the local media.

MOTORCYCLE SAFETY

During FFY 2010, OTS continued to address motorcycle safety issues by funding a combination of enforcement operations and educational presentations. CHP and local law enforcement conducted over 350 motorcycle safety enforcement operations. Public awareness increased through a variety of educational presentations, and public service announcements. OTS coordinated additional motorcycle safety efforts in collaboration with SHSP Challenge Area 12.

OCCUPANT PROTECTION

Next Generation Click it or Ticket

The statewide "Next Generation Click it or Ticket" campaign included mini-grants to 154 law enforcement agencies, representing at least 50 percent of California's population or serving geographic subdivisions that account of at least 50 percent of California's unbelted fatal occupants. The campaign consisted of two mobilization periods. The first was conducted November 17-30, 2009 and the second was May 24-June 6, 2010. Each agency conducted at least one seat belt observation survey (driver only) during the week before and during the week after the mobilization. Seat belt observation surveys provided information on the best locations for conducting an enforcement campaign, and made the agencies aware of the seat belt use compliance rate in their communities. Each agency conducted roll call training by reviewing the different vehicle code violations that make up California's occupant protection laws. As part of an effort to improve nighttime seat belt use rates, 105 agencies conducted night time enforcement. This grant resulted in a total of 9,949 seat belt citations being issued by participating law enforcement agencies.

California Occupant Restraint Campaign

Occupant protection is still a major focus in California, especially for passengers at or below the age of six. CHP was able to implement community outreach and enforcement measures statewide that were designed to increase seat belt and child passenger restraint systems usage, as well as conduct 184 child safety seat checkups, where more than 3,300 child safety/booster seats were distributed and more

than 15,400 child safety/booster seats were properly fitted. Additionally, this grant funded the training of more than 400 child safety seat technicians who then assisted with the child safety seat checkups. Other grant activities included conducting more than 1,600 public education presentations and seat belt enforcement operations during the "Click it or Ticket" mobilization period resulting in more than 400 seat belt citations issued.

POLICE TRAFFIC SERVICES

Selective Traffic Enforcement and Education Program (STEEP)

In FFY 2010, OTS again funded the STEEP program which provided personnel, equipment, and the funding necessary to conduct traffic safety enforcement and education. The primary goals included the reduction of persons killed in alcohol-involved, speed-related, hit-and-run and nighttime collisions. Other areas of the program aimed at increasing seat belt, child safety seat, and bicycle helmet usage rates. The community efforts of 13 agencies in 2010 made the program an overwhelming success. The cities of Arvin, Manteca, Suisun City, Farmersville, Woodland, Turlock, Fairfield, Riverside, Patterson, Clovis, San Luis Obispo, Shafter and Oakland increased public awareness and attacked numerous traffic safety problem areas by combining both private organizations along with community-based organizations.

ROADWAY SAFETY/TRAFFIC RECORDS

Automated Collision Analysis and Tracking System

Eleven county agencies (Del Norte, Glenn, Humboldt, Imperial, Kings, Madera, Modoc, Napa, San Mateo and Sonoma) were awarded grants to develop traffic collision analysis database and mapping systems for their jurisdictions. These systems allowed the users to map collision locations and research collision data for trends, based on almost any parameter available on the standard traffic collision report. It also allowed for quick reports of monthly collision summaries, high collision concentration areas, times of day, days of week, bicycle involved, pedestrian involved, and alcohol involvement. They greatly increased productivity, allowing staff to perform intensive research and develop solutions quickly, especially in areas where staff time is a precious commodity.

Traffic Records Coordinating Committee

The Traffic Records Coordinating Committee (TRCC) is composed of representatives from state and local agencies that are responsible for submitting, processing, analyzing, or warehousing California's traffic records. It is responsible for strategically planning and implementing improvements to the records systems, resulting in increased accuracy, completeness, timeliness, uniformity, accessibility and integration. There are several multi-year projects currently underway to improve various components of the system. The Administrative Office of the Courts is piloting a project, in cooperation with the CHP, to set up a standard citation protocol throughout the state allowing for direct electronic submission of citations to the courts. CHP is the repository for all of California's traffic collision reports. In an average year, over 400,000 reports are manually processed into the database. CHP is developing an interface to allow more than 500 local agencies, along with CHP field offices, to submit collision reports directly to the SWITRS collision database, reducing the amount of time required to post collisions to the system. The Emergency Medical Services Authority (EMSA) is collecting data from local EMS agencies, and is starting to link the information to the SWITRS database to look for efficiencies in emergency medical response. California Department of Public Health is

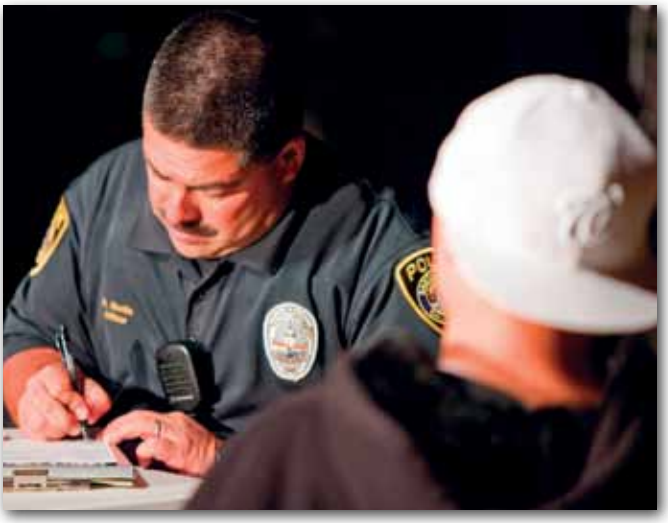
beginning to also link hospital data to the SWITRS database for use in determining medical outcomes and costs of traffic collisions. CalTrans is conducting a feasibility study for improvement to the Traffic Accident and Surveillance Analysis System.

California EMS Information System

The California EMS Information System (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 database. 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. Fifty-two of the state's 70 designated trauma centers are sending 2009 trauma data to the state totaling over 60,000 records. While the EMS data system is in its infancy, two of the 31 local EMS agencies are submitting 2009 data to the state totaling more than 8,000 records.

A Web-based Mapping System for California Collision Data

SafeTREC at University of California, Berkeley developed a web-based GIS mapping system of geocoded SWITRS data for local traffic safety professionals. This mapping system includes a modern, map-centric site to view, query, and download geocoded SWITRS data. The site can display SWITRS data alongside other commonly used sources of data such as census tracts, zip codes, traffic analysis zones, school districts and institutions. Users can also display the data sources on top of a road map or imagery background. In addition, users can spatially select and download SWITRS data via drawing on the map, clicking on an intersection or choosing particular census tracts, zip codes or traffic analysis zones. This capability allows users to acquire SWITRS datasets based on the specific spatial location without the need for special GIS software. The site incorporates all the functionality available in the original SWITRS query site and provides a complementary experience for users to interact with SWITRS data. The capabilities of the site are presented in a simple-to-use framework allowing local and state agencies to save time and resources when utilizing these web tools to help design and conduct traffic safety programs. The map-centric framework of the site provides a solid foundation for adding functional enhancements or other datasets in the future depending on the expanding needs of local or state agencies.



Geocoding of Minor Injury Collisions

During FFY 2010, SafeTREC at the University of California, Berkeley has implemented a grant to manually geocode 1997-2008 minor injury collisions

from SWITRS data. GIS technology has proven itself to be a valuable tool for local traffic safety practitioners. Utilizing the satellite mapping technology to pinpoint latitudinal and longitudinal coordinates of traffic collisions helps city engineers, law enforcement, and safety professionals identify problematic traffic areas and situations. Comparisons between geocoding of SWITRS and FARS data will be conducted. Final geocoding, analysis, and findings report will be completed during FFY 2011.

Countywide Traffic Safety Integration and Coordination Project

Although many areas in California now have automated collision analysis and tracking systems, in some areas no local multi-agency/jurisdiction data collection system exists in which to compare data across municipalities. Without such a system, it is impossible to identify geographic concentrations of collisions across municipal boundaries. In Santa Clara County, the Traffic Safety Integration and Coordination Project created a solution to this deficit. The development of a countywide web-based integrated GIS traffic collision records network created the capacity to collect comprehensive SWITRS and other local data so local agencies and jurisdictions could better target their traffic safety strategies. For example, by analyzing collision causal factors relative to environmental factors (such as geographic location of alcohol retail outlets near areas of highly concentrated alcohol-related collisions) countywide law enforcement partners were able to improve their enforcement efforts and were better able to target their education and outreach efforts.

Improperly Licensed Motorcycle Owners Pilot Study

DMV utilized two independent databases to identify all licensed motorcyclists and all registered motorcycle owners and then identified 65,774 registered motorcycle owners who did not have a Class M1 or M2 license or endorsement/instruction permit to legally operate the vehicle on California roadways. DMV then sent an official letter to a randomly-assigned sample of 33,072 of the improperly licensed registered motorcycle owners. The letter emphasized the legal consequences of riding without a proper license, encouraged the improperly licensed owners to obtain a motorcycle license or endorsement and provided information about how to access motorcycle safety training and obtain a proper license. DMV is currently accumulating driver record information and crash and violation histories and processing returned non-deliverable contact letters sent to subjects in the treatment group. The licensing, crash, and traffic violation rates of those receiving the intervention letter will be tracked for an 18-month period and compared to those who did not receive the letter, as well as the population of properly-licensed registered owners. The data will be analyzed to assess the impact of the intervention on these measures. 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.

Moving Forward 2011

OTS will continue to serve as a thought-leader for emerging traffic safety issues, funding results-oriented and innovative programs to help us accomplish our vision of helping to save lives. OTS is receptive to new ideas. We encourage our current grantees, and those organizations with which we have not worked in the past, to bring us their best ideas for solving traffic safety challenges in their communities. We strive to be customer friendly in all of our programs and work hard to streamline processes and eliminate duplication. Many of the strategies listed below are identified in California's SHSP. Future plans to improve traffic safety in California include:

EXTERNAL

ALCOHOL AND OTHER DRUGS

In 2011, OTS again identified and targeted California's "Top 50 DUI Cities" and funded these cities to conduct additional DUI checkpoints. As a result, the "Top 50 Cities" plan to conduct 598 DUI checkpoints in 2011. (SHSP Action 1.1)

Utilizing OTS crash rankings to identify cities with disproportionate numbers of traffic collisions, OTS Regional Coordinators and Law Enforcement Liaisons will contact city representatives to encourage submittal of a grant proposal. (SHSP Action 1.1)

Fund 12 county probation departments to target repeat DUI offenders who violate probation terms or who fail to appear in court. Funded strategies include intensive supervision, unannounced home contacts and searches, surveillance operations, highly publicized warrant service operations, alcohol and drug testing, and the distribution of "Hot Sheets" to local law enforcement agencies. (SHSP Action 1.3)

Fund a statewide DUI Checkpoint Program for local law enforcement agencies. To promote sustained enforcement, state and local law enforcement agencies collectively serving at least 50 percent of California's population or serving geographic subdivisions that account for at least 50 percent of California's alcohol-related fatalities will conduct checkpoints not less than quarterly. (SHSP Action 1.1)

Fund countywide and regional DUI Avoid programs in 42 counties involving 553 law enforcement agencies and CHP to conduct enforcement and media campaigns during holiday periods. OTS and MADD will sponsor regional DUI seminars recognizing top DUI enforcement officers in each county. (SHSP Action 1.1)

Fund 43 "Real DUI Trials" and 15 "Live DUI Sentencings" in California high schools providing students the opportunity to see up close the consequences of driving under the influence to individual drivers, crash victims and their own local community. (SHSP Action 6.5)

Fund 150 "Every 15 Minutes" programs, a two-day program that focuses on high school junior and seniors and challenges them to think about the consequences of drinking, personal safety and the responsibility of making mature decisions when lives are involved. (SHSP Action 6.5)

Fund three "DUI Only Courts" in California. Courts are now operational in Orange (4), Sonoma, and San Joaquin counties. Prior to 2008, there were only three DUI courts in California. (SHSP Action 1.5)

San Joaquin and Sonoma counties are using a "staggered sentencing" model with their DUI courts. The "staggered sentencing model" requires accountability among offenders and presents an alternative form of punishment and treatment where consequences are clearly defined and agreed upon with the judge. "Staggered sentencing" is likely best-suited for cases with repeat offenders because of the level of court involvement in overseeing the defendant's progress to recovery. Judge Richard Vlavianos devised the model for "staggered sentencing" in his court in San Joaquin County and will begin teaching this model to other judges at the National Judicial College.

Fund the TSRP Program to offer prosecutors and law enforcement extensive training on a variety of topics related to DUI prosecution. The current training curriculum on drug DUI's will be expanded to a full-day program to a focus on marijuana identification and testimony specific to cannabis drugs. TSRP will partner with the CHP to offer a section on Standardized Field Sobriety Testing and will also cover important areas of drug DUI cases including the anatomy of a DUI case, using police officers as expert witnesses, and drug influences. A mini-presentation on drug DUI's will be available on the CalTSRP website. Additionally, the TSRP Program will conduct a series focusing on hands-on trial advocacy. (SHSP Action 1.3)

Coordinate with the California District Attorneys Association to fund 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 TSRP Program 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 1.4 and 1.17)

DISTRACTED DRIVING

Continue to serve as co-lead with CHP on Challenge Area 17 – Reduce Distracted Driving. (SHSP CA 17)

Collaborate with Network of Employers for Traffic Safety and the National Safety Council to promote and encourage the adoption of a model cell phone policy for public and private organizations.

Continue and create media partnerships to air Distracted Driving PSAs, present local and national stories, and announce zero tolerance cell phone and texting enforcement.

Conduct statewide cell phone/texting observational surveys using the National Occupant Protection User Survey (NOPUS) methodology.

Fund a Statewide Local Law Enforcement Mini Grant Program - Zero Tolerance Against Hand-Held Cell Phone Use and Texting.

Fund a statewide media campaign to change social norms.

Fund "Impact Teen Drivers" through a CHP grant that provides education to teens.

Promote distracted driving education for teens.

Collect, report, and distribute distracted driving research.

Test, analyze, and encourage cell phone use mitigation technologies.

DRUGGED DRIVING

Fund alcohol wet lab and field certification training for POST Drug Recognition Evaluator (DRE) Academies.

Increase the number of law enforcement officers who are trained and certified as DRE's as well as encouraging DRE participation in enforcement operations.

Increase the number of established field certification sites and the number of POST academies offering DRE classes statewide.

EMERGENCY MEDICAL SERVICES

Fund regional EMS programs to ensure rural communities have access to the latest "state-of-the-art" rescue and extrication equipment. Regions will conduct assessments of their area to determine the needs and provide for the best use of funded equipment.

MOTORCYCLE SAFETY

Fund motorcycle safety enforcement operations which include public awareness media efforts in grants to local law enforcement agencies, including motorcycle-specific messaging in general traffic safety and DUI media outreach. Fund focused public awareness and enforcement campaigns by CHP in the areas with the highest number of fatal and injury motorcycle crashes. Public awareness will include "Share the Road" messaging for motorists, promoting the use of proper helmets and other safety gear, as well as continuing to encourage riders to take advantage of the California Motorcyclist Safety Program training opportunities.

OCCUPANT PROTECTION/BICYCLE AND PEDESTRIAN SAFETY

Fund the statewide implementation of "Next Generation Click It or Ticket", in which the CHP and local law enforcement agencies will conduct two, two-week well-publicized enforcement mobilizations in November and May. In addition, the campaign will promote sustained seat belt enforcement through efforts during both daytime and nighttime hours. (SHSP Action 4.2)

Fund, at "no cost" to cities and counties, "Pedestrian Safety Assessments" (PSA) conducted by engineers with the University of California, Berkeley. PSA's help improve pedestrian safety within California communities, as the PSA's enable cities to systematically identify pedestrian safety issues/problems and effective remedial options. Improved pedestrian safety and improved pedestrian infrastructure in turn can lead to enhanced walkability and economic vitality of communities. Fourteen PSA's are planned for FFY 2011. (SHSP Action 8.4)

Fund safety helmets and child safety seats to parents and families in need. At the same time, OTS will ensure parents receiving this life-saving equipment have the training necessary to correctly use the safety device.

Fund grants that support underserved communities. The risk of being injured or killed in a traffic crash is disproportionately high for members of certain groups as defined by race, ethnicity, socioeconomic status, and cultural practices. Latinos, African-Americans, and Native Americans are among the most severely affected. Understanding the factors that contribute to these risks is difficult, in part because data that would identify victims as members of these groups is difficult to find.

Stay abreast of all the latest technological innovations and think creatively about countermeasures to confront potential traffic safety problems, including the use of evidence-based technologies such as red light running cameras, vehicle speed feedback signs, flashing beacons at school crosswalks, in-roadway warning lights at crosswalks and countdown pedestrian signals. (SHSP Action 8.2)

OLDER DRIVER SAFETY

Fund the University of California, San Diego to improve driving safety in older adults through interventions addressing Age-Related Driving Disorders (ARDDs) and train law enforcement, health professionals, and students with a broader understanding of older driver sensitivities and impairments. These interventions will include health professional education and training. Driving is an important means of mobility and independence for older adults. However, as seniors age they often experience health and functional impairments that interfere with their ability to drive safely. If left unaddressed, these problems pose a risk of driving-related injury not only to the seniors themselves, but also to their families and to others who share the road with them.

Fund the CHP to implement a public awareness and education campaign focusing on senior traffic safety/ mobility through the use of multi-disciplinary community-based collaboration groups. These groups will assess the issues and make recommendations to address the needs of the senior driving community and will include members from public and private organizations including law enforcement, health and aging professionals, transportation agency representatives, and other interested stakeholders.

TRAFFIC RECORDS

In January 2011, a team of national experts will conduct a Traffic Records Assessment of California's state level traffic records systems to establish a baseline and serve as an aid in strategic planning. OTS and NHTSA are coordinating the assessment, where the TRCC members will present the panel with the current state-of-affairs of the records systems they oversee. The panel will then present suggestions for areas of improvement. The TRCC will take the suggestions and begin preparing a new Traffic Records Strategic Plan for the systems in California.

Fund engineering departments (San Joaquin County, Trinity County, and Dublin) to purchase traffic collision database systems. These systems help engineering departments improve safety, data collection, access, and analysis. Additionally, the systems generate collision pattern diagramming and produces collision location mapping on Google Earth and ESRI GIS mapping products.

Continue to embrace automation programs that produce timesaving and operational efficiencies, as part of our effort to utilize technological advances to conduct business and save lives. For example, OTS will continue to provide funding to automate the traffic citation, DUI arrest, and collision reporting processes. These systems greatly enhance accuracy and eliminate the entry of redundant information. Another example of efficient use of technology is the application of automated collision mapping and use of GPS coordinates for collision reports, to pinpoint key problem areas and identify appropriate solutions. OTS staff will assess the use of countywide traffic collision analysis database and GIS mapping programs and facilitate efforts to gain countywide programs through OTS grants.

Fund the California Department of Public Health to better understand current knowledge gaps and begin working towards integrating data sets like SWITRS, pre-hospital records, emergency department records, hospital inpatient records, and death data. (SHSP Action 16.4)

Fund the EMSA to update the CEMSIS to be in compliance with, and participate in, the federal data collections systems: 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. (SHSP Action 16.2)

Fund the CHP to allow for timely, statewide, online submission of traffic collision reports to SWITRS by CHP and allied agencies. (SHSP Action 16.1)

Research is one of the keys to development of successful strategies to reduce fatal and injury collisions. Currently in California, SWITRS is the primary source of collision data used by public and private researchers. In order to improve the quality of the data collected, the TRCC is soliciting and reviewing recommendations for the update of the traffic collision report forms, SWITRS information retention, and the California Traffic Records Strategic Plan. These recommendations will then be forwarded to CHP for final review and implementation.

INTERNAL

To implement OTS eGrants, a web-based electronic grants management system that will allow agencies to apply for grants, submit claims and quarterly performance reports and generally manage their grants through a web-based interface. In FFY 2011, OTS will begin accepting FFY 2012 grant applications through eGrants and plan to begin managing existing grants through eGrants part way through FFY 2010.

Continue working closely with the federal government to ensure California receives its fair share of federal funding.

Continue the Performance Improvement Initiative to streamline the grant application and reporting processes. OTS will look towards conducting as much business as possible over the Internet. Using the Internet as a tool can streamline processes and save valuable time and efforts.

Utilize existing staff to conduct internal audit and mapping of processes to identify and implement new efficiencies.

Continue to promote the OTS Employee Recognition Program (ERP) to reward employees for their commitment to superior performance. A peer group election will be conducted to select new Peer Recognition Committee members. The Awards Program Coordinator will survey staff to gain feedback on enhancing the program.

MARKETING AND PUBLIC AFFAIRS

Continue to strategically expand strategies that utilize social media and non-traditional communication venues to reach target audiences that are moving away from those that have been used in the past.

Significantly expand relationships with billboard and commercial changeable message sign companies to highlight OTS-promoted traffic safety messages at greatly reduced cost.

Spotlight traffic safety programs pioneered or uniquely adapted within California. Effectively communicate the societal benefits garnered from targeting traffic safety practices to local and diverse communities.

Develop and implement broad-based and targeted public education programs that not only enlighten, but inspire Californians to engage in prudent traffic safety practices. These efforts will also include campaign specific (e.g., DUI, seat belts, inattention/distracted driving, and teens) advertising, earned media, events and training.

Spotlight California's traffic safety successes and innovative grant programs, strategically linking successful programs and focusing on key program areas that make an easily demonstrated difference.

Develop practices and personnel within the grantee frameworks to carry the public education and promotion messages to the local and grassroots level. This will further augment and personalize the broader OTS messages.

Conduct comprehensive public awareness campaigns, relying heavily on the media, to promote the "Next Generation Click it or Ticket" seat belt enforcement effort in November and May, and the holiday DUI Crackdown. During the national mobilization periods, OTS will promote NHTSA's slogan "Drunk Driving. Over the Limit. Under Arrest." and the "Report Drunk Drivers. Call 911" message.

Conduct basic public information, media relations, and marketing training for grantees to help them more successfully promote their local messages, events, operations and activities.

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