

2012 CALIFORNIA HIGHWAY SAFETY PLAN



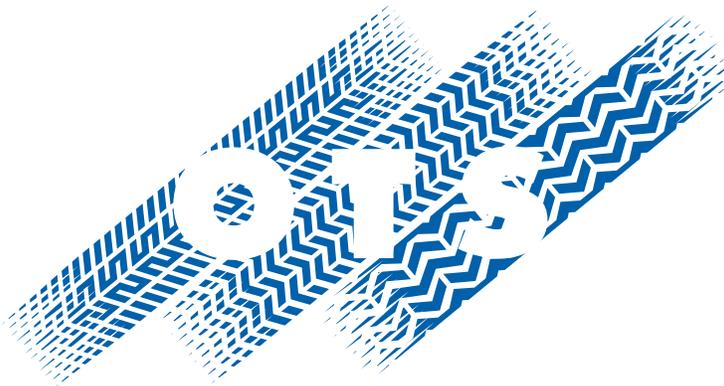
23% of driver fatalities in California tested positive for drugs



Toward zero deaths, every 1 counts.



2012 HIGHWAY SAFETY PLAN



**CALIFORNIA OFFICE
OF TRAFFIC SAFETY**

CALIFORNIA OFFICE OF TRAFFIC SAFETY

HIGHWAY SAFETY PLAN
Federal Fiscal Year 2012
(October 1, 2011 through September 30, 2012)

PREPARED FOR

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

PREPARED BY

OFFICE OF TRAFFIC SAFETY
Christopher J. Murphy, Director

STATE OF CALIFORNIA

EDMUND G. BROWN JR.
Governor

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



TRACI STEVENS
Acting Secretary

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

BUSINESS, TRANSPORTATION AND HOUSING AGENCY

Fellow Californians:

On behalf of the Governor Edmund G. Brown Jr. Administration, I take this opportunity to note the remarkable declines in traffic fatalities on California's roadways in recent years. California's roadway death toll today stands at its lowest level since 1944, when there was one tenth the number of cars on the road driven by one quarter of the population size of today. We are pleased to see that the 2012 Highway Safety Plan is geared toward moving those figures even lower, in keeping with the Office of Traffic Safety vision of "Toward zero deaths, every 1 counts."

For 2012, OTS is distributing \$76 million from federal funding to support 213 traffic safety grants to state and local agencies for the grant year that begins October 1, 2011. The new grants are a combination of successful programs and new efforts, some of which tackle emerging problems.

Under this plan, OTS will fund multiple grants aimed at combating drunk driving, including sobriety checkpoints, DUI prosecutors, and probation enforcement directed at the worst-of-the-worst DUI offenders. There will be an expansion of educational and awareness programs for youth, such as *Every 15 Minutes*, *Impact Teen Drivers*, *Real DUI Trials in Schools*, *Smart Start*, and other programs for high school students just starting their driving careers. A new peer-to-peer project, *Teens in the Driver's Seat*, will be launched in communities and schools throughout the state.

Two emerging problems – distracted driving and drugged driving – will receive special emphasis. The distracted driving effort began in April 2011, and will expand during this next grant year. The incidence of drugs in fatal crashes, both alone and in combination with alcohol, has been rising steadily for the last five years. New grants will fund increases in drug-recognition training, special district attorneys dedicated to drugged-driving cases, and new laboratory drug-testing equipment.

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

The Business, Transportation and Housing Agency and all Californians can take pride in the current work and past efforts of OTS and its partners. This OTS Highway Safety Plan endeavors to continue the successes of saving lives on our roadways.

Sincerely,

Traci Stevens
Acting Secretary

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Part I

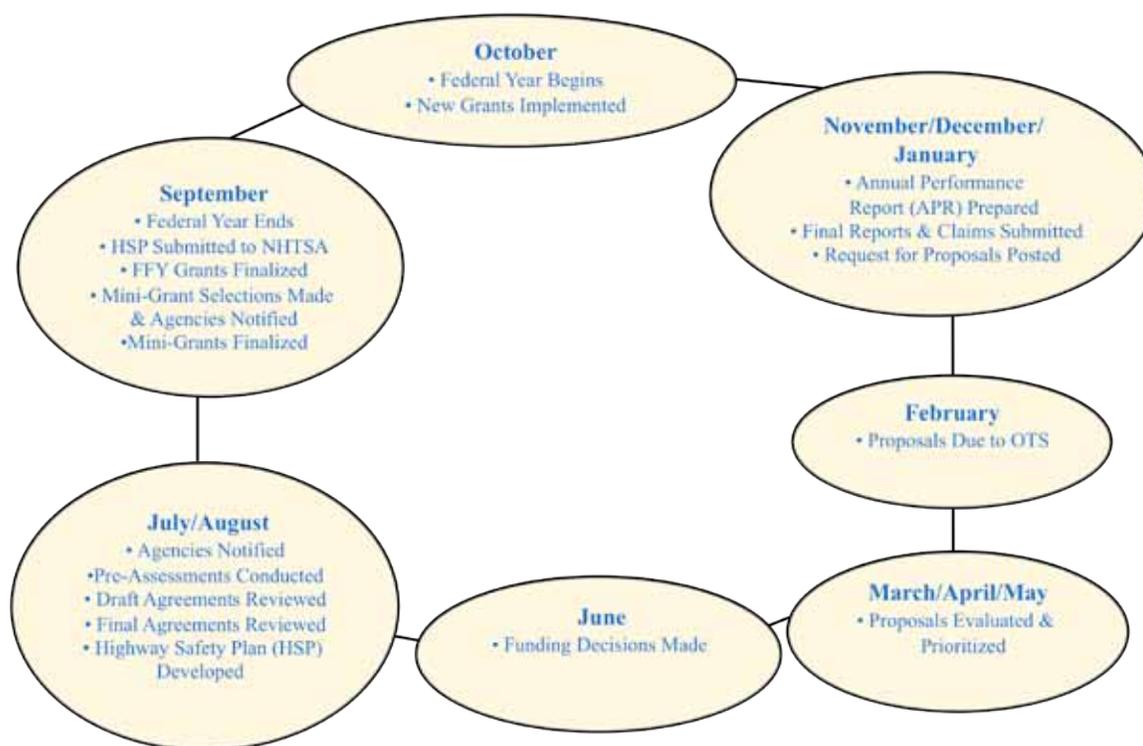
Executive Summary (Performance Plan)

PROCESS DESCRIPTION

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

Developing and implementing the HSP is a year-round activity and many changes took place this year due to the new "eGrants" system.

OTS GRANT CYCLE



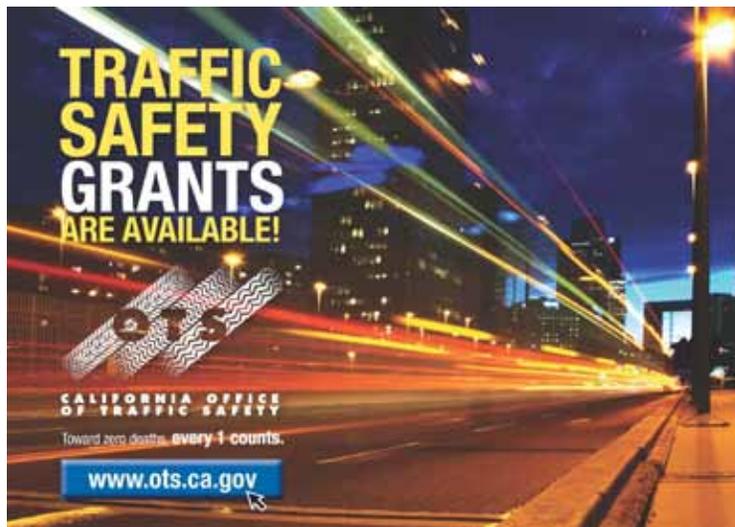
The process begins by projecting state and community highway safety grant program funding levels on the basis of the best available information. After initial funding estimates are made, planned costs for all grants continuing into the next fiscal year are identified. Continuing costs are deducted from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

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

Implementation of “eGrants”

In January 2011, OTS implemented Phase I of “eGrants”; a web-accessible grants management system that handles all aspects of the grant process electronically, from grant application submission through grant closeout and post-grant reporting.

This system included the “Grants Made Easy” templates for DUI Enforcement and Awareness, Selective Traffic Enforcement Program, Avoid DUI, Emergency Medical Services, Probation, and Traffic Records. In December 2010, OTS mailed a postcard to more than 3,000 eligible agencies encouraging them to refer to our website for information on our new electronic grants management system.



OTS staff offered and conducted eight “eGrants” training workshops in Riverside, Sonoma, Sacramento, San Diego, Irvine, San Ramon, Burbank, and Fresno throughout January and February. In addition to the training workshops, staff was readily available to assist grantees with the application process via telephone until the filing deadline of February 28, 2011; frequently asked questions were posted to the website; and an “eGrants” user’s manual was also developed.

Prior to launching “eGrants”, several grantees assisted staff with user testing to provide user input and ensure a smooth transition. This system, when fully implemented, will reduce paper usage, improve program delivery and effectiveness, increase operational and staff efficiency, and improve data capture and availability. Work on Phase II has begun and will include monitoring grants and accepting quarterly performance reports and claims.

Selection Process

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

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

Proposals from state and local agencies are carefully evaluated and selected for maximum statewide impact. OTS identifies applicant agencies with the greatest need and likelihood for success. The OTS proposal review process ensures that funded grants meet statewide performance goals as outlined in the annual HSP. By the deadline of February 28, 2011, OTS had received 430 proposal requests for funding.

In April 2011, OTS regional coordinators completed their analyses of these proposals and presented funding recommendations to OTS management. The Director finalized these recommendations and, on June 3, 2011, submitted an Issue Memorandum to the Business, Transportation and Housing (BTH) Agency Acting Secretary, Traci Stevens, presenting OTS’ funding recommendations. On June 16, 2011, the BTH Agency Acting Secretary approved OTS’ recommendations for funding for fiscal year 2012. OTS submitted a draft HSP to the BTH Agency Acting Secretary for approval on August 1, 2011. Once approved by BTH, OTS submitted the HSP to the National Highway Traffic Safety Administration (NHTSA) Region 9 Office on September 1, 2011.

OTS’ goal is to process 90 percent of all new grants by October 1, 2011. OTS grant regional coordinators monitor grantee performance throughout the year through onsite assessments, onsite pre-operational reviews, quarterly performance reports, grantee performance reviews, e-mail correspondence regarding grant revisions and general operational questions, and telephone conversations and meetings to discuss programmatic and fiscal issues.

OTS is organized by regions within the state. There are ten regions with 12 Regional Coordinators assigned to 232 grants. The regional grant assignments provide OTS Regional Coordinators the ability to network with cities and encourage proposal submittals from agencies with disproportionate traffic safety problems and from those who may not have received a recent or a prior OTS grant. Another advantage of regional grant assignments is that local governmental agencies only have to contact a single OTS regional coordinator for information on various program areas. The regional concept helps build synergy within the region and is resulting in more comprehensive local grant programs. Additionally, the OTS regional grant assignments allow the regional coordinators to develop expertise in all program areas.

Because the coordinators are familiar with their region, they have helped to develop regional grants whereby one agency is the host and becomes the conduit for funding for several other agencies. This streamlines the process for all the local agencies as well as for OTS program and fiscal staff. To complement the regional assignments, OTS assigns individual coordinators to serve as program area specialists for the various program areas. Refer to page 12-I-5 and 12-I-6 for appropriate OTS Regional Coordinator and Program Area Specialist contact information.

By the end of August, each OTS regional coordinator conducted a pre-funding assessment of each grantee new to the OTS process. At this meeting, the final negotiations of the agreement terms are conducted, deciding on the level of grantee effort required to meet the goals and objectives, and level of funding.

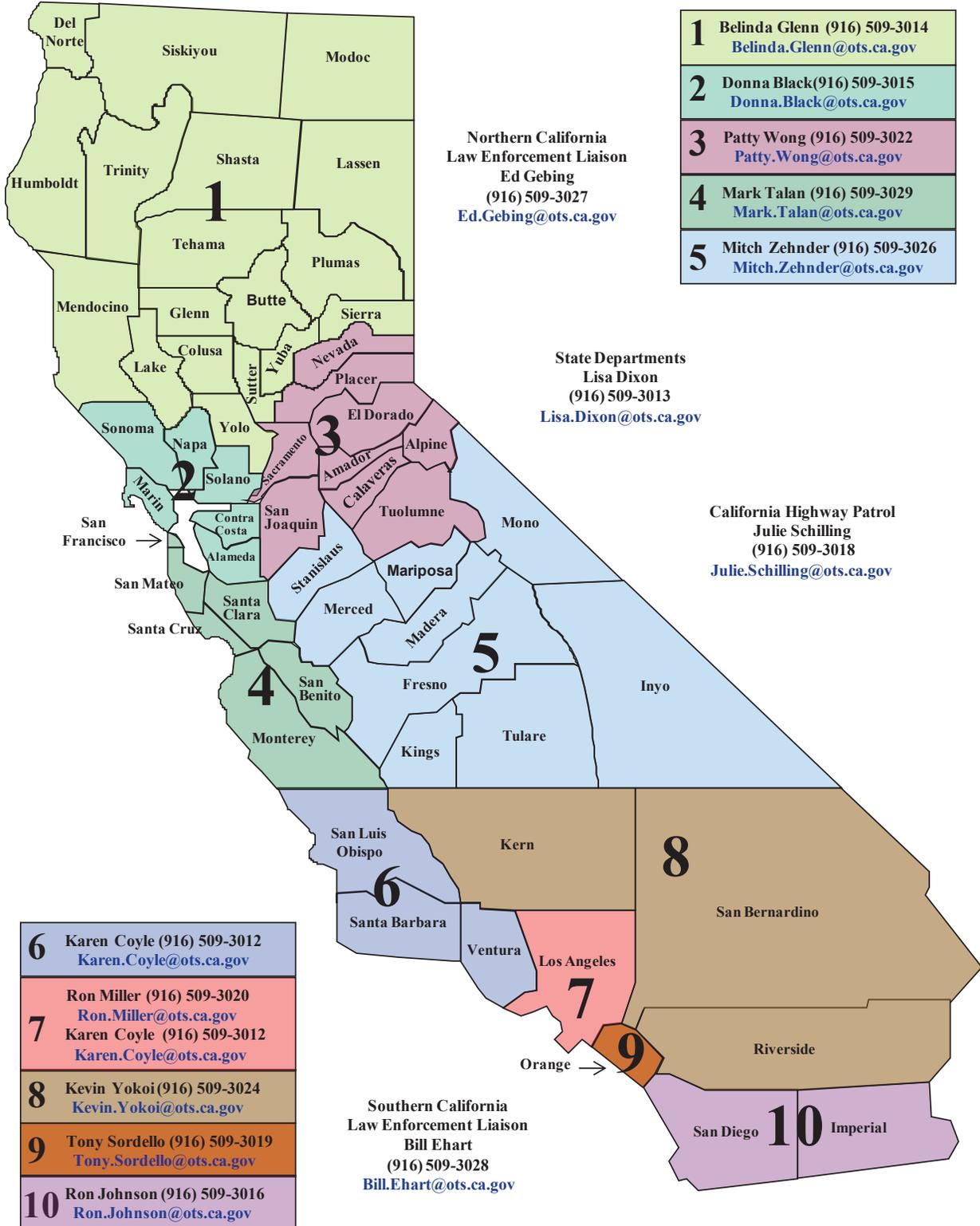
Enhancements to the Current Process

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

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

OTS staff is always on the lookout for ways to streamline our reporting processes, while maintaining the integrity of the documents and meeting all state and federal requirements. Again, this year’s HSP reflects the use of tables in the program areas. The task descriptions for each program area are listed together and the “Grant Summary” chart contains a listing of each grant including the grant number, task, fund, and amount. At the end of this chart, the program area funding reconciles to the pie chart on page 12-I-12. The “Grants Description” charts include descriptions for grants that are either innovative or more detailed. Descriptions for Grants Made Easy; Avoid DUI; Probation; Extrication; Community, Enforcement & Education, Occupant Protection; Community Pedestrian and Bicycle Safety Program; Vertical Prosecution, and DUI Court; are similar and found in the “Task” descriptions.

OTS Regions and Coordinators



Program Area Specialists

Alcohol-Impaired Driving
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Motorcycle Safety
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Occupant Protection
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Older Drivers
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Pedestrian Safety/Bicycle Safety
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Police Traffic Services
Tony Sordello -- (916) 509-3019 tony.sordello@ots.ca.gov

Traffic Records/Roadway Safety
Ron Johnson -- (916) 509-3016 ron.johnson@ots.ca.gov

Problem Identification Overview

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Program/Grant Development

The process for federal fiscal year (FFY 2012) new grants selection included the following major steps:

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

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

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

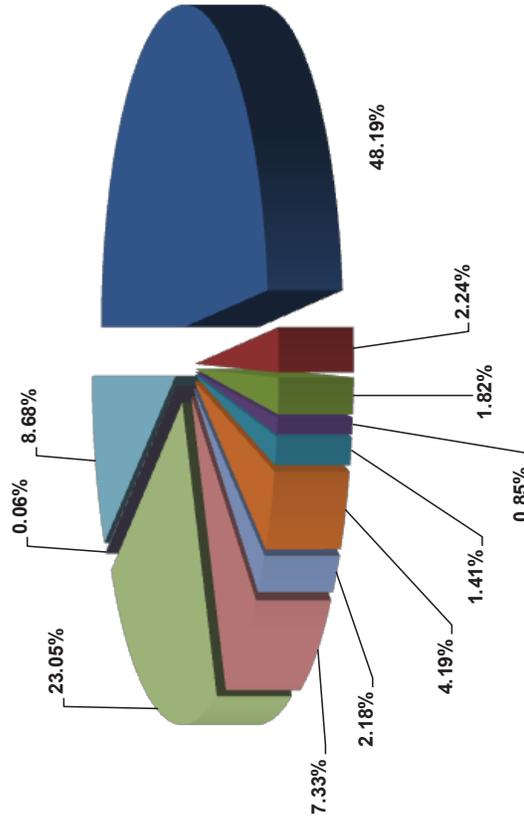
2012 California Highway Safety Plan Overview

The 2012 HSP includes 232 grants; 17 grants continuing from prior years and 215 new grants. The table shown below reflects proposed new grants and continuing grants by program area.

GRANTS (FFY 2012)			
PROGRAM	PROPOSED (NEW)	CONTINUATION	TOTAL
Alcohol-Impaired Driving	110	11	121
Distracted Driving	2		2
Drug-Impaired Driving	2		2
Emergency Medical Services	4	1	5
Motorcycle Safety	3		3
Occupant Protection	13		13
Pedestrian & Bicycle Safety	13		13
Police Traffic Services	59		59
Roadway Safety	1	1	2
Traffic Records	8	4	12
TOTAL	215	17	232

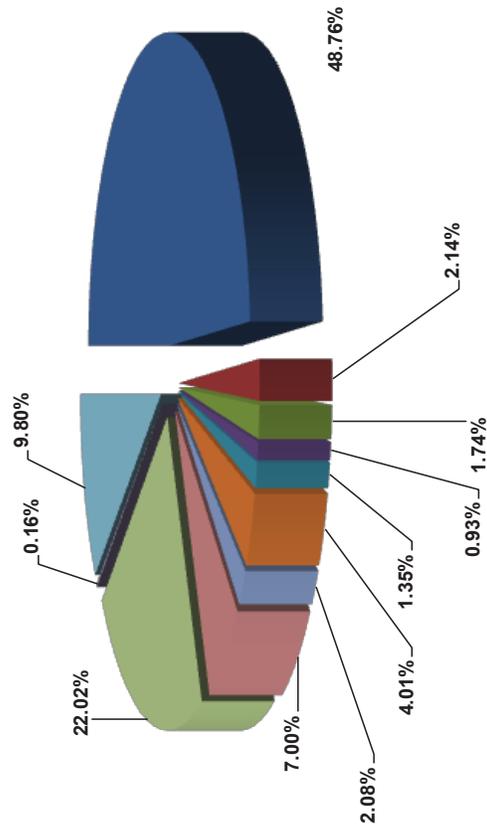


**PLANNED FUND DISTRIBUTION
BY PROGRAM AREA
NEW FFY 2012 GRANTS
\$82,312,543.43
(FFY 2012 FUNDING ONLY)**



■ ALCOHOL-IMPAIRED DRIVING	\$39,666,759.93
■ DISTRACTED DRIVING	\$1,842,345.00
■ DRUG-IMPAIRED DRIVING	\$1,498,111.99
■ EMERGENCY MEDICAL SERVICES	\$700,200.00
■ MOTORCYCLE SAFETY	\$1,162,263.00
■ OCCUPANT PROTECTION	\$3,451,514.30
■ PEDESTRIAN & BICYCLE SAFETY	\$1,790,682.06
■ PLANNING & ADMINISTRATION	\$6,033,168.00
■ POLICE TRAFFIC SERVICES	\$18,971,194.64
■ ROADWAY SAFETY	\$53,140.00
■ TRAFFIC RECORDS	\$7,143,164.51

**PLANNED FUND DISTRIBUTION
BY PROGRAM AREA
ALL ACTIVE GRANTS IN FFY 2012
\$86,140,659.04
(FFY 2012 Funding Only)**



■ ALCOHOL-IMPAIRED DRIVING	\$42,003,594.74
■ DISTRACTED DRIVING	\$1,842,345.00
■ DRUG-IMPAIRED DRIVING	\$1,498,111.99
■ EMERGENCY MEDICAL SERVICES	\$804,412.17
■ MOTORCYCLE SAFETY	\$1,162,263.00
■ OCCUPANT PROTECTION	\$3,451,514.30
■ PEDESTRIAN & BICYCLE SAFETY	\$1,790,682.06
■ PLANNING & ADMINISTRATION	\$6,033,168.00
■ POLICE TRAFFIC SERVICES	\$18,971,194.64
■ ROADWAY SAFETY	\$139,131.52
■ TRAFFIC RECORDS	\$8,444,241.62

Goals

Process for Developing Goals

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

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

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

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

This HSP includes SHSP action items that are OTS's responsibility and are included in the appropriate "Impact Programs/Strategies" section.

Overall Program Goal

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

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

Traffic Safety Performance Measures

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

Core Outcome Measures	Calendar Years				
	2006	2007	2008	2009	2010
C-1: Traffic Fatalities (FARS)	4,240	3,995	3,434	3,081	2,715
C-2: Serious Traffic Injuries (SWITRS)	13,089	13,133	11,943	10,931	10,369
C-3: Fatalities/VMT (FARS/FHWA)	1.29	1.21	1.05	0.95	Available March 2012
C-4: Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions (FARS)	920	859	702	639	483
C-5: Alcohol-Impaired Driving Fatalities (all fatalities involving a driver or a motorcycle operator with a BAC of .08 or greater) (FARS)	1,272	1,132	1,025	924	791
C-6: Speeding-Related Fatalities (FARS)	1,404	1,472	1,141	1,089	922
C-7: Motorcyclist Fatalities (FARS)	506	518	560	394	352
C-8: Unhelmeted Motorcyclist Fatalities (FARS)	67	68	68	46	25
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	727	609	527	431	336
C-10: Pedestrian Fatalities (FARS)	719	650	620	567	599

Core Behavior Measure	Calendar Years					
	2006	2007	2008	2009	2010	2011
B-1: Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)	93.4%	94.6%	95.7%	95.3%	96.2%	96.60%

2011 California Traffic Safety Survey

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

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

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

- In the past 30 days, did you drive when you thought you had too much alcohol to drive safely?
- How serious of a problem is driving under the influence of drugs: legal and illegal?
- Do you believe the penalty for driving under the influence of drugs is as serious as the penalty for driving under the influence of alcohol?
- In your opinion, should the penalty for driving under the influence of drugs be more serious, less serious or the same as the penalty for drinking and driving?
- How often do you wear a seat belt?
- Do you recall hearing or seeing “Click it or Ticket” in the past six months?
- Do you think the chances of being stopped for not wearing a seat belt have changed because of it the “Click it or Ticket” campaign?
- Are you aware of the law requiring drivers to move over safely or slow down when approaching stationary vehicles that display flashing lights, like police, Caltrans, or tow trucks?

Activity Measures	Federal Fiscal Year (Oct. 1, 2011 - Sept. 30, 2012)
A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities	Data will be collected and reported in the 2012 Annual Performance Report
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities	
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities	

Additional Activity Measures	Calendar Years				
	2006	2007	2008	2009	2010
Statewide DUI Arrests	197,248	203,866	214,811	208,531	195,879
*Statewide DUI Conviction Rate	81%	80%	79%	Available January 2014	Available January 2015
Statewide Seat Belt Violation Convictions	514,957	441,710	392,724	336,785	238,761
Statewide Child Restraint Violation Convictions	16,640	16,301	16,118	15,085	13,411
Statewide Speeding Convictions	1,791,731	1,810,616	1,868,360	1,868,202	1,734,258
Hand-held Cell Phone Convictions	Law became effective 7/1/08			301,833	361,260
Texting Convictions	Law became effective 1/1/09			2,845	7,924
Hand-held Device by Someone Under Age 18	Law became effective 7/1/08			1,228	904

Additional Outcome Measures	Calendar Years				
	2006	2007	2008	2009	2010
Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled (SWITRS))	1.27	1.18	1.05	0.95	Available March 2012
Motor Vehicle Fatalities, Age 16 -19 (FARS)	431	345	290	258	180
Male	310	248	203	167	123
Female	121	97	87	91	57
Motor Vehicle Driver Fatalities, Age 16-19 (FARS)	209	162	154	94	75
Male	165	125	119	71	54
Female	44	37	35	23	21
Fatality Rate Per 100,000 Population (FARS)	11.78	11.03	9.39	8.34	7.27
Total Motor Vehicle Injuries (SWITRS)	277,373	254,188	241,873	232,777	227,510

Additional Outcome Measures	Calendar Years				
	2006	2007	2008	2009	2010
Motor Vehicle Injuries, Age 16 -19 (SWITRS)	30,683	28,237	25,307	23,577	22,172
Hit-and-Run Fatal Collisions (FARS)	328	275	271	206	232
Hit-and-Run Injury Collisions (SWITRS)	20,103	18,984	16,930	15,439	14,548
Hit-and-Run Fatalities (FARS)	358	302	299	218	249
Hit-and-Run Injuries (SWITRS)	26,968	25,340	22,627	21,069	18,789
Fatal Collisions between 2100-0300 (FARS)	1,077	1,001	904	755	681
Injury Collisions between 2100-0300 (SWITRS)	26,033	25,310	22,635	21,074	20,287
Motor Vehicle Fatalities between 2100-0300 (FARS)	1,206	1,103	990	841	747
Motor Vehicle Injuries between 2100-0300 (SWITRS)	39,395	37,741	33,169	31,028	29,731

Alcohol	Calendar Years				
	2006	2007	2008	2009	2010
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- California	0.39	0.34	0.31	0.28	Available March 2012
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- National	0.45	0.43	0.39	0.36	Available March 2012
Driver Fatalities Age 16 -19 with BAC=.08+ (FARS)	40	31	33	28	19
Male	36	24	27	21	16
Female	4	7	6	7	4
Alcohol-Related Fatalities (at least one driver or non occupant had a BAC of .01 or greater) (FARS)	1,762	1,606	1,425	1,301	1,134
Alcohol-Related Injuries (SWITRS)	31,099	30,783	28,463	26,058	24,080
Alcohol Related Injuries Age 16 -19 (SWITRS)	3,295	3,372	2,961	2,649	2,439
Driver Fatalities Age 16-19 with BAC=.01+ (FARS)	51	41	41	34	24
Male	44	34	34	27	19
Female	7	7	7	7	5

Alcohol	Calendar Years				
	2006	2007	2008	2009	2010
Driver Fatalities Age 20-25 with BAC=.01+ (FARS)	216	209	166	159	123
Male	190	177	146	133	100
Female	25	32	20	26	23

Occupant Protection	Calendar Years				
	2006	2007	2008	2009	2010
Percent of Known Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	37%	36%	38%	36%	33%
Teen Seat Belt Use Rate (CSU Fresno Observational Survey)	90.8%	88.9%	89.6%	91.1%	94%
Percent of Unrestrained Passenger Vehicle Occupant Fatalities Age 16 -19 (FARS)	42%	38%	40%	47%	41%
Child Safety Seat Use Rate (CSU Fresno Observational Survey+A20)	86.8%	87.7%	94.4%	90.9%	95.0%
Passenger Vehicle Occupant Fatalities Age 0-8 (FARS)	76	84	42	65	30
Vehicle Occupant Injuries Age 0-8 (SWITRS)	6,275	5,819	5,279	5,280	5,234
Passenger Vehicle Occupant Fatalities Age 4 and Under (FARS)	50	49	25	34	14

Pedestrians	Calendar Years				
	2006	2007	2008	2009	2010
Pedestrian Injuries (SWITRS)	13,482	13,663	13,405	13,083	12,558
Pedestrian Fatalities Under Age 15 (FARS)	42	38	43	31	24
Pedestrian Injuries Under Age 15 (SWITRS)	2,928	2,974	2,777	2,649	2,237
Pedestrian Fatalities Age 65 and Older (FARS)	164	177	123	145	150
Pedestrian Injuries Age 65 and Older (SWITRS)	1,316	1,329	1,320	1,356	1,219

Bicycles	Calendar Years				
	2006	2007	2008	2009	2010
Bicyclist Fatalities (FARS)	141	109	109	99	99
Bicyclist Injuries (SWITRS)	10,352	10,590	11,760	12,043	12,553
Bicyclist Fatalities Under Age 15 (FARS)	16	13	15	10	4

	Calendar Years				
Bicycles	2006	2007	2008	2009	2010
Bicyclist Injuries Under Age 15 (SWITRS)	2,144	2,073	1,993	1,915	1731
Unhelmeted Bicyclist Fatalities (FARS)	137	104	102	98	99
	Calendar Years				
Speeding and Aggressive Driving	2006	2007	2008	2009	2010
Speeding Related Injuries (SWITRS)	81,783	77,515	70,560	69,817	71,231

	Calendar Years				
Motorcycles	2006	2007	2008	2009	2010
Total Motorcycle Registrations (DMV)	732,547	772,524	824,244	809,129	808,634
Motorcyclist Fatalities per 100,000 Motorcycle Registrations (FARS, DMV)	69	67	68	49	44
Motorcyclist Injuries (SWITRS)	10,188	11,172	11,764	10,479	9,911
Percent of Known Helmeted Motorcyclist Fatalities (FARS)	87%	87%	88%	88%	93%
Percent of Improperly Licensed Motorcycle Operator Fatalities (FARS)	35%	36%	37%	32%	33%
Motorcycle Rider (Operator) Fatalities with BAC =.08+ (FARS)	114	117	143	89	94
Motorcycle Rider (Operator) Fatalities (FARS)	476	496	537	385	341
Percent of Motorcycle Rider (Operator) Fatalities with BAC=.08+ (FARS)	24%	24%	27%	23%	27%
Percent of Motorcyclists At-Fault in Fatal Motorcycle Collisions (SWITRS)	68%	71%	70%	69%	70%
Percent of Motorcyclists At-Fault in Injury Motorcycle Collisions (SWITRS)	58%	57%	58%	34%	57%
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and Speed was Primary Collision Factor (SWITRS)	26%	31%	28%	27%	24%
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and DUI was Primary Collision Factor (SWITRS)	17%	16%	18%	16%	15%

*Department of Justice

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

***DMV DL Conviction Report

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

PERFORMANCE GOALS

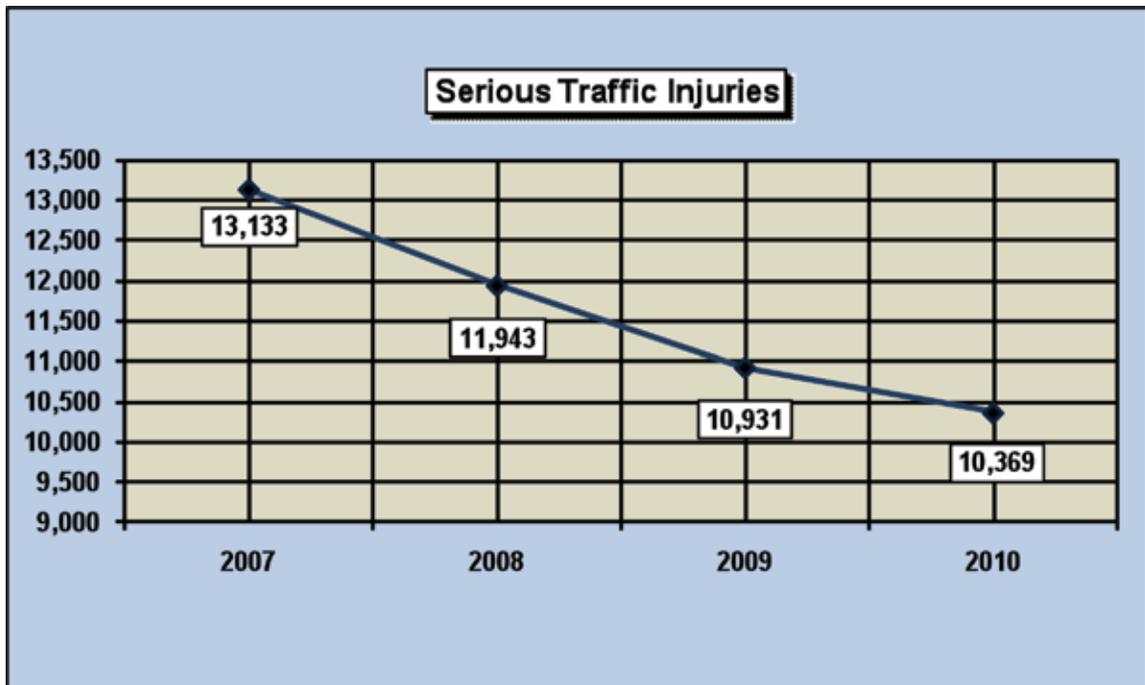
Traffic Victims

Core Outcome Measures

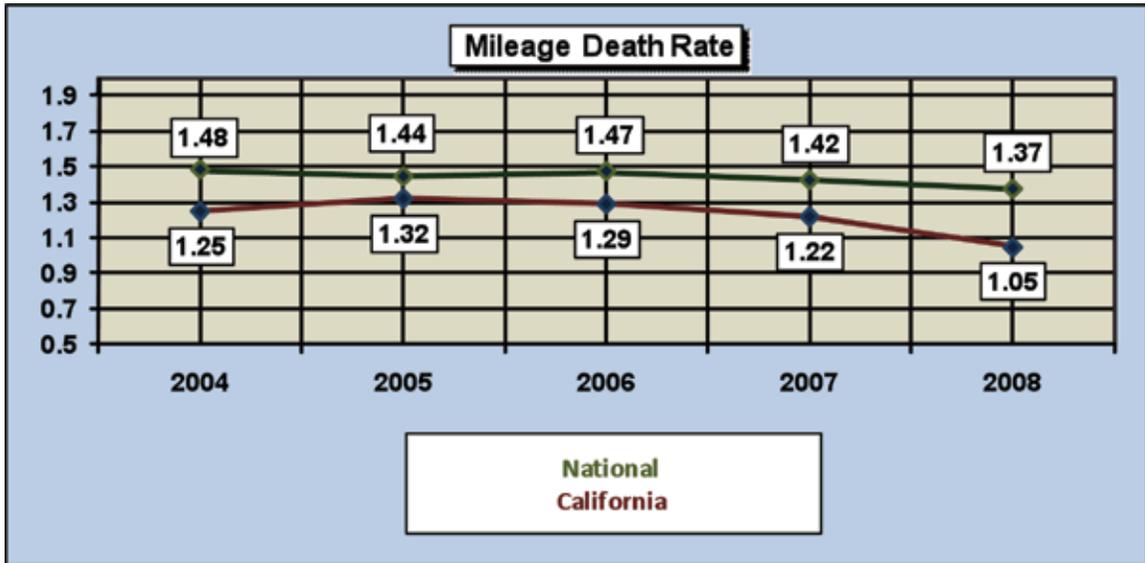
- To decrease traffic fatalities 12.3 percent from the 2008-2010 calendar base year average of 3,076 to 2,700 by December 31, 2012.



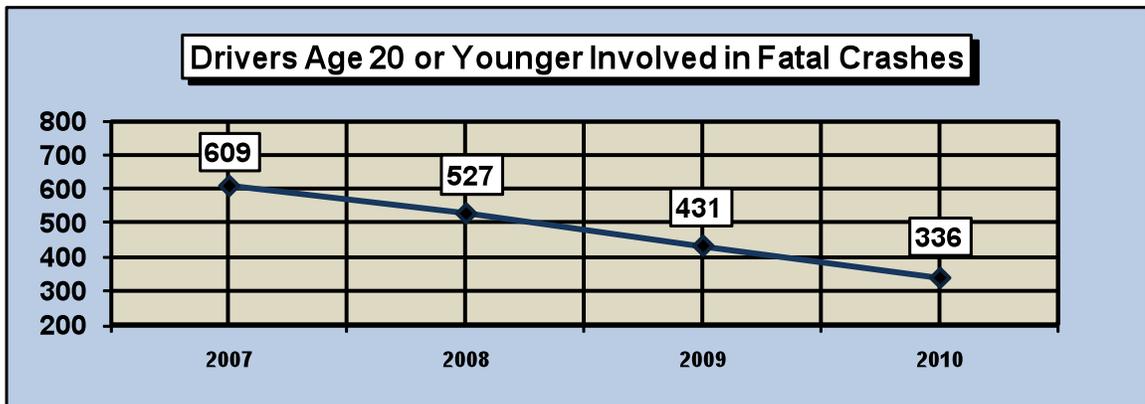
- To decrease serious traffic injuries 18 percent from the 2008-2010 calendar base year average of 11,081 to 10,200 by December 31, 2012.



- To decrease fatalities/VMT from the 2006–2008 calendar base year average of 1.18 to 1.03 by December 31, 2012.



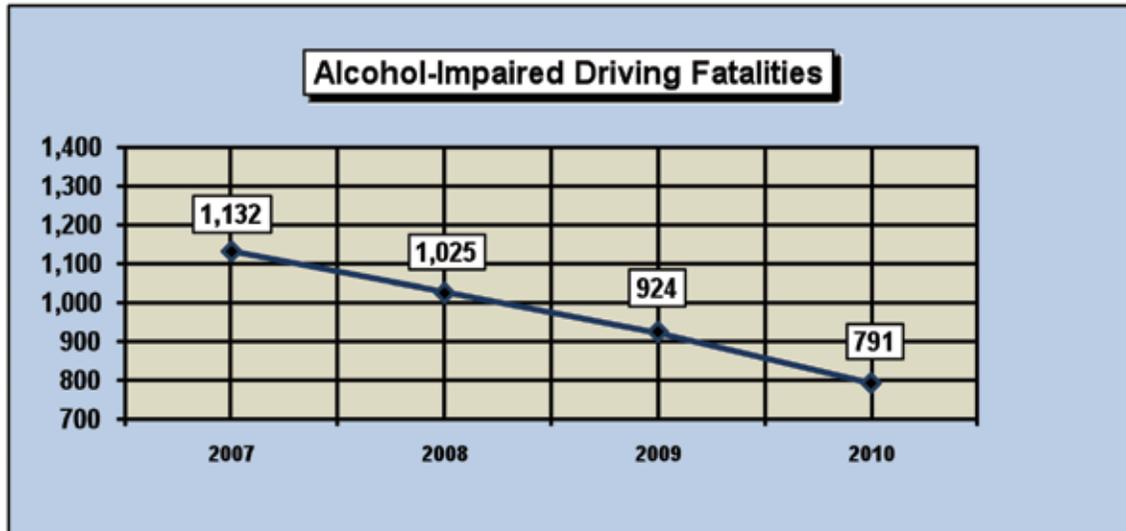
- To decrease drivers age 20 or younger involved in fatal crashes 23.5 percent from the 2008-2010 calendar base year average of 431 to 330 by December 31, 2012.



ALCOHOL-IMPAIRED DRIVING

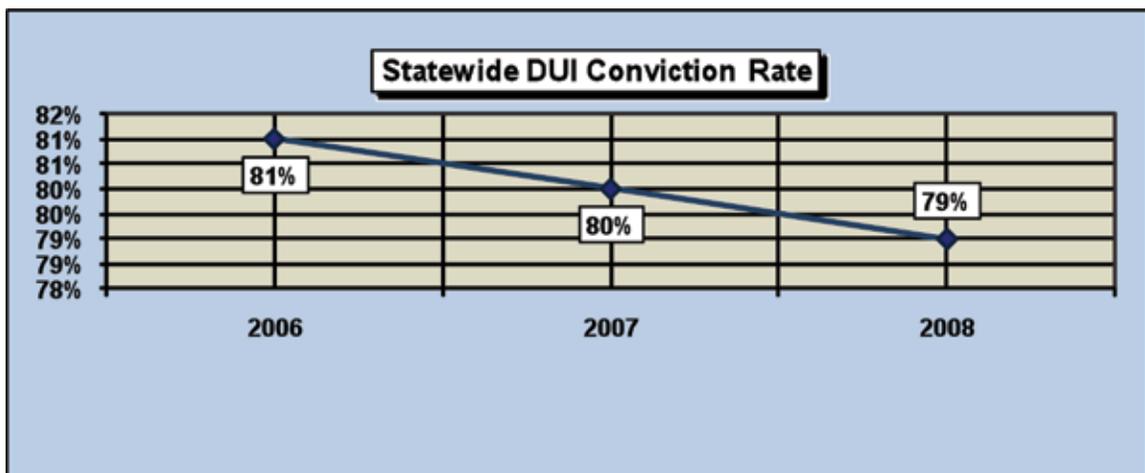
Core Outcome Measure

- To decrease alcohol-impaired driving fatalities 24.8 percent from the 2008–2010 calendar base year average of 913 to 780 by December 31, 2012.



Statewide Goal

- To increase the statewide DUI conviction rate 2 percentage points from the 2006–2008 calendar base year average of 80 percent to 82 percent by December 31, 2012.



Funded Grant Goals

- To reduce the number of persons killed in alcohol-involved collisions five percent by September 30, 2012.
- To reduce the number of persons injured in alcohol-involved collisions six percent by September 30, 2012.

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

Impact Programs/Strategies

- Increase frequency, consistency, and publicity of sobriety checkpoint operations by law enforcement agencies in regions with the highest fatality rates. (SHSP Action 1.1)
- Fund a comprehensive statewide “Sobriety Checkpoint” program to include CHP and local law enforcement agencies to conduct checkpoints during the “Drive Sober or Get Pulled Over” mobilization periods in December 16, 2011 – January 1, 2012, and August 17 – September 3, 2012. To promote sustained enforcement, CHP and local law enforcement agencies collectively serving at least 50 percent of California’s population or serving geographic subdivisions that account for at least 50 percent of California’s alcohol-related fatalities will conduct checkpoints not less than quarterly. The 2012 Annual Evaluation Report will report the degree to which the sustained enforcement strategy was carried out and the results of the enforcement operations. (SHSP Action 1.1)
- Encourage and increase statewide crime laboratory support and distribution of portable evidential breath testing devices to allow for increased use by law enforcement personnel. (SHSP Action 1.2)
- Fund the Statewide Traffic Safety Resource Prosecutor (TSRP) program which includes one program director and four regional DUI prosecutors. This program will provide specialized DUI prosecution training and monitoring, technical support to counties with DUI vertical prosecution programs, and litigation support in complex DUI or vehicular homicide trials. (SHSP Action 1.3)

- Coordinate with the California District Attorneys Association, a Vehicular Homicide Seminar in the spring of 2012, for 100 law enforcement personnel and 100 prosecutors from across California who work on misdemeanor or felony vehicular homicides cases. The course coordinated by the California Traffic Safety Resource Prosecutors and law enforcement representatives will assist law enforcement and prosecutors in developing the knowledge and skills necessary to evaluate, prepare, and try cases involving vehicular fatalities. The subjects covered at the seminar will include California substantive law, collision investigation and reconstruction, post-collision determination of speed, how kinematics can assist in driver identification, understanding expert testimony in these cases, cross-examining a defense expert, and basic toxicology. (SHSP Action 1.3)
- Promote implementation of vertical prosecution of DUI offenders. (SHSP Action 1.4)
- Institute programs that provide intense monitoring of “worst of the worst” repeat DUI offenders. (SHSP Action 1.5)
- Develop a uniform and consistent system for hospital staff to notify law enforcement upon the arrival of a person who has been involved in a traffic collision in which alcohol may have been involved. (SHSP Action 1.6)
- Increase DUI conviction rates by surveying counties with disproportionately low DUI conviction rates to determine corrective action needed to improve conviction rates. (SHSP Action 1.7)
- Increase by 15 percent the number of law enforcement officers who are trained and certified as Drug Recognition Evaluator (DRE) officers. (SHSP Action 1.8)
- Fund training of a minimum of ten DRE instructors as DITEP instructors (Drug Impairment Training for Education Professionals) who train a minimum of 30 educational professionals. (SHSP Action 1.8)
- Fund the Department of Alcoholic Beverage Control to award local law enforcement agencies mini-grants to conduct underage drinking prevention and enforcement activities including Minor Decoy and Shoulder Tap operations. (SHSP Action 1.11)
- Increase publicity of the DUI Management Information System annual report to law enforcement, alcohol program providers, and the courts. (SHSP Action 1.17)
- Develop and implement targeted communication and court training to improve compliance with mandated court sentencing provisions and abstract reporting for DUI. (SHSP Action 1.18)
- Expand the implementation of young driver programs such as: Start Smart, Right Turn, Teen Smart, Every 15 Minutes, Friday Night Live, Sober Graduation, and Target Responsibility for Alcohol Connected Emergencies (TRACE), and encourage development of new programs. (SHSP Action 6.5)
- Fund and mandate a newly developed Police Officer Standards Training (POST) certified DUI Checkpoints – Planning and Management course designed to help law enforcement prepare, execute, and supervise a successful DUI checkpoint.
- Launch a new statewide “peer-to-peer” program, Teens in the Driver Seat.

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

DRUG-IMPAIRED DRIVING

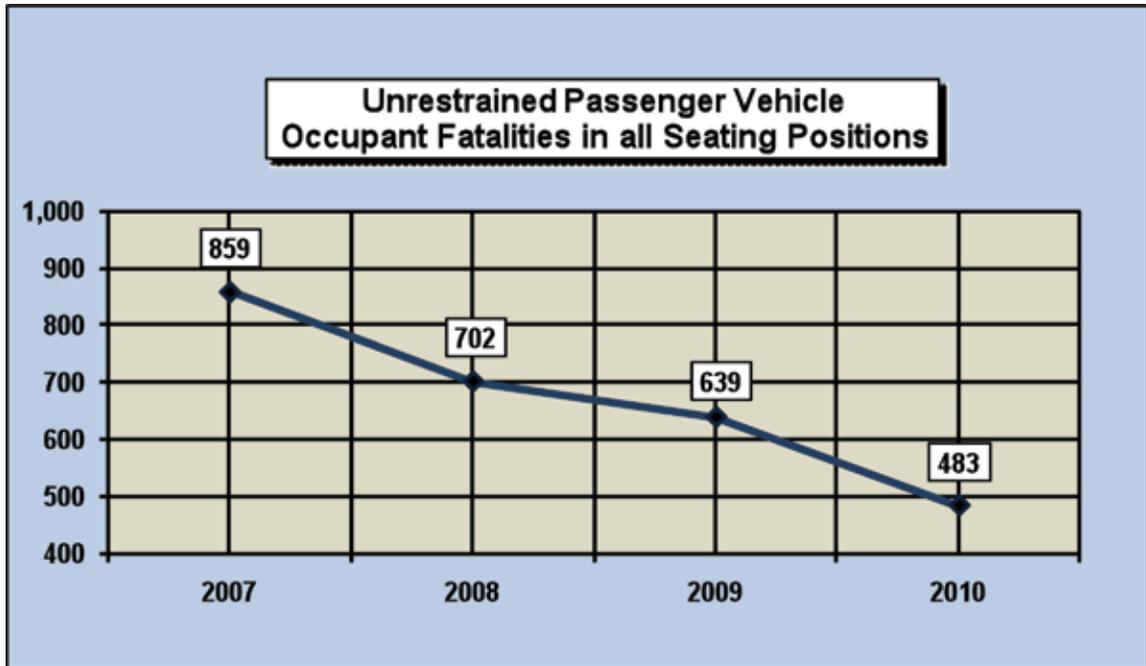
Impact Programs/Strategies

- Fund training of a minimum of ten DRE instructors as DITEP instructors (Drug Impairment Training for Education Professionals) who train a minimum of 30 educational professionals. (SHSP Action 1.8)
- To develop and conduct an annual Statewide Roadside Survey of Alcohol and Drugs Use. (SHSP Action 1.19)
- Increase the number of officers trained in the Advanced Roadside Impaired Driving Enforcement (ARIDE) program. (SHSP Action 1.20)
- Fund alcohol wet lab and field certification training for POST DRE Academies.
- Fund a minimum of ten basic SFST classes, training at least 200 law enforcement personnel, and a minimum of two SFST instructor classes, training at least 30 law enforcement personnel.
- Fund a minimum of six initial DRE classes, training at least 250 law enforcement personnel, and a minimum of two DRE instructor classes, training at least 20 law enforcement personnel.
- Fund a minimum of 20 ARIDE classes, training at least 300 law enforcement personnel.
- Fund DRE participation into a minimum of 65 specialized enforcement operations.

OCCUPANT PROTECTION

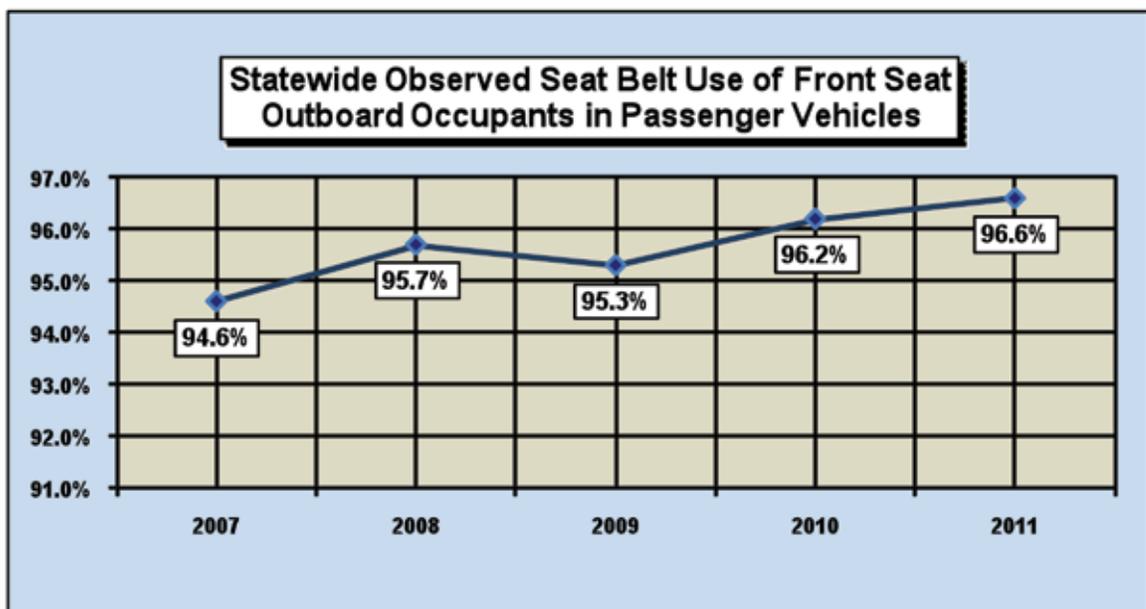
Core Outcome Measure

- To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 22.7 percent from the 2008–2010 calendar base year average of 608 to 470 by December 31, 2012.



Core Behavior Measure

- To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles .7 percentage points from the 2009-2011 calendar base year average usage rate of 96 percent to 96.7 percent by December 31, 2012.



Funded Grant Goals

- To increase seat belt compliance five percentage points by September 30, 2012.
- To increase child safety seat usage six percentage points by September 30, 2012.
- To reduce the number of vehicle occupants killed and injured under the age of six by ten percent by September 30, 2012.

Impact Programs/Strategies

Occupant Protection – General

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

Seat Belt Safety

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

Child Passenger Safety

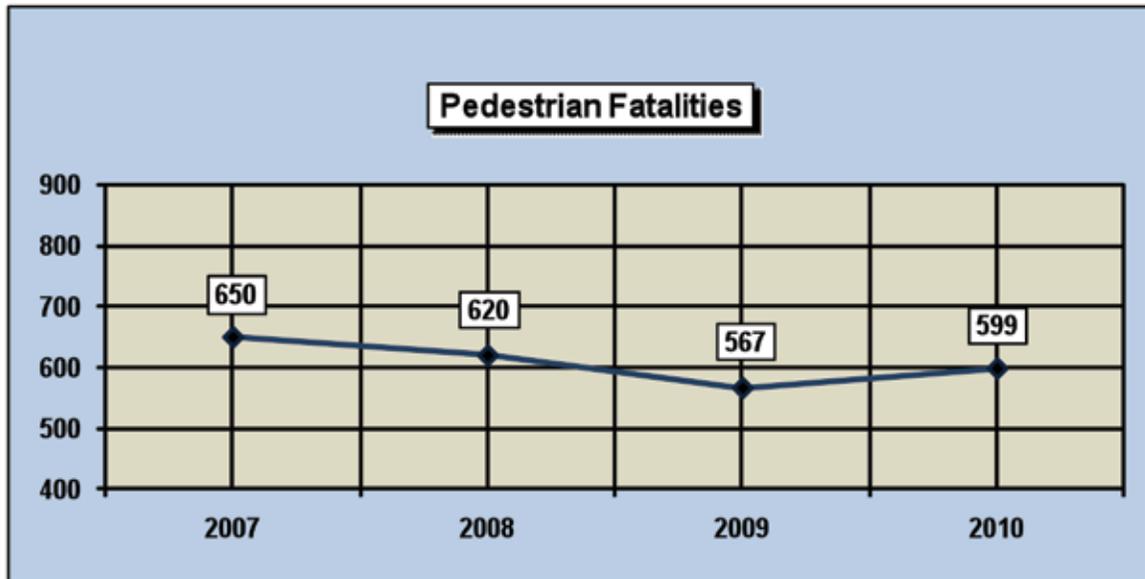
- Educate parents, caregivers, law enforcement, emergency services personnel, health care providers on the child safety seat, booster seat, and back seat law including seating positions for children in air bag equipped vehicles, and raise the awareness of vehicle/child safety seat compatibility. (SHSP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

- Continue to promote child safety seat “checkups” to educate parents and caregivers on correct child safety seat usage. (SHSP Action 4.2)
- Provide ongoing occupant protection program and epidemiological technical assistance. (SHSP Action 4.2)
- Establish new child safety seat “fitting stations” to ensure proper installation and instructions of occupant restraints in vehicles. (SHSP Action 4.9)
- Develop a program that increases the accuracy of California child passenger safety (CPS) occupant protection misuse data. (SHSP Action 4.10)
- Increase the number of new CPS Violator Education Programs. (SHSP Action 4.12)
- Continue the NHTSA’s standardized CPS Technician and Instructor Training Programs, and renewal and update refresher classes.
- Continue building the capacity of the 61 local health departments' SB 1073 programs to work effectively with the local courts, law enforcement, referral agencies, home and day care providers, preschools, hospital and clinic providers, schools, private industry, media, and community agencies.
- Provide technical and programmatic teleconferences for CPS Instructors and Technicians.
- Provide CPS educational resources to law enforcement agencies.
- Provide a toll-free CPS Helpline in English and Spanish.

PEDESTRIAN SAFETY

Core Outcome Measure

- To reduce pedestrian fatalities .9 percent from the 2008–2010 calendar base year average of 595 to 590 by December 31, 2012.



Funded Grant Goals

- To reduce the total number of pedestrians killed eight percent by September 30, 2012.
- To reduce the total number of pedestrians injured ten percent by September 30, 2012.
- To reduce the number of pedestrians killed under the age of 15 by nine percent by September 30, 2012.
- To reduce the number of pedestrians injured under the age of 15 by 11 percent by September 30, 2012.
- To reduce the number of pedestrians killed over the age of 65 by seven percent by September 30, 2012.
- To reduce the number of pedestrians injured over the age of 65 by five percent by September 30, 2012.

Impact Programs/Strategies

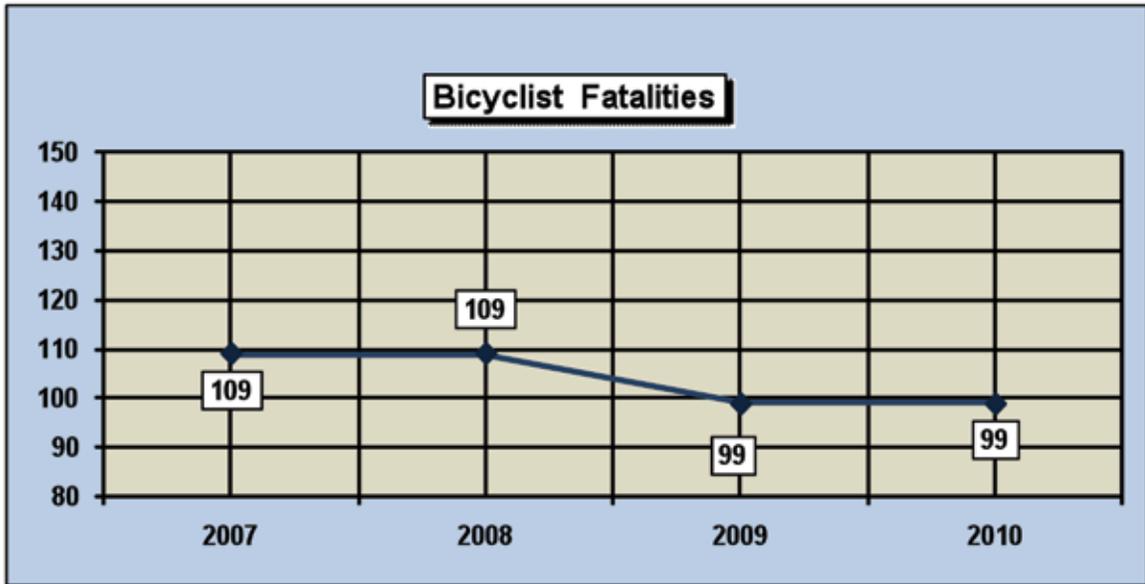
- Continue to fund a statewide community pedestrian safety training project to increase pedestrian best practice knowledge by identifying top pedestrian crash locations and providing trainings in those communities. Pedestrian safety action plan development will also be included. (SHSP Action 8.2)

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

BICYCLE SAFETY

Statewide Goal

- To reduce bicyclist fatalities 6.9 percent from the 2008–2010 base year average of 102 to 95 by December 31, 2012.



Funded Grant Goals

- To reduce the total number of bicyclists killed in traffic related collisions ten percent by September 30, 2012.
- To reduce the total number of bicyclists injured in traffic related collisions ten percent by September 30, 2012.
- To reduce the number of bicyclists killed in traffic related collisions under the age of 15 by seven percent by September 30, 2012.
- To reduce the number of bicyclists injured in traffic related collisions under the age of 15 by ten percentage points by September 30, 2012.
- To increase bicycle helmet compliance for children aged 5 to 18 by 25 percentage points by September 30, 2012.

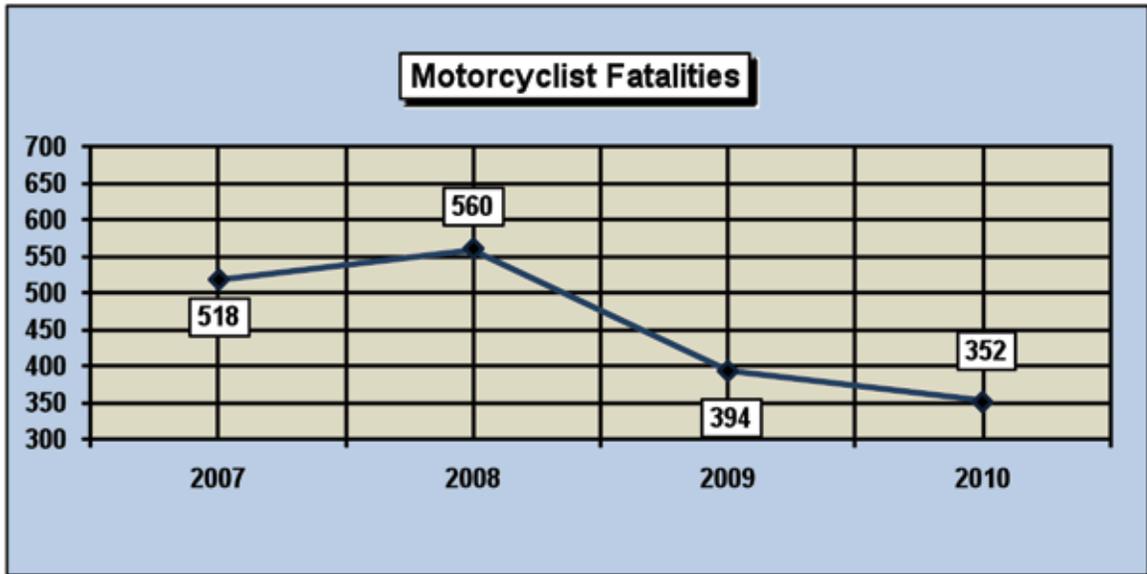
Impact Programs/Strategies

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

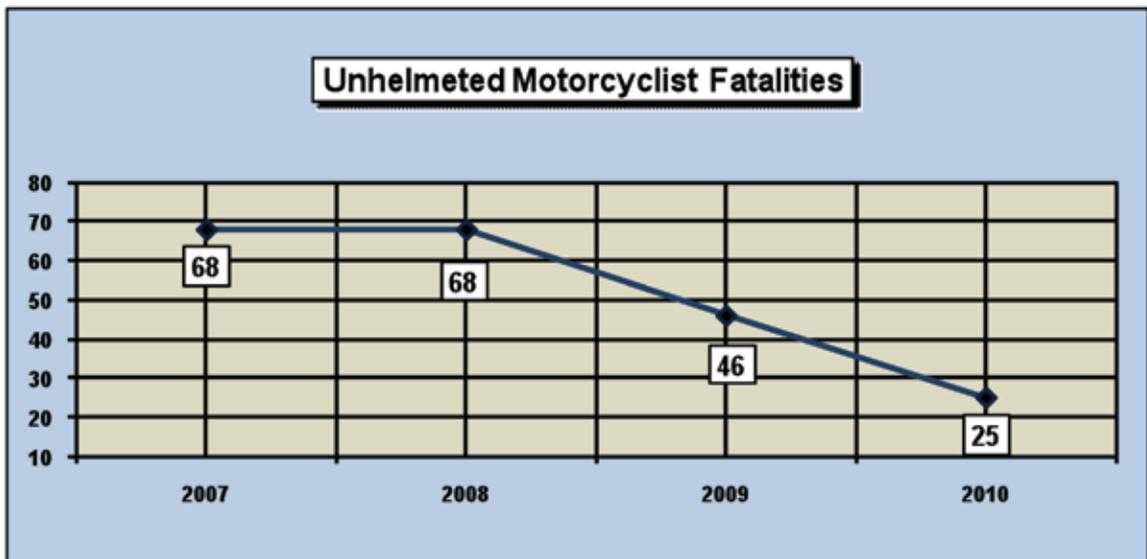
MOTORCYCLE SAFETY

Core Outcome Measures

- To decrease motorcyclist fatalities 21.4 percent from the 2008–2010 calendar base year average of 435 to 342 by December 31, 2012.



- To decrease unhelmeted motorcyclist fatalities 50 percent from the 2008-2010 calendar base year average of 46 to 23 by December 31, 2012.



Impact Programs/Strategies

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

POLICE TRAFFIC SERVICES

Speeding and Aggressive Driving

Core Outcome Measure

- To reduce speeding-related fatalities 13.4 percent from the 2008–2010 calendar base year average of 1,050 to 910 by December 31, 2012.



Funded Grant Goals

- To reduce the total number of persons killed in traffic collisions two percent by September 30, 2012.
- To reduce the total number of persons injured in traffic collisions two percent by September 30, 2012.

Impact Programs/Strategies

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

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

DISTRACTED DRIVING

Statewide Goal

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

Funded Grant Goals

- To develop and implement a statewide campaign to change social norms for teen drivers with regard to distracted driving by September 30, 2012.

Impact Programs/Strategies

- Develop and implement a statewide campaign to change social norms related to distracted driving. (SHSP Action 17.1)
- Conduct increased enforcement and public awareness annually during National Distracted Driving Awareness Month. (SHSP Action 17.2)
- Document driver behavior through an annual statewide cell phone/texting observational survey. (SHSP Action 17.3)
- Continue and create media partnerships to air Distracted Driving PSAs, present local and national stories, and announce zero tolerance cell phone and texting enforcement.
- Fund “Impact Teen Drivers” through a CHP grant that provides education to teens.
- Collaborate with Network of Employers for Traffic Safety (NETS) and National Safety Council (NSC) to promote and encourage the adoption of a model cell phone policy for public and private organizations.
- Encourage the National Occupant Protection User Survey (NOPUS) to segregate cell phone observation use by state.
- Educate and encourage people not to call their family or friends when they know the recipient is driving.
- Encourage teens, parents, and employees to include a distracted driving message to their no answer voice mail greeting such as, *I’m either driving or away from the phone right now*”
- Encourage parents, caregivers, and others who drive children to be proper role models and not use their cell phones while driving.

EMERGENCY MEDICAL SERVICES

Statewide Goals

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

Funded Grant Goal

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

Impact Programs/Strategies

- Fund an EMS communications system that will interface with all EMS service providers (dispatch center personnel, ambulance companies, hospital emergency departments) and local public safety agencies using advanced communications technology by September 30, 2012.
- Assist with the development, and upgrade of outdated and unreliable EMS communication systems.
- Provide funds for regional grants for the purchase of hydraulic and pneumatic extrication equipment.
- Promote State certified training programs.
- Promote partnerships to support and coordinate comprehensive and integrated injury control systems.
- Promote public/private partnerships.
- Promote community involvement in traffic safety.
- Provide funds for advanced training in modern rescue techniques, including new car technology and the requisite difficulties and dangers associated with airbags, hybrid vehicles, fuel cell technology and similar high-tech automobiles and devices.

ROADWAY SAFETY/TRAFFIC RECORDS

Funded Grant Goals

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

Impact Programs/Strategies

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

- Continue with the obtaining and the deployment of hardware and software for a statewide automated citation system, which will interface with all judicial jurisdictions within the state, which is capable of electronic citation data transmissions.
- Enhance the integrity of the Department of Motor Vehicles License Database.

PUBLIC RELATIONS, ADVERTISING AND MARKETING

Goals

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

Impact Programs/Strategies

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

STATE CERTIFICATIONS AND ASSURANCES

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

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

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

Certifications and Assurances

Section 402 Requirements

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

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

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

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

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

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

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

Other Federal Requirements

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

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

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

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

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

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

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

Federal Funding Accountability and Transparency Act

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

- Name of the entity receiving the award;

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

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

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

The State will provide a drug-free workplace by:

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

Buy America Act

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

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

Political Activity (Hatch Act)

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

Certification Regarding Federal Lobbying

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

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

Restriction on State Lobbying

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

Certification Regarding Debarment And Suspension

Instructions for Primary Certification

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

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

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

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

Instructions for Lower Tier Certification

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

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

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

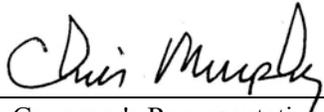
Policy to Ban Text Messaging While Driving

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

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

Environmental Impact

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



Governor's Representative for Highway Safety

State of California

State or Commonwealth

2012

For Fiscal Year

July 16, 2011

STATE: CALIFORNIA NUMBER: 2012-00 DATE: 10/1/2011

PROGRAM AREA	APPROVED PROGRAM COSTS	STATE/LOCAL FUNDS	FEDERALLY FUNDED PROGRAMS			FEDERAL SHARE TO LOCAL
			PREVIOUS BALANCE	INCREASE/DECREASE	CURRENT BALANCE	
163-AL-12	85,991.52	TBD				0.00
163-RS-12	0.00	TBD				0.00
SUBTOTAL	85,991.52	0.00				0.00
164-AL-12	35,035,639.13	TBD				26,266,133.78
164-PA-12	0.00	TBD				0.00
SUBTOTAL	35,035,639.13	0.00				26,266,133.78
164 HE-12	0.00	TBD				0.00
SUBTOTAL	0.00	0.00				0.00
402-AL-12	509,205.20	TBD				124,902.00
402-DD-12	1,877,011.60	TBD				0.00
402-MC-12	738,525.20	TBD				81,600.00
402-EM-12	804,412.17	TBD				804,412.17
402-OP-12	654,703.19	TBD				317,347.00
402-PA-12	2,303,309.00	427,673.00				0.00
402-PS-12	1,816,104.26	TBD				658,325.06
402-PT-12	12,333,613.29	TBD				5,955,601.08
402-RS-12	53,140.00	TBD				53,140.00
402-TR-12	254,977.00	TBD				
SUBTOTAL	21,355,000.91	427,673.00				7,995,327.31
405-OP-12	2,811,937.50	TBD				1,084,848.30
SUBTOTAL	2,811,937.50	0.00				1,084,848.30
406-OP-12	272,649.00	TBD				0.00
406-PA-12	584,941.00	TBD				0.00
406-PT-12	0.00	TBD				0.00
SUBTOTAL	857,590.00	0.00				0.00
408-TR-12	8,603,254.82	TBD				197,663.00
SUBTOTAL	8,603,254.82	0.00				197,663.00
410-AL-12	16,806,764.16	TBD				10,734,397.41
410-PA-12	0.00	TBD				0.00
SUBTOTAL	16,806,764.16	0.00				10,734,397.41
2010-MC-12	384,481.00	TBD				0.00
SUBTOTAL	384,481.00	0.00				0.00
Total NHTSA	86,140,659.04	427,673.00	0.00	0.00	0.00	46,298,369.80
Total FHWA	0.00	0.00	0.00	0.00	0.00	0.00
Total NHTSA & FHWA	86,140,659.04	427,673.00	0.00	0.00	0.00	46,298,369.80

STATE OFFICIAL AUTHORIZED SIGNATURE:
 NAME: Chris Murphy
 TITLE: Director
 DATE: 10/1/2011

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

Part II

Program Areas

PROGRAM PLANNING AND ADMINISTRATION

PROGRAM OVERVIEW

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

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

Current Status

OTS includes a staff of 34 full-time positions and two retired annuitants responsible for the activities listed previously. The Director is responsible for the entire California program and serves as the Governor's Highway Safety Representative. As the Governor's Representative, the OTS Director participates in activities impacting the highway safety program nationwide. The Operations Division develops the HSP and is responsible for the implementation of the grants with both state and local entities. In addition, activities within the various program areas are administered through this division. The Administration and Program Support Division encompasses fiscal, business services, and clerical support. The Information Technology Division provides information technology services and support.

Training

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

- Pedestrian Management Training - This course will enable pedestrian safety program managers to better develop, facilitate and support comprehensive pedestrian safety programs to reduce pedestrian crashes and create more walkable communities.
- Skills Building Workshops - Various brief workshop sessions designed to build skills may be scheduled. These may include writing, team building, analyst skills, contracting, presentation skills, etc. Attendance at these workshops will result in improved job performance.
- Computer Training Courses - Courses designed to provide OTS staff with the knowledge necessary to operate the software programs installed on our computer system. Attendance at the courses will increase knowledge in operating skills for all users and provide the system administrator and backup administrator with the skills to maintain and support the computer system.
- Program and Grant Specific Workshops/Seminars - A number of program specific training sessions are supported or planned by OTS staff and occasionally included in individual local programs. Various workshops and seminars will be conducted for grantee agencies in the OTS regions on grant specific information.

Goals and Performance Measures

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

- To develop a coordinated HSP/Performance Plan to submit to Business, Transportation & Housing Agency Secretary by August 1, 2011, and to NHTSA by September 1, 2011.
- To provide documentation on qualifications for special funded incentive programs.
- To develop, coordinate, monitor and administratively evaluate traffic safety grants identified in the Plan.
- To submit the Annual Performance Report to the Business, Transportation & Housing Agency Secretary by December 1, 2011.
- To utilize all available means for improving and promoting the California traffic safety program.

Tasks

Task 1 - Operation of the Program

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

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

In accordance with 23 CFR 1252.5 (c)(3)(d), OTS is requesting approval for the Associate Accounting Analyst position to charge salary and related costs to a combination of planning and administrative and program management functions. Time records showing actual time spent on each activity, utilizing after-the-fact Personnel Activity Reports, will be completed on a monthly basis and entered into the California State Accounting and Reporting System (CALSTARS). Main responsibilities include reviewing all grant agreements to verify budgeted amounts are reasonable and allowable. The financial portion of all grant revisions is processed, reviews all grantee audit reports conducted by the Department of Finance are reviewed, and is responsible for reviewing all monitoring reports to ensure fiscal issues are properly documented and that corrective action is taken within six months.

DETAIL FOR PLANNING AND ADMINISTRATION COSTS

A.	Personnel Costs	\$2,919,000
B.	Travel Expenses	\$108,314
C.	Contractual Services	\$2,755,869
D.	Equipment	\$73,000
E.	Other Direct Costs	\$575,165
F.	Indirect Costs	\$769,204
	Total OTS budget	\$7,200,552
	State share	\$428,000
	Federal share	\$6,772,552
LESS:	Amount chargeable to program areas	\$3,836,981
	Public information campaigns	\$1,700,000
TOTAL:	Federal share of PSP 12-PA	\$1,235,571

<u>Funding</u>	<u>Problem Solution Plan (PSP)</u>	<u>COST</u>	<u>PERCENT</u>
12-164	Minimum Penalties for Repeat Offenders for Driving While Intoxicated	\$1,116,824	29.1%
12-402MC	State/Community Highway Safety Grant Program	\$74,289	1.9%
12-402OP	State/Community Highway Safety Grant Program	\$388,556	10.1%
12-402DD	State/Community Highway Safety Grant Program	\$172,955	4.5%
12-402AL	State/Community Highway Safety Grant Program	\$532,515	13.9%
12-402TR	State/Community Highway Safety Grant Program	\$71,664	1.9%
12-402EM	State/Community Highway Safety Grant Program	\$96,795	2.5%
12-402PS	State/Community Highway Safety Grant Program	\$232,734	6.1%
12-402PT	State/Community Highway Safety Grant Program	\$380,363	9.9%
12-405	Occupant Protection Incentive Grants	\$13,197	0.3%
12-406	Safety Belt Performance Grants	\$18,755	0.6%
12-408	State Traffic Safety Information System Improvement	\$419,891	10.9%
12-410AL	Alcohol Impaired Driving Countermeasures Incentive Grants	\$314,231	8.2%
12-2010MC	Incentive Grant Program to Increase Motorcycle Safety	\$4,212	\$0.1%
		\$3,836,981	100.0%

ANTICIPATED PROGRAM FUNDING SOURCES

FUND	2012 ESTIMATED APPROPRIATIONS
164- Repeat Intoxicated Driver Law Transfer Program	\$26,400,000.00
402- State/Community Highway Safety Grant Program	\$18,811,227.00
405- Occupant Protection Incentive Grants	\$2,551,857.00
408- State Traffic Safety Information System Improvement Grants	\$2,040,227.00
410- Alcohol Impaired Driving Countermeasures Incentive Grants	\$10,384,080.00
2010- Motorcyclists Safety Grants	\$454,752.00
GRAND TOTAL:	\$60,642,143.00

*These amounts are estimated and are subject to change.

**POLITICAL SUBDIVISION PARTICIPATION
IN STATE HIGHWAY SAFETY PROGRAM
FFY 2012 HSP**

GRANTS	LOCAL		STATE*	TOTAL
	Local	Local Benefit		
NEW GRANTS	141	1	18	160
	\$ 27,948,181.92	\$ 4,522,500.00	\$ 22,052,600.95	\$ 54,523,282.87
	\$32,470,681.92			
	59.55%		40.45%	
CONTINUATIONS	9	0	2	11
	\$ 1,810,779.17	\$ -	\$ 142,569.52	\$ 1,953,348.69
	\$1,810,779.17			
	92.70%		7.30%	
ALL GRANTS (New and Continuing)	150	1	20	171
	\$ 29,758,961.09	\$ 4,522,500.00	\$ 22,195,170.47	\$ 56,476,631.56
	\$34,281,461.09			
	60.70%		39.30%	
FUNDS and GRANTS EXCLUDED				
<i>Section 405: Occupant Protection Incentive Grants</i>				
<i>Section 406: Safety Belt Performance Grants</i>				
<i>Section 408: State Traffic Safety Information System Improvement Grants</i>				
<i>Section 410: Alcohol Impaired Driving Countermeasures Incentive Grants</i>				
<i>Section 2010: Incentive Grant Program to Increase Motorcycle Safety</i>				

*Includes the PA grants.

New local benefit grants:

20703: Sobriety Checkpoint Mini-Grant Program 2011-2012

ALCOHOL-IMPAIRED DRIVING

PROGRAM OVERVIEW

According to NHTSA, 33,808 people died in traffic crashes in 2009 in the United States, including an estimated 10,839 people who were killed in drunk driving crashes involving a vehicle driver or a motorcycle operator with a blood alcohol concentration (BAC) of .08 grams per deciliter (g/dL) or higher (NHTSA/FARS, 2010).

In California, Alcohol-Impaired Driving Fatalities (fatalities in crashes involving at least one driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or greater) decreased 14.4 percent from 924 in 2009 to 791 in 2010. Since 2006, alcohol-impaired fatalities have dropped a staggering 37.9 percent.

In 2010, 30 percent of all traffic fatalities were alcohol-impaired driving fatalities (includes all fatalities involving a driver or motorcycle operator with a BAC of .08 or greater). California is better than the national average of 31 percent.

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

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

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

The Federal Bureau of Investigation 2009 report estimates that 1.4 million drunk driving arrests (DUI) are made each year. In the United States, conviction rate data was used as a base for estimating that 1 million to 1.2 million of the people arrested for DUI are convicted and that 50 to 75 percent of all offenders drive on a suspended license.

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

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

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

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

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

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

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

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

ACTION PLANS

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

Enforcement and Public Awareness

Priority funding was given to cities that ranked the highest in alcohol involved fatal and injury collisions compared to cities with the same size populations. OTS funded a total of 34 local law enforcement agencies to conduct DUI/DL checkpoints, DUI saturation patrols, as well as warrant details, court stings, and stake out operations for the worst of the worst repeat DUI offenders.

OTS continues to expand and promote the Avoid program concept in fiscal year 2012. This campaign provides increased DUI enforcement by partnering with local law enforcement, Sheriff Departments, CHP and other special police departments during holiday periods with increased incidents of alcohol-involved collisions. The Avoid program publicizes the multi-agency DUI task forces using high-visibility sobriety checkpoints and task force operations along with local DUI saturation patrols through an intense media campaign. The Avoid anti-DUI deployments occur during the two NHSTA mobilization periods; the Winter Campaign – Mid-December through New Years Weekend and the Summer Campaign – Mid-August through Labor Day weekend. Additionally, the Avoid programs target the holiday periods during Memorial Day and Independence Day weekends. OTS has now built upon the Avoid program to have a sustained enforcement effort by funding enforcement operations during other weekends with identified DUI incidents, such as Halloween, NFL's Super Bowl Sunday, St. Patrick's Day, Cinco de Mayo and other local events with impaired drivers impacting highway safety. The OTS campaign message "*Report Drunk Drivers – Call 911*" has proven to be a deterrent and will continue to be a theme driven through the media effort along with the "Designated Driver" message and NHTSA's "Drive Sober or Get Pulled Over." During the NHTSA mobilization periods, approximately 325 fixed freeway changeable message signs illuminate the "Report Drunk Drivers – Call 911" message.

Education

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

Prosecution

In order to increase the level of accountability of high risk repeat DUI offenders and reduce recidivism, approximately \$3.4 million dollars has been dedicated to funding vertical prosecution programs for Fresno, Kern, Los Angeles, Riverside, Sacramento, Shasta, and Ventura counties and DUI courts in San Joaquin and Sonoma Counties. OTS will continue to fund the "Traffic Safety Resource Prosecutor Program" through the California District Attorneys Association to provide training, mentoring, and increase conviction rates statewide. A three year Performance Based Strategic Plan is being developed for the TSRP Program which includes one program director and four regional DUI prosecutors. The DUI prosecutors will provide specialized DUI prosecution training and monitoring, technical support to counties with DUI vertical prosecution programs, and litigation support in complex DUI or vehicular homicide trials.

Training

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

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2012 HSP. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - DUI Enforcement/Education/Public Information

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

Task 3 - Enforcement/Education/and Public Information

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

Task 4 - College and Younger Age Youth Programs

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

Task 5 - Judicial Support

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

Task 6 - Management Information Systems/Evaluations

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

Task 7 - Testing Equipment

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

Task 8 - Multiple DUI Warrant Service/Supervisory Probation Programs

The grants in this task target habitual DUI offenders who are on probation for and/or have outstanding DUI warrants. Funds are available to counties to enforce the orders of the court through supervisory enforcement of DUI probationers, DUI warrant service teams, enforcing mandated treatment services, and enforcing the mandatory abstinence from the use of alcohol. These grants provide a remedy to an ongoing problem; recidivist drunk drivers who continue to endanger themselves and others even after previous arrests and penalties for DUI. The grants in Los Angeles and San Diego counties provide funds for 14 probation departments throughout the counties.

Task 9 - Multi-Agency Avoid DUI Campaigns

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

Task 10 – Sobriety Checkpoint Campaign

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

Task 11 - Impaired Driving Programs

Grants funded in this task relate to Interlock Ignition Devices.

Task 12 - Screening, Brief Intervention and Training

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

GRANT SUMMARY

Grant #	Task	Agency	Fund	Amount
20031	2	Madera	410	\$102,375.00
20077	2	Pacifica	164	\$70,000.00
20105	2	Gardena	164	\$140,000.00
20131	2	Santa Maria	164	\$230,000.00
20163	2	Moreno Valley	164	\$190,354.00
20174	2	Concord	410	\$233,872.00
20236	2	Merced Public Safety	402	\$20,000.00
			410	\$67,076.00

Grant #	Task	Agency	Fund	Amount
20244	2	San Jose	164	\$375,000.00
20270	2	Chula Vista	164	\$250,000.00
20286	2	Orange	164	\$140,000.00
20289	2	Riverside	164	\$178,280.00
20330	2	California Highway Patrol	402	\$302,303.00
20346	2	Daly City	164	\$140,000.00
20363	2	California Highway Patrol	164	\$6,402,639.00
20370	2	Norco	164	\$155,970.00
20382	2	Garden Grove	164	\$150,000.00
20405	2	Perris	164	\$143,914.00
20409	2	Rialto	164	\$141,006.00
20420	2	Oceanside	164	\$196,788.00
20423	2	San Fernando	164	\$150,000.00
20424	2	Lancaster	164	\$175,000.00
20436	2	San Diego County	164	\$300,000.00
20446	2	Palmdale	164	\$175,000.00
20453	2	Stockton	410	\$300,000.00
20467	2	Santa Barbara	164	\$149,800.00
			410	\$200.00
20480	2	Oxnard	164	\$250,000.00
20482	2	Vallejo	164	\$172,700.00
20545	2	Ventura	164	\$150,000.00
20551	2	Buena Park	164	\$130,000.00
20564	2	Lodi	410	\$130,000.00
20588	2	Sacramento	410	\$802,000.00
20628	2	San Gabriel	164	\$131,000.00
			402	\$8,000.00
20644	2	Visalia	410	\$123,361.00
20682	2	San Diego	164	\$409,000.00
20689	2	Clovis	164	\$88,472.52
			402	\$4,350.48
20765	2	Citrus Heights	408	\$40,000.00
			410	\$159,000.00
20862	2	Escondido	164	\$255,141.43
			402	\$7,000.00
20028	3	Santa Clara County	402	\$100,000.00
20574	3	Sacramento	164	\$213,000.00
20634	3	California Department of Alcoholic Beverage Control	410	\$500,000.00

Grant #	Task	Agency	Fund	Amount
20670	3	California Department of Alcoholic Beverage Control	410	\$671,340.45
20696	3	California Department of Alcoholic Beverage Control	410	\$500,000.00
20309	4	Shasta County	410	\$137,962.00
20324	4	California Highway Patrol	410	\$1,992,911.00
20360	4	University of California, Irvine	410	\$232,892.00
20600	4	Bakersfield	410	\$47,419.58
20715	4	Tulare County	410	\$400,000.00
AL1043	5	Sonoma County	410	\$392,360.14
20085	5	Kern County	410	\$410,000.00
20292	5	Los Angeles	410	\$413,325.00
20362	5	Orange County	410	\$292,882.00
20386	5	Sacramento County	410	\$935,000.00
20414	5	Sacramento County	410	\$1,095,500.18
20460	5	San Joaquin County Superior Court	164	\$553,000.00
20464	5	Ventura County	410	\$359,736.00
20515	5	Fresno County	410	\$665,000.00
20549	5	Shasta County	164	\$250,337.00
20565	5	Riverside County	410	\$360,000.00
20746	5	Stanislaus County	410	\$344,055.00
20791	6	California Department of Motor Vehicles	410	\$88,245.00
20044	7	Kern County	410	\$458,982.29
20063	7	Santa Clara County	164	\$161,160.00
20195	7	Sacramento County	410	\$435,000.00
20371	7	Orange County	410	\$897,484.00
20170	8	Tulare County	164	\$75,000.00
20180	8	California Highway Patrol	164	\$355,996.00
20227	8	San Bernardino County	164	\$470,000.00
20255	8	Sacramento County	164	\$306,000.00
20283	8	San Diego County	164	\$514,000.00
20335	8	Placer County	164	\$68,000.00
20542	8	Contra Costa County	164	\$150,000.00
20544	8	Santa Barbara County	164	\$109,000.00
20558	8	Kern County	164	\$125,000.00
20562	8	Fresno County	164	\$136,000.00
20592	8	Stanislaus County	164	\$48,000.00
20648	8	San Joaquin County	164	\$135,000.00
20688	8	Butte County	164	\$174,000.00
20812	8	Los Angeles County	164	\$270,000.00
20865	8	Solano County	164	\$17,000.00
AL1052	9	Salinas	164	\$209,092.00
AL1069	9	San Bernardino County	164	\$618,281.00

Grant #	Task	Agency	Fund	Amount
AL1099	9	Orange County	164	\$289,022.00
AL10100	9	Lincoln	164	\$147,896.00
AL10101	9	Capitola	164	\$155,318.00
AL10117	9	Arroyo Grande	402	\$7,560.00
			164	\$68,040.00
AL10118	9	Grass Valley	164	\$91,187.00
AL10120	9	South Lake Tahoe	164	\$120,171.00
20157	9	Paradise	164	\$81,000.00
20210	9	Livermore	164	\$292,600.00
20238	9	Merced Public Safety	164	\$113,000.00
20240	9	Contra Costa County	164	\$118,000.00
20287	9	Riverside	164	\$303,000.00
20303	9	Marysville	164	\$65,000.00
20434	9	San Diego County	164	\$318,728.00
20435	9	Daly City	164	\$203,000.00
20458	9	Santa Barbara County	164	\$135,000.00
20477	9	Bakersfield	164	\$253,000.00
20505	9	Napa	410	\$100,000.00
20507	9	Redding	164	\$98,000.00
20517	9	Siskiyou County	164	\$59,000.00
20525	9	San Rafael	164	\$170,000.00
20540	9	Glendora	164	\$691,000.00
20553	9	Oxnard	164	\$150,000.00
20575	9	Gardena	164	\$367,000.00
20579	9	Stockton	164	\$231,000.00
20604	9	Clovis	164	\$209,000.00
20605	9	Vallejo	164	\$201,500.00
20656	9	Anaheim	164	\$256,000.00
20724	9	Visalia	164	\$272,000.00
20730	9	Woodland	164	\$80,000.00
20742	9	Citrus Heights	164	\$190,000.00
20749	9	Petaluma	164	\$300,000.00
20772	9	El Centro	164	\$113,266.00
20793	9	Turlock	164	\$188,000.00
20796	9	San Francisco City	164	\$129,000.00
20861	9	Orland	164	\$78,000.00
20868	9	Santa Clara County	164	\$101,500.00
20703	10	Regents of the University of California, Berkeley Campus	164	\$4,522,500.00
20797	11	California Department of Motor Vehicles	164	\$69,836.00
AL10119	11	California Department of Motor Vehicles	410	\$237,907.67
			Total	\$42,003,594.74

GRANT DESCRIPTIONS

Grant #	Task	Agency	Title	Description
20028	3	Santa Clara County	Countywide Traffic Safety Partnership	In conjunction with traffic safety stakeholders, the Santa Clara County Public Health Department's Traffic Safe Communities Network (TSCN) will coordinate a countywide distracted driver prevention program using education, enforcement, evaluation, and encouragement strategies. Prevention activities will focus on middle and high schools and roadway users. Multilingual outreach efforts will compliment project activities allowing greater community reach. TSCN will continue its DUI prevention services targeting teens through an enhanced DUI Sentencing project and distribution of a revised Underage Drinking and Driving guide. TSCN will improve the countywide collision data network to allow seamless access to information across agencies.
20574	3	Sacramento	DUI Education and Deterrence Program	The DUI Education and Deterrence program will focus on developing and delivering a regional DUI media campaign, which focuses on 18 to 34 year-old adults, to depict the tragic consequences of impaired-driving.
20634	3	California Department of Alcoholic Beverage Control	Minor Decoy Shoulder Tap V	ABC will expand upon its efforts to achieve the ongoing goal of reducing youth access to alcohol by conducting Minor Decoy and Shoulder Tap operations at retail alcohol outlets throughout the state. Training grants will be awarded to local law enforcement agencies to conduct similar operations within their own jurisdictions. Minor Decoy/Shoulder Tap operations will be conducted statewide during the grant period. The project will enhance partnerships with allied agencies.

Grant #	Task	Agency	Title	Description
20670	3	California Department of Alcoholic Beverage Control	Combined Responsibility in Educating and Eliminating Drunk Driving CREEDD 3	The Department of Alcoholic Beverage Control will partner with Mothers Against Drunk Driving to expand upon their efforts to educate and bring awareness to California communities the human toll alcohol-related crashes takes throughout California. This grant will assist and continue to unite MADD with law enforcement agencies focused on the same campaign of intolerance to driving under the influence and to underage drinking.
20696	3	California Department of Alcoholic Beverage Control	Target Responsibility for Alcohol Connected Emergencies (T.R.A.C.E.)	TRACE is a statewide protocol, wherein first responders to alcohol involved emergencies immediately notify the Department of Alcoholic Beverage Control when there is an alcohol involved emergency involving underage persons where it is suspected an ABC licensed premises may have sold or furnished alcoholic beverages to the minor involved.
20309	4	Shasta County	Shasta County Teens Drive Safe	Shasta County Teens Drive Safe is a county-wide high school education program that will encourage safe driving through educational programming and dissemination of messages to teens and their parents. This program will focus on education related to teen driver safety, and impaired and distracted driving prevention. Activities will include educational campaigns at Shasta County High Schools, three Real DUI Sentencings, seven Unite: Arrive Alive presentations, and a MADD Crash Car tour to at least five high schools during National Youth Traffic Safety Month in May.

Grant #	Task	Agency	Title	Description
20324	4	California Highway Patrol	Teen Choices 4 (TC4)	CHP will publicize the Every 15 Minutes (E15M) program, Sober Graduation events, and other CHP alcohol-reduction education programs by conducting informational presentations to high schools, community-based organizations, local law enforcement agencies, fire departments, and/or health departments in California. The CHP will facilitate E15M programs, Sober Graduation events, and other CHP alcohol-reduction education programs to schools unable to participate in the full E15M program. Educational items emphasizing the consequences of drinking and driving will be distributed at appropriate venues.
20360	4	University of California, Irvine	College DUI Awareness Program	The Regents of the University of California (UCI Health Education Center), will continue to partner with DUI Awareness Program and implement a model college training template for a Designated Driver Rewards program at four additional college campuses in California during the one year grant. The project combines university and community outreach through campus-led DUI awareness education and activities that will standardize and improve upon current best practices. The goal is to continue to use environmental and marketing strategies to reduce alcohol-related motor vehicle deaths and injuries among individuals 21-34 years of age throughout California.

Grant #	Task	Agency	Title	Description
20600	4	City of Bakersfield	A Life Interrupted	The teen alcohol prevention and careless driving program “A Life Interrupted” is designed to deliver true stories involving teens throughout our community that have lost their lives due to these senseless and preventable acts. Funding for this program will allow the Bakersfield Police Department to continue to present the program at schools in an effort to educate teens and bring about public awareness to this danger on our roadways.
20715	4	County of Tulare	Reducing Youth Access to Alcohol: A Community Effort	This project will partner with youth across California to implement campaigns that specifically focus on reducing youth alcohol access, in partnership with law enforcement and other community stakeholders.
20791	6	California Department of Motor Vehicles	DUI Hot List Pilot Program Implementation Project	DMV will re-implement the OTS Hot List Pilot Program to provide data to at least six law enforcement agencies targeting repeat DUI offenders with active suspensions/revocations and provide oversight to ensure maximum use of the data, collect process measures, and reduce barriers to use of the data.

Grant #	Task	Agency	Title	Description
20044	7	County of Kern	Lab Enhances Services in the Battle Against DUI and DUID Drivers	Kern County Regional Crime Laboratory (KCRCL) processes case work for approximately 40 traffic related enforcement agencies. Analyses include forensic alcohol and drug screens associated confirmations. Agencies depend on KCRCL's resources to provide accurate analyses at no cost. These agencies are dependent on our resources. Due to the current economic climate in the County, KCRCL'S resources are diminishing. Currently KCRCL is in need of newer and/or upgraded instruments to process an extended array of blood and urine samples and decrease turn-around time for the delivery of results to agencies. These extended services will support the justice system KCRCL serves and assist in removing offenders from our local roadways.
20063	7	County of Santa Clara	Evidential Breath Testing (EBT) Devices Expansion	Santa Clara County Regional Crime Laboratory will increase the number devices used for evidential breath alcohol testing and training for traffic enforcement in the county of Santa Clara. Expanding access to evidential breath testing devices to CHP offices in outlying areas and to some of the local agencies will decrease the time interval between the traffic stop and an evidential breath alcohol test, thereby improving the determination of the alcohol concentration at the time of the incident.

Grant #	Task	Agency	Title	Description
20195	7	Sacramento Countyj9	Detection and Quantitation of Psychoactive Drugs in DUI Drug Cases	<p>The District Attorney Crime Laboratory will purchase, install, develop analytical methods, and validate a Liquid Chromatograph/Mass Spectrometer instrument for use in the analysis of specimens collected from drug impaired drivers. Currently, the Crime Laboratory is unable to routinely confirm the presence of sedative-hypnotic drugs such as benzodiazepines and zolpidem (Ambien®) in drug-impaired driving cases. Low therapeutic concentration of these drugs makes confirmation difficult with the laboratory's present complement of analytical instruments.</p> <p>Funding also includes a portable breath testing instrument and overtime costs for on-site scientific support at DUI/sobriety checkpoints.</p>
20371	7	Orange County	Portable Evidential Breath Test (PEBT) Program	<p>The needs of law enforcement continue to depend heavily on driving under the influence (DUI) chemical testing technology because of emphasis on the use of Portable Evidential Breath Test (PEBT) devices for field sobriety and portable evidential testing at the site of arrest. Project goals are to meet the needs of 27 agencies in the County of Orange by providing enhanced breath alcohol technology for use in DUI and Drug Recognition Evaluator (DRE) investigations. Project objectives are to achieve project goals by replacing all older devices and providing each agency in the County with updated hand-held fuel cell devices to be used in both screening and evidential testing as well as provide technical support, training, and expert testimony.</p>

Grant #	Task	Agency	Title	Description
20703	10	The Regents of the University of California, Berkeley Campus	Sobriety Checkpoint Mini-Grants 2011-2012	California will implement a comprehensive statewide “Sobriety Checkpoint” program for local law enforcement agencies to conduct checkpoints during the “Drunk Driving Over the Limit. Under Arrest” national mobilization periods, December 16, 2011 – January 2, 2012, and August 19 – September 5, 2012. To promote sustained enforcement, state and local law enforcement agencies collectively serving at least 50 percent of California’s population or serving geographic subdivisions that account for at least 50 percent of California’s alcohol-impaired fatalities, they will conduct checkpoints not less than quarterly. California’s 2012 Annual Performance Report will report the results.
20797	11	California Department of Motor Vehicles	Shortened License Suspensions as Incentive for Installing IIDs Among Repeat DUI Offenders	In this study, DMV will investigate the effect of SB 598 on rates of ignition interlock (IID) installation among 2nd and 3rd alcohol-only DUI offenders who obtain restricted licenses earlier than under prior law (with IID installation). 2nd and 3rd DUI offenders can obtain a restricted license after completing various requirements including IID installation following a 90-day or 6-months license suspension, respectively. Statewide and county level IID installation rates will be obtained for prior- and post-AB 598 2nd and 3rd offenders. This information can be used for subsequent county-level interventions and traffic safety evaluations.
AL10119	11	California Department of Motor Vehicles	Implementation of Assembly Bill 91 - IID Pilot Programs	The California Department of Motor Vehicles will evaluate the implementation of Vehicle Code Sections 13386, 23576, and 23700, which create a pilot program from July 1, 2010, to December 31, 2015, mandating the installation of an ignition interlock device

DISTRACTED DRIVING

PROGRAM OVERVIEW

National Research

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

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

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

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

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

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

1. Regan, Lee & Young (2008), *Driver Distraction: Theory, Effects, and Mitigation: CRC Press*
2. <http://www.distraction.gov/files/press-release/dot0410508forweb.pdf>
3. <http://www.aaafoundation.org/pdf/distraction.pdf>
4. National Safety Council. *Understanding the Distracted Brain*. March 2010. http://www.nsc.org/safety_road/Distracted_Driving/Documents/Dstrct_Drvng_White_Paper_Fnl%282%29.pdf
5. National Safety Council. *Understanding the Distracted Brain*. March 2010. http://www.nsc.org/safety_road/Distracted_Driving/Documents/Dstrct_Drvng_White_Paper_Fnl%282%29.pdf
6. NHTSA, *Traffic Safety Facts. An Examination of Driver Distraction as Recorded in NHTSA Databases*. September 2009, DOT HS 811 216. <http://www-nrd.nhtsa.dot.gov/Pubs/811216.pdf>
7. IIHS, *Phoning While Driving*, Feb. 27, 2010
8. NHTSA, *Traffic Safety Facts. An Examination of Driver Distraction as Recorded in NHTSA Databases*. September 2009, DOT HS 811 216. <http://www-nrd.nhtsa.dot.gov/Pubs/811216.pdf>
9. Nemme and White, 2010, *Texting while driving: Psychosocial influences on young people’s texting intentions and behaviour, Accident Analysis & Prevention*, In Press

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

FARS Data

Year	Overall			Distraction		
	Crashes	Drivers	Fatal	Crashes	Drivers	Fatal
2004	38,444	58,395	42,836	4,409 (11%)	4,672 (8%)	4,978 (12%)
2005	39,252	59,220	43,510	4,117 (10%)	4,309 (7%)	4,572 (11%)
2006	38,684	57,846	42,708	5,323 (14%)	5,536 (10%)	5,917 (14%)
2007	37,435	56,019	41,259	5,398 (14%)	5,623 (10%)	5,988 (15%)
2008	34,017	50,186	37,261	5,501 (16%)	5,501 (11%)	5,870 (16%)
2009	30,797	45,230	33,808	4,898 (16%)	5,084 (11%)	5,474 (16%)

California's Statewide Traffic Safety Survey

As part of the July 2010 intercept interviews, a number of questions were asked relating to distracted driving. The following results are summarized:

- The second most common response to the question of the biggest safety problem was distracted driving via talking on cell phones. Drivers in Southern California were more likely than drivers in both Northern and Central California to cite texting as the biggest safety issue. Additionally, respondents over age 35 were significantly more likely to state that being distracted by talking on a cell phone was a serious traffic safety issue.
- Cell phone conversations (hand-held or hands-free) were cited as the most serious distraction for drivers.
- 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 e-mail 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.

California's Statewide Observational Survey of Cell Phone and Texting Use

In March 2011, California conducted the first-ever observational survey of cell phone use by drivers within a state. Results revealed that California drivers were talking or texting at a combined rate of at least nine percent, representing hundreds of thousands of drivers at any given time. A similar nationwide survey conducted by NHTSA in 2009 showed the same combined usage of nine percent. Researchers conducted observations at 130 intersections in 17 counties and found the following:

- 2.7 percent were talking into a hand-held phone, either at their ear or in their hand;
- 4.7 percent were talking into a visible Bluetooth or headset on their right ear; and
- 1.7 percent were texting or otherwise manipulating a mobile device.
- Central California had the highest rate of usage – 12 percent, followed by Southern California at 9.8 percent and Northern California at 6.9 percent.

- Suburban usage leads the way with 10.3 percent overall usage, compared to 7.6 percent in rural and 8.7 percent in urban areas.
- 82.8 percent of all drivers observed as distracted by a hand-held device were alone in their vehicle. The higher the number of passengers in the car, the less likely the use of a hand-held device by the driver.

ACTION PLANS

OTS and CHP continue to lead SHSP Challenge Area 17 – Reduce Distracted Driving. Both departments will expand on the three action items that were approved in March 2011, as well as, focus on additional action items for the Steering Committee’s review and approval.

Last year, California spearheaded the largest statewide effort during the nation’s first National Distracted Awareness Month and it was deemed a huge success. OTS and CHP enlisted the assistance of over 280 local law enforcement agencies to conduct “zero tolerance” enforcement operations during the entire month of April. In addition to enforcement efforts, the “It’s NOT Worth It” public awareness campaign was launched with TV and radio commercials, as well as billboards, gas station pump toppers, and social media. Caltrans also contributed by illuminating the message over their changeable message signs.

In March 2012, OTS will contract with a research firm to conduct the Second Annual Cell Phone/ Texting Observational Survey. During National Distracted Awareness Month in April 2012, OTS plans on piloting a high visibility Distracted Driving Mini-Grant Program. In addition, OTS will develop and implement a statewide, adult-targeted distracted driving campaign using paid media, earned media, PSAs, outreach, and public relations strategies.

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

The following talking points are listed on the OTS website along with other links associated with distracted driving.

- The No.1 source of driver inattention is use of a wireless device.
- NHTSA has estimated that at any given moment during daylight hours, 812,000 drivers are using cell phones – equating to 11 percent of the vehicles on the road.
- Texting has soared 500 percent in recent years among teens. Americans with 270 million cellular phones are sending more than 100 billion text messages a month.
- Nationally, 5,474 people died and 448,000 were injured in 2009 in crashes that involved distracted driving, often due to the increasing number of drivers who use cell phones and other mobile devices.
- Numerous scientific studies have shown that cell phone use while driving increases the risk of being in a crash four times.
- Studies have compared the risk of slower reaction times caused by texting to those of driving with a blood alcohol content of .08.

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

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2012 HSP. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, or educational meetings or conferences.

Task 2 - Enforcement, Public Education and Public Information

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

GRANT SUMMARY

Grant #	Task	Agency	Fund	Amount
20225	2	California Highway Patrol	402	\$400,000.00
20203	2	California Highway Patrol	402	\$1,442,345.00
			Total	\$1,842,345.00

GRANT DESCRIPTIONS

Grant #	Fund	Agency	Title	Description
20225	2	California Highway Patrol	Adult Distracted Drivers II	The California Highway Patrol (CHP) will implement a 12-month highway safety grant focusing on distracted driving and poor driving decisions among adults. The grant will present a statewide enforcement and educational campaign.
20203	2	California Highway Patrol	Teen Distracted Drivers Education and Enforcement (TDDEE)	Collision rates among teen drivers are higher due to poor decision making, inexperience, and distractions. Over two-thirds of all fatal teen collisions nationwide are related to distracted driving (using cell phones, eating, adjusting the radio, talking with friends, etc.). Of California's 934,000 licensed drivers aged 15 to 19, 27,417 were involved in fatal/injury collisions in 2008. Law enforcement efforts and outreach programs are effective in communicating the importance of safe driving. This multi-faceted approach includes partnering with stakeholders (teachers, parent organizations, teen groups, etc.), and working with an experienced teen-oriented non-profit organization to disseminate safe-driving messages targeting teen drivers.

DRUG-IMPAIRED DRIVING

PROGRAM OVERVIEW

According to the NHTSA 2007 National Roadside Survey, more than 16 percent of weekend, nighttime drivers tested positive for illegal, prescription, or over-the-counter drugs. More than 11 percent tested positive for illicit drugs. An additional NHTSA 2009 study tested fatally injured drivers and found that nationally 18 percent tested positive for at least one illicit, prescription, or over-the-counter drug. This is an increase from a 2005 NHTSA study that found that 13 percent of fatally injured drivers tested positive for at least one drug type. The study also found that 23 percent of California's 1,678 fatally injured drivers in 2009 tested positive for drugs. California's medical marijuana laws could be to blame for a higher-than-national average.

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

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

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

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

ACTION PLANS

OTS is an active member in the SHSP Challenge Area 1 (Reduce Impaired Driving Related Fatalities) and will continue to work with other stakeholders to identify problems and implement solutions in the form of Action Items adopted by the SHSP Steering committee.

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

- To increase the number of officers statewide trained in the ARIDE program who are then able to initiate a drug investigation or identify drug-involved drivers. The NHTSA ARIDE program was developed to bridge the gap between the SFST course and the DRE course. This two day course provides officers with general knowledge related to drug impaired driving. The training includes the following topics: NHTSA SFST review, the seven drug categories, physiology of drugs, courtroom testimony, report writing, and drug combinations (poly drug use). This training is available to sworn peace officers through a DRE instructor at local police training academies, police in-service training, and the CHP.
- To develop and conduct an annual Statewide Roadside Survey of Alcohol and Drugs Use by Drivers in approximately 12 cities throughout California to collect data on the alcohol and drug use by drivers using the NHTSA 2007 National Roadside Survey of Alcohol and Drugs Use by Drivers methodology. To conduct a field survey of alcohol- and drug-involved driving would be conducted primarily among nighttime, weekend drivers that models the methodology of NHTSA’s 2007 National Roadside Survey of Alcohol and Drugs use by Drivers. The survey will involve randomly stopping drivers in approximately 12 selected cities in California. Sites within the survey cities will be selected through a stratified random sampling procedure. The survey will provide first-time, statewide data results for California to assist in the reduction of drivers who operate a motor vehicle while impaired. Survey results will assist in evaluating the relative risk of being responsible for a fatal crash while driving under the influence of drugs and/or alcohol. The survey will also provide data on the prevalence of such drivers within the driving population, and the corresponding share of fatal crashes.

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2012 HSP. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, or educational meetings or conferences.

Task 2 - Training

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

Task 3 - Evaluation

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

GRANT SUMMARY

Grant #	Task	Agency	Fund	Amount
20152	2	California Highway Patrol	410	\$1,420,216.99
20738	3	California Department of Motor Vehicles	410	\$77,895.00
			Total	\$1,498,111.99

GRANT DESCRIPTIONS

Grant #	Task	Agency	Title	Description
20152	2	California Highway Patrol	Drug Recognition Evaluator (DRE) Program	CHP will implement a DRE statewide training project. The program is aimed at keeping California highways free of drug-impaired drivers. This program intends to maintain the number of established CHP field certification sites, provide instructor training classes, conduct DRE and SFST instruction and certification, provide ARIDE and DITEP training, and maintain the number of Peace Officer Standards and Training (POST) Academies offering DRE classes statewide.
20738	3	California Department of Motor Vehicles	Medical Marijuana Laws and the Prevalence of Cannabis-Involved Fatal Crashes	DMV will use FARS data to determine whether the prevalence of marijuana involvement increased among California fatal crash-involved drivers after the passage of Proposition 215, after adjusting to the extent possible for confounding associated with better testing of crash-involved drivers. The analyses will also be replicated in the other 14 states with medical marijuana laws to strengthen the causal argument that any prevalence increases are indeed associated with these laws. The degree of regulation and/or ease of access to marijuana across states will be used to establish whether there is a dose-response relationship between access to marijuana and prevalence among crash-involved drivers.

EMERGENCY MEDICAL SERVICES

PROGRAM OVERVIEW

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

According to the 2009 SWITRS data, there were 10,877 persons in California who were injured as a result of a serious motor vehicle collision. Many of these individuals required emergency medical services at the crash scene. Many of these crash victims also required specialized rescue equipment and trained personnel to extricate them from their vehicles and/or the crash scene.

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

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

ACTION PLANS

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

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2012 HSP. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - First Responder Services

During the proposal process, an analysis was conducted of the 26 agencies that submitted proposals for extrication equipment. These agencies are serving as the host agency for four regional grants by purchasing and distributing extrication equipment to city, county, and volunteer fire departments. The number in the parentheses on the following table specifies the number of jurisdictions participating in the grant. The goals of these grants are to improve EMS delivery to traffic collision victims and to reduce response times for the arrival of appropriate equipment to the scene and/or the extrication of collision victims.

Task 3 - Life Support Delivery

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

Task 4 - Data Collection

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

Task 5 - Communications

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

GRANTS

Grant #	Task	Agency	Fund	Amount
20048	2	Vacaville (5)	402	\$260,200.00
20719	2	Napa (3)	402	\$150,000.00
20299	2	Cambria (7)	402	\$150,000.00
20811	2	Courtland (4)	402	\$140,000.00
EM0341	5	Imperial Valley	402	\$104,212.17
			Total	\$804,412.17

GRANT DESCRIPTION

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

MOTORCYCLE SAFETY

PROGRAM OVERVIEW

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

In 2009, motorcycle fatalities saw their first drop since 1998, marking the end to an 11-year, 175 percent increase. Motorcycle fatalities decreased 10.7 percent from 394 in 2009 to 352 in 2010, while motorcycle registrations decreased less than one percent from 809,129 in 2009 to 808,634 in 2010.

Of the 3524 motorcyclists killed, at least 14 percent (25) were un-helmeted. Since helmets are about 39 percent effective in preventing fatalities, NHTSA estimates that 9 of the 25 un-helmeted motorcyclists killed would have survived had they worn a helmet.

ACTION PLANS

OTS is currently a member of the California Motorcyclists Safety Program Advisory Committee chaired by CHP. The committee acts in an advisory capacity for the California Motorcyclists Safety Program which is a statewide motorcycle training program. The program is funded by student training fees and \$2 from each motorcycle registration fee in the state. During 2010, 52,194 motorcyclists were trained through the program.

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

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

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

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

In 2008, 37 percent of all motorcyclists killed were not properly licensed. In order to determine if proper licensing will help reduce fatal motorcycle collisions, OTS funded a two-year Traffic Records grant to the DMV. In year-one, the project identified registered motorcycle owners that did not have motorcycle license endorsements. A randomly assigned sample of the unlicensed registered owners were sent an intervention letter highlighting the legal consequences of riding without proper endorsements. During year-two, subsequent licensing, crash, and traffic violation rates will be tracked and compared between those who received the letter, those who did not, and the general motorcyclist population to determine the affect of the intervention. In 2012, DMV will provide results of the analysis for potential interventions.

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2012 HSP. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, or educational meetings or conferences.

Task 2 - Motorcycle Program Analysis and Evaluation

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

Task 3 - Enforcement

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

Task 4 - Training

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

GRANT SUMMARY

Grant #	Task	Agency	Fund	Amount
20179	2	California Highway Patrol	2010	\$368,497.00
			402	\$631,503.00
20685	2	Regents of the University of California, Berkeley Campus	408	\$80,663.00
20461	4	Livermore	402	\$81,600.00
			Total	\$1,162,263.00

GRANT DESCRIPTIONS

Grant #	Task	Agency	Title	Description
20179	2	California Highway Patrol	Operation Scenic Routes	CHP will implement a 12-month traffic safety grant to reduce motorcycle-involved collisions on scenic roadways and mountain range areas throughout California. To maximize enforcement efforts, each CHP Division will identify and concentrate on problematic locations on routes within their respective areas, where motorcycle-involved collisions are the highest. Periods of traditionally heavy motorcyclist activity such as Memorial Day, Fourth of July, Labor Day, and special designated motorcycle events will be targeted. Grant activities will include enhanced enforcement, a public awareness and educational campaign, and paid media.
20685	2	The Regents of the University of California, Berkeley Campus	Enhanced Motorcycle Collision Data Project	This grant will support the first year of a two-year project to provide technical support for the collection of motorcycle collision data that is more detailed than the data currently collected in California on the CHP-555 Police Collision Report form. CHP and allied agencies will use a one-page form to collect additional information during motorcycle collision investigations. These data will provide several potential benefits - they will inform the selection of possible legislative or administrative safety countermeasures, will allow the estimation of the prevalence of inadequate helmet use, and will assist the development of educational materials related to alcohol use, helmet use choice, and lane-splitting.

Grant #	Task	Agency	Title	Description
20461	4	City of Livermore	Motorcycle Safety and Enforcement Training Program	A comprehensive training program will be established to provide 30 Motorcycle Safety and Enforcement training classes throughout the state. Each eight hour class will provide law enforcement officers with the skills and knowledge to ensure they are confident and comfortable with making traffic enforcement stops on motorcycles. The course also provides participants training on how to communicate with motorcyclists about safety issues once the traffic stop has been made. A helmet exchange program will be conducted at major motorcycle events allowing unsafe novelty helmets to be traded for DOT-compliant helmets.

OCCUPANT PROTECTION

PROGRAM OVERVIEW

Seat Belts

California's 2011 seat belt use rate is 96.6 percent (August 2011), this represents 35.5 million persons wearing seat belts. NHTSA estimates that 1,365 Californian lives were saved at the current seat belt use rate. However, the fact remains that 1,737,198 Californians are not utilizing restraint systems, and are therefore, at higher risk for death or injury, if involved in a collision. In California, the percent of unrestrained passenger vehicle occupant fatalities (all seat positions) decreased from 36 percent in 2009 to 33 percent in 2010. NHTSA estimates that about half or 241 of the 483 known unrestrained fatalities would be alive today had they simply buckled up.

In 2009, California conducted its sixth teen statewide seat belt observational survey. The 2009 survey teen seat belt use rate is 91.1 percent, up from 89.9 percent in 2008. While the teen seat belt compliance rate has increased 4.5 percentage points since the first survey in 2004 with a rate of 86.6, more efforts need to be focused on that population. In 2009, 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 41 dead California teens would be alive today had they simply buckled up.

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

Child Passenger Safety (CPS)

California's child safety seat use rate is 95 percent (August 2010). Child passenger safety remains a difficult topic to master because of the constant technical changes in laws and regulations, and development of new products. California's focus is to increase the child passenger safety compliance rate. Programs will train NHTSA Child Passenger Safety technicians and instructors, but most of all, conduct child passenger safety restraint checkups, create fitting stations and conduct educational presentations.

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

ACTION PLANS

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

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

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

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2012 HSP. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - Comprehensive Community Occupant Protection Grants

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

Task 3 - Enforcement and Education Occupant Protection Grants

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

Task 4 - Statewide Usage Surveys

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

Task 5 - Statewide Child Passenger Safety Training

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

Task 6 - Mini Grants to Increase Seat Belt Use

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

Task 7 - Data Collection, Analysis, and Evaluation

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

GRANT SUMMARY

Grant #	Task	Agency	Fund	Amount
20006	2	Los Angeles	405	\$450,000.00
20071	2	San Diego County	405	\$206,745.30
20411	2	San Benito County	405	\$45,992.00
20522	2	University of California, San Diego	402	\$317,347.00
20538	2	Butte County	405	\$99,161.00
20699	2	Regents of the University of California, Berkeley Campus	405	\$230,000.00
20754	2	Pomona	405	\$149,051.00
20202	3	California Highway Patrol	402	\$271,940.00
20611	3	Yuba City	405	\$133,899.00
20534	4	California State University, Fresno	406	\$272,649.00
20204	5	California Highway Patrol	405	\$1,000,000.00
20407	5	California Department of Public Health	405	\$224,736.00
20375	7	California Department of Motor Vehicles	402	\$49,994.00
			Total	\$3,451,514.30

GRANT DESCRIPTIONS

Grant #	Task	Agency	Title	Description
20534	4	California State University, Fresno	Restraint Usage Surveys 2011-2012	The goal of this project is to collect seat belt usage data throughout the State of California by using a probability sampling method and adhering to NHTSA rules in 23 CFR Part 1340 (Docket No. NHTSA-2010-0002). Based on NHTSA approved methods, roadway sites in 24 counties accounting for 85 percent of fatalities on California roadways will be sampled. Standard error will not exceed 2.5 percent. The data on usage rates at approximately 300 sites will be collected in Summer of 2012. In addition, a statewide survey of high school driver and passenger seat belt usage will be performed in Fall of 2011 at 100 high schools. Quarterly, yearly, and individual survey reports will be submitted.
20204	5	California Highway Patrol	Vehicle Occupant Restraint Education and Instruction	CHP will conduct a 12-month traffic safety grant to conduct community outreach and enforcement to increase seat belt and child safety restraint usage. The grant goals are to reduce the number of fatalities and injuries in collisions in which victims did not use, or improperly used, their vehicle occupant restraint system. Objectives are to provide comprehensive traffic safety educational seminars/classes/informational sessions, child safety seat inspections, distribute child safety seats, and conduct statewide awareness and enforcement day/weeks. The grant will provide child passenger safety certification training to CHP as well as allied agencies.

Grant #	Task	Agency	Title	Description
20407	5	California Department of Public Health	Vehicle Occupant Safety Program	The Vehicle Occupant Safety Program (VOSP) coordinates Child Passenger Safety (CPS) efforts across California. VOSP creates partnerships that link state and local policy, enforcement and educational efforts. VOSP will support local CPS programs through sponsorship of National CPS Technician certification and recertification courses, offer CPS technical and programmatic teleconferences, participate in National CPS Week, offer CPS educational resources to law enforcement, provide health department programmatic support and ensure fine monies for local CPS programs, and enrich CPS disposition and violator programs.
20693	7	The Regents of the University of California, Berkeley Campus	SafeTREC VII	To reduce the number of persons killed and injured in traffic collisions, including alcohol-involved collisions; to increase public awareness and knowledge of key traffic safety problems, including distracted driving, DUI and occupant restraint use; and to increase the level of multi-disciplinary traffic safety education and resources made available to students and the public. Objectives to achieve this goal include technical assistance to state, regional and local agencies and community organizations and the public; support to statewide task forces, including the Statewide Coalition on Traffic Safety, the Strategic Highway Safety Plan, educational programs, classes and trainings; and media and outreach.

PEDESTRIAN AND BICYCLE SAFETY

PROGRAM OVERVIEW

Pedestrian Safety

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

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

Promoting pedestrian safety in California has never been more important, and now communities across the state have an important new tool for conducting public education and outreach. “It’s Up to Us” is a creative new public education campaign that seeks to reduce pedestrian injury and death. Campaign materials are available free of charge at <http://www.cdph.ca.gov/HealthInfo/injviosaf/Pages/ItsUp2Us.aspx> and include a series of 18 media template materials. Materials can be used “as is” or customized to address local needs. The campaign guide explains what the campaign is and how to make it work in communities. “It’s Up to Us” is funded by the California Office of Traffic Safety through a collaborative project with the Pedestrian Safety Program of the California Department of Public Health (CDPH).

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

Pedestrian Safety Assessments (PSA) improve pedestrian safety within California communities, as it enables cities to systematically identify pedestrian safety issues/problems and effective remedial options. Improved pedestrian safety and improved pedestrian infrastructure in turn can lead to enhanced walkability and economic vitality of communities. With funding from OTS, the Institute of Transportation Studies Technology Transfer Program (Tech Transfer), University of California Berkeley, continues to offer Pedestrian Safety Assessments (PSA) as a free statewide service to California cities/communities in FFY 2012.

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

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

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

Bicycle Safety

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

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

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

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

ACTION PLANS

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

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

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

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2012 HSP. This task also includes assistance to staff to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - Pedestrian and Bicycle Safety Programs

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

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

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

Task 4 - Comprehensive Traffic Safety Programs

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

Task 5 - Statewide Pedestrian and Bicycle Safety Programs

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

Task 6 - Equipment Programs

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

GRANT SUMMARY

Grant #	Task	Agency	Fund	Amount
20036	2	Humboldt County	402	\$150,000.00
20037	2	Twin Cities Police Department	402	\$70,000.00
20088	2	Solano County	402	\$125,000.00
20511	2	Burbank	402	\$101,200.00
20570	2	San Jose	402	\$54,977.06
20325	3	California Highway Patrol	402	\$293,517.00
20402	4	Los Gatos	402	\$103,975.00
20716	4	Clovis	402	\$41,805.00
20846	4	Oakdale	402	\$11,368.00
20020	5	Regents of the University of California, Berkeley Campus	402	\$400,000.00
20311	5	California Department of Public Health	402	\$170,000.00
20700	5	Regents of the University of California, Berkeley Campus	402	\$148,840.00
20701	5	Regents of the University of California, Berkeley Campus	402	\$120,000.00
			Total	\$1,790,682.06

GRANT DESCRIPTIONS

Grant #	Task	Agency	Title	Description
20325	3	California Highway Patrol	Pedestrian and Bicyclist Safety Enforcement and Education Project, Phase III	CHP will conduct safety corridor projects to reduce pedestrian and bicyclist fatalities and injuries along two corridor segments. This 12-month project includes both enhanced enforcement and a public education and awareness campaign. A local task force comprised of interested parties from local, regional, state, and/or federal organizations and agencies will be formed to address the issues on each corridor by comprehensively evaluating both causes and possible remedies.

Grant #	Task	Agency	Title	Description
20716	4	City of Clovis	Traffic Safety and Education Program	The Clovis Police Department is committed to reducing the number of bicycle and pedestrian related collisions and increase helmet usage worn by bicyclist through bicycle/pedestrian detail and education. Additionally the Department is committed to decrease the misuse rate of child restraints by conducted car seat detail. Our Department will begin a new phase of enforcement and education for distracted driving. The Department will work with Clovis Unified School District and their leadership program to bring Distracted Driving education to their schools.
20402	4	Los Gatos	Pedestrian and Bicycle Safety	Los Gatos Police Department will implement programming to increase safety awareness among pedestrians, bicyclists and motorists through various approaches including: education, enforcement and engineering.
20846	4	Oakdale	Oakdale Bicycle Safety Clinic	The Oakdale Police Department is committed to reducing the number of bicycle and pedestrian related collisions through several bicycle/pedestrian details and education. Youth education will be a main focus for information dissemination. Oakdale PD will also distribute bicycle helmets to children and families through events during the duration of this grant.
20311	5	California Department of Public Health	California Pedestrian Safety Program	Through a comprehensive strategy, PedSafe works to reduce the number of pedestrian injuries and fatalities throughout the state. PedSafe implements a number of interventions that address and involve research and data, education, communication, media development and outreach.

Grant #	Task	Agency	Title	Description
20700	5	The Regents of the University of California, Berkeley Campus	Community Pedestrian Safety Training Project	The Community Pedestrian Safety Training Project aims to reduce injuries from pedestrian crashes and to train communities in a community-based pedestrian safety curriculum. Special attention will focus on issues related to youth, older adults and seniors.
20020	5	The Regents of the University of California, Berkeley Campus	Pedestrian and Traffic Safety Assessments	To reduce the number and severity of crashes and the number of motorists and pedestrian injuries and fatalities due to collisions on California's roadways by providing free expert technical assistance to local enforcement and engineering staff in the form of Pedestrian Safety Assessments (PSA) and Traffic Safety Evaluations (TSE). Twenty-two, one- or two-day site visits, in-depth technical evaluation and assistance, and follow-up reporting will be conducted. University staff will oversee and evaluate performance of evaluation teams, market the services to cities and counties, and disseminate findings and appropriate best practices.

POLICE TRAFFIC SERVICES

PROGRAM OVERVIEW

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

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

Fatal and Injury Collisions by PCF

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

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

Total Victims Killed and Injured in Collisions

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

ACTION PLANS

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

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

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

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS as it directly relates to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2012 HSP. Funding allocated to this task provides for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - Selective Traffic Enforcement and Education Program

This task provides for "Grants Made Easy" programs for law enforcement to conduct traffic safety enforcement and education. Funds in this task provide for personnel, equipment, and operating costs to reduce the number of persons killed in alcohol-involved, speed-related, hit-and-run, nighttime collisions and motorcycle-involved traffic collisions and increase seat belt usage rates. To bring successful elements of a PTS program together, there must be a well-organized community effort. The central purpose of the community effort approach is to organize an effective community response to collision-related problems by involving public agencies, private organizations, and community-based organizations. Under such a program, a community uses both public and private resources to understand and attack all of its significant traffic safety problems. OTS will fund a total of 54 new local grants.

Task 3 - California Highway Patrol

OTS funds grants to the CHP in an effort to reduce over represented fatal collisions where the PCF has been identified. CHP is the lead agency in California for traffic education and enforcement. OTS will fund four new grants in fiscal year 2012. Through these grants, the CHP will conduct speed and seat belt enforcement, implement corridor projects, continue statewide Start Smart presentations, and provide enhanced enforcement directed at reducing motorcycle involved fatalities and injuries.

GRANTS

Grant #	Task	Agency	Fund	Amount
20042	2	San Rafael	402	\$129,992.00
20046	2	Santa Monica	164	\$93,535.80
			492	\$64,464.20
20059	2	Fountain Valley	164	\$60,000.00
			402	\$20,000.00
20062	2	La Habra	164	\$208,119.00
			402	\$56,822.01
20069	2	Long Beach	164	\$167,645.22
			402	\$132,354.78
20099	2	Ontario	164	\$272,750.00
			402	\$62,000.00
20115	2	Novato	402	\$130,500.00
20133	2	Oakland	402	\$200,000.00
20137	2	Eureka	402	\$80,463.00
20138	2	South San Francisco	402	\$137,808.00
20194	2	Hemet	164	\$70,501.76
			402	\$71,366.24
20218	2	Los Angeles	164	\$1,548,800.00
			402	\$451,200.00
20247	2	Whittier	164	\$74,500.00
			402	\$25,500.00
20253	2	Pasadena	164	\$147,702.00
			402	\$132,298.00
20256	2	Anaheim	164	\$167,922.40
			402	\$58,231.60
20263	2	Marysville	402	\$40,054.00
20267	2	Newport Beach	164	\$192,398.75
			402	\$50,000.25
20288	2	Los Angeles County	164	\$400,038.59
			164	\$229,961.41
20296	2	Pomona	164	\$93,444.16
			164	\$106,555.84
20313	2	Rancho Cordova	402	\$230,000.00
20319	2	National City	164	\$68,850.59
			402	\$34,578.41
20321	2	Malibu	164	\$50,600.00
			402	\$19,400.00
20343	2	Elk Grove	402	\$160,000.00
20347	2	Redwood City	402	\$125,000.00

Grant #	Task	Agency	Fund	Amount
20352	2	Huntington Beach	164	\$146,875.00
			402	\$27,334.00
20365	2	Santa Ana	164	\$292,500.00
			402	\$38,880.00
20383	2	Hollister	402	\$60,000.00
20392	2	Glendale	402	\$200,000.00
20393	2	Beverly Hills	402	\$108,266.01
			402	\$31,733.99
20404	2	Redding	402	\$226,634.00
20413	2	Costa Mesa	164	\$113,851.00
			402	\$69,597.00
20437	2	Santa Clarita	164	\$130,870.00
			402	\$19,130.00
20471	2	Bakersfield	164	\$410,502.74
			402	\$104,164.26
20491	2	Modesto	402	\$285,000.00
20514	2	Fontana	164	\$105,227.23
			402	\$24,772.77
20537	2	Napa	402	\$124,927.00
20552	2	Porterville	164	\$58,512.52
			402	\$105,552.48
20567	2	Palm Springs	164	\$89,606.45
			402	\$35,393.55
20568	2	Murrieta Police Department	164	\$70,113.42
			402	\$35,930.04
20578	2	Santa Rosa	402	\$235,370.00
20587	2	Fresno	402	\$30,519.78
			410	\$838,915.22
20617	2	Turlock	402	\$90,000.00
20623	2	Yuba City	402	\$120,000.00
20631	2	Folsom	402	\$180,000.00
20643	2	Lompoc	164	\$97,304.78
			402	\$17,695.22
20705	2	Rohnert Park	402	\$73,060.00
20711	2	Fairfield	402	\$129,600.00
20717	2	Fortuna	402	\$30,000.00
20731	2	Salinas	402	\$150,000.00
20735	2	Red Bluff	402	\$139,358.00
20740	2	Redlands	164	\$57,173.00
			402	\$62,827.00
20748	2	Petaluma	402	\$356,129.18

20786	2	San Bernardino	164	\$180,841.41
			402	\$89,092.59
20863	2	Irvine	164	\$25,000.00
			164	\$75,000.00
20175	3	California Highway Patrol	402	\$4,204,040.00
20181	3	California Highway Patrol	402	\$356,473.00
20208	3	California Highway Patrol	402	\$315,908.00
20866	3	California Highway Patrol	164	\$101,913.35
			402	\$275,446.60
			405	\$19,259.20
			408	\$19,259.20
			410	\$57,777.64
20693	4	Regents of the University of California, Berkeley Campus	402	\$1,362,500.00
			Total	\$18,971,194.64

GRANT DESCRIPTIONS

Grant #	Task	Agency	Title	Description
20175	3	California Highway Patrol	Focused Attention Toward Enforcing Speed (FATES)	CHP will implement a 12-month statewide grant project to combat fatal/injury speed-caused collisions. Although the primary enforcement focus will be upon speed, other primary collision factors as well as seat belt and distracted driving violations (i.e., cell phone and texting violations) will also be strictly enforced. Strategies include enhanced enforcement and a public awareness campaign (radar trailer deployments, safety presentations, etc.).
20181	3	California Highway Patrol	Start Smart Teen Driver Safety Education Program IV	CHP will implement a traffic safety grant specifically focused on providing newly licensed teen drivers 15-19 years of age, and their parents, with enhanced driver education classes emphasizing the dangers typically encountered by members of their age group. Teen driver safety education classes will be conducted statewide in both Spanish and English to aid newly licensed drivers with the responsibilities that accompany becoming a licensed California driver. In addition to conducting traffic safety education classes, the CHP will provide education on primary collision factors involving teens.

Grant #	Task	Agency	Title	Description
20208	3	California Highway Patrol	Traffic Safety Corridor - High-Collision Reduction	CHP will conduct a traffic safety project to reduce fatalities and injuries along two high-collision highway (corridor) segments. The corridors will be confirmed by CHP Executive Management based on SWITRS data. Local task forces comprised of interested parties from local, regional, state, and federal organizations and agencies will be formed to address issues on each corridor by comprehensively evaluating collision causes and possible remedies. The task forces will establish specific goals to reduce the number of victims, and identify and implement solutions tailored to their respective corridors.
20866	3	California Highway Patrol	Grant Administration Program	This 12-month grant provides for five full-time, regular positions (four analysts and one accounting officer) at the California Highway Patrol to manage OTS-funded traffic safety grants.
20693	4	University of California Berkeley	SafeTREC VII	To reduce the number of persons killed and injured in traffic collisions, including alcohol-involved collisions; to increase public awareness and knowledge of key traffic safety problems, including distracted driving, DUI, drugged driving and occupant restraint use; and to increase the level of multi-disciplinary traffic safety education and resources made available to students and the public. Objectives to achieve these goals include technical assistance to state, regional and local agencies and community organizations and the public; support to statewide task forces, including the Statewide Coalition on Traffic Safety, the Strategic Highway Safety Plan, educational programs, classes and trainings along with media and outreach.

PUBLIC RELATIONS, ADVERTISING AND MARKETING

PROGRAM OVERVIEW

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

ACTION PLAN

In 2012, OTS will focus on generating earned media for a wide and deep variety of traffic safety initiatives through targeted DUI, distracted driving and seat belt campaigns and through active grants – all designed toward lowering the Mileage Death Rate and increasing statewide seat belt use. This approach includes providing increased media assistance to local grantees on new and innovative programs and continuing to target under-represented groups, target audiences, and the general population with traffic safety messages.

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

In addition, new contracts will be entered into in support of two on-going initiatives. OTS will substantially increase its messaging on billboards across the state, promoting DUI, seat belt and distracted driving. OTS will contract out the development and implementation of a statewide, adult-targeted distracted driving campaign using paid media, earned media, PSAs, outreach, and public relations strategies.

TASKS

Task 1 - Public Relations

Statewide Campaigns

OTS Public Affairs will spearhead several key public awareness campaigns during Fiscal Year 2012. Key campaigns will include California's December Holiday DUI Crackdown (also see Paid Advertising), as well as Distracted Driving (also see Paid Advertising), Next Generation Click It or Ticket (May and November), Child Passenger Safety Week (September), and DUI enforcement campaigns around other major holiday periods: Memorial Day, Independence Day, and Labor Day weekends, as well as St. Patrick's Day, Cinco de Mayo and Halloween celebration periods.

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

Partnerships

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

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

OTS Tracks Newsletter

The Office's flagship publication, *OTS Tracks*, is now in its 20th year of production. Its audience is more than 3,000 traffic safety practitioners, law enforcement and fire departments, members of the media, legislators, and key stakeholder groups. Content includes news about OTS initiatives, staff, and stories from local grantees on their people, work and successes, as well as perspectives from the OTS Director.

OTS Website and Social Media

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

The website continues to see phenomenal growth in usage, with over 240,000 visits in 2010 compared to 221,000 in 2009. The site has seen an increase of 35 percent in the last three years alone. The website is geared to the needs of its primary audiences. Potential and current grantees make up the bulk of those visiting the site, with media, researchers, stakeholders and the general public following along successively. The site was formatted with this usage in mind.

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

OTS joined in the Social Media revolution by inaugurating the OTS Facebook presence (www.facebook.com/CaliforniaOTS) in December of 2009. The use and growth of the OTS Facebook presence has been very encouraging, with impressions surpassing 600,000 and over 3,200 "fans" for the year ending 6/30/2011. It serves as an agency information and public engagement presence for OTS. This social media platform allows OTS to communicate with all California motorists with real-time updates,

life saving resources and engaging applications. The site is updated daily with news, posts, videos, photos, contests, polls, pledge badges, Smartphone apps, links and more. 2012 will see further expansion and use as Facebook continues its growth as a major communication medium, particularly with our target demographics.

In March 2010, OTS expanded its social media presence with the advent of a dedicated OTS YouTube Channel, featuring videos ranging from California state agency produced PSAs to crash victim videos to special OTS produced videos solely for social media, to appropriate videos from other organizations.

In 2012, OTS will research the possibilities of initiating other social media, including Twitter, LinkedIn, blogs, bookmarking sites, forums, StumbleUpon, Friendfeed, and others.

Media Relations

Bringing together expert resources in media relations, public affairs and community outreach, OTS Public Affairs offers an array of services, including: media relations, marketing, event logistics, creative writing, and campaign management. In 2012, OTS Public Affairs will be continuing its successful targeted outreach to major media representatives to expand its role as the primary source for traffic safety information in the state.

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

Grantee Support

Integrating media into all grant programs on the local level is a key goal and objective in OTS Public Affairs. The office routinely assists grantees in the execution of media events, framing key messages, and arranging media interviews. In addition, OTS Public Affairs directs the message on news releases, specialty articles and publicly distributed material penned by local grantees and community-based organizations. In 2012, the Office will expand the wide variety of press release templates, fact sheets and other materials that it started in 2010. The vast majority of grantees have begun using these materials to streamline their public relations efforts and provide an increased professional look to their media communications.

Task 2 - Paid Advertising

During 2012, the campaigns that OTS may be using paid media include the December DUI Crackdown, Adult Distracted Driving, and other campaigns as they arise. In addition, OTS will initiate a year-round outdoor advertising/billboard campaign promoting DUI, seat belt and distracted driving messages.

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

\$300,000	DUI Crackdown
\$750,000	Comprehensive Billboard
<u>\$500,000</u>	Distracted Driving
\$1,550,000	Fund to be determined upon payment (410/164 or 402)

The following table reflects grants active in FFY 2012 with paid media in their budgets:

Grant #	Agency	Campaign	Budget
20363	California Highway Patrol	Impaired Driving Enforcement and Apprehension (IDEA)	\$463,551.00
20179	California Highway Patrol	Operation Scenic Routes	\$368,497.00
20203	California Highway Patrol	Impact Teen Drivers – Connecting Key Players	\$350,000.00
20208	California Highway Patrol	Traffic Safety Corridor – High Collision Reduction	\$90,000.00
	Total		\$1,272,048.00

Task 3 - Marketing

Sports and Entertainment Marketing

Since its inception 17 years ago, the OTS Sports & Entertainment Marketing program has become an enduring model for sports partnerships and traffic safety. In 2010-11, we expanded by partnering with the nation’s largest concert promotion company, Live Nation, to market to our primary 18-34 male demographic. While the 2012 schedule of events won’t be announced until after the New Year, campaign venues being explored include partnerships with California-based professional baseball, basketball and football teams as well as radio station sponsored events and entertainment venues. Target audiences for this marketing are primarily young males, and secondarily families with children. The messaging is occupant protection, impaired driving, and distracted driving.

General Marketing

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

\$160,000	Professional & Collegiate Sports Teams
\$40,000	Professional Sports Team Radio Coverage
\$50,000	Entertainment/Concert Venues
\$20,000	Targeted Radio Station On-Air, Web, Social Media, and Hosted Events
<u>\$90,000</u>	PSA Production, Placement and Installation
\$360,000	Fund to be determined upon payment (410/164 or 402)

ROADWAY SAFETY

PROGRAM OVERVIEW

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

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

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

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

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

ACTION PLANS

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

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2012 HSP. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task for individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - Traffic Control Device Inventory (TCDI)

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

Task 3 - Roadway Improvement Program

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

Task 4 - Traffic Engineering Expertise

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

Task 5 - Education and Training

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

Task 6 - Equipment

One grant is funded in this task for the purchase of vehicle speed feedback signs that will be used off the federal aid system.

Task 7 - Evaluation

One grant is funded in this task to analyze and report up-to-date statistical data and research findings on the relationship between age and driving behavior.

Task 8 - Infrastructure Improvement

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

GRANT SUMMARY

Grant #	Task	Agency	Fund	Amount
RS1002	5	California Department of Transportation	163	\$85,991.52
20014	6	Yuba County	402	\$53,140.00
			Total	\$139,131.52

GRANT DESCRIPTIONS

Grant #	Task	Agency	Title	Description
RS1002	5	California Department of Transportation	Highway Safety Campaign	This project will expand upon prior “Slow for the Cone Zone” projects for a work zone safety public awareness campaign statewide for the next two years. Caltrans will continue to examine their work zone safety and mobility practices and focus on Teens, Hispanics and other high priority target audiences in the state. Strategies used in this grant will establish safe work zone driving as a public norm and will include a work zone traffic control plan, public information, and outreach. The overall goal of this grant will be demonstrated with data showing a reduction in fatalities and injuries in work zones, while maintaining mobility for drivers.
20014	6	Yuba County	School Zone Vehicle Speed Feedback Signs Project	Install vehicle speed feedback signs at six different school locations to provide awareness of vehicle speeds to motorists.

Hazard Elimination Projects

The following are hazard elimination grants (Task 8) scheduled for 2012 and funded through the California Department of Transportation (Caltrans).

07-00013

City or County	Amount	Project Type	Fund
Yolo and Sacramento County	\$35,000,000.00	Upgrade median barrier	164HE
Humboldt County	\$3,330,000.00	Upgrade MBGR and install concrete barrier	164HE
San Diego County	\$5,300,000.00	Upgrade metal beam guardrail to concrete	164HE
Orange County	\$4,312,000.00	Install concrete barrier and crash cushions	164HE
Los Angeles County	\$2,500,000.00	Upgrade median barrier	164HE

08-00063

City or County	Amount	Project Type	Fund
Humboldt County	\$3,000,000.00	Reconstruct guardrail	164HE
San Diego County	\$5,000,000.00	Median upgrade	164HE
Mendocino County	\$3,000,000.00	Reconstruct guardrail	164HE
Santa Cruz County	\$2,000,000.00	Construct concrete guardrail	164HE
Riverside & San Bernardino Counties	\$3,000,000.00	Upgrade MBRG, bridge connections/end treatments	164HE
Sacramento/Placer/Yuba/Yolo Counties	\$2,000,000.00	Upgrade end treatments	164HE
Monterey and Santa Cruz Counties	\$2,500,000.00	Upgrade metal beam guardrail/end treatments/crash cushions	164HE
Riverside County	\$4,000,000.00	Upgrade metal beam guardrail/end treatments	164HE
Orange County	\$2,500,000.00	Upgrade Metal Beam guardrail/end treatments	164HE
Santa Cruz/Santa Clara Counties	\$6,000,000.00	Upgrade metal beam guardrail/end treatments	164HE
Orange/Los Angeles Counties	\$9,000,000.00	Upgrade median barrier	164HE
Los Angeles County	\$1,500,000.00	Upgrade bridge rail	164HE

TRAFFIC RECORDS

PROGRAM OVERVIEW

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

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

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

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

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

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

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

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

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

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

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

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

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

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

During the Peer-to-Peer conference, members of the TRCC strategic planning group focused on identifying common issues with our peer states related to general crash issues, timeliness of crash report submission, accuracy and completeness of reports, consistency of crash data, integration of data and accessibility of crash data among traffic safety stakeholders. The results of the conference are being used by the group as part of the long term strategic plan.

ACTION PLANS

OTS is in the process of reviewing and developing strategies for implementing the recommendations of the 2011 Traffic Records Assessment. The TRCC strategic planning group is developing a long term statewide traffic records strategic plan based upon the 2011 Traffic Records Assessment recommendations and the noteworthy solutions to common issues identified during the Peer-to-Peer conference. The TRCC strategic planning group is comprised of representatives from state and local agencies including OTS. They are tasked with oversight of the development of the Traffic Records Strategic Plan.

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

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

TASKS

Task 1 - Program Development and Administrative Coordination

This task provides for the necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of grants within this program area, and the preparation of the 2012 HSP. This plan includes grants that will be continued from prior fiscal years. Funding is also provided in this task for the printing of brochures and pamphlets, distributing literature and media materials developed through successful grants, or obtained from other sources. Assistance is also provided under this task to individuals to attend and participate in committees, training sessions, educational meetings or conferences.

Task 2 - Data Records Design and Implementation

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

Task 3 - Comprehensive Data System Design and Implementation

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

Task 4 - High Risk Driver Identification Data Capture Improvement Grants

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

GRANT SUMMARY

Grant #	Task	Agency	Fund	Amount
20463	2	California Department of Public Health	408	292,739.00
20539	2	California Highway Patrol	408	5,000,000.00
20582	2	California Highway Patrol	408	1,000,000.00
20633	2	Emergency Medical Services Authority	408	240,448.51
20666	2	Judicial Council of California	408	278,000.00
20702	2	Regents of the University of California, Berkeley Campus	408	254,977.00
20201	3	Placer County	408	30,000.00
20291	3	Indio	408	47,000.00
TR0806	2	Judicial Council of California	408	198,525.00
TR0809	2	California Highway Patrol	408	247,530.25
TR0810	2	California Highway Patrol	408	798,443.86
TR1015	4	California Department of Motor Vehicles	402	56,578.00
			Total	\$8,444,241.62

GRANT DESCRIPTIONS

Grant #	Task	Agency	Title	Description
20463	2	California Department of Public Health	Crash Medical Outcomes Data Project	Professionals in traffic safety and injury prevention need an understanding of both crashes and their medical consequences. This project responds to this need and the vision of the NHTSA Traffic Records Coordinating Committee. The project integrates California crash data (SWITRS) with data on injured persons who die or are treated in hospitals or emergency departments. By combining these data sources, information from crash reports (e.g., seat belt use and alcohol impairment) can be linked with injury patterns (e.g., traumatic brain injury) and severity. This project also enhances the value of medical data by making it more available to traffic injury data systems and by making data more accessible to all users.

Grant #	Task	Agency	Title	Description
20539	2	California Highway Patrol	Statewide Integrated Traffic Records System Upgrade (SWITRS II)	This project will revise and improve the California Automated Reporting System (CARS) and SWITRS applications, and eliminate the redundant manual entry of collision data into multiple systems. An improved data warehouse will be developed for SWITRS to improve the ability to report and extract statistical data.
20582	2	California Highway Patrol	Statewide Automated Citation System Rollout (SACS II)	This project will deploy Handheld Citation Devices and e-Citation commercial off-the-shelf software to all CHP Area Offices for electronic generation of citations and electronic transmission of citations to the California Administrative Office of the Courts (AOC) for applicable County Court jurisdictions.
20633	2	Emergency Medical Services Authority	California EMS Information System	The California EMS Information System will provide a data management system for EMS and trauma data with SWITRS and OSHPD linkages. End-users will be able to identify high frequency traffic collision patterns, use of personnel protective devices (e.g. child passenger seats), destination decision patterns showing access to trauma centers, use of air transport and ultimately patient outcomes. This data will be incorporated into local, regional and state quality improvement programs to improve post-crash survivability. The continuous analysis of statewide data will guide the development and implementation of the State Trauma Plan and State EMS QI Program and continuously evaluate the delivery of EMS and trauma care in California.

Grant #	Task	Agency	Title	Description
20702	2	The Regents of the University of California, Berkeley Campus	TIMS Website & Geocoded SWITRS Maintenance & Enhancements	This project will maintain Transportation Injury Mapping System (TIMS), add application enhancements for SHSP related tasks and provide necessary improvements to the geocoded data which is the foundation of the site. SafeTREC has clearly identified best practices for managing the site and improving the geocoded data during current OTS funded grants. This grant will provide a comprehensive solution to maintain the success of the web applications and continue to help agencies reduce traffic injuries and fatalities. State and local agencies will benefit greatly from targeted SHSP applications, improved geocoding accuracy for more precise mapping analyses and technical support for working with the site.
20201	3	Placer County	GIS Collision Analysis Tool for Rural Roadway Segments	The analysis of collisions on highway segments is a high priority for Placer County. The highway segment analysis tool that is built into the database and analysis software currently utilized is not robust enough to fully satisfy the County's needs and comply with the newly released Highway Safety Manual. Specifically, the segment analysis tool is unable to account for varying segment lengths between intersections. Placer County has a large number of rural roadways which requires an analysis tool which is tailored to rural applications. Placer County is requesting grant funding for the development of software specifically developed to accurately identify high collision concentration areas on rural roadways with varying segment lengths.

Grant #	Task	Agency	Title	Description
20291	3	Indio	Traffic Collision Database Analysis and Mapping System	The Traffic Collision Database and Mapping System will provide data input and management for traffic collision reports. Using GIS mapping systems, staff can query and map information from the database to identify high frequency locations and patterns. Identified locations that exceed collision thresholds can then be further studied and appropriate action taken. This software will replace the existing system of hand logging each collision, convert the collision pin map to an interactive mapping solution, automate the production of collision history diagrams, generate periodic or specific reports, and allow staff to search collision records by location, primary collision factor, involved vehicle or party types, time of day, etc.
TR0806	2	Judicial Council of California	Traffic Citation E-Filing Grant	The California Administrative Office of the Courts (AOC) proposes to leverage its established statewide infrastructure (California Case management System - CCMS), data exchange standards, and Integrated Services Backbone (ISB - a suite of tools and services for sharing information) to develop a Citation Tracking System (CTS) and deploy it to three pilot sites consisting of medium to large California Superior Courts. This grant will use a standard, reusable architecture so that e-filing capability can be deployed to additional courts and their law enforcement partners as they become ready to execute e-citations.

Grant #	Task	Agency	Title	Description
TR0809	2	California Highway Patrol	Allied Agencies Collision Reporting (AACR) - SWITRS	This grant will obtain hardware and consulting services to provide a statewide, external and internal Statewide Integrated Traffic Records System (SWITRS) environment that efficiently and effectively automates the request from and responses to CHP and Allied Agencies for SWITRS data and reporting. It will also enhance the input and import of data into SWITRS utilizing the Extensible Markup Language (XML) data transmission standard.
TR0810	2	California Highway Patrol	Statewide Automated Citation System (SACS)	The grant will obtain and deploy the hardware and software for a state-wide automated citation system that will interface electronically with all judicial jurisdictions within the State of California that are capable of accepting electronic citation data transmissions.
TR1015	4	California Department of Motor Vehicles	Outcome Analysis of the 3-Tier Assessment System	DMV will conduct analysis and evaluate the outcome data produced from the 3-Tier Assessment System pilot. These analyses portion of this grant will include (1) determination of the predictive validity of the 3-Tier Assessment System for identifying drivers at risk for crashing due to driving-relevant visual, cognitive, or physical limitations; (2) determine the effectiveness of the 3-Tier Assessment System for reducing crash risk among those drivers identified as possessing one or more driving-relevant limitations; and (3) determine the effects of participation in the 3-Tier Assessment System on the mobility options available to senior drivers.

FFY 2012 GRANT EQUIPMENT LIST

Grant #	Agency	Equipment	Program	Page #
20256	Anaheim	1 Traffic Collision Reconstruction System @ \$19,500	PT	12-PT-3
20299	Cambria	1 Extrication System @ \$16,790 1 Extrication System @ \$19,290 1 Extrication System @ 28,000 3 Airbag Systems @ \$15,000 each 1 Heavy Duty Vehicle Stabilization System @ \$7,000 4 Vehicle Stabilization Systems @ 5,000 each 2 Cutters @ \$6,195 each 1 Spreader @ \$5,995 2 Combination Tools @ \$6,461 each	EM	12-EM-2
20152	CHP	1 CD/DVD Duplicator @ \$15,000 1 Horizontal Gaze Nystagmus Trainer @ \$5,200	OD	12-OD-3
20363	CHP	5 DUI Trailers @ \$30,000 each	AL	12-AL-5
20539	CHP	Server Equipment TBD	TR	12-TR-4
20811	Courtland	4 Extrication Systems @ \$35,000 each	EM	12-EM-2
20687	Escondido	1 Traffic Collision Reconstruction Software @ \$7,000	AL	12-AL-6
20137	Eureka	4 Vehicle Speed Feedback Signs @ \$5,200 each	PT	12-PT-3
20631	Folsom	1 Traffic Collision Reconstruction System w/software @ \$20,000	PT	12-PT-3
20382	Garden Grove	1 DUI Trailer @ \$25,000	AL	12-AL-6
20194	Hemet	1 Traffic Collision Reconstruction System @ \$15,000	PT	12-PT-4
20383	Hollister	1 Radar Trailer @ \$10,865	PT	12-PT-3
20585	Irvine	1 Changeable Message Sign Trailer @ \$19,800	PT	12-PT-3
20044	Kern County	1 Gas Chromatograph System/Mass Spectrometer @ \$330,882	AL	12-AL-7
20062	La Habra	1 DUI Trailer @ \$25,000	PT	12-PT-4
20069	Long Beach	1 Traffic Collision Reconstruction System @ \$7,000	PT	12-PT-4
20218	Los Angeles	3 DUI Trailers @ \$27,000 each	PT	12-PT-4
20218	Los Angeles	1 Traffic Collision Reconstruction System @ \$30,000	PT	12-PT-4
20031	Madera	1 GIS System @ \$30,000	AL	12-AL-6
20236	Merced	1 Traffic Collision Reconstruction System @ \$17,000	AL	12-AL-6
20163	Moreno Valley	1 DUI Utility Trailer @ \$5,000	AL	12-AL-6
20205	Murrieta	1 Changeable Message Sign Trailer @ \$16,307	PT	12-PT-4

FFY 2012 GRANT EQUIPMENT LIST

Grant #	Agency	Equipment	Program	Page #
20719	Napa	2 Extrication Systems @ \$19,349 each 1 Extrication System @ \$22,525 1 Mini Extrication System @ \$12,197 1 Large Vehicle Stabilization Kit @ \$15,263 1 Medium Lift Kit @ \$6,368	EM	12-EM-2
20267	Newport Beach	1 Traffic Collision Reconstruction System @ \$15,000	PT	12-PT-4
20370	Norco	2 Light Tower Trailers @ \$8,000 each	AL	12-AL-6
20115	Novato	1 Traffic Collision Reconstruction System w/software @ \$19,000	PT	12-PT-4
20371	Orange County	1 Portable Evidential Breath Test (PEBT) Software Package @ \$7,500 1 Liquid Chromatograph/Mass Spectrometer @ \$350,000	AL	12-AL-7
20157	Paradise	1 Mobile Data Computer Unit @ \$6,452	AL	12-AL-8
20405	Perris	1 DUI Trailer @ \$30,000 1 Light Tower Trailer @ \$10,000	AL	12-AL-6
20748	Petaluma	1 Motorcycle @ \$32,000 1 Solar Powered Radar Trailer @ \$15,000	PT	12-PT-4
20552	Porterville	1 GIS System @ \$30,000	PT	12-PT-4
20735	Red Bluff	1 Motorcycle @ \$32,000	PT	12-PT-4
20740	Redlands	1 Changeable Message Sign Trailer @ \$20,000 1 Radar Trailer @ \$7,370	PT	12-PT-4
20705	Rohnert Park	2 Vehicle Speed Feedback Signs @ \$5,800 each	PT	12-PT-4
20195	Sacramento County	1 Liquid Chromatograph/Mass Spectrometer Multi-Function @ \$402,500 1 Evidential Breath Alcohol Testing Device @ \$10,523	AL	12-AL-7
20731	Salinas	1 Changeable Message Sign Trailer w/radar @ \$25,000	PT	12-PT-4
20628	San Gabriel	1 DUI Trailer @ \$28,000 1 Traffic Collision Reconstruction System @ \$8,000	AL	12-AL-6
20063	Santa Clara County	15 Evidential Breath Alcohol Testing Devices @ \$10,744 each	AL	12-AL-7
20437	Santa Clarita	1 DUI Trailer @ \$28,000	AL	12-AL-6
20617	Turlock	1 Traffic Collision Reconstruction System @ \$18,500	PT	12-PT-5
20037	Twin Cities	2 Solar Powered Vehicle Speed Feedback Signs @ \$8,965	PS	12-PS-4
20048	Vacaville	6 Extrication Systems @ approximately \$35,000 each 1 Vehicle Stabilization System @ \$19,000 1 Combination Extrication Tool @ \$11,395 5 Hydraulic Power Units @ \$9,613	EM	12-EM-2
20623	Yuba City	1 Changeable Message Sign Trailer w/radar @ \$22,000	PT	12-PT-5
20014	Yuba County	7 Solar Powered Vehicle Speed Feedback Signs @ \$7,560 each	RS	12-TR-5

