

Annual Performance Report



2005

Alcohol and Other Drugs

Occupant Protection

Police Traffic Services

Roadway Safety

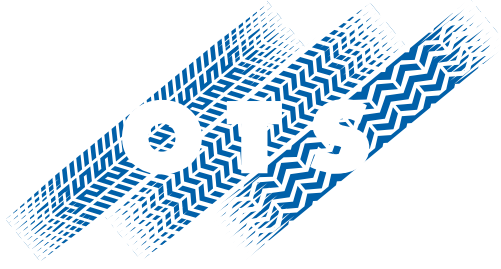
Emergency Medical Services

Traffic Records

Pedestrian Safety

Bicycle Safety





California Office of Traffic Safety

2005 Annual Performance Report



California Business, Transportation and Housing Agency

Arnold Schwarzenegger

Governor
State of California

Sunne Wright McPeak

Secretary
California Business, Transportation and Housing Agency



SUNNE WRIGHT MCPEAK
Secretary

BUSINESS, TRANSPORTATION AND HOUSING AGENCY

Dear Fellow Californians,

In 2005 California realized a great many strides in traffic safety. The strategy of focusing efforts in the areas that can realize the greatest advances in terms of lives saved and injury prevention is truly paying off.

For example, the "Click It or Ticket" public awareness and enforcement campaign helped drive up California's seat belt use rate to 92.5 percent in 2005. The 2.1 percentage point increase over last year translated into an additional 657,000 vehicle occupants now buckling up. The campaign was complemented by occupant protection mini-grants to 232 local law enforcement agencies and 11 state college/university police departments. California registered a 1.25 Mileage Death Rate in 2004, the first decrease in seven years. And, there was good news on the Driving Under the Influence front, as alcohol-related deaths last year slowed to its smallest annual gain in the last six years.

In 2005, the Office of Traffic Safety awarded \$74.9 million in grants to 225 agencies for proven, results-driven programs in the areas of alcohol and other drugs, occupant protection, pedestrian and bicycle safety, emergency medical services and police traffic services. These funds also provided resources for state and local law enforcement to substantially strengthen their enforcement and education programs.

Our strategy to expand the "Avoid" programs, which marshal together the California Highway Patrol and local police agencies to target drunk drivers during peak holiday periods, was realized with the addition of eight more counties. During fiscal year 2004, 37 active regional Avoid grants brought together 350 enforcement agencies.

Looking toward 2006, the Office of Traffic Safety is introducing "Grants Made Easy," a streamlined grant application process, expansion of a statewide program focused on teen seat belt use, strategic programs targeting repeat DUI offenders and development of programs to educate pre-teens and younger drivers on safe driving behaviors.

As the State's Secretary for Transportation, I am very proud of the accomplishments of the Office of Traffic Safety and all of the grantees across California who work so tirelessly to prevent injuries and save lives.

Sincerely,

A handwritten signature in blue ink that reads "Sunne Wright McPeak".

Sunne Wright McPeak
Secretary

Annual Performance Report

Federal Fiscal Year 2005

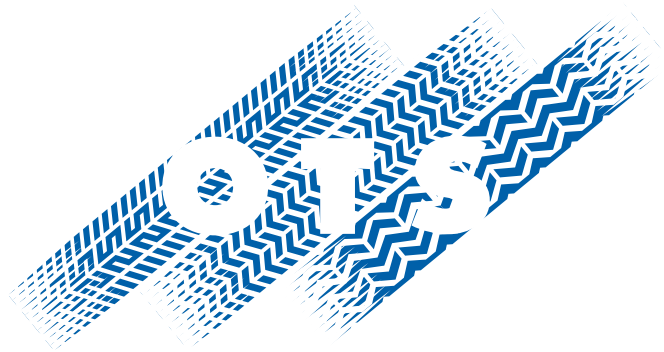
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**CALIFORNIA OFFICE
OF TRAFFIC SAFETY**

California's Traffic Safety Program Accomplishments

- Traffic fatalities decreased 3.1 percent from 4,225* in 2003 to 4,094 in 2004 – the first decrease in fatalities since 1997 to 1998.
- California's Mileage Death Rate (MDR) – fatalities per 100 million miles traveled – dropped from 1.30 in 2003 to 1.25 in 2004, the first MDR decrease in seven years. California's 1.25 MDR is significantly better than the national MDR of 1.46 – only 13 states have a better MDR (last year 15 states had a better MDR). Of the five most populated states, only New York at 1.09 recorded a better MDR.
- California's 2004 Alcohol Fatality Rate (AFR) – alcohol involved fatalities per 100 million vehicle miles traveled – is 0.50**, much better than the national AFR of 0.57. Only 16 states have a better AFR than California. Of the five most populated states, California has the lowest AFR.
- In 2004, California's alcohol related fatalities increased from 1,445 to 1,462*. This is the smallest increase since alcohol related fatalities began increasing annually in 1998.
- California's seat belt usage rate increased 2.1 percentage points from 90.4 percent in 2004 to 92.5 percent in 2005 – which is significantly better than the national average of 82 percent and represents the largest single year increase since 2000 to 2001. The 2.1 percentage point increase in seat belt use means 657,000 non-seat belt users are now buckling up. The 7.5 percent not buckling up still represents approximately 2.7 million California vehicle occupants. Only six states recorded a higher seat belt use rate – Hawaii 95.3 percent, Washington 95.2 percent, Nevada 94.8 percent, Arizona 94.2 percent, Oregon 93.3 percent, and Michigan 92.9 percent.
- California's 2004 restraint use in passenger vehicle fatalities was 52.5 percent**. This is significantly better than the national average of 41.4 percent, and the fifth best in the nation. Of the five most populated states, only Texas at 53.2 percent recorded a better rate. In 2004, NHTSA estimates that 481* unrestrained vehicle occupants would have survived their crash had they simply buckled up.
- California's teen seat belt use rate jumped six percentage points from 82.6 percent in 2004 to 88.6 percent in 2005.
- California's 2005 child safety seat usage rate is 86.9 percent.
- Vehicle occupants age four and under who were killed or injured decreased 18.8 percent from 2,763 in 2003 to 2,245 in 2004.
- In 2004, the total number of fatal crashes involving pedestrians was 693 – down from 713 in 2003.



* SWITRS ** FARS

California Office of Traffic Safety



Mission

The California Office of Traffic Safety's mission is to obtain and effectively administer traffic safety grant funds to reduce deaths, injuries and economic losses resulting from traffic-related collisions.

Vision

The Office of Traffic Safety will help California achieve the fewest traffic related fatalities in the nation.

Values

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

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

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

Teamwork: OTS recognizes and encourages the benefits of team-building and teamwork.

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

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

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

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

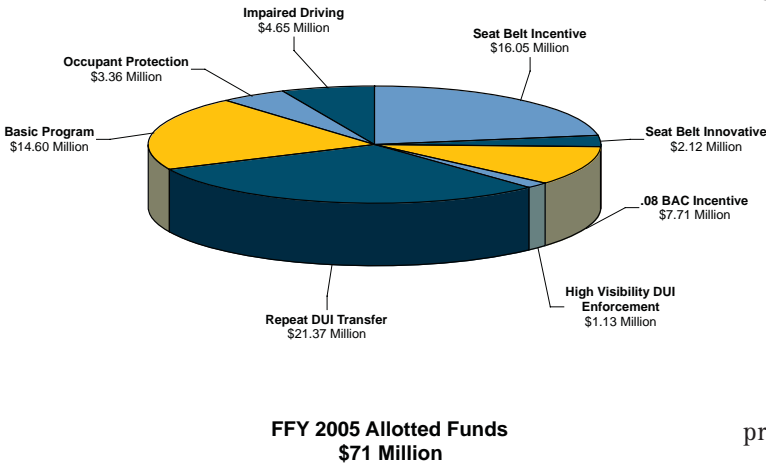
Collaboration: OTS values working with other agencies, private sector businesses and community organizations to expand resources and extend our messages.

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

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

How Does California Receive Funding?

The OTS Highway Safety program is a partnership effort between the federal government (National Highway Traffic Safety Administration – NHTSA) and the states. The partnership was created when Congress passed the Highway Safety Act of 1966. The funding for California Federal Fiscal Year (FFY) 2005 resulted from the passage of the Transportation Equity Act for the 21st Century (TEA-21). This was a six-year bill which was passed in 1998, but was carried forward into FFY 2005. Funding included the base program (402) and several incentive programs. California qualified for the incentive funds using our stringent traffic safety laws (e.g., immediate license suspension for first offender drunk drivers) and our effective programs (e.g., underage drinking prevention programs).



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

These grants support planning to identify highway safety problems, provide start up “seed” money for new programs and give new direction to existing safety programs. The funds are intended to create and help sustain innovative programs at the state and local level, and leverage commitments of state, local and private resources. This Annual Performance Report, required by NHTSA (23 CFR Part 1200) and the California Vehicle Code (Section 2905), provides an update of traffic safety projects active throughout the State of California as approved in our HSP for FFY 2005.

Moving Forward

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

External

- Fund five Traffic Safety Resource Prosecutors (TSRP's) to provide specialized expertise needed for local prosecutors. TSRP's will help ensure that all prosecutors have ready access to the information and resources they need to meet and overcome all-too-common hurdles in Driving Under the Influence (DUI) prosecutions.
- Fund two Law Enforcement Liaison (LEL) officers to encourage coordination and participation of law enforcement agencies in the OTS "Click It or Ticket," Sobriety Checkpoint mini-grant programs and DUI "Avoid" Campaigns. The LEL's will also help police departments submit nominations for the California Law Enforcement Challenge. The LEL's will network with police departments to determine gaps in best practices and funding needs that can be addressed with OTS funding. Additionally, the LEL's will promote the new OTS "Grants Made Easy" program for law enforcement and facilitate, in any way possible, submission of successful grant applications.
- Fund a Judicial Liaison to develop a network of contacts with judges and judicial educators to provide educational materials and information and to help support educational efforts in traffic safety.
- Fund the implementation of a statewide program to bring a plethora of proven education programs to middle and high school students that may include



Real DUI Trials, "Courtroom to School Room" and the "Courage to Live" programs. 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.

- Work with the California Highway Patrol (CHP) to develop a statewide program focusing on teen seat belt use. The program would include conducting High School Seat Belt Challenge programs, which are designed to raise awareness and promote seat belt use through a good-natured, student run competition on high school campuses. Seat belt enforcement will be conducted near high schools.

Moving Forward

- Fund a statewide probation department program targeting repeat DUI offenders to increase compliance with court-ordered conditions of probation through the combined efforts of enforcement and surveillance activities.
- Use OTS Crash Rankings to identify cities with disproportionate numbers of traffic collisions. The OTS Regional Coordinators will meet with traffic safety professionals in those cities to discuss remedies to the problems. The Coordinators will help the cities to develop innovative programs utilizing various agencies within the cities to combat the particular problems in a comprehensive and collaborative fashion. Proposals will be submitted to OTS for inclusion into the HSP for FFY 2007.
- Expand efforts to increase sobriety checkpoints and lead innovative efforts targeting repeat DUI offenders and hardcore drunk drivers, including DUI warrant service patrols, court sting operations and stakeouts to capture those multiple DUI offenders and hardcore drinking drivers who violate probation or fail to appear in court. OTS will expand the DUI Checkpoint mini-grant program to include more cities and allow for checkpoints outside of the Federal Mobilization dates.
- Strategically build upon existing Avoid DUI enforcement and education programs to touch the entire state and support efforts to again bring the issue of DUI to the attention of all Californians. OTS will work diligently to “close the gap” by encouraging law enforcement agencies in all areas of the state to actively take part in Avoid DUI programs. There are only a few parts of the state where regional Avoid programs are not active and OTS staff will continue to use proactive methods to find host agencies to coordinate regional programs.
- Enhance and expand existing multi-faceted approach to DUI that supports successful, results-oriented programs combining education, prevention, enforcement and prosecution. OTS requested NHTSA conduct an assessment of California DUI programs and NHTSA will make arrangements for that assessment to be held in summer 2006. This assessment includes a panel of DUI experts from throughout the nation who will review and analyze our programs, interview key individuals and provide DUI program recommendations.
- Promote 30-day vehicle impound programs targeting drivers with suspended or revoked licenses. A component of this effort may include the development of “hot sheets” that will be distributed to local law enforcement personnel to aid in the apprehension of these drivers. A pilot “hot sheet” program will be implemented with an eye to replication in other parts of the state.
- Continue to focus on increasing seat belt use and public information to educate Californians about the life-saving benefits of seat belt use on each and every ride. Seat belts are the single most effective motor vehicle occupant safety device yet developed for older children and adults. OTS will expand the seat belt mini-grant program to allow university and college police departments to participate. Additionally, OTS will expand statewide seat belt enforcement and outreach to age groups who are not buckling up, with a special focus on teens.



Moving Forward

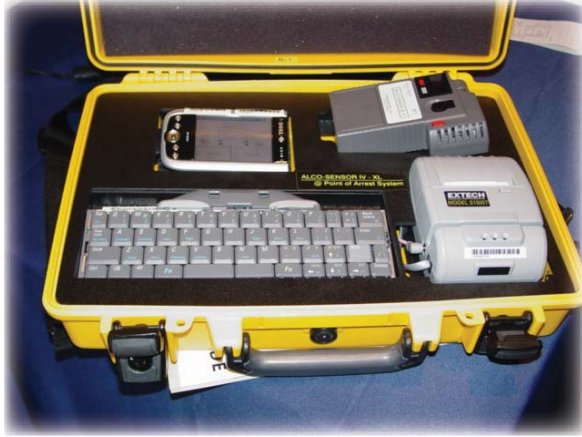
- Continue to provide safety helmets and child safety seats to parents and families in need. At the same time, OTS will ensure parents receiving this life-saving equipment have the training necessary to correctly use the safety device.
- Collaborate with the CHP and other state agencies to examine and analyze demographic trends and establish traffic safety benchmarks associated with the “Youthquake” population of young drivers that is currently hitting California. OTS first forecasted the impact of Youthquake in 1997, predicting that the State would experience a 33.5 percent increase in teens age 15–19 by 2007 and with that, an increase in traffic crashes. We will seek to develop new strategies to meet this specific need. Partnerships, joint efforts and strong associations with the media will shed a new light on this challenging arena.
- Develop traffic safety programs for the hard to reach population comprised of youth 10–18 years of age. Collisions involving this age group, as drivers, passengers, pedestrians and bicyclists, due to DUI, illegal street racing, speeding, reckless driving, etc. are climbing. More innovative programs covering all types of traffic safety areas are needed at the regional level, which can be replicated by jurisdictions of all sizes.
- Work to expand underage drinking enforcement statewide through mini-grants to local law enforcement, providing Responsible Beverage Service training to licensed alcohol outlets. OTS will also expand college DUI prevention programs to additional colleges.
- Continue our long-term traffic safety partnership with our US Air Force Thunderbirds Air Demonstration Squadron, the US Navy Blue Angels and the



US Marine Corps Fat Albert Airlines to conduct photography sessions with peace officers, fire officials and children. Grantees use the photography to create multimedia products such as posters, calendars, mouse pads and refrigerator magnets showing these military teams' pilots endorsing traffic safety practices such as safety helmet usage, seat belt usage, sober driving and using sober designated drivers.

- Continue to fund projects that support under-served communities. The risk of being injured or killed in a traffic crash is disproportionately high for members of certain groups as defined by race, ethnicity, socioeconomic status and cultural practices. Latinos, African Americans and Native Americans are among the most severely affected. Understanding the factors that contribute to these risks is difficult, in part because data that would identify victims as members of these groups is difficult to find.
- Continue our involvement in the OTS sponsored “Older Driver Task Force,” headed now by CHP, to plan and develop programs to address the needs of the older drivers and pedestrians to decrease crash and injury risks now and in the future. Mobility is crucial to the social, physical and economic health of all Californians and one's drivers license is a key component. The “baby boomer” generation, those born between 1946 and 1964, is now approaching maturity, which means the number of older drivers will increase substantially.

Moving Forward



- Stay abreast of all the latest technological innovations and think creatively about countermeasures to confront potential traffic safety problems, including the use of evidence-based technologies such as red light running cameras, vehicle speed feedback signs, flashing beacons at school crosswalks, in-roadway warning lights at crosswalks and countdown pedestrian signals.
- Continue to embrace automation programs that produce timesaving and operational efficiencies, as part of our effort to utilize technological advances to conduct business and save lives. For example, OTS will continue to provide funding to automate the traffic citation and DUI arrest processes. These systems greatly enhance accuracy and eliminate the redundant entry of information. Another example of efficient use of technology is the application of automated collision diagramming to pinpoint key problem areas and identify appropriate solutions. OTS staff will assess the use of countywide Geographical Information System (GIS) programs and facilitate efforts to gain countywide programs through OTS grants.
- Ensure law enforcement has the necessary training and education/information to effectively enforce key traffic safety laws, such as the substantial

increase in fines for seat belt violations. This training is also critical as it relates to illegal street racing, as the ability to conduct inspections of illegally modified vehicles is a key component of prevention. Continue training and education for new prosecutors and judges to enhance their ability to realize excellence in the adjudication of DUIs.

- Coordinate the development and implementation of regional emergency medical services programs to ensure rural communities have access to the latest “state-of-the-art” rescue and extrication equipment. Regions will conduct assessments of their area to determine the needs and to provide for the best use of funded equipment.

Internal

- Continue working closely with the Federal Government to ensure California receives its fair share of federal funding.
- Develop a Strategic Business Plan.
- Promote the recently developed “Grants Made Easy,” a new grant proposal process designed specifically for local law enforcement agencies. Grants Made Easy significantly reduces the paperwork and time required to submit a proposal and finalize a grant



Moving Forward



agreement. This new program also streamlines the reporting requirements by limiting the Quarterly Performance Report to two pages and eliminating the Final Report. In addition, Grants Made Easy will enable OTS staff to significantly reduce the number of days required to process new grants. This innovative grant application process is a direct result of OTS' Performance Improvement Initiative to enhance efficiency and effectiveness.

- Continue the Performance Improvement Initiative to streamline the grant application and reporting processes. OTS will look toward conducting as much business as possible over the Internet. Using the Internet as a tool can streamline processes and save valuable time and effort.
- Get the money out quicker, reducing the time between the receipt of federal funds and distribution of those funds to cities/counties and state departments.
- Enhance accountability by expanding and redefining performance measurements.
- Utilize existing staff to conduct internal audit and mapping of processes to identify and implement new efficiencies.

- Develop an employee recognition program to properly recognize employees going above and beyond.
- Conduct regional Grant Writing Workshops.

Marketing And Public Affairs

- Profile innovative, California-owned safety programs. This also includes effectively communicating the lifesaving and economic savings of traffic safety practices.
- Develop and execute meaningful public education programs designed to engage Californians, not just inform, thereby contributing to a measurable change in behavior. These efforts will also include campaign specific advertising (e.g., DUI, seat belts, inattention or distracted driving and teens).
- Spotlight California's traffic safety successes and innovative grant programs, strategically linking successful programs and focusing on key program areas that make a difference.

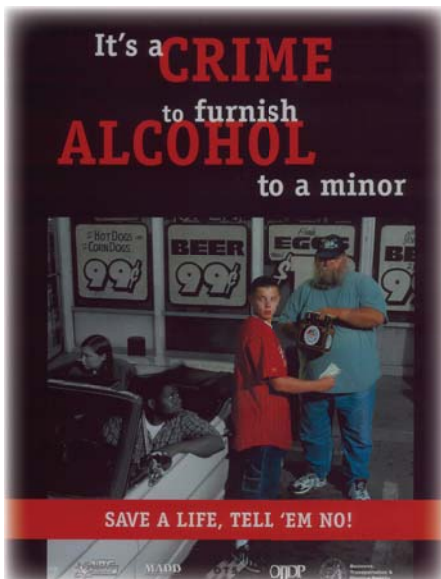


Areas of Concentration

States are encouraged to identify needs in each of the nationally designated program priority areas but OTS has the flexibility to determine additional program areas and the amount of funding allocated to each. The areas chosen for funding in FFY 2005 were:

Alcohol And Other Drugs

This program aims to prevent people from driving while under the influence of alcohol or other drugs and to remove DUI drivers from the road. Our programs use a comprehensive approach by funding educational, prevention and enforcement programs and by focusing on high-risk groups. Grant programs include interactive youth education; college campus programs; intensive public information campaigns; education for judges and prosecutors; community organization involvement; equipment purchases including preliminary alcohol screening devices, portable evidential breath testing devices and checkpoint trailer purchases; undercover and sting operations; felony DUI warrant services; DUI probation revocation programs; sobriety checkpoints and DUI roving patrol enforcement; and countywide and regional DUI Avoid partnerships among local law enforcement agencies.



Occupant Protection

The most recent statewide seat belt survey, conducted in August 2005, reports a 92.5 percent seat belt use and a child safety seat use rate of 89.6 percent. Seat belt and child safety seat programs continue to focus on statewide and local public information campaigns, increased enforcement and community education, outreach and training. More specifically, the programs provide child safety seats to low-income families, conduct child safety seat check ups and target teens about using seat belts.

Community Based Organizations (CBO)

OTS generally defines CBOs as nongovernmental agencies organized to work together on a community-based issue, need or problem. The effectiveness of public safety projects relies heavily on community access. This program substantiates the belief that CBO/governmental agency alliances will enhance community access and message credibility in promoting traffic safety within individual communities.

Areas of Concentration

Emergency Medical Services (EMS)

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

Public Relations, Advertising and Marketing

The cornerstone of all OTS marketing and public relations efforts are programs that focus on traffic safety education and enforcement. Campaigns such as Drunk and Drugged Driving (3D) Prevention Month have gained national recognition for calling attention to the magnitude and severity of DUI; while others such as Child Passenger Safety Week emphasize occupant protection. Many campaigns are held in connection with the more than 350 local grantees, which implement their own traffic safety programs at the local level.

Pedestrian and Bicycle Safety

OTS grantees conduct traffic safety rodeos and presentations in an effort to increase awareness among various age groups. There is a special emphasis on programs designed exclusively for the hard to reach population at the middle and high school levels. These programs are developed to be attractive and interactive in an effort to truly impact the students with "cool" traffic safety messages. At the elementary school level, parents and teachers are drawn into the programs as active role models and mentors in traffic safety. Comprehensive public information campaigns in two or more languages also play a crucial role.

To boost compliance with the law and decrease injuries, safety helmets are properly fitted and distributed to children in need for use with bicycles, scooters, skateboards and skates. Court diversion courses are established in several communities for those violating the safety helmet law. Other outreach endeavors were established for programs targeting the senior population along with a multicultural approach addressing safer driving and walking behaviors.

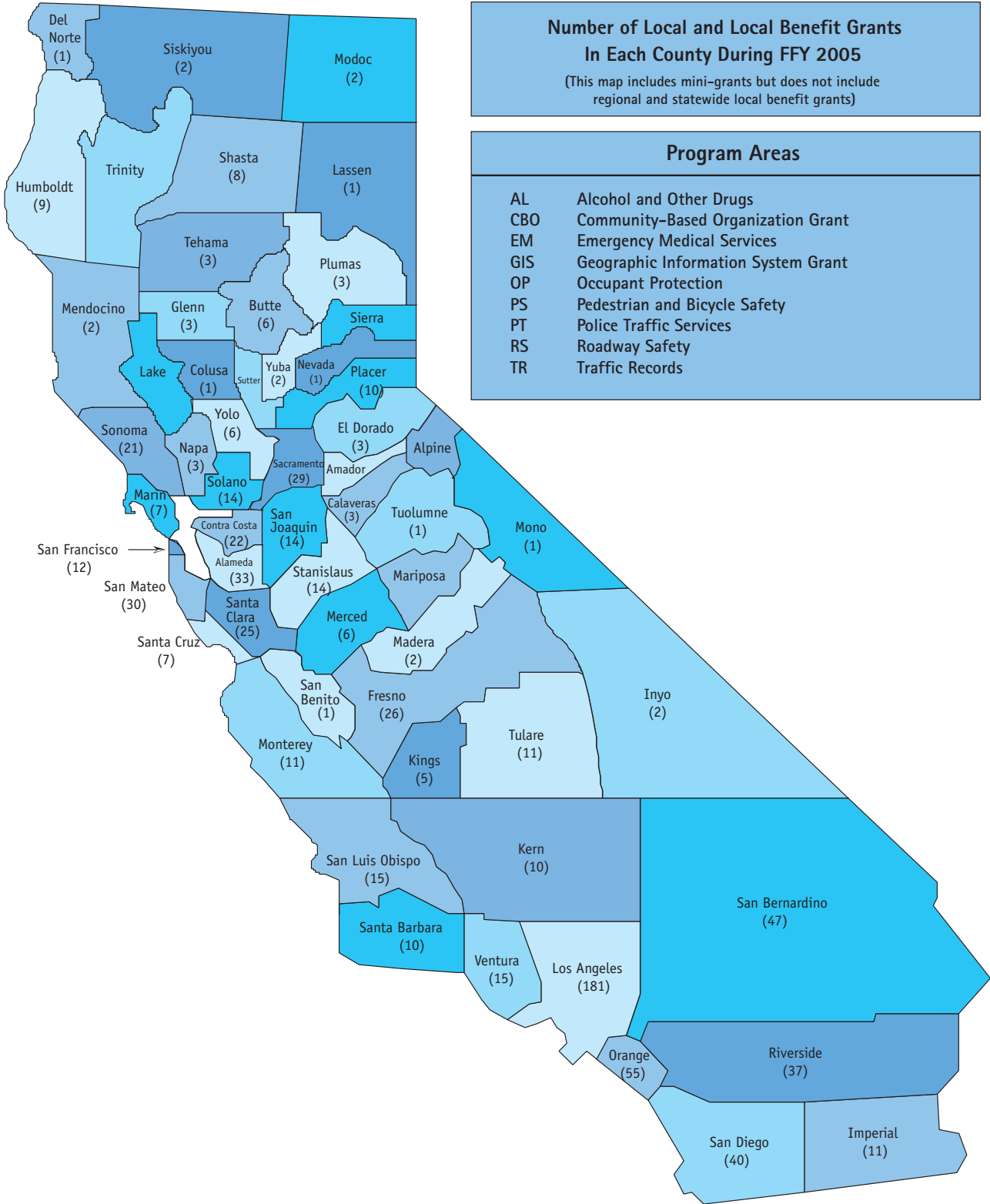
Police Traffic Services (PTS)

The PTS program focuses on a comprehensive approach to enforce and encourage compliance with seat belt use, impaired driving, speed limit, red light running and other traffic laws. The grants are highly effective in reducing traffic collisions through selective enforcement and education. These comprehensive programs achieve a significant and long lasting impact in reducing fatal and injury collisions and peripheral crime. Under these programs, a community uses all available public and private resources to identify and attack all of its significant traffic safety problems.

Roadway Safety/Traffic Records

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

2005 Project Distribution



FY 2005 Project Distribution

Local Grants

Alameda County (33):

1-AL AVOID Grant
 2-AL Education Grants
 5-AL Enforcement Grants
 7-AL Enforcement Mini-Grants
 7-OP Enforcement Mini-Grants
 1-PS Education Grant
 2-PS Equipment Grants
 1-PT Education Grant
 2-PT Enforcement Grants
 1-PT Equipment Grant
 4-RS Equipment Grants

Butte County (6):

1-AL Education Grant
 2-AL Enforcement Grants
 1-EM Equipment Grant
 1-OP Enforcement Mini-Grant
 1-RS Equipment Grant

Calaveras County (3):

1-EM Equipment Grant
 1-OP Education Grant
 1-OP Enforcement Mini-Grant

Colusa County (1):

1-OP Enforcement Mini-Grant

Contra Costa County (22):

1-AL AVOID Grant
 1-AL Education Grant
 4-AL Enforcement Grants
 4-AL Enforcement Mini-Grants
 1-EM Equipment Grant
 8-OP Enforcement Mini-Grants
 2-PT Enforcement Grants
 1-PT Equipment Grant

Del Norte County (1)

1-OP Enforcement Mini-Grant

El Dorado County (3)

1-AL Enforcement Grant
 2-EM Equipment Grants

Fresno County (26)

2-AL AVOID Grants
 4-AL Enforcement Grants
 4-AL Enforcement Mini-Grants
 1-CB Education Grant
 2-OP Education Grants
 7-OP Enforcement Mini-Grants
 1-PS Equipment Grant
 3-PT Enforcement Grants
 1-PT Equipment Grant
 1-RS GIS Grant

Humboldt County (9)

2-AL Enforcement Grants
 1-CB Grant
 4-OP Enforcement Mini-Grants

1-PS Equipment Grant
 1-TR Equipment Grant

Imperial County (11)

1-AL Education Grant
 2-AL Enforcement Mini-Grants
 1-EM Equipment Grant
 1-OP Education Grant
 5-OP Enforcement Mini-Grants
 1-PT Equipment Grant

Inyo County (2)

1-OP Education Grant
 1-PT Enforcement Grant

Kern County (10)

1-AL Enforcement Grant
 3-AL Enforcement Mini-Grants
 1-EM Equipment Grant
 1-OP Education Grant
 4-OP Enforcement Mini-Grants

Kings County (5)

2-AL Enforcement Mini-Grants
 2-OP Enforcement Mini-Grants
 1-PT Equipment Grant

Lassen County (1)

1-OP Enforcement Mini-Grant

Los Angeles County (181)

3-AL AVOID Grants
 3-AL Education Grants
 27-AL Enforcement Grants
 41-AL Enforcement Mini-Grants
 1-AL Equipment Grant
 1-AL Records Grant
 1-AL Training Grant
 3-CB Grants
 1-EM Education Grant
 3-OP Education Grants
 63-OP Enforcement Mini-Grants
 2-PS Education Grants
 4-PS Education Grants
 3-PS Enforcement Grants
 7-PS Equipment Grants
 1-PS Education Grant
 1-PT Education Grant
 2-PT Education Grants
 8-PT Enforcement Grants
 1-PT Equipment Grant
 1-PT Education Grant
 3-RS Equipment Grants
 1-RS GIS Grant

Madera County (2)

1-OP Enforcement Mini-Grant
 1-PS Equipment Grant

Marin County (7)

2-AL AVOID Grants
 1-AL Enforcement Mini-Grant
 3-OP Enforcement Mini-Grants
 1-PS Enforcement Grant

Mendocino County (2)

1-AL Enforcement Mini-Grant
 1-RS Equipment Grant

Merced County (6)

1-AL Enforcement Mini-Grant
 1-OP Education Grant
 1-OP Enforcement Mini-Grant
 1-PS Equipment Grant
 2-PT Enforcement Grants

Modoc County (2)

1-OP Enforcement Mini-Grant
 1-RS Equipment Grant

Mono County (1)

1-OP Enforcement Mini-Grant

Monterey County (11)

1-AL AVOID Grant
 1-AL Enforcement Grant
 3-AL Enforcement Mini-Grants
 1-CB Education Grant
 4-OP Enforcement Mini-Grants
 1-PT Enforcement Grant

Napa County (3)

1-AL AVOID Grant
 1-AL Enforcement Grant
 1-OP Enforcement Mini-Grant

Nevada County (1)

1-OP Enforcement Mini-Grant

Orange County (55)

2-AL AVOID Grants
 3-AL Education Grants
 10-AL Enforcement Grants
 14-AL Enforcement Mini-Grants
 1-CB CBO
 1-CB Education Grant
 18-OP Enforcement Mini-Grants
 1-PS Education Grant
 3-PS Equipment Grants
 2-PT Enforcement Grants

Placer County (10)

1-AL AVOID Grant
 2-AL Enforcement Grants
 1-AL Enforcement Mini-Grant
 1-EM Equipment Grant
 1-OP Education Grant
 4-OP Enforcement Mini-Grants

Plumas County (3)

1-AL Enforcement Grant
 2-EM Equipment Grants

Riverside County (37)

2-AL AVOID Grants
 5-AL Enforcement Grants
 5-AL Enforcement Mini-Grants
 1-AL Evaluation Grant
 1-CB Grant
 1-EM Equipment Grant
 1-EM Equipment Grant
 10-OP Enforcement Mini-Grants
 1-PS Education Grant
 9-PT Enforcement Grants
 1-RS GIS Grant

Sacramento County (29)

1-AL AVOID Grant
 1-AL Education Grant
 2-AL Education Grants
 4-AL Enforcement Grants
 1-AL Enforcement Mini-Grant
 2-AL Equipment Grants
 1-AL Training Grant
 3-OP Education Grants
 1-OP Enforcement Grant
 3-OP Enforcement Mini-Grants
 2-PS Education Grants
 2-PT Education Grants
 5-PT Enforcement Grants
 1-RS GIS Grant

San Benito County (1)

1-PT Enforcement Grant

San Bernardino County (47)

2-AL AVOID Grants
 8-AL Enforcement Grants
 14-AL Enforcement Mini-Grants
 1-AL Evaluation Grant
 1-CB CBO
 1-EM Equipment Grant
 1-OP Corridor Safety Grant
 14-OP Enforcement Mini-Grants
 1-PS Equipment Grant
 1-PS Education Grant
 1-PT Enforcement Grant
 2-RS Equipment Grants

San Diego County (40)

1-AL AVOID Grant
 1-AL Education Grant
 1-AL Education Grant
 8-AL Enforcement Grants
 10-AL Enforcement Mini-Grants
 1-CB CBO
 1-OP Education Grant
 8-OP Enforcement Mini-Grants
 2-PS Education Grants
 1-PS Equipment Grant
 1-PT Education Grant
 3-PT Enforcement Grants
 1-RS Education Grant
 1-RS Records Grant

2005 Project Distribution

San Francisco County (12)

- 1-AL AVOID Grant
- 2-AL Enforcement Grants
- 1-AL Enforcement Mini-Grant
- 1-CB CBO
- 1-CB Education Grant
- 1-EM Education Grant
- 2-OP Enforcement Mini-Grants
- 1-PS Education Grant
- 2-PT Enforcement Grants

San Joaquin County (14)

- 1-AL Education Grant
- 2-AL Enforcement Grants
- 3-AL Enforcement Mini-Grants
- 1-OP Education Grant
- 4-OP Enforcement Mini-Grants
- 1-PS Education Grant
- 1-PT Enforcement Mini-Grant
- 1-RS Equipment Grant

San Luis Obispo County (15)

- 2-AL AVOID Grants
- 2-AL Enforcement Grants
- 1-AL Enforcement Mini-Grant
- 2-EM Equipment Grants
- 5-OP Enforcement Mini-Grants
- 2-PT Enforcement Grants
- 1-PT Equipment Grant

San Mateo County (30)

- 1-AL AVOID Grant
- 3-AL Enforcement Grants
- 6-AL Enforcement Mini-Grants
- 1-CB CBO
- 1-EM Equipment Grant
- 1-OP Education Grant
- 1-OP Enforcement Grant
- 9-OP Enforcement Mini-Grants
- 3-PS Equipment Grants
- 2-PT Enforcement Grants
- 1-PT Equipment Grant
- 1-RS GIS Grant

Santa Barbara County (10)

- 4-AL Enforcement Grants
- 1-AL Enforcement Mini-Grant
- 1-EM Equipment Grant
- 4-OP Enforcement Mini-Grants

Santa Clara County (24)

- 1-AL AVOID Grant
- 1-AL Education Grant
- 2-AL Enforcement Grants
- 7-AL Enforcement Mini-Grants
- 7-OP Enforcement Mini-Grants
- 2-PS Education Grants
- 2-PT Enforcement Grants
- 2-RS Equipment Grants

Santa Cruz County (7)

- 1-AL AVOID Grant
- 1-AL Enforcement Grant
- 3-OP Enforcement Mini-Grants
- 1-PT Enforcement Grant
- 1-TR Equipment Grant

Shasta County (8)

- 3-AL Enforcement Grants
- 1-AL Enforcement Mini-Grant
- 1-CB CBO
- 1-CB Education Grant
- 2-OP Enforcement Mini-Grants

Siskiyou County (2)

- 2-OP Enforcement Mini-Grants

Solano County (14)

- 1-AL AVOID Grant
- 4-AL Enforcement Grants
- 2-AL Enforcement Mini-Grants
- 4-OP Enforcement Mini-Grants
- 1-PS Equipment Grant
- 1-PT Education Grant
- 1-PT Enforcement Grant

Sonoma County (21)

- 1-AL AVOID Grant
- 4-AL Enforcement Grants
- 2-AL Enforcement Mini-Grants
- 2-EM Equipment Grants
- 8-OP Enforcement Mini-Grants
- 1-PT Education Grant
- 2-PT Enforcement Grants
- 1-RS Equipment Grant

Stanislaus County (14)

- 1-AL AVOID Grant
- 1-AL Enforcement Grant
- 2-AL Enforcement Mini-Grants
- 1-EM Equipment Grant
- 7-OP Enforcement Mini-Grants
- 1-PS Equipment Grant
- 1-PT Education Grant

Tehama County (3)

- 1-AL Enforcement Grant
- 1-OP Enforcement Mini-Grant
- 1-RS Equipment Grant

Tulare County (11)

- 1-AL Education Grant
- 4-AL Enforcement Grants
- 2-AL Enforcement Mini-Grants
- 1-EM Equipment Grant
- 2-OP Enforcement Mini-Grants
- 1-PS Education Grant

Tuolumne County (3)

- 1-EM Equipment Grant
- 1-OP Enforcement Mini-Grant
- 1-RS Equipment Grant

Ventura County (15)

- 2-AL Enforcement Grants
- 3-AL Enforcement Mini-Grants
- 6-OP Enforcement Mini-Grants
- 1-PT Corridor Safety Grant
- 1-PT Enforcement Grant
- 1-PT Equipment Grant
- 1-RS Equipment Grant

Yolo County (6)

- 2-AL Enforcement Grants
- 1-OP Enforcement Mini-Grant
- 1-PT Education Grant
- 1-PT Enforcement Grant
- 1-RS Equipment Grant

Yuba County (2)

- 1-AL Enforcement Mini-Grant
- 1-OP Enforcement Mini-Grant

Regional and Statewide Impact Grants

Alcoholic Beverage Control (1)

- 1-AL Education Grant

California Department of Alcohol and Drug Programs (1)

- 1-AL Education Grant

California Department of Alcoholic Beverage Control (5)

- 3-AL Enforcement Grants
- 1-AL Equipment Grant
- 1-AL Training Grant

California Department of Health Services (2)

- 1-OP Education Grant
- 1-OP Training Grant

California Department of Justice (1)

- 1-AL Equipment Grant

California Department of Motor Vehicles (9)

- 4-AL Evaluation Grants
- 1-AL Records Grant
- 1-RS Education Grant
- 2-TR Evaluation Grants
- 1-TR Records Grant

California Department of Social Services (1)

- 1-CB Grant

California Department of Transportation (8)

- 2-AL Education Grants

- 1-CB Grant
- 1-PS Training Grant
- 1-RS Corridor Safety Grant
- 1-RS Education Grant
- 1-RS Equipment Grant
- 1-RS Evaluation Grant

California Highway Patrol (31)

- 2-AL Education Grants
- 12-AL Enforcement Grants
- 1-CB Grant
- 1-OP Education Grant
- 2-OP Enforcement Grants
- 1-PS Corridor Safety Grant
- 2-PT Education Grants
- 9-PT Enforcement Grants
- 1-PT Equipment Grant

California Public Utilities Commission (1)

- 1-RS Equipment Grant

California State University, Fresno (3)

- 2-AL Education Grants
- 1-OP Evaluation Grant

Department of Motor Vehicles (1)

- 1-TR Evaluation Grant

Emergency Medical Services Authority (1)

- 1-EM Equipment Grant

Judicial Council of California (3)

- 2-AL Training Grants
- 1-TR Records Grant

San Diego State University (1)

- 1-PS Education Grant

San Joaquin County (1)

- 1-AL Education Grant

The Regents of the University of California, Davis (1)

- 1-AL Education Grant

The Regents of the University of California, Berkeley (3)

- 2-PT Training Grants
- 1-RS Training Grant

University of California, Berkeley (4)

- 2-AL Evaluation Grants
- 1-PT Evaluation Grant
- 1-RS Evaluation Grant

Program Goals and Accomplishments

Overall Program Goal

To facilitate activities/programs which contribute toward reducing the Mileage Death Rate (MDR) from the 2002 rate of 1.27 fatalities per 100,000,000 Vehicle Miles of Travel (VMT) to 1.0 by the year 2008. The state is currently at an MDR level of 1.25, while the national MDR is 1.48.

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 MDR 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, have resulted in the significant decline in deaths and injuries to date.

Accomplishments

The MDR in California declined over the years to a low of 1.19 in 1999. However, in 2000 the MDR increased to 1.22, then to 1.26 in 2001 and to 1.33 in 2003. In 2004, the MDR decreased to 1.25 deaths per 100 million VMT, and this is well below the national MDR of 1.48.



Alcohol And Other Drugs

Statewide Goals

- To decrease the number of persons killed in alcohol-involved collisions three percent from the calendar year 2002 total of 1,416 to 1,374 by December 31, 2005.
- To decrease the number of persons injured in alcohol-involved collisions two percent from the calendar year 2002 total of 32,041 to 31,401 by December 31, 2005.
- To reduce Alcohol Related Fatalities (ARF) per 100 million VMT by .02 from the calendar year 2002 rate of 0.50 to 0.48 by December 31, 2005.
- To reduce the percentage of drivers in fatal crashes with a Blood Alcohol Content (BAC) of .08 or above by 0.8 percentage points from the calendar year 2002 rate of 13.8 percent to 13.0 percent, by December 31, 2005.
- To reduce Had Been Drinking (HBD) underage drivers (under age 21) in fatal and injury collisions by two percent from the calendar year 2002 total of 2,396 to 2,349 by December 31, 2005.
- To reduce HBD drivers age 19-25 in fatal collisions by seven percent from the calendar year 2002 total of 321 to 299 by December 31, 2005.

Accomplishments

- Persons killed in alcohol-involved collisions increased 3.1 percent from 1,416 in 2002 to 1,462 in 2004.

Program Goals and Accomplishments

- Persons injured in alcohol-involved collisions decreased 1.6 percent from 32,041 in 2002 to 31,538 in 2004.
- ARF per 100 million VMT remained unchanged in 2004 at .50.
- In 2004, the percentage of drivers in fatal crashes with a BAC of .08 or above was 15.2 percent, an increase of 1.4 percentage points from the 2002 rate of 13.8 percent.
- HBD drivers under age 21 involved in fatal and injury collisions decreased 2.6 percent from 2,396 in 2002 to 2,333 in 2004.
- HBD drivers age 19-25 involved in fatal collisions increased .1 percent from 321 in 2002 to 323 in 2004.

Occupant Protection

Statewide Goals

- To increase statewide seat belt compliance 1.3 percentage points from the 2002 compliance rate of 91.2 percent to 92.5 percent by December 31, 2005.
- To increase statewide child safety seat compliance 2.0 percentage points from the 2002 compliance rate of 85.6 percent to 87.6 percent by December 31, 2005.
- To reduce the number of vehicle occupants killed and injured under the age of four, two percent from the calendar year 2002 total of 2,946 to 2,887 by December 31, 2005.
- To increase the percent of restrained vehicle occupant fatalities 1.3 percentage points from

the base year 2002 rate of 53.7 percent to 55.0 percent by December 31, 2005.

Accomplishments

- The seat belt use rate increased 2.1 percentage points from the 2004 rate of 90.4 percent to 92.5 percent in 2005.
- The child safety seat use rate increased three percentage points from the 2002 rate of 85.6 percent to 86.9 percent in 2005.
- Vehicle occupants under the age of four killed and injured dropped 24.1 percent from the 2002 base year total of 2,946 to 2,235 in 2004.
- The number of restrained vehicle occupant fatalities, as a percent of all vehicle occupant fatalities, increased 8.7 percentage points from the base year 2002 rate of 53.7 percent to 62.4 percent in 2004.

Pedestrian And Bicycle Safety

Statewide Goals

- To reduce the total number of pedestrians killed five percent from the calendar year 2002 total of 702 to 667 by December 31, 2005.



Program Goals and Accomplishments



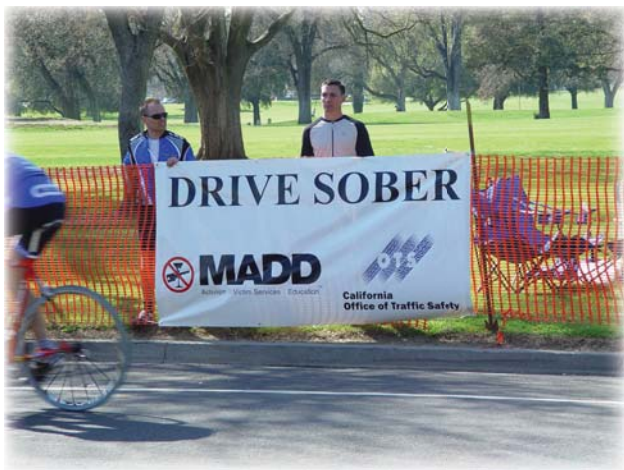
- To reduce the total number of pedestrians injured three percent from the calendar year 2002 total of 14,377 to 13,946 by December 31, 2005.
- To reduce the number of pedestrians killed under age 15 by eight percent from the calendar year 2002 total of 60 to 55 by December 31, 2005.
- To reduce the number of pedestrians injured under age 15 by 10 percent from the calendar year 2002 total of 3,980 to 3,582 by December 31, 2005.
- To reduce the number of pedestrians killed, age 65 and older by five percent from the calendar year 2002 total of 172 to 164 by December 31, 2005.
- To reduce the number of pedestrians injured, age 65 and older by three percent from the calendar year 2002 total of 1,353 to 1,312 by December 31, 2005.
- To reduce the total number of bicyclists killed seven percent from the calendar year 2002 total of 125 to 116 by December 31, 2005.
- To reduce the total number of bicyclists injured three percent from the calendar year 2002 total of 11,462 to 11,119 by December 31, 2005.
- To reduce the number of bicyclists killed under age 15 by ten percent from the calendar year 2002 total of 19 to 17 by December 31, 2005.
- To reduce the number of bicyclists injured under age 15 by five percent from the calendar year 2002 total of 3,080 to 2,926 by December 31, 2005.
- To increase the percent of helmeted bicyclists killed 3.3 percentage points from the base year 2002 rate of 18.4 percent to 21.7 percent by December 31, 2005.

Accomplishments

- Pedestrians killed decreased 1.3 percent from the 2002 base year total of 702 to 693 in 2004.
- Pedestrians injured decreased 3.4 percent from the 2002 base year total of 14,377 to 13,889 in 2004.
- Pedestrians under age 15 killed decreased five percent from the 2002 base year total of 60 to 57 in 2004.
- Pedestrians under age 15 injured decreased 4.3 percent from the 2002 base year total of 3,980 to 3,409 in 2004.
- Pedestrians age 65 and older killed decreased 5.2 percent from the 2002 base year total of 172 to 163 in 2004.

Program Goals and Accomplishments

- Pedestrians age 65 and older injured decreased 5.5 percent from the 2002 base year total of 1,353 to 1,279 in 2004.
- Bicyclists killed decreased 1.6 percent from the 2002 base year total of 125 to 123 in 2004.
- Bicyclists injured decreased 3.3 percent from the 2002 base year total of 11,462 to 11,085 in 2004.
- Bicyclists killed under age 15 dropped 42.1 percent from the 2002 base year total of 19 to 11 in 2004.
- Bicyclists injured under age 15 decreased 10.8 percent from the 2002 base year total of 3,080 to 2,749 in 2004.
- The percent of helmeted bicyclists killed as a percentage of all bicyclists killed rose 3.5 percentage points from the 2002 base year percentage of 18.4 percent to 21.9 percent in 2004.



Police Traffic Services

Statewide Goals

- To decrease the total number of persons killed in traffic collisions four percent from the calendar year 2002 total of 4,136 to 3,971 by December 31, 2005.
- To decrease the total number of persons injured in traffic collisions two percent from the calendar year 2002 total of 309,407 to 303,219 by December 31, 2005.
- To decrease the fatality and severe injury rate per 100 million VMT by 0.4 from the base year 2002 rate of 5.5 to 5.1 by December 31, 2005.
- To decrease the fatality rate per 100,000 population by 0.3 from the base year 2002 rate of 11.7 to 11.4 by December 31, 2005.
- To decrease the fatality and severe injury rate per 100,000 population by 1.2 from the base year 2002 total of 49.8 to 48.6 by December 31, 2005.
- To decrease the number of fatal intersection collisions three percent from the calendar year 2002 total of 669 to 649 by December 31, 2005.

Program Goals and Accomplishments

- To decrease the number of injury intersection collisions 2.0 percent from the calendar year 2002 total of 65,862 to 64,545 by December 31, 2005.

Accomplishments

- Persons killed in traffic collisions decreased 1.1 percent from the 2002 base year total of 4,136 to 4,092 killed in 2004.
- Persons injured in traffic collisions decreased 2.3 percent from the 2002 base year total of 309,407 to 302,176 injured in 2004.
- The fatality and severe injury rate per 100 million VMT decreased 0.1 percent from the 2002 base year rate of 5.5 to 5.4 in 2004.
- The fatality rate per 100,000 population decreased 0.4 percent from the 2002 base year rate of 11.7 to 11.3 in 2004.
- The fatality and severe injury rate per 100,000 population decreased 1.3 percent from the 2002 base year rate of 49.8 to 48.9 in 2004.
- Fatal intersection collisions rose 4.6 percent from the 2002 base year total of 669 to 700 in 2004.
- Injury intersection collisions fell 4.3 percent from the 2002 base year total of 65,862 to 63,031 in 2004.

Community Based Organizations (CBO)

Statewide Goals

- To effectively conduct a strategic, broad-based CBO funding plan through “umbrella” local and state governmental agencies.

- To award mini-grants to CBOs promoting traffic safety throughout their community.
- To assist CBOs to build capacity by sponsoring grant writing and media advocacy workshops and traffic safety training.

Accomplishments

- Thirty-one local and state government “umbrella” agencies directed CBO grants.
- These 31 agencies awarded 104 mini-grants to CBOs.
- Grantee agencies provided technical assistance to CBOs through four grant writing workshops.

Projects adopt the CBO concept of addressing traffic safety issues through non-governmental agencies organized to work together on a community-based issue, need, or problem. The effectiveness of traffic safety projects relies heavily on community access. This program substantiates the belief that CBO/governmental agency alliances enhance community access and message credibility. This outreach program firmly establishes CBOs as key stakeholders in promoting traffic safety within individual communities.



Program Goals and Accomplishments

Emergency Medical Services (EMS)

Statewide Goals

- To improve 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 “golden hour.”
- To improve California’s EMS delivery system through the replacement of outdated and unreliable emergency vehicles and equipment.
- To continue to assess, and improve California’s EMS communications system.

Accomplishments

- In order to facilitate the delivery of quality emergency services within the critical “golden hour,” OTS provided funding for training, life saving medical and rescue equipment, reliable communications equipment, education and emergency transportation.
- The EMS delivery system was improved in 111 California communities through the distribution of hydraulic extrication and other specialized rescue equipment, airbag lifting systems, emergency vehicles and ambulances.
- The communications system design is under development.
- The California EMS Information System was developed and implemented. This statewide data collection and reporting system provides its users with the capability to monitor and evaluate emergency medical services and trauma care.



Marketing And Public Affairs

OTS Marketing and Public Affairs profiles and highlights innovative marketing, advertising and public relations efforts and coordinates promotional strategies designed to increase safe driving practices. It also provides situational analysis, determination of objectives and budgets and media strategies for OTS grantees.

Dedicated to strengthening its involvement in the development of numerous effective public education campaigns, OTS Marketing and Public Affairs will design campaign messages that include market-focused Public Service Announcements for seat belt compliance and anti-DUI messaging around major U.S. holiday periods.

Public Relations, Advertising and Marketing

Goals

- The overall goal of OTS Marketing and Public Affairs is to aggressively advance successful statewide and regional traffic safety programs and campaigns that effect behavioral change, foster positive relationships and create effective traffic safety education and outreach programs.

Program Goals and Accomplishments

- In addition, this effort is designed to make safe driving the behavior of choice for all Californians, including diverse audiences and under-served communities.
- OTS Marketing and Public Affairs works to ensure that OTS accomplishes its mission of reducing fatalities, injuries and economic losses resulting from motor vehicle crashes.

Accomplishments

In 2005, OTS Public Affairs took a leadership role in several statewide and regional campaigns and events.

Click It or Ticket

OTS Public Affairs took a leadership role in the “Click It or Ticket” seat belt campaign in 2005 that included several elements: a \$3.1 million advertising buy during the May 16–June 5 seat belt mobilization; working with Caltrans, which placed 664 Click It or Ticket signs located every 50 miles on freeways, highways and county roads in California; and, working with the Department of Motor Vehicles, which placed Click It or Ticket messaging in many DMV field offices. In addition, police departments throughout the state shared the \$4.7 million in seat belt mini-grants that paid for the extra enforcement during the mobilization period. Working with the California Highway Patrol and



local enforcement agencies, the campaign contributed to California’s record 92.5 percent seat belt use rate in 2005.

Drunk and Drugged Driving (3D) Prevention Month

Expansion of the state’s regional Avoid anti-DUI program, coupled with participation of several State departments and other agencies highlighted the 2004 3D Month program. For the fourth consecutive year, “COPtails” events were held in five California cities that signaled the start of the campaign in Sacramento, San Francisco, Los Angeles, and Redding. COPtails promotes the use of designated drivers in a social arena with uniformed officers as the messenger. Two of the events (Sacramento and San Francisco) were tied directly with state Avoid holiday kickoffs, where law enforcement agencies join together to crack down on the drinking driver. 3D Month is a partnership between OTS, the CHP, the Department of Alcoholic Beverage Control (ABC) and the California Restaurant Association. The month-long campaign drew more than 350 electronic and print media placements valued at more than



Program Goals and Accomplishments

\$565,000. The campaign was recognized for excellence in 2005 by the California State Information Officers Council.

Sports & Entertainment Marketing

OTS is a national leader when it comes to sports and entertainment marketing. Now in its 11th year, the Sports & Entertainment marketing program includes partnerships with the Anaheim Angels, San Francisco Giants, Sacramento River Cats (baseball); Los Angeles Galaxy and San Jose Earthquakes (soccer), SleepTrain Amphitheater (concerts) and high school football. The campaign promotes seat belt use and anti-DUI messages to the more than 2 million people who cumulatively attend these events. OTS partners with local law enforcement, the CHP and local and regional OTS grantees for each event.

Seat Belt Mobilizations

Police departments throughout the state shared \$4.7 million in seat belt mini-grants, which paid for extra enforcement during the May 16 – June 5 Click It or Ticket campaign in California. Working with the CHP and local enforcement agencies, the campaign contributed to California's record 92.5 percent seat belt use rate in 2005.

Grantee Media Support

OTS Public Affairs continues to assist local grantees in their public relations and media efforts. In 2005, OTS worked with more than 175 grantees on activities ranging from events to news releases, placement of op/eds and specialty articles. As a result, OTS assisted grantees by participating in more than 125 print and electronic media interviews to help drive home key messaging on DUI prevention, occupant protection, and child passenger safety.

Online Resources

The OTS Web site (www.ots.ca.gov), in its 10th year, continues to be a trusted and renowned information resource for grantees, industry professionals and the general public. From the latest news from the field, to current legislation, to inclusion into the workings of OTS' traffic safety campaigns and community events, the site itself is ever changing with new information being added on a weekly basis. The OTS kids site has grown as well since its inception in 1999 and remains focused on reaching children, adolescents, parents and teachers with accessible traffic safety information. The site's summaries, statistics, interactive games and community involvement opportunities promote a safe lifestyle and add to the education and wellbeing of California's youth. The site's highlight is an interactive quiz featuring the CHP's mascot, CHiPper.



Program Area Highlights

Program Area Highlights

Alcohol And Other Drugs

DUI Avoid programs have become a valuable weapon in the arsenal of programs funded by OTS to discourage drinking and driving. Avoid is a countywide effort of DUI enforcement and public education aimed at reducing fatal and injury DUI collisions during select holiday periods. The campaigns enlist a single host agency to spearhead the effort to organize all local enforcement agencies (including local CHP) to present a united front aimed at removing the drinking driver from the roadway. The campaigns generally employ a two-pronged approach to achieving their objective: 1) enforcement via DUI checkpoints and 2) public information and education. The Avoid effort has been an effective and efficient way to bring all of the resources of a county together in efforts to decrease the crashes resulting from drinking and driving. During fiscal year 2004, 37 active regional Avoid grants brought together at least 350 separate enforcement agencies.

Complementing Avoid DUI enforcement, the California Sobriety Checkpoint Program “You Drink & Drive. You Lose.” provided overtime for Sobriety Checkpoint Operations for mini-grants awarded to 147 local law enforcement agencies. This represents an increase in agency participation of 38 percent from previous mini-grant cycle. Sobriety checkpoints are an effective way to maximize the deterrent effect of motorist who operate a vehicle while impaired. Studies conducted in California and other states point to the fact that cities conducting frequent sobriety checkpoints report significant reductions in alcohol-involved crashes. Each agency conducted roll call training by reviewing the different vehicle code violations that make up Driving Under the Influence laws and Sobriety Checkpoint laws. The increase in agencies partici-



pation represents an increase of 41 percent more checkpoints conducted for this program than in prior years.

The OTS continued efforts to reduce alcohol impaired driving among college students. Programs initiated with the University of California, California State University and ABC, along with collaborative programs with local law enforcement focused efforts towards 18-39 year-old university students. Eighteen campuses throughout the state have benefited from activities that include implementing social norm campaigns, conducting alcohol abuse surveys, developing drinking and driving prevention programs such as “Topsy Taxi” and “Safe Ride Home,” and conducting ABC enforcement/educational programs such as Decoy Shoulder Tap Operations and Licensee Education on Alcohol and Drugs.

Programs implemented also reach younger age groups. Project STOPS (Students Taking Oppor-

Program Area Highlights

tunities to Promote Safety) is a comprehensive campaign to reduce drinking and driving using two strategies: youth development and education. This project has established Friday Night Live Clubs, Club Live and Kids Live clubs in 14 school districts. To date, 11 countywide meetings have been held with 846 students participating; 82 alcohol and drug prevention presentations were conducted at local high schools impacting 2,588 students; 806 4th – 6th grade students participated in a anti-DUI poster contest, eight local high schools held seat belt challenges with an average seat belt compliance of 93.5 percent; six drug awareness presentations were presented to 256 teachers and school staff; and 12 parent alcohol and drug presentations were conducted and attended by 166 parents.

The OTS continues to be at the forefront with new and innovative programs. The Riverside Probation Department project titled Watch Your Step is proactively monitoring the “worst of the worst” DUI repeat offenders through fitting probationers with locked, rechargeable bracelets containing Global Positioning System (GPS) / Cellular telephony micro-size chiplets. Further, the project created a DUI Court, hired two probation officers to monitor 60 probationer cases at a time and has a contractor

evaluating progress of the project. Media advocacy is strong in that the roll-out of the bracelets was featured in news stories. The department took delivery of the bracelets and as of the end of FY 2005 is testing the software and internet communications for the monitoring. The department will use the information to help it determine if each case subject violates terms of probation and if such technologies contribute to reducing DUI recidivism. The officers will soon conduct liaison with ABC in Riverside County to interface the GPS with GIS with the ABC licensee database for use in monitoring whereabouts of probationers in relation to their terms of probation. The officers will monitor progress of the bracelets’ transmissions of GPS coordinates and interface with the GIS. Probation officers conducted liaisons with the Avoid the 30 DUI interdiction task force and Temecula PD to conduct the hot sheet program and serve warrants on probation violators. The probation officers traveled to, and presented at, the OTS Police Traffic Services Seminar during November 2004 and at the OTS Summit during May 2005.

Occupant Protection

The California Seat Belt Compliance Campaign provided mini-grants to 232 local law enforcement agencies and 11 state college/university police departments participating in the mini-grant program. The Click it or Ticket campaign mobilization was conducted May 16 through June 5, 2005, with each agency conducting at least one Driver Only Seat Belt Observation survey during the week before and during the week after the mobilization. Seat belt observation surveys provided information on the best locations for conducting an enforcement campaign, and made the agencies aware of the seat belt use compliance rate in their communities. Each agency conducted roll call training by reviewing the different vehicle code violations that make up California’s occupant protection



Program Area Highlights

laws. These efforts resulted in an increase of seven percentage points, from 86 to 93 percent. During the three-week period, 119,496 citations for vehicle occupants 16 years and older and 5,020 citations for 15 years and younger were written for a total of 124,516 citations written by local law enforcement agencies. The CHP issued 30,636 citations during the mobilization period including 1,749 Child Passenger Safety Seat violations.

Along with enforcement, occupant protection educational programs continue within California. The Vehicle Occupant Safety Project implemented by the CHP, focused on reducing the number of inadequately restrained occupants from birth to age 17. During the past year, 94 child safety seat events were held, 3,589 restraints were checked, 1,251 traffic safety presentations were conducted, impacting 2,181,851 people, and 2,323 child safety seats were distributed. The CHP was instrumental in assisting with an awareness campaign regarding the new Back Seat Law that went into effect.

Programs targeting special populations are encouraged. The Citrus Heights Police Department partnered with Mercy San Juan Medical Center to support a program to increase the use of seat belts and car seats among the Slavic population in the Citrus Heights area. The program involved the Slavic Church and community leaders in addressing the importance of using occupant restraints while developing support from the Slavic Community for this program. Activities in this project included a city-wide special seat belt enforcement operation, the development and distribution of educational materials with 400 low-to-no cost safety seats distributed to children in need, hosting of 18 occupant restraint educational presentations impacting 600 people and training classes for 40 law enforcement officers and an additional eight multilingual volunteers in occupant protection

and child safety seats, car seat check-ups serving 600 children with proper safety seat fitting, and a public information campaign specifically designed for the Slavic population.

Bicycle And Pedestrian Safety

The Santa Ana Police Department and Public Works Agency project titled Santa Ana Interagency Pedestrian Safety Program made significant strides in public pedestrian safety education and enforcement. Both agencies joined forces for a grant kick-off September 25, 2005 with strong media advocacy. The Department of Public Works procured three radar trailers and pedestrian countdown heads for 50 intersections. Further, Public Works hired a consultant who created and produced coloring books regarding pedestrian safety. Public Works and the Police Department disseminated the coloring books to elementary schools. Public Works installed the countdown heads at the 50 intersections and deployed the three radar trailers each at a minimum of four times per week. Public Works developed and



Program Area Highlights



produced educational brochures for both, including handout materials for street fairs and for motorists cited for violating pedestrian safety laws. Motor officers conducted at least nine saturation patrols in school zones and high pedestrian collision locations resulting in 121 citations to pedestrians and motorists. The patrols additionally yielded three vehicles being impounded for motorists' failure to be in compliance with valid licensure laws.

The Grant Police Department program focused on increasing the number of students wearing helmets while riding bicycles. The department achieved this by working with local schools and community based organizations to educate students on bike safety. They conducted five bike rodeos reaching 600 students and conducted six classroom presentations for over 200 students in the school district. Over 500 helmets were properly fitted and distributed to low-income student in need.

Police Traffic Services

The Older Californian, Hispanic and Asian American Traffic Safety program has developed a comprehensive traffic safety education outreach-training packet for each of the three components of the project. The training packets contain: a

cultural awareness instruction sheet for the Public Affairs Officers to enable them to be more effective in delivering their presentations, a lesson plan for each traffic safety presentation listing the points to cover and presentation surveys to hand out to, and collect from, attendees both before and after each presentation. To date, 111 presentations and 33 child safety seat check up events have been conducted. Additionally, 21 uniformed personnel have received child safety seat certification and educational brochures have been developed in English, Spanish, Chinese, Hindi, Korean, Tagalog and Vietnamese.

The San Diego Police Department's "Drag-Net" program provides illegal street racing training to law enforcement agencies throughout the state. The Peace Officer Standards and Training (POST) certified training involves using proven enforcement tactics, problem solving techniques and investigative expertise to decrease the incidences of illegal street racing. The Drag-Net unit conducted over 28 training seminars throughout the state, reaching over 900 law enforcement officers. The Drag-Net unit continues to provide training and, with the assistance from the Bureau of Automotive Repair (BAR), an extensive train-the-trainer program has been established with top law enforcement agencies throughout the state.

The University of California Berkeley Traffic Safety Evaluations for California Communities provides technical assistance to improve traffic safety for local governments throughout California by conducting professional in-depth evaluations of local traffic engineering and enforcement conditions. In 2005 the project conducted and provided written evaluations and recommendations to 16 cities in California. Evaluation visits are made by teams

Program Area Highlights

of experts overseen by a traffic safety expert on staff of the Institute of Traffic Safety Technology Transfer Program. The evaluations are performed on a first come, first served basis. In addition, the evaluations conducted through this program are provided to requesting agencies free of charge.

Community Based Organizations (CBO)

Statewide, CBO programs utilized various outreach mechanisms for fostering equal opportunity to all non-profit organizations in applying for mini-grants. These mechanisms included media advocacy through news articles publicizing OTS-funded opportunities, broadcast interviews, advertisements in newspapers and trade publications directing non-profits to contact key personnel with the OTS grantees, e-mail outreach through internet research of non-profits, direct solicitation meetings and word-of-mouth. Grantees made appointments with non-profits to go to them and explain the program. Each grantee developed Requests for Proposals and sent them out to the non-profits. Upon receipt of the proposals, the grantees convened meetings to evaluate the proposals and select non-profits for contracting mini-grants. Following notification of selection, the non-profit organizations met with the grantees for small technical assistance conferences

where they learned the key bureaucracy for administering their mini-grants. Grantees conducted many teleconferences allowing parties dispersed geographically to all hear the same information and voice concerns without having to travel great distances, promoting efficiency and effectiveness since the parties involved are volunteers.

Implementation has proved very successful in getting OTS funding to grass-roots CBOs that otherwise might not have had access to funding. Among the many beneficiaries are non-English speaking communities involving cultures of African-American, Latino, Russian, Lithuanian, Ukrainian, Romanian, Korean, Vietnamese, Japanese, Chinese, Laotian and Cambodian. The outreach, regardless of culture and language, has benefited the advancement of bicycle and pedestrian safety, prevention of distracted and drowsy driving, safety of older drivers, DUI prevention, skateboard, scooter and in-line skating safety, seat belt usage and child passenger safety seat access, proper installation and usage.

The Safety First program, in partnership with Vista Community Clinic and Children's Hospital and Health Center, distributed 2,532 child safety seats to needy families in San Diego County. In addition, the project developed and implemented a service model that includes education, instruction and the distribution and proper installation of child passenger safety seats. This model will ensure a continuous improvement in child passenger safety by incorporating an established regional approach that builds capacity and provides each Health and Human Services Agency region with a coordination of referrals for car seat distribution.



Program Area Highlights

The Shasta County Public Health Department developed and implemented a Multicultural Traffic Safety Project designed to reach Mien, Hispanic, and African American populations in Shasta County. Community Health Advocates from within the department worked with various community partners and CHP to hold nine focus groups at teen centers, churches, coalition meetings and high schools. An essay contest was conducted in the Mien community for middle school, high school and college graduates. One of the essays on designated driving was read at a graduation. In the Hispanic community, a DUI and seat belt poster contest was conducted and chosen by the Northern Hispanic Latino Coalition. The winning entries were displayed at nine Latino community events. A Traffic Safety Treasure Chest containing prizes for correctly answering traffic safety questions was used at nine Latino events and seven African American events, reaching 551 people. In addition to focusing on DUI and seat belt interventions, staff worked with 10 CBOs and schools to distribute and properly fit 250 bicycle helmets reaching these targeted communities.

The University of California, Irvine (UCI) project titled Communities at Risk (CAR) Traffic Safety Initiative Program created major inroads to evaluating and disseminating information about older drivers throughout Orange County and providing CBO mini-grants. UCI collected literature from many sources on older drivers to evaluate the credibility of each. UCI selected the best materials and disseminated the brochures and other information to geriatric care providers. UCI also created a one-page self assessment and resource guide titled “Red Flags” screening tool to be made available to clinicians. UCI expanded this outreach through establishing a Web site including these materials



to be printed from any computer. The information addresses several medical conditions including Alzheimer’s disease, cataracts, glaucoma, seizures, diabetes, arthritis and stroke. UCI funded five \$15,000 mini-grants to CBOs for increasing seat belt usage among non-English or limited-English speaking populations in Orange County. CBO recipients include: Orange County on Track for coordination of seat belt challenges between high schools; Asian-American Senior Citizens Service Center for production and distribution of Chinese-language seat belt materials; KC Services for development of traffic safety materials for the Korean community and Korean media; Nhoa Hoa Clinic for development of Vietnamese seat belt and car seat education materials; St. Anselm’s project for integration of seat belt education citizenship classes and health fairs for the Vietnamese community.

Emergency Medical Services (EMS)

The Imperial Valley Emergency Communications Authority (IVECA) was selected to pilot improvements to California’s EMS communications system. In fiscal year 2005, an EMS communication plan (fleetmap) was developed and implementation initiated for each law, fire and EMS provider in the

Program Area Highlights

county to communicate with each other using the new 800 MHz Regional Communications System (RCS). The RCS links Imperial County and San Diego County systems and provides interoperability for all EMS and public safety agencies along the California/ Mexico border.

The Kern County Fire Department's Emergency Extrication Improvement Project provided funds for new hydraulic extrication equipment for 12 Kern communities where equipment was either old or did not exist. Kern County is the third largest county in the State and has numerous communities located along state highways. This project will help reduce response times of proper equipment to vehicle collision scenes by an average of 15 minutes and expedite the extrication of victims. Representatives from recipient agencies participate in public events (public safety fairs, community festivals, etc.) to display the equipment and remark on how vital this type of equipment is to rural communities. The county's goal is to train 450 firefighters on the use of the new extrication equipment.

Roadway Safety/Traffic Records

The Elk Grove Public Works Department focused their program efforts on updating software to assist with identifying high collision locations in Elk Grove. The software enabled staff to preformed analysis of the collision reports and assisting in the recommendations for engineering solutions, which identified 15 locations with high collision rates. The recommendations included the installation of lighted crosswalks in high pedestrian traffic areas, focus on excessive speed in high pedestrian areas such as school zones and parks and the continuation of analysis to provide public works with timely access to current and complete traffic-

related data that identifies and isolates critical traffic safety issues.

The Tehama County Public Works Department implemented a "School Zone Speed Awareness Program" that funded two changeable message radar signs and traffic counters. In school zones the signs were programmed to read, "SLOW DOWN" when motorists traveled more than 25 MPH. Otherwise, they read, "SCHOOL ZONE - LIMIT 25 MPH." The signs were rotated between each school in Tehama County between March and June and CHP conducted 10 downstream enforcement operations. During the summer the signs were used in construction zones. In collaboration with the Tehama County Injury Prevention Task Force, the signs were used to advertise for a child safety seat inspection clinic. A survey conducted during the clinic revealed that 40 percent of the families who participated did so as a direct result of the electronic messages.





Arnold Schwarzenegger, Governor
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