



2013

CALIFORNIA'S ANNUAL PERFORMANCE REPORT

**Toward zero deaths,
every 1 counts.**





**CALIFORNIA OFFICE
OF TRAFFIC SAFETY**

2013

Annual Performance Report

Edmund G. Brown Jr.

Governor
State of California

Brian P. Kelly

Secretary
California State Transportation Agency

Russia Chavis

Acting Director
Office of Traffic Safety



Edmund G. Brown Jr.
Governor

915 Capitol Mall, Suite 350B
Sacramento, CA 95814
916-323-5400
www.calsta.ca.gov

Brian P. Kelly
Secretary

Dear Fellow Californians:

This Annual Performance Report describes the efforts of the Office of Traffic Safety (OTS) to make California's roads safer in Federal Fiscal Year 2013. OTS set minimum performance goals in areas such as fatalities, seat belt usage and motorcycle safety to help monitor progress toward the ultimate goal of zero traffic fatalities.

Seat belt usage in California reached a record level through 2012 when 97.4 percent of drivers and front seat passengers were buckled up during observational surveys. Unrestrained passenger vehicle fatalities were down 20 percent over 2008 to 2010 levels, exceeding the OTS reduction goal of 5 percent. Californians are overwhelmingly recognizing the easy-to-use, life-saving benefits of seat belts.

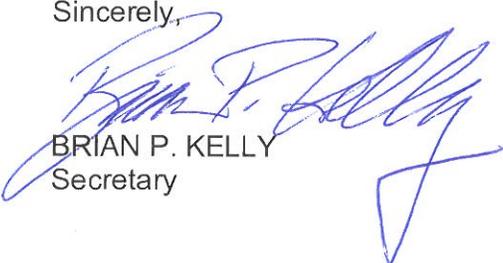
California barely missed its goal of decreasing traffic fatalities 7.5 percent over 2008 to 2010 levels when our decrease in fatalities was 7.2 percent. Although traffic fatalities increased slightly in 2012, California's roads were still much safer than the national average. In addition, California's alcohol-related driving fatality rate remained level and continued to surpass the national average in terms of safety.

Speed-related fatalities continue to take more lives than alcohol-impaired driving or driving a vehicle without a seatbelt or motorcycle without a helmet. Again, speed-related fatalities are down from 2008 to 2010 levels, but 2012 saw an uptick over 2011.

California saw the benefits of ongoing efforts to combat pedestrian fatalities, which had been increasing since 2009. These efforts included free pedestrian and bicycle safety assessments for cities and expansion of the PedSafe program. Pedestrian fatalities fell 3 percent in 2012.

As the state's economy continues to recover, the number of licensed drivers will increase along with the rate of transportation-related fatalities and injuries. Even in the face of such increases, California's roads remain safer than before the economic recession. As we head into 2014, the Transportation Agency, in partnership with the Office of Traffic Safety, will continue pressing for ever-increasing transportation safety in California.

Sincerely,



BRIAN P. KELLY
Secretary

Annual Performance Report

Federal Fiscal Year 2013 (FFY 2013)

Prepared By
California Office of Traffic Safety

Russia Chavis..... Acting Director
David Doucette Assistant Director, Operations
Leslie Witten-Rood Assistant Director, Operations
Chris Cochran Assistant Director, Marketing & Public Affairs
Donna Black Regional Coordinator
Whitney Braziel..... Regional Coordinator
Karen Coyle..... Regional Coordinator
Jady Ramirez..... Regional Coordinator
Julie Schilling Regional Coordinator
Adrienne Tackley Regional Coordinator
Mark Talan..... Regional Coordinator
Janise Truelock..... Regional Coordinator
Mitch Zehnder..... Regional Coordinator
Judy Dancy..... Operations Coordinator
Linda Drageset..... Operations Coordinator
Ron Miller..... Operations Coordinator
William Ehart..... Law Enforcement Liaison
Ed Gebing..... Law Enforcement Liaison
Wayne Ziese Law Enforcement Liaison



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**CALIFORNIA OFFICE
OF TRAFFIC SAFETY**



MISSION & VISION

WHAT IS OUR MISSION?

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

WHAT IS OUR VISION?

"Toward zero deaths, every 1 counts."

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

- 1. Human worth:** OTS believes that every life lost on a California roadway is one too many.
- 2. Professionalism and integrity:** OTS is committed to performing its mission to the highest professional and ethical standards.
- 3. Performance-based management:** OTS is dedicated to being a performance-based organization – one that focuses on evaluating performance data, applying strategies for performance improvement, and achieving desired results and outcomes.
- 4. Personal and organizational sensitivity:** OTS is committed to treating each other and all customers with the highest respect and regard for individual rights.
- 5. Open communication:** OTS aims to facilitate the free and consistent flow of information in an honest and professional manner.
- 6. Teamwork:** OTS recognizes and encourages the benefits of teambuilding and teamwork.
- 7. Commitment and loyalty:** OTS strives to foster an environment in which accountability and commitment to the organization and its mission are supported and recognized.
- 8. Quality and customer focus:** OTS is dedicated to delivering high quality work and excellent service to all its customers.
- 9. Innovation:** OTS believes in and encourages new thinking and will constantly strive to develop new approaches to meet customer and program needs.
- 10. Professional growth:** OTS is committed to helping staff realize their potential through mentoring, training, and providing opportunities for professional development and advancement.
- 11. Collaboration:** OTS values working with other agencies, private sector businesses, and community organizations to expand resources and extend our messages.

HOW DOES CALIFORNIA RECEIVE FUNDING?

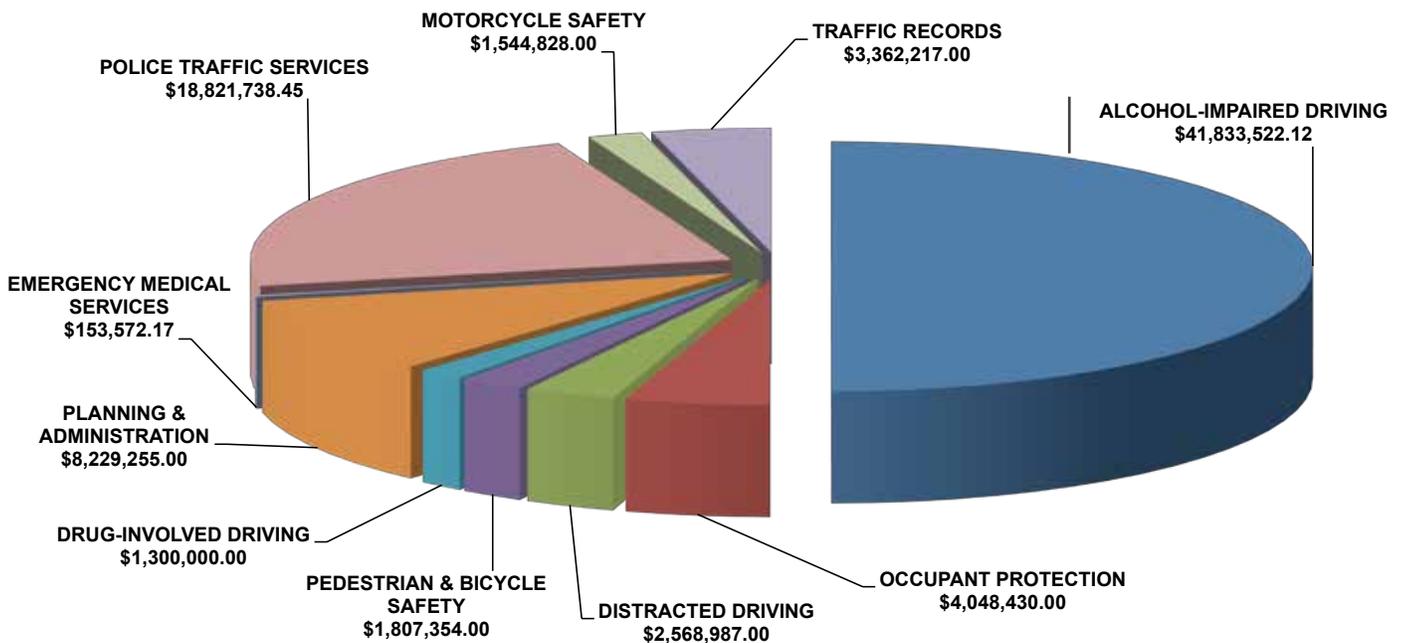
The highway safety program is a partnership effort between the National Highway Traffic Safety Administration (NHTSA) and California. The partnership was created when Congress passed the Highway Safety Act of 1966. Funding for California resulted from the passage of Moving Ahead for Progress in the 21st Century (MAP-21). This bill was signed into law in July 2012. Funding included the base program section (402) and several incentive programs.

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



The grants support planning to identify highway safety problems, provide start up "seed" money for new programs, and give new direction to existing safety programs. The funds are intended to create and help sustain innovative programs at the state and local level, and leverage commitments of state, local, and private resources. This Annual Performance Report (APR), required by NHTSA (23 CFR Part 1200), California Vehicle Code (Section 2905), and MAP-21 provides an update of traffic safety grants active throughout the State of California as approved in the California HSP.

FFY 2013 GRANTS
\$83,669,903.74



OVERALL

In 2012, California's traffic fatalities increased 1.5 percent (2,816 vs. 2,857) – still one of the lowest levels since the federal government began recording traffic fatalities in 1975.

California's 2012 Mileage Death Rate (MDR) – fatalities per 100 million miles traveled is 0.88, and marks the fourth time California has been below 1.0. California is much better than the national 1.1 MDR.

ALCOHOL-IMPAIRED DRIVING

Alcohol-impaired driving fatalities (fatalities in crashes involving a driver or motorcycle rider (operator) with a blood alcohol concentration (BAC) of 0.08 grams per deciliter (g/dL) or higher) increased from 774 in 2011 to 802 in 2012.

California's alcohol-impaired driving fatality rate for 2011 remained at the 2010 rate of 0.24. California's rate is much better than the national average of 0.33. Of the five largest states in terms of total traffic fatalities, (CA, FL, TX, PA, and NC), California has the best rate.*

As a percent of total fatalities, alcohol-impaired driving fatalities increased from 27 percent in 2011 to 28 percent in 2012. This number has remained virtually unchanged in the past three years. California is better than the national average of 31 percent.

DRUG-IMPAIRED DRIVING

Based on data from the National Highway Traffic Safety Administration, 38 percent of all drivers who were killed in motor vehicle crashes in California in 2012 tested positive for legal and/or illegal drugs, a percentage that has been increasing every year since 2006.

OCCUPANT PROTECTION

In California, the percent of restrained passenger vehicle occupant fatalities (all seat positions) increased from 64 percent in 2011 to 67 percent in 2012.

California is much better than the national average of 46 percent and no state is better than California. NHTSA estimates that about half or 241 of the 483 known unrestrained fatalities would be alive today had they simply buckled up.

Passenger vehicle occupant fatalities (age 0-8) increased 40 percent from 24 in 2011 to 40 in 2012.

MOTORCYCLE SAFETY

Motorcycle fatalities increased 4.6 percent from 415 in 2011 to 435 in 2012.

Motorcycle fatalities per 100,000 motorcycle registrations increased slightly from 51 in 2011 to 52 in 2012. This rate had been relatively steady, averaging 68 from 2005 through 2008.

The percentage of motorcycle operators killed with a BAC of 0.08 or greater increased from 22 percent in 2011 to 23 percent in 2012.

The percentage of motorcycle operators killed that were improperly licensed decreased from 36 percent in 2011 to 29 percent in 2012.

TEEN SAFETY

Drivers age 20 or younger involved in fatal crashes dropped 1.3 percent from 328 in 2011 to 324 in 2012.

Teen motor vehicle fatalities (age 16-19) decreased 5 percent from 189 in 2011 to 180 in 2012. Since 2007, teen motor vehicle fatalities have dropped 48 percent.

Teen driver fatalities (age 16-19) decreased 20.3 percent from 78 in 2011 to 79 in 2012. Males make up 65 percent of teen driver fatalities. Since 2007, teen driver fatalities have dropped 52 percent.

PEDESTRIAN AND BICYCLE SAFETY

Pedestrian fatalities decreased 3.9 percent from 633 in 2011 to 612 in 2012.

Pedestrian fatalities age 65 and older increased .7 percent from 150 in 2010 to 151 in 2011.

Bicycle fatalities increased 7 percent from 116 in 2011 to 124 in 2012.

*FARS data not yet available.

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 2013 were as follows:

ALCOHOL-IMPAIRED DRIVING

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

DISTRACTED DRIVING

In 2012, 3,328 people were killed and an estimated additional 421,000 were injured in motor vehicle crashes involving a distracted driver. In July 2008, California passed a law prohibiting hand-held cell phone use while driving and in January 2009 a ban on texting while driving was passed. According to the OTS Statewide Intercept Opinion Survey, 36.3 percent of Californians stated that texting and talking are the biggest safety concerns on California roadways. OTS and CHP co-lead the Strategic Highway Safety Plan (SHSP) Challenge Area 17 (Reduce Distracted Driving) by developing action items to reduce this problem. Countermeasures include increased and focused enforcement, observational surveys, and public awareness campaigns, while other actions are being developed to change behavior. Serving as a role model for other traffic safety professionals and public and private agencies, OTS established its own policy prohibiting employees from any use of cell phones while driving on state business.

DRUG-IMPAIRED DRIVING

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. OTS grants have provided increased officer training in the NHTSA Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Evaluator (DRE) programs, which has led to better detection of drug-impaired drivers. Driving Under the Influence of Drugs (DUID) arrests have increased 43 percent from FFY 2012 to 2013. OTS grants also have funded vertical prosecution programs for drug-impaired driving cases, as well as more sophisticated laboratory equipment that reduces the time it takes to test for drugs and offers a much broader selection of drugs to be tested.

EMERGENCY MEDICAL SERVICES (EMS)

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

MOTORCYCLE SAFETY

Improving motorcycle safety is a priority. Due to a volatile trend of mostly increasing motorcycle fatalities, OTS, CHP, Department of Motor Vehicles (DMV) and other representatives of the SHSP Challenge Area 12 (Improve Motorcycle Safety) have implemented numerous actions. Activities cover the spectrum of countermeasures, combining public awareness, training, education, outreach and highly publicized enforcement. California experienced a ten-year increase of motorcyclist deaths,

AREAS OF CONCENTRATION

MOTORCYCLE SAFETY (CONTINUED)

peaking at 560 riders killed in 2008, followed by two years of significantly decreasing deaths and then two years with slightly increasing deaths. Despite the two-year increase, the 435 riders killed in 2012 represent a 22 percent decrease from the 2008 peak. The state's transportation agencies and private safety stakeholders continue to work together to reduce motorcyclist deaths.

OCCUPANT PROTECTION

In spite of the great strides made thousands of young people, from newborns through age 20, continue to die or experience serious injuries that could have been prevented had they been properly restrained in a child safety seat, booster seat, or safety belt. The most recent statewide seat belt survey, conducted in 2013, reports a 97.4 percent seat belt use rate. 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 educate teens about using seat belts.

PEDESTRIAN AND BICYCLE SAFETY

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

POLICE TRAFFIC SERVICES

Education and enforcement are two very important components of collision reduction. Either component

POLICE TRAFFIC SERVICES (CONTINUED)

taken alone is inadequate. The Police Traffic Safety program focuses on a comprehensive approach to enforce and encourage compliance with seat belt use, impaired driving, speed limit, red light running, and other traffic laws. The grants are highly effective in reducing traffic collisions by dedicating resources to selective enforcement and education programs. These comprehensive programs have a long lasting impact in reducing fatal and injury collisions. Under these programs, communities use available public and private assets to identify and attack significant traffic safety problems and other vehicle related crimes.

PUBLIC RELATIONS, ADVERTISING AND MARKETING

The driving forces behind OTS's marketing and public relations programs are engagement and communication. We first must engage the public's interest, to bring them in and open them up to be receptive to communication. We do this through multiple and continuous earned media, paid media, and social media connections to the public. After they are engaged, effectively communicating the importance of the life-saving benefits of traffic safety is paramount. By first raising public awareness, followed by traffic safety education, OTS is able to contribute a significant change in traffic safety behavior over time. Through public education programs such as "Click It or Ticket," "Report Drunk Drivers, Call 911," "Drive Sober or Get Pulled Over," "RUOK?" and "It's Not Worth It," conducted in conjunction with enhanced law enforcement at the local level, this traffic safety mission was successfully accomplished. The increase and expanding use of social media is allowing us to reach new members of targeted audiences. OTS currently has very successful and dynamic presences on Facebook and Twitter, with reaches into YouTube and Instagram. With the continued collaboration of other agencies, private sector businesses, community organizations, and law enforcement agencies, the vision of OTS will continue in the successful extension of the message of traffic safety to the people of California.

ROADWAY SAFETY / TRAFFIC RECORDS

Roadway Safety programs concentrate on the vehicle operating environment and are strongly influenced by enforcement, engineering, and utilizing relevant data generated by those activities to improve roadway safety and traffic records. OTS advocates efforts to automate traffic collision data base systems and the ability to analyze and map high collision locations. Grant-funded items include hardware, software, and expert services necessary to aid in the automation of manual processes, eliminate process duplication, and facilitate enhanced data gathering and data sharing.

LOCAL PROJECT DISTRIBUTION



FFY 2013 PROJECT DISTRIBUTION

PROGRAM AREAS	
AL	ALCOHOL-IMPAIRED DRIVING AND OTHER DRUGS
EM	EMERGENCY MEDICAL SERVICES
DD	DISTRACTED DRIVING
MC	MOTORCYCLE SAFETY
OP	OCCUPANT PROTECTION
PS	PEDESTRIAN AND BICYCLE SAFETY
PT	POLICE TRAFFIC SERVICES
TR	ROADWAY SAFETY AND TRAFFIC RECORDS

LOCAL GRANTS

Alameda County (9)

- 1 - AL Avoid Grant
- 1 - AL Enforcement Grant
- 1 - AL Youth Education Grant
- 1 - MC Evaluation / Feasibility Study Grant
- 2 - PT Enforcement Grant
- 1 - PT Evaluation / Feasibility Study Grant
- 1 - PT Training Grant
- 1 - TR Geographic Information System Grant

Butte County (3)

- 1 - AL Avoid Grant
- 1 - AL Probation Grant
- 1 - OP Education Grant

Calaveras County (1)

- 1 - AL Vertical Prosecution Grant

Contra Costa County (6)

- 1 - AL Avoid Grant
- 1 - AL Probation Grant
- 3 - PT Enforcement Grant
- 1 - TR Records System Grant

El Dorado County (4)

- 1 - AL Avoid Grant
- 1 - AL Vertical Prosecution Grant
- 2 - DD Enforcement Grant

Fresno County (8)

- 1 - AL Avoid Grant
- 1 - AL Probation Grant
- 1 - AL Vertical Prosecution Grant
- 1 - OP Evaluation / Feasibility Study Grant
- 1 - PS Education Grant
- 3 - PT Enforcement Grant

Glenn County (1)

- 1 - AL Avoid Grant

Humboldt County (3)

- 1 - AL Avoid Grant
- 1 - EM Rescue / Extrication Equipment Grant
- 1 - PT Enforcement Grant

Imperial County (1)

- 1 - AL Avoid Grant

Kern County (4)

- 2 - AL Education Grant
- 1 - AL Enforcement Grant
- 1 - AL Vertical Prosecution Grant

Lake County (1)

- 1 - AL Vertical Prosecution Grant

Los Angeles County (30)

- 2 - AL Avoid Grant
- 2 - AL Enforcement Grant
- 1 - AL Vertical Prosecution Grant
- 1 - DD Education Grant
- 2 - OP Education Grant
- 1 - PS Education Grant
- 20 - PT Enforcement Grant
- 1 - TR Records System Grant

Madera County (2)

- 1 - AL Vertical Prosecution Grant
- 1 - PT Enforcement Grant

Marin County (3)

- 1 - AL Vertical Prosecution Grant
- 2 - PT Enforcement Grant

Merced County (3)

- 1 - AL Avoid Grant
- 2 - PT Enforcement Grant

Monterey County (4)

- 1 - AL Avoid Grant
- 1 - AL Vertical Prosecution Grant
- 2 - PT Enforcement Grant

Napa County (3)

- 1 - AL Avoid Grant
- 1 - AL Vertical Prosecution Grant
- 1 - PT Enforcement Grant

Orange County (18)

- 1 - AL Vertical Prosecution Grant
- 1 - AL Education Grant
- 2 - AL Enforcement Grant
- 13 - PT Enforcement Grant
- 1 - TR Records System Grant

Placer County (7)

- 1 - AL Avoid Grant
- 1 - AL Probation Grant
- 5 - DD Enforcement Grant

Riverside County (11)

- 8 - AL Enforcement Grant
- 2 - AL Vertical Prosecution Grant
- 1 - OP Education Grant

Sacramento County (15)

- 1 - AL Avoid Grant
- 1 - AL Probation Grant
- 2 - AL Vertical Prosecution Grant
- 6 - DD Enforcement Grant
- 1 - OP Enforcement Grant
- 4 - PT Enforcement Grant



FFY 2013 PROJECT DISTRIBUTION

LOCAL GRANTS (CONTINUED)

San Benito County (1)
1 - PT Enforcement Grant

San Bernardino County (10)
8 - AL Enforcement Grant
1 - AL Probation Grant
1 - AL Vertical Prosecution Grant

San Diego County (13)
1 - AL Avoid Grant
3 - AL Enforcement Grant
1 - AL Probation Grant
1 - OP Education Grant
1 - OP Training Grant
5 - PT Enforcement Grant
1 - TR Geographic Information System Grant

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

San Joaquin County (12)
1 - AL Avoid Grant
1 - AL DUI Courts Grant
1 - AL Probation Grant
6 - DD Enforcement Grant
1 - OP Education Grant
2 - PT Enforcement Grant

San Luis Obispo County (3)
1 - AL Avoid Grant
1 - OP Education Grant
1 - PT Enforcement Grant

San Mateo County (8)
1 - AL Avoid Grant
6 - PT Enforcement Grant
1 - TR Geographic Information System Grant

Santa Barbara County (5)
1 - AL Avoid Grant
1 - AL Enforcement Grant
1 - AL Probation Grant
2 - PT Enforcement Grant

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

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

Shasta County (4)
1 - AL Avoid Grant
1 - AL Vertical Prosecution Grant
1 - AL Youth Education Grant
1 - PT Enforcement Grant

Siskiyou County (1)
1 - AL Avoid Grant

Solano County (11)
1 - AL Avoid Grant
1 - AL Probation Grant
1 - AL Vertical Prosecution Grant
5 - DD Enforcement Grant
3 - PT Enforcement Grant

Sonoma County (8)
1 - AL Avoid Grant
1 - AL DUI Courts Grant
1 - AL Vertical Prosecution Grant
5 - PT Enforcement Grant

Stanislaus County (14)
1 - AL Avoid Grant
1 - AL Probation Grant
1 - AL Vertical Prosecution Grant
7 - DD Enforcement Grant
3 - PT Enforcement Grant
1 - TR Records System Grant

Sutter County (3)
1 - DD Enforcement Grant
1 - OP Education Grant
1 - PT Enforcement Grant

Tehama County (1)
1 - TR Records System Grant

Tulare County (5)
1 - AL Avoid Grant
1 - AL Probation Grant
1 - AL Youth Education Grant
2 - PT Enforcement Grant

Ventura County (5)
1 - AL Avoid Grant
1 - AL Vertical Prosecution Grant
3 - PT Enforcement Grant

Yolo County (6)
1 - AL Avoid Grant
1 - AL Vertical Prosecution Grant
4 - DD Enforcement Grant

Yuba County (3)
1 - AL Avoid Grant
1 - DD Enforcement Grant
1 - PT Enforcement Grant

REGIONAL AND STATEWIDE GRANTS

California Department of Alcoholic Beverage Control (3)
1 - AL Education Grant
2 - AL Enforcement Grant

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

California Department of Motor Vehicles (3)
3 - AL Evaluation / Feasibility Study Grant

California Department of Public Health (3)
1 - OP Training Grant
1 - PS Training Grant
1 - TR Records System Grant

California Highway Patrol (17)
1 - AL Education Grant
3 - AL Enforcement Grant
1 - DD Education Grant
1 - DD Enforcement Grant
1 - DI Education Grant
1 - MC Education Grant
1 - OP Education Grant
2 - PT Education Grant
4 - PT Enforcement Grant
2 - TR Records System Grant

California Polytechnic State University, Pomona (1)
1 - TR Records System Grant

California State University, Fresno (1)
1 - OP Evaluation / Feasibility Study Grant

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

Regents of the University of California, Berkeley Campus (6)
1 - AL Enforcement Grant
1 - AL Youth Education Grant
1 - MC Evaluation / Feasibility Study Grant
1 - PT Evaluation / Feasibility Study Grant
1 - PT Training Grant
1 - TR Geographic Information System Grant

University of California, Irvine (1)
1 - AL Education Grant

University of California, San Diego (1)
1 - OP Training Grant



CORE PERFORMANCE MEASURES

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

The initial minimum set contains 14 measures: ten core outcome measures, one core behavior measure, and three activity measures. The measures cover the major areas common to highway safety plans and use existing data systems. The results of these measures were determined by comparing the 2008-2010 calendar base year average to 2012 FARS data. NHTSA will use the core measures as an integral part of its reporting to Congress, the public, and others.*

All states are required to report progress on each of the core and behavior measures. In addition to the required initial minimum set of performance measures, California has defined and developed an additional 71 performance measures to better monitor traffic safety outcomes, behaviors, and activities. Once again, the APR is reporting three activity measures that include grant-funded seat belt citations, impaired driving arrests, and speeding citations.

For the fourth year, OTS is reporting its statewide survey that tracks driver attitudes and awareness of highway safety enforcement, communication activities, and self-reported driving behavior. Through an OTS grant, the Safe Transportation Research and Education Center (SafeTREC) at University of California, Berkeley, contracted with a survey research firm to develop and administer a statewide survey to establish baseline public opinion measures of driving under the influence of alcohol and other drugs, distracted driving, and seat belt use. The survey also inquired about knowledge of public awareness campaigns, such as "Report Drunk Drivers. Call 911" and sobriety checkpoint programs.



Toward **zero** Deaths
Every **1** Counts

OVERALL PROGRAM GOAL

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

OTS recognizes that achievement of quantified goals is dependent not only on the work of OTS, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. In 2010, California experienced the lowest level of motor vehicle fatalities in the last 60 years. Advances in vehicle safety technology, coupled with traffic safety legislation, expanded participation by the public health and private sectors, and aggressive traffic safety education, enforcement and engineering programs, should make the projected decline achievable.

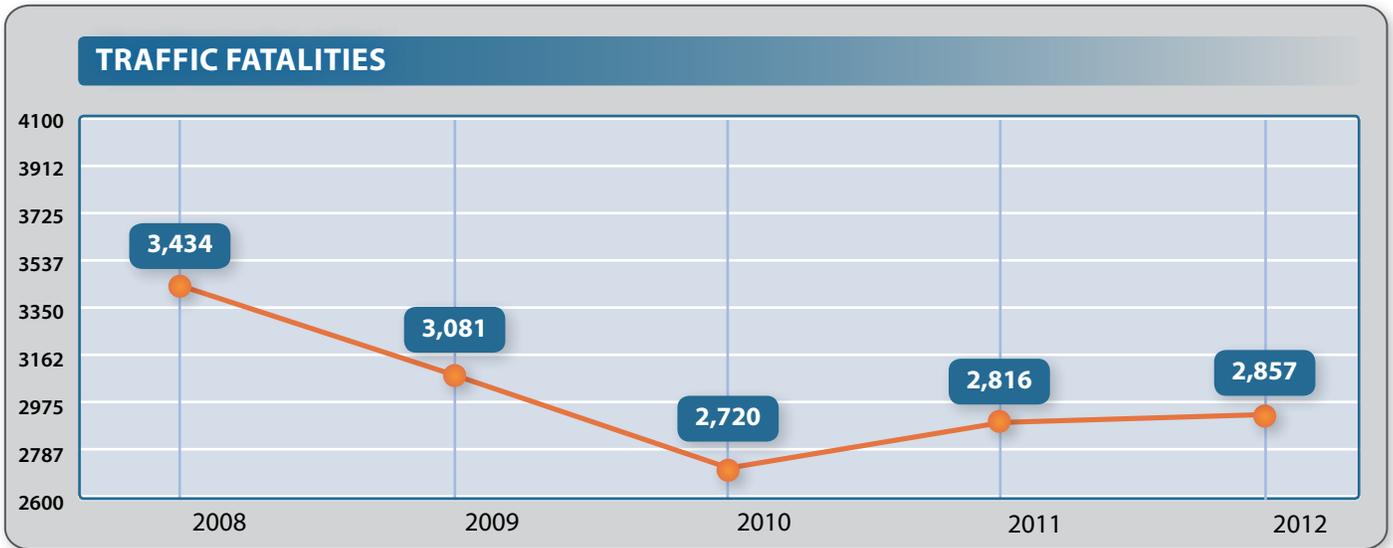
**Traffic Safety Performance Measures for States and Federal Agencies
DOT HS 811 025, August 2008*

TRAFFIC SAFETY CORE PERFORMANCE MEASURES

C-1 TRAFFIC FATALITIES – FATALITY ANALYSIS REPORTING SYSTEM (FARS)

To decrease traffic fatalities 7.5 percent from the 2008-2010 calendar base year average of 3,078 to 2,848 by December 31, 2013.

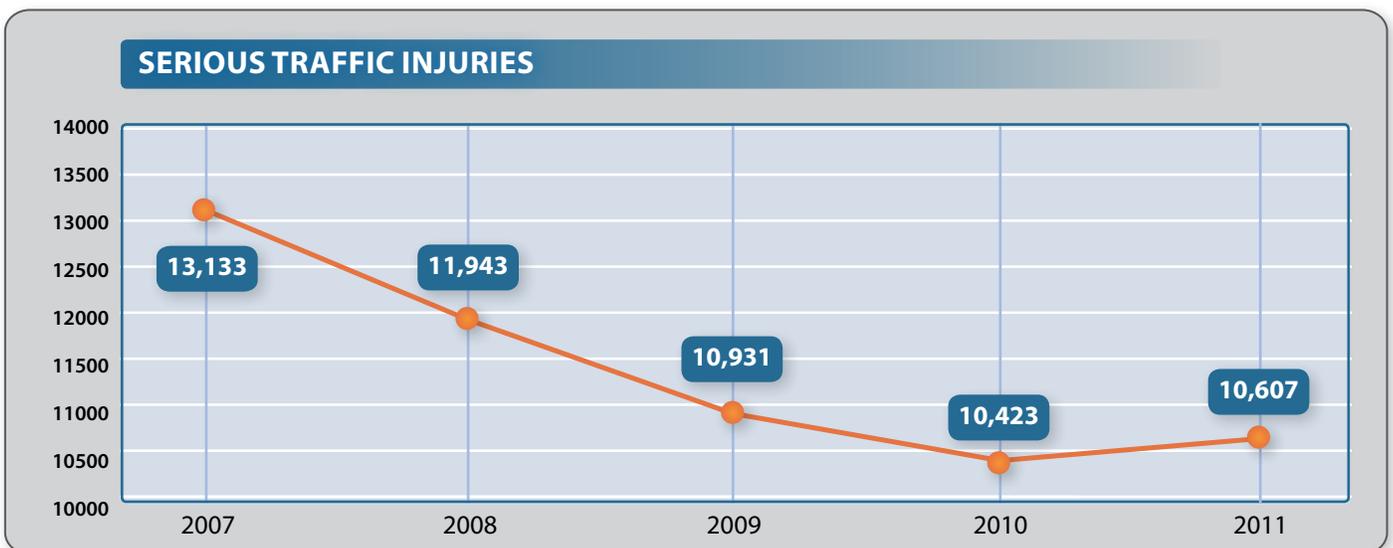
Result: Traffic fatalities decreased 7.2 percent from the 2008-2010 calendar base year average of 3,078 to 2,857.



C-2 SERIOUS TRAFFIC INJURIES – STATEWIDE INTEGRATED TRAFFIC RECORDS SYSTEM (SWITRS)

To decrease serious traffic injuries 5 percent from the 2008-2010 calendar base year average of 11,099 to 10,545 by December 31, 2013.

Result: Serious traffic injuries decreased 5 percent from the 2008-2010 calendar base year average of 11,099 to 10,607.

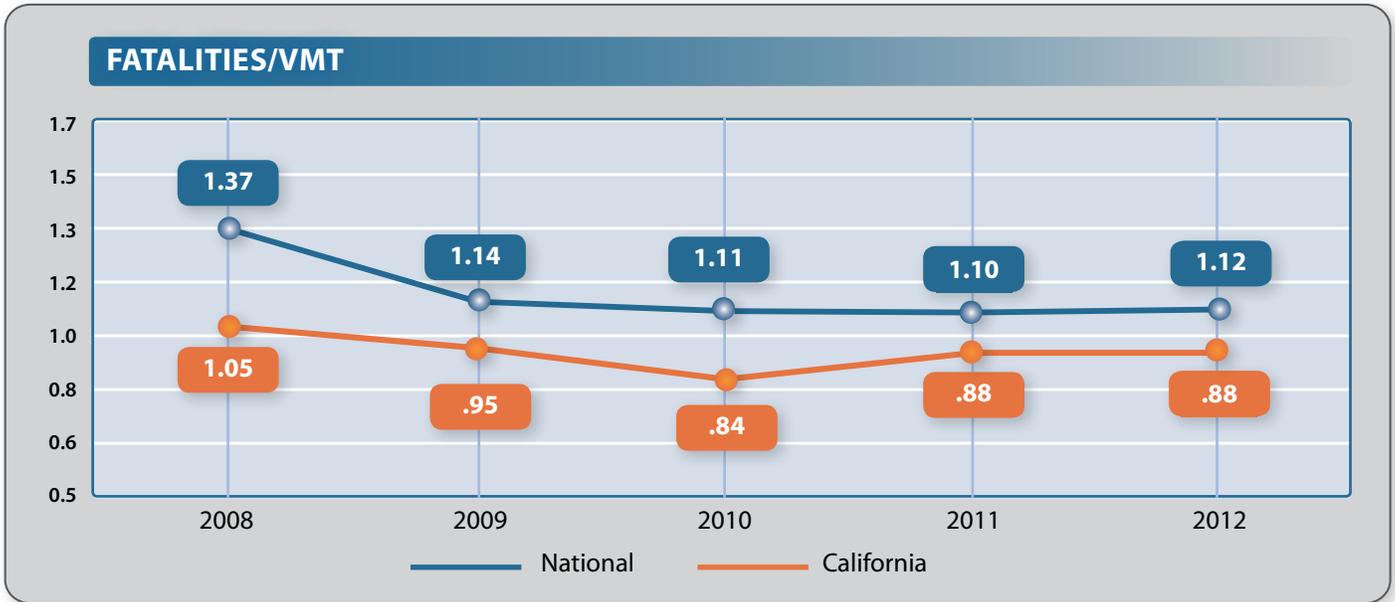


TRAFFIC SAFETY CORE PERFORMANCE MEASURES

C-3 FATALITIES/VMT (FARS/FHWA)

To decrease fatalities/VMT from the 2008–2010 calendar base year average of .94 to .93 by December 31, 2013.

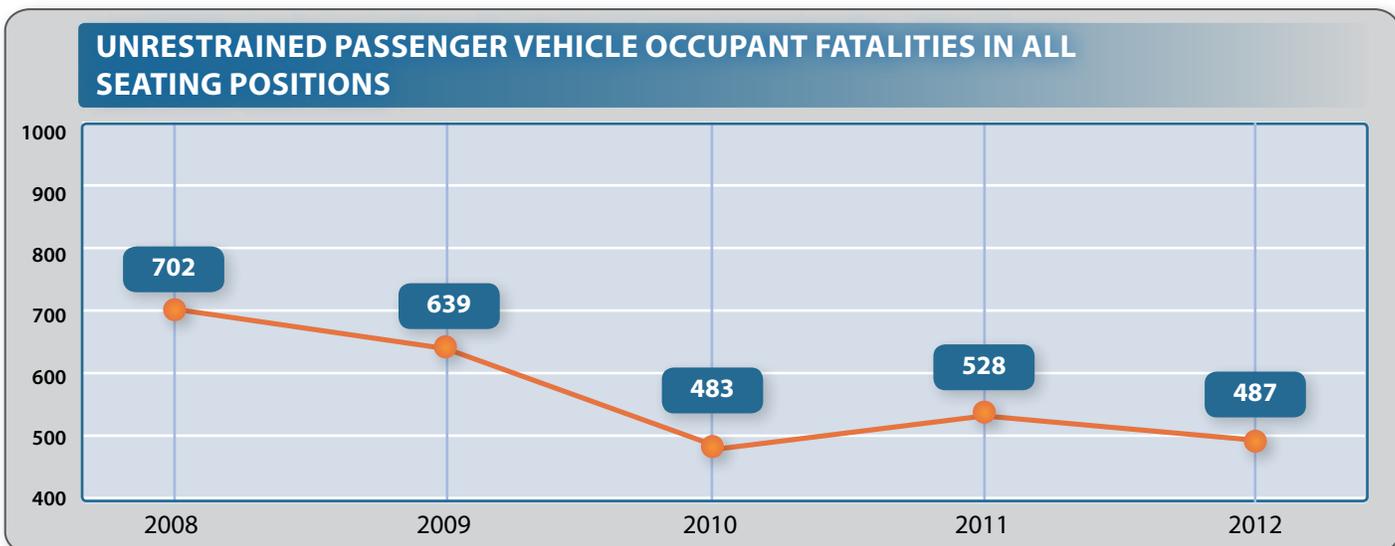
Result: Fatalities/VMT decreased .06 points from the 2008–2010 calendar base year average of .94 to .88.



C-4 UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES IN ALL SEATING POSITIONS (FARS)

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2008–2010 calendar base year average of 608 to 578 by December 31, 2013.

Result: Unrestrained passenger vehicle occupant fatalities in all seating positions decreased 20 percent from the 2008–2010 calendar base year average of 608 to 487.

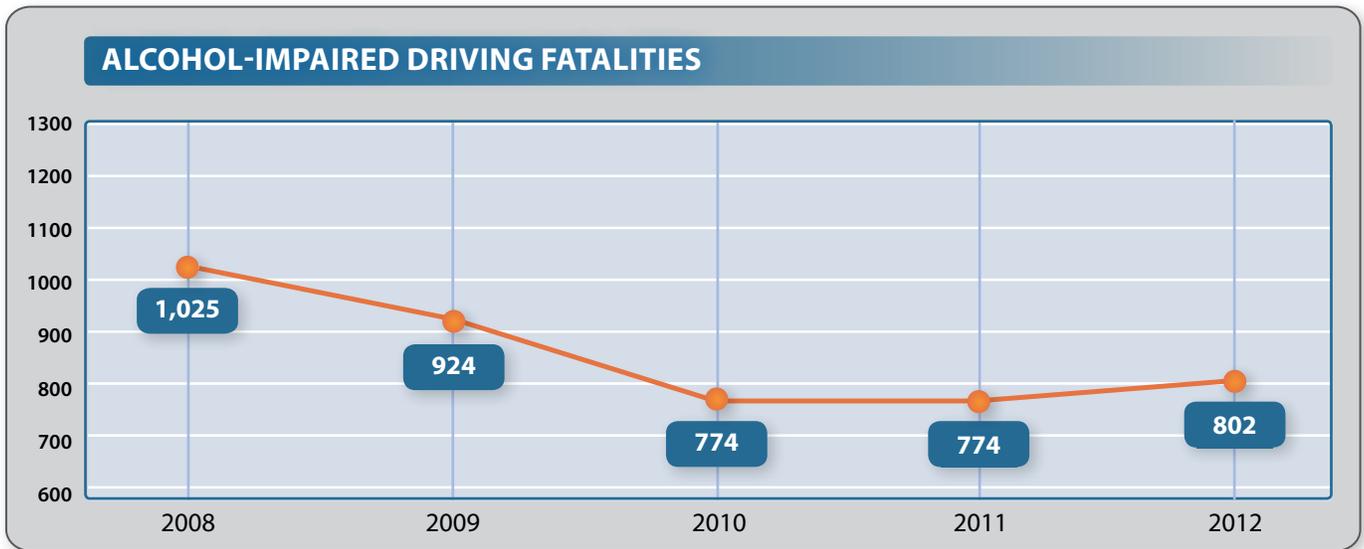


TRAFFIC SAFETY CORE PERFORMANCE MEASURES

C-5 ALCOHOL-IMPAIRED DRIVING FATALITIES (FARS)

To decrease alcohol-impaired driving fatalities 5 percent from the 2008–2010 calendar base year average of 907 to 862 by December 31, 2013.

Result: Alcohol-impaired driving fatalities decreased 11.6 percent from the 2008–2010 calendar base average year of 907 to 802.

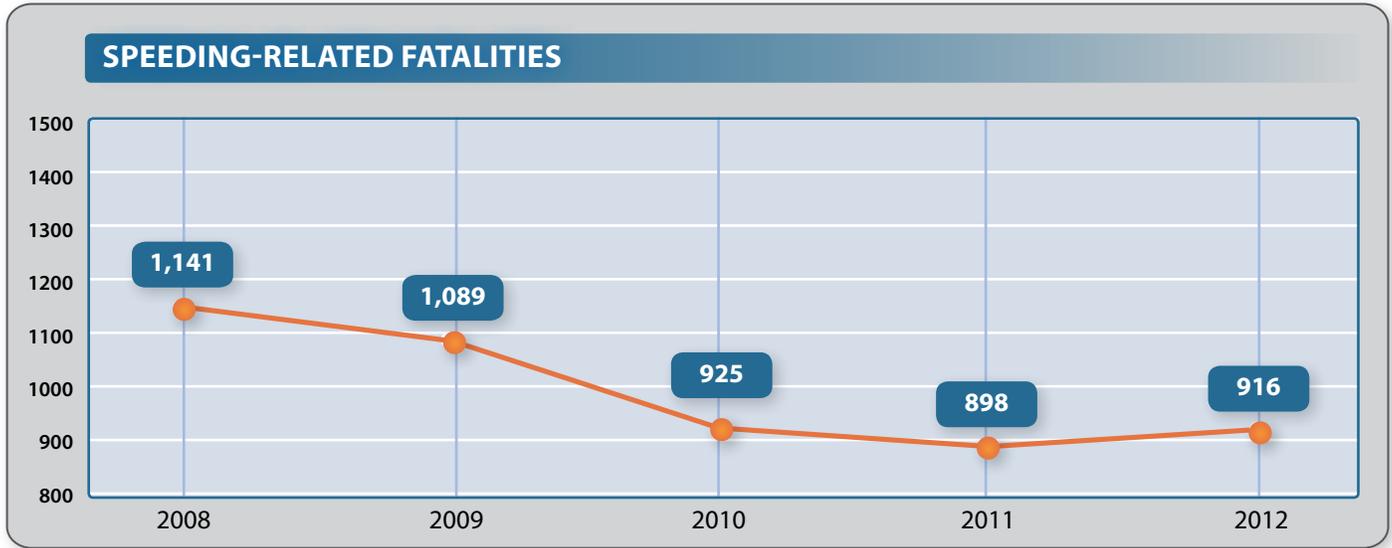


TRAFFIC SAFETY CORE PERFORMANCE MEASURES

C-6 SPEEDING-RELATED FATALITIES (FARS)

To reduce speeding-related fatalities 5 percent from the 2008–2010 calendar base year average of 1,051 to 999 by December 31, 2013.

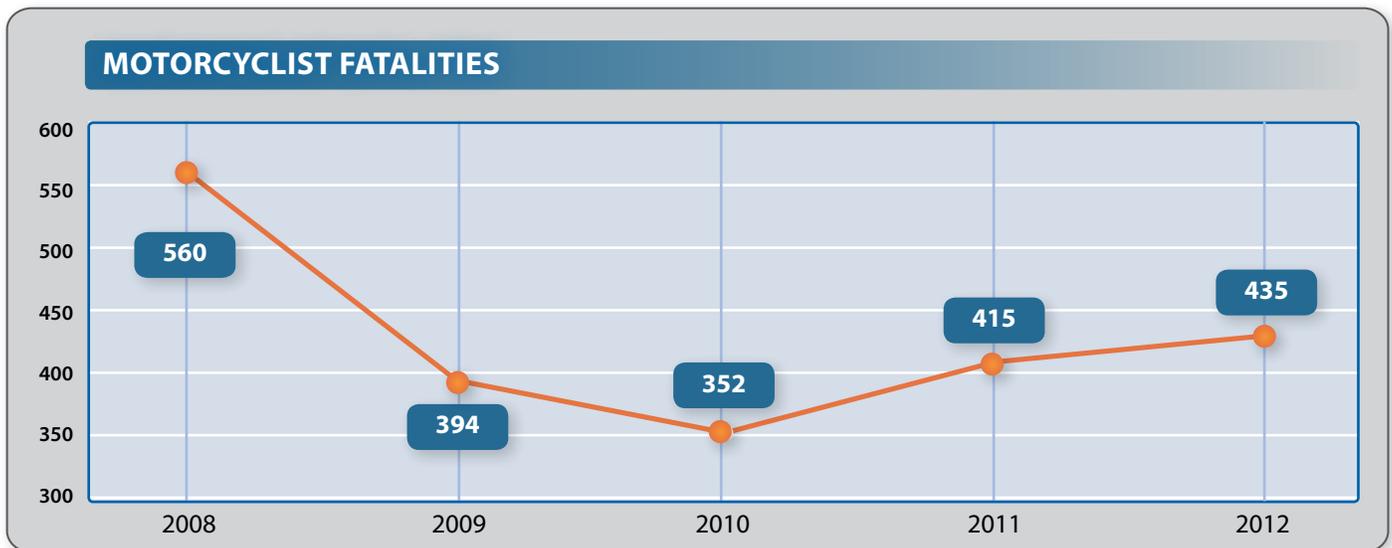
Result: Speeding-related fatalities decreased 8.4 percent from the 2008–2010 calendar base year average of 999 to 916.



C-7 MOTORCYCLIST FATALITIES (FARS)

To decrease motorcyclist fatalities 5 percent from the 2008–2010 calendar base year average of 435 to 414 by December 31, 2013.

Result: Motorcyclist fatalities were maintained from the 2008–2010 calendar base year average of 435.

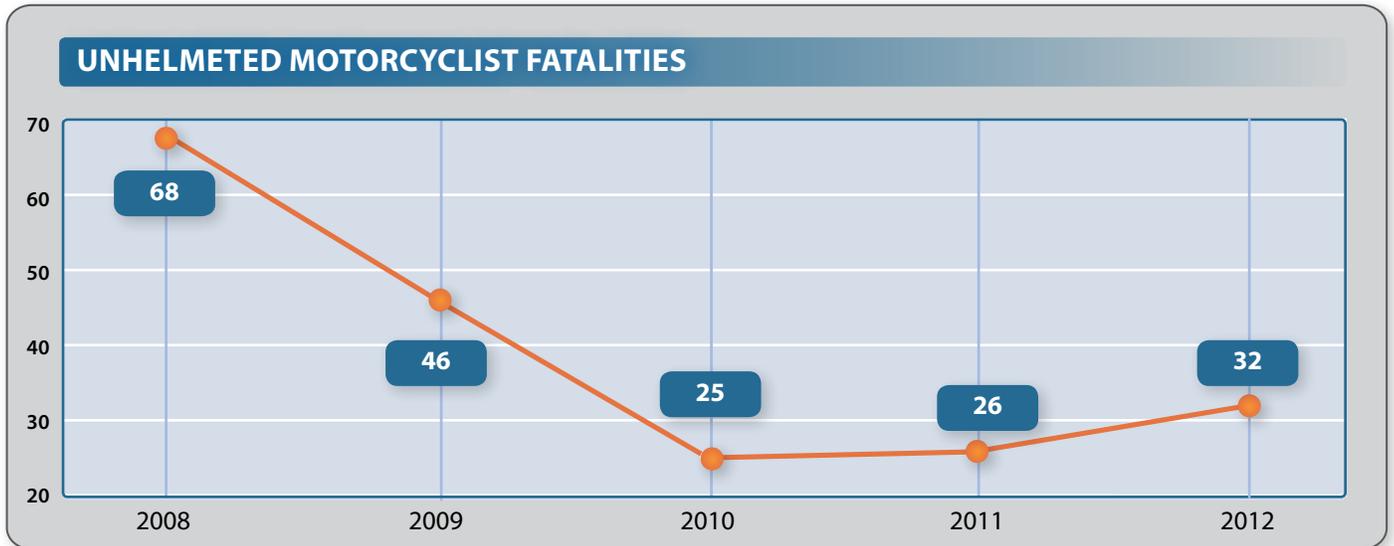


TRAFFIC SAFETY CORE PERFORMANCE MEASURES

C-8 UNHELMETED MOTORCYCLIST FATALITIES (FARS)

To decrease unhelmeted motorcyclist fatalities 20 percent from the 2008–2010 calendar base year average of 46 to 37 by December 31, 2013.

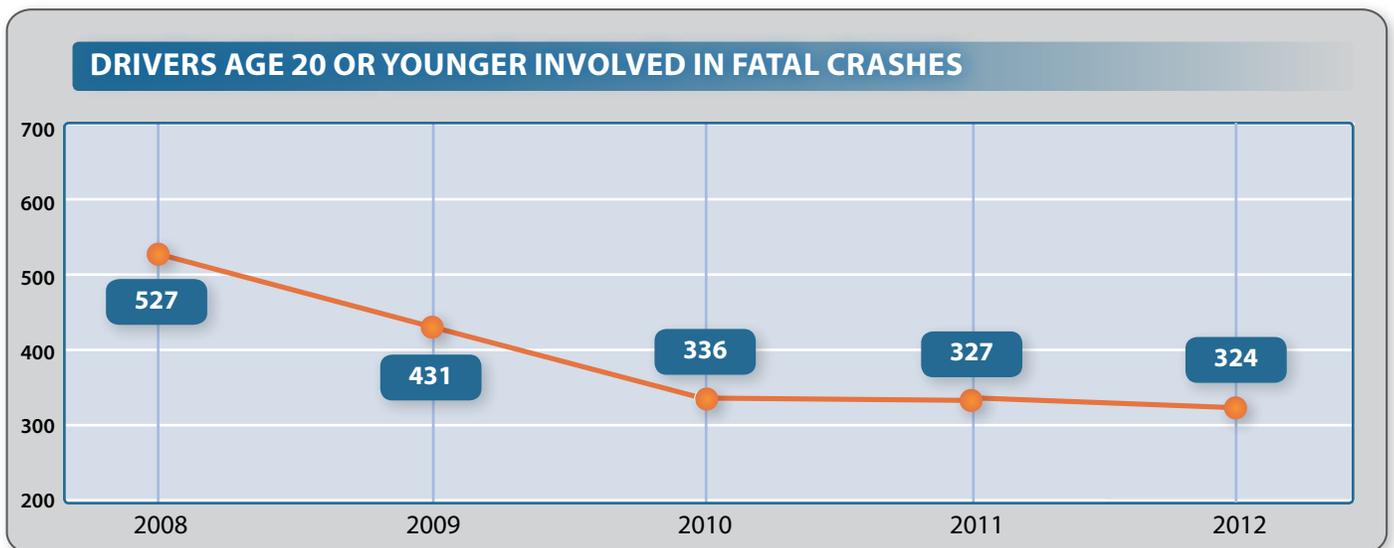
Result: Unhelmeted motorcyclist fatalities decreased 30.5 percent from the 2008–2010 calendar base year average of 46 to 32.



C-9 DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES (FARS)

To decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2008–2010 calendar base year average of 431 to 440 by December 31, 2013.

Result: Drivers age 20 or younger involved in fatal crashes decreased 24.9 percent from the 2008–2010 calendar base year average of 431 to 324.

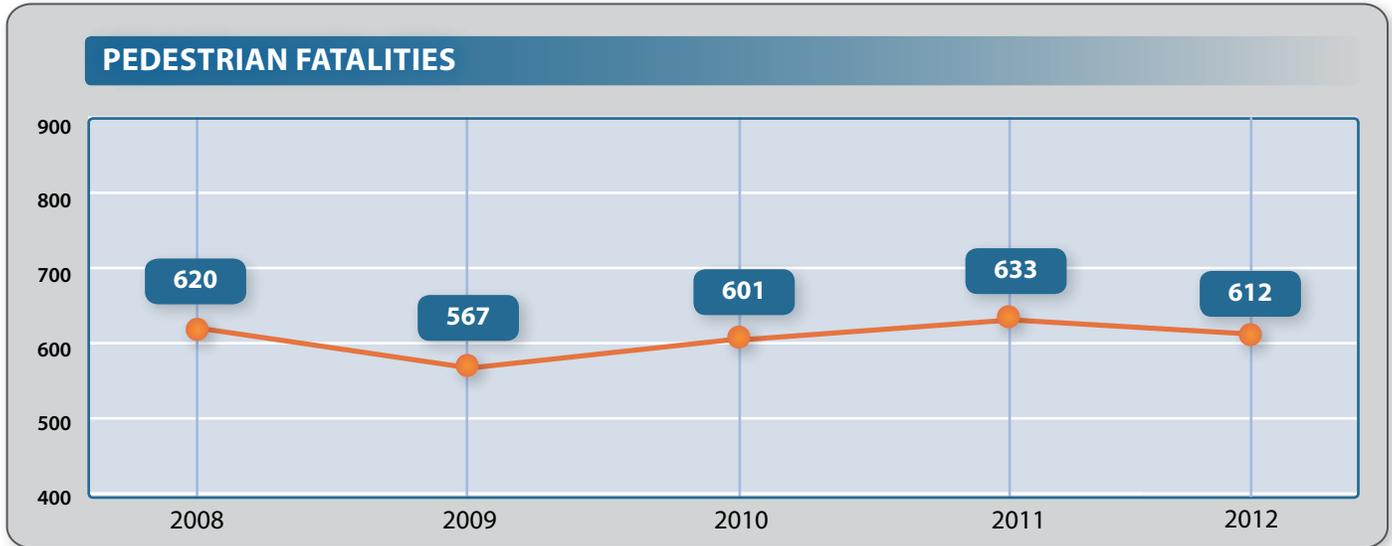


TRAFFIC SAFETY CORE PERFORMANCE MEASURES

C-10 PEDESTRIAN FATALITIES (FARS)

To reduce pedestrian fatalities .9 percent from the 2008–2010 calendar base year average of 596 to 590 by December 31, 2013.

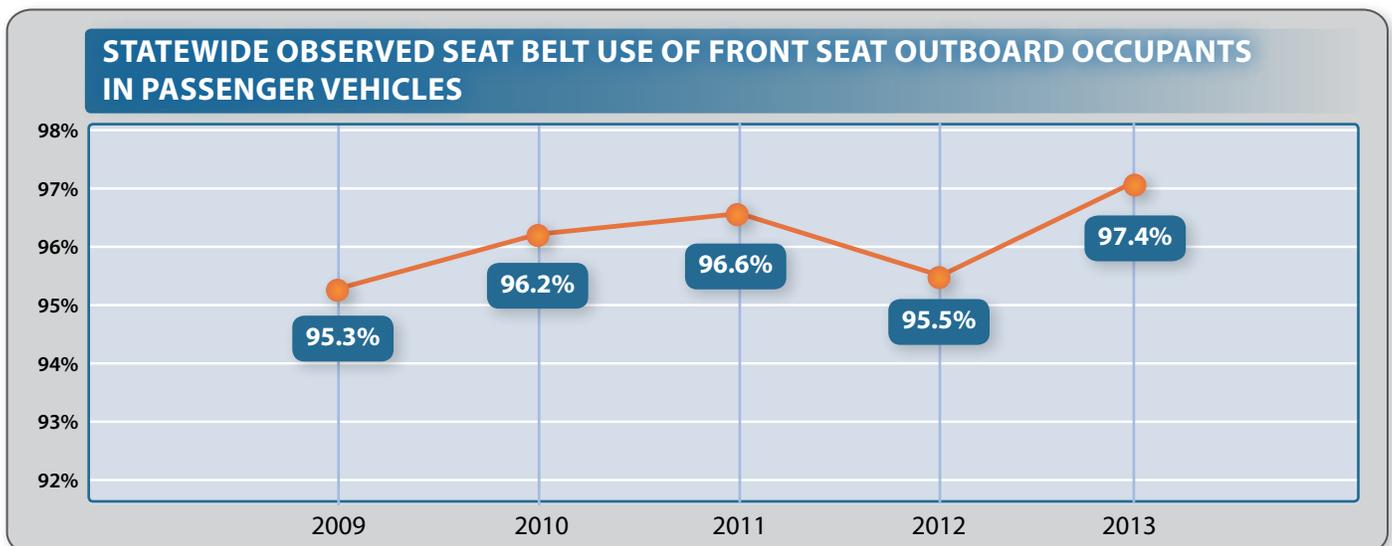
Result: Pedestrian fatalities increased 2.7 percent from the 2008–2010 calendar year average of 596 to 612.



B-1 STATEWIDE OBSERVED SEAT BELT USE OF FRONT SEAT OUTBOARD OCCUPANTS IN PASSENGER VEHICLES (SURVEY)

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles .7 percentage points from the 2009–2011 calendar base year average usage rate of 96 percent to 96.7 percent by December 31, 2013.

Result: Statewide observed seat belt use of front seat outboard occupants in passenger vehicles increased 1.4 percentage points from the 2009–2011 calendar base year average of 96 percent to 97.4 percent.



TRAFFIC SAFETY CORE PERFORMANCE MEASURES

CORE OUTCOME MEASURES	Calendar Years					
	2007	2008	2009	2010	2011	2012
C-1: Traffic Fatalities (FARS)	3,995	3,434	3,081	2,720	2,816	2,857
C-2: Serious Traffic Injuries (SWITRS)	13,133	11,943	10,931	10,423	10,607	Not yet available
C-3: Fatalities/VMT (FARS/FHWA)	1.21	1.05	0.95	0.84	0.88	0.88
C-4: Unrestrained Passenger Vehicle Occupant Fatalities in all Seating Positions (FARS)	859	702	639	483	528	487
C-5: Alcohol-Impaired Driving Fatalities (all fatalities involving a driver or a motorcycle operator with a BAC of .08 or greater) (FARS)	1,132	1,025	924	774	774	802
C-6: Speeding-Related Fatalities (FARS)	1,472	1,141	1,089	925	898	916
C-7: Motorcyclist Fatalities (FARS)	518	560	394	352	415	435
C-8: Unhelmeted Motorcyclist Fatalities (FARS)	68	68	46	25	26	32
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	609	527	431	336	327	324
C-10: Pedestrian Fatalities (FARS)	650	620	567	601	633	612

CORE BEHAVIOR MEASURE	Calendar Years					
	2008	2009	2010	2011	2012	2013
B-1: Statewide Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (CSU Fresno Observational Survey)	95.7%	95.3%	96.2%	96.6%	95.5%	97.4%
ACTIVITY MEASURES						
FFY 2013 (October 1, 2012 - September 30, 2013)						
A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities	2,203					
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities	12,643					
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities	22,036					

STATEWIDE TRAFFIC SAFETY INTERCEPT SURVEY

TRAFFIC SAFETY SURVEY

In 2013, OTS conducted the fourth annual statewide traffic safety survey. This survey is intended to help continuously fine-tune traffic safety programs, enforcement efforts and public education campaigns to ensure that they are effective and on target with individual populations.

California's 2013 survey included 1,941 drivers aged 18 and over at gas stations in 15 counties throughout Central, Northern, and Southern California. Participants were asked a range of traffic safety questions regarding impaired driving, seat belts, distracted driving, and traffic safety laws and campaigns. The figures below are the top line totals for each question.

TRAFFIC SAFETY SURVEY RESULTS DATA:

In your opinion, what are the biggest safety problems on California's roadways?			
Reply	2011	2012	2013
Texting on cell phone	18.5%	17.1%	20.3%
Talking on cell phone	20.3%	18.3%	16.0%
Speeding/Aggressive Driving	17.6%	15.6%	14.3%
Other Driver Behavior	7.2%	10.5%	11.3%
Bad Road Surfaces	11.6%	11.4%	9.2%
Drunk Driving	12.6%	4.3%	5.7%
Internal Car Distractions	3.8%	3.5%	3.6%
Other/Don't Know	8.4%	19.3%	19.6%

In your opinion, what is the most serious distraction for drivers?			
Reply	2011	2012	2013
Cell Phone talking (hand-held or hands-free) 61.9%	56.0%	42.8%	33.4%
Texting While Driving	27.6%	37.2%	47.9%
Passengers in Car	1.8%	1.4%	1.5%
Roadside Billboards	1.3%	1.9%	1.8%
Eating While Driving	1.2%	0.8%	0.8%
Adjusting Radio/Stereos	0.7%	0.8%	0.8%
Personal Grooming	0.9%	0.4%	0.7%
GPS/Navigation Systems	0.5%	0.5%	0.7%
Other	10.0%	14.2%	14.2%

How often in the past 30 days have you texted or emailed while driving?			
Reply	2011	2012	2013
Regularly	6.3%	6.2%	7.2%
Sometimes	7.8%	10.3%	9.8%
Rarely	14.2%	14.9%	16.1%
Never	71.7%	68.6%	66.8%



STATEWIDE TRAFFIC SAFETY INTERCEPT SURVEY

TRAFFIC SAFETY SURVEY RESULTS DATA (CONTINUED)

How often in the past 30 days have you talked on a hand-held cell phone while driving?			
Reply	2011	2012	2013
Regularly	10.5%	10.7%	9.3%
Sometimes	11.7%	11.5%	11.2%
Rarely	22.6%	22.3%	24.1%
Never	55.2%	55.4%	55.4%
How often in the past 30 days have you talked on a hands-free cell phone while driving?			
Reply	2011	2012	2013
Regularly	30.6%	26.1%	27.4%
Sometimes	15.7%	14.5%	20.1%
Rarely	10.2%	12.9%	13.5%
Never	43.5%	46.5%	39.0%
Do you talk less, more or the same amount on a cell phone because of the hands-free law?			
Reply	2011	2012	2013
More	10.6%	9.3%	9.7%
The same	49.0%	56.9%	54.9%
Less	40.4%	33.8%	35.5%
Have you ever been hit or nearly hit by a driver who was talking or texting on a cell phone?			
Reply	2011	2012	2013
Yes	60.1%	60.1%	61.9%
No	39.9%	39.9%	38.1%
Do you believe using a hands-free cell phone is safer than a hand-held phone while driving?			
Reply	2011	2012	2013
Yes	70.7%	70.4%	70.2%
No	29.3%	29.6%	29.8%
Have you ever made a driving mistake while talking on a cell phone?			
Reply	2011	2012	2013
Yes	45.8%	44.6%	45.0%
No	54.2%	55.4%	55.0%

What do you think is the likelihood of being ticketed for hand-held cell phone use or texting?			
Reply	2011	2012	2013
Very Likely	Question not included in 2011 survey	20.1%	26.3%
Somewhat Likely		31.2%	31.9%
Neither Likely nor Unlikely		8.4%	7.0%
Somewhat Unlikely		19.5%	16.3%
Very Unlikely		20.7%	18.6%
What do you think is the minimum ticket cost for a first time offense while using a hand-held phone or texting while driving?			
Reply	2011	2012	2013
\$20	Question not included in 2011 survey	9.3%	3.5%
\$85		15.7%	14.0%
\$159 (Correct Amount)		41.7%	44.9%
\$229		33.4%	37.6%
Do you believe that men or women use cell phones and/or text more while driving?			
Reply	2011	2012	2013
Men	6.0%	7.8%	7.6%
Women	41.2%	42.3%	43.4%
Neither/Both the same	52.9%	49.9%	49.0%
Do you recall hearing or seeing "Report Drunk Drivers - Call 911" in the past 6 months?			
Reply	2011	2012	2013
Yes	62.6%	64.6%	52.0%
No	37.4%	35.4%	48.0%
Do you think the "Report Drunk Drivers - Call 911" program has helped police make more DUI arrests?			
Reply	2011	2012	2013
Yes	71.9%	76.1%	66.6%
No	28.1%	23.9%	33.4%
In your opinion, is the "Report Drunk Drivers - Call 911" program resulting in fewer drunk drivers on the roadways?			
Reply	2011	2012	2013
Yes	57.2%	52.6%	47.5%
No	42.8%	47.4%	52.5%

STATEWIDE TRAFFIC SAFETY INTERCEPT SURVEY

TRAFFIC SAFETY SURVEY RESULTS DATA (CONTINUED)

Since seeing or hearing "Report Drunk Drivers - Call 911," are you less likely to drive after drinking too much?			
Reply	2011	2012	2013
Yes	38.1%	38.9%	34.4%
No	27.9%	32.0%	43.5%
I don't drink at all	34.0%	29.0%	22.1%
In the past 30 days, did you drive when you thought you had too much alcohol to drive safely?			
Reply	2011	2012	2013
Yes	6.7%	5.5%	6.2%
No	70.7%	68.6%	75.3%
I don't drink at all	22.6%	25.8%	18.6%
How serious of a problem is driving under the influence of drugs, both legal and illegal?			
Reply	2011	2012	2013
Very Big Problem	70.2%	71.5%	62.4%
Somewhat of a problem	23.6%	24.1%	28.2%
A Small Problem	4.9%	3.6%	6.9%
Not a problem at all	1.3%	0.8%	2.6%
In your opinion, should the penalty for driving under the influence of drugs be more serious, less serious or the same?			
Reply	2011	2012	2013
More serious penalty	14.9%	17.6%	18.2%
Less serious penalty	9.9%	0.5%	10.9%
The same penalty	75.2%	76.8%	70.9%
In the past 6 months, have you seen or heard anything about police setting up sobriety/DUI checkpoints to catch drunk drivers?			
Reply	2011	2012	2013
Yes	72.9%	67.8%	51.6%
No	27.1%	32.2%	48.4%
Do you support the use of sobriety/DUI checkpoints?			
Reply	2011	2012	2013
Yes	88.3%	89.6%	87.0%
No	11.7%	10.4%	13.3%

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?			
Reply	2011	2012	2013
Yes	72.3%	72.4%	69.9%
No	27.7%	27.6%	30.1%
Do you recall hearing or seeing "Click It or Ticket" in the past 6 months?			
Reply	2011	2012	2013
Yes	88.6%	86.5%	81.0%
No	11.4%	13.5%	19.0%
How often do you wear a seatbelt?			
Reply	2011	2012	2013
Always wear a seat belt	95.3%	97.6%	96.9%
Sometimes wear a seat belt	3.9%	1.9%	2.4%
Never wear a seat belt	0.8%	0.7%	0.7%
Do you think the chances of being stopped for not wearing a seat belt have changed because of the "Click It or Ticket" campaign?			
Reply	2011	2012	2013
Yes	72.0%	58.1%	55.8%
No	28.0%	41.9%	44.2%
Are you aware of the law requiring drivers to move over safely or slow down when approaching stationary vehicles that display flashing lights?			
Reply	2011	2012	2013
Yes	92.5%	88.7%	89.2%
No	7.5%	11.3%	10.8%

ADDITIONAL TRAFFIC SAFETY PERFORMANCE MEASURES

ADDITIONAL ACTIVITY MEASURES	Calendar Years					
	2007	2008	2009	2010	2011	2012
Statewide DUI Arrests*	203,866	214,811	208,531	195,879	180,212	Not yet available
Statewide DUI Conviction Rate**	80%	79%	77%	73%	Available January 2014	Available January 2015
Statewide Seat Belt Violation Convictions***	441,710	392,724	336,785	238,761	260,026	259,888
Statewide Child Restraint Violation Convictions***	16,301	16,118	15,085	13,411	11,791	9,555
Statewide Speeding Convictions***	1,810,616	1,868,360	1,868,202	1,734,258	1,613,877	1,477,208
Hand-held Cell Phone Convictions***	Law became effective 7/1/08		301,833	361,260	460,487	425,041
Texting Convictions***	Law became effective 1/1/09		2,845	7,924	14,886	21,059
Hand-held Device by Someone Under Age 18***	Law became effective 7/1/08		1,228	904	732	114

ADDITIONAL OUTCOME MEASURES	Calendar Years					
	2007	2008	2009	2010	2011	2012
Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled (SWITRS))	1.18	1.05	0.95	0.84	0.88	Not yet available
Motor Vehicle Fatalities, Age 16-19 (FARS)	345	290	258	181	189	180
Male	248	203	167	124	125	129
Female	97	87	91	57	64	Not yet available
Motor Vehicle Driver Fatalities, Age 16-19 (FARS)	162	154	94	75	78	79
Male	125	119	71	54	55	65
Female	37	35	23	21	23	14
Fatality Rate Per 100,000 Population (FARS)	11.02	9.38	8.36	7.29	7.47	7.51
Total Motor Vehicle Injuries (SWITRS)	266,687	241,873	232,777	229,354	225,602	Not yet available
Motor Vehicle Injuries, Age 16-19 (SWITRS)	28,237	25,307	23,577	22,172	Not yet available	Not yet available
Hit-and-Run Fatal Collisions (FARS)	275	271	206	234	238	213
Hit-and-Run Injury Collisions (SWITRS)	18,984	16,930	15,439	14,735	14,564	Not yet available
Hit-and-Run Fatalities (FARS)	302	299	218	251	246	216
Hit-and-Run Injuries (SWITRS)	25,045	22,291	20,260	19,009	18,801	22,091
Fatal Collisions between 2100-0300 (FARS)	1,001	904	755	682	723	693
Injury Collisions between 2100-0300 (SWITRS)	25,340	22,627	21,069	20,474	19,943	Not yet available
Motor Vehicle Fatalities between 2100-0300 (FARS)	1,103	990	841	748	801	768
Motor Vehicle Injuries between 2100-0300 (SWITRS)	37,741	33,169	31,028	29,731	Not yet available	Not yet available

* Department of Justice

** DMV DUI Management Information System Report

*** DMV

ADDITIONAL TRAFFIC SAFETY PERFORMANCE MEASURES

	Calendar Years					
ALCOHOL-IMPAIRED DRIVING	2007	2008	2009	2010	2011	2012
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- California	0.34	0.31	0.28	0.24	0.24	Not yet available
Alcohol-Impaired Driving Fatality Rate -- Fatalities Per 100 Million Vehicle Miles Traveled (FARS) -- National	0.43	0.39	0.36	0.34	0.33	Not yet available
Percent of Alcohol-Impaired Driving Fatalities	28%	30%	30%	28%	27%	28%
Driver Fatalities Age 16 -19 with BAC=.08+ (FARS)	31	33	29	18	16	18
Male	24	27	21	15	12	17
Female	7	6	7	3	4	1
Alcohol-Related Fatalities (at least one driver or non-occupant had a BAC of .01 or greater) (FARS)	1,606	1,425	1,301	1,123	1,121	1,156
Alcohol-Related Injuries (SWITRS)	30,783	28,463	26,058	24,343	23,853	Not yet available
Alcohol-Related Injuries Age 16-19 (SWITRS)	3,372	2,961	2,649	2,458	2,232	Not yet available
Driver Fatalities Age 16 -19 with BAC=.01+ (FARS)	41	41	34	23	19	21
Male	34	34	27	19	15	20
Female	7	7	7	4	4	1
Driver Fatalities Age 20-25 with BAC=.01+ (FARS)	209	166	159	126	143	131
Male	177	146	133	104	115	112
Female	32	20	26	22	27	19

	Calendar Years					
BICYCLES	2007	2008	2009	2010	2011	2012
Bicyclist Fatalities (FARS)	109	109	99	100	116	124
Bicyclist Injuries (SWITRS)	10,590	11,760	12,043	12,653	13,606	Not yet available
Bicyclist Fatalities Under Age 15 (FARS)	13	15	10	4	12	4
Bicyclist Injuries Under Age 15 (SWITRS)	2,073	1,993	1,915	1,743	1,868	Not yet available
Unhelmeted Bicyclist Fatalities (FARS)	104	102	98	100	116	124

	Calendar Years					
DISTRACTED DRIVING	2008	2009	2010	2011	2012	2013
Statewide Observational Survey of Driver Cell Phone Use (texting and talking combined)	Study not conducted until 2011			7.3%	10.8%	7.6%

	Calendar Years					
DRUG-IMPAIRED DRIVING	2008	2009	2010	2011	2012	2013
Drivers Killed – of Those Tested for Drugs, Percent Who Tested Positive	26%	28%	30%	30%	31%	38%

	Calendar Years					
MOTORCYCLES	2007	2008	2009	2010	2011	2012
Total Motorcycle Registrations (DMV)	772,524	824,244	809,129	808,913	818,650	832,304
Motorcyclist Fatalities per 100,000 Motorcycle Registrations (FARS, DMV)	67	68	49	44	51	52

ADDITIONAL TRAFFIC SAFETY PERFORMANCE MEASURES

MOTORCYCLES (CONTINUED)	Calendar Years					
	2007	2008	2009	2010	2011	2012
Motorcyclist Injuries (SWITRS)	11,172	11,764	10,479	9,969	10,906	Not yet available
Percent of Known Helmeted Motorcyclist Fatalities (FARS)	87%	88%	88%	93%	94%	93%
Percent of Improperly Licensed Motorcycle Operator Fatalities (FARS)	36%	37%	32%	33%	36%	29%
Motorcycle Rider (Operator) Fatalities with BAC =.08+ (FARS)	117	143	89	89	85	95
Motorcycle Rider (Operator) Fatalities (FARS)	496	537	385	341	387	415
Percent of Motorcycle Rider (Operator) Fatalities with BAC=.08+ (FARS)	24%	27%	23%	26%	22%	23%
Percent of Motorcyclists At-Fault in Fatal Motorcycle Collisions (SWITRS)	75%	70%	69%	70%	66%	Not yet available
Percent of Motorcyclists At-Fault in Injury Motorcycle Collisions (SWITRS)	57%	58%	34%	57%	57%	Not yet available
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and Speed was Primary Collision Factor (SWITRS)	31%	28%	27%	24%	24%	Not yet available
Percent of Total Motorcycle Fatal Collisions where Motorcyclist was at Fault and DUI was Primary Collision Factor (SWITRS)	16%	18%	16%	15%	17%	Not yet available

OCCUPANT PROTECTION	Calendar Years					
	2008	2009	2010	2011	2012	2013
Percent of Known Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	38%	36%	33%	36%	33%	Not yet available
Teen Seat Belt Use Rate (CSU Fresno Observational Survey)	89.6%	91.1%	94%	Not Conducted	96.1%	96.9%
Percent of Unrestrained Passenger Vehicle Occupant Fatalities Age 16-19 (FARS)	40%	47%	41%	34%	42%	Not yet available
Child Safety Seat Use Rate (CSU Fresno Observational Survey)	94.4%	90.9%	95.0%	Not Conducted	91.6%	88.5%
Passenger Vehicle Occupant Fatalities Age 0-8 (FARS)	42	65	30	24	40	Not yet available
Vehicle Occupant Injuries Age 0-8 (SWITRS)	5,308	5,344	5,274	5,143	Not yet available	Not yet available
Passenger Vehicle Occupant Fatalities Age 4 and Under (FARS)	49	25	34	14	24	Not yet available

PEDESTRIANS	Calendar Years					
	2007	2008	2009	2010	2011	2012
Pedestrian Injuries (SWITRS)	13,663	13,405	13,083	12,668	12,691	Not yet available
Pedestrian Fatalities Under Age 15 (FARS)	38	43	31	25	28	21
Pedestrian Injuries Under Age 15 (SWITRS)	2,974	2,777	2,649	2,264	2,153	Not yet available
Pedestrian Fatalities Age 65 and Older (FARS)	177	123	145	150	153	151
Pedestrian Injuries Age 65 and Older (SWITRS)	1,329	1,320	1,356	1,229	1,305	Not yet available

SPEEDING AND AGGRESSIVE DRIVING	Calendar Years					
	2007	2008	2009	2010	2011	2012
Speeding Related Injuries (SWITRS)	77,515	70,560	69,817	71,854	70,653	Not yet available

PROGRAM GOALS AND RESULTS

All data is self-reported by grantees and not verified by OTS.

ALCOHOL-IMPAIRED DRIVING

Funded Grants Goals and Results

To reduce the number of persons killed in alcohol-involved collisions 5 percent by September 30, 2013.

Result: Persons killed in alcohol-involved collisions decreased 2.4 percent from 172 to 168.

To reduce the number of persons injured in alcohol-involved collisions 6 percent by September 30, 2013.

Result: Persons injured in alcohol-involved collisions decreased 2.9 percent from 6,344 to 6,166.

To reduce hit-and-run fatal collisions 5 percent by September 30, 2013.

Result: Hit-and-run fatal collisions increased 30.3 percent from 83 to 119.

To reduce hit-and-run injury collisions 5 percent by September 30, 2013.

Result: Hit-and-run fatal collisions decreased 7 percent from 12,720 to 11,842.

To reduce nighttime (2100 - 0300 hours) fatal collisions 5 percent by September 30, 2013.

Result: Nighttime (2100 - 0300 hours) fatal collisions decreased .5 percent from 212 to 211.

To reduce nighttime (2100 - 0300 hours) injury collisions 5 percent by September 30, 2013.

Result: Nighttime (2100 - 0300 hours) injury collisions increased 11.3 percent from 7,513 to 8,470.

To reduce the number of motorcyclists killed in alcohol-involved collisions 5 percent by September 30, 2013.

Result: Motorcyclists killed in alcohol-involved collisions increased 12.5 percent from 14 to 16.

To reduce the number of motorcyclists injured in alcohol-involved collisions 5 percent by September 30, 2013.

Result: Motorcyclists injured in alcohol-involved collisions decreased 7.2 percent from 153 to 142.



PROGRAM GOALS AND RESULTS

ALCOHOL-IMPAIRED DRIVING (CONTINUED)

A summary of FFY 2013 activities conducted by all OTS-funded grants with objectives related to alcohol and other drugs is provided in the following tables.

DUI ENFORCEMENT ACTIVITY	TOTAL
DUI/Drivers License Checkpoints	1,769
Vehicles Through Checkpoints	1,780,824
Drivers Contacted	1,282,365
Field Sobriety Tests Administered	17,799
DUI Arrests (Alcohol Only)	5,375
DUI Drug Arrests (Drug Only)	889
Drug Arrests (Possession, Transportation, Sales)	393
Criminal Arrests (Felony in custody)	545
Recovered Stolen Vehicles	35
Suspended/Revoked Driver's Licenses	12,541
DUI Saturation Patrols Conducted	6,015
Vehicle Stops	68,602
Field Sobriety Tests Administered	19,716
DUI Arrests (Alcohol Only)	7,026
DUI Drug Arrests (Drug Only)	592
Drug Arrests (Possession, Transportation, Sales)	410
Criminal Arrests (Felony in custody)	1,018
Recovered Stolen Vehicles	96
Suspended/Revoked Driver's Licenses	2,871
Repeat DUI Offender Warrant Service Operations	423
Warrant Service Attempts	6,763
Warrants Served (Arrests/Citations)	1,268



PROGRAM GOALS AND RESULTS

ALCOHOL-IMPAIRED DRIVING (CONTINUED)

DUI ENFORCEMENT ACTIVITY (CONTINUED)	TOTAL
Court Sting Operations	119
Arrests from Court Sting Operations	332
Stakeout Operations Conducted	167
Arrests from Stakeout Operations	237
DUI/DUID Arrests from OTS Funded Positions	632
Officers Trained in DRE	308
Officers Trained in SFST	1,881
Officers Trained in ARIDE	1,867
Avoid Media Results	234
Press Releases Issued	887
Media Events Conducted	118
Prints Stories Published	618
Radio Stories Aired	152
Television Stories Broadcasted	109
Free Public Service Announcements	42
Number of "Every 15 Minute" Presentations	150
Students Impacted	111,790
Number of "Multi-Media" Presentations	22
Students Impacted	17,423
Number of "Real DUI Trials" and "Sentencing's" Conducted In Schools	18
Students Impacted	4,700
Number of "A Life Interrupted" Education Programs	125
People Impacted	91,880



PROGRAM GOALS AND RESULTS

DISTRACTED DRIVING

Funded Grants Goals and Results

To reduce the number of fatal and injury traffic collisions within CHP jurisdiction where at least one driver was age 20 or older and had an Other Associated Factor of Inattention by 5 percent by September 30, 2013.

Result: Data not yet available.

To reduce the number of fatal and injury traffic collisions within CHP jurisdiction where at least one driver was between the ages 15-19 and had an Other Associated Factor of Inattention by 5 percent by September 30, 2013.

Result: Data not yet available.

DRUG-IMPAIRED DRIVING

Funded Grants Goals and Results

To provide increased training to law enforcement on identifying drugged drivers.

Result: A total of 308 officers were trained in DRE and 1,867 officers were trained in ARIDE

EMERGENCY MEDICAL SERVICES

Funded Grant Goal and Results

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

Result: Average response time for the arrival of appropriate equipment at collision sites in rural areas decreased 30 percent from 27 minutes to 19 minutes.



OCCUPANT PROTECTION

Funded Grants Goals and Results

To increase seat belt compliance 5 percentage points by September 30, 2013.

Result: Seat belt compliance increased 1 percentage point from 85 percent to 86 percent.

To increase child safety seat usage 6 percentage points by September 30, 2013.

Result: Child safety seat usage was maintained at 52 percent.

To reduce the number of vehicle occupants killed and injured under the age of six by 10 percent by September 30, 2013.

Result: Vehicle occupants killed and injured under the age of six decreased 35.1 percent from 77 to 50.



SUPPORTING ACTIVITY	TOTAL
Child Passenger Safety (CPS) Trainings	453
Total Trained	1,501
NHTSA Certified Technicians Trained	136
NHTSA Certified Instructors Trained	1
Child Safety Checkups	458
Child Safety/Booster Seats Distributed and Properly Fit	9,880
Additional Seats Properly Fit	14,879
Special Needs Seats Distributed	2
New Fitting Stations Established	4
Court Diversion Classes	6
Number of Violators Attending	57
Public Education Presentations	2,266
People Impacted	416,865
School Assemblies	125
People/Students Impacted	53,981
Number of "Seat Belt Challenge" Programs	2
Students Impacted	497

PROGRAM GOALS AND RESULTS

PEDESTRIAN AND BICYCLE SAFETY

Funded Grants Goals and Results

To reduce the total number of pedestrians killed 8 percent by September 30, 2013.

Result: Pedestrians killed decreased 26.4 percent from 19 to 14.

To reduce the total number of pedestrians injured 10 percent by September 30, 2013.

Result: Pedestrians injured decreased 1.4 percent from 941 to 928.

To reduce the number of pedestrians killed under the age of 15 by 9 percent by September 30, 2013.

Result: Pedestrians killed under the age of 15 was maintained at 0.

To reduce the number of pedestrians injured under the age of 15 by 11 percent by September 30, 2013.

Result: Pedestrians injured under the age of 15 was decreased 11.3 percent from 71 to 63.

To reduce the number of pedestrians killed over the age of 65 by 7 percent by September 30, 2013.

Result: Pedestrians injured under the age of 15 decreased 50 percent from 10 to 5.

To reduce the number of pedestrians injured over the age of 65 by 5 percent by September 30, 2013.

Result: Pedestrians injured over the age of 65 increased 14.3 percent from 108 to 126.



To reduce the total number of bicyclists killed in traffic-related collisions 10 percent by September 30, 2013.

Result: Bicyclists killed in traffic-related collisions decreased 100 percent from 2 to 0.

To reduce the total number of bicyclists injured in traffic-related collisions 10 percent by September 30, 2013.

Result: Bicyclists injured in traffic-related collisions decreased 55.6 percent from 99 to 44.

To increase bicycle helmet compliance for children aged 5 to 18 by 25 percentage points by September 30, 2013.

Result: Bicycle helmet compliance for children aged 5 to 18 increased 17 percentage points from 54 percent to 71 percent.

To reduce the number of bicyclists killed in traffic-related collisions under the age of 15 by 7 percent by September 30, 2013.

Result: Bicyclists killed in traffic-related collisions under the age of 15 was maintained at 0.

To reduce the number of bicyclists injured in traffic-related collisions under the age of 15 by 10 percent by September 30, 2013.

Result: Bicyclists injured in traffic-related collisions under the age of 15 decreased 53.4 percent from 15 to 7.

PUBLIC EDUCATION ACTIVITY	TOTAL
Number of "Traffic Safety" Education Programs	40
People Impacted	7,788
School/Community Traffic Safety/Bicycle Rodeos	73
Students Participating	8,214
Bicycle Helmets Distributed	2,825
Bicycle Helmets Properly Fitted	2,670
Community Traffic Safety/Bicycle Rodeos	127
People Impacted	9,631
Classroom/Parent Educational Workshops/Presentations	185
People Impacted	32,382

PROGRAM GOALS AND RESULTS

POLICE TRAFFIC SERVICES

Funded Grants Goals and Results

To reduce the total number of persons killed in traffic collisions 2 percent by September 30, 2013.

Result: Persons killed in traffic collisions increased 18.5 percent from 691 to 847.

To reduce the total number of persons injured in traffic collisions 2 percent by September 30, 2013.

Result: Persons killed in traffic collisions increased 1.8 percent from 81,122 to 82,580.

LAW ENFORCEMENT ACTIVITY	TOTAL
Traffic Enforcement Operations Conducted	2,606
Citations Issued	61,057
Distracted Driving Enforcement Operations Conducted	2,676
Citations Issued	34,266
Motorcycle Safety Enforcement Operations Conducted	405
Motorcycle Stops	2,977
Motorcycle Citations	2,312
Vehicle Stops	5,097
Vehicle Citations	3,875
Field Sobriety Tests Administered to Motorcyclist	84
Field Sobriety Tests Administered to Drivers	149
DUI Arrests of Motorcyclist (Alcohol only)	13
DUI Arrests of Other Drivers (Alcohol only)	49
DUI Drug Impaired Arrests of Motorcyclist [VC-23152(a)]	4
DUI Drug Impaired Arrests of Other Drivers [VC-23152(a)]	7
DUI Arrests (Alcohol/Drug Combination Only) of Other Drivers	4
Drug Arrests (Possession, Transportation, Sales)	11
Criminal Arrests (Felony in custody)	35
Suspended/Revoked Driver's Licenses	229
Motorcycle License Endorsement [VC-12500(b)]	181
Recovered Stolen Motorcycles	2
Recovered Stolen Vehicles	31
Number of "Distracted Driving" Education Presentations	2,015
People Impacted	371,403
Number of "Motorcycle Safety" Education Programs	184
People Impacted	100,978
Number of "Start Smart" Education Programs	787
People Impacted	38,183
Number of Illegal Street Racing Trainings	24
Officers Trained	337

PROGRAM GOALS AND RESULTS

ROADWAY SAFETY/TRAFFIC RECORDS

Funded Grants Goals and Results

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.

Result: One rural county and one urban city were funded for new Traffic Collision Data Analysis and Mapping systems. The systems replaced manual input databases or paper files, allowing traffic engineers access to extensive collision analysis tools, automated standard reports, and mapping of collision locations.

PUBLIC RELATIONS, ADVERTISING AND MARKETING

Goals

OTS Marketing and Public Affairs supports the OTS mission of reducing deaths, injuries, and economic losses resulting from traffic crashes by creating and implementing comprehensive public awareness programs designed to improve and encourage safe driving practices statewide. In addition, these efforts are intended to make safe driving the behavior of choice for all Californians, including at-risk and under-served communities. OTS recognizes the challenge of reaching a diverse and widespread population of over 38 million people, including 24 million licensed drivers, and creates its public awareness efforts to best and most effectively reach them.

Results

In FFY 2013, OTS Public Affairs was instrumental in the successful implementation of multiple statewide and regional campaigns and outreach efforts. More Californians and visitors are being reached with traffic safety messaging, in more ways, than ever before. OTS campaigns and campaign materials won 16 Gold or Silver awards from multiple professional organizations, including two national awards. One of the national awards was from the American Advertising Federation.



PROGRAM GOALS AND RESULTS

PUBLIC RELATIONS, ADVERTISING AND MARKETING (CONTINUED)

Holiday DUI Crackdown Campaign



In conjunction with the state's comprehensive regional and county "DUI Avoid" taskforces, OTS partnered with the CHP, Alcoholic Beverage Control (ABC), DMV and Department of Transportation (Caltrans), among others, to conduct the state's annual winter holiday anti-DUI campaign. The OTS portion of the effort generated more than 275 million audience impressions from earned

media placements, paid advertising and public service announcements. Collectively the campaign generated more than \$4 million in added value.

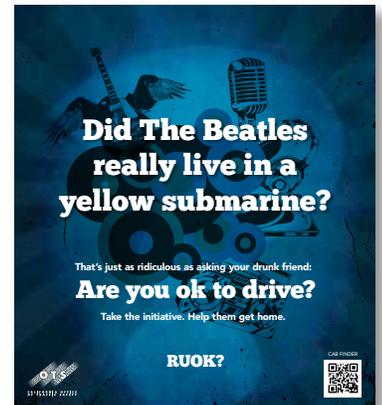
Distracted Driving

OTS led the third year of the largest, most comprehensive high visibility public awareness and enforcement campaign in the nation. The campaign generated nearly 120 million impressions and \$2 million in added value. OTS continued last year's theme of "Don't Be a Distracted Driving Zombie" for another successful year, although with markedly fewer paid media dollars during April's annual National Distracted Driving Month. OTS, along with efforts by the CHP, Caltrans, DMV, and local jurisdictions, held multiple press events, utilized paid media, public service media, earned media, and social media extensively. OTS continued the relationship with the Gannett Company's Sacramento television station with an integrated distracted driving media campaign.

Sports and Venue Marketing

As FFY 2013 marked the program's 19th year in California, OTS continued to partner with professional sports teams and entertainment venues to promote key programs, including seat belt use, impaired driving, distracted driving and youth safety education. Our partners included the Los Angeles Angels of Anaheim;

TEAM Coalition; the San Francisco Giants; the Sacramento River Cats; Live Nation Concert Productions; and Ovation Food Services, which brought "Plan Ahead, Designate a Sober Driver" messaging to multiple stadium, arena and county/state fair venues.



Seat Belt Mobilizations

Due to California's seat belt usage rate of over 95 percent, there was no paid media or heavy outreach campaigns for "Click It or Ticket." However, OTS and many of its grantees continued with earned media messaging, both on a statewide and local level, plus the over 650 permanent road signs remain in place. All indications were that both the media and public were under the impression that "Click It or Ticket" special enforcement was continuing unabated. The usage rate jumped during the summer survey period to the highest in state history – 97.4 percent.



Grantee Media Relations

OTS Public Affairs regularly provides technical assistance to local grantees in their communications and outreach efforts. In FFY 2013, Public Affairs supported grantees in the development of press materials and the planning of media events. OTS assisted local grantees by developing over 31 press release templates for their use. The templates were made available on the OTS website for easy downloading and use. OTS aided grantees by participating in print and broadcast media interviews to underscore the key points regarding impaired driving, occupant protection, distracted driving, and police traffic services, among others. Nearly 200 grant kickoff press releases and over 500 operation/activity press releases from grantees were reviewed and edited as needed.

PROGRAM GOALS AND RESULTS

PUBLIC RELATIONS, ADVERTISING AND MARKETING (CONTINUED)

Social Media

FFY 2013 saw a continuing expansion of OTS presence on social media. Facebook "likes" rose by 24 percent, virally, with no budget for paid ads. The "like" count now stands at over 31,000. OTS Facebook is unique among state highway safety sites in that we stress engagement first and message second. A combination of eye-catching graphics, contests, quizzes, photos, videos, and choreographed conversational interaction are all designed to immediately and constantly bring in visitors and keep them returning. As they stay, the traffic safety messaging is subtly, and sometimes directly, insinuated into the conversation. Additionally, FFY 2013 saw a doubling of OTS presence on Twitter, to over 6,000 followers, also relying heavily on pulling in followers with choreographed conversational interaction. The OTS YouTube Channel has been effectively used as a landing spot for "viralized" videos. Instagram was first utilized in the December DUI Crackdown, but is still a minor player.

Outdoor Advertising

OTS invested heavily in outdoor billboard display advertising, bringing the "Report Drunk Drivers. Call 911" message to drivers in all major California urban markets. A nine-month campaign that utilized billboards, augmented by mobile display units, bus shelter ads, radio ads, and streaming audio sources, garnered nearly one billion adult impressions.



Institutional Partnering

OTS continued to build on highly successful cooperative promotional activities with NHTSA, Mothers Against Drunk Driving (MADD), and other national institutions, as well as many industry groups such as multiple winery regional associations, trucking associations, bar and restaurant chains and associations, CBS and Clear Channel Outdoor, KXTV, Ovation Food Services, and Live Nation Entertainment. OTS partnerships with other state agencies have been particularly effective, including the DMV, CHP, ABC, Department of Public Health, and Caltrans. The use of Caltrans changeable message signs for traffic safety during the holiday "DUI Crackdown" and "Click It or Ticket" periods, the "It's Not Worth It!" distracted driving campaign, and special enforcement periods, have reached tens of millions of freeway drivers repeatedly with the traffic safety message.

Marketing and Public Relations Accomplishments	TOTAL
Statewide Press releases issued	30
Media inquiries fielded	App. 250
News clip mentions	Over 4000
Grantee press release, brochures, scripts, etc. reviewed	Over 500
Public relations and marketing campaign impressions	1.4 Billion
Press release templates for grantees produced	31
OTS Facebook "likes" high point	31,000
OTS Twitter "followers"	6,000
OTS YouTube video views	68,000
Gold and Silver awards for of public relations, media relations, advertising and marketing campaigns.	16

PROGRAM AREA HIGHLIGHTS

ALCOHOL-IMPAIRED DRIVING

DUI Avoid

The "DUI Avoid" campaigns were conducted in 40 counties designed to coordinate DUI enforcement along with anti-DUI awareness through local and regional media efforts with proven results. This sustained awareness and enforcement program focuses on lowering deaths and injuries caused by impaired driving. These grants funded county coalitions of state and local law enforcement in a coordinated effort during special time periods when media was apt to cover the issue of drunk driving. The "DUI Avoid" campaigns deployed officers to multi-agency sobriety checkpoints and roving DUI task force deployments along with local roving DUI patrols. The program also coordinated other special DUI warrant/probation operations for those who failed to comply with court orders and habitual offenders identified as the worst-of-the-worst. Media outreach was the key for the "DUI Avoid" campaigns, with public information officers in place to provide daily releases on the coordinated efforts of police, sheriff, and CHP, focusing awareness on the high numbers of DUI arrests and the tragedy caused by one's choice to drive impaired. The "DUI Avoid" campaign has reached nearly 98 percent of the state's population. The "DUI Avoid" effort put additional law enforcement officers on the street during periods with high incidents of DUI crimes and collisions including: the winter and summer holiday weekends, Super Bowl Sunday, St. Patrick's Day, Cinco de Mayo, and Halloween, as well as local festivals or events with identified DUI problems. These "DUI Avoid" grants incorporated over 550 agencies to save lives, reduce injuries, and lessen the economic impact on our communities.



Traffic Safety Resource Prosecutor (TSRP) Program

Staffed through the California District Attorneys Association (CDAA), the TSRP presented 91 training sessions during FFY 2013. A heavy emphasis was placed on DUI training for police officers and prosecutors, which included a total of 28 SFST, ARIDE, and DRE classes, as well as a three and one-half day DUI Seminar. In addition, the TSRP's provided more than 2,487 consultations and conducted training sessions reaching 6,093 law enforcement officers and 913 prosecutors. The program publishes a monthly newsletter titled *Behind the Wheel*, TSRP's participate in quarterly county law enforcement roundtables, and assists in the prosecution of complex DUI cases.

Sobriety Checkpoint Program

California implemented a comprehensive statewide "Sobriety Checkpoint" program for local law enforcement agencies to conduct checkpoints during the NHTSA National Mobilization Periods (December 14, 2012 through January 1, 2013, and August 16, 2013 through September 2, 2013), in addition to checkpoints throughout the year. A total of \$13.9 million was awarded to 163 local law enforcement agencies, resulting in funding DUI checkpoints for agencies collectively serving more than 50 percent of California's population, with 1,359 DUI checkpoints being conducted. At these checkpoints, there were 4,536 DUI arrests (alcohol only), 821 DUI arrests (drug only), 86 DUI arrests (alcohol/drug combination), 285 drug arrests (possession, transportation, sales, etc.), and 426 criminal arrests.



PROGRAM AREA HIGHLIGHTS

ALCOHOL-IMPAIRED DRIVING (CONTINUED)

Probation Departments – Intensive Supervision of DUI Probationers

California's high-risk DUI probationers continue to be intensively supervised to ensure compliance with court-ordered terms, and to be held accountable when falling short of compliance. Throughout FFY 2013, grants to 15 county probation departments (Butte, Contra Costa, Fresno, Kern, Los Angeles, Placer, Riverside, Santa Barbara, Sacramento, San Diego, San Joaquin, San Bernardino, Solano, Sonoma, and Stanislaus) facilitated the supervision of more than 1,100 probationers. Probationers were required to complete alcohol education programs, keep regularly scheduled office appointments and subjected to random after-hours home searches and worksite visits that included drug and alcohol testing. Many probation departments participated in multi-agency DUI enforcement efforts such as the "DUI Avoid" campaign warrant service operations, or worked with specific local agencies within their counties. Intensive supervision compels the vast majority to adhere to their terms of probation; however, when probationers failed to comply they were held accountable.

Alcohol and Drug-Impaired Vertical Prosecution Program

The Yolo County District Attorney's Office implemented a new grant for vertical prosecution of DUI offenders with an emphasis on cases involving DUID. The grant kicked-off with the funded deputy district attorney attending the full two-week DRE school. The class allowed the prosecutor to fully evaluate DUID cases, connect with officers, and better educate the community about the presence and danger of drugs. DUID filings have increased due to prosecutor's ability to understand the signs and symptoms consistent with each drug category and to determine the strength of a DUID case without a measure equivalent to 0.08 blood alcohol concentration. Attending the DRE course strengthened the prosecutor's relationship with officers. This background has allowed officers to be more receptive to suggestions

made towards improving their DUI arrest reports. With an increased focus on DUID cases and commitment to filing good cases, officers were invigorated to make arrests. As a result of ARIDE training, some officers who rarely made arrests for DUI were suddenly submitting DUID cases. With training opportunities such as ARIDE, the funded prosecutor has seen a drastic improvement in the quality of DUI arrest reports which, in turn, has resulted in increased filing of DUID cases and more favorable dispositions. Yolo County implemented quarterly roundtable meetings that brought law enforcement entities together and resulted in the development of the Yolo County DUI Task Force and the identification of opportunities to share information and resources in order to improve prosecution. Since creation of the Task Force, there has been a greater partnership between agencies and open lines of communication. As a result of the relationships developed by the funded prosecutor, he is regularly called out to assist with fatal DUI investigations the moment they begin because the agencies value his input in developing a complete case that will result in a conviction.

INTENSIVE SUPERVISION OF DUI PROBATIONERS	TOTAL
Total Probationers on Intensive Supervision	1,180
Attempted Field Contacts	8,244
Announced Field Contacts Made	284
Unannounced Field Contacts Made Without Search	1,821
Unannounced Field Contacts Made With Search	4,306
Office Contacts Made	11,380
Alcohol/Drug Tests (persons tested)	14,906
Positive Alcohol/Drug Tests	339
Known Violatable Acts	875
DUI Warrant Service Operations completed	87
Warrant Service Attempts	962
Warrants Successfully Served	185
Stakeout Operations conducted	16
Arrests from Stakeouts	13
Officers Trained in Standardized Field Sobriety Testing (SFST)	25
Officers Trained as Drug Recognition Experts (DRE)	12

PROGRAM AREA HIGHLIGHTS

ALCOHOL-IMPAIRED DRIVING (CONTINUED)

A Life Interrupted

This teen alcohol prevention and careless driver program was designed to deliver true stories involving teens throughout the Bakersfield community, that have lost their lives due to senseless and preventable acts. Funding for this program allowed the Bakersfield Police Department to present the program and display their wrecked car trailer at schools and community events in an effort to educate teens and bring about public awareness to the dangers on our roadways. The program was presented at a total of 59 community presentations, 66 school assemblies, and the trailer was displayed at 14 DUI checkpoints.

Countywide Traffic Safety Improvement Project

The collaborative efforts of traffic safety stakeholders in Santa Clara County facilitated the delivery and implementation of multiple teen impaired driving prevention activities. The activities complimented each other by using traditional educational strategies as well as social media; together they had a combined reach of more than 7,500 youth.

The *Drive Your Future* educational presentation was delivered at four local high schools with 1,600 teens attending. The events included panel speakers from public health, law enforcement, substance use prevention, and MADD and utilized interactive response technology to elicit real-time feedback from participants. The impaired prevention message shared by the panelists was reinforced by a crashed car trailer that was displayed at each of the four schools. A teen video contest was held in which local youth submitted 60-second educational videos about the dangers and consequences of impaired driving. The messages were intended for their peers, and the videos were submitted through YouTube. The top three videos were viewed more than 1,600 times. To expand the reach of the program, a Facebook page (www.facebook.com/TSCNYouth) was created specifically to address teen traffic safety issues with an emphasis on impaired driving prevention. Facebook posts alone reached 4,300 individuals.

To address bicycle and traffic safety concerns stemming from monthly Bike Party Rides, six law enforcement agencies partnered to offer allied support during four events. The number of bicyclists varied per event from

1,000 to 5,000 and represented all ages and skill levels. By the completion of the last ride, 49 officers provided nearly 300 hours of overtime enforcement, issued 55 citations, and gave hundreds of verbal warnings. Officers' presence helped maintain the flow of traffic, control and safety at intersections, and reminded riders to obey traffic laws and equipment regulations.

California Friday Night Live Partnership

The Tulare County Department of Education brought 16 Real DUI Trials to schools and delivered a two-day statewide Youth Traffic Safety Summit that brought together youth and adults who were active in traffic safety arenas. These strategies empowered and mobilized youth from Friday Night Live (FNL) chapters across California to become a force for change in their communities. The Real DUI Trial assemblies were educational and motivational to youth participants who observed negative consequences and created movements of change. To support the implementation of the assemblies, informational webinars were conducted to help potential site personnel understand what exactly the assembly was about and how to work with their FNL youth to bring it to their schools. Additionally, California FNL Partnership staff made site visits to work with judges, District Attorneys and other key participants to further facilitate implementation. Casey's Pledge was also a key component of the Real DUI Trials and was a valuable tool in connecting youth with their ability to influence change. The same premise applied to the Youth Traffic Safety Summit. Youth and adult participants were educated about traffic safety and then supported to create year-long campaigns to implement in their individual communities. More than 650 participants, representing 32 counties made plans to improve traffic safety in their communities.

DISTRACTED DRIVING

NHTSA High Visibility Distracted Driving Demonstration Project

OTS partnered with 37 law enforcement agencies and CHP in the Sacramento media market to conduct high visibility distracted driving enforcement and generated a significant amount of earned media using NHTSA's



message, "Phone in One Hand. Ticket in the Other." This project included three, two-week mobilization periods that took place in November of 2012 and February and June of 2013. Officers increased enforcement efforts during each two-week wave from 3,008 citations in November, 4,750 citations in February, and 4,143 citations in February. NHTSA is expected to publish the research evaluation early next year.

OTS spearheaded the nation's third and most ambitious statewide campaign against distracted driving in April. A combination of 103 CHP offices and 280 local law enforcement agencies conducted special zero enforcement details. Officers issued more than 57,000 citations to drivers for either hand-held use or texting, and at least 272 news articles were printed.

In March, California's third observational survey of cell phone use by drivers was conducted. The survey showed that California drivers were talking and texting at a combined rate of at least 7.4 percent at any given time, which is up from 10.8 percent in 2012. Researchers conducted observations at more than 130 intersections in 17 counties and observed 6,099 drivers across the state. Results included 2.3 percent were talking into a hand-held phone either at their ear or in their hand; 3 percent were talking into a visible Bluetooth or headset on their right ear; and 2.5 percent were texting or manipulating a mobile device.

In addition to increased enforcement, OTS continued the "It's NOT Worth It" public awareness campaign by continuing the "Don't Be a Distracted Driving Zombie" theme, emphasizing how up to 37 percent of brain function needed for driving gets moved over to the conversation, making the driver severely lacking in the ability to safely drive. The campaign also continued TV and radio commercials, the Caltrans changeable message signs over highways, DMV messaging in field offices, plus internet, social media, and other outreach.

Throughout the year, OTS partnered with Sacramento's ABC station to continue to promote the "Great Hang Up" campaign. This campaign included weekly distracted driving-oriented news stories, development of distracted driving materials at events, web and Facebook ads and pages, monthly morning talk show segments, and on-air campaign promotions.

Cell Phone Policy Development and Education for Employers

The Glendora Police Department partnered with the National Safety Council to conduct two, day-long employer workshops in San Diego and Long Beach. Expert speakers made presentations on the crash risks of hand-held and hands-free cell phone use, the science of distraction, employer liability, technology, and stories from those personally impacted by cell phone related crashes. One hundred forty-three employers were given Cell Phone Policy Kits that included materials encouraging their organization to implement cell phone policies.

DRUG-IMPAIRED DRIVING

Drug Recognition Evaluators

The CHP continued the statewide DRE project, training law enforcement officers, as well as other pertinent members of the community, on drug recognition and impairment. During FFY 2013, a total of 55 ARIDE classes were conducted training 1,295 CHP and allied agency personnel, which resulted in a 602 percent increase in the number of officers trained from the previous year. Additionally, there were 201 officers trained and certified as DRE's, and 595 officers trained in basic SFST's. There were 11 DITEP classes conducted, training 363 educational professionals. This is a 22 percent increase of DITEP classes conducted, and a 17 percent increase in those trained in DITEP since the previous grant.

PROGRAM AREA HIGHLIGHTS

DRUG-IMPAIRED DRIVING (CONTINUED)

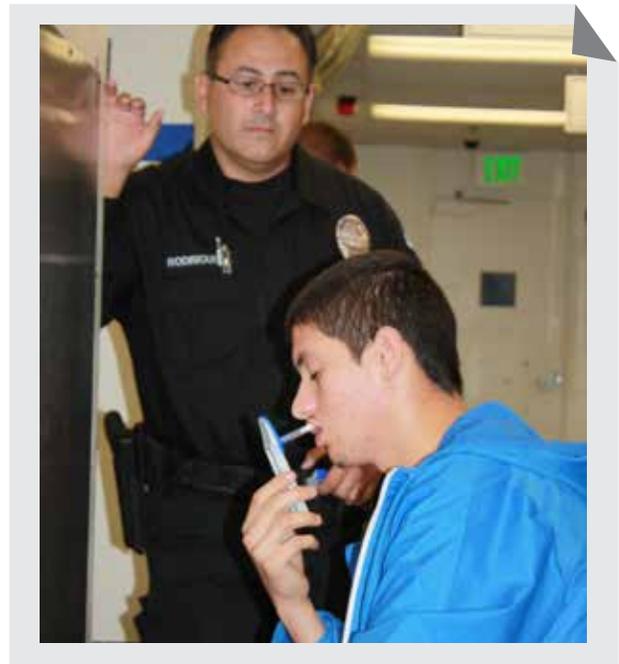
Drug-Impaired Driver Training Seminar

Presented by OTS and CDAA, and attended by 200 law enforcement officers and prosecutors, the Drug-Impaired Driver Training provided three and one-half days of content-rich training specific to drug impairment. In addition to TSRP's, the faculty included nationally known experts in prosecution, drug impairment, signs and symptoms, toxicology, prescription drugs, eye exams, and numerous other drug related topics. The seminar contained separate tracks for law enforcement and prosecutors as well as general sessions that allowed for the exchange of knowledge between these two interdependent groups.



Oral Fluid Drug Testing

The Los Angeles Police Department utilized Dräger DT5000 instruments at sobriety checkpoints to collect oral fluid testing for DUID cases. The collection protocol begins with the DRE officer first performing a DRE evaluation and making an assessment of the driver's impairment. Thereafter, a blood sample was requested and either obtained or refused. The officer then requested a voluntary oral fluid sample. The collection method entailed the subject inserting a hand-held cartridge containing a cotton tip into his or her mouth. Once sufficient oral fluid was collected (between one to four minutes), the DRE officer placed the cartridge into a portable screening device that detected the presence of active drugs in a matter of minutes. The machine then provided a printout that identified seven of the most commonly abused drugs, including THC, amphetamines, methamphetamines, cocaine, benzodiazepines, opiates, and methadone. While the machine was analyzing the sample, a second sample was taken for overnight shipping to NMS Labs. NMS Labs provides confirmation diagnostic services to the members of the criminal and civil service



communities and the results can be introduced into court. The prosecutor secured these test results online and, if necessary, obtained a litigation packet prepared by NMS Labs in anticipation of trial.

Of the samples collected thus far the most common drug detected was THC. Beginning November 1, 2013, oral fluid will be integrated into the booking process of drug-impaired drivers at the three LAPD booking divisions.

Other results were measurable: cases filed with oral fluid evidence pleaded out sooner with this additional evidence, which was available at the time of filing, contrasting with cases awaiting blood test results from the lab. While no matter has yet to proceed to an actual trial, Los Angeles city prosecutors stood ready to seek to admit oral fluid into evidence and overcome anticipated challenges on this front. Other jurisdictions are taking note of oral fluid as an evidentiary tool. Representatives from Tennessee, Idaho, and Louisiana have participated in recent site visits to Los Angeles to observe oral fluid collection by law enforcement officers.

PROGRAM AREA HIGHLIGHTS

EMERGENCY MEDICAL SERVICES

Humboldt County Regional Collision Response and Extrication Improvement Program

The Humboldt Bay Fire Department purchased and distributed two fully-equipped extrication systems and trained more than 30 firefighters on the use of the new equipment. This life-saving equipment replaced old systems that were more than 25 years old and often out-of-service. Extrication times have decreased and emergency medical services have been improved in and around the City of Eureka as well as the rural area of the district.

MOTORCYCLE SAFETY

During FFY 2013, OTS continued to address motorcycle safety issues by actively participating in the SHSP, Challenge Area 12 (Improve Motorcycle Safety), and by funding a range of activities including motorcycle safety enforcement operations, collision data collection, public opinion and behavior surveys, and public awareness. Local law enforcement agencies and the CHP conducted 405 motorcycle safety enforcement operations throughout the state.

Challenge Area 12 initiated a project, which was funded by two consecutive one-year grants to develop a one-page data collection form to serve as a supplement to the CHP-555 collision report to gather motorcycle crash data. This supplemental data sheet was used for a 14-month period, spanning FFY's 2012 and 2013. Data was collected from June 2012 through July 2013 for collisions involving 5,285 motorcycle operators and 255 motorcycle passengers. The data variables included helmet type, injury characteristics, lane-splitting involvement, blood alcohol content, and use of high conspicuity colors and will be linked with data from the CHP-555 for further analysis.

A grant to University of California, Berkeley funded a statewide survey of motorcycle riders and other vehicle drivers regarding the knowledge, opinions, and behaviors related to motorcycle lane-splitting. This survey provided valuable information that will serve as a baseline for evaluating future educational and public awareness activities related to motorcycle lane-splitting in California.

OCCUPANT PROTECTION

Restraint Usage Surveys

For the second year, a new method of collecting restraint usage data was used in California. Data collection was conducted at 280 sites across the state and served as the main restraint usage survey for NHTSA and California. Overall, the combined restraint usage rate was 97.4 percent meaning that only 2.6 percent of drivers and front seat passengers were without safety restraints during the summer 2013 survey. This rate is a significant improvement over the usage rate of 95.5 percent in 2012 and represents the highest restraint usage rate in the history of the California restraint usage surveys. Teen seat belt use also increased from 96.1 percent in 2012 to 96.9 percent in 2013.

Keeping Kids Safe Program

Yuba City Police Department's Traffic Unit implemented community outreach and education measures throughout Sutter County and neighboring counties that were designed to increase child passenger restraint usage, correct usage, and bicycle safety, by conducting eight child safety seat check-up events, reaching 195 families, with 349 child safety restraints checked and 204 restraints provided. Three NHTSA CPS certification courses and one renewal course were taught with 43 technicians being certified. One additional fitting station was established and six violator classes were taught impacting 57 individuals. Twenty family physicians/pediatricians' offices were visited impacting 66 staff. A total of 41 educational presentations were made to parents and youth under 18, impacting 2,459 individuals. Twelve bicycle safety rodeos were conducted impacting 1,674 elementary age students. Two educational presentations and 26 booths were hosted with traffic safety information reaching 1,771 individuals.



OCCUPANT PROTECTION (CONTINUED)



San Luis Obispo Traffic Safety Injury Prevention Program

The San Luis Obispo Public Health Department administered a comprehensive grant which conducted 18 CPS presentations reaching 110 providers and 113 parents, two hospital presentations reaching 22 staff members, and six booster seat presentations reaching 126 students and six teachers. They checked a total of 117 child safety seats and distributed 331 child safety seats to income qualifying families.

The pedestrian safety program focused its efforts on the vulnerable populations, presenting 28 "Watch Out For Us" presentations reaching 262 seniors, 19 mental health clients, and 47 disabled persons. In addition to the presentations, pedestrian safety information was shared at health fairs, emphasizing the distractions technology can create resulting in unsafe pedestrian behavior.

Bicycle safety education was offered in a number of school and community settings. This was the first year Atascadero and Oceano hosted bicycle rodeos, Urban Cycling Skills sessions with students at the California Polytechnic State University, and Bike Safe Bike Smart assemblies at eight new San Luis Obispo County elementary schools. Bicycle safety skills were taught at ten bicycle safety assemblies reaching more than 3000 elementary students,

375 participants in four bicycle rodeos, and six workshops at California Polytechnic State University reaching 60 students. Approximately 65 bicycle helmets were distributed to children at bicycle rodeos. Nearly every school in San Luis Obispo County has approved a helmet policy.

The San Luis Obispo County Friday Night Live Partnership (SLOFNLP) implemented several alcohol and drug outreach activities. The activities included campus campaigns, assemblies, classroom and group presentations, and parent engagement opportunities. A distracted driving campaign, *Fall on the Field*, was presented at a local high school football game half time show by parents and students. Students "dropped dead" to illustrate how many teens are killed because of distracted driving. SLOFNLP introduced the first "Real DUI Trial" to San Luis Obispo County in May 2013. In total, SLOFNLP reached 21,639 young people and 3,073 adults in the county.

Butte County Public Health Department

Butte County Public Health Department provided education to parents, caregivers and continued building the capacity of local agencies that provide critical occupant protection information to parents. The local Hmong community has been difficult to engage in the various CPS activities. The grant resulted in six focus groups with a total of 33 Hmong participants. Focus group findings indicated a need for targeted advertising to the Hmong community, specifying that classes needed to be held in "safe" locations (WIC and Hmong Cultural Center), as well as taught in Hmong. Additional findings indicated that the classes need to be more "hands-on" and less talking. Classes will be restructured as a result of the focus group findings.

Other grant related activities included one NHTSA four-day certification, one eight-hour renewal course, and three CEU trainings. A total of 15 people were trained as Child Passenger Safety Technicians (CPST) or renewed after expiring and ten CPST attended one or more CEU class. Thirty-three community car seat classes and presentations were conducted during the grant period. These educational opportunities, as well as five successful child safety seat checkup events and 54 scheduled child safety seat fitting station appointments, provided education to a total of 507 parents, guardians/caregivers, affecting 617 children. A total of 382 children were fitted for child safety seats and 250 child safety seats were provided for free to families in need. Parental knowledge of CPS increased an average

PROGRAM AREA HIGHLIGHTS

OCCUPANT PROTECTION (CONTINUED)

of 25 percent through pre-post surveys conducted during child safety seat classes. Misuse rates at checkup events ranged widely from a low of 25 percent and a high of 80 percent. When averaged together Butte County had 55 percent misuse, which is lower than last year's rate of 73 percent. Observational surveys that were conducted indicated that child restraint compliance remains stable at 97 percent with 3 percent of our children riding unrestrained. Ten percent of the children observed were in the front seat. There were no occupant fatalities to children 0-8 years from motor vehicle crashes during the grant period.

Training Professionals to Promote Older Driver Safety

This grant provided traffic safety education to older adults by improving skills of health professionals to assess patients for age-related impairments and promote compliance with mandated reporting laws for physicians in California. It also improved law enforcement's ability to recognize impairments in older drivers and issued referrals to DMV for driver re-examination when needed. During FFY 2013, 14 presentations were delivered in clinical settings reaching 562 health professionals; 96 percent stated the training was useful and effective. Thirty training sessions were delivered within CHP reaching 664 officers; 93 percent stated the training was useful and offered practical skills. The law enforcement training curriculum, including a roadside tool to assess drivers for cognitive impairment, was presented at national conferences and is being adopted by several states.

PEDESTRIAN AND BICYCLE SAFETY

Countywide Bicycle Education Safety Grant

The Los Angeles County Metropolitan Transportation Authority collaborated with public and private partners and provided 88 bicycle traffic skills courses (26 in Spanish) reaching 863 bicyclists. Courses were taught by 12 League-Certified Cycling Instructors, incorporating elements of the Cycling or Traffic Skills curriculum established by the League of American Bicyclists. Helmets funded by the grant were properly fitted and distributed and front and rear lights were provided in-kind to attendees.



San Francisco Pedestrian Safety Project for Youth and Seniors

The ultimate goal of the San Francisco Pedestrian Safety Project for Youth and Seniors was to prevent traffic related injuries to pedestrians ages 65 or older and under the age of 15 as children and seniors are particularly vulnerable to pedestrian injuries. The main strategies employed were enforcement and education related to pedestrian safety. The San Francisco Department of Public Health (SFPDH) conducted educational activities while the San Francisco Police Department (SFPD) conducted traffic enforcement during school drop-off and pick-up times for all 15 elementary schools participating in the Safe Routes to School Program. In the spring, SFPDH distributed educational materials reminding parents of the new 15 mph speed zones around schools. When school started in August 2013, SFPDH and Safe Routes to School staff attended kindergarten orientations and back-to-school nights, distributing educational materials on safe drop-off and safe pick-up. SFPDH was able to reach 6,249 parents with traffic safety messages and conducted five presentations at senior centers. SFPD conducted traffic enforcement located on high-injury corridors for pedestrian injuries. As a result of the project, pedestrian fatalities have decreased from the baseline. At baseline, there were 16 pedestrian fatalities versus 11 at the end of the grant, with a total reduction of 5. The same trend holds for pedestrian fatalities under age 65, with nine fatalities at baseline and four by the end of the grant, with a total reduction of five. There were no fatalities for pedestrians under 15 of grant pre- and post-test results of parents at participating schools indicated increases in participants' knowledge of the new 15 mph speed zone, police enforcing the new 15 mph school zone, and how to request traffic safety enforcement for their school.

PROGRAM AREA HIGHLIGHTS

POLICE TRAFFIC SERVICES



Selective Traffic Enforcement Program (STEP)

The STEP grants are one of OTS's highest priority programs for law enforcement agencies. In FFY 2013, OTS funded personnel and equipment to 253 agencies to conduct traffic safety enforcement, education, and training. The primary goals included the reduction of persons killed in alcohol-involved, speed-related, hit-and-run, and nighttime collisions, as well as training law enforcement personnel to recognize vehicle modifications related to speed racing. Law enforcement agencies also participated in "Click It or Ticket" and "National Distracted Driving Awareness Month." The combined efforts of these agencies contributed to the state's success and our mission and goals.

ROADWAY SAFETY/TRAFFIC RECORDS

Empirical Bayes–Estimated OTS Collision Rankings for Different Counties and Cities

The Empirical Bayes (EB) technique was used to evaluate the comparison of traffic safety collision statistics within California cities and counties. The research team developed an individual ranking and a three-year average ranking (2008–2010) for each city and county. OTS will review the study and evaluate whether the EB technique is more accurate in determining OTS collision rankings.

