

## 2010 Grants Announced

**O**ffice of Traffic Safety (OTS) Director Christopher Murphy announced the award of \$82 million in traffic safety grants to 203 agencies and communities across the state, building upon the commitment that has resulted in dramatic declines in deaths on California's roadways. The funds, which come from federal sources, will be administered by the Office of Traffic Safety through the Business, Transportation and Housing Agency. The grants will

allow state, county and local agencies to continue the fight against impaired driving, encourage seat belt and child safety seat usage, enhance emergency medical service response, advance pedestrian and bicycle safety, and assist in the enforcement of traffic laws aimed at saving lives.

"These grants provide vital resources and strengthen our obligation to save lives and prevent injuries on California's roadways," said Director Murphy.

Traffic fatalities have decreased significantly in California the past two years, to levels not seen since the National Highway Traffic Safety Administration began gathering statistics in 1975. This is a direct result of enforcement, engineering, emergency medical services and education.

Much of the new grant activities will work toward keeping basic, tested practices operating during these times when cities and counties face

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## TSRP Program Combats DUI Through Youth Outreach

*Another in a continuing series of columns from the Traffic Safety Resource Prosecutor Program.*

**T**he CDAA Traffic Safety Resource Prosecutor Program (TSRP), funded by the Office of Traffic Safety, was established to enhance the effective investigation and prosecution of DUI and vehicular homicide cases through specialized training for prosecutors and law enforcement officers, expert technical assistance, and centralized DUI legal resources. Our overall goal, however, is not just to hold offenders accountable for committing the crime of driving under the influence; it is to reduce the threat to public safety

created by impaired driving through DUI prevention as well as successful prosecution.

Meaningful outreach about the dangers and consequences of irresponsible behavior such as DUI and criminal activity in general must include targeting young people, particularly those of high school age. An excellent example of how to make a real impact on teens is the involvement of TSRP attorney Rosalind Russell, a 20-year veteran prosecutor,

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# Message from the Director by Christopher J. Murphy



**A**s California moves into summer, it's the time when folks have traditionally hit the roads for vacations, visits or just to get out and enjoy our great weather. It's also the time when we find out how we, as a state, did in terms of traffic safety during the previous year.

All indications are that 2008 will follow 2007 as a year of improvements after a decade of worsening numbers. So far we know that 3,434 people lost their lives on California's roadways last year. That's 3,434 too many, but a significant 13.6 percent drop from the 3,974 in 2007 and over 18 percent from the 2006 total of 4,195. The 2008 fatality figure is the lowest since the federal government began tracking fatalities in 1975. Early indications are that alcohol involved and other major areas will see sizable decreases.

The question we have to ask ourselves, whether the numbers go up or down, is 'why'? Just as the causes for crashes

are numerous and varied, so are the ways that OTS and the hundreds of other local, state and national organizations combat them.

In California, we can look at several programs. Since the declines are almost across the board, we must first give credit to the work done in support of the Strategic Highway Safety Plan. This collective effort by dozens of government, public, private and community organizations has been in effect for over two years. Every one of the more than 150 action items in the plan is underway, with some already completed. The whole purpose of the plan is to make our roadways safer, in every aspect, and it appears to be working.

We must look to the gains made in combating DUI, increasing seat belt usage, as well as the effects of enforcement, engineering, emergency medical services and education.

But, while virtually all other areas are

improving, one area stands out as headed in the wrong direction. Motorcycle fatalities not only continue to rise, indications are that 2008 was particularly deadly, perhaps increasing by 20 percent or more in just one year. Car and truck drivers must be more aware of their need to safely share the road with motorcycles. With up to 68 percent of motorcycle fatalities found to be the fault of the rider, motorcycle operators need to share that responsibility with a 'safety first' attitude.

The reasons for each of the 3,434 traffic deaths, whether riding on two, four, or eighteen wheels, point out that while summer is a time for fun, travel and relaxation, we can never relax from our responsibilities to move these figures 'Toward zero deaths, every 1 counts'. ●

## 'TRSP Program,' from Page 1

with the Teen Court at Dorsey High School in South Los Angeles. The Court is a juvenile diversion and crime prevention program linking students with school personnel, law enforcement, and the justice system in a collaborative effort to reduce recidivism and encourage young offenders to accept responsibility for their conduct.

Selected juvenile offenders are questioned, judged and sentenced by a jury of their peers, without lawyer-type role playing. As a volunteer attorney and jury proctor, TSRP Russell watches as students hear the facts of a case and question the

offender about the crime. She then ensures that the jury selects a foreperson to lead the discussion and applies the actual facts to the law. Upon a finding of guilt, it is also her responsibility to ensure that an appropriate disposition and consequence is fully and fairly discussed. Her involvement affords her the opportunity to discuss with the young participants, including the offenders, the consequences of crime, particularly the tragic results of impaired and reckless driving.

Interested in more information about Teen Court? Contact TSRP Rosalind Russell at 213-978-2448. ●

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BUSINESS, TRANSPORTATION  
AND HOUSING AGENCY  
Dale E. Bonner, *Secretary*

OFFICE OF TRAFFIC SAFETY  
Christopher J. Murphy, *Director*  
Chris Cochran, *Editor*

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<http://www.ots.ca.gov>

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# Motorcycle Safety Getting High Visibility

**W**ith all the good news about fewer fatalities on California roadways, only one thing kept it from being a grand slam – motorcycle deaths. Motorcycle fatalities have been rising steadily, and in 2008 dramatically, for more than 10 years. Up to 68 percent of motorcycle fatalities are found to be the fault of the rider. Other vehicle drivers are still not recognizing the motorcycles in their midst. Everyone is recognizing these problems as being necessary for action. That's where this summer's multiple public awareness campaigns come in.

The California Highway Patrol (CHP), through an OTS grant, has created and rolled out a campaign to make motorcycle riders aware of both the dangers they face and the opportunities they have to mitigate those dangers by getting training. The campaign is aimed at getting riders to

take advantage of the California Motorcycle Safety Program (CMSP), where they can get novice and experienced rider training at centers throughout the state. In addition, car and truck drivers are being prompted of their need to safely share the road with motorcycles.

Two television public service announcements are airing in 10 counties having some of the highest motorcycle fatality rates - San Diego, Los Angeles, San Joaquin, Sacramento, Sonoma, Riverside, Alameda, San Bernardino, Orange and Contra Costa. One targets the younger rider



**OTS Director Chris Murphy inspects Livermore Police Department's new motorcycle crash trailer, which made its debut in May.**

who might be more prone to recklessness and speeding on his sport bike while the other targets the older, re-entry rider who might not be prepared for the heavier, more powerful bikes of today.

In addition, brochures are being made available at many gas station and Circle K checkout counters and

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## 2009 *Click It or Ticket* Helps to Increase Belt Use

**I**f you've spent much time on the roads this summer, especially over the Memorial Day weekend, you likely saw or heard that the fine for a seat belt violation in California now runs \$132 – up from the previous amount of \$80 to \$91. With OTS funding of over \$3 million, 90 cities across California and the CHP participated in the recent *Next Generation Click It or Ticket* mobilization, May 18-31, all hoping to help increase California's current seat belt use rate of 95.7 percent.

"We're doing well at over 95 percent," said OTS Director Christopher J. Murphy. "But we're hoping that the

fine increase up to \$132 will give people even more incentive than ever to buckle up."

Messages featuring the new fine amount were featured on Caltrans changeable message signs in May, in addition to outdoor billboards throughout California. OTS also placed radio advertisements and online messages. New for 2009 was a micro site [www.trafficsafetypromos.com/ciot/](http://www.trafficsafetypromos.com/ciot/) to allow grantees, law enforcement and others to order campaign materials online.

"We'll take advantage of every opportunity to remind drivers and



### **Ticket \$132**

passengers of the importance of buckling up," said Chris Cochran, OTS Assistant Director for Marketing and Public Affairs. "By being exposed to the message consistently and repeatedly, we expect more and more people will heed the warning."

The next total mobilization period for 2009 *Next Generation Click It or Ticket* mini grants is November 16-29. For more information on *Click It or Ticket* mini grants, visit [www.ots.ca.gov](http://www.ots.ca.gov). ●

# OTS Holds First Statewide DUI Vehicular Homicide Conference

In partnership with the Traffic Safety Resource Prosecutor Program (TSRP), the Office of Traffic Safety hosted the first ever statewide conference on DUI vehicular homicide. The three-day course, held in San Diego June 1-4, brought together over 175 participants from across the state, representing both prosecutors and law enforcement crash reconstruction and investigation professionals. Participants worked on real cases and real scenarios to better equip them with the skills necessary to investigate, evaluate, prepare and handle cases involving DUI vehicular fatalities.

“Vehicular homicide cases are often the most difficult and emotion-laden, with very subtle issues involved,” said Brian Bolland, Deputy District Attorney for Riverside County. “The curriculum for this seminar was spot-on, and emphasized the practical. Working with the law enforcement officers made it invaluable.”

Based on the high level of interest and success of the training, OTS and the TSRP Program are already making plans to host a training in Eureka on August 19th. For more information on the Eureka training session, contact TSRP Dave Radford at 916-956-0754 or [dave.radford@caltsrp.org](mailto:dave.radford@caltsrp.org).

## Billboards Promote Traffic Safety Throughout California

If you're planning a road trip this summer, keep your eyes open for billboards along some of California's busiest freeways and surface streets promoting California's *Click It or Ticket* campaign and *Report Drunk Drivers*. Call 911.

For years OTS Director Christopher Murphy had noticed blank or unused outdoor billboard space along California's freeways while traveling the state. “It made perfect sense to work with the outdoor companies to partner with OTS to feature traffic safety messages on their unsold space,” Murphy said. “It took quite a bit of coordination and negotiation, but we've finally got placement in four California markets, including Sacramento, the Bay Area, Fresno and Los Angeles.”

Just this summer, OTS initiated a partnership with CBS Outdoor in Sacramento to rotate 10 of the larger



sized billboards on an ongoing basis to promote both occupant protection and DUI messages. CBS Outdoor provides the space and OTS covers the cost of production.

In addition, OTS has also been working with Clear Channel to utilize unsold remnant space in Sacramento, the Bay Area and Los Angeles, as well as CBS Outdoor in the Fresno market.

“We just couldn't afford to buy this placement statewide,” said OTS Assistant Director for Marketing and

Public Affairs Chris Cochran. “By just covering the cost of production and installation and relying on the donation of the billboard space, we're able to reach a much greater audience throughout the state.”

“That extra reminder to buckle up or call 911 to report a drunk driver could just save someone's life,” said Murphy. “Kudos to CBS Outdoor and Clear Channel Outdoor for recognizing the importance of these messages and helping us bring them to millions of Californians.”

# 2009 Sports Marketing Campaign Has Busy Summer Lineup

**T**his year's Sports and Entertainment Marketing campaign is in full swing! Just in time for the Cinco de Mayo weekend, multiple sports and entertainment partners throughout the state began reminding millions of Californians to *Click It or Ticket* and *Plan Ahead. Designate a Sober Driver*.

"The Sports and Entertainment Marketing campaign is an important way for OTS to reach California's greatest offenders, males 18-35," said OTS Assistant Director for Marketing and Public Affairs, Chris Cochran. "Our partnerships allow us to deliver life saving messages at the right time and right place to the right people."

New for this year is a partnership with the University of California, Berkeley's Cal Bears football team. The partnership provides OTS exposure on-campus, online and through TV and radio broadcast commercial announcements. Additionally, OTS will interact with fans on-site during a Cal Bears football game in their FunZone area.

"Driving under the influence of drugs and alcohol is a real concern on college campuses," said Cochran. "We're excited to partner with Cal and believe our partnership will encourage students and fans to plan ahead and designate a sober driver."

Additional sports partners this year include the Oakland Athletics with TEAM Coalition, the Anaheim Angels and the Sacramento River Cats. Teams will deliver messages through video boards, on-air public service announcements, stadium announcements and on-field exposure throughout the regular baseball season (May 2009 – September 2009). Sports radio partners include the San Francisco Giants Radio and San Diego Padres Radio. Younger audiences will be reached through on-air commercials and on site presence at promotional events via six Fresno Clear Channel stations and San Diego's 91X rock station.

To learn more about in-stadium Traffic Safety Nights and community events, visit [www.ots.ca.gov](http://www.ots.ca.gov). ●

## Upcoming Traffic Safety Events



Visit the Fresno Clear Channel booth at these summer events for traffic safety information and special OTS giveaways for everyone in the family:

Summer Sizzle at the Fig Garden Golf Club  
July 11

Vans Warped Tour at the Fresno Savemart Center  
August 19

Cross City Race in Downtown Fresno  
September 20

Clovis Fest in Old Town Clovis  
September 19-20



**ANAHEIM ANGELS**

September 9

Anaheim Angels vs. Seattle Mariners  
Visit the OTS booth and be there when we throw out the first pitch!



**UNIVERSITY OF CALIFORNIA, BERKELEY**

September 12

Come visit the OTS booth in the FanZone pre game!



The recent OTS Summit in San Francisco in April was attended by more than 700 traffic safety professionals, a testament that keeping up with the latest information is still a high priority even though the economy is having a significant impact on many traffic safety organizations.

“We were very pleased with this year’s Summit and the level of enthusiasm and support from our partners and grantees,” said Summit coordinator Donna Black. “Although travel restrictions did impact many this year, we had a great turnout.”

*Toward zero deaths, every 1 counts* was the theme of this year’s Summit and it’s also the new vision at OTS. Speaker presentations from the Summit are also available for download at <http://www.cce.csus.edu/portal/portalHome.cfm>.

Thanks again to our 2009 Summit partners: AAA Northern California, Allstate Insurance Company, Clear Channel, Ford Motor Company Fund and Community Services, Safe Kids California & Safe Kids USA and Toyota Motor Sales, U.S.A.

Look for the 2011 Summit dates in a future edition of *OTS Tracks*. ●

## Summit 2009 Achievement Awards

**Dawn Arledge**  
*Humboldt County Public Health*

**Jean Ayers**  
*Butte County Public Health*

**Tony Bizjak**  
*Sacramento Bee*

**CSO Natalie Brush**  
*Modesto Police Department*

**Dave DeYoung**  
*California Department of Motor Vehicles*

**Dual Purpose Motorcycle Team**  
*Mountain View Police Department*

**Chief Charlie Fivecoat**  
*Shafter Police Department*

**Officer Glen Glaser, Jr.**  
*California Highway Patrol*

**Officer Weston Hadley**  
*Santa Ana Police Department*

**Officer Don Inman**  
*Los Angeles Police Department*

**Agent Tim Kahl**  
*Chula Vista Police Department*

**Shamim Khan**  
*California Department of Motor Vehicles*

**Sergeant Michael Mitchell**  
*Fairfield Police Department*

**Michael Radetsky**  
*San Francisco Department of Public Health*

**Gary Richards**  
*San Jose Mercury News*

**San Fernando Police Department**

**Superior Court of California  
County of San Joaquin**

### OUTSTANDING PARTNER AWARDS

AAA Northern California

Toyota Motor Sales, U.S.A.

Clear Channel

### RETIREMENT AWARD

Jack Champlin

# Seat Belts = Alive

It's a good lesson to learn early. Sixteen year old Sydney Frasier from Booneville learned it recently during a drive on rain-slicked Highway 253, coming home from volleyball practice in Ukiah. Her 1999 Nissan Pathfinder took its own path, rolling down a 200 foot steep embankment before landing upside down.

Frasier knew the dangers of the road, especially in rural areas, and was prepared. She was wearing her seat belt. Not only did she survive what could easily have been a fatal crash, she crawled out of it, made her way up the slippery embankment and ran a half mile to get help.



*Sydney Frasier of Booneville walked away from a crash thanks to her seat belt.*

“Looking at that vehicle, it was pretty amazing to walk away,” Officer Randy England of the California Highway Patrol said. “That is why we have seat belts.”

Sydney Frasier couldn't agree more. ●

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## 'Motorcycle Safety,' From Page 3

posters can be found at public counters throughout the regions. They all push for the need to get training, and also prompt passenger vehicle drivers to safely share the road with motorcycles.

Another surefire attention-getter is the new motorcycle crash trailer from the Livermore Police Department. Livermore's Sgt. John Hurd saw the statistics and how impressed crowds were with the MADD crash trailers and had the idea to bring the two together.

Sgt. Hurd was able to get two crashed motorcycles, both from fatalities. Both were donated by the families of the riders who were killed. The two motorcycles, along with videos, tell the stories of the riders and their last rides.

The Kawasaki Ninja sport bike his stepmother rode was just too much for a 17 year old with no experience to resist. In a high speed ride of less than 30 seconds, he lost control. His unbuckled helmet flew off. He was killed instantly. The rider of the

Harley Davidson V-Rod cruiser was older, the father of two, and an experienced operator. That didn't keep him from hitting 85+ in a 35 mph zone, too fast to be seen approaching by the truck changing lanes ahead. His half helmet was not near enough to keep him from instant death.

If you would like to have the trailer visit your community, just contact Sgt. Hurd at [jhurd@ci.livermore.ca.us](mailto:jhurd@ci.livermore.ca.us). ●

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## '2010 Grants,' from Page 1

cutbacks. There will be emphasis on sobriety checkpoints, high school education programs, and innovative strategies targeting repeat DUI offenders. All the activities undertaken as a result of grant funding are directly tied to the California Strategic Highway Safety Plan adopted in 2006.

“We are very encouraged by the progress we have made in just the last two years,” said Christopher J. Murphy, Director of the Office of Traffic Safety. “Seat belt usage is up over 95 percent. Deaths in most

categories are sharply down. But it is only through the steady implementation of all these efforts that we have arrived here. We can't let up in our goal of zero deaths.”

Extra efforts will go toward targeting serious DUI offenders with programs that increase the number of DUI-only courts, coordinated DUI prosecution teams, and increased training for DUI prosecutors across the state. In addition, many more rural counties will be receiving specialized traffic collision database systems.

In an effort to help stem the increasing number of motorcycle deaths and injuries, local police departments will conduct enhanced enforcement of DUI and speed laws aimed at motorcycle riders. Grants will fund activities to fight DUI and other dangerous driving by high school and college students, provide assistance for underserved communities in the use of child safety seats, and keep highway workers safe through the “Slow for the Cone Zone” campaign.

Summaries of the awards can be found on the OTS Web site at [www.ots.ca.gov](http://www.ots.ca.gov). ●

# CALIFORNIA OFFICE OF TRAFFIC SAFETY

WHAT'S

AHEAD



July 2-5

## **AVOID DUI Campaign Independence Day Enforcement Period**

<http://www.ots.ca.gov>

July 12-16

## **International Forum on Traffic Records and Highway Safety Information Systems**

Phoenix, Arizona

Contact: David Bozak, 202-974-2477, [david.bozak@nsc.org](mailto:david.bozak@nsc.org)

<http://www.atsip.org/>

July 15

## **Ride Your Motorcycle to Work Day**

Contact: Christine Holt, 218-722-9806, [cholt@ridetowork.org](mailto:cholt@ridetowork.org)

<http://www.ridetowork.org/>

August 2-8

## **National Stop on Red Week**

<http://safety.fhwa.dot.gov/index.cfm>

Aug 19-Sept 7

## **“Drunk Driving. Over the Limit. Under Arrest.” National Crackdown**

Contact: 1-888-327-4236, [hotline@nhtsa.dot.gov](mailto:hotline@nhtsa.dot.gov)

<http://www.stopimpaireddriving.org/>

Aug 24-27

## **AVOID Campaign Summer Mobilization Period**

<http://www.ots.ca.gov>

Aug 30-Sept 2

## **Governors Highway Safety Association (GHSA) Annual Meeting** Savannah, Georgia

Contact: Denise Alston, 202-789-0942

<http://www.ghsa.org/html/meetings/index.html>



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