

OTS Going All On-Line with eGrants

The Office of Traffic Safety is about to undergo its most fundamental change since the first grants were written back in the 1960's. For over 40 years, OTS has had a paper-based, manual grants administering system. It's cumbersome, confusing, and inefficient for OTS staff and hundreds of grantees. Every year there are thousands of sheets of paper containing hundreds of thousands of pieces of data, some entered into databases, and some historic and critical data never entered.

That is all changing with the advent of **OTS eGrants**. Starting with the application process for the upcoming 2012 grant round, OTS eGrants will now take the whole procedure online, with a user-friendly, web-based system.

Agencies will use automatic fill-in forms with built-in

data checking to apply for grants. OTS staff will use eGrants to review applications and prepare grants. Grantees will be able to manage their grants continuously online, with direct oversight and feedback both from the system and their OTS coordinator. OTS staff will administer the grants, process claims, route work and track performance, all from the same system.



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First OTS Statewide Traffic Safety Survey Results In

As families across California are planning for holiday travel, the Office of Traffic Safety (OTS) has completed California's first-ever statewide survey to assess the opinions of motorists across the state on a multitude of important traffic safety issues. The results varied from surprising to reassuring that current efforts are paying off.

The survey was fielded in late July, and interviewed 1,671 drivers aged 18 and over at 60 gas stations in 15 counties throughout California. The results will help the State and those involved in the Strategic Highway Safety Plan better identify and track driver attitudes, self-reported driving behavior, awareness of high visibility enforcement efforts, and safety communications.

"This survey provides OTS with a unique opportunity to hear directly from California motorists on traffic safety issues of concern and priority in this state," said OTS

Director Christopher J. Murphy. "I am particularly interested in gaining feedback on the issue of distracted driving and public perceptions associated with this very dangerous and widespread behavior."

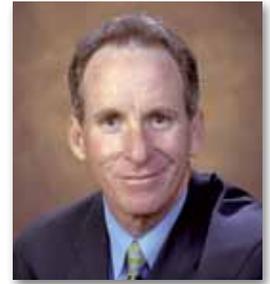
Participants were asked questions about what they perceive to be the biggest safety problems on California roadways. Speeding and aggressive driving, plus distracted driving via talking on phones, were cited as the biggest safety problems on the road.

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Message from the Director by Christopher J. Murphy



As we near the end of 2010, I am pleased to report that we expect the significant improvements of 2009 to bare fruit again this year. For starters, California's overall traffic fatalities decreased by more than 10 percent, reaching their lowest level ever. This is the second consecutive year in which we saw a double digit drop in overall fatalities. In addition, California's seat belt use and child safety seat use rates both hit all-time highs in 2010, at 96.2 percent and 95.4 percent, respectively. Teen seat belt use also continued to increase to 91.1 percent.

While seat belt use continued to increase across the board, I am gratified to report that we have also seen significant reductions in a number of other areas, including impaired driving, motorcycle, bicycle and pedestrian fatalities. Motorcycle fatalities experienced the first drop since 1998, marking the end to an 11 year, 175 percent increase. Likewise, alcohol impaired driving fatalities

decreased 7.6 percent between 2008 and 2009, marking a staggering 26.8 percent drop since 2005.

Although overall pedestrian fatalities also dropped 10 percent - the lowest annual tally since the federal government began recording the statistics in 1975, pedestrian fatalities age 65 and older increased 15 percent.

OTS entered 2010 with a number of firsts planned for this year. I am pleased to report that we have recently completed California's first ever statewide traffic safety survey which will help inform and shape a number of important programs going forward, particularly the issues of impaired and distracted driving. Participants indicated that speeding and aggressive driving were the biggest traffic safety problems on California's roadways. Additionally, more than 86 percent of respondents were in support of sobriety checkpoints, yet roughly 25 percent did not know that driving under the

influence of drugs was as serious as alcohol. With the rollout of eGrants, OTS and our grantees enter a whole new world where grant applications, reporting and administration will be faster, easier and more efficient.

Next year we will continue to be significantly involved in the Strategic Highway Safety Plan implementation, including substantial work on the Distracted Driving Challenge Area #17. We will also continue to focus heavily on impaired driving, including special drugged driving training with the Traffic Safety Resource Prosecutor (TSRP) Program.

On behalf of the entire OTS staff, I thank you for the late nights, long hours and extra effort to make 2010 another great year for traffic safety in California. We are truly making great strides – *Towards zero deaths, every 1 counts.* ●

California Tackles Distracted Driving

It's in the news almost daily and it puts us all at risk. Distracted driving, particularly the use of cell phones, is quickly emerging as a serious traffic safety issue requiring an innovative approach. California is doing just that.

Inattention Blindness – When your brain can't see what's right in front of you because you're too busy with your call.

Distracted driving now ranks along with DUI and speeding as a top traffic safety concern in California. The problem is so widespread among drivers of all ages, not just teen drivers, that multiple

initiatives are underway to convince people to monitor their own behavior and hang up and drive.

This past summer California tackled the distracted driving issue in a multitude of ways, including regional approaches in key markets, as well as integration into the world of social media. OTS is currently sponsoring *The Great Hang Up* campaign on Sacramento's ABC TV affiliate. The campaign is a year-long, integrated effort combining news stories, talk show appearances, special events, PSA's, websites, and social media. So far over 11,000 drivers, including dozens of entertainment and sports celebrities have

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Christopher J. Murphy, *Director*
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<http://www.ots.ca.gov>

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Fans Text to Win as Part of Traffic Safety Promotion

Reaching California motorists, particularly younger drivers, before they make poor decisions and get behind the wheel requires ongoing creativity and engagement as technology continues to evolve. The way people react, interact and have conversations has changed.

“We wanted to maintain the types of exposure and program elements that work well and enhance our interaction with Californians in a way they respond well to,” said Chris Cochran, OTS Assistant Director for Marketing and Public Affairs.

To pump up the OTS *Sports & Entertainment Marketing* program that has been an OTS staple for more than 15 years, OTS is partnering with Live Nation at five concert venues throughout California, including Cricket Wireless Amphitheatre in Chula Vista, Verizon Wireless Amphitheatre in Irvine, the Hollywood Palladium, Sleep Train Amphitheatre in northern California and Shoreline Amphitheatre in the Bay Area.

Beyond static venue signage, public service announcements on Concert Vision screens and other messaging, OTS is also engaging in mobile marketing, including a ‘text to win’ promotion where fans use their cell phones to enter contests to win tickets to future concerts. To coincide with the *Click It or Ticket* seat belt enforcement campaign, fans at two Tim McGraw concerts in late May and early June were asked to text ‘BUCKLEUP’ to enter the giveaway for concert tickets.



In August, fans attending Dave Matthews, John Mayer and Green Day texted ‘PLAN AHEAD’ for their chance to win.

The response from fans so far has been impressive, with more than 10,300 concert-goers taking part in the promotion to date.

“Obviously we don’t want to encourage anyone to text while driving,” said OTS Director Christopher J. Murphy. “This way, OTS limits involvement in any use of mobile marketing to environments where people are in a stationary location and not behind the wheel.” ●

News From the TSRP

TSRP Offers New Seminars on Drug DUI, Vehicular Homicide

Now in its fifth year, the Traffic Safety Resource Prosecutor (TSRP) Program continues to provide California law enforcement officers and prosecutors with specialized training to enhance their ability to work together to investigate, evaluate and prosecute DUI and vehicular homicide cases.

Beginning in October the TSRP team rolled out two new training programs that expanded its current training curriculum. **Introduction to Vehicular Homicide**

Prosecution is a one-day program designed as a precursor to the Vehicular Homicide Seminar, and provides a foundation of knowledge on legal issues in vehicular homicide, opening and closing statement, voir dire, law and motion and basic reconstruction terminology. This program is recommended

for prosecutors who are beginning to handle vehicular homicide cases at the misdemeanor or felony level.

The second new program, **Prosecuting the Drug Impaired Driver**, is a two-day program specifically addressing the challenges presented by Drug / DUI cases. Topics include improving field investigation techniques, effective documentation of impairment, working with drug recognition experts (DREs), toxicology and trial strategies.

These programs will be presented regionally throughout the state in the upcoming year. The Introduction to Vehicular Homicide Prosecution seminar is scheduled for February 10, 2011 in Riverside with dates for programs in the Central Valley region to be determined. Registration is available through the CDAA website at www.cdAA.org. ●

Facebook Contests & Apps Promote Traffic Safety

OTS' Facebook page has been up and running for almost a year now and we're continually looking for creative ways to increase participation and involvement of our fans. The summer driving season, spanning Memorial Day through Labor Day, provided a great opportunity to promote seat belt use, impaired and distracted driving, among other issues.

June featured our first traffic safety quiz, *What Kind of a Driver Are You?*, which issued a 'driving score' in terms of level of risk taking to participants. In July, OTS launched the '100 Days of Summer' travel tips, including a DRIVESAFE promotional code which could be used

for a 20 percent discount on any Joie de Vivre Hotel in California. OTS also added a 'Mobile App of the Week' highlighting the best of the best traffic safety apps, including WHO'S DRIVING, which allows users to select a designated driver before heading out on the town.



“When used appropriately, technology can have a great impact on traffic safety in terms of

getting people to think about the choices they're making behind the wheel,” said OTS Director Christopher J. Murphy. “If we can encourage drivers to use mobile apps to choose a designated driver or remind their friends and family to buckle up or not text and drive, we're continuing to make progress toward our goal of zero deaths.”

Check out the new Distracted Driving quiz, added this fall. Drivers can take the quiz and post their results to their own wall and encourage their friends to take the quiz as well. If you aren't already an OTS fan, be sure to check us out at www.facebook.com/CaliforniaOTS. ●

BIG Traffic Safety Fun at the State Fair

After a lengthy hiatus, the Office of Traffic Safety (OTS) returned to the 2010 California State Fair this summer to take advantage of the opportunity to reach Californians with critical traffic safety information at the height of

the summer. Held at Cal Expo in Sacramento July 14 – August 1, OTS secured messaging and signage at the fair's featured attraction, the Freestyle Motocross (FMX) extreme sports

shows, in addition to electronic billboard signage along busy I-80, online exposure and more.

“Having a presence at the State Fair is a strategic way to reach motorists with critical traffic safety information during the busy summer travel season when families spend a great deal of time on the road,” said OTS Assistant Director for Marketing and Public Affairs, Chris Cochran.

“Integrating distracted driving information through our partnership with



Sacramento's ABC affiliate, News 10, also enhanced our ability to reach California drivers with meaningful information. The hope is that we can increase awareness about the very real dangers of texting and driving and other driver distractions.”

In addition to distracted driving, OTS worked with Cal Expo to feature bar mats with *Plan Ahead. Designate a Sober Driver* messaging at more than 25 concessions which served alcohol, as well as a permanent parking lot signage with *Click It or Ticket* messaging. ●



Grantees



Sharing the Road



HUNTINGTON BEACH PRO-ACTIVE WITH DUI RELATED BARS

When someone is busted for DUI in Huntington Beach and fesses up to where they had been drinking, the Huntington Beach P.D. doesn't let it just stop there. Every bar or restaurant named by every arrestee receives a letter from Chief Kenneth Small. The letter mentions the arrest, the gravity of the problem, and how seriously the Police Department takes DUI. The letter also encourages the education and training of the establishment's staff in order to help prevent future DUI offenses. We bet that gets their attention!

DUI TRAILER PLAYS CRITICAL ROLE IN SAN BRUNO EXPLOSION

When a recent gas line explosion occurred in the city of San Bruno, next door neighbors South San Francisco P.D. immediately sent numerous officers to assist. In less than an hour, they also sent in their OTS-funded DUI and Tactical Command Center trailer. The trailer quickly became the Command Post for the entire scene, in use around the clock for the next two weeks as the main communications center for the disaster. Multiple local, regional, state and federal agencies remarked on the tremendous value of the Command Center as an effective tool in the operation.



STORIES FROM THE DUI CHECKPOINT FRONT

Clueless in Fresno: Officers were talking to a driver at a Fresno checkpoint when they saw a woman speeding toward them with the car's lights off. Officers could not get the 25 year old driver's attention until she rear-ended the car stopped at the checkpoint, which was lit up like a Christmas tree lot full of cones and cops. Why didn't she notice either that she had no lights on or that there was a road full of checkpoint in front of her? Talking or texting on her cell phone was the immediately noted offense, but that was soon followed by a DUI. No one was injured.

Unstuck in Lodi: It was a hot, and bizarre, night at the DUI checkpoint in Lodi. One driver who was pulled out of line refused to turn his vehicle off and refused to hang up his cell phone. When the officer reached in to turn the car off, the driver became agitated and punched the officer in the

stomach. That led to more resisting and many more charges. Then there were the three different unrelated male drivers, different times of the evening, not under the influence, but also not wearing pants. Shirts, underwear, but no pants. And then there was the driver who peeled out of the line, over cones, past officers, and through red lights. After a 25 minute high speed chase, he gave up, complimenting the officers with stories of evading other jurisdictions, but "you guys drive good." Oh yeah, he was arrested not only for the pursuit, but for outstanding warrants and driving under the influence of narcotics.

SAVING LIVES FASTER ON RURAL ROADS

Mariposa County is a place with bad crashes far from emergency services. When time really matters, new extrication equipment funded by OTS and distributed throughout the County has made immediate differences

in several lives. Previously, different teams of the Mariposa County Fire Department (MCFD) in different spots had different sets of old equipment. Three recent incidents point out how important that is.

In a remote section of Highway 140 near Yosemite, two complete sets of tools were able to be used simultaneously on either side of the car, cutting extraction time in half. A three car fatal crash near Bootjack saw three full sets of equipment used to free four survivors, including two preschool aged children. In McNally, there was no time for either of two SUVs to brake before colliding, killing one. The new equipment came into play by much more quickly stabilizing the wrecks prior to rapid extraction of the occupants.

Three terrible wrecks on three remote rural roads. Three critically injured victims who survived because they received help much faster and by better trained personnel than was previously possible. ●

Students Speak Out About Distracted Driving

As part of OTS' effort to tackle the serious issue of distracted driving, particularly among younger drivers, we're tapping the creative minds of 60 juniors and seniors at Elk Grove High School (EGHS), located in Sacramento County.

As part of OTS' partnership with News 10, Sacramento's ABC station, and "The Great Hang Up" campaign, students from EGHS's *Technology and Digital*

Arts Academy will work in teams to write, produce, shoot, edit and star in their own public service announcements about distracted driving.

"We know that reaching young drivers about the very real dangers of distracted driving is a tall order," said OTS Assistant Director for Marketing and Public Affairs, Chris Cochran. "We're very interested to see what approaches the students come up with to convince

their peers not to talk on a cell phone or text and drive. We think it will help us in planning for future teen-oriented awareness campaigns."

Students are working on the project this fall. OTS and News 10 will then select the top three spots which

will be posted on the station's website. The PSA with the most online views will win the contest, with the winning spot airing on a live News 10 broadcast in early 2011.

Kent Pickering, EGHS's digital arts teacher and academy director believes that this is a rare opportunity that the kids are thrilled to be apart of.

"The distracted driving PSA project ties directly in to what the kids are doing today," said Pickering. "It speaks to their generation. It's a new world, and distracted driving is becoming a growing problem amongst high school kids. This project gives the students an opportunity to talk directly to their classmates and friends by creating awareness about the issue."

OTS plans to also post the winning PSA on both the OTS Facebook page and ots.ca.gov, so check back early next year. ●



OTS Leadership and Training Seminar Slated for April

Registration is now open for the 2011 OTS Leadership and Training Seminar being held on April 20-22, 2011 in San Diego. In a departure from previous OTS Traffic Safety Summits, the Leadership and Training Seminar will be offering specific longer-form training courses in which traffic safety professionals are trained on the latest traffic safety trends. The courses are geared toward traffic, engineering, bicycle and pedestrian safety professionals.

The courses are divided into eight 16-hour tracks focused on Driving Under the Influence (DUI) / Standardized Field Sobriety Testing (SFST), leadership, drug Impairment, collision investigation, traffic enforcement, community safety, engineering, and bicycle and pedestrian safety.

Participants will be provided with an opportunity to enroll in one of eight tracks offered throughout the Training Seminar. Participants will stay within the track in which they have registered and will receive an OTS Certificate of Completion at the conclusion. POST certifications may be offered for those courses that qualify and are identified under the "Training Seminar Descriptions" heading.

Details and registration can be accessed through the OTS website at www.ots.ca.gov or directly at www.cce.csus.edu/ots11. ●

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2011 APRIL 20 - 22
SAN DIEGO

'Distracted Driving' from Page 1

pledged to stop texting, emailing or talking on the phone while driving.

Numerous studies show that talking on a cell phone, whether hand-held or hands-free, causes slower reaction time, lowers the ability to stay within lanes and actually causes "inattention blindness," where the brain is not able to perceive things that are in plain sight. Texting while driving can also delay a driver's reactions as much as having a blood alcohol content (BAC) of .08, the same as a drunk driver. Research indicates that hands-free is not safer since the brain is still engaged in the conversation and not the road.

"We know that people have developed some bad habits behind the wheel that are dangerous and put everyone at risk," said OTS Director Christopher J. Murphy. "The real concern is that while

the public is becoming increasingly aware of the risks of texting while driving or talking on the phone, the behavior continues."

Cell phones and texting aren't the only driver distractions causing problems. Eating and drinking while driving adds to the car chaos. "When your hands are busy drinking coffee or eating a burger, your ability to react to potential problems on the road is diminished," said Murphy. "If you add a ringing cell phone or incoming text message to the mix, it's a recipe for disaster."

California is one of 29 states that have added Distracted Driving to their Strategic Highway Safety Plans (SHSP). Several states are also conducting public education campaigns, including Minnesota's *Take Action to Stop the Distraction* and Washington's *Text, Talk, Ticket*.



"The best advice by far is to keep both hands on the wheel and not talk or text while driving," Murphy said. "It's not where your hands are...it's where your head is." ●

'Traffic Safety Survey' from Page 1

Cell phone talking and texting were the overwhelming picks for most distracting, with talking accounting for a surprising 60 percent of responses. More than a third of drivers are talking less on cell phones while driving, which is good news considering that until a couple of years ago, few considered it dangerous. Nearly 55 percent reported having been hit or nearly hit by a driver who was talking or texting on a cell phone.

In addition to distracted driving issues, the survey also included questions pertaining to seat belt use, impaired driving and sobriety checkpoints.

Sixty percent remember seeing "Report Drunk Drivers. Call 911," with more than half (56 percent) thinking that it is helping increase arrests, and more than half believe it is resulting in fewer drunks on roadways. Eighty-nine percent think that driving under the influence of drugs, legal and illegal, is a problem.

"The more information we have to work with, the better job we can do at OTS of making sure all of our efforts are strategic and based on solid data," said Murphy. "This will be particularly important as we forge ahead with distracted driving programs in the near future."

For full survey results, visit www.ots.ca.gov. ●



'eGrants' from Page 1

"We've been working toward this for years," said OTS Director Christopher J. Murphy. "eGrants is designed to make the business of grant administration faster, easier and more efficient for everyone, freeing up resources for our primary task of saving lives."

eGrants is designed to reduce paper usage by over 70 percent, as well as sharply decrease errors from everyone along the way, and reduce data entry by 50 percent. In addition, the type and amount of data available to all users will increase tremendously.

OTS will be holding multiple training sessions for grantees and all interested parties at locations throughout the state. 2011 will be a full year of transition, as current grants finish up on the old system and new grants start on eGrants. Stay tuned for the latest information via Flash Emails and the eGrants tab on the OTS website. And stand by, because starting now, everything begins changing ... for the better! ●

CALIFORNIA OFFICE OF TRAFFIC SAFETY

WHAT'S

AHEAD



Dec. 16-Jan. 2

Holiday DUI Campaign Enforcement Mobilization

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

Feb. 10, 2011

Introduction to Vehicle Homicide Prosecution Seminar

Riverside, CA • www.cdaa.org

eGrants Training Sessions

Registration information available at ots.ca.gov

Jan. 4, 2011

Riverside

Jan. 6, 2011

Sacramento

Jan. 18, 2011

Irvine

Jan. 25, 2011

San Ramon

Feb. 1, 2011

Burbank

Feb. 8, 2011

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