

## New Campaign Targets Texting While Driving, Hand-Held Cell Phone Use

April is Nation's First Distracted Driving Awareness Month

As a springboard to heighten awareness of the very real dangers of distracted driving, California will join the nation in observing the first Distracted Driving Awareness Month in April 2011. The month-long observance is intended to create an opportunity for traffic safety advocates, law enforcement and the media to put the spotlight on the life and death consequences of distracted driving.

California has been very busy preparing to launch the state's first comprehensive distracted driving public awareness campaign this spring – *It's Not Worth It!*,

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## California Fields Nation's First Statewide Cell Phone/Texting Observational Survey

We've been talking a lot about distracted driving over the last year and we are out of the gate full speed ahead for 2011. We will observe California's first Distracted Driving Awareness Month in April with a long list of actions. OTS will begin an on-going distracted driving awareness public service campaign. With a grant from OTS, the California Highway Patrol (CHP) is launching a highly visible public awareness campaign this spring. Additionally, CHP and more than 270 local agencies throughout the state will be conducting zero tolerance operations.



California is once again at the forefront of traffic safety – conducting the nation's first statewide cell phone/texting observational survey, similar to how we assess the seat belt and child passenger safety use rate.

"We know that the issue of distracted driving is not going away soon," said OTS Director Christopher J. Murphy. "As young people who have grown up with technology reach driving age, it's only going to expand as a priority that must

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# Message from the Director by Christopher J. Murphy



**2**011 has started off with a lot of things on our traffic safety plate. We have the good news that preliminary figures for 2010 show fatalities are down for the fifth year in a row.

But that doesn't mean we can relax our efforts, not with our vision of *Toward zero deaths, every 1 counts*. Drunk driving remains our biggest priority, because it's still our biggest problem, stubbornly remaining at 31 percent of traffic fatalities. With both time-tested and new, innovative tactics coming from every side of this challenge, I'm sure we will continue to make headway.

We can be understandably and unabashedly proud of our record on seat belt usage. 96.2 percent usage is phenomenally high, but still means that over a million people are not buckling up. Lives lost needlessly due to unused restraints is unacceptable.

But even as things continue to look better for many of our traditional problem areas, new ones are threatening to take their place. We will be moving more quickly and heavily into two of the fastest

emerging challenges – distracted driving and drugged driving. Both of these areas are emerging concerns not only to OTS, but to the state's Strategic Highway Safety Plan.

As little as five years ago, distracted driving was something that we all shook our heads at in disbelief as we saw people eating, reading, shaving or fumbling for something while they drove. That landscape has changed, so that today the use of mobile technology while driving has eclipsed all those other distractions combined. OTS began public awareness campaigns last year while CHP piloted several zero tolerance enforcements. This year is seeing much more sizable and visible efforts on this front, starting with Distracted Driving Awareness Month in April. Statewide media campaigns and enforcement efforts will begin then and last through the year. Next year, look for even more.

When OTS began seeing the percentage of impaired drivers with drugs in their systems begin to rise substantially, we

saw a trend that needed attention. The first ever

National Roadside Survey of Alcohol and Drug Use by Drivers, conducted by NHTSA, found that 16.3 percent of nighttime drivers were drug-positive, with marijuana (THC), at 8.6 percent, being the most commonly detected drug. In addition, with drug involvement among fatally injured drivers reaching at least 23 percent, it became a priority in 2011.

Look for OTS to partner with the California District Attorneys Association, Traffic Safety Resource Prosecutor Program, CHP, local law enforcement, and forensic pathology labs to begin precedent setting work in this area.

This all means two things – we know we are headed in the right direction and we can't let up until we've reached our goal of zero deaths. With your continued help and professional dedication, we will reach it. ●

## 2010's Winter DUI Campaign Spans Enforcement, Education & Holiday Cheer

**T**he holiday season is always busy with much celebrating, holiday preparations and travel. Here at OTS and at law enforcement agencies throughout California, operations geared up for one of the busiest times of the year – the Holiday DUI Enforcement campaign.

New for 2010, the campaign helped promote a new pilot program in four



counties requiring Ignition Interlock Devices for first-time DUI offenders in Alameda, Los Angeles, Sacramento and Tulare counties.

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STATE OF CALIFORNIA  
Edmund G. Brown Jr., *Governor*

BUSINESS, TRANSPORTATION  
AND HOUSING AGENCY

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

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

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# The Great Hang Up with Sacramento ABC TV

## “Dude” Takes Top Spot in PSA Contest

January 2011 marked the mid point in the year-long OTS sponsorship of *The Great Hang Up* campaign on Sacramento’s ABC TV affiliate, News10. “In just six short months, the collaborative campaign is making great strides to inform viewers in the Sacramento, Stockton, Modesto area about the dangers of distracted driving,” said Chris Cochran, OTS Assistant Director for Marketing and Public Affairs.

The OTS distracted driving PSAs have aired more than 1,200 times on News10; OTS has been featured in six TV news segments as well as interviewed on seven episodes of the Sacramento & Co. morning show; and more than 11,000 drivers have pledged to stop their distracted driving behaviors, including texting and driving.

As part of *The Great Hang Up* campaign, OTS also continued to work closely with Elk Grove High School’s

(EGHS) Technology and Digital Arts Academy to develop public service announcements about distracted driving. Working in small groups, 11 teams of EGHS juniors and seniors wrote, produced, starred in, shot and edited distracted driving PSAs. In December 2010, representatives from OTS, News10 and Ogilvy Public Relations screened the 11 submissions, planning to select the top three spots to proceed to on-line voting. The decision was tough with so many quality submissions, and in the end four PSAs progressed to online voting.

On-line voting launched in early January and in just two short weeks more than 8,000 votes were cast. The winning PSA was named “DUDE” and aptly portrayed a high school student

glued to his phone – oblivious to everything while walking at school and driving with friends – meanwhile people around him were saying “DUDE” to both clue him in to what he was missing and to get his attention.

*The Great Hang Up* campaign runs through June with additional PSA airings, news interviews and morning show appearances. For more information on the campaign visit [www.news10.net/hangup](http://www.news10.net/hangup). ●



## News From the TSRP

The Traffic Safety Resource Prosecutor (TSRP) Program is pleased to announce that Dave Radford has accepted the position of TSRP Program Director as of February 28, 2011. As the TSRP Director, Dave will lead the largest TSRP Program in the nation with five prosecutors and a public information officer.

Dave says, “I am excited about leading the TSRP Program. We will continue to provide high quality training to our law enforcement and prosecutorial partners in the fight against impaired driving.”

Dave brings to the TSRP Program many years of prosecutorial and law enforcement experience including the title of Drug Recognition Evaluator Emeritus. Drug impaired driving is on the increase in California and

TSRP is leading the effort to educate prosecutors and police officers on investigating and prosecuting drug DUIs. In his four years as the northern region TSRP Prosecutor Dave worked with many law enforcement officers and prosecutors providing training and mentoring, particularly in the area of drug DUIs.

Tasked with providing mentoring and specialized training to enhance law enforcement and prosecutors ability to investigate, evaluate and successfully prosecute DUI cases, the TSRP team is putting a particular focus on drug DUIs this year. Training opportunities throughout the state will focus on the drug DUI case and how law enforcement and prosecutors can work together to successfully prosecute these difficult cases. Additionally, specific areas of the drug DUI will be explored at the annual Vehicular Homicide Seminar which is scheduled for May 23-26, 2011 in Sacramento. ●

# OTS Continues Traffic Safety Marketing at Top Concert and Sports Venues in 2011

In the winter edition of *Tracks* we highlighted OTS' 2010 partnership with Live Nation Entertainment to promote both the *Click It or Ticket* and *Plan Ahead. Designate a Sober Driver* messages to concert fans. OTS will partner with sports teams and other venues again in 2011, timed to coincide with April's *Distracted Driving Awareness Month* and continue into May to promote the spring *Click It or Ticket* seat belt enforcement campaign.

As part of our on-going Sports and Venue Marketing campaign, OTS will build upon its recent successes reaching a critical young-adult target market with traffic safety messages. There will be messaging on LiveNation.com's California-specific pages, and OTS TV PSAs will be shown on in-venue Concert Vision screens on-stage and surrounding the stage – including refreshment kiosks.

Other venues just added to the campaign include the Anaheim Angels, Sacramento

River Cats, San Francisco Giants, San Diego Padres and Fresno Clear Channel Radio. More may be added in the coming months.

As part of their collaboration with OTS, Live Nation will conduct promotions and contests on OTS and Live Nation social media sites to increase the opportunities

“This year we are expanding our presence to include both the large scale auditoriums and the smaller club venues which often attract artists with younger demographics that can help us reach the newest California drivers,” said Chris Cochran, OTS Assistant Director for Marketing and Public Affairs.

Large seat venues include Shoreline Amphitheatre in San Jose and Sacramento's Sleep Train Amphitheatre, whereas club venues include the Hollywood Palladium and the House of Blues in West Hollywood, Anaheim and San Diego.

Each year Live Nation produces concerts for hundreds of artists, several of whom have younger audience demographics, including the following 2011 shows: Good Charlotte, A Day to Remember, Girl Talk and Ke\$ha.

“These artists have fan bases that are a direct match to the audiences OTS is trying to reach with key traffic safety messages,” said Cochran. ●



to engage with the large number of fans across California. OTS will also conduct Text-2-Win contests within select venues where attendees are in a stationary location for an extended period of time and not behind the wheel.

## Click It or Ticket Marks Seventh Anniversary with Excellent Results

This year marks the seventh anniversary of *Click It or Ticket* (CIOT) enforcement in California, and we have much to be proud of. Back in 2005, the state's adult seat belt use rate was 92.5 percent – making us the fourth highest in the country at the time. Today we're above 96 percent (and hopefully still climbing). The teen seat belt use and child safety seat use rate were both also drastically lower in '05 at 86.6 percent for teens and 89 percent for car seats. In 2010, 94 percent of teens were

buckling up, closing the gap between seat belt use by adults and young drivers. Likewise, California's car seat use rate is also at 95 percent.

A variety of factors have contributed to this increase over the years, including substantially increased enforcement and public education. The CIOT mini grant program provided funding for thousands of seat belt enforcement days since 2005, in addition to enforcement efforts of the California Highway Patrol and regular OTS grantees. The issue has also

become much more visible, with 600 permanent highway signs going up along California freeways statewide – all of which will have a facelift reflecting the new 'Minimum \$142' fine.



**Minimum \$142**

# Grantees



# Sharing the Road



## TRAGEDY ON TRAGEDY

In Costa Mesa, the 17 year old driving his SUV thought that looking up tunes on his iPod while driving was no big thing. He had his iPod going all the time. Hey, kids now are so used to double and triple tasking, especially with cell phones and iPods, that they have it mastered, right? On this day, at this intersection, his luck ran out. He didn't see that the light had turned red, because he had spent the last five seconds searching for a tune. As he hit the two other cars in the intersection and rolled, a wheel was torn from his vehicle and went flying.

It struck a 23 year old young lady waiting at the corner to cross the street, killing her. If she had been driving, like she usually did, the young man's distracted driving crash might not have affected her at all. She was walking that day because her driver's license had expired. She wanted to not break the law and to do the right thing by not driving.



## PRINCIPAL PACO TAKES A FALL FOR THE BIKE ELVES

When the City of Berkeley looked for new ways to get kids to ride bikes more often and more safely, The Bike Elves

took over. Every few days, City staffers dressed as elves hit the Rosa Parks Elementary bicycle racks, tying bright colored ribbons to the few bicycles there. Each time, more bicycles showed up, eventually increasing their number fives times over. It turned out to be unique way of appealing to the kids' sense of fun and belonging to a group to get them to bike to school every day.

At the end of the campaign, the kids with ribbons were hosted to an ice cream social where bicycle safety lessons were also on the menu. One poignant lesson came from the school's principal Paco Furlan, who dramatically illustrated the story of how he had once been hit on his bicycle ride to work, knocking him unconscious. Paramedics later showed him his cracked helmet, remarking that it had saved his life. Bright Ribbons and storytelling ended up to be a great combination for the kids to learn bicycle fun and safety.

## ROUGH RIDE AT THE RODEO

The annual Livermore Rodeo attracts a big crowd and unfortunately some of them choose to drive after drinking

at the Rodeo. Based on this, the Avoid the 21 put out DUI saturation patrols that weekend. On Sunday, an officer was watching traffic leaving the rodeo grounds. The officer observed a white



**Salinas PD Officer Jeff Munoz gets a 'side-five' from his newest fan while riding his OTS-funded motorcycle during the Salinas Rodeo Week Parade.**

Chevy truck exit the rodeo grounds and travel in a marked bicycle lane for about 100 feet. The officer made a traffic stop on the Chevy and the driver exhibited objective signs of intoxication. The driver had a suspended license for a prior DUI and was on probation for DUI. The driver stated the truck he was driving belonged to a friend who asked him to take it to be washed. After failing both an FST and a PAS test with a .09 BAC, the driver was arrested for DUI. While conducting a search of the driver, the officer located credit cards in the driver's pocket with a female's name on the cards. The female's name was also one of the registered owners of the Chevy. Shortly after the DUI arrest was made, LPD Dispatch received a frantic call from the owner of the Chevy reporting that the truck had been stolen from the parking lot while the registered owners were enjoying the Rodeo. Turns out the officer made the stop on the Chevy less than a mile from where it was stolen. The truck, credit cards, and registered owner's purse, which was found in the truck, were all returned to the owners. ●

# eGrants Training Sessions Help Streamline Application Process

Online OTS eGrants are a working reality! After years of planning and developing, the OTS process for online, streamlined grant administration activity is underway.

The first phase of the process began with the new year, with potential grantees filing grant applications via the OTS eGrants system. Since the process required that information be filled in completely and correctly before moving through each step, the amount of clarifications needed dropped tremendously. This was further helped

by the eight training sessions held around the state as the process began. Over 800 individuals attended the training sessions.

When the due date of February 28 hit, OTS had received over 400 applications, all online for the first time. Comments received both about the training sessions and the application process were very favorable.

The next step in the process is primarily in-house, as coordinators and managers review each of the applications. OTS eGrants makes this task easier through

the uniformity of application and review formats, eliminating a lot of paper and the confusing plethora of worksheets.

Next up for eGrants will be the awarding of grants, followed by the development of grant agreements. All the new grants that start October 1 will be totally administered both by OTS and each grantee through the eGrants system. Within another two years, all the remaining paper-based grants will have ended. By then everyone will be buying a lot less paper and putting away their calculators. ●

## 'DUI Campaign,' from Page 2



**Chris Cochran (right) serves the winning 'mocktail' recipe, Sweet Lemon Chill, to OTS staff at a recent staff meeting. Also pictured: (left to right) Chris Murphy, Michele Meadows and Shannon Brasfield.**

"The IID program provided a new hook for the media to cover the issue of impaired driving and the very serious consequences for first-time offenders," said Chris Cochran, OTS Assistant Director for Marketing and Public Affairs. "The media consistently cover DUI checkpoints and saturation patrols, but the requirement of IIDs added a new dimension to the issue in key media markets and provided a new angle for the media to cover."

In addition to kick off press events in the four pilot areas, media efforts also included several 'mocktail' demonstrations with partner, Raley's Supermarkets, on stations in Sacramento and the Bay Area. Social media efforts included the second annual 'mocktail' contest in which fans submitted non-alcoholic drink recipes on OTS' Facebook page. The winner received a Nook e-reader and \$50 Barnes and Noble gift card.

The winning recipe, Sweet Lemon Chill, was submitted by Ashley Dorsey of San Bernardino. OTS staff took advantage of the holiday cheer and prepared the two top 'mocktails' for everyone at an all-staff meeting.

Another addition for 2010 was the introduction of new Designated Driver 'gift cards' which were distributed at DUI checkpoints, at convenience stores, via partnerships with Papa Murphy's Pizza, and at colleges throughout California. The campaign was rounded out with TV, radio and billboard PSA placement, pump topper advertising and custom Spanish-language advertising with Univision and Telefutera in Sacramento and San Diego.

"DUI continues to top the list of traffic safety priorities in California," said OTS Director Christopher J. Murphy. "We will continue to look for ways to improve and enhance our programs to make sure the trend in DUI fatalities continue to decline in 2011."

For information on the DUI mini grant program, visit <http://www.tsc.berkeley.edu/>. ●



**Ignition Interlock Devices (IIDs) are now mandatory for first time offenders in Alameda, Los Angeles, Sacramento and Tulare counties.**

## 'Observational Survey,' from Page 1

be addressed. In order to assess whether our programs are on target and making an impact in driver behavior, we must be able to track progress. This survey will enable us to do just that.”

The observational survey, commissioned by OTS and following the models used by the National Highway Traffic Safety Administration, was conducted earlier this spring and included locations across California. Researchers looked to identify drivers who were talking on a hand-held phone, talking on a handset or Bluetooth, and manipulating a hand-held device.

“We have all seen drivers behind the wheel engrossed in phone conversations

or texting,” said OTS Regional Coordinator, Karen Coyle, co-lead of the SHSP Challenge Area 17 – Reduce Distracted Driving. “Personal experience is one thing, but having a comprehensive look at distracted driving due to mobile device use in California will not only help us better identify the magnitude of the problem, but also better target solutions.”

Findings from the 2010 statewide traffic safety opinion poll, in which respondents self-reported, indicated that nearly 30 percent of drivers had used a hands-free device while driving in the last 30 days, with another 9.4 percent reporting to have texted or emailed while driving. The vast majority of the more than 1,600 respondents, 68.5 percent,

believed that using a hands-free phone is safer than hand-held.

“The results will be very telling in terms of how public perception impacts their daily driving behaviors,” said Murphy. “The fact that the majority of people believe hands-free is safer than hand-held indicates we have a great deal of work to do.”

Results from the 2011 cell phone/texting survey are expected to be released in April as part of National Distracted Driving Awareness Month. For a complete copy of the survey’s findings, visit [www.ots.ca.gov](http://www.ots.ca.gov) in May. ●

## 'New Campaign,' from Page 1

a joint effort between OTS and the California Highway Patrol. You can expect to see newly developed TV spots, as well as custom billboards and more.

In addition to the media campaign, CHP and more than 270 local agencies will conduct zero tolerance enforcement of both hand-held and texting violations throughout the month of April. Both enforcement and awareness efforts are the first actions undertaken from the newly-established Distracted Driving Challenge Area 17 in the California Strategic Highway Safety Plan.

“In order to affect behavior change at a fundamental level, we need to start with awareness, followed by education,” said Chris Cochran, OTS Assistant Director for Public Affairs and Marketing. “We know it won’t happen overnight, or even in a year or two. “The model of combining public education with enforcement has been proven to be a successful approach in impacting driver behavior. We now have the opportunity to see if that holds true in California for distracted driving.”

The strategy behind the newly developed campaign is based on the notion that a text message or cell phone call is not nearly as important as possibly causing injury or death. Campaign messaging also appeals to both teen and adult drivers by promoting the cost of a ticket - \$159 on a first offense and \$279 on second or subsequent offenses.

“It’s time for drivers to take this issue seriously,” Cochran said. ●

## 'Click It or Ticket,' from Page 4

The results of the first OTS statewide traffic safety survey, conducted last summer, indicate that the public is getting the message about buckling up. More than 83 percent reported to have seen or heard about the *Click It or Ticket* campaign and another 57 percent believed that their chance of being stopped for not wearing a seat belt had changed as a result of *Click It or Ticket*.

Although our attention is often pulled in other directions, focusing on emerging issues like distracted driving, OTS is committed to ensuring that California’s occupant protection rate for adults, teens and children continues to remain strong. The spring mobilization, taking place May 23-June 5, will encompass more than 110 local agencies, as well as CHP, doing all they can to make sure drivers and passengers are buckled up.

You can order *Click It or Ticket* campaign materials online at [www.trafficsafetypromos.com/ciot/](http://www.trafficsafetypromos.com/ciot/).

If you haven’t already done so, be sure to visit OTS on Facebook and take the ‘*Buckle Up*’ pledge at [www.facebook.com/CaliforniaOTS](http://www.facebook.com/CaliforniaOTS). Help us spread the word and share it with your ‘friends’! ●

# CALIFORNIA OFFICE OF TRAFFIC SAFETY

WHAT'S  
AHEAD



April

**Distracted Driving Awareness Month**  
www.distraction.gov

April 20-22

**OTS Training & Leadership Seminar**  
San Diego, CA

May

**Motorcycle Safety Awareness Month**

May

**Bicycle Safety Month**

May 23-26

**Vehicular Homicide Seminar**  
Sacramento, CA www.cdaa.org

May 23-June 6

**Click It or Ticket Next Generation**  
Enforcement Mobilization

June 17

**Multijurisdictional Drug Task Force Seminar**  
Red Bluff, CA www.cdaa.org



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