

A Step Closer “Toward Zero Deaths”

With the statistical wrap-up for 2008 all but done, last year looks to have solidified a definite trend toward safer streets, with real movement on the way to realization of the Office of Traffic Safety (OTS) vision statement – “Toward zero deaths, every 1 counts.”

For the third year in a row, DUI deaths declined in California. The drop was 9.1 percent, from 1,132 in 2007 to 1,029 in 2008, according to the National Highway Traffic Safety Administration. The 2008 figure marks a total decrease of nearly 21 percent from the most recent high point in 2005. Alcohol impaired deaths make up the largest category of overall vehicle fatalities.

	Alcohol Impaired Fatalities	Total Fatalities	DUI Arrests
2005	1,298	4,333	180,288
2006	1,272	4,236	197,248
2007	1,132	3,995	203,866
2008	1,029	3,434	214,811

In addition, traffic fatalities declined by 14 percent, from 3,995 in 2007 to 3,434 in 2008. Total fatalities are at their lowest since 1975, when the federal government began compiling figures. The 214,811 DUI arrests are at their highest point in fifteen years. Overall seat belt

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2010 – Year of the Checkpoint

Record Funding Allocated to DUI Checkpoints

On December 17, the Office of Traffic Safety (OTS) will announce during the Holiday DUI Crackdown press conference that a record \$8 million has been allocated to law enforcement to conduct DUI checkpoints in 2010. OTS will fund more than 2,500 checkpoints in 2010, a record for California.

Year	Checkpoints
2006	1,493
2007	1,783
2008	1,469
2009*	1,704
2010*	2,506

*Projected

The funding, through the National Highway Traffic Safety

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Top 50 DUI Cities Accept Checkpoint Challenge

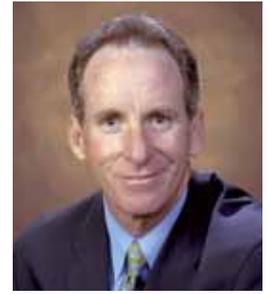
Impaired driving and DUI enforcement is a top priority for the Office of Traffic Safety (OTS), and the results are paying off. Since 2005, alcohol impaired fatalities in California have dropped a staggering 20.1 percent. To keep the pressure on, OTS is embarking upon the most aggressive DUI enforcement program ever, with the “Top 50 DUI Cities” being targeted for

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Message from the Director by Christopher J. Murphy



It seems hard to believe, but the majority of 2009 is already behind us, with winter holiday travel fast approaching. Millions of Californians are expected to hit the roads in November and December. For the Office of Traffic Safety (OTS) and hundreds of grantees across the state, that means continued planning for 2010 while at the same time mounting multiple campaigns and enforcement mobilizations focusing on occupant protection and DUI.

After a great deal of hard work across many fronts, California was fortunate to see our seat belt use rate increase in recent years. However, with the current rate dipping slightly from 95.7 percent in 2008 to 95.3 percent in 2009, we must redouble our efforts to hold onto those previous

gains. To that end, OTS awarded \$3 million in mini grant funding to 158 agencies for occupant protection enforcement. Law enforcement is hitting the roads November 17-30 as part of *Next Generation Click It or Ticket*.

On the DUI front, OTS has increased funding from \$5 million to \$8 million in 2010 for sobriety checkpoints. We have 41 regional 'Avoid' DUI task forces, more than 150 local agencies, and the California Highway Patrol conducting more than 300 sobriety checkpoints over 18 days in December as part of the 2009 Holiday DUI campaign, *Report Drunk Drivers. Call 911*.

I am confident these efforts, along with many other programs, will help us maintain our recent successes. I'm

particularly excited about upcoming plans to target California's "Top 50 DUI Cities" with even more sobriety checkpoints – bringing the 2010 total to over 2,500, the most ever. We are also continuing the Every 15 Minutes Program, Real DUI Trials and Department of Alcoholic Beverage Control's Minor Decoy Training program, among many others.

As the holiday season draws near and you make plans to see family and friends and celebrate with colleagues, I ask you to remind those around you to *Buckle Up* and *Report Drunk Drivers. Call 911*.

Happy Holidays. ●

Pedestrian Safety Trainings Make Communities Safer

In an effort to help make communities a safer place to walk, a series of 12 pedestrian

safety trainings are taking place in high risk areas throughout California. The program, funded by a grant from the Office of Traffic Safety, has already conducted trainings in Glendale, Santa Ana, Delano, Stockton, and the Crenshaw district in Los Angeles, with trainings planned in Santa Barbara and Eureka for later this year and into 2010. Other possible cities include Oakland, Salinas, Watsonville, Laguna Beach and Long Beach.



Children lead the "Children Walking. Drive Safely" campaign at Walk to School Day in Santa Ana, championed by Santa Ana Unified School District Superintendent Jane Russo and Dr. Audrey Yamagata-Noji, Ph. D., Clerk of Santa Ana Unified School Board. HEAC Santa Ana photo by Kelly Broberg.

"Training locations are determined by areas demonstrating the greatest need where we believe the greatest

STATE OF CALIFORNIA
Arnold Schwarzenegger, *Governor*

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

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

OTS TRACKS is a newsletter published by the Office of Traffic Safety. Content and editorial control is maintained solely by the Office of Traffic Safety.

Story submissions will be accepted two months prior to publication. Please call Chris Cochran at (916) 509-3063 for more information.

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

OTS Tracks
Volume 24, Issue 2
Fall/Winter 2009



CA Law Enforcement Challenge Winners Announced

The California Highway Patrol (CHP) recently announced the winners of the 2008 California Law Enforcement Challenge (CLEC). CLEC is a competition between similar sizes and types of law enforcement agencies which recognizes the valuable

contributions to traffic safety. It recognizes and rewards the best overall traffic safety programs in California, with areas of concentration including efforts to enforce laws and educate the public about occupant protection, impaired driving and speeding.

First place allied agency winners included:

1-15 Sworn	Cloverdale Police Department
16-25 Sworn	Norco/Riverside County Sheriff's Department
26-50 Sworn	El Cerrito Police Department
51-70 Sworn	Petaluma Police Department
71-85 Sworn	Napa Police Department
86-105 Sworn	Livermore Police Department
106-160 Sworn	Roseville Police Department
161-250 Sworn	Oxnard Police Department
251-500 Sworn	Riverside Police Department
501-2000 Sworn	San Jose Police Department
2000+	Los Angeles City Police Department

Special awards included:

Multi-Jurisdictional	Avoid the 12 – Santa Barbara County
Colleges/Universities	California State University, Cal Poly San Luis Obispo
Commissioner's Award	Napa Police Department & CHP Auburn
Impaired Driving	Petaluma Police Department & CHP Quincy
Underage Alcohol	Bakersfield Police Department & CHP Moorpark
Child Passenger Safety	Livermore Police Department & CHP San Jose
Speed Awareness	Ontario Police Department & CHP San Jose
Bicycle/Pedestrian	San Francisco Police Department
Technology Award	Ripon Police Department
First-Time Entry	Lake Elsinore Police Department
Commercial Vehicle	El Cerrito Police Department

First place winners in the CHP competition included:

1-19 Sworn	CHP San Andreas
20-23 Sworn	CHP Buellton
24-26 Sworn	CHP Chico
27-33 Sworn	CHP Auburn
34-50 Sworn	CHP Santa Barbara
51-65 Sworn	CHP Westminster
66-100 Sworn	CHP Baldwin Park
101+ Sworn	CHP El Cajon

California's Law Enforcement Challenge is modeled after the National Law Enforcement Challenge Program and is funded by a grant from the Office of Traffic Safety to the CHP. A complete listing of award winners and list of past winners is available at www.chp.ca.gov. For additional program information, contact Sergeant Stacy Barr or Officer Tony Yao at (916) 657-2777 or via email at stbarr@chp.ca.gov or tyao@chp.ca.gov. ●



'Pedestrian Safety,' from Page 2

impact can be made," said Jill Cooper, Assistant Director of UC Berkeley's Traffic Safety Center, who administers the program.

The half day training is aimed at local neighborhood residents and safety advocates concerned about

pedestrian safety and seeking to identify strategies for improving it.

The training teaches basic pedestrian safety best practices, walkability assessment of a selected pedestrian danger area, and mapping or other small group interactive prioritization of safety issues. At the conclusion of

the training, participants take away a set of pedestrian safety priorities and an action plan for next steps to promote safe walking in the community.

For more information about the program, contact Marilyn Sabin at (916) 971-3166. ●



OTS Awards \$3 Million for *Next Generation Click It or Ticket*

Click It or Ticket will begin with a highly publicized seat belt mobilization November 17-30, overlapping with the peak Thanksgiving holiday travel period, with a second mobilization scheduled for May 24-June 6, 2010.

To promote nighttime seat belt use, mini-grantees will conduct at least one nighttime enforcement operation in each mobilization period, in addition to intensified monthly enforcement efforts during daytime or nighttime hours.

“Our goal is to reach a seat belt use rate of 96 percent in 2010,” said Office of Traffic Safety Director Christopher Murphy. “By maintaining a sustained enforcement

presence throughout the year, we hope to get the message across to all motorists in California that seat belts are mandatory for drivers and passengers, without question.”

California’s 2009 seat belt use rate is 95.3 percent, down slightly from 95.7 percent in 2008. The National Highway Traffic Safety Administration (NHTSA) estimates that 1,424 Californian lives were saved at the current seat belt use rate last year.

Free *Click It or Ticket* campaign materials, including posters, window clings and magnetic bumper stickers can be ordered online at <http://www.trafficsafetypromos.com/ciot/>. ●

Ticket \$132

OTS recently awarded \$3 million to 158 agencies for the 2009-2010 *Next Generation Click It or Ticket* seat belt enforcement campaign. This includes 68 more agencies than participated in the mini-grant program in 2008-2009.

4 Steps for Kids

Safe Kids coalitions and advocacy groups throughout the state participated in the 2009 *Child Passenger Safety Week* (CPSW) observance in September with free car seat checks throughout California, beginning with *Seat Check Saturday* on September 12.

The 2009 CPSW campaign promoted the ‘4 Steps for Kids’ guidelines to help parents know when to graduate their child from a rear-facing infant seat, to a convertible seat, to a booster and finally to a seat belt at the proper time.

“It’s important for parents to take advantage of the child safety seat checks available throughout the state, both as part of *Child Passenger Safety Week* and all year long,” said Office of Traffic Safety Director Christopher Murphy. “The safety seat must fit right to work right. That means the right seat for the right child in the right vehicle. The most important thing a parent can do is to make sure their child rides properly restrained on every trip.”

California’s 2009 child safety seat use rate is 91.1 percent, down from 94.4 percent in 2008. Estimates from NHTSA indicate that 33 children age four and under were saved in California in 2008 by being properly restrained in a child safety seat. ●



Free car seat checks were held throughout California as part of Child Passenger Safety Week September 12-19.

OTS and Sacramento Kings *Flip the Chip* Partnership Has Rewards



The Office of Traffic Safety (OTS), in partnership with the National Basketball Association's Sacramento Kings, recently launched the *Flip the Chip* anti-DUI campaign at the beginning of the Kings 2009 season in October. The promotion is scheduled to run through April 2010. OTS and the Sacramento Kings worked closely to create the *Flip the Chip* campaign look and feel, aimed at encouraging fans to think about how they will get home safely before going out.

"We wanted this campaign to be fun, while making fans stop to think about the consequences of their actions," said OTS Assistant Director for Marketing and Public Affairs, Chris Cochran. "The Kings brand will help OTS reach fans and deliver the *Designate a Sober Driver* message in a social setting."

Fifty local sports bars in the greater Sacramento area are helping encourage fans to designate a sober driver and watch Kings games responsibly. Kings fans flip the special "chip" to determine who will be the designated

driver for the night before they begin drinking. Patrons will find table tents on bar tops, reminding designated drivers that "being the sober driver has its rewards." Designated drivers will keep the Kings chip to register online for a chance to win various Kings prizes. Bars with the highest registration of chips will be eligible to win special Kings viewing parties.

"A DUI arrest can cost more than \$10,000 in fines, or worse, a life," said Cochran. "We're hopeful that the *Flip the Chip* campaign will send the message that neither is a choice anyone can afford."

Visit Kings.com/flip to learn more about the promotion, prizes and local viewing parties. ●

Grantees Sharing the Road

OTS has made a lot of connections possible over the years – state, federal and local agencies; law enforcement, courts, and probation; and multiple law enforcement agencies within counties connecting as partners in the Avoid DUI Taskforce program.

It's that last one that has had one positive side effect that we never planned for – matchmaker.

Glendora Police Department Community Service Officer Wendy Soos has had her hands full during the past couple of years coordinating the Los Angeles County Avoid the 100 program. As such, she has worked closely with traffic supervisors

from across the county. Since Azusa P.D. never seemed to make the county traffic meetings, Wendy good naturedly bugged their Traffic Corporal, Dean Brewer.

At the meeting where Brewer finally showed up, Wendy inadvertently ignored him, repeatedly, even when she had to reach past him to greet a friend. When she later admonished Dean for his absence again, he let her know that not only had she missed him standing directly in front of her, he had crashed his motorcycle on the way home, making it a very bad day.

Obviously, apologies were in order, so when Wendy called to offer hers,



Glendora Police Department Community Services Officer, Wendy Soos, and Azusa Police Department Traffic Corporal Dean Brewer, will marry in November.

she also invited him to lunch. Now, from that combination of working on Avoid and the public snubbing, the end product is a wedding this November.

Congratulations Wendy and Dean! ●

El Cerrito Bike Patrol Gets the Job Done

Drivers generally know when they're doing something wrong, like speeding or running a red light. They're used to being on the lookout for the flashing lights or sirens, but how about a bicycle?

The El Cerrito Police Department in the Bay Area has effectively been using bicycle officers since 1998, most recently for enforcement operations including the *Shoulder Tap* alcohol enforcement campaign, *Click It or Ticket* seat belt enforcement mobilization and even commercial vehicles and car pool lane violations.

"You should see the look on the astonished faces of the drivers who violate the car pool lane when they realize an officer on a bicycle has issued a citation," said Sergeant Steve Bonini with El Cerrito's Traffic Safety Unit. "It is also a sight to behold when a bicycle officer stops a big rig and issues a citation for a log book, over length and weight citations."

El Cerrito has found that bicycle officers have the distinct advantage of being able to complete traffic stops and issue citations much quicker than officers in patrol cars. Last year alone, bike officers issued nearly 500 citations and made more than 40 felony/misdemeanor arrests. Bike officers also help with vehicles fleeing the scene of a



Officers from El Cerrito's Bicycle Patrol Program actively participate in the Department's DUI checkpoints on a regular basis.

checkpoint and can catch the violator much faster since they can weave in and out of traffic with ease.

A goal is to have every patrol officer bicycle qualified. The Department has started a regional training program in Contra Costa County, training nearly 25 officers from outside departments.

For information, contact Sgt. Steve Bonini, Traffic Safety Unit at (510) 215-4435 or stb@ci.el-cerrito.ca.us. ●

'2010,' from Page 1

Administration, is up from the \$5 million allocated in 2009, while the number of checkpoints is up 47 percent from the 1,700 this year. The increased effort will be seen across the board, including local law enforcement, Avoid DUI Taskforces and the CHP.

"To my knowledge, California conducts more checkpoints than any other state," said OTS Director Christopher Murphy. "DUI checkpoints are time-tested and proven as the most effective DUI countermeasure."

Ever since OTS and law enforcement began placing increased emphasis and funding toward DUI checkpoints in 2006, deaths have declined. All the research points to DUI checkpoints as a major contributor to declines. When checkpoints are mounted effectively and regularly, studies have shown up to 25 percent declines in alcohol related deaths and injuries. ●

'Top 50 DUI Cities,' from Page 1

additional sobriety checkpoints in the coming year.

In FFY 2009, the number of OTS-funded DUI checkpoints in these "Top 50 DUI Cities" topped out at 605. With increased funding, that number is expected to hit 975 in 2010, an increase of over 60 percent. The number of all OTS-funded checkpoints statewide will be increasing 47 percent from roughly 1,700 in 2009 to over 2,500 next year.

"We've seen a tremendous commitment to DUI enforcement by law enforcement agencies in California," said OTS Director Christopher Murphy. "Other states can't get law enforcement to do enough, let alone more. The response in California has been just the opposite, speaking volumes of the relationship our OTS staff has with law enforcement and the commitment by law enforcement to DUI." ●

usage remains over 95 percent, one of the highest in the nation.

“With this third year of declines in DUI deaths, we can truly call it a trend, a trend of life saving importance,” said Christopher Murphy, Director of the California Office of Traffic Safety. “Law enforcement, state and local agencies, Mothers Against Drunk Driving, other safety advocates, and the people of California have come together to address this deadly problem and are now seeing the results. As positive as these figures are, though, we can never let up until we achieve our goal of zero deaths.”

“This significant decline in traffic

deaths is indeed heartening,” said California Highway Patrol Commissioner Joe Farrow. “The decrease in lives pointlessly lost can be traced back to hard, innovative work in education, enforcement, engineering and emergency medical services. Our primary objective remains to continue this trend and have more people make it home safe and alive each day.”

Murphy points to increases in DUI checkpoints, the 41 county ‘Avoid’ DUI Taskforces program, the *Report Drunk Drivers. Call 911* campaign, and the operations of over 450 law enforcement agencies as being particularly beneficial. Many different tactics have been used recently to

attack the drunk driver problem, from increases in youth public awareness programs to hospital and jail based intervention programs to expanding prosecution and probation efforts.

For over two years California state, county, and local governments, as well as numerous advocate groups, businesses, community organizations and individuals, have been actively pursuing work on over 150 specific actions contained within the California Strategic Highway Safety Plan. The Plan is an unprecedented collaboration of those working across the entire spectrum of traffic safety, with the goal of significantly reducing deaths, injuries and economic losses resulting from traffic safety crashes. ●

TSRP Program Expands Law Enforcement Training

The Traffic Safety Resource Prosecutor (TSRP) Program, funded by the Office of Traffic Safety, provides training in evaluation and prosecution of DUI and vehicular homicide cases. Each year the TSRP training calendar has expanded to include more training opportunities statewide and also to provide education on a variety of topics related to prosecution. But, every successful prosecution depends on an effective investigation. What about training for law enforcement?

Under the guidance of program director Greg Datig, TSRP has expanded its training program to include the law enforcement community. Bringing prosecutors and police together for training provides an environment that allows for greater understanding of each

other’s roles and responsibilities, as well as fostering teamwork.

Recent training topics have included Courtroom Testimony for Officers, Documenting Impairment, and Effective Report Writing. Coastal Region TSRP Stephen Wagner explains, “Sharing the prosecution’s playbook with law enforcement and allowing them to learn the high standard to which juries hold us is a very valuable focal point in trainings.”

TSRP prosecutor Dave Radford, himself a retired police captain, finds tremendous value in training law enforcement and prosecutors together. “Even while working on the same case, there often isn’t enough interaction,” says Radford. “Training provided by the TSRP Program

promotes dialogue between police and prosecutors, and that leads to better cases being presented to juries.”

Seminar attendees agree on the value of joint training. “Putting cops and prosecutors in the same room together is genius,” commented Traffic Investigator Mark Fullen of the Oceanside Police Department who attended the Vehicular Homicide Seminar this past June in San Diego.

To date, TSRP has trained over 1,600 prosecutors and law enforcement officers throughout California. If you are interested in scheduling training through TSRP for your agency, please contact TSRP Training Coordinator Paige D’Angelo at (916) 443-2017. ●

Pedestrian Safety Assessment Program Takes Statewide Honor

The California Pedestrian Safety Assessment (PSA) program, funded by the Office of Traffic Safety, recently won the American Planning Association (APA) California 2009 Best Practices Award. This award honors innovative projects that serve as statewide models. The PSA program is now under consideration for a National APA award, which will be announced later this year. The PSA program also received the Best Program

Award from the Institute of Transportation Engineers (ITE). Upon request, two pedestrian safety experts will visit your city to review pedestrian conditions and to discuss concerns of your city. The experts analyze relevant data, perform field observations, meet with key staff, and recommend improvement measures and strategies. For more information on this free service, please visit: <http://www.techtransfer.berkeley.edu/pedsafety/>. ●

CALIFORNIA OFFICE OF TRAFFIC SAFETY

Nov 17-30

Nov 29-Dec 11

Dec 18-Jan 3

Next Generation Click It or Ticket California Mobilization

<http://www.tsc.berkeley.edu/>

Buzzed Driving Is Drunk Driving National Crackdown

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

Report Drunk Drivers. Call 911 California Mobilization

Contact: Wayne Ziese, (916) 509-3023, wziese@ots.ca.gov



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