

Governor Announces 2009 Grants

Noting the need to continue the commitment to save lives on California's roadways, Governor Arnold Schwarzenegger announced \$66 million in Office of Traffic Safety (OTS) grants awarded to 153 agencies and communities across the state.

"California leads the nation in the many ways we are promoting and enforcing safety on our roadways," said Governor Schwarzenegger.

"These grants provide the resources and back up our commitment to save lives and prevent injuries."

In the coming year, the federally funded grant programs will emphasize time-tested practices with proven results, while expanding some into new areas. Local and state agencies will develop and carry out grant activities through such high-profile operations as sobriety checkpoints, DUI saturation patrols,

red light running enforcement and combating illegal street racing.

At the same time, important behind-the-scenes programs will be taking place, such as expanding DUI prosecutor education, intense monitoring and supervision of repeat DUI offenders, hospital interventions for the increasing number of impaired teens in emergency rooms, funding for assessments of cities' pedestrian

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Motorists Get Permanent '911' DUI Message



More than 750 "Report Drunk Drivers. Call 911" signs can be seen along California freeways statewide.

Have you noticed the latest addition to roadside traffic safety messaging? Back in 2005, five hundred 'Click It or Ticket' signs went up along California's roadways as a constant reminder to buckle up. They have now been joined by over 750 permanent signs with the public involvement message – "Report Drunk Drivers. Call 911."

With funding from OTS, Caltrans workers have spent the last nine months installing the signs throughout the entire state. Whether you drive the 405 in Los Angeles,

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Message from the Director by Christopher J. Murphy



Here we are at the mid-year point, with the summer travel season underway and things at OTS as busy as ever.

We're very happy to see that state-wide DUI arrests are at a ten year high and look forward to seeing that translate into fewer deaths and injuries. Our newly announced 2009 grants zero in on our core mission of saving lives from the top three killers – booze, belts and speed.

I'm proud and excited to share some of this year's initiatives, such as expanding the "DUI Only" courts in California to include new courts in El Dorado, Orange, Shasta, Sonoma, Fresno and San Joaquin counties. The UC Davis Trauma Center will be initiating the first-ever Adolescent Screening and Brief Intervention

program. In addition, look for San Diego County to be starting their new "Operation Crack Down on Illegal Street Racing" project.

In the occupant protection arena, we're continuing to focus on increasing seat belt use through the annual *Click It or Ticket* enforcement campaign, along with public information to educate Californians about the life-saving benefits of seat belt use on each and every ride, day and night. We worked with a team of national experts to conduct a statewide assessment of California's Occupant Protection for Children efforts. By fine-tuning our efforts and closely examining what really works, and what doesn't, we can narrow the gap on adults and kids who are not riding properly restrained.

On the technology side, OTS is continuing to embrace automation programs that produce timesaving and operational efficiencies and provide better data collection and analysis. We're looking forward to the opening up of the Statewide Integrated Traffic Records System to much wider and automated access for users across the state. The CHP and other law enforcement agencies will be able to efficiently and effectively request and receive data and reports.

It's been a busy year for both providing and gathering information, with both an Alcohol and Occupant Protection for Children Assessment,

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Employee Recognition Program Highlights OTS Staff Achievements

The California Office of Traffic Safety (OTS) has launched an innovative new program that recognizes achievements of the hard working individuals that make up the OTS staff. The OTS Employee Recognition Program was conceived and implemented by OTS management in 2007 and is virtually unique within a California state government agency.



Pictured (L to R): Dave Doucette, Assistant Director of Operations; Debbie Hrepich (OTS Values Award); Kevin Yokoi (OTS Values Award); Donna Heppner (OTS Director's Award); Patty Wong (OTS Director's Award); Chris Murphy, Director; Shannon Brasfield (OTS Director's Award); Karen Coyle (OTS Values Award); OJ Swanigan (OTS Values Award).

The program distributes a variety of awards to OTS employees for accomplishments like exemplary performance, positive customer

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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*

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

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Law Enforcement Gather for PTS Conference

More than 350 law enforcement personnel representing more than 100 agencies gathered in Anaheim in late April for the 2008 Police Traffic Services seminar – California’s most valuable and comprehensive learning and sharing experience for traffic safety enforcement.

Seminar highlights included a legislative update, insights into California’s Traffic Safety Resource Prosecutor Program and information on the latest in motorcycle safety, sobriety checkpoints and nighttime seat belt enforcement.



OTS Director Chris Murphy with award recipients at the PTS seminar in Anaheim. Pictured (L to R): Scott Howland, CHP; Ross Cooper, Norco; John Pitts, Suisun; John Orcutt, Manteca; Katie Lenihan, Dept. of Alcoholic Beverage Control; Vincent Murillo, El Cajon; Chris Murphy, OTS; Bill Blakenship, Visalia; Mike Thomas, Redding; Corey Quinn, Hayward; Ed DesBiens, Garden Grove; John Mattke, San Bernardino. Not present: Rich Cohen, Santa Clarita.

Participants were moved, entertained and informed by special presentations from Noble County, Oklahoma Sheriff Charlie Hanger on the arrest of Murrah Federal Building bomber Timothy McVay, Dr. James Reese on coping with change, and retired Louisiana State Trooper Dr. Bobby Smith on the will to survive.

A special thanks to our PTS sponsors, including platinum sponsor Toyota Motor Sales, U.S.A. and bronze level sponsors Allstate Insurance Company, the Auto Club of Southern California and California Beer and Beverage Distributors. ●



TOYOTA



Statewide Assessments Provide Feedback to Traffic Safety Community

With three traffic safety assessments in the space of one year, California is learning a lot about the job it’s doing. And so far, we’re getting an “A”.

It began last September with the Alcohol Assessment, returned in February with the Occupant Protection for Children (OPC) Assessment, and will continue in September 2008 with a Motorcycle Safety Assessment. OTS, on behalf of California, requested these assessments from the National Highway Traffic Safety Administration (NHTSA). NHTSA assembles a

panel of nationally recognized experts and establishes a scope of what will be covered by the assessment.

In each of these cases, OTS compiled a long list of California local and state stakeholders, practitioners and experts and scheduled them to appear before the panel in Sacramento in three days of presentations, with questioning from the panel. Each panel, after another long day of discussion among themselves, presented preliminary findings to OTS, then followed up with months of fine tuning before issuing their final reports.

What the Alcohol and OPC panels found came as no surprise to those who work daily in the state to keep our roadways safe. In both cases, California was shown to be the national leader in the scope, variety and innovation of programs and activities designed to counter alcohol-involved crashes and to get more children properly restrained while riding in vehicles.

With motorcycle deaths and injuries on the rise, OTS and all others working on the problem eagerly look forward to what the next panel finds in September. ●



the Police Traffic Services Seminar, two SHSP Summits, and the Motorcycle Safety Summit.

If you haven't visited the OTS web site recently, I encourage you to check out our updated site at www.ots.ca.gov. You will find that information is better organized and easier to navigate, with grant program information front and center.

Internally, we're continuing to do things better and more efficiently, and we're doing our best to take care of the great OTS staff who serve you everyday through the OTS Employee Recognition Program. If you've had a great experience with OTS staff, let us know about it! You can complete our brief customer service survey online at http://www.ots.ca.gov/OTS_Intersection/Survey.asp.

I hope all of our grantees and traffic safety partners throughout the state have an enjoyable summer. Safe travels. ●

OTS is Moving!

The Office of Traffic Safety is on the move – literally. After more than 30 years in the same location, we have no more room left to grow. Since our mission demands more of us each year, we needed to find offices where we have enough space to undertake the best practices that traffic safety in the most populous state in the nation demand.

We're staying in the Sacramento region, but heading a bit south, to the suburban city of Elk Grove. Our new offices near the intersection of Interstate 5 and Laguna Boulevard will provide about 20 percent more space, including a conference room capable of handling both the whole OTS staff and statewide meetings.

Plans are moving forward for a late summer move, so stay tuned for exact address and new phone numbers. As we get closer to the move, updates will be posted on the OTS website – www.ots.ca.gov. ●

'Employee Recognition Program,' from Page 2

feedback and demonstrating OTS' core values. Employees are eligible for five different awards, including the annual "OTS Director's Award," the "OTS Values Award," the monthly "Mileage Award," and the ongoing "SpOTS" and "Service Matters Board" awards.

"We've seen a difference in the office since the program's inception. Staff really notices and appreciates the good work everyone does and strives to do even better," said OTS Assistant Director and Employee Recognition Program Coordinator Dave Doucette. "We developed the program as part of our ongoing effort to be a performance-based organization. What has resulted is that nearly everyone has the opportunity to be recognized and can feel proud to be part of such an exemplary organization."

Employees can be nominated for the "OTS Director's Award" by their managers or supervisors, while all other awards are peer-to-peer nominated, meaning any employee can nominate any other employee for the Peer Recognition Committee to review. Award prizes range from recognition on the bulletin board to trophies, plaques, and up to \$500 in cash.

"We continue to encourage employees to nominate one another for this great program," said Doucette. "The more employees that are nominated, the more we can acknowledge their outstanding service with OTS." ●

Save the Date for Summit 2009

On the heels of the highly successful Police Traffic Services seminar in Anaheim, OTS is already making plans for the 2009 Summit, scheduled for April 8-10 in San Francisco. Topping the record-setting attendance and success of the 2007 Summit in San Diego will be a challenge for OTS staff and our conference planners, but we're confident we can pull it off!

"After holding the Summit in Southern California for many years, we decided to move up to the Bay Area for 2009," said OTS

regional coordinator Donna Heppner. "With so many of our grantees concentrated in these two areas, it only makes sense to bring the Summit to them and the Bay Area has a great deal to offer."

If you have suggestions for speakers or panel discussions, please contact Donna Heppner at dheppner@ots.ca.gov or 916-262-0981.

And a big thank you in advance to our returning Summit platinum



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sponsor, Toyota Motor Sales, U.S.A. Your advance planning and commitment to continue to support OTS is greatly appreciated. ●

Click It or Ticket Continues Gains in Adult Belt Use



Officer Kraig Nagle of the California Highway Patrol in San Bernardino proudly affixes a Click It or Ticket window cling to the precinct's lobby window.

Californians got a real jumpstart to summer travel this year when the 2008 *Click It or Ticket* campaign launched on May 12 and continued for three weeks, concluding on June 1.

The campaign utilized a variety of public education and enforcement tools to get the word out far and wide that buckling up is critical on every ride, day or night. More than 280 law enforcement agencies received mini grants totaling \$1.8 million to support the enforcement efforts. Additionally, agencies were encouraged to conduct nighttime patrols this year in an effort to boost seat belt compliance at night.

"We're doing well with a compliance rate of nearly 95 percent," said OTS Director Christopher J. Murphy. "That puts us fourth highest in nation for adult use. But our teen rates are dipping and that's a trend we cannot afford."

OTS will share the results of the 2008 campaign this fall when the 2008 seat belt use survey results are announced for both teens and adults.

Special thanks to all of our state and local partners for helping make *Click It or Ticket* an annual success, including the California Highway Patrol for their countless hours on the roads, the Department of Motor Vehicles for getting the word out via more than 280 field offices statewide, the Department of Agriculture for their efforts at key agricultural inspection stations and Caltrans for continuing to include *Click It or Ticket* messaging on more than 300 changeable message signs. ●



Ticket \$80 – \$91

California Seat Belt Use Rates

	Adults	Teens
2007	94.6	88.9
2006	93.4	90.8
2005	92.5	88.6
2004	90.4	82.5

Grantees



Sharing the Road



TOP DUI COP HONORED

Ever so often, an officer of extraordinary dedication comes along and breaks the mold.

Officer Tai Huynh, an 18-year veteran of the Huntington Beach Police Department, did so by being honored by Mothers Against Drunk Driving for his staggering 467 DUI arrests in 2007, far surpassing the Orange County record of 325 DUI arrests set in 2006. He received a spirited standing ovation from 300 of the county's top figures in law enforcement.

Huynh has been in the DUI arrest business long enough to know whether a driver careening across his lane has been drinking or is just using a cell phone. He says that if a driver is on a cell phone and swerves, it's usually just once. If they continue to swerve, they've been drinking. Worse yet is DUI plus a cell phone.

We are proud of Officer's Huynh's remarkable dedication to keeping California's roadways safe.

CHIEF UPHOLDS THE LAW - 24/7

Law enforcement duties don't end when the shift is over. That's how Rancho

Cordova Chief of Police Reuben Meeks works. On his way home from work one night, Chief Meeks drove through an area where vandals had recently shot out numerous car windows. Taking a stealth approach, Chief Meeks slowed down and switched off the lights on his OTS-funded Rancho Cordova Police Department motorcycle to see if he could catch the vandals in action. Unfortunately, his "low speed" approach resulted in a collision with a bollard.

While Chief Meeks came out of the crash without a scratch, his motorcycle sustained about \$10,000

worth of damage.

Rancho Cordova City Manager Ted Gaebler has dealt with many damaged vehicles while working in various cities. A motorcycle with \$10,000 worth of damage done while its rider was trying to arrest some bad guys "does not really even rate on the radar."

"What is more interesting is that we have an activist chief - somebody who still wants to go out there and be a police officer," Gaebler said.

Chief Meeks vowed to continue doing what he does best - upholding the law and taking down the bad guys day and night. ●

New Faces at OTS



Scott Riesinger



Julie Shilling



Ila Lewis



Mark Talan



Ron Johnson

New staff members at OTS greeted grantees during the last year with the addition of several new Coordinators: Scott Riesinger working with grantees in the Central Valley, Julie Schilling covering CHP grants, Ila Lewis handling other state agencies, Mark Talan focusing on youth traffic safety grants, and Ron Johnson handling Avoid DUI Taskforces outside of the Bay Area and Los Angeles basin. Regional and Operations Coordinators work with individual grantees, helping them work

through the practical and fiscal complexities of their grants. Emails, phone calls, faxes and site visits keep the communication flowing and activities successful.

Meanwhile, to provide better customer service by streamlining the workings of coordinators whose efforts cover the entire state, Dave Doucette has taken on the position of Assistant Director of Operations for Southern California, while Michele Meadows is managing the coordinators in the north state. ●

OTS Sports & Entertainment Marketing Program Celebrates Lucky Year 13

OTS' popular Sports & Entertainment Marketing Program is now entering its 13th consecutive year! In 2008, new sports and media partnerships boost what has proven to be an excellent platform to reach California motorists.

"Sporting events and entertainment venues have always been a tremendously successful way to connect with our target audience in terms of traffic safety messages," said OTS Assistant Director for Marketing and Public Affairs Chris Cochran. "And the fact that families with children often attend these events means that we are conveying positive safety messages to California's future motorists."

For the 2008 season, OTS will continue existing relationships with the Los Angeles Angels of Anaheim, San Diego Padres Radio, San Francisco Giants Radio, Fresno Clear

Channel Radio and Sacramento's local minor league baseball team, the River Cats.

New partnerships include the Lancaster JetHawks, a Class "A" affiliate of the Boston Red Sox; 91X, a rock radio station based in San Diego; KZZO The Zone, a contemporary radio station out of Sacramento; and In-Stadium Marketing, where OTS will display seat belt safety and anti-DUI signage in stadium restrooms.

The new radio partnerships will add to an already strong marketing program that promotes the *Click It or Ticket* and *Report Drunk Drivers-Call 911* messages while people are in their vehicles. Whether it's during their daily commute, or on their way to the game, these radio partnerships will help maximize the valuable traffic safety messages with target audiences in key California markets.



OTS Assistant Director Chris Cochran and Caltrans Director Will Kempton host fans at the Sacramento River Cats game on June 19th.

In addition to the season-long presence on sports and entertainment radio in the major markets, OTS will go on the road with booths and special in-game announcements with the Los Angeles Angels, Lancaster JetHawks and Sacramento River Cats as well as the "A Day in the Zone" concert with KZZO and the California State Fair. Come visit us! ●

'DUI Message,' from Page 1

Highway 299 in Modoc County or along the other 15,000 miles of Caltrans roads, you will be seeing the new blue signs.

Drivers and passengers will now be reminded year round that they can play an active role in getting DUI drivers off the road and possibly saving a life in the process. In addition, those who might be contemplating driving after drinking will know that there are literally millions of eyes that might see them and alert law enforcement.

"Not only do drunk drivers have to worry about law enforcement observing their erratic and dangerous driving," said OTS Director Christopher J. Murphy. "But now anyone with a cell phone will be reminded that they too can make a difference by reporting drunk drivers." ●

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safety conditions, and more real DUI trials being moved from courthouses into high school auditoriums across the state.

"We have come a long way in California in the last five years," said Christopher J. Murphy, Director of the Office of Traffic Safety. "The number of people buckling up has grown by 1.1 million and the number of injuries has dropped to the lowest level in 24 years. But each needless death or injury points to the continued need for the enforcement and education provided by these grants." Summaries of the awards can be found at www.ots.ca.gov. ●

CALIFORNIA OFFICE OF TRAFFIC SAFETY

WHAT'S
AHEAD



July 1

New Cell Phone Laws Take Effect

Contact: http://www.ots.ca.gov/pdf/cell_phone_faq.pdf

August 3-9

National Stop on Red Week

Contact: Ed Rice, FHWA, (202) 366-9064
www.stopredlightrunning.com

August 15-
September 1

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

Contact: www.stopimpaireddriving.org

September 7-10

Governor’s Highway Safety Association Annual Meeting

Scottsdale, Arizona
www.ghsa.org

September 22-26

Motorcycle Safety Assessment

Sacramento, California

November 17-30

New! Next Generation - Click It or Ticket



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