



Local Road Safety Plan Peer Exchange

OTS Programs
October 22, 2019

California Office of Traffic Safety

MISSION STATEMENT

Effectively and efficiently administer traffic safety grants while fostering partnerships to deliver innovative programs that reduce traffic deaths injuries and economic losses.

37,133

102 Fatalities Per Day

OVER 660 PEOPLE EACH WEEK FOR A YEAR



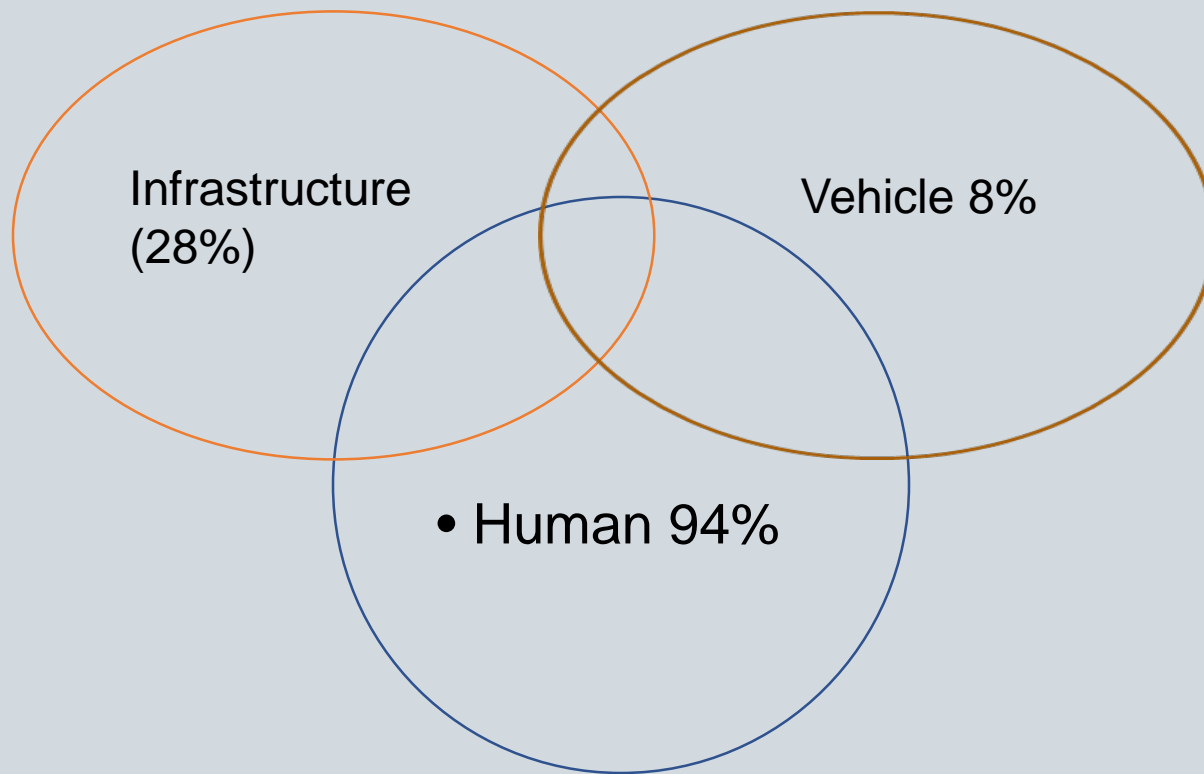
3,602

**Almost 10 Fatalities
Per Day
In California**

94%

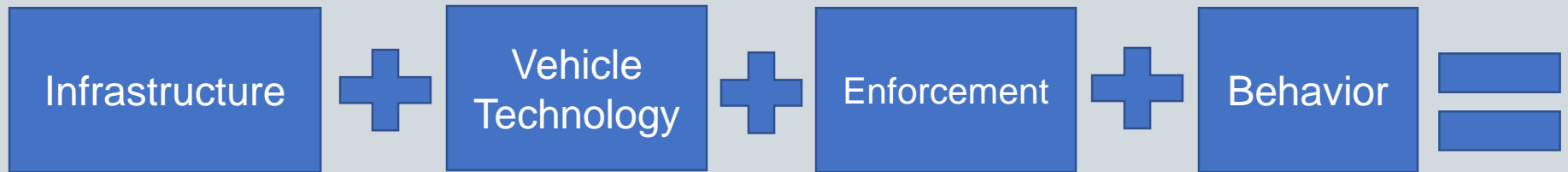


Collision Factors



THE ROAD TO ZERO COALITION

•OVERALL SYSTEM DESIGN



EVIDENCE BASED PROBLEM IDENTIFICATION

- Data Sources
- Fatality Analysis Reporting System (FARS)
- Statewide Integrated Traffic Records System (SWITRS)
- OTS Rankings

Agency	Year	County	Group	Population (Avg)	DVMT
Ventura	2016	VENTURA COUNTY	B	111085	1173211
TYPE OF COLLISION		VICTIMS KILLED & INJURED		OTS RANKING	
Total Fatal and Injury		1037		10/58	
Alcohol Involved		89		18/58	
Had Been Drinking Driver < 21		4		28/58	
Had Been Drinking Driver 21 – 34		40		7/58	
Motorcycles		28		42/58	
Pedestrians		50		8/58	
Pedestrians < 15		4		28/58	
Pedestrians 65+		7		7/58	
Bicyclists		60		3/58	
Bicyclists < 15		8		4/58	
Composite		517		14/58	
TYPE OF COLLISION		FATAL & INJURY COLLISIONS		OTS RANKING	
Speed Related		253		12/58	
Nighttime (9:00pm – 2:59am)		64		31/58	
Hit and Run		67		12/58	

4D's and Speeding

Drunk Driving

Drugged Driving

Distracted Driving

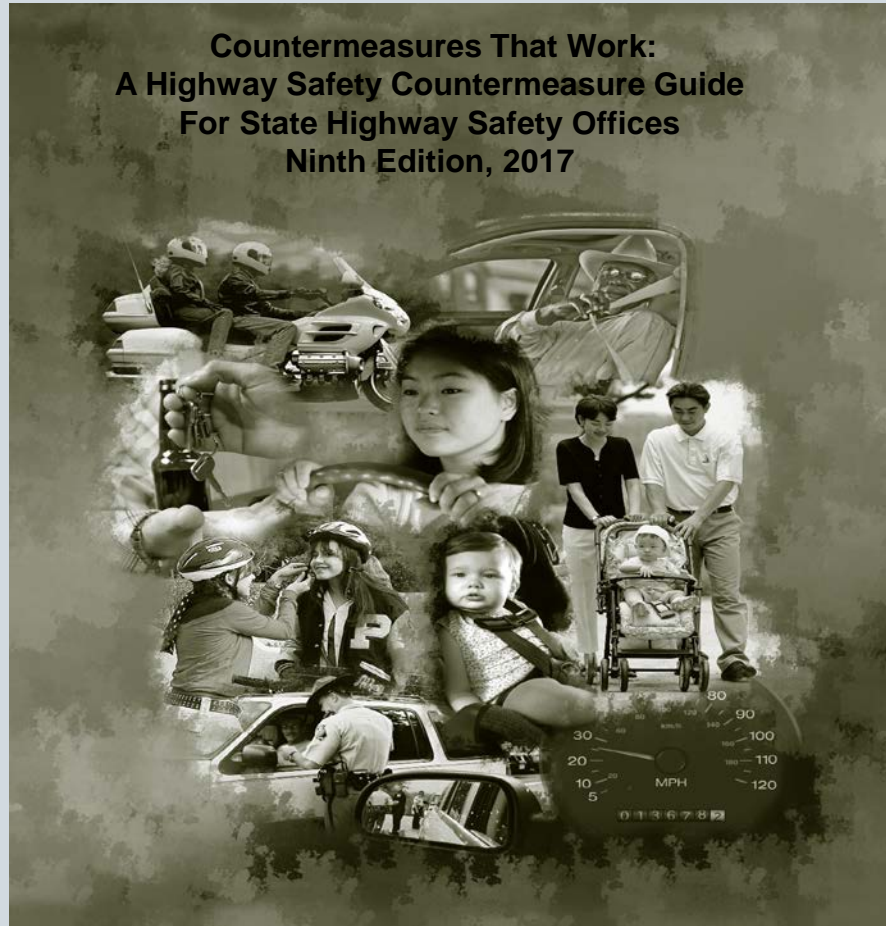
Drowsy Driving

Speeding

5Es

- Enforcement
- Education
- Engineering
- Emergency Medical Services
- Emerging Technologies

Countermeasures/Strategies



Program Areas

- Alcohol Impaired Driving
 - Drug Impaired Driving
 - Distracted Driving
 - Police Traffic Services
- Pedestrian and Bicycle Safety
 - Occupant Protection
 - Motorcycle Safety
- Traffic Records/Roadway Safety
 - Emergency Medical Services

OTS Funded Enforcement Activities



Impaired Driving

The proportion of drivers with measurable alcohol levels declined by about 30 percent from 2007 to 2014

About 20 percent of drivers tested positive for at least one drug in 2014, up from 16.3 percent in 2007

California legalized recreational marijuana as of January 2017

Recreational sales started in January 2018

NON-MOTORIZED FATALITIES



858 Pedestrian fatalities down 8% in 2017
But up 18% since 2014

124 Bicyclist fatalities down 20% in 2017
Down 3% since 2014

MOTORCYCLE FATALITIES



529 Motorcycle Fatalities in 2017

Education and Awareness

- CHP and Local Law Enforcement
- Alcoholic Beverage Control
- University of California
- Local Public Health Agencies



TEEN PROGRAMS

- Start Smart
- Every 15 Minutes
- Impact Teen Drivers
- Friday Night Live
- SADD
- DUI Courts
- RADD- College Campuses





CALIFORNIA OFFICE OF TRAFFIC SAFETY



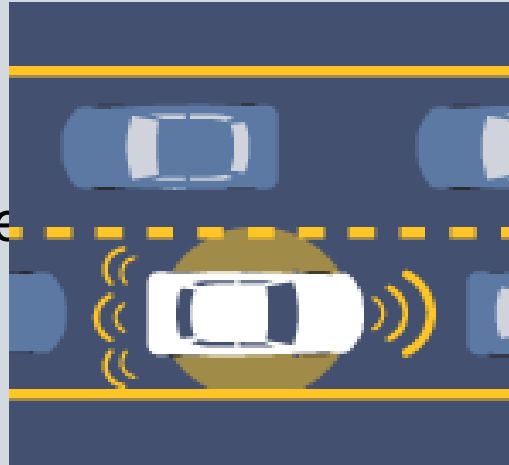
It's a busy world
out there and we're
all in it together.

Gosafelyca.org

SAFETY TECHNOLOGIES

- Lane Departure Warning

Vehicle 2 Vehicle



Forward Collision Warning

Frontal Pedestrian Impact Mitigation
Breaking

Driver Alcohol Detection System for Safety (DADSS)

An integrated non-invasive, seamless technology to
measure driver BAC

Additional Efforts to Zero



PARTNERS



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