Roadway Departure: Effective Countermeasures
DISCUSSION POINTS

- Problem Identification
- Effective Countermeasures
- Partnerships and Collaboration
Problem Identification

High Collision Areas

Types of Collisions

Causes- Don’t just look for one reason
Issues

- Alcohol Impaired Driving
- Drug Impaired Driving
- Distracted Driving
- Drowsy Driving
- Motorcycle Safety
- Emergency Medical Services
- Occupant Protection
4E’s- The solutions

Enforcement
Education
Engineering
Emergency Medical Services
Countermeasures/Strategies

High Visibility Enforcement
DUI/Driver’s License checkpoints
Saturation patrols
Court stings
Minor Decoy
Shoulder Tap
High Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors.

HVE combines highly visible and proactive law enforcement targeting a specific traffic safety issue.

Law enforcement efforts are combined with visibility elements and a publicity strategy to educate the public and promote voluntary compliance with the law.
HVE: High Visibility Media Outreach

Educate the public about the traffic safety problem and warn them well in advance that law enforcement will enforce the law to save lives.

Use a combination of social median, earned, and targeted paid media.

Maintain media outreach for Pre-event, During the Event, and Post-Event.
Education and Awareness

Drivers Education in your local schools
Every 15 Minutes, Smart Start, Impact Teen Driver
Mother's Against Drunk Driving

Learning Knows No Bounds
OTS Public Education and Outreach Efforts
NHTSA- Traffic Safety Marketing

- Bicycle Safety
- Child Safety
- Distracted Driving
- Drowsy Driving
- Drug-Impaired Driving
- Drunk Driving
- First Responder Safety
- Motorcycle Safety
- Older Drivers

- Pedestrian Safety
- Rail Grade Crossing
- School Bus Safety
- Seat Belts
- Speed Prevention
- Teen Safety
- Vehicle Safety
Traffic Safety Marketing

- Stop using your phone when you drive.
- Designate a sober driver.
- One text or call could wreck it all.
- Speeding: Stop speeding before it stops you.
- Drive sober or get pulled over.
- Buzzed driving is drunk driving.
- Click to learn more.
Resources

- **NHTSA Website**
  www.nhtsa.gov

- **Vehicle Safety Hotline (toll-free)**
  1-888-327-4236

- **Traffic Safety Marketing (TSM)**
  www.trafficsafetymarketing.gov

- **California Office of Traffic Safety**
  www.ots.ca.gov
“GET INVOLVED AND MAKE A DIFFERENCE”

STRATEGIC HIGHWAY SAFETY PLAN

Alcohol/Drug Impaired Driving
Bicycling
Driver Licensing and Competency
Occupant Protection
Young Drivers
Aging Road Users
Pedestrians
Speeding and Aggressive Driving
Motorcycles
Distracted Driving