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  Motorcycle Safety
Drug Impaired Driving    Occupant Protection
Distracted Driving       Emergency Medical Services
Drowsy Driving
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
NHTSA Key Countermeasure Program: High Visibility Enforcement (HVE)

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
OTS Public Education and Outreach Efforts
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Traffic Safety Marketing

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

“GET INVOLVED AND MAKE A DIFFERENCE”

Alcohol/Drug Impaired Driving
Bicycling
Driver Licensing and Competency
Occupant Protection
Young Drivers
Aging Road Users
Pedestrians
Speeding and Aggressive Driving
Motorcycles
Distracted Driving
Commercial Vehicles
Emergency Medical Services
Intersections, Interchanges and Other Roadway Access
Roadway Departures and Head-on Collisions
Work Zones