Roadway Departure: Effective Countermeasures
Presented by:

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

- Engineering
- Education
- Enforcement
- Emergency Medical Services
Countermeasures/Strategies

High Visibility Enforcement
DUI/Driver’s License checkpoints
Saturation patrols
Court stings
Minor Decoy
Shoulder Tap
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.
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.
Education and Awareness

Drivers Education in your local schools

Every 15 Minutes, Start Smart, 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...

Drive Sober or Get Pulled Over

Powering off

SPEEDING
Stop speeding before it stops you

Drive Sober or Get Pulled Over

buzzed
driving
is
drunk
driving
designate a sober driver
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