



# THE TRAFFIC SAFETY NAVIGATOR

Fall 2021

## IN THIS ISSUE

- Introduction: Data-Driven Action Development
- Safe System Approach: Prioritizing Safe Speeds
- Implementing a Safe System Approach: City of Oakland
- The Office of Traffic Safety's "Slow the Fast Down" Campaign
- Get Involved
- What is the SHSP?

## INTRODUCTION: DATA-DRIVEN ACTION DEVELOPMENT

The Traffic Safety Navigator is the 2020–2024 California Strategic Highway Safety Plan (SHSP) e-newsletter. The newsletter provides SHSP updates along with insight into best practices for implementing strategies that reduce traffic fatalities and serious injuries on California's roadways.

This summer, Challenge Area Teams worked hard to develop new actions for High Priority and Focus Areas. Action development is an ongoing process, and all Challenge Area Teams are taking a data-driven approach to ensure actions align with the four Guiding Principles, encourage a collaborative approach with the 5 Es, and follow SMART guidelines. The SHSP team recently launched the [California SHSP Crash Data Dashboard](#) to provide SHSP stakeholders with direct access to crash data to support data-driven implementation of the SHSP. The dashboard currently uses finalized crash data from the Fatality Analysis Reporting System (FARS) and the Statewide Integrated Traffic Records System (SWITRS) and allows users to customize reports by location and other characteristics.



## Explore the new [California SHSP Crash Data Dashboard](#)

# SAFE SYSTEM APPROACH: PRIORITIZING SAFE SPEEDS

Speed is a critical issue for road user safety within California. The speed at impact is a factor in nearly all fatal and serious injury crashes. Since 2010, speeding-related fatalities and serious injuries in California have increased by 52 percent from 13,143 to 19,956.

In 2020, state transportation leaders recognized a bolder approach was necessary to combat this increase and put California on the path toward zero fatalities and serious injuries. To support this goal, one of the 2020–2024 SHSP’s four new Guiding Principles is to implement a Safe System Approach to road safety. One of the five Safe System Elements is Safe Speeds. To reflect this, SHSP leadership shifted the existing “Aggressive Driving” Challenge Area to “Speed Management / Aggressive Driving” to expand this focus.

The Speed Management / Aggressive Driving Challenge Area Team identified and evaluated approaches to address speed-related crashes, even when drivers are not exceeding speed limits, and identified alternative options for setting speed limits beyond the 85th percentile method. A key focus of the Challenge Area Team has been to build upon the California State Transportation Agency’s (CalSTA’s) Zero Traffic Fatalities Task Force (ZTFTF) [Report of Findings](#). The report contained 16 findings and 26 recommendations across four categories: Establishing Speed Limits, Engineering, Enforcement, and Education. Out of the 26 recommendations, 13 were advanced as new actions within the current SHSP, while the remaining 13 will be held until enabling legislation is passed. Of the 13 new SHSP actions, five address establishing or adjusting speed limits and eight involve engineering changes for speed management.

As we work to engineer changes for speed management so roads are self-enforcing, the City of Oakland is implementing practices to address this, while the Office of Traffic Safety is leading the charge to create a change in Traffic Safety Culture in society that speeding is not acceptable. The subsequent articles share more insight into SSA implementation and campaigns that draw on these elements.

# IMPLEMENTING A SAFE SYSTEM APPROACH: CITY OF OAKLAND

*Submitted by the City of Oakland*

In 2020, the City of Oakland leadership acknowledged that the number of serious injury and fatal crashes in Oakland was unacceptably high, but that these life-changing crashes can be prevented.

Oakland City Council members requested a review of current enforcement, engineering, and policy practices related to traffic safety. Following this review, City agencies prepared an [informational report](#) to formally launch the Safe Oakland Streets (SOS) Initiative. This initiative focuses on identifying the most effective strategies to reduce severe and fatal crashes and eliminating racial, age, and ability crash inequities, along with working to prevent or mitigate new inequities beyond traffic safety that could potentially result from the identified strategies.

SOS, which acknowledges coordination as a key asset to creating sustained, meaningful safety impacts, is comprised of an interdepartmental team, including city staff from the City Administrator's Office (CAO), the City of Oakland's Department of Transportation (OakDOT), Department of Race and Equity (DRE), and Police Department (OPD). This team collaborated on the development of this report and continues to work to implement the strategies to save lives, prevent severe injuries and eliminate injury inequities in Oakland.

The report provided the following recommendations and strategies to focus on speed management:

## Policy Recommendations

- OakDOT to reduce school zone speed limits to 15 mph as allowed by state law
- OakDOT to explore re-establishing automated red-light running enforcement with guidance on equity mitigations
- CAO, OakDOT, and OPD to advocate for state policy for local speed limit reductions to improve safety and save lives

## Speed Reduction Strategies

- Focus highly effective engineering improvements in high priority communities and on the High Injury Network
- Increase project delivery of traffic safety projects by working in partnership with communities to implement rapid improvement projects and increasing delivery of safety countermeasures through routine paving projects
- Comprehensive Traffic Safety Plan to target investments
- Automated speed enforcement

## Enforcement Strategies

- Use additional tools for traffic enforcement such as automated enforcement and strategies from the Reimagining Public Safety Task Force
- Collaborate on data sharing between OakDOT and OPD for a more data-driven process

- Pilot high visibility enforcement for dangerous driving behaviors within high injury corridors

The City of Oakland continues to move ahead on its shift to a Safe System Approach with a focus on safe speeds. To facilitate this local shift, in 2020 the City Council passed Resolution No. 88300 C.M.S. to request statewide legislation to provide the flexibility for municipalities to adopt more effective methods for speed management, including automated speed enforcement and speed limit setting. This request was added to the City's State Legislative lobbying agenda in hopes of improving safety for all Oakland residents. For more information, email [Nicole Ferrara](#), Policy & Intergovernmental Affairs Advisor at City of Oakland.

# "SLOW THE FAST DOWN"

## THE OFFICE OF TRAFFIC SAFETY'S NEW EDUCATION CAMPAIGN

*Submitted by the Office of Traffic Safety*

When traffic came to a halt during COVID-19-related travel restrictions, the Office of Traffic Safety (OTS) responded to an unintended consequence of open roads: speeding.

Launched in November 2020, the "Slow the Fast Down" campaign brings light to an often-forgotten traffic safety issue that has gained prominence during the pandemic. The campaign features a series of safety messages on digital platforms, including social media, streaming and gaming services, and outdoor billboards. In addition, video public service announcements run on broadcast and social media, as well as audio versions on radio.

**"It's clear that more drivers are speeding, some at excessive and extremely dangerous speeds," OTS Director Barbara Rooney said. "Like any driver behavior, speeding is a choice we hope drivers don't make and that they heed our warning to slow down."**

Last year, more than 57,000 people were injured in crashes statewide caused by unsafe speed and on average there are over 1,000 speed-related fatalities per year. The CHP also issued more than 28,000 citations to drivers for traveling in excess of 100 MPH, and nearly 10,000 more citations during the first four months of 2021.

The OTS continues to develop awareness and education campaigns to promote anti-speeding efforts, as well as work with partners on shifting social norms that accept driving above the speed limit.

To learn more about the campaign, visit [gosafelyca.org](https://gosafelyca.org).

# GET INVOLVED



## WE CAN'T DO IT WITHOUT YOU

The SHSP is just the start. The 5 Es need to work together to implement the actions developed in the SHSP. Involvement in an SHSP Challenge Area Team is a direct way to influence countermeasures selected to improve safety. It is never too late, volunteers are needed for all Challenge Areas.

[Get Involved](#)



## SHARE YOUR STORIES

We want to know about your successful implementation of traffic safety countermeasures! We will be highlighting success stories on the SHSP website and in future newsletters.

[Share your Story](#)



## UPCOMING AND RECENT EVENTS

- **August 16–20, 2021** Traffic Records Forum, Virtual [www.atsip.org/atsip-2021-traffic-records-forum-is-going-virtual](http://www.atsip.org/atsip-2021-traffic-records-forum-is-going-virtual)
- **August 17–19, 2021** Wisconsin's 46th Annual Governor's Conference on Highway Safety: Strategies Toward Zero, Virtual [www.ghsa.org/events/upcoming/WisDOT/Highway-Safety-Conference21](http://www.ghsa.org/events/upcoming/WisDOT/Highway-Safety-Conference21)
- **November 7–10, 2021** APTA's Transform Conference & Expo, Orlando, Florida [www.aptaexpo.com/apta2020/public/enter.aspx](http://www.aptaexpo.com/apta2020/public/enter.aspx)
- **March 13–15, 2022** Lifesavers Conference, Chicago, Illinois [lifesaversconference.org/future-conferences](http://lifesaversconference.org/future-conferences)



## SUGGESTIONS FOR FUTURE TOPICS?

We want to know what topics are of interest to California! Complete our simple feedback form to provide suggestions on future newsletter topics.

[Submit Feedback](#)

To stay up-to-date on SHSP news, subscribe [HERE](#).

# WHAT IS THE SHSP?

The California Strategic Highway Safety Plan (SHSP) is a comprehensive, statewide transportation safety plan which provides a framework for reducing fatalities and serious injuries across all travel modes and on all public roads. Started in 2005, the SHSP is updated regularly to ensure continued progress and to meet changing safety needs. Currently, over 580 safety stakeholders from over 230 public and private agencies and organizations work together on this effort under the guidance of the SHSP Executive Leadership and SHSP Steering Committees. The SHSP addresses the 5 Es: Education, Enforcement, Engineering, Emergency Response, and Emerging Technologies. In summer 2020, state transportation leaders recognized a bolder and more focused approach was necessary to combat the rise in fatalities and serious injuries that have occurred on California roadways since 2010. Four new Guiding Principles have been incorporated into the SHSP update process to further improve safety:

- 1. Integrate Equity**
- 2. Implement a Safe System Approach**
- 3. Double Down on What Works**
- 4. Accelerate Advanced Technology**



## VISION

Safe public roads across California



## MISSION

Ensure safety for all modes of travel on California's public roads



## GOAL

Move Toward Zero Fatalities and Serious Injuries

[Learn More](#)

## More Information

For more information about the California SHSP, please visit <https://dot.ca.gov/programs/safety-programs/shsp>

Questions? Comments? Email to [SHSP@dot.ca.gov](mailto:SHSP@dot.ca.gov)