

STRATEGIC HIGHWAY SAFETY PLAN (SHSP) IMPLEMENTATION PLAN



2015-2019



Photo courtesy of Caltrans

Contents

Introduction and Background	2
Update Process	4
Implementation Plan	5
Evaluation	6
Challenge Areas	7
Roadway Departure and Head-On Collisions	8
Intersections, Interchanges, and Other Roadway Access ...	9
Work Zones	11
Alcohol and Drug Impaired Driving	13
Occupant Protection	15
Speeding and Aggressive Driving	16
Distracted Driving	17
Driver Licensing and Competency	18
Pedestrians	19
Bicycling.....	21
Young Drivers	23
Aging Road Users	25
Motorcycles.....	27
Commercial Vehicles.....	29
Emergency Medical Services.....	31
Appendix	33
Glossary	33
Executive Leadership.....	35
Steering Committee	36
Challenge Area Team Co-Leads	37



Photo courtesy of Flickr/naixn

Introduction and Background

The Strategic Highway Safety Plan (SHSP) is a statewide, coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and severe injuries on all public roads. It identifies key safety needs and guides investment decisions towards strategies and countermeasures with the most potential to save lives and prevent injuries. It must be data-driven, which means safety and other significant data are used to help define problems and develop solutions; affect all public roads (State, local, and Tribal) and all users (motorists, pedestrians, bicyclists, and motorcyclists); be coordinated with other safety plans; and include a vision, mission, and goal.

To achieve the vision, mission, and goal, California adopted the following measurable objectives for the SHSP:

- A 3 percent annual reduction in the number and rate of fatalities; and
- A 1.5 percent annual reduction in the number and rate of severe injuries.

As required by the Safe, Accountable, Flexible, Efficient Transportation Equity Act-A Legacy for Users (SAFETEA-LU), the first SHSP was developed in 2005 and amended in 2010 with the involvement of over 400 safety stakeholders from 170 public and private sector agencies and organizations. SHSP Executive Leadership and a 13-member Steering Committee provided oversight. The first plan ultimately included 17 “Challenge Areas” or areas on which the plan focused efforts. The Federal transportation law continues to mandate that states update and evaluate these plans on a regular basis.

The FAST (Fixing America’s Surface Transportation) Act continued the SHSP requirements put in place under Moving Ahead for Progress in the 21st Century (MAP-21),

SHSP Vision:

California will have a safe transportation system for all users.

SHSP Mission:

California will ensure a safe and sustainable transportation system for all motorized and non-motorized users on all public roads in California.

SHSP Goal:

Toward Zero Deaths.

including regularly recurring SHSP evaluation and updates, consultation with additional stakeholders, consideration of additional safety factors during the update process, and a penalty for not having an updated SHSP. States must complete an SHSP update no later than 5 years from the previous approved version, and at a minimum, States must evaluate their SHSPs as part of the States' regularly recurring SHSP update process.

Based on the success of the previous SHSP, the Steering Committee and Executive Leadership chose to maintain the same Challenge Areas with two changes, the creation of a Data Technical Advisory Team rather than a Challenge Area Team and the combining of two previous Challenge Areas into one Challenge Area on intersections. Following is a list of the Challenge Areas in the updated SHSP:

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

Photo courtesy of Caltrans

The Implementation Plan identifies what will be happening statewide in California. In an effort to broaden the impact of the plan, California held a series of regional summits in early 2016 to share the information in the SHSP and encourage local, Tribal, and regional representatives to select the Challenge Areas, strategies, and actions that make sense for their area. Data was provided at each of these summits to highlight the region's most serious traffic safety problems. Individuals participating in the events identified their top five priorities and then selected the approaches best suited to their needs. Information on available resources, including funding, was provided to ensure the SHSP is implemented throughout the State.

For more information on the SHSP and how to get involved, visit the web site at <http://dot.ca.gov/trafficops/shsp/>.



Update Process

California updated its SHSP before the Federal requirement was finally approved. The update process began in 2014 and continued through 2016. Over 1,600 people participated in the update process, which included a comprehensive outreach effort involving individual presentations to over 50 agencies, organizations, and Tribal representatives, six webinars on traffic safety topics, and one summit each in northern and southern California.

All information collected through the presentations, webinars, summits, and on-line through the SHSP website was compiled into a matrix showing what public comments were received, the proposed or current SHSP strategy, and any actions that were suggested. This information was carefully reviewed by members of the SHSP Steering Committee and each of the Challenge Area Teams who recommended the final list of strategies for the plan. In some cases strategies from the previous SHSP were determined to still to be relevant and in others new strategies were proposed based on the knowledge, expertise and current work being conducted by the Challenge Area Teams.

Members of Challenge Area Teams included individuals who had participated on the Teams previously and individuals who signed up to participate at one of the update events or online through the SHSP web site. Challenge Area Teams include experts who represent the 4Es of safety (engineering, education, enforcement, and emergency medical services). A wide variety of agencies, groups, organizations, and individuals participated including public policy advocates, planners, designers, representatives of the public health and judicial communities, Tribal representatives, traffic safety, pedestrian and bicycle advocates, commercial vehicle officials, researchers, and university officials to name a few. Each Challenge Area Team is led by two co-leaders who provided guidance and vision throughout the update process and will continue to lead the teams during implementation with help and support from the Steering Committee and Executive Leadership.



Photo courtesy of Caltrans



Photo courtesy of Wikipedia

Implementation Plan

The Challenge Area Teams selected the actions to implement each of the strategies that are part of this Implementation Plan. This is a statewide effort. Local, regional, and Tribal representatives are implementing the plan based on what was decided at many meetings and summits. These actions were identified through the update process, a review of countermeasures in the previous plan, and an examination of proven countermeasures. A defined process was used to ensure the actions are data driven, achievable, and effective. Each Challenge Area Team identified the action, determined what agency or organization would lead the effort, and then answered the following questions:

- Does the action address a defined problem?
- Is the action data-driven?
- Can the action be achieved?
- What resources are needed to implement the action?
- What is the implementation timeframe (short- mid- and long-term)?
- What is the scope of the action (statewide, local, regional, and pilot)?
- Is there evidence that demonstrates its effectiveness? If not, can evaluation be integrated into the program/projects?

In addition the teams identified output and outcome measures for each action. Outputs answer the question: are we doing things as planned? Outcome measures answer the question: has the action had the desired impact? The output and outcome measures were reviewed by the Data Technical Advisory Team, which includes individuals who have expertise in the areas of data and evaluation. Overall this process demonstrates a commitment to ensure all aspects of the SHSP are not only tracked but evaluated to determine if they are effective.

The Steering Committee spent nearly six months reviewing and discussing each action and sending plans back to the Challenge Areas for more work. A final recommendation for approval of the actions was made at the Committee's December 4, 2015 meeting. The recommendation from the Steering Committee was approved by the SHSP Executive Leadership at their meeting on February 12, 2016.

The SHSP Implementation Plan is a companion document to the updated SHSP that was approved by the Secretary of the California Transportation Agency and the Executive Leadership on September 22, 2015. Stakeholders should use this document as a strategic guide to help them stay focused and collaborate effectively on the most pressing safety issues in their areas. Members of the public can use this document to educate themselves about traffic safety in California and what is being done to improve safety on all public roads. The Implementation Plan is a living document, and periodic updates are expected as actions are added, completed, or when actions are removed if found unworkable or ineffective.

Evaluation

In addition to the SHSP and Implementation Plan, California will develop an Evaluation Plan that assesses both process and performance. The process evaluation will examine roles, responsibilities, and process activities as well as establish a timeline for monitoring, evaluating, and communicating SHSP update performance data. On the performance side, the Evaluation Plan will determine whether the SHSP's measurable objectives were met as well as include information on the output and outcome measures identified for each action. The Evaluation Plan will be completed after the five year life of the plan. An Annual SHSP Evaluation Report will track how the plan is moving forward.

The SHSP also developed a new tracking and monitoring program to determine if actions are being implemented and if they are not, why not. Tracking implementation progress allows Challenge Area Teams to do the following:

- Determine whether new actions are needed;
- Expand a successful pilot or local program to a statewide initiative if resources are available;
- Determine where to focus limited resources;
- Foster communication among Challenge Area Teams and other safety stakeholders who can educate on new pressing safety problems; and
- Inform the planning process and the links with other transportation plans including the Highway Safety Improvement Program (HSIP), the Highway Safety Plan (HSP), Metropolitan Planning Organization (MPO) plans, etc.

Challenge Area Teams will review actions on an ongoing basis and establish milestones to help determine the level of implementation (not started, early progress, underway, substantial progress, completed). Reports will be generated on a regular basis and shared with the SHSP Executive Leadership and Steering Committee.

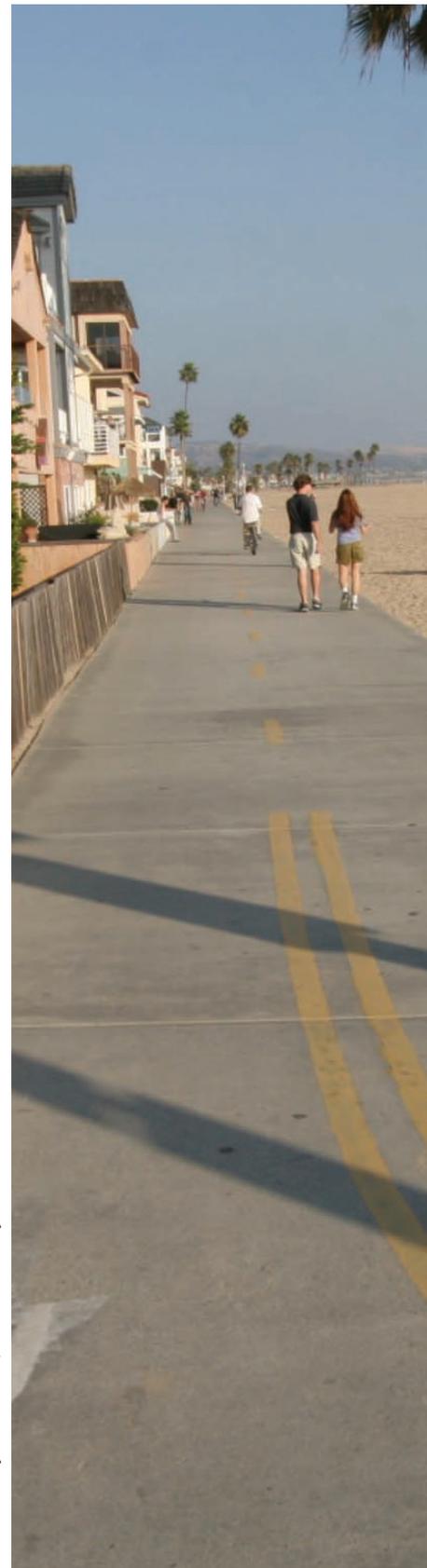


Photo courtesy of Dan Burden, Pedestrian and Bicycle Information Center



Photo courtesy of Shastawheelmen

Challenge Areas

CHALLENGE AREA

Roadway Departure and Head-On Collisions

This Challenge Area includes victims involved in head-on collisions and collisions where one or more parties' movement preceding the collision is a roadway departure, e.g., leaving the road or crossing into the opposing lane. Leaving the road and head-on collisions represented almost a quarter (23 percent) of traffic fatalities and severe injuries in California from 2012 to 2014.



Photo courtesy of Caltrans

STRATEGY 1 / Address systemic risk on non-State roads with low cost safety countermeasures.

Action 1.1 Implement a Systemic Safety Analysis Report (SSAR) Program that includes roadway departure.

Action Lead: Caltrans, Local Assistance

Action 1.2 Implement a High Friction Surface Treatment (HFST) Program to provide incentive and encouragement for more jurisdictions to consider HFST.

Action Lead: Caltrans, Local Assistance

STRATEGY 2 / Ensure funding strategies reflect unique local needs.

Action 2.1 Continue the meetings and work of the HSIP Advisory Committee to specifically address local issues and associated funding strategies.

Action Lead: Caltrans, Local Assistance

STRATEGY 3 / Target high risk jurisdictions for funding and technical assistance.

Action 3.1 Develop and implement a roadway safety training for the 10 “high risk” or “opportunity” cities and counties.

Action Lead: Caltrans, Local Assistance and LTAP

STRATEGY 4 / Implement an effective, consistent, and coordinated traffic incident management (TIM) program at the State and local level to reduce the duration and impacts of traffic incidents and improve the safety for motorists, crash victims, and emergency responders.

Action 4.1 Expand the TIM training program for affected agencies (all emergency responders).

Action Lead: CHP and Caltrans

CHALLENGE AREA

Intersections, Interchanges, and Other Roadway Access

The Intersection, Interchanges, and Other Roadway Access Challenge Area deals with reducing severe crashes that occur because of conflicts at and between closely-spaced roadway access points. In California from 2012 to 2014, nearly half (45 percent) of all fatalities and severe injuries were related to crossing and left turn movements at intersections and the merging, weaving, and lane changing movements generated by freeway, expressway and carpool lane entrances and exits.



Photo courtesy of Caltrans, District 6

STRATEGY 1 / Mainstream and accelerate the deployment of innovative solutions proven to be highly effective and cost-effective.

Action 1.1 Increase the use of roundabouts and other innovative intersection strategies known to provide safety advantages for all travelers by updating California Manual of Uniform Traffic Control Devices (MUTCD) requirements for street and highway infrastructure projects that propose to add new, or expand/modify existing intersections and interchanges.

Action Lead: Caltrans

Action 1.2 Consolidate existing and expand technical assistance resources to provide the engineering expertise and experience needed by the agencies that are expected to deliver specific SHSP actions, and deploy the innovative and frequently controversial solutions, processes and tools for the first time.

Action Lead: Caltrans, Traffic Operations, Traffic Design, Local Assistance

STRATEGY 2 / Pursue programmatic application of low-cost and high-impact strategies, countermeasures, and activities.

Action 2.1 Revise the State's Highway Safety Improvement Program (HSIP) by creating monitoring programs that will identify severe and night-time crash concentration locations on the State highway system.

Action Lead: Caltrans

Action 2.2 Use a systemic safety approach to develop treatments on State multi-lane high speed highway segments where illumination and/or the adjustment of traffic control devices (TCDs) is warranted.

Action Lead: Caltrans

STRATEGY 3 / Focus on continuous improvement and collaboration by building on the foundational work and products and findings generated by previous strategic safety and other statewide initiatives.

Action 3.1 Formalize and make permanent the Safety Performance Demonstration Program to evaluate innovative solutions, tools and processes implemented via pilot projects, and support the systematic deployment of innovation that is found to be effective and cost-effective for access-rated safety needs.

Action Lead: Caltrans, Division of Research

STRATEGY 4 / Emphasize the role and importance of visibility among road users and workers especially during hours of darkness.

Action 4.1 Provide highway safety lighting where needed to increase visibility of and among all road and workers during hours of darkness by adopting technological advancements and engineering best practices that minimize financial and environmental impacts.

Action Lead: Caltrans

STRATEGY 5 / Minimize or avoid safety performance degradation resulting from land use and highway infrastructure investment proposals.

Action 5.1 Improve safety analysis procedures and tools to focus on the prevention or reduction of severe crashes generated by land use/local development and highway infrastructure projects.

Action Lead: Caltrans

STRATEGY 6 / Increase understanding and collaboration among transportation system owners, operators, investors, and regional agencies regarding the effect of access-related decisions on safety and overall system performance.

Action 6.1 Develop proposal for a multi-agency think tank or committee chartered to establish the importance of managing street, highway and freeway intersections and interchanges like assets; and the role of access management and reconfiguration strategies as a means to protect and improve the safety, capacity and operational performance of “built” street and highway systems.

Action Lead: Caltrans, Traffic Operations



Photo courtesy of Caltrans

CHALLENGE AREA

Work Zones

This Challenge Area includes all victims in collisions occurring in a construction or repair zone, where construction workers could be implementing improvements in areas using lane closures, detours, and moving equipment. Work zones accounted for 1.7 percent of all traffic fatalities and severe injuries in the State in 2012.



Photo courtesy of Caltrans

STRATEGY 1 / Evaluate and promote strategies for best work zone practices.

Action 1.1 Work with law enforcement and others to reduce speeds in and around work zones with reduced speed limits through a comprehensive approach of increased fines and increased law enforcement contacts.

Action Lead: Caltrans, CHP

Action 1.2 Increase the use of radar speed feedback signs in work zones with temporary speed limit reductions.

Action Lead: Caltrans District 11 Traffic Management Center (TMC)

Action 1.3 Institute biennial work zone process reviews to assess the effectiveness of past work zone safety procedures, verify compliance with existing work zone safety regulations, and to establish goals for further improvement to work zone safety procedures.

Action Lead: Caltrans, Construction

Action 1.4 Ensure policies exist and are followed for bicycle and pedestrian routes in work zone areas through design guidance and outreach to local jurisdictions.

Action Lead: Caltrans

Action 1.5 Adopt promising best practices for aging drivers through a review of the work zone section of the new FHWA Handbook for Designing Roadways for the Aging.

Action Lead: Caltrans, Traffic Operations

STRATEGY 2 / Enhance safe driving through work zones with education and enforcement.

Action 2.1 Increase law enforcement in work zones including DUI patrols in advance of work zones.

Action Lead: CHP, Caltrans

Action 2.2 Fund efforts to influence driver behavior and reduce traffic collisions through work zone safety awareness campaigns.

Action Lead: Caltrans

STRATEGY 3 / Apply advanced technology to enhance work zone safety.

Action 3.1 Review work zone best practices from other states through a comprehensive literature search and produce a report.

Action Lead: University of California, Davis AHMCT

Action 3.2 Create specification and design guidance for use of queue warning systems and other promising work zone ITS systems.

Action Lead: Caltrans

STRATEGY 4 / Improve work zone data collection and analysis.

Action 4.1 Develop a method to calculate work zone crashes per number of miles of Caltrans construction work zone on State maintained roadways and consider using as an ongoing performance measure.

Action Lead: University of California Davis AHMCT

Action 4.2 Explore methods for tracking and reporting close calls and near misses in work zones on State highways.

Action Lead: Caltrans, Maintenance, Sagent Marketing



Photo courtesy of Caltrans

CHALLENGE AREA

Alcohol and Drug Impaired Driving

This Challenge Area includes collisions involving one or more impaired parties, where impairment is defined as any instance where a driver, pedestrian, bicyclist, or motorcyclist is under the influence of alcohol, illicit drugs, or prescribed or over-the-counter medication. From 2012 to 2104, nearly one-third (32 percent) of all fatalities and severe injuries in California involved an impaired person.



Photo courtesy of California Office of Traffic Safety (OTS)

STRATEGY 1 / Enhance State laws, local ordinances, and programs intended to reduce alcohol and/or drug impaired driving.

STRATEGY 2 / Enhance the utilization of DUI treatment programs, emerging innovations, and system monitoring to reduce DUI offenses among highest risk offenders, including repeat or high-BAC offenders, and in areas where the risk of DUI is the highest.

Action 2.1 Identify effective practices and develop draft standards for DUI programs.

Action Lead: DHCS, DMV, CSUSD, State University of San Diego

Action 2.2 Conduct 24/7 Sobriety Program Pilot Programs.

Action Lead: SCRAM, DMV, in collaboration with Community Supervision and Monitoring Sub-committee

Action 2.3 Pilot effort to retain non-compliant high-risk DUI offenders in DUI treatment.

*Action Lead: California Association of DUI Treatment Programs (CADTP)
DHCS; DUI Program providers in San Diego, Los Angeles, Sacramento*

Action 2.4 Communicate the benefits of the multi-track DUI Court system of supervision in high risk DUI cases and encourage courts to adopt this low-cost model.

Action Lead: DMV, Judicial Outreach Liaison NHTSA, San Joaquin County DUI Court

Action 2.5 Identify a host and determine the scope (i.e., content and outreach) for a DUI resource mechanism that can be used by DUI professionals and offenders.

Action Lead: DMV, CHP, DHCS, Orange County Department of Health

STRATEGY 3 / Improve consistent, timely DUI adjudication and broaden and/or improve application of administrative sanctions of impaired drivers.

Action 3.1 Expand the SHSP 2011 Court Referral and Tracking Pilot which is designed to improve the timeliness of enrolling DUI offenders into programs from the time of conviction, to counties interested or needing help.

Action Lead: DMV, DHCS, SHSP Alcohol & Drug Impairment Challenge Area Court Tracking Work Group

STRATEGY 4 / Conduct education/social norming and other programs to change behaviors related to impaired driving.

Action 4.1 Develop and conduct Drug and Alcohol Public Information and Education (PI&E) Campaigns.

Action Lead: Friday Night Live, Orange County Department of Health and RADD

Action 4.2 Expand Orange County Community Responsible Beverage Service (RBS) Training - Phase 2.

Action Lead: Alcohol Research Group, and Alcohol & Drug Impairment Challenge Area subcommittee on RBS actions.

STRATEGY 5 / Enhance knowledge of the impacts of legal and illegal drug use on safe driving using empirical evidence and implement effective, data-driven methods to identify and reduce drug-impaired driving or roadway use.

Action 5.1 Update CHP DUI Checkpoint Educational Pamphlet with a newly messaged emphasis on drugs.

Action Lead: CHP, Orange County Department of Health

Action 5.2 Issue paper establishing rationale for enhanced penalties for DUI Alcohol/Drug Combos, similar to high BAC enhancements.

Action Lead: DMV, NHTSA

Action 5.3 Create print materials for distribution at doctors' offices warning of the dangers of driving after consuming drugs (including marijuana and prescription drugs).

Action Lead: Orange County Department of Health, OTS

Action 5.4 Conduct an assessment of California forensic laboratory processes and expansion needs to meet the changing legal dynamic of drug impairment.

Action Lead: DMV, and SHSP Alcohol & Drug Impairment Challenge Area Team

STRATEGY 6 / Enhance DUI enforcement, training, and tools for improved detection and enforcement of impaired roadway users.

Action 6.1 Issue paper establishing benefits of Standardized Field Sobriety Training (SFTS) training for law enforcement agencies with primary traffic enforcement jurisdiction.

Action Lead: Fresno Police Department, Sacramento Police Department, CHP

Action 6.2 Increase the number of Advanced Roadside Impaired Driving Enforcement (ARIDE) personnel trained by 8 percent.

Action Lead: CHP (DRE Unit), OTS

Action 6.3 Encourage and provide mentoring for increased habitual-DUI-offender-enforcement dedicated efforts in police departments.

Action Lead: Alcohol & Drug Impairment Challenge Area co-leads, Los Angeles Police Department, Panameno, Los Angeles City Attorney, MADD

STRATEGY 7 / Enhance the collection, management, and accessibility of data related to the consequences of impaired driving and the effectiveness of the DUI countermeasure system.

Action 7.1 Identify barriers to accurate information reporting on court reported abstracts of conviction.

Action Lead: DMV JAG and Research and Development

CHALLENGE AREA

Occupant Protection

The Occupant Protection Challenge Area addresses issues involving victims in collisions who did not use or improperly used a safety belt or child restraint. From 2012 to 2014, these crashes represented 12 percent of traffic fatal and severe injuries in California.



Photo courtesy of Kate Bernacki, California Department of Public Health

STRATEGY 1 / Target high risk populations with education and enforcement to increase occupant protection use.

Action 1.1 Compile and disseminate current research, best practice countermeasures, and social media campaigns, to assist Occupant Protection partner organizations to conduct interventions targeting 15-24 year olds.

Action Lead: California Friday Night Live Partnership

STRATEGY 2 / Improve occupant protection educational outreach.

Action 2.1 Conduct outreach to four Tribal communities to improve Child Passenger Safety (CPS) use.

Action Lead: California Indian Rural Health Board

STRATEGY 3 / Increase occupant protection enforcement and improve adjudication of violations.

Action 3.1 As a pilot project, compile information on occupant protection convictions in Contra Costa County to determine how to improve conviction rates and reduce recidivism.

Action Lead: City of Concord

Action 3.2 Develop an outreach program to make rural jurisdictions more aware of the OTS Selective Traffic Enforcement Program (STEP) grant program and where they can obtain the needed data for the application.

Action Lead: City of Concord, OTS

STRATEGY 4 / Improve occupant protection data collection processes.

Action 4.1 Develop a standard process to collect child passenger safety misuse data that will be used to educate parents and caregivers about proper restraint.

Action Lead: CDPH

Action 4.2 Review existing data to identify the disparity between the high daytime observed use rates of seat belts in California and the disproportionately high non-seat belt use among fatal and severe injury crashes many of which occur at night.

Action Lead: City of Concord Police Department

CHALLENGE AREA

Speeding and Aggressive Driving

Crashes in this Challenge Area include collisions where speeding or aggressive driving was reported in the crash report as a contributing factor, meaning that a motorist exceeded the speed limit or was driving too fast for conditions. From 2012-2015, 18 percent of traffic-related fatalities and severe injuries involved speeding or aggressive driving in California.



Shutterstock

STRATEGY 1 / Increase targeted enforcement at locations prone to speeding and other forms of aggressive driving.

Action 1.1 Continue to seek grant funding provided by OTS to increase high visibility enforcement specifically targeting drivers speeding and certain aggressive driving behaviors such as unsafe lane changes, following too close, improper turning movements, etc.

Action Lead: CHP and OTS

Action 1.2 Reinststitute the Corridor Safety Program with a focus on speeding and aggressive driving, including long-term countermeasures.

Action Lead: OTS, Caltrans, CHP

STRATEGY 2 / Improve the consistency of adjudication of drivers cited for speeding and other forms of aggressive driving.

Action 2.1 Develop a training program for judges/court staff and reach out to the courts to encourage the use of mandatory court appearances for violations of 30+ mph over the speed limit.

Action Lead: California Court Association

STRATEGY 3 / Increase use of technology and engineering methods to reduce speeding and other forms of aggressive driving.

Action 3.1 Seek grant funding to purchase additional radar and Lidar units for State officers to use during enforcement actions.

Action Lead: CHP and OTS

STRATEGY 4 / Conduct outreach and education about the safety risks of speeding.

Action 4.1 Utilize the results of an existing public opinion survey to develop a media campaign including educational materials to raise awareness about speeding and aggressive driving.

Action Lead: CHP

Action 4.2 Develop and implement engineering methods to address speed differential, based upon National Safety Council research outcomes.

Action Lead: Caltrans

Action 4.3 Increase the use of the Attitudinal Dynamics of Driving course to provide education on the dangers of speeding and aggressive driving by providing this course as a sentencing option to the courts.

Action Lead: Safety Center

CHALLENGE AREA

Distracted Driving

This Challenge Area addresses crashes where at least one driver diverts his or her attention away from the task of driving, which can include taking eyes off the road, hands off the wheel, or one's mind off the task of driving. California, like many states, is lacking in detailed distracted driving data, so the actual number of fatalities and severe injuries is hard to quantify but anecdotal information indicates the number is high.



Photo courtesy of California Office of Traffic Safety (OTS)

STRATEGY 1 / Improve data quality on distracted driving data from multiple sources.

Action 1.1 Establish a protocol for developing standardized methodology for collecting and evaluating distracted driving data.

Action Lead: OTS

STRATEGY 2 / Increase enforcement and improve adjudication of current distracted driving laws.

Action 2.1 Conduct a pilot program in two jurisdictions to assess the effectiveness of alternative sentencing such as requiring education on the dangers of distracted driving.

Action Lead: Safety Center

STRATEGY 3 / Conduct education on the risks of distracted driving using evidence-based strategies to create a culture of traffic safety.

Action 3.1 Implement a pilot program using existing evidence-based statewide education campaigns or materials that demonstrate the dangers of distracted driving to affect behavior change among youth and their parents.

Action Lead: Impact Teen Drivers

Action 3.2 Develop a program to encourage any organizations that operate any vehicle fleet to develop and enforce anti-distracted driving policies for their employees.

Action Lead: Safety Center

STRATEGY 4 / Strengthen laws on distracted driving.

Action 4.1 Assess the potential effect of increasing Negligent Operator Points using driver citation records to determine whether distracted driving citations are capturing a risky group and what effect additional points would have on the Negligent Operator Treatment System (NOTS).

Action Lead: DMV Research and Development

CHALLENGE AREA

Driver Licensing and Competency

The Driver Licensing and Competency Challenge Area focuses on fatal collisions where a driver is unlicensed or does not possess a valid license for the vehicle class. This is important, in part, because the loss of driving privileges often stems from the individual's inability to drive safely. According to the California DMV, suspended or revoked drivers are three times more likely to be involved in or cause a fatal crash.



Photo courtesy of Cambridge Systematics

STRATEGY 1 / Improve the initial driver licensing process.

Action 1.1 Utilizing the data and recommendations developed under Action 2.1., facilitate implementation of next steps and increase young driver education on licensing procedures.

Action Lead: Department of Education, Friday Night Live

STRATEGY 2 / Improve the competency of licensed drivers.

Action 2.1 Identify the barriers that prevent young and new drivers from receiving driver's education and develop steps to remove those barriers.

Action Lead: Department of Education

STRATEGY 3 / Assess and improve policies for managing unlicensed drivers, negligent operators, and suspended/revoked (U/S/R) drivers.

Action 3.1 Create estimate of the number and proportion of negligent operators who fail to reinstate their driving privilege when it is legally possible for them to do so.

Action Lead: DMV

Action 3.2 Assess the effectiveness of the Failure to Appear/Failure to Pay driver amnesty program to reinstate suspended licenses by comparing licensure numbers after amnesty program with those from 2014.

Action Lead: DMV

STRATEGY 4 / Improve data systems, including quality control measures, for driver and vehicle records, citations issued, court adjudication reporting, and DMV license actions.

STRATEGY 5 / Improve training of law enforcement and related local agencies regarding licensing, DMV license actions, and DMV data system.

Action 5.1 Consult with CHP and local agencies to determine any current concerns or gaps regarding law enforcement knowledge of DMV license records, licensing actions, and processes. On the basis of information gathered, develop recommendations for potential future action steps to address any identified concerns or gaps.

Action Lead: DMV

CHALLENGE AREA

Pedestrians

The focus for this Challenge Area is pedestrians who were killed or severely injured in a traffic-related crash. Pedestrian fatalities and severe injuries represent 17 percent of the total number of traffic fatalities and severe injuries in California from 2012 to 2014. It will be a challenge to ensure that these types of fatalities and severe injuries do not increase as more communities promote active transportation initiatives that get more people walking and bicycling.



Photo courtesy of Dan Burden, Pedestrian and Bicycle Information Center

STRATEGY 1 / Improve the safety of pedestrian crossings by using proven effective countermeasures.

Action 1.1 Develop a pedestrian infrastructure evaluation and implementation guide; disseminate by posting online; incorporate into Local Assistance program guidelines and the Local Roadway Safety Manual; distribute with funding program announcements; and track use of the guide through follow-up survey.

Action Lead: Caltrans, Traffic Operations

Action 1.2 Identify locations with pedestrian collision concentrations on the State highway system for traffic safety investigations to be conducted by Caltrans. As part of the investigation process, Caltrans Districts will engage impacted local agencies and stakeholders to develop context-sensitive solutions and recommendations. Caltrans Districts will involve the impacted local agencies and stakeholders in the implementation of resulting recommendations.

Action Lead: Caltrans

STRATEGY 2 / Expand effective enforcement and education of all roadway users to improve pedestrian safety based on known risk factors and data trends.

Action 2.1 Provide technical assistance and targeted resources (e.g., pedestrian safety educational materials) to support the development and implementation of Active Transportation Program (ATP) funded pedestrian safety education and enforcement programs.

Action Lead: Caltrans, CDPH

Action 2.2 Identify specific locations with reported pedestrian safety issues to conduct targeted, high-visibility pedestrian safety enforcement operations in partnership with local law enforcement agencies. The targeted locations will be continually monitored and updated as necessary and may include the FHWA Pedestrian Safety Focus Cities and OTS Top 50 Pedestrian Collision Cities.

Action Lead: CHP

Action 2.3 Conduct pedestrian safety presentations to high-risk populations, in collaboration with schools, community groups, or local pedestrian advocacy groups, to promote pedestrian traffic safety awareness.

Action Lead: CHP

STRATEGY 3 / Increase funding for pedestrian safety infrastructure and non-infrastructure projects.

STRATEGY 4 / Improve collection, use, and analysis of data needed for pedestrian safety planning and programming.

Action 4.1 Establish set-aside (SSARP) of the Local HSIP at the State level to fund the development of local safety plans for cities, towns, and counties that help address pedestrian safety.

Action Lead: Local HSIP Advisory Committee

Action 4.2 Increase the number of local safety plans that include pedestrian safety developed and used for applications to the Local HSIP program.

Action Lead: Local HSIP Advisory Committee

Action 4.3 Conduct analysis of local pedestrian crash and medical outcomes data; disseminate to local agencies to inform pedestrian safety planning and programming.

Action Lead: CDPH

STRATEGY 5 / Increase pedestrian safety-focused coordination among State, regional, and local agencies including on transportation planning and land use efforts.



Photo courtesy of University of California, Berkeley

CHALLENGE AREA

Bicycling

The focus for this Challenge Area includes cyclists or passengers on bicycles who were killed or severely injured in a traffic-related crash. Fatalities and severe injuries involving bicyclists have been increasing in recent years. Bicycle fatalities and severe injuries comprised eight percent of California fatalities and serious injuries from 2012 to 2014, with an average of 150 people dying annually in bicycle crashes and an average of 958 experiencing severe injuries.



Photo courtesy of Cambridge Systematics

STRATEGY 1 / Improve roadway and bikeway planning, design, operations, and connectivity.

Action 1.1 Conduct research to determine potential recommendations matrix regarding street and facility needs relative to speed and volume of motor traffic. Research to determine if, where, and what vehicle speeds, volumes, etc. necessitate separated/protected facilities.

Action Lead: Caltrans and Local Transportation and Public Works Agencies, CABO

Action 1.2.a Implement a “20 is Plenty” type speed reduction program to effect behavioral change.

Action Lead: Vision Zero Network

Action 1.2.b Develop and support a legislative concept to allow communities to enforce reduced speed limits (lower than the 85th percentile).

Action Lead: Vision Zero Network

Action 1.3 Provide quarterly training to Caltrans District staff (and local jurisdictions) on roadway Active Transportation supportive design concepts to safely accommodate people bicycling such as “road diets” and “complete streets” policies and implementation.

Action Lead: Caltrans Active Transportation Program

STRATEGY 2 / Improve data collection regarding bicyclist trips, injuries, and fatalities on California roadways and bicycle paths.

Action 2.1 Establish statewide methodology and data format for collecting and reporting bicyclist exposure data, i.e., bicycle miles traveled. Explore options toward statewide accepted methodology for collecting exposure data.

Action Lead: Caltrans, MPOs, RTPAs, Fresno COG, SCAG, CABO

Action 2.2 Explore the feasibility of conducting a pilot study to determine if there is sufficient information being compiled regarding collisions involving bicycles. Commission a study to a) determine if sufficient data is collected, then b) conduct a study of potential improvements; and c) make recommendations, as appropriate for changes to the 555, improved training, or other recommendations.

Action Lead: CHP, Caltrans, CABO

Action 2.3 Research means to collect and link bicycle crash hospital outcome data with SWITRS.

Action Lead: CDPH, CABO

Action 2.4 Conduct a study to identify ways to collect data to fill in information gaps about bicycle collisions occurring on bikeways, walkways, and shared-use paths.

Action Lead: CHP, Caltrans, CABO

Action 2.5 Identify locations with bicycle collision concentrations on the State highway system and flag them for traffic safety investigations.

Action Lead: Caltrans, CABO

STRATEGY 3 / Improve education and enforcement to improve safe multi-modal travel.

Action 3.1 Conduct a literature review on existing training programs for bicycle traffic law enforcement that could be provided to local agencies for in-service training.

Action Lead: Vision Zero, CABO

Action 3.2 Explore the feasibility of updating POST training regarding bicycle traffic laws, i.e., 3’ minimum passing, signs and roadway markings such as “Bikes May Use Full Lane”, Shared Lane roadway markings, and other potential bike laws (electric bikes, pedicabs, rear bike lights, etc.).

Action Lead: League of American Bicyclists, CABO

Action 3.3 Review the DMV Driver Handbook and related DMV publications and make recommendations to DMV for updates on bicycles.

Action Lead: DMV, CABO

Action 3.4 Provide technical assistance and targeted resources (e.g., bicycle safety educational materials) to support the development and implementation of Active Transportation Program funded bicycle safety education and enforcement programs.

Action Lead: Caltrans, CDPH

STRATEGY 4 / Encourage more bicycle travel by improving public attitudes about bicycling as a safe mode of transportation.

STRATEGY 5 / Develop safe, direct, and connected routes for bicycling.

Action 5.1 Identify three cities, counties, or areas that have high numbers and high rates per population of bicycle fatalities and serious injuries and conduct a study to determine the contributing factors on State and local highways.

Action Lead: California Bicycle Coalition

CHALLENGE AREA

Young Drivers

Young drivers have less driving experience, may be less likely to identify hazardous conditions and react to them, and are disproportionately involved in risky driving behaviors that directly result in more crashes than experienced drivers. Data for this Challenge Area includes all victims that were killed or severely injured in collisions where one or more young drivers between the ages of 15 and 20 were involved. Fatalities and severe injuries among this age group comprised 14 percent of all fatalities and severe injuries from 2012 to 2014 in California.



Photo courtesy of Cambridge Systematics

STRATEGY 1 / Increase awareness of and compliance with graduated driver licensing laws.

Action 1.1 Develop and disseminate a toolkit to educate and reinforce parents' knowledge of Graduated Driver Licensing (GDL) laws based on implementation of the Governor's novice driver program.

Action Lead: Friday Night Live Partnership

Action 1.2 Develop a legislative concept to extend GDL requirements through age 20.

Action Lead: California Association for Safety Education (CASE)

STRATEGY 2 / Promote social norming and behavior change on youth-related traffic safety issues.

Action 2.1 Develop and distribute materials on safe traffic behaviors for back-to-school nights and/or freshmen orientation for middle schools, high schools, and colleges based on implementation of the Governor's novice driver program.

Action Lead: Impact Teen Drivers

Action 2.2 Compile and distribute a list of best practices for youth-led traffic safety campaigns that can be applied in a school setting using a peer-to-peer model.

Action Lead: Safety Center

STRATEGY 3 / Promote the use of evidence-based programs and outreach methods.

Action 3.1 Develop and promote a "Best Practices Resource" for statewide educational materials and programs for young drivers and their parents and explore options for posting the information online.

Action Lead: OTS, DMV

STRATEGY 4 / Improve school policies and procedures relating to young driver safety.

Action 4.1 Educate school boards, principals, parents, and youth about the importance of offering driver education in California high schools to increase their availability.

Action Lead: California Department of Education

STRATEGY 5 / Improve enforcement and adjudication of young offenders.

Action 5.1 Pilot further training via briefing video and other methods of CHP law enforcement officers on GDL restrictions.

Action Lead: CHP

Action 5.2 Pilot education of judicial officers on the use of teen-specific driver diversion programs and encourage their use.

Action Lead: Safety Center



Photo courtesy of Office of Traffic Safety (OTS)

CHALLENGE AREA

Aging Road Users

Aging affects all aspects of driving from eyesight to judging time and distance to having the necessary strength and flexibility to operate a vehicle. Data for this Challenge Area includes all fatalities and severe injuries resulting from collisions in which one or more aging roadway users, defined as drivers, pedestrians, bicyclists, and motorcyclists age 65 or older, was involved. In California, aging road users accounted for 10 percent of all traffic fatalities and severe injuries from 2012 to 2014.



Photo courtesy of Cambridge Systematics

STRATEGY 1 / Develop and disseminate education materials, programs, and tools that explain how the aging process may affect safe driving.

Action 1.1 Increase awareness of the Silver Alert program by finalizing production of and disseminating the Silver Alert brochure.

Action Lead: CHP

Action 1.2 Determine the availability of mature driver safety education programs in rural and multilingual communities through outreach, surveys, etc.

Action Lead: AARP, DMV Public Affairs

STRATEGY 2 / Promote awareness of the impact of prescription and non-prescription medications and supplements on the safety of aging road users.

Action 2.1 Compile, develop and disseminate information on drugs that affect physical and mental abilities through a web page resource, and a Fast Facts brochure.

Action Lead: DMV

Action 2.2 Educate health professionals, clinicians, and health care organizations on the impact of drugs and supplements on aging drivers, pedestrians, and bicyclists through the development of educational materials and a partnership with CDPH's Prescription Drug Working Group and others.

Action Lead: UCSD TREDs program and CDPH

STRATEGY 3 / Promote implementation of multi-modal guidance for aging road users, which is included in the California Manual on Uniform Traffic Control Devices (MUTCD).

Action 3.1 Conduct presentations and trainings either by adding to existing trainings or new trainings to engineers, designers, and planners to promote the application of multi-modal guidance for aging road users, using material and tools from the CA MUTCD, Handbook for Designing Roadways for the Aging Population, and other resources.

Action Lead: Caltrans

STRATEGY 4 / Promote knowledge and increased application by transportation professionals of preferred roadway design elements friendly to aging road users.

Action 4.1 Update training and Handbook for Designing Roadways for the Aging Population so that new best practices are integrated.

Action Lead: Caltrans



Photo courtesy of Cambridge Systematics

CHALLENGE AREA

Motorcycles

This Challenge Area includes all victims in collisions involving a motorcycle or moped. These victims do not have to be a driver or passenger of a motorcycle or moped. Motorcyclist fatalities and severe injuries constituted 20 percent of total traffic fatalities and severe injuries in the State from 2012 to 2014.



Photo courtesy of California Highway Patrol (CHP)

STRATEGY 1 / Improve public education on motorcycle safety by providing education to pre-licensed students, mandated enrollees in traffic/DUI classes, and the general public through outreach.

Action 1.1 Enhance public education and private driving school education curriculum to increase motorcycle awareness.

Action Lead: DMV

Action 1.2 Refine existing traffic violator school curriculum to incorporate motorcycle issues and leverage its use by groups offering traffic safety classes.

Action Lead: DMV

Action 1.3 Educate riders and non-riders on the safety benefits of being more visible in traffic with personal protective equipment through the Motorcycle Handbook, materials distributed at motorcycle events, and traditional and social media.

Action Lead: DMV

Action 1.4 Develop a plan for a novelty helmet public information campaign for riders and passengers that includes a helmet exchange program.

Action Lead: CHP, DMV

Action 1.5 Educate riders and drivers on the dangers of distracted riding and driving through the existing CHP motorcycle safety program.

Action Lead: CHP, DMV

STRATEGY 2 / Improve motorcycle licensing practices by providing refresher training courses, encouraging/requiring proper riding and safety equipment for motorcycle skills test, and comparing motorcycle registration with licensure.

Action 2.1 Require a U.S. DOT-compliant motorcycle helmet for DMV motorcycle skills test; i.e., no novelty helmets.

Action Lead: DMV

STRATEGY 3 / Improve motorcycle exposure and crash data by providing specific motorcycle crash data allowing for performance measures and program impact determinations.

Action 3.1 Conduct a comprehensive study of motorcycle crashes that includes the effectiveness of novice rider training.

Action Lead: CHP and interagency agreement with UC institution

STRATEGY 4 / Improve motorcycle rider training by providing refresher courses to experienced riders and enhancing safe skills sets.

Action 4.1 Pilot test conducting a Spring Refresher Training Course through clinics for any experienced rider regardless of age or level of experience.

Action Lead: Local Law Enforcement

STRATEGY 5 / Enhance roadway design to improve motorcycle safety by improving and creating roadway designs that account for motorcycle riders and passengers, which will improve safe transportation practices among motorcycles, automobiles, bicycles and pedestrians.

Action 5.1 Conduct research to find best practices in roadway design for motorcycles.

Action Lead: Caltrans



Photo courtesy of California Highway Patrol

CHALLENGE AREA

Commercial Vehicles

The Commercial Vehicle Challenge Area includes all victims involved in a crash involving a heavy truck or school bus (victims do not have to be a driver or passenger of a truck or school bus, or other bus). In California 7 percent of traffic fatalities and severe injuries from 2012 to 2014 involved commercial vehicle drivers. While this percentage is low, the impact on traffic safety can be substantial given the severity of the crashes, many of which are caused by passenger vehicles.



Photo courtesy of Cambridge Systematics

STRATEGY 1 / Improve the training and education of commercial vehicle industry stakeholders.

Action 1.1 Expand participation from other agencies and increase the number of truck driver appreciation days conducted throughout the year at Commercial Vehicle Enforcement Facilities (CVEF).

Action Lead: CHP

Action 1.2 Conduct strategic outreach and provide education/training to motor carriers, limousine companies, and their respective drivers.

Action Lead: CHP

Action 1.3 Conduct and evaluate strategic outreach/education events to connect with commercial vehicle stakeholders. Develop educational material, specific to shippers, containing safety information/tips to distribute at events.

Action Lead: CHP

Action 1.4 Partner with the California Bus Association for new outreach and educational events, with a focus on driver safety, specific to the bus industry. Develop educational material containing safety information/tips, to distribute at events.

Action Lead: CHP

Action 1.5 Recommend standardized process for the issuance of permits for specialized commercial size and weight loads.

Action Lead: Caltrans

STRATEGY 2 / Increase the use of effective enforcement strategies to improve commercial vehicle safety.

STRATEGY 3 / Identify and implement engineering features that reduce commercial vehicle-related collisions.

Action 3.1 Identify and implement proven countermeasures (e.g., rumble warning strip systems) at locations with high number of truck collisions.

Action Lead: Caltrans

STRATEGY 4 / Improve commercial vehicle safety data.

Action 4.1 Research and implement methods to streamline TASAS (Traffic Accident Surveillance and Analysis System) collision data in an effort to have real time data statewide.

Action Lead: Caltrans

STRATEGY 5 / Identify and promote the use of technology for improving commercial vehicle safety.

Action 5.1 Determine the effectiveness of implementing CVIEW InSPECT at all CVEF's statewide.

Action Lead: CHP



Photo courtesy of Cambridge Systematics

CHALLENGE AREA

Emergency Medical Services

This Challenge Area focuses on the fact that Emergency Medical Services (EMS) can help reduce crash-related injuries and fatalities through high-quality medical care at the scene and during transport to a trauma center, especially when a severely injured patient can be transported to a trauma center within the first hour after the crash. Distance between fatal collisions and trauma centers is important for reaching this goal. In 2011, 37 percent of fatal collisions were 30 or more miles from a Level I/II trauma center in rural areas, while in urban areas only eight percent were 30 or more miles away.



Photo courtesy of the California Highway Patrol (CHP)

STRATEGY 1 / Increase involvement by EMS partners in the California SHSP.

Action 1.1 Establish regular two-way communication with local EMS agencies (LEMSA) and EMS related organizations to encourage SHSP participation where needed, deliver presentations on SHSP to Local EMS agencies, contribute on an ongoing basis to listservs, and provide a report on SHSP activities at each resource meeting including Quarterly EMSAAC, RTCC, STAC, and TMAC meetings; and Bi-annual EMSC meetings.

Action Lead: EMSA

Action 1.2 Develop a web page on the EMSA website dedicated to SHSP activities with links to Federal, State, and local support activities.

Action Lead: EMSA

STRATEGY 2 / Develop strategies to improve time to definitive care.

Action 2.1 Document the current time intervals occurring in select areas of the State for the patient to arrive at the point of definitive care, and identify the necessary data fields needed for the population where the patient is taken to a lower level Trauma Center or non-Trauma Center resulting in the need for triage.

Action Lead: EMSA

Action 2.2 Analyze the data collected in 2.1 on time intervals and transfers for the pilot project with select Level I Trauma Centers, Pediatric Trauma Centers, and the Local EMS Agencies where the centers are located.

Action Lead: EMSA

Action 2.3 Implement recommendations in pilot areas and document outcomes.

Action Lead: EMSA

Action 2.4 Draft an interim report on lessons learned to be included in the revision of the Re-Triage Guidance document.

Action Lead: EMSA

STRATEGY 3 / Improve data from the time of the crash.

Action 3.1 Conduct analysis of data sources to identify baseline data quality and problems, and identify critical data fields for data quality improvement; document findings.

Action Lead: EMSA and the Data Use Advisory Group organized by EMSAAC

Action 3.2 Develop an action plan to improve the completeness and accuracy of protective device fields by selecting specific local EMS agencies which would volunteer to participate in this project, and by sharing the action plan at appropriate committees, including the Emergency Medical Services Administrator’s Association of California (EMSAAC), to encourage “buy in” on the need for complete data.

Action Lead: EMSA

STRATEGY 4 / Improve access to information to enable interoperability of communications systems among all responders to crash sites.

Action 4.1 Review current EMSA #145 Statewide EMS Operations and Communications Resource Manual to determine the need for additional and/or deletion of information.

Action Lead: EMSA

Action 4.2 Identify possible stakeholders and communicate with all appropriate agencies to get current information for revision of the Operations and Communications Resource Manual.

Action Lead: EMSA

Action 4.3 Revise EMSA #145 Manual and distribute for comment; post document on website and notify all appropriate agencies.

Action Lead: EMSA

STRATEGY 5 / Develop guidance documents to share with EMS responders to increase crash scene safety.

Action 5.1 Survey EMS/Fire Personnel about scene safety issues they have encountered to get informal baseline data and promote Traffic Incident Management (TIM) Training to EMS staff.

Action Lead: EMSA

Glossary

AHMCT	Advanced Highway Maintenance and Construction Technology
AARP	American Association of Retired Persons
ARIDE	Advanced Roadside Impaired Driving Enforcement
ATP	Active Transportation Program
BAC	Blood Alcohol Concentration
CABO	California Association of Bicycling Organizations
CADTP	California Association of DUI Treatment Programs
Caltrans	California Department of Transportation
CASE	California Association for Safety Education
CDPH	California Department of Public Health
CHP	California Highway Patrol
CMOD	Crash Medical Outcomes Data
COG	Council of Governments
CPS	Child Passenger Safety
CSUSD	California State University of San Diego
CVEF	Commercial Vehicle Enforcement Fatalities
DHCS	Department of Health Care Services
DMV	Department of Motor Vehicles
DRE	Drug Recognition Expert
DUI	Driving Under the Influence
EMS	Emergency Medical Services
EMSA	Emergency Medical Services Authority
EMSAAC	Emergency Medical Services Administrators Association of California
EMSC	Emergency Medical Services for Children
FAST	Fixing America's Surface Transportation
FHWA	Federal Highway Administration
HFST	High Friction Surface Treatment
HSP	Highway Safety Plan
HSIP	Highway Safety Improvement Program
ITD	Impact Teen Drivers
ITS	Intelligent Transportation Systems
JAG	Judge Advocate General
LAPD	Los Angeles Police Department
LTAP	Local Technical Assistance Program
MADD	Mothers Against Drunk Driving

MAP-21	Moving Ahead for Progress in the 21st Century
MPO	Metropolitan Planning Organization
MUTCD	Manual of Uniform Traffic Control Devices
NHTSA	National Highway Traffic Safety Administration
NOTS	Negligent Operator Treatment System
OTS	Office of Traffic Safety
PI&E	Public information and education
RADD	Recording Artists Against Drunk Driving
RBS	Responsible Beverage Service
RTCC	Regional Trauma Coordinators Committee
RTPA	Regional Transportation Planning Agency
SAFETEA-LU	Safe, Accountable, Flexible, Efficient Transportation Equity Act, A Legacy for Users
SCAG	Southern California Association of Governments
SFST	Standard Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
SSAR	Systemic Safety Analysis Report
STAC	State Trauma Advisory Committee
STEP	Special Traffic Enforcement Program
SWITRS	Statewide Integrated Traffic Records System
TASAS	Traffic Accident Surveillance and Analysis System
TCD	Traffic Control Device
TIM	Traffic Incident Management
TMAC	Trauma Managers Association of California
TREDS	Traffic Records Electronic Data System
USCD	University of California at San Diego
VOSP	Vehicle Occupant Safety Program

Executive Leadership

Members of the Executive Leadership play a vital role in ensuring the success of the Strategic Highway Safety Plan (SHSP) by providing guidance, direction, and input into the content of the plan and supporting its implementation. The Executive Leadership are California's transportation leaders. Their support and commitment to the SHSP demonstrates the importance of this plan to the entire State of California and how it will help the State continue a record of success in traffic safety.

STATE MEMBERS

Dr. Howard Backer

Director, California Emergency Medical Services Authority (EMSA)

Rhonda Craft

Director, Office of Traffic Safety (OTS)

Malcolm Dougherty

Director, California Department of Transportation (Caltrans)

Jacquolyn Duerr

Assistant Chief, Division of Chronic Disease and Injury Control, California Department of Public Health

Joseph Farrow

Commissioner, California Highway Patrol (CHP)

Timothy Gorsuch

Director, California Department of Alcoholic Beverage Control (ABC)

Jean Shiomoto

Director, California Department of Motor Vehicles (DMV)

NON-VOTING MEMBERS

Brian P. Kelly

Secretary, California State Transportation Agency (CalSTA)

Russia Chavis

Deputy Secretary, Transportation Safety and Enforcement, California State Transportation Agency (CalSTA)

Gordon MacKay

California League of Cities, and City of Stockton

Tom Mattson

California State Association of Counties (CSAC), County Engineers Association of California (CEAC), and Humboldt County

FEDERAL MEMBERS

Vincent Mammano

Division Administrator, Federal Highway Administration (FHWA), California Division

Steve Mattioli

Division Administrator, Federal Motor Carrier Safety Administration (FMCSA), California Division

Christopher J. Murphy

Region 9 Administrator, National Highway Traffic Safety Administration (NHTSA)

Steering Committee

Members of the SHSP Steering Committee provide day-to-day guidance on the SHSP to ensure this comprehensive plan is effectively and efficiently managed and implemented. Steering Committee members were an integral part of the update process and made sure the needs and concerns of all stakeholders were addressed. These professionals have shown ongoing dedication to ensuring safety on California's roadways continuously improves for all transportation users.

Bayliss Camp

Department of Motor Vehicles (DMV)

Chris Cochran

Office of Traffic Safety (OTS)

Chris Costigan

California Highway Patrol (CHP)

Bill Daly

Traffic Management Incorporated, San Jose, CA and American Traffic Safety Services Association (ATSSA)

Marcie Griffin

Department of Alcoholic Beverage Control (ABC)

Kenneth Kao

Metropolitan Transportation Commission (MTC)

Gordon MacKay

California League of Cities, and City of Stockton

Tom McGinnis

Emergency Medical Services Authority (EMSA)

Tom Mattson

California State Association of Counties (CSAC), County Engineers Association of California (CEAC), and Humboldt County

Thomas Schriber

California Department of Transportation (Caltrans)

Guy Swanger

California Police Chiefs Association, Concord Police Department

Alan Thompson

Southern California Association of Governments (SCAG)

Steve Wirtz

California Department of Public Health (CDPH)

FEDERAL MEMBER

Ken Kochevar

Federal Highway Administration (FHWA) California Division

A SPECIAL THANKS

also goes out to staff at Caltrans and consultants who provided support for the project including:

Gretchen Chavez

SHSP Project Manager

Vincent Becerra

John Ensch

Lily Wong

Cambridge Systematics

Safe Transportation Research and Education Center, UC Berkeley

ProProse

Arellano Associates

Center for Collaborative Policy, Sacramento State

Red Flash Group

Challenge Area Team Co-Leads

SHSP Coordinator

Gretchen Chavez, Caltrans
gretchen.chavez@dot.ca.gov

Roadway Departure and Head On Collisions

Steven Castleberry, Nevada County Department of Public Works,
steven.castleberry@co.nevada.ca.us

Intersections, Interchanges, and Other Roadway Access

Jerry Champa, Caltrans, jerry.champa@dot.ca.gov
Firoz Vohra, San Joaquin County Department of Public Works, fvohra@sjgov.org

Work Zones

Arshad Iqbal, Caltrans, Arshad.iqbal@dot.ca.gov
Jeff Shewmaker, Lindsay Transportation,
jeff.shewmaker@lindsay.com

Alcohol and Drug Impaired Driving

Patrice Rogers, DMV, Progers@DMV.CA.gov
Eric Jones, CHP, erjones@chp.ca.gov

Occupant Protection

Kate Bernacki, Department of Public Health,
Kate.Bernacki@cdph.ca.gov
Sgt. James Nakayama, Concord Police Dept.,
james.nakayama@cityofconcord.org

Speed and Aggressive Driving

Sgt Scott Taylor, CHP, ScTaylor@chp.ca.gov
Joe Rouse, Caltrans, jrouse@dot.ca.gov

Distracted Driving

Mitch Zender, OTS, mitch.zender@ots.ca.gov
Matt McKee, CHP, MMcKee@chp.ca.gov

Driver Licensing and Competency

Bayliss Camp, DMV, bcamp@dmv.ca.gov

Pedestrians

Rachel Carpenter, Caltrans
rachel.carpenter@dot.ca.gov

Bicycles

Paul Moore, Caltrans, paul.moore@dot.ca.gov
Jim Baross, California Association of Bicycling Organizations, JimBaross@cox.net

Young Drivers

Mark Talan, OTS, mark.talan@ots.ca.gov
Matt McKee, CHP, mmckee@chp.ca.gov
Stacy Rilea, DMV, stacy.rilea@dmv.ca.gov

Aging Road Users

Sandra Carter, DMV, sandra.carter@dmv.ca.gov
Matt McKee, mmckee@chp.ca.gov

Motorcycle

Brenda O'Donnell, DMV, BODonnell@dmv.ca.gov
Larry Starkey, CHP, lstarkey@chp.ca.gov
Richard Amaro, DMV, richard.amaro@dmv.ca.gov

Commercial Vehicles

Kein Le, Caltrans, kein.le@dot.ca.gov
Sgt. Jason Blankenship, CHP,
pblankenship@chp.ca.gov
Lt. Brad Hofflander, BDHofflander@chp.ca.gov

Emergency Medical Services

Kathy Bissell, EMSA,
kathy.bissell-benabides@emsa.ca.gov
Bonnie Sinz, EMSA, bonnie.sinz@emsa.ca.gov
Sgt. Jeff Page, CHP, jepage@chp.ca.gov

Data Technical Advisory Team

John Ensich, Caltrans, john.ensich@dot.ca.gov
Bill Ehart, OTS, bill.ehart@ots.ca.gov



California Department of Transportation
1120 N Street,
Sacramento, CA 95814
<http://www.dot.ca.gov/hq/traffops/shsp/>