



# 2025 OTS GRANT APPLICATION WORKSHOP

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# ABOUT OTS

## **Vision**

Everyone traveling on California roadways will go safely.

## **Mission**

Effectively administer traffic safety grants that deliver innovative programs and eliminate traffic fatalities and injuries on California roadways.

## **Equity**

The OTS embraces its role in transportation safety to advance equity and to prioritize its traffic safety efforts toward any person or community that has been marginalized and burdened by poverty and inequality.



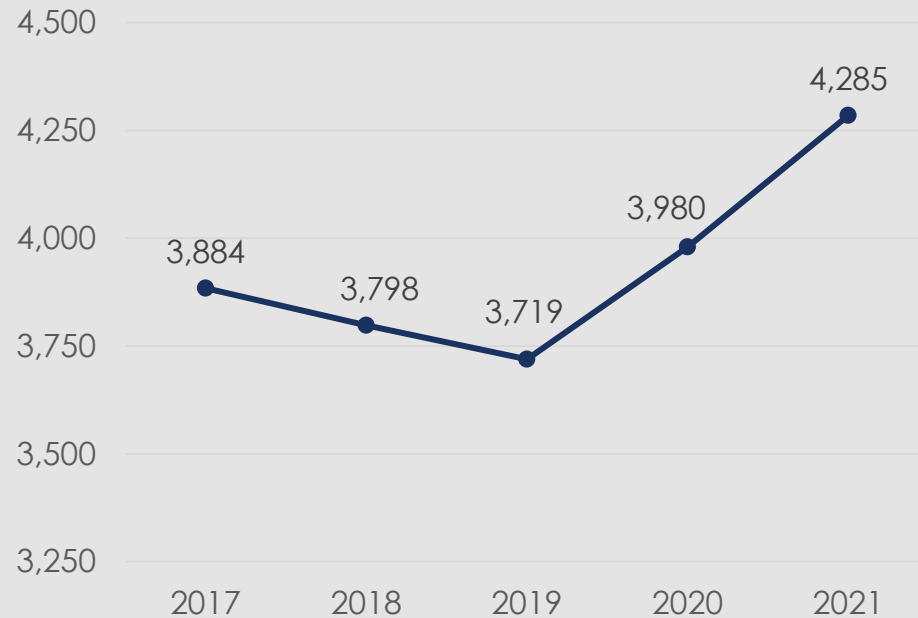
# OTS FUNCTIONS

- California Highway Safety Plan
- Annual Grant Application
- Annual Report
- Grant Programs
- Media and Marketing



# TOTAL TRAFFIC FATALITIES

## California

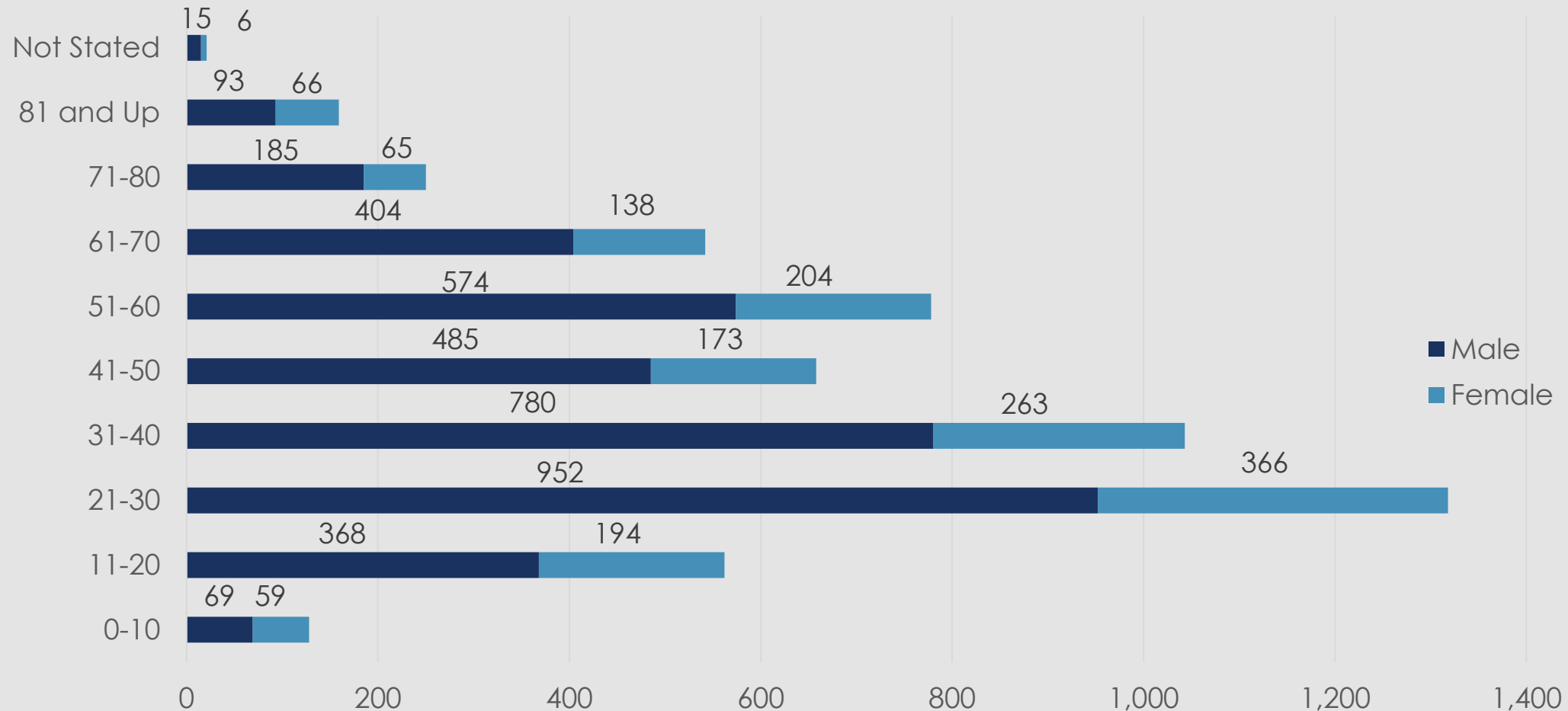


## National



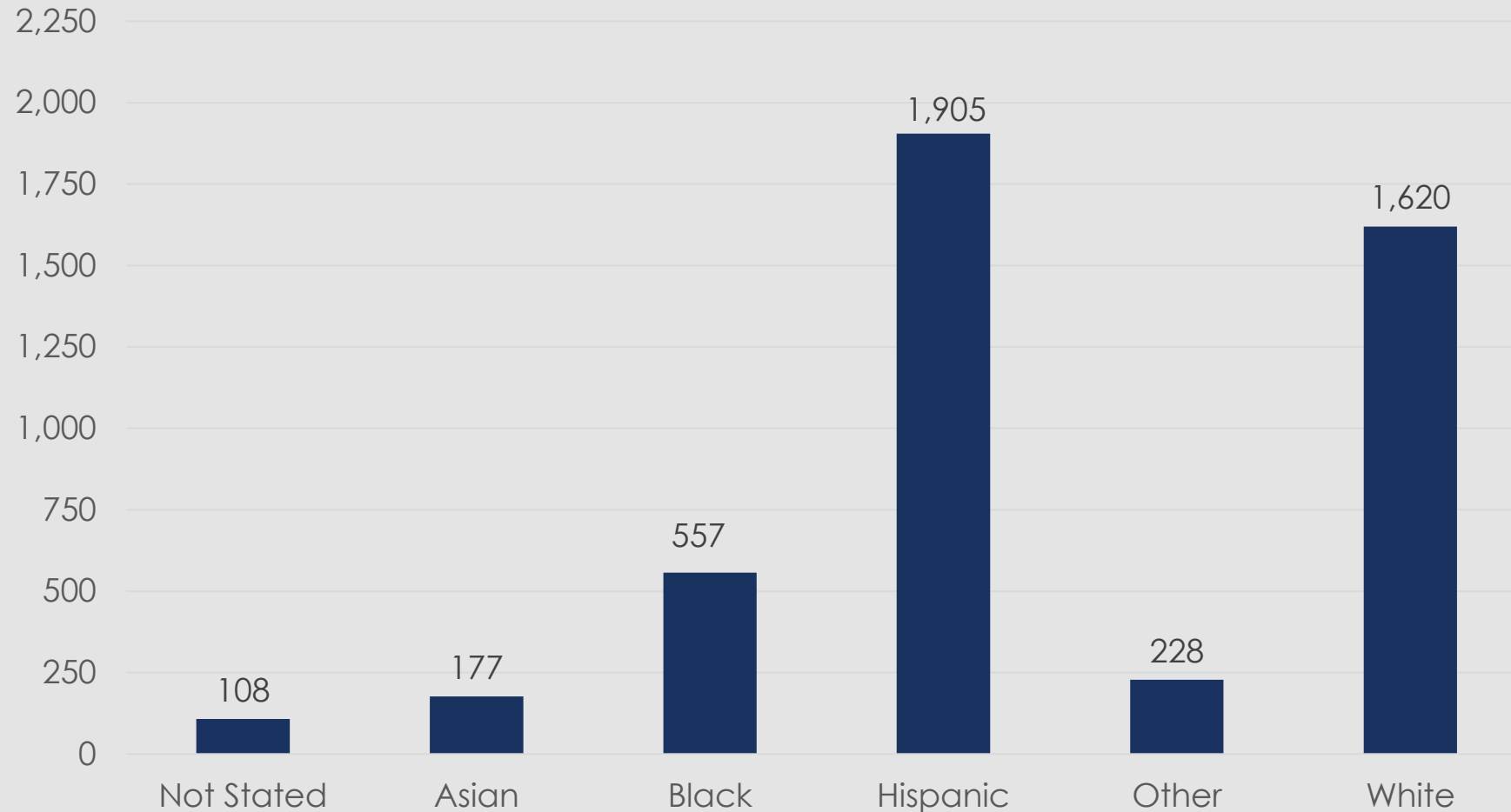
\* 2021 data is preliminary and the most recent FARS data available

# CA TOTAL TRAFFIC FATALITIES BY AGE



\* 2021 data is preliminary and the most recent SWITRS data available on the Caltrans SHSP dashboard

# CA TOTAL TRAFFIC FATALITIES BY RACE



\* 2021 data is preliminary and the most recent SWITRS data available on the Caltrans SHSP dashboard

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# CA TOTAL TRAFFIC FATALITIES – TOP 10 COUNTIES

- Los Angeles – 739
- San Bernardino – 339
- Riverside – 291
- San Diego – 266
- Orange – 194
- Sacramento – 171
- Kern – 169
- Fresno – 146
- San Joaquin – 116
- Santa Clara – 110

\* 2022 data is preliminary and the most recent SWITRS data available on the UC Berkeley TIMS webpage

# CA TOTAL TRAFFIC FATALITY RATE – TOP 10 COUNTIES

- Calaveras – 7.16
- San Francisco – 7.04
- Lake – 6.47
- Trinity – 6.03
- Yuba – 5.98
- Butte – 5.50
- Tuolumne – 5.43
- Mariposa – 5.31
- Lassen – 5.08
- Amador – 5.05

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# GHSA

## AMERICA'S RURAL ROADS: BEAUTIFUL AND DEADLY

- A report from the GHSA, funded by State Farm
  - Explores rural road safety
  - Crash and behavior data
  - The risky driving behaviors that are key contributors to crashes
- Implementing the Safe System Approach in rural areas



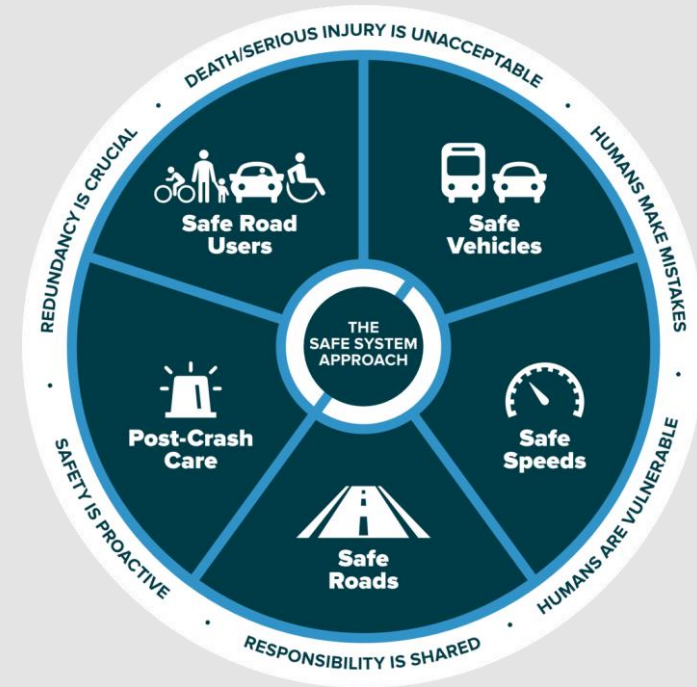
# TRAFFIC SAFETY – THE OTS ROLE

## Behavioral Grant Programs

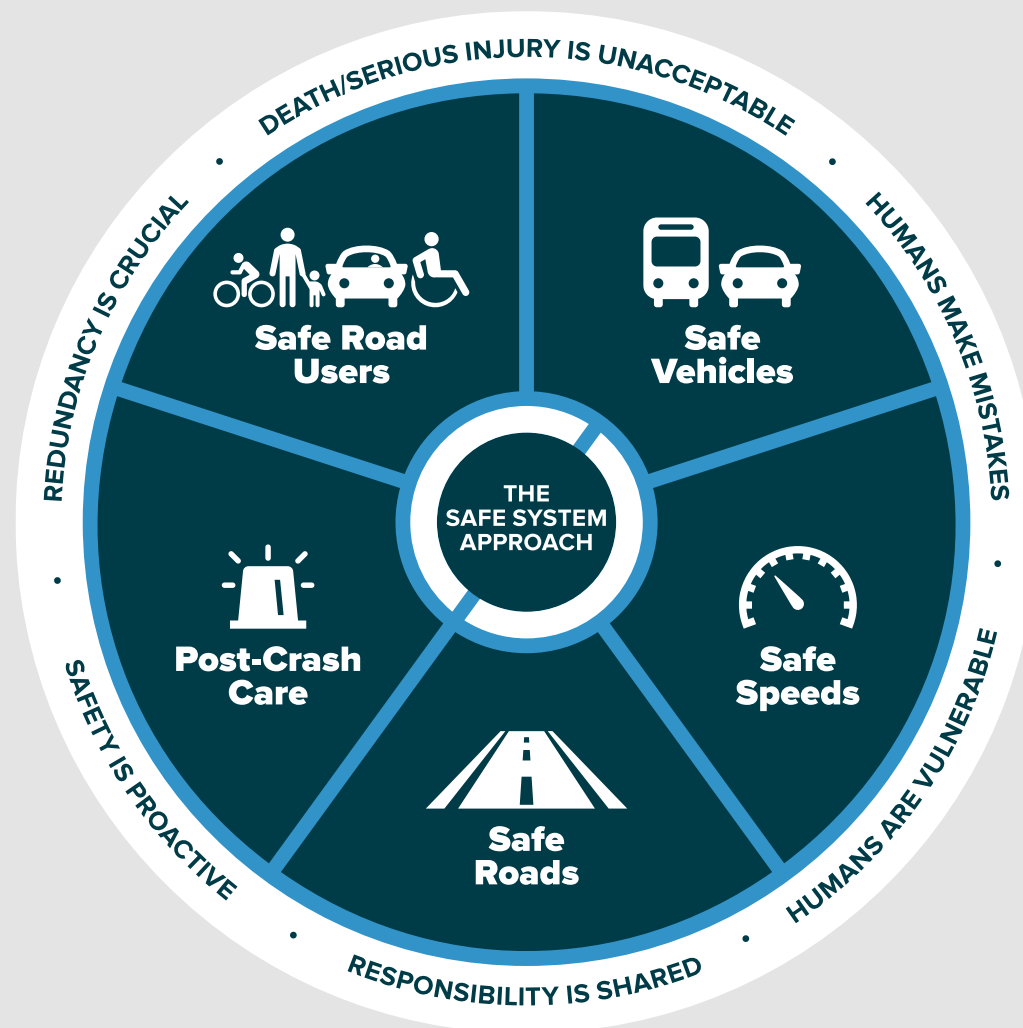
- Enforcement
- Education
- Emergency Medical Services

## Safe System Approach

- Shared Responsibility



# THE SAFE SYSTEM APPROACH



# THE 6 SAFE SYSTEM PRINCIPLES

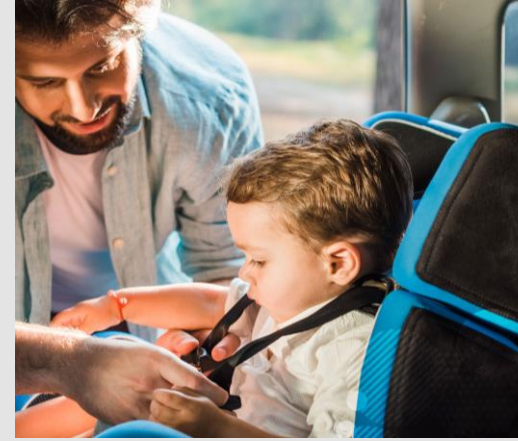
**Death/Serious Injury  
is unacceptable**



**Humans Make  
Mistakes**



**Humans are  
Vulnerable**



**Responsibility is  
Shared**



**Safety is  
Proactive**



**Redundancy is  
Crucial**





# THE 5 SAFE SYSTEM ELEMENTS

Safe Road Users



Safer Vehicles



Safer Speeds



Safer Roads



Post Crash Care



- A vision and goal for the safety of the Nation's roadways
- Principles to guide our safety actions
- Identify critical and significant to take in pursuit of five core objectives

# GHSA - PUTTING THE PIECES TOGETHER

## ADDRESSING THE ROLE OF BEHAVIORAL SAFETY IN THE SAFE SYSTEM APPROACH

- Makes the case for the integral role of behavioral safety and road user responsibility in the Safe System Approach.
- Debunks the misconception that infrastructure alone can end road deaths and that behavioral safety plays no role in keeping road users safe.
- Makes it clear that it will take a comprehensive solution to reduce traffic crashes, injuries, and deaths.
  - Infrastructure improvements
  - Changes to road designs
  - Equitable enforcement of traffic laws
  - Education and public outreach
  - Emergency response
- Includes actionable recommendations illustrating how organizations and advocates can work together to prevent roadway deaths.



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# EFFORTS TO INSTITUTIONALIZE SAFE SYSTEM APPROACH AND EQUITY

- The OTS Equity Statement commits to taking a comprehensive, inclusive, and equitable approach to delivering education, enforcement, and outreach programs.
- The OTS Equity Working Group developed an Equity Action Plan.
- All programs and actions are evaluated through both a Safe System framework and equity lens.
- Programs should identify how they plan to implement traffic safety programs for the most marginalized and underserved communities.

# WHERE ARE YOU ON THE SAFE SYSTEM JOURNEY?

## Traditional Approach

Prevent Crashes →

Improve Human Behavior →

Control Speeding →

Individuals are Responsible →

Reach Based on Crash History →

## Safe System Approach

Prevent Death and Serious Injuries

Design for Human Mistakes/Limitations

Reduce System Kinetic Energy

Share Responsibility

Proactively Identify and Address Risks



# SAFE SYSTEM APPROACH RESOURCES/TOOLKIT



- Focus on principles and elements of Safe System Approach.
- Message road user concept of shared responsibility and creating safety culture necessary to reach goal of zero deaths.
- <https://www.ots.ca.gov/the-safe-system/>
- The OTS Tracks Newsletter

# OTS MEDIA AND MARKETING



<https://gosafelyca.org/media-toolkits/>

- Videos, tip cards, posters, flyers, fact sheets, activity books and much more!
- English and Spanish materials available.
- Co-branding with uniform messaging
- Focus on statewide message, with local feel



# OTS MEDIA AND MARKETING





# OTS MEDIA AND MARKETING



[gosafelyca.org/the-gosafelymovement/](https://gosafelyca.org/the-gosafelymovement/)

- Establish safety culture in California.
- Gather information from public to inform highway planning efforts.
- Make public aware of roadway safety crisis and become more engaged.
- Community involvement through "Traffic Safety Champions".
- Digital Media Toolkit: [gosafelyca.org/the-gsm-media-kit/](https://gosafelyca.org/the-gsm-media-kit/)
- Logos (English and Spanish), Social media graphics and captions, Virtual backgrounds, PSA video scripts, Website banners

ÚNASE AL MOVIMIENTO  
**VAYA CON CUIDADO**



**OTS**  
CALIFORNIA OFFICE OF  
**TRAFFIC SAFETY**

# OTS MEDIA AND MARKETING



## Traffic Safety Champion Program

- Connect with residents and map out actions they can take to establish a strong road safety culture in their community.
- Develop a toolkit of resources and define roles to contribute to traffic safety (Social Media, Community Advocate, Organizer or Volunteer)
- Establish training program that focuses on education and engagement strategies to bolster local traffic safety efforts.
- Manage potential “Traffic Safety Champion” projects in communities.
- Provide resources and support for TSCs to be an extension of the OTS.
- Sign up: [gosafelyca.org/trafficsafetychampion/](https://gosafelyca.org/trafficsafetychampion/)



# NEW CAMPAIGNS





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# NEW ANTI-DUI PUBLIC SERVICE ANNOUNCEMENTS

WATCH VIDEOS

**DON'T  
BE THE  
'I' IN  
D.U.I.**

**GO SAFELY**  
CALIFORNIA  
OTS IN PARTNERSHIP WITH CALTRANS



**OTS**  
CALIFORNIA OFFICE OF  
**TRAFFIC SAFETY**



# OTS MEDIA AND MARKETING



- Follow us on social

Twitter: @OTS\_CA, @GoSafelyCA

Facebook: CaliforniaOTS, GoSafelyCA

Instagram: OTS\_CA, GoSafelyCA

YouTube: California Office of Traffic Safety



- OTS Media and Marketing Team

Tim Weisberg – Deputy Director

Samantha DeMelo – Public Information Officer

Angela DaPrato – Community Engagement Specialist

Email: [pio@ots.ca.gov](mailto:pio@ots.ca.gov)





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# FUNDING AUTHORITY

- National Highway Safety Act
- California State Transportation Agency (CalSTA)
- National Highway Traffic Safety Administration (NHTSA)
- Infrastructure Investment and Jobs Act (IIJA)



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# NEW PROGRAM AREAS FROM IIJA

- 23 U.S.C. 405(h) – Preventing Roadside Deaths
  - To Purchase digital alert technology, optical visibility, and Move Over public information campaign and data collection
  - Address the disabled vehicle safety issue
- 23 U.S.C. 405(i) – Driver and Officer Safety Education
  - Driver education and driver safety courses include instruction and testing materials relating to law enforcement practicing during traffic stops
    - Covering the role of law enforcement
    - Legal rights of individuals
    - Consequences for failure to comply with the law

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# 1906 GRANT FUNDS WITH EXPANDED USES

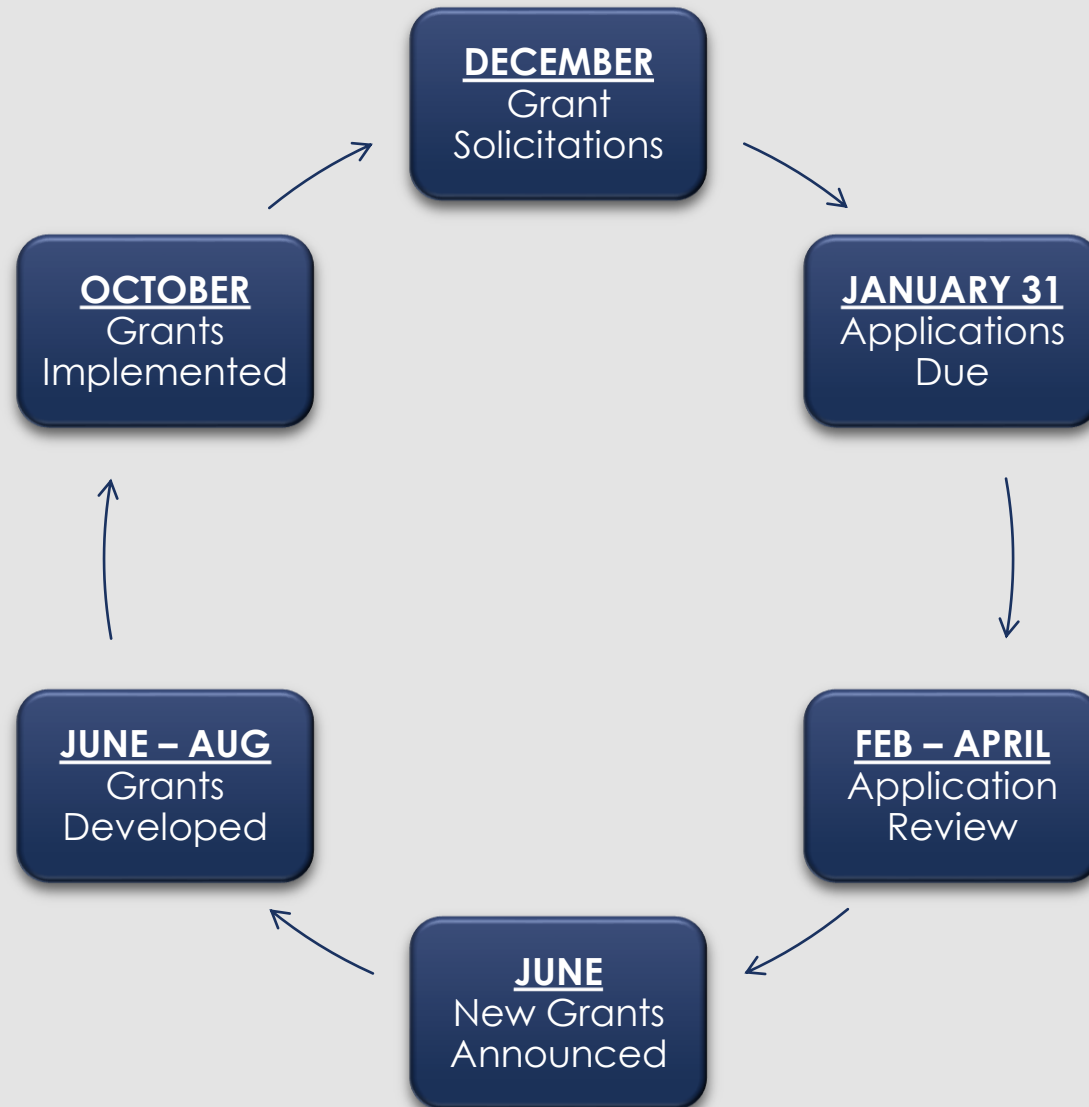
- Section 1906: Racial Profiling Prohibition Grants
  - This program provides grants to encourage states to maintain and allow public inspection of statistical information on the race and ethnicity of the driver for all motor vehicle stops made on all public roads except local or minor rural roads, as well as training and education to reduce the disparate impact of traffic stops.
- 1906 Grant funds can be used to:
  - Collect and maintain data on traffic stops
  - Evaluate the results of the data
  - Develop and implement programs, public outreach, and training to reduce the disparate impact of traffic stops

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# FUNDING ELIGIBILITY

- Government Entities
  - County, State & Local Government
  - Law Enforcement Agencies
  - Public Health Departments
  - Fire Departments
  - Judicial Agencies
- Non-profit/CBO (must have host agency)

# GRANT FUNDING CYCLE



# PROGRAM AREAS AND COORDINATORS

## **ENFORCEMENT**

### Police Traffic Services

- Jim Owens
- Kristen Mickey
- Linda Tomasello
- Mark Talan
- Mikaela Knowles
- Stephanie Spaid

### Law Enforcement Liaison

- Ernie Sanchez
- Jeff Rodriguez
- Marc Gomez
- Steve Delema
- Tommi Tyler

## **EDUCATION & EMS**

### Bicycle, Pedestrian and Local Occupant Protection

- Elsie Machado
- Nancy Wolf

### CHP and EMS

- Bao Her
- Dallas Saputra

### Impaired Driving, Distracted Driving, Teen and Older Driver Programs

- Alexis DeLeon
- Nicole Osuna

### Statewide Occupant Protection and Traffic Records

- Mitch Zehnder

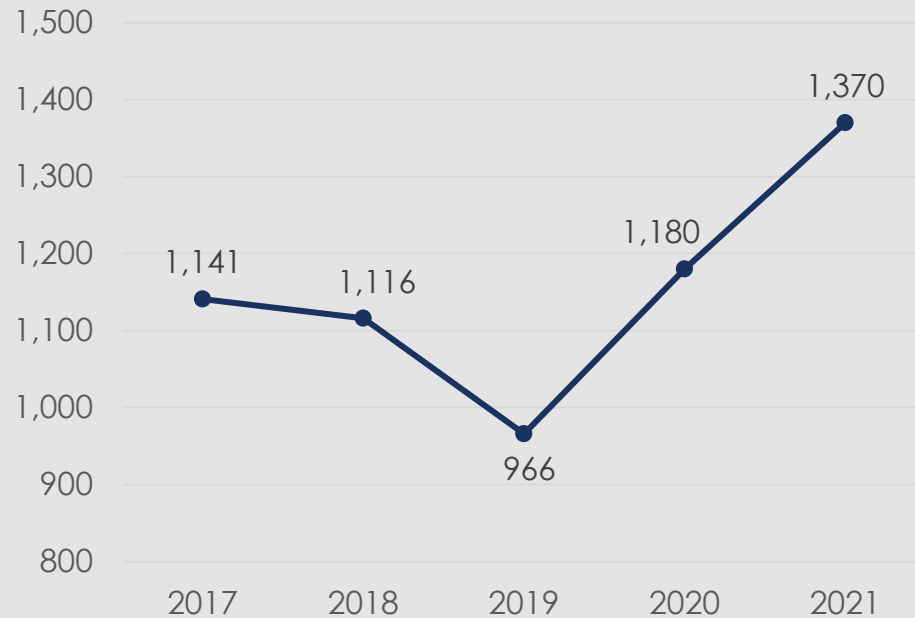
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# OTS PROGRAM AREAS

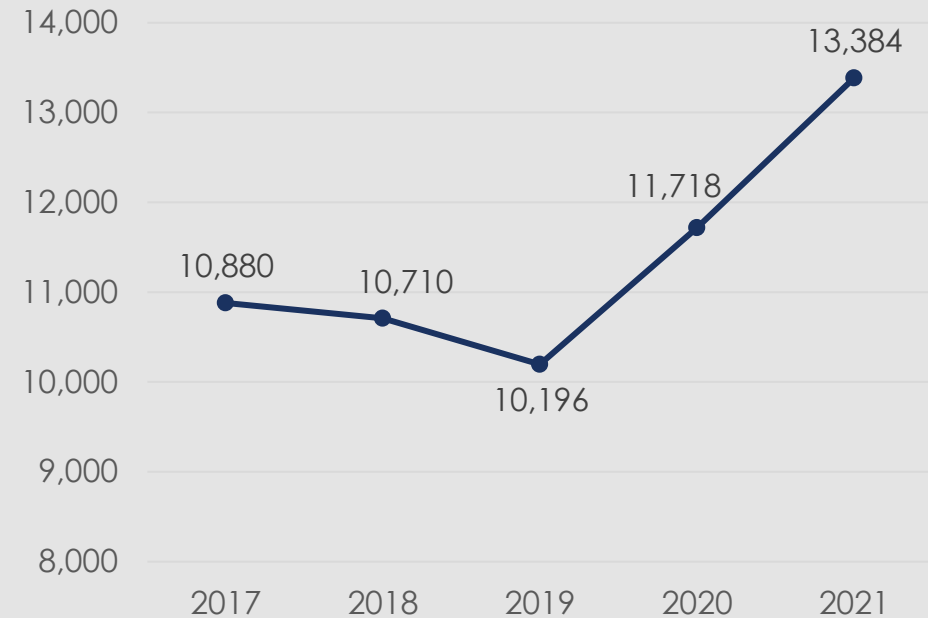
- Alcohol-Impaired Driving
- Distracted Driving
- Drug-Impaired Driving
- Emergency Medical Services
- Motorcycle Safety
- Occupant Protection
- Pedestrian and Bicycle Safety
- Police Traffic Services
- Traffic Records

# ALCOHOL-IMPAIRED TRAFFIC FATALITIES

## California



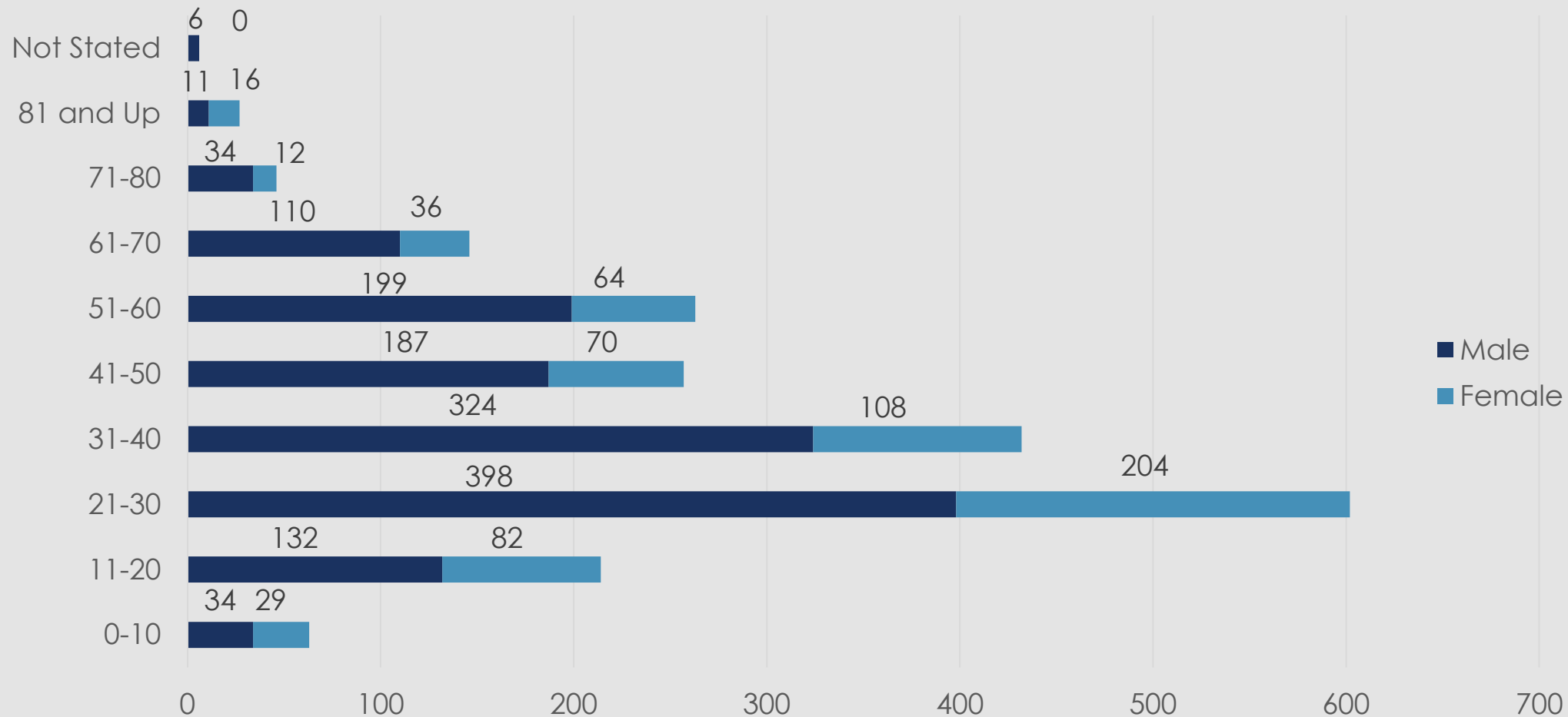
## National



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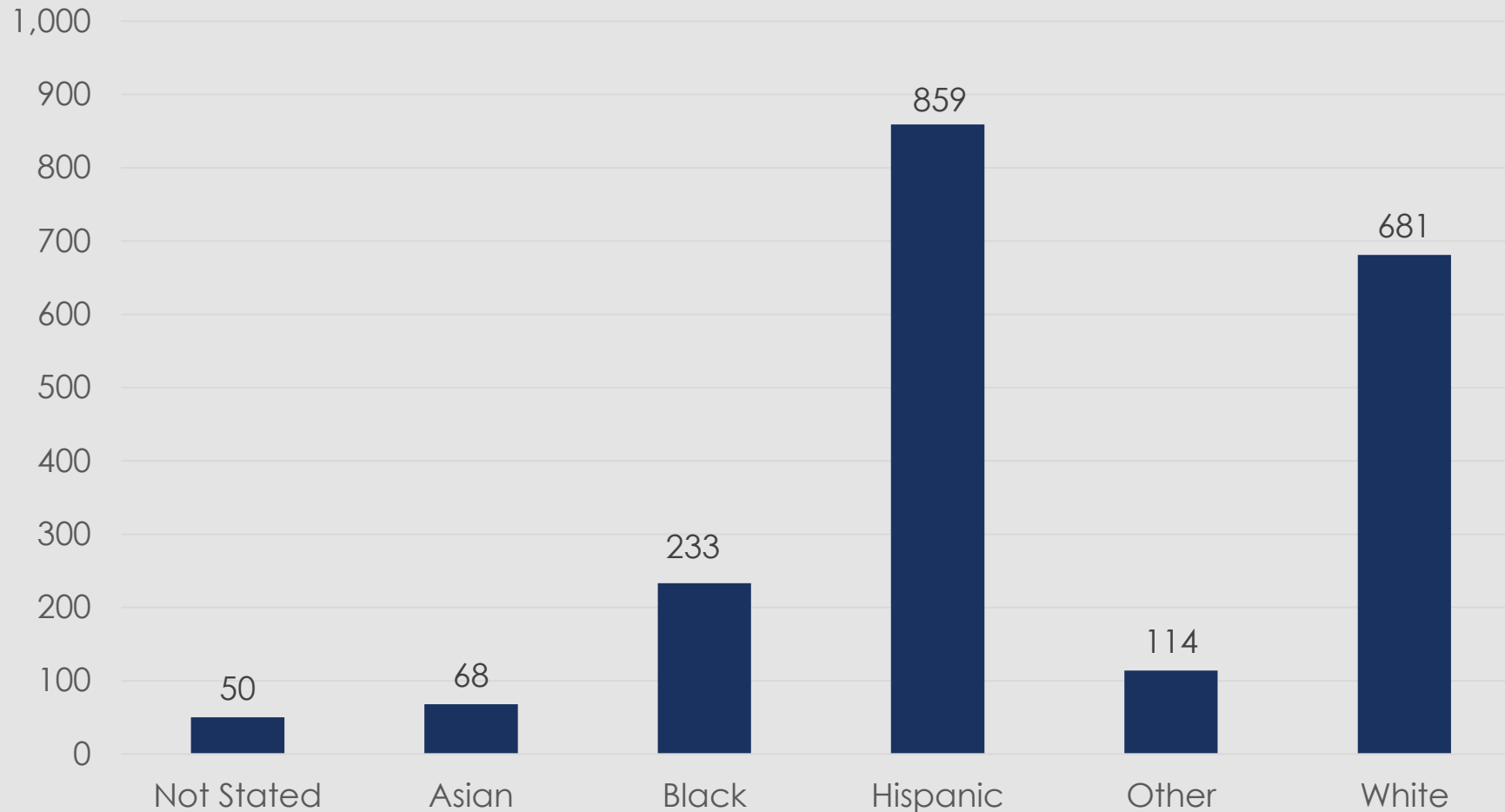


# CA IMPAIRED DRIVING FATALITIES BY AGE



\* 2021 data is preliminary and the most recent SWITRS data available on the Caltrans SHSP dashboard

# CA IMPAIRED DRIVING FATALITIES BY RACE



\* 2021 data is preliminary and the most recent SWITRS data available on the Caltrans SHSP dashboard

## CA ALCOHOL-INVOLVED TRAFFIC FATALITIES – TOP 10 COUNTIES

- Los Angeles – 152
- Riverside – 92
- San Bernardino – 87
- San Diego – 69
- Orange – 53
- Kern – 51
- Sacramento – 42
- San Joaquin – 39
- Fresno – 37
- Tulare – 27

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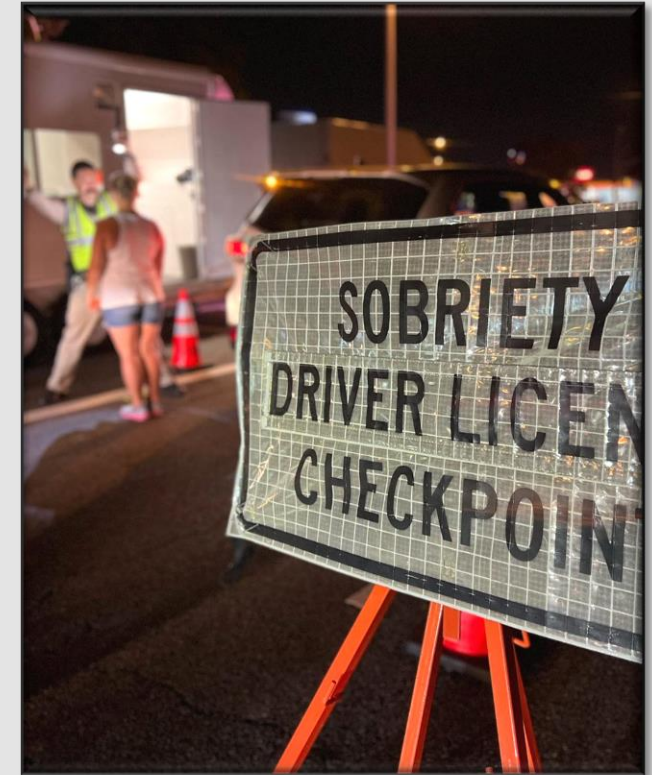
# CA DRUG-INVOLVED TRAFFIC FATALITIES – TOP 10 COUNTIES

- Los Angeles – 90
- Riverside – 63
- San Diego – 47
- San Bernardino – 43
- Orange – 37
- San Joaquin – 34
- Fresno – 21
- Sacramento – 19
- Kern – 17
- Stanislaus – 16

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# PRIORITIES IN **ALCOHOL-IMPAIRED** PROGRAMS

- High Visibility Enforcement Activities
- Education and Public Awareness
- Training
- Probation
- DUI Court



# PRIORITIES IN **DRUG-IMPAIRED** PROGRAMS

- High Visibility Enforcement Activities
- Training/Certification
  - SFST/ARIDE/DRE
- Vertical Prosecution
- Education and Public Awareness



# PRIORITIES IN **DISTRACTED DRIVING** PROGRAMS

- High Visibility Enforcement Activities
- Education and Public Awareness





# PRIORITIES IN **EMERGENCY MEDICAL SERVICES** PROGRAMS

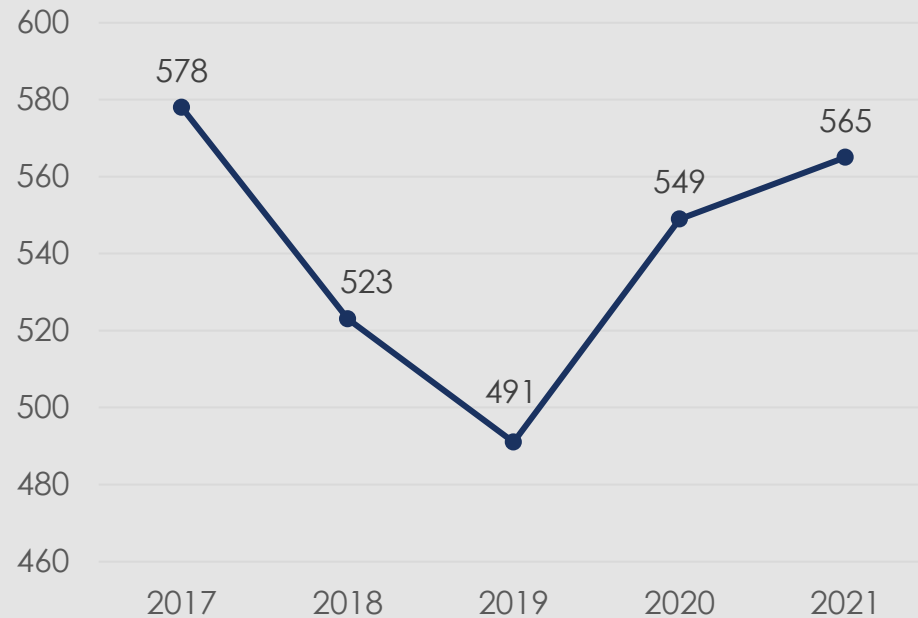
- Regional Grants
- Extrication Equipment
  - Spreaders, Cutters, Combi Tools, Rams, Struts, and Airbags
- EMS Training





# MOTORCYCLIST FATALITIES

## California

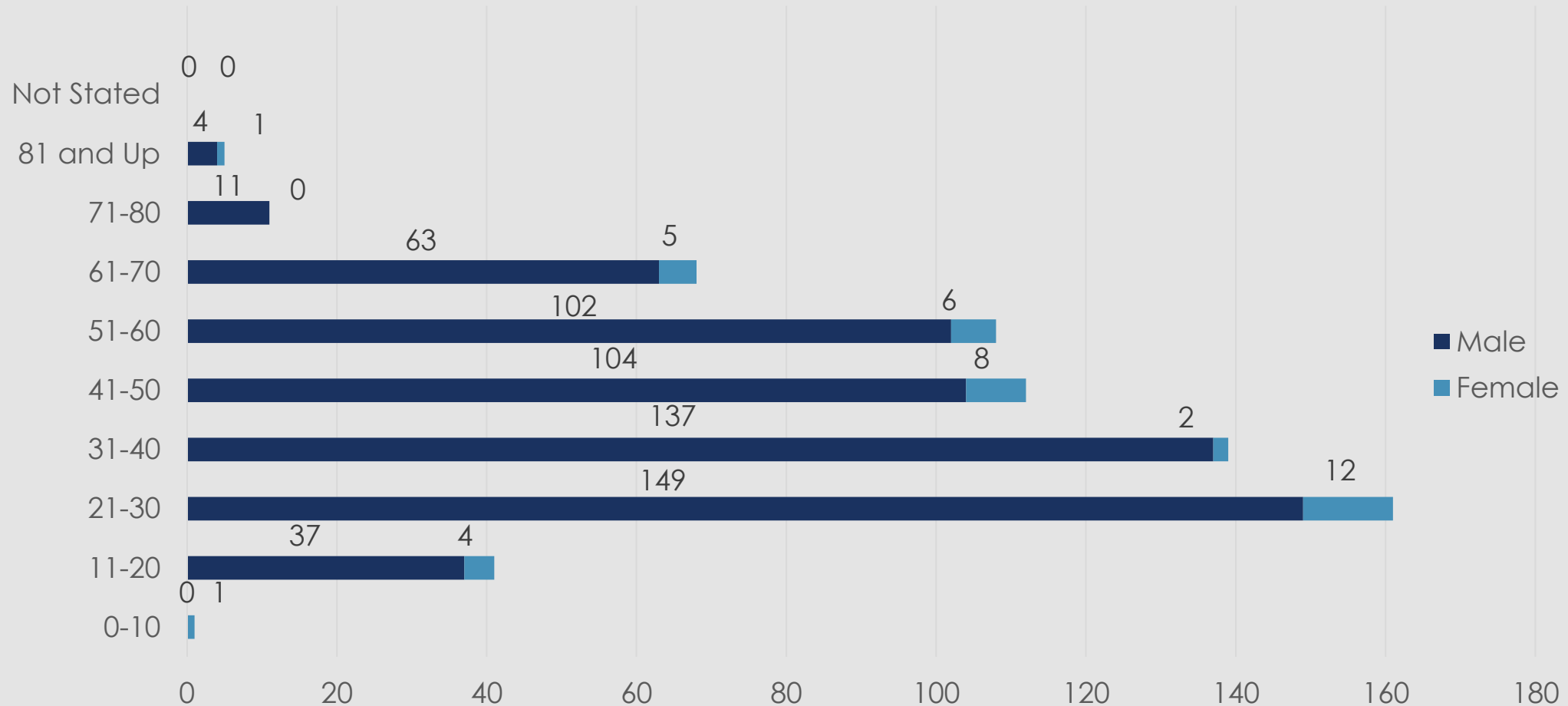


## National



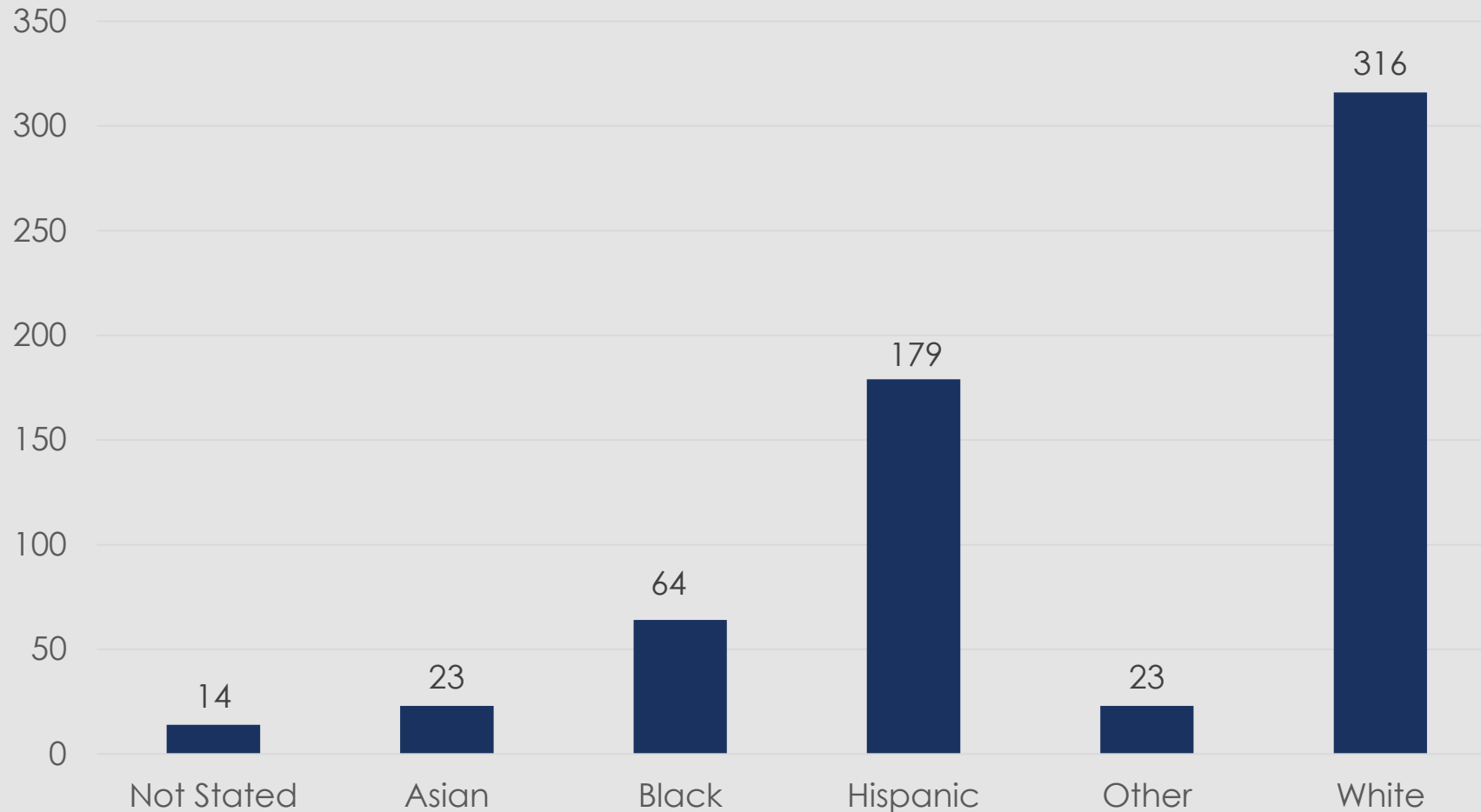
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# CA MOTORCYCLIST FATALITIES BY AGE



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# CA MOTORCYCLIST FATALITIES BY RACE



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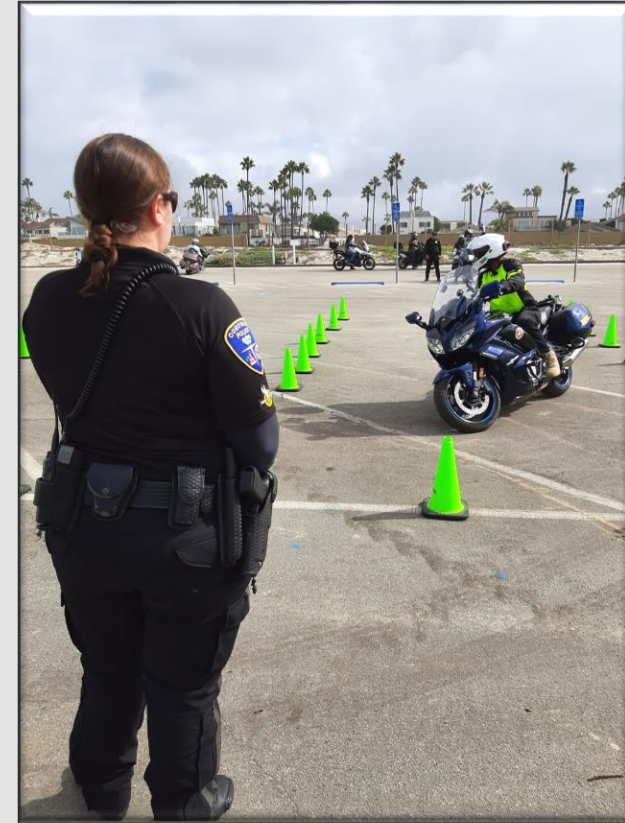
# CA TOTAL MOTORCYCLIST – TOP 10 COUNTIES

- Los Angeles – 121
- San Bernardino – 46
- San Diego – 45
- Riverside – 44
- Orange – 30
- Sacramento – 24
- Kern – 24
- Fresno – 17
- Alameda – 16
- San Joaquin – 13

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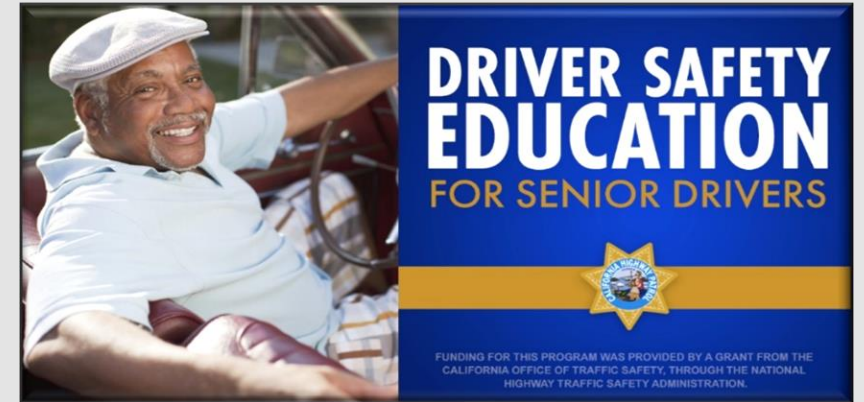
# PRIORITIES IN **MOTORCYCLE SAFETY** PROGRAMS

- High Visibility Enforcement Activities
- Education and Public Awareness
- Hands-on Training



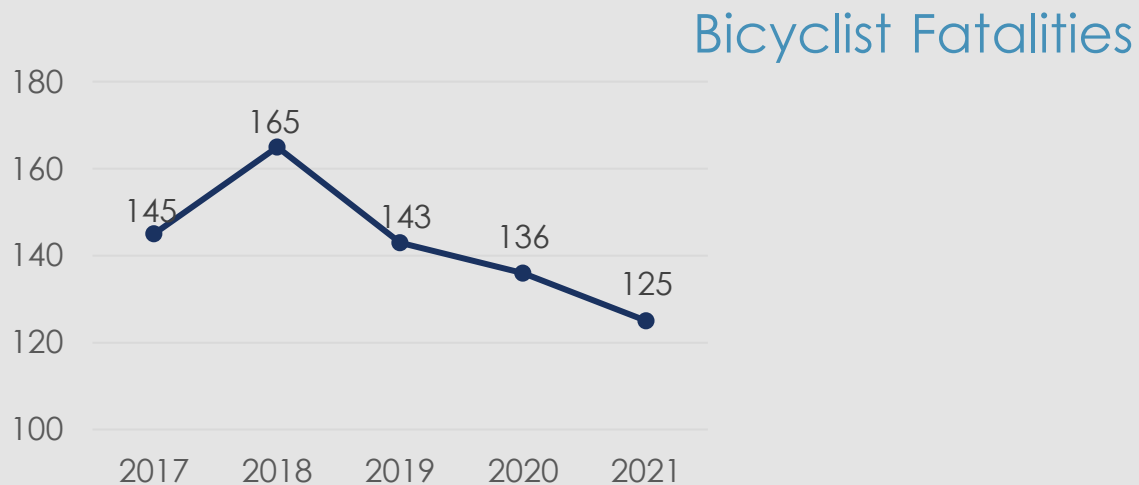
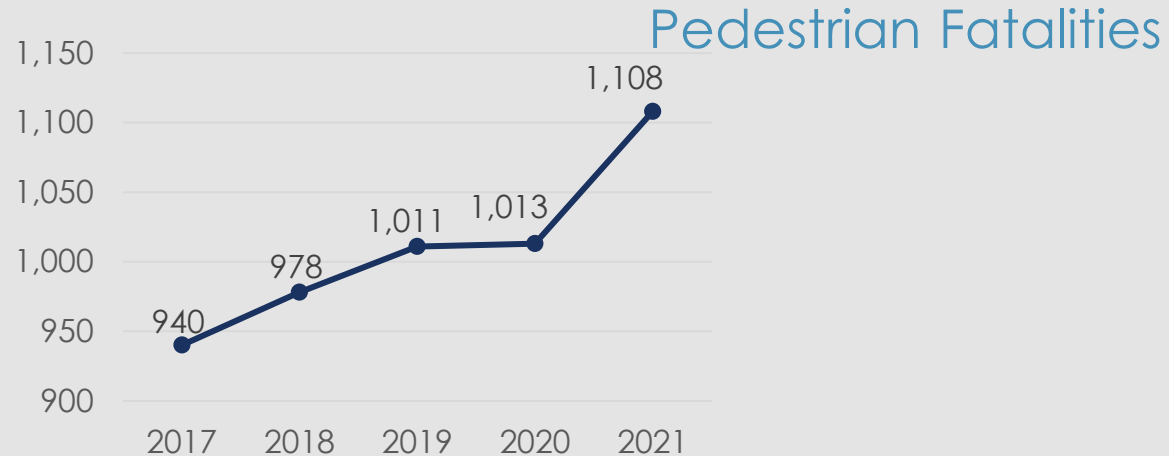
# PRIORITIES IN OCCUPANT PROTECTION PROGRAMS

- High Visibility Enforcement Activities
  - Click it or Ticket
- Education and Public Awareness
  - Child Safety Seat Check-Up Events and Classes
  - Safe Senior Driver Programs
- Training/Certification
  - NHTSA CPS Training Certification

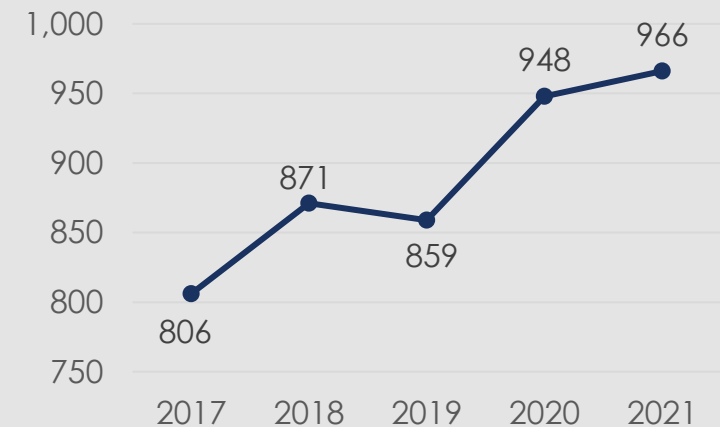


# PEDESTRIAN AND BICYCLIST FATALITIES

## California

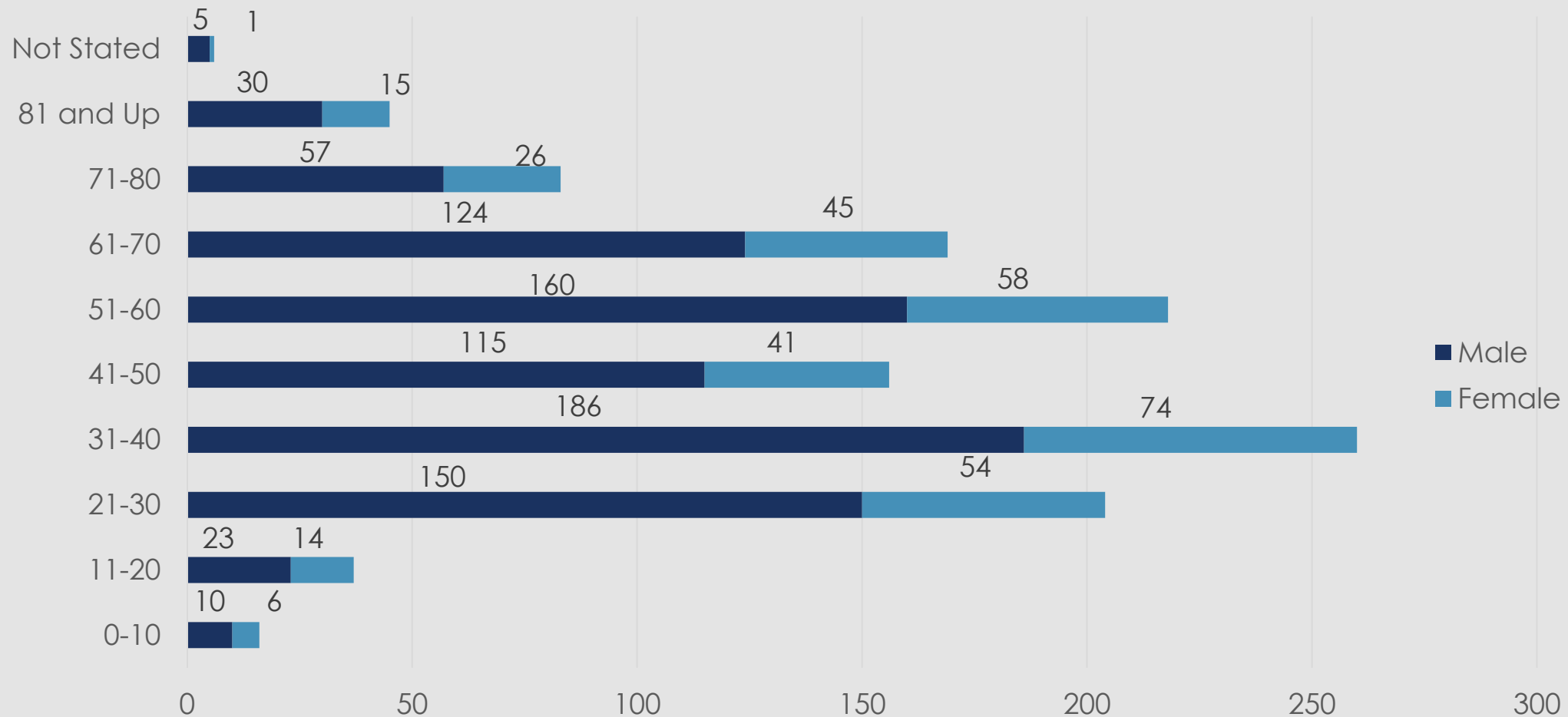


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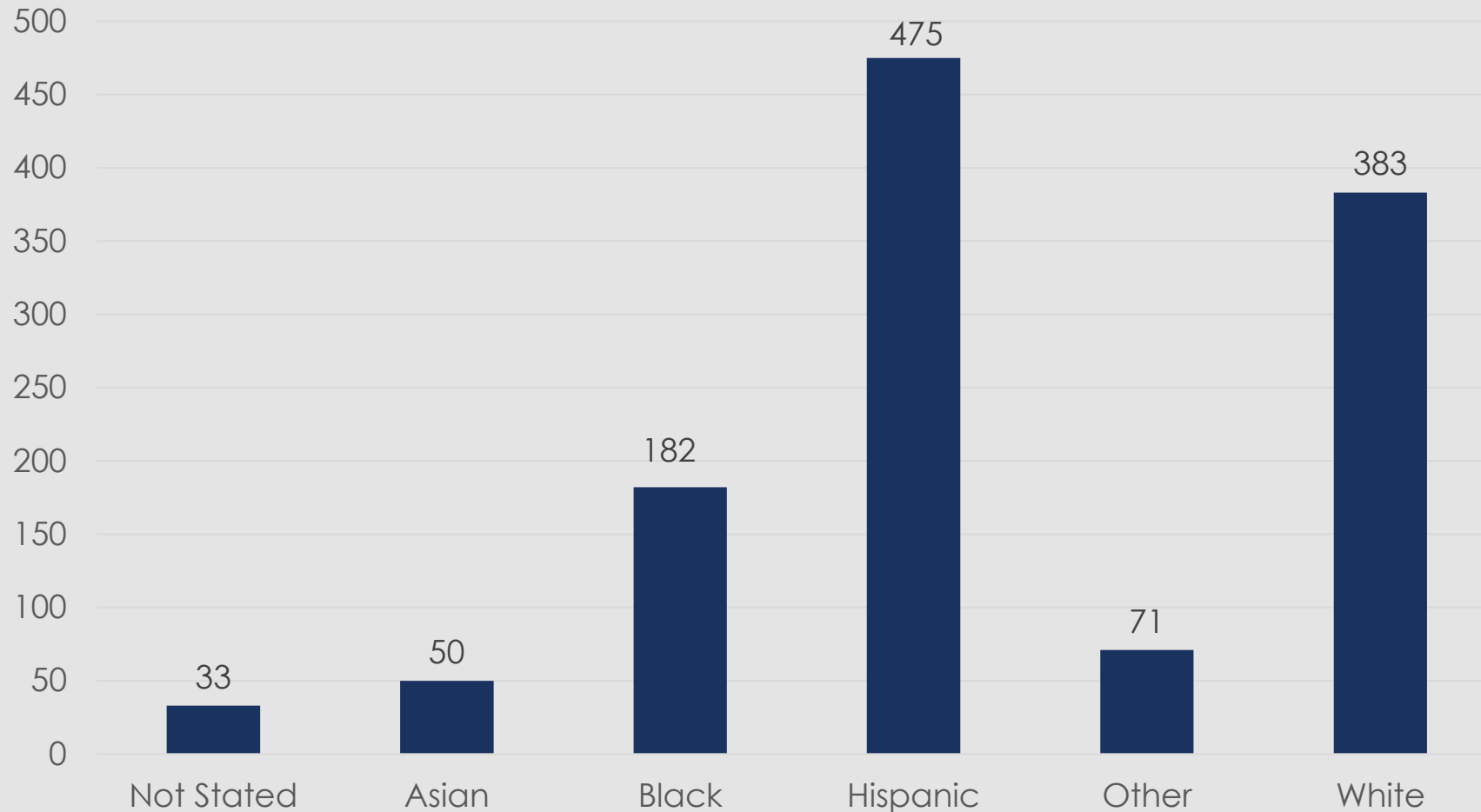
# CA PEDESTRIAN FATALITIES BY AGE



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# CA PEDESTRIAN FATALITIES BY RACE



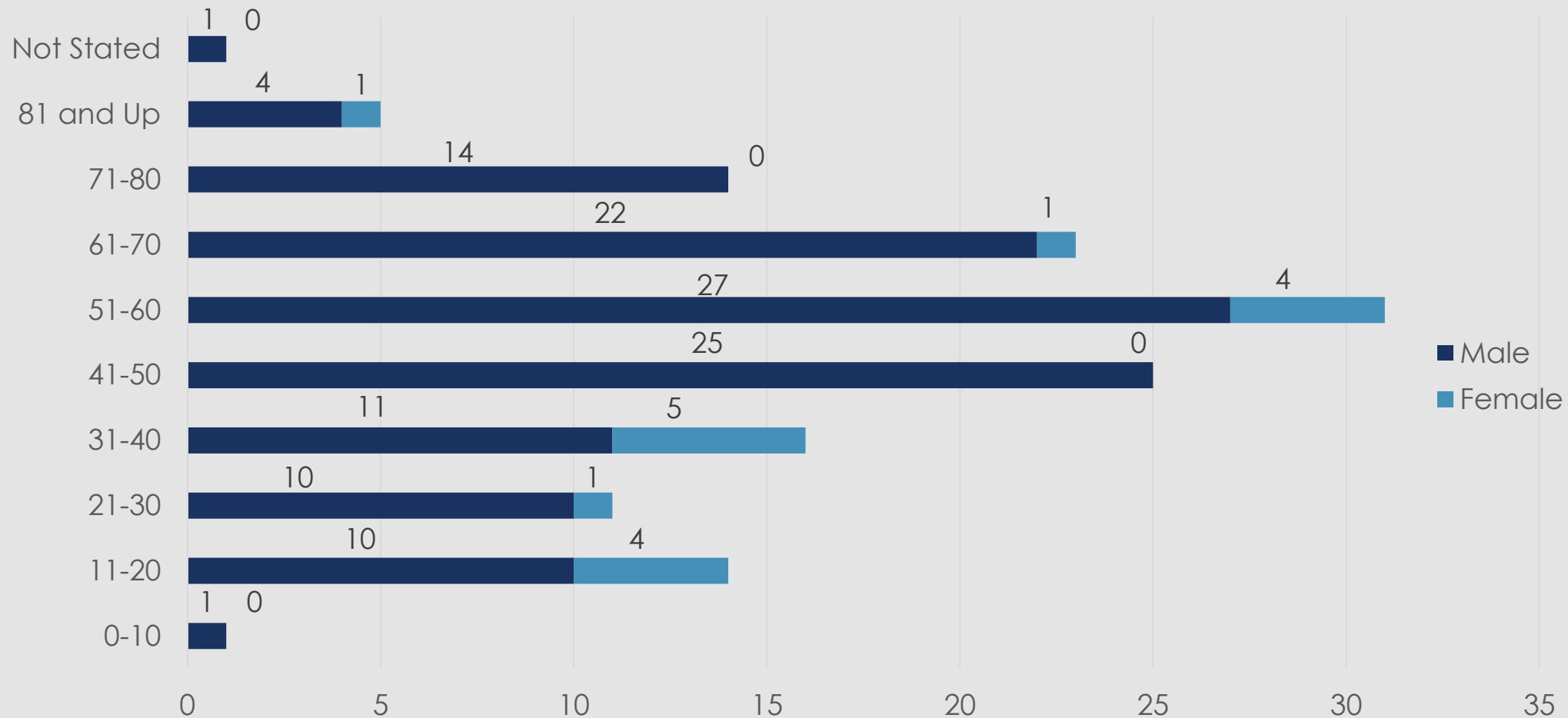
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# CA TOTAL PEDESTRIAN FATALITIES – TOP 10 COUNTIES

- Los Angeles – 286
- San Diego – 94
- San Bernardino – 88
- Riverside – 76
- Orange – 70
- Sacramento – 66
- Fresno – 40
- Kern – 39
- Santa Clara - 36
- Alameda – 29

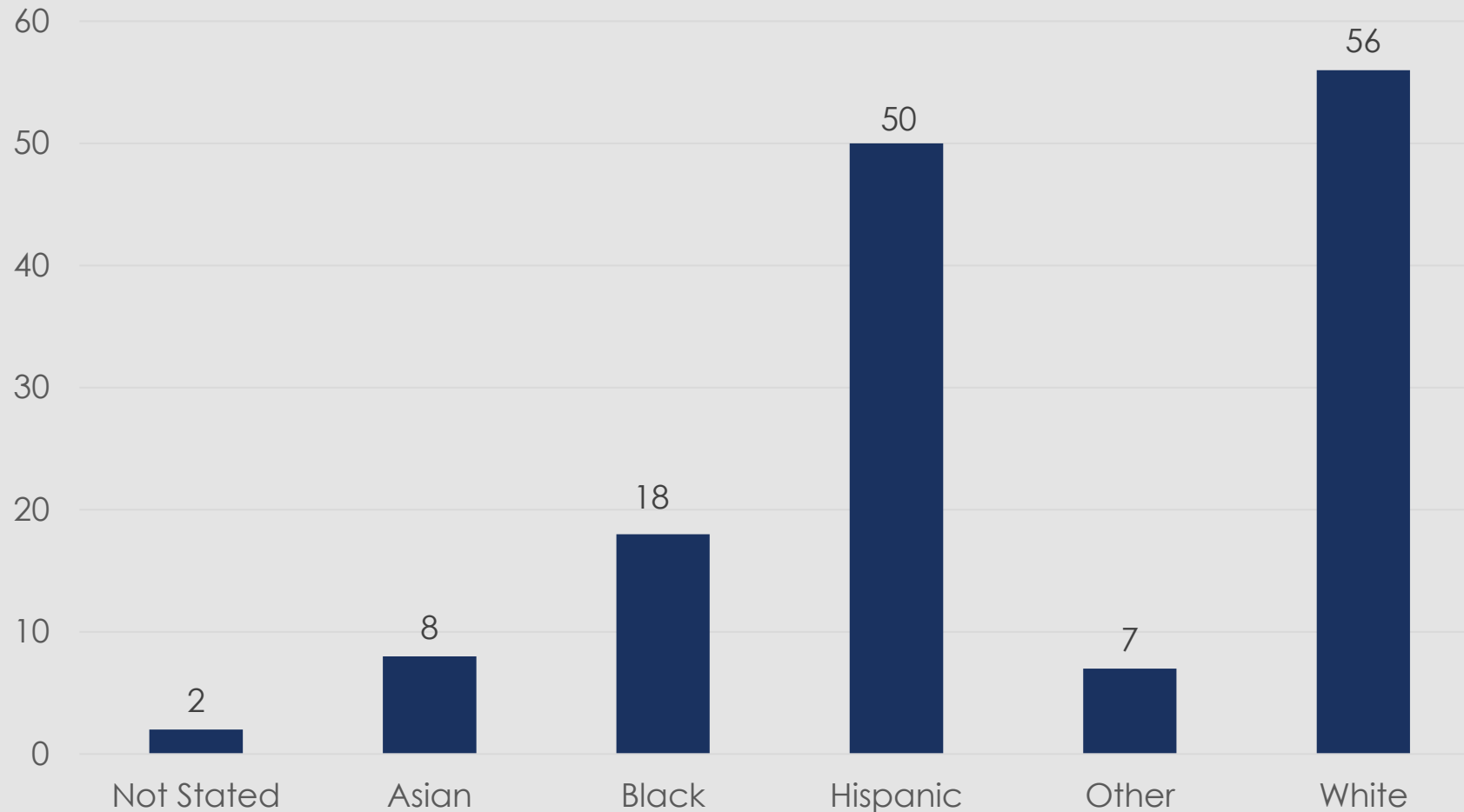
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# CA BICYCLIST FATALITIES BY AGE



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# CA BICYCLIST FATALITIES BY RACE



\* 2021 data is preliminary and the most recent SWITRS data available on the Caltrans SHSP dashboard

# CA TOTAL BICYCLIST FATALITIES – TOP 10 COUNTIES

- Los Angeles – 35
- Orange – 16
- San Bernardino – 10
- San Diego – 10
- Riverside – 9
- Sacramento – 8
- Santa Clara – 8
- Fresno – 7
- San Joaquin – 7
- Kern – 6

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# PRIORITIES IN PEDESTRIAN AND BICYCLE SAFETY PROGRAMS

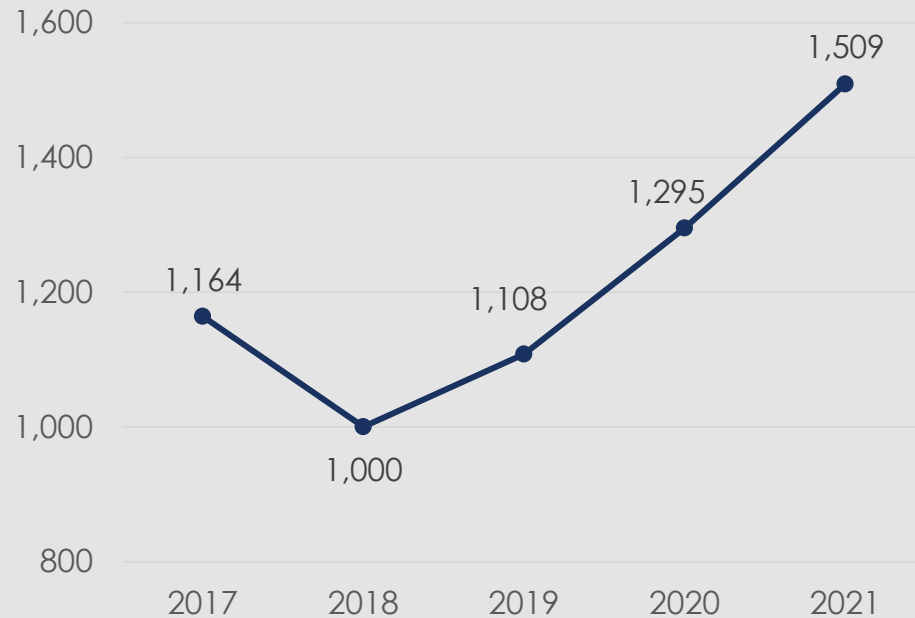
- High Visibility Enforcement Activities
- Education and Public Awareness
  - Bicycle Rodeos, Walking Field Trips, and Presentations
  - Community engaged walking and biking traffic safety assessments





# SPEEDING-RELATED FATALITIES

## California

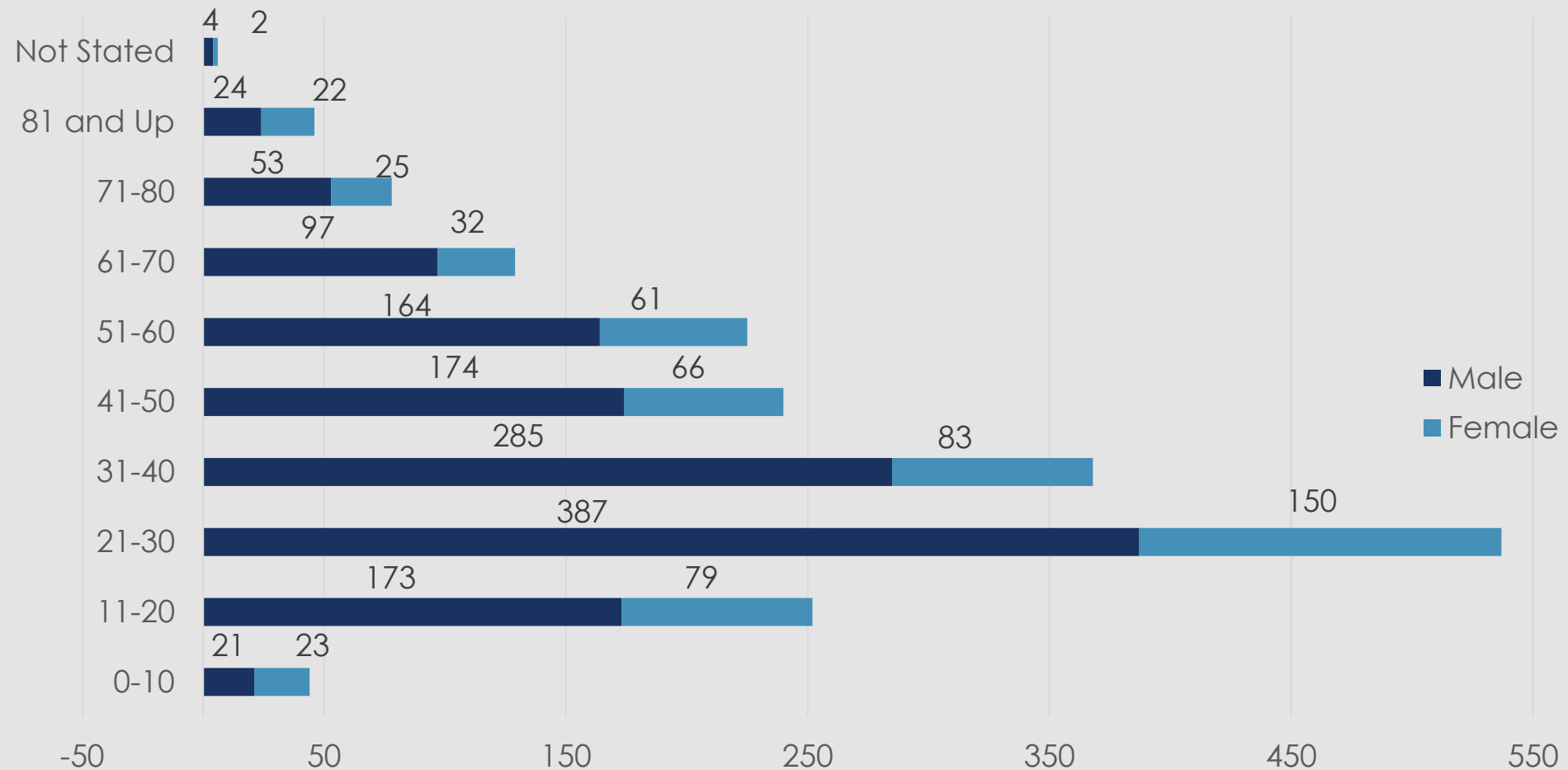


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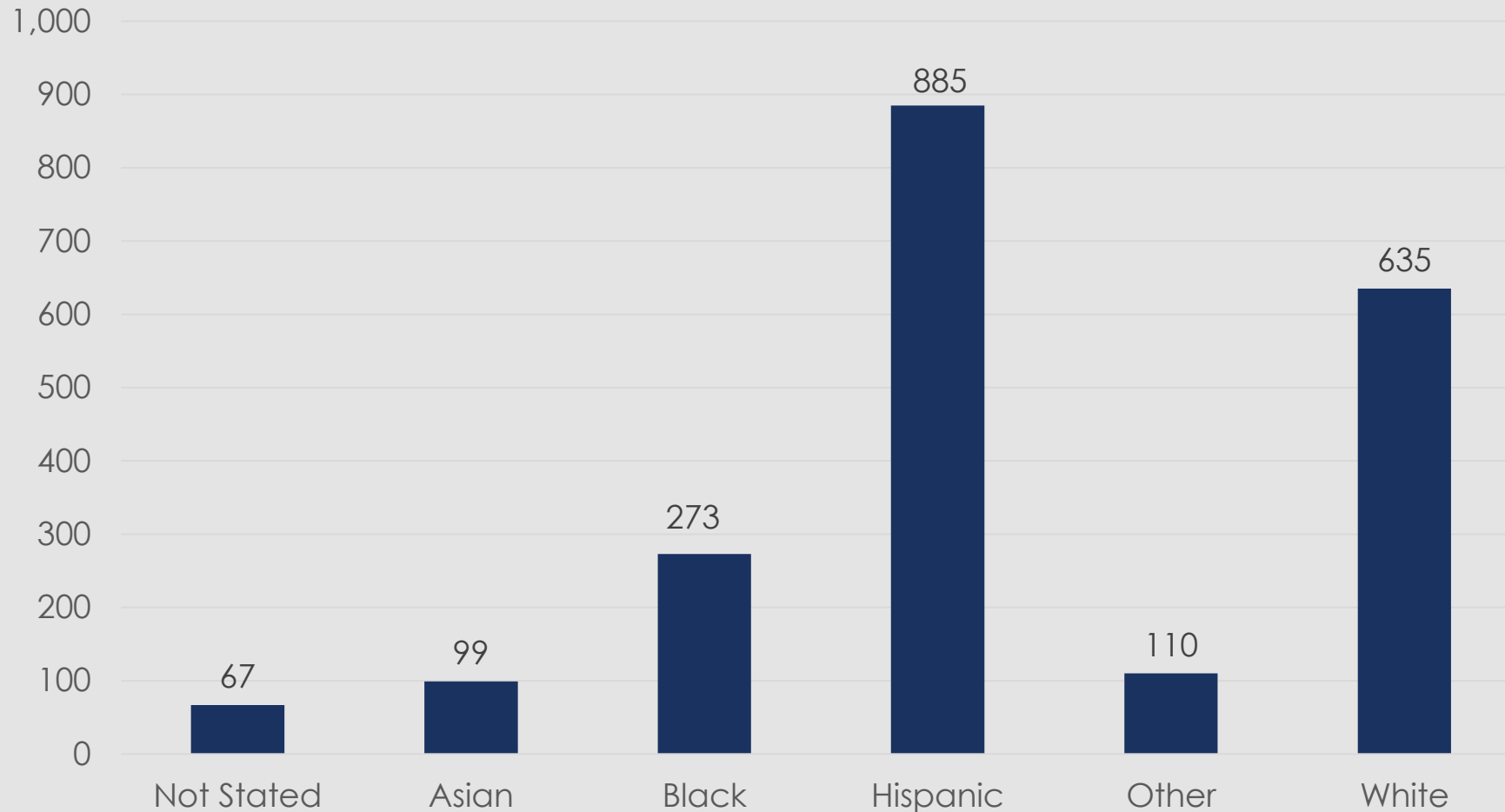
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# CA SPEEDING-RELATED FATALITIES BY AGE



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# CA SPEEDING-RELATED FATALITIES BY RACE



\* 2021 data is preliminary and the most recent SWITRS data available on the Caltrans SHSP dashboard

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## CA TOTAL SPEEDING-RELATED FATALITIES – TOP 10 COUNTIES

- Los Angeles – 273
- San Bernardino – 107
- San Diego – 74
- Riverside – 71
- Orange – 53
- Sacramento – 43
- Kern – 40
- Fresno – 36
- Santa Clara – 35
- Alameda – 34

\* 2022 data is preliminary and the most recent SWITRS data available on the UC Berkeley TIMS webpage

# PRIORITIES IN **POLICE TRAFFIC SERVICES** PROGRAMS

- Selective Traffic Enforcement Program (STEP)
  - High Visibility Enforcement Activities
  - Primary Crash Factors (PCF)
- Countywide Collaborative Efforts
- Education and Public Awareness
  - Traffic Safety Educational Presentations
- Training
  - Traffic Enforcement and Crash Reconstruction



# PRIORITIES IN **TRAFFIC RECORDS** PROGRAMS

- Traffic Records Improvement Project (TRIP)
  - Electronic Submission to SWITRS
    - Initial Purchase of Electronic Crash Reporting Program
    - Upgrade of Existing Electronic Crash Reporting Program
    - Connection of Electronic Crash Reports to internal RMS system
  - Electronic Citation Data Collection Systems
- GIS Mapping
- Predictive Crash Data Analysis





# APPLICATION PROBLEM IDENTIFICATION

- Who
- What
- Where
- When
- Why

**DEVELOPING STORY**  
**AT LEAST TWO PEOPLE KILLED IN WRONG-WAY CRASH**  
RIALTO

**CHP: Suspect In Wrong-Way Crash On Interstate 80 That Killed Family Was On Probation For DUI**

**DEADLY CRASH INVOLVING PEDESTRIANS IN ESCONDIDO**

**MAN KILLED AFTER HIT-AND-RUN**  
**CHP: DRIVER WAS NOT WEARING SEAT BELT DURING COLLISION**

**BREAKING NEWS**  
**DEADLY HIGH SPEED CRASH**  
BALDWIN PARK

**BREAKING NEWS**  
Car Accident in Stanislaus County, CA  
Horseloving Teen Killed After a Distracted-Driving Crash in Turlock

**RPT: WOODS' VEHICLE WAS TRAVELING AT HIGH SPEED**

**SUSPECTED DUI DRIVER CHARGED WITH MURDER IN COURT**  
**WOMAN KILLED, HUSBAND HURT CROSSING STREET IN LAKESIDE**

**BREAKING NEWS**  
**91**  
**MOTORCYCLIST DEAD AFTER CRASH WITH PICKUP**  
ANAHEIM HILLS

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# GRANT SELECTION CRITERIA

- Problem Identification
- Reasonable Funding Request
- Crash Rankings/Statistical Data/Local Data
- Past Grant Performance

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# GRANT SELECTION CRITERIA

- Costs Allowable
- Proposed Solution
  - Strategies
  - Agency Qualifications
  - Value
- Partnerships/Collaborations
- Advancing Equity

# OTS RANKINGS

Agency	Year	County	Group	Population (Avg)	DVMT
Sacramento	2019	SACRAMENTO COUNTY	A	513626	5551410

TYPE OF CRASH	VICTIMS KILLED & INJURED	OTS RANKING
Total Fatal and Injury	3751	4/15
Alcohol Involved	362	2/15
Had Been Drinking Driver < 21	8	4/15
Had Been Drinking Driver 21 – 34	54	7/15
Motorcycles	116	6/15
Pedestrians	263	5/15
Pedestrians < 15	35	2/15
Pedestrians 65+	31	6/15
Bicyclists	224	3/15
Bicyclists < 15	20	3/15
Composite	1781	3/15

TYPE OF CRASH	FATAL & INJURY CRASHES	OTS RANKING
Speed Related	652	2/15
Nighttime (9:00pm – 2:59am)	365	3/15
Hit and Run	340	3/15

TYPE OF ARRESTS	ARRESTS	OTS RANKING*
DUI Arrests	809	10/15

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# DATA RESOURCES

- Local Data
- OTS Crash Rankings
- National Highway Traffic Safety Administration (NHTSA)
  - Fatality and Injury Reporting System Tool (FIRST)
  - Countermeasures that Work
- The Statewide Integrated Traffic Records System (SWITRS)
- UC Berkeley, SafeTREC - Transportation Injury Mapping System (TIMS)
- The California Driving Under the Influence Management Information System (DUI-MIS)

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# GRANTS ELECTRONIC MANAGEMENT SYSTEM (GEMS)

Applications are available in GEMS

- Must have a login to access GEMS
- New accounts can be requested electronically via the OTS website, <https://www.ots.ca.gov/grants/gems/>
- E-mail will be sent to all new users to create password and obtain access to GEMS



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# 2025 OTS GRANT APPLICATIONS

- Access to the applications are online at [www.ots.ca.gov](http://www.ots.ca.gov)
- Applications **MUST** be submitted by **January 31, 2024.**



# OTS CONTACT INFORMATION

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Elk Grove, CA 95758

(916) 509-3030

[www.ots.ca.gov](http://www.ots.ca.gov)