



2024 OTS GRANT APPLICATION WORKSHOP

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.

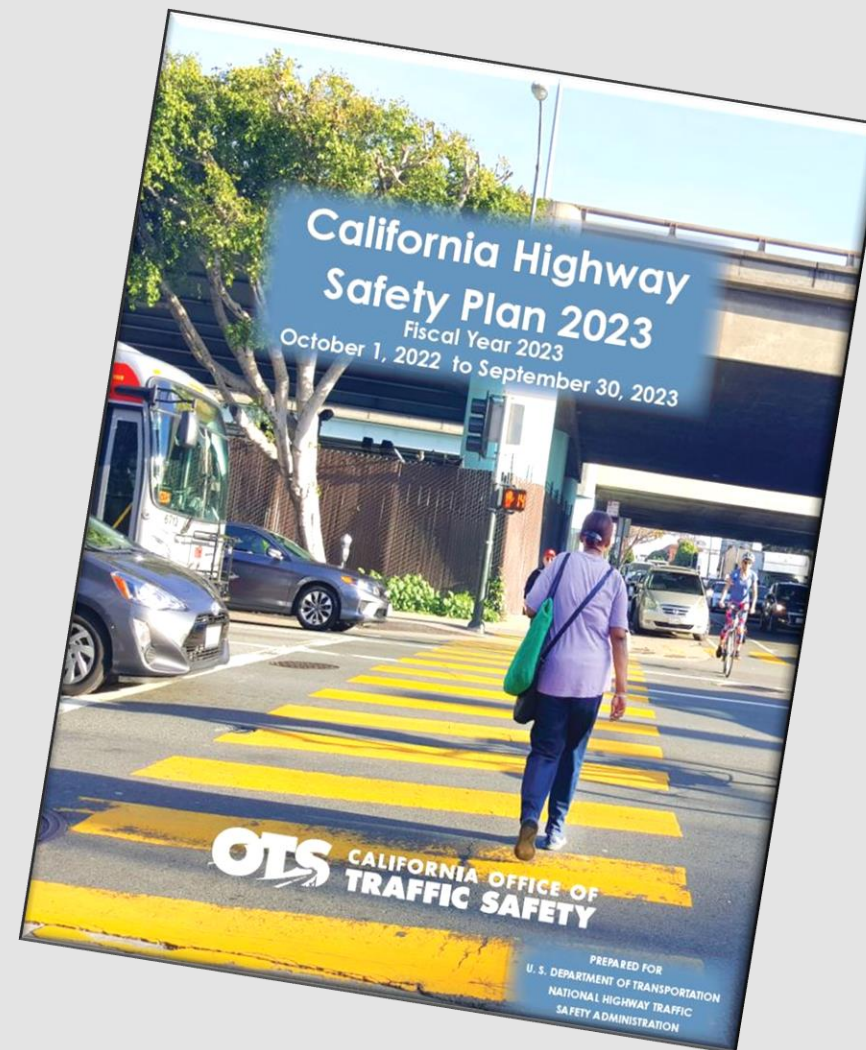
Equity

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.



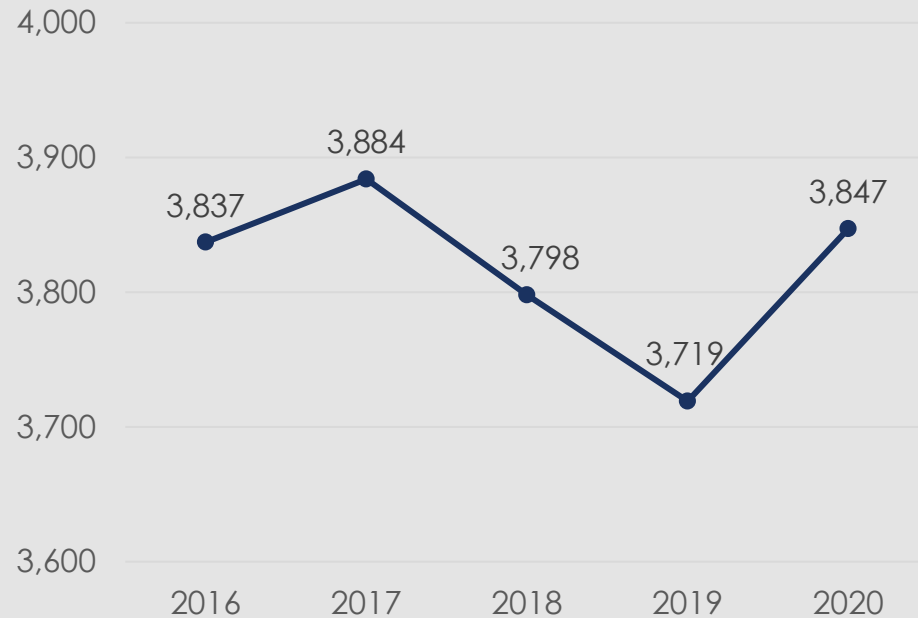
OTS FUNCTIONS

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

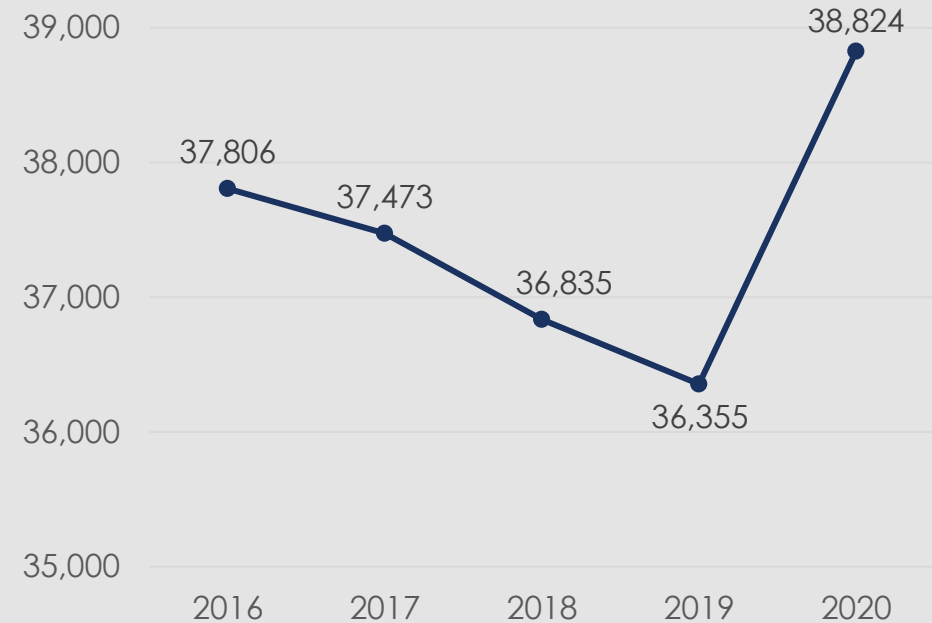


TOTAL TRAFFIC FATALITIES

California

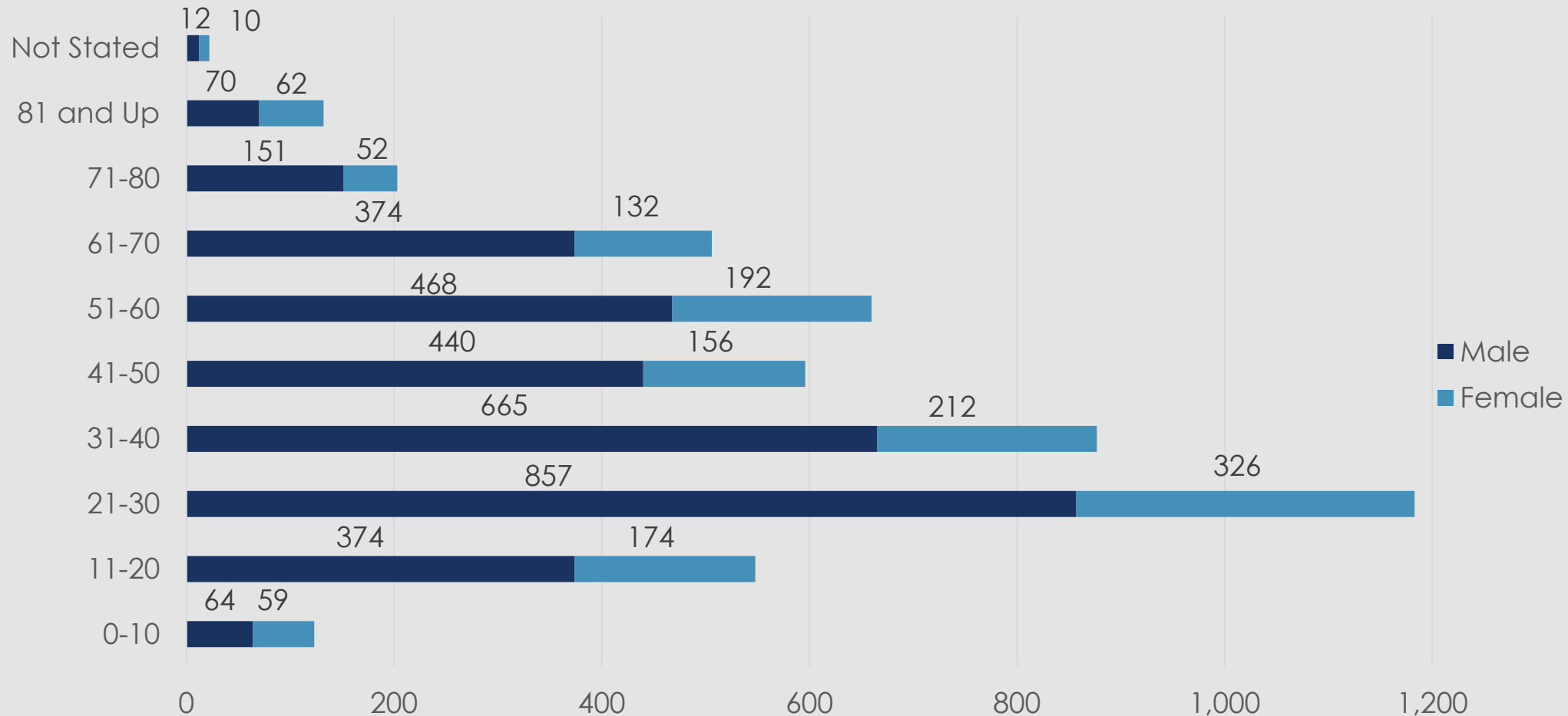


National



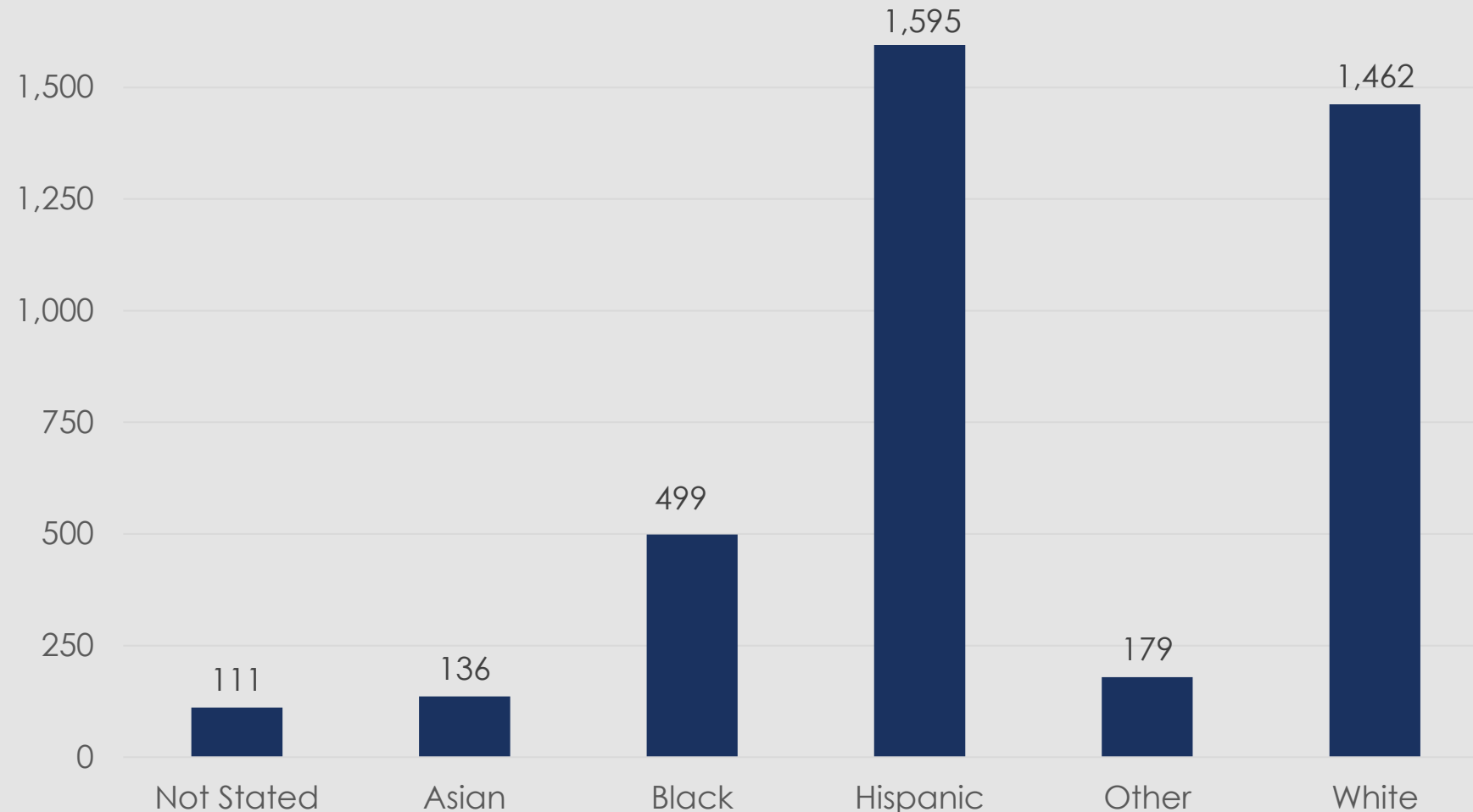
* 2020 data is preliminary and the most recent FARS data available

CA TOTAL TRAFFIC FATALITIES BY AGE



- 2020 data is preliminary and the most recent SWITRS data available on the Caltrans SHSP dashboard

CA TOTAL TRAFFIC FATALITIES BY RACE



- 2020 data is preliminary and the most recent SWITRS data available on the Caltrans SHSP dashboard

CA TOTAL TRAFFIC FATALITIES – TOP 10 COUNTIES

- Los Angeles – 744
- San Bernardino – 367
- San Diego – 294
- Riverside – 263
- Sacramento – 190
- Kern – 182
- Orange – 164
- San Joaquin – 121
- Fresno – 119
- Stanislaus – 101

* 2021 data is preliminary and the most recent SWITRS data available on the UC Berkeley TIMS webpage

CA TOTAL TRAFFIC FATALITY RATE – TOP 10 COUNTIES

- Sierra – 16.37
- Lake – 14.85
- Mariposa – 13.16
- Trinity – 12.80
- Calaveras – 12.77
- Amador – 12.42
- San Francisco – 11.77
- Mendocino – 11.28
- Modoc – 11.13
- Yuba – 10.90

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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



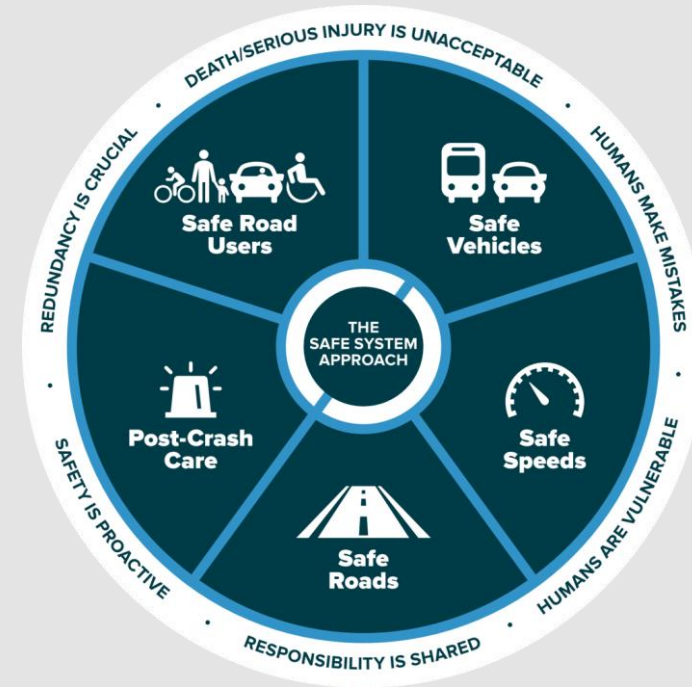
TRAFFIC SAFETY – THE OTS ROLE

Behavioral Grant Programs

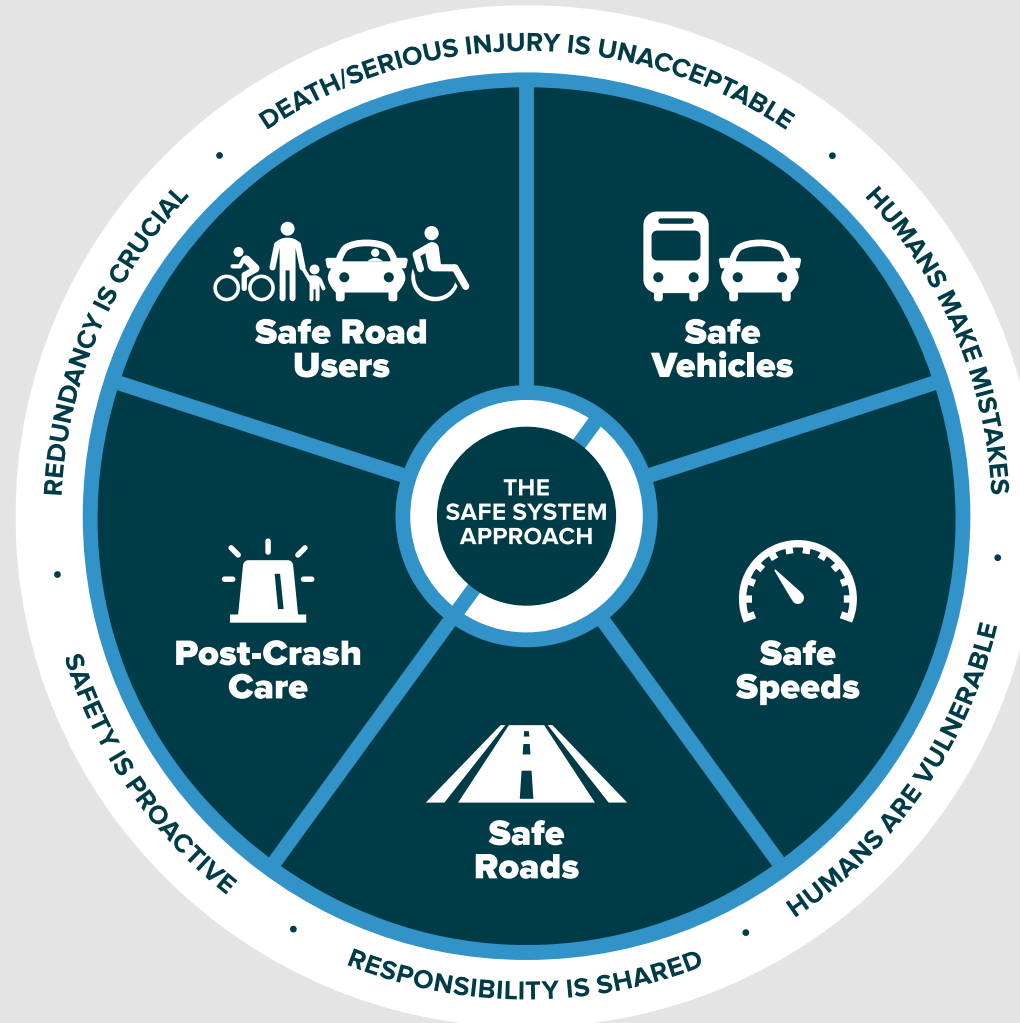
- Enforcement
- Education
- Emergency Medical Services

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.



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.
- Applications 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/toolkits/Media Toolkit](https://gosafelyca.org/toolkits/Media%20Toolkit)
- 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

- Follow us on social
Twitter: @OTS_CA, @GoSafelyCA
Facebook: CaliforniaOTS, GoSafelyCA
Instagram: OTS_CA, GoSafelyCA
YouTube: California Office of Traffic Safety
- Public Information Officers
Tim Weisberg
Samantha DeMelo
Angela DaPrato
Email: pio@ots.ca.gov



“WE ARE HUMAN” CAMPAIGN



FUNDING AUTHORITY

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



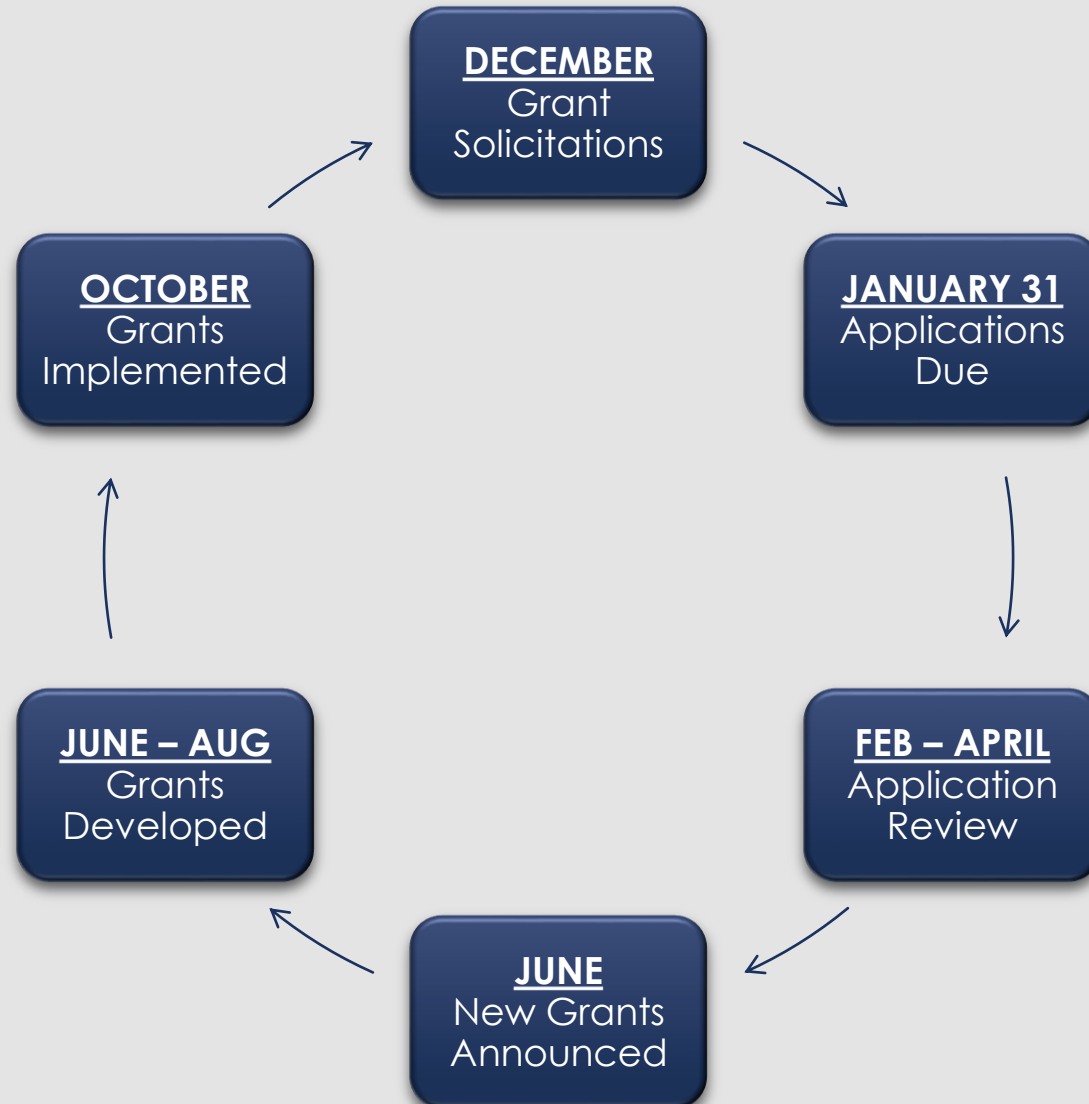
NEW PROGRAM AREAS FROM IIJA

- 23 U.S.C. 405(h) – Preventing Roadside Deaths (1%)
 - 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 (1.5%)
 - 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

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
- Mark Talan
- Mikaela Knowles
- Stephanie Spaid
- Tua Vang

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

Impaired Driving, Distracted Driving, Teen and Older Driver Programs

- Alexis DeLeon
- Nicole Osuna

Statewide Occupant Protection and Traffic Records

- Mitch Zehnder



OTS PROGRAM AREAS

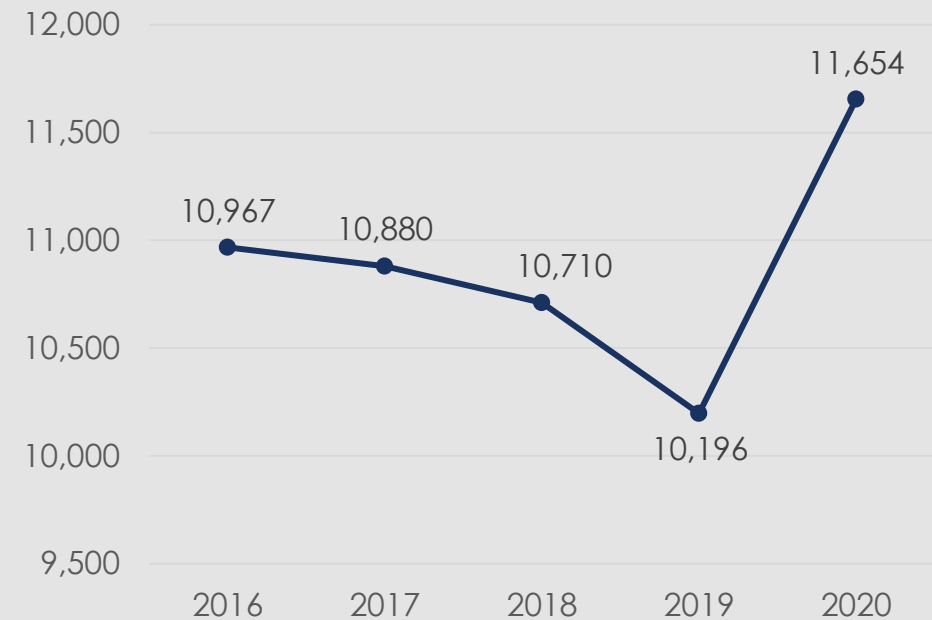
- Alcohol-Impaired Driving
- Distracted Driving
- Drug-Impaired Driving
- Emergency Medical Services
- Motorcycle Safety
- Occupant Protection
- Pedestrian and Bicycle Safety
- Police Traffic Services
- Traffic Records

ALCOHOL-IMPAIRED TRAFFIC FATALITIES

California

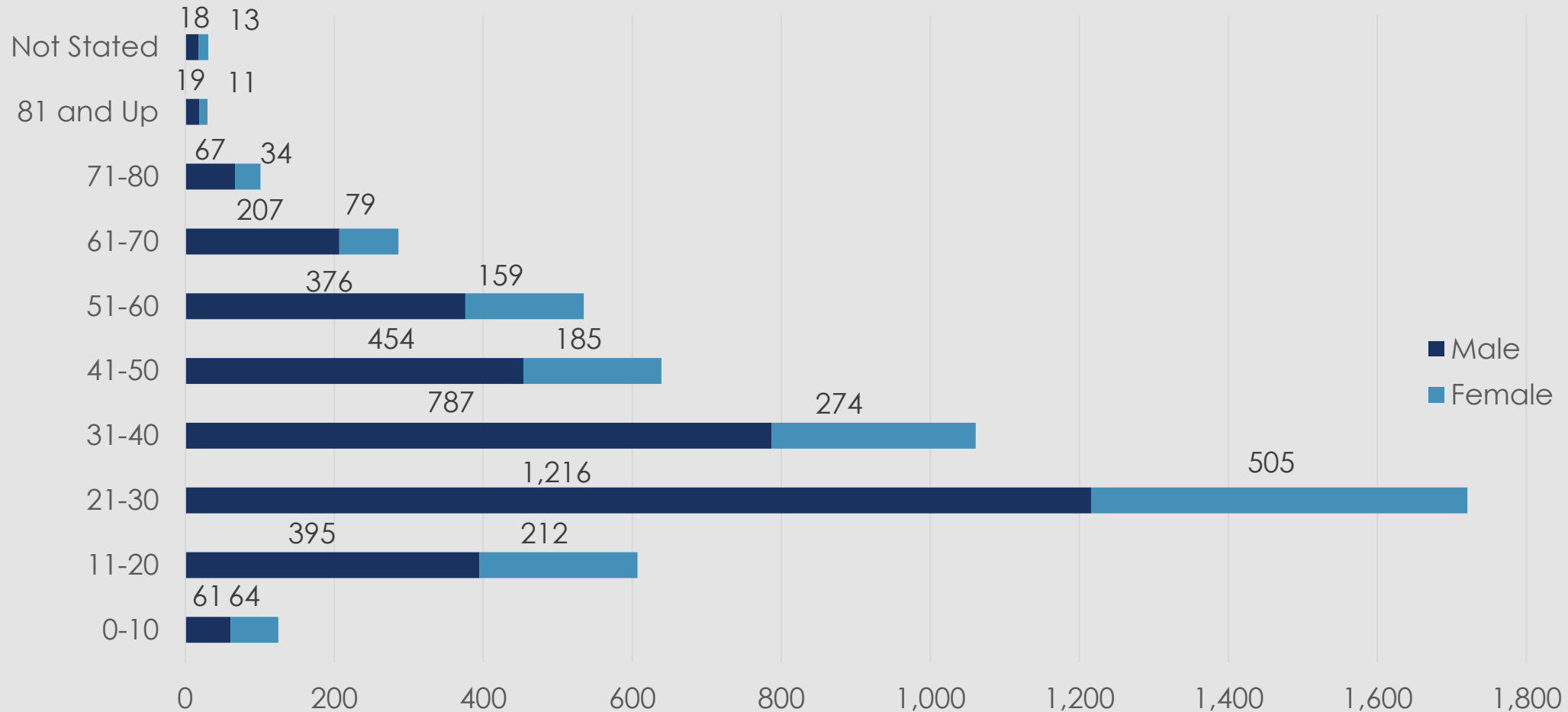


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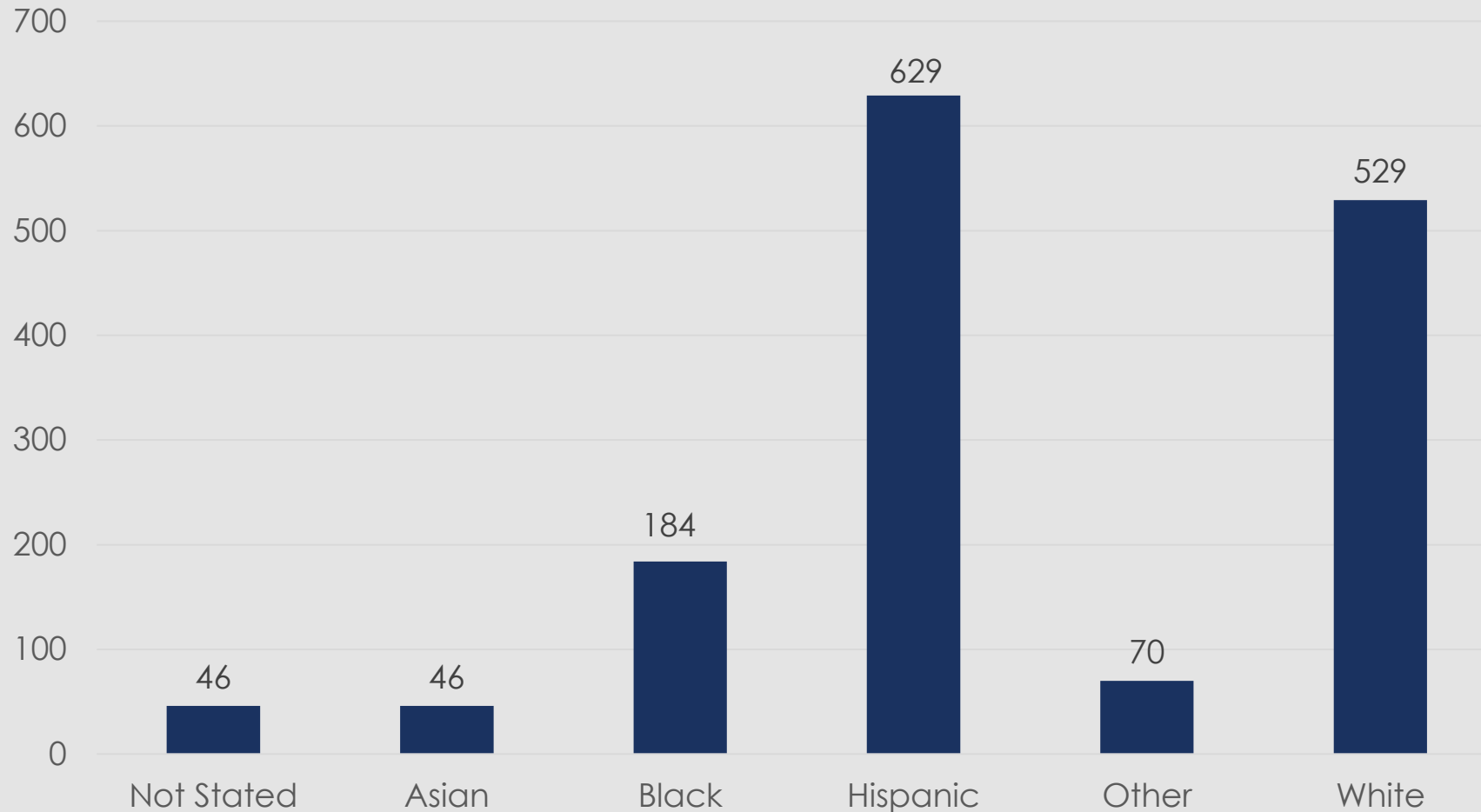
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CA IMPAIRED DRIVING FATALITIES BY AGE



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CA IMPAIRED DRIVING FATALITIES BY RACE



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CA ALCOHOL-INVOLVED TRAFFIC FATALITIES – TOP 10 COUNTIES

- Los Angeles – 136
- Riverside – 79
- San Bernardino – 74
- San Diego – 68
- Sacramento – 49
- Kern – 45
- Orange – 41
- San Joaquin – 40
- Stanislaus – 40
- Fresno – 32

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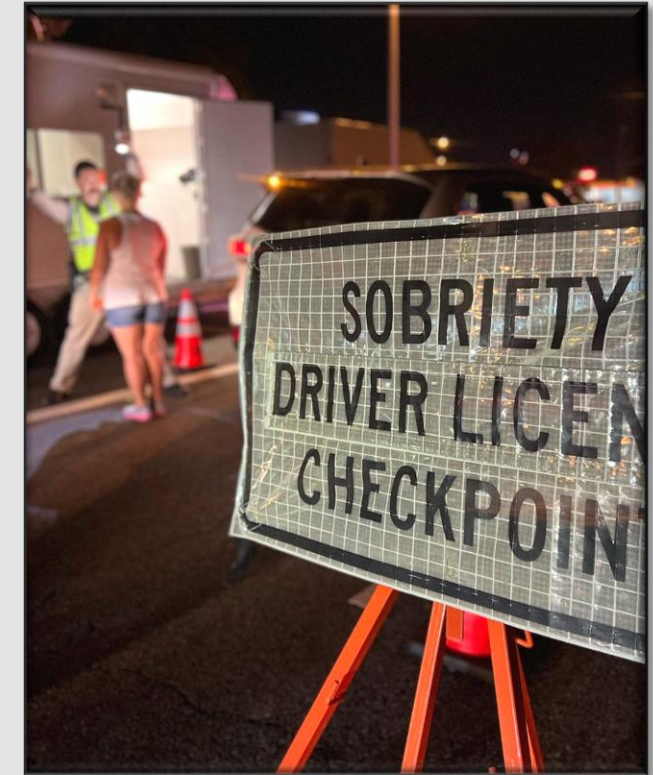
CA DRUG-INVOLVED TRAFFIC FATALITIES – TOP 10 COUNTIES

- San Joaquin – 43
- Riverside – 42
- San Diego – 37
- Los Angeles – 23
- Orange – 23
- Kern – 20
- Ventura – 18
- San Bernardino – 17
- Stanislaus – 17
- Madera – 14

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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



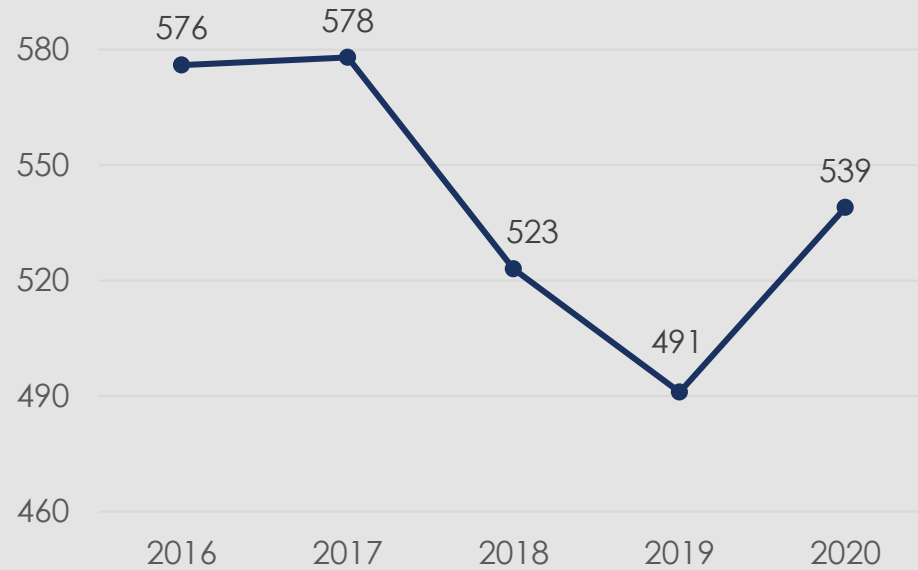
PRIORITIES IN EMERGENCY MEDICAL SERVICES PROGRAMS

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

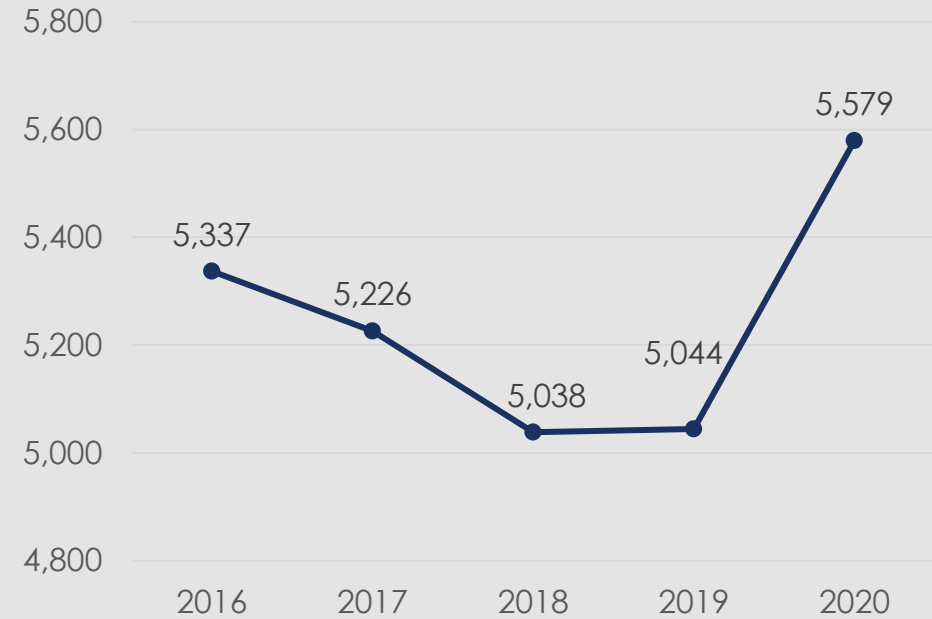


MOTORCYCLIST FATALITIES

California

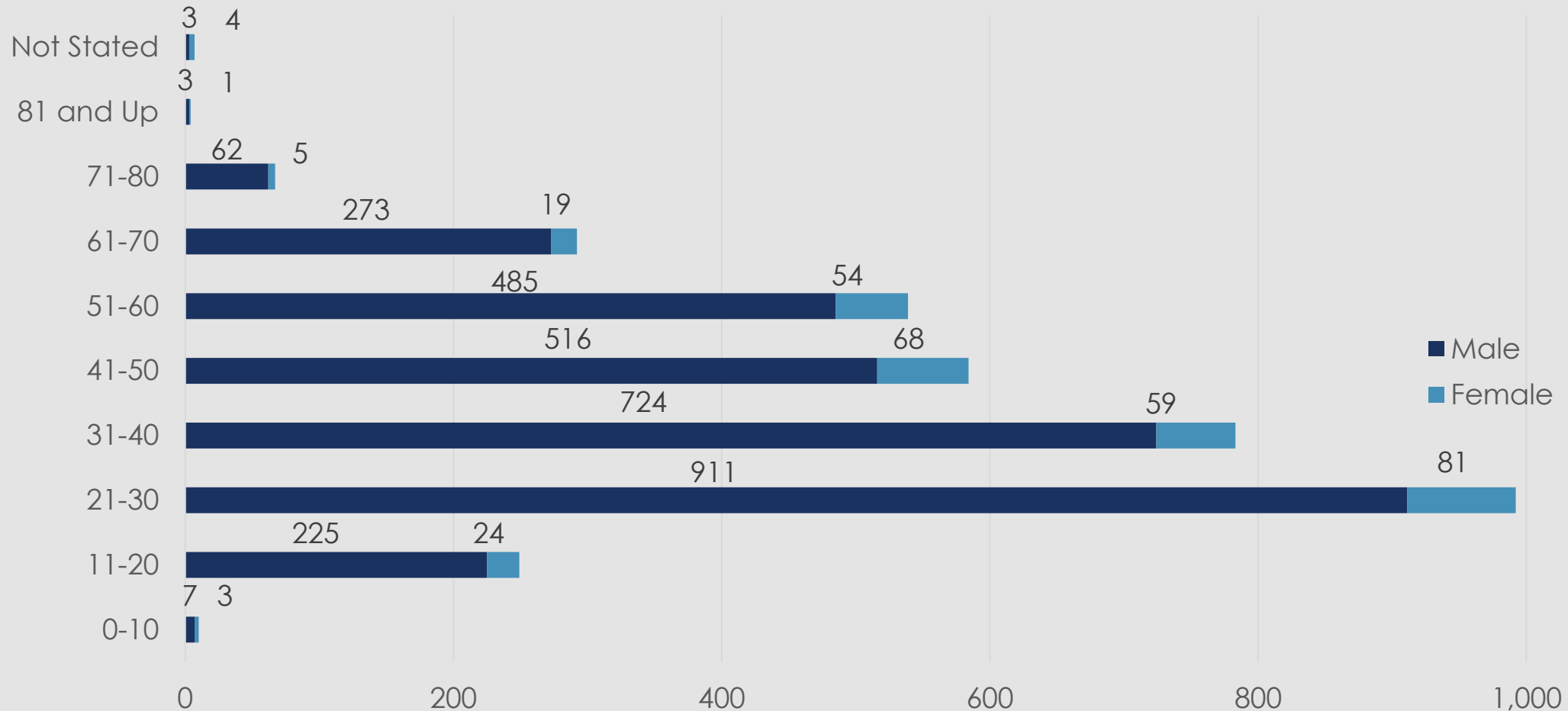


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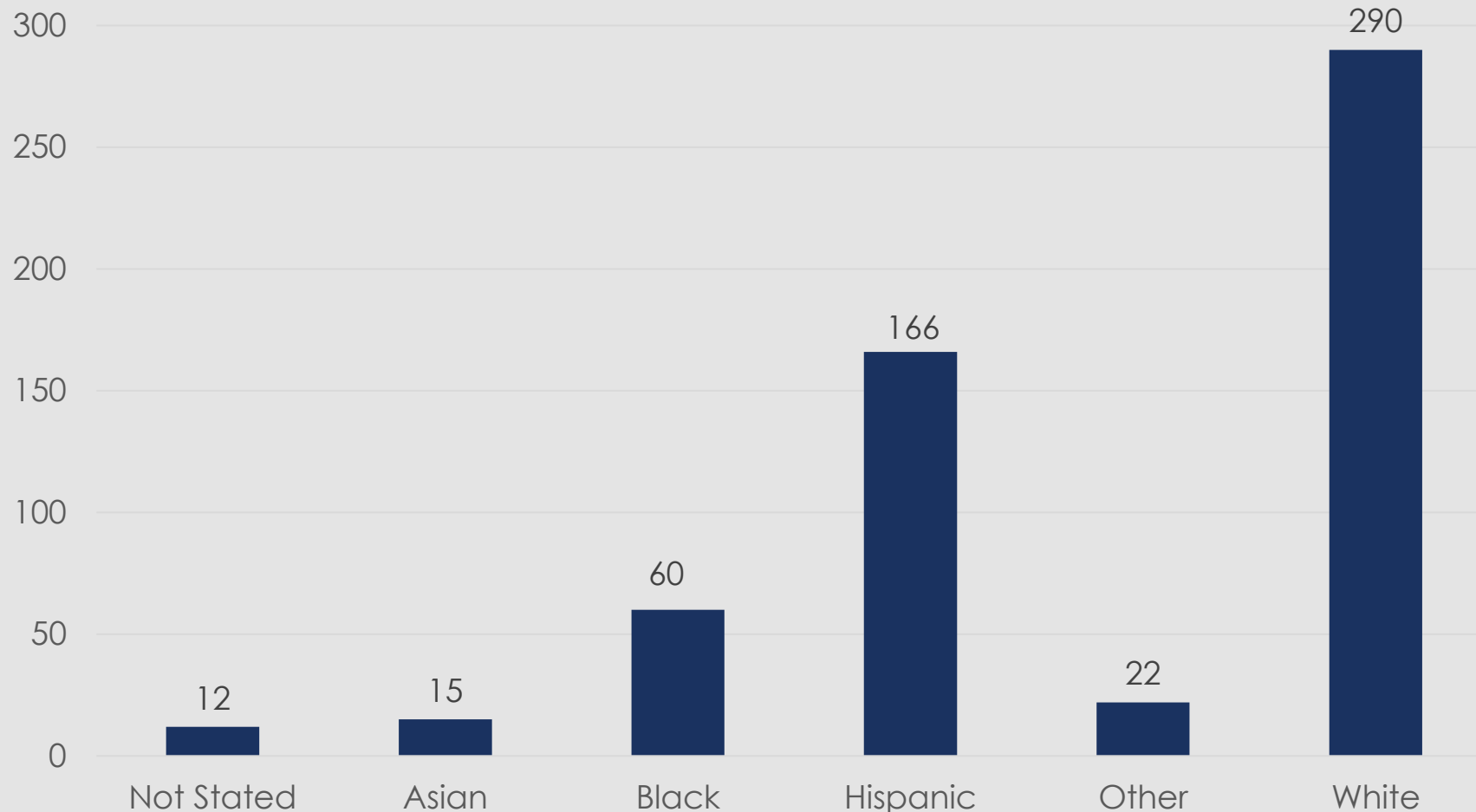
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CA MOTORCYCLIST FATALITIES BY AGE



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CA MOTORCYCLIST FATALITIES BY RACE



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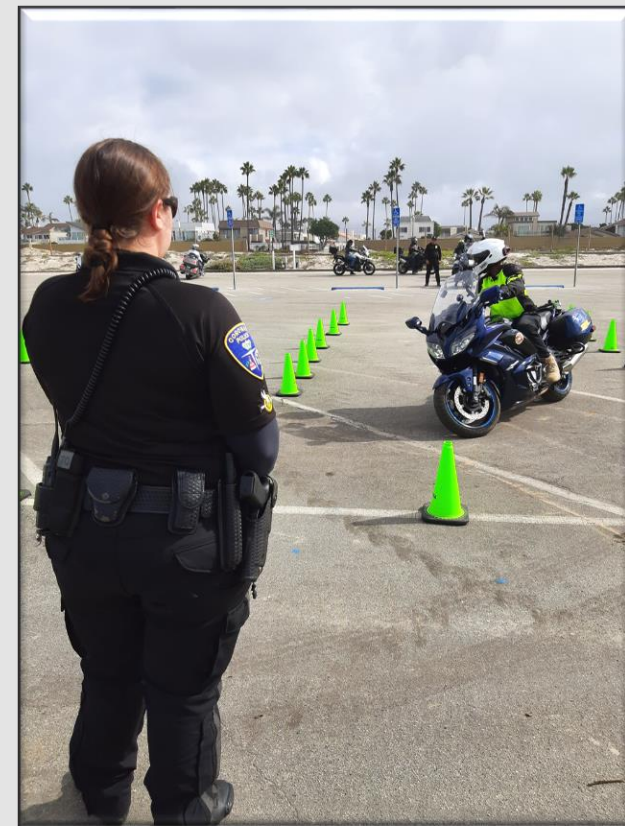
CA TOTAL MOTORCYCLIST – TOP 10 COUNTIES

- Los Angeles – 127
- San Bernardino – 57
- San Diego – 47
- Riverside – 42
- Sacramento – 39
- Orange – 26
- Kern – 23
- Santa Clara – 15
- Stanislaus – 15
- Tulare – 13

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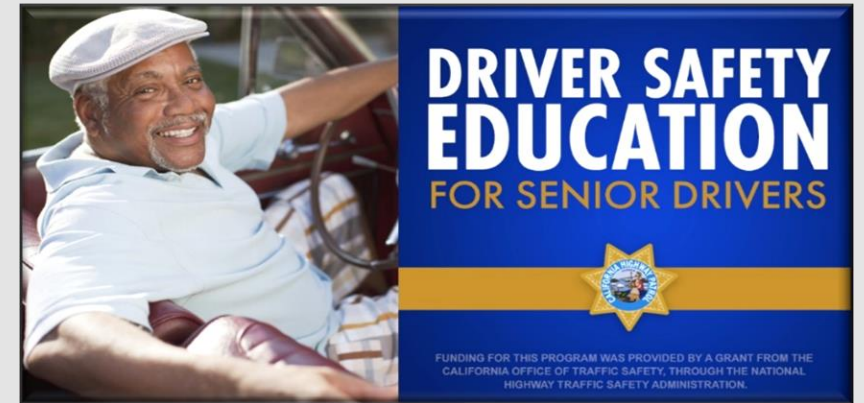
PRIORITIES IN MOTORCYCLE SAFETY PROGRAMS

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



PRIORITIES IN OCCUPANT PROTECTION PROGRAMS

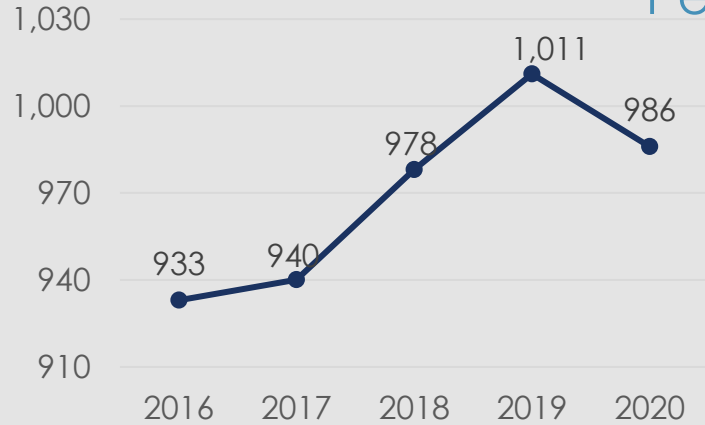
- High Visibility Enforcement Activities
 - Click it or Ticket
- Education and Public Awareness
 - Child Safety Seat Check-Up Events and Classes
 - Safe Senior Driver Programs
- Training/Certification
 - NHTSA CPS Training Certification



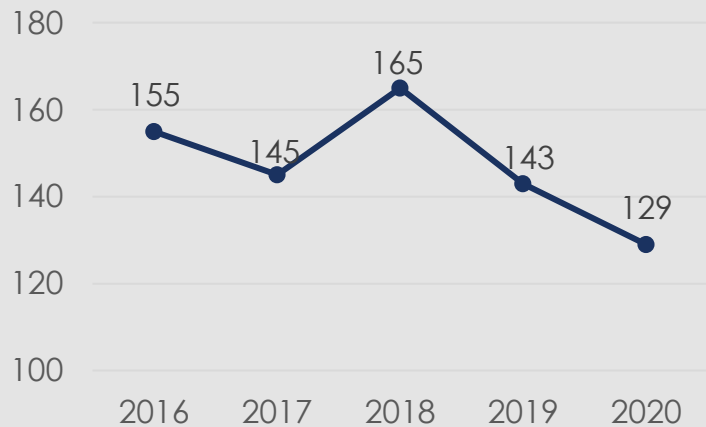
PEDESTRIAN AND BICYCLIST FATALITIES

California

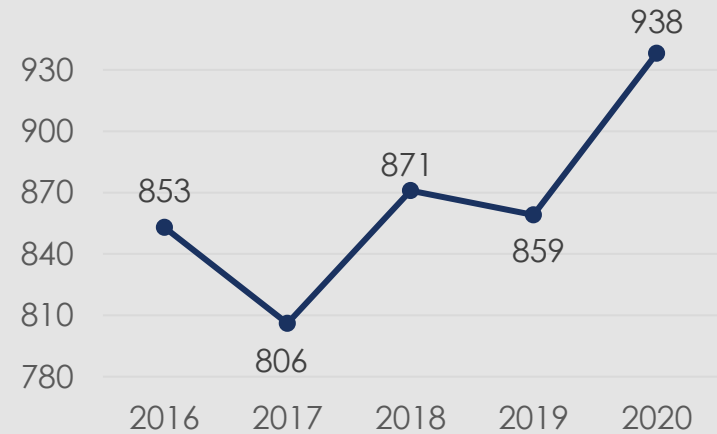
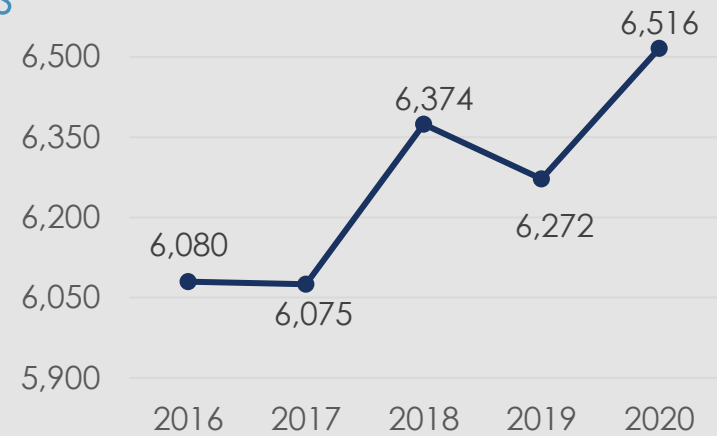
Pedestrian Fatalities



Bicyclist Fatalities

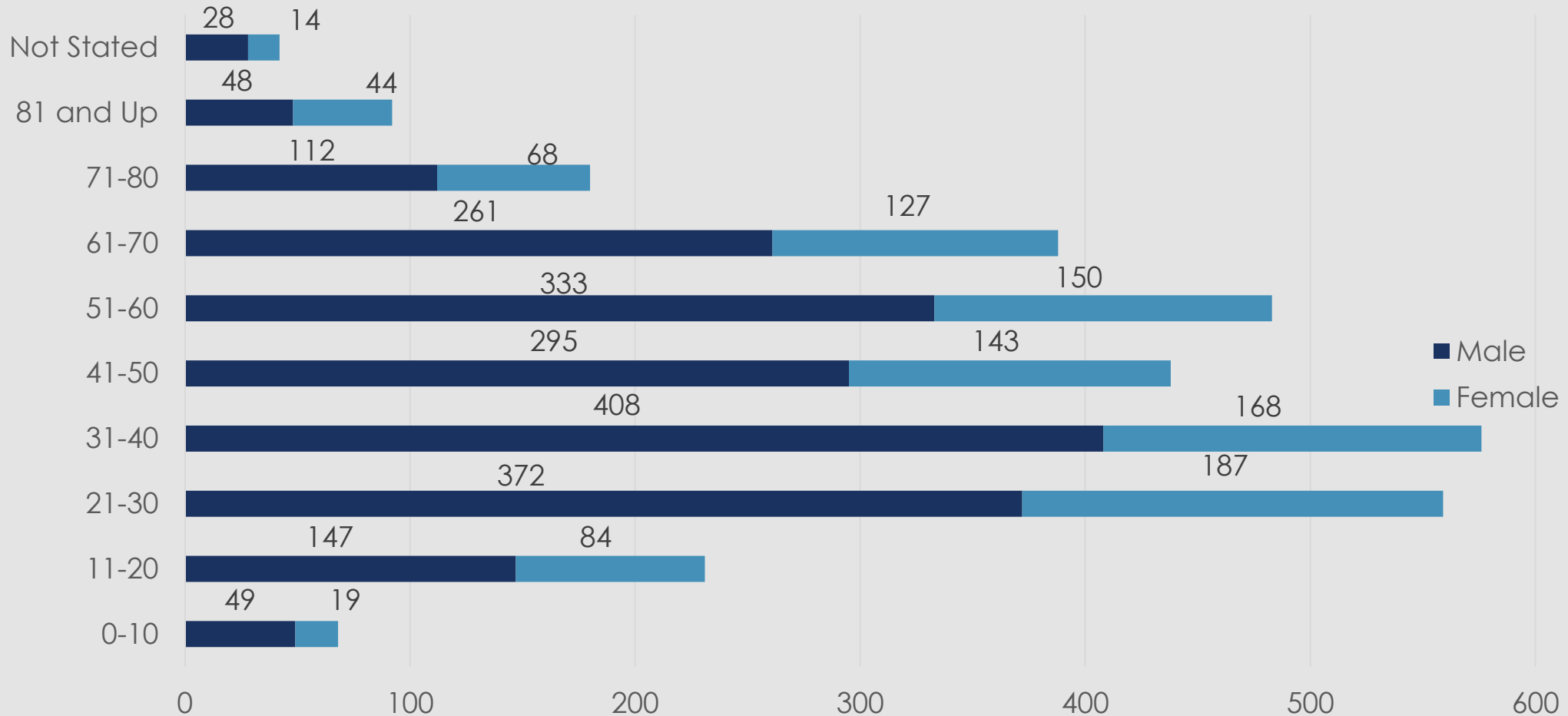


National



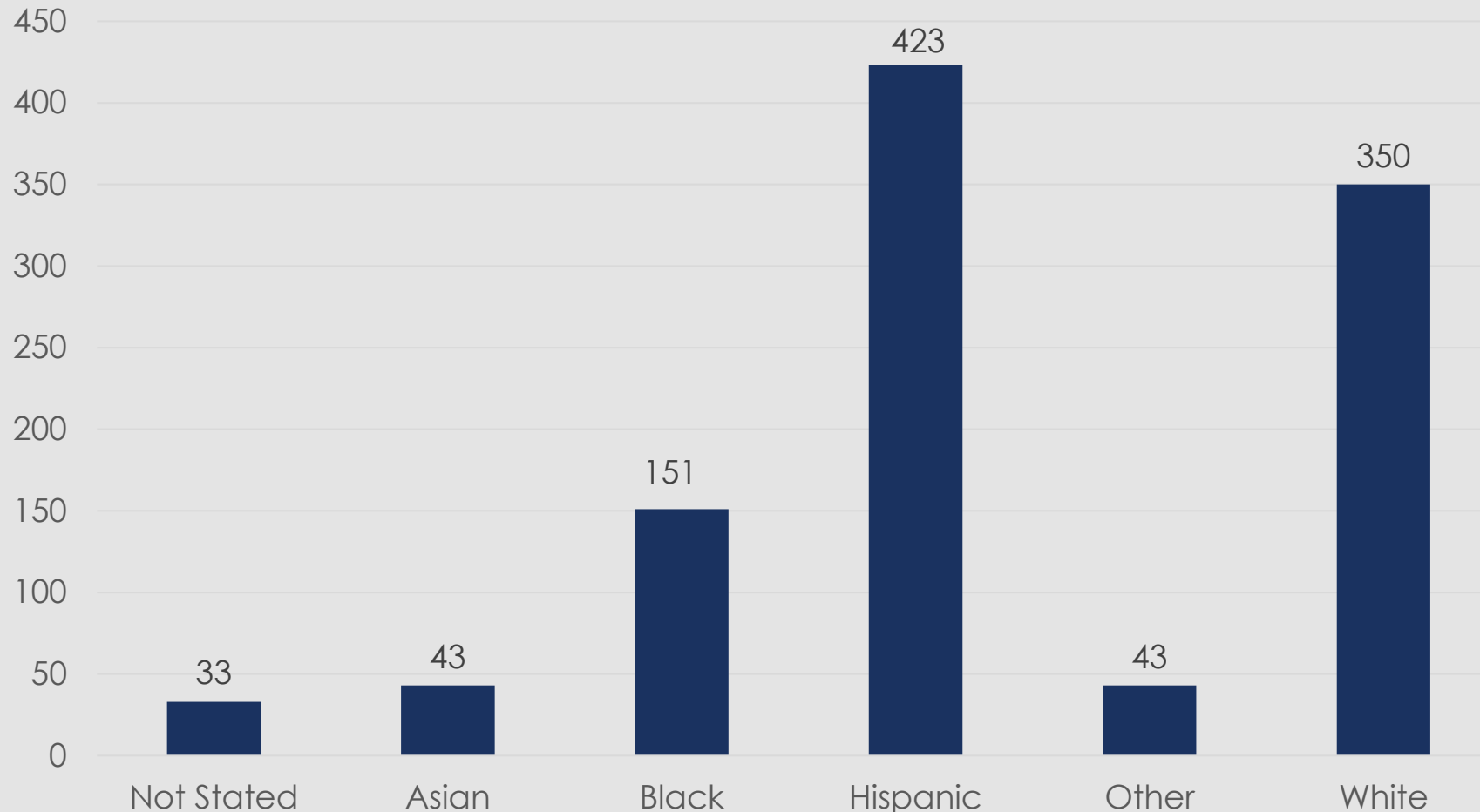
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CA PEDESTRIAN FATALITIES BY AGE



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CA PEDESTRIAN FATALITIES BY RACE



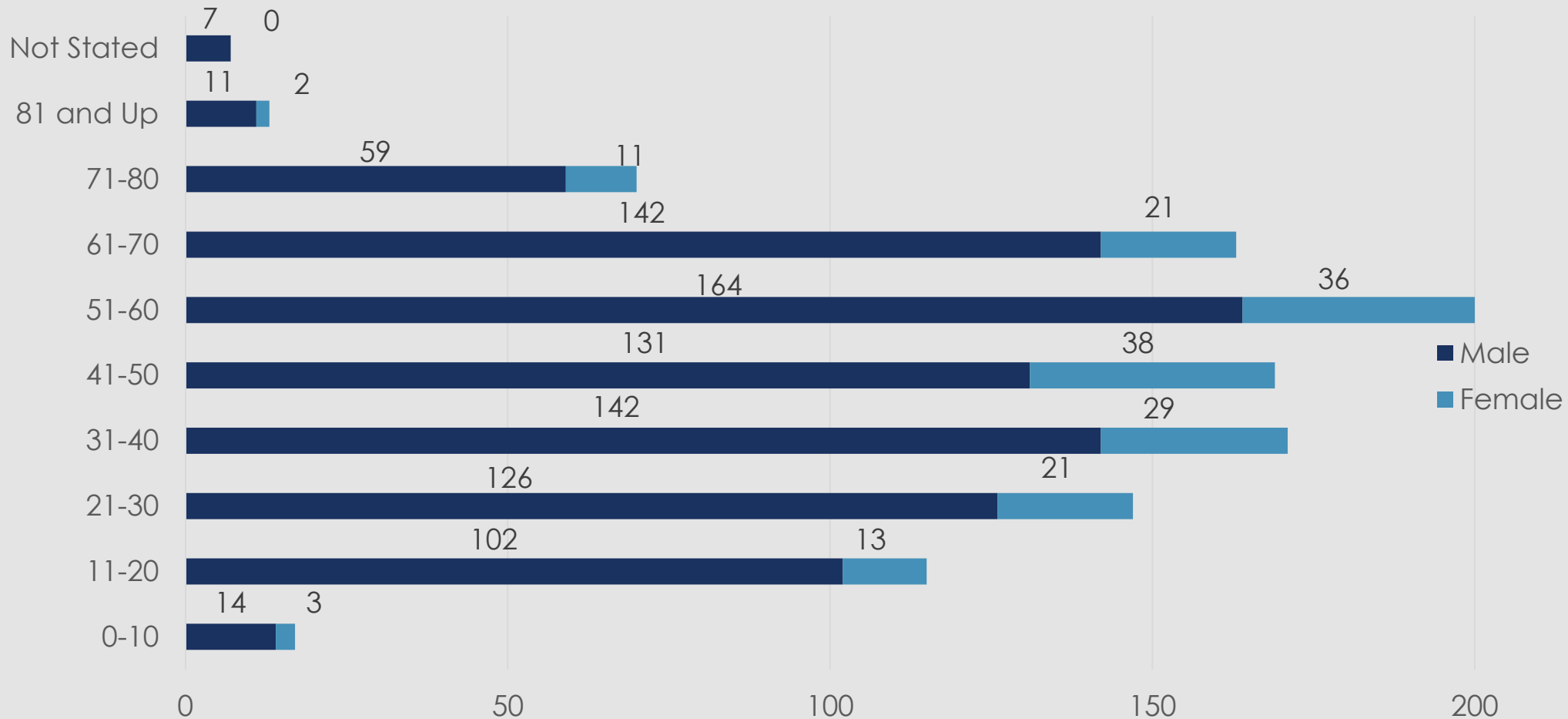
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CA TOTAL PEDESTRIAN FATALITIES – TOP 10 COUNTIES

- Los Angeles – 279
- San Diego – 101
- San Bernardino – 92
- Sacramento – 70
- Riverside – 64
- Orange – 63
- Kern – 47
- Fresno – 28
- Alameda – 87
- San Joaquin – 23

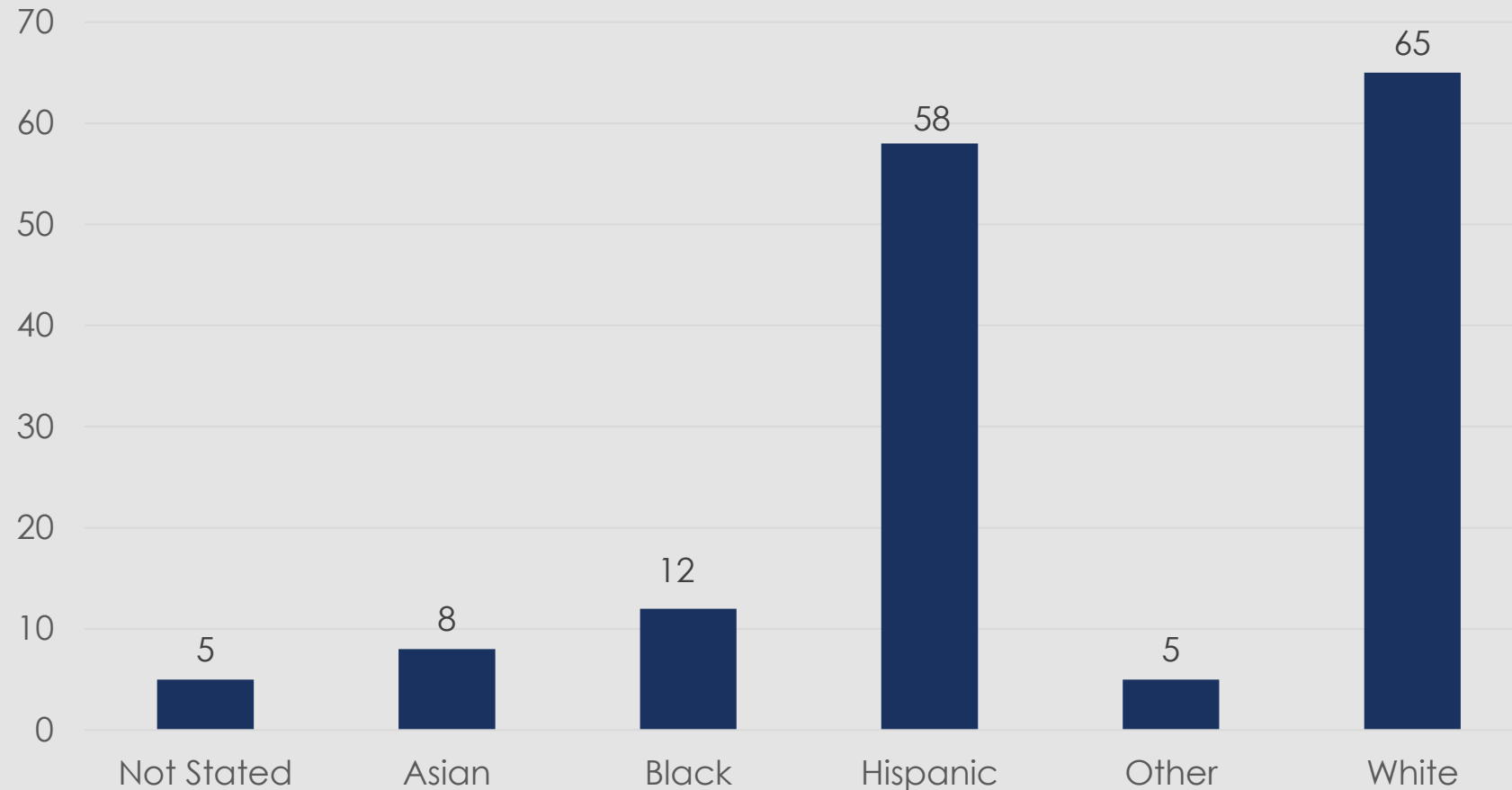
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CA BICYCLIST FATALITIES BY AGE



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CA BICYCLIST FATALITIES BY RACE



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CA TOTAL BICYCLIST FATALITIES – TOP 10 COUNTIES

- Los Angeles – 27
- San Diego – 17
- Orange – 10
- Riverside – 10
- San Bernardino – 8
- Merced – 6
- Contra Costa – 5
- Santa Clara – 3
- Alameda - 3
- Kern – 3

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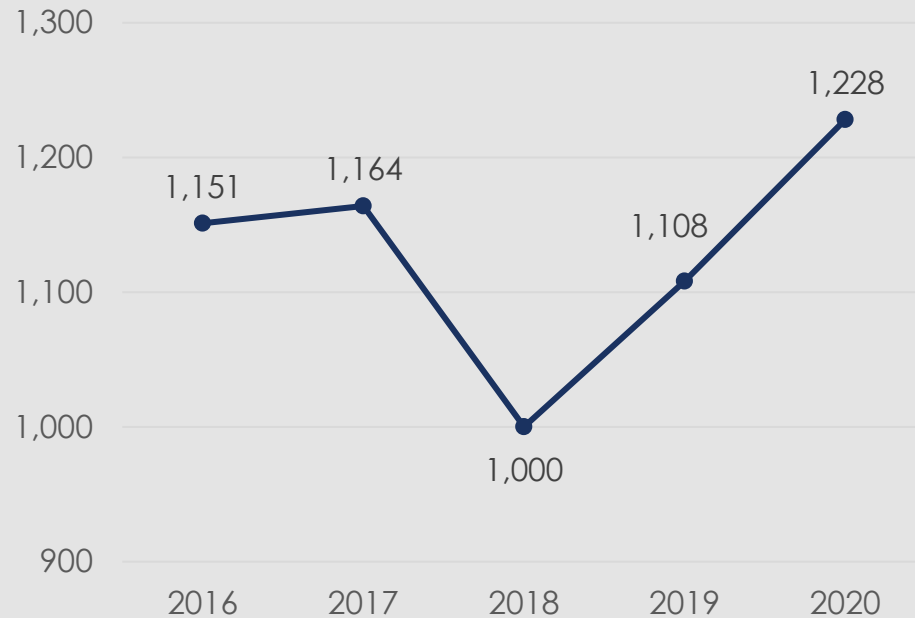
PRIORITIES IN PEDESTRIAN AND BICYCLE SAFETY PROGRAMS

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

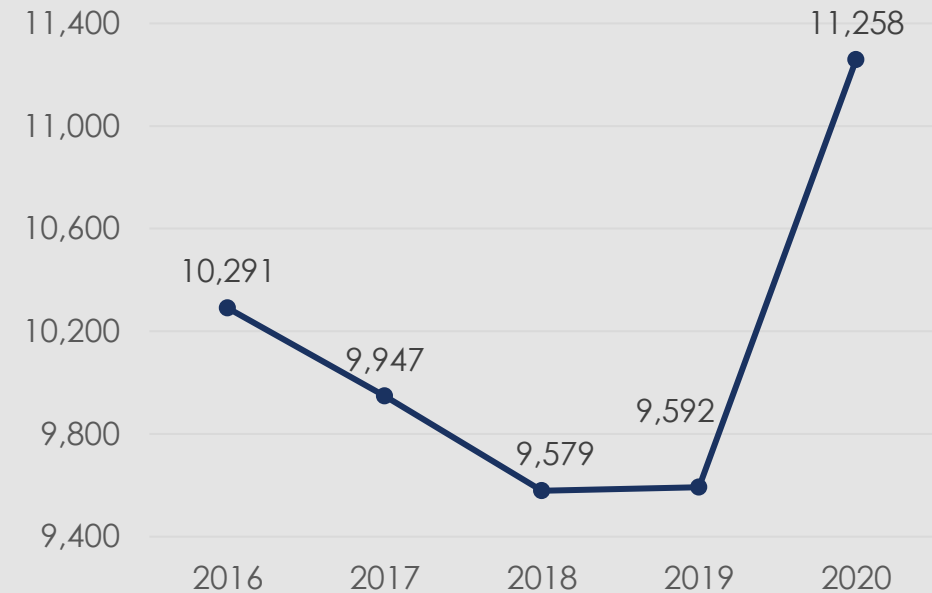


SPEEDING-RELATED FATALITIES

California

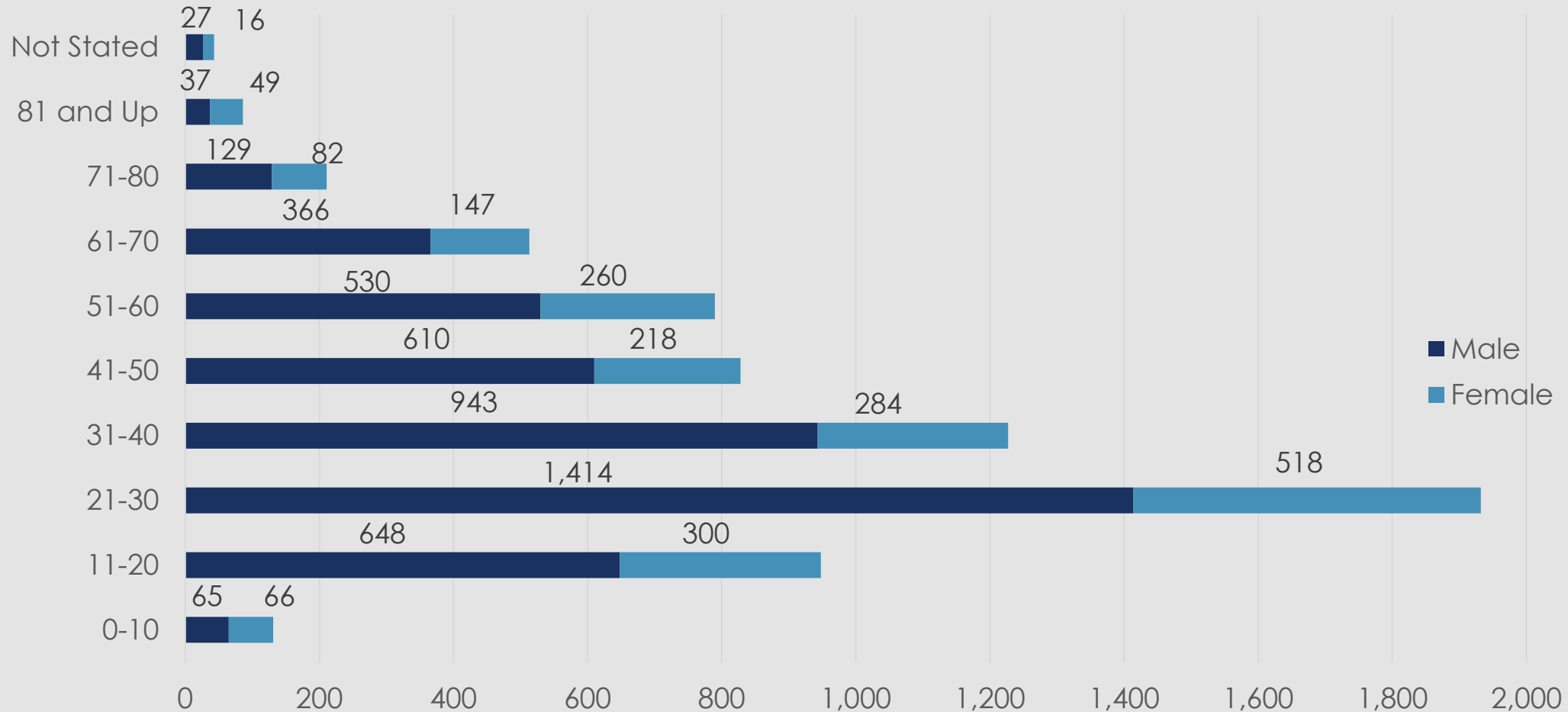


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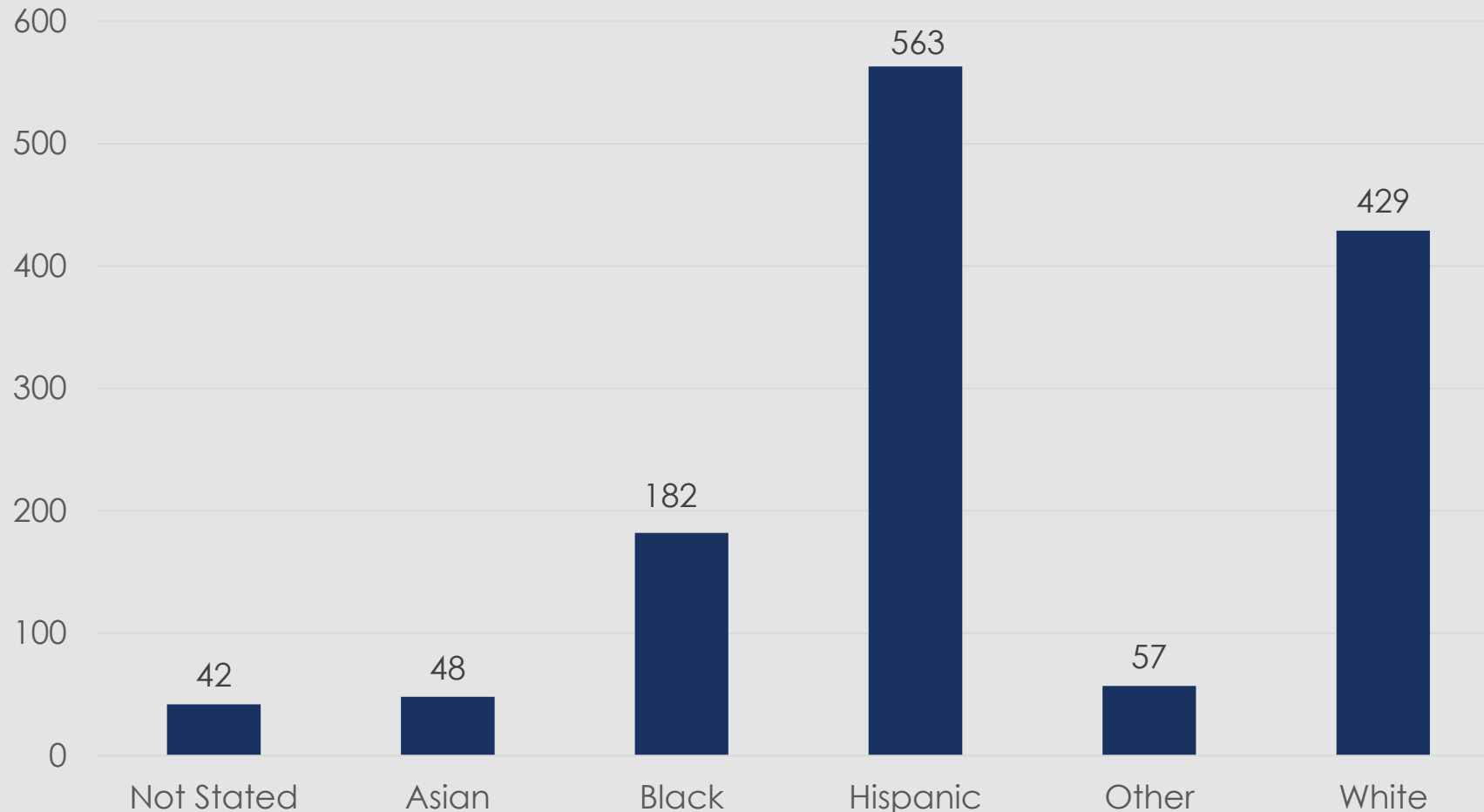
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CA SPEEDING-RELATED FATALITIES BY AGE



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CA SPEEDING-RELATED FATALITIES BY RACE



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CA TOTAL SPEEDING-RELATED FATALITIES – TOP 10 COUNTIES

- Los Angeles – 305
- San Bernardino – 122
- San Diego – 78
- Riverside – 65
- Sacramento – 54
- Kern – 44
- Orange – 39
- Alameda – 32
- San Joaquin - 30
- Santa Clara – 28

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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



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



GRANT SELECTION CRITERIA

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

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



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)

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

2024 OTS GRANT APPLICATIONS

- Access to the applications are online at www.ots.ca.gov
- Applications **MUST** be submitted by **January 31, 2023.**



OTS CONTACT INFORMATION

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Elk Grove, CA 95758

(916) 509-3030

www.ots.ca.gov