

California Strategic Highway Safety Plan Update



Driver Behavior
October 29, 2014



Creating a
California Culture
of Safety

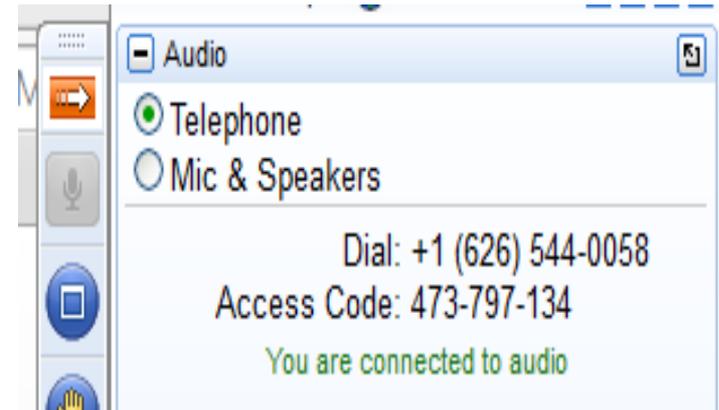
Agenda

- » Introductions
- » Webinar logistics
- » SHSP update overview
- » Goals for the webinar
- » Data presentation
- » Input on SHSP strategies

Webinar Logistics

» Calling In

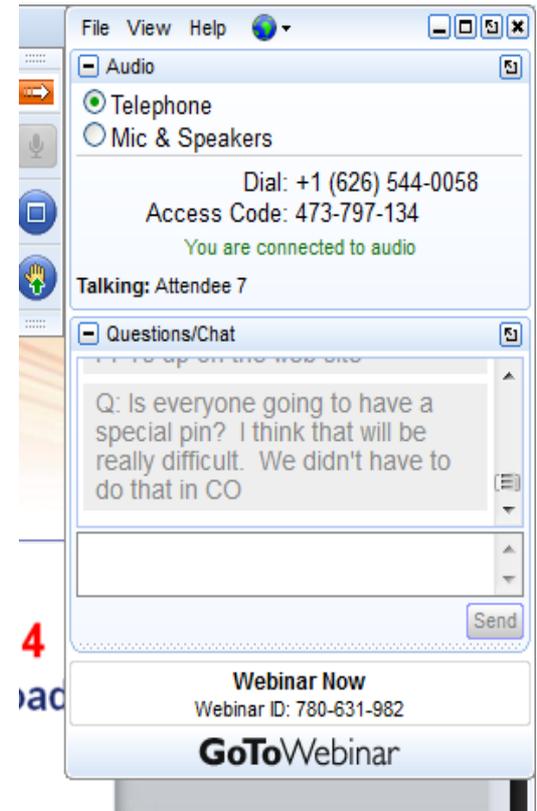
- Webinar dialogue box
- Telephone
- Mic & Speakers
 - *Click on Telephone*
- **Call in number, access code, audio pin#**
 - *Once dialed in, dial #, audio pin and # again*



Webinar Logistics

» Offering comments

- Initially will be listen only mode
- Type questions in the chat window
 - We will answer chat questions first
- Raise your hand to ask a question



Polling Question #1

- » What type of organization do you represent? (select one)
 - Municipal/County Government
 - Regional Transportation Planning Agency (MPO or RTPA)
 - State Agency
 - Tribal Government
 - Nongovernmental Organization

SHSP Overview

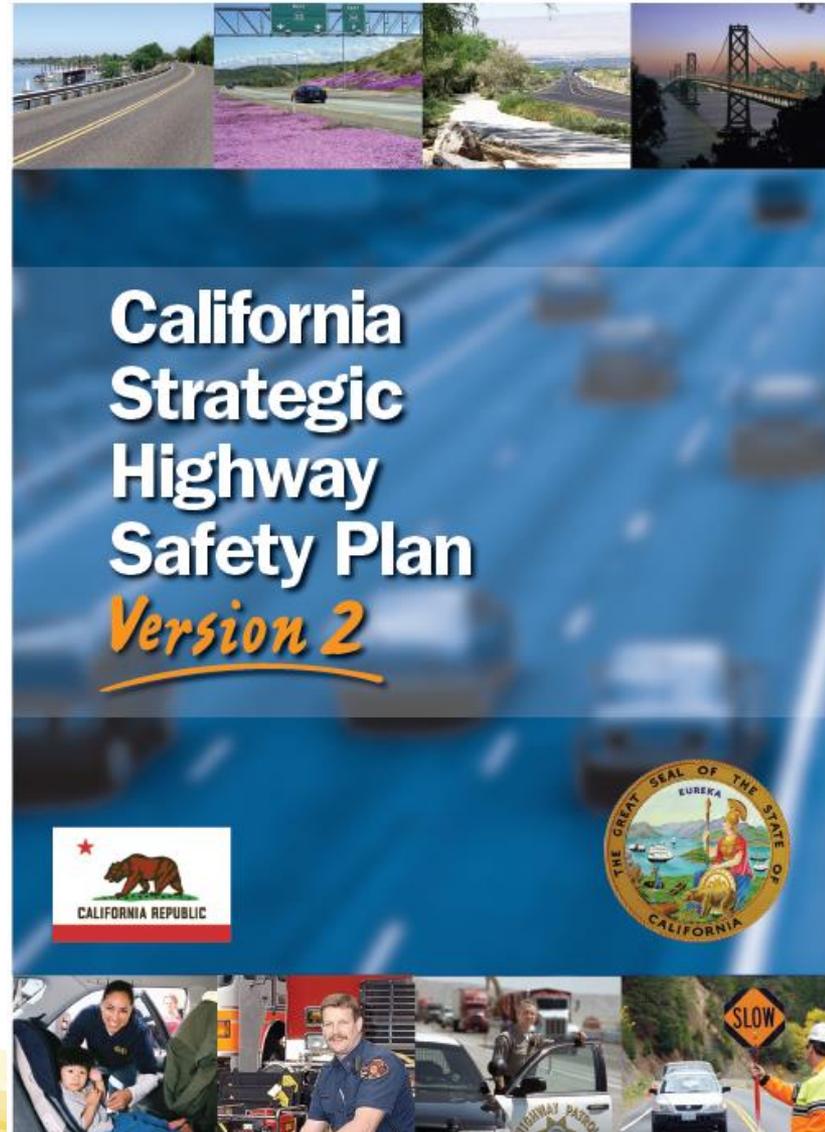
- » Federally required Statewide plan to improve traffic safety on all public roads
- » Comprehensive framework for reducing traffic fatalities and serious injuries
- » Component of Federal Highway Safety Improvement Program (HSIP)
 - Guides state HSIP investment decisions
- » Data-driven
- » Coordinated with other safety plans

Safety Program Coordination



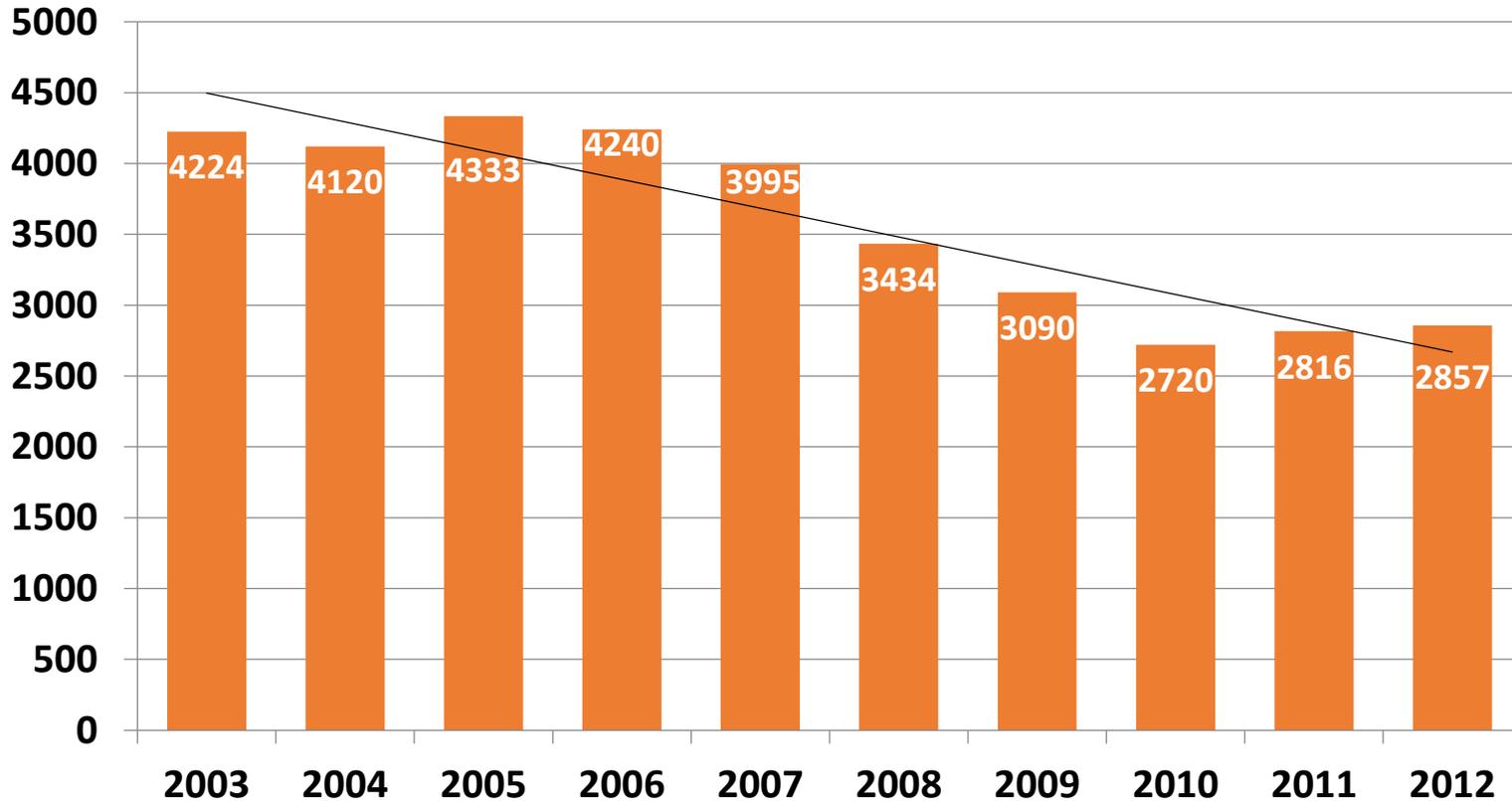
CA SHSP

- » Developed in 2006
- » Implementation involved a wide range of safety partners



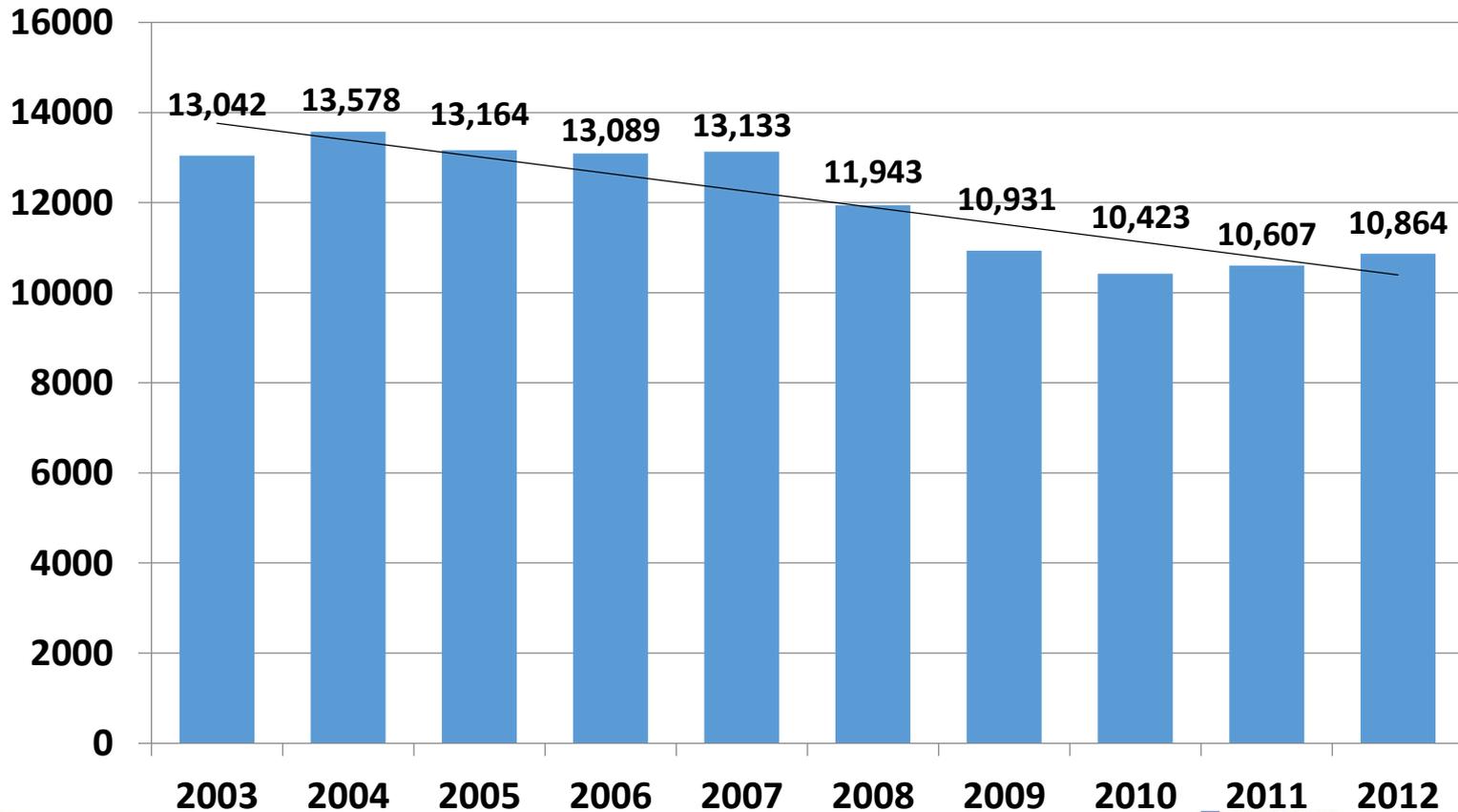
California Fatality Trend

Annual Fatalities, 2003-2012



California Severe Injury Trend

Annual Severe Injuries, 2003-2012

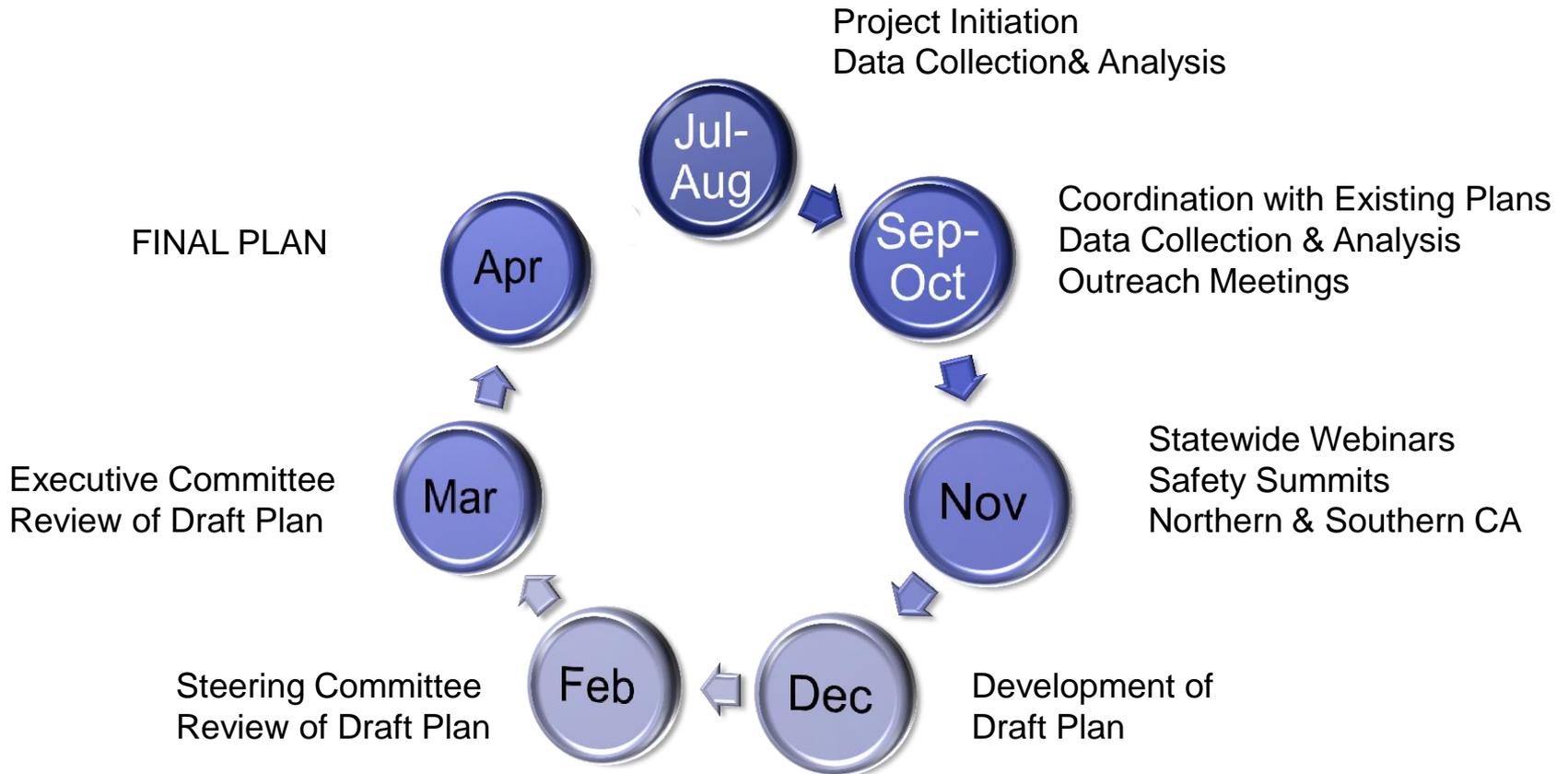


Polling Question #2

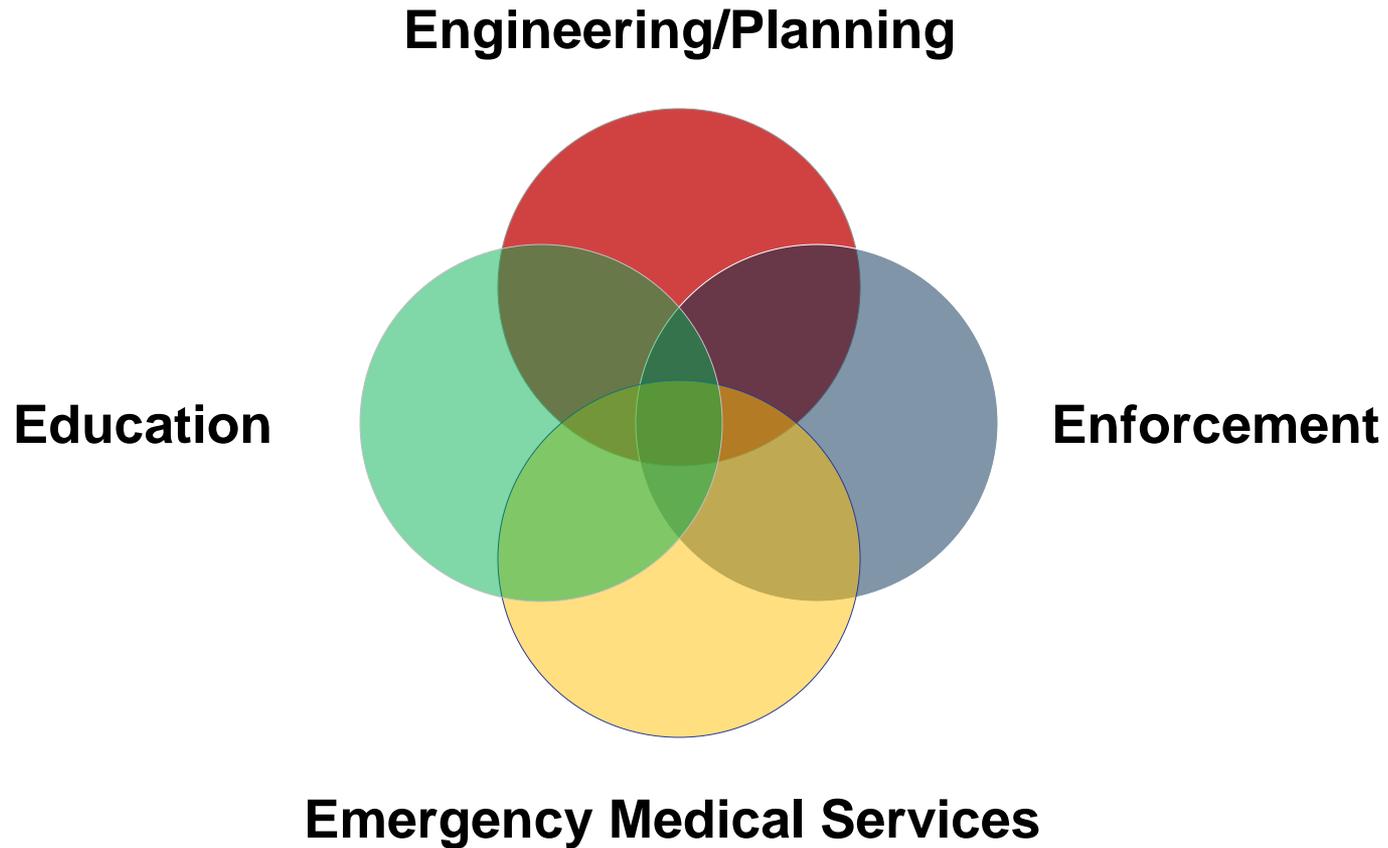
Have you been involved in the SHSP Previously?

- » Yes, heavily involved
- » Yes, somewhat involved
- » No
- » I don't know

SHSP Update Process Schedule



The 4E's of Safety



Polling Question #3

- » What is your organization's primary focus or interest?
(select one)
- Emergency Response
 - Engineering/Planning
 - Education
 - Enforcement
 - Other

Challenge Areas

- » Reduce Impaired Driving
- » Reduce Leaving the Roadway and Head-on Collisions
- » Ensure Drivers are Licensed and Competent
- » Increase Use of Safety Belts and Child Safety Seats
- » Reduce Young Driver Fatalities
- » Improve Commercial Vehicle Safety
- » Improve Motorcycle Safety
- » Improve Bicycling Safety
- » Improve Roadway Access, Conflicts and Movements
- » Make Walking and Street Crossing Safer
- » Improve Safety for Older Roadway Users
- » Reduce Speeding and Aggressive Driving
- » Enhance Work Zone Safety
- » Improve Post Crash Survivability
- » Reduce Distracted Driving

Elements of Strategic Planning

- » Vision – The inspiration and framework for the plan
- » Mission – A formal, short, written statement on the purpose
- » Goal – The reason for the plan
- » Objectives – The change that will be accomplished
- » Performance Measures – How to determine whether the change takes place
- » Strategies – How the objective will be achieved
- » Action Plans – The steps to implement the strategy

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- » **Strategies – How the objective will be achieved**
- » Action Plans – The steps to implement the strategy

Goals for the Webinar

- » Review data to understand nature and extent of the problem
 - Identify traffic safety problems in your community
- » Provide input on what should be included in the updated plan to address defined safety problems
 - Determine strategies to reduce the number of fatalities and severe injuries on California roadways.

Strategy/Action Step Example

Reduce the likelihood of vehicles leaving the travel lane(s) at high crash and risk locations by improving the roadway, the roadside, and traffic control devices.

Expand installation and maintenance of centerline, edge line, and shoulder rumble strips.

Upgrade and improve shoulders where possible, maintain shoulders to reduce debris and edge drop-offs, and use beveled pavement edges, particularly on higher speed roadways.

Driver Behavior Definition

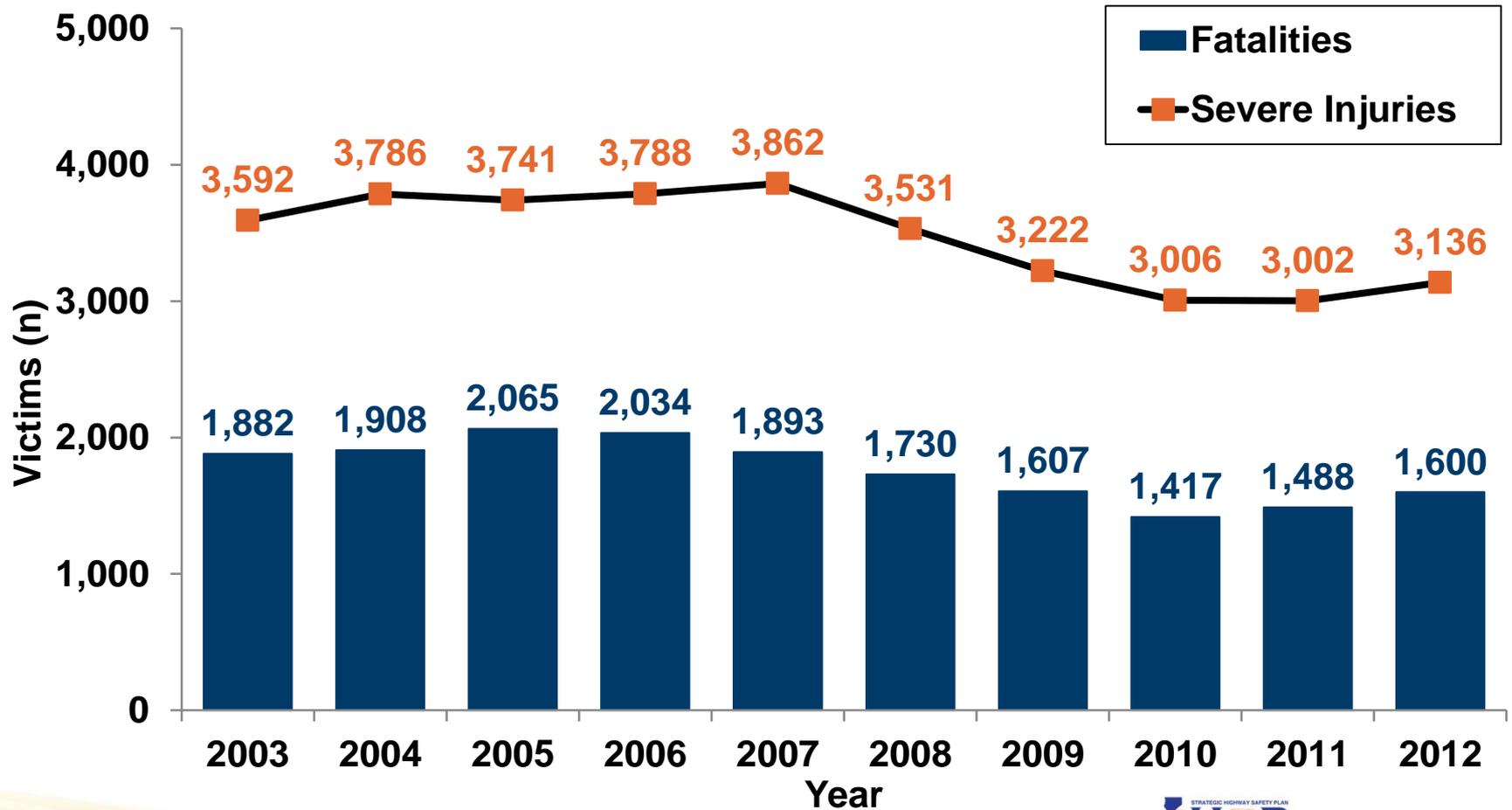
- » Impaired Driving
 - Alcohol impaired driving
 - Drug impaired driving

- » Occupant Protection
 - Adult safety belt
 - Child safety seat

- » Speeding & Aggressive Driving

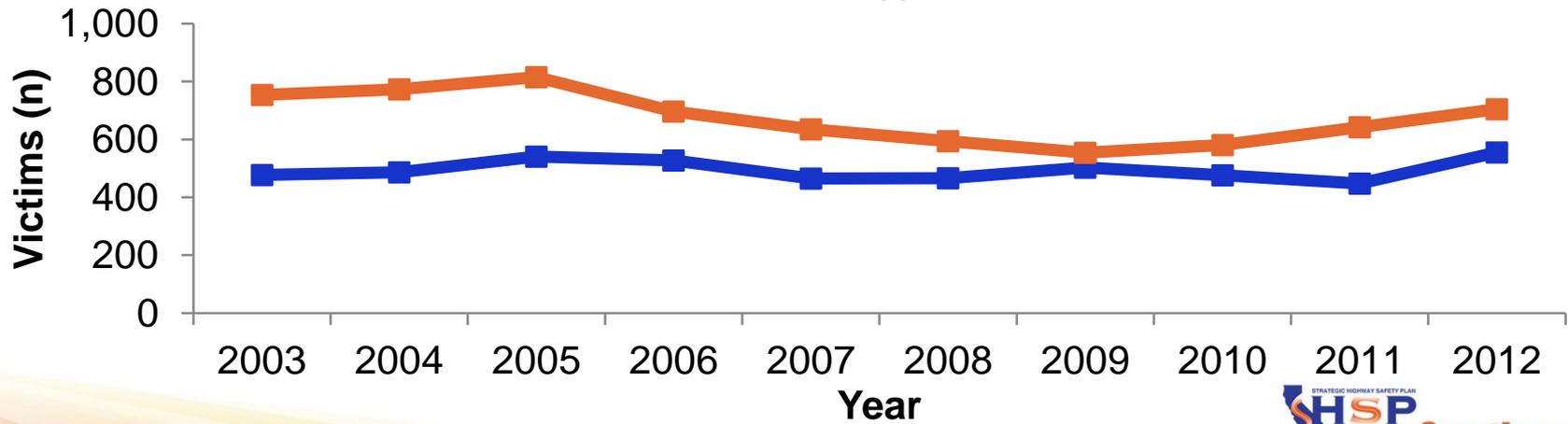
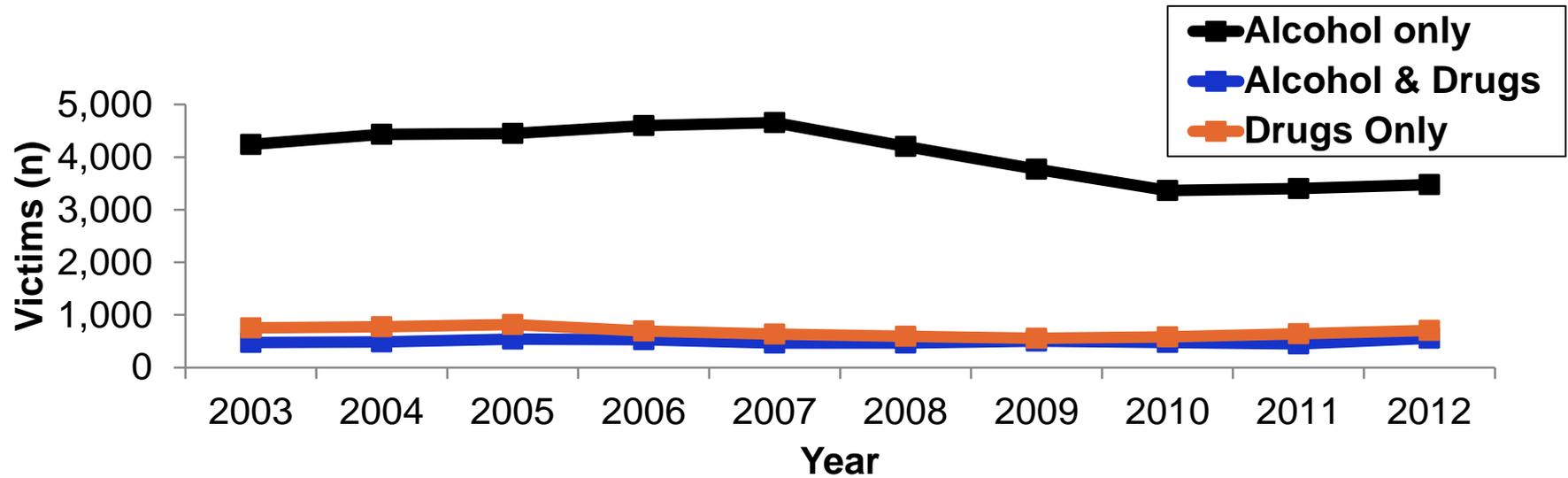
- » Distracted Driving

Impaired Driving: Fatal and Severe Injury Trends

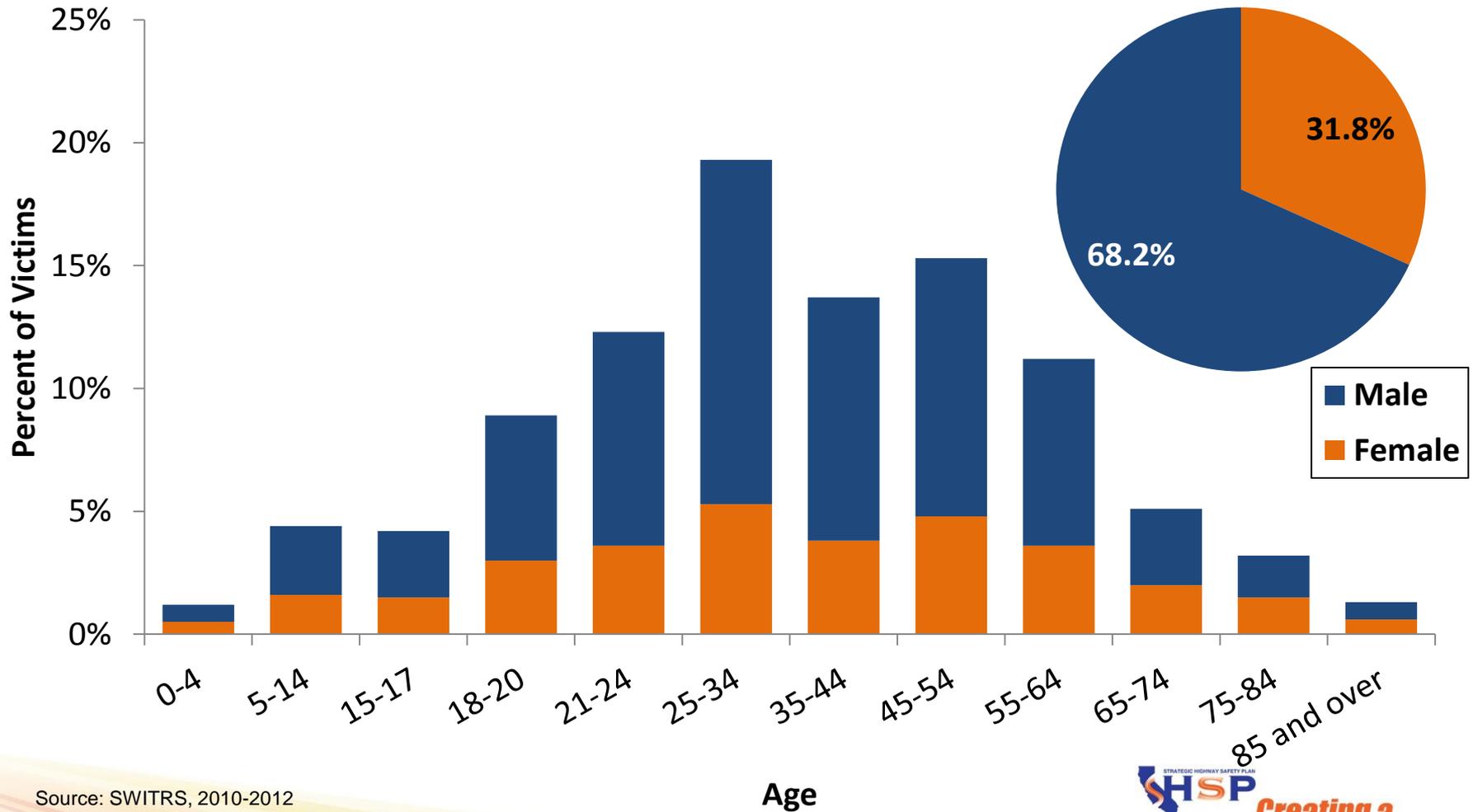


Source: SWITRS, 2003-2012

Impaired Driving: Fatal & Severe Injury By Impairment

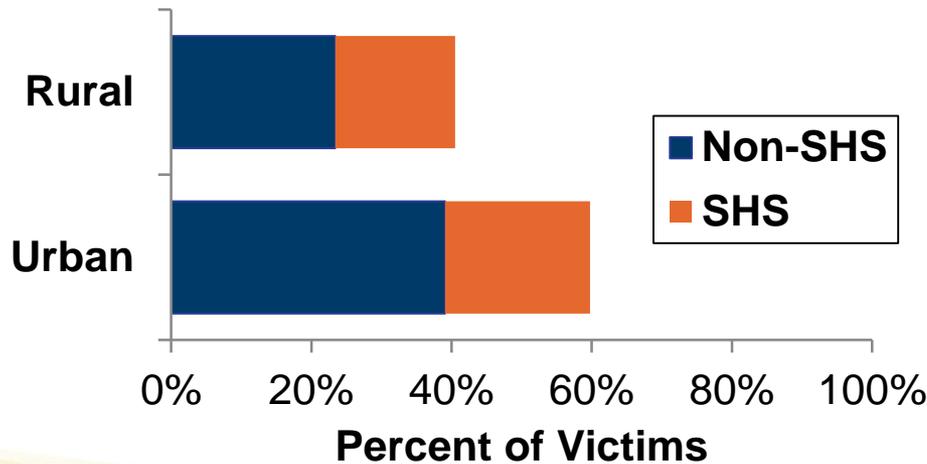
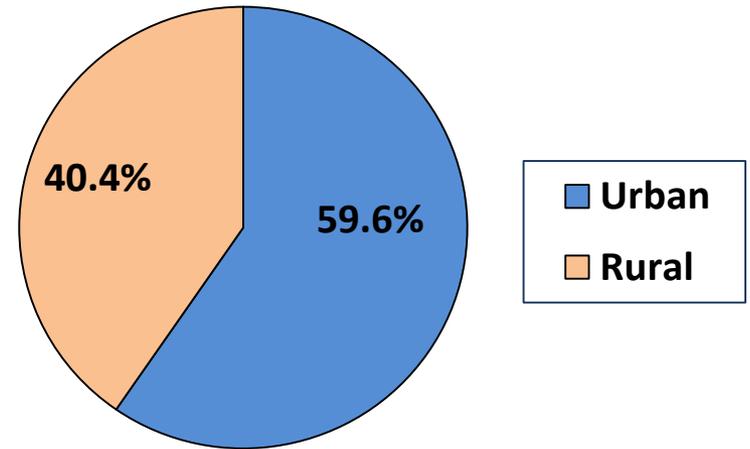
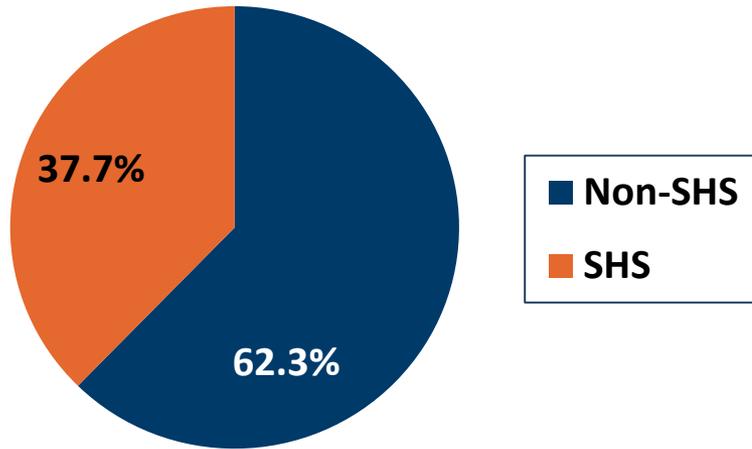


Impaired Driving: Fatal & Severe Injury by Gender and Age

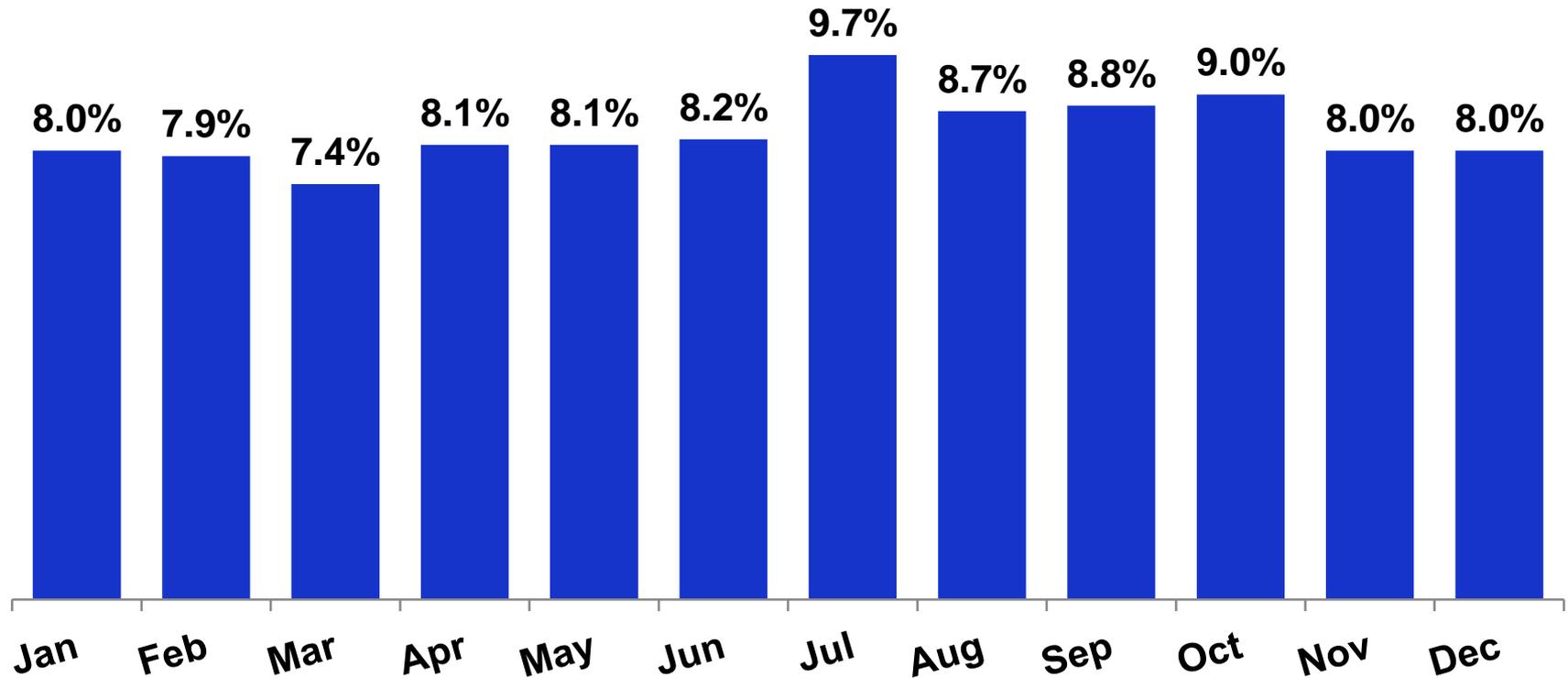


Source: SWITRS, 2010-2012

Impaired Driving: Fatal & Severe Injury by Location



Impaired Driving: Fatal & Severe Injury by Month



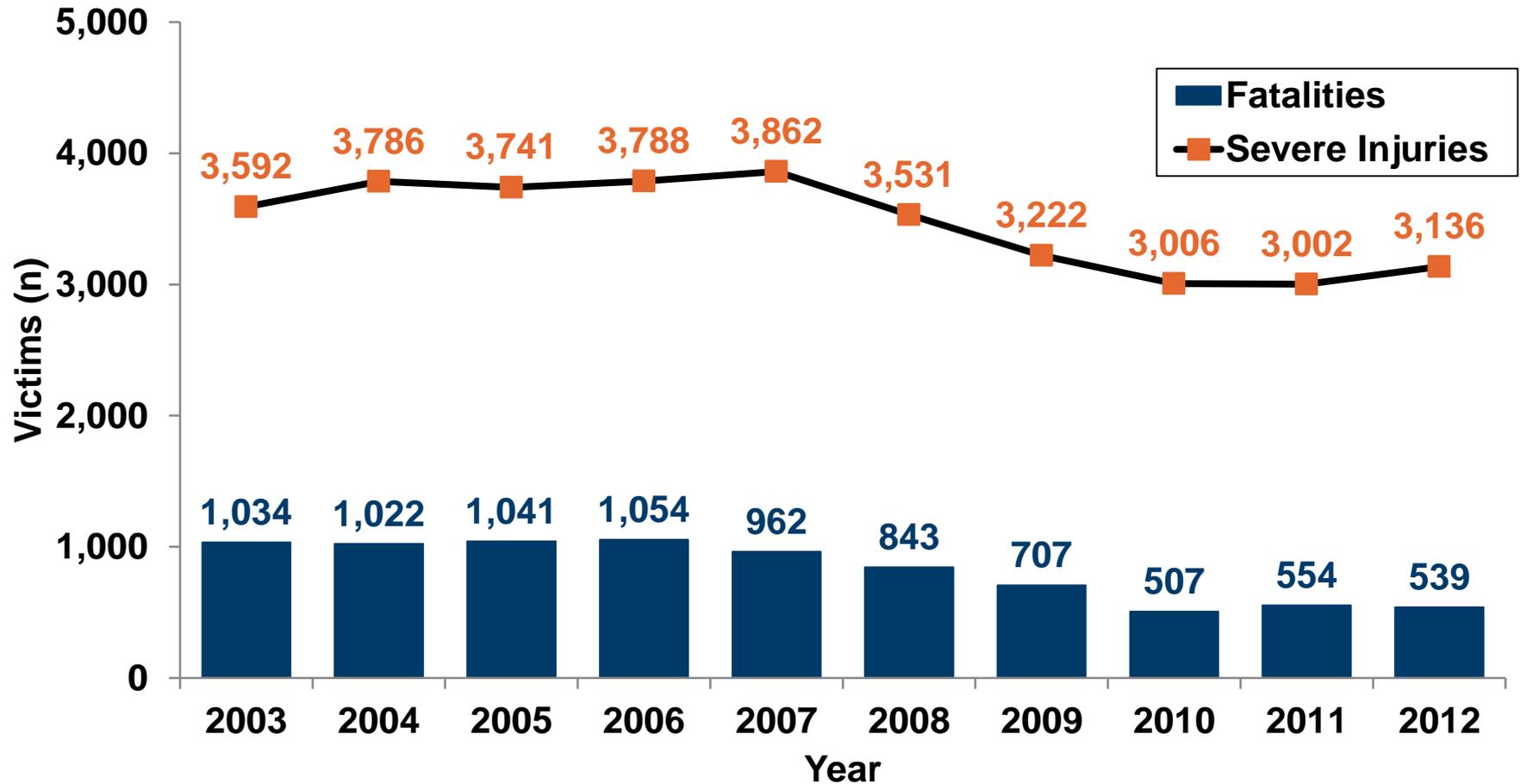
Source: SWITRS, 2010-2012

Impaired Driving: Fatal & Severe Injury by Time of Day and Day of Week

Time of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight-3AM	320	211	277	343	447	882	1,012
3-6AM	130	86	81	119	136	368	471
6-9AM	74	58	71	58	75	114	115
9AM-Noon	81	61	60	74	99	105	84
Noon-3PM	111	110	123	99	122	132	150
3-6PM	205	179	153	174	203	261	333
6-9PM	269	279	301	320	399	448	515
9PM-Midnight	255	251	288	317	561	659	420

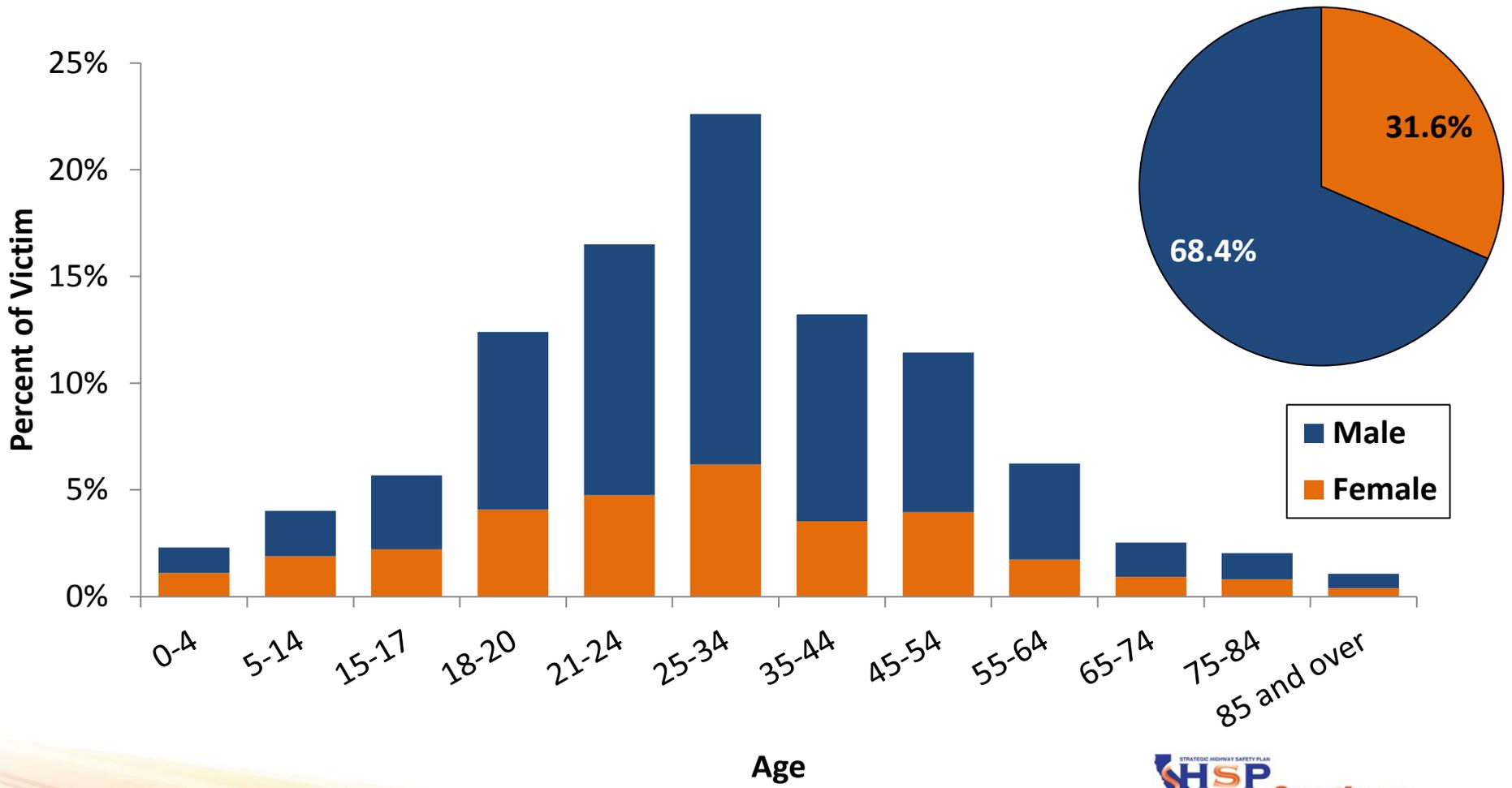
Source: SWITRS, 2010-2012

Occupant Protection Fatal and Severe Injury Trends

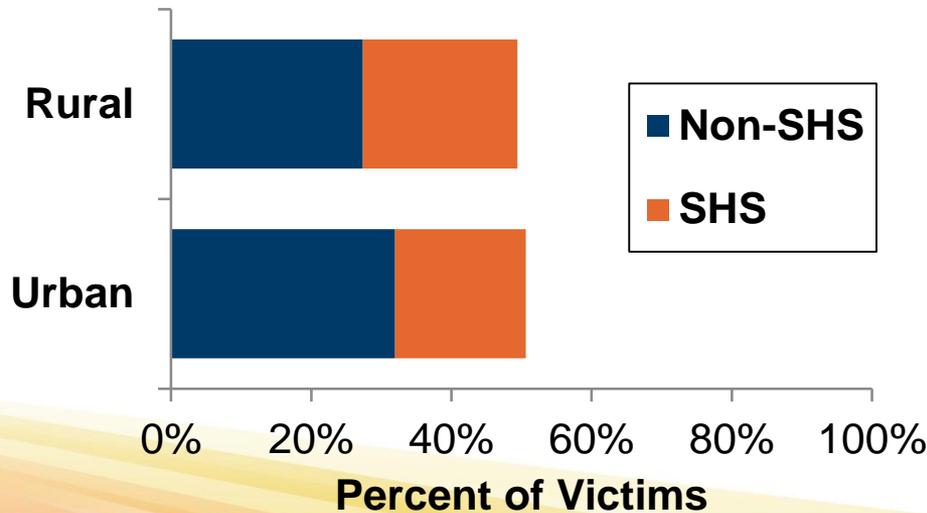
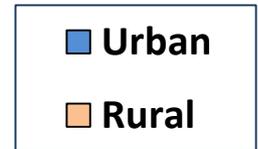
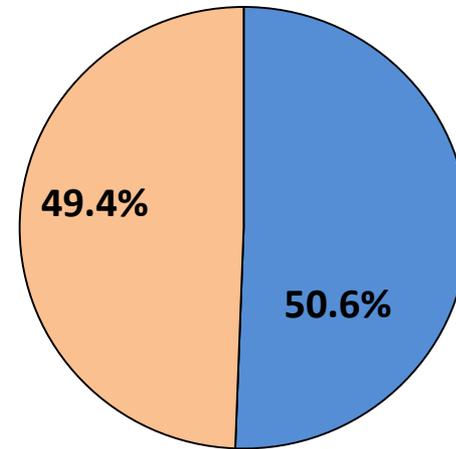
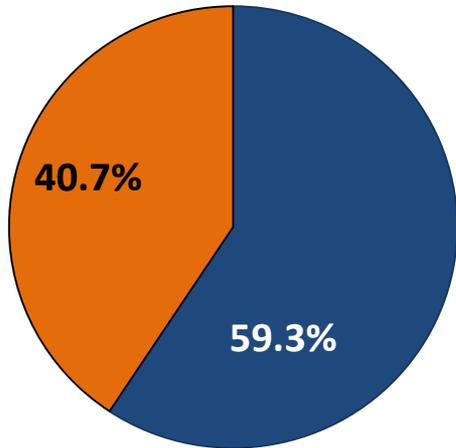


Source: SWITRS, 2003-2012

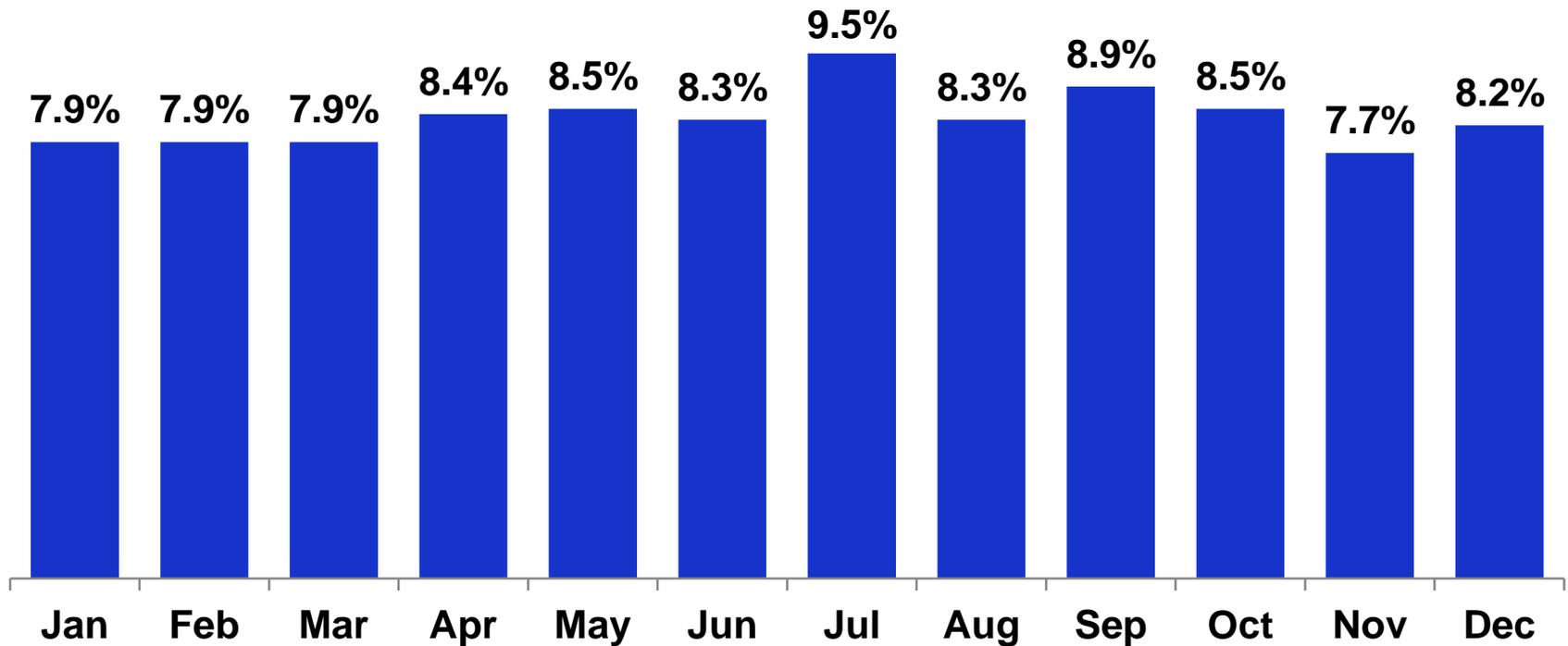
Occupant Protection: Fatal & Severe Injury By Gender and Age



Occupant Protection: Fatal & Severe Injury By Location



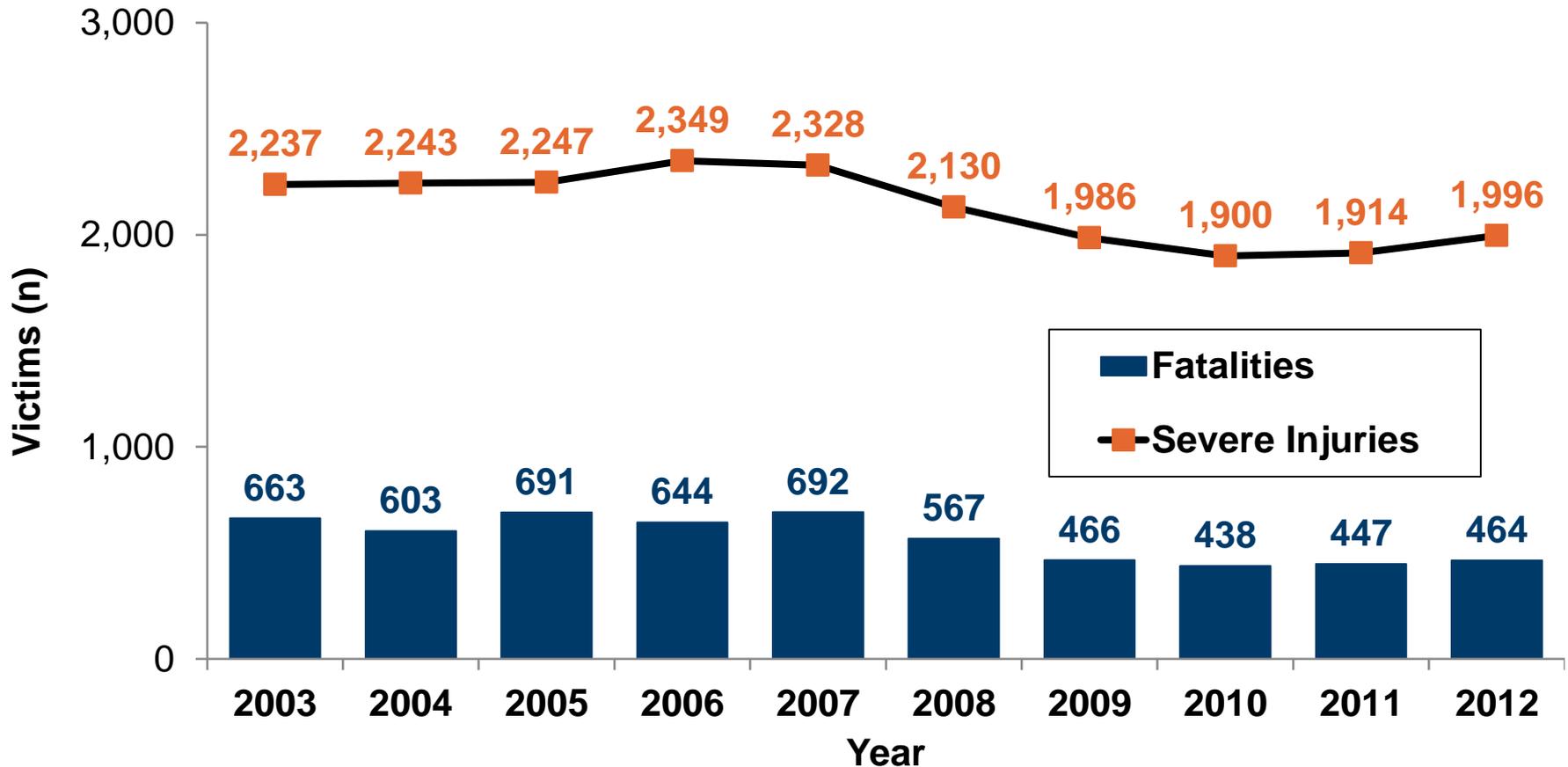
Occupant Protection: F+SI By Month



Occupant Protection: Fatal & Severe Injury By Time of Day and Day of Week

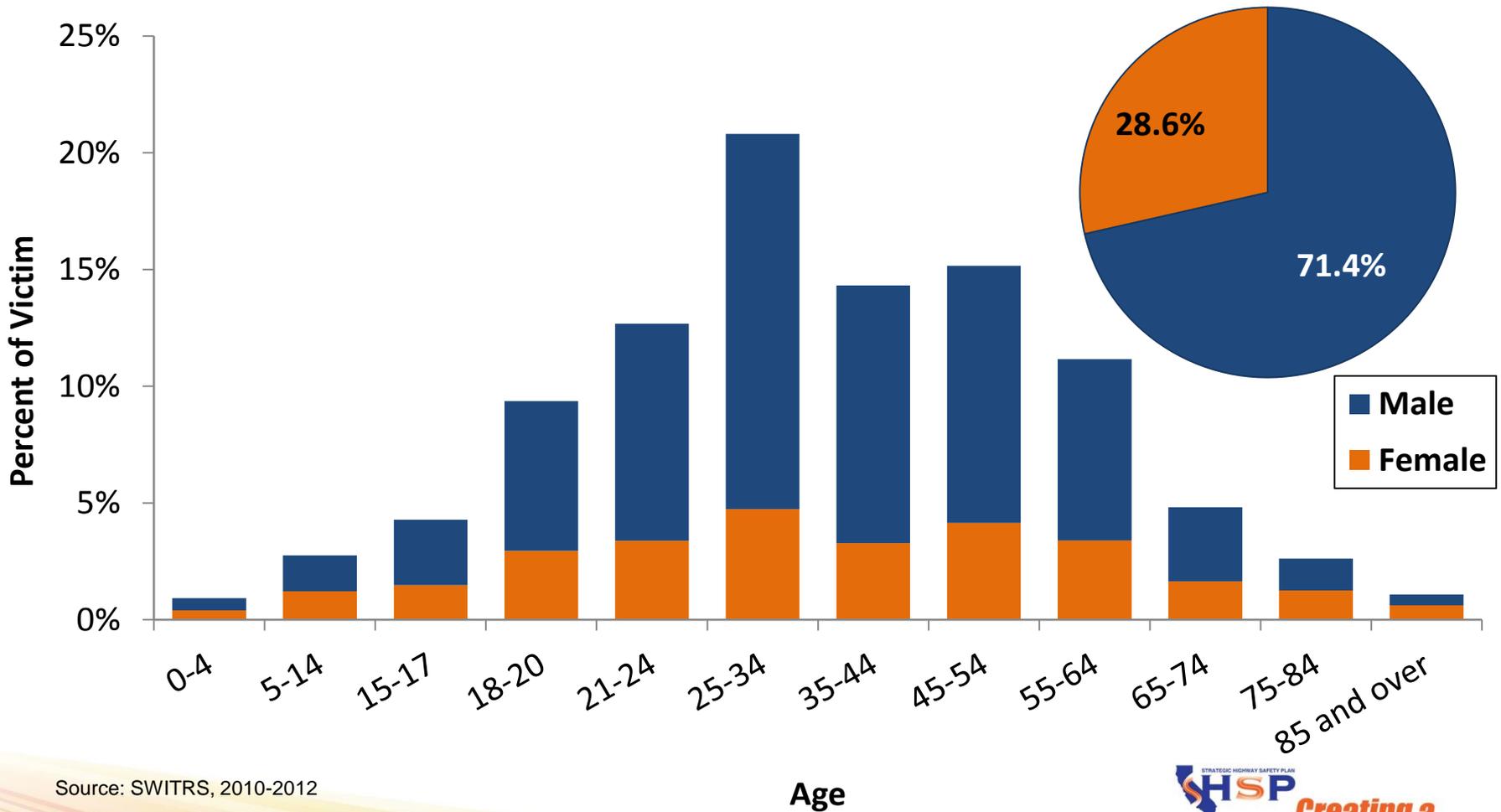
Time of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight-3AM	100	79	105	99	129	264	291
3-6AM	65	37	35	55	70	110	148
6-9AM	53	44	54	58	74	69	59
9AM-Noon	51	47	56	53	44	56	47
Noon-3PM	72	66	74	46	87	65	79
3-6PM	84	81	68	78	109	106	116
6-9PM	68	90	96	91	112	122	136
9PM-Midnight	68	93	63	91	152	161	134

Speeding & Aggressive Driving: Fatal & Severe Injury Trends



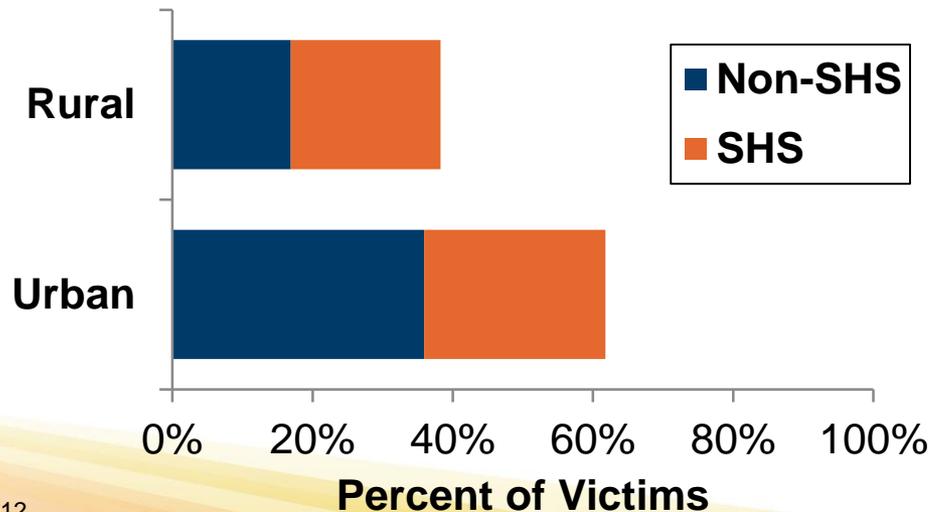
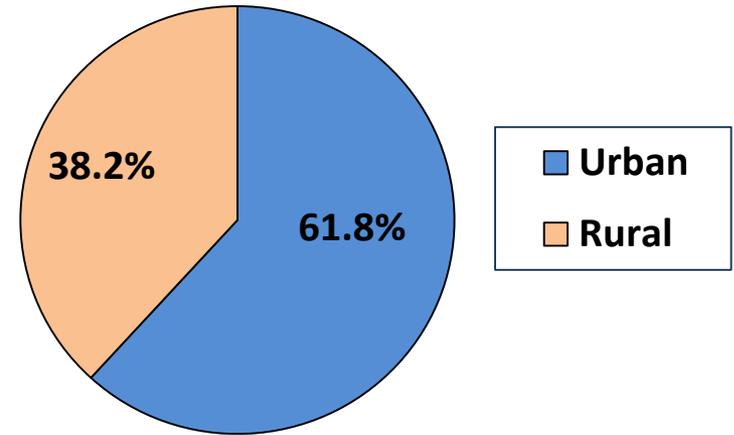
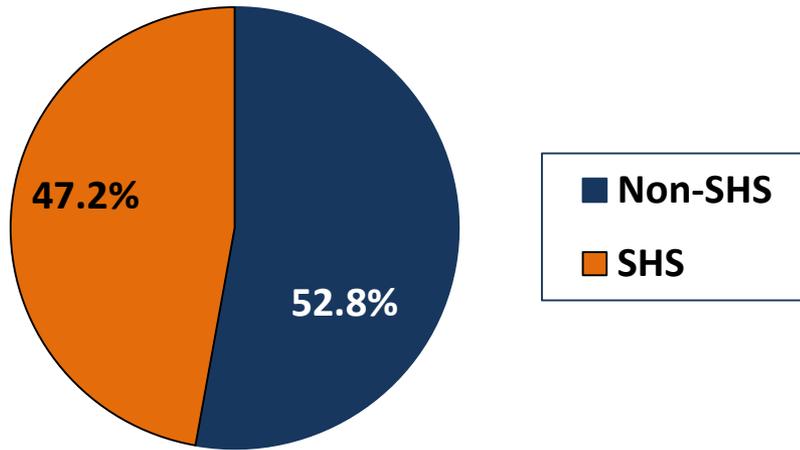
Source: SWITRS, 2003-2012

Speeding & Aggressive Driving: Fatal & Severe Injury By Gender and Age

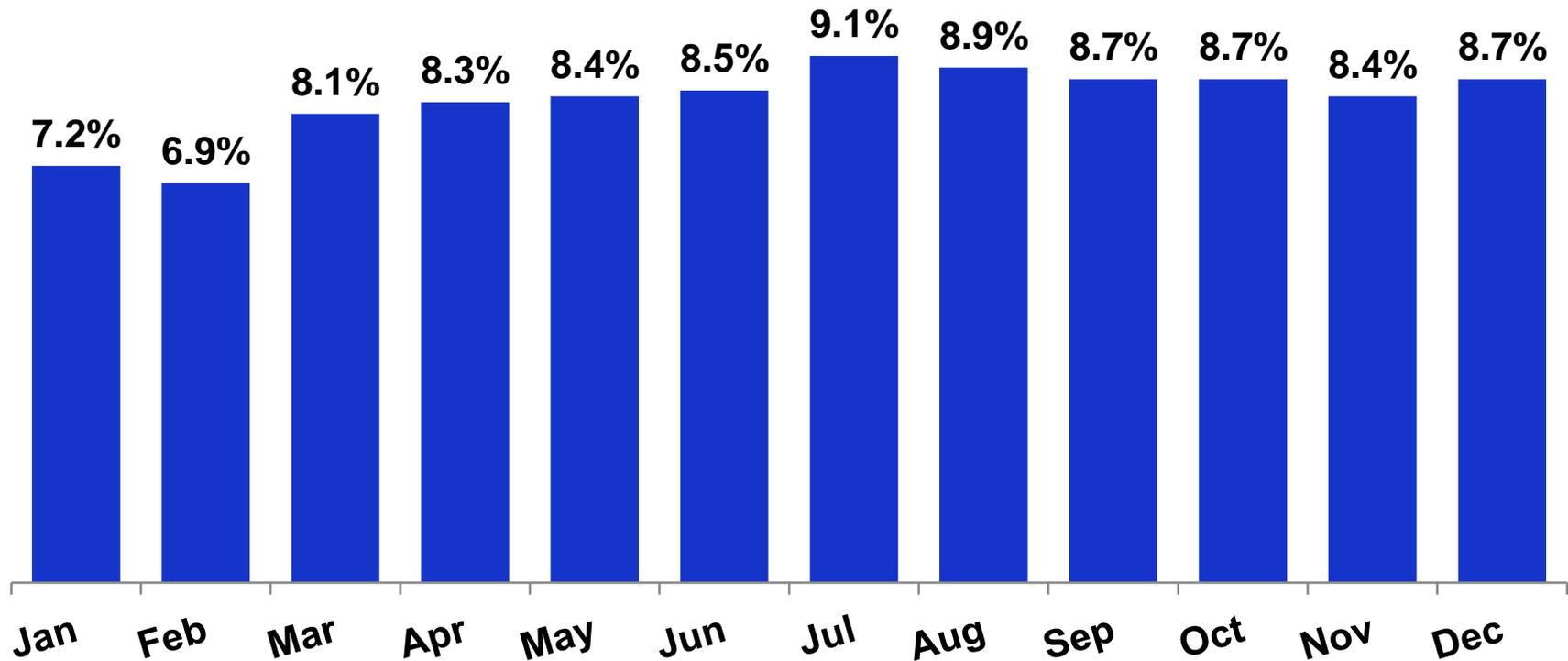


Source: SWITRS, 2010-2012

Speeding & Aggressive Driving: Fatal & Severe Injury By Location



Speeding & Aggressive Driving: Fatal & Severe Injury By Month



Source: SWITRS, 2010-2012

Speeding & Aggressive Driving: Fatal & Severe Injury By Time of Day and Day of Week

Time of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Midnight-3AM	69	59	60	60	87	147	170
3-6AM	73	37	46	57	59	86	119
6-9AM	133	120	142	101	116	115	78
9AM-Noon	112	109	119	88	106	195	159
Noon-3PM	160	141	150	132	160	238	228
3-6PM	202	184	175	171	274	232	202
6-9PM	131	122	115	131	153	144	150
9PM-Midnight	87	85	101	98	130	136	105

Participant Input

- » What safety issues are you facing in your community regarding impaired driving, occupant protection, speeding, and/or distracted driving?
- » What ideas are working in your area to improve safety in any or all of these areas?
- » What are some solutions that you think would work in any or all of these areas?
- » What barriers exist to successfully addressing safety problems?
- » What suggestions do you have for the SHSP Leadership to address driver behavior in California?

Webinar Schedule

» October 28, 2014

- Tribal Safety
- Focus Populations (young drivers, older drivers, commercial drivers, motorcyclists)

» October 29, 2014

- Driver Behavior (impaired driving, seat belts, speeding, distracted driving)
- Infrastructure & Operations (roadway departures, intersections, work zones)

» October 30, 2014

- Vulnerable Road Users (pedestrians, bicyclists)
- Emergency Medical Services (EMS)

Safety Summits

- » **Southern California**
 - November 12, 2014
 - 8:00 am to 1:00 pm
 - Cal State - Los Angeles,
Golden Eagle Student Union
- » **Northern California**
 - November 14, 2014
 - 8:00 am to 1:00 pm
 - Cal State - Sacramento,
University Union



Register at:

<http://www.dot.ca.gov/hq/traffops/shsp>

**DEADLINE TO REGISTER:
NOVEMBER 5, 2014**

STRATEGIC HIGHWAY SAFETY PLAN
SHSP *Creating a* _____
California Culture
of Safety

Next Steps

» Visit the SHSP Website at

<http://www.dot.ca.gov/hq/traffops/shsp/>

- Provide comments on the SHSP Update
- Sign up to participate in the Summits
- Sign up to participate on Challenge Area teams

**For more information, contact:
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