



August 18, 2021



Safety and Speed Management

Speakers:

Caltrans: *Rachel Carpenter*, Chief Safety Officer & *Nagi Pagadala*, Chief, Office of Strategic Safety & Implementation

OTS: *Dave Doucette*, Deputy Director, Program Operations

CHP: *Captain Eric Jones*, Commander of the CHP Research and Planning Section

DMV: *Marina Smith*, Manager IV, Licensing Operations Division & *Agustin J. Ceja-Huerta*, Manager IV, Licensing Operations Division

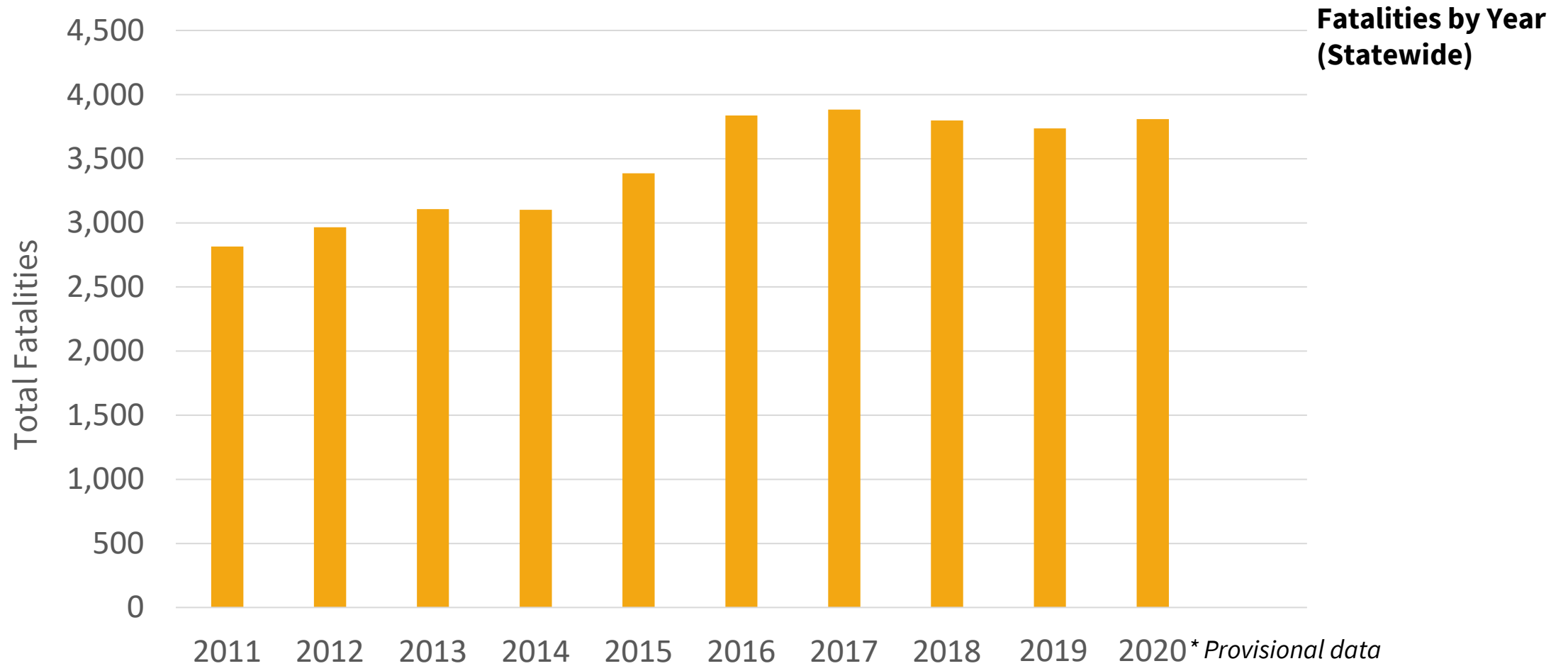




- ▶ Traffic Safety Trends (Caltrans)
- ▶ A New Safety Paradigm (Caltrans)
- ▶ Engineering (Caltrans)
 - ▶ Speed Management
 - ▶ Pedestrians and Bicyclists
- ▶ Public Education (OTS)
- ▶ Enforcement (CHP)
- ▶ Driver Education (DMV)
- ▶ Next Steps

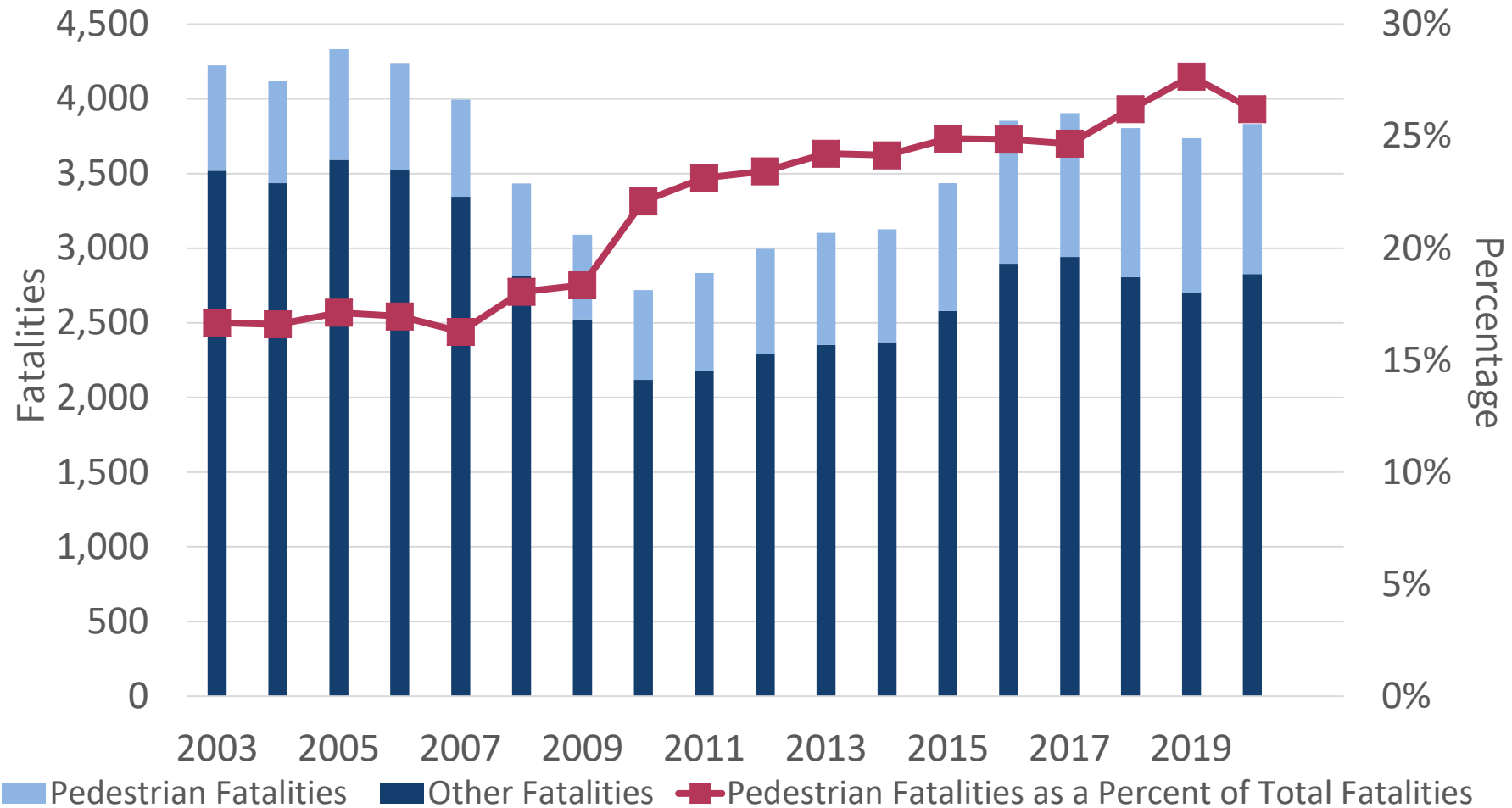


Fatalities Have Been Increasing





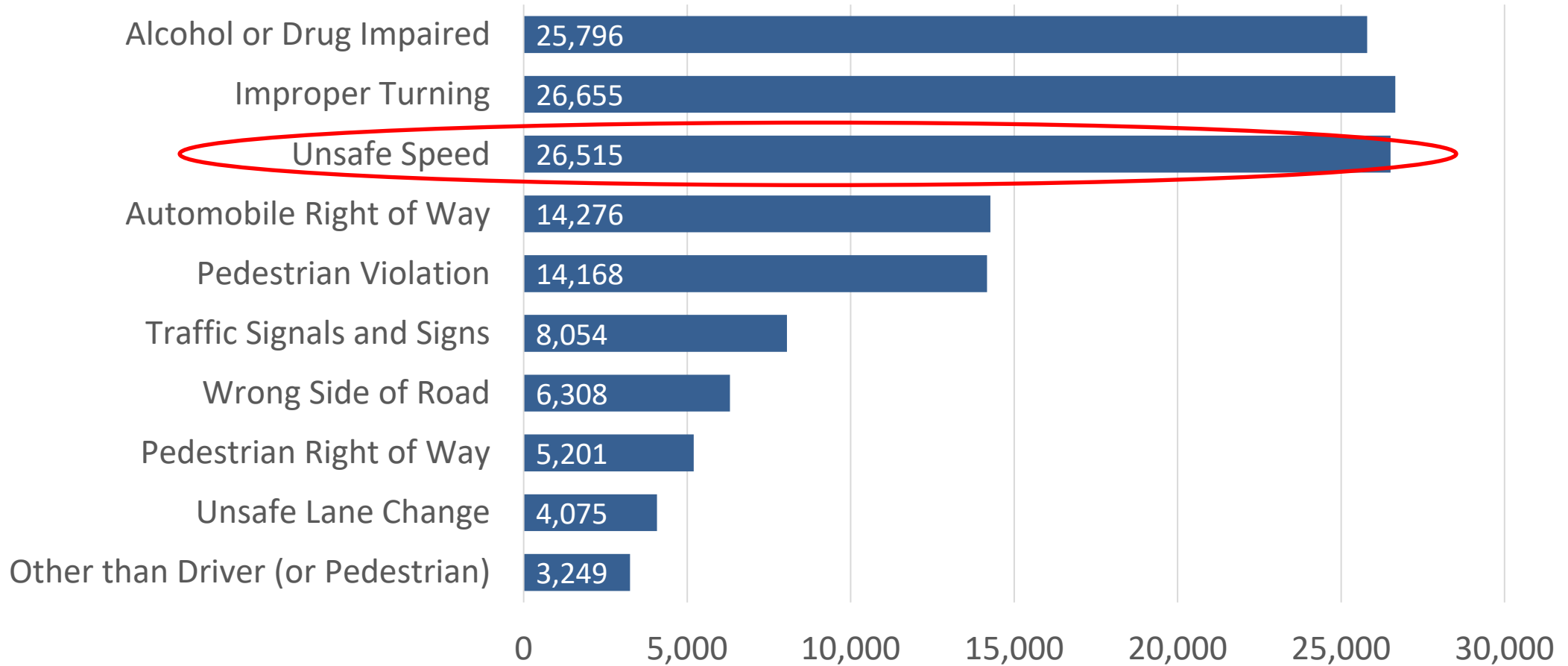
Trends: Pedestrian Fatalities by Year (Statewide)



Source: SWITRS
Data pulled: 8/11/2021



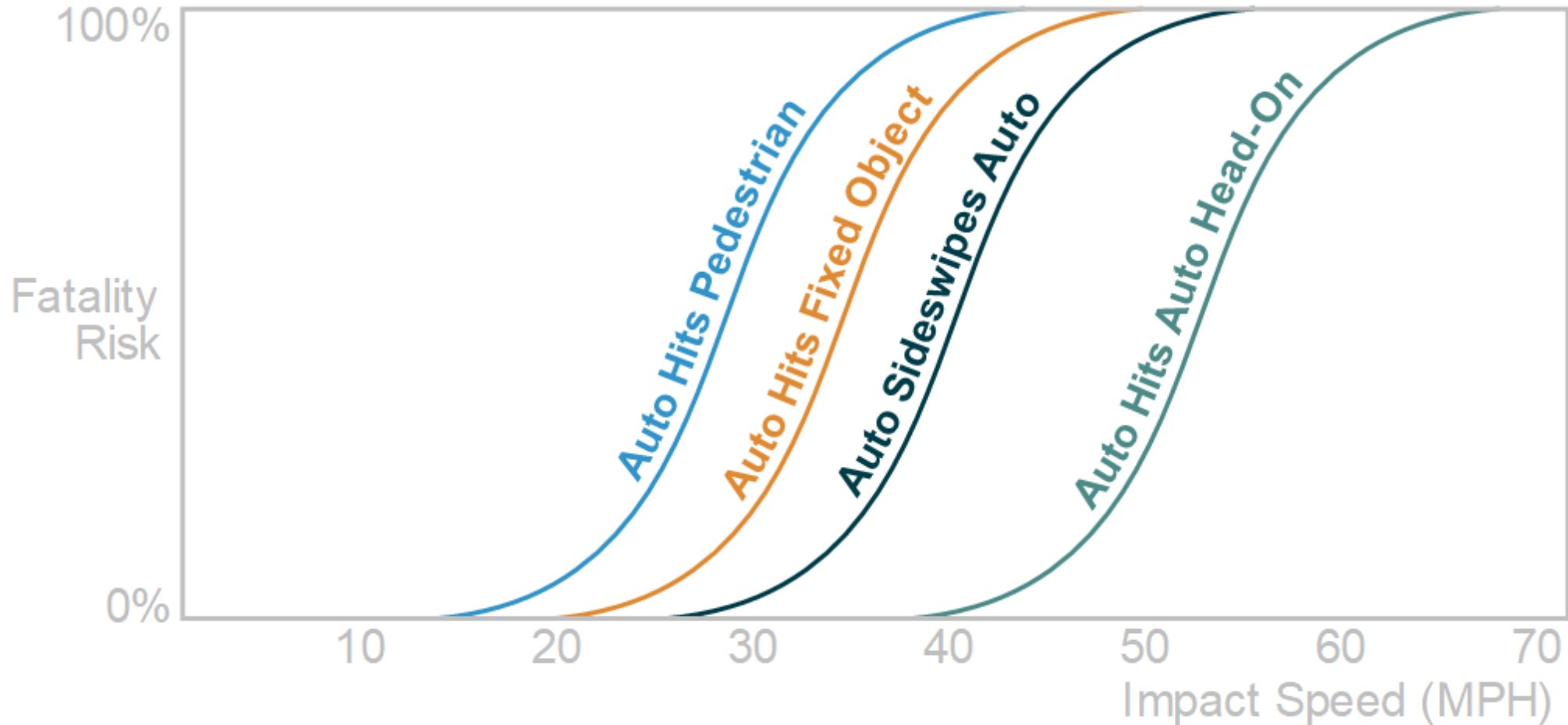
Unsafe Speed is a Leading Factor in Crashes



Fatal & Serious Injury Crashes, by primary cause (Statewide, 2011-2020)



Human Bodies are Vulnerable in Crashes





Speeding is a Safety Problem

- ▶ Involved in 1/3 of all motor vehicle fatalities nationwide
- ▶ Endangers the lives of all road users
- ▶ Fatality & injury risk goes up as speed goes up





A New Safety Paradigm to Get to Zero



- 0** lives lost on CA roads
- 0** pedestrians killed on CA roads



Origins: Zero Traffic Fatalities Task Force



- ▶ Created by Assembly Bill 2363 in 2018, legislation authored by Assemblymember Laura Friedman
- ▶ Tasked with exploring ways to reduce traffic-related injuries, fatalities, and speed across the state
- ▶ Findings & Recommendations several areas:
 - ▶ *Engineering*
 - ▶ *Education*
 - ▶ *Enforcement*

5
Setting Speed Limits Actions:
Caltrans lead
CHP support

8
Engineering Actions:
Caltrans lead

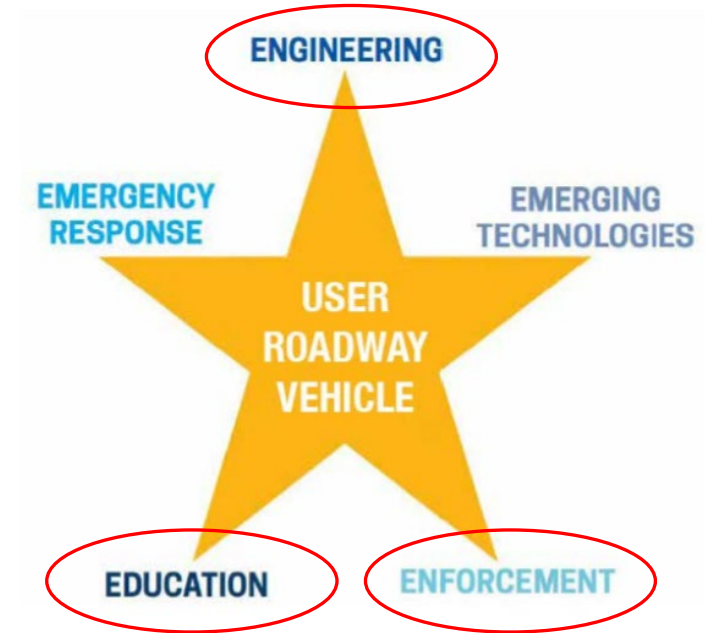




Caltrans®

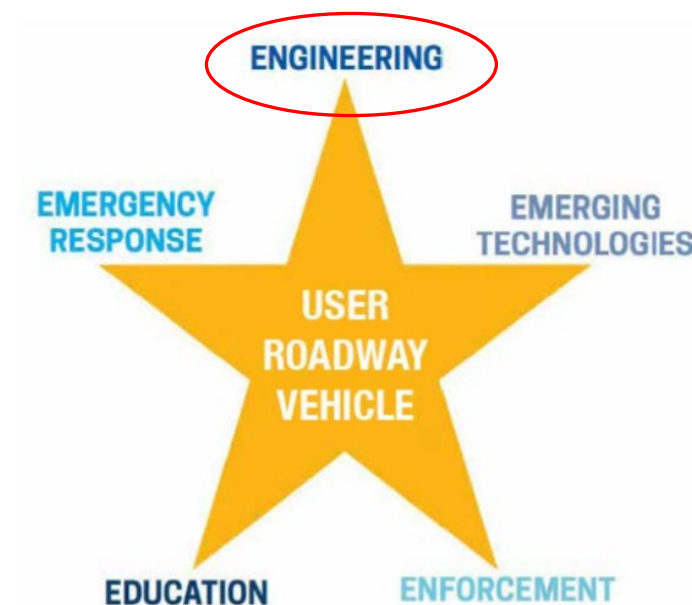


Taking Action



Caltrans

Nagi Pagadala, Chief, Office of Strategic Safety & Implementation







CA Strategic Highway Safety Plan (SHSP)



Challenge Areas

-  **SPEED MANAGEMENT/
AGGRESSIVE DRIVING**
-  **EMERGENCY
RESPONSE**
-  **MOTORCYCLISTS**
-  **AGING DRIVERS**
-  **EMERGING
TECHNOLOGIES**
-  **OCCUPANT
PROTECTION**
-  **BICYCLISTS**
-  **IMPAIRED DRIVING**
-  **PEDESTRIANS**
-  **COMMERCIAL
VEHICLES**
-  **INTERSECTIONS**
-  **WORK ZONES**
-  **DISTRACTED DRIVING**
-  **LANE DEPARTURES**
-  **YOUNG DRIVERS**
-  **DRIVER LICENSING**



California SHSP Priority Challenge Area: Speed Management / Aggressive Driving



Actions Underway

- ▶ Develop speed monitoring program
- ▶ Implement a new roadway-based context sensitive approach to establish speed limits
- ▶ Implement guidance from state and federal research
- ▶ Enhance technical resources (including enhancing webpage, developing training, and revising the *California Manual for Setting Speed Limits*)
- ▶ Develop policies related to traffic calming and incorporate them into design guidance

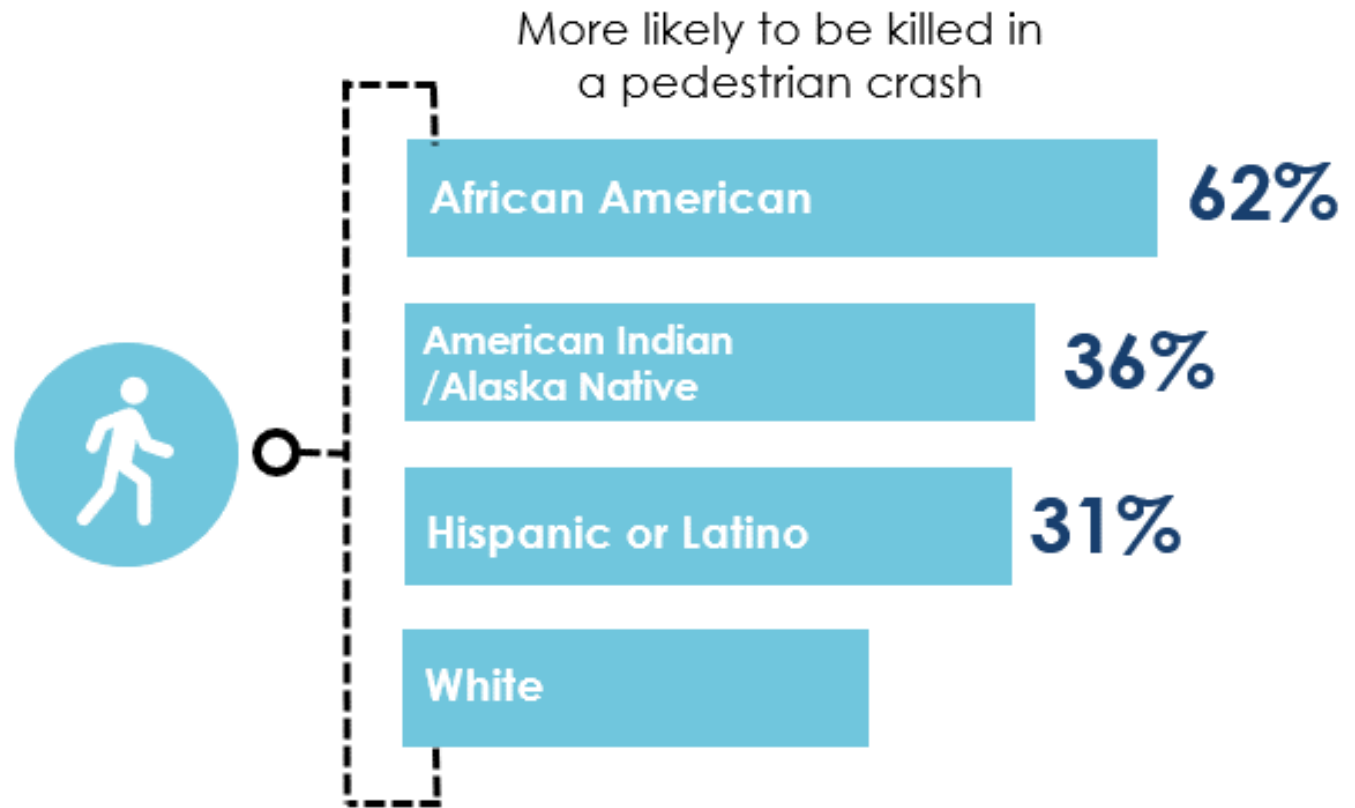




California SHSP Priority Challenge Area: Pedestrians and Bicyclists



- ▶ Take into account any historical, present-day, and systemic biases
- ▶ Improve safety for all groups, but particularly for our most vulnerable and traditionally underserved populations





California SHSP Priority Challenge Area: Pedestrians



- ▶ Pedestrians account for **~1/4** of statewide fatalities and serious injuries



- ▶ **Since 2010**, pedestrian fatalities and serious injuries have **increased 48%**

Actions Underway

- ▶ Establish a methodology for developing a High Injury Network (HIN) for pedestrians
- ▶ Develop Quick Builds and Demonstration Projects Guidance to advance complete streets elements for multi-modal user safety
- ▶ Develop pedestrian count models to improve volume data and accurately predict pedestrian-related crashes
- ▶ Develop pedestrian hotspot and systemic safety improvement programs



California SHSP Priority Challenge Area: Bicyclists



- ▶ Since 2010, bicyclist fatalities and serious injuries have **increased 26%**, with **fatalities in particular increasing by 61%**



Actions Underway

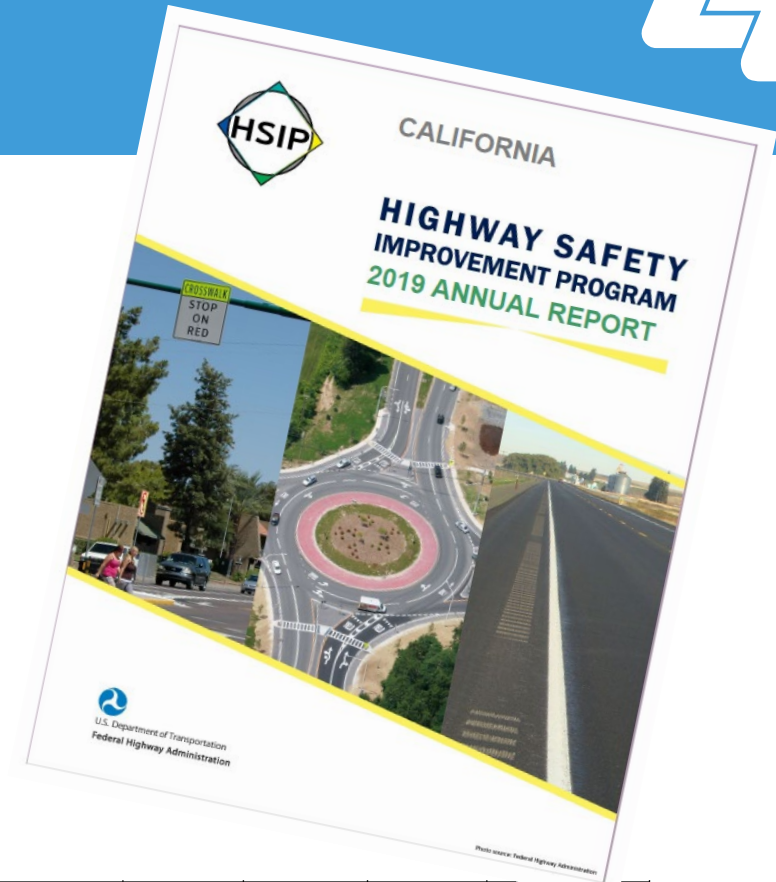
- ▶ Update the California "Complete Intersections" Guide to provide current design guidance to Caltrans and local staff
- ▶ Proactive bicyclist systemic safety improvement program
- ▶ Developed bicyclist hotspot safety improvement program



Safety Project Evaluation



- ▶ HSIP annual report provides a list of safety projects
- ▶ Crash data analysis



Project Effectiveness

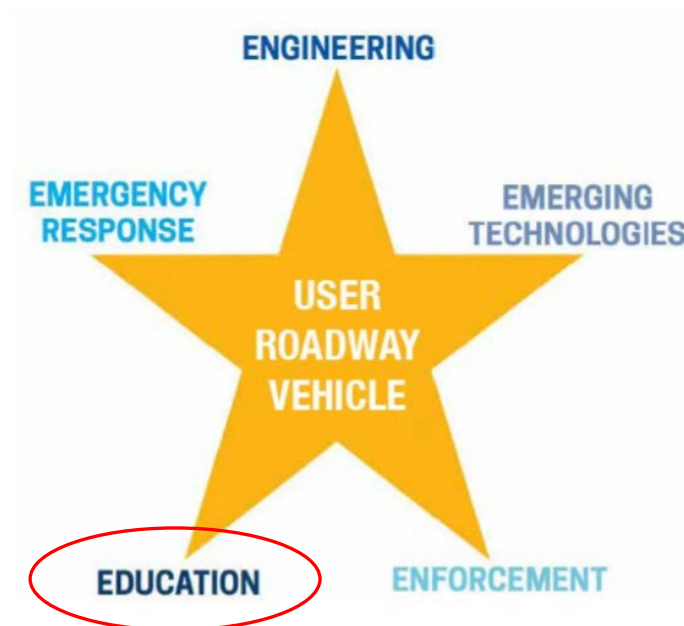
Provide the following information for previously implemented projects that the State evaluated this reporting period.

LOCATION	FUNCTIONAL CLASS	IMPROVEMENT CATEGORY	IMPROVEMENT TYPE	PDO BEFORE	PDO AFTER	FATALITY BEFORE	FATALITY AFTER	SERIOUS INJURY BEFORE	SERIOUS INJURY AFTER	ALL OTHER INJURY BEFORE	ALL OTHER INJURY AFTER	TOTAL BEFORE	TOTAL AFTER	EVALUATION RESULTS (BENEFIT/COST RATIO)
01-HUM-299-PM 19.3/19.8		Roadway	Roadway widening - curve	2.00	2.00							2.00	2.00	
01-HUM-101-PM 86.3/87.8		Roadside	Barrier - cable	29.00	30.00	2.00		13.00	11.00			44.00	41.00	6.82
01-MEN-101-PM 50.7/51.2		Roadway	Roadway - other	10.00	5.00	1.00	1.00	15.00	4.00			26.00	10.00	61.54

<https://safety.fhwa.dot.gov/hsip/reports/pdf/2019/ca.pdf>

Office of Traffic Safety

Dave Doucette, Deputy Director, Program
Operations





“Slow The Fast Down” Speeding Campaign



Media Plan Budget

- ▶ \$500,000

Timing

- ▶ 11/16/2020 – 11/29/2020

Target

- ▶ A18-65, with focus on Men 18-24
- ▶ Hispanic consumers
- ▶ African American

Geography

- ▶ Focus was on 4 largest DMAs, representing CA population: LA, SF, Sac, SD
- ▶ CA Statewide digital media components were included



CALIFORNIA OFFICE OF TRAFFIC SAFETY



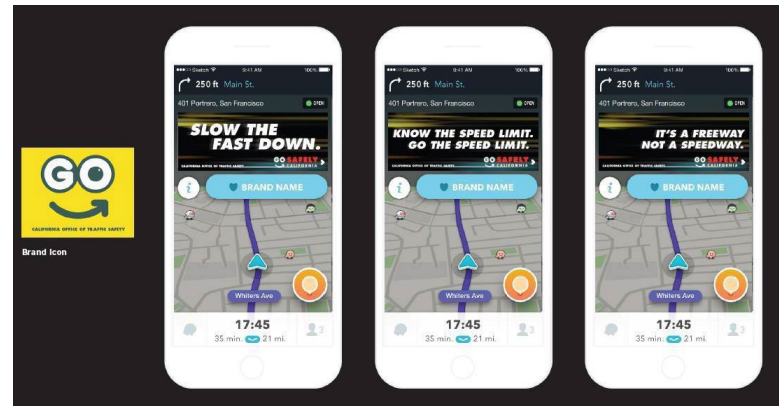
“Slow The Fast Down” Speeding Campaign



Billboards



Waze App

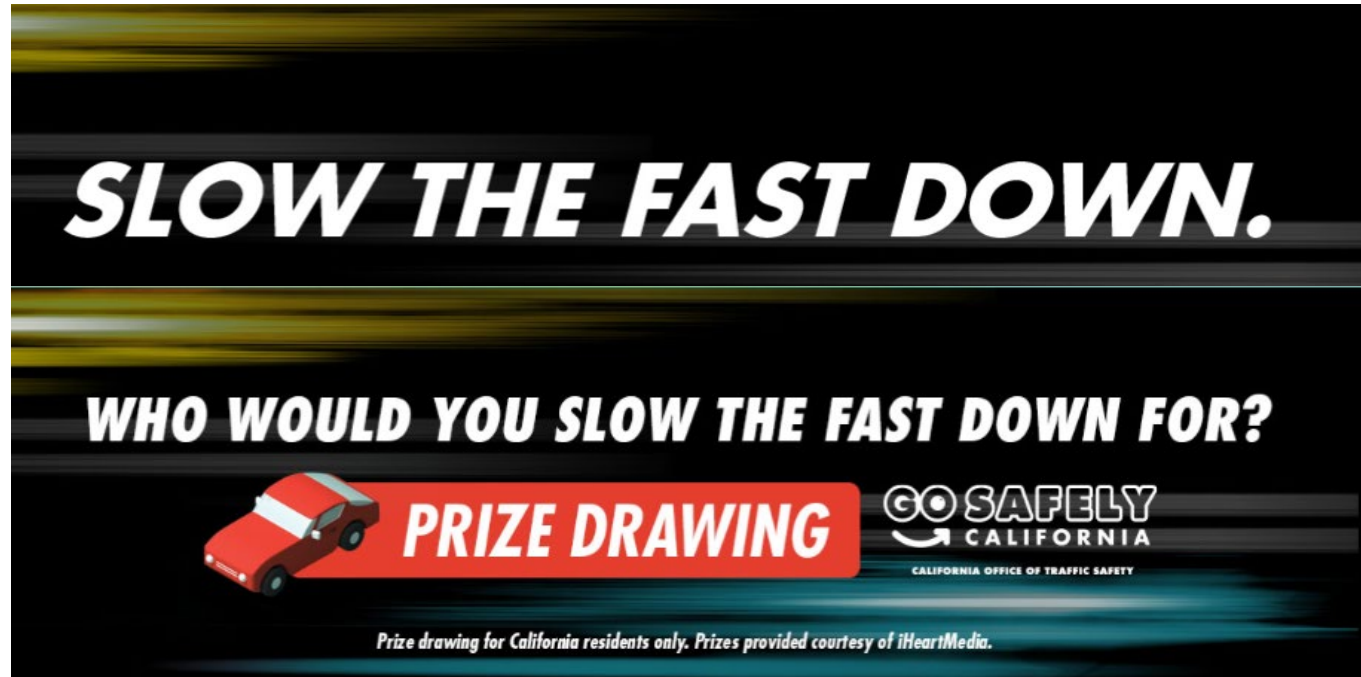


Social Media





“Slow The Fast Down” Speeding Campaign



Who Would You Slow the Fast Down For?

Sixty percent of people think going 10 MPH over the speed limit is safe. Not so fast... Remember, they're called speed limits NOT speed suggestions for a reason. With fines up to \$1,000, speeding could hurt you, your loved ones AND your bank account. Now, tell us who you Slow the Fast Down for and be entered to win a pair of Apple AirPods* courtesy of iHeartMedia! Go Safely, California**

*Apple is not a participant in or sponsor of this promotion.

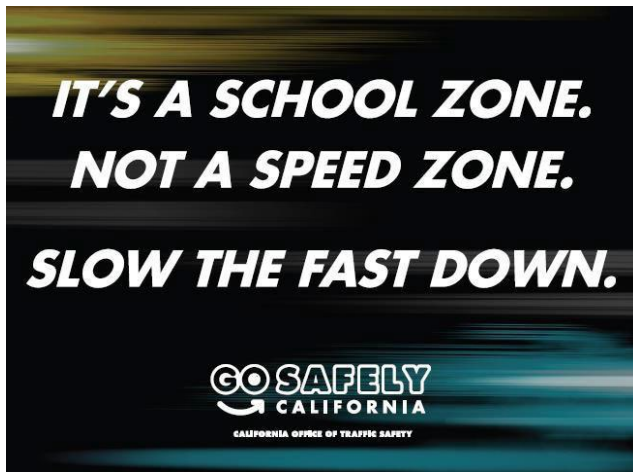
**Prizes provided courtesy of iHeartMedia. Prize drawing open to California residents only. Twenty winners will be selected using a random selection tool and will be notified on December 18, 2020.



“Slow The Fast Down” Speeding Campaign

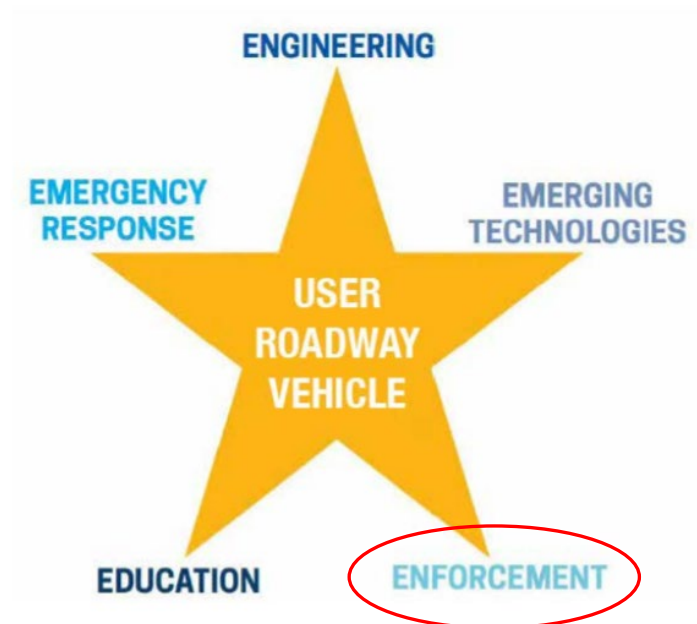


Yard Signs



California Highway Patrol

Captain Eric Jones, Commander of the CHP
Research and Planning Section





Speed Enforcement: Radar and Lidar




CHP – Stockton
 @CHPStocktonArea

Home
 About
 Posts
 Photos
 Videos
 Notes
 Community

CHP – Stockton
 September 2 at 6:28 PM · 🌐

🚗🚚🚛🚚🚚🚚 SLOW DOWN! 🚗🚚🚛🚚🚚🚚 As we come to the end of the Maximum Enforcement Period for Labor Day weekend, Stockton CHP is still out in force. We are out here trying to slow everyone down, so everyone gets home safely. We are also on the lookout for anyone driving impaired. We have made nearly 1,000 DUI arrests statewide. Please make good choices.

#californiahighwaypatrol #chp #stocktonchp #maximumenforcement #speedkills #drivetoarriv... See More



👍❤️👍 274 12 Comments 17 Shares

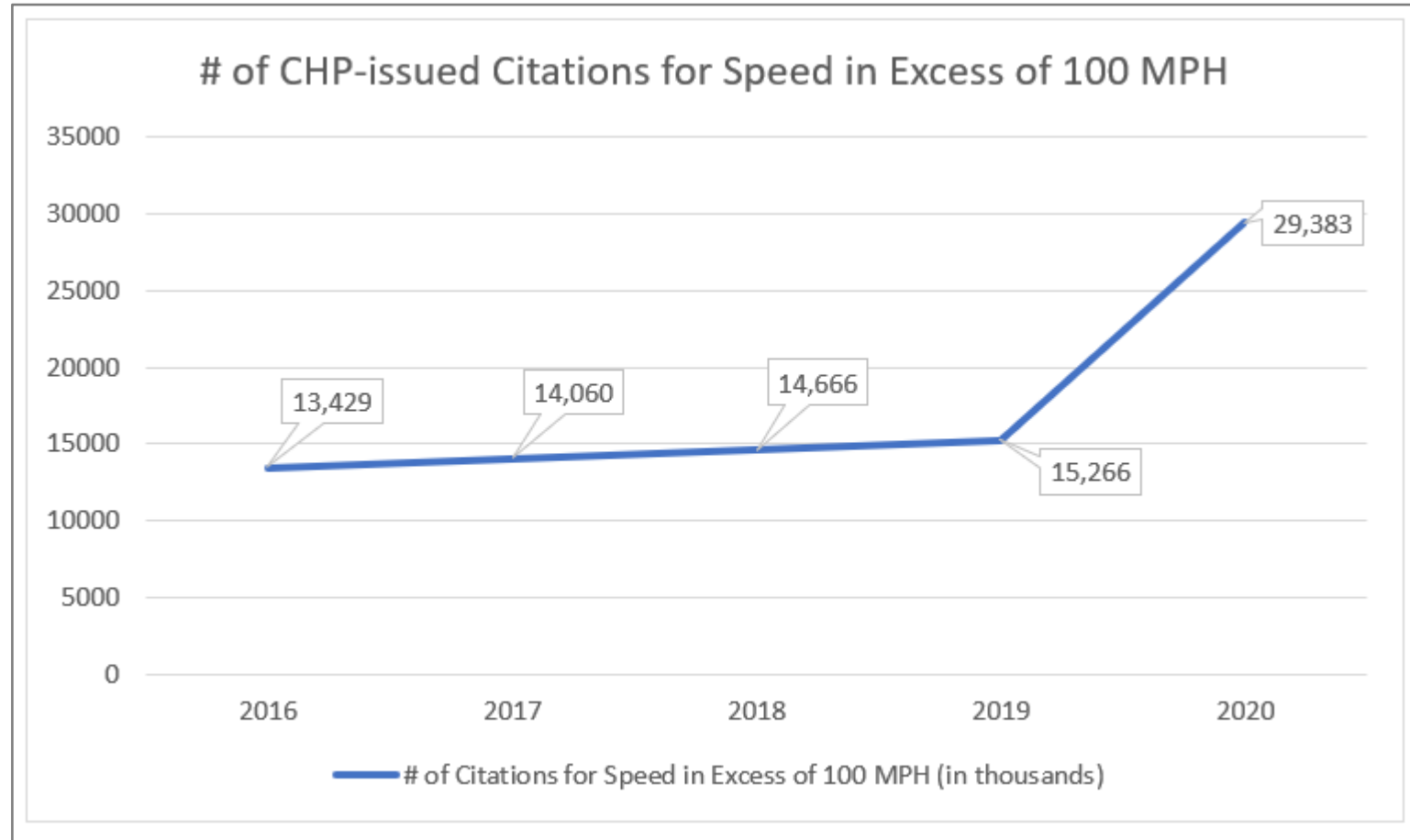




Rise in Citations for Excess Speed



► Citations for speeding in excess of 100 miles per hour were up 92.5% in 2020 over 2019





Automated Speed Enforcement (ASE)

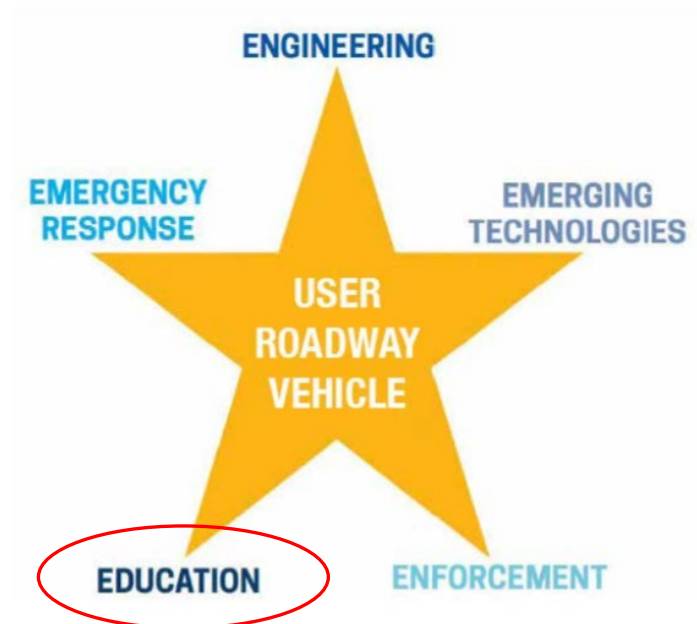


- ▶ **What is ASE?**
- ▶ **Preventative/Deterrence**
- ▶ **Efficient**
- ▶ **Prohibited by law**
- ▶ **Citation responsibility issues**
- ▶ **Public perception**



Department of Motor Vehicles

Marina Smith, Manager IV, Licensing Operations
Division and **Agustin J. Ceja-Huerta**, Manager IV,
Licensing Operations Division





Number of Speed Related Convictions Reported to DMV (2019)

- ▶ §22349 – speeding upon a highway = 480,000
- ▶ §22350 – basic speed = 308,000

Educating Drivers

- ▶ Testing
 - ▶ On average, 4 speed related questions are included in commercial and provisional tests
- ▶ Handbooks
 - ▶ Parent-Teen Training
 - ▶ CA Driver Handbook



Monitoring Driver Behavior



Monitoring Driver Behavior

► Negligent Operator Treatment System (NOTS)

Level	Name	Negligent Operator Points	Number of Drivers Annually
I	Warning Letter	2 points in 1 year	200,000
II	Notice of Intent to Suspend	3 points in 1 year 5 points in 2 years 7 points in 3 years	44,000
III	Order of Suspension/Probation	4+ points in 1 year 6+ points in 2 years 8+ points in 3 years	32,000
IV	Order of Suspension/Revocation	<ul style="list-style-type: none">• Accumulation of any point• Failure to Appear• Accident in which the driver is found to be at fault	14,000



Enhance DMV Resources

- ▶ Training
 - ▶ Educate new drivers by revising the Driving School Lesson Plan
 - ▶ Educate existing drivers by revising the Traffic School Course Guidelines
- ▶ Revise DMV's Handbooks
 - ▶ Modify content specific to speeding to emphasis awareness in our existing language
- ▶ Revise DMV's Education and Safety Website content
 - ▶ Expand existing content to add additional emphasis on the importance of speed management



Next Steps



- ▶ New lidar devices will be deployed to assist with speed enforcement
- ▶ Continued stakeholder engagement to promote safe driving and provide public education about the dangers of speeding



- ▶ Initiating procurement for District Traffic Safety Plans
- ▶ Planning for new speed monitoring programs



- ▶ Currently developing (in partnership with Caltrans) a coordinated traffic safety campaign to begin in FY22



- ▶ Currently planning to enhance DMV resources



- ▶ Thank You
- ▶ Questions?

