

Traffic Safety Innovations 2014

INSIGHTS FROM NATIONAL
LAW ENFORCEMENT
CHALLENGE SPECIAL
CATEGORY AWARD
WINNERS



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The National Law Enforcement Challenge focuses on three major traffic safety priorities: occupant protection, impaired driving, and speed. This year, agencies were able to focus on state and local issues. To address enforcement issues specific to their jurisdictions, the International Association of Chiefs of Police contacted some of the award winners to learn what innovative ideas they are employing that have had a positive impact on their community.

This booklet provides a snapshot of what some agencies are doing. Its goal is to provide helpful ideas that agencies can use or modify to fit their communities' policing needs.

Occupant Protection

Ohio State Highway Patrol (OSHP)

Ohio

2014 Winner

Agency Size: OSHP has approximately 1,600 sworn officers working across 58 patrol posts.

Community Makeup: OSHP patrols highways across Ohio in each of the state's 88 counties, which collectively are home to approximately 11.5 million people and 49,000 miles of highway—the 10th-largest highway system in the United States.

Partners: National Highway Traffic Safety Administration, Ohio Department of Transportation, Ohio Department of Health, local law enforcement agencies, local media, Cincinnati Reds, local high schools

Unbelted fatalities constitute a large portion of traffic fatalities in the United States. In Ohio, 3,994 occupants in fatal crashes and 110,413 occupants in injury crashes between 2008 and 2012—40 percent and 13 percent, respectively, of all occupants involved in such crashes—did not use a safety belt. Because state law allows officers to issue safety belt citations only in the presence of another traffic infraction, OSHP must focus equally on education and enforcement in order to improve seatbelt compliance and reduce unbelted fatalities.

EDUCATION

Media Outreach. OSHP leverages local media to catalyze safety belt awareness across Ohio. For example, it regularly conducts safety belt “blitzes” that include seatbelt education distributed to the public via television news and newspapers, as well as media ride-a-longs that allow reporters to see—and therefore share—what officers see. Press releases and media interviews are a regular occurrence and typically incorporate safety belt messages even when the primary subject is another infraction.

Public Service Announcements. Sports partnerships have been an ideal vehicle for safety-belt PSAs in Ohio, according to OSHP, which in 2013 partnered with the Ohio Traffic Safety Office, the Cincinnati Reds and Fox Sports Ohio to produce a television PSA promoting seatbelt compliance. The PSA—which aired on Fox Sports Ohio during Reds games between May 24 and August 4, 2013—targeted men aged 16 to 34. The icing on the cake: OSHP and partner agencies distributed plush seatbelt wraps to fans at three separate games.

Seatbelt Incentive Programs. OSHP's 58 patrol posts have partnered with community high schools and local law enforcement agencies to promote safety belt use among teen drivers. Officers distribute safety belt education to students and conduct safety belt checks at schools, where belted drivers receive a small reward, such as a restaurant coupon, that provides an incentive for them to continue wearing their seatbelt.

Regional Child Restraint Coordinators. Nine OSHP officers have completed the National Child Passenger Certification Training Program and therefore act as regional child restraint coordinators on behalf of the Ohio Department of Health. As local contacts for OSHP's 58

patrol posts, they are called upon to assist with education or safety seat donations when officers pull over motorists who either lack a child safety seat or have one that's improperly installed.

ENFORCEMENT

Metro Posts. OSHP has adopted a new, localized approach to traffic enforcement that empowers patrol-post commanders to make decisions at the community level. This approach has allowed OSHP to concentrate more resources in urban areas, including Ohio's most populous metro areas—Cleveland, Columbus and Cincinnati—where OSHP in recent years has opened three new patrol posts. Enforcement by those posts resulted in a 37 percent increase in the number of seatbelt citations between 2012 and 2013, and a 147 percent increase in child safety seat citations.

I-80 Challenge. In July 2013, OSHP participated in the I-80 Challenge. Organized by the National Highway Traffic Safety Administration as part of its "More Cops, More Stops" campaign, the challenge lasted eight days, during which time highway patrols in 11 states increased enforcement of seatbelt and other traffic violations along Interstate 80. In Ohio, the challenge produced a 24 percent increase in overall occupant-protection citations, compared to the same eight-day period in 2012, and increased the seatbelt use rate from 94 percent before the event to 97 percent after.

Holiday Enforcements. OSHP conducted six holiday enforcement periods and one "All-Out Day" utilizing all available officers in 2013. Although they totaled only 20 days—just 5 percent of the calendar—these seven targeted enforcement periods yielded 18 percent of the occupant-protection citations issued by OSHP during the year.

RESULTS

OSHP's dual focus on education and enforcement helped reduce the number of unrestrained occupants in fatal and injury traffic crashes in Ohio by 10 percent in 2013. Specifically, the number of unrestrained occupants in fatal crashes fell by 16 percent. Furthermore, seatbelt use in Ohio increased from 82 percent in 2012 to 84.5 percent in 2013—the highest recorded rate in state history.

INSIGHTS FOR OTHER AGENCIES

- Decentralize education and enforcement in order to concentrate resources in geographical areas that need extra attention.
 - Engage local media in order raise public awareness about safety belt use.
 - Offer incentives to teens and other at-risk drivers to encourage safety belt use.
 - Leverage partnerships—with professional sports teams, for instance, and neighboring agencies—to amplify your occupant-protection messages.
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Speed Awareness

Ohio State Highway Patrol (OSHP)

Ohio

2014 Winner

Agency Size: OSHP has approximately 1,600 sworn officers working across 58 patrol posts.

Community Makeup: OSHP patrols highways across Ohio in each of the state's 88 counties, which collectively are home to approximately 11.5 million people and 49,000 miles of highway—the 10th-largest highway system in the United States.

Partners: National Highway Traffic Safety Administration, Ohio Department of Transportation, local media, local school districts

Speed contributes to one in every three fatal crashes across Ohio, and one in every two injury crashes. Speeding is therefore a major priority for OSHP, which further increased speeding education and enforcement in 2013 in response to a new state law that raised speed limits on many major interstates to 70 miles per hour and, in so doing, unified formerly separate speed limits for passenger and commercial motor vehicles. For cars and trucks alike, OSHP asserted, increased speed demanded increased speeding awareness.

EDUCATION

Media Bulletins. OSHP's Public Affairs Unit distributes to OSHP's 58 patrol posts monthly media bulletins produced by OSHP's Statistical Analysis Unit. In January 2013, the bulletin's focus was the role of speeding in traffic crashes—in particular, teen-driver crashes. Upon receiving the bulletin, patrol-post commanders distributed press releases and conducted local media interviews specific to speeding problems in the counties they patrol. Additionally, OSHP presented on speeding at community events and school functions across Ohio. In December 2013, a second speeding-themed media bulletin emphasized the role of speeding in winter crashes and, in response, offered tips for safer winter driving.

Teen Driver Safety Week. During Teen Driver Safety Week in October 2013, OSHP distributed information about teen-driver crashes—57 percent of which include speed as a factor—to teens and parents, who also received tips for being safe and responsible drivers.

Holiday Messages. Prior to every major holiday, OSHP distributes a press release notifying the public of important safety messages and increased OSHP presence on Ohio roadways. Immediately after the holiday period, OSHP likewise distributes a recap of holiday enforcement and crashes. In 2013, holiday messages were delivered straight to motorists by officers, who utilized informational cards listing holiday enforcement periods along with a brief safety message about speed or another traffic safety issue.

ENFORCEMENT

Metro Posts. OSHP has adopted a new, localized approach to traffic enforcement that empowers patrol-post commanders to make decisions at the community level. This approach has allowed OSHP to concentrate more resources in urban areas, including Ohio's most populous metro areas—Cleveland, Columbus and Cincinnati—where

OSHP in recent years has opened three new patrol posts. Enforcement by those posts resulted in a 4 percent decrease in the number of speed-related crashes in those areas between 2012 and 2013.

Operation TRIAD. During Operation TRIAD (Targeting Reckless, Intimidating and Aggressive Drivers), OSHP's aviation division worked with officers on the ground; the former clocked the speed of drivers in designated areas from the air, while the latter issued citations. Pilots conducted 13 large-scale TRIAD details in 2013, along with numerous smaller details.

I-80 Challenge. In July 2013, OSHP participated in the I-80 Challenge. The Challenge lasted eight days, during which time highway patrols in 11 states increased enforcement of speeding and other traffic violations along I-80. In Ohio, officers issued 1,423 speeding citations during the event.

Construction Zone Safety Project. OSHP leveraged federal overtime hours from the Ohio Department of Transportation as part of its Construction Zone Safety Project, the focus of which was targeted speeding enforcement in 16 construction zones across Ohio. In 2013, officers participating in the project issued 15,611 speed citations in construction zones, up 23 percent from 2012.

Holiday Enforcement. OSHP conducted six holiday enforcement periods and one "All-Out Day" utilizing all available officers in 2013. During 20 total days of enforcement, OSHP made 150,558 traffic contacts with the motoring public and issued 73,674 speed citations—an average of 3,684 per day.

RESULTS

Despite increased speed limits on many Ohio highways, OSHP achieved a 1 percent reduction in speed-related traffic crashes in 2013, compared to 2012. Total speed-related crashes—122,206—were down 5 percent from the previous five-year average. Also notable: 2013 was Ohio's safest year on record, and the first time in history that the state logged fewer than 1,000 traffic fatalities. OSHP attributes the achievement largely to its speed-awareness efforts.

INSIGHTS FOR OTHER AGENCIES

- Regularly communicate risks, problems and solutions at the local level to media and the motoring public.
 - Use holidays to increase speeding awareness with increased education and enforcement.
 - Leverage federal overtime hours to increase speed enforcement, which in turn will reduce traffic crashes.
 - Collaborate across divisions (e.g., air, ground) and geographies (e.g., state lines) for maximum impact.
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Motorcycle Safety

Cobb County Police Department (CCPD)

Georgia

2014 Winner

Agency Size: CCPD has approximately 500 sworn officers, including a motorcycle unit of 10 motor officers, two motor sergeants and one lieutenant.

Community Makeup: Georgia's fourth most populous county, Cobb County spans 346 square miles and comprises approximately 700,000 residents in northwest suburban Atlanta. Its climate, which on average generates 13 more inches of rain a year than Seattle, often presents challenging driving conditions for motorcyclists.

Partners: Georgia Governor's Office of Highway Safety, Georgia Police and Fire Games, local motorcycle dealerships, local motorcycle clubs

Motorcycle crashes in Cobb County reached a five-year high in 2012, totaling 164 crashes that caused six fatalities. Motorcycle fatalities likewise were up 4.3 percent nationwide for the first nine months of the same year. CCPD responded by advertising motorcycle safety not only in Cobb County, but throughout metro Atlanta and across the state of Georgia.

EDUCATION

Police Motorcycle Training and Skills Assessment Events. Because they serve as examples, educators and ambassadors to the riding public, safe motor officers are the key to motorcycle safety in Cobb County. To keep their riding skills sharp, officers from the CCPD Motor Unit regularly compete in Police Motorcycle Training and Skills Assessment events. In 2013, they participated in several such events across Georgia, as well as a national event in Louisiana. At one event, sponsored by the Georgia Police and Fire Games, one CCPD motor officer placed in the top six competitors in the "Novice" category, while two others placed second and third in the "Expert" category. Because of its expertise, the CCPD Motor Unit received invitations to host the Georgia Police and Fire Games in 2014 and 2015. The skills learned and perfected during these events help motor officers model safe riding practices for spectators and the public. A local Harley Davidson motorcycle club has been invited to serve as judges, with hopes that they will learn new skills from their experience.

Monthly Motorcycle Rider Training. The CCPD Motor Unit's emphasis on motor-officer education and training is further evident during monthly motorcycle rider trainings. In 2013, these trainings were recognized by law enforcement agencies across metro Atlanta, many of which began sending their own officers to the monthly events to engage in a unique cross-training opportunity that benefits both the host and visiting motor units. CCPD motor officers completed approximately 100 hours of advanced motor training in 2013.

Motorcycle Safety Presentations. CCPD motor officers regularly share the skills they develop during their own training with civilian riders in the community. In 2013, the CCPD Motor Unit initiated more than half a dozen community outreach events at which they presented information about motorcycle laws, licensing and safety to motorcycle clubs and enthusiasts. Although liability prevents them from offering training and instruction, safe-riding tips are shared at every opportunity.

ENFORCEMENT

Traffic Complaint System. CCPD utilizes a traffic complaint system to target motorcycle enforcement activities where they're needed most. Citizens may submit complaints by phone or online; a motor officer then reviews all complaints and assigns a colleague to address each one individually.

High-Crash Corridors. CCPD uses historical and real-time crash data to identify high-crash corridors where enforcement can be especially impactful. Within these corridors, the entire department proactively mobilizes to maximize enforcement.

High-Visibility Enforcement. Although all CCPD officers actively participate in motorcycle enforcement activities, having a dedicated Motor Unit allows CCPD to achieve maximum visibility with minimum manpower. Motor officers' presence alone, it has been discovered, is a powerful deterrent to motorists who might be tempted to violate traffic laws—in cars and on motorcycles alike.

RESULTS

CCPD's focus on motorcycle safety produced a marked decline in motorcycle fatalities—two in 2013, down from five and six in 2011 and 2012, respectively. Motorcycle crashes also were down from 164 in 2012 to 142 in 2013.

INSIGHTS FOR OTHER AGENCIES

- Constantly and continuously train motor officers; they can pass the safety skills they learn on to the public as model riders.
 - Look for cross-training opportunities with other local, regional and state agencies in order to maximize shared learning for your officers and theirs.
 - Engage the riding public by allowing them to experience motor officers not only as police officers, but also as motorcycle riders. Doing so builds relationships that prime citizens to receive safety information and tips.
 - Deploy patrol officers to high-crash corridors, where they can maximize not only enforcement, but also visibility.
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COMMERCIAL MOTOR VEHICLE SAFETY – MUNICIPAL/ SHERIFF

New Kent County Sheriff's Office
(NKCSO)
Virginia
2014 Winner

Agency Size: NKCSO has approximately 35 sworn officers, 18 of which are patrol officers.

Community Makeup: Located just east of Richmond, New Kent County is a suburban community of Richmond, as well as Williamsburg. Approximately 221 square miles, it's bisected by Interstate 64, a major route for commercial motor vehicles that stretches nearly 1,000 miles from Virginia to Missouri.

Partners: DRIVE SMART Virginia, Federal Motor Carrier Safety Administration, Virginia Department of Transportation

Eighty percent of traffic crashes and 65 percent of near misses involve a distracted driving incident within three seconds of the event, according to the Virginia Tech Transportation Institute. In New Kent County, distracted driving caused 85 such crashes in 2013—many of them along Interstate 64, which is a major thoroughfare for commercial motor vehicles. To keep commercial drivers safe from this new and growing threat, NKCSO made distracted driving on I-64 a major priority in 2013 by partnering with DRIVE SMART Virginia on its Pilot Commercial Motor Vehicle Distracted Driving Campaign—otherwise known as “Phone Down. Just Drive.”—targeting commercial motor vehicle drivers talking or texting on handheld devices.

EDUCATION

Public Relations. NKCSO's partner, DRIVE SMART Virginia, commenced the “Phone Down” campaign with a public relations effort that included media outreach via press releases, media ride-a-longs and social media. The campaign partners endeavored to promote education about enforcement efforts so that CMV drivers are aware of the campaign and well-informed.

Advertising and Communications. DRIVE SMART Virginia further spread the word with numerous advertisements and communications, including four interstate billboards, three interstate message trailers, 100 yard signs spread across all I-64 interchanges and recorded messages broadcast to truck drivers via Citizen Band radio, courtesy of five CB Wizards deployed approximately 10 miles apart along I-64.

Driver Outreach. DRIVE SMART Virginia engaged truck drivers face-to-face at east and westbound rest areas on I-64, where it set up “Phone Down” tables offering educational magnets, brochures and pamphlets. Volunteers asked drivers to sign a pledge promising not to use a handheld device while operating a commercial motor vehicle.

ENFORCEMENT

Targeted Enforcement. NKCSO conducted 840 hours of “Phone Down” enforcement in April 2013. Funded by a grant from the Federal Motor Carrier Safety Administration, enforcement took place seven hours a day, Monday through Friday, for 20 days. Because handheld device summons for commercial vehicles are not pre-payable in Virginia, communication with judicial officials was critical in

anticipation of increased summonses.

SUV Enforcement. NKCSO employed three roving SUV patrol units—one marked, two un-marked—consisting of a noncertified CMV officer in the driver’s seat and a certified CMV officer in the passenger seat, looking for violations. Drivers who were pulled over received a citation, as well as an educational pamphlet.

RESULTS

NKCSO’s “Phone Down” patrols traveled more than 18,000 miles during the campaign’s 20 days of enforcement, during which they made 509 traffic stops and issued 149 summonses to commercial motor vehicle drivers for distracted driving. During the campaign, officers issued 121 handheld device law citations, as well as 250 seatbelt citations.

INSIGHTS FOR OTHER AGENCIES

- Consider partnering with another organization; one party can handle education, the other enforcement, allowing both to execute against their core competencies.
 - Communicate enforcement early and often to make drivers aware of the law and the penalties for breaking it.
 - Because a lone officer looking for violations is as much of a hazard as a driver who is looking at a handheld device, utilize two-person enforcement teams.
 - Communicate with stakeholders, such as judicial officials, prior to targeted enforcement to build goodwill and support.
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COMMERCIAL MOTOR VEHICLE SAFETY – STATE POLICE

Tennessee Highway Patrol (THP)

Tennessee

2014 Winner

Agency Size: THP has 812 sworn personnel, including 524 uniformed officers patrolling 95 counties spread across eight districts.

Community Makeup: Tennessee is the 36th largest and 17th most populous U.S. state. Its highway system stretches over 95,523 miles—enough to circle the world more than three times—and includes three major interstates that intersect in the middle of the state: I-24, I-40 and I-65. It borders eight other states, which makes it a hotbed for interstate commerce, and is home to some of the highest mountains east of the Mississippi River, which creates omnipresent hazards for commercial motor vehicles engaged in that commerce.

Partners: Federal Motor Carrier Safety Administration, Tennessee Department of Transportation, University of Tennessee, Tennessee Trucking Association, Commercial Vehicle Safety Alliance

Fatalities caused by large truck crashes with other vehicles are on the rise in Tennessee, totaling 99, 104 and 117 in 2011, 2012 and 2013, respectively. Because THP's principal objective is reducing traffic fatalities, reversing the trend is of paramount importance. Promoting commercial motor vehicle safety can help.

EDUCATION

No-Zone. In 2013, Tennessee reported 5,798 crashes involving large trucks and non-large-truck vehicles. THP's No-Zone program aims to reduce these crashes and associated fatalities by educating the motoring public about commercial motor vehicles. As part of the program, each of THP's eight districts receives funding for 160 hours of No-Zone programming, which they can allocate toward educational activities at local schools, civic organizations, trucking industry events and public fairs. "Share the Road" pamphlets are distributed and, when it's available, THP's dedicated No-Zone semi-trailer truck is deployed. On the latter, the truck's blind spots, or "no zones," are painted. A 2013 grant from the Federal Motor Carrier Safety Administration is being used to convert the truck into an interactive driving simulator. By illustrating for drivers that they are sometimes invisible to commercial motor vehicle operators, THP establishes among all vehicles shared responsibility for commercial motor vehicle safety.

Trooper Certification. Every THP trooper below the rank of captain is required to be certified in commercial motor vehicle inspections by the Commercial Vehicle Safety Alliance (CVSA). At minimum, troopers must be certified in CVSA North American Standard (NAS) Level III, although several are certified in NAS Level I. Requiring NAS certification ensures that THP can maximize commercial motor vehicle inspections and, in so doing, minimize commercial vehicle crashes.

SCALES. THP's SCALES program increases trucking industry awareness of and compliance with safety programs by allocating grant-funded overtime toward commercial motor vehicle inspections. NAS Level I or higher certified troopers conduct the inspections and must meet minimum productivity requirements.

ENFORCEMENT

Speeding Trucks and Negligent Drivers (STAND). THP's STAND program utilizes grant-funded overtime to engage troopers in additional commercial motor vehicle enforcement activities. Using location-based crash data,

THP identifies problem areas where commercial motor vehicle drivers are known to engage in speeding, reckless driving, following too close and improper lane changing; it then deploys troopers to those areas to engage in targeted commercial motor vehicle enforcement.

High-Crash Corridors (HCC). HCC equips field supervisors with location-based crash data that they can use to prepare their quarterly enforcement plans. The four counties with the most large truck and bus crashes in each of THP's eight districts are designated HCC counties. Their designation entitles those counties to receive a specialized data dashboard that assists them in targeting enforcement activities based on time of day, day of week, roadway type and/or driver factors. The program's emphasis is on hazardous moving violations committed by commercial motor vehicle drivers, as well as by passenger vehicles around commercial motor vehicles.

Roadcheck 2013. In 2013, THP participated in International Roadcheck, the largest targeted commercial vehicle enforcement program in the world. Sponsored each year by CVSA, the event included three days of simultaneous commercial vehicle enforcement across North America, including the United States, Canada and Mexico. Over the course of the program's 72 hours, THP troopers conducted roadside inspections of commercial motor vehicles at 13 locations alongside Tennessee highways. NAS Level I inspections were conducted on all stopped trucks, with extra attention paid to safety belt enforcement.

RESULTS

THP inspected 10,551 commercial motor vehicles in 2013, up 14.8 percent from 2012. Likewise, it inspected 5,106 drivers, up 18.7 percent. Although fatalities from truck crashes increased in Tennessee in 2011, 2012 and 2013, so did the number of truck crashes, such that the fatality ratio has remained essentially flat—an indication that increased inspections and enforcement are working.

INSIGHTS FOR OTHER AGENCIES

- To reduce commercial motor vehicle crashes, focus on drivers of both commercial vehicles and passenger vehicles.
 - Require CVSA certification of all troopers in order to increase your capacity for performing commercial motor vehicle inspections, which will increase safety and reduce crashes.
 - Use location-based crash data to maximize the impact of commercial motor vehicle enforcement.
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Bike/Pedestrian Safety

Town of Manlius Police Department (TMPD)

New York

2014 Winner

Agency Size: TMPD has 34 sworn personnel, 25 of who are uniformed officers on patrol.

Community Makeup: Located in east suburban Syracuse, the Town of Manlius encompasses three villages, two hamlets, seven school zones, two shopping centers and a large medical center. Combined with an abundance of green space—including Green Lakes State Park and a popular hiking and biking trail along the Erie Canal—its small-town feel means many citizens traverse it on foot or by bicycle.

Partners: Town of Manlius Police Benevolent Association, New York State Trooper Foundation, local schools, local businesses

Collisions involving pedestrians or bicyclists have constituted 2 percent or less of all collisions in the Town of Manlius in the past three years, resulting in only one fatality: a 17-year-old male who was riding his bike to school when he was struck by a motorist approximately 100 feet from his destination. Determined that even one fatality is too many, however, TMPD in 2013 commenced a renewed effort to promote pedestrian and bicyclist safety in its community, where a local focus on fitness means citizens are constantly outside walking, running and biking alongside motorists.

EDUCATION

Public Relations. All year long—but especially in summer, when pedestrian and bike traffic are at their highest—TMPD conducts an active PR campaign to raise awareness around pedestrian and bike safety. Press releases are distributed to local media, who also are granted interviews and ride-a-longs. Meanwhile, weekly social media posts help TMPD communicate directly with the walking and bicycling public.

Safety Belt Program. Site surveys on major roadways revealed that Town of Manlius residents rarely wear reflective clothing when they're walking, running or cycling, even though they often exercise before and after work, when lighting is at its lowest. The result—low visibility—increases the risk of collisions involving pedestrians and cyclists. In response, TMPD in 2013 partnered with the Town of Manlius Police Benevolent Association, the New York State Trooper Foundation and a local business, Sno Top Ice Cream, to distribute free yellow reflective safety belts to citizens observed walking, running or biking on or near roads without reflective safety gear.

"You Got Caught"/"Look Who's Wearing a Helmet." In partnership with local businesses and the Onondaga County Bicycle Safety Coalition, TMPD developed two programs in 2013 to encourage children to wear helmets when they're riding their bikes. The first, "You Got Caught," empowers officers to stop children under the age of 16 when they're biking without a helmet; officers issue not citations, but rather informational "You Got Caught" pamphlets that contain information for their parents on how to obtain a low- or no-cost bike helmet. The second, "Look Who's Wearing a Helmet," is a similar program in which officers stop juveniles who *are* wearing a helmet and reward them with a coupon for free ice cream at a local ice

cream parlor. Together, the programs inform parents and kids, as well as provide them with an incentive to continue wearing helmets.

Open Houses. Several times a year, TMPD hosts open houses for the public at its headquarters. The half-day events, which draw hundreds of visitors from the community, are a platform for raising traffic-safety awareness and delivering traffic-safety instruction. They include activities such as a “safety scavenger hunt” and a bicycle obstacle course for children who bring their bicycle and helmet.

ENFORCEMENT

Pedestrian Crosswalk Safety Campaign. In June 2013, TMPD used a Selective Traffic Enforcement Program (STEP) grant to fund 20 hours of overtime that was used for enforcement at crosswalks across the community. During the campaign, officers issued 26 citations, half of which (54 percent) were for crosswalk infractions. Citations were issued not only to motorists, but also to pedestrians and cyclists when they were at fault, ensuring 360-degree awareness of collision risks.

RESULTS

As part of its pedestrian and bicyclist safety efforts, TMPD in 2013 issued 20 bike helmets, 102 safety belts and 300 certificates for free ice cream. Together, education and enforcement resulted in a nearly 53 percent reduction in pedestrian/bicyclist-involved collisions from 2012 to 2013. Collisions are down nearly 28 percent from 2001.

INSIGHTS FOR OTHER AGENCIES

- Partnerships with local businesses and community groups can help campaigns gain visibility and support.
 - Providing incentives for positive behavior can be equally as effective as punishing negative behavior.
 - Open houses and social media are good means of building relationships with community members; the better the relationship, the more receptive citizens are to receiving and disseminating safety messages.
 - Pedestrians and bicyclists aren't just victims of collisions; they also can be causes. Enforcement should therefore target pedestrians/bicyclists and motorists alike.
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Impaired Driving

California Highway Patrol (CHP)

California

2014 Winner

Agency Size: CHP comprises 7,482 sworn personnel, including 6,954 uniformed officers on patrol. It is the nation's largest state law enforcement agency.

Community Makeup: CHP patrols all freeways in California's 58 counties, which include 105,000 miles of roadways serving a population of over 38 million California residents. According to the National Institute on Alcohol Abuse and Alcoholism, California consumes 2.35 gallons of alcohol per resident per year.

Partners: tmdgroup, Inc., cable companies, TV stations, professional and collegiate sports teams, California Office of Traffic Safety, IACP, National Highway Traffic Safety Administration, Federal Motor Carrier Safety Administration, parents, local high schools, insurance companies, traffic courts

As recently as 2008, DUI-related traffic collisions caused 493 fatalities across California, making DUIs one of the state's most prevalent violent crimes. By 2011, CHP had reduced annual DUI-related fatalities to 338. Still, more needed to be done. In fact, California's first-ever statewide survey on traffic safety issues revealed that nearly 6 percent of California motorists admitted to driving under the influence within the past 30 days; 70 percent agreed that driving under the influence is a "very big problem." Impaired driving was therefore a major focus for CHP in 2013.

EDUCATION

Advertising Campaign. In 2013, CHP contracted with tmdgroup Inc., a social marketing firm that specializes in public outreach on behalf of federal, state, county and city government. The firm executed a statewide ad campaign for CHP to educate Californians on the consequences of impaired driving. Public service announcements (PSAs) and anti-DUI messages were broadcast on cable and network television, on radio, at movie theaters and online, focusing on geographic areas with the highest percentage of total alcohol-involved fatal and injury collisions. Ads, which ran concurrent with holidays that historically see an increase in DUIs, generated more than 32 million views.

Right Turn. In response to statistics showing that more students are using drugs and alcohol, and at younger ages, CHP developed the Right Turn program. Targeting middle school students ages 11 to 14, who typically are still forming opinions about drugs and alcohol, the program educates students about impaired driving before they reach driving age and attempts to teach them strategies for dealing with peer pressure so they can extricate themselves from dangerous situations when they arise.

Start Smart. Approximately 3,000 teenagers die in vehicle collisions every year. With that in mind, CHP developed Smart Start as an extension of its Right Turn program; while the latter targets middle schoolers ages 11 to 14, the former targets high schoolers ages 15 to 19. Utilizing a grant from the California Office of Traffic Safety (OTS), CHP delivers anti-DUI presentations to new or soon-to-be-licensed drivers. Conducted by officers who have investigated fatal traffic collisions involving teenagers, as well as loved ones of teens lost, presentations are made possible by partnerships with numerous supporters, including insurance companies,

many of which offer discounts for teen drivers who complete Smart Start classes; schools, some of which offer rewards, like campus parking passes, to students who complete Smart Start classes; and California traffic courts, some of which give teen traffic offenders the option of completing a Smart Start class in lieu of having a traffic violation on their permanent record.

Every 15 Minutes. Every 15 minutes, a teenager is injured or killed in a traffic collision somewhere in America. This statistic is the basis for the Every 15 Minutes campaign, which consists of a three-day education program delivered to California high school students, portraying in stark detail the physical, emotional, legal and financial consequences of impaired driving with the help of an accident scene reenactment. In 2013, CHP delivered 141 Every 15 Minutes presentations to more than 102,000 participating students.

Sober Graduation. Established in 1985, the Sober Graduation program sends CHP to senior-class rallies and events at California high schools, where parents often organize sober graduation parties that keep graduates off the streets on graduation day. Officers distribute anti-DUI education materials and organize accident scene reenactments with the goal of reducing DUI fatalities among graduating seniors.

Designated Driver Program (DDP). Through DDP, CHP advertises the traffic safety message “Designate a Sober Driver” at high-impact venues where alcohol is present, including professional and collegiate sporting events, automobile races, rodeos, movie theaters and concerts. In 2013, CHP partnered with Laguna Seca Raceway, the Redding rodeo, the Los Angeles Lakers, the Sacramento River Cats and California State University, Fresno, among many others, to promote DDP at events. The “Designate a Sober Driver” message was broadcast verbally by event announcers and visually on banners and Jumbotron boards.

Techniques for Effective Alcohol Management (TEAM) Coalition-Good Sport Program. The TEAM Coalition-Good Sport Program brings together professional and collegiate sports teams, entertainment facilities, concessionaires, stadium service providers, breweries, distilleries, broadcasters and government to promote responsible drinking by fans at sporting and entertainment events. In 2013, CHP officers staffed booths at home games of the San Diego Chargers, Oakland Raiders and Sacramento Kings, where fans were asked to sign a pledge promising to be the designated driver for their group.

ENFORCEMENT

Drug Recognition Expert (DRE) Program. CHP’s DRE program assists with impaired-driving enforcement by helping officers develop skills and experience in the detection and apprehension of drug-impaired drivers. To receive DRE certification, officers must complete 72 hours of classroom instruction and 40 hours of hands-on field certification. In 2013, CHP certified 219 new DREs both in and outside the agency.

Grant-Funded Enforcement. CHP received numerous traffic safety grants in 2013, many of which it allocated toward impaired-driving enforcement.

The Impaired Driving Enforcement and Apprehension II (IDEA2) grant from OTS, for example, funded more than 57,000 overtime hours for the detection, apprehension, evaluation and documentation of impaired drivers. Two local traffic safety corridor grants—also from OTS—likewise concentrated resources on impaired driving, this time focusing on corridors with a disproportionately high number of impaired-driving collisions. One such grant reduced DUI-related traffic fatalities and injuries by 60 percent and 52 percent, respectively, in the targeted geographical area.

RESULTS

In 2013, CHP officers devoted more than 461,000 hours of regular duty time and more than 57,000 hours of grant-funded overtime to impaired driving enforcement, arresting 76,860 impaired drivers. This enforcement, along with CHP's training and public education efforts, has caused a decrease in the number of traffic collisions caused by impaired drivers for the fifth consecutive year.

INSIGHTS FOR OTHER AGENCIES

- Anti-DUI messages are especially effective when they target high-risk demographics at high-impact venues—for instance, sports fans at stadiums on game day.
 - On-campus education, delivered early and often, is a proactive way to reduce teen fatalities from DUI-related collisions.
 - Partner with schools, businesses and courts to develop incentives that increase participation in education programs.
 - Leveraging grant-funded overtime will result in increased enforcement and decreased collisions from impaired driving.
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DISTRACTED DRIVING

California Highway Patrol (CHP)

California

2014 Winner

Agency Size: CHP comprises 7,482 sworn personnel, including 6,954 uniformed officers on patrol. It is the nation's largest state law enforcement agency.

Community Makeup: CHP patrols all freeways in California's 58 counties, which include 105,000 miles of roadways serving a population of over 38 million California residents. Because it's home to Silicon Valley—headquarters for Apple, Google, Facebook, Twitter and Yahoo!, among many others—it's ground-zero for mobile device usage and adoption.

Partners: California Office of Traffic Safety, Impact Teen Drivers, IACP, National Highway Traffic Safety Administration, Federal Motor Carrier Safety Administration, parents, local high schools, insurance companies, traffic courts

In 2011, California drivers were involved in 23,741 collisions in which at least one party was not paying attention. Approximately one-third (31.6 percent) of those collisions took place within CHP's jurisdiction. Further, a 2013 survey by the California Office of Traffic Safety (OTS) found that 36 percent of Californians thought texting or talking on a cell phone while driving posed the biggest safety problem on California roadways; nearly 70 percent of California drivers said they had been hit or nearly hit by a driver who was talking or texting on a cell phone, and 45 percent admitted to making a driving mistake themselves while talking on a cell phone. Against this backdrop, distracted driving—caused not only by cell phones, but also grooming, eating, etc.—was among CHP's biggest priorities in 2013.

EDUCATION

Grant-Funded Education. OTS awarded CHP two grants focused on distracted driving education and enforcement in 2013. The first, the Teen Distracted Drivers Education and Enforcement III (TDDEE III) grant, targeted teen drivers ages 16 to 19. The second, the Adult Distracted Drivers IV (ADD IV) grant, targeted adult drivers ages 20 and older. As part of TDDEE III and ADD IV, CHP conducted more than 300 and 500 traffic safety presentations, respectively.

Impact Teen Drivers. Impact Teen Drivers (ITD) is a nonprofit organization whose goal is reducing teen injuries and deaths caused by distracted driving. CHP has partnered with ITD since its inception in 2007 to plan, develop and deliver distracted-driving education to California teenagers, parents, guardians and educators. ITD engages teens by using worldplay, visual aids and interactive resources to communicate to teens in their "own" language. Real-life stories feature deceased teens' friends, families, teammates and classmates most prominently. In 2013, CHP participated in 571 ITD traffic safety presentations throughout California, reaching 107,767 teenagers, parents and guardians.

Start Smart. Approximately 3,000 teenagers die in vehicle collisions every year. With that in mind, CHP developed Smart Start to educate high schoolers ages 15 to 19 about traffic safety—including distracted driving, which is the number one killer of American teenagers, ahead of both reckless and impaired driving. Utilizing a grant from OTS, CHP delivers distracted-driving presentations to new or soon-to-be-licensed drivers. Conducted by officers who have investigated fatal traffic collisions involving teenagers, as well as loved ones of

teens lost, presentations are made possible by partnerships with numerous supporters, including insurance companies, many of which offer discounts for teen drivers who complete Smart Start classes; schools, some of which offer rewards, like campus parking passes, to students who complete Smart Start classes; and California traffic courts, some of which give teen traffic offenders the option of completing a Smart Start class in lieu of having a traffic violation on their permanent record.

PIO Training. To maximize the effectiveness of its distracted driving education efforts in 2013, CHP required all public information officers (PIOs) to attend training as part of its TDDEE III and ADD IV grants. The training gave PIOs a holistic understanding of distracted-driving laws, causes and consequences so they could develop more effective public education campaigns and messages.

ENFORCEMENT

Grant-Funded Enforcement. Along with education, enforcement was a focus of CHP's TDDEE III and ADD IV grants. As part of TDDEE III and ADD IV, CHP conducted 104 and 141 distracted driving enforcement operations, respectively. Each operation consisted of a minimum of two CHP patrol units conducting distracted-driving enforcement with a specific geographical area for a minimum of four hours.

Distracted Driving Awareness Month. Because April is National Distracted Driving Awareness Month, CHP in April 2013 joined law enforcement agencies across California in April 2013, launching the "It's Not Worth It!" campaign, which included daily distracted-driving enforcements. Because of the campaign, CHP officers issued 28,023 distracted driving citations during the month of April.

RESULTS

In 2013, CHP officers devoted 52,000 hours of regular duty time and more than 4,500 hours of grant-funded overtime to distracted-driving enforcement, issuing a total of 157,575 citations to distracted drivers. Further, education and enforcement contributed to a reduction in the number of California drivers actively using cell phones at any time, down from 10.8 percent in 2012 to 7.4 percent in 2013; the largest drop (33 percent) was from drivers holding a cell phone to their ear.

INSIGHTS FOR OTHER AGENCIES

- To move the needle on distracted driving, education should focus on both teen and adult drivers.
 - Maximize educational impact for teens by speaking to them in their own language, using words, media and stories to which they can relate.
 - Expand training to include public information officers; the more they know about traffic safety issues, the better they can address them with targeted education and communication.
 - Partner with schools, businesses and courts to develop incentives that increase participation in distracted-driving education programs.
 - Capitalizing on grants will result in increased enforcement and decreased collisions from distracted driving.
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CLAYTON J. HALL MEMORIAL AWARD

California Highway Patrol (CHP)

California

2014 Winner

Agency Size: CHP comprises 7,482 sworn personnel, including 6,954 uniformed officers on patrol. It is the nation's largest state law enforcement agency.

Community Makeup: CHP patrols all freeways in California's 58 counties, which include 105,000 miles of roadways serving a population of over 38 million California residents. According to the Federal Highway Administration, 20 of the nation's 41 most trafficked highways—and six of its 100 deadliest highways—are located in California.

Partners: California Department of Transportation, California Office of Traffic Safety

CHP's primary goal is saving lives. To do just that, it takes a holistic approach to traffic safety that includes ongoing officer training, dedicated community outreach, innovative public education and strict enforcement. According to its most recent annual report of fatal and injury motor vehicle traffic collisions, published in 2012, its mileage death rate and fatalities were 0.92 and 2,995, respectively, down 27.5 percent and 26.7 percent, respectively, from 10 years prior. Furthermore, California had 2,758 fatal and 159,696 injury crashes in 2012—the lowest number of fatal collisions since 1945 and the lowest number of injury collisions since 1969.

EDUCATION

Social Media. Social media's viral nature makes it an ideal tool for advertising traffic safety, according to CHP, which uses Facebook and Twitter to distribute timely, engaging traffic-safety messages on topics such as speeding, occupant protection, distracted driving and impaired driving. Facebook posts, which utilize text, images and video, typically are seen by an average of 8,000 to 10,000 people each, although some messages have reached 80,000 to 100,000 Facebook users.

Safety Messages. In partnership with the California Department of Transportation, CHP operates Transportation Management Centers (TMCs) across the state. CHP gathers real-time traffic information from multifarious sources—including electronic sensors in the pavement, freeway call boxes, video cameras, 911 calls, patrol officers, highway crews, ramp meter sensors, earthquake monitors, motorists' cellphone calls and commercial traffic reporters—and sends it to 24/7 to TMCs, which are responsible for messages that appear on electronic signs along California's highways. Supporting CHP's various traffic safety campaigns in 2013, there were 8 occupant protection, 16 construction speed limit, 12 distracted driving, and 30 impaired driving signs.

Child Passenger Safety (CPS) Program. Through the CPS program, CHP officers demonstrate for parents and guardians the proper installation of child safety seats, while also reinforcing the importance of seatbelts for children and adults. Partnerships with judicial officials, rental car companies and daycare centers maximize the program's reach. In 2013, CPS technicians and instructors conducted 375 child passenger safety check-up events and inspected 14,002 child safety seats. They

also conducted 24 informational sessions for judicial officials, attended by 98 people; 38 occupant restraint educational classes for car rental companies, attended by 226 people; and 189 CPS educational classes for daycare centers and preschools, attended by 5,702 people.

Start Smart. Approximately 3,000 teenagers die in vehicle collisions every year. With that in mind, CHP developed Smart Start to educate high schoolers ages 15 to 19 about traffic safety. Utilizing a grant from OTS, CHP delivers distracted-driving presentations to new or soon-to-be-licensed drivers. Conducted by officers who have investigated fatal traffic collisions involving teenagers, as well as loved ones of teens lost, presentations are made possible by partnerships with numerous supporters, including insurance companies, many of which offer discounts for teen drivers who complete Smart Start classes; schools, some of which offer rewards, like campus parking passes, to students who complete Smart Start classes; and California traffic courts, some of which give teen traffic offenders the option of completing a Smart Start class in lieu of having a traffic violation on their permanent record. In 2013, CHP conducted 642 Start Smart classes and made 471 public education and awareness presentations, impacting 105,408 young drivers.

ENFORCEMENT

Solid, Realistic, Ongoing, Verifiable Training (SROVT). Established in 2003, the SROVT program extends daily training to CHP officers during pre-shift briefings. Every day, a different, real-life SROVT scenario is presented to officers across the state, who discuss the scenario and learn the appropriate course of action for responding to it. Training focuses on CHP policies and procedures, as well as state laws. In 2013, officers received one SROVT scenario related to occupant protection, one related to distracted driving, seven related to speeding and 19 related to impaired driving.

Interstate Challenges. CHP participated in four interstate challenges—the I-80, I-10, I-5 and I-40 Challenges—in 2013. Focuses included speeding, impaired driving unrestrained and improperly restrained occupants, and distracted driving, the goal of which was zero deaths during challenge periods.

Maximum Enforcement Periods (MEPs). CHP organizes MEPs during holiday periods. During MEPs, CHP's area offices are required to deploy the maximum number of available uniformed officers to address primary collision factor violations, including speed, impaired driving and occupant restraint violations. In 2013, CHP officers arrested 2,964 impaired drivers during the New Year's and Labor Day MEPs, which was an increase of nearly 70 percent over 2012. Likewise, it issued 20,099 speeding citations during the Independence Day and Christmas MEPs, and 2,856 citations during the Memorial Day and Thanksgiving MEPs.

Click It or Ticket. As part of its "zero tolerance" Click It or Ticket campaign, CHP issued 2,505 seatbelt citations and 355 child restraint citations in 2013.

Local Traffic Safety Corridor Grants. Two local traffic safety corridor grants from OTS concentrated resources on speed and aggressive driving, focusing on corridors with a disproportionately high number of fatal and injury collisions. In one corridor, CHP officers arrested four drunk drivers and issued 1,850 unsafe speed citations and 29 commercial vehicle-related citations; in the other corridor, CHP officers arrested one drunk driver and issued 1,188 citations for unsafe speed, 48 for distracted driving, 16 for traffic signal, nine for wrong side of the road and seven for improper passing.

Targeted Statewide Speed Enforcement. In 2013, CHP received OTS's Reduce Aggressive Driving Incidents and Tactically Enforce Speed (RADIATES) grant, which funded nearly 22,000 hours of grant-funded overtime for speed and aggressive driving education and enforcement. The grant, which also funded 517 vehicle-mounted radar units, was allocated to CHP's eight field divisions based on their percentage of speed-related traffic collisions. Divisions spent their funding on three statewide overtime enforcement deployments, which yielded 21,611 citations; 1,203 deployments of changeable message signs; and 294 traffic safety presentations impacting more than 45,510 people statewide.

INSIGHTS FOR OTHER AGENCIES

- The best traffic safety outcomes result from a three-pronged approach that includes education, communication and enforcement.
 - When possible, precede reactive enforcement with proactive education; the best way to reduce traffic fatalities is to prevent them in the first place.
 - Make training a habitual, everyday occurrence for officers; the more they know about state laws and agency policies, the more effectively they can enforce them.
 - Form partnerships with local businesses and judicial officials to maximize the reach of public education and outreach.
 - Use social media to engage the motoring public and amplify traffic-safety messages.
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