Roadway Departure: Effective Countermeasures
Presented by:

Ed Gebing, NHTSA Region 9
on behalf of
Randy Weissman, California OTS
DISCUSSION POINTS

Problem Identification
Effective Countermeasures
Partnerships and Collaboration
Problem Identification

High Collision Areas

Types of Collisions

Causes- Don’t just look for one reason
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<th>Issues</th>
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<td>Alcohol Impaired Driving</td>
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<td>Drug Impaired Driving</td>
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<td>Distracted Driving</td>
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<td>Drowsy Driving</td>
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<td>Motorcycle Safety</td>
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<td>Occupant Protection</td>
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<td>Emergency Medical Services</td>
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4E’s- The solutions

Enforcement
Education
Engineering
Emergency Medical Services
Countermeasures/Strategies

High Visibility Enforcement
DUI/Driver’s License checkpoints
Saturation patrols
Court stings
Minor Decoy
Shoulder Tap
High Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors.

HVE combines highly visible and proactive law enforcement targeting a specific traffic safety issue.

Law enforcement efforts are combined with visibility elements and a publicity strategy to educate the public and promote voluntary compliance with the law.
HVE: High Visibility Media Outreach

Educate the public about the traffic safety problem and warn them well in advance that law enforcement will enforce the law to save lives

Use a combination of social median, earned, and targeted paid media

Maintain media outreach for Pre-event, During the Event, and Post-Event
Education and Awareness

Drivers Education in your local schools

Every 15 Minutes, Start Smart, Impact Teen Driver

Mother’s Against Drunk Driving

Learning Knows No Bounds
OTS Public Education and Outreach Efforts
<table>
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<td>Bicycle Safety</td>
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Traffic Safety Marketing

- Stop using your phone when you drive.
- Click to learn more...
- One text or call could WRECK it all.
- DRIVE SOBER OR GET PULLED OVER
- SPEEDING
  Stop speeding before it stops you
- buzzed driving is drunk driving
  designate a sober driver
Resources

- NHTSA Website
  www.nhtsa.gov

- Vehicle Safety Hotline (toll-free)
  1-888-327-4236

- Traffic Safety Marketing (TSM)
  www.trafficsafetymarketing.gov

- California Office of Traffic Safety
  www.ots.ca.gov
STRATEGIC HIGHWAY SAFETY PLAN

“GET INVOLVED AND MAKE A DIFFERENCE”

Alcohol/Drug Impaired Driving
Bicycling
Driver Licensing and Competency
Occupant Protection
Young Drivers
Aging Road Users
Pedestrians
Speeding and Aggressive Driving
Motorcycles
Distracted Driving
Commercial Vehicles
Emergency Medical Services
Intersections, Interchanges and Other Roadway Access
Roadway Departures and Head-on Collisions
Work Zones

CALIFORNIA STRATEGIC HIGHWAY SAFETY PLAN

Create a Culture of Safety in California

2015-2019