
Roadway Departure: Effective Countermeasures



**CALIFORNIA OFFICE
OF TRAFFIC SAFETY**

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

94%



Issues

Alcohol Impaired Driving

Drug Impaired Driving

Distracted Driving

Drowsy Driving

Motorcycle Safety

Occupant Protection

Emergency Medical Services

4E's- The solutions

Enforcement

Education

Engineering

Emergency Medical Services

Countermeasures/Strategies

High Visibility Enforcement

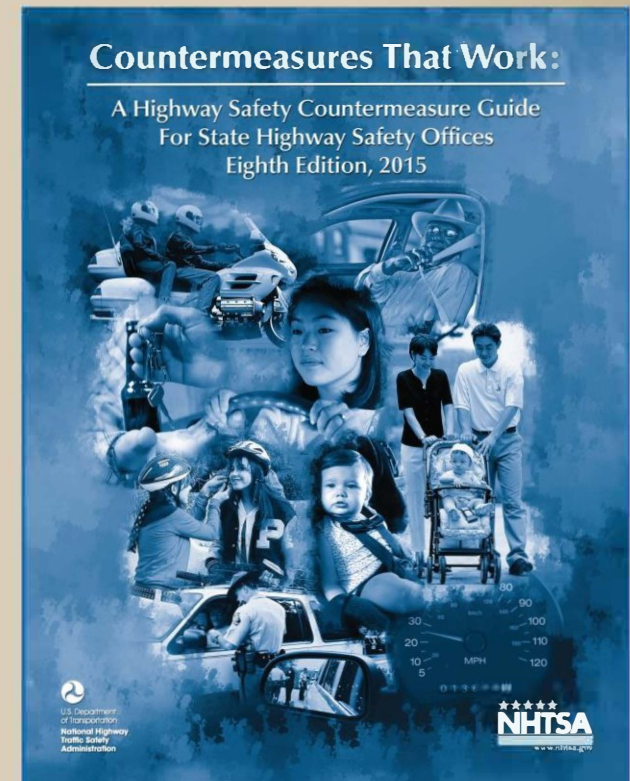
DUI/Driver's License checkpoints

Saturation patrols

Court stings

Minor Decoy

Shoulder Tap



NHTSA Key Countermeasure Program: High Visibility Enforcement (HVE)

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, Smart
Start, Impact Teen Driver

Mother's Against Drunk
Driving



Learning Knows No Bounds

OTS Public Education and Outreach Efforts



NHTSA- Traffic Safety Marketing

Bicycle Safety

Child Safety

Distracted Driving

Drowsy Driving

Drug-Impaired Driving

Drunk Driving

First Responder Safety

Motorcycle Safety

Older Drivers

Pedestrian Safety

Rail Grade Crossing

School Bus Safety

Seat Belts

Speed Prevention

Teen Safety

Vehicle Safety

Traffic Safety Marketing



powering off

Stop using your phone when you drive.
Click to learn more...

ONE TEXT OR CALL COULD
WRECK
IT ALL



SPEEDING
Stop speeding before it stops you



**DRIVE SOBER OR
GET PULLED OVER**

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

“GET INVOLVED AND MAKE A DIFFERENCE”

STRATEGIC HIGHWAY SAFETY PLAN

Alcohol/Drug Impaired Driving

Bicycling

Driver Licensing and Competency

Occupant Protection

Young Drivers

Aging Road Users

Pedestrians

Speeding and Aggressive Driving

Motorcycles

Distracted Driving

