

Consider joining one of the SHSP Challenge Area Teams

The **California Strategic Highway Safety Plan (SHSP)** is a comprehensive, statewide transportation safety plan which provides a framework for reducing fatalities and serious injuries across all travel modes and on all public roads. The SHSP identifies key safety needs and guides investment decisions that provide the greatest potential to achieve the plan’s goal of Zero Fatalities and Serious Injuries.

Want to help shape the future of traffic safety in California? Learn more about safety initiatives in California? Have innovative roadway safety ideas or goals? Get involved by joining a Challenge Area Team! Your involvement can make all the difference in helping California apply proven approaches and activities to strategically drive down traffic-related fatalities and serious injuries.

Development of the 2020–2024 California SHSP included input from stakeholders throughout the state and review of fatal and serious injury crashes. This effort identified safety “Challenge Areas” on which to focus resources. These Challenge Area Teams are charged with developing, implementing, and tracking progress on SHSP priorities. Below are the 16 Challenge Areas in the 2020–2024 SHSP, which have been categorized into High Priority and Focus Areas.

We are seeking participants that represent a variety of interests and perspectives, including:

- The 5 Es: Education, Enforcement, Engineering, Emergency Response, and Emerging Technologies
- State and federal entities
- Public, private and community-based organizations
- City, county, regional and tribal organizations
- Urban and rural areas to encompass the diversity of California






Participants have the ability to:

- Know safety priorities for the state
- Promote your safety priorities
- Create partnerships with other passionate safety champions
- Maximize resources available
- Gain technical knowledge to advance safety initiatives
- Lead the efforts to change local and statewide safety issues

Join a Challenge Area Team by completing the form online: <http://bit.ly/36IB3rF>

Challenge Areas

High Priority Areas

-  Lane Departures – 45%
-  Speed Management/Aggressive Driving – 33%
-  Impaired Driving – 28%
-  Pedestrians – 18%
-  Bicyclists – 7%

-  Intersections – 23%

Note: The percentages represent the number of fatalities and serious injuries for each Challenge Area compared to the total fatalities and serious injuries on all California public roads using 2009-2018 SWITRS data.

Active Transportation 25%

Focus Areas

-  Aging Drivers
-  Commercial Vehicles
-  Distracted Driving
-  Driver Licensing
-  Emergency Response
-  Emerging Technologies
-  Motorcyclists
-  Occupant Protection
-  Work Zones
-  Young Drivers