

SCHEDULE A

GRANT No.: AL10108

GRANT DESCRIPTION

**PROBLEM STATEMENT**

Driving under the influence (DUI) continues to be a major concern for the California Highway Patrol (CHP). In 2007, there was a statewide total of 73,644 reportable fatal and injury collisions. Of these, 206 alcohol-involved fatal and injury collisions occurred within the jurisdictions of the CHP South Lake Tahoe, Placerville, Truckee, and Gold Run Areas. In light of the Areas' strenuous enforcement and public awareness efforts, the number of alcohol-involved reportable collisions has decreased by 13 percent from 238 in 2006 to 206 in 2007. As a result of these collisions, 2007 data indicate 12 persons were killed and 280 were injured in alcohol-involved collisions. The official Statewide Integrated Traffic Records System (SWITRS) alcohol-involved data shown in the following table provides additional details reflecting the magnitude of the problem.

**Alcohol-Involved Collisions and Victims Within CHP South Lake Tahoe, Placerville, Truckee, and Gold Run Areas**

Collision Type	2005				2006				2007			
	Collisions		Victims		Collisions		Victims		Collisions		Victims	
Fatal & Injury	79,186		118,265		75,453		111,848		73,644		107,471	
	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured
DUI Primary Collision Factor	3	184	3	244	10	191	11	239	8	172	8	245
Alcohol Involved	4	211	4	284	18	220	19	279	12	194	12	280

Detection and removal of impaired drivers is vital to reducing fatalities, injuries, and the mileage death rate. DUI countermeasures used by CHP have included routine patrol, aggressive enforcement strategies, public awareness programs, active support of DUI laws, proactive roving DUI patrol, sobriety/driver's license (DL) checkpoints, DUI task force operations, and DUI warrant services. Although the combination of these types of operations are clearly instrumental in deterring and removing DUI drivers from the roadways, California still experiences a significant number of traffic collisions involving alcohol and/or drugs.

**PERFORMANCE MEASURES**

**GRANT GOALS**

1. To reduce alcohol-involved fatal collisions within CHP Tahoe Basin's<sup>1</sup> jurisdiction by three from the 2007 base-year total of 12 to 9 by September 30, 2010.
2. To reduce alcohol-involved injury collisions within CHP Tahoe Basin's jurisdiction by 5 percent from the 2007 base-year total of 194 to 186 by September 30, 2010.

<sup>1</sup> Tahoe Basin is defined as CHP South Lake Tahoe, Placerville, Truckee, and Gold Run Areas.

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3. To reduce alcohol-involved fatal victims within CHP Tahoe Basin's jurisdiction by three from the 2007 base-year total of 12 to 9 by September 30, 2010.
4. To reduce alcohol-involved injured victims within CHP Tahoe Basin's jurisdiction by 5 percent from the 2007 base-year total of 280 to 266 by September 30, 2010.

### GRANT OBJECTIVES

1. To issue an operational plan (including strategic distribution of allocated overtime hours) to carry out grant program activities by October 15, 2009.<sup>2</sup>
2. To issue a press release announcing the kick off of the project by October 31, 2009. Press releases, media advisories, alerts, and materials will be prepared by the Office of Media Relations (OMR). The information template shall be submitted to OMR 30 days prior to the issuance date of the release. A short description of any significant grant-related traffic safety event or program shall be sent to the Office of Traffic Safety (OTS) at least 30 days in advance so that they can arrange for attendance/participation in the event.
3. To conduct 48 specialized enforcement unit (SEU) deployments to combat both impaired driving and other primary collision factors (PCFs) within the Tahoe Basin travel corridor by September 30, 2010.
4. To conduct a minimum of 15 local traffic safety presentations impacting 1,200 people at appropriate venues by September 30, 2010.
5. To participate in California's "Drunk Driving, Over the Limit, Under Arrest" campaign by conducting a minimum of four roving DUI patrol operations during the campaign period of December 18, 2009, through January 3, 2010 (Winter Mobilization Period), and August 20, 2010, through September 6, 2010 (Summer Mobilization Period).
6. To report separately operation statistics for the National Highway Traffic Safety Administration (NHTSA) Summer and Winter Mobilization Periods on the "NHTSA Mobilization Datasheet" by September 30, 2010.
7. To produce by March 31, 2010, and distribute by September 30, 2010, a public service announcement (PSA) directed at DUI. A draft of all recorded material will be submitted for OTS approval at least 14 days prior to production or distribution.

<sup>2</sup> The operational plan will contain a strategic distribution of allocated overtime hours and other budgeted resources.

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8. To describe and assess separately the effectiveness of “paid and donated” TV airtime messages by providing:<sup>3</sup>
  - a. Number of PSAs produced.
  - b. Subject of each PSA.
  - c. Number of airings for each PSA.
  - d. Total size of audience reached.
  - e. Total cost or donated value.
  - f. Conduct evaluation surveys, as appropriate.
9. To describe and assess separately the effectiveness of “paid and donated” printed messages by providing:
  - a. Number of messages produced.
  - b. Subject of each message.
  - c. Number of printings for each message.
  - d. Total size of audience reached.
  - e. Total cost or donated value.
  - f. Conduct evaluation surveys, as appropriate.
10. To issue a post-project news release for publicizing the project, promoting its benefits, and detailing the most favorable outcomes by October 31, 2010.
11. To participate, when possible, in the local “AVOID” press conferences or media events for each campaign period in cooperation with all other regional AVOID projects for NHTSA mobilizations.
12. To use the following standard language in all press, media, and printed materials: “Funding for this program was provided by a grant from the California Office of Traffic Safety (OTS), through the National Highway Traffic Safety Administration.”

13. To email the OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and copy the OTS Coordinator at least 30 days in advance, a short description of any significant grant-related traffic safety event or program so that OTS has enough notice to arrange for attendance and/or participation in the event.

14. To submit a draft or rough-cut of all printed or recorded material (brochures, posters, scripts, artwork, trailer graphics, etc.) to the OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and to the OTS Coordinator for approval 14 days prior to the production or duplication.

15. To use on all videos, radio PSA's, television PSA's, etc. “a message from the California Highway Patrol (or just CHP) and the California Office of Traffic Safety.”

**NOTE:** Nothing in this agreement shall be interpreted as a requirement, formal or informal, that an officer issue a specified or predetermined number of citations in pursuance of the obligations hereunder.

<sup>3</sup> See Schedule B-1 for additional details on the required OTS form for reporting paid media in conjunction with associated claims.

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**METHOD OF PROCEDURE**

This project would provide a 12-month traffic safety project that includes utilizing enhanced proactive DUI saturation patrols and SEUs in an effort to decrease impaired driving and other PCFs. The project will include educational efforts as well as enhanced enforcement and will be completed in five phases: Program Preparation, Program Operations, Data Gathering and Reporting, Final Quarterly Performance Report (QPR), and OTS Executive Summary and CHP Final Report.

**[--Preparation--]**  
Oct - Dec 09

**[-----Program Operations-----]**  
Oct 09 - Sep 10

**[-----Data Gathering & Reporting-----]**  
Oct 09 – Sep 10

**[-----Final QPR-----]**  
Oct 10

**[---OTS Exec. & Summ CHP Final Rpt. ---]**  
**Oct - Nov 10**

**Phase 1 – Program Preparation** (October 1, 2009, through December 31, 2009)

All necessary preparatory actions will be accomplished to effect a prompt and smooth transition to the Program Operations Phase. Preparatory actions include the following:

- Complete the language assessment of the project’s service area to determine needs for materials in languages other than English.
- Develop an operational plan and promptly issue to affected commands.
- Develop the project logo (if applicable) for use on appropriate project materials.
- Submit requests for any necessary contractual documents.
- Request the kick off media release be prepared for issuance at the beginning of the Program Operations Phase.
- Identify and target enforcement efforts on traffic concerns and identify conditions and behavior, which contribute to the traffic safety issue.
- Complete additional preparations necessary for timely project implementation.

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- Prepare for DUI education classes.

#### **Phase 2 – Program Operations** (October 1, 2009, through September 30, 2010)

Project-related operations/activities will be completed and results will be provided to OTS in the QPR. Activities include the following:

- Issue the “kick off” media release.
- Deploy uniformed personnel on overtime in support of project goals/objectives.
- Collaborate with community organizations in an effort to educate the motoring public.
- Project activities (e.g., enhanced proactive DUI saturation patrols and SEUs), as outlined in the operational plan will be conducted.
- Implement a schedule of grant activities.
- Distribute existing departmental DUI educational materials at appropriate venues.
- Request the post-project media release be prepared for issuance after the Data Gathering and Reporting Phase.

#### **Phase 3 – Data Gathering & Reporting** (Throughout Grant Period)

Agencies are required to collect and report quarterly, appropriate data that support the progress of each of the goals and objectives. Data gathering, analysis, and reporting will be conducted throughout the project period. Post-operations activities will be completed. Activities include the following:

- Statistical data relating to the grant goals and objectives will be collected, analyzed, and incorporated into the QPR.<sup>4</sup> QPRs for the quarter ending September 30 will include year-to-date comparisons of goals and objectives. The Quarterly Evaluation Data Form (Schedule C) will be completed each quarter and submitted as part of the QPR.
- These reports will compare actual grant accomplishments with the planned accomplishments. They will include information concerning changes made by the grant director in planning and guiding the grant efforts.<sup>5</sup>

<sup>4</sup> SWITRS collision data is normally available approximately six to eight months after the end of each reporting period. Throughout the project, unofficial locally tracked collision data may be reported during the interim until official SWITRS data becomes available. Quarterly reports will clearly indicate any changes to previously reported data.

<sup>5</sup> Although not a project goal or objective, citations issued by officers on project-funded overtime will be coded with a "special project code" to track the number of citations issued and the types of violations.

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- Reports shall be completed in accordance with OTS requirements specified in the Grant Program Manual, Volume II, Chapter 7, and submitted in compliance with the signed Acceptance of Conditions and Certifications (OTS-33) included within this agreement.
- The post-project news release will be issued by October 31, 2010.

#### **Phase 4 – Final QPR and OTS Executive Summary** (October 1, 2010, through November 30, 2010)

- The Final QPR will be prepared in accordance with OTS requirements specified in the Grant Program Manual, Volume II, Chapter 7. The Final QPR will be submitted to OTS within 30 days after the grant's conclusion, no later than October 30, 2010.
- The OTS Executive Summary will be prepared in accordance with OTS requirements specified in the Grant Program Manual, Volume II, Chapter 7. The Executive Summary will report the grant goal attainment and will be submitted to OTS upon verification of statistical data. Submission is estimated to be by November 30, 2010.<sup>6</sup>

#### **Phase 5 – CHP Final Report** (October 1, 2010, through November 30, 2010)

- For CHP assessment purposes, a Final Report will be prepared upon verification of statistical data. Completion is estimated to be November 30, 2010.

#### **METHOD OF EVALUATION**

Using the data compiled in Phase 3, the grant director will evaluate: (1) how well the stated grant goals and objectives were accomplished, (2) if all the activities outlined in the "Method of Procedure" were performed in accordance with the grant agreement; and (3) was the grant cost effective?

#### **ADMINISTRATIVE SUPPORT**

This program has the full support of CHP Executive Management. Every effort will be made to continue activities after the grant's conclusion.

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<sup>6</sup> Normal delays in the availability of official SWITRS data will preclude final determination of goal attainment by the estimated submission date for the OTS Executive Summary.