

OTS TRACKS

THE OFFICIAL PUBLICATION OF THE CALIFORNIA OFFICE OF TRAFFIC SAFETY

OTS partners with GHSA, Lyft to encourage sober rides home



The OTS received a \$20,000 grant from the Governors Highway Safety Association (GHSA) to advance our impaired driving efforts across California.

The grant program emphasizes the importance of getting a sober ride home, incentivizing people to make good choices by offering users a \$10 Lyft credit.

"We are excited to work with Lyft and GHSA to curb impaired driving," OTS Director Rhonda Craft said. "This is another way to reinforce the message that there are safe, alternative ways to get around that do not involve putting yourself and others at risk by driving impaired."

The Lyft credits are available for up to 2,000 users in Sacramento, San Francisco, Los Angeles and San Diego.

The program will run on social media from Dec. 8 to Jan. 31 as part of the new OTS "Go Safely, California" public awareness campaign that makes getting where you need to go safely a number one priority.

Grantee Spotlight: UCSD TREDS



TREDS

UC San Diego's Training, Research and Education for Driving Safety (TREDS) has released a series of videos to warn of the dangers of driving after using marijuana.

Marijuana was the most commonly detected drug among drivers killed in crashes in 2016. Coupled with the legalization of recreational marijuana in California, this OTS-funded education program serves as a reminder to the public that marijuana can also be impairing, and result in a DUI.

You can watch the videos at <http://treds.ucsd.edu/duid> and clicking on the "videos" tab.

OTS to launch new impaired driving awareness campaign

The OTS will be rolling out a new impaired driving campaign during a Dec. 7 event in Sacramento.

The OTS will join the California Highway Patrol (CHP), Sacramento Kings and other agency partners to highlight efforts to curb impaired driving and promote safe alternatives to get home safely.

The impaired driving campaign coincides with our new traffic safety awareness effort, "Go Safely, California." During the event, we will officially release the new "Go Safely, California" public service video addressing a variety of traffic safety issues, including impaired driving.

"Impaired driving remains a serious public health issue," OTS Director Rhonda Craft said. "We must continue to educate the public about the dangers of driving drunk or under the influence of drugs, and the consequences for those who choose to break the law and drive impaired."

We will also be launching a new website, www.gosafelyca.org, that will serve as a resource for the general public and traffic safety partners.



A DUI comes in all shapes and sizes.



LOOKING AHEAD



December 7 OTS Impaired Driving Campaign Launch Event

December 10 CHP "Put the Brakes on Speed" Enforcement Campaign Kick Off Event

December 14-January 1 Driver Sober or Get Pulled Over Mobilization