



CALIFORNIA

Millbrae: Comprehensive Traffic Safety Program

▶ AT-A-GLANCE

▶ **Project Characteristics**
Education and Enforcement
High Visibility

▶ **Program Areas**
Occupant Protection
Pedestrian/Bicycle Safety
Alcohol and Other Drugs

▶ **Targeted Populations**
General Population
High School Seniors
Grammar School Students

▶ **Type of Jurisdiction**
Municipality

▶ **Jurisdiction Size**
22,000

▶ **Funding**
OTS Grant - \$219,423.15
Agency Contribution -
\$72,228.00

▶ **Contact**
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Problem Identification

The University of California at Berkeley's Institute of Transportation Studies conducted an enforcement analysis at the city's request. The study showed that Millbrae ranked 45th when compared to 111 other California cities its size in the fatal and injury motor vehicle collisions category. Millbrae fared even worse in the collision type known as "Had Been Drinking" (HBD) driver under 21, ranking third highest out of 97 cities ranked. Millbrae also ranked high in the killed and injured victim category among pedestrians 65 years and over, ranking 26th out of 97 cities.

The four major collision causes in Millbrae are speed, unsafe turning, failure to yield, and Driving Under the Influence (DUI). Statistics from 1998 and 1999 indicate a 50 percent increase in speed-related injury collisions, and a 150 percent increase in pedestrian-related injury collisions. Injury collisions increased 37 percent between 1998 and 1999 and the number of victims from these collisions increased 76 percent from 42 in 1998 to 74 in 1999.

The UC Berkeley study recommended an additional officer for the Traffic Division. The study also advised that the traffic units should focus enforcement efforts on pedestrian and bicyclist violations on El Camino Real at Millbrae Avenue.

Goals and Objectives

The *Comprehensive Traffic Safety Program's* goal is to reduce fatal and injury collisions by 13 percent, reduce alcohol-involved fatal and injury collisions by 100 percent, reduce the total number of pedestrians killed and injured by 22 percent, and reduce speed-related fatal and injuries collisions by 27 percent.

The program's intermediate objectives include:

- Conducting seven special enforcement operations aimed at the drinking driver; six aimed at pedestrian violations; and seven aimed at speed violations;
- Conducting seven highly publicized safety belt and child safety seat saturation operations;
- Conducting nine educational presentations called Dry2K, aimed at high school seniors; and
- Conducting five bicycle rodeos impacting three-hundred students and five bicycle helmet inspections.



Strategies and Activities

The *Comprehensive Traffic Safety Program* addresses several traffic problems contributing to injury collisions in Millbrae, including speed, DUI, and pedestrian right-of-way. The program implemented strategies and activities to achieve its goals, including the following:

- Assigned a fully-equipped Kawasaki police motorcycle and radio-ready helmet to a traffic officer for enforcement purposes.
- Purchased a Kustom Signals hand-held Lidar (laser) unit and assigned it to the Traffic Division for enforcement purposes.
- Assigned officers to patrol El Camino Real and Millbrae Avenue focusing on enforcing four major collision causes: speed, unsafe turning, failure to yield and DUI.
- Conducted a pedestrian decoy operation in which plain clothes officers walk in a crosswalk and uniformed officers cite those drivers who fail to yield.
- Hosted several highly publicized, multi-agency safety belt saturation operations, in which up to 20 officers issued citations to drivers not wearing safety belts.
- Partnered with Alcohol Beverage Control (ABC) officers when conducting DUI saturation patrols, allowing safety enforcement officers to learn about alcohol beverage laws and bar inspections and ABC Officers to learn about safety belt enforcement.
- Conducted Dry2K presentations to high school seniors teaching them the effects and consequences of drinking and driving.
- Partnered with community-based organizations to conduct bicycle rodeos and helmet inspections at several grammar schools to educate students about bicycle laws and safety.

Results

The *Comprehensive Traffic Safety Program* has achieved the following successes:

- Decreased total fatal and injury collisions by 30.28 percent.
- Decreased pedestrians killed and injured by 55.55 percent.
- Increased citations issued for hazardous moving violations by 38.43 percent in 2003.
- Increased safety belt compliance from 89 percent to 92 percent.
- Created Millbrae Police Department's first dedicated traffic division.