Community Traffic Safety Project

Lehigh – Berks – Carbon – Monroe – Schuylkill
What is a CTSP Program?

- A program designed to reduce crashes, injuries and deaths – at a *local level*
- Provide a link between Pennsylvania Highway Safety Office
  - NHTSA
  - PennDOT
  - Engineering Districts
  - County
    - Identify Safety Focus Areas (SFAs)
      - Crash Data
      - Community Outreach
    - Identify and implement Countermeasures
District 5-0 SFAs

- Aggressive Driving
- Unbelted Occupants
- Impaired Driving
- Older Drivers (65+)
- Commercial Motor Vehicles
- Motorcycle
- Pedestrian
- Distracted Driving
- Younger Driver (16–17)
- Bicycle
Three E’s

- Engineering
- Planning
- Infrastructure
- Maintenance

- Education
  - School/Community Programs
  - Media Campaigns
  - Community Events

- Enforcement
Partners

- PennDOT Highway Safety Meetings
- **Meet and coordinate with HS Regional Partners**
- Region 3 LEL
- Northampton County CTSP
- Lehigh Valley DUI/HS TF
- PennDOT SPO
- AD/BUPA projects
- Trauma Prevention Coordinators
- Law Enforcement
- Schools
- Community Groups
- **Anyone willing to assist with promoting HS**
Education

- Provide Training to LE
- Educational programs
  - Schools
  - Community Groups
- Earned Media campaigns
  - PSAs
  - Print
  - TV
  - National Campaigns
Law Enforcement Training

- MCSAP
- ARIDE
- DUI Checkpoint Trainings
- School Program Training
- Older Driver
- Motorcycle
- Commercial Motor Vehicle Enforcement
- Child Passenger Safety Enforcement
- PCIT
- Below 100
School Programs

- Promote all areas of Highway Safety.
  - Sit Back it’s Elementary
  - 16 Minutes
  - Survival 101
- Designed to be taught by law enforcement
  - Increases outreach
  - Promotes LE relationships
    - W/Teens
    - W/community
    - and kids listen
School Programs
Community Education/Outreach

- Community/Business Groups
- Community Events
- Public Service Announcements
- Media Events
Community Activities
Media
Enforcement
Enforcement - As a Countermeasure

- Impaired Driving
- Aggressive Driving
- Occupant Protection
- Commercial Vehicle Enforcement
Success
Challenges
Continued Education/Enforcement
Thank You

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