



Austin Police Department

Traffic Fatality 2006 Review and 2007 Plan

Assistant Chief David Carter



Fatal Crashes

2006 total:

54 crashes

64 victims

•2 with
three
victims

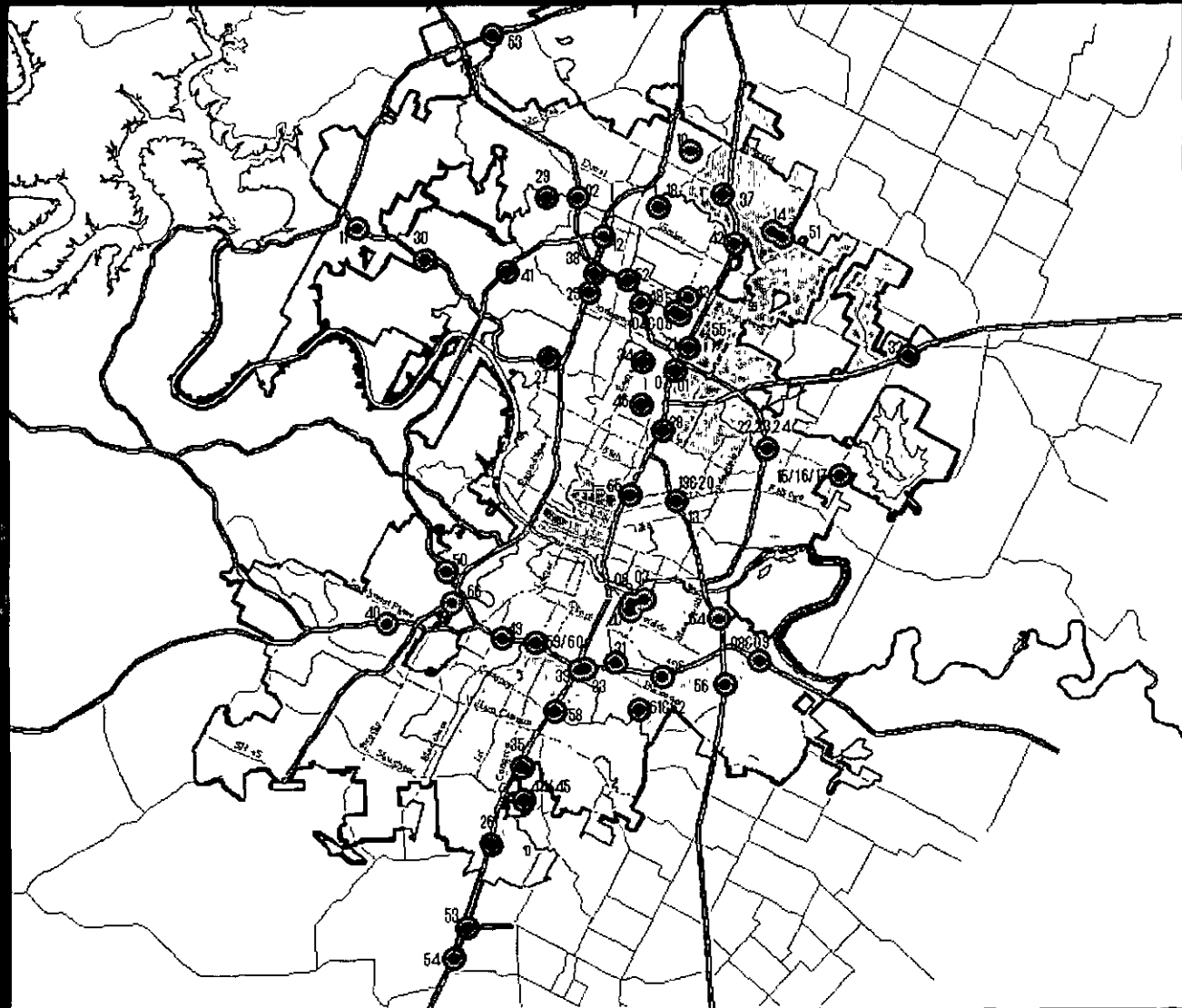
•6 with two
victims

2005 total:

57 crashes

61 victims

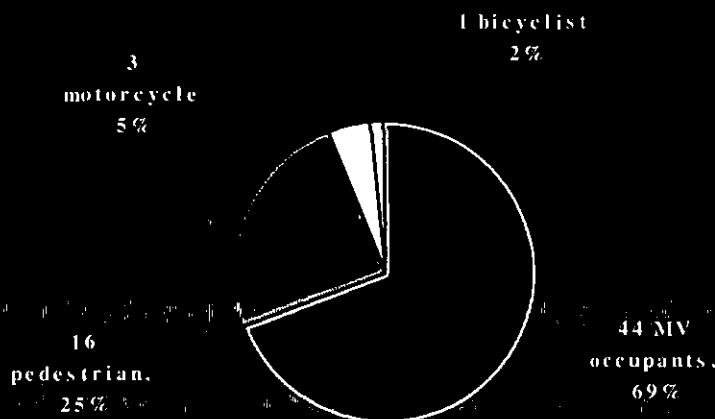
•4 with two
victims





2006 Fatal Crash Data

2006 Fatalities by type



Alcohol

30 of the 64 victims involved alcohol (47%)
27 of the 54 crashes involved alcohol (50%)

Speed

25 of the 64 fatalities involved speed (39%)

Seat Belt

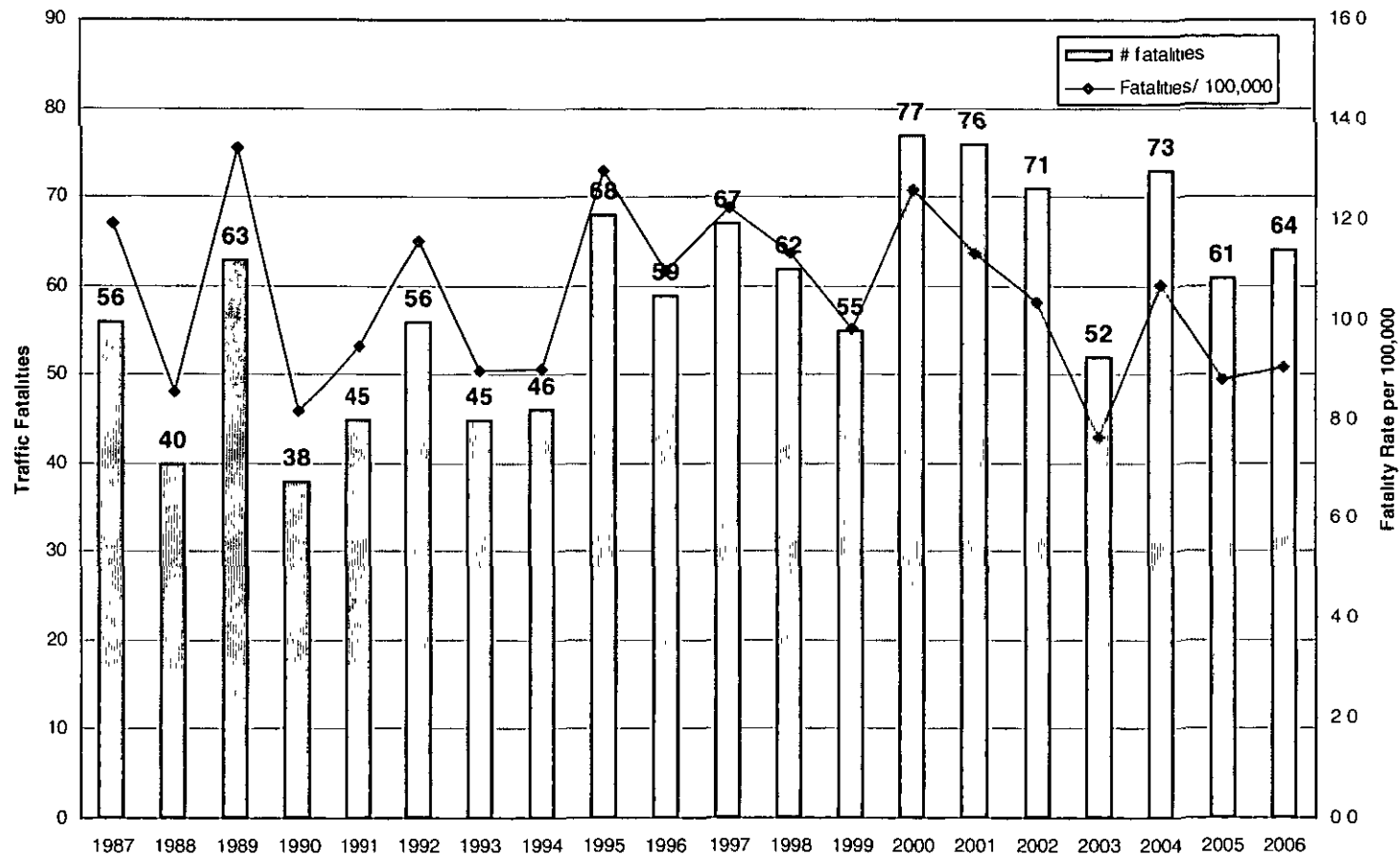
25 of 44 occupants were unrestrained (57%)

- 71% of PASSENGER fatalities were suspected of not using a seatbelt or child safety seat
- 48% of DRIVER fatalities were suspected of not using a seatbelt



Austin Traffic Fatalities 1987-2006

Traffic Fatality Comparison 1987-2006



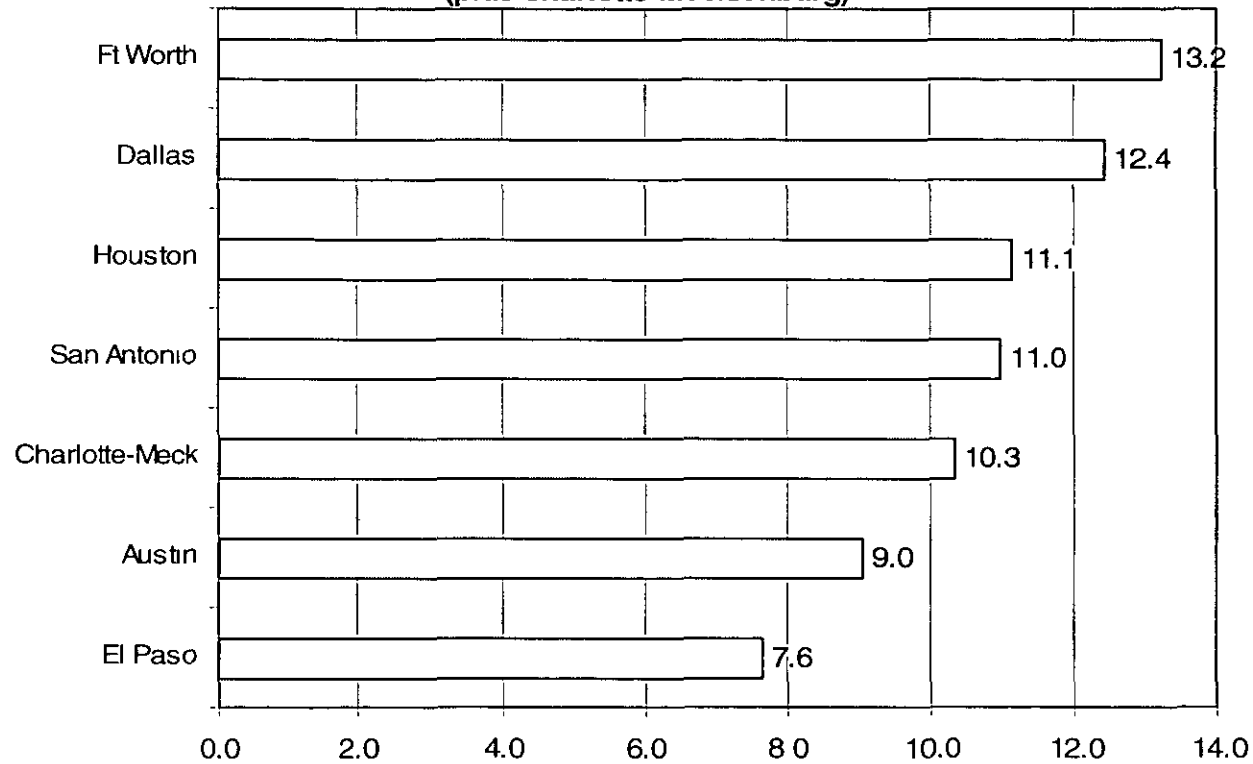
		Fatalities / 100,000	# fatal collisions	# fatalities	
	10 year avg	10.4	612	658	1997-2006
	10 year high	12.0	696	743	
	10 year low	8.8	528	573	
	change from 2005	3%	-5%	5%	



2006 Fatalities per 100,000

Other cities comparison*

Traffic Fatality Rates 2006 TX Major cities
 *(plus Charlotte Mecklenburg)



	El Paso	Austin	Charlotte-Meck	San Antonio	Houston	Dallas	Ft Worth
2006 fatalities	46	64	70	138	228	153	81
2006 pop	601,839	707,952	677,122	1,256,584	2,045,732	1,230,303	613,261
2006 rate	7.6	9.0	10.3	11.0	11.1	12.4	13.2
rate change	-13%	3%		1%	3%	-3%	14%

Source: Fatalities- individual police departments population-
 2005 FBI population for other cities COA for Austin

*-Major-Texas-cities-were-used,-plus-Charlotte-Mecklenburg,-NC-for-comparison-

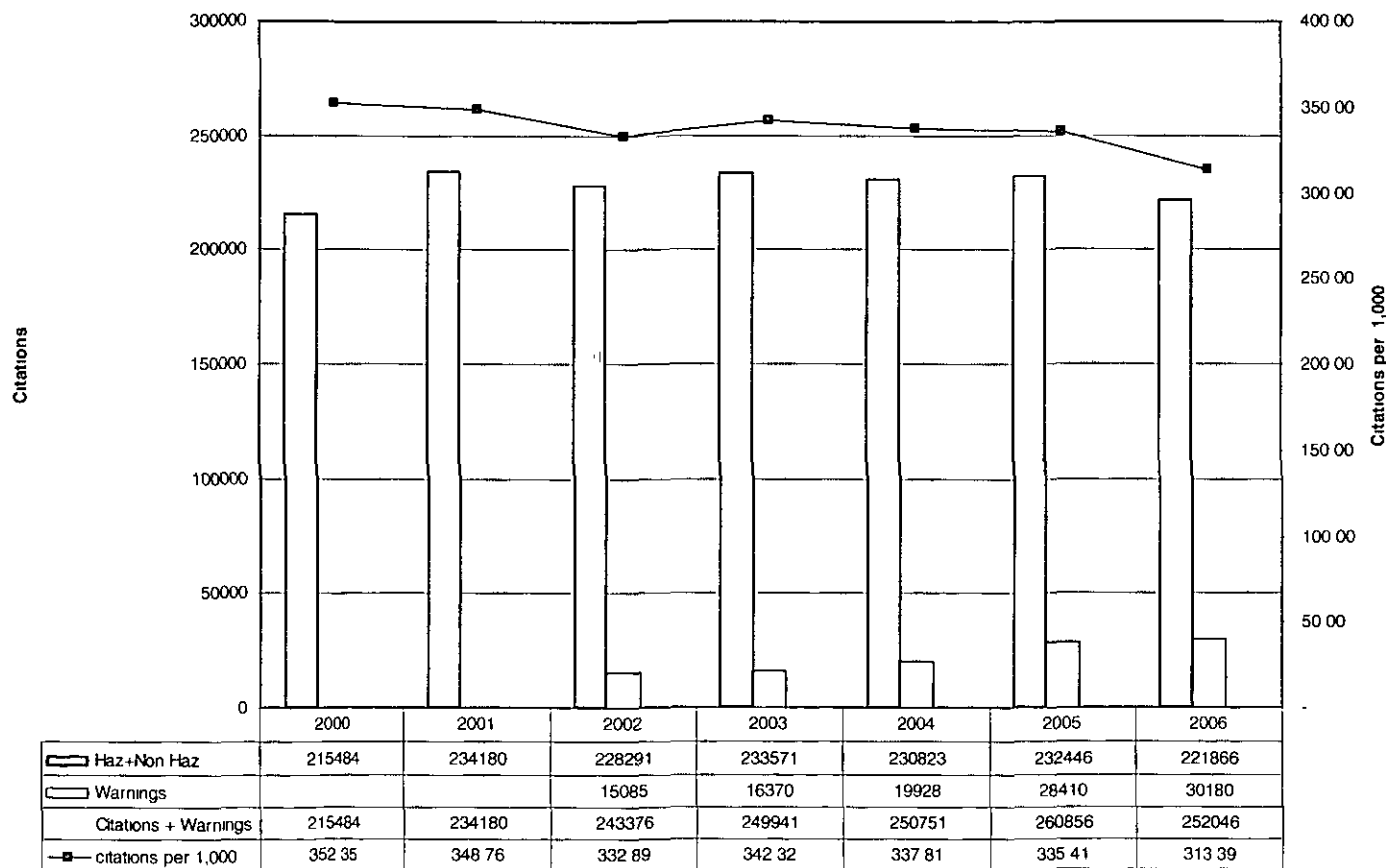


Traffic Enforcement Actions

Citations and Warnings

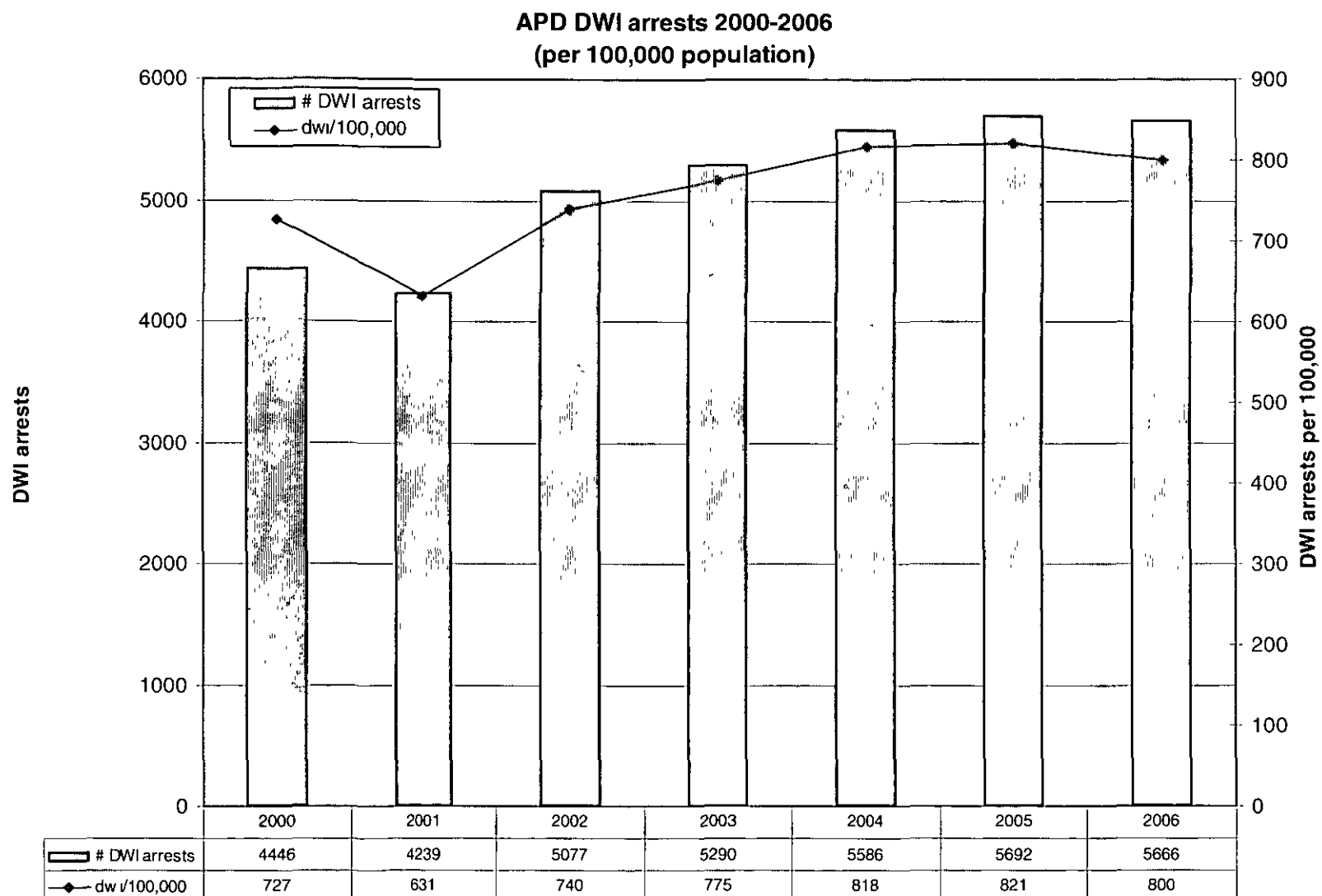
2000-2006

APD Citations 2000-2006
(citations, warnings, and # citations per 1,000 population)



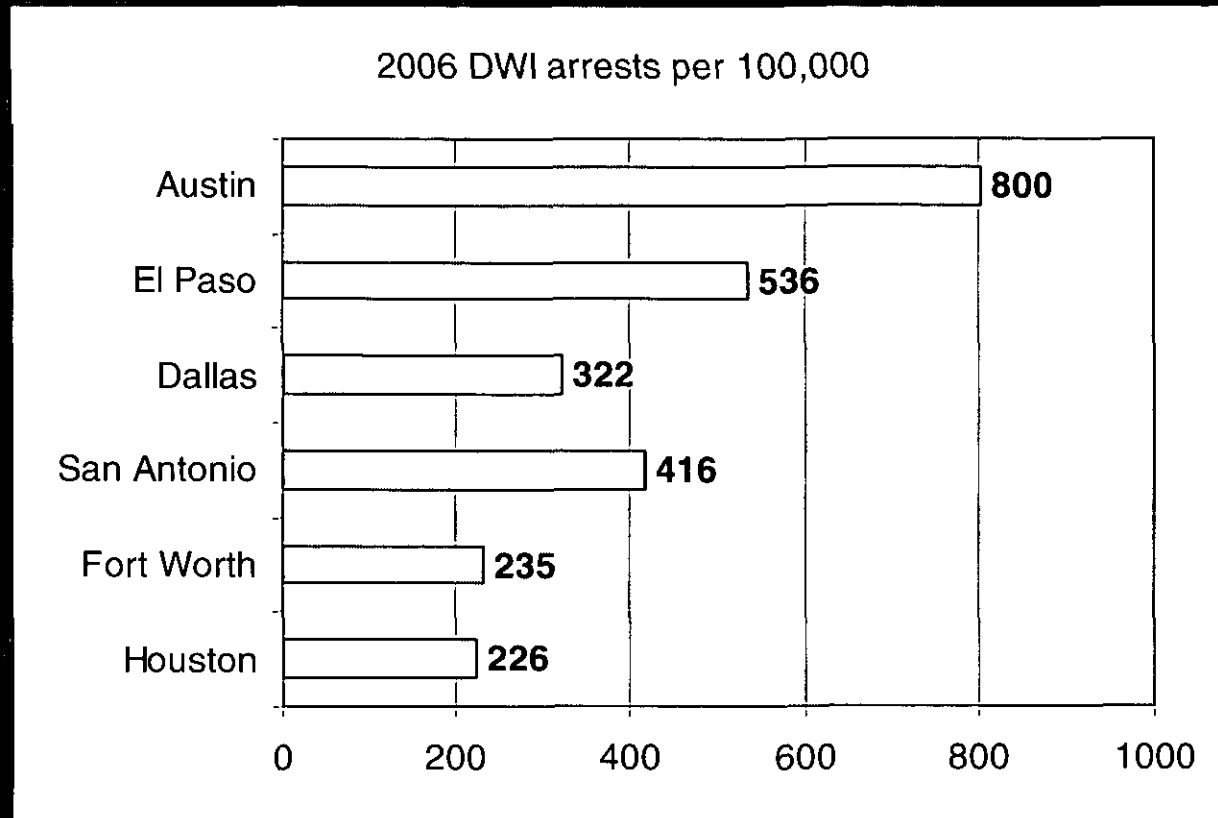


Austin DWI arrests 2000-2006





2006 DWI per 100,000 Texas cities comparison



Source: Individual police departments



Current Traffic Operations

- **Traffic safety via: enforcement & investigation**
 - Major thoroughways- rush hours, fatalities
 - Neighborhood traffic issues-quality of life-perception of safe community
- **“Traffic Incident Management”**
- **Public Education and Outreach**
 - City contract-with Sherry Mathews-DWI/Spanish language
 - Driving culture-UT Advertising students
 - Traffic Education Coordinator –re-established in fall 2006
 - AISD/APD partnership –Teen Safe Driving



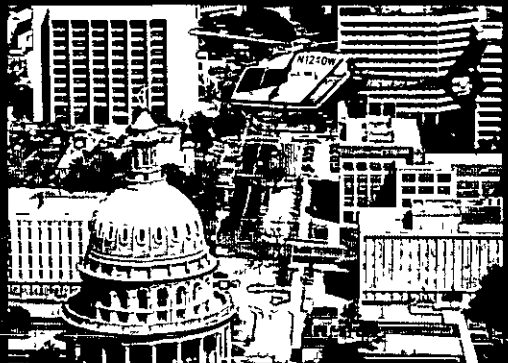
Continuing operational plan

- **Analysis of data** (geographic, temporal and demographic)
- **Deploy units based on data analysis**
 - Assign areas of responsibility
 - Major thoroughways****Focus toward major crash repetitive locations - tending to be high capacity roads & Freeways
- **Expand Neighborhood traffic** –via Area Command outreach and local motor & DR initiatives
- **Day time and Night time strategies**



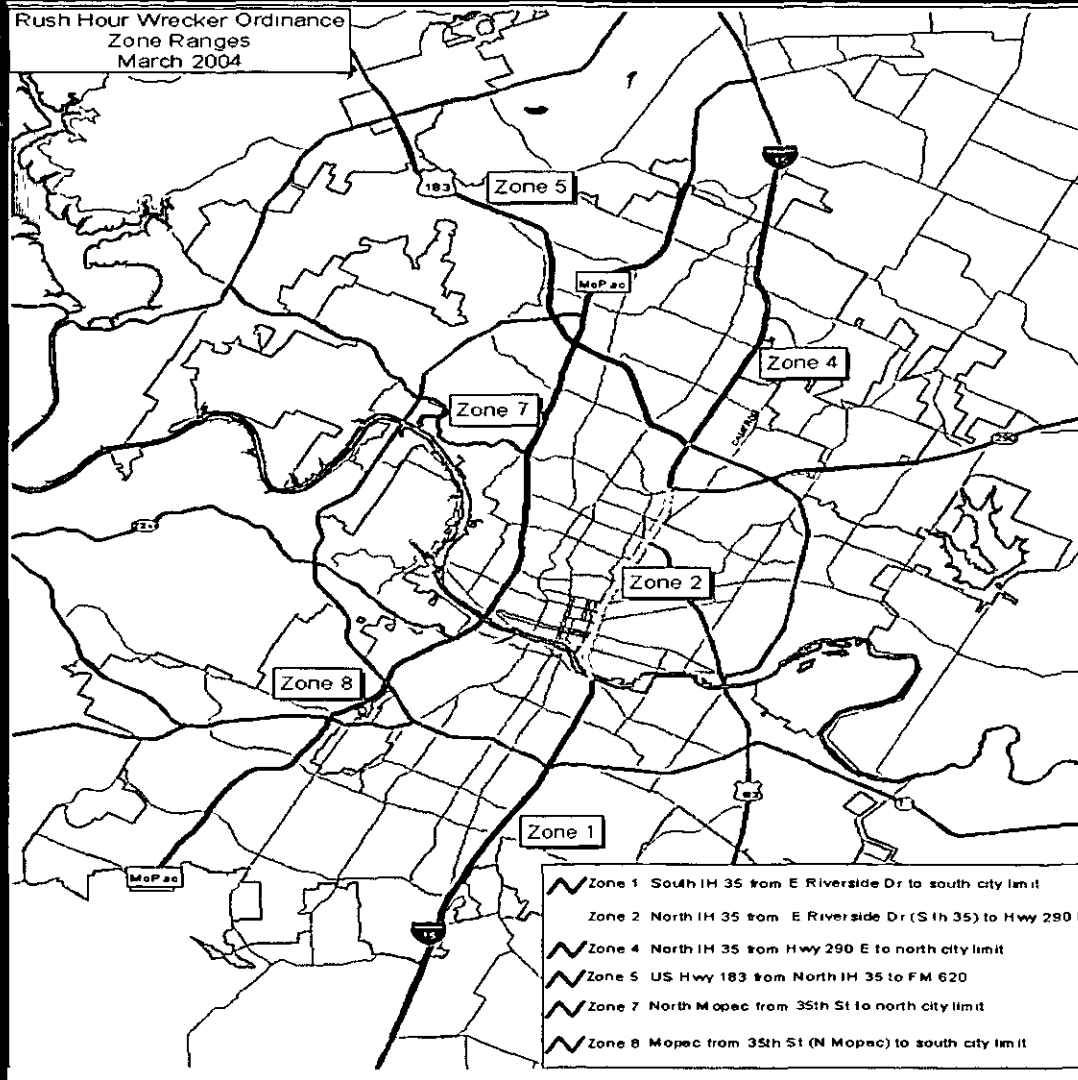
Daytime Enforcement Strategy

- 45% ser injury & fatal crashes occur btwn 6a-6p
- Primary traffic management problem occurs between 6a-7p
- Police Units deployed at peak periods targeting prioritized hotspots and rush hour periods
 - Focus on all moving violations and keeping roadway open during morning and evening “rush-hour” periods (6a-9a, 4p-7p)
 - Helicopter and fixed wing deployments

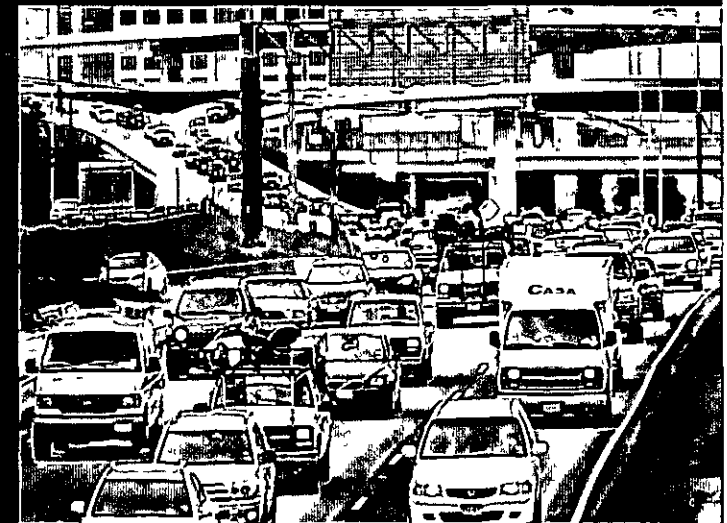




Rush Hour Zones



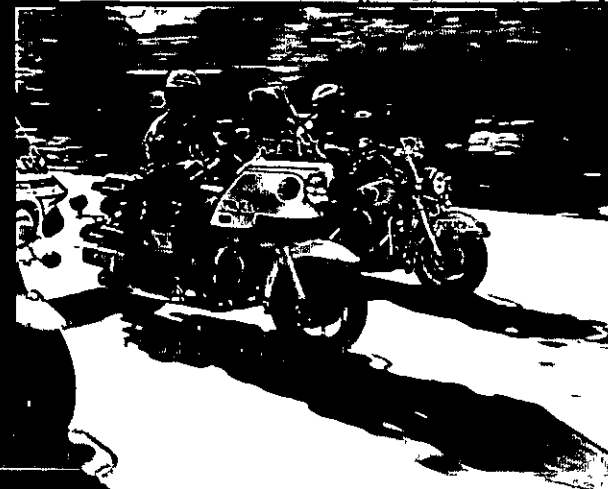
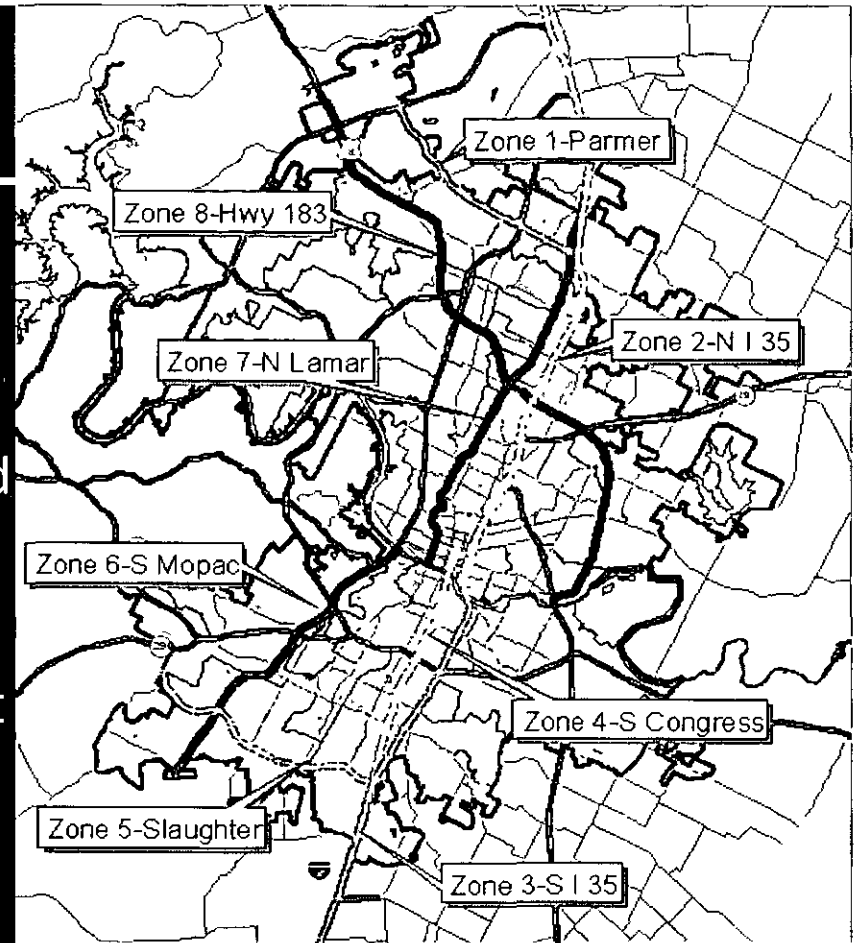
Rush Hour Zones
Morning & Evening
“rush-hour”
(6a-9a, 4p-7p)





Crash Reduction Enforcement Zones

- Police units are strategically deployed based upon crash analysis and requests for service
- Improved activity reporting and Command accountability with the Centralized Traffic units
- Motor teams formed up in to three distinct “wolf pack” teams. Joint HEC/AC motor operations are conducted - with greater Area Command involvement





Night-time Enforcement Strategy

- 55% serious injury & fatal crashes occur between 6p-6a
- Alcohol as contributing factor prevalent
 - DWI Enforcement Teams deployed at peak periods in focus areas
 - BAT Unit
 - 39% of all 2006 DWI arrests were processed through the BAT bus.
 - Each arrest processed through the BAT bus saves approx 1.5 hours. Over 3,100 man-hours were saved in 2006.
 - Blood search warrants





Seat Belts

Click it or Ticket

- Austin achieved a 92% compliance rate for Seatbelt use in 2006. Recognized by NHTSA (National Highway Traffic Safety Administration) in 02, 03, 04, and 05 for being above 90%.
- Safety Fairs: Officers install and train on child safety seat usage.



Driving Culture Awareness

Speed – Inattention – Distraction- Tail Gating

- Crash Reduction Enforcement Zones (CREZ)-All Patrol and HEC
- Rush Hour Zones
- Quarterly Fatality Reports
 - UT Advertising Class -Partnership advertising seniors-
“thinking out side of the box”

Voluntarily Compliance is the indicator of adjusted driving culture



Alcohol

- Intensive DWI Enforcement training provided to Cadets and Rookies (80 hours).
- Train and partner with UTPD and TCSO in DWI/DUI enforcement.
- Procure 2nd BAT bus in 2007 with new grant fund.
- Blood Search Warrant- Deploy Department Wide
- Sherry Matthews Marketing -Impairment & Spanish language



Education

- Traffic Education Coordinator
 - Position created to address
- Regional Alcohol Issues Network (RAIN)
 - Partnership with MAAD, TABC, TCSO
- AISD/ APD Teen Safe Driving



SUMMARY

- Crashes are not accidents – crashes have causes and effects.
- Seat Belts, Driving Culture Awareness, Alcohol, and Education have the highest impact on traffic fatalities.
- Adjusting Austin's Driving Culture through Public Service Announcements.
- Public awareness to be increased through high profile initiatives and enforcement.