



**PAM SLATER-PRICE**  
 CHAIRWOMAN  
 SUPERVISOR, THIRD DISTRICT  
 SAN DIEGO COUNTY BOARD OF SUPERVISORS

COUNTY OF SAN DIEGO  
 BOARD OF SUPERVISORS  
 2010 OCT 11 AM 10 44  
 THOMAS J. PASTUSZKA  
 CLERK OF THE BOARD  
 OF SUPERVISORS

DATE: October 19, 2010  
 TO: Board of Supervisors

**SUBJECT: ADOPT A RESOLUTION DECLARING OCTOBER 17-23, 2010 TO BE TEEN DRIVER SAFETY WEEK IN SAN DIEGO COUNTY (DISTRICTS: ALL)**

**Overview:**

For a teenager, the first years as a driver can be especially dangerous.

This problem is not new. However, our region has been recently plagued with tragic news of teen fatalities behind the wheel on an all too regular basis. Whether the result of poor decisions or simply inexperience, each incident affects a multitude of lives. Efforts to combat these tragedies must be strengthened.

County leaders, including Board of Supervisors Chairwoman Pam Slater-Price, Sheriff Bill Gore, and Health and Human Services Director Nick Macchione, have launched a collaborative initiative to combat teen drinking and driving and to promote safe driving. This initiative's priority will be to reduce the rate of alcohol and drug-related crashes among teenagers; educate teen drivers and their parents; promote responsible driving behavior, and publicize the dangers associated with underage drinking and driving.

The County of San Diego is not alone in recognizing this pressing issue. The United States Congress has designated the third week of each October is designated National Teen Driver Safety Week, bringing national attention to teen driver safety. States, communities, schools, and parent groups have been encouraged to hold events, spread awareness, and get teens, parents, and community members talking about young drivers and the issues that impact them.

Supporting this national effort to encourage responsible driving and declare Teen Driver Safety Week in San Diego is one important way for San Diego County to further address this pressing issue.

**Recommendation(s)**

CHAIRWOMAN PAM SLATER-PRICE:

1. Adopt the attached resolution declaring October 17<sup>th</sup>-23<sup>rd</sup> to be Teen Driver Safety Week in San Diego County.

*Serving the communities*

*of ...*

*Cardiff*

*Carmel Mountain*

*Carmel Valley*

*Del Mar*

*Del Mar Heights*

*Del Mar Mesa*

*Encinitas*

*Escondido*

*La Jolla*

*Leucadia*

*Mira Mesa*

*Navajo*

*Olivenhain*

*Pacific Beach*

*Rancho Bernardo*

*Rancho Penasquitos*

*Sabre Springs*

*San Carlos*

*Scripps Ranch*

*Solana Beach*

*Tierrasanta*

*Torrey Hills*

*Torrey Pines*

## **Fiscal Impact:**

There is no fiscal impact associated with this recommendation.

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## **Background:**

One year ago, a Torrey Pines High student was driving while intoxicated. He crashed his car in Rancho Santa Fe, killing one passenger. Months later, a 17-year-old cheerleader from Poway High School drove her SUV while intoxicated, lost control and the car flipped over many times. She died 90 minutes after texting her friend, "I'm hammered." In May, a junior at Rancho Bernardo High died after the car she was riding in crossed the yellow line and had a head-on collision. The driver had a provisional license at the time that did not allow her to drive with other minors.

Unfortunately, teen driver crashes are all too common. Whether the result of poor decisions or simply inexperience, even one fatality is a tragedy and their consequences destroy many lives.

Significant efforts are being made to address this county-wide problem. The County has been aggressively pursuing DUI enforcement grants from the California Office of Traffic Safety. Recently our Sheriff's Department and Probation Department were awarded \$400,000 and \$575,000 respectively for DUI checkpoints and monitoring efforts.

The local Trauma Research & Education Foundation's Safe Teen Driving Council and AAA Auto Club presented a Teen Driver Fair for teens, parents, and families on October 16, at Torrey Pines High School in Carmel Valley.

Municipalities across San Diego have been encouraged to honor and participate in National Teen Driver Safety Week, this third week of October. The County of San Diego recognizes that the issues teen driver safety are not isolated to this region, and that the repercussions of inexperienced and poor decisions can be felt in every County and State across this nation and we must work to respond to this challenge at the local level.

I have joined with Sheriff Bill Gore and Health and Human Services Director Nick Macchione, to launch a collaborative initiative to combat teen drinking and driving and promote safe driving throughout San Diego County. With the help of prevention coalitions, law enforcement, schools, families, and businesses, a determined focus will be provided for this tragic issue.

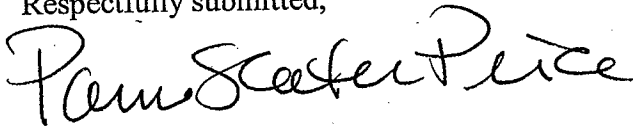
From the County's perspective, we will closely evaluate the effectiveness of regional policies related to the sale and consumption of alcoholic beverages. We will explore more avenues to acquire additional state, and federal dollars, deploy a teen safe driving awareness marketing campaign closely in sync with high schools and area businesses, and work with community groups to better-educate teens and parents about safe and responsible driving.

We have already begun making inroads in our efforts to promote safe driving. Earlier this year, the Board of Supervisors allocated \$30,000 towards a teen driving control clinic at Qualcomm Stadium. Over 100 teens and their parents participated in an interactive program designed to teach defensive, safe driving practices.

In May, the Sheriff's Department began training deputies and teaching driver's education and safety courses for new teenage drivers. Titled "Start Smart", this free two-hour driver's safety course provides teens and their parents with an array of important messages about avoiding collisions, safe driving habits, and parental roles and responsibilities with teen drivers. Sheriff's deputies, who work overtime to personally teach Start Smart courses, candidly share their experiences, and help young drivers understand the serious responsibilities of driving.

We look forward to building on the great things being done in San Diego to avoid many of the tragedies that have plagued our communities for too long and ask that you join with other local jurisdictions, and those across the nation, to declare October 17-23, 2010 to be Teen Driver Safety Week throughout San Diego County.

Respectfully submitted,



PAM SLATER-PRICE  
Chairwoman  
San Diego County Board of Supervisors

**ATTACHMENTS:**

Attachment A: Resolution re: Teen Driver Safety Week

**RESOLUTION OF THE BOARD OF SUPERVISORS DECLARING OCTOBER 17-23, 2010  
TO BE TEEN DRIVER SAFETY WEEK IN SAN DIEGO COUNTY**

On motion of Supervisor \_\_\_\_\_, seconded by Supervisor \_\_\_\_\_, the following resolution is adopted:

WHEREAS, it is estimated that nearly 200,000 San Diego County citizens are 15-19 years of age- the age that many are beginning to drive and many are novice drivers; and

WHEREAS, according to the Centers for Disease Control and Prevention (CDC), motor vehicle crashes are the leading cause of death for U.S. teens; in 2007, more than 4,200 teens aged 15-19 were killed, three times as many fatal crashes as all other drivers, and almost 400,000 were treated in trauma and emergency departments for injuries suffered in motor vehicle crashes; and

WHEREAS, research tells us that most car crashes are preventable, not accidents waiting to happen, and that the risk of deaths and injuries related to teen car crashes can be reduced by supervised practice, consistent seatbelt use, driving only when alcohol and drug free, focusing on driving and not using cell phones or other distractions, controlling speed, and adhering to the graduated driver's license (GDL) stipulations which are associated with motor vehicle crash reductions of up to 40%; and

WHEREAS, research also shows that involved parents, schools, and communities can significantly reduce crash risks by helping teens and their parents learn about the most dangerous driving situations for teens, how to recognize and avoid hazards, and by working with parents on how to talk to teens about driving and how to set and enforce rules to address leading hazards; and

WHEREAS, Congress has designated the third week in October as National Teen Driver Safety Week to bring teens, community leaders, educators, and parents together to take action and increase awareness to help prevent teen crashes, deaths, and injuries to themselves and others; and

WHEREAS, the San Diego County Trauma Research and Education Foundation has established a Safe Teen Driving Council to work collaboratively to educate teens and parents to improve teen driving, and to prevent and reduce deaths and injuries related to automobile crashes; and

WHEREAS, County leaders, including Board of Supervisors Chairwoman Pam Slater-Price, Sheriff Bill Gore, and Health and Human Services Director Nick Macchione, have launched a collaborative initiative to combat teen drinking and driving and promote safe driving throughout San Diego County; and therefore be it

RESOLVED, that the San Diego County Board of Supervisors recognizes the importance of teen driver safety and joins with other state and local governments throughout the nation, to declare this third week of October, the 17<sup>th</sup> -23<sup>rd</sup> 2010, to be Teen Driver Safety Week throughout San Diego County.