

**Connecticut Highway Safety**

# **ANNUAL REPORT**

**Federal Fiscal Year 2015**

Prepared by

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# INTRODUCTION

The goal of the Connecticut Highway Safety Program is to prevent roadway fatalities and injuries as a result of crashes related to driver behavior. Under the Highway Safety Act of 1966 (23 USC- Chapter 4) the Governor is required to implement a highway safety program through a designated State agency suitably equipped and organized to carry out the program. An appointed Governor's Highway Safety Representative oversees the program and supporting Section 402 and 405 highway safety grant funds made available to the States to carry out their annual Highway Safety Plans. The Connecticut Highway Safety Program is an extension of this Federal requirement. The Highway Safety Office (HSO) is located in the Connecticut Department of Transportation in the Bureau of Policy and Planning. **The primary objectives of the HSO are to plan, coordinate, and implement effective highway safety programs and to provide technical leadership, support and policy direction to highway safety partners.**

This Annual Report contains information on initiatives, projects, accomplishments and financial expenditures of Connecticut's Highway Safety Program for Federal Fiscal Year 2015. Fatality data in this report is sourced from the Fatality Analysis Reporting System or FARS. Injury and other data are sourced through the HSO. \*Please note, the 2014 Connecticut FARS data used in this document may change when the FARS files are reopened and updated. Enforcement efforts, coupled with bi-lingual media, public information and education campaigns, and training programs for law enforcement, car seat technicians, motorcycle safety instructors and other safety professionals make up the basis of Highway Safety activity. As MAP-21 requires, the Highway safety office has coordinated safety efforts shared by the Department's Highway Safety Improvement Plan (HSIP) and Strategic Highway Safety Plan (SHSP). The 2016 Highway Safety Plan shares the four core performance goals required by MAP-21 and the HSO is an active member of the SHSP steering committee.

The success of the Highway Safety Program is contingent upon cooperation and coordination with safety partners and the motoring public. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) continue to provide leadership and technical assistance. Various state agencies are active participants, including the Governor's and Lieutenant Governor's Office, Department of Public Safety/State Police, State Police Toxicology Laboratory, Department of Mental Health and Addiction Services, Department of Public Health, Department of Motor Vehicles, Federal Motor Carrier Safety Administration, Division of Criminal Justice, Office of the Chief State's Attorney, Office of Policy and Management and State Universities and Colleges. Local law enforcement agencies, through coordinated efforts with the Connecticut Police Chiefs Association, are also essential partners. Schools, civic and non-profit groups (including Mothers Against Drunk Driving, the Connecticut Coalition to Stop Underage Drinking, SAFE KIDS, The Boys and Girls Club, The Governor's Prevention Partnership and the Connecticut Motorcycle Riders Association), Yale New Haven Children's Hospital, Hartford Hospital including the Connecticut Children's Medical Center and private sector and business organizations all serve as cooperative partners. Connecticut also actively participates as a member in the Governor's Highway Safety Association and the National Association of State Motorcycle Safety Administrators.

During the 2015 Federal Fiscal Year, the following core “Activity Measures” were achieved during grant funded overtime enforcement (overtime enforcement initiatives included impaired driving mobilizations and expanded enforcement, click it or ticket, major cities speed enforcement and distracted driving HVE):

**Speeding Citations: 14,191**

**Safety-Belt Citations: 10,023**

**Impaired Driving Arrests: 1,398**

# **CRASH DATA/TRENDS**

**Core Outcome Measures**

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
<b>Traffic Fatalities</b>					
Total	320	221	266	286	250
Five Year Moving Average	291	273	267	263	269
Rural	62	38	77	120	60
Five Year Moving Average	50	48	54	67	71
Urban	258	183	156	126	190
Five Year Moving Average	241	225	206	182	183
Unknown	0	4	3	0	0
Five Year Moving Average	0	1	1	1	1

**Fatalities Per 100 Million Vehicle Miles Traveled**

Total	1.02	0.71	0.85	0.89	
Five Year Moving Average	0.89	0.81	0.86	0.82	
Rural	1.59	0.97	1.99	3.46	
Five Year Moving Average	1.29	1.16	1.52	2.14	
Urban	0.94	0.67	0.57	0.52	
Five Year Moving Average	0.84	0.76	0.73	0.59	

**Serious (A) Injuries**

Total	2033	1673	1771	1523	1356
Five Year Moving Average	2298	2150	1989	1831	1671

**Serious (A) Injuries Per 100 Million Vehicle Miles Traveled**

Total	6.50	5.36	5.69	4.92	
Three Year Moving Average	6.88	6.24	5.85	5.32	

**Passenger Vehicle Occupant Fatalities (All Seat Positions)**

Total	203	144	153	187	137
Five Year Moving Average	190	178	167	167	165
(Fatalities) Restrained	79	57	65	82	51
Five Year Moving Average	81	74	67	68	67
Unrestrained	85	55	53	72	47
Five Year Moving Average (Unrestrained)	77	74	68	67	62
Unknown	39	32	35	30	39
Five Year Moving Average	32	30	32	32	35

**Alcohol-Impaired Driving Fatalities (BAC=.08+)**

Total	119	94	100	114	97
Five Year Moving Average	107	103	101	105	105

## Core Outcome Measures continued

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
<b>Speeding-Related Fatalities</b>					
Total	124	74	64	64	69
Five Year Moving Average	104	100	93	86	79
<b>Motorcyclist Fatalities</b>					
Total	52	37	48	58	54
Five Year Moving Average	52	48	49	48	50
Helmeted	16	10	12	24	20
Five Year Moving Average	18	16	15	16	16
Unhelmeted	36	24	26	22	31
Five Year Moving Average	34	31	31	27	28
Unknown	0	2	2	11	3
<b>Percentage of MC Operator Fatalities with BAC &gt; 0%</b>					
Total	41%	27%	29%	11%	30%
Five Year Moving Average	35%	35%	34%	29%	28%
<b>Drivers Involved in Fatal Crashes</b>					
Total	423	292	332	385	337
Five Year Moving Average	397	365	351	347	354
Aged Under 15	0	0	0	0	1
Five Year Moving Average	0	0	0	0	0
Aged 15-20	32	25	21	37	20
Five Year Moving Average	43	36	29	29	27
Drivers Involved in Fatal Crashes - Aged Under 21	32	25	21	51	21
Five Year Moving Average	43	36	30	32	30
Aged 21 and Over	384	262	306	293	313
Five Year Moving Average	348	324	316	303	312
Unknown Age	7	5	5	4	3
Five Year Moving Average	5	4	5	4	5
<b>Pedestrian Fatalities</b>					
Total	46	26	44	37	47
Five Year Moving Average	38	35	38	36	40
<b>Bicyclist Fatalities</b>					
Total	7	8	4	3	3
Five Year Moving Average	5	5	5	5	5
<b>Observed - Restrained</b>					
	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
	88.4%	86.8%	86.40%	85.10%	85.40%
Five Year Moving Average	87.3%	87.5%	87.1%	87.0%	86.4%

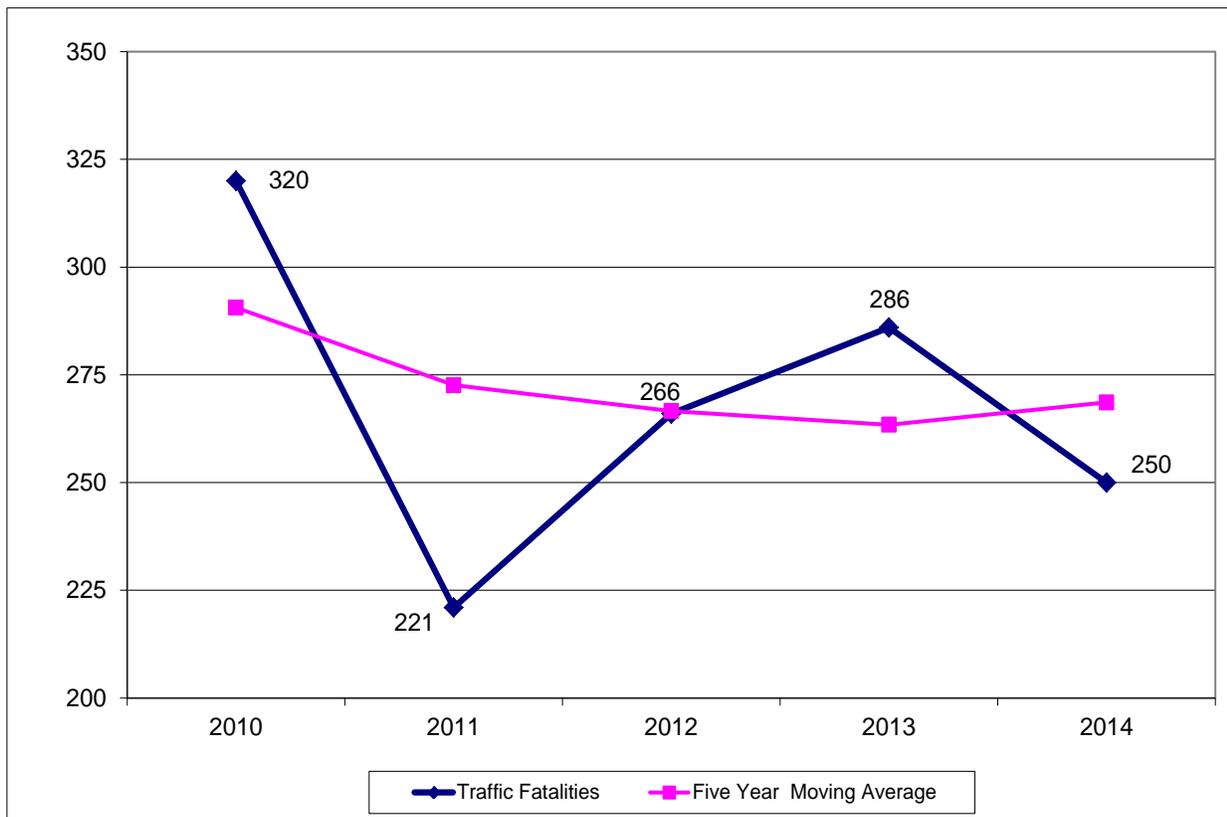
# **CORE PERFORMANCE MEASURES/GOALS AND TRENDS**

## Graph 1

Graph 1 shows Connecticut's fatality figures with 250 in 2014. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2015 Highway Safety Plan (HSP) Goal:**

To reduce the five year (2008-2012) moving average of 266 in 2012 fatalities 5 percent to a five year (2012-2016) moving average of 253 in 2016.



### **Outcome:**

Final NHTSA-FARS figures showed the five year moving average over the period of 2010-2014 to be 269. The 2014 single year total of 250 traffic fatalities is lower than the 2015 HSP goal. The five year moving average indicates an overall decrease in the number of roadway fatalities over the 2010 to 2014 period.

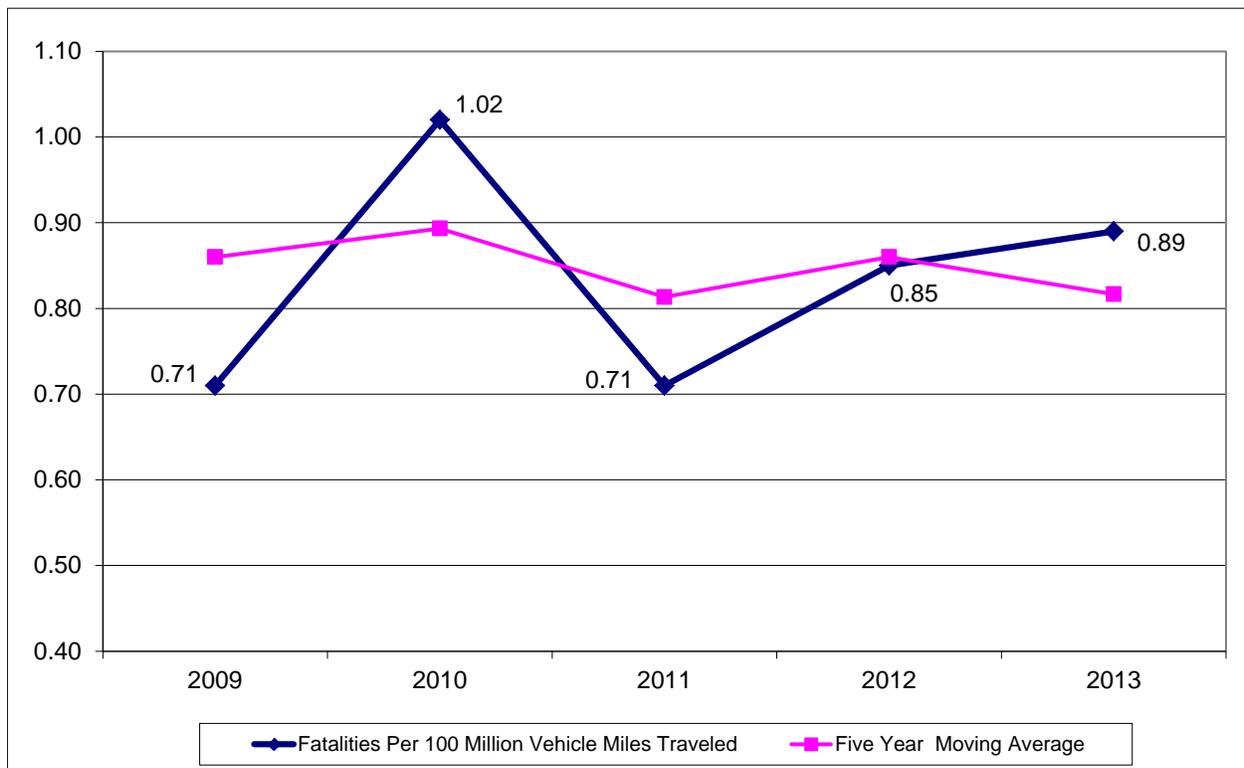
\*\*Please note that data in this Report is sourced from the preliminary 2014 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 2

Graph 2 shows Connecticut's Fatality Rate per 100 Million Vehicle Miles Travelled (VMT). The graph data has been update to reflect current numbers and may not correspond with some previously reported data. There were .89 fatalities per 100M VMT in 2013. While the figures jumped over the 2009-2013 period, the five year moving average shows a slight decrease in this measure.

### **2015 HSP Goal:**

*To reduce the Fatality rate per 100 M VMT from the five year (2008-2012) moving average of .85 in 2012 by 5 percent to a five year (2012-2016) moving average of .81 in 2016.*



### **Outcome:**

While both the 2009 and 2011 rates of .71 were the lowest during the reporting period, the 2013 value of .89 fatalities per 100M VMT represents a slight increase from the previous year. The five-year moving during the reporting period has decreased from .86 to .82 from 2009 to 2013.

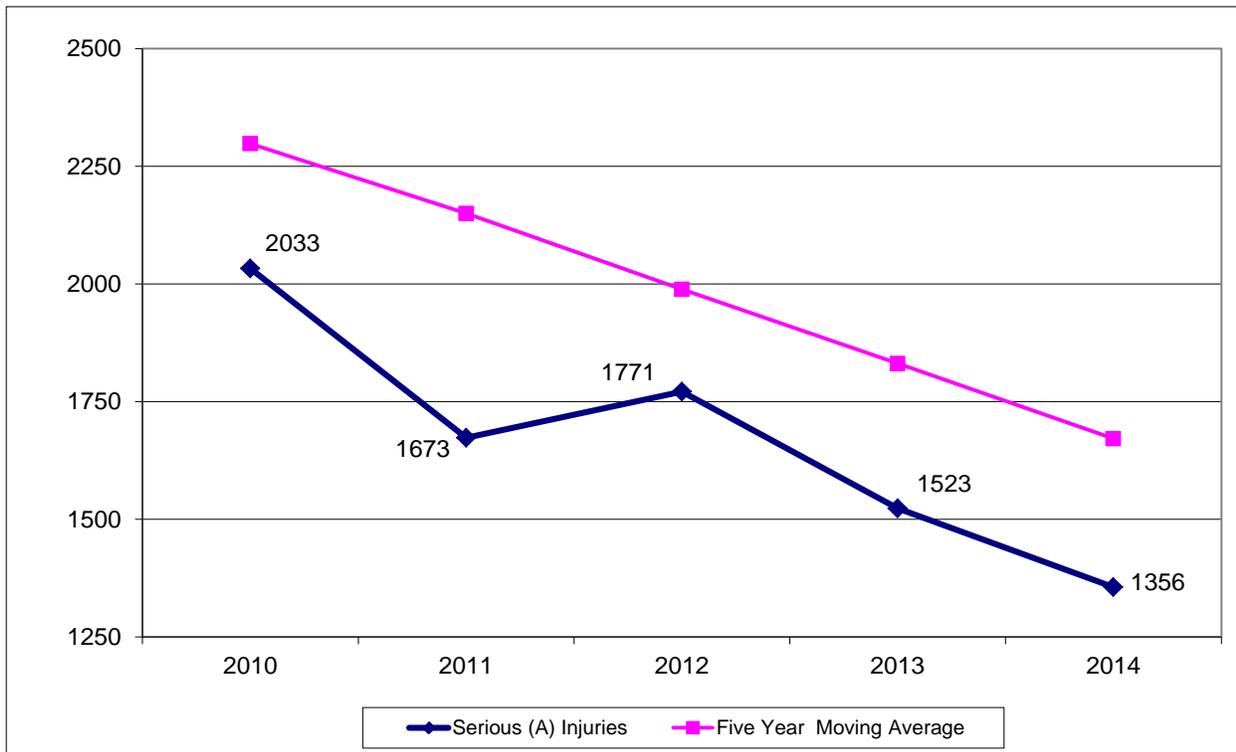
**\*\*Please note that data in this Report is sourced from the 2013 NHTSA-FARS final file and Connecticut Department of Transportation. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\***

### Graph 3

Graph 3 shows Connecticut's Serious (A) Injuries; there were 1,356 serious injuries in 2014. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

#### **2015 HSP Goal:**

*To reduce the Serious (A) Injuries in motor vehicle crashes from the five year (2008-2012) moving average of 1,990 in 2012 by 10 percent to a five year (2012-2016) moving average of 1,791 in 2016.*



#### **Outcome:**

Serious Injuries (A) have been on a fairly steady decline in Connecticut. The value reported for 2014 was the lowest observed during the reporting period. The five year moving average has steadily decreased during the reporting period as well.

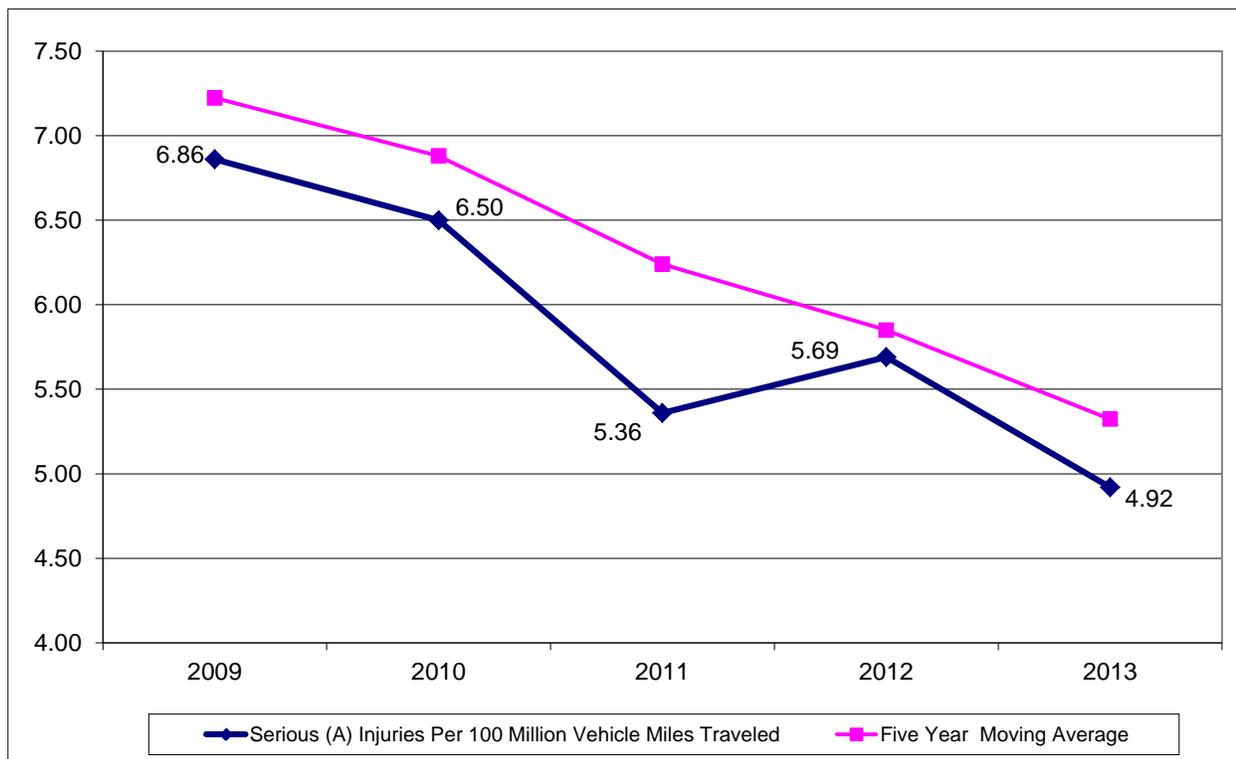
\*\*Please note that data in this Report is sourced from the 2014 Connecticut crash file. The data will be updated again in accordance with NHTSA standards and changes may be reflected during this update.\*\*

## Graph 4

Graph 4 shows Connecticut's Serious (A) Injury Rate per 100 Million Vehicle Miles Travelled (VMT); there were 4.92 serious injuries per 100 Million VMT in 2013. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2015 HSP Goal:**

*To reduce the Serious (A) Injury rate per 100 M VMT from the five year (2008-2012) moving average of 6.33 in 2012 by 5 percent to a five year (2012-2016) moving average of 6 in 2016.*



### **Outcome:**

Serious Injuries (A) have been on a fairly steady decline in Connecticut. The value reported for 2013 was the lowest observed during the reporting period. The five year moving average has decreased during the reporting period as well.

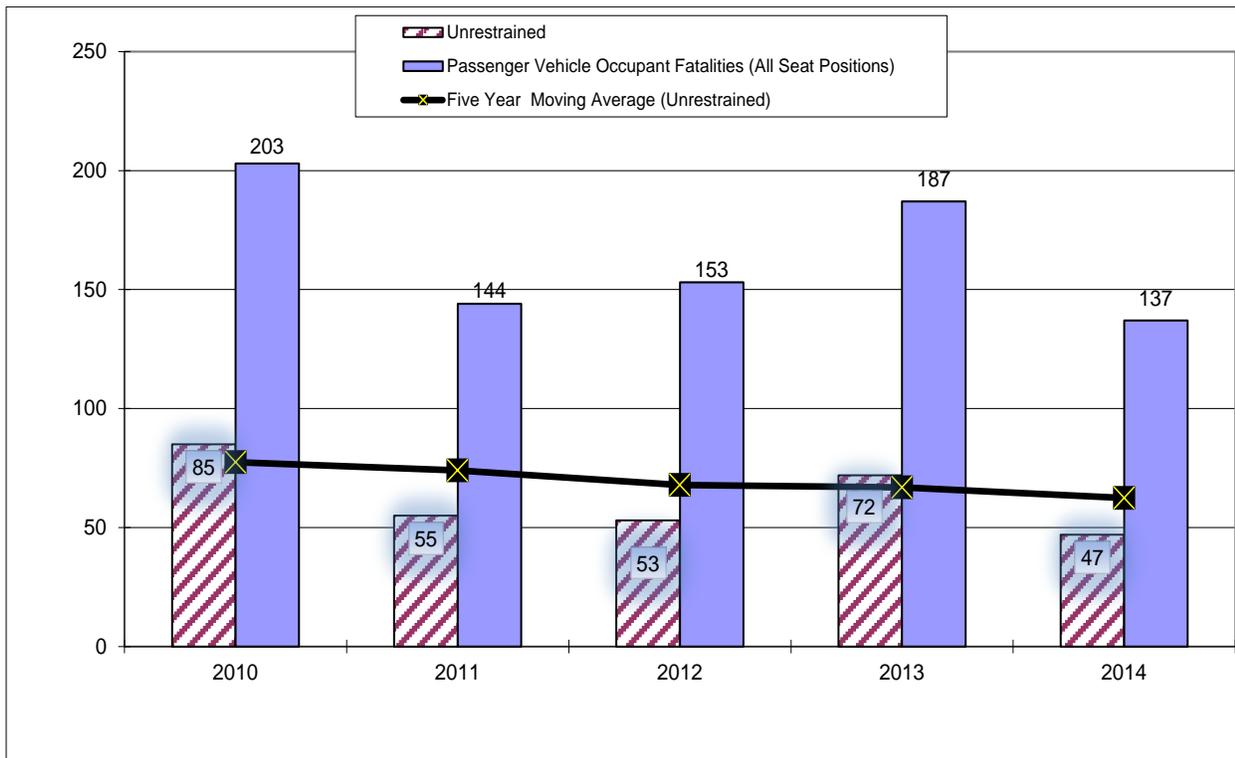
\*\*Please note that data in this Report is sourced from the 2013 Connecticut crash file. The data will be updated again in accordance with NHTSA standards and changes may be reflected during this update.\*\*

## Graph 5

Graph 5 shows Connecticut's Passenger Vehicle Occupant Fatalities in all seating positions as well as the number of unrestrained fatalities in this category. There were 47 unrestrained fatalities in 2014. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2015 HSP Goal:**

*To reduce the number of unrestrained occupants in fatal crashes from the five year (2008-2012) moving average of 68 in 2012 by 10 percent to a five year (2012-2016) moving average of 61 in 2016.*



### **Outcome:**

Both the number of fatally injured vehicle occupants and the five year moving average of unrestrained fatalities reflected in this graph reached their lowest level in 2014 during the reporting period.

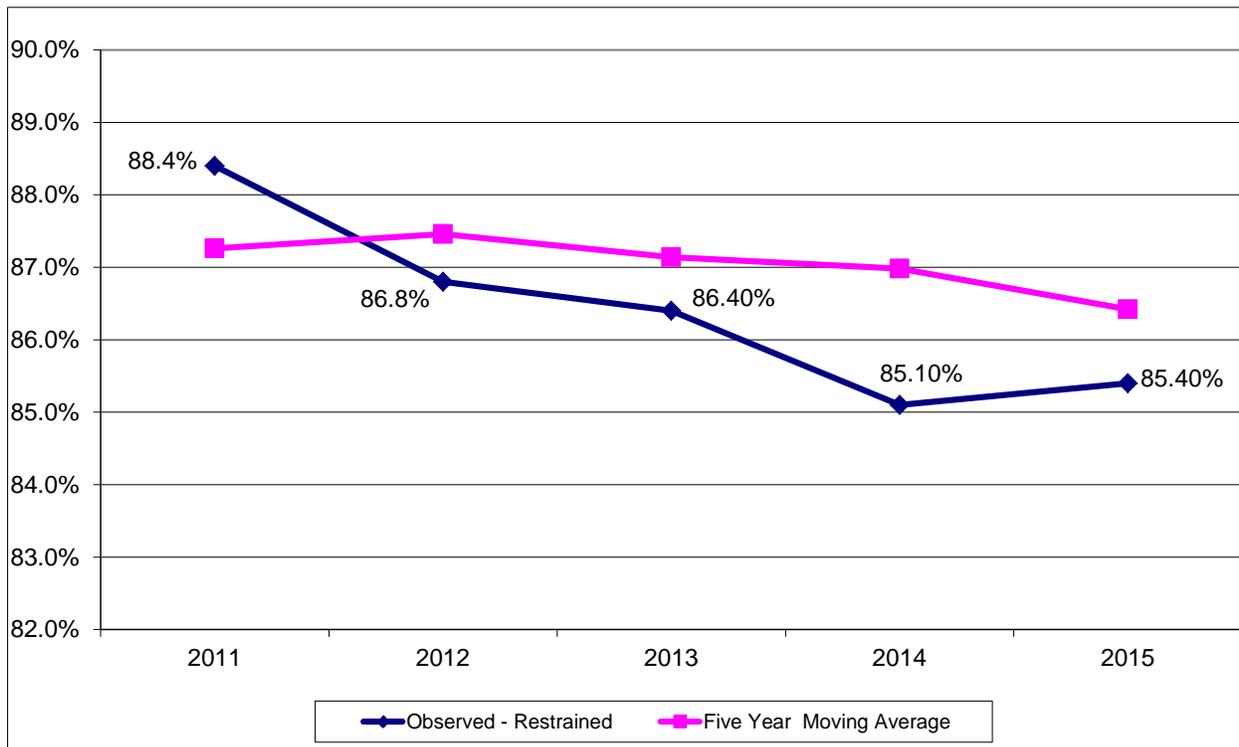
\*\*Please note that data in this Report is sourced from the preliminary 2014 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 6

Graph 6 shows observed annual safety belt usage rate for the State of Connecticut for the 2011-2015 reporting period. The annual belt-use rate was 85.40 percent in 2015.

### **2015 HSP Goal:**

*To increase the statewide observed seat belt use rate from 87 percent in 2013 to 90 percent or above in 2015.*



### **Outcome:**

While observed belt use reached its highest level during this reporting period at 88.4 percent in 2011, it has decreased annually since that time. The current observed belt use rate of 85.4% represents a slight increase from the 2014 observed use of 85.1%. The five-year moving average also decreased during the 2011-2015 period.

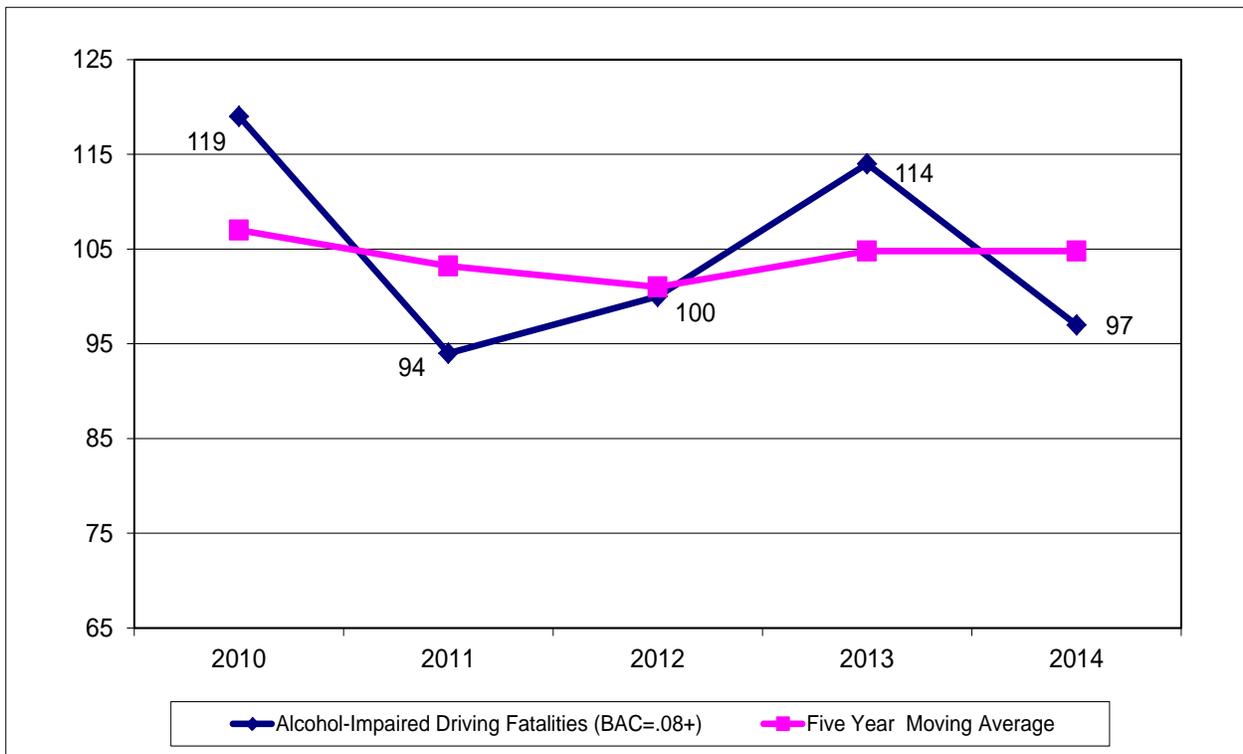
*This data is sourced from Connecticut's Annual Statewide Belt Use Survey, conducted by Preusser Research Group.*

## Graph 7

Graph 7 shows Connecticut's alcohol-impaired driving fatalities. There were 97 alcohol-impaired driving fatalities in 2014. NHTSA defines an alcohol-impaired driving fatality based on a B. A. C. of .08+ for all drivers and motorcycle operators involved in fatal crashes. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2015 HSP Goal:**

*To decrease alcohol impaired driving fatalities (B.A.C. =.08+) from the five year (2008-2012) moving average of 113 in 2012 by 5% to a five year (2012-2016) moving average of 107 in 2016.*



### **Outcome:**

The 2014 value of 97 alcohol-impaired driving fatalities is the second lowest reported during this 2010-2014 period. While the five year moving average has fluctuated over the reporting period, it has decreased slightly from 107 in 2010 to 105 in 2014.

\*\*Please note that data in this Report is sourced from the preliminary 2014 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 8

Graph 8 shows Connecticut's speeding-related fatalities for the years from 2010-2014. There were 69 speeding-related fatalities in 2014. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2015 HSP Goal:**

*To reduce the number of speed related fatalities from the five year (2008-2012) moving average of 88 in 2012 by 5 percent to a five year (2012-2016) moving average of 84 in 2016.*



### **Outcome:**

Though the most current year value of 69 speeding-related fatalities rose slightly from 64 in 2012 and 2013 respectively, the five year moving average for speeding –related fatalities has declined steadily over the reporting period.

\*\*Please note that data in this Report is sourced from the preliminary 2014 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

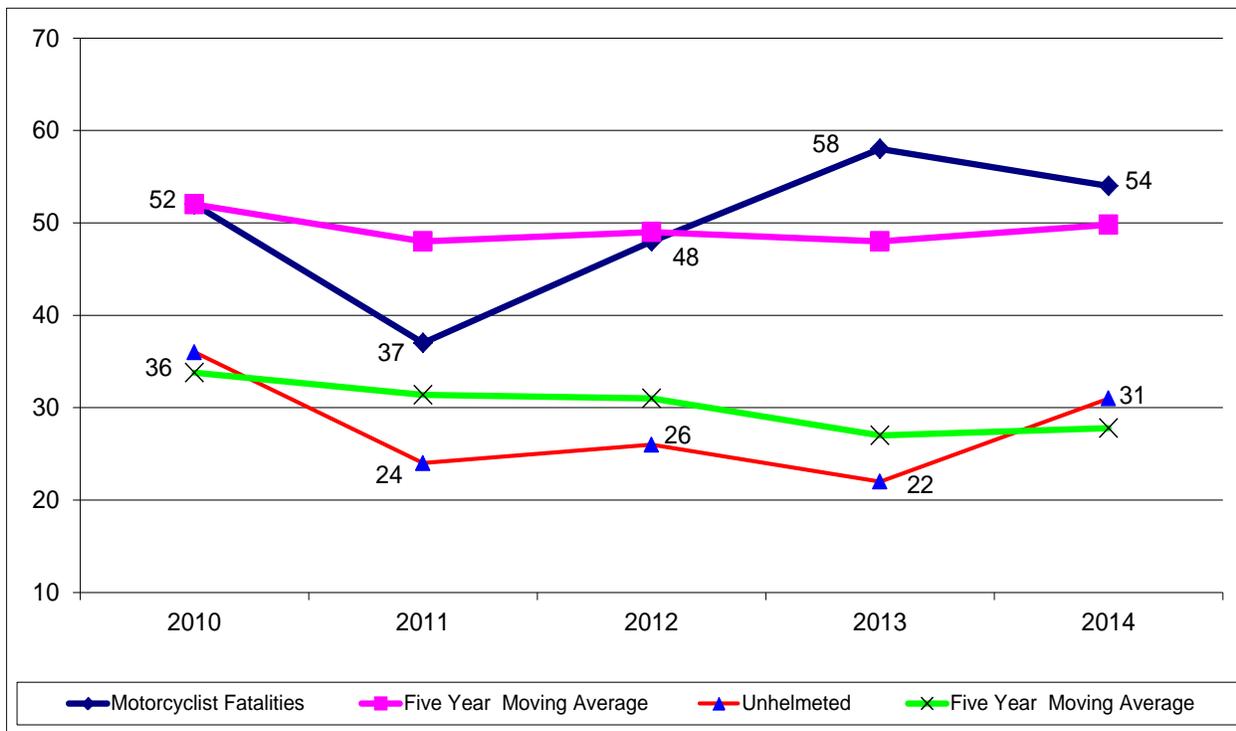
## Graph 9

Graph 9 shows Connecticut’s motorcyclist fatalities. Both the number of fatalities as well as unhelmeted fatalities are shown. There were 54 motorcyclist fatalities in 2014, 31 of which were unhelmeted. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### 2015 HSP Goal(s):

To decrease the number of motorcyclist fatalities below the five year (2008-2012) moving average of 49 in 2012 by 5 percent to a five year (2012-2016) projected moving average of 46 in 2016.

To decrease the number of un-helmeted fatalities below the five year (2008-2012) moving average of 31 in 2012 by 5 percent to a five year (2012-2016) projected moving average of 29 in 2016.



### Outcome:

Both measures have fluctuated over the reporting period but show a slight decrease in their five-year moving averages. The five-year moving average for motorcycle fatalities for 2010-2014 is 50 and the five-year moving average for unhelmeted fatalities for the same period is 28.

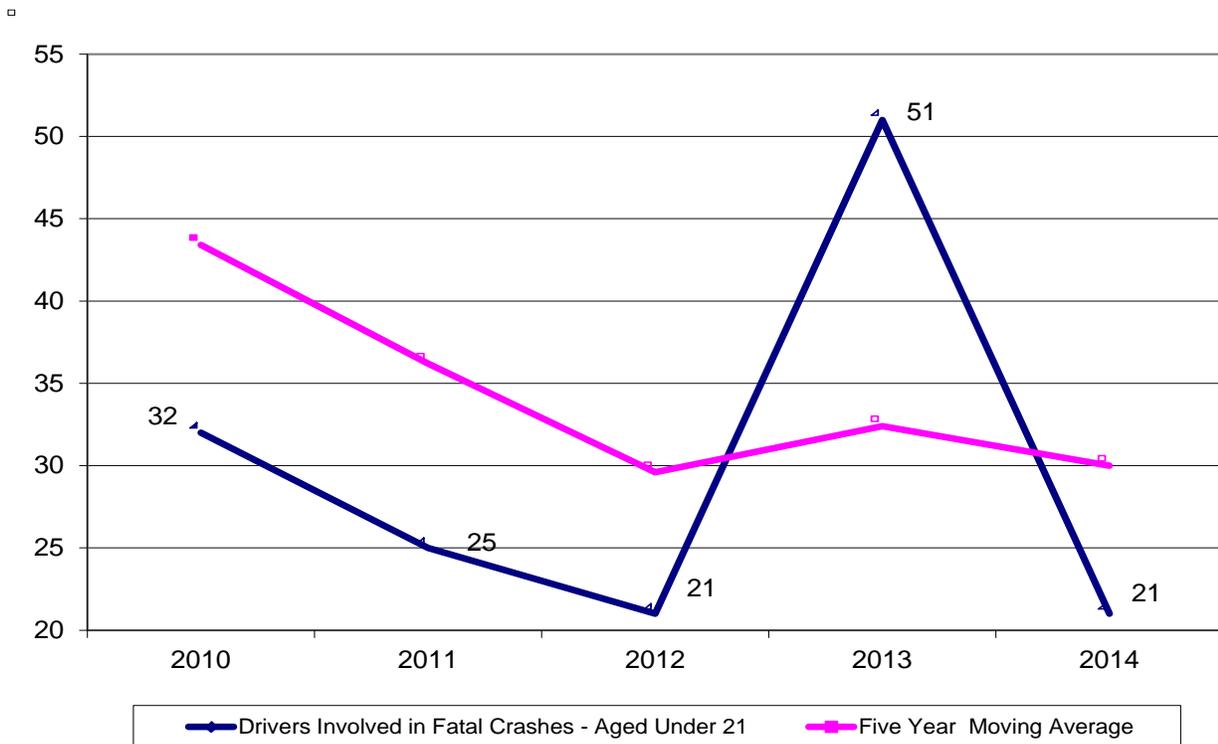
\*\*Please note that data in this Report is sourced from the preliminary 2014 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 10

Graph 10 shows Connecticut's number of driver fatalities by drivers under the age 20 or younger (aged under 21) for the 2010-2014 reporting period. There were 21 drivers under the age of 21 killed in 2014. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### 2015 HSP Goal(s):

To decrease drivers age 20 or younger involved in fatal crashes from the five year (2008-2012) moving average of 25 in 2012 by 20% to a five year (2012-2016) moving average of 20 in 2016.



### Outcome:

Both the fatality numbers and the five-year moving average showed a steady decline in this measure during the 2010-2014 reporting period with the exception of 2013 when this measure rose significantly. Despite this fluctuation, the five year moving average trend has ultimately declined during the reporting period. Aggressive goal setting has been a priority of the Highway Safety Office and other statewide safety partners in this area.

\*\*Please note that data in this Report is sourced from the preliminary 2014 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 11

Graph 11 shows Connecticut's number of pedestrian fatalities during the 2010-2014 reporting period. There were 47 pedestrian fatalities in 2014. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2015 HSP Goal(s):**

*To reduce the number of pedestrians killed in traffic crashes from the five year (2008-2012) moving average of 38 in 2012 by 10% to a five year moving average of (2012-2016) of 34 in 2016.*



### **Outcome:**

While the 26 pedestrians killed in 2011 represented the lowest number during 2010-2014 period, this number increased to 44 in 2012 and to 47 in 2014 respectively. The five-year moving average indicates a slight increase in the number of pedestrian fatalities over the reporting period.

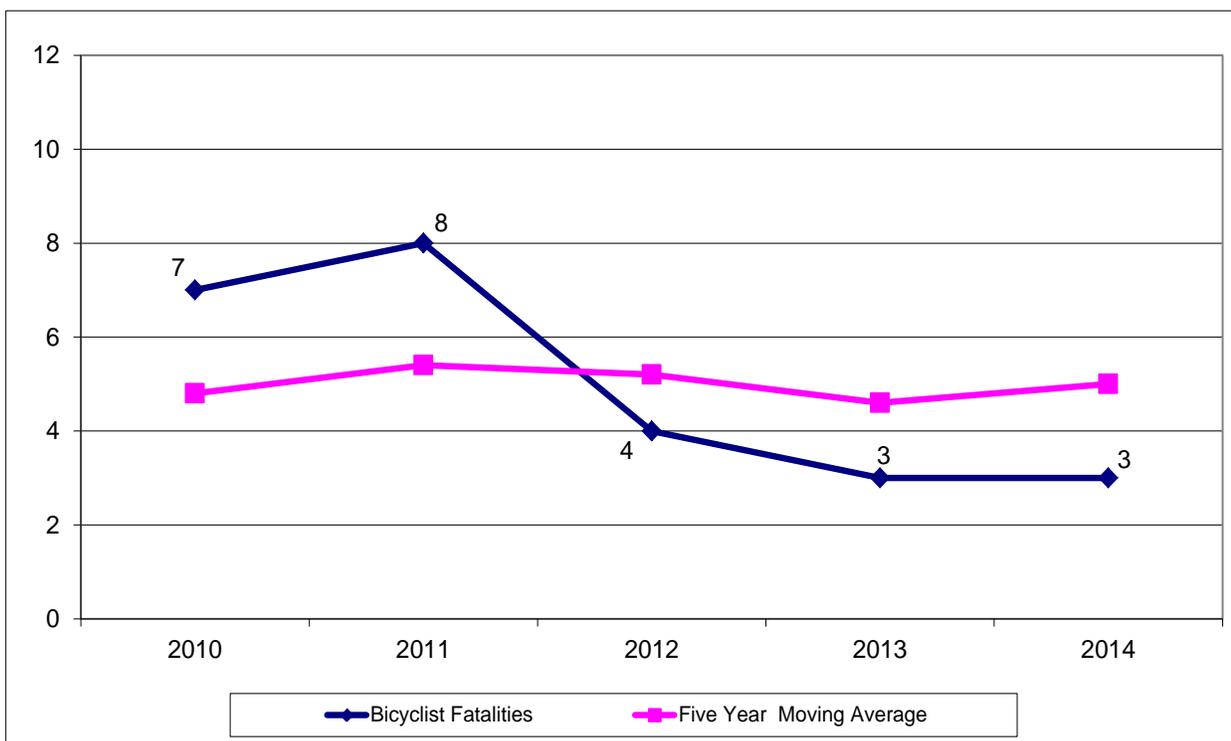
\*\*Please note that data in this Report is sourced from the preliminary 2014 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 12

Graph 12 shows Connecticut's number of bicyclist fatalities during the 2010-2014 reporting period. There were 3 bicyclist fatalities in 2014. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2015 HSP Goal(s):**

*To reduce the number of bicyclists killed in traffic crashes from the five year (2008-2012) moving average of 5 in 2012 by 20% to a five year moving average of (2012-2016) of 4 in 2016.*



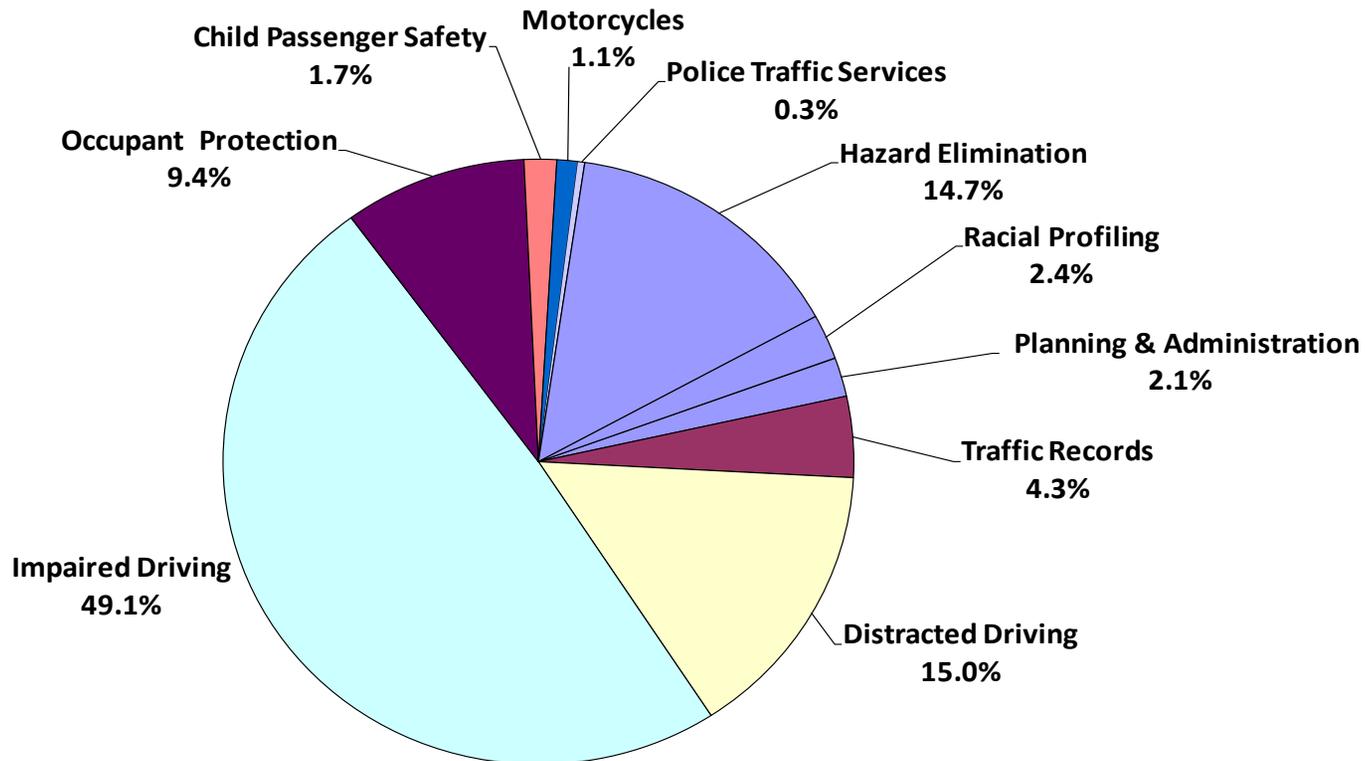
### **Outcome:**

There were three bicyclists killed in the years 2013 and 2014 respectively. These numbers represent the fewest bicyclist fatalities during the reporting period. The five-year moving average has remained consistent during the same period. 2015 represents the first year states were required to track, report and set performance goals for bicyclists.

**\*\*Please note that data in this Report is sourced from the preliminary 2014 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\***

# **FINANCIAL SUMMARY**

Financial Summary														
(Data as of 12/16/15)	402	Safety Lu 410	154AL	154PM	154HE	1906	405 B	405 C	405 D	405 D Int	405 E	405 F	Total	% of Total
Planning & Administration	\$262,183												\$262,183	2.1%
Traffic Records	\$106,661							\$441,691					\$548,352	4.3%
Distracted Driving											\$1,893,970		\$1,893,970	15.0%
Impaired Driving	\$54	\$117,949	\$3,402,443	\$1,091,728					\$1,518,662	\$87,371			\$6,218,205	49.1%
Occupant Protection	\$393,328						\$792,909						\$1,186,237	9.4%
Child Passenger Safety	\$211,532												\$211,532	1.7%
Motorcycles	\$128,615											\$6,657	\$135,273	1.1%
Police Traffic Services	\$44,274												\$44,274	0.3%
Hazard Elimination					\$1,860,216								\$1,860,216	14.7%
Racial Profiling						\$304,876							\$304,876	2.4%
<b>TOTAL</b>													\$12,665,117	100.0%



## Project Listing

Program Area	Project Number	Project Description	Town/Agency	Total FFY15
				Expenses
				<b>Oct 14 - Sept 15</b>
MC	0701-AA	Motorcycle Safety Program Administration	CT-DOT/HSO	\$45,936.62
	0701-AB	CONREP Technical Assist.	CT-DOT /HSO	\$82,678.75
OP	0702-AA	OP Program Administration	CT-DOT/HSO	\$2,227.19
	0702-AB	Data Analysis & Surveys	CT-DOT/HSO	\$150,000.00
	0702-AC	Click It or Ticket Enforcement (November Mobilization)	CT-DOT/HSO	\$60,136.47
	0702-AD	Waterbury Area Traffic Safety Program	Waterbury PD	\$100,664.45
	0702-AG	Look Before You Lock Education Campaign	CCMC	\$80,300.00
AL	0704-AA	Alcohol Program Management	CT-DOT/HSO	\$53.52
TR	0705-AA	Traffic Records Administration	CT-DOT/HSO	\$106,660.72
PT	0707-AA	PT Administration	CT-DOT/HSO	\$15,279.47
	0707-AB	Law Enforcement Challenge	CT. Police Chiefs Assoc.	\$28,995.00
CR	0709-AA	Child Restraint Administration	CT-DOT/HSO	\$1,994.44
	0709-AB	CPS Training	CT-DOT/HSO	\$2,720.00
	0709-AC	CPS Fitting Stations Support	Connecticut Children's Medical Center	\$50,000.00
	0709-AD	CPS Fitting Stations Support	Yale New Haven Children's Hospital	\$50,808.99
	0709-AE	Yale-New Haven Children's Hospital Community Traffic S	Yale-New Haven Children's Hospital	\$86,244.93
	0709-AF	CPS Workshop	CT- DOT	\$19,763.23
154PM	0720-AA	DUI Media Campaign	CT-DOT/HSO	\$1,091,727.94
154AL	0722-AA	Alcohol Program Management (154)	CT-DOT/HSO	\$309,469.61
	0722-AB	Alcohol Related Program Training	CT-DOT/ HSO	\$11,635.52
	0722-AC	Criminal Justice	CT-DOT/HSO	\$153,637.06
	0722-AD	STAMFORD	CT DOT - HSO	\$66,391.72
	0722-AE	BETHANY	CT DOT - HSO	\$10,388.43
	0722-AF	KILLINGLY	CT DOT - HSO	\$59,709.41
	0722-AG	GLASTONBURY	CT DOT - HSO	\$14,956.47
	0722-AH	DURHAM	CT DOT - HSO	\$17,070.00
	0722-AI	MIDDLEFIELD	CT DOT - HSO	\$13,425.12
	0722-AJ	BRISTOL	CT DOT - HSO	\$133,495.58
	0722-AK	LEDYARD	CT DOT - HSO	\$30,943.39
	0722-AL	GREENWICH	CT DOT - HSO	\$42,107.09
	0722-AM	WATERTOWN	CT DOT - HSO	\$12,414.71
	0722-AN	NEW BRITAIN	CT DOT - HSO	\$102,334.10
	0722-AO	ELLINGTON	CT DOT - HSO	\$24,785.59
	0722-AP	SOMERS	CT DOT - HSO	\$48,353.07
	0722-AQ	NAUGATUCK	CT DOT - HSO	\$14,791.76
	0722-AR	WETHERSFIELD	CT DOT - HSO	\$15,713.01
	0722-AS	PROSPECT	CT DOT - HSO	\$4,068.86
	0722-AT	FAIRFIELD	CT DOT - HSO	\$96,241.52
	0722-AU	MERIDEN	CT DOT - HSO	\$19,241.49
	0722-AV	CITY OF GROTON	CT DOT - HSO	\$3,609.32
	0722-AW	DEEP RIVER	CT DOT - HSO	\$32,175.00
	0722-BB	STAFFORD	CT DOT - HSO	\$55,033.85
	0722-BC	CROMWELL	CT DOT - HSO	\$25,985.93
	0722-BD	NORWALK	CT DOT - HSO	\$57,788.02
	0722-BE	BETHEL	CT DOT - HSO	\$18,595.89
	0722-BF	KILLINGWORTH	CT DOT - HSO	\$6,054.00
	0722-BG	Impaired Driving Public Information and Education	CT-DOT/HSO	\$2,443.87
	0722-BH	MANCHESTER	CT DOT - HSO	\$111,927.54
	0722-BI	BRANFORD	CT DOT - HSO	\$27,584.84
	0722-BK	TOWN OF GROTON	CT DOT - HSO	\$40,265.65

Program Area	Project Number	Project Description	Town/Agency	Total FFY15 Expenses
	0722-BL	COVENTRY	CT DOT - HSO	\$1,858.42
	0722-BM	NORWICH	CT DOT - HSO	\$41,171.15
	0722-BN	WINDSOR	CT DOT - HSO	\$13,917.51
	0722-BO	EAST HAVEN	CT DOT - HSO	\$529.26
	0722-BQ	OLD LYME	CT DOT - HSO	\$34,706.46
	0722-BR	BLOOMFIELD	CT DOT - HSO	\$44,089.02
	0722-BS	NEWTOWN	CT DOT - HSO	\$44,116.94
	0722-BT	JEWETT CITY	CT DOT - HSO	\$23,571.14
	0722-BU	NEW CANAAN	CT DOT - HSO	\$2,584.38
	0722-BV	CCSU	CT DOT - HSO	\$50,325.01
	0722-BW	DARIEN	CT DOT - HSO	\$5,323.83
	0722-BX	DANBURY	CT DOT - HSO	\$18,169.21
	0722-BY	BERLIN	CT DOT - HSO	\$32,805.62
	0722-BZ	WILTON	CT DOT - HSO	\$13,853.59
	0722-CA	EAST LYME	CT DOT - HSO	\$50,618.95
	0722-CB	HARTFORD	CT DOT - HSO	\$182,712.02
	0722-CC	WALLINGFORD	CT DOT - HSO	\$15,974.99
	0722-CE	NORTH STONINGTON	CT DOT - HSO	\$33,734.76
	0722-CF	TOLLAND	CT DOT - HSO	\$34,995.94
	0722-CG	CHESTER	CT DOT - HSO	\$14,030.25
	0722-CI	MONROE	CT DOT - HSO	\$49,772.35
	0722-CJ	WILLIMANTIC	CT DOT - HSO	\$24,819.72
	0722-CK	HADDAM	CT DOT - HSO	\$13,452.00
	0722-CL	TRUMBULL	CT DOT - HSO	\$57,915.77
	0722-CM	STRATFORD	CT DOT - HSO	\$11,292.90
	0722-CN	ENFIELD	CT DOT - HSO	\$88,848.26
	0722-CO	NEWINGTON	CT DOT - HSO	\$15,743.01
	0722-CP	COLCHESTER	CT DOT - HSO	\$11,716.66
	0722-CQ	LISBON	CT DOT - HSO	\$31,669.12
	0722-CS	MONTVILLE	CT DOT - HSO	\$16,188.84
	0722-CT	MADISON	CT DOT - HSO	\$7,659.66
	0722-CV	WATERFORD	CT DOT - HSO	\$14,785.93
	0722-DH	CHESHIRE	CT DOT - HSO	\$53,503.07
	0722-DI	NEW HAVEN	CT DOT - HSO	\$180,011.59
	0722-DJ	SOUTH WINDSOR	CT DOT - HSO	\$31,904.12
	0722-DK	PLAINFIELD	CT DOT - HSO	\$32,442.99
	0722-DL	OLD SAYBROOK	CT DOT - HSO	\$30,282.97
	0722-DM	BROOKLYN	CT DOT - HSO	\$13,650.86
	0722-DN	ORANGE	CT DOT - HSO	\$4,758.43
	0722-DO	NORTH BRANFORD	CTDOT - HSO	\$2,022.26
	0722-DQ	WINDSOR LOCKS	CTDOT - HSO	\$32,590.67
	0722-DR	WEST HARTFORD	CTDOT - HSO	\$108,281.92
	0722-DS	FARMINGTON	CTDOT - HSO	\$17,787.35
	0722-DU	MANSFIELD	CT DOT - HSO	\$60,470.64
	0722-DV	ROCKY HILL	CT DOT - HSO	\$22,010.52
	0722-DW	EAST WINDSOR	CT DOT - HSO	\$14,134.69
	0722-EL	Data Analysis & surveys	CT-DOT/HSO	\$150,000.00
	0722-EM	FY 2015 Underage Drinking Prevention Initiative	The Governor's Prevention Partnership	\$44,109.70
	0722-EN	SOUTHINGTON	CT-DOT/HSO	\$1,258.59
	0722-EO	WESTBROOK	CT-DOT/HSO	\$12,127.50
	0722-EP	WOLCOTT	CT-DOT/HSO	\$5,504.66
K8	0730-AA	Media Campaign (Alcohol)	CT-DOT/HSO	\$117,948.67
K10	0725-AA	Racial Profiling Prohibition Project	Central Connecticut State University	\$304,876.18
PA	0733-AA	Planning and Administration	CT-DOT/HSO	\$262,182.58
405b-1	0741-1-AA	Click It or Ticket Enforcement (May Mobilization)	CT-DOT/HSO	\$195,429.82
	0741-1-AC	Occupant Protection Enforcement/CSP	Connecticut State Police	\$123,547.41

Program Area	Project Number	Project Description	Town/Agency	Total FFY15 Expenses
405b-2	0741-2-AD	Occupant Protection Media Buy	CT-DOT/HSO	\$278,374.65
	0741-2-AE	Safety Belt Convincer/Rollover Simulator	Connecticut State Police	\$190,852.73
	0741-2-AF	Occupant Protection PI&E	CT-DOT/HSO	\$4,704.00
405c	0742-AA	Traffic Records Administration	CT-DOT/HSO	\$79,609.53
	0742-AC	E-Citation	Centralized Infractions Bureau	\$109,044.46
	0742-AD	E-Crash	CRCOG	\$131,000.00
	0742-AG	E-Citation for Local Law Enforcement	New Milford & Brookfield Police Depts.	\$60,878.74
	0742-AH	E-Citation for Local Law Enforcement	Cheshire	\$20,824.00
	0742-AI	E-Citation for Local Law Enforcement	Plainfield	\$33,887.00
	0742-AJ	E-Citation for Local Law Enforcement	Newtown	\$6,447.22
	0743-1-AQ	Underage Alcohol Enforcement Grant	University of Connecticut	\$5,609.32
	0743-1-AW	Underage Alcohol Enforcement Grant	Hartford	\$30,000.00
	0743-1-BC	Underage Alcohol Enforcement Grant	West Hartford	\$30,582.96
	0743-1-BJ	Draeger Intox (25)	CSP	\$220,767.50
	0743-1-BL	Draeger Intox Machine	Montville	\$5,735.79
	0743-1-BM	(60x \$1,100) Drug Recognition Expert Field Kits	CT-DOT/HSO	\$19,553.44
	0743-1-BN	Underage Alcohol Enforcement Grant	Mansfield	\$46,304.24
	743-1-DI	2014/2015 Impaired Driving Enforcement	Uconn Police Department	\$2,861.90
	0743-1-DK	2014/2015 Expanded DWI Program	DESPP	\$655,137.77
	0743-1-DL	Drager Alcotest 510 Instrument	Hartford Police Department	\$6,000.00
	0743-1-DM	Checkpoint Signs	Hamden Police Department	\$2,250.00
405d-2	0743-2-BH	DRE Training	CT-DOT/HSO	\$11,280.92
405d-3	0743-3-AK	Power of Parents	MADD	\$40,151.51
	0743-3-BG	Law Enforcement Recognition Ceremony	MADD	\$4,529.05
405d-4	0743-4-BF	(2) DMV Admin. Per Se Hearing Attorney's	CT-DOT/HSO	\$348,565.83
405d-5	0743-5-BQ	Connecticut Career Trainee	CSP	\$89,331.68
	0740-AD	Speed Enforcement	Hartford	\$14,662.94
	0740-AK	Speed Enforcement	Connecticut State Police	\$72,707.80
405e-1	0745-1-DZ	Distracted Driving Materials to support PI&E	CT-DOT/HSO	\$20,018.41
405e-2	0745-2-AC	Distracted Driving Enforcement	NEW HAVEN	\$26,099.16
	0745-2-AD	Distracted Driving Enforcement	DANBURY	\$45,632.68
	0745-2-AE	Distracted Driving Enforcement	WATERBURY	\$22,381.53
	0745-2-AF	Distracted Driving Enforcement	HARTFORD	\$48,064.09
	0745-2-AG	Distracted Driving Enforcement	MANCHESTER	\$44,775.76
	0745-2-AH	Distracted Driving Enforcement	NORWALK	\$31,655.61
	0745-2-AJ	Distracted Driving Enforcement	WESTPORT	\$19,743.71
	0745-2-AK	Distracted Driving Enforcement	HAMDEN	\$30,497.61
	0745-2-AL	Distracted Driving Enforcement	FARMINGTON	\$23,653.22
	0745-2-AM	Distracted Driving Enforcement	ORANGE	\$25,691.69
	0745-2-AN	Distracted Driving Enforcement	BRISTOL	\$26,097.71
	0745-2-AO	Distracted Driving Enforcement	NORWICH	\$26,463.60
	0745-2-AP	Distracted Driving Enforcement	WEST HAVEN	\$6,298.76
	0745-2-AQ	Distracted Driving Enforcement	BRIDGEPORT	\$41,105.66
	0745-2-AR	Distracted Driving Enforcement	STAMFORD	\$32,256.34
	0745-2-AS	Distracted Driving Enforcement	DERBY	\$12,198.74
	0745-2-AT	Distracted Driving Enforcement	STRATFORD	\$9,652.85
	0745-2-AV	Distracted Driving Enforcement	TRUMBULL	\$19,773.78
	0745-2-AW	Distracted Driving Enforcement	WETHERSFIELD	\$10,566.31
	0745-2-AX	Distracted Driving Enforcement	VERNON	\$9,545.39
	0745-2-AY	Distracted Driving Enforcement	NORTH HAVEN	\$16,093.40
	0745-2-AZ	Distracted Driving Enforcement	BLOOMFIELD	\$15,929.08



## FFY 2015 Amendment Listing

	Highway Safety Plan Amendments - FFY15	Project No.	Program	AMOUNT	Increase in Plan	Funding
	<b>AMENDMENTS</b>					
1	Safety Belt Convincer/Rollover Simulator	0195-0741-2-AE	OP	\$150,000.00	\$59,000.00	405 (b)
2	Expanding Motorcycle Safety Efforts	0195-744-AB	MS	project no.change	\$0.00	-----
3	Expanding Motorcycle Safety Efforts	0195-744-AA	MS	project no.change	\$0.00	-----
4	1906 Racial Profiling HS217 Chart	0195-0725-AA	1906	decrease local	\$0.00	decrease in state/local
5	Meriden PD DUI Enforcement	0195-0722-AU	AL	\$24,525.00	\$8,025.00	154AL
6	CCSU PD DUI Enforcement	0195-0722-BV	AL	\$50,325.00	\$9,025.00	154AL
7	Fairfield PD DUI Enforcement	0195-0722-AT	AL	\$154,950.00	\$99,450.00	154AL
8	Glastonbury PD DUI Enforcement	0195-0722-AG	AL	\$15,150.00	\$3,250.00	154AL
9	New Britain PD DUI Enforcement	0195-0722-AN	AL	\$142,800.00	\$2,800.00	154AL
10	Rocky Hill PD DUI Enforcement	0195-0722-DV	AL	\$31,200.00	\$13,200.00	154AL
11	West Hartford PD DUI Enforcement	0195-0722-DR	AL	\$117,600.00	\$27,100.00	154AL
12	Berlin PD DUI Enforcement	0195-0722-BY	AL	\$63,600.00	\$2,100.00	154AL
13	New Haven PD DUI Enforcement	0195-0722-DI	AL	\$202,425.00	\$62,425.00	154AL
14	Wethersfield PD DUI Enforcement	0195-0722-AR	AL	\$30,075.00	\$5,075.00	154AL
15	Bloomfield PD DUI Enforcment	0195-0722-BR	AL	\$87,300.00	\$70,900.00	154AL
16	South Windsor PD DUI Enforcment	0195-0722-DJ	AL	\$30,300.00	\$8,300.00	154AL
17	Windsor PD DUI Enforcement	0195-0722-BN	AL	\$84,000.00	\$48,000.00	154AL
18	Groton PD DUI Enforcement	0195-0722-BK	AL	\$73,425.00	\$30,925.00	154AL
19	Wallingford PD DUI Enforcement	0195-0722-CC	AL	\$17,175.00	\$5,175.00	154AL
20	East Windsor PD DUI Enforcement	0195-0722-DW	AL	\$25,800.00	\$3,700.00	154AL
21	W. Hartford PD Underage Drinking Enforcement	0195-0743-BC	AL	\$43,620.00	\$13,620.00	405 (d)
22	Change TR from CPCA to local law enforcement	0195-0742-AB	TR	\$375,000.00	\$0.00	405 (d)
	New Milford/Brookfield PD E-citation Reporting	0195-0742-AG	TR	\$60,878.84	\$0.00	0195-0743-AB 405(e)
	Cheshire PD E-citation Reporting	0195-0742-AH	TR	\$65,000.00	\$0.00	0195-0743-AB 405(e)
	Plainfield PD E-citation Reporting	0195-0742-AI	TR	\$40,000.00	\$0.00	0195-0743-AB 405(e)
23	Branford PD DUI Enforcement	0195-0722-BI	AL	\$51,300.00	\$26,300.00	154AL
24	Distracted Driving-Zipper Pulls/Reflective Straps	0195-0741-AF	AL	\$5,000.00	\$0.00	405 (b)
	Flashlights	0195-0722-BG	AL	\$5,000.00	\$0.00	154AL
	Distracted Driving Reflection DD Message Bands	0195-0745-DZ	DD	\$20,000.00	\$13,000.00	405 (e)
25	Coventry PD DUI Enforcement	0195-0722-BL	AL	\$18,675.00	\$6,575.00	154AL
26	Enfield PD DUI Enforcment	0195-0722-CN	AL	\$122,025.00	\$46,025.00	154AL
27	UConn PD DUI Enforcement	0195-0743-DI	AL	\$15,000.00	\$0.00	change 154AL to 405(d)
	CT State Police Public Education	0195-0743-DJ	AL	\$45,000.00	\$0.00	change 154AL to 405(d)
	CT State Police DUI Enforcement	0195-0743-DK	AL	\$805,000.00	\$205,000.00	change 154AL to 405(d)
	Special DUI Enforcement	0195-0722-EL	AL	\$875,000.00	\$0.00	154AL
28	CT State Police OP Enforcement	0195-0741-AC	OP	\$125,000.00	\$25,000.00	405 (b)
29	Wilton PD DUI Enforcement	0195-0722-BZ	AL	\$42,825.00	\$26,825.00	154AL
30	CIOT Increase funding	0195-0702-AC	OP	see amendment	\$14,300.00	402
31	DUI Enforcement Overtime funding increase	VARIOUS	AL	see amendment	\$439,550.00	154AL
32	DUI Enforcement Overtime funding increase	VARIOUS	AL	see amendment	\$31,550.00	154AL
33	Tranfor of projects within Section 154HE	VARIOUS	HE	see amendment	\$0.00	154HE
34	Governor's Prevention Partnership-Underage	0195-0722-EM	AL	\$71,540.00	\$71,540.00	154AL
35	Plainfield PD DUI Enforcement	0195-0722-DK	AL	\$39,675.00	\$37,600.00	154AL
36	Add projects within Section 154 HE Projects	VARIOUS	HE	\$39,676.00	\$0.00	154HE
37	Hartford PD DUI Enforcement	0195-0722-CB	AL	\$203,625.00	\$60,925.00	154AL
38	Chester PD DUI Enforcement	0195-0722-CG	AL	\$17,625.00	\$6,625.00	154AL
39	DESPP Draeger Loaner Program ( 25 units )	0195-0743-BJ	405(d)	\$226,850.00	\$39,350.00	405(d)
40	Hartford PD Draeger Purchase	0195-0743-DL	AL	\$6,000.00	\$6,000.00	154AL

	Highway Safety Plan Amendments - FFY15	Project No.	Program	AMOUNT	Increase in Plan	Funding
41	WGBH of Boston Distracted Driving Media	0195-0745-EB	DD	\$90,000.00	\$0.00	405(e)
42	LEL/TSRP/JOL Region 1 & 2 Meeting	0195-0707-AA	PTS	\$2,000.00	\$0.00	402
43	CCMC Increase for CPS Fitting Stations	0195-0709-AC	CPS	\$50,000.00	\$10,000.00	402
44	Motorcycle Program Transfer from project					-----
	0195-0744-1-AA to 0195-0744-1-AB	0195-0744-1-AB	MC	\$30,000.00	\$0.00	405(f)
45	Distracted Driving Citation Holders	0195-0745-DZ	DD			-----
	incr. 0195-0745-DZ and decr. 0195-0745-DV	0195-0745-DV	DD	\$27,000.00	\$0.00	405(e)
46	Distracted Driving Spanish Media Buy	0195-0745-DX	DD	\$400,000.00	\$100,000.00	405(e)
47	Look Before You Lock Media Campaign	0195-0702-AG	CPS	\$80,300.00	\$80,300.00	402
48	Yale-New Haven Traffic Safety Program	0195-0709-AE	CPS	\$110,000.00	\$35,000.00	402
49	Yale-New Haven Children's Hospital Fitting Station	0195-0709-AD	CPS	\$50,000.00	\$10,000.00	402
50	Southington PD DUI Enforcement	0195-0722-EN	AL	\$4,500.00	\$4,500.00	154AL
	Westbrook Resident Trooper DUI Enforcement	0195-0722-EP	AL	\$5,625.00	\$5,625.00	154AL
	Wolcott PD DUI Enforcement	0195-0722-EO	AL	\$19,125.00	\$19,125.00	154AL
51	Change TR from CPCA to local law enforcement	0195-0742-AB	TR	\$194,300.00	\$0.00	405(c)
	Newtown PD E-citation Reporting	0195-0742-AI	TR	\$10,700.00	\$0.00	405(c)
52	Purchase and distribute signage for HVE campaigns	0195-0745-EB	DD	\$50,000.00	\$0.00	405(e)
53	WGBH Boston Distracted Driving Media additional	0195-0745-EB	DD	\$30,000.00	\$0.00	405(e)
54	New England Drive to Save Lives Farrah Consulting	0195-0741-2-AD	OP	\$5,000.00	\$0.00	405(b) & 154AL & 405(e)
		0195-0720-AA	AL			-----
		0195-0405e6-DX	DD			-----
55	North Haven DUI Enforcement	0195-0722-BJ	AL	\$18,075.00	\$8,075.00	154AL
56	May Click It or Ticket	0195-0741-AA	OP	see amendment	\$0.00	405(b)
57	May Click It or Ticket -2	0195-0741-AA	OP	see amendment	\$0.00	405(b)
58	Underage Drinking Media Buy	0195-0730-AA	AL	see amendment	\$0.00	410
59	deleted project - DMV positions	project was under amount listed in plan				
60	CT Children's Hospital Fitting Stations	0195-0709-AC	CPS	\$65,000.00	\$25,000.00	402
61	Project place holder not needed					
62	Hamden PD DUI Enforcment	0195-0743-1-DM	AL	\$2,250.00	\$2,250.00	154AL
63	Boys and Girls Club Distracted Driving Outreach	0195-0745-AB	DD	\$45,000.00	\$0.00	405(e)

# **PROGRAM AREAS**

## ***Impaired Driving***

### **Performance Goals:**

To decrease alcohol impaired driving fatalities (B.A.C. =.08+) from the five year (2008-2012) moving average of 113 in 2012 by 5% to a five year (2012-2016) moving average of 107 in 2016.

To decrease alcohol related driving serious injuries (“A”) from the five year (2008-2012) moving average of 142 in 2012 by 5% to a five year (2012-2016) moving average of 135 in 2016.

*The following activities took place as part of the Impaired Driving program to meet the program’s goals/targets:*

The Impaired Driving program emphasized High Visibility Enforcement efforts to reduce driving under the influence (DUI) of drugs and/or alcohol. Local municipalities are encouraged to work cooperatively with neighboring towns in the form of Regional Traffic Units which provides for opportunities for smaller towns with limited financial resources to benefit from high visibility enforcement activities. The Impaired Driving program helped to substantially increase the number of officers throughout the State engaged in High Visibility Enforcement. Activities included a combination of extra DUI patrols and sobriety checkpoints. These activities were aimed at deterring motorists from driving impaired.

During the reporting period, there were a total of 77 law enforcement agencies (the State Police, 24 Resident State Trooper offices, 54 municipal police agencies and two university police departments) that participated in the Comprehensive DUI Enforcement program. A total of 1,365 DUI arrests were made statewide through this program. In addition, there were 1,729 safety belt citations and 10,409 speeding citations. Federal fund totals expended by mobilization crackdown period were: Thanksgiving/Christmas/New Year’s - \$660,768; Memorial Day - \$200,607; July 4<sup>th</sup> - \$189,032; Labor Day - \$550,307; Super Bowl - \$19,941; St. Patrick’s Day - \$46,943; and Cinco de Mayo - \$31,674. The High Visibility Enforcement crackdown periods were supplemented with the Expanded DUI enforcement periods that fell outside the crackdowns. Throughout the entire grant period, there were 168 checkpoints conducted using 9,677 man hours.

The Connecticut Statewide Impaired Driving Task Force was established in March 2013. The purpose of this forum is to bring together area highway safety stakeholders and develop comprehensive strategies to prevent and reduce impaired driving behavior. The mission of the task force is “To save lives and reduce injuries due to impaired driving on Connecticut roadways through program leadership, innovation, and facilitation of effective partnerships with public and private organizations.” The task force is comprised of a variety of disciplines including the the Connecticut Highway Safety Office (HSO), the Department of Motor Vehicles, the Office of the Chief State’s Attorney, the Police Officer Standards and Training Council, the Connecticut State Police, various local police agencies, the University of Connecticut, the University of New Haven, Yale New Haven Hospital, the Connecticut Children’s Medical Center, Mothers Against Drunk

Driving, the Automobile Association of America, the Preusser Research Group and the Traffic Injury Research Foundation.

The task force held three meetings in FFY 2015 (January 23<sup>rd</sup>, April 21<sup>st</sup> and July 14<sup>th</sup>). Objectives addressed by the task force throughout the year included High Visibility Enforcement initiatives, Administrative Per Se hearing evaluations, youth alcohol initiatives to address underage drinking, legislative issues pertaining to DUI, toxicology laboratory updates, public awareness and press events.

*List any follow up action that will be taken to achieve targets in the future:*

During FFY 2016, the Impaired Driving program will continue to partner with State and local law enforcement agencies in an effort to expand the Comprehensive DUI Enforcement program by increasing enforcement activity beyond the amount of police patrols that were conducted in FFY 2015. There will be continued training activities to increase the number of certified Standardized Field Sobriety Test (SFST) instructors and practitioners by providing ongoing SFST training to law enforcement personnel. The number of law enforcement officers trained in various other types of impaired driving beyond alcohol impairment will be increased by providing Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Evaluation and Classification Program (DECP) training. The Traffic Safety Resource Prosecutor (TSRP) will perform prosecutorial activities, such as researching DUI law and assisting in the preparation of DUI cases. The TSRP will also develop and update a statewide DUI arrest manual for police officers and conduct periodic DUI law training for police officers. In addition, the TSRP will conduct other DUI enforcement related training for prosecutors and judges. The Administrative Hearing Attorneys will continue to undertake activities to combat impaired driving, such as reviewing Administrative Per Se cases, providing procedural oversight during hearings and providing assistance to law enforcement personnel. HSO staff will work cooperatively with the TSRP and the Administrative Hearing Attorneys to increase successful prosecution and conviction of DUI offenders.

## **Activities:**

### **Project Title: Impaired Driving Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Eugene Interlandi/Michael Whaley

The task included coordination of activities and projects outlined in the impaired driving program area, statewide coordination of program activities, development and facilitation of public information and education projects, and providing status reports and updates on project activity to the Transportation Principal Safety Program Coordinator and the NHTSA Region 1 Office. Funding was provided for personnel, employee related expenses and overtime, professional and outside services, travel, materials, supplies and other related operating expenses. The majority of this project was used to fund salary while a small portion was used for travel and operating expenses.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
402	0195-0704-AA	CT-DOT/HSO	Alcohol Program Management	\$53.52
154AL	0195-0722-AA	CT-DOT/HSO	Alcohol Program Management (154)	\$309,469.61

**Project Title: DUI Overtime Enforcement**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Eugene Interlandi/Michael Whaley

High Visibility Enforcement objectives were accomplished through coordinated sobriety checkpoint activity and roving/saturation patrols. Law enforcement agencies were offered DUI overtime enforcement grants to conduct High Visibility Enforcement activities. In order to fulfill the Impaired Driving program countermeasures, the HSO made an extra effort to add additional saturation patrols and checkpoints during the national crackdowns of the Thanksgiving, Christmas and New Year's holidays, as well as Super Bowl Sunday, Saint Patrick's Day, Cinco de Mayo, Memorial Day, July 4th and Labor Day. These grants were available to police departments for the holiday/high travel periods and for non-holiday travel periods creating year-round sustained High Visibility Enforcement. The enforcement efforts were targeted at high DUI activity periods identified in the statewide DUI problem identification, and by local police departments based on specific community core hours of related alcohol activity. Through this task, HSO staff made every effort to encourage DUI checkpoint activity throughout the year. The HSO awarded 81 Comprehensive DUI Enforcement projects in FFY 2015 to the State Police, Resident State Trooper offices, municipal police agencies and university police departments. Enforcement targeted high risk regions and communities where DUI activity was known to be significant, based on a multi-year data analysis of passenger vehicle injury crashes.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154AL	0195-0722-AD	STAMFORD	DUI Enforcement	\$66,391.71
154AL	0195-0722-AE	BETHANY-*	DUI Enforcement	\$10,388.44
154AL	0195-0722-AF	KILLINGLY-*	DUI Enforcement	\$59,709.42
154AL	0195-0722-AG	GLASTONBURY	DUI Enforcement	\$14,956.48
154AL	0195-0722-AH	DURHAM-*	DUI Enforcement	\$17,070.00
154AL	0195-0722-AI	MIDDLEFIELD-*	DUI Enforcement	\$13,425.12
154AL	0195-0722-AJ	BRISTOL	DUI Enforcement	\$133,495.57
154AL	0195-0722-AK	LEDYARD-*	DUI Enforcement	\$30,943.42
154AL	0195-0722-AL	GREENWICH	DUI Enforcement	\$42,107.09
154AL	0195-0722-AM	WATERTOWN	DUI Enforcement	\$12,414.71
154AL	0195-0722-AN	NEW BRITAIN	DUI Enforcement	\$102,334.09
154AL	0195-0722-AO	ELLINGTON-*	DUI Enforcement	\$24,785.60
154AL	0195-0722-AP	SOMERS-*	DUI Enforcement	\$48,353.08
154AL	0195-0722-AQ	NAUGATUCK	DUI Enforcement	\$14,791.76
154AL	0195-0722-AR	WETHERSFIELD	DUI Enforcement	\$15,713.00
154AL	0195-0722-AS	PROSPECT-*	DUI Enforcement	\$4,068.86

154AL	0195-0722-AT	FAIRFIELD	DUI Enforcement	\$96,241.52
154AL	0195-0722-AU	MERIDEN	DUI Enforcement	\$19,241.51
154AL	0195-0722-AV	CITY OF GROTON	DUI Enforcement	\$3,609.32
154AL	0195-0722-AW	DEEP RIVER-*	DUI Enforcement	\$32,175.00
154AL	0195-0722-BB	STAFFORD-*	DUI Enforcement	\$55,033.85
154AL	0195-0722-BC	CROMWELL	DUI Enforcement	\$25,985.93
154AL	0195-0722-BD	NORWALK	DUI Enforcement	\$57,788.02
154AL	0195-0722-BE	BETHEL	DUI Enforcement	\$18,595.88
154AL	0195-0722-BF	KILLINGWORTH-*	DUI Enforcement	\$6,054.00
154AL	0195-0722-BH	MANCHESTER	DUI Enforcement	\$111,927.53
154AL	0195-0722-BI	BRANFORD	DUI Enforcement	\$27,584.83
154AL	0195-0722-BJ	NORTH HAVEN	DUI Enforcement	\$0.00
154AL	0195-0722-BK	TOWN OF GROTON	DUI Enforcement	\$40,265.65
154AL	0195-0722-BL	COVENTRY	DUI Enforcement	\$1,858.42
154AL	0195-0722-BM	NORWICH	DUI Enforcement	\$41,171.15
154AL	0195-0722-BN	WINDSOR	DUI Enforcement	\$13,917.51
154AL	0195-0722-BO	EAST HAVEN	DUI Enforcement	\$529.26
154AL	0195-0722-BQ	OLD LYME-*	DUI Enforcement	\$34,706.48
154AL	0195-0722-BR	BLOOMFIELD	DUI Enforcement	\$44,089.01
154AL	0195-0722-BS	NEWTOWN	DUI Enforcement	\$44,116.94
154AL	0195-0722-BT	JEWETT CITY-*	DUI Enforcement	\$23,571.14
154AL	0195-0722-BU	NEW CANAAN	DUI Enforcement	\$2,584.37
154AL	0195-0722-BV	CCSU	DUI Enforcement	\$50,325.00
154AL	0195-0722-BW	DARIEN	DUI Enforcement	\$5,323.82
154AL	0195-0722-BX	DANBURY	DUI Enforcement	\$18,169.20
154AL	0195-0722-BY	BERLIN	DUI Enforcement	\$32,805.63
154AL	0195-0722-BZ	WILTON	DUI Enforcement	\$13,853.60
154AL	0195-0722-CA	EAST LYME-*	DUI Enforcement	\$50,618.96
154AL	0195-0722-CB	HARTFORD	DUI Enforcement	\$182,712.02
154AL	0195-0722-CC	WALLINGFORD	DUI Enforcement	\$15,975.00
154AL	0195-0722-CE	NORTH STONINGTON-*	DUI Enforcement	\$33,734.77
154AL	0195-0722-CF	TOLLAND-*	DUI Enforcement	\$34,995.95
154AL	0195-0722-CG	CHESTER-*	DUI Enforcement	\$14,030.25
154AL	0195-0722-CI	MONROE	DUI Enforcement	\$49,772.35
154AL	0195-0722-CJ	WILLIMANTIC	DUI Enforcement	\$24,819.72
154AL	0195-0722-CK	HADDAM-*	DUI Enforcement	\$13,452.00
154AL	0195-0722-CL	TRUMBULL	DUI Enforcement	\$57,915.77
154AL	0195-0722-CM	STRATFORD	DUI Enforcement	\$11,292.90
154AL	0195-0722-CN	ENFIELD	DUI Enforcement	\$88,848.27
154AL	0195-0722-CO	NEWINGTON	DUI Enforcement	\$15,743.00
154AL	0195-0722-CP	COLCHESTER-*	DUI Enforcement	\$11,716.66
154AL	0195-0722-CQ	LISBON-*	DUI Enforcement	\$31,669.12
154AL	0195-0722-CS	MONTVILLE-*	DUI Enforcement	\$16,188.85
154AL	0195-0722-CT	MADISON	DUI Enforcement	\$7,659.66
154AL	0195-0722-CV	WATERFORD	DUI Enforcement	\$14,785.94

154AL	0195-0722-DH	CHESHIRE	DUI Enforcement	\$53,503.07
154AL	0195-0722-DI	NEW HAVEN	DUI Enforcement	\$180,011.59
154AL	0195-0722-DJ	SOUTH WINDSOR	DUI Enforcement	\$31,904.11
154AL	0195-0722-DK	PLAINFIELD	DUI Enforcement	\$32,442.99
154AL	0195-0722-DL	OLD SAYBROOK	DUI Enforcement	\$30,282.96
154AL	0195-0722-DM	BROOKLYN-*	DUI Enforcement	\$13,650.86
154AL	0195-0722-DN	ORANGE	DUI Enforcement	\$4,758.43
154AL	0195-0722-DO	NORTH BRANFORD	DUI Enforcement	\$2,022.26
154AL	0195-0722-DQ	WINDSOR LOCKS	DUI Enforcement	\$32,590.68
154-AL	0195-0722-DR	WEST HARTFORD	DUI Enforcement	\$108,281.92
154-AL	0195-0722-DS	FARMINGTON	DUI Enforcement	\$17,787.35
154-AL	0195-0722 DU	MANSFIELD-*	DUI Enforcement	\$60,470.63
154-AL	0195-0722-DV	ROCKY HILL	DUI Enforcement	\$22,010.51
154-AL	0195-0722-DW	EAST WINDSOR	DUI Enforcement	\$14,134.70
154-AL	0195-0722-ED	WATERBURY	DUI Enforcement	\$0.00
154AL	0195-0722-EN	SOUTHINGTON	DUI Enforcement	\$1,258.59
154AL	0195-0722-EO	WESTBROOK-*	DUI Enforcement	\$12,127.50
154AL	0195-0722-EP	WOLCOTT	DUI Enforcement	\$5,504.66
405d-1	0195-0743-1-DI	UCONN	DUI Enforcement	\$2,861.90
405d-1	0195-0743-1-DK	DESPP	DUI Enforcement	\$655,137.75

\*Resident State Trooper Towns



**Project Title: SFST Training**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Eugene Interlandi/Edmund Hedge

Funding was provided for judicial and law enforcement agencies to train personnel in the latest methods of DUI enforcement. Approximately five training sessions were conducted and over 200 officers were trained through this program. This task ensured that NHTSA approved SFST procedures were implemented uniformly by practitioners throughout the State. Funding included overtime expenses, travel and lodging for instructors as well as materials to support this task, including SFST stimulus pens and SFST reference notebooks.

Funding Source	Project number	Agency	Title	\$ Amount
154AL	0195-0722-AB	CT-DOT/ HSO	Alcohol Related Program Training	\$11,635.52

**Project Title: Traffic Safety Resource Prosecutor (TSRP)**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Eugene Interlandi/Edmund Hedge

A Statewide Traffic Safety Resource Prosecutor (TSRP) position was funded within the Office of the Chief State’s Attorney. Objectives included implementing and continually refining a DWI training component for all prosecutors, researching DWI prosecution efforts and disseminating this information to prosecutors and grant funding sources, maintaining a liaison between NHTSA, the Division of Criminal Justice, State and municipal police agencies, and other State agencies and interested organizations, handling significant DWI cases, serving as consultant to other prosecutors handling DWI cases and providing training to law enforcement officials. Activities included successful prosecutions of DUI and other drug impaired related cases through training/education programs for professionals from all related fields, including law enforcement officials, prosecutors, judges and hearing officers. The TSRP is also creating and updating training manuals which will aid in the successful identification and prosecution of DUI offenders for both law enforcement and judicial officials. The TSRP acted in an advisory capacity to State and local law enforcement agencies and the HSO on all DUI and/or impaired driving legislation and has worked on drafting legislation to strengthen the DUI laws. The TSRP networked with many traffic safety partners including the HSO, the Department of Motor Vehicles, Mothers Against Drunk Driving (MADD), the Central Infractions Bureau (CIB), the Connecticut Police Training Academy and the Connecticut Police Chiefs Association, and serves as a member of the Connecticut Statewide Impaired Driving Task Force. Reports on TSRP activities were submitted monthly to the HSO.

<b>Funding Source</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>154AL</b>	<b>0195-0722-AC</b>	<b>CT-DOT/HSO</b>	<b>Criminal Justice</b>	<b>\$153,637.06</b>

**Project Title: Impaired Driving Public Information and Education**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Eugene Interlandi/Michael Whaley

This task funded the purchase and distribution of public outreach and education materials. This comprehensive campaign included the development and purchase of public information and education materials in the form of brochures, posters, and other items carrying messaging to discourage impaired driving and provided information about related laws and associated risks. Funds were expended for the purchase of flashlights with the “Drive Sober or Get Pulled Over” logo for this project. These flashlights were distributed at various public outreach events.

<b>Funding Source</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>154AL</b>	<b>0195-0722-BG</b>	<b>CT-DOT/HSO</b>	<b>Impaired Driving Public Information and Education</b>	<b>\$2,443.87</b>

**Project Title: Mothers Against Drunk Driving (MADD) Initiatives**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Eugene Interlandi/Michael Whaley

Power of Parents It's Your Influence

The Mothers Against Drunk Driving (MADD) educational outreach program, Power of Parents, It's Your Influence, received federal funding under this task. The program was a 30-minute workshop given to parents. It was based on a parent handbook, which motivated parents to talk with their teens about alcohol. Handbooks were presented to every parent in attendance at each workshop. The workshops were presented by trained facilitators who attended a facilitator training led by the MADD Connecticut Youth Department. A Program Specialist had administrative oversight regarding the implementation of this program. A total of nine workshops reaching eighty-one (81) participants were conducted over the course of the grant. Workshop events included PTA meetings, parent support groups and regional action councils. The workshops were conducted in various towns including Ansonia, Hamden, Ledyard, Milford, Wallingford and West Haven.

MADD Law Enforcement Recognition Ceremony

MADD's Campaign to Eliminate Drunk Driving focuses on the support of our heroes in law enforcement and the support of law enforcement's efforts to catch drunk drivers and to discourage others from driving drunk. MADD Connecticut conducted a Law Enforcement Recognition Ceremony in May 2015 to honor police officers and troopers statewide for their exceptional efforts to make our roadways safer through drunk driving enforcement, education, community involvement, training and volunteering with MADD.

Funding Source	Project number	Agency	Title	\$ Amount
405d-3	0195-0743-3-AK	MOTHERS AGAINST DRUNK DRIVING	Power of Parents	\$40,151.51
405d-3	0195-0743-BG	MOTHERS AGAINST DRUNK DRIVING	Law Enforcement Recognition Ceremony	\$4,529.05

**Project Title: DUI Enforcement/Testing Equipment**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Eugene Interlandi/Michael Whaley

The HSO continued to encourage regional cooperation and coordination of checkpoints by awarding funds for the purchase of DUI related equipment that will be jointly utilized by regional traffic units (RTUs) (e.g., DUI mobile command vehicles for RTUs, breath testing equipment, passive alcohol sensing flashlights, stimulus pens for horizontal gaze nystagmus (HGN) tests,

checkpoint signage/portable lighting equipment and other eligible DUI related enforcement equipment). Reflective cones were used for DUI Checkpoints (officer safety, motorist safety and channelization of traffic). Additionally, many law enforcement agencies do not own safety specific cones and must borrow them from public works departments. Approval for capital equipment acquisition(s) (as defined in 23 CFR 1200.21) were addressed when specific needs analysis was complete and program structure was determined.

There was also a need to acquire state of the art equipment used for case work analysis in the determination of alcohol concentration in blood and urine and screening for drugs of abuse and pharmaceuticals that may impair driving. The following equipment purchase assisted in the identification of impairment through forensic science activity:

*Draeger Alcotest 9510 Breath Alcohol Instrument*

The Department of Emergency Services and Public Protection (DESPP) purchased twenty-five Draeger Alcotest 9510 Breath Alcohol Instruments along with warranty to use as loaners when a unit assigned to a police department or State Police Troop is in need of repair. The Montville Police Department and Hartford Police Department also purchased one Draeger Alcotest 9510 Breath Alcohol Instrument each along with warranties.

*Printers and Accessories for the Draeger Alcotest 9510 Breath Alcohol Instrument*

DESPP also purchased twenty-five printers, printer cables and thermal paper to use with the Draeger Alcotest 9510. The Montville Police Department and Hartford Police Department also purchased one printer each, along with printer cables and thermal paper for the Draeger Alcotest 9510.

<b>Fund</b>	<b>Project Number</b>	<b>Agency</b>	<b>Item (#'s)</b>	<b>\$ Unit Cost</b>
405d-1	0195-0743-1-BJ	DEPARTMENT OF EMERGENCY SERVICES AND PUBLIC PROTECTION	Draeger Intox Machines and Printers	\$220,767.50
405d-1	0195-0743-1-BL	MONTVILLE POLICE DEPARTMENTT	Draeger Intox Machine and Printer	\$5,735.79
405d-1	0195-0743-1-DL	HARTFORD POLICE DEPARTMENTT	Draeger Intox Machine and Printer	\$6,000.00
405d-1	0195-0743-1-DM	HAMDEN POLICE DEPARTMENTT	Traffic Cones and Signs	\$2,250.00

**Project Title: DUI Media Campaign**

*Administrative Oversight:* Department of Transportation, Highway Safety Office  
*Staff Person:* Eugene Interlandi/Michael Whaley

Funding was used for paid advertising in support of NHTSA scheduled crackdown periods (i.e. Thanksgiving/Christmas/New Year, Memorial Day, July 4<sup>th</sup> and Labor Day holiday periods). Paid advertising in the form of television, radio, billboards, bus posters, web video, web banners, University of Connecticut Basketball Sponsorship, Pandora and gas station radio was used to compliment associated enforcement in support of national holiday mobilizations and is the major component of this activity. Paid media buys included the development of a creative concept and images and targeted the overrepresented alcohol related crash demographic of 21 to 34 year old males. A bilingual component for Spanish speaking audiences was also included. In accordance with NHTSA messaging, the focus of this campaign was putting the fear of being caught and receiving substantial penalties for people who choose to drink and drive. Earned media supplemented paid media buys. Media was tracked and measured through required reports from media agencies and attitude and awareness surveys were conducted.

Advertising impaired driving messages (including “Drive Sober or Get Pulled Over”, “Buzzed Driving is Drunk Driving” and “Fans Don’t Let Fans Drive Drunk”) in the form of signage, in-event promotions and message specific promotions related to the respective partners was purchased at the following venues, including but not limited to: New Britain Stadium, Hartford’s XL Center, Bridgeport’s Harbor Yard Arena and Ballpark, Gampel Pavilion in Storrs, Ives Center in Danbury, Rentschler Field in East Hartford, Dodd Stadium in Norwich, Live Nation Theatres in Hartford and Wallingford, Lime Rock Park in Salisbury, Stafford Motor Speedway in Stafford Springs, Thompson International Speedway in Thompson, Waterford Speed Bowl in Waterford, Danbury Arena in Danbury, high school state tournament locations throughout the state and Gas Station TV controlled stores. Alongside these messages appearing at these venues, public information and education efforts were conducted on-site to engage the public and encourage them to drive sober.

Media Campaign Costs

- The total amount spent for the Thanksgiving, Christmas, New Year crackdown (November 24, 2014 - January 4, 2015) was \$175,500.00. The cost breakdown was: Television - \$88,046.73 for 1,894 spots; Radio - \$21,123.00 for 631 spots; Billboards - \$17,800.00 for 9 units; Bus Posters in the four major cities - \$8,970.49 for 25 units; Web Video - \$14,912.72 for 521,696 impressions; University of Connecticut Basketball Sponsorship - \$17,647.06 for 38 radio spots plus videoboard presence; Pandora - \$6,000.00 for 957,795 plays; and Gas Station Radio - \$1,000.00 for 104,506 spots.
- The total amount spent for the Memorial Day, July 4<sup>th</sup> and Labor Day crackdowns was \$60,002.69. The campaign ran in three 1-week flights (May 18, 2015 - May 25, 2015, June 29, 2015 – July 5, 2015 and August 31, 2015 – September 7, 2015). The cost breakdown was: Radio - \$33,112.00 for 744 spots; Billboards - \$8,676.00 for 6 units; Web Banners - \$11,208.39 for 1,757,617 impressions; Pandora - \$4,006.30 for 675,000 plays; and Gas Station Radio - \$3,000.00 for 264,482 spots.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154PM	0195-0720-AA	CT-DOT/HSO	DUI Media Campaign	\$1,091,727.94

**Project Title: Administrative Per Se Hearing Attorney(s)**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Eugene Interlandi/Michael Whaley

Funding was provided to the Department of Motor Vehicle (DMV) for two Administrative Per Se Hearing Attorneys. Funding this position provided legal counsel and representation for the arresting officer during DMV Administrative Per Se hearings. By having council represent the officer, less DUI related license suspensions were dismissed during the Per Se hearing process, resulting in more DUI convictions. Monthly activity reports were submitted to the HSO for project monitoring. Through this project, the Per Se Hearing Attorneys provided education to law enforcement officials, which has resulted in a reduction in the number of licenses that have been restored to individuals that were subject to DUI arrest.

Administrative Per Se Hearing Attorney(s) Activity by Quarter

- From October 2014 to December 2014: Cases Reviewed – 2,474; Cases Presented – 167; Number of Defects – 534.
- From January 2015 to March 2015: Cases Reviewed – 2,347; Cases Presented – 179; Number of Defects – 520.
- From April 2015 to June 2015: Cases Reviewed – 2,441; Cases Presented – 177; Number of Defects – 550.
- From July 2015 to September 2015: Cases Reviewed – 2,493; Cases Presented – 179; Number of Defects – 565.

The total number of Per Se hearings cases reviewed was 9,755. The total number of cases presented was 702. The total number of defects was 2,169. The most common defect continues to be the Time of Crash defect.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-4	0195-0743-4-BF	CT-DOT/HSO	(2) Admin. Per Se Hearings Attorney(s)	\$348,565.83

**Project Title: Drug Evaluation and Classification Program**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Edmund Hedge

Funding was provided to train personnel in the latest methods of drug evaluation and classification and certify law enforcement officials as Drug Recognition Experts (DREs). The HSO worked with neighboring States including Vermont and New Hampshire to participate in the expansion of the Connecticut Drug Evaluation and Classification Program (DECP) including the DRE program. Also included in this task was the recertification and instructor training for four instructor candidates. This task ensured that the NHTSA/IACP credentialed DRE evaluations are implemented uniformly by practitioners throughout the State. Funding also included overtime expenses and travel and lodging for instructors, as well as materials to support this task.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-2	0195-0743-2-BH	CT-DOT/HSO	DRE Training	\$11,280.92

**Project Title: Drug Recognition Expert Field Kits**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Edmund Hedge

The purchase of “DRE KITS” were used by the certified Drug Recognition Experts. The kit contains eight separate items and must be assembled and contained within a carrying case. These DRE kits were only distributed to law enforcement officers who have completed the DRE field certifications.

O

ne durable nylon bag containing one each of the following items: UV light, Sphygmomanometer, Stethoscope, Penlight (Duracell/Rayovac, Not Streamlight), Pupillometer, Digital Thermometer including 50 sleeves, magnified light, Drug Identification Bible or other printed drug reference guide. All of these items were used as tools to gather Probable Cause, in addition to the Standardized Field Sobriety Test, when they are used properly in the hands of a trained and certified DRE officer.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-1	0195-0743-1-BM	CT-DOT/HSO	48 Drug Recognition Expert Field Kits	\$19,477.44

**Project Title: Underage Alcohol Enforcement Grant Program**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Eugene Interlandi/Michael Whaley

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Funding for underage drinking enforcement was awarded to four municipal and university law enforcement agencies. Consideration was given to communities with higher underage drinking violation rates weighted by population and injury and fatal crash data. Activities included compliance checks, party patrols, surveillance patrols, Cops in Shops, and shoulder taps. Many activities involved officers working at school events enforcing the underage drinking laws. Educational activities were also included.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-1	0195-0743-1-AQ	University of Connecticut	Underage Alcohol Enforcement Grant	\$5,609.32
405d-1	0195-0743-1-AW	Hartford	Underage Alcohol Enforcement Grant	\$30,000.00
405d-1	0195-0743-1-BC	West Hartford	Underage Alcohol Enforcement Grant	\$30,582.95
405d-1	0195-0743-1-BN	Mansfield	Underage Alcohol Enforcement Grant	\$46,304.24

**Project Title: Connecticut Career Trainee (Target Class Forensic Sciences Examiner)**

*Administrative Oversight:* Department of Transportation, Highway

*Safety Office Staff Person:* Eugene Interlandi/Michael Whaley

This task provided for a full-time position at the State Toxicology Laboratory and was divided equally between support of the Breath Alcohol Testing (BAT) program and analysis of toxicology samples in DUI cases. The new staff member began in December 2014. Activities in

BAT included instrument evaluation and certification, training of instructors, coordinating statistical data, presenting expert testimony regarding alcohol testing in general and breath alcohol testing in specific. Activities in casework analysis included determination of alcohol concentration in blood and urine samples using Headspace-GC analysis, EMIT screening for drugs of abuse and pharmaceuticals that may impair driving, and LC- and GC-mass spectrometry analysis of samples for detection and confirmation of such drugs, as well as drugs not detected by EMIT screen procedures. A total of 1,849 alcohol and drug analyses were performed during the reporting period. In addition, the staff member attended seven trainings.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-5	0195-0743-5-BQ	CSP	Connecticut Career Trainee	\$89,331.68

**Project Title:** Data Analysis and Surveys

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson

This project provided funding for the provision of data to the Highway Safety Office used for problem identification and the creation of countermeasures to decrease fatalities and injuries related to impaired driving. This project provided funding for annual evaluation and support for the Impaired Driving Program. The project included data evaluation and support for annual planning documents. This project also included NHTSA core performance measure mandated attitude and awareness surveys and analysis as well as knowledge and awareness surveys at DMV offices to track the impact of enforcement activities.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154AL	0195-0722-EL	HSO	Data Analysis & Surveys	\$150,000.00

**Project Title: The Governor’s Prevention Partnership – Youth Led Underage Drinking Prevention**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Michael Whaley

The objective of the 3E program (Encourage, Empower, Engage, the new name for The Partnership’s youth led, peer-to-peer prevention approach) in its first year was to increase the connections with youth groups across the state of Connecticut to promote positive decision making, education on alcohol and other substances and education on impaired driving. The program was introduced to a wide range of youth groups within school and community settings across Connecticut. From this approximately 10 pilot sites for the program were established during the 2014-2015 school year. A range of training to the selected students to contribute to their leadership progression was performed, establishing them as peer leaders in their school

and community as resources for their peers. With these peer leaders established and the youth groups formed in the schools a forum was created at these locations to impact students in a positive manner and give them a place to discuss difficult topics such as impaired driving. Further protocol for the peer leaders to follow regarding these sensitive topics was also developed during these collaborative sessions, as well as additional resources for them to use during the sessions. These efforts took place as the web portal for the 3E program was being developed which will be launched in FY 2016. Tools, materials and resources created based on youth input will be stationed on this web portal and be available for peer leaders and other advocates. The reach of this program will be expanded and monitored through the 2015-2016 academic year in the various areas of Connecticut.

Based on information gathered by the Governor’s Prevention Partnership from their pilot sites around Connecticut, youths have stated that they participate in risky behavior because they do not know how to make healthy decisions while still maintaining a positive reputation among their peers. The majority of the students interviewed stated that they feel high pressure from their families, school based professionals and their environment. This has led them to participate in risky behaviors. The students interviewed also noted that they have many friends that participate in extreme behavior such as driving while under the influence but they do not know how to effectively speak to them about this behavior. Most of these students reported to not having a place to turn when these situations arise. Teens also continue to report they are not aware of and do not have access to tools and resources for identifying high-risk situations and making appropriate decisions while they are in a potential high-risk position. Some of the high-risk situations that teens report are driving impaired, binge drinking, and other impaired and distracted driving practices which are on the rise among the teen population. The relationship with the Governor’s Prevention Partnership allows these issues to be addressed while developing peer leaders in schools and communities.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154AL	0195-0722-EM	Governor’s Prevention Partnership	Youth Led Underage Drinking Prevention	\$44,109.71

**Project Title: Underage Drinking Media Campaign**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Eugene Interlandi/Michael Whaley

Funding was used for paid advertising in support of NHTSA’s underage drinking prevention initiatives. Paid advertising in the form of television, Hispanic radio, billboards, web banners and Pandora is the major component of this activity. This media campaign reached all statewide residents but was targeted primarily to parents and their teenage children. Media was tracked and measured through required reports from media agencies. The entire campaign ran from May 25, 2015 through September 6, 2015.

Media Campaign Costs

- The total amount spent for the underage drinking prevention campaign was \$86,945.00. The cost breakdown was: Television - \$29,995.00 for 602 spots; Hispanic Radio - \$11,980.00 for 516 spots; Billboards - \$8,970.00 for 8 units; Web Banners - \$30,000.00 for 1,309,150 views; and Pandora - \$6,000.00 for 761,357 impressions.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
410	0195-0730-AA	CT-DOT/HSO	Underage Drinking Media Campaign	\$117,948.67

**Total Amount of funds expended in this program area:**

There was \$53.52 in 402 funds spent in this program area during FFY2015.

There was \$1,091,727.94 in 154PM funds spent in this program area during FFY2015.

There was \$3,402,442.69 in 154AL funds spent in this program area during FFY2015.

There was \$117,948.67 in 410 funds spent in this program area during FFY2015.

There was \$1,024,802.89 in 405d-1 funds spent in this program area during FFY2015.

There was \$11,280.92 in 405d-2 funds spent in this program area during FFY2015.

There was \$44,680.56 in 405d-3 funds spent in this program area during FFY2015.

There was \$348,565.83 in 405d-4 funds spent in this program area during FFY2015.

There was \$89,331.68 in 405d-5 funds spent in this program area during FFY2015.

## ***Occupant Protection***

### **Performance Goals:**

To reduce the number of unrestrained occupants in fatal crashes from the five year (2008-2012) moving average of 68 in 2012 by 10 percent to a five year (2012-2016) moving average of 61 in 2016.

To increase the statewide observed seat belt use rate from 87 percent in 2013 to 90 percent or above in 2016.

### **Number of Agencies that participated in Occupant Protection Program in FFY 2015: 69**

*The following activities took place as part of the Occupant Protection program to meet the above goals/targets. The target(s) was/were met/not met for the following reasons:*

A Seatbelt Working Group was created in 2014 to assist the HSO to increase Connecticut's seat belt use rate. The Working Group is represented by state and local law enforcement, Preusser Research Group, AAA, Cashman+Katz Media Consultant and the HSO. As a result of the Working Group a change has been made to the media to educate Connecticut on the fines for not wearing a seatbelt. A combination of adding the fines to the media campaign and encouraging law enforcement agencies to increase enforcement should help raise our belt use rate. The target to increase the statewide observed seat belt use rate to 90 percent or above was not reached for many reasons including the number of citations issued has decrease with the increase in fines for not wearing your seat belt from \$35 to \$92 and with the shortage of staff available for occupant protection enforcement.



During this reporting period, there were two "Click it or Ticket" Enforcement Mobilization efforts commencing on November 25, 2014 and May 18, 2015. The November's mobilization activity included a total of 1,086 seat belt citations, 14 child safety seat citations, 9 speeding citations, and 215 cellphone/distracted driving citations. The May's mobilization enforcement activity

included a total of 3,617 safety belt citations, 29 child safety seat citations, 18 speeding citations, 645 cellphone/distracted driving citations and 28 DUI arrests. Law enforcement departments conducted seat belt checkpoints that included local media news coverage. Connecticut State Police mobilization for both enforcement periods included a total of 2,030 safety belt citations, 860 cellphone/distracted driving citations, 133 speeding citations, and 1 DUI arrest.

*List any follow up action that will be taken to achieve targets in the future:*

Initiated during the 2014 planning cycle, greater effort was placed on low seat belt usage areas through increased enforcement and education. This practice continued during the 2015 fiscal year. This was accomplished through analysis of crash and observation data to identify towns and areas where low belt use by motorists can best be addressed. This analysis focused on the combination of low belt use towns identified through observation surveys and paired it with ranked analysis of unbelted crashes and fatalities as well as population and VMT data over a five year period. This process serves to prioritize funding opportunities for participating law enforcement agencies. The HSO will offer greater funding priority to towns and agencies that show the greatest need in this area. This increased focus on low belt used and unbelted crashes will not preclude the HSO from continuing historical practice of attempting to achieve statewide law enforcement participation during national mobilizations. The HSO will continue to encourage law enforcement agencies statewide to apply for and participate in the 2016 CIOT mobilization(s) in May and November regardless of funding availability.

**Activities:**

**Project Title Occupant Protection Program Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this project was to increase the seat belt use in Connecticut. This project included coordination of activities and projects outlined in the occupant protection/child passenger safety program area, statewide coordination of program activities, development and facilitation of public information and education projects, and providing status reports and updates on project activity to the Transportation Principal Safety Program Coordinator and the NHTSA Region 1 Office. Funding was provided for personnel, employee-related expenses and overtime, professional and outside services. Travel expenses for training and to attend outreach events, to purchase educational materials and supplies for outreach and press events and other related operating expenses. A small portion of this project was used to fund salary, travel and operating expenses.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0195-0702-AA</b>	<b>CT-DOT/HSO</b>	<b>OP Program Administration</b>	<b>\$2,227.19</b>

**Project Title: Data Analysis & Surveys**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson

The goal of this project was to provide data to the Highway Safety Office to increase the statewide seat belt usage rate. This project provided funding for annual evaluation and support for the Occupant Protection Program. The project included the statewide annual seat belt use observations, as well as data evaluation and support for annual planning documents. This also included NHTSA core performance measure mandated attitude and awareness surveys and

analysis. NHTSA approved Safety Belt Surveys as well as knowledge and awareness surveys at DMV offices to track the impact of mobilization enforcement activities funded under this task.

Fund	Project number	Agency	Title	\$ Amount
402	0195-0702-AB	CT-DOT/HSO	Data Analysis & Surveys	\$150,000.00

**Project Title: Click it or Ticket Enforcement**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this project was to decrease the number of unbelted drivers involved in fatal and injury crashes by encouraging law enforcement to ticket unbelted drivers during checkpoint and patrols. This project provides funding for enforcement of occupant protection laws through the Selective Traffic Enforcement Program or WAVE in conjunction with the national “Click it or Ticket” mobilization (May and November) including checkpoints and roving/saturation patrols. The WAVE is an enforcement activity that takes place during the National Occupant Protection efforts. Law enforcement agencies reported a pre, post and enforcement survey to the HSO office. 68 agencies participated as sub-grantees in 2015 WAVE activity. The Seat Belt Working Group meetings have assisted the Highway Safety Office to make changes to the “Click It or Ticket” media messaging to include the fines involved with not wearing a seatbelt. We increased our focus on the top 26 towns listed below based on data from Connecticut’s *2015 Seat Belt Use Report*. Increased effort was focused on low seat belt use towns through increased enforcement and education

**Participated Agencies**

Agency	Project 0195-0702-AC	Project 0195-0741-AA
Berlin Police Department	1,851.88	8,829.35
Bethel Police Department		5,000.00
Bloomfield	2,500.00	
Bridgeport Police Department		13,500.00
Bristol Police Department		4,817.77
Brookfield Police Department		2,389.93
Cheshire Police Department	2,000.00	4,000.00
Coventry Police Department	347.64	1,937.94
Darien Police Department	2,079.50	
East Hartford Police Department	3,697.55	8,942.14
East Lyme Police Department	1,982.40	2,784.71
East Windsor Police Department	2,589.15	4,431.91
Enfield Police Department	2,796.52	4,781.61

Fairfield Police Department		8,170.98
Farmington Police Department		1,835.33
Glastonbury Police Department	2,213.70	3,975.62
Greenwich Police Department		2,459.70
Groton Town Police Department	2,774.32	3,258.30
Hartford Police Department		12,680.52
Manchester Police Department	5,000.00	9,931.92
Meriden Police Department		4,000.00
Montville Police Department	3,159.67	2,526.49
New Britain Police Department	3,663.76	6,351.36
New Haven Police Department		13,221.58
Newtown Police Department		5,321.14
Norwalk Police Department		9,000.00
Norwich Police Department	2,335.04	3,595.47
Redding Police Department		4,264.11
Seymour Police Department		3,272.52
South Windsor Police Department	2,999.69	4,474.26
Southington Police Department	3,000.00	4,000.00
Stamford Police Department		4,890.77
Stonington Police Department	1,622.73	4,700.00
Stratford Police Department	2,499.12	
Watertown Police Department		3,515.40
Waterbury Police Department	1,675.20	
Waterford Police Department	2,300.00	
West Hartford Police Department	2,973.04	4,120.56
Windsor Police Department	773.76	5,000.00
Windsor Locks Police Department	2,300.00	4,664.10
Willimantic Police Department	1,001.80	2,366.34
Woodbury Police Department		2,417.99
Totals	\$60,136.47	\$195,429.82

There were two “Click it or Ticket” Enforcement WAVE/Mobilization efforts commencing on November 25, 2014 and May 18, 2015. The November’s mobilization activity included a total of 1,086 seat belt citations, 14 child safety seat citations, 9 speeding citations, and 215 cellphone/distracted driving citations. The May’s mobilization enforcement activity included a total of 3,617 safety belt citations, 29 child safety seat citations, 18 speeding citations, 645 cellphone/distracted driving citations and 28 DUI arrests. Law enforcement departments conducted seat belt checkpoints that included local media news coverage.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0195-0702-AC</b>	<b>CT-DOT/HSO</b>	<b>Click It or Ticket Enforcement (November 2015 Mobilization)</b>	<b>\$60,136.47</b>
<b>405(b)</b>	<b>0195-0741-AA</b>	<b>CT-DOT/HSO</b>	<b>Click It or Ticket Enforcement (May 2014 Mobilization)</b>	<b>\$195,429.82</b>

**Project Title: Occupant Protection Enforcement/ Connecticut State Police**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this project was to decrease the number of unbelted drivers involved in fatal and injury crashes by encouraging law enforcement to ticket unbelted drivers during checkpoint and patrols by the Connecticut State Police. This project provided funding for enforcement of occupant protection laws through the Selective Traffic Enforcement Program or WAVE in conjunction with the national “Click it or Ticket” mobilization (May and November) including checkpoints and roving/saturation patrols. The WAVE was an enforcement activity that took place during the National Occupant Protection efforts. Law enforcement agencies reported a pre, post and enforcement survey to the HSO office. Increased effort was focused on low seat belt use areas through increased enforcement and education.

Connecticut State Police mobilization for both enforcement periods included a total of 2,030 safety belt citations, 860 cellphone/distracted driving citations, 133 speeding citations, 391 other motor vehicle violations, 1 DUI arrest and 2 in custody arrests for wanted persons. Total enforcement efforts generated 2,557 citations.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(b)</b>	<b>0195-0741-AC</b>	<b>Connecticut State Police</b>	<b>Occupant Protection Enforcement/CSP</b>	<b>\$123,547.41</b>

**Project Title: Safety Belt Convincer/Rollover Simulator**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this task was to increase occupant restraint usage statewide and to increase public education programs through physical demonstrations. Seat Belt Convincer and Rollover



Simulators demonstrations were conducted at schools, fairs, places of employment and community events. Utilizing the Convincer and the Rollover Simulator the Connecticut State Police are able to demonstrate visually and physical the value of wearing a seat belt.

The State Police conducted Safety Belt Convincer demonstrations at 103 events and Rollover Simulator demonstrations at 50 events. Demonstrations were held at colleges, school events, safety fairs and other community events. There were 2,944 people who were permitted to ride the Convincer and an estimated 34,340 people viewed the Rollover Simulator demonstrations.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405 (b)</b>	<b>0195-0741-2-AE</b>	<b>Connecticut State Police</b>	<b>Safety Belt Convincer/Rollover Simulator</b>	<b>\$190,852.73</b>

**Project Title: Occupant Protection Media Buy, Earned Media & Media Evaluation**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this task was to reduce the number of unbelted fatalities by increasing awareness of Connecticut drivers and passengers as to the dangers of not wearing safety belts or using proper child safety restraints. The project provided funding for a multi-media campaign to support the national “Click it or Ticket” enforcement mobilizations and year round safety belt messaging. This project also included a bi-lingual component for Spanish speaking audiences. This campaign utilized broadcast media to deliver a culturally-relevant message to educate those in the Latino community about the importance of using seat belts and upcoming traffic safety enforcement activities. Both the English and Spanish multi-media campaign included components featuring both paid media and bonus spots.

Paid media included TV ads, radio spots, outdoor billboards, bus panels, web banners, gas station media and online video advertising was purchased through the HSO media consultant. Consultant also developed Connecticut specific media messages on the importance of using seat belts. Media effectiveness was tracked and measured through required evaluation reports from media agencies and attitude and awareness surveys conducted at local DMV’s.



In conjunction with the 2015 ‘Click It or Ticket’ High Visibility Enforcement (HVE) campaign, the Highway Safety Office’s (HSO) partnered with All Over Media to provide a new avenue to disperse our seat belt messaging. This 1 month advertising opportunity allowed the HSO to increase the exposure and dispersal of the important message of wearing your seat belt during the NHTSA National Mobilization Campaign, as well as during expanded enforcement routinely done by State and local law enforcement during the HVE. Messaging was featured on both the gas station Pumptoppers and the FillBoards (above the pumps) at 118 stations throughout Connecticut which guaranteed that it will get to the

majority of people pumping gas into their car. All Over Media has proven to be an exceedingly effective means of advertising because it reaches 100% drivers, as their audience is behind the wheel prior to stopping to fuel up their vehicle. The FillBoards were placed directly above the pump and the Pumptoppers are placed on the pump, making it impossible for the driver to not be impacted by the message prior to returning into their vehicle to drive away. The “Click it or Ticket” message is particularly important to the audience at this moment because it is extremely relevant that HSO increases the seat belt usage rate. This partnership allows us to reach a great portion of our target audience, as the message will be distributed directly to drivers of all ages.

Value added media and public outreach at sporting and concert venues, health and safety fairs and civic organizations was received under this task. Advertising safety belt messages (including “Click it or Ticket”, “Buckle Up Connecticut” and “Seat Belts Save Lives”) in the form of signage, in-event promotions and message specific promotions related to the respective partners was also received at the following venues: New Britain Stadium, Hartford XL Center, Bridgeport’s Harbor Yard, Rentschler Field, Dodd Stadium, Live Nation theatres, Lime Rock Park, Stafford Motor Speedway, Thompson International Speedway and the Waterford Speed Bowl.

Additional information regarding this media campaign can be found in the “Paid Media” section of the report.

Fund	Project number	Agency	Title	\$ Amount
405(b)	0195-0741-AD	CT-DOT/HSO	Occupant Protection Media Buy	\$278,374.65

**Project Title: Occupant Protection Public Information and Education**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this task was to educate drivers and passengers on the importance of wearing their seat belts. This project was to purchase educational materials to be distributed at health and

safety fairs, school events and other public outreach events. Prior to April 20, 2015, promotional items and educational materials were purchased under this project. Promotional items had a Highway Safety message and were given out after interaction with the participants on the importance of wearing seat belts to protect them in a car crash. The purpose of this project was to also purchase supplies and other related expenses to assure a comprehensive statewide public information and education media campaign promoting the statewide program. Public information and education efforts were conducted through a variety of public outreach venues. Safety belt messages and images including “Click it or Ticket”, “Buckle Up Connecticut” and “Seat Belts Save Lives” were prominently placed at several of the States sports venues (including but not limited to: New Britain Stadium, Hartford XL Center, Bridgeport’s Harbor Yard, Rentschler Field, Dodd Stadium, Live Nation theatres, Lime Rock Park, Stafford Motor Speedway, Thompson International Speedway and the Waterford Speed Bowl) through the paid media project. In support of the visual messages, public outreach was conducted at these venues through tabling opportunities which provided the opportunity to educate motorists about the importance of safety belt use for themselves and their passengers.

During this fiscal year reflective bracelets and reflective zipper pulls with the “BUCKLE UP CONNECTICUT LOGO” were purchased under this project.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(b)</b>	<b>0195-0741-AF</b>	<b>CT-DOT/HSO</b>	<b>Occupant Protection PI&amp;E</b>	<b>\$4,704.00</b>

**Total Amount of funds expended in this program area:**

There was \$792,909 in 405(b) funds spent in this Occupant Protection program area during FFY2015.

There was \$212,364 in 402 funds spent in this Occupant Protection program area during FFY2015.

\*Please note two Child Passenger Safety Projects are reflected in the Financial Summary in this area but not under this section.

## Child Passenger Safety

### Performance Goals:

Improve the availability, use, and proper installation of child restraint systems.

Increase public awareness of child safety seat/booster seat laws and awareness of reliable sources of information on proper child seat/booster use.

Implement changes to current data collection methods to provide more accurate data to identify children not properly restrained in motor vehicles.

*The following activities took place as part of the Child Passenger Safety program to meet the above goals/targets. The target(s) was/were met/not met for the following reasons:*

An updated seat belt law flyer and flyer for pregnant women were put into a pad form for distribution. The HSO attended Safe Kids Day, the Hispanic Festival in Losada Park, Grandparents Day in Bushnell Park, Safety fair in Middletown, Early Reading and Head Start programs in Waterbury and Naugatuck, and numerous car seat check-up events that were held across the state.

*List any follow up action that will be taken to achieve targets in the future:*

Implement changes to current data collection methods to provide more accurate data to identify children not properly restrained in motor vehicles.



**Activities:**

**Project Title: Waterbury Area Traffic Safety Program**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Juliet Little

The Waterbury Area Traffic Safety Program (WATSP), administered through the City’s Police Department, serves the Waterbury and Litchfield County region of the State. This program reached over 1,800 parents, children and caregivers through educational presentations on occupant protection which also included car seat safety. Buckle Bear programs were also conducted throughout the Waterbury area and for the Naugatuck Head Start program where 140 children attended the weeklong presentations. 15 presentations were done reaching 1,225 children and 344 adults for Halloween and Pedestrian Safety.

These presentations were held for groups as small as 5 to as large as 300 and some of these presentations were a minimum of two-hours. Educational material was handed out at every presentation to the parents, caregivers and children.

The WATSP program maintains a close relationship with Saint Mary’s Hospital, Campion Ambulance, Waterbury Police Department, Waterbury Fire Department, Waterbury Elks, Naugatuck Police Department, Watertown Police Department, Yale New Haven Children’s Hospital and State Police to network on numerous programs presented in the community.

The WATSP program updates the statewide car seat fitting station listing and submits to CT DOT on a monthly bases. This involves tracking the contact at each location and making sure their location continues to have a certified child passenger safety technician on hand. Adding new information with new contacts, verifying their days and times of operation and removing stations that are no longer active. In addition all departments of newly trained technicians were contacted to see if they are actively checking car seats and want to be on the State listing. There are presently 77 fitting stations in the State of Connecticut.

Three Child Passenger Safety Certification classes were held during the grant year, adding 56 new technicians to the State.

The WATSP program conducted seatbelt surveys for Greater Waterbury and surrounding towns with the following results: Waterbury 83%, Cheshire 90%, Middlebury 93%, Naugatuck 93%, Prospect 85%, Watertown 87% and Wolcott 75%.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0195-0702-AD</b>	<b>Waterbury PD</b>	<b>Waterbury Area Traffic Safety Program</b>	<b>\$100,664.45</b>

**Project Title: Child Restraint Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Juliet Little

There were 189 technicians who were eligible to recertify for Connecticut from October 2014 thru September 2015. A total of 134 technicians did recertify bringing CT to a 70.9 % recertification rate compared to a 58.4% national average. For many that did not recertify it was due to their position change at their job and retirements.

The number of fitting stations increased from 73 to 77. Printed literature, car seat recommendations and educational supplies were provided to assist in supporting the fitting stations. Staff attendance at various car seat checkup, head-start and after school events was provided in support of the fitting stations. There are 27 child passenger safety instructors available to teach certification classes for those interested in becoming a car seat technician.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0195-0709-AA</b>	<b>CT-DOT/HSO</b>	<b>Child Restraint Administration</b>	<b>\$1,994.44</b>

**Project Title: Child Passenger Safety Support - Training**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Juliet Little

The HSO hosted a child passenger safety conference attended by 250 car seat technicians. Car seat manufacturers were invited to demo and showcase the newest car seats on the market. We had emergency room doctors to speak on what they see when a child comes into the hospital who was not properly restrained. Occupational and Physical Therapists also spoke about the challenges technicians face when assisting parents with a child who has a special need. Various informational brochures were provided to everyone. Six CEU's were earned from attending this conference.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0195-0709-AC</b>	<b>Connecticut Children's Medical Center</b>	<b>CPS Fitting Stations</b>	<b>\$50,000</b>

Connecticut Children's Medical Center (CCMC) purchased CPS supplies for 31 grant applicants. Where 267 seats were checked and the 87 seats were distributed. They reached 500 children and 267 parents/caregivers. Grant recipients held 21 events during Child Passenger Safety Week.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0195-0709-AD</b>	<b>Yale New Haven Children's Hospital</b>	<b>CPS Fitting Stations</b>	<b>\$50,808.99</b>



Yale-New Haven Children’s Hospital had total of 32 applications received. These applicants included 22 police departments, 2 state troop locations, 6 fire/ems departments, 1 hospital and 1 not for profit livery service. There were total of 2,000 sheets of educational materials given out. The “Best Fit” forms were offered in English and Spanish. There was over 350 car seats checked and just over 40 seats replaced during Child Passenger Safety week.

Fund	Project number	Agency	Title	\$ Amount
402	0195-0709-AE	Yale New Haven Children’s Hospital	Yale-New Haven Children’s Hospital Community Traffic Safety Program	\$86,244.93

The coordinator of this program taught at two certification classes resulting in 38 new car seat technicians. This coordinator also serves as a resource to other technicians, parents and caregivers to help with the proper way to transport children with special health care needs. Worked with law enforcement, fire rescue agencies statewide to attend their clinics and fitting stations. Provided over 60 car seat sign-offs and assisted over 20 officers and healthcare personnel on maintaining active status as a car seat technician. Coordinator consulted on development of a fitting station at Bridgeport Hospital in conjunction with 5 recently certified technicians at Bridgeport Police Department. We introduced “Seat Belt Safety in Pregnancy educational handout to local OBGYN offices and surrounding Primary Care Clinics. These forms will be distributed at Pediatrics offices as well.

Yale New Haven Children’s Hospital (YNHCH) went live with a new program in their Pediatric Emergency Department. An algorithm-rhythm PEDI Flow Chart was developed to triage any child who presents to YNHCH’s Pediatric emergency after a motor vehicle crash. A specific criterion was developed and an algorithm established to assist staff in determining the need for a child restraint system to be issued. The entire Pediatric medical staff and nursing staff have all received in-service education of the car seat law, specific type of car seat and booster seat

selection, and education material to be given to families. YNHCH and the Highway Safety Office collaborated and developed the K.I.D.S. program (Kids Identification Data system).

**Total Amount of funds expended in this program area:**

There was \$392,496.45 in 402 funds spent in this area during FFY 2015

\*Please note, the “WATSP” program and “Look Before you Lock” programs are reflected in the Occupant Protection portion of the Financial Summary

## ***Police Traffic Services***

### **Performance Goals:**

To reduce the number of speed related fatalities from the five year (2008-2012) moving average of 88 in 2012 by 10 percent to a five year (2012-2016) moving average of 84 in 2016.

*The following activities took place as part of the Police Traffic Services program to meet the above goals/targets:*

The Highway Safety Office, in partnership with the Connecticut Police Chiefs Association, held a Law Enforcement Summit to discuss current highway safety priorities and to recognize the law enforcement community for their participation in DOT's Highway Safety Programs. Over 250 law enforcement officers attended. Sixteen law enforcement agencies participated in the Law Enforcement Challenge and were recognized for their outstanding enforcement efforts in the following categories: Best Overall Alcohol Enforcement Program, Best Overall Child Passenger Safety Program, Best Overall Occupant Protection Program, and Best overall Speed Awareness Program.

### **Activities:**

#### **Project Title: Police Traffic Services Program Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Edmund M. Hedge

This task included coordination of activities and projects outlined in the police traffic services program area, statewide coordination of program activities, support to other program areas in the HSO including oversight of enforcement components of both local and/or national mobilizations and crackdown periods, law enforcement training, development and facilitation of public information and education projects, and providing status reports and updates on project activity to the Transportation Principal Safety Program Coordinator and the NHTSA Region 1. Funding was provided for personnel, employee-related expenses and overtime, professional and outside services, travel, materials, supplies, and other related operating expenses. The majority of this project was used to fund salary while a small portion was used for travel and operating expenses.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0195-0707-AA</b>	<b>CT-DOT/HSO</b>	<b>PT Administration</b>	<b>\$15,279.47</b>

#### **Project Title: Speed Enforcement Grants – Major Cities**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Edmund M. Hedge

This task provided funding for the administration and approval of High Visibility Enforcement speed specific grants by the LEL. The major City of Hartford participated in High Visibility speed enforcement and focused on the four predominant contributing factors listed in the PTS problem ID. The Department considered grant submissions from the Hartford and State Police agencies identifying specific speed related crash data within their jurisdictions, substantiated by enforcement and crash data. This task addressed speed related crashes, injuries and fatalities in the urban area, not covered by the High Risk Rural Road data. These areas were identified by Law enforcement in their respective areas as having higher incidences of speed related crashes. The City of Hartford and The Connecticut State Police Participated in this initiative and issued 3035 Infractions for Speeding, 41 Infractions for Cell Phone violations, 9 Suspended licenses, 10 Seat belt violations and 202 other motor vehicle violations.

Fund	Project number	Agency	Title	\$ Amount
405(dii)-3	0195-0740-AD	Hartford	Speed Enforcement	\$14,662.94
405(dii)-3	0195-0740-AK	State Police	Speed Enforcement	\$72,707.79

*\*Please note: "405(dii) references "Alcohol – ignition interlock" funding as referenced in the Federal Register Vol. 78, No. 15, Page 4997*



**Project Title Law Enforcement Challenge /Law Enforcement Summit**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Edmund M. Hedge

The Law Enforcement Challenge is a performance based traffic safety competition between similar size and types of law enforcement agencies. The areas of concentration included the previous year (2014) efforts to enforce laws and educate the public about occupant protection, impaired driving, and speeding. Departments submitted an application which documents their agency's efforts and effectiveness in these areas including national mobilizations and crackdowns. The winning safety programs are those that combine officer training, public information, and enforcement to reduce crashes and injuries within its jurisdiction. A law enforcement summit was held where participating agencies were recognized and all 250

attendees learned the latest traffic safety priorities. The Summit also served as a forum to discuss major issues including but not limited to the status of existing laws, impaired driving, safety belt use, distracted driving, training and the importance of crash data collection. The summit included a guest speaker specializing in the latest traffic safety enforcement strategies as part of a working lunch and plaques recognizing departments for their performance in key highway safety priority areas.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0195-0707-AB</b>	<b>Chiefs of Police</b>	<b>Law Enforcement Challenge</b>	<b>\$28,995.00</b>

**Project Title 1906 Racial Profiling**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>1906</b>	<b>0195-0725-AA</b>	<b>Central Connecticut State University</b>	<b>Racial Profiling Prohibition Project</b>	<b>\$304,876.18</b>

*\*Please note: There was no equipment purchased under this project*

**Connecticut Racial Profiling Project Completed Activities**

Since May of 2012, the Institute for Municipal and Regional Policy at Central Connecticut State University has been developing and implement the Connecticut Racial Profiling Prohibition Project. In the almost three years of this project, IMRP project team – with guidance from several national experts on racial profiling – developed a new standardized method to more efficiently and effectively collect racial profiling data from traffic stops. We have also worked to develop a system that will inform government officials, the public at large and police agencies of the information that is availed through the data collection process.

Connecticut's anti-racial profiling law, entitled The Alvin W. Penn Racial Profiling Prohibition Act (Connecticut General Statutes Sections 54-1l and 54-1m), was changed significantly during the 2012 and 2013 legislative sessions. The intent of revising this legislation was to ensure a more rigorous application of the initial law, while allowing for methods and guidelines to be put in place that would effectively infuse current and future best practices into all facets of its key provisions (e.g. the data collection/analysis, training, and complaint processes).

The work to date on this project has been significant. Much of the initial work of this project was to develop a standardized method for data collection and analysis; it has only been one component to prevent future profiling activities. Public awareness and education, effective training, a rigorous complaint process – all are tools within a diverse toolbox available to prevent

the occurrence of racial profiling in traffic stops and enhance trust between communities and law enforcement.

As of the end of Federal Fiscal Year 2015, the project team has completed the following objectives outlined in the HS-1 application:

1. The Project Staff has coordinated the following meetings during this reporting period:
  - 1 Full advisory board meeting
2. The project staff continued to meet with the following law enforcement agencies to discuss the follow-up analysis from our April 2015 report: State Police, Granby, Groton Town, Waterbury, Hamden, Manchester, New Britain, Wethersfield, Stratford, East Hartford, Meriden, Norwich and Windsor.
  - As part of the follow-up analysis, the project staff gathered additional information from each law enforcement agency including accident records, calls for service and local crime statistics.
  - All the above listed agencies underwent an extensive process to map all their traffic stops and analyze the information by census tracts.
  - The project staff partnered with CERC to develop the methodology for an officer level analysis.
3. The project staff worked with the Stamford Police Department to collect missing traffic stop information and develop a connection between their internal RMS system and CJIS.
4. Traffic stop data from October 1, 2014 – March 31, 2015 was uploaded to the Connecticut Data Collaborative website. In addition to the data update, the website was enhanced to include a data stories that helped to explain the analytical methodology used in the April 2015 report.
5. Completed an MOU with the Centralized Infraction Bureau to enhance the electronic citation system to include electronic warning and summons. In addition, infractions will include the inclusion of the notice of motorist's rights onto the printed form.
6. Project staff conducted approximately 10 Fair and Impartial Policing trainings for line Officers and Supervisors. This program was developed by the Department of Justice and is eight hour law enforcement training. Currently, over 800 law enforcement officers have been trained in Fair and Impartial Policing.
7. Project staff partnered with the African American Affairs Commission and conducted 2 statewide forums to present to report to members of the public. These forums were well attended with an average of 100 members of the public at each forum.
8. The website continued to be improved and updated with the appropriate information.
  - 17,063 number of unique visits occurred during the reporting period
  - 134,782 number of total visits to date

### **Total Amount of funds expended in this program area:**

There was \$44,274 in 402 funds spent in this program area during FFY2015

There was \$87,370.74 in 405(d) funds spent in this program area during FFY2015

\*These funds are represented in the 405(d) section of the Financial summary

There was \$304,876.18 in 1906 funds spent in this program area during FFY2015

## ***Distracted Driving***

### **Performance Goals:**

To increase the number of police agencies participating in HVE distracted driving enforcement from 8 in 2014 to 30 in 2015.

**Number of Agencies that participated in HVE distracted driving enforcement in FFY 2015: 51**

*The following activities took place as part of the Distracted Driving program to meet the above goals/targets. The target was met for the following reasons:*

The HSO continued the first ever Distracted Driving High Visibility Enforcement (DDVE) program utilizing 405(e) funds. This project spanned six weeks including four in April and two in August, with 50 municipal police agencies and the Connecticut State Police were invited to participate based on analysis of crash data. Agencies that declined participation cited a lack of manpower,



lack of matching funds and inability to get grants through their respective common councils as reasons for non-participation. In all, the 50 participating agencies nearly doubled the 26 who participated in similar activity in 2014 and can be considered a success. In addition, paid and earned media supported the HVE mobilization.

*List any follow up action that will be taken to achieve targets in the future:*

During FFY 2016, the DDHVE mobilization will be made available to a similar number of agencies. Early projections indicate as many as 50 agencies may take part in the next planned mobilization during April, 2016, NHTSA Distracted Driving month and again for two weeks in August. It is anticipated further paid and earned media will support this effort.

*The summary of Impaired Driving program activity for the 2015 Federal Fiscal Year is listed below:*

## Activities:

### Project Title: HVE Distracted Driving - Enforcement

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson



This task provided funding for HVE distracted driving enforcement by municipal law enforcement agencies. This evidence based enforcement program used data sourced from table DD-1 (see FFY 2015 HSP) to prioritize funding levels based on various types of crash data based on crash type, severity, population and roadway data. The primary goal of this task was to support the state's "U Drive. U Text. U Pay" mobilization that ran from April 1-30 and August 3-16, 2015. Participating agencies were able to choose dates throughout the six week period to carry out HVE enforcement targeting drivers who use mobile phones behind the wheel.

The six week mobilization saw a combined 20,915 citations written by municipal law enforcement agencies for cell phone, texting and distracted driving violations. Municipal agencies expended a total of \$987,865.00 in federal funds on overtime enforcement during the HVE period. These funds were matched at 25% by all participating agencies amounting in \$1,317,153.00 in total expenditures.

Participating Law Enforcement also contributed to a very highly publicized earned media campaign. Nearly every major news media outlet in the state as well as many local and hyper-local outlets in participating communities covered the increased law enforcement presence targeting drivers who chose to talk or text while driving. Additionally, the HSO conducted both observation surveys and DMV awareness surveys before and after the enforcement period to measure its effect. A discussion of those findings can be found below as well as in the Attitude and Awareness survey section of this document.)



<b>Fund</b>	<b>Project Number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount Expended</b>
405(e)	0195-0745-2-AC	New Haven	Distracted Driving Enforcement	\$26,099.15
405(e)	0195-0745-2-AD	Danbury	Distracted Driving Enforcement	\$45,632.68
405(e)	0195-0745-2-AE	Waterbury	Distracted Driving Enforcement	\$22,381.52
405(e)	0195-0745-2-AF	Hartford	Distracted Driving Enforcement	\$48,064.10
405(e)	0195-0745-2-AG	Manchester	Distracted Driving Enforcement	\$44,775.77
405(e)	0195-0745-2-AH	Norwalk	Distracted Driving Enforcement	\$31,655.61
405(e)	0195-0745-2-AJ	Westport	Distracted Driving Enforcement	\$19,743.71
405(e)	0195-0745-2-AK	Hamden	Distracted Driving Enforcement	\$30,497.61
405(e)	0195-0745-2-AL	Farmington	Distracted Driving Enforcement	\$23,653.22
405(e)	0195-0745-2-AM	Orange	Distracted Driving Enforcement	\$25,691.69
405(e)	0195-0745-2-AN	Bristol	Distracted Driving Enforcement	\$26,097.71
405(e)	0195-0745-2-AO	Norwich	Distracted Driving Enforcement	\$26,463.61
405(e)	0195-0745-2-AP	West Haven	Distracted Driving Enforcement	\$6,298.77
405(e)	0195-0745-2-AQ	Bridgeport	Distracted Driving Enforcement	\$41,105.66
405(e)	0195-0745-2-AR	Stamford	Distracted Driving Enforcement	\$32,256.34

<b>Fund</b>	<b>Project Number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount Expended</b>
405(e)	0195-0745-2-AS	Derby	Distracted Driving Enforcement	\$12,198.74
405(e)	0195-0745-2-AT	Stratford	Distracted Driving Enforcement	\$9,652.85
405(e)	0195-0745-2-AV	Trumbull	Distracted Driving Enforcement	\$19,773.77
405(e)	0195-0745-2-AW	Wethersfield	Distracted Driving Enforcement	\$10,566.32

405(e)	0195-0745-2-AX	Vernon	Distracted Driving Enforcement	\$9,545.39
405(e)	0195-0745-2-AY	North Haven	Distracted Driving Enforcement	\$16,093.40
405(e)	0195-0745-2-AZ	Bloomfield	Distracted Driving Enforcement	\$15,929.08
405(e)	0195-0745-2-BB	West Hartford	Distracted Driving Enforcement	\$34,725.00
405(e)	0195-0745-2-BC	Southington	Distracted Driving Enforcement	\$4,884.17
405(e)	0195-0745-2-BD	Branford	Distracted Driving Enforcement	\$8,173.41
405(e)	0195-0745-2-BE	Wallingford	Distracted Driving Enforcement	\$18,075.00
405(e)	0195-0745-2-BF	East Hartford	Distracted Driving Enforcement	\$19,709.27
405(e)	0195-0745-2-BG	Waterford	Distracted Driving Enforcement	\$4,088.56
405(e)	0195-0745-2-BH	Brookfield	Distracted Driving Enforcement	\$16,076.49
405(e)	0195-0745-2-BI	Willimantic	Distracted Driving Enforcement	\$17,519.16
405(e)	0195-0745-2-BJ	Groton Town	Distracted Driving Enforcement	\$8,971.93
405(e)	0195-0745-2-BK	Berlin	Distracted Driving Enforcement	\$21,967.45

Fund	Project Number	Agency	Title	\$ Amount Expended
405(e)	0195-0745-2-BL	Meriden	Distracted Driving Enforcement	\$26,642.22
405(e)	0195-0745-2-BM	Cheshire	Distracted Driving Enforcement	\$16,709.13
405(e)	0195-0745-2-BO	Monroe	Distracted Driving Enforcement	\$13,252.10
405(e)	0195-0745-2-BP	East Haven	Distracted Driving Enforcement	\$9,775.54
405(e)	0195-0745-2-BQ	Old Saybrook	Distracted Driving Enforcement	\$14,755.88
405(e)	0195-0745-2-BR	Cromwell	Distracted Driving Enforcement	\$14,947.04
405(e)	0195-0745-2-BS	Canton	Distracted Driving Enforcement	\$6,073.14

405(e)	0195-0745-2-BV	New Milford	Distracted Driving Enforcement	\$16,469.62
405(e)	0195-0745-2-BW	Greenwich	Distracted Driving Enforcement	\$20,000.00
405(e)	0195-0745-2-BY	New Britain	Distracted Driving Enforcement	\$34,951.25
405(e)	0195-0745-2-BZ	Rocky Hill	Distracted Driving Enforcement	\$26,778.47
405(e)	0195-0745-2-CA	Naugatuck	Distracted Driving Enforcement	\$13,317.14
405(e)	0195-0745-2-CB	Stonington	Distracted Driving Enforcement	\$12,885.99
405(e)	0195-0745-2-CC	Middlebury	Distracted Driving Enforcement	\$4,801.61
405(e)	0195-0745-2-CD	Milford	Distracted Driving Enforcement	\$21,703.34
405(e)	0195-0745-2-CG	Ridgefield	Distracted Driving Enforcement	\$11,531.06

Fund	Project Number	Agency	Title	\$ Amount Expended
405(e)	0195-0745-2-CH	Plymouth	Distracted Driving Enforcement	\$7,335.97
405(e)	0195-0745-2-CI	Bethel	Distracted Driving Enforcement	\$17,567.96
			<b>Total</b>	<b>\$987,865.60</b>

**Project Title: HVE Distracted Driving – Enforcement - CSP**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson

This task provided funding for HVE distracted driving enforcement by Connecticut State Police. This evidence based enforcement program used data sourced from table DD-1 (See FFY 2015 HSP) to prioritize funding levels based on various types of crash data based on crash type, severity, population and roadway data. The primary goal of this task was to support the state’s “U Drive. U Text. U Pay” mobilization that ran from April 1-30 and August 3-16, 2015. Participating agencies were able to choose dates throughout the six week period to carry out HVE enforcement targeting drivers who use mobile phones behind the wheel.

The six week mobilization saw a combined 1260 citations written by CSP for cell phone, texting and distracted driving violations. CSP expended a total of \$195,874.00 in federal funds on overtime enforcement during the HVE period. These funds were matched at 25% by CSP amounting in \$261,165.00 in total expenditures.

CSP also contributed to a very highly publicized earned media campaign. Nearly every major news media outlet in the state as well as many local and hyper-local outlets in participating communities covered the increased law enforcement presence targeting drivers who chose to talk or text while driving. Additionally, the HSO conducted both observation surveys and DMV awareness surveys before and after the enforcement period to measure its effect. A discussion of those findings can be found below as well as in the Attitude and Awareness survey section of this document.

Fund	Project number	Agency	Title	\$ Amount Expended
405(e)	0195-0745-DW	Connecticut State Police	Distracted Driving Enforcement	\$195,874.70

**Project Title: HVE Distracted Driving Media**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson

The goal of this task was to reduce injuries and fatalities related to distracted driving crashes through paid media campaigns. This effort was comprised of two major components: The first component of this task directly supported NHTSA’s national “U Drive. U Text. U Pay.” Mobilization during the month of April, 2015. Paid media purchases were made in support of/to supplement the national media buy using the same demographic information contained in NHTSA’s 2015 media plan. Media buys included TV, radio, internet, social, and outdoor advertising. Media effectiveness was tracked and measured through required evaluation reports from media agencies and attitude and awareness surveys conducted at local DMV’s. Measures used to assess message recognition include Gross Rating Points, total Reach and total Frequency for both the entire campaign as well as the target audience.



The second component of this task funded year round placement of a social norming media campaign warning drivers about the dangers of distracted driving – especially related to mobile phone use – year round. Media buys will included TV, radio, internet, social, and outdoor advertising. Media effectiveness was tracked and measured through required evaluation reports from media agencies and attitude and awareness surveys conducted at local DMV’s. Measures used to assess message recognition include Gross Rating Points, total Reach and total Frequency for both the entire campaign as well as the target audience.

Further information regarding this media campaign can be found in the “Paid Media” section of this report.

Funding Source	Project number	Agency	Title	\$ Amount
405(e)	0195-0745-DX	HSO	Distracted Driving Media	\$366,573.36

**Project Title:** Public Outreach and Education Campaigns

**Administrative Oversight:** Department of Transportation, Highway Safety Office

**Staff Person:** Aaron Swanson

The goal of this task was to educate Connecticut motorists about the dangers of distracted driving – especially related to mobile phone use – year round. This was accomplished through outreach and advertising at gas stations using the specially designed “Subtract the Distraction” messaging.

Further information regarding this media campaign can be found in the “Paid Media” section of this report.

Fund	Project number	Agency	Title	\$ Amount
405(e)	0195-0745-DY	CT-DOT/HSO	Distracted Driving Messaging at Outreach venues	\$50,50.00

Prior to April, 2015, this task also funded the purchase of educational materials including citation holders used to support the six week long HVE campaign as well as thumb bands and mirror reflective bands. These public outreach information and Education materials were distributed to attendees of PI&E events. Patrons spoke to a Highway Safety Specialist in order to receive a PI&E item. The PI&E educational materials were also distributed to younger drivers at teen driver safety events.

**FACTS**

Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds.  
**Driving at 55 mph,**  
 this is the equivalent of traveling the length of an entire football field, **BLIND.**

Using a cell phone while driving, whether it is hand-held or hands-free, delays a driver's reaction **JUST AS MUCH** as having a blood alcohol concentration at the legal limit of .08 percent.  
Source: University of Utah

- Drivers who use hand-held devices are four times more likely to get into a serious crash.  
Source: Insurance Institute for Highway Safety
- In 2011, 8,881 people were killed in crashes involving a distracted driver.
- An additional, 387,000 people were injured in motor vehicle crashes involving a distracted driver.
- In addition to the human cost, fatal traffic crashes cost Connecticut over \$300 million in injury related costs alone - e.g. healthcare, rehabilitation, lost work time.

**WWW.DISTRACTION.GOV**

**U DRIVE. U TEXT. U PAY**

**ZERO TOLERANCE!**

CONNECTICUT STATE POLICE POLICE CHIEFS ASSOCIATION

Fund	Project number	Agency	Title	\$ Amount
405(e)	0195-0745-DZ	CT-DOT/HSO	Distracted Driving Materials to support PI&E	\$20,018.41

**Project Title:** “Game Over” Distracted Driving Messaging Campaign

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson



This project originated from a concept submitted by public access television provider, WGBH of Boston. The primary objective for this project was to raise awareness among children of the danger posed by their parents' distracted driving. Delivered in a non-threatening way by a familiar character, the message of this campaign is one where kids are encouraged to tell their parents to focus on driving. The dissemination of these messages is simultaneously ambitious and

innovative. The project produced animated PSA videos that will be distributed widely through PBS KIDS online and social media channels. It will be made available for broadcasters by the Connecticut Highway Safety Office, Department of Transportation. Additional content aimed at kids will be provided through a website that is already under development at pbskids.org and it will be complemented by content for parents. The cornerstone of this content will be a mobile-friendly digital game that will demonstrate that texting and safe driving cannot coexist. Kids or parents will be able to play this game.

Additional information about this project can be found in the Noteworthy Practice Section of this document.

Fund	Project number	Agency	Title	\$ Amount
405(e)	0195-0745-EB	CT-DOT/HSO	“Game Over”	\$88,355.34

**Project Title: Distracted Driving Education Programming and Younger Driver Education**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Michael Whaley

The HSO continued to partner with Kramer International’s ‘Save a Life Tour’ to build on the success of the Connecticut high school distracted driving program developed over the past several years. After two pilot projects with the company that visited a total of eight schools, the HSO worked with ‘Save a Life Tour’ staff to implement a more expansive and structured program that visited 30 high schools during the 2013-2014 school year. Because of the extremely positive reviews from students and administrators at the schools, the HSO increased the commitment and brought the program to 60 Connecticut high schools in FY2015. Kramer continued to administer pre and post student surveys at each school to evaluate the program and also determine their behaviors and opinions on distracted driving. The results and feedback from students and school administrators regarding the program continued to be overwhelmingly encouraging. The goal of the HSO continues to be to bring this program to each Connecticut high school over the next several years, including returning to schools that request the program for new groups of students.

The HSO has continued to partner with AT&T to feature their highly acclaimed distracted driving documentary, ‘From One Second to the Next’, which continues to be shown at these programs due to its effectiveness in reaching the students regarding the potentially devastating consequences of distracted driving. Following the video, a ‘Save a Life Tour’ employee addresses the crowd with additional important distracted driving related statistics, and stresses that these incidents are preventable. Students are dismissed and later return in smaller groups for the hands-on portion of the program, which consists of two distracted driving simulators. Every willing student is given the opportunity to experience the dangerous practice of distracted driving in a safe setting, while the others are able to observe the impacts of these behaviors on large projection screens. Following the program, the surveys are sent to Kramer who compiles the results and sends them to the HSO for analysis.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(e)</b>	<b>0195-0745-EA</b>	<b>CT-DOT/HSO</b>	<b>Save a Life Tour</b>	<b>\$171,000</b>

**Project Title: Boys & Girls Club, NOYS Conference – Distracted Driving Education Programming and Younger Driver Education**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Michael Whaley

The HSO built a partnership with the Boys and Girls Club of Connecticut to educate the youths in their program about the dangers of distracted driving and inspire members to educate other peers on the issue. There are 16 organizations in the Alliance of Boys and Girls Clubs in Connecticut that serve 37 towns and cities throughout the state. Eight teams were formed, made up of a teen leader and advisor, which attended the National Organization of Youth Safety - National Teen Safe Driving Summit where distracted driving and injury prevention were featured topics. An additional extra youth member attended bringing the total to 17 teen leaders and advisors that went to the conference and gained extremely valuable knowledge and information about engaging their peers, parents, community members and policymakers about the issues of distracted driving. In total, over 100 youth leaders and advisors from 22 states came together in Washington, D.C. for the traffic safety event.

The teams were formed by engaging the different alliances throughout the state to form teams of dedicated youths to attend the event. Following the conference, the teens will move forward to take an active leadership role at the Boys and Girls Clubs they represent, including at the Boys and Girls Club Northeast Leadership Conference in Trumbull, Connecticut. This group of teen leaders and advisors will lead a discussion in a workshop with other teens to discuss implementation of statewide initiatives and start conversations about local projects that they can begin at their respective clubs.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(e)</b>	<b>0195-0745-5-AB</b>	<b>CT-DOT/HSO</b>	<b>Teen Safety</b>	<b>\$14,233.29</b>

## PROGRAM DESCRIPTION – DDHVE OBSERVATION AND AWARENESS SURVEYS

The HSO continued the first ever Distracted Driving High Visibility Enforcement (DDVE) program utilizing 405(e) funds. This program was rolled out in September, 2014 and continued during April and August 2015 with 51 municipal police agencies and the Connecticut State Police invited to participate based on analysis of crash data. Twenty-five municipal agencies participated with those declining citing; manpower, lack of matching funds and inability to get grants through their respective common councils as reasons for non-participation. In addition, paid and earned media supported the HVE mobilization.

The screenshot shows a web browser window displaying a news article. The browser's address bar shows the URL: <http://www.courant.com/news/connecticut/hc-texting-while-driving-campaign-begins-09>. The article title is "Police Out In Force Across State, Enforcing Distracted Driving Law". The author is Christine Dempsey, and the date is September 3, 2014. The article text begins with "MANCHESTER — The worker for a commercial refrigeration company was stuck in traffic Wednesday in Manchester, , so he called his co-worker in a". To the right of the article is a red holiday-themed graphic with the ALDI logo and a white decorative flourish. The left sidebar contains navigation links such as "Visual Browse", "SEARCH", "HI, AARON SWANSON", "MY ACCOUNT", "PLACE AN AD", "OBITUARIES", "CLASSIFIEDS", "NEWS", "TOWNS", "SPORTS", "BUSINESS", "POLITICS", "OPINION", "LIFESTYLE", and "ENTERTAINMENT".

## EVALUATION METHOD

### Self-reported Use and Awareness Surveys

We typically visit the same nine (9) full-service DMV offices to collect awareness data for all of the campaigns we evaluate for the Highway Safety Office (Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield and Winsted). Questionnaires asking about distracted driving attitudes and practices were distributed to motorists at select DMV offices in the state surrounding the campaign(s). Surveyors were instructed to collect a minimum of 150 completed surveys per office. Data were collected before/after the April distracted driving program began (Pre: 3/18 – 3/27; Post: 4/30/15 – 5/8/15), and directly after a second distracted driving initiative in August (“Post 1:” 8/18/15 - 8/26/15). Please note, due to recent widespread changes with the CT DMV computer system and related office closures, we were only able to visit eight (8) offices during the initial Pre/Post April period. Extra surveys were collected at the two offices in closest proximity to the office we were not able to visit (Waterbury) in order to acquire the appropriate N needed for analysis. The August survey was distributed at the usual nine (9) locations and was dual purpose, collecting data to evaluate the State’s Labor Day impaired driving crackdown as well as the distracted driving program (“Post 1” was distracted driving related, while “Post 2” was impaired driving related). The programs did not overlap.

During the April Pre and Post waves, we collected 1,418 and 1,405 surveys respectively. During the August Post we collected 1,184 surveys (the smaller N was due to office overcrowding and temporary office closures after the new DMV computer system was introduced). The DMV survey questions related to distracted driving were as follows:

<p><b>19. Do you think the hand-held cellular phone law in Connecticut is enforced:</b> <input type="checkbox"/> Very strictly    <input type="checkbox"/> Somewhat strictly    <input type="checkbox"/> Not very strictly    <input type="checkbox"/> Rarely    <input type="checkbox"/> Not at all</p> <p><b>20. Have you recently read, seen or heard anything about distracted driving in Connecticut?</b> <input type="checkbox"/> Yes    <input type="checkbox"/> No <b>If yes, where did you see or hear about it? (Check all that apply):</b> <input type="checkbox"/> Newspaper    <input type="checkbox"/> Radio    <input type="checkbox"/> TV    <input type="checkbox"/> Billboards    <input type="checkbox"/> Brochure    <input type="checkbox"/> Online    <input type="checkbox"/> Police Enforcement    <input type="checkbox"/> Other</p> <p><b>21. Do you know the name of any of these distracted driving programs in Connecticut? (check all that apply):</b> <input type="checkbox"/> Hang up or pay up    <input type="checkbox"/> Phone in one hand, ticket in the other <input type="checkbox"/> U Drive, U Text, U Pay    <input type="checkbox"/> Stop the texts, Stop the wrecks</p>
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### Cell Phone Use Observations

Cell phone use observations were conducted at 35 sites in Connecticut (five sites in each of seven towns: Bridgeport; Danbury; Hartford; Manchester; New Haven and; Norwich). Observations were conducted 3 times over the year. The first was prior to the April distracted driving enforcement initiative. The second occurred after the April wave and the third after an

additional August distracted driving enforcement initiative. Towns were selected based on their likelihood of participating and based on the prior year's activity. Observation sites were selected along high volume roadways within each town with no sites occurring on Interstates or Local roadways. The main goal of site selection was to capture large traffic streams in a given area rather than create a weighted estimate of cell phone use.

Use of hand-held cell phones was observed for 60 minutes at each site. Three types of cell phone use were recorded: hand-held phone use, talking with no device in hand, or manipulating a device. Hand-held use was coded when a cell-phone was held in the general proximity of the driver's ear. Talking with no device was coded when a solo driver was observed talking when no device was observed in the hand, indicative of hands-free device usage (i.e. Bluetooth or earbud). Manipulation was coded when the device was held in the driver's hand but not in the general vicinity of the head. Manipulating could include texting, dialing, checking email, using a mobile GPS application or other activities. No attempt was made to distinguish between these activities and categories were not mutually exclusive. Observers also recorded "high" and "low" manipulation based on the placement of the phone relative to the steering wheel of the vehicle. Information on type of vehicle (car, pickup truck, sport utility vehicle, or van), driver's sex, and approximate age category (<25, 25-59, >59) were also coded.

Vehicles to be observed were selected by identifying a reference point far enough down the road so that the vehicle, but not the driver, could be observed. This reference point was used to select each vehicle in turn. Only one vehicle at a time was recorded. Once the data for the target vehicle was recorded, the observer would start recording data from the next vehicle to pass the reference point. This procedure ensured that the next vehicle to be observed was randomly selected from the traffic stream without prior knowledge of cell phone use. Only passenger vehicles were observed (excluding police, fire, or ambulance). Traffic Direction was selected based on safest observation point and kept consistent for all observations. Only the nearest lane of traffic was observed (as that lane is the only one where low manipulation could be observed consistently).

Analyses were simple Chi square tests comparing the percent use for a behavior in the Pre observation period to the Post observation period.

## **RESULTS**

### **Awareness Survey**

Respondents were asked how strictly they thought the police enforced distracted driving laws. During the Pre, 14.0% reported that they thought it was enforced "very strictly". That percentage increased significantly to 20.2% in the Post ( $p < .001$ ). Hispanics consistently reported significantly higher perceived "very strict" enforcement of the law (28% and 31% of Hispanics Pre and Post respectively) as did respondents reporting their race as Black (18% and 22%) and as "Other" (27% and 33%).

Respondents were asked if they had recently seen or heard anything about distracted driving. More than half of respondents answered “yes” in the Pre (56.0%). That percentage increased dramatically ( $p < .001$ ) in the Post (67.7%). DMV office-level results show significant differences ( $p < .01$ ). One office demonstrated a greater than 20 percentage point increase Pre to Post, three offices showed a 13-15 percentage point increase and four offices showed less than a 10 percentage point increase. During the Post, the most frequently reported source of distracted driving information reported by respondents was TV (67%), followed by Radio (38%), Billboards (33%), and Newspaper (23%). All other sources were less than 20%.

The main program slogan was “U Text, U Drive, U Pay.” During the Pre, 25.4% recognized the slogan. By the Post measurement, 46.0% recognized it ( $p < .001$ ). Office-level differences in slogan awareness were significant ( $p < .05$ ), with two offices having the two lowest awareness levels for both the Pre and Post. “Phone in One Hand, Ticket in the Other,” (a previously used slogan) was less recognized in both Waves, showing no significant change Pre to Post (15.8% to 15.9%).

### Observation

There were 37,618 drivers observed (Pre April 2015: 12,247, Post April 2015: 12,997 and; Post August 12,374). Across both waves, 13% of the drivers were estimated to be under the age of 25; 78% were between 25 and 59 and; 9% were 60 or older. Male drivers made up 54% of the observations (female drivers: 46%). Fifty-four percent of the drivers were in cars, 8% were in pickup trucks, 29% in SUVs, and 9% were in vans.

Results indicate that distracted driving (driving while holding a hand-held phone to an ear or manipulating the phone) was lower in both Post observation waves compared to the Pre observation wave (See Table 1 below). There was a small but significant effect from Pre to Post 1 ( $\chi^2 = 4.196, p < 0.05$ ). The change from Pre to Post 2 was bigger ( $\chi^2 = 26.198, p < 0.001$ ).

Table 1. Observed Driver Cellphone Use

	Pre	Post 1	Post 2
Distracted Driving*	9.6%	8.8%	7.8%
Hand-Held	4.4%	4.0%	3.2%
Manipulation	7.0%	6.5%	5.7%

\* Hand-held and Manipulation do not add to overall distracted Driving because a single driver may have been observed doing both (usually when they were seen holding a phone and speaking into it as is the case with speaker phone usage).

None of the Pre to Post 1 effects were significant when looking at Phone to the ear and manipulating separately (see Table 1). These differences were significant when comparing the decrease in use from Pre 1 to Post 2 (Hand-held:  $\chi^2 = 21.985, p < 0.001$ ); Manipulating:  $\chi^2 = 16.889, p < 0.001$ ).

## Discussion

*The data suggest that the public knew the program.* There were clear increases in those reporting having heard distracted driving messages and in those recognizing the slogan. Perceived strictness of the law also showed a significant increase Pre to Post.

*The enforcement appears to have led to a decrease in use.* Each successive wave lowered use further. It is unclear to what extent the use rates may have increased between waves (as no Pre Wave 2 measurement was conducted). Given the magnitude of the decrease from Pre to Post 2 it is unlikely that the effects were driven by something other than the program but the lack of a control group (e.g. out of state observations) prevent our being able to exclude pre-existing downward trends in use (for example).

There is no evidence to suggest that use rates, on their own, would decline but there is ample evidence suggesting increasing use. It should be noted that the observed rate of phone manipulation was much higher than what was observed in prior studies. Indeed the rates were higher than observation of talking on a phone. This effect may be consistent with a recent report by [State Farm](#) describing self-reported behaviors. Their data show that compared to 2011, drivers in 2014 were 20 percentage points less likely to report talking on a hand-held phone. And while self-reported texting while driving decreased by 13 percentage points, all other behaviors that would be coded as “manipulating” in our observations (sending/reading/accessing email on phone, reading/updating social media via phone) increased by between 5 and 13 percentage points). Similarly, California has recently reported increased cell phone use while driving.

### **Total Amount of funds expended in this program area:**

There were \$1,893,970 in 405(e) funds spent in this program area during FFY2015

## ***Motorcycle Safety***

### **Performance Goals:**

To decrease the number of un-helmeted fatalities below the five year (2008-2012) moving average of 31 in 2012 by 5 percent to a five year (2012-2016) projected moving average of 29 in 2016.

To decrease the number of fatalities below the five year (2008-2012) moving average of 49 in 2012 by 5 percent to a five year (2012-2016) projected moving average of 46 in 2016.

To decrease the percentage of fatally injured motorcycle operators with BACs greater than 0.00 below the five year (2008-2012) moving average of 41 percent in 2012 by 5 percent to a five year (2012-2016) projected moving average of 39 percent in 2016.

*The following activities took place as part of the Motorcycle Safety program to meet the above goals/targets. The target(s) was/were met/not met for the following reasons:*

The general goal of Connecticut's Motorcycle Safety Program is to reduce the number of injuries and deaths among motorcycle operators and passengers. The latest available data from 2014 indicates that the three year moving average of un-helmeted fatalities is 26. During the same time period, the three year moving average for fatalities was 51. Un-helmeted fatalities over the last three years have shown an increase while overall motorcycle fatalities has increased slightly in relation to total fatalities at 21 percent (54 out of 250). Data also indicates that in 2014, 30 percent of the fatalities tested had a BAC greater than 0.00. The Connecticut Rider Education Program (CONREP) is the state's primary countermeasure to combat death and serious injury.

*List any follow up action that will be taken to achieve targets in the future:*

These goals will be achieved by continuing existing, and working toward expanding, motorcycle rider education programs, specifically the CONREP (Connecticut Rider Education Program). Addressing attitudes and operational skills through a targeted media campaign, including promoting helmet use by all riders (not just those young riders currently covered under existing law), and including motorcyclists in the planned emphasis on reducing impaired driving.

*The summary of Motorcycle Safety program activity for the 2015 Federal Fiscal Year is listed below:*

**Activities:**

**Project Title: Motorcycle Safety Program Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Nicholas Just

This task included the coordination of activities and projects outlined in the motorcycle safety program area, statewide coordination of program activities, development and facilitation of public information and education projects, and providing status reports and updates on project activity to the Transportation Principal Safety Program Coordinator and the NHTSA Region 1 Office. Served as a direct line of communication between the HSO and Community College system that administers the CONREP, including assisting in annual activity proposals and voucher reimbursement. This task and associated project was specifically meant for in-house management of the motorcycle safety program. Funding was provided for



personnel, employee-related expenses, overtime, professional and outside services including facilities and support services for the required annual instructor update. Technical assistance and Rider Coach Trainer services were provided to update the CONREP to the newest MSF curriculum as well as institute a 3-wheel training program. This project included travel to the in-state training facilities for project monitoring, requests for support and out-of-state travel to the annual State Motorcycle Safety Administrators Summit in Baltimore, Maryland.

Fund	Project number	Agency	Title	\$ Amount
402	0195-0701-AA	CT-DOT/HSO	Motorcycle Safety Program Administration	\$45,936.62

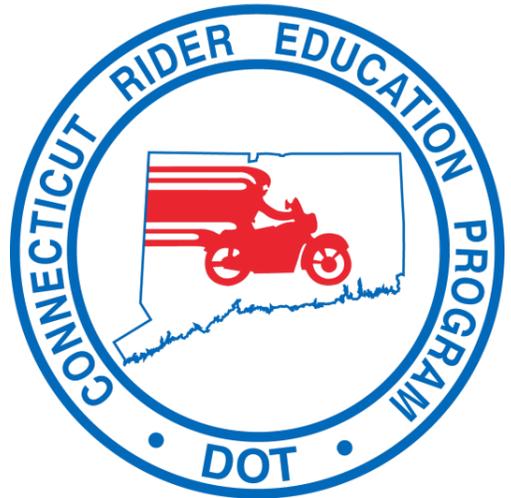
**Project Title: Connecticut Rider Education Program (Training) Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Nicholas Just

Rider training is the primary countermeasure applied to reaching the performance goal of decreasing the total number of motorcycle fatalities and decreasing the number of un-helmeted fatalities. During Fiscal Year 2015, DOT’s Connecticut Rider Education Program (CONREP) continued motorcycle rider training at 14 sites locations throughout the state. Each location offered the Basic Rider Course (beginner) including scooters, intermediate Rider Course, and Experienced Rider Course. In 2015 CONREP continued a pilot program offering an additional course targeting advanced and sport bike riders, the Advanced Rider Course (ARC). Preliminary data for 2015 indicates that 4997 students were enrolled in 489 Connecticut Rider Education Program Courses. This task provided for the oversight of the CONREP in the following ways; the

training and monitoring of 110 certified motorcycle safety instructors, providing support services to the Connecticut Rider Education Program training sites by, providing range maintenance including but not limited to; range design and quality assurance monitoring and technical support services, Motorcycle Safety Foundation(MSF) curriculum materials. Updated and maintained the program's [www.ride4ever.org](http://www.ride4ever.org) website, which is the programs direct point of contact for course students and license waiver information. A Motorcycle Training Coordinator as well as a data consultant was utilized to accomplish this task, preparing and maintaining project documentation, and evaluating task accomplishments. Funding was provided for personnel, employee-related expenses and overtime, professional and outside services, travel, materials, supplies, and other related operating expenses.



Fund	Project number	Agency	Title	\$ Amount
402	0194-0701-AB	CT-DOT /HSO	CONREP Program Administration	\$82,678.75

**Project Title: Expanding Motorcycle Safety Efforts**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Nicholas Just

This task utilized Section 405(f) funds to expand statewide motorcycle safety efforts. To expand training activities the CONREP recruited and trained potential instructor candidates and purchased supplies including MSF curriculum materials to support motorcycle training activities, as well as curriculum needed to begin our new 3-wheel training program.

Fund	Project number	Agency	Title	\$ Amount
405(f)	0194-0744-AB	CT-DOT/HSO	Expanding Motorcycle Safety Efforts	\$6,657.32

**Total Amount of funds expended in this program area:**

There was \$6,657 in 405(f) funds spent in this program area during FFY2015.

There was \$128,614.97 in 402 funds spent in this program area during FFY2015.

## Traffic Records

### Performance Goals:

The 2015 HSP Goal is to reduce the number of days from the report of a motor vehicle crash to entry into the ConnDOT database by 200 days from 370 to 170.

Reduce the number of days from the report of a motor vehicle crash to entry into the ConnDOT database by 200 days from 370 days for the year April 1, 2012 to March 31, 2013 to 170 days for the year April 1, 2013 to March 31, 2014.

*The following activities took place as part of the Traffic Records program to meet the above goal. The target was met for the following reasons:*

The overall goal of the crash data repository is to provide members of the traffic safety community with timely, accurate, complete, and uniform crash data that are integrated with other databases maintained in the state. At the initiation of the Crash Data Backlog effort in late 2012, crash data being downloaded into the CDR from ConnDOT was not timely. There was a 377 day backlog of paper PR-1 crash reports being processed by the ConnDOT Crash Data and analysis Section. Improvement of the timeliness from 377 days to 167 is beyond the 170 days stated for the performance goal. Improvement in the timeliness of the crash report processing backlog has been the result of added coder support at both UConn and ConnDOT

*List any follow up action that will be taken to achieve targets in the future:*

Continue to reduce the number of days from the date of a crash reported by both State and Local law enforcement to entry into the database.

*The summary of the Traffic Records program activity for the 2015 Federal Fiscal Year is listed below:*

### Activities:

#### Project Title: Traffic Records Administration

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Juliet Little

The task included coordination of activities and projects outlined in the traffic records program area, statewide coordination of program activities, and the development and facilitation of public information and education projects. Funding was provided for employee-related

Management Approach to Highway Traffic Safety



expenses, professional and outside services including consulting services that provide TRCC coordination, travel, materials, supplies, assessments and other related operating expenses. The majority of this project was used for to fund salary while a small portion was used for travel and operating expenses.

Fund	Project number	Agency	Title	\$ Amount
405(c)	0195-0742-AA	CT-DOT/HSO	Traffic Records Administration	\$79,609.53
402	0195-0705-AA	CT-DOT/HSO	Traffic Records Administration	\$106,660.72

**Project Title: Traffic Records Strategic Plan Implementation**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Juliet Little

This task provided the necessary funding to assess and develop the Connecticut Traffic Records Program by implementing the following projects outlined in the section 405(c) 9<sup>th</sup> year application:

1. Electronic Crash Reporting Using National Standards (E-Crash)

**Project Description:**

The E-Crash initiative provides local law enforcement multiple options for participating in the new electronic crash reporting system, based on national standards/guidelines. Developed and tested by the Capitol Region Council of Governments (CRCOG), E-Crash is a component of the browser based CT: Chief records management system (RMS) being offered to communities without license fees and no requirement for a local server. An option for a standalone version of E-Crash is also being provided to incorporate as a “front end” to existing RMS systems. Support will be provided to communities seeking to convert their application to the new crash reporting system.

System hosting will eventually be provided on a secure server suite operated under the direction of the State of Connecticut Criminal Justice Information Systems (CJIS) organization in conjunction with the Bureau of Enterprise Systems Technology with full access to CISS. Currently, an interim hosting site is located at the Newington Police Department, which allows additional communities to pilot the system while final policy issues with CJIS are resolved.

It is expected that the added time to collect additional data at higher quality levels will be offset by the ability to import large amounts of crash detail (operator names, vehicles, street names and intersections, event dates and times) rapidly and with modest user intervention. Importantly, the application attempts to conserve valuable police time by only posing questions specifically related to the type of crash under investigation.

The proposed deadline for the new MMUCC compliant crash reporting system was January 2015.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(c)</b>	<b>0195-0742-AD</b>	<b>CRCOG</b>	<b>E-Crash</b>	<b>\$131,000</b>

2. 100% Electronic Submission of Crash Reports

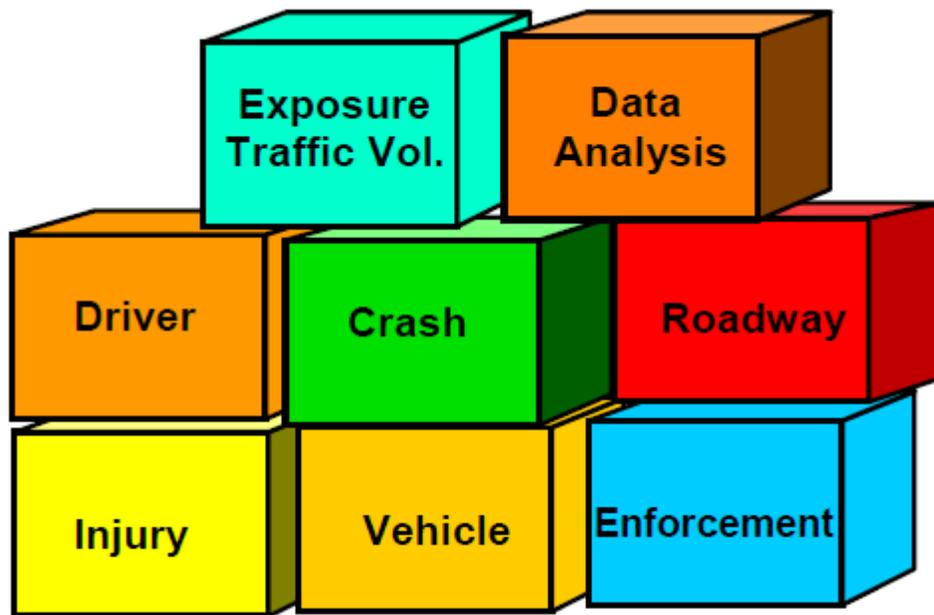
**Project Description:**

The 100% electronic crash data collection and transmission initiative will be closely linked to the E-Crash initiative for local law enforcement, as well as the State Police solution. The system will be interfaced with the ConnDOT/UConn Crash Data Repository (CDR). Electronic crash reporting will reduce data input errors and improve the completeness of the collected data. It should also improve police officer efficiency by reducing the amount of time that officers spend collecting crash data and decrease the time it takes this data to be received by the appropriate State agency.

This effort focused on developing the capability for connectivity, enabling parallel flow of crash data to the Crash Data Repository at UConn. Diversion of crash data to UConn from the File Transfer Protocol (FTP) site for import into the Crash Data Repository (CDR) was based on a model already in place – State Police currently sends electronic files of the PR-1 to UConn and to ConnDOT. Connectivity was established, allowing UConn to import the data once it was received

at the FTP site; giving law enforcement near immediate access to their own data; a strong selling point to motivating agencies to convert to the new reporting system in 2015.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(c)</b>	<b>0195-0742-AC</b>	<b>CIB</b>	<b>E-Citation</b>	<b>\$109,044.46</b>
<b>405(c)</b>	<b>0195-0742-AG</b>	<b>New Milford/Brookfield</b>	<b>E-Citation/Local Law Enforcement</b>	<b>\$60,878.74</b>
<b>405(c)</b>	<b>0195-0742-AH</b>	<b>Cheshire</b>	<b>E-Crash/Citation Reporting/Local Law Enforcement</b>	<b>\$20,824.00</b>
<b>405(c)</b>	<b>0195-0742-AI</b>	<b>Plainfield</b>	<b>E-Crash/Citation Reporting/Local Law Enforcement</b>	<b>\$33,887.00</b>
<b>405(c)</b>	<b>0195-0742-AJ</b>	<b>Newtown</b>	<b>E-Crash/Citation Reporting/Local Law Enforcement</b>	<b>\$6,447.22</b>



### 3. E-Citation Pilots – Local Law Enforcement

#### **Project Description:**

This project continued the roll out of e-citation in local law enforcement agencies. Software has already been procured for the existing e-citation efforts and printers, and other appropriate hardware/software will be installed in police vehicles. The requested grant funds was used to purchase mobile printers, and other appropriate software and hardware for select law enforcement agencies. The vehicles were equipped with the required hardware, to allow law enforcement personnel to use the e-citation software. Citation data is electronically uploaded to the appropriate law enforcement servers. These servers upload the citation data electronically to the appropriate State of Connecticut agency servers via XML specification standards.

Using the e-citation software has reduced data input errors and improved the completeness of the collected data. It has also improved police officer efficiency by reducing the amount of time that officers spend collecting citation data and decreased the time it takes the data to be received by the appropriate State agency.

### 4. E-Charging – Citation / Summons Arrest / Warning

#### **Project Description:**

The E-Charging project will extend previous as well as current efforts on electronic document and data collection. Strategies include weaving paperless data transfer from point of data collection to final repository without intermediate human intervention. Field data collection will be extended from the successful e-citation initiative to e-warning tickets. The goal is to round out the suite of enforcement data collection for the field police officer and relieve those officers of the burden of redundant data entry and the need for manual and multiple sets of forms. The approach extends beyond the paper-centric notion of a single charging document and instead provides a single charging approach that correctly routes enforcement data to the correct storage and processing facility. This will position the state to move further away from the legacy paper based systems of the prior century and closer to the connected mode of the 21<sup>st</sup> century.

The software applications developed in this project will reduce data input errors and improve the completeness of the collected data. It will also improve police officer efficiency by reducing the amount of time that officers spend collecting citation and warning data and decrease the time it takes this data to be received by the appropriate State agency.

**Total Amount of funds expended in this program area:**

There was \$441,690.95 in 405(c) funds spent in this program area during FFY2015

There was \$ 106,660.72 in 402 funds spent in this program area during FFY2015

# PAID MEDIA REPORT

**CT Department of Transportation  
Safe Driving Campaign  
Holiday 2014**

The campaign included a broad media mix to deliver the message to all of Connecticut’s drivers. The target audience was all drivers with a specific focus on males 18-34. The media vehicles used, consisted of the following:

- Television
- Radio Traffic Sponsorships
- Highway Digital Billboards
- Bus Posters
- Web Pre-Roll Video Ads
- UCONN Basketball Radio Sponsorship
- Pandora
- Gas Station Radio

**Schedule Timing**

The campaign aired from November 24, 2014 – January 4, 2015. Advertising messages were constantly visible throughout that period.

**Campaign Spending**

The campaign totaled **\$175,500**. The spending broke out as follows:

TV: \$88,046.73  
 Radio: \$21,123  
 Billboards: \$17,800  
 Bus Posters: \$8,970.49  
 Web Video: \$14,912.72  
 UCONN: \$17,647.06  
 Pandora: \$6,000  
 Gas Station Rad.: \$1,000

**Television:**

<b><u>Broadcast:</u></b>	<b><u># of Spots</u></b>	<b><u>Cost</u></b>
WCTX-TV 59	95	\$2,320.00
WFSB-TV 3	54	\$15,050.00
WTIC-TV 61	95	\$9,900.00
WCCT-TV 20	60	\$4,580.00
WTNH-TV 8	67	\$15,600.00

WVIT-TV 30	65	\$11,100.00
Cozi-TV (Ind)	70	\$200.00

**Cable:**

**Connecticut Cable Interconnect (20 cable systems):** SNY, CSNE, FXNC, TRAV, VH1, BET, TNT, TOON, TWC, AEN, CMDY, YES, AMC, FOOD, HGTV, USA, HIST, MSNBC, NESN, SYFY, ENT, TBS, TRU, APL, DISC, ESPN, ESP2, MTV, NBCS, FX

\$14,090.00

**Fairfield County Cablevision:** BET, BRAVO, COMEDY, ENT, ESNU, TOON, ESNU, ESP2, ESPN, FAM, FX, FXNC, LIF, MSG, MTV, NBCS, NFLN, SNY, SPK, SYFY, NWCT

711 \$15,206.73

**Total Television: 1,894 \$88,046.73**

**Radio:**

Clearchannel Traffic Sponsorships	631 (includes bonus)	\$21,123.00
UConn Basketball	38 spots plus videoboard presence	\$17,647.06
Pandora	957,795 plays	\$6,000.00
AMP Radio	104,506	\$1,000.00
<b>Total Radio:</b>		<b>\$45,770.06</b>

**Digital Billboards:**

<u>Location</u>	<u># Units</u>	<u>Cost</u>
Hartford, New Haven, Bridgeport, Waterbury	9 units, varied timing	\$17,800.00

\*See attached screen shots.

**Bus Posters**

Hartford, New Haven, Bridgeport, Waterbury	25 units	\$8,970.49
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**Web Video Pre Roll**

Websites	521,696 impressions	771 click throughs	\$14,912.72
Pandora web banners*	412,081 impressions	2,579 click throughs	

\*Dollars shown under radio

**GRAND TOTAL** **\$175,500**

## OVERVIEW

Bauza & Associates was confirmed on November 2014 as the assigned agency to schedule the Holiday Safety campaign on the Hispanic Market for Connecticut Department of Transportation. The campaign included media placement implementation on Radio, TV and Billboards that ran from November 2014 and ended January 2015.

Detailed in this document is the summary report and evaluation of the campaign. This report includes the air checks by media. The campaign plan and purchase order called for exposures to deliver 914 units between all media. Our post analysis show results of 1,035 units- a 13% additional exposure than planned. The 6 weeks effort yielded positive results and maximized the assigned budget based ROI.

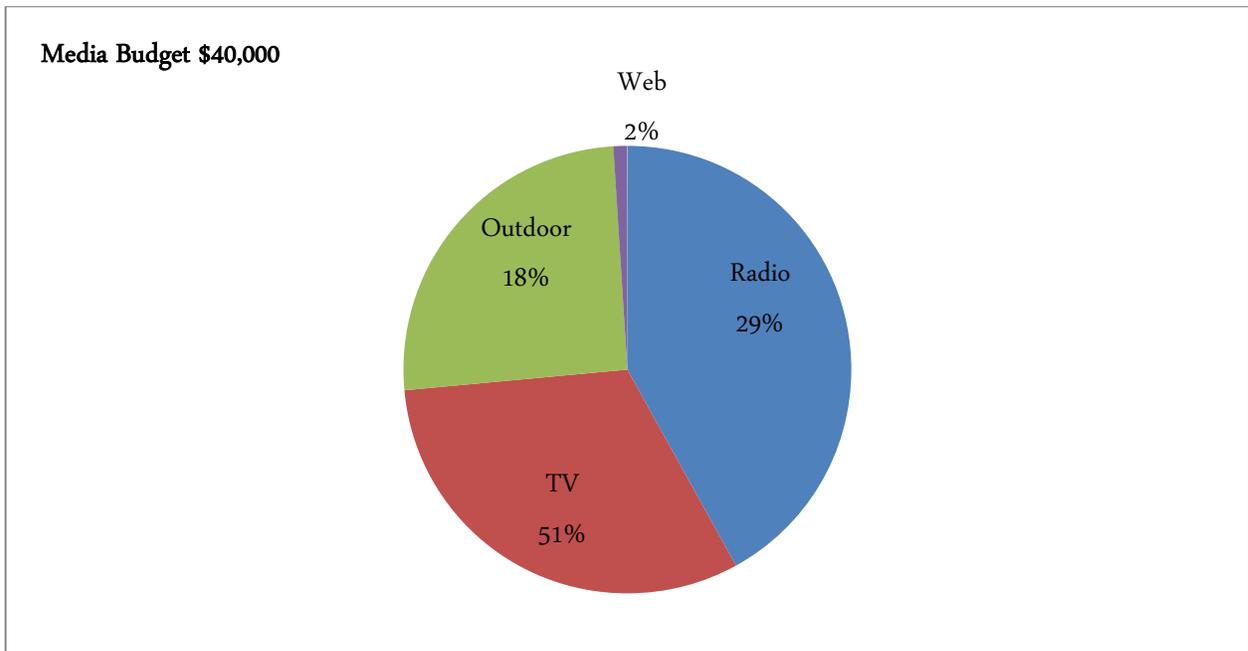
In addition to media planning, negotiating, placement and reconciliation, the project included Bauza & Associates to assess and recommend on available materials for the campaign nationally on <http://www.trafficsafetymarketing.gov/>. Part of the scope of service the agency included producing a local 30ss radio spot to run for the Drive Sober or Get Pulled Over campaign. The agency copy writes and produced the "X-mas lights" campaign. After approval on the script "X-mas Lights 30ss" was produced and ran as scheduled.

The campaign comprehensively utilized a media mix of Spanish-language radio broadcast media, tactical Spanish TV placement and Billboards on high traffic Hispanic areas across the state to deliver a culturally-relevant message that reminds the Latino community about the importance of the enforcement of the law for the community's safety against Drunk Driving. In our efforts to gauge the impact of the campaign, Bauza & Associates obtained through negotiations with the media 1,014 units and negotiated rates airing packages which added more exposure of the campaign.

## Media Plan & Deliveries

### Media Mix

Net total media buying budget: \$34,677.00



## SUMMARY & EVALUTATIONS

### **Radio**

Radio media reports 42% of Share of Investment (SOI). Bauza & Associates selected the best 7 Hispanic radio stations in the state to reach the target during high driving times and heavy up on holiday weekend. The plan leverages radio as a frequency builder and reaches the target audience through segmentation by selection of the best Hispanic stations in Connecticut that cover all areas in the state with the commuting and dynamic target.

Radio	Planned		Actual		Variance	
	Units	\$	Units	\$	Units	\$
WCUM-AM	94	2,480.00	94	2,480.00	0	0.00
WILI-AM (Special Radio)	16	240.00	14	240.00	0	0.00
WLAT-AM	144	3,480.00	142	3,480.00	0	0.00
WNEZ-AM	48	810.00	48	810.00	0	0.00
WRYM-AM	158	1,575.00	158	1575.00	0	0.00
WXCT-AM	132	2,250.00	169	2,250.00	0	0.00
WLAT-AM (Special Radio)	16	640.00	16	640.00	0	0.0

The actual buy reports the finalized negotiation with additional presence through added value and PSA – on air Safety tips. Bauza & Associates was able to obtain a 5.8% additional exposure as a result of additional negotiation.

***WLAT– AM Mega***

WLAT – AM 910 is Tropical Spanish featuring Salsa, Merengue, Bachata and Reggaeton. Tropical music appeals primarily to those of Caribbean and Coastal Central American descent. Mega is the highest wattage Spanish-language AM station in Connecticut...

**PLANNED AND DELIVERED**

Bauza & Associates media plan called for placing a total of 51: 30 second spots on the air. Mega 910 offered 100% bonuses to run on simultaneously during advertising period. 15 :15ss Vignettes were requested as added value to the station. The bonus spots were set to run between 10a-7pm.

**EVALUATION AND NOTES**

This station is one the top station in Greater Hartford. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market in the Hartford area.

### ***WRYM “La Gigante”– AM***

WRYM– AM 910 is Spanish-language radio station featuring Salsa, Merengue, Bachata and Reggaeton. Tropical music appeals primarily to those of Caribbean and Coastal Central American descent. La Gigante has one of the most popular morning shows in the state.

#### **PLANNED AND DELIVERED**

Bauza & Associates media plan called for placing a total of 45:30 paid second spots on the air and WRYM agreed to provide 90:30 bonuses. And additional as part of the PSA Added Value presence 23-15ss Vignettes during the 6-week campaign.

45 paid commercial spots, equally distributed in between morning and afternoon programming (6a-7p) and 101 on air spots for the 6 weeks of the campaign. The station provided the CT DOT with a special discounted spot rate, with a total of \$ 1,575.00

#### **EVALUATION AND NOTES**

This station is the top station in central Connecticut. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market in central Connecticut.

### ***WCUM- 1450AM***

WCUM-AM has been 22 years on the air and offers a great following. Format includes Salsa Classics, Popular Hits and specialized shows with well know radio personalities in the CT area. Serving the Bridgeport area is ideal part of me station mix.

#### **PLANNED AND DELIVERED**

Bauza & Associates media plan called for placing a total of 62 paid: 30 second spots. And additional as part of the PSA Added Value presence 32-15ss Vignettes during the 6-week campaign for a total of \$2480.00

#### **EVALUATION AND NOTES**

This station is the top station in Bridgeport. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market.

### ***WXCT-AM Power 990 AM- Southington CT***

Power 990 am is the local signal of Davidson Media Group Power 1270AM from Springfield Mass. The format combines Salsa Classics, Popular Hits and specialized shows with well know radio personalities in the New England are. Serving the Southington area is ideal part of me station mix.

#### **PLANNED AND DELIVERED**

Bauza & Associates media plan called for placing a total of 51 paid: 30 second spots on the air at a great low rate and 39 bonuses for the 6 week campaign and 42:15 Vignettes.

80 commercial spots, equally distributed in between morning and afternoon programming (6a-7p) for the 6 weeks of the campaign. The station provided the CT DOT with a special discounted spot rate, with a total of \$ 2,250.00

#### **EVALUATION AND NOTES**

This station is the top station in Southington. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market.

### ***WILI- 1400 AM***

WILI “Sabor Latino Show” (Willimantic)

This weekly radio program broadcasts live each Sunday morning beginning @ 10:30 AM, on WILI-AM Radio 14 in Willimantic, CT.

#### **PLANNED AND DELIVERED**

Bauza & Associates will place a total of 8:30 second spots. 8:15ss Vignettes were negotiated as part of the package. Total of 16 units were planned with \$240.00 as investment.

#### **EVALUATION AND NOTES**

This Show is the only Spanish-language radio program directed to the Hispanic community, in Willimantic offering the campaign great exposure on this area.

### ***WLAT-FM – MEGA “Asi canta mi Peru***

MEGA Hispanic Show “Asi canta mi Peru” – Greater Hartford Are

This weekly radio program broadcasts live each Sunday morning on WLAT-AM Mega.

### **PLANNED**

Bauza & Associates purchased a total of 8-:30 second weekly spots. A total of 8-:30ss spots were purchased and a 100% bonus. Total of 16 units were planned within 5 weeks with \$640.00 investment.

### **EVALUATION AND NOTES**

This Show is the only Spanish-language radio program directed to the Hispanic community specifically the Peruvian market in Connecticut offering the campaign great exposure on the Greater Hartford area.

### ***WNEZ– AM Latina 1230***

WNEZ AM is broadcasting Spanish variety program. Tropical music appeals primarily to those of Caribbean and Coastal Central American descent.

### **PLANNED AND DELIVERED**

Bauzá & Associates media plan called for placing a total of 18: 30 second spots on the air. Mega 910 offered 100% bonuses to run on simultaneously during advertising period. 12-:15ss Vignettes were requested as added value to the station. Total of 48 units were planned within 6 weeks with \$810.00 investment.

### **EVALUATION AND NOTES**

This station is one the top station in Greater Hartford. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market in the Hartford area.

### ***Television- Spanish Broadcast***

The TV placement totals 51% of Share of Investment (SOI). As requested by the RFP a tactical buy to reach Hispanic males was recommended.

Focusing the media buy on 3 of the main 3 Spanish broadcast station in the state. A combination of weekly programming on Telemundo, Univision and Unimas for 6 weeks provided tactical reach on the target for the campaign.

Television	Planned		Actual		Variance	
	Units	\$	Units	\$	Units	\$
<b>WRDM-TV Telemundo</b>	138	\$8,070.00	138	\$8070.00	0	0.00
<b>WUTH-TV Unimas</b>	144	\$2845.00	144	\$2845.00	0	0.00
<b>WUVN-TV Univision</b>	137	\$4470.00	137	\$4470.00	0	0.00

Bauza & Associates plan for a total of 419-30ss between the selected stations.

**Billboards**

As part of the approach an outdoor component was included to reach high density Hispanic areas. With a SOI of 18% of the net media buying budget, the locations rotated in the Hartford and New Haven areas.

- Special negotiation 1 to 1, yielding 6 units
  - Size: Posters 10’x6’’ x 22’x9’’
- Locations to rotate creative
  - 4 units in Hartford
  - 2 Units in New Haven

<b>RT 80 E/O RT 103 New Haven</b>
<b>1252 Main Street 300 N/O Burnside Avenue, ES E Hartford</b>
<b>919 New Britain Ave 25’E/O Hollywood SS Hartford</b>
<b>179 Hudson Street 125’S/O Capital Ave WS Hartford</b>
<b>236 Hamilton Street 200 E/O Francis NS FW Hartford</b>
<b>RT 80 E/O RT 103 New Haven</b>

- Average cost per unit: \$1,061 including production
  - Billboards- creative campaign suggested was approved for the “Drive Sober or Get Pulled” on November 21<sup>st</sup>



### Campaign Results Recapitulation

Media	Paid	Bonus	Vignettes	Units	\$	Ave. CPU
TV	206	183	30	419	\$16,135	38.50
Radio	282	200	100	582	\$10,812	18.57
Outdoor	3	3		6	\$7060	1176
Web Banners	4	3		7	670	95.71
<b>Totals</b>	<b>495</b>	<b>389</b>	<b>130</b>	<b>1,014</b>	<b>34,677</b>	<b>34.19</b>

**CONNECTICUT DEPARTMENT OF TRANSPORTATION**  
**Click it or Ticket Ad Campaign**  
**Spring 2015**

**Media Mix**

The campaign used a variety of media vehicles to deliver the message to Connecticut's residents. They included the following:

- Television
- Radio
- Highway Billboards
- Online Web Banners & Video
- Online Search Media
- Internet Radio (Pandora)
- Gas Station Media

**Media Buy Strategy**

This media campaign reached all statewide drivers but was targeted to Men 18-34, the demographic group being least compliant in seat belt usage. The campaign was seen and heard statewide but was focused slightly to Hartford and Fairfield Counties where traffic volume is the heaviest and more accidents occur.

Since this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional free bonus exposure. The exposure and audience levels delivered in this campaign exceeded planned levels. The exact audience levels delivered are detailed by medium in this report.

**Schedule Timing**

The entire campaign ran from May 11 through May 31, 2015 – a period of three weeks. However, the greatest concentration of media weight was skewed into a two-week period

from May 18 through May 31 leading into, during, and immediately following the Memorial Day Weekend holiday.

## **Television**

Two different commercials produced by C+K aired statewide across six broadcast television stations and 22 cable systems throughout the state from May 18 through May 31. The commercials that aired were:

- “Fine” (30-seconds)
- “Fine” (15-seconds)

The 30-second spot ran 85% of the time with the 15-second spot in rotation for 15%.

A schedule of paid commercials and no-charge bonus commercials aired across a range of programs for each station. The stations that aired these commercials, and the time periods they aired within, included the following:

### **Broadcast Television**

#### WTNH-TV8 (ABC)

- Early Morning News (M-Sun 5-9am)
- Late News (M-F 11-11:30pm)
- Weekend Sports (Sa-Su 12n-6pm)
- Indy 500 (Su 5/31)
- Late Night Comedy (M-Sun 11:35pm-2am)

#### WFSB-TV3 (CBS)

- Early Morning News (M-Sun 5-9am)
- Early Fringe (M-F 4-8pm)
- Late News (M-Sun 11-11:30pm)
- Late Night Comedy (M-Sun 11:30p-2a)
- Weekend Sports (Sa-Su 12n-6p)
- Daytime Rotation (M-Su 5a-2a)

WVIT-TV30 (NBC)

- Early Morning News (M-Sun 5-9am)
- Weekend Sports (Sa-Su 12n-6P)
- Late Night Comedy (M-Sun 11:35pm-2am)
- Daytime Rotation (M-Su 5a-2a)

WCTX-TV59 (MyTV)

- Primetime (M-Sun 8-10pm)
- Evening News (M-F 10-10:30P)
- Yankees Baseball (M-F 7P-10P)
- Sports Edge/Late Night (M-Sun 10:35pm-1am)
- Weekend (Sa-Su 12n-8P)

WTIC-TV61 (FOX)

- Early Morning News (M-Sun 5-9am)
- Daytime (M-F 9am-4pm)
- Early Fringe/Early News (M-F 4-7pm)
- Prime Access/Primetime (M-Sun 7-10pm)
- Late Night Comedy (M-Sun 11:35pm-1am)
- Weekend (Sa-Su 12n-6p)

WCCT-TV20 (CW)

- Daytime (M-F 9am-5pm)
- Evening News (M-F 5-7pm)
- Mets Baseball (M-F 7-10pm)
- Prime Access/Primetime (M-Sun 7-10pm)
- Late Night (M-Sun 11:35pm-2am)

## **Cable Television**

### **Connecticut Cable Interconnect (22 systems statewide, less Fairfield County)**

- BET
- Comedy Central
- ESPN
- E!
- History
- MTV
- NESN
- Syfy
- Spike
- NBC Sports
- VH1
- FOX NEWS
- USA
- AMC
- FOOD
- LIFETIME
- CNBC
- TNT
- TRU
- TBS
- FX
- TOON
- MSNBC
- ESPN2
- YES
- SNY
- HGTV
- TRAVEL
- TLC
- MLB
- FOX Sports 1

### **Cablevision (Two Fairfield County cable systems)**

- ESPN
- ESPN 2
- NBC Sports
- VH1

- ESPN NEWS YES
- FX BET
- MLB News 12
- Comedy Central TRU
- DISCOVERY SYFY
- MSG HGTV
- MTV FOOD
- TOON
- SNY
- Fox Sports 1
- Spike

### **Television Buy Recap**

**Total Spent: \$28,435**

**Total Spots: 466**

**Total GRPS Delivered: 432**

**Audience Reach: 80%**

**Average Audience Frequency: 5.4 times**

### **Radio**

The radio buy consisted of a combination of 15-second “live read” Drive Time Traffic Sponsorships and “produced” 30-second commercials running throughout the day. The Drive Time Traffic Sponsorships ran across a statewide network of 15 different radio stations for two weeks from May 18 through May 31, 2015. The locally produced commercial titled “Fine” ran for three weeks from May 11 through May 31 across 10 stations. The stations, and their formats, that aired the commercials included the following:

#### **Danbury Market**

WAXB-FM	Classic Hits
WDAQ-FM	Hot Adult Contemporary

### **Hartford Market**

WDRC-FM	Classic Hits
WHCN-FM	70's 80's Hits
WKSS-FM	Hot Adult Contemporary
WMRQ-FM	Alternative Rock
WPOP-AM	Fox Sports
WRCH-FM	Light Hits
WTIC-AM	News-Talk
WTIC-FM	Adult Contemporary
WUCS-FM	ESPN Sports
WWYZ-FM	Country
WZMX-FM	Urban-Hip Hop

### **New Haven Market**

WAVZ-AM	ESPN Sports
WELI-AM	News-Talk
WKCI-FM	Hot Adult Contemporary
WPLR-FM	Classic Rock
WYBC-FM	R & B

### **Bridgeport Market**

WEZN-FM	Adult Contemporary
WEBE-FM	Adult Contemporary

### **New London Market**

WCTY-FM	Country
WKNL-FM	Oldies

### **Torrington/Waterbury Market**

WZBG-FM	Adult Contemporary
WATR-AM	News-Talk
WSNG-AM	News-Talk

### **Radio Schedule Recap**

**Total Spent: \$23,635**

**Total Spots: 530**

**Total GRPs Delivered: 440**

**Audience Reach: 70%**

**Average Audience Frequency: 6.2**

## **Digital Billboards**

Click It or Ticket Digital Outdoor spots ran on nine interstate billboards from May 11 through May 31, 2015. These 8-second spots ran in the Hartford, New Haven, Bridgeport and Waterbury markets in rotation with six other advertisers 24 hours per day.

## **Digital Billboard Buy Recap**

**Total Spent: \$10,605**

**Total Locations: 9**

**Total Impressions: 1,414,154**

## **Digital Display Banners & Video**

Online video and web banner ads ran from May 15 through May 31. This buy, using standard leaderboard (728 x 90) and tile (300 x 250) banner ad sizes along with our 30-second TV spot “Fine” was targeted geographically and demographically. They ran across the following news, sports, auto, and entertainment websites:

About.com	Autotrader.com	Automotive.com
CBSlocal.com	carsdirect.com	CBSsports.com
Flickr.com	Gameshark.com	foxnews.com
Mensfitness.com	motortrend.com	movies.com
Videopoker.com	amazon.com	rollingstone.com
Trucktrend.com	ultimateguitar.com	USAtoday.com
Wrestlezone.com	wrestlingnews.com	NBA.com
TV.com	ESPN.com	SI.com
Sportinglife.com	Yahoo.com	prosportsdaily.com
MLB.com	bleacherreport.com	eonline.com
Nascar.com	sportingnews.com	rotoworld.com
Golfdigest.com	maxim.com	bobvila.com
WFSB.com	WTNH.com	xfinity.com
Hearstct.com	News12.com	Foxct.com

Additionally we ran our 30-second TV spot “Fine” on You Tube & Google searches by our target audience based on specific interests and online behaviors.

## **Digital Display Banners & Video Buy Recap**

**Total Spent: \$30,500**

**Total Impressions Delivered: 4,652,200**

**Pandora**

The Click it or Ticket 30-second radio spot and web banners ran statewide on Pandora, the leading internet radio service, for two weeks from May 11 through May 24. These ads were demographically targeted to Adult 18-34 users of the service.

**Pandora Buy Recap**

**Total Spent: \$4,500**

**Total Impressions Delivered: 618,340**

**Gas Station Media**

One 15-second Click it or Ticket radio spot ran two times per hour each day across 85 gas stations throughout Connecticut. These ad messages were heard for two weeks, May 18 through May 31 by people filling their tanks at gas pumps. A total of \$2,000 was spent on this buy.

**Total Click-it or Ticket Media Campaign Delivery**

**Total Spent: \$99,675**

**Audience Reach: 95%**

**Average Frequency: 18.2 times**

This means that approximately 95% of state residents were exposed to the campaign message at least once. Of those adults exposed to the campaign message, on average they were exposed to the message 18 times or six times per week.

**CONNECTICUT DEPARTMENT OF TRANSPORTATION  
IMPAIRED DRIVING  
MAY-SEPTEMBER 2015**

**Media Mix**

The campaign used a variety of media vehicles to deliver the message to Connecticut's residents. They included the following:

- Radio
- Highway Digital Billboards
- Online Web Banner
- Internet Radio (Pandora)
- Gas Station Media

**Media Buy Strategy**

This media campaign reached all statewide drivers with a focus on Men 18-49 and Adults 18-34, the two demographic groups most likely to drink and drive. The campaign was seen and heard statewide but was focused slightly to Hartford, New Haven, and Bridgeport/Stamford metro areas, the state's most populated, where traffic volume is the heaviest and more accidents occur.

Since this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional free bonus exposure. The exposure and audience levels delivered in this campaign exceeded planned levels. The exact audience levels delivered are detailed by medium in this report.

**Schedule Timing**

This campaign ran in three 1-week flights prior to and during the Memorial, Independence, and Labor Day holidays as follows:

May 18- May 25 (Memorial Day) June  
29-July 5 (Independence Day) August  
31-September 7 (Labor Day)

## **Radio**

The radio buy consisted of 30-second commercials running throughout the day. The commercial that aired was the 30-second CT DOT HSO Don't Drink and Drive commercial. The stations, and their formats, that aired the commercials included the following:

### **Hartford Market**

WTIC FM	Pop Hits
WWYZ FM	Country
WUCS FM	Sports
WZMX FM	Urban/Hip Hop
WHCN FM	Classic Pop/Rock Hits
WMRQ FM	Alternative Rock

### **New Haven Market**

WKCI FM	Pop Hits
WPLR FM	Rock

### **New London Market**

WWRX FM	Urban/Hip Hop
WCTY FM	Country

### **Fairfield County Market**

WEZN-FM	Adult Contemporary
WEBE-FM	Adult Contemporary
WFOX- FM	Classic Rock

### **New London Market**

WQGN-FM	Pop Hits
WCTY-FM	Country

### **Radio Schedule Recap**

**Total Spent: \$33,112.00**

**Total Spots: 744**

**Total Added Value Spots: 298**

**Total GRPs Delivered: 310**

**Audience Reach: 67%**

**Average Audience Frequency: 4.7**

### **Digital Billboards**

Impaired Driving Digital Outdoor spots ran on 6 interstate billboards from 5/18–5/24, 6/29–7/5 and 8/31–9/6. These 8-second spots ran in the Hartford, New Haven and Bridgeport area 24 hours per day.

### **Digital Billboard Buy Recap**

**Total Spent: \$8,676.00**

**Total Locations: 6**

**Total Spots: 90,572**

**Total Added Value Spots: 36,228**

### **Digital Display Banners**

Online web banner ads ran from May 18–May 26, June 29–July 5 and August 31–September 7, 2015. This buy, using standard leaderboard (728 x 90) and tile (300 x 250) banner ad sizes along with our (320 x 50) mobile size was targeted geographically and demographically. They ran across the following websites:

FOXCT.com

WTNH.com

WFSB.com

XFINITY.com

Courant.com

### **Digital Display Banner Buy Recap**

**Total Spent: \$11,208.39**

**Total Impressions: 1,757,617**

**Total Added Value Impressions: 703,046**

### **Pandora**

The Don't Drink and Drive HSO :30 radio spot and web banners ran statewide on Pandora, the leading internet radio service, for the weeks of May 18-24, June 29<sup>th</sup> – July 5<sup>th</sup> and August 31- September 6th. These ads were demographically targeted to Men 18-49 users of the service.

### **Pandora Buy Recap**

**Total Spent: \$4,006.30**

**Total Impressions Delivered: 675,000**

**Total Added Value Impressions: 337,000**

**Total Click Throughs: 1,432**

### **Gas Station Media**

One 30-second HSO Don't Drink and Drive radio spot ran two times per hour each day across 149 gas stations throughout Connecticut. These ad messages were heard for three weeks, May 18 through May 24, June 29 through July 5 and August 31 through September 6 by people filling their tanks at gas pumps. A total of \$3,000.00 was spent on this buy. Our contracted plays were more than doubled in added value plays. Total contracted plays over the three weeks were 122,670 and total delivered plays over the three weeks were 265,482. Therefore, Amp Radio Network provided a total of 142,812 bonus spots!

### **Total Impaired Driving Media Campaign Delivery**

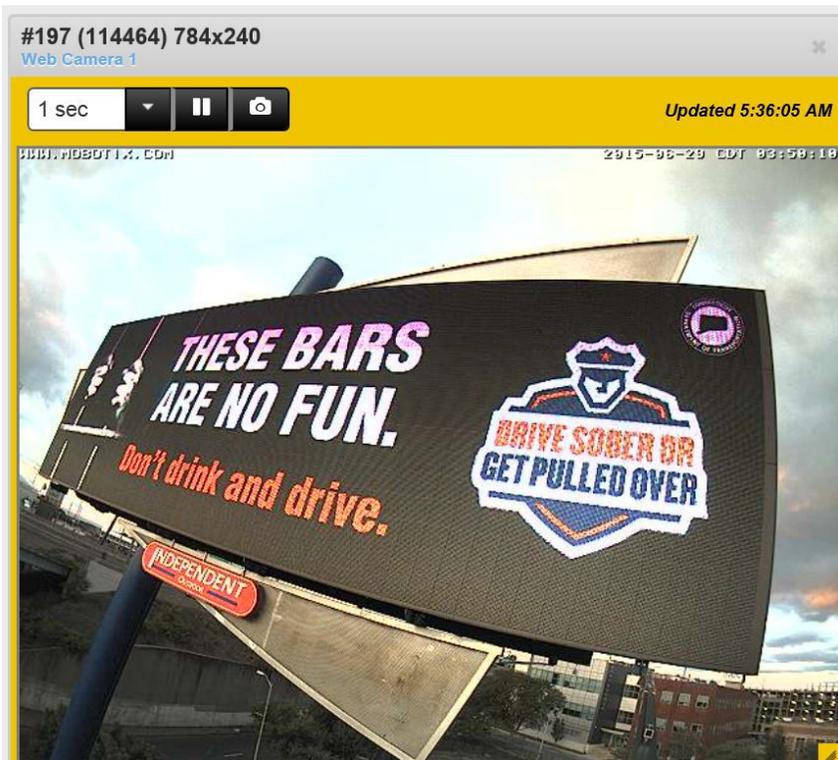
**Total Spent: \$60,002.69**

**Audience Reach: 85%**

**Average Frequency: 15.0**

This means that approximately 85% of state residents were exposed to the campaign message at least once. Of those adults exposed to the campaign message, on average they were exposed to the message 15 times or five times per week.

Outdoor Photos:



272-850082 I-91 @ COLT BLDG WS FACING NORTH

2015-06-30 EDT 11:37:06



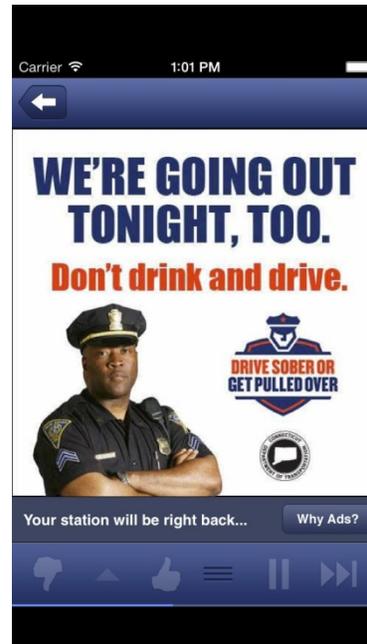
272-850082 I-91 @ COLT BLDG WS FACING NORTH

2015-06-30 EDT 11:38:03





Web Screen Shots:



**CONNECTICUT DEPARTMENT OF TRANSPORTATION Underage  
Drinking Prevention  
May - September 2015**

**Media Mix**

The campaign used a variety of media vehicles to deliver the message to Connecticut's residents. They included the following:

- Broadcast Television
- Cable Television
- Hispanic Radio
- Highway Billboards
- Online Video
- Internet Radio (Pandora)

**Media Buy Strategy**

This media campaign reached all statewide residents but was targeted primarily to Parents 35-54 and their teenage children. The majority of the media buy was directed to TV and Online Video in order to generate the largest reach and frequency against both target groups. The campaign had equal geographic coverage across all of the state's individual media markets.

Since this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional free bonus exposure. The total exposure delivered in this campaign exceeded planned levels. The exact audience levels delivered is detailed by medium in this report.

**Schedule Timing**

The entire campaign ran from May 25, 2015 through September 6, 2015. This allowed the CT DOT to communicate the Underage Drinking Prevention ad message throughout the summer when the most drinking opportunities (parties, concerts, beach going etc.) occur.

In order to have a consistent ad message presence throughout the summer with the allocated media budget, the media buy was staggered. The Broadcast Television and Pandora kicked off the campaign in late May around Memorial Day and the start of the Summer Season.

**Schedule Timing (cont'd)**

Statewide Cable Television provided ongoing presence throughout the summer and ran 2 weeks in June and 2 more weeks in July while Hispanic Radio was flighted at every other week from June 15 through August 2. The outdoor highway boards had a consistent presence in the month of August when beach traffic and summer travel is at a high, and the online video rounded out this buy with a constant presence from June through August.

## **Television**

The Underage Drinking Prevention TV commercial “Not My Kid” aired statewide across five TV stations, 22 cable systems, and Frontier homes. A schedule of paid and bonus spots ran across various programs on each station. Where and when these commercials ran included the following:

### **Broadcast Television**

#### **WFSB – TV3 CBS**

- Early Morning News (5a-9a)
- Evening News (6p-7p)
- Prime Access (7p-8p)
- Late Night (11:30p-2a)

#### **WTIC – TV 61 FOX**

- Early Morning News (5a-9a)
- Weekend (12n-8p)
- Prime Access (7p-8p)
- Late Night (11:30p-2a)

#### **WCCT – TV 20 CW**

- Prime Access (6p-8p)
- Prime (8p-10p)
- Late Night (11:30p-1a)

#### **WTNH – TV 8 ABC**

- Early Morning News (5a-9a)
- Daytime (9a-5p)
- Evening News (6p-7p)
- Prime Access (7p-8p)
- Late Night (11:30p-2a)

#### **WCTX- MyTV 9**

- Prime Access (6p-8p)
- Late News/Night (10p-1a)

## Cable Television

### Comcast Cable Interconnect (22 cable systems)

Spots ran on the Comcast Cable System Interconnect on the following networks:

E	Comedy	LIFE	TWC
VH1	MSNBC	Yes	BET
USA	AMC	Spike	NESN
TBS	A&E	CNN	MTV
ESPN	Food	FXNC	Animal Planet
FX	TLC	FAM	
HGTV	BRVO	ESPN 2	

### Cable Television (cont'd)

#### Frontier

Spots were also placed in Frontier households that were not reached through the Comcast Cable Interconnect. Spots ran on the following networks:

CMDY	BRVO	AMC	A&E
DISC	ENT	ESPN	FAM
FOOD	FX	FXNC	HGTV
HIST	LIF	MTV	NICK
SPIKE	TBS	TLC	TNT
USA			

## Television Buy Recap

**Total Spent: \$29,995**

**Total Spots Ran: 602**

**Total "Added Value" Bonus Spots: 203**

**Total GRPs Delivered: 286**

**Audience Reach: 75%**

**Average Audience Frequency: 3.8**

## Hispanic Radio

In order to provide additional reach to the statewide Hispanic population, a four week radio buy scheduled in a "on one week, off one week" strategic pattern ran throughout the summer.

One Hispanic 30-second spot ran on the following stations throughout the weekdays and weekends:

### **Bridgeport Market**

WCUM-AM 1450

### **Hartford Market**

Bomba 97.1 FM WLAT-AM

### **New Haven Market**

Bomba- 99.5 FM

### **New Britain Market**

WRYM-AM 840

### **Hispanic Radio Schedule Recap**

**Total Spent: \$11,980**

**Total Spots Ran: 516**

**Total "Added Value" Bonus Spots: 206**

### **Digital Billboards**

Six different Underage Drinking Prevention ads ran on eight highway billboards for the period of July 27-August 30, 2015. These 8-second spots ran in the Hartford, New Haven and Bridgeport markets every day 24 hours per day and extended our campaign for the remainder of the summer.

### **Digital Billboard Buy Recap**

**Total Spent: \$8,970**

**Total Spots Ran: 96,063**

**Total "Added Value" Bonus Spots Ran: 48,031**

### **Online Video**

The Underage Drinking Prevention TV spot, "Not My Kid" aired on popular websites. This buy was seen by a wide statewide audience on various website home pages but skewed demographically to Adults 35-54. The commercial was seen and clicked on across a range of news, sports, parenting, and education websites including:

accuweather.com

Parenting.com

Mommysavers.com

newhomesource.com

entrepreneur.com

parentingforum.com

Foxbusiness.com

usatoday.com

Parents.com

Greatschools.org

cbssports.com

discovery.com

reporter.com

usatodayhss.com

ESPN.com

newsweek.com

family.com

esquire.com usnews.com

roadandtrack.com

mothering.com

familydoctor.com

NBA.com

workingmother.com

gq.com	thetowntalk.com	washingtontimes.com CNN.com
	travelandleisure.com	pgatour.com
popularmechanics.com	latina.com	nbcsports.com
educationworld.com	dailypress.com	MLB.com
education.com	collegecures.com	parentsask.com

### **Online Web Banner Buy Recap**

**Total Spent: \$30,000**

**Total Number of TV Views: 1,309,150**

**Total TV Views 75% or longer: 975,833**

**Total Click Throughs: 2,084**

### **Pandora**

The CT DOT 30-second radio spot "Not My Kid" and corresponding web banners ran statewide on Pandora, the leading internet radio service, during the weeks of May 25, June 29, and August 31. These ads were demographically targeted to statewide demographic of Adults 35-54.

### **Pandora Buy Recap**

**Total Spent: \$6,000.00**

**Total Impressions Delivered: 761,357**

**Total Click-throughs: 4,311**

**Total Added Value Impressions: 311,357**

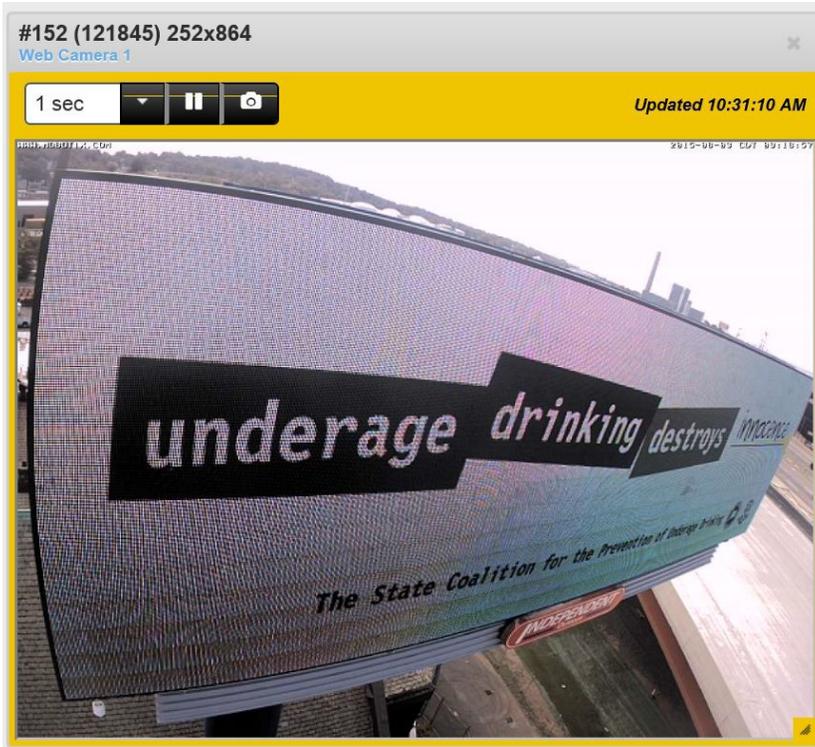
### **Total Underage Drinking Prevention Campaign Delivery**

**Total Spent: \$86,945.00**

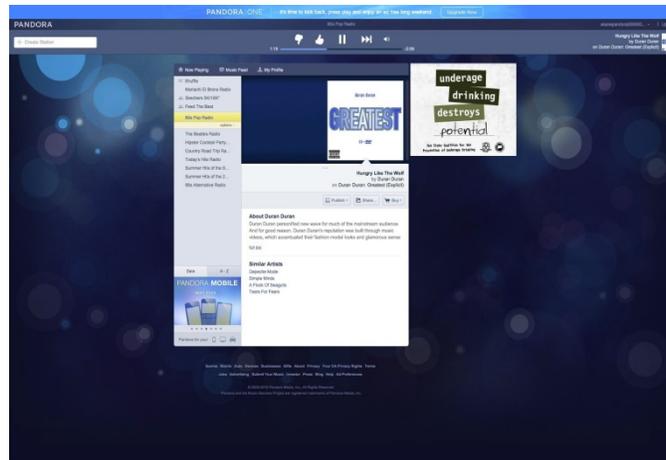
**Target Audience Reach: 90%**

**Average Frequency: 13.5**

Independent Billboard Photos:



Pandora Screen Shots:



# **NOTEWORTHY PRACTICES**

## **NOTEWORTHY PRACTICE 1**

### PROJECT TITLE

“Game Over” a Distracted Driving Messaging Campaign

### TARGET

Adult drivers through the influence or “nag power” of their child passengers

### PROGRAM AREA

Distracted Driving

### PROBLEM STATEMENT

As part of a new initiative for children, WGBH's innovative Digital team is producing animation and interactive content for PBSKIDS.org featuring the popular animated host of WGBH's FETCH! with Ruff Ruffman. FETCH! still generates nearly 5 million video streams per month, demonstrating that Ruff still holds tremendous appeal. Ruff's new project explores the impact of media and mobile technology on kids, and is supported with pilot funding from the Corporation for Public Broadcasting, and by a large national panel of academic advisers. This project's formative work included a survey of over 4,000 children. One clear conclusion: kids are acutely aware that their parents are distracted by their own phones (85% reported this) – even when their parents are driving. In a related focus group, one girl remarkably noted that she confiscates her mother's phone in the car. And so WGBH is seeking additional funding and partners to create a focused and testable campaign where kids are the advocates, pressuring parents to change their texting behaviors. Kids have been successful at getting their parents to wear seatbelts, recycle, and stop smoking –so why not this? With a combination of short online animations and digital interactives – all supported by social media – WGBH would explain the importance of the issue and harness the unstoppable tsunami that is a nagging child to get parents to finally hang up and drive!

### OBJECTIVE

The primary objective for this project is to raise awareness among children of the danger posed by their parents' distracted driving. Delivered in a non-threatening way by a familiar character, the message of this campaign is one where kids are encouraged to tell their parents to focus on driving. The dissemination of these messages is simultaneously ambitious and innovative. The project will produce animated PSA video that will be distributed widely through PBS KIDS online and social media channels. It will be made available for broadcasters by the Connecticut Highway Safety, Department of Transportation.

Additional content aimed at kids will be provided through a website that is already under development at pbskids.org and it will be complemented by content for parents. The cornerstone of this content will be a mobile-friendly digital game that will demonstrate that texting and safe driving cannot coexist. Kids or parents will be able to play this game.

### STRATEGIES

### *Game development:*

A key approach we took in developing a digital game was to offer the player a chance to keep the driver's thoughts clear and focused, leaving the passenger to address any distractions. Using the visual texting language of emojis, we have created game pieces the player must assign to either the driver's thoughts or the passenger's. The player has to keep the driver focused on traffic, pedestrians, weather etc. and so must assign these icons to Ruff's thought bubbles and assign the rest (food, inconsequential events, media use etc.) to Ruff's nephew Glen, who represents the child/player.

The game introduces feedback to explain why a driver might need, for example, to be aware of a ball or dog in the road, or why the driver should not be wearing headphones. The game also has typical gaming features such as a timer, rounds of increasing difficulty, fun feedback, sound effects, and an overall goal (of completing a family photo album.)

We also chose to make this our first ever responsively designed game, one in which the game's separate components flow and conform to the size and shape of a desktop or mobile browser. This creates as seamless an experience for a player on a tablet, phone or laptop as possible. The game responds to both mouse input or touchscreen. Sound effects include an arcade---game style version of the distracted driving song we created.

### *Website development:*

These materials will be incorporated into the popular Ruff Ruffman website at PBS Kids and will include not only the videos but a rich set of complementary material for children and adults. These include:

- A quiz where Ruff asks questions about driving and offers appropriate feedback
- A pledge for families to print and sign
- Real letters from kids about their own distracted driving experiences
- A guide for parents explaining what's in the video
- Background information for parents about the hazards of distracted driving

Sample images from these are below:

## Driving Quiz



**What should you do if your parents just won't stop texting while driving?**

- A** When you're NOT in the car, tell them how much their texting upsets you. (Also let them know that RUFF RUFFMAN says that NO text is worth hurting their loved ones!)
- B** Let it go. Eventually a car accident will make them realize how dangerous it is.
- C** Tell your parents to keep texting while driving. Maybe they can win the "Most Dangerous Driver" award!

## Ruff Replies



**Nevaeh, age 9, writes:**

I am the person who keeps my family focused on the road, and my little sister is the person who is the big distraction.

**Ruff replies:**

Good for you, Nevaeh! Thanks for being a good copilot!

**Lily, age 7, writes:**

Is it okay to play music in the car?

**Ruff replies:**

It depends. Playing the radio is fine. Playing the tube is not.



### RUFF RUFFMAN'S SAFE DRIVING PLEDGE!

Families! Take this legally binding\* pledge and place it where everyone can see it, like on the fridge. (I know I'd see it if it was on the fridge!)

**I promise to be a safe driver.**  
*I won't get distracted by my phone when I'm driving. Seriously, I know it's dangerous, even at traffic lights. It's just not worth it.*

Driver(s): \_\_\_\_\_

**I will not be loud, annoying, distracting or otherwise a danger.**  
**I will even be a great copilot if you let me.**

Passenger(s): \_\_\_\_\_

\*Kinda sorta.

Major funding for Ruff Ruffman's Distracted Driving initiative is provided by the Connecticut Department of Transportation's Highway Safety Office. ©2015 WGBH Educational Foundation. All rights reserved. PBS Kids, the characters and related indicia are trademarks of the WGBH Educational Foundation. All third party trademarks are the property of their respective owners. Used with permission. For more info visit: <http://pbskids.org/ruffruff/>

## Parents Guide to Our Driving Video!

In Ruff's Driving video, and in his game and song, Ruff reminds us all of the very real dangers of distracted driving. Enjoy these with your kids, and then take a family pledge to be good drivers and good passengers.

Here's a handy guide to help you talk about this video.



### Let's Hit the Road

In this video Ruff is playing a driving game. But imagine what it would be like if he were REALLY driving. Do you think he's making good decisions?

## RESULTS

A new grant has been awarded which will allow us to complete the game, publish the website and videos and work with marketing colleagues to promote all of this content. It will also allow WGBH to support a proposed launch event in Hartford CT.

## COST

\$ 88,356.00

## Funding Source(s):

405(e)

## **NOTEWORTHY PRACTICE 2**

### PROJECT TITLE

High Risk Rural Roads Speed Project (HRRR) – Phyllis DiFiore  
Connecticut is the only state that utilized FHWA penalty transfer funding for HRRR. This High Visibility Enforcement was initiated in FFY2014 and continued into FFY2015.

### TARGET

Municipalities that have High Risk Rural Roads where speeding problems have been identified.

### PROGRAM AREA

Speed Enforcement and Education

### PROBLEM STATEMENT

During the 2006 to 2010 period, the most prevalent driver-related factors in fatal crashes were speeding-related. In 2010, speeding-related was identified in 28.1% of fatal crashes. From January 1, 2012 to December 31, 2012, Connecticut's "High Risk Rural Roads" had 23 fatalities and 60 severe injuries. 17 towns had multiple crashes involving a total of 8 fatalities and 29 serious "A" type injuries. Over the 5-year period of 2006 to 2010, the greatest proportion of fatalities (36.0 percent) occurred on roads with a posted speed limit of 30 mph or less, followed by roads with limits of 35 or 40 mph (25.3 percent) and 45 or 50 mph (16.7 percent).

### OBJECTIVE

The main objective was to significantly reduce the number of fatalities and serious injury crashes on rural roads. This was accomplished through a speed enforcement campaign combining high visibility enforcement (HVE) and the strategic use of media outlets on Connecticut's rural roads. Historically, strong high visibility enforcement efforts integrated with targeted media campaigns have proven to be most effective in creating change in public behavior.

### STRATEGIES

The activities included:

1. LIDAR, DOPPLER and speed display signs were purchased and used where the speeding problems have been identified. Training classes were also made available to educate Connecticut's Law Enforcement Trainers on the proper use of these speed detection devices.
2. The program also provided overtime funding for high-visibility enforcement initiatives. Enforcement was data based, performance driven and speed enforcement during the identified problem time periods.
3. The next strategy used was a public information and education component. Paid and in-kind media campaign including radio spots, TV spots, Pandora, billboards, and on-line banners where used to bring the visual message on the speeding problem in our state. The Highway Safety Staff worked closely with the contracted media consultant to develop a new TV commercial filmed in Stonington which is one of the high risk rural towns.

### RESULTS

Enforcement ran from July 1, 2015 – August 31, 2015 and the results included:

- 47 rural towns received funding
- 5,352 hours of enforcement
- 5,525 speed citations were issued
- 1,086 other motor vehicle citations
- 123 cellphone citations
- 151 seat belt citations
- 8 driving under the influence

COST

- Enforcement \$ 465,815
- Equipment \$ 141,284
- Radar Training \$ 9,950
- Media \$ 0.00 (Received added value from last year's media campaign)

**Funding Source(s):**

405(d) - \$0.00

FHWA - \$607,099



# **ATTITUDE AND AWARENESS OUTCOME MEASURES**

## CT Holiday Safe Driving Campaign – DMV Results November 2014 vs. January 2015

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The purpose of this memo is to outline the Connecticut Department of Transportation’s Highway Safety Office results for Wave 1 (pre) and Wave 3 (post) of the DMV survey effort surrounding the Holiday 2014 Safe Driving Initiative. A one-page questionnaire was distributed in DMV offices and was designed to assess respondents’ knowledge and awareness of the paid media that was purchased by the Highway Safety Office and aired surrounding the holiday season (pre-Thanksgiving through New Year’s). The participation of the DMV offices was essential in our analysis of the campaign and we would like to extend our thanks and gratitude to each office for their efforts. Nine CT DMV offices were visited: Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield and Winsted. The first wave of DMV surveys was conducted directly before the media began (November 18 – 22, 2014) and another wave was collected directly afterward (January 2 – 8, 2015).

A snapshot of the results is provided below whereas detailed analysis of the two survey waves is provided in the following pages. Results indicate increases in perception of enforcement severity between the pre Wave and the post Wave for both general traffic enforcement and DUI enforcement. Awareness of the safe driving message and slogan recognition did not differ much between the pre Wave and the post Wave. The number of respondents that reported having recently “*read, seen, or heard anything*” about safe driving remained at 60.9 percent from baseline to post Wave. Recognition of the slogan “*Drive Sober or Get Pulled Over*” increased significantly, from 41.3 percent at baseline to 52.2 percent in the post Wave,  $p < .0001$ .

The tables that follow summarize respondent characteristics as well as survey question results across the two waves. All statistical significance testing was done with chi-square analysis at the  $p < 0.01$  level.

### Basic Information and Demographics

Approximately 140-150 surveys were collected in each office in each of the waves (Table 1). There were a total of 2,771 survey respondents in the pre and post waves, 1,388 pre-campaign and 1,383 post-campaign.

**Table 1. Number of Completed Surveys by DMV Office Location, by Wave**

Office Location	Pre Wave	Post Wave
Bridgeport	150	153
Danbury	150	154
Hamden	159	154
New Britain	158	158
Norwalk	155	154
Norwich	151	155
Waterbury	150	153
Wethersfield	158	149
Winsted	157	153

Table 2 summarizes the demographic characteristics of the survey respondents. During both pre Wave and post Wave, a little more than half (56.3% and 53.9%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 21-34 year olds (26.6% in pre Wave and 31.0% in post Wave) and 35-49 year olds (31.5% in pre Wave and 27.4% in post Wave). The majority of respondents were White in both waves (71.6% in pre Wave and 69.6% in post Wave). Approximately 18 percent of respondents were Hispanic (18.8% in pre Wave, 17.6% in post Wave).

**Table 2. Demographic Characteristics of Survey Respondents**

<b>Characteristic</b>	<b>Pre Wave</b>	<b>Post Wave</b>
<b>Sex</b>		
Male	56.3%	53.9%
Female	43.7%	46.1%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,384)</b>	<b>100%</b> <b>(N=1,368)</b>
<b>Age</b>		
Under 18	1.2%	1.0%
18-20	4.1%	4.6%
21-34	26.6%	31.0%
35-49	31.5%	27.4%
50-59	19.1%	20.3%
60+	17.5%	15.7%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,381)</b>	<b>100%</b> <b>(N=1,378)</b>
<b>Race</b>		
White	71.6%	69.6%
Black	11.2%	13.1%
Asian	3.6%	3.2%
Native American	0.5%	0.3%
Other	11.9%	12.9%
Multiple	1.2%	1.0%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,324)</b>	<b>100%</b> <b>(N=1,322)</b>
<b>Hispanic</b>		
Yes	18.8%	17.6%
No	81.2%	82.4%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,329)</b>	<b>100%</b> <b>(N=1,306)</b>

## Belt & Alcohol Use

Tables 3 to 6 summarize and compare the findings for pre Wave and post Wave by question. Questions were grouped together with others based on subject similarity.

There was no significant change in reported seat belt use between pre Wave and post Wave. Percentage of Respondents that indicated “*Always*” wearing their seat belts increased slightly from 85.7 percent in pre Wave to 86.3 percent in post Wave (see Table 3). More than 85 percent of Respondents indicated that, in the past 30 days, they had not once driven within two hours of drinking.

**Table 3. Belt Use and Alcohol Use, Questions 7 & 12**

Question	Pre Wave	Post Wave
<b>Q7. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?</b>		
Always	85.7%	86.3%
Nearly Always	8.5%	7.3%
Sometimes	3.5%	4.4%
Seldom	1.5%	0.9%
Never	0.9%	1.2%
<b>Total (N)</b>	<b>100%</b>	<b>100%</b>
	<b>(N=1,382)</b>	<b>(N=1,375)</b>
<b>Q12. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?</b>		
None	86.5%	86.0%
1 or 2 times	8.1%	8.0%
3 or more times	5.4%	5.0%
<b>Total (N)</b>	<b>100%</b>	<b>100%</b>
	<b>(N=1,307)</b>	<b>(N=1,272)</b>

## Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses indicated some increases in perception of enforcement severity (Table 4). Respondents evaluated that their chance of “Always” receiving a ticket for not using a seat belt was 26.1 percent in both Waves. More than a quarter (28.6 percent) of pre Wave respondents judged that state and local police enforced seat belt laws “Very Strictly” compared to 33.5 percent in post Wave. There was a marginally significant increase in proportion of Respondents who judged that State and Local police enforced drinking and driving laws and overall driving laws “Very Strictly”. More than half (53.5%) of pre Wave respondents reporting that State and Local police enforced drinking and driving laws “Very Strictly”, compared to 59.2 percent of post Wave Respondents ( $p < .05$ ). Overall traffic laws were perceived to be enforced “Very Strictly” by 28.0 percent of pre Wave respondents compared to 32.0 percent in the post Wave ( $p < .05$ ).

**Table 4. Survey Questions 8, 11, 13, 14, 15**

Question	Pre Wave	Post Wave
<b>Q8. What do you think the chances are of getting a ticket if you don't use your seatbelt?</b>		
Always	26.1%	25.5%
Nearly Always	16.3%	17.4%
Sometimes	38.6%	36.9%
Seldom	12.7%	14.3%
Never	6.3%	6.0%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,365)</b>	<b>100%</b> <b>(N=1,367)</b>
<b>Q11. Do you think state and local police enforce the seat belt laws:</b>		
Very Strictly	28.6%	33.5%
Somewhat Strictly	42.8%	41.1%
Not Very Strictly	21.6%	18.9%
Rarely	5.1%	4.7%
Not at All	1.9%	1.8%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,341)</b>	<b>100%</b> <b>(N=1,354)</b>
<b>Q13. What do you think the chances are of getting arrested if you drive after drinking?</b>		
Always	32.3%	34.0%
Nearly Always	22.8%	22.9%
Sometimes	30.6%	30.5%
Seldom	6.0%	4.8%
Never	8.3%	7.8%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,348)</b>	<b>100%</b> <b>(N=1,349)</b>

Question	Pre Wave	Post Wave
<b>Q14. Do you think state and local police enforce the drinking and driving laws:</b>		
Very Strictly	53.5%	59.2%^
Somewhat Strictly	36.8%	32.3%
Not Very Strictly	6.8%	6.7%
Rarely	1.6%	0.7%
Not at All	1.3%	1.2%
<b>Total (N)</b>	<b>100%</b>	<b>100%</b>
	<b>(N=1,349)</b>	<b>(N=1,353)</b>
<b>Q15. Do you think state and local police enforce the overall traffic laws:</b>		
Very strictly	28.0%	32.0%^
Somewhat Strictly	53.5%	51.5%
Not Very Strictly	14.2%	13.3%
Rarely	3.5%	1.9%
Not at All	0.9%	1.2%
<b>Total (N)</b>	<b>100%</b>	<b>100%</b>
	<b>(N=1,352)</b>	<b>(N=1,356)</b>

^ Significant at  $p < .05$

DMV survey responses indicated that respondents had some personal experience with enforcement (Table 5). Respondents were asked if they had ever received a ticket for not wearing a seat belt. There was a non-significant change between waves; 13.5 percent respondents indicated they had received a ticket in pre Wave compared to 12.7 percent in post Wave. There was no change in percentage of respondents indicating having gone through an alcohol checkpoint in the past 30 days (14.1% in pre Wave compared to 14.2% in post Wave). There was a non-significant decrease in percentage of respondents that indicated having gone through a seat belt checkpoint in the past 30 days, from 17.7 percent in pre Wave to 15.9 percent in post Wave. Approximately 10 percent of Respondents reported having received a ticket for cell phone use. The rate of ticketing showed no change from pre Wave (10.5%) to post Wave (9.2%).

**Table 5. Survey Questions 9, 18, 19, 20**

<b>Question</b>	<b>Pre Wave</b>	<b>Post Wave</b>
<b>Q9. Have you ever received a ticket for not wearing your seat belt?</b>		
Yes	13.5%	12.7%
No	86.5%	87.3%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,362)</b>	<b>100%</b> <b>(N=1,360)</b>
<b>Q18. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?</b>		
Yes	14.1%	14.2%
No	85.9%	85.8%
<b>Total (N)</b>	<b>100% N=1,336)</b>	<b>100%</b> <b>(N=1,342)</b>
<b>Q19. In the past 30 days, have you gone through a checkpoint where police were looking for unbelted drivers?</b>		
Yes	17.7%	15.9%
No	82.3%	84.1%
<b>Total (N)</b>	<b>100% N=1,328)</b>	<b>100%</b> <b>(N=1,339)</b>
<b>Q20. Have you ever received a cell phone ticket?</b>		
Yes	10.5%	9.2%
No	89.5%	90.2%
<b>Total (N)</b>	<b>100% N=1,333)</b>	<b>100%</b> <b>(N=1,342)</b>

## Awareness of Safe Driving Message and Slogan Recognition

DMV survey responses indicated some significant increase in public awareness of safe driving messages from pre Wave to post Wave. There was no change in percentage of respondents indicating having “read, seen or heard anything about safe driving in Connecticut” from pre Wave to post Wave, with both waves at 60.9 percent. Those answering yes to this survey question were then asked about the source of the message. Results are summarized in Table 6. Respondents were also asked if they knew the name of any safe driving enforcement program in Connecticut. The slogan “*Drive Sober or Get Pulled Over*” was recognized by 41.3 percent of respondents in pre Wave compared to 52.2 percent of respondents in post Wave,  $p < .0001$ . No other slogan showed a significant increase.

**Table 6. Survey Questions 16 and 17**

<b>Question</b>	<b>Pre Wave</b>	<b>Post Wave</b>
<b>Q16. Have you recently read, seen, or heard anything about safe driving in Connecticut?</b>		
Yes	60.9%	60.9%
No	39.1%	39.1%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,334)</b>	<b>100%</b> <b>(N=1,342)</b>
<b>Q16a. Where did you see or hear about anything about safe driving in Connecticut?</b>		
Newspaper	28.5%	24.3%
Radio	37.1%	38.9%
TV	58.7%	60.8%
Poster/Billboard	36.9%	39.6%
Bus	7.4%	10.6%^
Checkpoint	11.9%	12.3%
Movie	5.8%	5.7%
Other	10.6%	10.6%
<b>Q17. Do you know the name of any safe driving enforcement program(s) in CT?</b>		
Drive Sober or Get Pulled Over	41.3%	52.2%*
Buzzed Driving is Drunk Driving	25.7%	28.6%
Click it or Ticket	72.6%	74.7%
Don't Let This Holiday Be Your Last	13.6%	14.5%
Drunk Driving. Over the Limit. Under Arrest	21.5%	23.9%
You Drink & Drive. You Lose	31.8%	31.2%
A Happy Holiday is a Safe Holiday	8.5%	10.0%
Friends Don't Let Friends Drive Drunk	44.7%	44.3%
Buckle Up CT	31.0%	31.0%
SubtraCT the Distraction	2.4%	2.2%
U Drive. U Text. U Pay	32.3%	31.5%

\*Significant at  $p < 0.01$

^Significant at  $p < 0.05$

## Awareness of Laws and Fines

Survey questions also inquired about respondents' knowledge of seat belt fines and cell phone use fines

There were no significant changes in reported knowledge of either belt or cell phone fines. The most commonly reported fine for a seat belt violation was between \$86 and \$115, reported by 32.2 percent of pre Wave respondents, compared to 32.0 percent of post Wave respondents. The most commonly reported fine for a first offense cell phone violation was between \$100 and \$125, reported by 41.6 percent of Respondents in the pre Wave, compared to 38.9 percent of respondents in the post Wave.

**Table 7. Survey Questions 10 and 21**

<b>Question</b>	<b>Pre Wave</b>	<b>Post Wave</b>
<b>Q10. What is the fine for violating the seat belt law in Connecticut?</b>		
Less than \$35	2.8%	2.4%
\$35 to \$50	14.3%	12.8%
\$51 to \$65	9.7%	11.6%
\$66 to \$85	15.9%	14.0%
\$86 to \$115	32.2%	32.0%
More than \$115	25.2%	27.2%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,153)</b>	<b>100%</b> <b>(N=1,186)</b>
<b>Q21. What is the first offense fine for violating the cell phone law in Connecticut?</b>		
\$99 or less	15.5%	13.8%
\$100 to \$125	41.6%	38.9%
\$126 to \$150	14.2%	17.8%
\$151 to \$175	10.0%	8.6%
\$176 to \$200	8.8%	8.8%
More than \$200	10.0%	12.2%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,095)</b>	<b>100%</b> <b>(N=1,131)</b>

## Connecticut Click It or Ticket Campaign 2015 - DMV Results

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The purpose of this memo is to share with the Connecticut Department of Transportation's Highway Safety Office (HSO) results for Wave 1 (pre) and Wave 2 (post) of the DMV survey effort surrounding the 2015 Click It or Ticket Initiative. A one-page questionnaire was distributed in DMV offices designed to assess respondents' knowledge and awareness of the paid media that was purchased by HSO. The participation of the DMV offices was essential in our analysis of the campaign and we would like to extend our thanks and gratitude to each office for their efforts. Nine CT DMV offices were visited: Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield, and Winsted. The first wave of DMV surveys was conducted directly before the media began and the second wave was collected directly afterward .

A snapshot of the results is provided below whereas detailed analysis of the two survey waves is provided in the following pages. Results indicate that self-reported belt use decreased slightly from Wave 1 to Wave 2. More than eighty percent (86.2%) of respondents reported "*Always*" wearing their seatbelt in Wave 1 dropping (nonsignificantly) to 85.4 percent in Wave 2. The percentage of respondents indicating the chance of getting a ticket was "*Always*" remained stable. Just over one third of respondents indicated that State and Local police enforced the seat belt law "*Very Strictly*" with small decreases from Wave 1 to Wave 2. Respondent personal experience of enforcement increased significantly from Wave 1 to Wave 2 (from 19.8% to 24.7%). Fine awareness also showed significant improvement (35.9% to 39.8%) Awareness of the safe driving messages showed a significant increase from Wave 1 to Wave 2. The number of respondents that reported having "*read, seen, or heard anything*" about extra belt enforcement in Connecticut increased significantly, as did percentage of respondents having read, seen or heard "*anything about belts in Connecticut*". When asked where the safe driving message was heard, the most common answers were *TV and radio*. Recognition of the "***Click It or Ticket***" campaign slogan increased from 87.9 percent in Wave 1 to 90.8 percent in Wave 2.

The tables that follow summarize respondent characteristics as well as survey question results across the two waves. All statistical significance testing was done with chi-square analysis.

## Basic Information and Demographics

Approximately 150 surveys were collected in each office for each wave (Table 1). There were a total of 2,763 survey respondents, 1,392 pre-campaign and 1,371 post-campaign.

**Table 1. DMV Office Location and Number of Completed Surveys, by Wave**

<b>Office Location</b>	<b>Wave 1</b>	<b>Wave 2</b>
Bridgeport	149	151
Hamden	158	153
Danbury	155	154
New Britain	151	151
Norwich	156	151
Waterbury	156	153
Wethersfield	156	150
Winsted	154	152
Norwalk	157	156

Table 2 summarizes the demographic characteristics of survey respondents. During both Wave 1 and Wave 2, just over half (52.8% and 53.4%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 35-49 year olds (28.8% in Wave 1 and 26.8% in Wave 2) and 21-34 year olds (28.6% in Wave 1 and 27.4% in Wave 2). The majority of respondents were White (68.5% in Wave 1 and 70.0% in Wave 2). Just over 20 percent of respondents were Hispanic (24.2% in Wave 1, 20.2% in Wave 2). Significant differences in Wave 1 vs Wave 2 responses for age ( $p < .0001$ ) and Hispanic status ( $p < .05$ ) were also found.

**Table 2. Demographic Characteristics of Survey Respondents**

<b>Characteristic</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Gender</b>		
Male	52.8%	53.4%
Female	47.2%	46.6%
<b>Total (N)</b>	<b>100% (N=1,384)</b>	<b>100% (N=1,366)</b>
<b>Age</b>		
Under 18	0.9%	2.9%*
18-20	3.5%	6.6%
21-34	28.6%	27.4%
35-49	28.8%	26.8%
50-59	21.3%	20.0%
60+	16.8%	16.4%
<b>Total (N)</b>	<b>100% (N=1,383)</b>	<b>100% (N=1,368)</b>
<b>Race</b>		
White	68.5%	70.0%
Black	10.2%	11.5%
Asian	3.8%	3.3%
Native American	0.8%	1.1%
Other	15.8%	13.0%
Multiple	0.9%	1.1%
<b>Total (N)</b>	<b>100% (N=1,302)</b>	<b>100% (N=1,312)</b>
<b>Hispanic</b>		
Yes	24.2%	20.2%^
No	75.8%	79.8%
<b>Total (N)</b>	<b>100% (N=1,308)</b>	<b>100% (N=1,300)</b>
<b>Driving Between Midnight and 4am</b>		
None/Almost None	75.7%	75.4%
A Lot Less Than Half	16.4%	16.3%
About Half	4.7%	5.7%
A Lot More Than Half	1.6%	1.6%
All/Almost All	1.5%	1.0%
<b>Total (N)</b>	<b>100% (N=1,374)</b>	<b>100% (N=1,347)</b>

\*Significant at  $p < 0.01$  ^  $p < 0.05$

## Belt & Reason for Being Stopped by Police

Tables 3 to 7 summarize the findings for Wave 1 and Wave 2 by question. Questions were grouped together with others based on subject similarity.

There was a non-significant decrease in reported seat belt use from Wave 1 to Wave 2. The percentage of respondents reporting “Always” wearing their seat belts was 86.2 percent in Wave 1 compared to 85.4 percent in Wave 2 (see Table 3). Respondents were also asked “When you pass a driver stopped by police [in the daytime/in the nighttime], what do you think the stop was for?” Results for both daytime and nighttime are shown in Table 4.

**Table 3. Self Reported Belt Use, Question 11**

Question	Wave 1	Wave 2
<b>Q11. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?</b>		
Always	86.2%	85.4%
Nearly Always	7.3%	8.8%
Sometimes	4.1%	3.0%
Seldom	1.1%	1.3%
Never	1.3%	1.5%
<b>Total (N)</b>	<b>100% (N=1,379)</b>	<b>100% (N=1,360)</b>

**Table 4. Reasons for Being Stopped by Police, Questions 6 and 7 (multiple responses)**

Question	Wave 1	Wave 2
<b>Q6. When you pass a driver stopped by police in the daytime, what do you think the stop was for?</b>		
Speeding	72.1%	73.2%
Seat Belt Violation	23.5%	21.9%
Drunk Driving	4.3%	5.5%
Reckless Driving	7.8%	8.2%
Registration Violation	8.2%	8.5%
Other	12.8%	14.2%
<b>Total N</b>	<b>N=1,355</b>	<b>N=1,323</b>
<b>Q7. When you pass a driver stopped by police in the nighttime, what do you think the stop was for?</b>		
Speeding	46.7%	46.2%
Seat Belt Violation	7.7%	7.0%
Drunk Driving	44.7%	47.9%
Reckless Driving	19.3%	18.1%
Registration Violation	5.1%	4.5%

Other	11.6%	11.6%
<b>Total N</b>	<b>N=1,345</b>	<b>N=1,333</b>

**Perception of Severity of Enforcement & Experience with Enforcement**

DMV survey responses showed no significant increase or decrease in perception of enforcement severity from Wave 1 to Wave 2 (Table 5). When asked to evaluate the chance of receiving a ticket for not using a seat belt, 25.6 percent of respondents in Wave 1 indicated it was “Always”, compared to 25.5 percent in Wave 2. More than a third (38.2%) of Wave 1 respondents judged that State police enforced seat belt laws “Very Strictly” compared to 36.8 percent in Wave 2. When asked about severity of enforcement by Local police: 35.3 percent of Wave 1 respondents selected “Very Strictly”, compared to 33.6 percent in Wave 2.

**Table 5. Survey Questions 12, 13, 14**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q12. What do you think the chances are of getting a ticket if you don't wear your seatbelt?</b>		
Always	25.6%	25.5%
Nearly Always	19.2%	20.1%
Sometimes	38.8%	35.9%
Seldom	11.9%	14.3%
Never	4.5%	4.1%
<b>Total (N)</b>	<b>100% (N=1,377)</b>	<b>100% (N=1,351)</b>
<b>Q13. Do you think the Connecticut State Police enforce the seat belt law:</b>		
Very strictly	38.2%	36.8%
Somewhat Strictly	41.0%	42.7%
Not Very Strictly	15.9%	16.1%
Rarely	4.1%	3.2%
Not at All	0.9%	1.2%
<b>Total (N)</b>	<b>100% (N=1,374)</b>	<b>100% (N=1,349)</b>
<b>Q14. Do you think the local police enforce the seat belt law:</b>		
Very strictly	35.3%	33.6%
Somewhat Strictly	40.6%	42.1%
Not Very Strictly	18.1%	17.7%
Rarely	5.0%	4.6%
Not at All	1.1%	2.0%
<b>Total (N)</b>	<b>100% (N=1,368)</b>	<b>100% (N=1,347)</b>

DMV survey responses indicated that respondents had some personal experience with enforcement (Table 6). More than 10 percent of respondents received a belt ticket at some point (12.0% in Wave 1 vs. 14.5% in Wave 2). There was a significant increase in percentage of respondents having experienced seat belt enforcement in the past month, from 19.8 percent in Wave 1 to 24.7 percent in Wave 2 ( $p < .01$ ). Participants were asked whether or not police should be able to stop a vehicle solely for a seat belt violation. There was little change from Wave 1 (76.1% responding *yes*) to Wave 2 (77.5%). Respondents were given a selection of dollar ranges to identify the Connecticut seat belt violation fine. More than a third (35.9% in Wave 1 and 39.8% in Wave 2) selected the corrected amount. Responses from Wave 1 to Wave 2 were significantly different ( $p < .05$ ), with more respondents showing awareness for the correct fine amount in Wave 2 compared to Wave 1.

**Table 6. Survey Questions 15, 17, 20 and 8**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q15. Have you ever received a ticket for not wearing your seat belt?</b>		
Yes	12.0%	14.5%
No	88.0%	85.5%
<b>Total (N)</b>	<b>100% (N=1,342)</b>	<b>100% (N=1,313)</b>
<b>Q17. In the past month, have you personally experienced enforcement by police looking at seat belt use?</b>		
Yes	19.8%	24.7%*
No	80.2%	75.3%
<b>Total (N)</b>	<b>100% (N=1,352)</b>	<b>100% (N=1,337)</b>
<b>Q20. Should the police be able to stop a vehicle for a seat belt violation alone?</b>		
Yes	76.1%	77.5%
No	23.9%	22.5%
<b>Total (N)</b>	<b>100% (N=1,329)</b>	<b>100% (N=1,308)</b>
<b>Q8. What is the fine for violating the seat belt law in Connecticut?</b>		
Less than \$35	3.3%	1.8%
\$35-\$50	12.2%	10.9%
\$51-\$65	10.2%	8.7%
\$66-\$85	14.2%	15.0%
\$86-\$115	35.9%	39.8%^
Over \$115	24.1%	23.8%
<b>Total (N)</b>	<b>100% (N=1288)</b>	<b>100% (N=1,260)</b>

\*Significant at  $p < 0.01$

^  $p < 0.05$

## Awareness of Seat Belt Message and Slogan Recognition

DMV survey responses indicated an increase in public awareness of seat belt messages from Wave 1 to Wave 2. There was a significant increase in percentage of respondents indicating having “seen or heard about extra enforcement where police were looking at seat belt use” from Wave 1 to Wave 2 (from 39.7% to 50.6%, respectively,  $p < .0001$ ). When asked if they had recently “read, seen or heard anything about seat belts in Connecticut, 50.1 percent of respondents answered affirmatively in Wave 1 compared to 57.8 percent in Wave 2 ( $p < .0001$ ). Those answering yes to the latter question were then asked about the source and the nature of the message. Results are summarized in Table 7. Respondents were also asked if they knew the name of any seat belt enforcement program in Connecticut. The campaign slogan, “**Click It or Ticket**” increased (nonsignificantly) in recognition from 87.9 percent in Wave 1 to 90.8 percent in Wave 2 (see Table 7).

**Table 7. Survey Questions 16, 18, 19**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q16. In the past month, have you seen or heard about extra enforcement where police were looking at seat belt use?</b>		
Yes	39.7%	50.6%*
No	60.3%	49.4%
<b>Total (N)</b>	<b>100% (N=1,367)</b>	<b>100% (N=1,352)</b>
<b>Q18. Have you recently read, seen, or heard anything about seat belts in Connecticut?</b>		
Yes	50.1%	57.8%*
No	49.9%	42.2%
<b>Total (N)</b>	<b>100% (N=1,392)</b>	<b>100% (N=1,371)</b>
<b>Q18a. Where did you see or hear about anything about safe driving in Connecticut? (multiple answers)</b>		
Newspaper	17.9%	15.9%
Radio	32.2%	34.7%
TV	48.1%	46.2%
Internet	13.3%	15.9%
Brochure	5.3%	7.1%
Checkpoint	18.2%	21.4%
Other	19.2%	19.3%
<b>Q18b. What type of message was it?</b>		
Enforcement	16.2%	22.1%
Safety	8.5%	9.0%
Political Opinion	0.0%	1.4%
Don't Know/Don't Remember	2.8%	1.4%
Specific Slogan	72.5%	66.2%
<b>Total (N)</b>	<b>100% (N=142)</b>	<b>100% (N=145)</b>
<b>Q19. Do you know the name of any safe driving enforcement program(s) in CT? (multiple responses)</b>		

Buckled or Busted	7.7%	7.0%
Buckle Up Connecticut	21.2%	17.3%
Click It or Ticket	87.9%	90.8%
Operation Stay Alive	4.5%	4.4%

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\*Significant at  $p < 0.01$

^  $p < 0.05$

## Perception and Awareness of Speed Enforcement

There was no change in reported speeding from Wave 1 to Wave 2. The percentage of respondents that reported “*Always*” driving over 35mph in a 30mph zone was 9.0 percent in both Waves 1 and 2 (see Table 8). DMV survey responses indicated a significant increase in public awareness of speed enforcement from Wave 1 to Wave 2. The percentage of Respondents indicating having “*read, seen or heard about speed enforcement*” was 46.6 percent in Wave 1 compared to 52.2 percent in Wave 2,  $p < .01$ . When asked to evaluate the chance of receiving a ticket for driving over the speed limit, 18.0 percent of Respondents in Wave 1 indicated it was “*Always*”, compared to 18.2 percent in Wave 2. Details for these questions are shown in Table 8.

**Table 8. Survey Questions 21, 22, 23**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q21. On a local road with a speed limit of 30mph, how often do you drive faster than 35mph?</b>		
Always	9.0%	9.0%
Nearly Always	15.1%	14.6%
Sometimes	42.7%	41.3%
Seldom	19.8%	21.5%
Never	13.4%	13.6%
<b>Total (N)</b>	<b>100% (N=1,362)</b>	<b>100% (N=1,339)</b>
<b>Q22. Have you recently read, seen, or heard anything about speed enforcement?</b>		
Yes	46.6%	52.2%*
No	53.4%	47.8%
<b>Total (N)</b>	<b>100% (N=1,336)</b>	<b>100% (N=1,319)</b>
<b>Q23. What do you think the chances are of getting a ticket if you drive over the speed limit?</b>		
Always	18.0%	18.2%
Nearly Always	22.4%	23.7%
Sometimes	47.5%	46.0%
Seldom	8.7%	9.0%
Never	3.3%	3.0%
<b>Total (N)</b>	<b>100% (N=1,350)</b>	<b>100% (N=1,328)</b>

\*Significant at  $p < 0.01$

^  $p < 0.05$

**2015 Connecticut Labor Day Impaired Driving Campaign  
DMV SURVEY RESULTS**

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The purpose of this memo is to share with the Connecticut Department of Transportation’s Highway Safety Office (HSO) results for Wave 1 (pre) and Wave 2 (post) of the DMV survey effort surrounding the Labor Day 2015 Impaired Driving Initiative. A one-page questionnaire was distributed in DMV offices and was designed to assess respondents’ knowledge and awareness of the paid media that was purchased by the HSO and aired during the campaign. The participation of the DMV offices was essential in our analysis of the campaign and we would like to extend our thanks and gratitude to each office for their efforts. Nine CT DMV offices were visited: Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield and Winsted. The first wave of DMV surveys was conducted before any media or enforcement began (August 4 – August 8, 2015) and the second wave was collected directly afterward (September 8 – 18, 2015).

Detailed analysis of the two survey waves is provided in the following pages. A snapshot of the results is provided below. Results indicated a small decrease (nonsignificant) of self-reported driving after drinking between Wave 1 and Wave 2. The number of respondents that reported having zero incidence of driving after drinking went from 84.8 percent in the baseline survey to 85.8 percent during Wave 2. The percentage of respondents reporting having “*read, seen, or heard anything about alcohol impaired driving*” remained stable at about 64 percent for both Waves. When asked where the impaired driving message was heard, *television, newspaper and radio* were the most common answers provided. Recognition of the “**Drive Sober or Get Pulled Over**” campaign slogan showed a (nonsignificant) increase, going from 50.2 percent in Wave 1 to 54.5 percent in Wave 2. The tables that follow summarize respondent characteristics as well as survey question results across the two waves. All statistical significance testing was done with chi-square analysis.

**Basic Information and Demographics**

Approximately 150 surveys was the collection goal for each office per Wave (Table 1). There were a total of 2,621 survey respondents; 1,407 pre-campaign and 1,214 post-campaign. (Note: Wave 2 coincided with the CT DMV software upgrade. Office closures and/or excessive in-office customer traffic affected the ability of our surveyors to collect the full quota of respondents for some offices.)

**Table 1. DMV Office Location and Number of Completed Surveys, by Wave**

Office Location	Wave 1	Wave 2
Bridgeport	151	150
Danbury	152	133
Hamden	160	155
New Britain	159	100
Norwalk	152	152
Norwich	152	88
Waterbury	176	154
Wethersfield	152	151
Winsted	153	131

Table 2 summarizes the demographic characteristics of the survey respondents, with significant pre to post demographic shifts occurring for the Gender, Race and Hispanic questions. A significant increase in male respondents was shown from Wave 1 to Wave 2 (52.2% and 56.7%, respectively). The majority of respondents were White (71.9% in Wave 1 and 64.3% in Wave 2), with the drop representing a significant decline,  $p < .01$ . The percent of respondents that were Hispanic increased significantly (17.4% in Wave 1, 22.5% in Wave 2,  $p < .01$ ). During both waves, the most common reported age category for respondents were 50-59 year olds (21.2% in Wave 1 and 21.0% in Wave 2). Very similar results for all age categories were found when comparing results for Wave 1 and Wave 2.

**Table 2. Descriptive Characteristics of Survey Respondents**

<b>Characteristic</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Gender</b>		
Male	52.2%	56.7% <sup>^</sup>
Female	47.8%	43.3%
<b>Total (N)</b>	<b>100% (N=1,403)</b>	<b>100% (N=1,212)</b>
<b>Age</b>		
16-20	7.3%	5.6%
21-25	10.1%	11.9%
26-34	17.2%	19.1%
35-39	9.3%	8.5%
40-49	17.0%	17.5%
50-59	21.2%	21.0%
60+	17.9%	16.3%
<b>Total (N)</b>	<b>100% (N=1,402)</b>	<b>100% (N=1,209)</b>
<b>Race</b>		
White	73.0%	65.0%*
Black	11.2%	13.3%
Asian	4.2%	5.5%
Native American	0.5%	0.6%
Other	11.0%	15.6%
Multiple	1.6%	1.0%
<b>Total (N)</b>	<b>100% (N=1,349)</b>	<b>100% (N=1,158)</b>
<b>Hispanic</b>		
Yes	17.4%	22.5%*
No	82.6%	77.5%
<b>Total (N)</b>	<b>100% (N=1,368)</b>	<b>100% (N=1,165)</b>

\*Significant at  $p < 0.01$

<sup>^</sup>  $p < 0.05$

## Belt & Alcohol Use

Tables 3 to 6 summarize the findings for Wave 1 and Wave 2 by question. Questions were grouped together with others based on subject similarity.

There was very little change in respondent reports of “Always” wearing a seat belt from Wave 1 (86.7%) to Wave 2 (85.8%). Also relatively unchanged was the percentage of respondents indicating that, in the past 30 days, they had zero incidence of driving within two hours after drinking (from 84.8% in Wave 1 to 85.8% in Wave 2). Though the change was not significant, when asked about their pattern of driving after drinking compared with three months ago, more respondents reported that they “do not drive after drinking” during Wave 2 (84.9%) compared to Wave 1 (81.6%).

**Table 3. Belt Use and Alcohol Use, Questions 6, 7, 9**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q6. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?</b>		
Always	86.7%	85.8%
Nearly Always	7.1%	7.3%
Sometimes	4.1%	4.1%
Seldom	0.9%	1.6%
Never	1.1%	1.3%
<b>Total (N)</b>	<b>100% (N=1,401)</b>	<b>100% (N=1,208)</b>
<b>Q7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?</b>		
None	84.8%	85.8%
1 or more times	15.2%	14.2%
<b>Total (N)</b>	<b>100% (N=1,403)</b>	<b>100% (N=1,214)</b>
<b>Q9. Compared with 3 months ago, are you now driving after drinking</b>		
More Often	0.8%	0.8%
Less Often	5.2%	5.2%
About the Same	12.5%	9.2%
Do Not Drive after Drinking	81.6%	84.9%
<b>Total (N)</b>	<b>100% (N=1,356)</b>	<b>100% (N=1,169)</b>

## Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses generally indicated small to no changes in perception of enforcement severity from Wave 1 to Wave 2 (Table 4). When asked to evaluate the chances of getting arrested if driving after drinking, Wave 1 and Wave 2 results were similar. Roughly 45 percent of respondents (44.7% in Wave 1 and 45.6% in Wave 2) indicated chances of arrest was “Always” or “Nearly Always”. Over forty percent (44.3% of Wave 1 respondents and 46.1% of Wave 2 respondents) judged that local police enforced the drinking and driving laws “Very Strictly”. When asked about enforcement of drinking and driving laws by state police, 50.1 percent of respondents judged it was enforced “Very Strictly” in Wave 1, increasing slightly (non-significantly) to 53.4 percent in Wave 2. Similar percentages of respondents in both waves judged that the penalties for impaired driving were “Not Strict Enough” (26.7% and 27.5% respectively) for Waves 1 and 2.

**Table 4. Survey Questions 8, 10, 11, 12**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q8. What do you think the chances are of getting arrested if you drive after drinking?</b>		
Always	24.3%	29.1%
Nearly Always	20.4%	16.6%
Sometimes	34.3%	33.0%
Seldom	8.7%	9.2%
Never	12.3%	12.2%
<b>Total (N)</b>	<b>100% (N=1,378)</b>	<b>100% (N=1,184)</b>
<b>Q10. Do you think local police enforce the drinking and driving laws:</b>		
Very strictly	44.3%	46.1%
Somewhat strictly	39.2%	36.2%
Not very strictly	11.6%	12.7%
Rarely	2.8%	3.0%
Not at all	2.1%	2.0%
<b>Total (N)</b>	<b>100% (N=1,379)</b>	<b>100% (N=1,185)</b>
<b>Q11. Do you think state police enforce the drinking and driving laws:</b>		
Very strictly	50.1%	53.4%
Somewhat strictly	36.1%	33.7%
Not very strictly	9.4%	9.5%
Rarely	2.9%	2.0%
Not at all	1.5%	1.4%
<b>Total (N)</b>	<b>100% (N=1,382)</b>	<b>100% (N=1,181)</b>
<b>Q12. Do you think the penalties for alcohol impaired driving are:</b>		
Too Strict	8.1%	9.8%

About Right	54.0%	54.9%
Not Strict Enough	26.7%	27.5%
Don't Know	11.3%	7.7%
<b>Total (N)</b>	<b>100% (N=1,390)</b>	<b>100% (N=1,191)</b>

DMV survey responses indicated no significant change in number of respondents having personally experienced impaired driving enforcement (Table 5). A similar percent of respondents had gone through an alcohol checkpoint in the past 30 days (15.6% in Wave 1 vs. 17.1% in Wave 2).

**Table 5. Survey Question 13**

Question	Wave 1	Wave 2
<b>Q13. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?</b>		
Yes	15.6%	17.1%
No	84.4%	82.9%
<b>Total (N)</b>	<b>100% (N=1,383)</b>	<b>100% (N=1,193)</b>

### **Awareness of Impaired Driving Message and Slogan Recognition**

DMV survey responses indicated no increase in overall public awareness of impaired driving messages from Wave 1 to Wave 2. The percentage of respondents indicating having *read, seen or heard anything about impaired driving in Connecticut* was nearly identical from Wave 1 to Wave 2 (64.0% and 63.9% respectively). Those answering “yes” to this survey question were then asked about the source of messages. Results are summarized in Table 6. Wave 1 to Wave 2 awareness levels increased for all sources except *brochure*, with all pre-post comparisons falling below significant levels. The most commonly reported sources include *television radio* and *newspaper*. Respondents were also asked if they knew the name of any impaired driving enforcement program in Connecticut. The campaign slogan “**Drive Sober or Get Pulled Over**” showed a nonsignificant increase in awareness (from 50.2% to 54.5% of respondents in Waves 1 and 2 respectively). Awareness of the “**Friends Don’t Let Friends Drive Drunk**” campaign decreased significantly (49.3% of respondents in Wave 1 to 43.1% of respondents in Wave 2,  $p < .05$ ). Two of the slogans with the lowest awareness levels showed a significant increase in recognition from Wave 1 to Wave 2: 1) the campaign slogan “**Checkpoint Strikeforce**” (3.7% to 6.1% of respondents respectively) and 2) “**90 Day Blues**” (0.6% to 2.0% of respondents respectively), both significant at  $p < .05$ .

Table 6. Survey Questions 14 and 15

Question	Wave 1	Wave 2
<b>Q14. Have you recently read, seen, or heard anything about impaired driving in Connecticut?</b>		
Yes	64.0%	63.9%
No	36.0%	36.1%
<b>Total (N)</b>	<b>100% (N=1,392)</b>	<b>100% (N=1,197)</b>
<b>Q14a. Where did you see or hear about anything about safe driving in Connecticut?</b>		
Newspaper	30.9%	32.7%
Radio	30.3%	33.5%
TV	65.9%	68.1%
Poster/Billboard	25.4%	28.2%
Brochure	3.7%	3.4%
Police Checkpoint	8.5%	9.7%
Other	12.7%	13.9%
<b>Total (N)</b>	<b>100% (N=891)</b>	<b>100% (N=765)</b>
<b>Q15. Do you know the name of any safe driving enforcement program(s) in CT?</b>		
Drive Sober or Get Pulled Over	49.8%	45.5%
Drunk Driving. Over the Limit, Under Arrest	28.8%	24.7%
You Drink & Drive. You Lose	40.6%	36.6%
Team DUI	3.6%	5.0%
Friends Don't Let Friends Drive Drunk	49.3%	43.1%^
Checkpoint Strikeforce	3.7%	6.1%^
Please Step Away from Your Vehicle	4.2%	5.4%
90 Day Blues	0.6%	2.0%^
MADD's Red Ribbon	14.8%	12.3%
<b>Total (N)</b>	<b>100% (N=891)</b>	<b>100% (N=765)</b>

^ Significant at  $p < 0.05$