

Massachusetts FFY 2010 Highway Safety Annual Report



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Message from Governor's Highway Safety Representative

The mission of the Executive Office of Public Safety and Security's Highway Safety Division (EOPSS/HSD) is to reduce fatalities, injuries, and economic losses from motor vehicle crashes on Massachusetts roadways. We continue to base our work on the concept that any death or injury on our roadways is one too many and that traffic crashes are preventable.

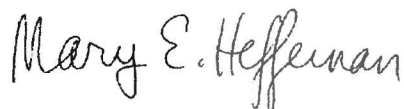
I thank the staff of the EOPSS/HSD, located within the Office of Grants and Research (OGR), for their efforts in FFY 2010 and in particular for the development of this Annual Report:

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EOPSS/HSD conducted extensive outreach to its safety partners in 2010. EOPSS/HSD hosted five listening sessions with more than 125 stakeholders, including representatives from 41 law enforcement agencies, to discuss emerging trends in roadway safety and to identify opportunities for additional partnerships.

In the past year, the Commonwealth has made significant gains toward improving highway safety. Based on preliminary 2009 data, total fatalities decreased by 5% and the number of motor vehicle crashes decreased by 14% from 2008. In June 2010, Governor Patrick signed the Safe Driving Bill into law. Among other provisions, the law bans sending, typing or reading electronic messages to or from handheld devices while operating a motor vehicle. The law also bans the use of all handheld electronic devices by junior operators while behind the wheel. I believe this new law makes our roads safer for everyone in the Commonwealth.

I am pleased to submit this Federal Fiscal Year (FFY) 2010 Annual Report in fulfillment of the Commonwealth of Massachusetts' Section 402 grant requirements with the National Highway Traffic Safety Administration (NHTSA). The report highlights many accomplishments of the EOPSS/HSD and its highway safety partners.



Mary E. Heffernan, Massachusetts Secretary of Public Safety and Security and Governor's Highway Safety Representative

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Executive Summary

■ FFY 2010 Accomplishments

- In the fourth year of the Federal multiyear transportation funding bill, the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), EOPSS/HSD successfully applied to NHTSA for \$7,772,042 in new highway safety grant funding under Sections 402 (general highway safety), 405 (occupant protection), 408 (traffic records), 410 (impaired driving), 2010 (motorcycle safety), and 2011 (booster seats) for FFY 2010. EOPSS/HSD also applied for and received \$356,400 from the U.S. Department of Justice (underage drinking prevention) in FFY 2010.
- According to preliminary statistics from the Registry of Motor Vehicles (RMV), Massachusetts fatalities dropped five percent from 364 in 2008 to 347 in 2009.
- EOPSS/HSD's June 2010 statewide safety belt observation survey showed that Massachusetts maintained the 74% use rate achieved in 2009. This matches the highest safety belt use rate ever reported for the Commonwealth.
- In June 2010, Governor Patrick signed the Safe Driving Bill into law. This law became effective on September 30, 2010. Among other provisions, the law bans sending, typing or reading electronic messages to or from handheld devices while operating a motor vehicle. This includes use of the Internet and text messaging. The law also bans the use of all handheld electronic devices by junior operators while behind the wheel. EOPSS/HSD teamed up with Massachusetts Department of Transportation (MassDOT) to form a coalition of stakeholders to maximize the public awareness of the provisions of this law and the dangers of distracted driving. To that end, all of MassDOT's variable message signs displayed messages regarding the law's enactment and all eight of the electronic billboards in the state have been running messages as well. A press conference was held on September 29, 2010 which brought the Secretaries of Public Safety and Security and Transportation together at a driving school to discuss distracted driving and the consequences of risky driving behaviors. This event resulted in considerable media coverage.



Governor Deval Patrick with other traffic safety stakeholders after he signed the Safe Driving Bill

- On July 31, 2010, Governor Patrick signed the Act Regulating the Use of Off-Highway and Recreation Vehicles, which prohibits any use of an off-highway vehicle by children under age 14. This new age restriction does not apply to the use of dirt bikes or snowmobiles. The legislation also substantially increases the penalty for driving an off-highway vehicle while intoxicated from a maximum \$75 fine to a maximum \$5,000 fine. In addition, the bill requires mandatory safety training for all off-highway vehicle operators 18 years old and younger, creates an off-highway vehicle program fund supported by off-highway vehicle registration revenues and fines in order to improve enforcement and develop and maintain off-highway vehicle trails, resulting in the reduction of allowable off-highway vehicle noise levels. The bill also establishes an off-highway vehicle advisory group to increase communication among off-highway vehicle riders, land owners, law enforcement agencies and other interested parties.
- On August 7, 2010, Governor Patrick signed the Act Requiring Adequate Education Relative to the Proper Safety and Operation of a Motorcycle for Minors, which strengthens the requirements for junior operators of motorcycles, including successful completion of an examination and driving test; submission of an application, signed by both the applicant and a parent or guardian; and successful completion of a motorcycle basic rider course.
- EOPSS/HSD continued to enhance and provide training to approximately 75 law enforcement officers and other traffic safety stakeholders on the Massachusetts Traffic Records Analysis Center (MassTRAC), a web-based solution for crash records and citation analysis, mapping, and reporting. The software provides quick and easy user access to crash data, citation data, tabulations, maps, and counts of crashes, vehicles, drivers, passengers, and non-motorists. This tool allows the user to more effectively identify problem locations and target their human and financial resources for areas of greatest need.
- In FFY 2010, EOPSS/HSD hosted a NHTSA-sponsored Management Review. It was conducted in May 2010 and there were no findings, which means that their review showed EOPSS/HSD was in compliance with Federal and/or state laws, regulations, rules, and/or federal written policy and/or guidelines.
- In April 2010, EOPSS/HSD partnered with Students Against Destructive Decisions (SADD), Harpo Studios and other safety advocates to promote National No Phone Zone Day. No Phone Zone Day is a movement inspired by Oprah Winfrey dedicated to the elimination of distracted driving, in particular the use of cellular phones while driving. As part of an April 30, 2010 event, EOPSS/HSD coordinated with Harpo Studios and four other states to conduct town hall meetings and discussions with teens about the dangers of distracted driving. Each town hall also participated in live telecasts with Oprah, successfully raising the



Boston No Phone Zone Town Hall Meeting

profile of distracted driving as an issue nationally. At the Boston event, hundreds of students representing SADD chapters from across the state, along with other traffic safety stakeholders, joined in a lively back and forth discussion with a distinguished panel of traffic safety experts.

- During spring of 2010, EOPSS/HSD, along with government and corporate partners, conducted a Safe Prom and Graduation Campaign, "Dance. Don't Chance." The centerpiece of the initiative was a contest for high school students to submit 60-second videos with messages about safe driving, seat belt use, and avoidance of alcohol and other drugs. The 66 video submissions were available for viewing on-line and the winning one from Pembroke High School was highlighted at a public event. EOPSS/HSD secured sponsors who donated prizes for contest winners valued at approximately \$3,000.



Secretary Heffernan at the Dance. Don't Chance. event

- EOPSS/HSD established the Highway Safety Trust Fund
- Traffic safety advocates made a concerted effort to encourage the legislature to enact a primary safety belt bill. Legislation was introduced and EOPSS/HSD developed a detailed report summarizing the benefits of primary enforcement and highlighting the Commonwealth's opportunity to receive \$13.6 million in grant funding from NHTSA for passing the law. However, this legislation was dropped from the budget and stalled in a legislative committee.
- EOPSS/HSD continued its service on the Executive Leadership Committee of the MassDOT-Led Massachusetts Strategic Highway Safety Plan (SHSP) effort.
- The EOPSS/HSD contracted with 258 municipal and one campus police department to conduct five high-visibility traffic enforcement mobilizations during the year: Click It or Ticket (CIOT) Mobilizations in November 2009, May and July 2010 and Drunk Driving. Over the Limit. Under Arrest. (DDOLUA) Mobilizations in December 2009 and August 2010. The Massachusetts State Police (MSP) also participated in the five mobilizations.
- In 2010, EOPSS/HSD conducted five stakeholder outreach and listening sessions across the Commonwealth. Approximately 125 people attended these sessions, including representatives from 41 law enforcement agencies. The purpose of these sessions was to present the most recent crash and mobilization data, discuss current issues, and obtain feedback from stakeholders about their communities' and organizations' greatest needs and challenges. In additions, the sessions focused on addressing grant reporting issues and encouraging increased enforcement of the Commonwealth's safety belt law.
- EOPSS/HSD and its partners continued to implement key recommendations from the 2005 NHTSA Impaired Driving Assessment, the 2007 NHTSA Occupant Protection

Assessment, the 2009 Traffic Records Assessment, and the 2009 Occupant Protection Special Management Review.

- With assistance from the traffic records contractor, the Massachusetts Traffic Records Coordinating Committee (TRCC), the Massachusetts Executive-Level Traffic Records Coordinating Committee (METRCC), and NHTSA Region I, EOPSS/HSD submitted an application for the FFY 2010 State Traffic Safety Information System Improvement Grant (Section 408). Applications were also submitted for FFY 2010 Sections 403, 2010, 2011, 405, and 410 funding. Additional funding was requested from the U.S. Office of Juvenile Justice and Delinquency Prevention (OJJDP) for enforcement of underage drinking laws.
- The Commonwealth demonstrated measurable progress in the accuracy of the Massachusetts Crash Data System, as evidenced by the increase, from 83.5% during July 1 - December 31, 2008, to 88.7% during July 1 - December 31, 2009, in the percentage of crash reports from 2007 that were entered into the database with geocodes. This progress made the Commonwealth eligible for a subsequent year of Section 408 funding (\$500,000).
- In January 2010, the METRCC, chaired by the Undersecretary of Forensic Science and Technology at EOPSS, was established. This group is comprised of agency directors who set the vision and mission for the working-level Traffic Records Coordinating Committee. Through the coordinated efforts of its member organizations, the METRCC provides a forum for the creation, implementation, management, and dissemination of accessible, accurate, complete, consistent, integrated, timely, and useful traffic records data to aid decision-makers working to reduce transportation-related fatalities, injuries, and economic losses in Massachusetts.
- EOPSS/HSD in cooperation with the Massachusetts Chiefs of Police Association hosted two Massachusetts Law Enforcement Challenges (MLEC), which were modeled after the National Law Enforcement Challenge sponsored by the International Association of Chiefs of Police. MSP and seventeen municipal police departments participated in the Challenges and were recognized at award ceremonies conducted in November 2009 and June 2010. Donated prizes from VIP sponsors, valued at over \$30,000, were awarded to all participants.
- EOPSS/HSD was selected as a recipient of the 2010 OJJDP Success Story Awards and presented at OJJDP's 12th National Enforcement of Underage Drinking Laws Leadership Conference. This selection was made based on the FFY 2009 program with four Massachusetts District Attorney's Offices to host underage drinking prevention conferences.
- EOPSS/HSD obligated Section 1906 (Fair and Impartial Policing) funds to conduct a series of chief and supervisor trainings on traffic stop data collection practices, a series of train-the-trainer sessions, and to produce educational materials for delivery in video and on-line



formats on how law enforcement personnel and citizens can work to reduce or prevent racial profiling within their communities.

- In FFY 2010, EOPSS/HSD hosted a NHTSA-sponsored Motorcycle Assessment. The assessment was conducted in June/July 2010 and the team provided many recommendations that will enhance the Commonwealth's program.
- EOPSS/HSD provided funds for interpretation, translation and specialized printing services for those in need of accommodations relative to the Americans with Disabilities Act (ADA). Programmatic, organizational, and procedural improvements were made to alert the public to the availability of such accommodations.
- EOPSS/HSD provided funds allocated by the U.S. Department of Transportation to MassDOT for statewide hazard elimination and safety improvement projects. EOPSS/HSD continued to monitor spending patterns of these funds.
- EOPSS/HSD staff attended professional development courses offered by NHTSA as well as a number of national conferences and meetings throughout the year. They included NHTSA Program Management, NHTSA Instructor Development Training, NHTSA Bi-Regional all-Inclusive Data Group Exchange Workshop, the Governors' Highway Safety Association Annual Meeting, the Lifesavers Conference, the Northeast Traffic Safety Conference, the Association of Transportation Safety Information Professionals Traffic Records Forum and the Annual OJJDP National Leadership Conference.
- EOPSS/HSD is pleased to showcase five noteworthy projects beginning on page 60 of this Annual Report.

■ FFY 2010 Challenges

- Preliminary 2009 data show there was a drastic increase in the number of unhelmeted fatalities from 1 in 2008 to 13 in 2009. Unhelmeted motorcycle fatalities comprised 2% of all motorcycle fatalities in 2008 but comprised 25% in 2009.
- Preliminary 2009 data indicate an increase in the number of speeding-related fatalities from 97 in 2008 to 116 in 2009. Speed-related fatalities comprised 27% of all fatalities in 2008, but comprised 33% in 2009.
- The Fair Information Practices Act prohibited the Office of the Chief Medical Examiner (OCME) from providing toxicology and Blood Alcohol Concentration (BAC) test results for fatally injured persons for the Fatality Analysis Reporting System (FARS). In November 2010, a regulation was passed to allow the OCME to provide this data, however; the 2009 FARS information contained in the FFY 2010 Annual

Report only contains toxicology and BAC data for the first three quarters of the year. The remaining data will be entered by December 31, 2010.

- Despite significant efforts to educate the legislature on the health and financial benefits of a primary seat belt law, the Massachusetts Legislature did not enact such legislation.
- In 2010, OGR and HSD were impacted by state budget cuts which resulted in up to six days of unpaid furlough for management and three days for some non-management staff.

Occupant Protection

Occupant protection relates to the use of safety belts, booster seats, and child safety seats by motor vehicle drivers and passengers. Massachusetts historically has had one of the lowest statewide safety belt use rates in the country, behind the national safety belt use rate by 9 to 16 percentage points (see Figure 1). This may be due in part to the secondary safety belt law in the Commonwealth. This type of law limits law enforcement to issuing safety belt violations only after they have first stopped motorists for primary traffic violations, such as speeding. A primary safety belt law allows law enforcement to stop vehicles whenever unbelted drivers or passengers are observed.

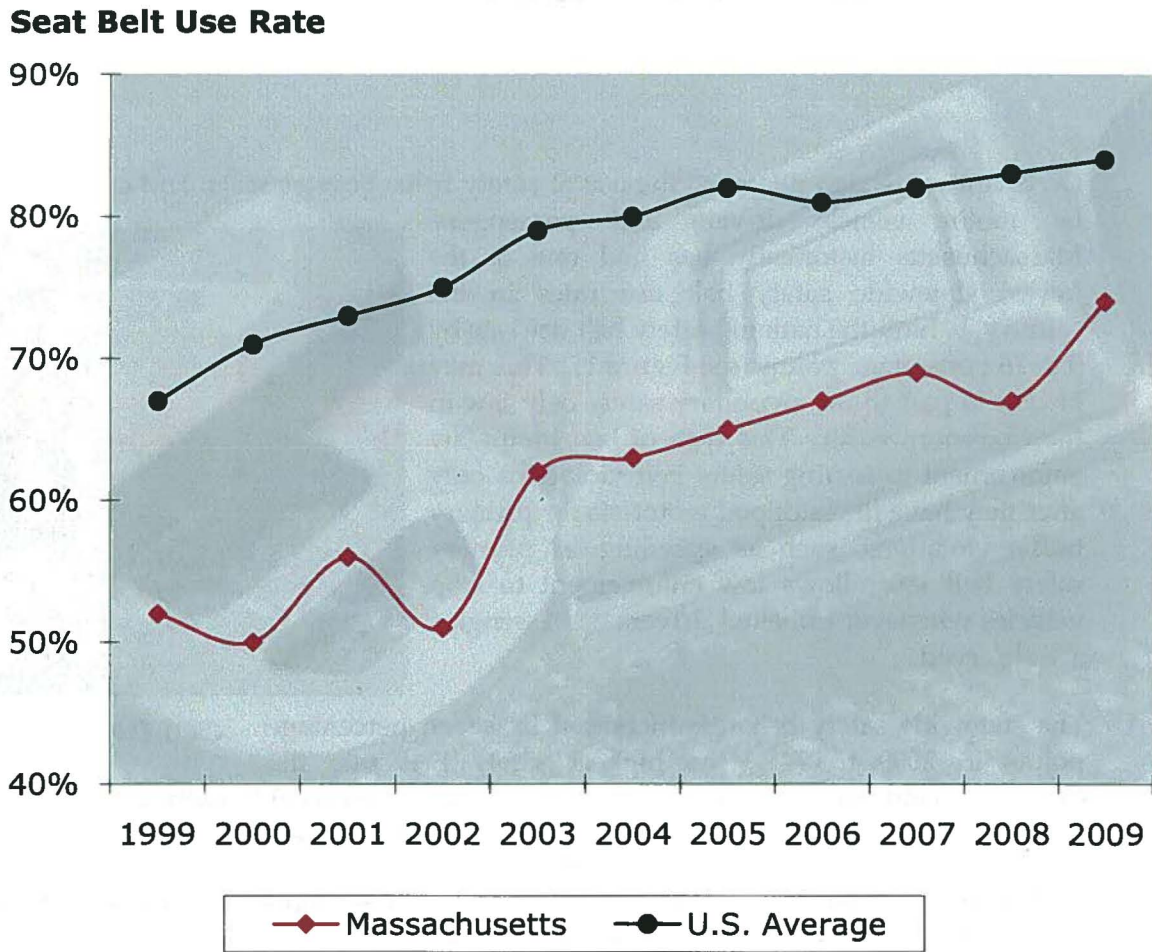


The statewide safety belt rate increased by seven percentage points in 2009 to 74%, the highest safety belt rate the Commonwealth has ever recorded. In 2010, the Commonwealth maintained the 2009 rate of 74%. However, it still lags 10 points behind the nationwide rate. *CIOT Event in Lunenburg*

In 2008, the EOPSS/HSD was awarded \$600,000 for a Section 403 Cooperative Agreement with NHTSA to conduct a demonstration project called CIOT Next Generation. The project consists of funding for extra high-visibility traffic enforcement by state and local police, a public awareness campaign three times per year during FFY 2009 and 2010, and an evaluation component to be conducted by a NHTSA contractor. The MSP and 254 local police departments, representing over two-thirds of all local police departments, have participated in the program.

Due to the fact that safety belt use remains the single most effective means of preventing death or injury as a result of a crash and that the Massachusetts belt use rate remains at an unacceptably low rate, EOPSS/HSD continues to make occupant protection a major highway safety program area.

Figure 1. Massachusetts Seat Belt Use Rate Compared to U.S. Average



Source: Massachusetts Safety Belt Use Observation Surveys and National Occupant Protection Use Surveys

Goals and Progress

- Increase by three percentage points the statewide observed safety belt use of front seat outboard occupants in passenger vehicles, from 74% in 2009 to 77% in 2010. Goal not achieved: The seat belt usage rate in 2010 remained the same at 74%. This is the highest safety belt rate the Commonwealth has ever recorded.
- Decrease the number of unrestrained passenger vehicle occupant fatalities, in all seat positions, from a five-year average of 152 (2004-2008) by 6.5% to 142 in 2010. Goal achieved: Preliminary data for 2009 show the number of unrestrained passenger vehicle occupant fatalities has declined by 13% from an average of 152 fatalities to an average of 135 fatalities from 2005-2009.

Additional Program Accomplishments

- Preliminary 2009 data showed a reduction in the percent of unrestrained vehicle occupant fatalities from 33% in 2008 to 23% in 2009.
- EOPSS/HSD increased the number of municipal and campus police departments participating in the high-visibility traffic enforcement grant program CIOT Mobilizations from 249 in FFY 2009 to 257 in FFY 2010.

Program Performance Measures

- Percent of front seat outboard vehicle occupants who are observed to be using seat belts
- Number of unrestrained passenger vehicle occupant fatalities (all seat positions)

Strategies

1. Enhance and evaluate the impact of the CIOT Mobilizations. In 2010, EOPSS/HSD evaluated mobilization enforcement spending and activity. Three years of activity data were compiled to see which departments performed best and which were not meeting the standards set by EOPSS/HSD. A comprehensive review of seven years of injury crash data determined which cities and towns in Massachusetts have the greatest need for extra enforcement. Though the results of the evaluation were not definitive, useful parameters for analyzing police department activity were developed and recommendations were made to change the application criteria to include continued productive enforcement for departments to be eligible for federal funds. These recommendations are currently being reviewed for inclusion in future federal fiscal years. The success of this first completely internal analysis has prompted the beginning of other detailed analyses for EOPSS/HSD programming, including drug recognition expert trainings, sobriety checkpoints, and media expenditures.
2. Expand and evaluate CIOT-related communications and community educational initiatives among diverse populations. EOPSS/HSD expanded the initiatives to include the Spanish-speaking population and those living in urban areas. In addition, radio ads were translated for use on a Portuguese-language radio station in southeastern Massachusetts. Evaluations of these programs will be conducted in FFY 2011.
3. Enlarge and evaluate the impact of efforts to increase safety belt use by younger drivers and passengers. Mothers Against Drunk Driving (MADD) and Students Against Destructive Decisions (SADD) launched a statewide safety belt use contest for school and community groups called "Belt it Out!" Twenty-three schools participated, an increase from 12 in FFY 2009, and the winning school achieved a 29% increase in belt use.

4. Expand the impact of efforts to increase proper use of child safety seats, including booster seats. EOPSS/HSD trained 121 new technicians, recertified 28 former technicians, added checkup events and regularly-scheduled fitting stations to EOPSS/HSD's CPS website in order to maximize distribution of child seats and distributed 544 child safety seats as part of the CPS Equipment Grant program through awards to police and fire departments and not-for-profit entities.
5. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to increase occupant protection use. EOPSS/HSD funded specialized Traffic Occupant Protection Strategies at the Municipal Police Training Committee (MPTC).
6. Implement Teen Safe Driving Program of the RMV and Department of Public Health. Lack of funding caused this project to be put on hold.
7. Expand Grammar/Middle School Traffic Safety Pilot Program. The pilot program was funded. Findings will be evaluated for possible outreach to schools, nurses, and the Massachusetts Department of Elementary and Secondary Education.
8. Implement Hispanic Community Traffic Safety Pilot Program. This project was put on hold pending the development of materials from the Grammar/Middle School Traffic Safety Pilot Program.

Click It or Ticket Mobilizations

The MSP along with 257 local and campus police departments received federal funding to participate in three high-visibility traffic enforcement CIOT Mobilizations in November 2009, May 2010 and July 2010. The mobilizations produced the following results:

	Massachusetts Department of State Police	Local & Campus Police
High-visibility Traffic Enforcement Patrol Hours	5,463	21,940.75
Operating Under the Influence (OUI) Arrests	16	59
Speeding Violations	4,821	9,469
Safety Belt Violations	2,932	10,516
Child Passenger Safety (CPS) Violations	219	344

MassDOT lent support to the CIOT Mobilizations by displaying supportive messages on their 16 fixed and 80 portable variable message boards located throughout the Commonwealth and attaching large vinyl safety belt decals to their trucks and large vehicles. These efforts helped spread the mobilization messages to hundreds of thousands of motorists.

In September 2008, the EOPSS/HSD entered into a two-year CIOT Next Generation Cooperative Agreement with NHTSA and as a result increased the number of CIOT Mobilizations from two to three for FFY 2009 and FFY 2010. EOPSS/HSD completed three CIOT Mobilizations, two of which had support from this cooperative agreement (May-June and July). One of these was a "blitz" enforcement mobilization.

On a voluntary basis, numerous local police departments conducted designated best practices safety belt educational initiatives with EOPSS/HSD support. Departments developed partnerships with high schools, businesses, media outlets, public health, and medical organizations to increase safety belt use. Many police departments continued to promote the CIOT Mobilizations using EOPSS/HSD-produced vinyl cruiser window signs that were first introduced in FFY 2006 and new NHTSA safety belt magnetic strips.

Throughout the course of the year, MSP hosted 20 separate traffic safety events aimed at students and the general public to increase education and awareness about safety belt use. A key component of these educational sessions was use of the Rollover Simulator.

Massachusetts Intercept Survey Results

Pre- and post-Intercept Surveys were completed at eight RMV offices for the May-June CIOT Mobilizations in FFY 2009 and FFY 2010. The purpose was to determine reported behavior, awareness of, and attitudes towards safety belt use and laws among licensed drivers in Massachusetts. The table below summarizes key survey findings for 2009 and 2010:

Intercept Survey Results

	FFY 2009		FFY 2010	
	Pre	Post	Pre	Post
Self-reported safety belt use	65%	68%	69%	66%
Believe that those not wearing a safety belt would nearly always get a ticket	27%	30%	33%	32%

	FFY 2009		FFY 2010	
	Pre	Post	Pre	Post
Attribute a daytime traffic stop by police to safety belt violation	7%	10%	11%	10%
Attribute a nighttime traffic stop by police to safety belt violation	3%	4%	5%	4%

Source: Strategic Opinion Research, June 2009, July 2010

Additional Accomplishments

- Municipal and campus police departments contributed an estimated \$465,525.00 in matching in-kind funds during the five high-visibility traffic enforcement mobilizations.
- EOPSS/HSD successfully continued to incorporate the messaging of the CIOT Next Generation grant into the EOPSS/HSD CIOT mobilizations.
- Between FFY 2009 and FFY 2010, 177 police departments, including MSP, implemented a written zero tolerance policy for safety belt violations on a voluntary basis. This policy retains officer discretion during traffic stops but encourages the issuance of a citation or written warning in lieu of a verbal warning to unbelted motorists.
- HSD representatives attend quarterly Prevent Injuries Now! Network (PINN) meetings. PINN is led by the Department of Public Health (DPH) to bring together stakeholders from a variety of backgrounds to discuss issues related to the overall health and welfare of children and adults, including, but not limited, to highway safety. PINN also educates its members about current legislation related to injury prevention.
- EOPSS/HSD representatives participated in Partners in Passenger Safety meetings that focused on occupant protection and included many safety advocates and state agencies, such as child safety advocates, public health officials, and transportation safety representatives.
- At the end of August 2010, EOPSS/HSD mailed letters to 150 Massachusetts parking garages requesting their support for our initiatives by agreeing to post "Buckle Up" signs at their expense in high-visibility locations.
- EOPSS/HSD contracted with a local college to administer the Statewide CPS Program. Plans for outreach included a wide range of diverse populations such as daycare

centers, community groups, fraternal organizations, health care providers, police, and fire personnel.

- HSD mailed 1,500 magnetic cruiser strip signs to 157 campus and municipal police departments across the state in advance of the July CIOT Mobilization. The signs were produced by NHTSA and displayed the message, "Seatbelt Enforcement-Buckle Up."

Looking Forward...

The occupant protection goals of the 2011 Highway Safety Plan are to:

- 1. Increase by three percentage points the statewide observed safety belt use of front seat outboard occupants in passenger vehicles, from 74% in 2010 to 77% in 2011.*
- 2. Decrease the number of unrestrained passenger vehicle occupant fatalities in all seat positions from a five-year average of 135 (2005 to 2009) by 5 % to 128 in 2011.*
- 3. Increase the number of local police departments with Zero Tolerance Safety Belt Policies from 177 in 2010 to 200 in 2011.*
- 4. Maintain the number of seat belt citations during comparable grant-funded mobilizations.*
- 5. Use SurveyMonkey to collect and report data regarding attitude and awareness of safety issues and programs.*

Program spending will be approximately \$1,617,461.82 in FFY 2011.

Key initiatives to address occupant protection in the 2011 Highway Safety Plan include:

- Enhance and evaluate the impact of the CIOT Mobilizations;
- Provide funding for the MSP, municipal and campus police departments to participate in the one scheduled high-visibility traffic enforcement CIOT Mobilization during May 2011;
- Increase municipal and campus police department participation in the one scheduled high-visibility traffic enforcement CIOT Mobilization during May 2011;
- Expand and evaluate CIOT-related communications and community educational initiatives among diverse populations;
- Enlarge and evaluate the impact of efforts to increase safety belt use by younger drivers and passengers;
- Expand the impact of efforts to increase proper use of child safety seats, including booster seats; and

- Support law enforcement with training and technical assistance aimed at increasing occupant protection use.

Impaired Driving

Massachusetts has made great strides in recent years to help mitigate the dangers posed by impaired drivers on its roadways, including participation in NHTSA's You Drink & Drive. You Lose. Mobilizations starting in 2002 and its Drunk Driving. Over the Limit. Under Arrest. (DDOLUA) Mobilizations in 2006. Several pieces of legislation were passed that strengthened the Commonwealth's drunk driving laws, including "Melanie's Law" in October 2005 which is aimed at reducing the threat posed by repeat offenders. According to preliminary data, alcohol-related fatalities in Massachusetts as a percentage of all motor vehicle-related fatalities dropped between 2002 and 2009, from 46% to 37%. Alcohol-related fatalities in Massachusetts per 100 million VMT also declined between 2002 and 2008, from 0.39 to 0.27. The 2008 national rate was 0.40. On Massachusetts roadways, 21,082 impaired driving violations were issued in 2009. The number of alcohol-related citations, crashes, and fatalities in Massachusetts warrant EOPSS/HSD to continue to treat impaired driving as a major program area. This program area also includes efforts to address the dangers of drowsy and distracted driving.



MSP Trooper addressing a motorist during at a DDOLUA Mobilization

Goals and Progress

- Reduce by 3.6% the number of alcohol-related fatalities with BAC of 0.01 or greater, from 191 in 2007 to 171 in 2010. According to preliminary data, the number of alcohol-related fatalities for 2009 was 130, representing a 32% decrease. However, FARS only contains BAC data for the first three quarters of 2009.
- To reduce by 5.4% the number of alcohol-impaired fatalities (with BAC of 0.08 or greater) from a five-year average (2004 to 2008) of 148 to 140 in 2010. According to preliminary data, the number was reduced by 8% to an average of 136 in 2005-2009. However, FARS only contains BAC data for the first three quarters of 2009.

Additional Program Accomplishments

- According to preliminary 2009 data, alcohol-related fatalities in Massachusetts as a percentage of all motor vehicle-related fatalities dropped between 2002 and 2009,

from 46% to 37%. However, FARS only contains BAC data for the first three quarters of 2009.

- According to preliminary 2009 data, alcohol impaired driving fatalities (with BAC of 0.08 or greater) as a percentage of all fatalities dropped from 34% in 2008 to 31% in 2009. However, FARS only contains BAC data for the first three quarters of 2009.

Program Performance Measures

- Number of alcohol-related fatalities with BAC of 0.01 or greater
- Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater

Strategies

1. Enhance and evaluate the impact of the DDOLUA Mobilizations. EOPSS/HSD increased the number of municipal and campus police departments receiving federal funds during DDOLUA Mobilizations from 249 in FFY 2009 to 259 in 2010.
2. Expand number of and evaluate impact of sobriety checkpoints. EOPSS/HSD did not increase the number of sobriety checkpoints. MSP conducted 82 checkpoints in FFY 2009 and 76 in FFY 2010.
3. Enlarge and evaluate the impact of efforts to reduce impaired driving by younger drivers and underage drinking. EOPSS/HSD conducted two student athlete underage drinking prevention conferences with over 770 attendees. As a result of the success of the conferences, EOPSS/HSD will conduct two additional conferences in FFY 2011.
4. Support law enforcement with training, equipment, and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking. The MSP used rollover simulators purchased in FFY 2009 for educational traffic safety events geared toward young people. In December 2009, MSP launched a new program, the Simulated Impaired Driving Experience, which combines a PowerPoint presentation with a driving exercise utilizing battery-powered go-carts funded by HSD that, for their drivers, replicate the feel of trying to control a vehicle while impaired. The tweaked steering, handling and braking systems of the go-carts show students, in a controlled setting, how impairment erodes their ability to drive a vehicle safely.

Additional Accomplishments

- EOPSS/HSD contracted with 30 local police departments for the Underage Alcohol Enforcement Grant. Under this program, 966 compliance checks were conducted and

56 licensees failed, representing a 94% pass rate. There were 522 youth citations and 57 adult citations. Grantees reported success in getting the word out to youths about the increased enforcement, improved relations with compliant licensees, additional arrests for non-grant related activities, and positive officer motivation. EOPSS/HSD partnered with the Massachusetts Alcoholic Beverage Control Commission (ABCC) when technical assistance trainings were conducted.

- MADD continued its Youth in Action (YIA) Program to reduce underage drinking as well as encourage safer teen driving and safety belt use. During the “Sticker Shock” effort, 23 YIA teams placed 300,000 multilingual stickers and coasters directly on alcohol products in stores and at on-premise establishments in their communities to remind shoppers it is illegal to purchase alcohol for those under 21. YIA had 10 regional trainings for over 230 students and distributed 51 YIA kits to communities.



*Arlington & Cambridge MADD
YIA Training in March 2010*

- SADD supported 50 high schools with mini-grants across the Commonwealth to participate in various highway safety-related programs. In total, over 3,000 students participated in mini-grant supported activities, and 47,545 students were exposed to traffic safety messages. The programs strive to educate and empower high school students; change social norms; reduce underage drinking, substance abuse, and impaired driving; and increase safety belt use among Massachusetts youth. SADD reported an average of 13% increased belt use, based on the students’ surveys.

- Funding was provided to the Massachusetts District Attorneys Association (MDAA) for a full-time Traffic Safety Resource Prosecutor (TSRP). The TSRP reviews all opinions issued from the Appellate Courts and earmarks those that affect investigation, prosecution, and adjudication of vehicular crimes. Twenty four case summaries were written by the TSRP. Another positive result was the revision of the Massachusetts Prosecutors Operating Under the Influence (OUI) Manual, which was distributed to all prosecutors, all municipal police departments and the MSP. MDAA continued their partnerships with the judiciary, State Office of Alcohol Testing, the Drunk Driving Advisory Committee, and substance abuse prevention organizations. The TSRP was a member of the Breath Testing Procurement Management Team. MDAA presented information at technical trainings and conferences for prosecutors, local law enforcement and MSP. Training and conference topics included: Officer in Charge Class for Breath Test Instructors (40 attendees), Breath Test Instructor Course (20 attendees), Sum and Substance Series: Motor Vehicle Stops: Prevailing in the Courtroom (235 attendees), Sobriety Checkpoint Training for Law Enforcement Officers (45 attendees), OUI Trial Advocacy Training (24 attendees), Basic Crash



*Basic Crash Reconstruction Course
for Prosecutors*

Reconstruction for Prosecutors (40 attendees) and the Bi-Regional all-Inclusive Data Group Exchange Workshop in which the TSRP participated in panel entitled "Peering into the World of Automated Data Collection" (150 attendees).

- The New England Association of Drug Court Professionals received funding through an events coordinator for registrations for Massachusetts attendees at the annual national conference for law enforcement, prosecutors, substance abuse and health care professionals, probation officers, judges, and traffic safety advocates in Boston.
- The Berklee College of Music completed year two of a three-year Alcohol Education Demonstration Project, funded by OJJDP. During the grant period, five presentations took place. The social norms marketing campaign highlighted specific, positive statistics about alcohol use on Berklee's campus based on a Berklee-administered survey regarding alcohol use. The statistics were printed on posters for a new poster campaign and on music scoring sheets. Using grant funds, the Substance Abuse Prevention (SAP) Team sponsored a Songwriting Competition in which entrants focused on issues involving alcohol use, abuse, and/or recovery. Three winners were chosen from 58 submissions. Eight finalists performed at the SAP-sponsored Substance Abuse Prevention Concert. Winners also performed at two MLEC ceremonies. The SAP Team collaborated with the LiveWell team to host ChooseWell classes and events throughout the year in order to promote healthy lifestyle behaviors and choices. The annual Choosewell Expo attracted approximately 200 students. Another initiative of the SAP Team was a Brief Alcohol Screening and Intervention for College Students (BASICS) program. BASICS is geared towards students who engage in high-risk drinking and have experienced alcohol-related problems. The goals of BASICS are to reduce the adverse effects of alcohol consumption, to encourage reduced drinking and other substance abuse, to promote healthier choices among young adults, and to provide important information and coping skills for risk reduction.
- MSP continued to use rollover simulators funded by HSD in FFY 2009 during educational traffic safety events geared toward young people.
- The MPTC conducted a total of 25 specialized highway safety classes, including: five Breath Test (BT)/Portable Breath Test (PBT) Instructor Updates, 14 BT/PBT Operator, four Standardized Field Sobriety Test (SFST) Specialized, one SFST Operator, and one SFST Refresher. At these classes, a total of 611 officers were trained.
- The ABCC received funding from OJJDP to conduct compliance checks in 147 municipalities in Massachusetts. In FFY 2010, 1,473 licensed establishments were checked. Of those checked, 85 establishments failed- a 94% success rate, well above the national average of 84 % showing that consistent enforcement yields greater success than inconsistency. Additionally, the ABCC found 293 minors in possession



Brian Ouellette, one of the contest winners, performs his song

of alcohol, 134 adults procuring alcohol for minors, and 32 individuals in possession of a false identification. ABCC investigators confiscated 218 cases of beer and 95 bottles of alcohol.

- ABCC conducted 169 training sessions on the Massachusetts Liquor Control Act and False Identification and Fraudulent Document Detection for 729 officers at police departments across the Commonwealth. The demand for this program remains high, and ABCC has been asked to return to departments and academies where classes have been previously held.
- In FFY 2010, EOPSS/HSD distributed an impaired driving brochure to police departments, RMV branches, schools, and traffic safety advocates. The new brochure, “Bad Breath is a Crime in Massachusetts,” points out the costs, penalties, legal consequences, and personal ramifications of drunk driving. It also includes information for those with an alcohol abuse problem and assistance for victims of drunk driving crashes.
- For a second year, in May 2010, a safe-driving and alcohol awareness campaign was implemented for the prom/graduation season to promote safe and sober driving. The program was branded “Dance. Don’t Chance.” and included the development of a YouTube channel that hosted a video contest in which high school seniors produced 60-second videos promoting safe driving. The winning team received a rally at their high school and a package of donated prizes for their prom. Participation more than doubled from the previous year, and the YouTube channel reported more than 60,000 video views in about two months.

DDOLUA Mobilizations

MSP, 258 municipal police departments and one campus police department received federal funding to participate in the two DDOLUA Mobilizations in December 2009 and August 2010. The mobilizations produced the following results:

	Massachusetts Department of State Police	Local & Campus Police
High-visibility Traffic Enforcement Patrol Hours	3,284	13,197.5
OUI Arrests	163	161
Speeding Violations	923	4,670
Safety Belt Violations	425	3,291

Child Passenger Safety (CPS) Violations	64	207
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MSP continued to use their two Breath Alcohol Test (BAT) Mobiles, previously purchased with funding from the EOPSS/HSD, at 76 sobriety checkpoints during FFY 2010. In response to a number of crashes involving drunk drivers hitting troopers during the summer months, the MSP initiated a multi-tiered approach to combat drunk drivers by combining saturation patrols at selected locations in advance of grant-funded sobriety checkpoints. This omnipresence of 76 sobriety checkpoints preceded by nine saturation patrols resulted in a total of 9,652 enforcement hours and 512 OUI arrests. Local police departments partnered with the MSP on multiple occasions to further combat impaired driving.



State Police trooper performing a standardized field sobriety test

Looking Forward...

The impaired driving goals of the 2011 Highway Safety Plan are to:

1. Reduce by 5.4 percent the number of alcohol-impaired fatalities (with BAC of 0.08 or greater) from a five-year average (2004 to 2008) of 148 to 140 in 2011.
2. Increase the number of Operating Under the Influence (OUI) arrests at MSP Sobriety Checkpoints from 773 (MSP and local police total) by 10% to 850 in 2011.
3. Maintain the number of OUI arrests made during comparable grant-funded mobilizations from FFY 2010.

Impaired Driving Program spending will be approximately \$3,947,559.50 in FFY 2011.

Key initiatives to address impaired driving in the 2011 Highway Safety Plan include:

- Enhance and evaluate the impact of the DDOLUA Mobilizations;
- Maintain the number of and evaluate the impact of Sobriety Checkpoints;
- Enlarge and evaluate the impact of efforts to reduce impaired driving by younger drivers and underage drinking; and
- Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking.

Speeding and Distracted Driving

Massachusetts roadways have significant speeding and aggressive driving problems fueled by people with busy lifestyles and increasingly congested roadways. To help address this situation, EOPSS/HSD developed an annual Road Respect Mobilization. However, in FFY 2010, a Road Respect Mobilization was not conducted.

In 2007, 33% of crash fatalities were speed-related, which surpassed the national rate of 32%. In 2008, there were 293,440 speeding violations issued and 177,932 aggressive driving violations issued in Massachusetts. The high-speed involvement in fatalities and the significant number of speed-related violations issued are why the Commonwealth must continue to treat speeding and aggressive driving as a major highway safety problem. The actual number of speed-related fatalities, percent of speed-related motor vehicle-related fatalities, and speed fatality rate per 100 million VMT all dropped from 2005 to 2008. However, preliminary 2009 data show a substantial increase in actual number of speed-related fatalities and percent of speed-related motor-vehicle-related fatalities. Efforts in this area also addressed the dangers of distracted driving and drag racing.



Secretary Heffernan addresses the audience at a press event for the new Safe Driving Law. With her is Registrar Kaprielian and representatives from the Department of Public Health, SADD, AAA and the MSP.

Goals and Progress

- To reduce by 10% the number of speed-related fatalities, from a five-year average (2004 to 2008) of 138 to 124 in 2010. Goal not met: According to preliminary data, the number of speed-related fatalities have decreased to an average of 130 from 2005-2009. However, the numbers are moving in a downward trend.

Additional Program Accomplishments

- MSP announced the establishment of "Operation Lightning" in June 2010. This non-grant funded initiative focused on the enforcement of traffic laws through selective enforcement, with a particular concentration towards violators of the Slow Down. Move Over Law.



Colonel Marian McGovern of MSP speaks in front of a cruiser that was hit and announces Operation Lightning. Pictured with the Colonel is Lieutenant Governor Timothy Murray.

Program Performance Measures

- Number of speed-related fatalities

Strategies

1. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to reduce speeding and other distracted driving behaviors. EOPSS/HSD provided Move Over Law and Distracted Driving campaign materials to law enforcement.
2. Implement Work Zone Speed Management Pilot Program with Executive Office of Transportation and Public Works (now MassDOT). EOPSS/HSD funded speed trailers to support MassDOT. The pilot program will be conducted in FFY 2011 with MSP.
3. Implement Lane Corridor Community Pilot Programs with MassHighway Department (now MassDOT). This was not conducted in FFY 2010.

Looking Forward...

The speeding and aggressive driving goals of the 2011 Highway Safety Plan are to:

1. *Reduce by 10 % the number of speed-related fatalities, from a five-year average (2005 to 2009) of 130 to 117 in 2011.*
2. *Maintain the number of speeding citations during comparable grant-funded mobilizations.*

Note: No specific tasks are assigned to the Speed and Distracted Driving Program Area, but overlapping goals will be covered in OP and AL tasks.

Higher-Risk Transportation System Users

In Massachusetts, higher risk transportation system users are defined as young drivers, older drivers, motorcyclists, pedestrians, and school bus occupants.

The number of young drivers involved in fatal crashes has decreased significantly from 88 in 2005 to 62 in 2008. Moreover, according to preliminary data for 2009, the number has decreased even further to 48. This decline may be due in part to stricter enforcement of the Massachusetts Junior Operator License (JOL) Law in addition to more targeted public outreach efforts toward young drivers and their parents for raising their motor vehicle safety awareness.



Fitchburg Police Department at a bicycle event

According to preliminary 2009 data, older drivers, those over 65 years of age, were involved in 19% of all fatal crashes in Massachusetts. This is an increase from 16% in 2008.

In 2008, motorcycle-related fatalities comprised about 12% of all motor vehicle-related fatalities across the Commonwealth compared to 14% nationwide. According to preliminary data, motorcycle-related fatalities comprised about 15% of all motor vehicle-related fatalities in 2009. In 2008 in Massachusetts, 98% of operators/passengers involved in fatal crashes were wearing helmets, compared to 41% nationwide. Preliminary 2009 data for the Commonwealth show that only 75% of riders involved in fatal crashes were wearing helmets.

In 2008, pedestrian fatalities were 21% of the total number of fatalities in Massachusetts, but only 12 % nationally. In 2009, pedestrian fatalities accounted for 13 % of the total in Massachusetts according to preliminary data.

In 2008, Massachusetts was above the U.S. average in bicyclist fatalities: 2.7% in Massachusetts versus just 1.9% nationally. Preliminary 2009 data show the number of bicyclist fatalities decreasing from 10 fatalities to five, or 1.4%. Although historically, bicyclists and school bus occupants have represented small percentages of the fatalities in Massachusetts, the Commonwealth seeks to continually increase the safety of these modes of travel under this program area.

Goals and Progress

- Prevent an increase in the number of young drivers (age 20 or younger) involved in fatal crashes at 61 (2008) in 2010. Goal achieved: According to preliminary 2009 data, 48 young drivers were involved in fatal crashes, a 23% decrease from 2008.
- To reduce by 10% the number of older drivers (age 65 or older) involved in fatal crashes, from a five year average (2004-2008) of 63 to 57 in 2010. Goal not achieved: According to preliminary 2009 data, the average for 2005-2009 is 62. However our numbers are moving in the right direction.
- To reduce by 12% the number of pedestrian fatalities, from 75 in 2008 to 66 in 2010. Goal achieved: According to preliminary data, there were 49 pedestrian fatalities in 2009, a 39 % decrease.
- To reduce by 20% the number of bicycle fatalities, from 10 in 2008 to eight in 2010. Goal achieved: According to preliminary data, there were five bicycle fatalities in 2009.
- Increase the number of community bicycle helmet grants awarded, from 86 in FFY 2009 to 250 in FFY2010. Goal not achieved: Bicycle helmet grants were awarded to 157 communities in FFY2010. Although the goal was not met, EOPSS/HSD did increase the number of communities by 71.
- To reduce by 10% the number of motorcycle fatalities, from a five-year average of 54 (2004 to 2008) to 49 in 2010. Goal not achieved: According to preliminary data, there were 51 motorcyclist fatalities in 2009, a four percent decrease. Although the goal was not met, the numbers are moving in the right direction.
- To decrease unhelmeted motorcyclist fatalities by 50% from a five-year average of four (2004 to 2008) to no greater than two in 2010. Goal not achieved: According to preliminary 2009 data, the average from 2005-2009 is 5, a 25% increase.
- Maintain the number of motorcycle riders trained at 8,587 (2008) in 2010. Goal achieved: In 2009, 8,594 riders were trained. The number of riders trained in 2010 is not yet available.

Program Performance Measures

- Number of young drivers (age 20 or younger) involved in fatal crashes
- Number of older drivers (age 65 or older) involved in fatal crashes
- Number of pedestrian fatalities
- Number of bicyclist fatalities
- Number of community bicycle helmet grants awarded
- Number of motorcycle fatalities
- Number of unhelmeted motorcyclist fatalities

- Number of motorcycle riders trained

Strategies

1. Support statewide and community-level pedestrian safety initiatives. EOPSS/HSD provided funding to communities to conduct pedestrian enforcement and co-sponsored Statewide Pedestrian and Bicycle Safety Moving Together Conference.
2. Enhance pedestrian safety expertise among state and local law enforcement, public health officials, highway planners, engineers, and other traffic safety advocates. During the Statewide Pedestrian and Bicycle Safety Moving Together Conference, attendees participated in pedestrian safety workshops.
3. Award up to 10 community pedestrian, bicycle and moped-type enforcement, education, and equipment grants based on problem identification. Sixteen local police departments were awarded funds to conduct pedestrian, bicycle, and moped-type enforcement.
4. Co-sponsor Statewide Pedestrian and Bicycle Safety Moving Together Conference and increase over 150 attendees in FFY 2008 to 200 in FFY 2009. EOPSS/HSD co-sponsored the conference, and approximately 200 people attended the FFY 2009 Moving Together Conference.
5. Support statewide and community-level bicycle safety initiatives. A total of 14,490 helmets were disbursed to 157 communities and organizations throughout the Commonwealth.
6. Enhance bicycle safety expertise among state and local law enforcement, public health officials, highway planners, engineers, and traffic safety advocates. During the Statewide Pedestrian and Bicycle Safety Moving Together Conference, attendees participated in bicycle safety workshops. EOPSS/HSD also mailed bicycle law posters to all bike shops in the Commonwealth.
7. Maintain statewide motorcycle rider training availability with special focus on increasing first-time participation by older riders. The RMV reached out to the motorcycle community by attending various events and providing information about the rider training courses that are available.
8. Conduct assessment of motorcycle safety program to determine effectiveness and develop strategic plan based on results. A Motorcycle Safety Program Technical Assessment was conducted in June/July 2010. Recommendations will be reviewed for possible inclusion in the program.

Additional Accomplishments

- EOPSS/HSD representatives attended Massachusetts Bicycle and Pedestrian Advisory Board meetings. The board consists of public and private partners statewide to advocate for improved roadways and trails for pedestrians and bicyclists.
- EOPSS/HSD representatives participated in quarterly Safe Routes to School Task Force meetings for expansion of the program and coordination of goals. Board members include state agencies, planners, and construction personnel associated with ongoing projects.
- EOPSS/HSD distributed bike helmets to communities and organizations that were selected as recipients of the 2010 Bike Helmet Distribution Grant Program. A total of 14,490 helmets were disbursed to 157 communities and organizations throughout the Commonwealth, which were then distributed to children and adults through a variety of methods, including bike safety and public safety fairs, community events, local school assemblies, and walk-ins.
- In October of 2009, EOPSS/HSD co-sponsored an annual statewide bicycle and pedestrian advocacy and safety conference, Moving Together, in partnership with MassDOT, the Department of Public Health, and other state agencies. There were approximately 200 people in attendance representing many agencies and such as law enforcement, non-profit organizations, and traffic safety advocates. There were 12 sessions/workshops (including three organized by EOPSS/HSD) and 18 exhibitors. MassDOT Secretary James Aloisi was the keynote speaker.
- In October 2009, 16 local police departments were awarded funds to conduct pedestrian, bicycle, and moped-type enforcement. As a result of this program, there were 2,186 motor vehicle stops, 1,525 motorist crosswalk violations, 252 motorist speed violations, 467 other motorist violations (such as seat belt violations, illegal turn, running a red light), 57 pedestrian violations, 63 bicycle violations, and seven moped violations. Many grantees reported increased awareness within the community, alleviating congestion from busy areas, and successful Adopt-a-Cone programs. Additionally, many new partnerships were formed including relationships with a yoga studio, bicycle shops, and a town Recreation Department.
- The EOPSS/HSD collaborated with the RMV using Section 2010 funds to conduct a Share the Road Campaign entitled "Check Twice, Save a Life-Motorcycles are Everywhere!" To target drivers, radio ads ran during morning and evening commutes and Saturday mornings. The 60-second spot ran from June 19 to September 25, 2010. In total, there were 428 spots heard on three radio stations, 222 of which were aired at no charge to the Commonwealth. In addition, a RiderCoach Preparation Workshop was held.
- On August 7, 2010, Governor Patrick signed a bill, the Act Requiring Adequate Education Relative to the Proper Safety and Operation of a Motorcycle for Minors,



which strengthens the requirements for junior operators of motorcycles. The requirements for junior operators of motorcycles include successful completion of an examination and driving test, submission of an application, signed by both the applicant and a parent or guardian, and successful completion of a motorcycle basic rider course.

The updated special users goals of the 2011 Highway Safety Plan are to:

- 1. Decrease the number of young drivers (age 20 or younger) involved in fatal crashes from a five-year average (2005 to 2009) of 68.6 by 5% to 65.2 in 2011.*
- 2. Reduce by 10% the number of older drivers (age 65 or older) involved in fatal crashes, from a five year average (2005-2009) of 62 to 56 in 2011.*
- 3. Reduce by 10% the number of pedestrian fatalities from a five year average (2005-2009) of 65.4 to 58.9 in 2011.*
- 4. Reduce by 10% the number of bicyclist fatalities from a five year average (2005-2009) of 7.4 to 6.66 in 2011.*
- 5. Reduce by 10 % the number of motorcycle fatalities, from a five-year average of 51 (2005 to 2009) to 46 in 2011.*
- 6. Decrease unhelmeted motorcyclist fatalities by 25% from a five-year average of 5.2 (2005 to 2009) to no greater than 3.9 in 2011.*
- 7. Maintain the number of motorcycle riders trained at 9,016 (2009) in 2011.*

Special Users Program spending will be \$293,475 in FFY 2011.

Looking Forward...

Key initiatives to address special users in the 2011 Highway Safety Plan include:

- Support statewide and community-level pedestrian safety initiatives;
- Enhance pedestrian safety expertise among state and local law enforcement, public health officials, highway planners, engineers, and other traffic safety advocates ;
- Award up to 20 community pedestrian, bicycle, and moped-type enforcement, education, and equipment grants based on problem identification;
- Co-sponsor Statewide Pedestrian and Bicycle Safety Moving Together Conference for over 200 attendees in FFY 2011;
- Enhance motorist awareness communications;
- Increase the recruitment of motorcycle training instructors; and

- Improve motorcycle training curricula.

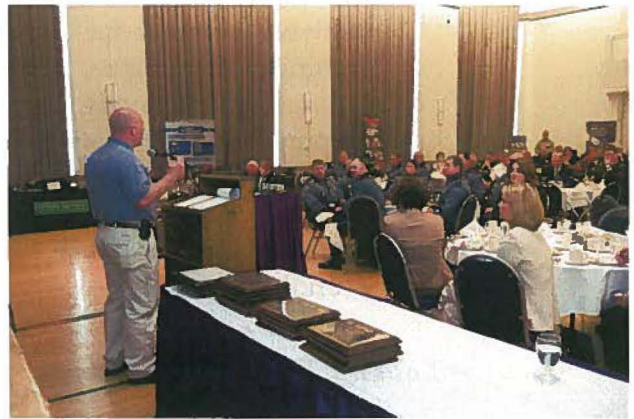
Note: Projects addressing younger and older driver issues are included within other program area project summaries

Police Traffic Services and Support

Well-trained police, judiciary personnel, and highway safety stakeholders are critical to the successful development, implementation, and evaluation of highway safety initiatives and programs. Many of the previously mentioned major program areas are dependent on the success of police training efforts.

Goals and Progress

- Increase the level of participation by municipal and campus police departments during high-visibility traffic enforcement mobilizations. EOPSS/HSD increased the number of municipal and campus police departments from 249 in FFY 2009 to 258 in FFY 2010.
- Continue to foster recognition of traffic safety accomplishments by increasing awareness of and participation in the annual Massachusetts Law Enforcement Challenge (MLEC). EOPSS/HSD continued to promote MLEC through grant administration meeting, and as a result, the MSP and 17 municipal police departments participated in two Challenges and were recognized at award ceremonies held in November 2009 and June 2010. Department participation increased by one from FFY 2009. All applications were sent to the International Association of Chief of Police for national recognition.
- Continue to support traffic enforcement efforts and safety training. During FFY 2010, EOPSS/HSD supported five high-visibility traffic enforcement mobilizations and 76 sobriety checkpoints.



June 2010 MLEC Award Ceremony

Additional Accomplishments

- EOPSS/HSD hosted two MLEC awards ceremonies in November 2009 and June 2010. The winners were comprised of the MSP and seventeen municipal departments, and were recognized for their accomplishments in traffic safety during calendar year 2008 and 2009. VIP sponsors attended the breakfast and award ceremonies and donated over \$30,000 in traffic safety equipment and prizes. Guest speakers at the events

included Secretary of EOPSS Mary Elizabeth Heffernan, NHTSA Deputy Regional Administrator James C. Ryan, MCOPA Executive Director Chief A. Wayne Sampson and Colonel Marian J. McGovern, MSP Superintendent. The events highlighted national and statewide traffic safety accomplishments and continuing challenges.

- Letters were mailed in May 2010 to all non-grant communities across the state and as a result, eight municipal police departments agreed to participate in the upcoming high-visibility traffic enforcement mobilizations on a voluntary basis.
- MPTC trained 75 officers in Basic Accident Investigation, Accident Investigation Reconstruction, work zone safety, and speed measurement instructor and LiDAR operator.
- The EOPSS/HSD implemented a number of Federal Section 1906-funded initiatives addressing fair and impartial policing (racial profiling). Initiatives included a multiyear contract for the design and implementation of Chiefs and Supervisors Trainings, workshops, train-the-trainer workshops, and to produce educational materials for delivery in video and on-line formats on how law enforcement personnel and citizens can work to reduce or prevent it within their communities. Ongoing meetings were conducted with the General Counsel of EOPSS and major city Chiefs of Police to develop an action plan for the effective use of remaining Section 1906 funds. In FFY 2010, EOPSS/HSD was ineligible to apply for a third year of funding.

Looking Forward ...

The Police Traffic Service goals of the 2011 Highway Safety Plan are:

- 1. Increase the level of traffic enforcement during mobilizations by law enforcement agencies.*
- 2. Encourage and assist law enforcement agencies with recognition of traffic enforcement and safety accomplishments.*
- 3. Support traffic enforcement and safety training.*

Police Traffic Services Program spending will be approximately \$461,799.01 in FFY 2011.

Key initiatives under police training and support in the 2010 Highway Safety Plan include:

- Provide federal funds for high-visibility overtime traffic enforcement in three mobilizations;
- Fund sobriety checkpoints for the MSP and partner departments to continue to combat impaired driving;
- Conduct the annual MLEC;

- Develop and conduct curriculum and conduct Train-the-Trainer law enforcement trainings to address bias-based policing, often referred to as racial profiling;
- Create and implement a video and on-line educational materials to assist state and local police to reduce or prevent racial profiling within their communities;
- Conduct Municipal Police Specialized Training Programs through the MPTC;
- Conduct annual Traffic Safety Listening Sessions;
- Fund the Massachusetts District Attorneys Traffic Safety Resource Prosecutor, trainings, and conferences; and
- Continue working with a Statewide Police Chiefs Task Force to assist with efforts to conduct traffic enforcement and safety initiatives and provide technical assistance with municipal police agencies.

Traffic Records

EOPSS/HSD and its partners collect and use traffic records data to identify highway safety problems, to select the best possible countermeasures, and to evaluate the effectiveness of these efforts. The role of traffic records in highway safety has increased substantially since the creation of the Federal Section 408 grant program in 2006, which helps states improve their traffic records systems. Massachusetts faces a number of challenges with its traffic records system, including, but not limited to, antiquated computer systems, inadequate data submission requirements and capabilities, and difficulties developing easy to use on-line tools to share and analyze available data.

In 2006, due to limited use outside the agency and limited system functionality, EOPSS/HSD shut down its traffic records data warehouse and portal that provided a central storage point for crash and citation data. Unfortunately, this hampered EOPSS/HSD's access to data and its ability to conduct detailed analysis needed for identifying and addressing statewide and community-specific traffic safety issues. EOPSS/HSD is not an owner of any core traffic records data system, but is greatly dependent upon the use of traffic safety data. Therefore, in FFY 2009, EOPSS/HSD worked with its Traffic Records Contractor to develop the Massachusetts Traffic Records Analysis Center (MassTRAC), a web-based solution for crash records analysis, mapping, and reporting. This tool helps EOPSS/HSD meet Federal reporting requirements and supports safety planning processes across the state. In FFY 2010, EOPSS/HSD began introducing this application to law enforcement and other traffic safety advocates.

As required by NHTSA's Section 408 grant program, Massachusetts has an active Traffic Records Coordinating Committee (TRCC), chaired by the Director of EOPSS/HSD. In January 2010, EOPSS/HSD established the Massachusetts Executive-Level TRCC (METRCC). The METRCC, chaired by the EOPSS Undersecretary of Forensic Science and Technology, is comprised of agency directors who set the vision and mission for the working level Traffic Records Coordinating Committee. Through the coordinated efforts of its member organizations, the METRCC and TRCC provide a forum for the creation, implementation, management, and dissemination of accessible, accurate, complete, consistent, integrated, timely, and useful traffic records data to aid decision-makers working to reduce transportation-related fatalities, injuries, and economic losses in Massachusetts.

The METRCC and the TRCC's FFY 2010 Section 408 application and strategic plan for traffic records, submitted to NHTSA in June 2010, contained extensive details on the current capabilities and challenges of the Massachusetts traffic records system. It also reported on the progress made to date on projects funded with FFY 2007, FFY 2008, and FFY 2009 Section 408 funds. The application/plan detailed how potential FFY 2010 Section 408 funds would be utilized for proposed projects prioritized by the METRCC.

Goals and Progress

- Ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analyses from the local, state, and Federal systems involving citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety planning, programs, and evaluations. The Commonwealth demonstrated measurable progress in the accuracy of the Massachusetts Crash Data System. This was evidenced by the increase in the percentage of crash reports from 2007 that were entered into the database with geocodes from 83.5% during July 1 - December 31, 2008 to 88.7% during July 1 - December 31, 2009. This progress made the Commonwealth eligible for a subsequent year of Section 408 funding (\$500,000).

Program Performance Measures

- Massachusetts will improve the integration of the crash data system by increasing the percentage of locatable crashes integrated with the road inventory file.
- Massachusetts will improve the accessibility of the crash data system as measured in terms of an increase in the number of agencies able to access integrated fields via the web-based crash mapping tool.
- Massachusetts will improve the integration of the crash data system by increasing the number of roadway inventory file and auxiliary fields that are integrated with the crash system.
- Massachusetts will improve the timeliness of the crash data system by decreasing the average number of days from crash incident to receipt of crash report by the RMV (for original pilot towns with electronic reporting capabilities and departments that have had electronic reporting capabilities for less than 12 months).
- Massachusetts will improve the accuracy of the crash data system by increasing the percentage of paper valid crash reports that match vehicle registration and driver history fields on the crash report against RMV's Automated License and Registration System (ALARS) database (i.e., reduce entry errors).
- Massachusetts will improve the accuracy of the crash data system by increasing the percentage of electronic valid crash reports that match vehicle registration and driver history fields on the crash report against RMV's ALARS database.

Strategies

1. Enhance the workings of the Massachusetts TRCC. METRCC was established to coordinate strategic, long-term planning activities at the executive-level. It will provide direction to the working -level TRCC.
2. Ensure ongoing implementation of the TRCC's FFY 2009 Massachusetts Strategic Plan Update. Strategic Plan for Traffic Records Improvements was updated in June 2010 and approved by METRCC and the TRCC.
3. Expand access to and use of local, state, and Federal traffic records data and analyses. EOPSS/HSD provided law enforcement and other traffic safety stakeholders access to and training on MassTRAC, which includes local and state data. In addition, MassTRAC contains information about how to access Federal traffic records data and analysis.
4. Enhance the activities of the TRCC subcommittees. A subcommittee was established to address potential updates to Massachusetts uniform citation and crash reporting forms.
5. Fund and monitor the TRCC's FFY 2006, 2007, 2008, and 2009 408-funded projects and submit on behalf of the TRCC a FFY 2010 Section 408 Grant Application and Massachusetts Strategic Plan for Traffic Records Update. Completed in June 2010.
6. Establish an executive-level TRCC. METRCC was established in January 2010.
7. Establish EOPSS/HSD access to necessary data sets for key planning, decision-making, program selection, and evaluation purposes through agreements with data owner agencies and ensure the Division's ability to conduct analysis of that data in-house through revitalization of its traffic records data warehouse. MassTRAC was enhanced in FFY2010 to include crash and citation information from the Merit Rating Board (MRB) and the RMV.

Program Accomplishments

- METRCC was established in January 2010. It is a policy-making group that provides strategic direction, allocates the annual funding we receive that is dedicated to traffic records, and monitors performance. This group consists of the leadership of EOPSS, MassDOT, the Department of Public Health, representatives of local police departments, and the Information Technology Department.
- In 2010, METRCC agreed to move forward with an electronic data collection system that would automate the collection and dissemination of motor vehicle citation and crash report information in order to improve the quality and timeliness of reporting in the Commonwealth. The project goal is consistent with that of the Massachusetts Statewide e-Citation and Traffic Records System Business Plan, the Highway Safety

Plan, and the Massachusetts Strategic Highway Safety Plan, which is to save lives and reduce injury and economic losses on Massachusetts roadways. The objectives of this project, consistent with those established by NHTSA for traffic records, are to improve the accuracy of crash and citation data by improving the efficiency in which traffic records information is collected (eliminating some paper processing and re-keying of information), completeness of the crash and citation files; uniformity of the comprehensive traffic records system; and timeliness of reporting by law enforcement to MRB and RMV.

- Because not all fatal crashes had been reported properly, EOPSS and MassDOT created 500 posters detailing how police departments should report a fatal crash to the RMV, and copies were distributed to the State Police and all municipal police departments in the Commonwealth. An electronic version of the poster was emailed to each department so they could make additional copies and add it to their procedure manuals.
- EOPSS/HSD completed and submitted FFY 2010 Section 408 Application to NHTSA. The Commonwealth was awarded \$500,000 in funding.
- With vendor Cambridge Systematics, EOPSS/HSD has successfully begun rolling out MassTRAC to law enforcement and other traffic safety stakeholders. EOPSS/HSD offered training and allowed attendees to provide comments on MassTRAC so it could be enhanced to meet the needs of their communities and organizations.



Sheila Burgess, the EOPSS/HSD Director, explains the fatal crash reporting poster to the attendees of the 2010 Massachusetts Law Enforcement Challenge Award Ceremony

Looking Forward...

The traffic records goal of the 2011 Highway Safety Plan is to ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analyses from the local, state and federal systems involving citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety planning, programs and evaluations.

Traffic Records Program spending will be approximately \$4,106,010.53 in FFY 2011.

Key initiatives involving traffic records in the 2011 Highway Safety Plan include:

- Enhance the workings of METRCC and TRCC;
- Ensure ongoing implementation of the 2010 Strategic Plan for Traffic Records Improvements;

- Expand access to and use of local, state, and Federal traffic records data and analyses;
- Enhance the activities of TRCC subcommittees;
- Fund and monitor the TRCC's 408-funded projects as well as submit on behalf of the METRCC and TRCC a FFY 2011 Section 408 grant application and Massachusetts Strategic Plan for Traffic Records Update; and
- Establish EOPSS/HSD access to necessary data sets for key planning, decision-making, program selection, and evaluation purposes through agreements with data owner agencies and ensure the ability to conduct analysis of that data in-house through revitalization of its traffic records data warehouse.

Paid and Earned Media

During FFY 2010, EOPSS/HSD used statewide paid and earned media to increase safety belt and child passenger restraint use as well as to reduce aggressive/distracted/impaired driving and speeding. EOPSS/HSD was assisted by paid and earned media contractors ARGUS and Solomon McCown & Company, respectively. Most of these efforts were in support of EOPSS's three CIOT Mobilizations, two DDOLUA Mobilizations, the Prom/Graduation Safe Driving & Underage Drinking Prevention Program, and the Operating Under the Influence project. The mobilization work was performed in close coordination with the MSP's Office of Media Relations.

Goals and Progress

- Meet paid and earned media requirements of the EOPSS/HSD's mobilizations to help accomplish the goals of occupant protection, impaired driving, and speed/aggressive driving program areas. Met all paid and earned media requirements of EOPSS/HSD's five FFY 2010 mobilizations and helped to meet or achieve progress towards the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas.
- For all mobilization paid media buys, have EOPSS's paid media contractor obtain 50 percent bonus of the gross value based on the formula of the average cost-per-spot in each market weighted for rotators. Also, have all mobilization buys achieve minimum weekly gross rating points (GRPs) of 150 for radio and 200 for television. The paid media contractor obtained an average bonus value of 50 % during the mobilizations and achieved all minimum weekly GRPs.

Click It or Ticket Mobilizations



The primary audience for CIOT Mobilizations is males 16 to 34. Secondary efforts were directed at young drivers, especially males, the Spanish-speaking population, commercial vehicle and pickup truck drivers, as well as those living in urban areas and throughout southeastern Massachusetts. Furthermore, the buy data and contacts from the May mobilization were provided to The Tombras Group by NHTSA, who then made a supporting media buy as part of the Click It or Ticket Next Generation demonstration project.

The November 2009 mobilization utilized a total of 18 14'x48' highway billboards to reach drivers and passengers throughout Massachusetts. The theme of the creative was "Pull It Over Or We'll Pull You Over." Highway billboards were posted statewide for four weeks in April in order to strengthen the messaging of the May CIOT Mobilization.

For the May 2010 mobilization, radio ads created by NHTSA/Next Generation CIOT called "Spell It Out" ran in English and Spanish on stations statewide. It was translated for use on a Portuguese-language radio station in southeastern Massachusetts. The "Pull It Over or We'll Pull You Over" highway billboards were again posted as visual reminders statewide. Intercept survey research of 3,659 people was conducted statewide at eight RMV branches to measure awareness of the May CIOT mobilization. The pre-evaluation was conducted in May 2010 and the post-evaluation was conducted in June 2010.

Four community-focused press conferences, statewide news releases, and op-eds promoted the CIOT Mobilizations as well as safe driving over the Thanksgiving 2009 holiday and Memorial Day 2010 weekends resulted in a total of six television reports, 35 stories in newspapers, and seven online stories. These efforts highlighted the extra enforcement work of MSP and local police as well as personal "saved by the belt" stories. Also, a CIOT message was displayed on 16 fixed and 80 portable variable message boards of the MassDOT. A sample news release was developed for use by local and state police departments for both mobilizations as well.

Drunk Driving. Over the Limit. Under Arrest. Mobilizations

The primary audience of the December 2009 and August 2010 DDOLUA Mobilizations was males ages 18-34. Secondary emphasis for all mobilizations targeted Spanish-speaking populations and people living in southeastern Massachusetts.

The December 2009 mobilization utilized highway billboards exclusively to reach drivers and passengers throughout the state. The creative was "Drive Drunk. Get Busted." A total of 18 14x48' billboards were posted for four weeks in December and most didn't come down until February, which provided EOPSS with a significant number of bonus impressions (approximately double what was paid for). The August 2010 Mobilization used a combination of statewide radio, cinema advertising, and highway bulletins. A 30-second radio ad called "Heartbeat" ran in English and Spanish. It was also translated for use on a Portuguese-language radio station in southeastern Massachusetts. In 27 theaters across Massachusetts, 3,756 spots using creatives from both the 30-second TV ad and billboard design ran over a four-week period. In addition, 18 highway billboards with the "Drive Drunk. Get Busted" creative were posted in early July through Labor Day - a total of eight weeks.



Press conferences, statewide news releases, and op-eds promoted the DDOLUA Mobilizations and safe driving over New Year's Eve and Labor Day weekend and resulted in 16 television stories, 23 print stories, two radio stories and interviews and two online articles. These highlighted the extra enforcement work of MSP and more than 250 local police agencies. The earned media in the December mobilization placed emphasis on the dangers of operating under the influence and highlighted Jay Winsten, Associate Dean for the Harvard School of Public Health who initiated the concept of the "designated driver" 21 years ago. The press conference attracted all television stations to attend and report on the DDOLUA message. The August event highlighted recent trooper deaths and extra

enforcement by local and state police and included Ron Bersani, who was a driving force behind "Melanie's Law," which increased penalties for drunk driving, especially by repeat offenders. A DDOLUA message was displayed on 16 fixed and 80 portable variable message boards belonging to MassDOT.

Prom and Graduation Safe Driving Campaign and Underage Drinking Prevention Program

May 2010 marked the third year of a safe-driving and alcohol awareness campaign developed for the prom and graduation season. The primary audience was males and females, ages 16-19, including all ethnicities.

The Prom and Graduation Safe Driving Campaign, branded "Dance. Don't Chance," includes a YouTube channel that hosts a video contest in which high school seniors produced 60-second videos promoting safe driving. To kick off the campaign, EOPSS/HSD hosted a tutorial at Best Buy (one of the sponsors of the Program) on making a video highlighting how easy it is to create a video from scratch. For the video contest, 66 video submissions were received, a 14% increase over the previous year. The winning video team or maker received a rally at their high school and various prizes for their prom provided by sponsors. Earned media also included a Prom & Graduation Safe Driving op-ed released statewide and news releases announcing the contest, campaign, and winners. Between the multiple events and op-ed, the program was featured in stories and articles on three television stations, 25 newspapers and nine news websites.

Promotional materials for the "Dance. Don't Chance." campaign included a 30-second radio spot that aired on JAMN' 94.5 FM and online banners that were posted on the JAMN' 94.5 website to create awareness of the contest to the target audience. Posters were designed to promote the contest and the "Dance. Don't Chance." message.

Move Over Law

EOPSS/HSD partnered with Massachusetts-based advertising agency, Hill Holliday, and Boston.com to raise awareness about the Commonwealth's Move Over Law. Both companies donated their time and services to provide a full weekend takeover of Boston.com, the premier local news website. An ad designed by Hill Holliday had all of the page's content move over to one side of the screen for a police cruiser and presented a powerful visual reminder of what to do when passing an emergency vehicle. EOPSS/HSD was very proud to have achieved success on a campaign of this scale at absolutely no cost.



Paid and Earned Media Expenditures

The FFY 2010 paid and earned media expenditures, including creative and production expenses as well as state indirect charges, are as follows:

Section 402	\$ 672,464.96
Section 2011	\$ 13,605.00
Section 154	\$ 177,491.97
Section 164	\$ 17,058.75
Section 410	\$379,803.12
Total	\$1,260,423.80

Note: Earned media was \$370,314 of the above total figure. All figures are as of December 15, 2010 and do not reflect final fiscal closeout for FFY 2010.

Table 1. Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions

Dates of Campaign	CIOT					
	November 11/2/09 to 11/29/09		April 4/6/10-5/3/10		May 5/4/10-5/31/10	
	Paid	Bonus	Paid	Bonus	Paid	Bonus
Number of Spots						
Billboards	11	7	11	9	11	9
Radio					978	656
Costs						
Radio					\$105,729.80	
Billboards	\$90,557.50		\$96,057.50		\$96,057.50	
Total Cost of Paid Spots	\$90,557.50		\$96,057.50		\$201,787.30	
Estimated Value of Bonus		\$45,723.00		\$53,950.00		\$106,241.00
Gross Impressions						
Radio					2,078,1755	
Billboards	37,747,004		35,958,058		35,958,058	
Total Gross Impressions	37,747,004		35,958,058		38,036,233	

Dates of Campaign	DDOLUA December 12/7/09-1/6/10		DDOLUA Labor Day 7/13/10-9/9/10	
	Paid	Bonus	Paid	Bonus
	Number of Spots			
Radio			1866	1017
Billboards			2008	1568

Cinema Advertising			
Costs			
Radio			\$197,372.89
Billboards	\$90,558.00		\$183,535.00
Cinema Ads			\$29,700.00
Total Cost of Paid Spots	\$90,558.00		\$410,607.89
Estimated Value of Bonus		\$45,723.00	\$163,800
Gross Impressions			
Radio			3,729,956
Billboards	70,421,708		63,305,020
Cinema Ads			870,656
Total Gross Impressions	70,421,708		83,541,092

Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions, continued

	Prom Safety	
	February	
Dates of Campaign	2/1/10 – 2/10/10	
	Paid	Bonus
Radio	46	114*
Costs		
Radio	\$5,500.00	
Total Cost of Paid Spots	\$5,500.00	
Estimated Value of Bonus		\$2,560
Gross Impressions		
Radio		256,000
Total Gross Impressions		264,900

*Streaming (Internet Spots) @ \$5 for each spot

Looking Forward ...

The paid and earned media goals of the EOPSS's 2011 Highway Safety Plan include:

- *Meet the paid and earned media requirements of EOPSS's three mobilizations to help achieve the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas.*
- *EOPSS's paid media contractor to obtain 50% bonus of the gross value of mobilization paid media buys based on the formula of the average cost-per-spot in each market weighted for rotators. Also, mobilization buys will strive to achieve minimum weekly GRPs of 150 for radio and 200 for television.*

Paid and Earned Media Program spending will be approximately \$300,000.

Key initiatives involving paid and earned media in the 2011 Highway Safety Plan include:

- Support the paid and earned media needs of the EOPSS/HSD's three mobilizations;
- Continue to support the Prom and Graduation Safe Driving and Underage Drinking Prevention Program in the new fiscal year; and
- Provide ongoing earned media support to the Occupant Protection, Impaired Driving and Distracted Driving program areas.

Performance Data

■ Crash Summary

In Massachusetts, the total number of crashes decreased 15.8% from 139,038 in 2002 to 117,103 in 2009. The number of crash injuries also decreased 30.2% from 56,562 in 2002 to 39,473 in 2009 or 30.2 %. Seventeen fewer lives were lost in 2009 than in 2008, a 4.7% reduction. Massachusetts experienced a 13% decrease in the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Concentration (BAC) of at least .08 from 2008 (124) to 2009 (108). According to the observed restraint use survey, Massachusetts safety belt use rate remained at 74% in 2010.

Table 2 provides the data requested to track performance as outlined in the Governors Highway Safety Association's 2010 guidance for development of Annual Reports.

**Table 2. Massachusetts Crash Data Trends
2000 to 2010**

Crash Data/Trends	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Fatalities (Actual)	433	477	459	462	476	441	429	434	364	347	N/A
Fatality Rate/(100 Million VMT)	0.83	0.90	0.86	0.86	0.87	0.80	0.78	0.79	0.67	N/A	N/A
Number of Serious Injuries	4,286	-	5,279	5,370	5,033	5,052	4,579	4,182	3,983	3,193	N/A
Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC	152	181	178	156	169	148	144	155	124	108	N/A
Number of Unrestrained Passenger Vehicle Occupant Fatalities	166	195	189	177	165	171	158	148	120	79	N/A
Number of Speeding-Related Fatalities	151	144	176	156	158	145	148	143	97	116	N/A
Number of Motorcyclist Fatalities	33	53	58	35	60	56	50	62	42	52	N/A
Number of Unhelmeted Motorcyclist Fatalities	1	3	5	4	9	4	5	3	1	13	N/A
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	-	-	-	-	90	88	69	76	62	48	N/A
Number of Pedestrian Fatalities	82	79	58	86	81	76	61	66	75	46	N/A
Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	50%	56%	51%	62%	63%	65%	67%	69%	67%	74%	74%
Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	-	10,613	22,463	12,216	16,159	17,757
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	-	-	-	-	-	447	420	542	364	875
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	-	11,859	37,251	24,939	17,590	21,051

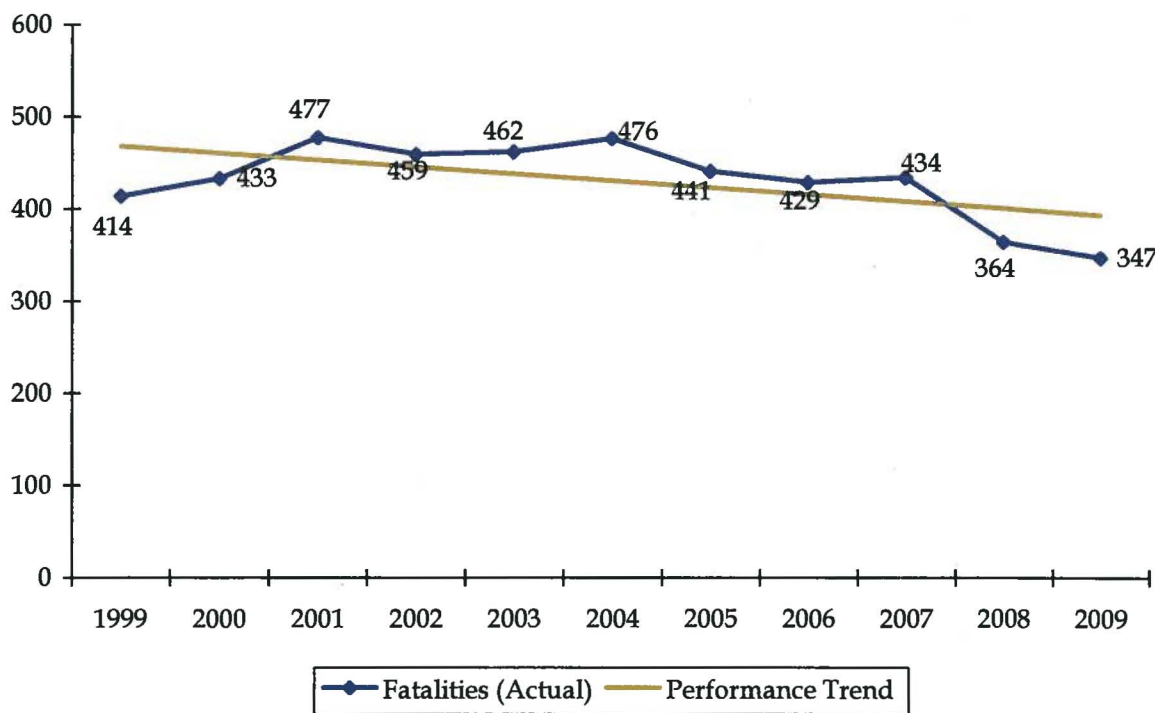
Source: MassTRAC, October 2010; RMV, May 2010; FARS, May 2010; 2002 to 2010 Massachusetts Safety Belt Use Observation Surveys

Note: Some numbers reported in this FFY 2010 Annual Report may differ slightly from the numbers in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology. 2009 data are preliminary. FARS only contains BAC data for the first three quarters of 2009. The number of fatalities reported is from the RMV's crash data system.

Figures 2 through 13 illustrate select data shown in Table 2 in greater detail and include data points and an associated trend line.

Figure 2 presents the number of motor vehicle fatalities in Massachusetts from 1999 to 2009. The number has fluctuated greatly during this time period, spiking in 2001 and 2004 then declining in 2006 to nearly the same number of fatalities as in 2000. Preliminary 2009 data show continued progress with a 20% decline in total fatalities from 2007. This decrease may be due in part to the development of more effective countermeasures related to motor vehicle safety that have been primarily focused on alcohol, speed, and safety belt program areas.

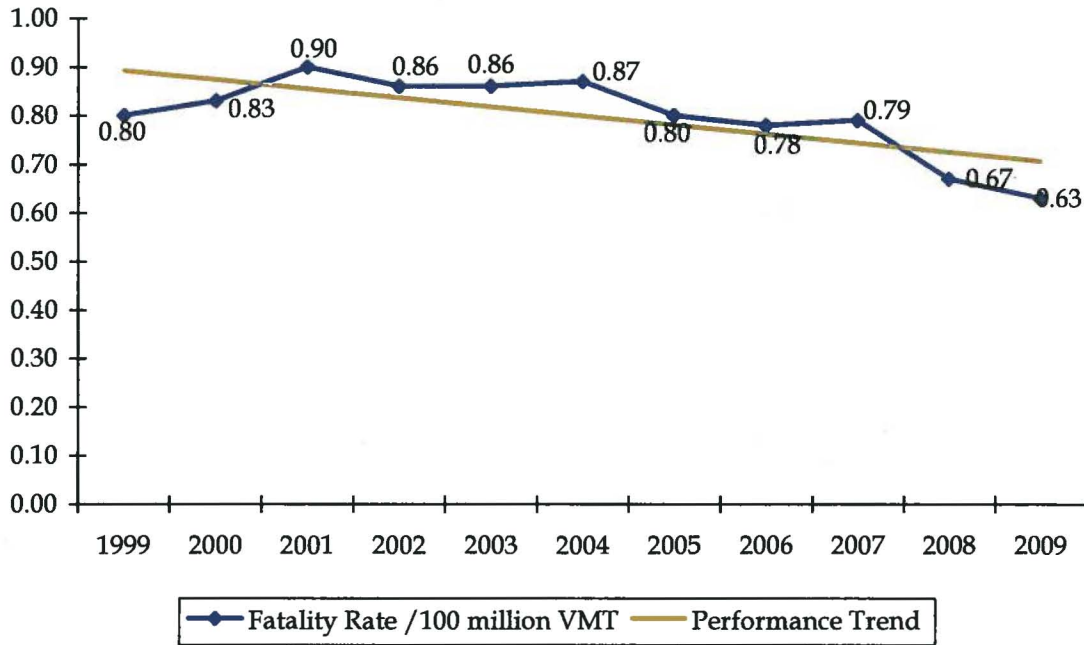
Figure 2. Number of Fatalities
Achieved a 16.4% Reduction from 2007 to 2009



Source: RMV, May, 2010
 Note: 2009 data are preliminary.

Figure 3 presents the motor vehicle fatality rate in Massachusetts per 100 million VMT between 1999 and 2009. From 2004 to 2009, the fatality rate per 100 million VMT declined approximately 28%, from 0.87 to 0.63.

Figure 3. Fatality Rate/100 Million VMT

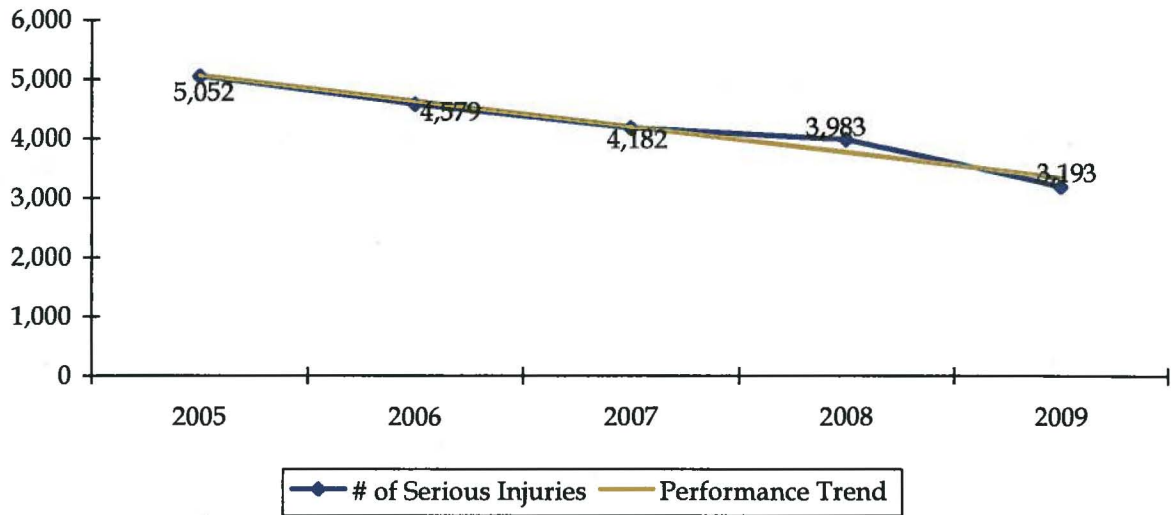


Source: RMV, May, 2010

Note: 2009 data are preliminary.

Figure 4 presents the number of serious injuries in Massachusetts between 2005 and 2009. Since 2005, the number of serious injuries has been on a steady decline from 5,052 to 3,193 in 2009, a 37% decrease.

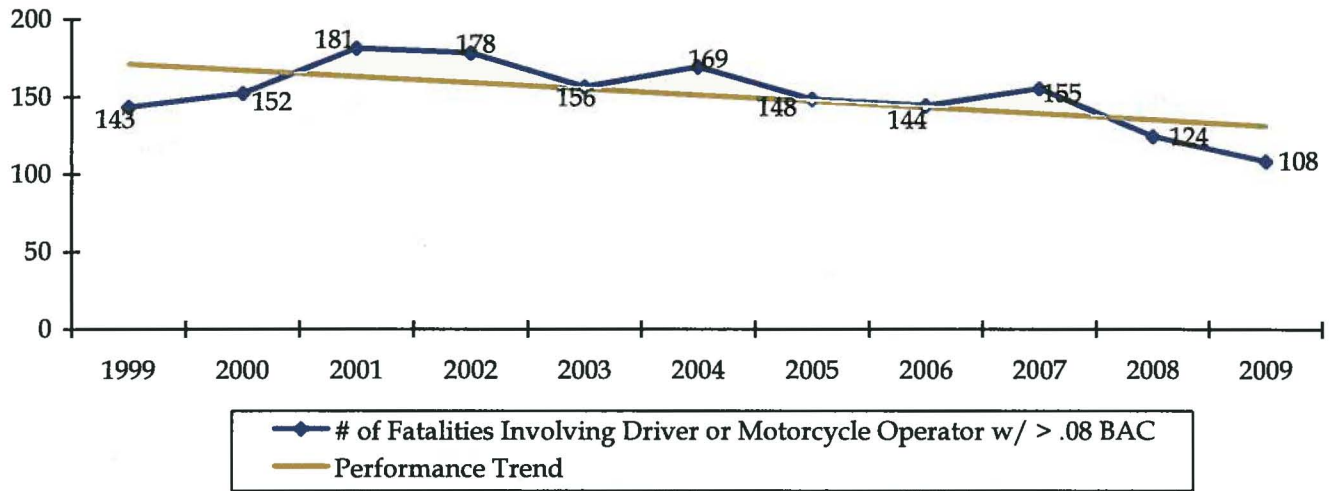
Figure 4. Number of Serious Injuries



Source: MassTRAC, October 2010; RMV, May 2010
Note: 2009 data are preliminary.

Figure 5 presents the number of alcohol-impaired fatalities in Massachusetts involving a driver with a BAC of 0.08 or greater between 1999 and 2008. The 2009 data show a decline in alcohol-impaired driver fatalities, with a 13% decrease from 2008.

Figure 5. Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC

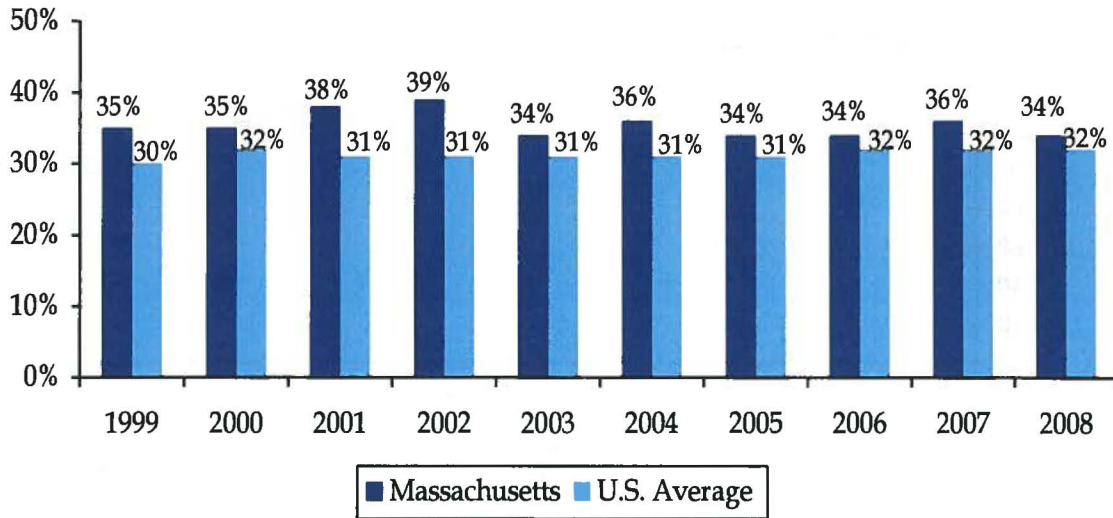


Source: FARS, May 2010; RMV, May, 2010

Note: 2009 data are preliminary. FARS only contains BAC data for the first three quarters of 2009.

As shown in Figure 6, Massachusetts consistently exceeds the national average for alcohol-impaired fatalities involving a driver with a BAC of at least 0.08 as a percent of all fatalities.

Figure 6. BAC 0.08+ Driver Fatalities as Percent of All Fatalities

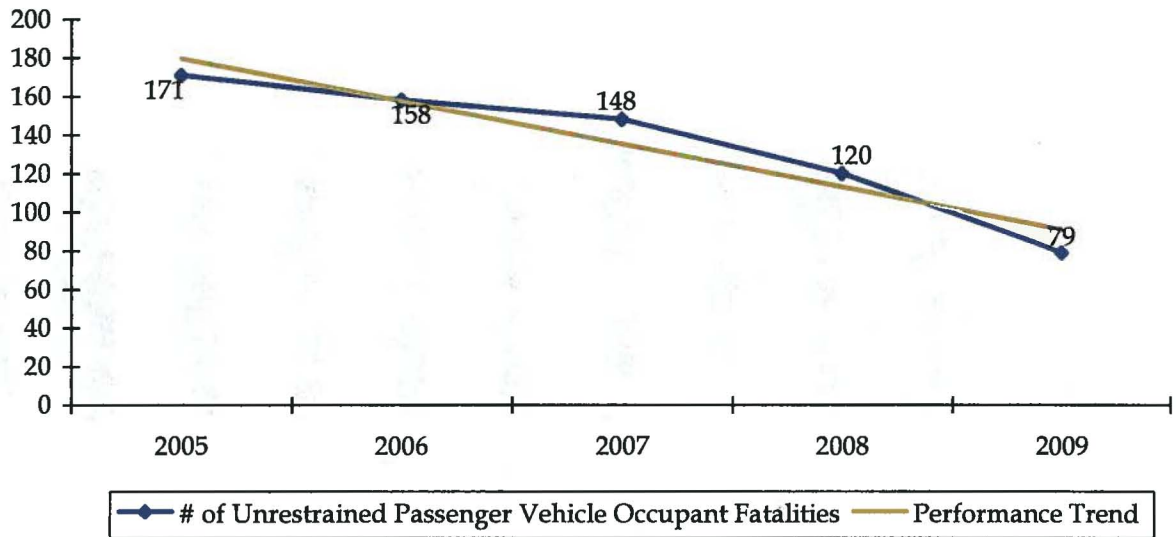


Source: FARS, May 2010; RMV, May, 2010

Note: 2009 data are preliminary. FARS only contains BAC data for the first three quarters of 2009.

Figure 7 presents the unrestrained passenger vehicle occupant fatalities in Massachusetts between 2005 and 2009. The number of fatalities has declined 54% from 171 in 2005 to 79 in 2009.

Figure 7. Number of Unrestrained Passenger Vehicle Occupant Fatalities

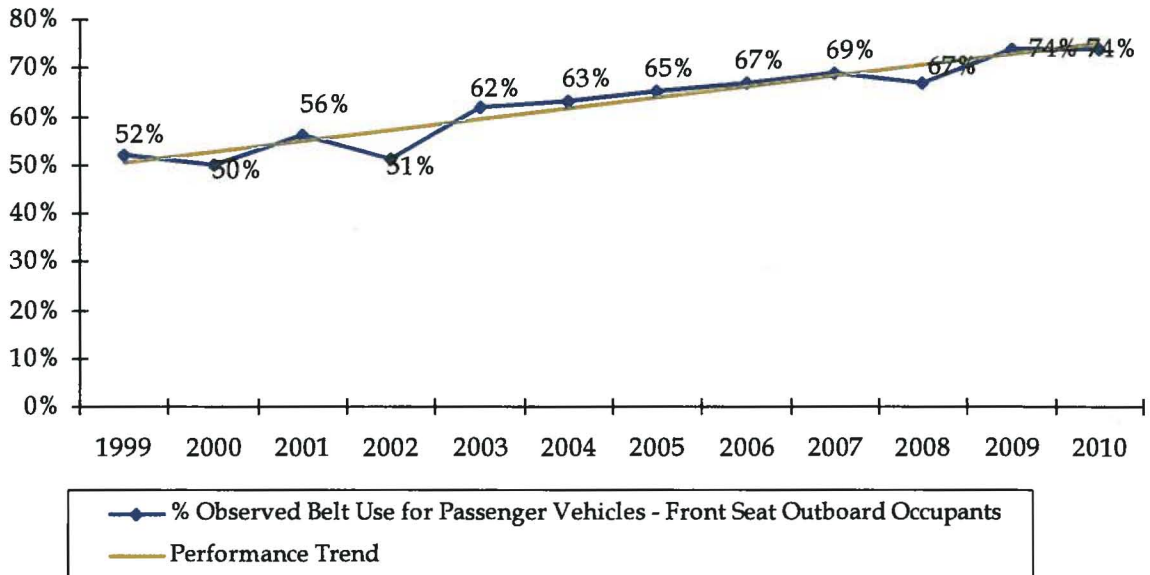


Source: FARS, May 2010; MassTRAC, October 2010; RMV, May 2010

Note: 2009 data are preliminary.

Figure 8 presents the observed safety belt use rate in Massachusetts between 1999 and 2010. The rate gradually increased each year from 2003 to 2007, reaching 69%, but declined to 67% in 2008. However, it increased seven percentage points in 2009 to 74% and maintained that level in 2010, the highest the Commonwealth has ever recorded. Safety belt use between 2002 and 2009 increased 23 percentage points. This dramatic increase may be a result of stricter enforcement of safety belt laws done in conjunction with more effective public outreach efforts to promote safety belt use in Massachusetts.

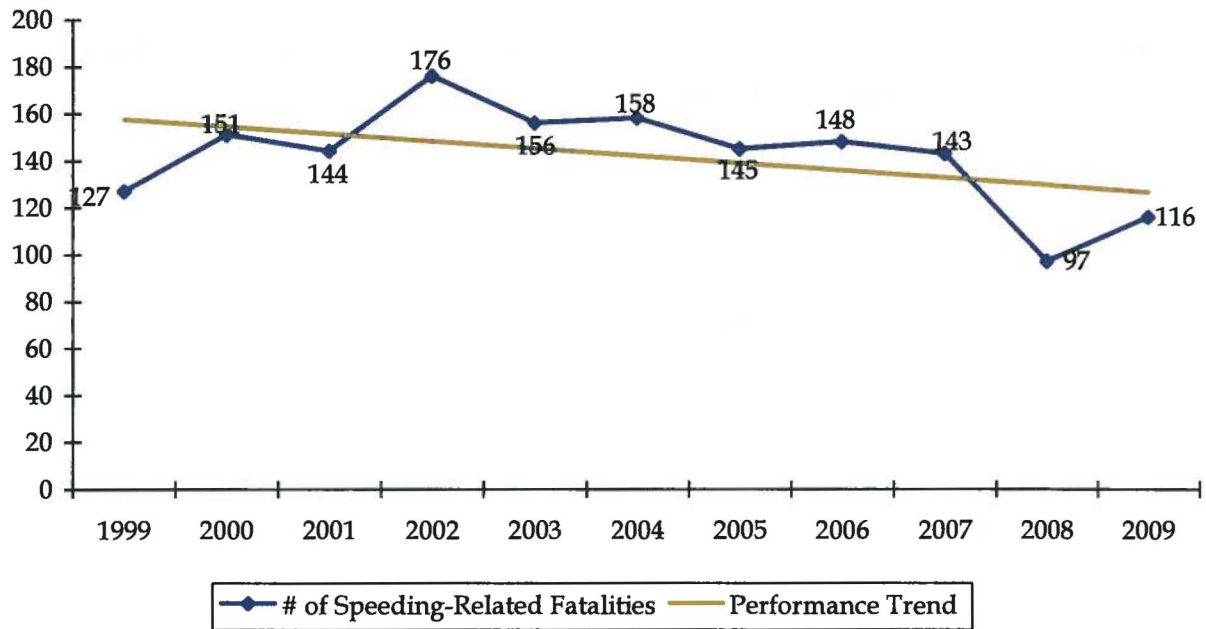
Figure 8. Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupant



Source: Massachusetts Safety Belt Use Observation Surveys 1999-2010

Figure 9 presents the number of speed-related fatalities in Massachusetts between 1999 and 2009. Between 2002 and 2008, the number of speed-related fatalities dropped from 176 to 97, a 45% decrease. Preliminary 2009 data show the first increase in speed-related fatalities since 2002.

Figure 9. Number of Speeding-Related Fatalities

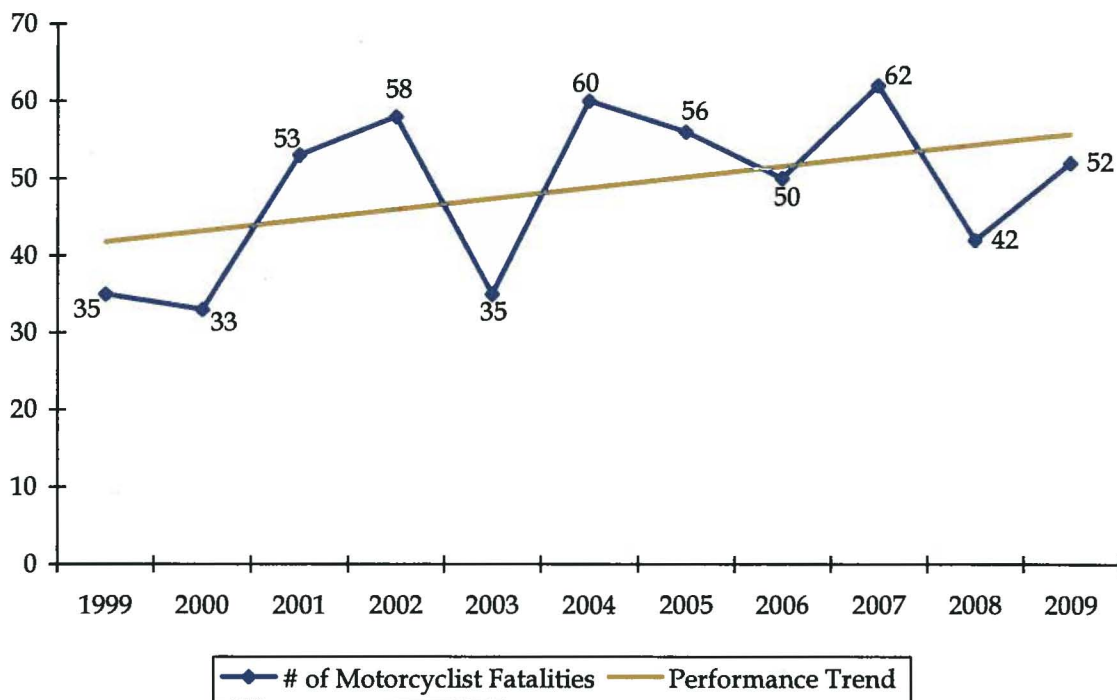


Source: MassTRAC, May 2010; FARS May 2010; RMV, May 2010

Note: 2009 data are preliminary.

Figure 10 presents the number of motorcyclist fatalities in Massachusetts between 1999 and 2009, which has fluctuated greatly during this time period. The number of motorcycle fatalities increased from 1999 to 2007, reflecting the national trend during this period. The rise in fatalities may be due in part to the increasing number of motorcyclists on the roads. Preliminary 2009 data show a 20% increase from 2008 with 52 motorcycle fatalities.

Figure 10. Number of Motorcyclist Fatalities

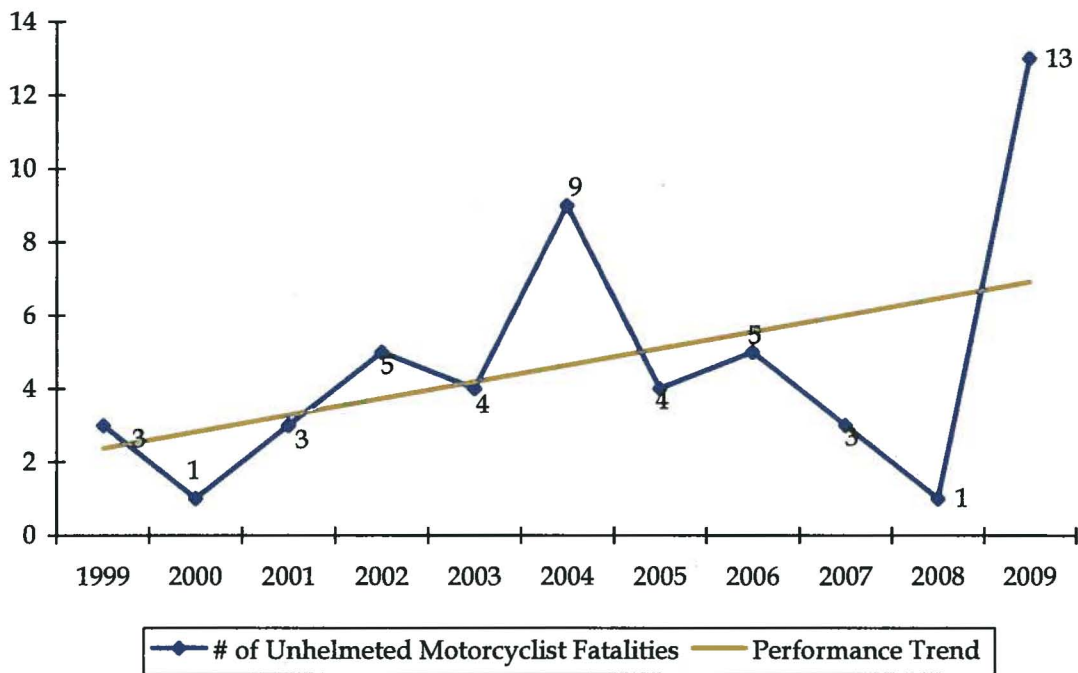


Source: MassTRAC, May 2010; FARS, May 2010; RMV, May 2010

Note: 2009 data are preliminary.

Figure 11 presents the number of unhelmeted motorcycle fatalities from 1999 to 2009, which has fluctuated greatly from three in 1999 to nine in 2004, back down to three in 2007. However, preliminary data show a substantial increase to 13 unhelmeted fatalities in 2009.

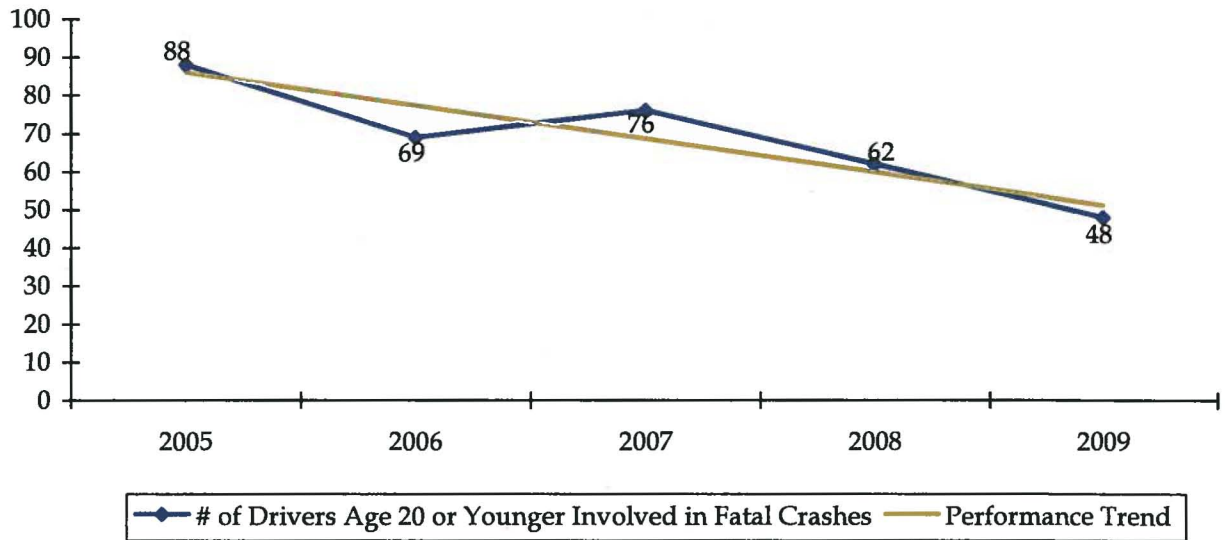
Figure 11. Number of Unhelmeted Motorcyclist Fatalities



Source: MassTRAC, May 2010; FARS, May 2010; RMV, May 2010
Note: 2009 data are preliminary.

Figure 12 presents the number of young drivers (ages 20 and younger) involved in fatal crashes in Massachusetts between 2005 and 2009. It has decreased significantly from 88 in 2005 to 48 in 2009. This decline may be due in part to stricter enforcement of the JOL Law in addition to more targeted public outreach efforts to young drivers and their parents for raising their motor vehicle safety awareness.

Figure 12. Number of Drivers Age 20 or Younger Involved in Fatal Crashes

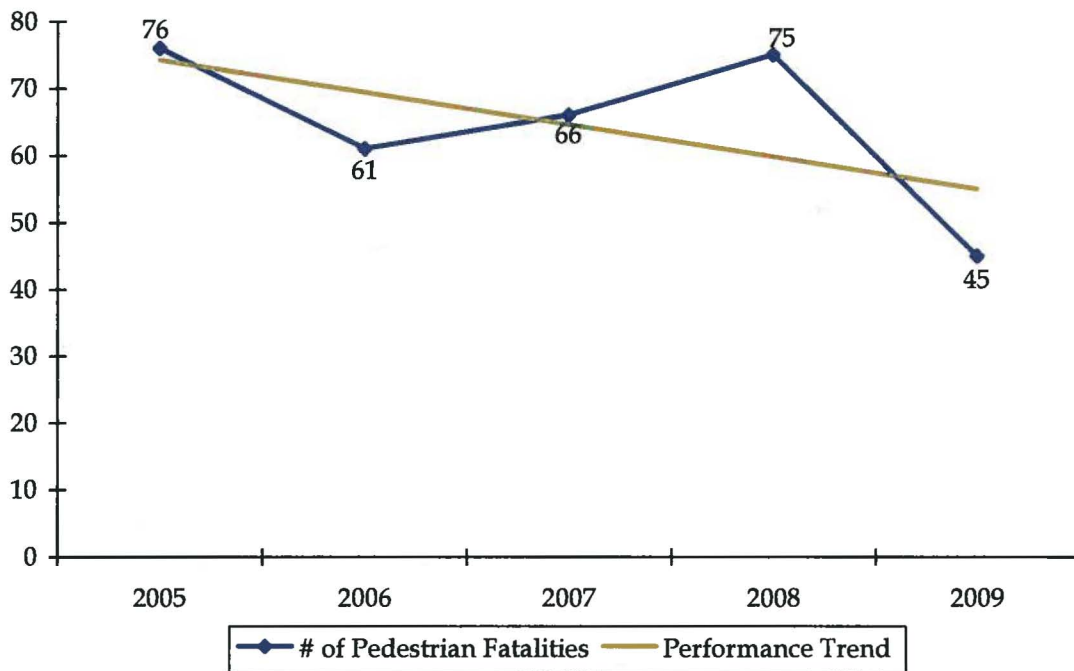


Source: MassTRAC, May 2010; FARS, May 2010; RMV, May 2010

Note: 2009 data are preliminary.

Figure 13 presents the number of pedestrian fatalities in Massachusetts between 2005 and 2009. Since 2005 pedestrian fatalities have decreased. Preliminary 2009 data show a decrease of 40% from 2008 with 45 fatalities.

Figure 13. Number of Pedestrian Fatalities



Source: MassTRAC, May 2010; FARS, May 2010; RMV, May 2010
Note: 2009 data are preliminary.

Table 3 provides additional details about recent highway safety trends in Massachusetts.

**Table 3. Additional Massachusetts Crash Data Trends
2002 to 2009**

Crash Data/Trends	2002	2003	2004	2005	2006	2007	2008	2009
Number of Motor Vehicle Crashes of All Types	139,038	141,681	138,632	154,084	149,860	144,510	136,384	117,103
Fatalities - Male (Actual)	318	311	324	301	293	288	264	241
Fatalities - Female (Actual)	141	149	152	140	136	129	99	92
Fatal Crashes (Actual)	433	434	447	417	403	408	338	303
Number of Crash Injuries	56,562	57,455	55,500	57,833	54,921	43,628	43,822	39,473
Fatality and Serious/Incapacitating Injury Rate/(100 Million VMT)	10.77	10.86	10.06	9.90	9.08	8.38	7.98	6.46
Alcohol-Related Fatalities (Actual) BAC = 0.01+	210	194	189	170	172	191	151	130
Percent of All Fatalities that are Alcohol-Related	46%	42%	40%	39%	40%	44%	42%	37%
Alcohol-Related Fatality Rate/ (100 Million VMT)	0.39	0.36	0.35	0.31	0.31	0.31	0.27	0.23
Percent of Vehicle Occupant Fatalities Unrestrained	57%	55%	53%	57%	53%	51%	51%	23%
Percent of All Fatalities that are Speed-Related	38%	34%	33%	33%	34%	33%	27%	33%
Speed-Related Fatality Rate/ (100 Million VMT)	0.33	0.29	0.29	0.26	0.27	0.26	0.17	0.21
Pedestrian Serious/Incapacitating Injuries (Actual)	287	246	268	241	221	234	233	251
Bicyclist Fatalities (Actual)	6	11	11	5	6	11	10	5
Bicyclist Serious/Incapacitating Injuries (Actual)	84	70	94	74	103	97	81	96
Motorcyclist Serious/Incapacitating Injuries (Actual)	328	291	355	374	314	316	329	329
Young Driver Fatalities (Actual) ^a	75	65	81	78	76	80	55	112
Young Driver Serious/Incapacitating Injuries (Actual) ^a	884	874	889	815	752	622	586	447
Older Drivers Involved in Fatal Crashes (Actual) ^b	72	93	63	70	59	70	53	58
Older Driver Serious/Incapacitating Injuries (Actual) ^b	629	644	590	700	338	271	265	211

Source: MasSTRAC, May 2010; RMV, May 2010; FARS, May 2010, RMV, May 2010

^a Young drivers are drivers age 16 to 24

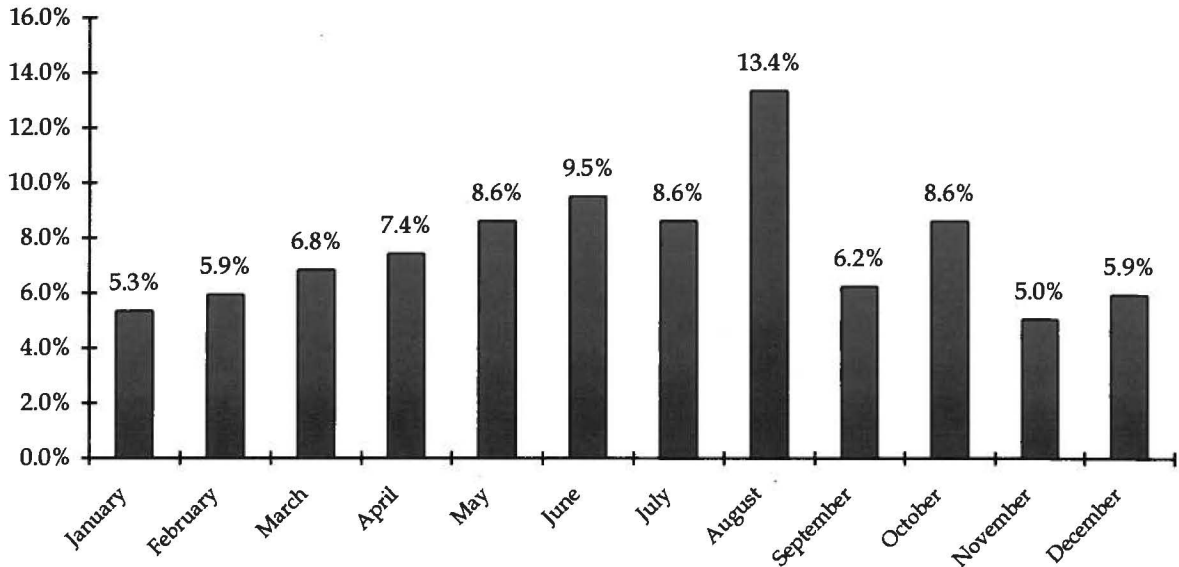
^b Older drivers are drivers age 65+

Note: 1) Some numbers reported in this FFY 2010 Annual Report may differ slightly from the numbers in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology

- 2) Any inconsistencies between total of male/female fatalities and overall reported fatalities for given year are due to gender that was either not reported or was unknown on crash report
- 3) 2009 data are preliminary
- 4) FARS only contains BAC data for the first three quarters of 2009.
- 5) The number of fatalities reported is from the RMV's crash data system.

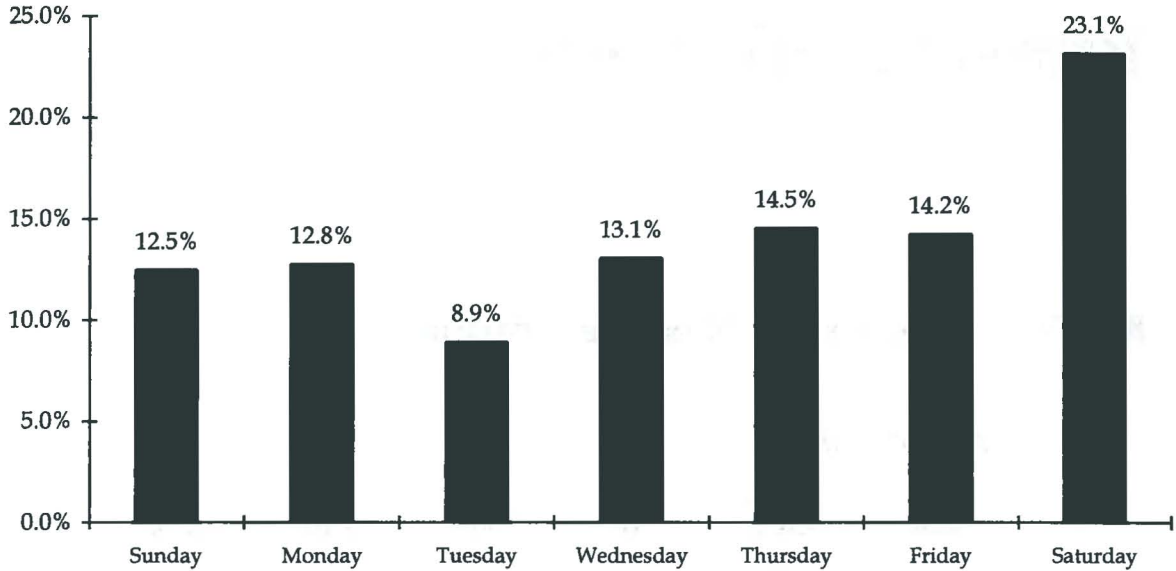
As shown in Figures 14 and 15, the greatest percentage of fatal crashes occurred during the summer months and on Saturdays. Fatal crashes occurred most frequently between the hours of 3:00 p.m. and 5:59 p.m., as shown in Figure 16.

Figure 14. Percent of Massachusetts Fatal Crashes by Month of Year in 2009



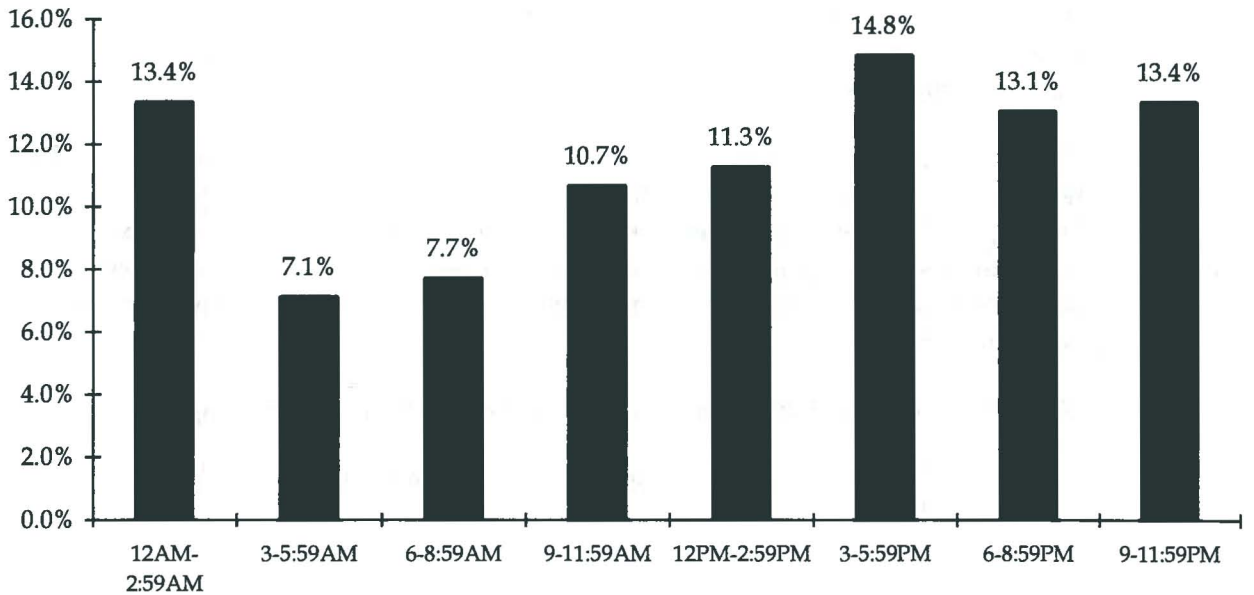
Source: RMV, May 2010
Note: 2009 data are preliminary.

Figure 15. Percent of Massachusetts Fatal Crashes by Day of Week in 2009



Source: RMV, June 2010
 Note: 2009 data are preliminary.

Figure 16. Percent of Massachusetts Fatal Crashes by Time of Day in 2009



Source: RMV, June 2010
 Note: 2009 data are preliminary.

Noteworthy Accomplishments and Project Highlights

■ Click It or Ticket Next Generation

Issue Addressed

In 2008, Massachusetts had the lowest belt use rate in the nation, but national research shows that multiple, sustained mobilizations may help increase the belt use rate.

Accomplishments

In September 2008, EOPSS/HSD received a two-year CIOT Next Generation Cooperative Agreement with NHTSA. The second phase was conducted in FFY 2010.

In FFY 2010, EOPSS/HSD completed three CIOT Mobilizations, one of which had support from this Cooperative Agreement (July one-week blitz). NHTSA provided support in the form of television and radio spot production and media buys plus expenditures of some of the \$600,000 Cooperative Agreement funds.

There have been several accomplishments as a result of this Cooperative Agreement, most notably, the Commonwealth maintained the 74% statewide safety belt use rate in 2010. During the Cooperative Agreement, EOPSS/HSD stressed the importance of issuing seat belt citations as a way to increase the usage of belts. MSP and 177 local police departments implemented Zero Tolerance Enforcement Policies regarding issuance of citations for seat belt violations.

EOPSS/HSD also obtained media coverage for this project, including:

- November: four television stations, nine radio stations, 26 print articles and six online articles
- May: two television stations, nine print articles, one online article
- July: one television station, one radio station, one print article, and three online articles

■ Student Athlete Underage Drinking Prevention Conferences

Issue Addressed

Medical and scientific studies are clear about the negative consequences of alcohol consumption on underage individuals. Regardless, many communities still face substantial difficulties in preventing underage drinking and forming unified responses. For example, youth may receive mixed and/or inconsistent messages about this topic which can cloud their decision making skills. Because adults play a part in children's lives and can influence their decision-making, it is imperative that adults and youth work together to prevent underage drinking and to form a united front against it.



Although much progress has been made in the last two decades, alcohol-related crashes are too common among young people. According to NHTSA, 31% of young drivers who were killed in crashes had a BAC of .01 or higher and 25% had a BAC or .08 or higher.

Accomplishments

EOPSS/HSD conducted two full-day underage drinking prevention conferences directed toward student athletes, though all students were welcome and encouraged to attend. The conferences supported a lifestyle free of alcohol and other drug use, even within a culture that reflects use of alcohol and other drugs by adolescents as the norm. Students, coaches, and administrators participated in workshops addressing the effects of alcohol on athletes, sportsmanship, highway safety, and Social Host Law enforcement. EOPSS/HSD partnered with the Massachusetts Interscholastic Athletic Association (MIAA), the Baystate Games, and the Massachusetts Association of School Superintendents to promote the conferences.

The first conference was held on May 18 at the Basketball Hall of Fame in Springfield and the second was held on June 1 at Gillette Stadium in Foxborough. The two conferences saw a combined 770 attendees, including students, coaches, law enforcement and other traffic safety advocates. The Basketball Hall of Fame and Gillette Stadium provided additional support to enhance the program. For instance, Gillette Stadium recognized the EOPSS/HSD only had enough funding for 250 attendees, and as a result, they provided food for the maximum number of participants that could be accommodated within their space. In addition, they also offered Andre Tippett, a 12 year Patriot linebacker and Patriot Hall of Famer, as one of the opening speakers to inspire the young athletes. Additional speakers included Gabriel Cano, a Regional Program Manager from NHTSA; Mary Elizabeth Heffernan, the Secretary of Public Safety and Security; Justin Moore, a champion rowing coach and motivational speaker; attorneys from Campbell, Campbell, Edwards and Conroy to address the Social Host Law; MSP; the Deputy Director of the MIAA; Dave

McGillivray, Race Director of the Boston Marathon and motivational speaker; and a former ice skating champion and drug addict.

EOPSS/HSD received many favorable responses from the attendees about these conferences. EOPSS/HSD will continue this program in FFY 2011.

■ Safe Prom and Graduation Video Contest

Issue Addressed

Young drivers are particularly susceptible to risky driving practices. The prom and graduation season is a period when many teens engage in risky behaviors, including increased underage drinking and reckless or impaired driving.

Accomplishments

In May 2010, Massachusetts implemented a safe-driving and alcohol awareness campaign for the prom and graduation season to promote safe and sober driving called "Dance. Don't Chance." The primary audience was young drivers, ages 16-19. In order to create interest and discussion about safe driving, Massachusetts conducted a contest to produce one minute public service announcements.

In partnership with SADD and the state Department of Elementary and Secondary Education, Massachusetts informed all high schools about the contest which sparked substantial interest. Thirty four schools from across the state participated and produced 66 entries, representing all regions of the state.



Kneeling are the entrants from Pembroke High School

Massachusetts successfully assembled a prize package for the contest by partnering with various private companies who donated beverages, a DJ from a major local radio station, limousine rental, tuxedo rentals, hair styling, flowers, makeup coupons, and a cash prize for the prom committee. One partner even hosted a special video editing event with SADD students to bring attention to the contest once it was launched.

Lastly, Massachusetts continued its use of a YouTube site where the videos could be viewed and rated. This allowed for increased community participation as the top rated videos were then submitted to a panel of judges to choose the winner. The videos were viewed approximately 30,000 times.

The entire campaign plus the rally at the winning high school resulted in media coverage from the national high school television network Channel One, 25 newspapers, nine on-line outlets and a radio station.

■ Massachusetts Traffic Records Analysis Center (MassTRAC)

Issue Addressed

At the start of FFY 2009, EOPSS/HSD had limited access to crash and citation data, which were housed in different locations and required manual processes for analyses. Through the FFY 2010 Highway Safety Plan, EOPSS/HSD was able to revitalize and improve upon a data storage and analysis tool to aid in problem identification and analysis.



Accomplishments

To facilitate EOPSS/HSD's ability to obtain and analyze traffic safety data, a new generation of the Commonwealth's traffic safety information portal was established. EOPSS/HSD worked with its contractor to develop the Massachusetts Traffic Records Analysis Center (MassTRAC), a web-based solution for crash records analysis, mapping, and reporting. This tool helps EOPSS/HSD meet Federal reporting requirements and supports safety planning processes across the Commonwealth. The software provides quick and easy user access to crash data, tabulations, maps, and counts of crashes, vehicles, drivers, passengers, and non-motorists. The predefined filters and classifications are designed to support the needs of users with various levels of skill and training, and ad hoc reporting functions allow users to produce custom reports of crash statistics for any subset of records. Designed and implemented as a rich Internet application, the system was developed using C#, Flex, and Oracle, with fully integrated Geographic Information System (GIS) capabilities that leverage Mass GIS infrastructure, data, and services. The data warehouse has been optimized to provide superb response times as the database grows to more than 10 million records. The second phase of the project included the addition of citation and violation data, support for more complex queries and ad hoc reports, and provided enhanced GIS analysis and mapping capabilities. EOPSS/HSD intends to broaden functionality of the system to address the unique needs of state and local law enforcement. This tool will allow the user to more effectively identify problem locations and target their human and financial resources to the areas of greatest need.

As of October 2010, over 75 law enforcement officers and other traffic safety stakeholders have been trained on MassTRAC, including 12 individuals who participated in a train-the-trainer class. Over 50 police departments, state agencies, and other traffic safety organizations have signed the EOPSS/HSD Memorandum of Understanding that allows them access to this application. During the trainings, many users of MassTRAC have praised the application. Below are comments from a survey that was sent to attendees after the trainings:

"There have been several occasions that the town has asked for crash report information for either resident complaints or different grant opportunities. This system creates a professional and in depth report for a specific area or the entire town depending on what you want." - Granby Police Department

"The program will be used to identify areas of concern and to schedule extra patrols or make changes to the traffic patterns." - Groveland Police Department

■ **Statewide Injury Surveillance System Infrastructure Enhancements**

Issue Addressed

Over the past decade, Massachusetts consistently has had the lowest statewide motor vehicle fatality rate in the nation. In 2004, the motor vehicle crash rate was 8.0 per 100,000. In 2005, this rate was 7.2 per 100,000; this rate was achieved in advance of the Center for Disease Control's (CDC) Healthy People 2010 Goal of 9.0 per 100,000. However, while the statewide fatality rate is low, some counties are not meeting the CDC national goal and specific demographic segments of the population are at a higher risk for motor vehicle crash injury and death.

Massachusetts has lacked emergency medical service (EMS) and trauma injury surveillance systems to analyze the continuum of clinical care for motor vehicle crash patients and to use this data in linkage to identify the specific causes of risk variability needed to drive evidence-based safety policies.

Section 408 funding was provided to the Massachusetts Department of Public Health to complete the components needed for the piloting and rollout of an EMS collection system and to test launch the linkage of trauma registry data with police crash report data.

Accomplishments

The Commonwealth's ability to accurately quantify motor vehicle crash injuries, to monitor the crash victim's medical care from scene to hospital, and to improve the crash victim's survival was greatly enhanced by the completion of injury surveillance-related objectives set out in the Commonwealth's Strategic Highway Safety Plan. The Tier I Data System

Strategy identified in the 2006 Strategic Highway Safety Plan had been to “create the infrastructure for a new statewide Massachusetts prehospital database utilizing the Massachusetts National EMS Information System (NEMSIS) compliant minimum data elements pertaining to each EMS call; and implement statewide population-based collection of Trauma Registry data.” This year, the Commonwealth completed the creation of that infrastructure and deployed the prehospital Massachusetts Ambulance Trip Record Information System (MATRIS). All of the ambulance services licensed by the Commonwealth of Massachusetts received their data users agreement, are returning the signed agreement and receiving their login and passwords to MATRIS. Ambulance services are attending regional MATRIS trainings throughout the Commonwealth. MATRIS includes an electronic online university with training videos. EMS software vendors were a MATRIS data schema and allowed to submit test data to MATRIS to ensure their clients could successfully submit data to the State.

The Commonwealth also completed the infrastructure and deployment of the Erwin Federico Hirsch State Trauma Registry (trauma registry) in 2008. Last year, this achievement was nationally commended when the American College of Emergency Physicians gave the Commonwealth of Massachusetts the highest ranking in the nation in the, “National Report Card on the State of Emergency Medicine: Evaluating the Emergency Care Environment State by State,” specifically attributing our strong performance to the development of our statewide trauma registry.

In addition, this year, the Commonwealth created an All-Payer Claims Database from medical, eligibility, provider, pharmacy, and dental claims encompassing all fully-insured, self-insured, HMO, Automobile, Worker’s Compensation, Medicare, and Medicaid data. The All-Payer Claims Database will provide a comprehensive picture of the total cost, quality, and utilization of services associated with motor vehicle crash injuries and will provide administrative simplification by serving as the Commonwealth’s central repository for health care claims submissions to state agencies.

The Commonwealth also updated its Trauma Field Triage Criteria and Point of Entry Plan for Trauma Patients to increase the rate of appropriate patients transported directly to a trauma center. NHTSA’s December 2009 guidance on “Emergency Medical Services Performance Measures: Recommended Attributes and Indicators for System and Service Performance” recommends that States use as an injury surveillance benchmark the percentage of patients who are transported to a trauma center who meet the 2006 Centers for Disease Control & Prevention/American College of Surgeons Field Triage Criteria for Trauma Center Care. In order to ensure that motor vehicle crash victims get timely access to definitive care for major trauma, validation algorithms were enhanced within MATRIS and the trauma registry to monitor the quality of required benchmark denominator inclusion criteria data related to the injured crash victim’s total Glasgow Coma Score, systolic blood pressure and respiratory rate.

This notable enhancement provides an enormous improvement to the overall accuracy of State’s injury surveillance rate calculations and achieving the NHTSA section 408 performance benchmark of data accuracy and improving data linkage. The integrity and the utility of the linked data are under review by a small statistical advisory task force of

nationally-recognized experts in trauma care benchmarking and severity adjustment. Before the end of calendar year 2010, Massachusetts will also have completed linkage of the newly released 2008 death record file and 2008 motor vehicle crash record file with the trauma registry.

■ Child Safety and Booster Seat Program

Issue Addressed

In July 2008, Massachusetts enacted the Massachusetts Child Passenger Safety (CPS) Law which requires that all children riding in passenger motor vehicles be in a federally-approved child passenger restraint that is properly fastened and secured until they are eight years old or more than 57" tall. Once a child has outgrown a child seat, he or she needs to use a belt positioning booster seat until attaining the required age or inches in height. This is a primary enforcement law in Massachusetts. Following passage of this law, it was imperative to ensure that the public was informed of these changes and that CPS technicians were properly trained.

Accomplishments

The following outlines the major accomplishments of the EOPSS/HSD statewide CPS Administration and Training program in FFY 2010. The major highlights included:

- Trained 121 new technicians;
- Recertified 28 former technicians;
- Added checkup events and regularly-scheduled fitting stations to EOPSS/HSD's CPS website in order to maximize distribution of child seats; and
- Distributed 544 child safety seats as part of the CPS Equipment Grant program through grant awards to police and fire departments and not-for-profit entities.

Distribution of Child Restraints to Low Income Families

In addition, programming and systems have been enhanced to offer a higher level of service. New strategies and programs emerged to address diversity and partnership development. The CPS Administration and Training grantee conducted trainings and answered questions about the CPS program but did not purchase child safety seats for distribution at checkup events. Instead, the 2010 CPS Equipment Grant allowed recipients to purchase and distribute car seats to low income and needy populations. Each 2010 CPS Equipment grantee had to have at least one CPS technician on staff and commit to two checkup events or have a

regularly scheduled fitting station during the grant period. The ensuing checkup event and fitting station schedule targeted priority areas, including those with underserved populations and those areas that had not previously hosted an event. As of September 2010, 544 child safety seats had been distributed through the CPS Equipment grant, which drew praise from communities:

“Many of the child safety seats given away were given to people in low income housing that greatly benefited by the new seat. When families have to choose between buying food and purchasing a new child seat, the seat comes last. Your grant allowed these families to travel safely with their children.” - Mansfield Police Department

“I want to thank you for the opportunity to enhance child passenger safety in the Leicester community through this grant. Feedback from families attending the checkpoints was extremely positive, showing a true need for CPS checkpoints in the future.” - Leicester Police Department

“The CPS equipment grant program was especially beneficial to the North Andover Police Department to replenish its available seats and supplies so that our department can continue to offer the CPS program to residents from North Andover and surrounding communities.” - North Andover Police Department

The CPS program currently has approximately 688 certified CPS technicians. The majority of these technicians are English speaking Caucasians. The lack of diversity and bilingual skills of the technicians has resulted in less interaction with the targeted populations. The CPS program determined that the following populations require special outreach efforts:

- Hispanic/Latino
- Southeast Asian
- Other non-English speaking individuals
- African American
- Low income

Enforcement of Child Restraint Laws

The three EOPSS/HSD-funded traffic enforcement mobilizations conducted in FFY 2010 addressed occupant protection for all passengers, including children. The MSP, 257 local police departments and one campus police department participated in these mobilizations. During mobilization events, enforcement resulted in 834 child safety seat violations issued. MSP and the following law enforcement agencies participated in the mobilizations:

Abington	Colrain	Leominster	Oakham	Sudbury
Acushnet	Concord	Leverett	Orange	Sunderland
Adams	Cummington	Lexington	Orleans	Sutton
Amesbury	Dalton	Leyden	Palmer	Swampscott

Amherst	Danvers	Lincoln	Paxton	Walpole
Andover	Dartmouth	Littleton	Peabody	Swansea
Aquinnah	Dedham	Longmeadow	Pelham	Taunton
Arlington	Deerfield	Lowell	Peru	Tewksbury
Ashburnham	Dennis	Ludlow	Petersham	Tolland
Ashby	Douglas	Lunenburg	Phillipston	Topsfield
Ashfield	Dover	Lynn	Pittsfield	Townsend
Attleboro	Dracut	Manchester by the Sea	Plympton	Truro
Auburn	Dudley	Mansfield	Princeton	Tyngsboro
Ayer	Duxbury	Marblehead	Provincetown	Tyringham
Barnstable	East Bridgewater	Marlborough	Quincy	Upton
Barre	East Brookfield	Marshfield	Randolph	Uxbridge
Becket	Gill	Mattapoisett	Reading	Wakefield
Bedford	Gloucester	Maynard	Rehoboth	Waltham
Belchertown	Goshen	Medway	Revere	Ware
Belmont	Grafton	Melrose	Rochester	Wareham
Berkley	Granby	Mendon	Rockland	Warren
Bernardston	Granville	Methuen	Rockport	Washington
Beverly	Great Barrington	Middleboro	Royalston	Watertown
Billerica	Greenfield	Middleton	Rutland	Wayland
Blackstone	Groton	Milford	Salem	Webster
Blandford	Groveland	Millbury	Salem State College	Wellesley
Bolton	Hadley	Millville	Salisbury	Wellfleet
Boston	Hamilton	Milton	Sandisfield	Wenham
Bourne	Hampden	Monson	Scituate	West Boylston
Boxborough	Hanover	Montague	Seekonk	West Bridgewater
Boxford	Harvard	Natick	Sharon	West Newbury
Braintree	Hatfield	Needham	Sheffield	Westborough
Bridgewater	Haverhill	New Bedford	Sherborn	Westfield
Brockton	Hingham	New Marlborough	Shrewsbury	Westford
Brookfield	Hinsdale	New Salem	Shutesbury	Westminster
Brookline	Holbrook	Newburyport	Somerset	Westport
Buckland	Holliston	Newton	Somerville	Westwood
Burlington	Holyoke	Norfolk	South Hadley	Whatley
Cambridge	Hopkinton	North Andover	Southampton	Whitman
Canton	Hubbardston	North Attleboro	Southborough	Williamsburg
Carlisle	Hudson	North Brookfield	Southbridge	Williamstown
Carver	Hull	North Reading	Spencer	Wilmington
Charlton	Ipswich	Northampton	Springfield	Winchendon
Chelmsford	Lakeville	Northbridge	Sterling	Winthrop
Chelsea	Lancaster	Northfield	Stockbridge	Woburn
Chester	Lanesborough	Norton	Stoneham	Worcester
Chesterfield	Lee	Norwell	Stoughton	Wrentham
Chilmark	Leicester	Norwood	Sturbridge	Yarmouth
Cohasset	Lenox	Oak Bluffs		

Approximately 73% of the cities/town in Massachusetts participate in EOPSS/HSD mobilizations.

EOPSS/HSD also distributed CPS hand cards aimed at providing parents and caregivers with information on how to safely transport their children in compliance with the CPS law. The hand cards were redesigned to include additional ADA compliance text and were translated into Chinese, Spanish, and Portuguese.

Training CPS Professionals

The CPS Program uses the NHTSA standardized curriculum for instructors and technicians which is reviewed by the National Child Passenger Safety Board.

In FFY 2010, the EOPSS/HSD CPS Program trained 121 new technicians, recertified 28 technicians and actively involved instructors in checkup events and trainings. With 54.8% of CPS technicians recertified in the 2010 calendar year, Massachusetts is above the national recertification rate of 49.8%.

From May through September 2010, training classes were held in Holyoke, Holbrook, Fitchburg, Tewksbury, Dracut, Westford, Barnstable and Natick. Twenty-three seats were distributed at checkup events following the classes.

Educating the Public on CPS

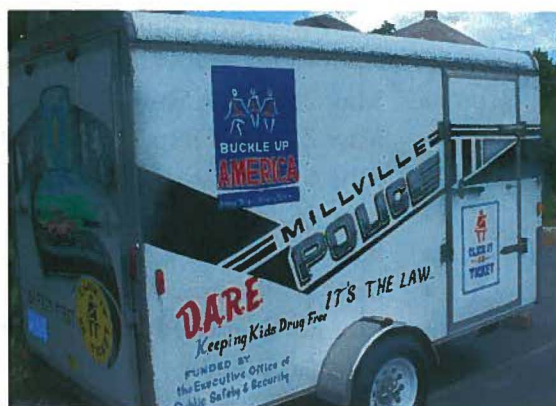
Below is a list of checkups, clinics, events, and fitting stations by 2010 Massachusetts CPS Grantees

Checkup Events

- April 24, 9am - 12pm, Somerset
- May 22, 10am - 2pm, Lynn
- May 27, 10am - 1pm, Natick

- June 7, 8am - 1pm, Waltham
- June 10, 12pm - 4pm, Holbrook
- June 11, Holbrook
- June 12, 9am - 1pm, Millville
- June 18, 9am - 1pm, Westwood
- June 19, Public Safety Day, Taunton
- June 21, 5pm - 7pm, Natick
- June 28, Holbrook
- June 28, 8am - 12pm, Waltham

- July 13, 9am - 12pm, Natick
- July 16, 8am - 12pm, Waltham



Millville Police Department's CPS trailer

- July 23, 10am - 2pm, Dorchester (Boston)
- July 24, 9am - 1pm, Millville
- July 27, 9am - 12pm, Natick
- July 30, 12pm - 4pm, Jamaica Plain (Boston)
- July 31, 9am - 1pm, Leicester

- August 7, 9am - 1pm, Waltham
- August 23, 9am - 1pm, Waltham
- August 26, 3:30 - 6:30pm, Westwood

- September 25, 9am - 11am, Danvers
- September 25, 11am - 1pm, Danvers
- September 5, 9am - 1pm, New Bedford
- September 9, 10am - 1pm, Waltham
- September 9, 10am - 2pm, Winchendon
- September 10, 9am - 11am, Winchendon
- September 11, Public Safety Day, Somerset
- September 12, New Bedford
- September 14, 3pm - 7pm, Waltham
- September 18, 10am - 10pm, Merrimack College campus, No. Andover
- September 18, 9am - 1pm, Leicester
- September 19, 10am - 2pm, Winchendon
- September 19, New Bedford
- September 25, 9am - 12pm, Lynn
- September 25, 9am - 12pm, Mansfield
- September 25, 8am - 12pm, Sturbridge
- September 25, 10am - 1pm, Taunton

Regional Checkup Clinics Attended by 2010 CPS Grantees

- May 22, South Shore Hospital, Weymouth (*grantee: No. Andover*)
- May 24, Self-Help Inc., Brockton (*grantee: No. Andover*)
- June 6, Beth Israel Deaconess Hospital, Chelsea (*grantee: Saving Lives, Inc.*)
- June 14, South Hadley (*grantee: South Hadley*)
- June 17, Lowell Charter School, Lowell (*grantee: Saving Lives, Inc.*)
- June 27, Westford Police Department, Westford (*grantee: Saving Lives, Inc.*)
- July 22, Baystate Health, Springfield (*grantee: South Hadley*)
- August 6, 10am - 2pm, UMass Memorial Hospital, Worcester (*grantee: Winchendon*)
- August 22, Westfield (*grantee: South Hadley*)
- September 19, 10am - 2pm, Hanover (*grantee: Saving Lives, Inc.*)
- September 25, 11am - 2pm, Grafton (*grantee: Millville*)

Fitting Stations/Appointments/Walk-in by 2010 CPS Grantees

Boston Public Health Commission

- June – Weekly fitting station open for 20 hours
- July – Weekly fitting station open for 12 hours
- August – Weekly fitting station open for 16 hours

Holyoke Fire Department

- Offer installs/inspections any day, anytime

Hull Police Department

- Fitting station offered every other Saturday

Lynn Fire Department

- Walk-ins welcome Monday – Friday, 9am – 5pm

Medford Police Department

- Walk-ins welcome Tuesdays 4pm – 8pm

Oak Bluffs Police Department

- Walk-ins welcome Fridays, 3pm – 4pm
- Walk-ins welcome Saturday – Monday, 7am – 8am

Topsfield Police Department

- Walk-ins daily 6am – 6pm

Seven (7) other 2010 CPS grantees also offer daily walk-ins anytime

The following provides an overview of the types of programs and support provided by the CPS program. The list is representative of key activities and does not show all of the outreach efforts.

- EOPSS/HSD staff responded to daily inquiries on the CPS hotline.
- Developed a calendar on CPS week activities and shared information with NHTSA.
- Reviewed community outreach material.
- Updated technicians on industry changes.
- Answered technical questions regarding installations.
- Responded to inquiries regarding seats, recalls and related information.
- Secured training sites.
- Evaluated bids for the CPS annual conference site.

- Updated the technician class waiting list.
- Provided technical assistance by sending CPS grantee to attend the National Lifesavers Conference workshops on CPS.
- Assisted communities with reviewing seats to order.
- Acknowledged emails and program inquiries about training.
- Responded to telephone calls and emails for technical assistance (typically in less than one hour).
- Assisted technicians with Continuing Education Unit requirements.
- Staffed the four check up events authorized by EOPSS/HSD.

Financial Summary/ Distribution of Funds

The EOPSS/HSD financial summary is provided on the following page.

Table 4. 2010 Financial Summary

	402	405	410	408	2010	1906	403	163	164	154	2011	Total	% of Total
P&A	\$77,245		\$10,405						\$14,473			\$102,123	0.8%
Traffic Records	\$514,158			\$176,112								\$690,270	5.3%
Impaired Driving	\$165,447		\$1,999,955					\$38,497	\$ 528,168	\$358,205		\$3,090,272	23.7%
Occupant Protection	\$1,672,519	\$48,397					\$355,219				\$270,839	\$2,346,974	18.0%
Pedestrians/Bicycles	\$133,977											\$133,977	1.0%
Speed	\$156,252											\$156,252	1.2%
Paid Media	\$562,675		\$248,719							\$177,492		\$988,886	7.6%
Motorcycles	\$27,076				\$53,245							\$80,321	0.6%
Police Traffic Services	\$260,651					\$355,154						\$615,805	4.7%
EMS	\$0											\$0	0.0%
Roadway Safety	\$0								\$1,705,816	\$3,147,889		\$4,853,705	37.2%
TOTAL	\$3,570,000	\$48,397	\$2,259,079	\$176,112	\$53,245	\$355,154	\$355,219	\$38,497	\$2,248,457	\$3,683,586	\$270,839	\$13,058,585	

Figure 14. 2010 Financial Summary

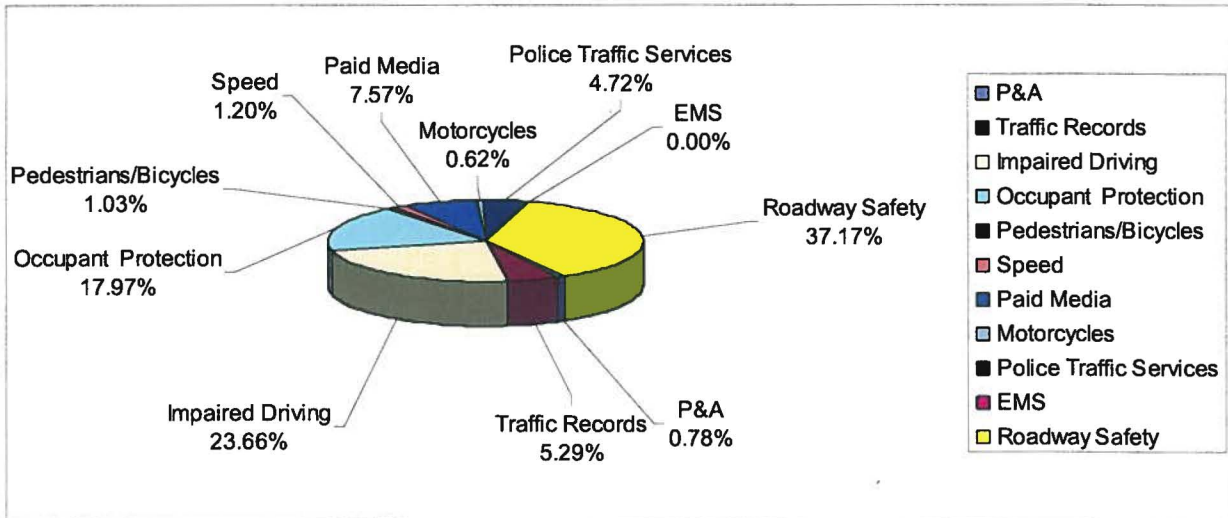


Table 5. 2010 Estimated Carry Forward Funds

Section 402 - NHTSA	\$ 1,807,268.00
Section 405 - OP SAFETEA-LU	\$ 523,164.00
Section 408 - DATA PROGRAM	\$ 1,305,286.00
Section 410 - ALCOHOL SAFETEA-LU	\$ 2,728,869.00
Section 2010 - MOTORCYCLE SAFETY	\$ 204,927.00
Section 2011 - CHILD SEATS	\$ 733,114.00
Section 1906 - PROHIBIT RACIAL PROFILING	\$ 352,225.00
Section 164 - TRANSFER FUNDS - ALCOHOL	\$ 183,914.00
Section 164 - TRANSFER FUNDS - HAZARD ELIMINATION	\$ 3,653,007.00
Section 154 - TRANSFER FUNDS - ALCOHOL	\$ 581,109.00
Section 154 - TRANSFER FUNDS - HAZARD ELIMINATION	\$ 1,445.00
	\$ 12,074,328.00

