

# Massachusetts

## FFY 2012 Highway Safety Annual Report



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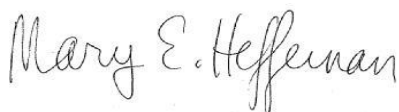
## Message from Governor's Highway Safety Representative

I am pleased to submit this Federal Fiscal Year 2012 Annual Report in fulfillment of the Commonwealth of Massachusetts' Section 402 grant requirements of the National Highway Traffic Safety Administration. The report highlights many accomplishments of the Executive Office of Public Safety and Security's Highway Safety Division (EOPSS/HSD) and our many highway safety partners.

The mission of EOPSS/HSD is to facilitate the development and implementation of policies, programs, and partnerships to help reduce fatalities, injuries, and economic losses from motor vehicle crashes on Massachusetts roadways. We base our work on the belief that any death or injury on our roadways is one too many and that traffic crashes are preventable.

EOPSS/HSD is committed to working with traffic safety partners to fulfill our mission. One highlight from Federal Fiscal Year 2012 was the partnership of EOPSS/HSD with the Massachusetts Department of Transportation and the Massachusetts State Police to increase enforcement at work zones. The goal of the program is to decrease fatal and serious injury crashes within work zones. EOPSS/HSD also successfully partnered with the Massachusetts Chiefs of Police Association to honor 23 local police departments and the Massachusetts State Police for excellence in traffic safety efforts to reduce motor vehicle related fatalities, injuries and economic losses to the Commonwealth during calendar year 2011.

I thank the staff that served EOPSS/HSD during Federal Fiscal Year 2012 for their efforts all year long and for the preparation of this Annual Report.



Mary E. Heffernan, Massachusetts Secretary of Public Safety and Security and  
Governor's Highway Safety Representative  
December 31, 2012



# Table of Contents

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<b>Executive Summary .....</b>	<b>1</b>
<b>Impaired Driving .....</b>	<b>4</b>
<b>Occupant Protection .....</b>	<b>10</b>
<b>Speeding and Distracted Driving .....</b>	<b>16</b>
<b>Higher - Risk Transportation System Users .....</b>	<b>18</b>
<b>Traffic Records.....</b>	<b>24</b>
<b>Police Traffic Services and Support .....</b>	<b>28</b>
<b>Paid and Earned Media.....</b>	<b>31</b>
<b>Performance Data.....</b>	<b>40</b>
<b>Noteworthy Accomplishments/Project Highlights .....</b>	<b>57</b>
Massachusetts Law Enforcement Challenge (MLEC).....	57
Demonstration Project to Reduce Impaired Motorcycle Riding and Associated Crashes through the Use of High Visibility Enforcement.....	59
High Visibility Enforcement Efforts Aimed at Saving Lives in Work Zones.....	60
Child Safety and Child Booster Seat Program.....	62
<b>Financial Summary/Distribution of Funds.....</b>	<b>68</b>
<b>Acronym Glossary.....</b>	<b>74</b>



# List of Tables

1. Results from <i>Drive Sober or Get Pulled Over</i> Mobilization.....	8
2. Results from <i>Click it or Ticket</i> Mobilizations.....	13
3. <i>Dance. Don't Chance.</i> Media.....	34
4. Paid and Earned Media Expenditures.....	36
5. <i>Drive Sober or Get Pulled Over</i> Media (December 16, 2011to January 2, 2012).....	37
6. <i>Drive Sober or Get Pulled Over</i> Media (August 21 to September 3, 2012).....	38
7. Massachusetts Crash Data Trends 2003 to 2012.....	41
8. Additional Massachusetts Crash Data Trends 2002 to 2011.....	54
9. 2012 Financial Summary .....	69
10. 2012 Estimated Carry Forward Funds .....	70

# List of Figures

1. Massachusetts Safety Belt Use Rate.....	10
2. Number of Fatalities .....	42
3. Fatality Rate/100 Million Vehicle Miles Traveled (VMT).....	43
4. Number of Serious Injuries.....	44
5. Number of Fatalities Involving Driver or Motorcycle Operator with $\geq .08$ Blood Alcohol Concentration (BAC).....	45
6. BAC 0.08+ Driver Fatalities as a Percent of All Fatalities.....	46
7. Number of Unrestrained Passenger Vehicle Occupant Fatalities .....	47
8. Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupant .....	48
9. Number of Speeding-Related Fatalities.....	49

10. Number of Motorcyclist Fatalities .....	50
11. Number of Unhelmeted Motorcyclist Fatalities .....	51
12. Number of Drivers Age 20 or Younger Involved in Fatal Crashes.....	52
13. Number of Pedestrian Fatalities .....	53
14. Percent of Massachusetts Fatal Crashes by Month of Year in 2011 .....	55
15. Percent of Massachusetts Fatal Crashes by Day of Week in 2011.....	56
16. Percent of Massachusetts Fatal Crashes by Time of Day in 2011.....	56
17. 2012 Financial Summary .....	70



# Executive Summary

## ■ FFY 2012 Accomplishments

- In the sixth 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 \$7,306,964.94 in new highway safety grant funding under Sections 402 (State and Community Highway Safety Grant), 405 (Occupant Protection Incentive Grant), 408 (State Traffic Safety Information System Improvement Grant), 410 (Alcohol-Impaired Driving Countermeasure Incentive Grant), 2010 (Motorcyclist Safety Grant), and 2011 (Child Safety and Child Booster Seat Incentive Grant) for FFY 2012. EOPSS/HSD also received \$50,000 through a grant from NHTSA to help decrease impaired motorcycle riding in Massachusetts.
- According to the Fatality Analysis Reporting System (FARS), Massachusetts fatalities dropped from 347 in 2010 to 337 in 2011.
- EOPSS/HSD, in partnership with state and local law enforcement and a media contractor, implemented public outreach and enforcement of *Click It or Ticket* (CIOT) and *Drive Sober or Get Pulled Over* Mobilizations. EOPSS/HSD created a data-based eligibility process for traffic enforcement grants in FFY 2012. As a result, participation by local police departments decreased from 189 in 2011 to 128 in 2012, but funding was available to communities based on crash and crime data.
- During spring 2012 EOPSS/HSD, along with government and corporate partners, conducted a safe prom and graduation video contest, *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, sober, and distraction-free driving all year, but especially during prom and graduation season. The 49 video submissions were available for viewing and voting online and the winning videos from Weston and Wilmington High Schools were highlighted at a public event. The videos were viewed over 70,000 times on YouTube.
- EOPSS/HSD received \$50,000 from NHTSA, through MDavis & Company, for a demonstration project to reduce impaired motorcycle riding and associated crashes through the use of High Visibility Enforcement. The MSP participated in two saturation patrols in Lowell and conducted two sobriety checkpoints in Springfield.

- EOPSS/HSD, in cooperation with the Registry of Motor Vehicles (RMV), conducted a Motorcycle Safety Conference in May for approximately 100 law enforcement representatives. Topics included crash data, licensing, motorcycle laws, operating under the influence, and distinguishing between types of vehicles (mopeds, limited use vehicles, motorized scooters, etc.).



*RMV Massachusetts Rider Education Program Coordinator Gene Carabine leads a presentation during the motorcycle safety conference*

- EOPSS/HSD joined with MassDOT and the MSP to kick off the second statewide Work Zone Speed Enforcement Campaign in April 2012. The campaign goal is to actively deploy “zero tolerance” MSP details at construction sites around the state to strictly enforce speed limits through work zones. This is in direct response to the deaths and injuries of MSP troopers in work zones. In addition to monitoring speed violations and impaired driving, the enforcement activity also focused on identifying and citing any violators. The initial campaign began in November 2011 with Governor Deval Patrick participating in the kick-off event. Through September 2012 the MSP issued 9,330 total citations: 6,368 were citations for speeding, 78 total arrests, 12 arrests for Operating Under the Influence, 677 citations for drivers not wearing safety belts, 4,447 warnings, and other risk-taking motor vehicle behaviors including civil violations. The nighttime deployments of these details also resulted in several arrests for operating under the influence of alcohol. Increased enforcement corresponds with placement of signs and placards at RMV branch offices, Massachusetts Bay Transportation Authority (MBTA) train cars and on variable message boards along highways promoting the initiative.
- To recognize traffic safety accomplishments of state and local police, EOPSS/HSD conducted the Massachusetts Law Enforcement Challenge (MLEC) in cooperation with the MCOA. The ceremony, based on 2011 data, was held in August and recognized 23 local police departments and the MSP.
- With the goal of promoting communication and better understanding between law enforcement and local communities, EOPSS/HSD developed and launched the Fair and Impartial Policing (FAIP) website at [www.mass.gov/eops](http://www.mass.gov/eops). FAIP is a web-based initiative designed to give Massachusetts law enforcement professionals and members of the community new insight into the issue commonly referred to as “racial profiling.” The FAIP training modules, developed with Section 1906 funding, are accessible at no cost. Translations are available in Spanish, Portuguese, French Creole, Cape Verdean, Arabic, Khmer, Vietnamese and Chinese. Trainings will be available for law enforcement officials through the Municipal Police Training Committee (MPTC). The initiative was highlighted in the Governors Highway Safety Association State Highway Safety Showcase and was submitted to the International Association of Chiefs of Police (IACP) for national outreach.

- EOPSS/HSD hosted two Data-Driven Approaches to Crime and Traffic Safety (DDACTS) Implementation Workshops for the MSP and approximately 20 municipal police departments.
- In February 2012, EOPSS/HSD began publishing a quarterly newsletter, the “HSD Connector.” The “HSD Connector” has covered many topics such as funding grant availabilities, training opportunities, and other resources for our partners. Additionally, writers such as the Traffic Safety Research Prosecutor (TSRP) from the Massachusetts District Attorneys Association (MDAA), Statewide CPS Coordinator, and Executive Director of the MPTC contributed information about important traffic safety topics in Massachusetts. This newsletter is sent to over 500 stakeholders.
- In FFY 2012 EOPSS/HSD piloted new site visit protocols throughout the Commonwealth. The site visit form was revised and the process was changed in order to more thoroughly obtain the information relevant to our funding and the organization’s programming. Many of the comments and suggested changes made by our grantees have been incorporated into future grant plans.

## ■ FFY 2012 Challenges

- EOPSS/HSD’s June 2012 statewide safety belt observation survey showed that Massachusetts’s seat belt usage rate remains at 73%.
- For the Annual Report, EOPSS/HSD relied primarily on 2005 to 2011 trend data, and, whenever possible, also 2012 data. Note that some 2011 and most 2012 data provided in this report are preliminary and subject to change. The decrease in the total number of crashes in recent years is attributable partly to differing reporting rates by police jurisdictions, but also to the declining number of operator-only reports (reports submitted by motorists involved in crashes, for which no police report was submitted) that were entered in the crash data system by the RMV in recent years.

# Impaired Driving

EOPSS/HSD is committed to decreasing impaired driving in Massachusetts. According to 2012 FARS data, 38% of fatal crashes in Massachusetts included an impaired driver/motorcycle rider. To increase efforts for FFY 2012, EOPSS/HSD applied for and received funds from NHTSA to increase high-visibility enforcement and public awareness to help decrease impaired motorcycle riding. An evaluation of this program is being conducted by NHTSA.



*MSP Superintendent Colonel Timothy P. Alben, speaks at the Drive Sober or Get Pulled Over press event*

## Goals and Progress

- To reduce the rolling five-year average (2006-2010) of alcohol-impaired fatalities (with BAC of 0.08 or greater) from 129 by five percent to no more than 123 (2007-2011) - Met goal: According to FARS data, there was an average of 123 alcohol-impaired fatalities from 2007-2011.
- To increase the number of OUI arrests at MSP Sobriety Checkpoints from 522 in 2010 by 10 percent to 574 in 2012 - Have not met goal: There were 542 OUI arrests at MSP Sobriety Checkpoints.
- To maintain the number of OUI arrests made during comparable grant-funded mobilizations
  - December 2010-January 2011 (43 - local police only) - Have not met goal: There were 28 OUI arrests during the FFY 2012 December Drive Sober or Get Pulled Over Mobilization.
  - May-June 2011 (15 - local police and MSP) - Have not met goal: There were 10 OUI arrests during the FFY 2012 May Click it or Ticket Mobilization.
  - August-September 2010 (86 - local police only) - Have not met goal: There were 55 OUI arrests during the FFY 2012 August Drive Sober or Get Pulled Over Mobilization.

This could mean that the efforts to derail impaired driving are working.

## Program Performance Measures

- Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater
- Number of OUI arrests at MSP Sobriety Checkpoints
- Number of OUI arrests made during grant-funded enforcement activities

## Strategies

1. Enhance and evaluate the impact of the *Drive Sober or Get Pulled Over* Mobilizations. All mobilizations were evaluated at the end of FFY 2011 using data from 2004-2008. As a result, the 2012 Traffic Enforcement Grant Program transitioned from an open enrollment to a more limited grant award process open only to departments across the Commonwealth meeting specific eligibility criteria. This new method enabled EOPSS/HSD to award federal funds for high-visibility overtime enforcement for three mobilization periods to those departments that have a demonstrated need for funds based upon crash and crime data and have met performance measures.
2. Increase the number of and continue to evaluate the impact of MSP Sobriety Checkpoints. The number of MSP Sobriety Checkpoints increased from 68 in FFY 2011 to 73 in FFY 2012. The evaluation of this program will be deferred to FFY 2013.
3. Enlarge and evaluate the impact of efforts to reduce impaired driving by younger drivers and underage drinking. EOPSS/HSD continues to apply for other funding opportunities, especially those that would increase the safety of young drivers. The evaluation of the program will be deferred to FFY 2013.
4. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking. The MPTC conducted 68 training sessions addressing impaired driving, including Standardized Field Sobriety Testing (SFST), SFST Update, and Breath Test (BT) Operator. The Alcoholic Beverage Control Commission (ABCC) conducted 111 training sessions on the Massachusetts Liquor Control Act and False Identification and Fraudulent Document Detection for 409 officers at police departments across the Commonwealth.



MSP sobriety checkpoint

## Additional Accomplishments

- EOPSS/HSD contracted with 31 local police departments for the Underage Alcohol Enforcement Grant. Under this program, 938 compliance checks were conducted and 101 licensees failed, representing a 89% pass rate. There were 111 youth citations and 154 arrests, and 131 adult citations and 201 arrests. 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 ABCC for technical assistance trainings.

- In FFY 2012, MPTC conducted 68 training sessions addressing impaired driving, including Standardized Field Sobriety Testing (SFST), SFST Update, and Breath Test (BT) Operator. Nearly 1,500 officers from around the Commonwealth participated in the 576 hours of impaired driving training provided by MPTC. On average, 22 different departments were represented by attendees at each MPTC training session.
- During FFY 2012, MPTC conducted four training sessions addressing drug impairment, specifically in Advanced Roadside Impaired Driving Enforcement. Seventy-three officers, representing forty-seven departments across the Commonwealth, attended the training sessions.

- Funding was provided to the MDAA for a full time TSRP. The MDAA hosted or participated in the following trainings: Breath Test Instructor, Crash Reconstruction: The Distracted Driver, Sobriety Checkpoints for Officers in Charge, OUI Trial Advocacy, Cops in Court, Introducing a Breath Test Result into Evidence, and Sum and Substance Series: The New Breath Test Instrument. There were 514 police and prosecutors were trained in these classes. The MDAA began GoToMeeting for webinars so officers and prosecutors can access trainings at their convenience. Twelve webinars were recorded during the year and 398 people viewed them. Twelve case summaries were prepared by the TSRP this year and delivered to partners such as the MCOPA, Office of Alcohol Testing (OAT), MDAA and the RMV. The TSRP responded to 278 calls for technical assistance from other prosecutors, law enforcement, and other agencies this year.



*MDAA prosecutor training*

- Funding was provided to the MSP Forensic Services Group for the purchase of an Accurate Mass Q-TOF LC/MS system to help with the detection of alcohol and other drugs in drivers suspected of operating under the influence.
- Massachusetts currently has 70 certified Drug Recognition Experts (DREs) of whom 26 are certified instructors. Twenty-two DREs completed the recertification requirement in 2012. State and local police officers complete the program to improve their ability to recognize motor vehicle and motorcycle drivers who may be under the influence of drugs.
- The ABCC received funding to conduct compliance checks in 150 municipalities in Massachusetts. In FFY 2012, 2,287 licensed establishments were checked. Of those checked, 78 establishments failed – a 97% success rate, well above the national

average of 88% showing that consistent enforcement yields greater success. Several municipalities with high failure rates in 2011 had either a low failure rate or were in full compliance in 2012.

- ABCC conducted 111 training sessions on the Massachusetts Liquor Control Act and False Identification and Fraudulent Document Detection for 409 officers at police departments across the Commonwealth. Demand for this program remains high, and ABCC has been asked to return to departments and academies where classes have been previously held.
- In 2012, two Massachusetts District Attorneys offices conducted underage drinking prevention conferences. The Northwestern District Attorney's Office helped raise awareness for teens and schools to talk about the issue of alcohol use. Extensive local media coverage helped spread the message. A large majority of attendees reported positive feedback. A public service announcement was created at the conference by Students Against Destructive Decisions (SADD). Because of the conference held by the Plymouth District Attorney's Office, Brockton has approved the implementation of a SADD Chapter elective course for middle school students in each of the eight public middle schools. The Conference was attended by over 100 personnel from the schools, law enforcement, athletic coaches, and health and behavioral care judiciary. The conferences were well received and the evaluations were very positive with good suggestions for future trainings/conferences.
- Two full-day underage drinking prevention conferences directed toward student athletes were conducted on May 30th in Foxboro at Gillette Stadium and September 25th in Springfield at the Basketball Hall of Fame. 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, and highway safety. There were collectively about 500 attendees. Speakers included former MSP Superintendent Colonel Marian McGovern, student in recovery Ashley Weisse, "Sober Thoughts" by Rob Hackenson, and the Street Smart paramedic team.
- Federal funding was provided by EOPSS/HSD to the Massachusetts Administrative Office of the Trial Court (AOTC) for registration fees for up to 175 Massachusetts representatives to attend the New England Association of Drug Court Professional Conference in Boston on September 27th. Massachusetts representatives included judges, substance abuse treatment professionals, law enforcement and probation personnel. Topics included current trends and emerging issues in drug courts for professionals in criminal justice, drug courts and treatment settings. The one-day conference was touted at opening ceremonies by the Chief Justice of the Trial Court and the Chief Justice of the District Court.

### Impaired Driving Mobilizations



In FFY 2012, 124 municipal police departments received federal funding to participate in the *Drive Sober or Get Pulled Over* Mobilizations in December 2011 and August 2012. MSP conducted additional sobriety checkpoints instead of participating in the mobilizations.



**Table 1. Results from the *Drive Sober or Get Pulled Over* Mobilizations**

	December 2011	August 2012
<b>High-visibility Traffic Enforcement Patrol Hours</b>	2,491	6,489
<b>OUI Arrests</b>	28	55
<b>Speeding Violations</b>	1,118	2,875
<b>Safety Belt Violations</b>	483	1,968
<b>Child Passenger Safety (CPS) Violations</b>	13	70

MSP continued to use their two Breath Alcohol Testing (B.A.T.) Mobiles, previously purchased with funding from the EOPSS/HSD, at 73 sobriety checkpoints during FFY 2012. In response to a number of crashes involving drivers hitting troopers in work zones last year, 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.



*The impaired driving goals of the 2013 Highway Safety Plan are:*

- To reduce the rolling five-year average (2006-2010) of motor vehicle-related fatalities from 383 by five percent to no more than 364 (2009-2013)
- To reduce the rolling five-year average (2006-2010) of serious traffic injuries from 3,993 by five percent to no more than 3,793 (2009-2013)
- To reduce the rolling five-year average (2006-2010) of fatalities per 100 M VMT by 5 percent from 0.70 to no more than 0.67 in (2009-2013)
- To reduce the rolling five-year average (2006-2010) of rural fatalities per 100 M VMT by 5 percent from 0.83 to no more than 0.79 in (2009-2013)
- To reduce the rolling five-year average (2006-2010) of urban fatalities per 100 M VMT by 5 percent from 0.67 to no more than 0.64 in (2009-2013)

*Impaired Driving Program funding will be \$3,139,367.00 in FFY 2013.*

### ***Looking Forward...***

Key initiatives to address impaired driving in the 2013 Highway Safety Plan include:

1. Enhance and evaluate the impact of the DSGPO Mobilizations
2. Encourage state and local law enforcement to participate in sustained enforcement of impaired driving laws
3. Increase the number of and continue to evaluate the impact of Sobriety Checkpoints
4. Enlarge and evaluate the impact of efforts to reduce impaired driving by younger drivers and underage drinking
5. Utilize the TSRP to conduct trainings and provide technical support for prosecutors and law enforcement regarding the prosecution of impaired driving cases
6. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking

# Occupant Protection



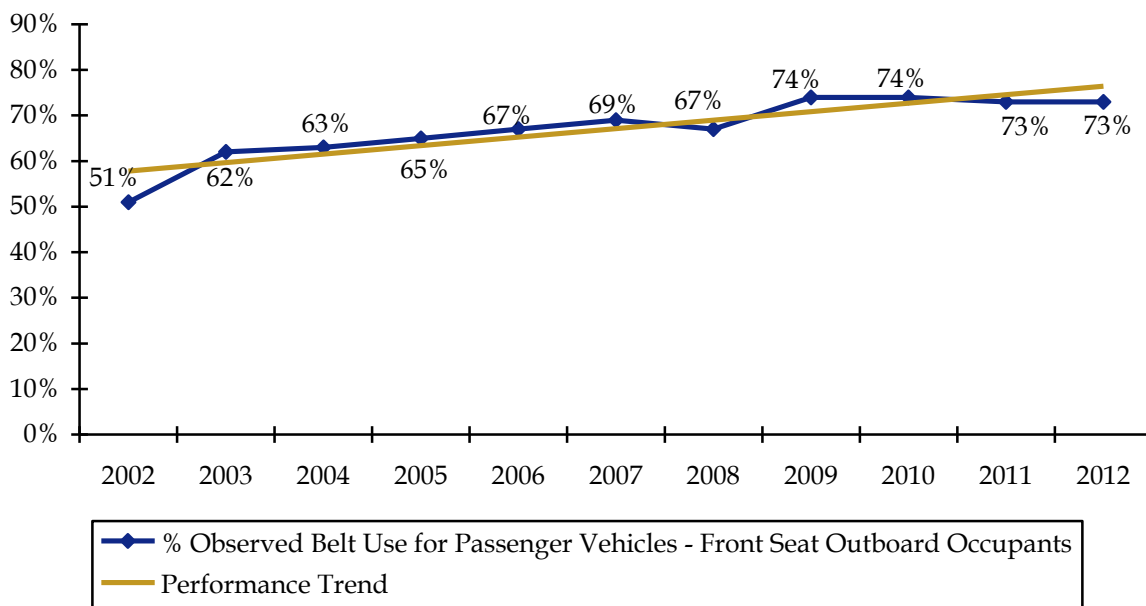
Massachusetts historically has had one of the lowest safety belt use rates in the country. This may be in part to the secondary safety belt law in the Commonwealth, which limits law enforcement to issuing safety belt violations only after they have

first stopped motorists for primary traffic violations, such as speeding. A primary safety belt law would allow law enforcement to stop vehicles whenever unbelted drivers or passengers are observed. Although the seatbelt use rate remains at 73%, according to 2012 FARS data, the number of unrestrained passenger vehicle occupant fatalities has been decreasing in Massachusetts.



Due to safety belt use being 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 low rate, EOPSS/HSD continues to make occupant protection a major highway safety program area.

**Figure 1. Massachusetts Seat Belt Use Rate 2002-2012**



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

Between June 4 and June 30, 2012 a total of 21,755 drivers and front outboard passengers in a total of 17,687 vehicles were observed at the 145 observation locations. The statistically weighted percentage of front seat occupants properly using seat belts during the observation study was 72.74 percent. This number is statistically equivalent to the weighted rate of 73.2 percent observed within Massachusetts in 2011. Although the results presented do not represent a significant change from 2011, an assessment of the new sampling approach and by variable analysis warrant further consideration.

There is evidence to suggest that the revised sampling approach employed in 2012 resulted in an overall usage rate that would have been higher had the previous design been utilized. There was an increase in the overall usage rate from 67.97% to 71.13%, on roadways categorized as local, which were comparable to functionally classified collector and local roads in previous years. The usage rate was also comparable or increased along primary roads (from 79.70% to 79.93%) and secondary roads (from 71.89% to 74.47%). The increase in seat belt usage rates along all road types, coupled with the slight overall decrease in the overall rate is indicative of the potential bias introduced by the increase in local roadways.

The seat belt usage rate among males decreased slightly from 2011 (from 67.57% to 65.16%) and was once again substantially lower than females (65.16% vs. 81.08%). Seat belt usage for elder adults and teens both increased as compared to the 2011 rates and were comparable to the observed usage rate in 2010; however the overall usage rate among adults decreased (from 72.87% to 71.14%). Consistent with previous years the seat belt usage of occupants in out of state vehicles (other than New Hampshire) was again higher than that in those of Massachusetts vehicles. Vehicles registered in New Hampshire had a usage rate comparable to that of Massachusetts vehicles (72.60% and 72.21%, respectively). Observed seat belt usage for occupants in small commercial vehicles (43.69%) and pick-up trucks (57.18%) both decreased from 2011 and were considerably lower than occupants of all other vehicle types.

Consistent with previous observation data, the observed seat belt usage rate was highest along primary roads (79.93%), while local and collector roadways had the lowest observed usage rates (67.99% and 67.97%). Drivers with passengers were more likely to be belted than those without passengers (75.49% vs. 71.00%). The observed usage rate among front outboard passengers was 75.78% representing an increase of over two percentage points from 2011.

## Goals and Progress

- To increase by two percentage points the statewide observed safety belt use of front seat outboard occupants in passenger vehicles, from 73% in 2011 to 75% in 2012 - Have not met goal: The 2012 seat belt usage rate was 72.74%.
- To reduce the rolling five-year average (2006-2010) of unrestrained passenger vehicle occupant fatalities, in all seat positions, from 129 by 10 percent to no more than 116

(2007-2011). Making Progress: According to FARS data, there was an average of 119 unrestrained passenger vehicle occupant fatalities from 2007-2011.

- To maintain the number of seat belt citations during comparable grant-funded mobilizations
  - December 2010-January 2011 (1,176 - local police only) - Have not met goal: There were 483 seat belt citations during the December 2011 Drive Sober or Get Pulled Over Mobilization.
  - May-June 2011 (4,395 - local police and MSP) - Surpassed goal: There were 5,943 seat belt citations during the May 2012 CIOT mobilization.
  - August-September 2010 (1,642 - local police only) - Surpassed goal: There were 1,968 seat belt citations during the August 2012 Drive Sober or Get Pulled Over Mobilization.

## **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)
- Number of local police departments with Zero Tolerance Safety Belt Policies
- Number of seat belt citations during grant-funded enforcement activities
- Changes in attitudes and awareness of safety issues and programs

## **Strategies**

1. Enhance and evaluate the impact of the CIOT Mobilizations. All mobilizations were evaluated at the end of FFY 2011 using data from 2004-2008. As a result, the 2012 Traffic Enforcement Grant Program transitioned from an open enrollment to a more limited grant award process open only to municipal police departments across the Commonwealth meeting specific eligibility criteria. This new method enabled EOPSS/HSD to award federal funds for high-visibility overtime enforcement for three mobilization periods to those departments that have a demonstrated need for funds based upon crash and crime data and have met performance measures.
2. Expand and evaluate CIOT-related communications and community educational initiatives among diverse populations. The primary audience for the CIOT mobilization is white males 18 to 34. Secondary efforts were directed at young male drivers ages 15 to 17 and Latino males ages 18 to 34, commercial vehicle and pickup truck drivers, as well as those living in urban areas and throughout southeastern Massachusetts. Tertiary efforts targeted African American males ages 18 to 34. EOPSS/HSD relied on NHTSA's national paid media campaign, which included broadcast and cable television, radio, online media and social media. The CIOT message was also displayed on televisions in RMV's branch offices and the CIOT

press release was published in 20 local newspapers. The local media buy consisted of Pandora online radio advertising, NESN TV Red Sox game advertising during 11 games, and a highly visible web presence from Univision.com and NESN.com.

3. Enlarge and evaluate the impact of efforts to increase safety belt use by younger drivers and passengers. The evaluation of this program will be deferred to FFY 2013.
4. Expand the impact of efforts to increase proper use of child safety seats, including booster seats. EOPSS/HSD provided funds to the MPTC who trained 71 new technicians, recertified 158 former technicians, and added checkup events and regularly-scheduled fitting stations to EOPSS/HSD's CPS website in order to maximize distribution of child seats. Over 1,000 child safety seats were distributed 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 heighten occupant protection usage. EOPSS/HSD funded specialized Traffic Occupant Protection Strategies (TOPS) at the MPTC.

### Click It or Ticket Mobilization

The MSP, along with 126 local police departments, received Federal funding to participate in the high-visibility traffic enforcement *CIOT* Mobilization in May 2012.

**Table 2. Results from the CIOT Mobilizations**

	MSP	Local Police
High-visibility Traffic Enforcement Patrol Hours	1,672	7,769
Operating Under the Influence OUI Arrests	2	8
Speeding Violations	1,167	3,630
Safety Belt Violations	855	5,088
CPS Violations	40	166

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

Throughout the course of the year, MSP hosted 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 the Rollover Simulator.

### **Additional Accomplishments**

- Municipal police departments contributed \$500,952.33 in matching in-kind funds during the three high-visibility traffic enforcement mobilizations.
- EOPSS/HSD representatives attended quarterly Prevent Injuries Now! Network (PINN) meetings. PINN is led by the Department of Public Health (DPH) and brings 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 and Massachusetts Safety Officers League (MSOL) 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.
- During FFY 2012, HSD staff responded to a total of 154 inquiries to the toll-free CPS hotline. Calls ranged from questions regarding where to find the nearest certified technician to more in-depth questions regarding the recent changes in the NHTSA and American Academy of Pediatrics Child Safety Seat Guidelines.
- EOPSS/HSD produced 200,000 Child Passenger Safety hand cards in English and Spanish. Hand cards were sent to the MSP, municipal police departments, fire departments and other CPS stakeholders.
- EOPSS/HSD held the 2012 Annual Massachusetts CPS Conference on September 19th at the Best Western Royal Plaza Hotel in Marlborough. About 250 attendees from across the state heard updates from Charlene Oakley, Program Manager from NHTSA Region 1, and Don Dupray, the statewide CPS coordinator. Additionally, there were two plenary sessions offered: "Child Passenger Seats and Crashes" and "Diversity in CPS." Breakout sessions covered new car seats and technology, NHTSA Federal changes for CPS in 2014, media messaging, and Lower Anchors and Tethers for Children (LATCH) basics. Attendees were offered three continuing education units (CEU) for the half-day conference and were given a take home LATCH quiz for an additional CEU.

### *Looking Forward...*

*The occupant protection goals of the 2013 Highway Safety Plan are:*

- To increase by two percentage points the statewide observed safety belt use of front seat outboard occupants in passenger vehicles, from 73 percent in 2012 to 75 percent in 2013
- To reduce the rolling five-year average (2007-2011) of unrestrained passenger vehicle occupant fatalities, in all seat positions, from 127 by five percent to no more than 121 (2009-2013)
- To maintain the number of seat belt citations during comparable grant-funded mobilizations
  - December 2011-January 2012 (535 - local police only)
  - May-June 2012 (2,451 - local police and MSP)
  - August-September 2012 (1,968 - local police only)

*Occupant Protection Program funding will be \$1,195,569 in FFY 2013.*

Key initiatives to address occupant protection in the 2013 Highway Safety Plan include:

1. Enhance and evaluate the impact of the CIOT Mobilizations
2. Expand and evaluate CIOT-related communications and community educational initiatives among diverse populations
3. Enlarge and evaluate the impact of efforts to increase safety belt use by younger drivers and passengers
4. Expand the impact of efforts to increase proper use of child safety seats, including booster seats
5. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to increase occupant protection usage

# Speeding and Distracted Driving



Massachusetts roadways have significant speeding and aggressive driving problems fueled by drivers with busy lifestyles and increasingly congested roadways. Law enforcement is encouraged to address these issues during other mobilizations.

According to 2012 FARS data, 31% of crash fatalities in Massachusetts were speed-related. Also in 2011, there were 209,550 speeding 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 major highway safety priorities. Efforts in this area also addressed the dangers of distracted driving and drag racing.



## Goals and Progress

- To reduce the rolling five-year average (2006-2010) of speed-related fatalities from 110 by five percent to no more than 104 (2007-2011). Making Progress: According to FARS, there was an average of 101 speed-related fatalities from 2007-2011.
- To maintain the number of speeding citations during comparable grant-funded mobilizations
  - December-January 2010 (1,777- local police only) - Have not met goal: There were 1,118 speeding citations issued during the FFY 2011 December Driver Sober or Get Pulled Over Mobilization
  - May-June 2011 (4,111- local police and MSP) - Surpassed Goal: There were 4,797 speeding citations issued during the May 2012 CIOT Mobilization.
  - August-September 2010 (2,365- local police only) - Surpassed Goal: There were 2,875 speeding citations issued during the August 2012 Drive Sober of Get Pulled Over Mobilization.

## Additional Program Accomplishments

- EOPSS/HSD continued the partnership with MassDOT and the MSP for the statewide Work Zone High Visibility Enforcement campaign with the goal of actively reducing motor vehicle violations within work zones. In addition to monitoring speed violations and impaired driving, the enforcement activity also



focused on identifying and citing violators. This is in direct response to the deaths and injuries of MSP troopers in work zones within the past two years.

### **Program Performance Measures**

- Number of speed-related fatalities
- Number of speeding citations issued during grant-funded enforcement activities

### **Strategies**

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

### ***Looking Forward...***

*The speeding and distracted driving goals of the 2013 Highway Safety Plan are:*

- To decrease the number of crashes with texting violations by 15% to 108
- To reduce the rolling five-year average (2007-2011) of speed-related fatalities from 107 by five percent to no more than 102 (2009-2013)
- To maintain the number of speeding citations during comparable grant-funded mobilizations
  - December 2011 -January 2012 (1,129- local police only)
  - May-June 2012 (4,797- local police and MSP)
  - August-September 2011 (2,406- local police only)

# Higher-Risk Transportation System Users

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

According to 2012 FARS data, 14% of all motor vehicle-related fatalities in Massachusetts involved a driver under the age of 21. Massachusetts continues to make significant efforts to enhance enforcement of the Junior Operator License (JOL) law, in particular after it was strengthened in 2007. Strict enforcement along with promotion of the law has reduced the number of improperly trained and inexperienced young drivers on our roadways.



According to preliminary 2011 crash data, older drivers, those over 65 years of age, were involved in 15% of all crashes in Massachusetts. Effective September 30, 2010, Massachusetts operators 75 years of age or older can only renew a driver's license at an RMV branch and the operator must either pass a vision test or present a completed vision screening certificate.



The popularity of motorcycling continues to increase in Massachusetts and across the nation. This has driven up demand for professional rider training. 2010 data show that motorcycle related fatalities comprised 16% of the total motor vehicle fatalities in Massachusetts. In 2011 in

Massachusetts, 83% of operators/passengers involved in fatal crashes were wearing helmets. However, helmet use is only part of the educational efforts that must be conducted in order to ensure motorcyclist safety in Massachusetts; riders statewide must be further trained and educated about all aspects of motorcycle safety, including roadway rules and regulations, licensing requirements, sharing the road safely, and proper equipment usage.

In response to the sharp rise in bicycle commuters and recreational bicyclists, the Massachusetts Bicycle Coalition (MassBike), in partnership with MassDOT, EOPSS, the Department of Conservation and Recreation and DPH, launched a new safety campaign to educate both bicyclists and motorists about the role of bicycles on the state's roads. According to preliminary 2011 crash data, there were 1,255 crashes involving bicyclists in Massachusetts.

## Goals and Progress

- To reduce the rolling five-year average (2006 to 2010) of young drivers (age 20 or younger) involved in fatal crashes from 63 by five percent to no more than 60 (2007-2011). Making Progress: According to FARS data, there was an average of 59 young drivers involved in fatal crashes from 2007-2011.
- To reduce the rolling five-year average (2006-2010) of older drivers (age 65 or older) involved in fatal crashes from 59 by five percent to no more than 55 (2007-2011). Making Progress: According to preliminary 2011 crash data, there was an average of 57 older drivers involved in fatal crashes from 2007-2011.
- To reduce the rolling five-year average (2006-2010) of pedestrian fatalities from 64 by five percent to no more than 61 (2007-2011). Making Progress: According to FARS, there was an average of 63 pedestrian fatalities from 2007-2011.
- To maintain the rolling five-year average (2006-2010) of bicyclist fatalities at 8 (2007-2011). Met goal: According to FARS, there was an average of 7.8 bicyclist fatalities from 2007-2011.
- To reduce the rolling five-year average (2006-2010) of motorcycle fatalities from 54 by five percent to no more than 51 (2007-2011). Making Progress: According to FARS, there was an average of 51 motorcycle fatalities from 2007-2011.
- To maintain the rolling five-year average (2006-2010) of unhelmeted motorcyclist fatalities at the five-year average of 4 (2007 to 2011). Met goal: According to FARS, there was an average of 4 unhelmeted motorcyclist fatalities from 2007-2011.
- To increase the number of motorcycle riders trained at 8,150 (2010) to 8,200 in 2012. Surpassed goal: In 2012, 9,039 riders signed up for the basic rider course and 655 signed up for the experienced rider course. Of those, 8,506 riders passed the BRC and 613 riders passed the ERC.

## 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 motorcycle fatalities
- Number of unhelmeted motorcyclist fatalities
- Number of motorcycle riders trained

## Strategies

Note: Projects addressing younger and older driver issues are included within other Program Area Project summaries

1. Support statewide and community-level pedestrian safety initiatives. EOPSS/HSD provided funding to 19 communities to conduct pedestrian enforcement and co-sponsored the Statewide Pedestrian and Bicycle Safety "Moving Together" Conference.
2. Enhance pedestrian safety expertise among state and local enforcement, public health, 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 20 community pedestrian, bicycle, and moped-type enforcement, education, and equipment grants based on problem identification. EOPSS/HSD awarded funding to 19 municipalities.
4. Co-sponsor Statewide Pedestrian and Bicycle Safety "Moving Together" Conference for over 200 attendees in FFY 2012. EOPSS/HSD co-sponsored the Statewide Pedestrian and Bicycle Safety "Moving Together" Conference.
5. Support statewide and community-level bicycle safety initiatives. EOPSS/HSD continued the bike and pedestrian enforcement grant with municipalities.
6. Enhance bicycle safety expertise among state and local law enforcement, public health, highway planners, engineers, and traffic safety advocates. During the Statewide Pedestrian and Bicycle Safety "Moving Together" Conference, attendees participated in bicycle safety workshops.
7. Enhance motorist awareness communications. The MassDOT/Massachusetts Rider Education Program (MREP) ran motorcycle rider reports on three television stations and sixteen radio stations in Massachusetts. MassDOT also ran motorcycle safety messages on their variable message boards throughout Massachusetts.
8. Increase the recruitment of motorcycle training instructors. During the ridercoach preparation workshop, 20 ridercoaches graduated from the MassDOT/MREP program.
9. Improve training curricula. MassDOT/MREP purchased 25 new instructor guidebooks for the trainers.
10. Conduct motorcycle safety conferences. EOPSS/HSD conducted a Motorcycle Safety Conference in May for over 100 law enforcement officers.
11. Provide information to motorcyclists and law enforcement about the importance of full motorcycle licensure and enforcement. During the motorcycle safety conference,

EOPSS/HSD and the RMV provided information to attendees about the importance of full licensure and enforcement.

## 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.
- Moving Together 2011, MassDOT's annual statewide walking and bicycling conference, took place in Boston on October 12, 2011 and had over 300 attendees. This annual conference brought together local, state, regional and national officials, community leaders, planners, engineers, landscape architects, public health experts, environmental professionals, walking and bicycling advocates, educators, and consultants from throughout Massachusetts. Workshops included "MA Bicycle and Pedestrian Projects 101: Key Funding and Project Partnerships for Success," "Connecting Walking, Bicycling and Transit Healthy Transportation Networks," and "Spinning Forward with Recreational Tourism and Green Economic Development." The impact and influence of this annual conference is reflected in a recent ranking on "Most Bicycle Friendly State" released by the League of American Bicyclists. Massachusetts moved from 9<sup>th</sup> to 3<sup>rd</sup> in 2012. In 2011, the ranking vaulted Massachusetts from 19<sup>th</sup> to 9<sup>th</sup>.
- Nineteen local police departments were awarded funds to conduct pedestrian, bicycle, and moped-type enforcement. Over the course of the grant period, municipal police conducted 1,529 hours of enforcement within their respective community resulting in 3,638 stops, 2,796 citations, 1,524 warnings, and 24 arrests.
- 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 MPTC conducted two Motorcycle Safety and Enforcement Trainings for local police departments. Enforcement issues included the following: officer and motorcyclist safety, strategies for stopping motorcycles, OUI/impairment detection, licensing - motorcycle endorsements, required motorcycle equipment, and non-compliant helmets. Approximately 35 officers from 15 departments attended these trainings.
- EOPSS/HSD conducted a Motorcycle Safety Conference in May for law enforcement. Topics included crash data, licensing, motorcycle laws, enforcement strategies, operating under the influence, and distinguishing between types of vehicles (mopeds,



*RMV representatives providing information about motorcycle safety inspections to law enforcement*

limited use vehicles, motorized scooters, etc.). Over 100 attendees participated in this important event.

### *Looking Forward...*

*The updated special users goals of the 2013 Highway Safety Plan are:*

- To reduce the rolling five-year average (2007 to 2011) of young drivers (age 20 or younger) fatalities from 63 by five percent to no more than 60 (2009-2013)
- To reduce the rolling five-year average (2007-2011) of older drivers (age 65 or older) involved in fatal crashes from 60 by five percent to no more than 57 (2009-2013)
- To reduce the rolling five-year average (2007-2011) of pedestrian fatalities from 61 by five percent to no more than 58 (2009-2013)
- To maintain the rolling five-year average (2007-2011) of bicyclist fatalities at 8 (2009-2013)
- To reduce the rolling five-year average (2007-2011) of motorcycle fatalities from 52 by five percent to no more than 49 (2009-2013)
- To maintain the rolling five-year average (2007-2011) of unhelmeted motorcyclist fatalities at the five-year average of 4 (2009 to 2013)
- To increase the number of motorcycle riders trained from 8,150 in 2011 to 8,200 in 2013

*Special Users Program spending will be \$376,324.40 in FFY 2013.*

Key initiatives to address special users in the 2013 Highway Safety Plan include:

- Support statewide and community-level pedestrian safety initiatives
- Enhance pedestrian safety expertise among state and local enforcement, public health, 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
- Support statewide and community-level bicycle safety initiatives
- Enhance bicycle safety expertise among state and local law enforcement, public health, highway planners, engineers, and traffic safety advocates
- Participate in Statewide Pedestrian and Bicycle Safety “Moving Together” Conference for over 200 attendees in FFY 2013
- Enhance motorist awareness communications
- Increase the recruitment of motorcycle training instructors

- Improve training curricula
- Conduct motorcycle safety conferences
- Provide information to motorcyclists and law enforcement about the importance of full motorcycle licensure and enforcement

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

# 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.

The largest EOPSS/HSD Traffic Records Project is the Motor Vehicle Automated Citation and Crash System (MACCS). The overall goal of the MACCS project is to automate the collection and dissemination of motor vehicle citation and crash report information to improve the quality and timeliness of reporting in the Commonwealth. Improving data quality and the timeliness of reporting also will greatly impact users of motor vehicle incident data, including but not limited to, members of the Massachusetts Traffic Records Coordinating Committee (TRCC), the EOPSS/HSD, the MassDOT Highway Division, DPH, and NHTSA; as well as strategic planning efforts, such as future Highway Safety Performance Plans and the Strategic Highway Safety Plan.

As required by NHTSA's Section 408 grant program, Massachusetts has an active TRCC. 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 TRCC. The METRCC and the TRCC's FFY 2012 Section 408 application and strategic plan for traffic records, submitted to NHTSA in June 2012, contained extensive details on the current capabilities and challenges of the Massachusetts traffic records system. It also reported on the progress made on projects funded with FFY 2009, FFY 2010, and FFY 2011 Section 408 funds. The application/plan detailed how potential FFY 2012 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.



## Program Performance Measures

EOPSS/HSD also will work with METRCC and TRCC member agencies, who are the core system owners and data collectors, in order to improve the overall traffic record system. Performance measures established by the METRCC and the TRCC in its FFY 2012 Section 408 Grant application include:

- Increase in the percentage of locatable crashes integrated with the road inventory file
- Increase in the number of agencies able to access integrated fields via the web-based crash-mapping tool
- Increase in the number of roadway inventory file and auxiliary fields that are integrated with the crash system
- Decrease in 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)
- Increase in 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)
- Increase in 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 METRCC and TRCC. The TRCC met three times in FFY 2012 to discuss traffic records issues and the METRCC approved the Section 408 funding suggestions provided by the TRCC and technical representatives of the METRCC.
2. Ensure ongoing implementation of the 2012 Strategic Plan for Traffic Records Improvements. The Strategic Plan for Traffic Records Improvements was updated in June 2012 and approved by the METRCC and TRCC.
3. Expand access to and use of local, state, and Federal traffic records data and analyses. EOPSS/HSD worked with the MPTC to provide training on the Massachusetts Traffic Records Analysis Center (MassTRAC) for law enforcement. MassTRAC contains information about how to access Federal traffic records data and analysis. Three training sessions were conducted by the MPTC. Officers from 11 departments attended a training.
4. Enhance the activities of the TRCC subcommittees. The TRCC established a subcommittee to help enhance the data for the update of the MassDOT Strategic Highway Safety Plan.

5. 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. This will continue into FFY 2013.
6. 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 EOPSS/HSD continues to promote MassTRAC to traffic safety stakeholders and asks for suggestions on possible improvements or enhancements.

## Program Accomplishments

- In 2010, METRCC agreed to move forward with an electronic data collection system, MACCS, which 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. In FFY 2012, funding was used to help build the MACCS application. Funding will be used in FFY 2013 to integrate with local records management system vendors via XML based data exchange services and to conduct pilot testing to support the electronic reporting, reconciliation, and dissemination of citation and crash data, expedite fatal crash notification services, and streamline the reporting of blood and alcohol test refusals.
- Because not all crashes have been reported properly by law enforcement, EOPSS/HSD and MassDOT worked together to conduct regional meetings with local law enforcement agencies to discuss how state agencies use data from police crash reports and why this data is crucial to traffic safety. These meetings also gave law enforcement an opportunity to ask questions and explain some of the difficulties they have with reporting. To date, eight regional meetings were conducted with approximately 100 officers representing 65 departments.
- EOPSS/HSD received a competitive grant in FFY 2011 from NHTSA to increase BAC reporting in Massachusetts. In FFY 2012, the RMV worked on updating their crash data system to accept BAC information, and EOPSS/HSD, the RMV, and the MPTC continued working on updating the crash data form and training law enforcement on the new procedure.
- EOPSS/HSD completed and submitted FFY 2012 Section 408 Application to NHTSA. The Commonwealth was awarded \$500,000 in funding.
- EOPSS/HSD enhanced and continued to roll out MassTRAC to law enforcement and other traffic safety stakeholders. The MPTC offered training to law enforcement and attendees provided comments on MassTRAC so it could be enhanced to meet the needs of their communities and organizations. As a result, EOPSS/HSD provided more current crash and citation data in MassTRAC and allowed users to query crash

data by street and/or intersection. Liquor license information from the ABCC was also added to MassTRAC.

### ***Looking Forward...***

*The traffic records goal of the 2013 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 budget will be \$5,379,671.49 in FFY 2013.*

1. Enhance the workings of the METRCC and TRCC
2. Ensure ongoing implementation of the 2012 Strategic Plan for Traffic Records Improvements
3. Expand access to and use of local, state, and federal traffic records data and analyses
4. Enhance the activities of the TRCC subcommittees
5. Fund and monitor the TRCC's 408-funded projects as well as submit on behalf of the METRCC and TRCC a FFY 2012 Section 408 Grant Application and Massachusetts Strategic Plan for Traffic Records Update
6. 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

# Police Traffic Services and Support

Well-trained police, court 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. All mobilizations were evaluated at the end of FFY 2011 using data from 2004-2008. As a result, the 2012 Traffic Enforcement Grant Program transitioned from an open enrollment to a more limited grant award process open only to municipal police departments across the Commonwealth meeting specific eligibility criteria. This new method enabled EOPSS/HSD to award federal funds for high-visibility overtime enforcement for three mobilization periods to those departments that have a demonstrated need for funds based upon crash and crime data and have met performance measures.
- Continue to foster recognition of traffic safety accomplishments by increasing awareness of and participation in the annual MLEC. EOPSS/HSD continued to promote MLEC through grant administration meetings, and as a result, the MSP and 23 municipal police departments participated in the Challenge and were recognized at award ceremonies held in August 2012. Department participation increased by four from FFY 2011. All applications were sent to IACP for national recognition. MSP and the Hingham Police Department placed second in their respective categories for the National Law Enforcement Challenge.
- Continue to support traffic enforcement efforts and safety training. During FFY 2012, EOPSS/HSD supported three high-visibility traffic enforcement mobilizations and 73 sobriety checkpoints.

## Additional Accomplishments

- In partnership with MCOPA, EOPSS/HSD conducted the annual MLEC Award Ceremony to recognize traffic safety accomplishments of state and local police. The ceremony, based on calendar year 2011 data, was held on August 24 and recognized 23 local police departments and the MSP. EOPSS successfully secured vendor prizes valued at over \$27,000, vendor sponsored breakfast, and in-kind photograph services. The MSP and the Hingham Police Departments were also honored with Second Place

Awards in their categories at the IACP National Law Enforcement Challenge Ceremony.

- The MPTC and EOPSS/HSD conducted a no-cost technical assistance workshop at the Natick Police Department for departments who have already participated in the implementation workshop conducted in 2011 by the International Association of Directors of Law Enforcement Standards and Training. This workshop was designed to provide chiefs with additional support and training to conduct DDACTS in their communities. Chiefs of Police were invited to participate in a roundtable discussion to identify common needs, challenges and issues, as well as success stories related to DDACTS implementation.



*Dan Ziokovich, Executive Director of the MPTC discusses DDACTS at a workshop*

- The MPTC developed a FAIP training curriculum called “Closing the Gap,” aimed at educating officers in supervisory roles across the Commonwealth. Two training sessions were conducted with selected officers in May at Cambridge Police Department and July at Natick Police Department. Critical feedback obtained from the sessions was incorporated into the new curriculum. In FFY 2013, MPTC will conduct 10 training sessions for officers at various locations. Each training session will last approximately eight hours and will feature in-class lectures and group discussions. MPTC’s new training curriculum will further improve the ability of police officers to make appropriate decisions during traffic stops.

### *Looking Forward ...*

*The Police Traffic Service goals of the 2013 Highway Safety Plan are:*

- *Encourage eligible law enforcement to participate in mobilizations.*
- *Encourage and assist law enforcement agencies with recognition of traffic enforcement and safety accomplishments.*
- *Support traffic enforcement and safety training.*

*Police Traffic Services Program budget will be \$239,309.75 in FFY 2013 .*

Key initiatives under police training and support in the 2013 Highway Safety Plan include:

- Provide federal funds for high-visibility overtime traffic enforcement for three mobilizations

- Fund sobriety checkpoints for the MSP and partner departments to continue to combat impaired driving
- Conduct Municipal Police Specialized Training Programs through the MPTC
- Conduct annual Traffic Safety Listening Sessions
- Fund the MDAA TSRP, trainings, and conferences
- Continue working with a Statewide Police Chiefs Task Force to assist with efforts to conduct traffic enforcement and safety initiatives and provide technical assistance to municipal police agencies
- Work with the Law Enforcement Liaison (LEL) to increase efforts of municipal and state police in EOPSS/HSD initiatives

# Paid and Earned Media

During FFY 2012, EOPSS/HSD used paid and earned media to disseminate information on a wide array of program areas, including occupant protection, distracted driving, impaired driving, child passenger safety, teen driving, speeding, the move over law, and work zone safety. EOPSS/HSD was assisted by paid media contractor The Rendon Group. Most of these efforts were in support of December 2011's *Drive Sober or Get Pulled Over* mobilization, May 2012's *CIOT* mobilization and August 2012's *Drive Sober or Get Pulled Over* mobilization, which happened in close coordination with MSP and local police.

Additional media outreach to high schools helped raise awareness of the "Dance. Don't Chance." Safe Prom and Graduation video contest and the Underage Drinking Prevention Program as well.

## Goals and Progress

- Meet paid and earned media requirements of the EOPSS/HSD's mobilizations to help accomplish the goals of occupant protection and impaired driving program areas. Met all paid and earned media requirements of EOPSS/HSD's three FFY 2012 mobilizations and helped to meet or exceed progress towards the goals of the occupant protection and impaired 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. The paid media contractor obtained an average bonus value of 50% during the mobilizations.

## Click It or Ticket Mobilization



The primary audience for the CIOT mobilization is white males 18 to 34. Secondary efforts were directed at young male drivers ages 15 to 17 and Latino males ages 18 to 34, commercial vehicle and pickup truck drivers, as well as those living in urban areas and throughout southeastern Massachusetts. Tertiary efforts targeted African American males ages 18 to 34. Furthermore, NHTSA's national paid media campaign included broadcast and cable television, radio, online media and social media.

The CIOT message was also displayed on televisions in RMV's branch offices and the CIOT press release was published in 20 local newspapers. Our local media buy consisted

of Pandora online radio advertising, NESN TV Red Sox game advertising during 11 games, and a highly visible web presence from Univision.com and NESN.com.

A press conference, statewide news release, and Office of Outdoor Advertising billboards promoted the CIOT mobilization. EOPSS/HSD offered funding to 179 local police departments to participate in the CIOT Mobilization, which took place from May 14 - June 3, 2012. An EOPSS/HSD news release regarding local police efforts promoted the mobilization and highlighted the extra enforcement work of the 128 participating local police agencies. The CIOT message was displayed on 16 billboards run through a public service announcement program of MassDOT's Office of Outdoor Advertising. A press conference was held at the North Quincy High School on May 17, 2012 to kick off the Massachusetts Spring 2012 mobilization. The enforcement blitz placed emphasis on extra high-visibility seat belt enforcement. Members of law enforcement agencies, including the MSP, and students from North Quincy High School's SADD chapter teamed up to raise awareness of the need for safe driving behaviors, including seat belt use. A rollover simulator, provided by the MSP, was on display and demonstrated the effects of unbelted occupants in the event of a rollover crash. The event was attended by hundreds of North Quincy High School students.

CIOT Homeroom Announcements were sent out to all Massachusetts public high schools prior to the CIOT mobilization. These announcements reminded students of the dangers of not buckling up and provided somber statistics. The messages were read each morning during the CIOT mobilization over the schools' loudspeaker, providing students with a quick reminder to 'buckle up, every trip, every time.' In addition to the press conference and homeroom announcements, over 260 CIOT vinyl message signs with the message *We Enforce Safety Belt Laws* were distributed to local police departments to display in the rear window of their cruisers.

### ***Drive Sober or Get Pulled Over Mobilizations***

The primary audience of the December 2011 and August 2012 impaired driving mobilizations was single men aged 21 to 34 and married men aged 25 to 54. Secondary emphasis for all mobilizations targeted Spanish-speaking populations and women ages 21 to 44.

The December 2011 mobilization for *Drive Sober or Get Pulled Over* included NHTSA national radio and television paid media flights. Statewide, EOPSS/HSD utilized free highway billboards and variable message signs to reach drivers through our locally-created billboard "Drive Drunk. Get Busted." In addition to the NHTSA national buy, our local buy consisted of cinema advertising in 58 theatres complemented by online advertising.

Press conferences and statewide and local news releases promoted the *Drive Sober or Get Pulled Over* Mobilizations and highlighted the extra enforcement work of MSP and 91 local police agencies. A press conference, in combination with the Work Zone Speed Enforcement Program, was held at the Weston State Police Barracks during the December



2011 mobilization period, placing emphasis on impaired driving, the holiday rush, Work Zone speed enforcement numbers, and a MSP sobriety checkpoint on New Year’s Eve.



A total of 30 local newspapers ran our press release about the mobilization, and a *Drive Sober or Get Pulled Over* message was displayed on 16 fixed and 80 portable variable message boards belonging to MassDOT.

In August 2012, NHTSA’s national media buy consisted of broadcast and cable television and radio advertising and an online web component geared toward male sports fans. Young women ages 21 to 44 were also targeted using the social norming media message “Buzzed Driving is Drunk Driving.” Our local media buy consisted of Pandora.com online radio and web advertising, along with CBS Boston.com, Univision.com, and the Batanga Network to reach a diverse audience within our demographic parameters.

A press conference was held in Devens on August 24, 2012 to highlight the mobilization.

### Prom and Graduation Safe Driving Campaign and Underage Drinking Prevention Program

April 2012 marked the fifth 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.



The Prom and Graduation Safe Driving Campaign, branded *Dance. Don’t Chance.*, was a contest in which high school seniors produced 60-second videos promoting safe driving. The contest ran from January through April 2012 and was open to registered high school juniors and seniors across the state. The contest required teens to write and produce 60-second videos to promote safe driving and discourage underage drinking for the chance to win prom-related prizes. In addition, students were encouraged to address important issues such as safety belt usage, speeding, drag racing, driving while impaired, and distracted driving.



Secretary Heffernan and Winners from the *Dance Don’t Chance* Video Contest

*Dance. Don’t Chance.* had its own YouTube channel that hosted the video submissions and allowed students and the general public to view and vote on their favorites. For the video contest, 49 video submissions were received. The winning videos received various prizes for their prom provided by sponsors. The two winning videos from Wilmington High School and Weston High

School were selected by KISS 108 FM and JAM'N 94.5 radio personalities, after students and the general public had a chance to vote on their favorites.

Wilmington High School and Weston High School received fantastic prizes from our sponsors to make their prom a night to remember, including: free transportation on prom night from Boston Limo, advanced driver training classes from In Control Crash Prevention Training, DJ's from either JAM'N or KISS 108 to play music at their proms, and gift certificates from AAA Southern New England, Dellaria Salons, Winston Flowers, Vitaminwater and the Big Y.

Other promotional materials for the *Dance. Don't Chance.* campaign included a 30-second radio spot that aired on JAMN' 94.5 FM and KISS 108 FM, live on-air promo reads from the DJ's, a webcast segment featuring EOPSS Secretary Mary Elizabeth Heffernan, and online banners that were posted on the JAMN' 94.5 and KISS 108 FM websites to create awareness of the contest to the target audience. Posters were designed to promote the contest and the *Dance. Don't Chance.* message. The event was featured in 24 news stories and a dozen local cable TV networks, and was mentioned in transportation and youth-oriented newsletters and blogs.



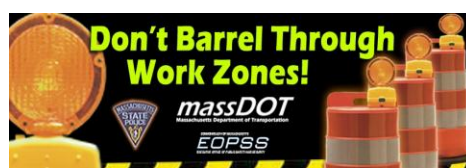
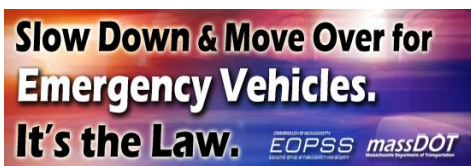
**Table 3. *Dance. Don't Chance.* Media**

MEDIUM	:30 SPOT, :15 SPOT, :05 INTERNET ADLET	GROSS COST	NET MEDIA COST
WXKS FM		\$ 19,400.00	\$16,490.00
WJMN FM		\$15,605.00	\$13,264.25
TRG FEE 10%			\$3,500.00
<b>GRAND TOTAL</b>	<b>296</b>	<b>\$ 35,005.00</b>	<b>\$33,254.25</b>
Total includes bonus spots and two interviews for webcast on both stations with Sec. Heffernan			

### Free Digital Billboard Placements

Through a partnership with the MassDOT, EOPSS was able to secure time on 16 digital billboards throughout the fiscal year. These billboards showed important highway safety messages in 10 second increments. From January to October 2012, over 5,000 hours, or 1.8 million spots, of public service announcements have aired on billboards viewable from some of the busiest highways in the state. The messages crossed the breadth of highway safety, including: distracted driving, impaired driving, seat belt use, teen driving safety, work zone safety, the move over law, motorcycle safety, school zone safety and child passenger safety and how to respond to hazard lights. We had 424,000 10-second

exposures of our billboards in the nine month period from January to October 2012. Please see the chart and images below of the PSAs, designed in-house by MassDOT staff at no cost to EOPSS/HSD:





### Child Passenger Safety

EOPSS/HSD disseminated information on CPS issues in many ways. We held our statewide CPS conference on September 19, 2012, which brought together 200 CPS technicians and instructors for a half day conference. In addition, there were opportunities for the CPS technicians and instructors to attain CEU credits toward their ongoing certification. Conference session topics ranged from LATCH basics to new NHTSA CPS regulations for 2013, diversity issues, and media messaging for CPS events. Our CPS Equipment grantees also marked National Child Passenger Safety week with fitting stations, seat checks, and checkup events. Press releases highlighting CPS week were run in two newspapers and our HSD website listed fitting stations and checkup events for the public.

### Paid and Earned Media Expenditures

The FFY 2012 paid and earned media expenditures, including creative and production expenses as well as state indirect charges, are shown below:

**Table 4. Paid and Earned Media Expenditures**

FUNDING SECTION	PAID	EARNED
Section 405	\$78,187.55	\$12,500.00
Section 410	\$75,759.88	\$16,377.41
<b>Total</b>	<b>\$153,947.43</b>	<b>\$28,877.41</b>

**Table 5. Drive Sober or Get Pulled Over Mobilization Media  
(December 16, 2011 - January 2, 2012)**

MEDIUM	# OF SCREENS	# OF THEATERS	IMPRESSIONS TOTAL	GROSS PAID	NET MEDIA + BONUS	COST	TRG FEE		
<b>CINEMA</b>									
National CineMedia	548	45	2,631,130	1,315,565	1,315,565				
						\$11,764.71	\$10,000.00		
						\$3,108.24	\$2,642.00		
						\$5,461.18	\$4,642.00		
Screenvision*	175	13	858,590		858,590				
N-00193101						\$11,764.71	CREDIT		
* Ran 12/20/11-1/12/12									
<b>Took Full Credit on invoice</b>									
<b>ONLINE</b>									
KATZ 360			1,436,992	1,286,765	150,227				
STR-0003594						10,294.12	\$8,750.00		
TRG Fee (10%) of media buy							\$4,239.30		
<b>Grand Totals</b>	<b>723</b>	<b>58</b>	<b>4,926,712</b>	<b>2,602,330</b>	<b>2,324,382</b>	<b>42,392.96</b>	<b>\$30,273.30</b>		
<b>RED SOX TV:</b>									
		Spot	M18-34	M18-34	Week of	Mon	Total	Total	Total
<b>Station</b>	<b>Programmin</b>	<b>Cost</b>	<b>Rtg</b>	<b>(000)s</b>	<b>14-May</b>	<b>21-May</b>	<b>Spots</b>	<b>Rtgs</b>	<b>(000s)</b>
NESN - Boston									
M-Sat 7p-cc	Red Sox Game	\$3,000	3	17.5	6	5	11	33	192.5
5/14, 5/16, 5/17, 5/18 (2X), 5/20, 5/21, 5/22, 5/25, 5/27, 5/28									
<b>RED SOX TV TOTAL:</b>							<b>11</b>		<b>192.5</b>
<b>ONLINE:</b>									
Website	Programming								Total (000s)
UNIVISION.COM	Various								459
PANDORA.COM	Online Radio								1925
	:15 audio								
	500 x 500								
	300 x 250								
NESN.COM	728 x 90								758
	300 x 250								
	160 x 600								
<b>TOTAL ONLINE</b>									<b>3142</b>
<b>GRAND TOTAL:</b>									<b>3334.5</b>

**Table 6. Drive Sober or Get Pulled Over Mobilization Media  
(August 21-September 3, 2012)**

MEDIUM	PLACEMENT	EST. TOTAL IMPs	Total Gross Cost	Total Net Cost	Total Net Cost + Fee	Net CPM	DELIVERED		
							IMPS	CLICKS	CTR
PANDORA.COM Online Radio	Mobile Audio :15 Seconds	888,889	\$11,764.71	\$10,000.00	\$11,176.47		935,829	N/A	
	Mobile Audio_Companion Banner 500x500	888,889	Bonus	Bonus	Bonus		935,829	N/A	
	Mobile Audio_Following Banner	888,889	Bonus	Bonus	Bonus		935,829	23511	2.51%
	Web Audio :15 Seconds	444,444	\$5,882.34	\$5,000.00	\$5,588.22		402,844	N/A	
	Web Audio_Companion Banner 500x500	444,444	Bonus	Bonus	Bonus		402,844	142	0.04%
	Web Audio_Following Banner	444,444	Bonus	Bonus	Bonus		394,876	89	0.02%
TOTALS:		3,999,999	\$17,647.05	\$15,000.00	\$16,764.70	\$3.75	4,008,051		
CLICKABLE IMPRESSION TOTALS:							1,733,549	23,742	1.37%
CBSBoston.com (Sports Only)	300 x 250 ROVION Banner Ads (in- banner video)	435,000	\$11,764.71	\$10,000.00	\$11,176.47		414,748	1711	0.41%
CBSBoston.com (Sports and News)	300 x 250 ROVION Banner Ads (in- banner video)	465,000	Bonus	Bonus	Bonus		466,566	1955	0.42%
	320 x 50 Mobile Banner Ads	100,000	Bonus	Bonus	Bonus		100,463	597	0.59%
	Streaming :60 Audio w/ 300 x 250 Companion Banner Ad	150,000	Bonus	Bonus	Bonus		150,031	N/A	
TOTALS:		1,150,000	\$11,764.71	\$10,000.00	\$0.00	\$8.69	1,131,808		
CLICKABLE IMPRESSION TOTALS:		1,000,000	\$11,764.71	\$10,000.00	\$11,176.47	\$8.69	981,777	4,263	0.43%
SpecificMedia.com (Ad Network)	ROS 300 x 250 Banner Ad	2,794,118	\$11,176.47	\$9,500.00	\$10,617.65		2,747,995	765	0.03%
	:15 In-banner video 300 x 250	400,730	\$3,229.41	\$2,745.00	\$3,067.94		412,344	160	0.04%
CLICKABLE IMPRESSION TOTALS:		3,194,848	\$14,405.88	\$12,245.00	\$13,685.59	\$3.83	3,160,339	925	0.03%
BatangaNetwork.com (Hispanic Ad Network)	300 x 250 Banner Ads	281,250	\$1,770.22	\$1,504.69	\$1,681.71		281,982	199	0.07%

	300 x 250 Embedded Video Banner Ads	187,500	\$1,764.71	\$1,500.00	\$1,676.47		207,571	178	0.09%
CLICKABLE IMPRESSION TOTALS:		468,750	\$3,534.93	\$3,004.69	\$3,358.18	\$6.41	489,553	377	0.08%
Univision.com	Same components as CIOT	N/A	Makegood	N/A	N/A	N/A	8,956	7	0.08%
GRAND TOTALS:		8,663,597	\$47,352.57	\$40,249.69	\$44,984.94	\$4.47	8,798,707		
							102%		
CLICKABLE IMPRESSION TOTALS:							6,374,174	29,314	0.46%

*Looking Forward ...*

*The paid and earned media goals of the EOPSS's 2013 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 media buys based on the formula of the average cost-per-spot in each market weighted for rotators.*

*Paid and Earned Media Program budget will be approximately \$250,000 in FFY 2013.*

Key initiatives involving paid and earned media in the 2013 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
- Provide ongoing earned media support to the Occupant Protection, Impaired Driving and Distracted Driving program areas

# Performance Data

## ■ Crash Summary

For the Annual Report, EOPSS/HSD relied primarily on 2005 to 2011 trend data, and, whenever possible, 2012 data. Some 2011 and 2012 data provided in this report are preliminary and subject to change. The decrease in the total number of crashes in recent years is in part attributable to reporting practices by different police jurisdictions, but also to the declining number of operator-only reports (reports submitted by motorists who are involved in crashes, for which no police report was submitted) that were entered in the crash data system by the RMV in recent years.

The number of fatalities in Massachusetts has fluctuated from 2000 to 2010, spiking in 2001 and 2004 then declining since 2007. FARS data for 2011 data show continued progress with a 22% decline in total fatalities since 2007.

Table 2 provides the data requested to track performance as outlined in the GHSA 2010 guidance for development of Annual Reports.



**Table 7. Massachusetts Crash Data Trends  
2003 to 2012**

Crash Data/Trends	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Fatalities (Actual)	462	476	441	429	434	364	340	347	337	N/A
Fatality Rate/(100 Million VMT) Total	0.86	0.87	0.80	0.78	0.79	0.67	0.62	0.64	N/A	N/A
Fatality Rate/(100 Million VMT) Rural	-	-	-	-	0.85	0.87	0.82	0.72	N/A	N/A
Fatality Rate/(100 Million VMT) Urban	-	-	-	-	0.78	0.65	0.60	0.63	N/A	N/A
Number of Serious Injuries	5,370	5,033	5,052	4,579	4,182	3,983	3,392	3,477	3,190	N/A
Number of Fatalities Involving Driver or Motorcycle Operator with $\geq 0.08$ BAC	156	169	148	144	155	120	106	122	114	N/A
Number of Unrestrained Passenger Vehicle Occupant Fatalities	177	165	171	158	148	122	116	102	108	N/A
Number of Speeding-Related Fatalities	156	158	145	148	143	97	77	83	103	N/A
Number of Motorcyclist Fatalities	35	60	56	50	62	42	55	61	36	N/A
Number of Unhelmeted Motorcyclist Fatalities	4	9	4	5	3	1	6	7	4	N/A
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	-	90	88	69	76	61	56	53	47	N/A
Number of Pedestrian Fatalities	86	81	76	61	66	76	46	68	58	N/A
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	62%	63%	65%	67%	69%	67%	74%	74%	73%	73%
Number of Safety Belt Violations Issued During Grant-Funded Enforcement Activities	-	-	-	10,613	22,463	12,216	16,159	13,815	6,118	8,394
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	-	-	447	420	542	364	221	147	73
Number of Speeding Violations Issued During Grant-Funded Enforcement Activities	-	-	-	11,859	37,251	24,939	17,590	14,161	6,990	8,790

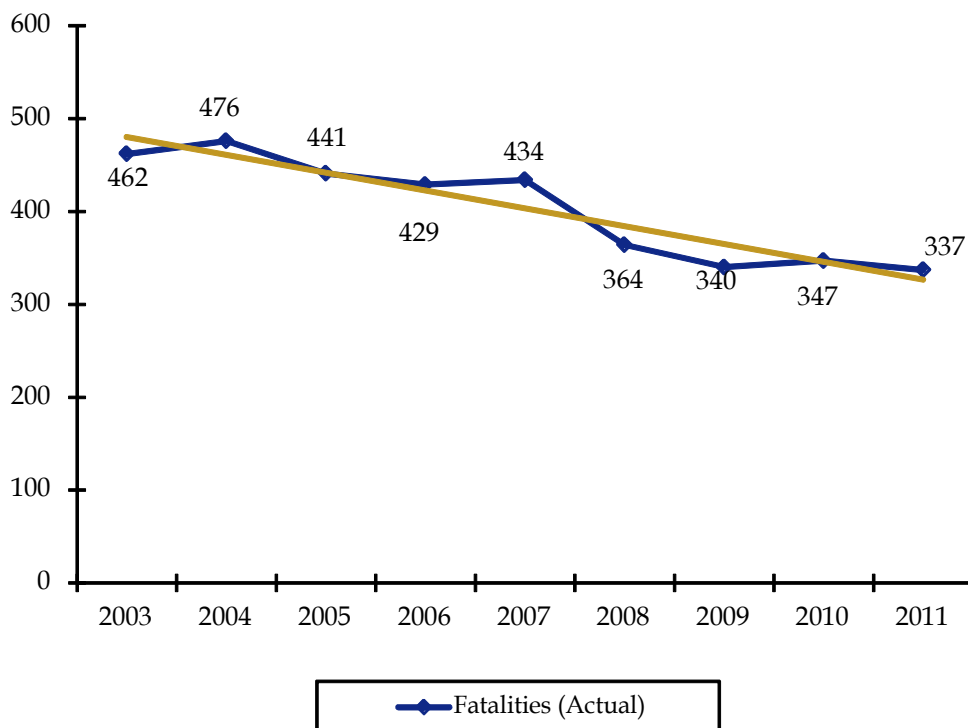
Source: MasSTRAC, December 2012; RMV May 2012; FARS, December 2012; 2002 to 2012 Massachusetts Safety Belt Use Observation Surveys; HSD grant data 2006-2012

Note: Some numbers reported in this FFY 2012 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. 2012 data are preliminary.

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 2003 to 2011. The number has fluctuated during this time period, spiking in 2004 then declining in 2005. From 2007 to 2011, there was a 22% decrease. 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.

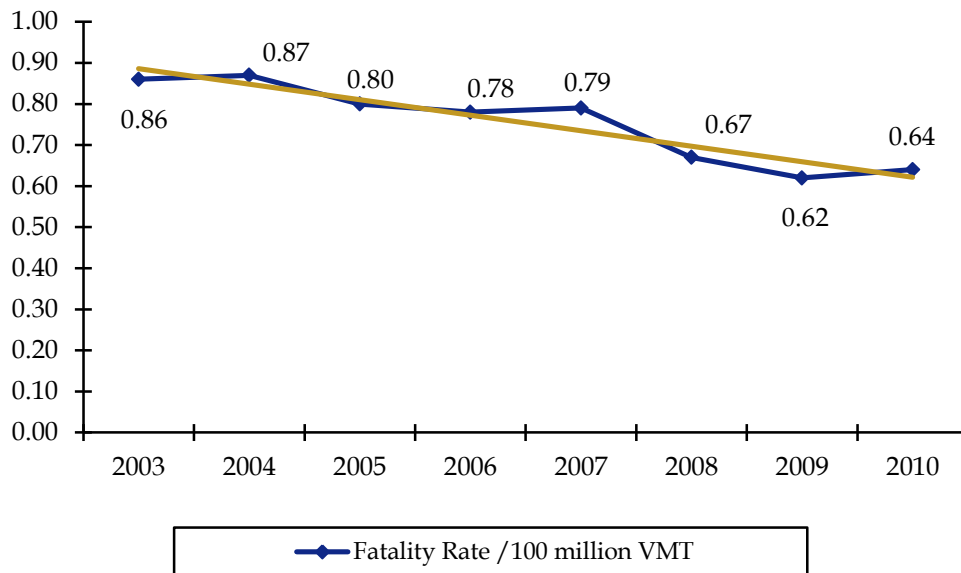
**Figure 2. Number of Motor Vehicle-Related Fatalities 2003 - 2011**



Source: FARS, December 2012

Figure 3 presents the motor vehicle fatality rate in Massachusetts per 100 million VMT between 2003 and 2010. From 2004 to 2011, the fatality rate per 100 million VMT declined 26 percentage points, from 0.87 to 0.64, which is the lowest rate of any state in the nation.

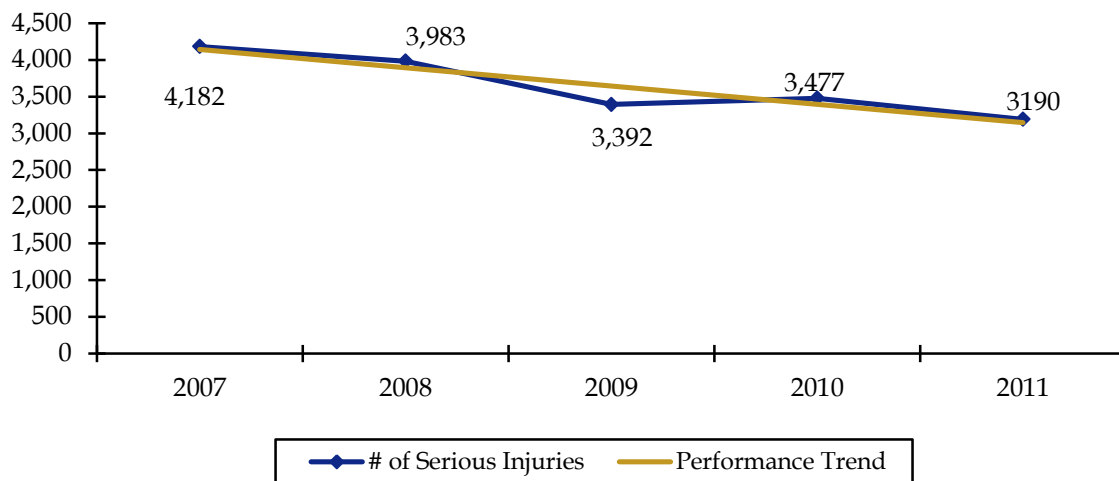
**Figure 3. Fatality Rate/100 Million VMT 2003 - 2010**



Source: FARS, December 2012

Figure 4 presents the number of serious injuries in Massachusetts between 2005 and 2010. Since 2007, the number of serious injuries has been on a decline from 4,182 to 3,190 in 2011, a 24% decrease.

**Figure 4. Number of Serious Injuries 2007 - 2011**

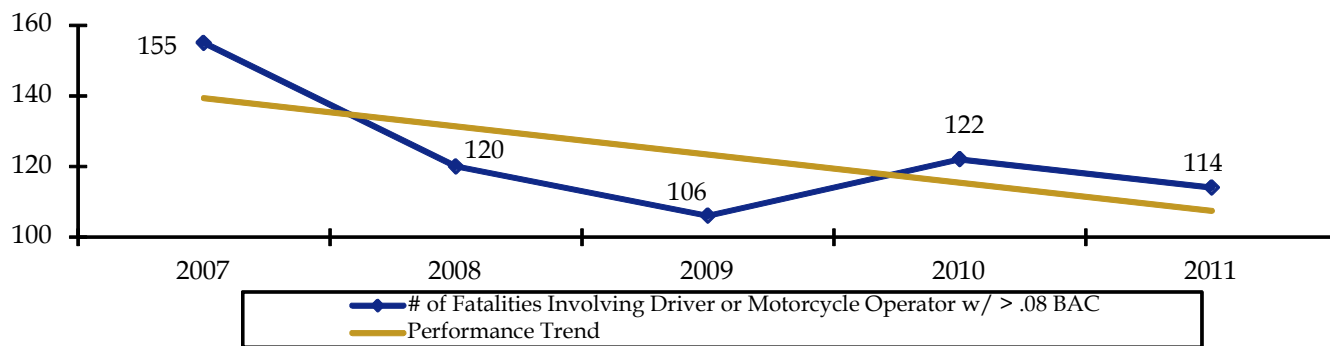


Source: MassTRAC, October 2011

Note: 2011 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 2007 and 2011. The data show a decline in alcohol-impaired driver fatalities, with a 26% decrease from 2007.

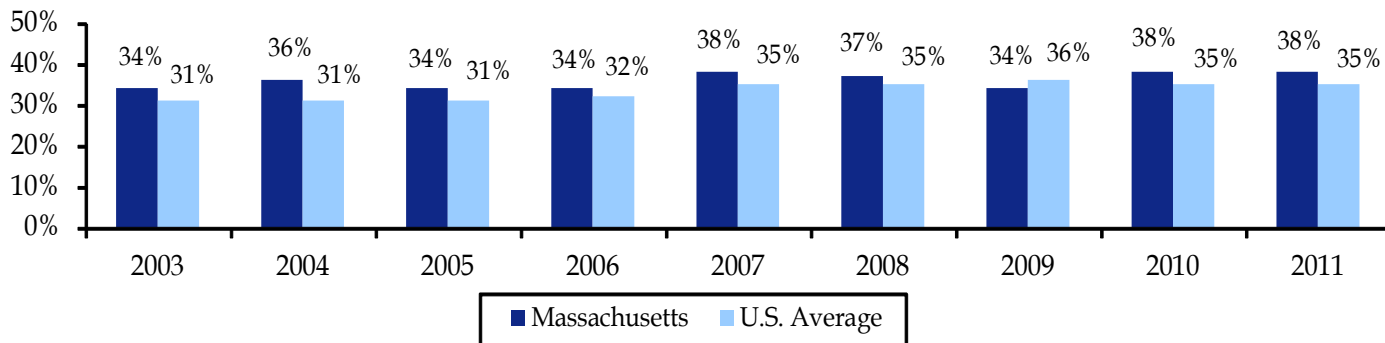
**Figure 5. Number of Fatalities Involving Driver or Motorcycle Operator with  $\geq 0.08$  BAC 2007 - 2011**



Source: FARS, December 2012

As shown in Figure 6, Massachusetts exceeds the national average for alcohol-impaired fatalities involving a driver with a BAC of at least 0.08 as a percentage of all fatalities. For the last two years, approximately 35% of fatalities involved an impaired driver.

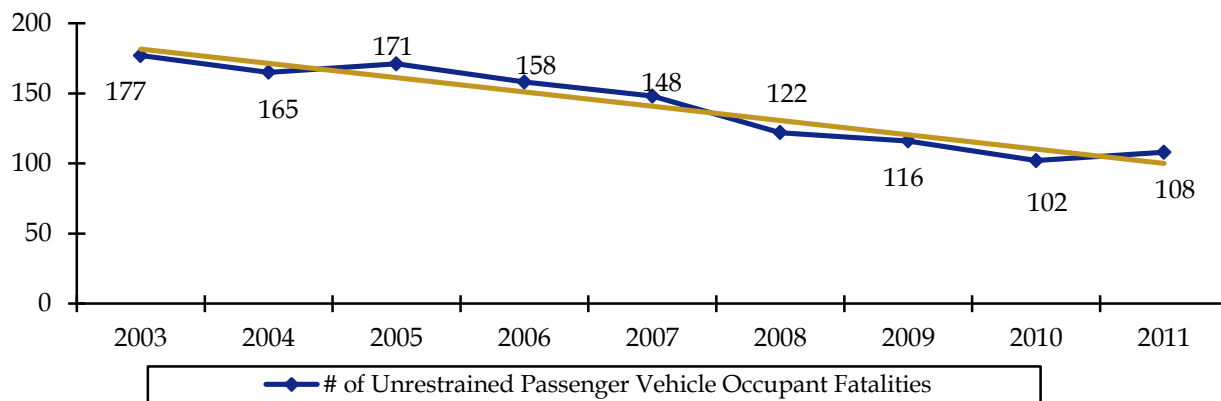
**Figure 6. BAC 0.08+ Driver Fatalities as Percent of All Fatalities 2003 - 2011**



Source: FARS, December 2012

Figure 7 presents the unrestrained passenger vehicle occupant fatalities in Massachusetts between 2003 and 2011. The trend line has been decreasing.

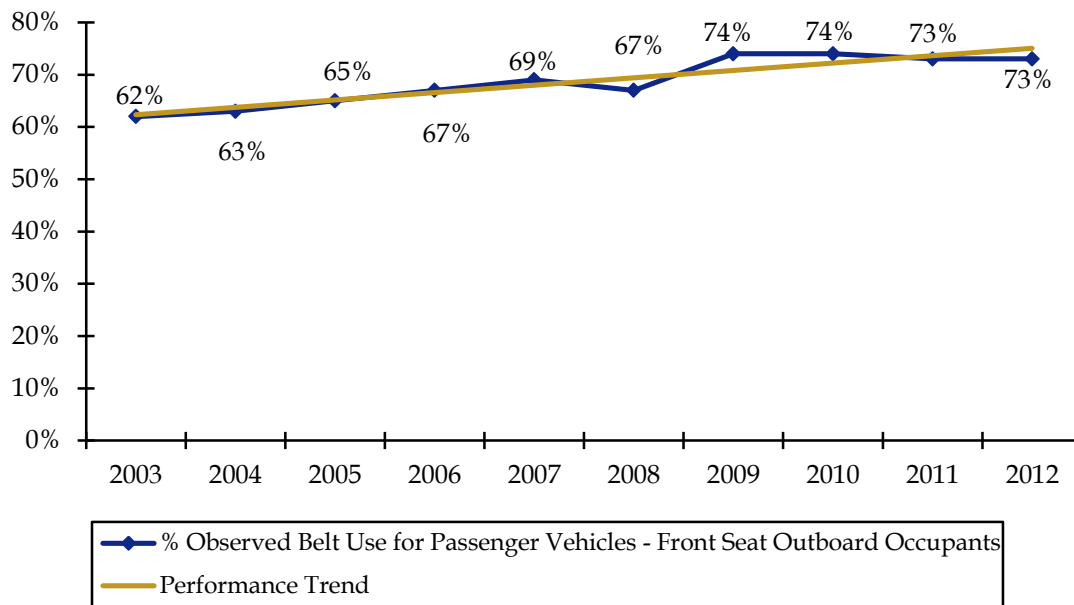
**Figure 7. Number of Unrestrained Passenger Vehicle Occupant Fatalities 2003 - 2011**



Source: FARS, December 2012

Figure 8 presents the observed safety belt use rate in Massachusetts between 2003 and 2011. The rate gradually increased each year from 2003 to 2007, reaching 69%, then declined to 67% in 2008. However, the rate increased seven percentage points in 2009 and 2010 to 74%, the highest the Commonwealth has ever seen.

**Figure 8. Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupant 2003 - 2012**

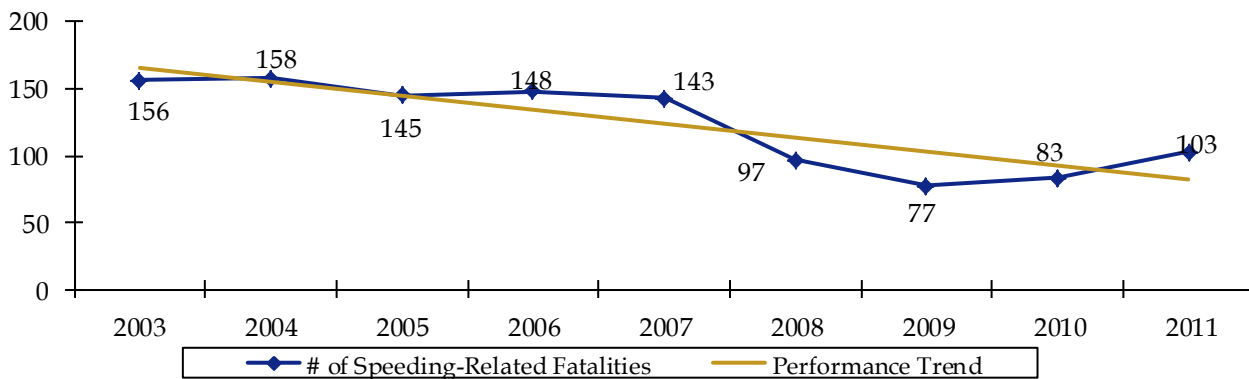


Source: Massachusetts Safety Belt Use Observation Surveys 2003-2012



Figure 9 presents the number of speed-related fatalities in Massachusetts between 2003 and 2011. Between 2003 and 2010, the number of speed-related fatalities has dropped from 156 to 103, a 34% decrease. Unfortunately, the number has been increasing since 2009.

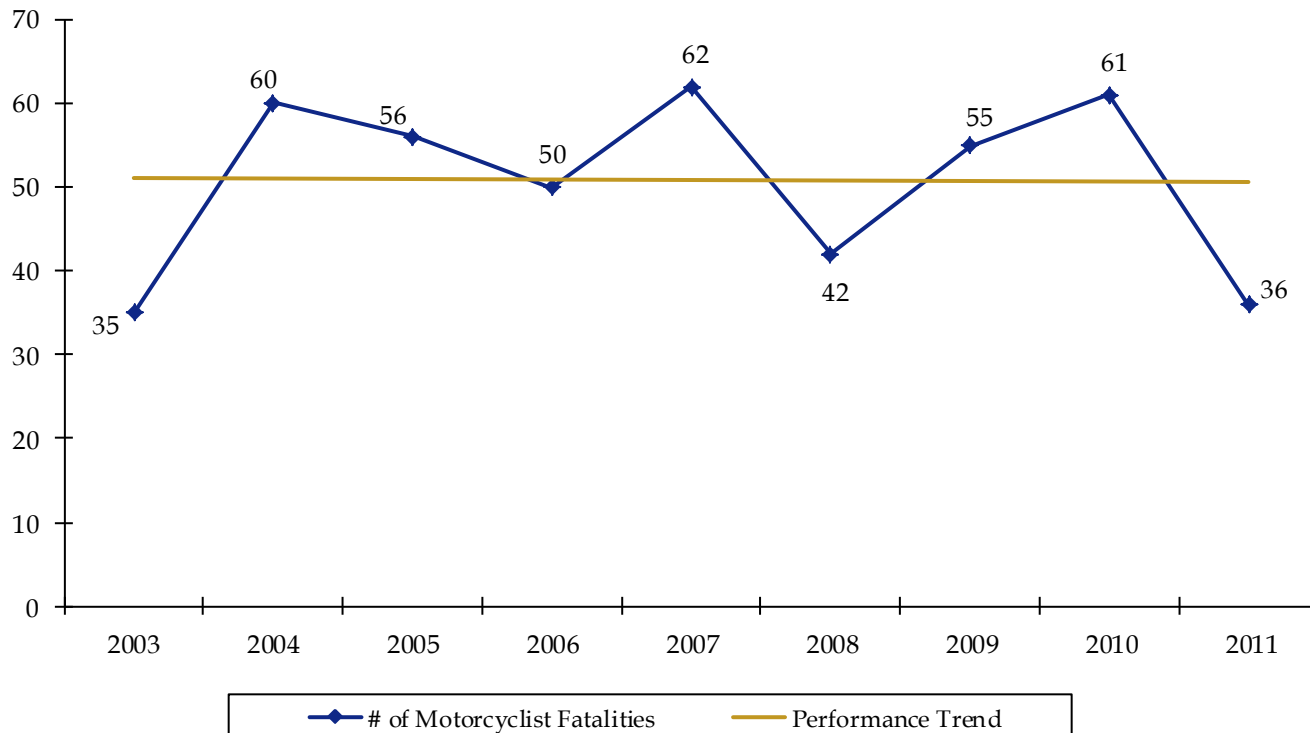
**Figure 9. Number of Speeding-Related Fatalities 2003 - 2011**



Source: FARS, December 2012

Figure 10 presents the number of motorcyclist fatalities in Massachusetts between 2003 and 2011, which has fluctuated greatly during this time period. The number of motorcycle fatalities nearly doubled from 2003 to 2007, reflecting the national trend during the same period. This rise in fatalities may be due in part to the increasing number of motorcyclists on the roads. 2011 data show a 41% decrease from 2010 with 36 motorcycle fatalities.

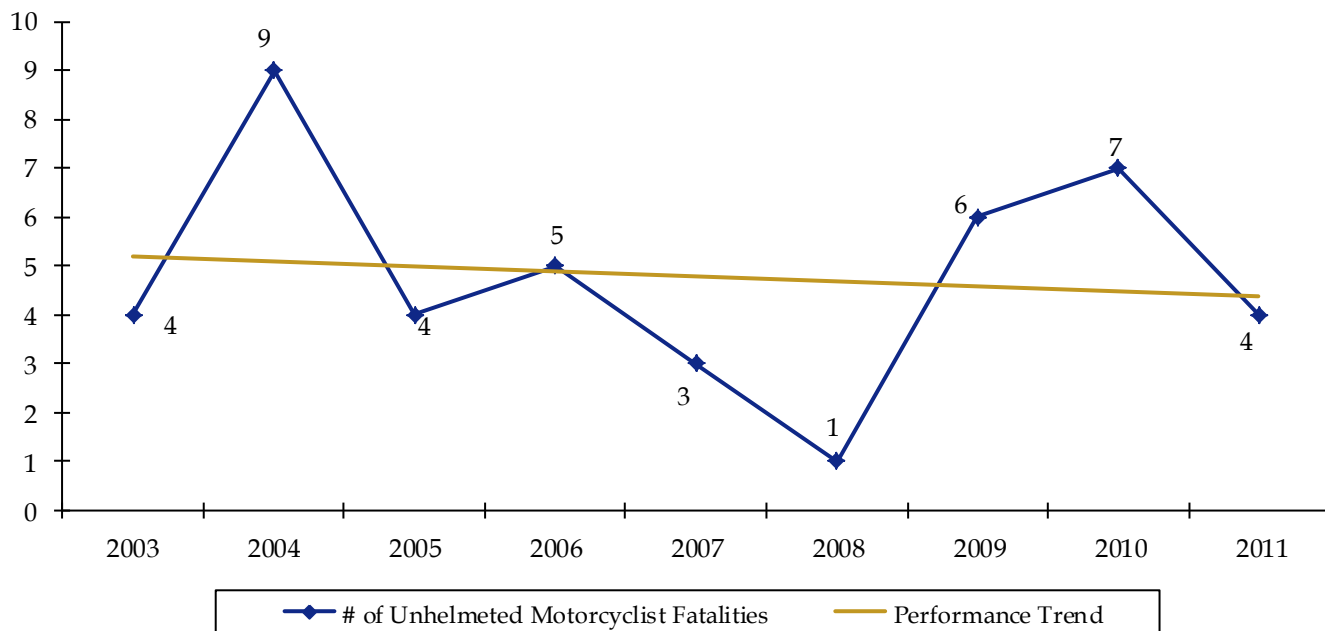
**Figure 10. Number of Motorcyclist Fatalities 2003 - 2011**



Source: FARS, December 2012

Figure 11 presents the number of unhelmeted motorcycle fatalities from 2003 to 2011. According to NHTSA's National Occupant Protection Use Survey, 66% of riders use DOT-compliant helmets. In Massachusetts, 83% of riders or passengers who died in 2011 were wearing helmets at the time of the crash.

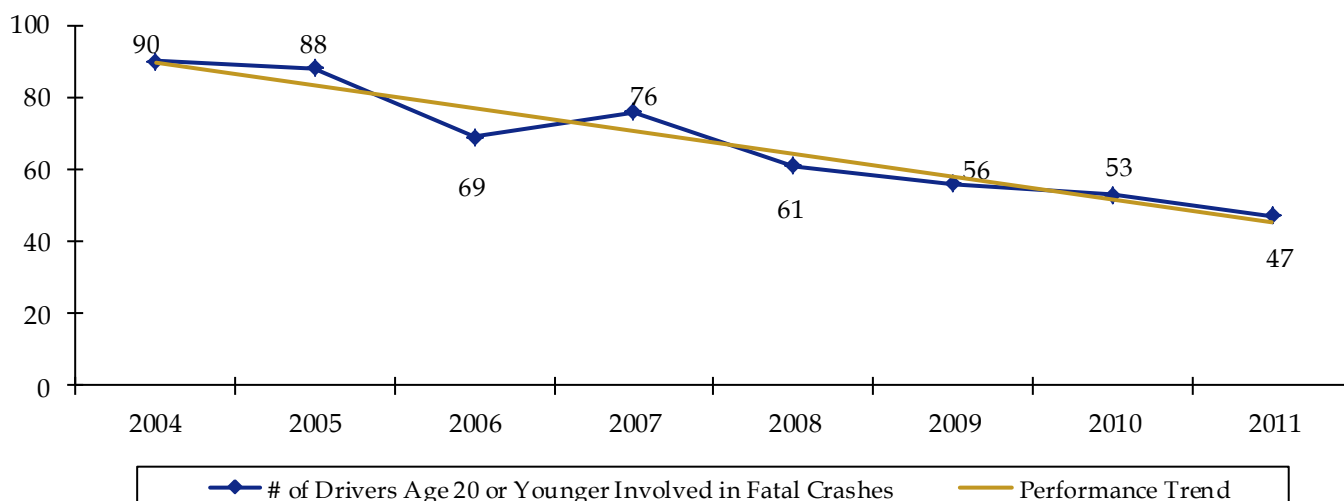
**Figure 11. Number of Unhelmeted Motorcyclist Fatalities 2003 - 2011**



Source: FARS, December 2012

Figure 12 presents the number of young drivers (ages 20 and younger) involved in fatal crashes in Massachusetts between 2004 and 2011. The number of young drivers involved in fatal crashes has decreased significantly from 90 in 2004 to 47 in 2011, a 48% decrease. This decline may be due in part to stricter enforcement of the Massachusetts JOL Law in addition to more targeted public outreach efforts to young drivers and their parents to raise motor vehicle safety awareness.

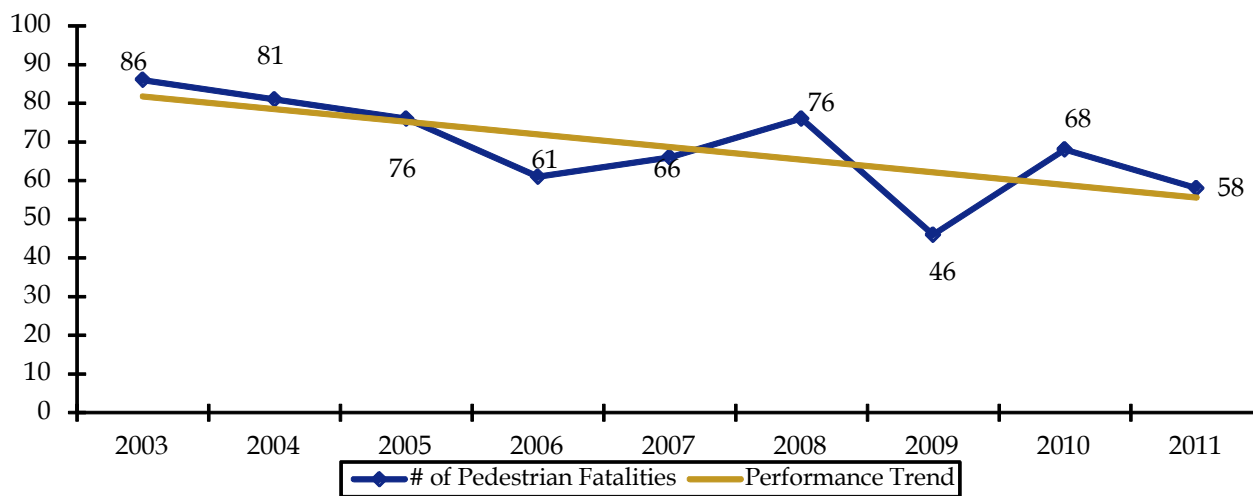
**Figure 12. Number of Drivers Age 20 or Younger Involved in Fatal Crashes 2004 - 2011**



Source: FARS, December 2012

Figure 13 presents the number of pedestrian fatalities in Massachusetts between 2003 and 2011. Since 2003 the trend line for pedestrian fatalities has been decreasing. From 2003 to 2011, there has been a 33% decrease.

**Figure 13. Number of Pedestrian Fatalities 2003 - 2011**



Source: FARS, December 2012

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

**Table 8. Additional Massachusetts Crash Data Trends  
2002 to 2011**

Crash Data/Trends	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Number of Motor Vehicle Crashes of All Types	139,038	141,681	138,632	154,084	149,860	144,510	126,364	117,720	116,696	107,267
Fatalities - Male (Actual)	318	311	324	301	293	288	264	245	243	180
Fatalities - Female (Actual)	141	149	152	140	136	129	99	94	105	97
Fatal Crashes (Actual)	433	434	447	417	403	408	337	313	330	265
Number of Crash Injuries	56,562	57,455	55,500	57,833	54,921	43,628	43,822	42,619	42,788	38,932
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	N/A	
Alcohol-Related Fatalities (Actual) BAC = 0.01+	210	194	189	170	186	203	164	143	166	144
Percent of All Fatalities that are Alcohol-Related	46%	42%	40%	39%	43%	47%	45%	42%	48%	43%
Alcohol-Related Fatality Rate/ (100 Million VMT)	0.39	0.36	0.35	0.31	0.31	0.37	0.30	0.26	0.31	N/A
Percent of Vehicle Occupant Fatalities Unrestrained	57%	55%	53%	57%	37%	34%	34%	34%	29%	32%
Percent of All Fatalities that are Speed-Related	38%	34%	33%	33%	34%	33%	27%	23%	24%	31%
Speed-Related Fatality Rate/ (100 Million VMT)	0.33	0.29	0.29	0.26	0.27	0.26	0.17	0.13	.12	N/A
Pedestrian Serious/Incapacitating Injuries (Actual)	287	246	268	241	221	234	233	255	291	310
Bicyclist Fatalities (Actual)	6	11	11	5	6	11	10	6	7	5
Bicyclist Serious/Incapacitating Injuries (Actual)	84	70	94	74	103	97	81	102	103	100
Motorcyclist Serious/Incapacitating Injuries (Actual)	328	291	355	374	314	316	329	306	371	N/A
Young Driver Serious/Incapacitating Injuries (Actual) <sup>a</sup>	884	874	889	815	752	622	586	772	908	N/A
Older Drivers Involved in Fatal Crashes (Actual) <sup>b</sup>	72	93	63	70	59	70	53	58	61	49
Older Driver Serious/Incapacitating Injuries (Actual) <sup>b</sup>	629	644	590	700	338	271	265	304	505	N/A

Source: MassTRAC, December 2012; RMV, May 2012; FARS, December 2012

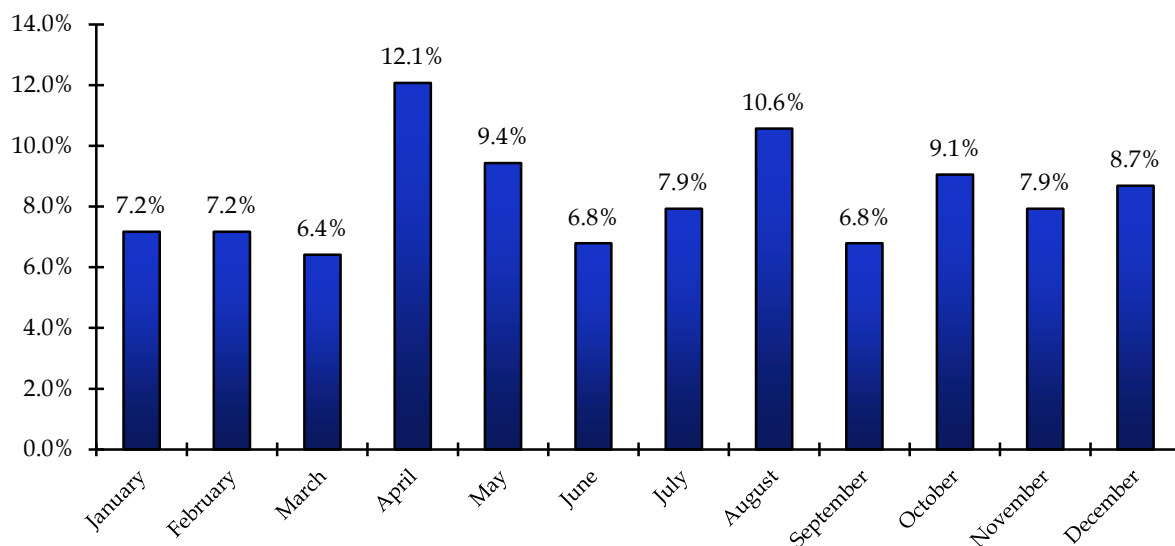
<sup>a</sup> Young drivers are age 16 to 24

<sup>b</sup> Older drivers are age 65+

- Note:
- 1) Some numbers reported in this FFY 2012 Annual Report may differ slightly from the same numbers reported 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) Some 2011 and 2012 data are preliminary

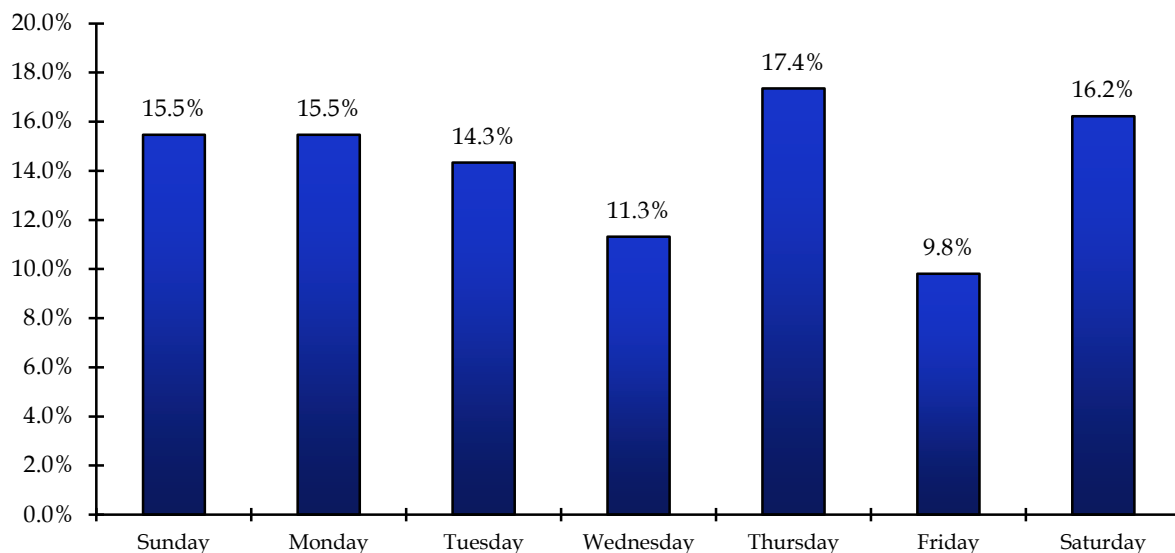
As shown in Figures 14 and 15, the greatest percentage of fatal crashes occurred during the spring and summer months and on Thursdays and Saturdays. Fatal crashes occurred most frequently between the hours of 3:00 p.m. and 5:59 p.m., as shown in Figure 16.

**Figure 14. Percent of Massachusetts Fatal Crashes by Month-of-Year 2011**



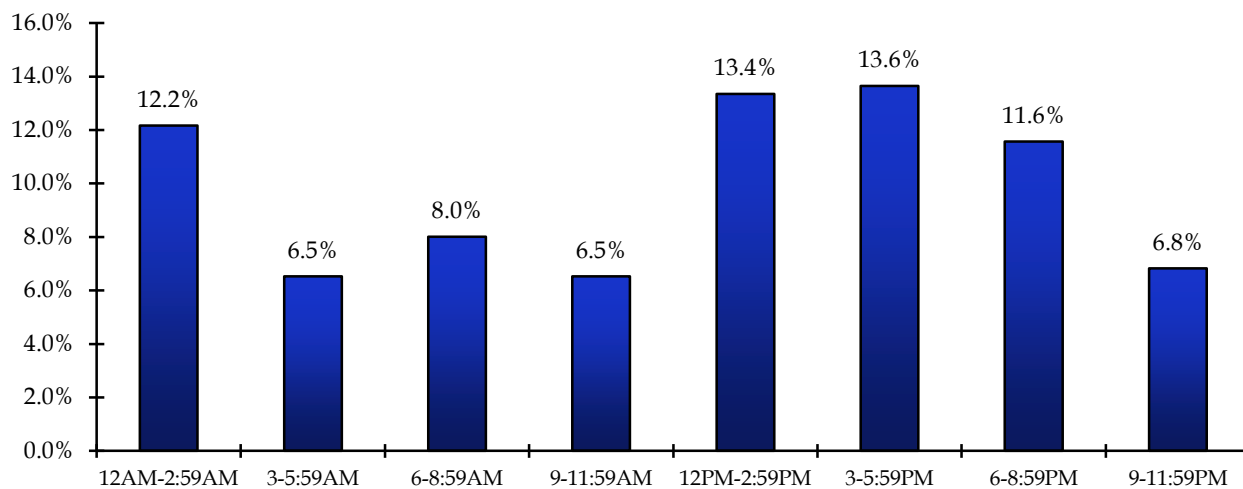
Source: MassTRAC, December 2012  
 Note: 2011 data are preliminary

**Figure 15. Percent of Massachusetts Fatal Crashes by Day-of-Week in 2011**



Source: MassTRAC, December 2012  
Note: 2011 data are preliminary

**Figure 16. Percent of Massachusetts Fatal Crashes by Time-of-Day in 2011**



Source: MassTRAC, December 2012  
Note: 2011 data are preliminary



# Noteworthy Accomplishments and Project Highlights

## ■ Massachusetts Law Enforcement Challenge (MLEC)

### Issue Addressed

To mentor and recognize state and local police for their internal police policies, officer training, effective patrolling and public information initiatives during calendar year 2011.



*Mike Geraci, NHTSA Regional Administrator and EOPSS Secretary Mary Elizabeth Heffernan with Hingham Police Department, the Second Place Municipal Winner and Second Place IACP National Winner*

### Accomplishments

The EOPSS/HSD successfully partnered with MCOPA to honor 23 local police departments and the MSP for excellence in traffic safety efforts during calendar year 2011 to reduce motor vehicle related fatalities, injuries and economic losses to the Commonwealth.

In recognition of their efforts, police departments were awarded plaques as overall statewide winner and first, second or third place winners. Twenty additional departments received plaques in gold, silver, and bronze Award of Excellence categories.

- The Overall Statewide Winner: MSP was also the recipient of Second Place honors in their category at the IACP National Law Enforcement Challenge.
- First Place MLEC Municipal Winner: Brookline Police Department
- Second Place State Winner: Hingham Police Department was also the recipient of Second Place honors at the IACP National Law Enforcement Challenge
- Third Place State Winner: Amherst Police Department

All 24 entries selected a prize from over \$27,000 in donated items from vendors contacted by HSD which included speed measurement devices, in-car video systems, law

enforcement training courses, Fatal Vision goggles, AAA gift cards for traffic safety materials, car seats, and light bars, with one top prize of a speed board valued at \$6,800. This was the first time EOPSS/HSD secured breakfast sponsorship from two police equipment vendors - Federal Signal Corporation and Imperial Municipal Partners.

The cost of the event, excluding staff time, totaled under \$1,400 for the venue and the plaques. Photography services were provided by the MSP as an in-kind service and were valued at \$1,500.

Speakers included EOPSS Secretary Mary Elizabeth Heffernan, Superintendent of the MSP Timothy Alben, President of the MCOPA and Chief Joseph Rebello, the in-coming NHTSA Region 1 Administrator Michael Geraci and federal, state and community officials.

Customized news releases were developed during the event and emailed to local and regional media outlets for widespread media outreach.

The awards ceremony was a great way to acknowledge the hard work that local police departments do every day to help keep the Commonwealth roadways safe.

## ■ Demonstration Project to Reduce Impaired Motorcycle Riding and Associated Crashes through the Use of High Visibility Enforcement

### Issue Addressed

According to 2009 Massachusetts data from FARS, 18% of motorcycle operators killed in crashes had a BAC of .08 or higher and 30% had a BAC of .01 or higher.

### Accomplishments

EOPSS/HSD provided funding to MSP for additional saturation patrols and sobriety checkpoints in Lowell and Springfield. Two B.A.T. supported saturations were conducted in Lowell in conjunction with Lowell bike night. Additionally, a B.A.T. saturation as well as a B.A.T. sobriety checkpoint was conducted in Springfield in conjunction with Springfield bike night. The locations of the checkpoint/saturation patrols were determined from information gathered through the State Police Records/Administrative Management System. Locations of high priority, based on past impaired driving arrests and alcohol/drug related motor vehicle crashes were chosen and written operational plans and directives were compiled. Prior to the deployment of the sobriety checkpoints, saturation patrols were deployed to perform high visibility selective enforcement within the targeted area. See below for specific results:

Number of Arrests	Misdemeanor	Felony
	28	4
Citations Issued	Motorcycles	Other Vehicles
OUI	1	12
Suspended/Revoked License	6	15
No Motorcycle Operator Endorsement	3	
Seat Belt		38
Vehicle Equipment violations	27	43
Helmet violations (e.g., not U.S. Department of Transportation approved)	34	
Insurance	0	4
Other	39	142

## ■ Highway Visibility Enforcement Efforts Aimed at Saving Lives at Work Zones



### Issue Addressed

In 2009, according to FARS data, Massachusetts had a large number of work zone fatalities. MSP Sgt. Douglas Weddleton was struck and killed in an incident involving two alleged drunk drivers while he was protecting a road construction crew on Interstate 95 several years ago.

### Accomplishments

The Massachusetts Work Zone Safety Enforcement Campaign is the first high profile collaborative work zone effort of EOPSS, MSP, MassDOT and RMV. EOPSS Secretary Mary Elizabeth Heffernan, MassDOT Secretary Richard Davey and the MSP spearheaded this lifesaving initiative. MassDOT was awarded federal grant funds through EOPSS/HSD to establish this work zone safety enforcement program. These funds were matched by non-Federal aid/Highway Safety Improvement Program (HSIP) funds from MassDOT. The goal of the program is to reduce motorist violations and unsafe driver behavior so as to prevent fatal and serious injury crashes within the work zone.

In the interest of reducing fatal and serious injury crashes on Massachusetts roadways, MassDOT identified work zone safety as one of the top Infrastructure Strategies of the Massachusetts Strategic Highway Safety Plan. Short and long term goals and key partners of this program were identified. To that end, MassDOT developed a comprehensive work zone safety training program for all resident engineers and maintenance crews. In addition, a specialized highway safety work zone training program was developed for municipal police officers through the MPTC. With the knowledge that safety training underscored by a law enforcement component is vital to the success of this program, a cooperative effort between MassDOT, EOPSS and MSP was established using federal funds for the goal of improving highway safety in active work zones and changing driver behavior. The program was designed to involve the electronic field monitoring of speed and volume data in work zones and allow for the electronic dissemination of speed information to maximize target enforcement periods with the assistance of MSP.

The program is ongoing and will be supported by state and federal funds. Planned activities for 2012 included MSP troopers deployed at up to 24 construction sites on state roadways. Troopers worked as a team to identify and stop drivers who are speeding, impaired, or distracted in an effort to keep our roads safe for everyone who travels and works on them.

An interagency group on work zone safety was established in July 2011 and has met periodically since then. Specifics of the planned outreach, public awareness elements, and traffic data are discussed. The statewide Work Zone Enforcement program kicked off in November 2011 with Governor Deval Patrick and through September 2012 the MSP issued 9,330 total citations, 6,368 were citations for speeding, 78 arrests, 12 OUIs, 677 citations for drivers not wearing safety belts, 4,447 warnings, and other risk-taking motor vehicle behaviors including civil violations.

In an effort to reduce project costs, the state negotiated the use of a detail hourly pay rate that was lower than the contractual overtime rate for MSP troopers assigned to this initiative. Additionally, efforts are underway to explore long-term self-sufficiency by identifying a funding source to continue this effort, possibly through fines collected from work zone citations. Speeding fines are doubled in work zones.

Federal highway traffic safety funds and non-Federal aid/Highway Safety Improvement Program funds supported the \$400,000 cost of the program. In-kind funds from the MSP also supported the effort. EOPSS federal grant funds were used to purchase six speed enforcement LiDAR units for \$40,000 and \$115,000 for six speed monitoring trailers. Data from the speed monitoring trailers is electronically transmitted to MassDOT and the MSP to reflect prevailing speeds through work zones so that troopers can monitor and deploy targeted enforcement.

All marketing materials (posters, banners, signs, and billboards) were approved by Governor Patrick and designed and printed at no cost through the MassDOT's Massachusetts Bay Transit Authority's marketing department. As a result, the slogan, "Reduce speed, increase safety in work zones" was visible on subway cars and buses and at transit station platforms. The MassDOT sign shop printed work zone safety posters and banners which were offered to all 351 local police departments and the MSP. The additional tag line was "When you're on the highway, please slow down in work zones. There will be increased enforcement." Local departments were encouraged to utilize their own variable message boards to display the slogan. MassDOT's Office of Outdoor Advertising aired digital billboards at 16 locations with various work zone safety messages "Don't Barrel Through Work Zones." These efforts were all done at no cost and were co-branded by EOPSS, MassDOT and MSP to further solidify the collaborate effort.

The data show that the program has been effective in taking risky drivers from the roadways and keeping those in work zones safe. The second phase of this campaign was kicked off during April 2012's National Work Zone Safety Week. The campaign continued until construction season ended this winter and will resume in the spring.

## ■ Child Safety and Booster Seat Program

### Issue Addressed

In July 2008, Massachusetts amended the CPS Law to require 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 inches 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 2012. The major highlights included:

- Trained 71 new technicians for a total of 584 certified across the Commonwealth
- Recertified 158 technicians – a recertification rate of 58.7%; a rate well over the national average of 54.1%
- Maintained certification of 20 instructors
- CPS Equipment Grantees hosted 26 checkup events as well as weekly fitting stations from May 1<sup>st</sup> to September 30<sup>th</sup>
- The checkup events and fitting stations resulted in 1,588 car seat inspections and 1,275 car seat installations across the Commonwealth
- Forty-three recipients of the CPS Equipment Grant collectively purchased 1,092 new car seats for distribution to needy and low-income families
- Held CPS Conference in September for over 150 attendees



*Lieutenant David Wilson from the MSP speaks at the 2012 CPS conference*

### *Distribution of Child Restraints*

During FFY 2012, HSD distributed CPS Equipment Grant funding to selected grantees over the course of two phases – Phase I (April – September 2012) and Phase II (July – September 2012). There were 28 grantees selected for Phase I funding; 15 for Phase II. The total amount of

funding distributed for both phases was \$66,360. Grantees included not-for-profit entities as well as police and fire departments across the Commonwealth.

Utilizing CPS Equipment funding, grantees purchased 1,092 federally-approved car seats for distribution to low-income and needy families. As of September 30, 2012, grantees have distributed 267 car seats and checked thousands for installation. Communities across Massachusetts have expressed thankfulness for the availability of new car seats for citizens who might not otherwise be able to afford a federally-approved seat.

### *Enforcement of Child Restraint Laws*

The three EOPSS/HSD-funded traffic enforcement mobilizations conducted in FFY 2012 addressed occupant protection for all passengers, including children. In FFY 2012, 124 local police departments participated in the *Drive Sober or Get Pulled Over* Mobilization and the MSP and 126 local police departments participated in the *CIOT* Mobilizations. During mobilization events, enforcement resulted in the issuance of 289 child safety seat violations. The following municipal police departments participated in these mobilizations:

#### *129 Departments Participated throughout FFY 2012*

Abington	Gardner	Rockland
Adams	Granby	Salem
Andover	Greenfield	Seekonk
Ashby	Hadley	Sherborn
Attleboro	Hanover	Shrewsbury
Auburn	Harwich	Somerset
Barnstable	Haverhill	Somerville
Becket	Hingham	Southborough
Bedford	Holliston	Southbridge
Belchertown	Holyoke	Springfield
Berkley	Hopkinton	Stoneham
Beverly	Lakeville	Sturbridge
Billerica	Leicester	Swampscott
Bolton	Lenox	Swansea
Boston	Lexington	Taunton
Braintree	Lincoln	Tewksbury
Bridgewater	Lowell	Topsfield
Brockton	Ludlow	Truro
Brookline	Lunenburg	Tyngsboro
Burlington	Lynn	Upton
Cambridge	Marlborough	Uxbridge
Canton	Mendon	Wakefield
Charlton	Middleborough	Walpole
Chelmsford	Middleton	Waltham
Chelsea	Milton	Wareham
Concord	Needham	Watertown
Danvers	New Bedford	Wayland
Dartmouth	Newton	Wellesley
Dedham	North Attleboro	Wellfleet

Dennis	Northampton	West Boylston
Dover	Norton	Westborough
Dudley	Norwell	Westfield
East Bridgewater	Norwood	Westminster
East Brookfield	Orleans	Westport
East Longmeadow	Palmer	Westwood
Egremont	Peabody	Weymouth
Everett	Pittsfield	Wilbraham
Fairhaven	Plymouth	Williamsburg
Fall River	Quincy	Wilmington
Falmouth	Randolph	Woburn
Fitchburg	Raynham	Worcester
Framingham	Revere	Wrentham
Franklin	Rochester	Yarmouth

Approximately 36% of the cities/towns in Massachusetts participated in EOPSS/HSD grant-funded mobilizations.

***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 2012, the EOPSS/HSD CPS Program trained 71 new technicians, recertified 158 technicians and actively involved instructors in checkup events and trainings. The recertification rate for the first six months of the project was 58.7%, a rate well over the national average of 54.1%.

Training courses were held throughout the year and EOPSS/HSD made a concerted effort to bring these trainings to as many different communities within the Commonwealth as possible.

***Educating the Public on CPS***

As part of CPS Equipment Grant specification, grantees had to participate or host either a checkup event or regularly scheduled fitting station over the course of the grant period. From April to September 2012, grantees hosted or participated in 26 checkup events and held numerous fitting stations. The checkup events and fitting stations yielded 1,588 car seat inspections and 1,275 car seat installations. As a result of careful inspections, 267 car seats were distributed to replace outdated or damaged car seats.

**Checkup Events by 2012 CPS Grantees**

Date	Location	Town/City	Host Agency
6/9/12	Westford Police Department	Westford	Westford Police Department
6/9/12	Chinatown (Kneeland Street)	Boston	Boston Children's Hospital
6/9/12	Liberty Tree Mall	Danvers	Danvers Fire Department
6/16/12	Brookline Village	Brookline	Brookline Police Department



6/16/12	North Reading Police Department	North Reading	North Reading Police Department
6/23/12	Southern Berkshire Volunteer Ambulance	Great Barrington	New Marlborough Police Department
7/14/12	Holbrook Police And Fire Department	Holbrook	Holbrook Police And Fire Department
8/8/12	Kindercare	Burlington	Burlington Police Department
8/18/12	Knowledge Beginnings	Tewksbury	Tewksbury Police Department
8/23/12	Brewster Police Department	Brewster	Brewster Police Department
9/1/12	White's Restaurant Annex Parking Lot	Westport	Westport Police Department
9/2/12	Rest Area On Route 88	Westport	Westport Police Department
9/13/12	UMass Memorial Medical Center	Worcester	UMass Memorial Medical Center
9/14/12	Holyoke Fire Department	Holyoke	Holyoke Fire Department
9/15/12	Wal-Mart parking lot	Hanover	Hanover Police Department
9/16/12	Old Navy @ South Bay Mall	Boston	Urban Public Safety Coalition
9/22/12	Talbot Roadway	Boston	Boston Medical Center
9/22/12	Wachusett Mountain Parking Lot #3	Princeton	Westminster Police Department
9/22/12	Worcester Department Of Public Health	Worcester	Unknown
9/22/12	Great Barrington Fire Department	Great Barrington	New Marlborough Police Department
9/22/12	Hannafords Supermarket	Taunton	Taunton Police Department
9/23/12	Wachusett Mountain Parking Lot #3	Princeton	Westminster Police Department
9/23/12	Wakefield Public Safety Building	Wakefield	Wakefield Police Department
9/26/12	South Hadley Police Department	South Hadley	South Hadley Police Department
9/29/12	West Newbury Police Department	West Newbury	West Newbury Police Department
9/30/12	Distinctive Auto Body	Westport	Westport Police Department

### Fitting Stations/Appointments/Walk-in by 2012 CPS Grantees

Grantee	Location	Day	Timeframe
Aquinnah Police Department	Aquinnah	Sundays, Tuesdays, Wednesdays	By appointment
Boston Children's North	Peabody	Fridays	1pm - 3pm
Boston Children's	Boston	Wednesdays	10am - 12pm
Boston EMS	Boston	Wednesdays	11am - 3pm
Boston EMS	Boston	Thursdays	4pm - 8pm
Brewster Police Department	Brewster	Mondays - Fridays	By appointment
Burlington Police Department	Burlington	Mondays - Fridays	7am - 3pm

Charlton Police Department	Charlton	Mondays - Fridays	7am - 3pm
Danvers Police Department	Danvers	7 days a week	7am - 3pm
Dennis Fire Department	South Dennis	Tuesdays or Thursday	By appointment
Dennis Police Department	South Dennis	7 days a week	Either by walk-in or appointment
Douglas Police Department	Douglas	Mondays - Fridays	3pm - 11pm
Holbrook Fire & Police	Holbrook	7 days a week	By appointment
Holliston Fire Department	Holliston	Mondays - Fridays	7am - 3pm
Holyoke Fire Department	Holyoke	Mondays - Fridays	8am - 4pm
Lowell Police Department	Lowell	Mondays - Fridays	7:30am - 3:30pm
Pittsfield Police Department	Pittsfield	7 days a week	By appointment
Quincy Police Department	Quincy	7 days a week	By appointment
Randolph Police Department	Randolph	Mondays - Fridays	7am - 3pm
Salisbury Police Department	Salisbury	7 days a week	By appointment
South Hadley Police Department	South Hadley	7 days a week	By appointment
Taunton Police Department	Taunton	7 days a week	7am - 7pm
Topsfield Fire Department	Topsfield	7 days a week	6am - 6pm
Umass Memorial Medical Center	Worcester	Thursdays	9am - 3pm
Wellesley Police Department	Wellesley	7 days a week	By appointment
Westford Police Department	Westford	7 days a week	By appointment
Wilmington Police Department	Wilmington	Wednesdays	10am - 2pm

The following provides an overview of the types of programs and support available through EOPSS/HSD and the MPTC during FFY 2012. The list is representative of key activities and does not show all outreach efforts:

- EOPSS/HSD staff and Statewide CPS Coordinator responded to 154 inquiries to the toll-free CPS hotline
- Developed a calendar on CPS week activities in September and shared information with NHTSA
- Reviewed community outreach material
- Recommended changes to the current iteration of the CPS hand cards in English and Spanish
- Updated technicians on industry changes via the Annual CPS Conference and email notification, as necessary
- Answered technical questions regarding installations and the law

- Responded to inquiries regarding the availability of seats, the location of technicians, product recalls and related information
- Secured training sites
- Solicited breakout session topics from currently certified technicians and instructors via email in advance of the annual conference
- Hosted the annual CPS conference for an estimated 150 attendees
- Updated the technician class waiting list
- Provided technical assistance by sending the Statewide CPS Coordinator to the National Lifesavers Conference
- Assisted communities, non-profit agencies and other entities by reviewing seats to be ordered as part of the equipment grant
- Acknowledged emails and program inquiries about upcoming training dates
- Responded to telephone calls and emails for technical assistance from grant recipients
- Assisted technicians with fulfilling CEU requirements

# **Financial Summary/ Distribution of Funds**

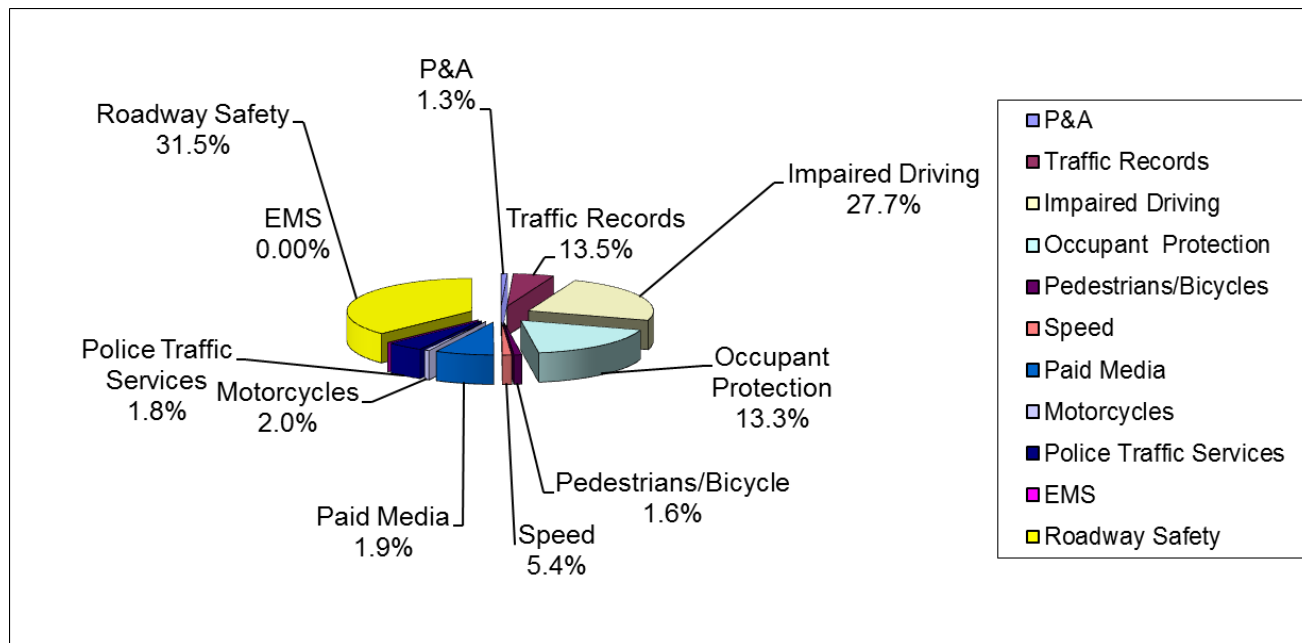
The EOPSS/HSD financial summary is provided on the following page.

Table 9. 2012 Financial Summary\*

	402	405	410	408	2010	1906	403	164	154	2011	Total	% of Total
<b>P&amp;A</b>	\$92,902		\$4,476						\$8,184		\$105,562	1.3%
<b>Traffic Records</b>	\$929,573			\$131,507			\$64,208				\$1,125,288	13.5%
<b>Impaired Driving</b>	\$296,939		\$1,298,892				\$40,798	\$245,776	\$426,161		\$2,308,567	27.7%
<b>Occupant Protection</b>	\$362,889	\$561,664								\$184,968	\$1,109,521	13.3%
<b>Pedestrians/Bicycles</b>	\$137,075										\$137,075	1.6%
<b>Speed</b>	\$451,944										\$451,944	5.4%
<b>Paid Media</b>	\$0	\$80,817	\$76,732								\$157,549	1.9%
<b>Motorcycles</b>	\$21,052				\$112,567		\$30,600				\$164,219	2.0%
<b>Police Traffic Services</b>	\$144,969					\$6,598					\$151,567	1.8%
<b>EMS</b>	\$0										\$0	0.0%
<b>Roadway Safety</b>	\$0							\$2,624,060			\$2,624,060	31.5%
<b>Total</b>	<b>\$2,437,344</b>	<b>\$642,481</b>	<b>\$1,380,101</b>	<b>\$131,507</b>	<b>\$112,567</b>	<b>\$6,598</b>	<b>\$135,606</b>	<b>\$2,869,836</b>	<b>\$434,345</b>	<b>\$184,968</b>	<b>\$8,335,352</b>	

\* As of December 21, 2012

**Figure 14. 2012 Financial Summary**



**Table 10. 2012 Estimated Carry Forward Funds\***

<b>Section 402 - NHTSA</b>	<b>\$4,353,624</b>
<b>Section 405 - OP SAFETEA-LU</b>	<b>\$678,636</b>
<b>Section 408 - DATA PROGRAM</b>	<b>\$1,204,563</b>
<b>Section 410 - ALCOHOL SAFETEA-LU</b>	<b>\$4,105,000</b>
<b>Section 2010 - MOTORCYCLE SAFETY</b>	<b>\$156,332</b>
<b>Section 2011 - CHILD SEATS</b>	<b>\$812,000</b>
<b>Section 1906 - PROHIBIT RACIAL PROFILING</b>	<b>\$22,901</b>
<b>Total</b>	<b>\$11,333,056</b>

\*As of December 21, 2012

# Acronym Glossary

Administrative Office of the Trial Court (AOTC)  
Advanced Roadside Impaired Driving Enforcement (ARIDE)  
Alcoholic Beverages Control Commission (ABCC)  
Automated License and Registration System (ALARS)  
Blood Alcohol Concentration (BAC)  
Breath Alcohol Testing (B.A.T.)  
Breath Test (BT)  
Child Passenger Safety (CPS)  
Click It or Ticket (CIOT)  
Continuing Education Unit (CEU)  
Data-Driven Approaches to Crime and Traffic Safety (DDACTS)  
Department of Public Health (DPH)  
Drug Recognition Experts (DRE)  
Executive Office of Public Safety and Security (EOPSS)  
Fair and Impartial Policing (FAIP)  
Federal Fiscal Year (FFY)  
Highway Safety Division (HSD)  
International Association of Chiefs of Police (IACP)  
Junior Operator License (JOL)  
Lower Anchors and Tethers for Children (LATCH)  
Law Enforcement Liaison (LEL)  
Massachusetts Bay Transportation Authority (MBTA)  
Massachusetts Chiefs of Police Association (MCOPA)  
Massachusetts Department of Transportation (MassDOT)  
Massachusetts District Attorneys Association (MDAA)  
Massachusetts Executive-Level Traffic Records Coordinating Committee (METRCC)  
Massachusetts Law Enforcement Challenge (MLEC)  
Massachusetts Rider Education Program (MREP)  
Massachusetts Safety Officers League (MSOL)

Massachusetts State Police (MSP)  
Massachusetts Traffic Records Analysis Center (MassTRAC)  
Merit Rating Board (MRB)  
Motorcycle Safety Foundation (MSF)  
Municipal Police Training Committee (MPTC)  
National Highway Traffic Safety Administration (NHTSA)  
Office of Alcohol Testing (OAT)  
Office of Grants and Research (OGR)  
Operating Under the Influence (OUI)  
Preliminary Breath Test (PBT)  
Prevent Injuries Now! Network (PINN)  
Registry of Motor Vehicles (RMV)  
Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU)  
Standardized Field Sobriety Testing (SFST)  
Students Against Destructive Decisions (SADD)  
Traffic Occupant Protection Strategies (TOPS)  
Traffic Records Coordinating Committee (TRCC)  
Traffic Safety Resource Prosecutor (TSRP)  
Vehicle Miles Traveled (VMT)