

Massachusetts FFY 2014 Highway Safety Annual Report



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Message from Governor's Highway Safety Representative

I am pleased to submit this Federal Fiscal Year 2014 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 remains committed to working with traffic safety partners to fulfill our mission. One of the largest and most notable projects this year (and ongoing from previous years), is the Motor Vehicle Automated Citation and Crash System (MACCS). This electronic process seeks to minimize law enforcement's exposure to risk at the roadside and automate the collection and dissemination of motor vehicle incident data to improve the accuracy and timeliness of reporting in the Commonwealth. We are excited about the accomplishments of MACCS this year and look forward to continued collaboration on further implementation.

The activities below are among the many additional accomplishments described in the report.

- EOPSS/HSD's June 2014 statewide safety belt observation survey showed that the Commonwealth's seat belt usage rate increased 2% from the previous year to an all-time high of 77%.
- The pilot program for Sustained Traffic Enforcement Program (STEP) began in December 2013 with seven local communities (i.e., Brockton, Fall River, Lowell, Lynn, New Bedford, Springfield, and Worcester) and the Massachusetts State Police implementing sustained, high-visibility year-long traffic enforcement. This successful program will be expanded in 2015 to include Boston and six additional high-incident communities.
- EOPSS/HSD spearheaded the new sober driving "Make The Right Call" (MTRC) campaign targeting 17- to 20-year-old drivers and their parents and friends to discourage drinking and driving, and underage drinking. The "MTRC" campaign utilized a combination of paid radio, digital advertising, social media and partnering with popular Boston sports and music radio stations to deliver the messages to the targeted audiences.

I thank the staff that served EOPSS/HSD during Federal Fiscal Year 2014 for their efforts all year long and for the preparation of this Annual Report.



Andrea J. Cabral, Massachusetts Secretary of Public Safety and Security and
Governor's Highway Safety Representative
December 31, 2014

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Executive Summary

■ FFY 2014 Highlights

- For FFY 2014 (October 1, 2013 – September 30, 2014), EOPSS/HSD successfully applied for and received \$ 8,460,017.46 in MAP-21 (Moving Ahead for Progress in the 21st Century Act) funding from NHTSA. Utilizing the funds received, EOPSS/HSD implemented projects focused on Occupant Protection, Alcohol Enforcement/Impaired Driving, Pedestrian/Bicyclist Safety, Motorcyclist Safety, Traffic Records Data Improvement, Police Training Services, and overall program management.
- According to the Fatality Analysis Reporting System (FARS), Massachusetts fatalities declined 14.88% from 383 in 2012 to 326 in 2013. The decrease included drops in alcohol-impaired (BAC≥0.8+) driving fatalities, speed-related fatalities, and the number of young drivers (under 21) involved in fatal crashes.
- EOPSS/HSD's June 2014 statewide safety belt observation survey showed that Massachusetts's seat belt usage rate was 77%. This represents an increase of 2% from 2013.
- 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* (DSGPO) Mobilizations. Selection of participating municipal law enforcement was based upon the data-driven eligibility process developed for traffic enforcement grants in FFY 2013. Over 200 police departments, as well as State Police, were involved in the four Statewide-mobilizations (2 DSGPO, 2 CIOT) resulting in nearly 24,000 hours of enforcement patrols and over 62,000 stops of motorists.
- The pilot program for Sustained Traffic Enforcement Program (STEP) began in December 2013 with seven local communities (Brockton, Fall River, Lowell, Lynn, New Bedford, Springfield, and Worcester) and the Massachusetts State Police implementing sustained, high-visibility year-long traffic enforcement. Participants conducted 14,663 hours of enforcement patrols, resulting in approximately 38,623 stops and 42,957 citations issued. The seven communities selected were recognized as 'hot spots' for traffic injuries and fatalities based upon data analysis of crash records.
- For FFY 2014, Baystate Medical Center (Springfield) was awarded the CPS Administration and Training Grant. Baystate oversaw the addition of 212 new

certified CPS Technicians and had a recertification rate of 62.8% for FFY 2014, over 6% higher than the national rate of 56.4%.

- EOPSS/HSD welcomed a new director, Arthur Kinsman, in January 2014. Mr. Kinsman comes to EOPSS/HSD after a lengthy career at AAA where he was responsible for all traffic safety programs, media, government and community relations activities for AAA members across the Commonwealth.
- EOPSS/HSD also saw the promotion of Barbara Rizzuti to Program Manager IV and Bob Kearney to Program Coordinator III. Three new employees joined EOPSS/HSD during FFY 2014 - Lindsey Phelan (Program Coordinator II), John Fabiano (Program Coordinator II) and Krystian Boreyko (Program Coordinator II).
- For employee departures at EOPSS/HSD during FFY 2014, Caroline Hymoff, a Program Manager IV, retired after 25+ years of service to the Commonwealth.

Key Dates and Activities During FFY 2014

October 2013 - Local CIOT Mobilization

December 2013 - Pilot STEP Program kicks off

December 2013 - FFY 2013 Annual Report submitted

December 2013 - January 2014 - Local DSGPO Mobilization

May 2014 - Local & MSP CIOT Mobilization

June 2014 - Texting Ban, Wave III

June 2014 - Statewide Seatbelt Observation Survey

June 2014 - FFY 2015 HSP submitted

August - September 2014 - Local DSGPO Mobilization

September - October 2014 - Texting Ban, Wave IV

Note on Data for the FFY 2014 Annual Report

- For the Annual Report, EOPSS/HSD relied primarily on 2008 to 2013 trend data, and, whenever possible, also 2014 data. Note that some 2013 and most 2014 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

Problem Identification

Preventing impaired driving deaths on the roadways of the Commonwealth is a top priority for Massachusetts. Over the past six years, Massachusetts has made tremendous strides in its battle against impaired driving as alcohol-impaired (BAC \geq .08) fatalities in Massachusetts has declined over 7.5% since 2008. While the alcohol-related fatality rate per 100 million VMT in 2012 (0.22) is the same as in 2008, it has dropped 4.4% since 2011.

Despite the decrease in alcohol-related fatalities, Massachusetts will not stop working to reduce the rate until it is zero. For FFY 2014, Massachusetts funded numerous programs that aimed to further reduce the alcohol-related fatality rate as well as increase education and awareness among businesses, municipalities, and residents alike including, but not limited to, local 'Drive Sober Or Get Pulled Over' mobilizations; Alcoholic Beverage Control Commission (ABCC) Compliance Checks; Underage Alcohol Enforcement patrols; and impaired driving training for local and state police. Media-wise, EOPSS/HSD launched a marketing campaign over the summer with the tagline, "Make the Right Call." The campaign's focus was aimed at getting drivers, especially teenagers, to call for a sober driver rather than try to drive home after having a few drinks.

Objectives for FFY 2014

1. Continue to provide funds to local police departments for DSGPO Mobilizations
 - Funded 113 departments for December 2013 mobilization and 126 for August 2014 mobilization. 10,472 high-visibility enforcement patrol hours were reported resulting in 115 OUI arrests, 2,835 speeding citations, 2,325 safety belt citations, and 7,025 speeding warnings.
2. Fund paid and earned media regarding the dangers of impaired driving
 - Funding provided to EOPSS/HSD media vendor, The Rendon Group, to market awareness campaigns "Driver Sober or Get Pulled Over", "Ride Sober or Don't Ride" and "Make the Right Call" through social media (Facebook, Twitter, Instagram), billboards, radio, television, and the Internet.
3. Fund select local police departments and the MSP to conduct sustained enforcement of traffic laws, including impaired driving laws
 - In FFY 2014, EOPSS/HSD launched a pilot sustained traffic enforcement program (STEP) involving the MSP and seven local police departments (Brockton, Fall River, Lowell, Lynn,

New Bedford, Springfield, and Worcester). Over 38,000 traffic stops were conducted resulting in 42,957 citations issued and 1,503 arrests. Of the arrests, 182 were for OUI alcohol or drugs.

4. Encourage other state and local law enforcement to participate in sustained enforcement of impaired driving laws
 - *Through emails and telephone communications, EOPSS/HSD encouraged state and local law enforcement to participate in sustained enforcement of impaired driving laws.*
5. Continue to fund Sobriety Checkpoints
 - *Funded 87 Sobriety Checkpoints conducted by the MSP, up from 65 in 2013, resulting in 34,798 stops, 554 OUI arrests, 1,774 speeding violations, and 712 safety belt violations. MSP conducted 11,538 hours of sobriety checkpoints during FFY 2014.*
6. Enlarge the efforts to reduce impaired driving by younger drivers and underage drinking through grants with local police departments and the ABCC
 - *ABCC Compliance Checks program led to checks of 2,178 licensed establishments with 63 failures, a 97% success rate. The Statewide Underage Drinking Enforcement Training sessions had 376 police officers involved. Lastly, the Underage Alcohol Enforcement Program – with 76 grantees – resulted in 289 cases of beer seized and approximately 5,400 underage youths denied or prevented access to alcohol.*
7. Utilize the Traffic Safety Resource Prosecutor (TSRP) to conduct trainings and provide technical support for prosecutors and law enforcement regarding the prosecution of impaired driving cases (listed as PT-14-04)
 - *TSRP helped organize numerous training sessions during FFY 2014. Over 1,200 police officers and prosecutors participated in these classes.*
8. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking
 - *MPTC conducted four DRE-related classes (two DRE schools, two Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings), which were attended by 56 law enforcement officers. MPTC also organized 10 SFST-related classes attended by over 175 officers from around the Commonwealth. Furthermore, funding allowed MPTC to send 24 officers to complete DRE certification in Maricopa County, AZ – up from three in FFY 2013.*
9. Provide funds to train additional DREs and sustain current DRE certifications
 - *MPTC conducted two DRE schools with total of 18 attendees and two ARIDE classes with 38 participants. MPTC also sent 24 officers to Maricopa County, Arizona to complete DRE training and certification requirements. This is eight times greater than the number of officers sent in FFY 2013.*

10. Provide funds to the MSP for Preliminary Breath Testing (PBT) Units
→ *In FFY 2014, MSP purchased 63 PBT units through funding provided by EOPSS/HSD*
11. Provide funds for a part-time SFST coordinator
→ *In FFY 2014, MPTC hired a part-time SFST coordinator to help oversee and administer the SFST program. A 23-year veteran of Rowley Police Department, Stephen May, was selected by MPTC. Expenditures by the part-time SFST in FFY 2014 were \$11,760.*
12. Provide funds to support LEL position (listed as PT-14-03)
→ *No funding disbursed during FFY 2014. Project deferred to FFY 2015 under tasks PT-15-02 and PT-15-06*

Performance Targets & Results for FFY 2014

- Decrease alcohol impaired driving fatalities 6% from the (2009-2011) calendar base year average of 118 to 111 by December 31, 2014.
→ **Progress Towards Goal:** Three-year average (2010-2012) for alcohol-impaired fatalities was 126, a 7% increase from (2009-2011); but (2011-2013) calendar base year average dropped 1.1% to 124. On year-to-year basis, however, impaired driving fatalities declined 9% from 129 in 2012 to 118 in 2013.
- Decrease alcohol-related fatalities/VMT 5% from the 2009-2011 calendar base year average of 0.22 to 0.20 by December 31, 2014.
→ **Goal Not Met:** Three-year average of (2010-2012) calendar base year for alcohol-related fatalities/VMT was 0.22. No change since (2009-2011) calendar base year average.
- Increase the number of OUI arrests made during FFY 2012 (635) grant-funded mobilizations by 10% in FFY 2014.
→ **Goal Surpassed:** 869 OUI arrests were made during grant-funded enforcement mobilizations in 2014, an increase of 37% from FFY 2012.

Program Area Project Summary

AL-14-01 Paid and Earned Media in Support of Impaired Driving Prevention Programs

This task and its associated expenditures are covered in the "Paid and Earned Media" section located on page 45. Funding was provided to EOPSS/HSD media vendor, The Rendon Group, to help develop and market impaired driving education and safety campaigns in FFY 2014. Marketing campaigns included "Drive Sober or Get Pulled Over", "Ride Sober or Don't Ride", "Out in Force" and "Make the Right Call."

Total funding used: \$ 390,118.98 [410 - \$325,432.08; 405d - 64,686.90]

Percent of Allotted Amount: 100%

AL-14-02 MSP Sobriety Checkpoint/BAT Mobile Partnership

Funding provided to Massachusetts State Police (MSP) to conduct 87 Sobriety Checkpoints and 27 saturation patrols with support, when operationally feasible, from the BAT mobile units. Checkpoints took place at various times and locations throughout FFY 2014, averaging seven sobriety checkpoints per month.

Table 1: Results from FFY 2014 MSP Sobriety Checkpoints

	2014	2013	Change
Sobriety Checkpoints	87	65	+32%
HVE Patrol Hours	11,538	8,969	+29%
Total Stops	34,798	25,818	+35%
Stops Per Hour	3.02	2.88	+5%
Cost Per Hour	\$93.65	\$93.70	-0.06%
OUI Arrests	554	450	+23%
Speeding Violations	1,774	1,334	+33%
Safety Belt Violations	712	494	+44%
CPS Violations	53	57	-7%

Sobriety checkpoints and saturation patrols were extremely effective with overall stops per hour increasing from 2.88 in 2013 to 3.02 in 2014. Checkpoints resulted in 554 arrests for OUI – a 23% increase from 2013 – making the roads of Massachusetts safer for drivers and passengers.

Total funding used: \$1,090,186.03

Percent of Allotted Amount: 98%

AL-14-03 Impaired Driving Law Enforcement Specialized Training Program

Funding provided to MPTC to conduct various training classes focused on impaired driving. MPTC offered 10 classes on topics such as SFST, SFST Refresher, SFST Instructor, and 24-hour Specialized Training. There were over 175 law enforcement participants in the training sessions. Compared to FFY 2013, MPTC increased training classes by six and saw participation increase from 60 to 175.

In terms of training cost per person (total expenditures/total # of attendees), there was a significant reduction from FFY 2013 (\$312.44) to FFY 2014 (\$194.00). MPTC has demonstrated more cost beneficial use of funding and was able to market the classes more effectively to generate interest.

Funding was also used to support a part-time SFST coordinator. MPTC hired Sgt. Stephen May, a 23-year veteran of Rowley (MA) Police Department.

MPTC experienced short-staffing issues which delayed their ability to utilize funding until late February 2014.

Amount Used for PT SFST Coordinator: \$ 12,400.00

Total funding used: \$ 42,651.25

Percent of Allotted Amount: 33%

AL-14-04 Underage Drinking Compliance Checks Program

Funding was provided to the Massachusetts ABCC to conduct enhanced liquor enforcement compliance checks and Cops in Shops to reduce underage drinking and impaired driving. ABCC investigators conducted compliance checks in 230 communities across the Commonwealth. In all, 2,178 liquor establishments were checked with 63 failures – a success rate of 97%. Of these establishments checked, 897 were off-premise licensees, with 39 failures (96% success rate); and 1,281 were on-premise, with 24 failures (98% success rate).

Total funding used: \$ 145,762.49 [410 - \$75,000; 405d - \$70,762.49]

Percent of Allotted Amount: 97%

AL-14-05 Statewide Underage Drinking Enforcement Training Program

Funding was provided to the ABCC to conduct trainings on enforcement of the Massachusetts Liquor Control Act as well as false identification and fraudulent document detection. During FFY 2014, ABCC conducted 63 training sessions in which 376 local police officers participated. Average cost per participant = \$35.76. Seventy-eight different police departments from across the Commonwealth were represented at the training sessions. This represents 22% of the police departments in Massachusetts.

Total funding used: \$ 13,445.97 [410 - \$12,500; 405d - \$ 945.97]

Percent of Allotted Amount: 54%

AL-14-06 Enforcement Program to Prevent the Sale of Alcohol to Intoxicated Persons

Funding provided to ABCC for investigators who will participate in undercover operations at licensed establishments to determine if licensee serves intoxicated individuals in approximately 40 communities across Massachusetts. ABCC conducted 650 SIP (Sales to Intoxicated Persons) Operations resulting in 250 warnings issued to liquor establishments – a 39% warning rate. In all, 16 bars were charged with SIP violations.

Total funding used: \$94,839.20 [410 - \$50,000; 405d - \$4,839.20]

Percent of Allotted Amount: 95%

AL-14-07 Breath Test Operator (BTO) Training

Funding was provided to the MSP Office of Alcohol Testing (OAT) to conduct BTO classes for local and state police officers. During FFY 2014, OAT held 40 BTO classes across the Commonwealth, which was attended by 1,001 law enforcement officials. Twelve BTO instructors were trained and/or updated. From October 2013 - September 2014, there were 14,339 breath tests administered in the Commonwealth of Massachusetts.

Total funding used: \$26,734.37 [410 - \$20,821.31; 405d - \$5,913.06]

Percent of Allotted Amount: 64%

AL-14-08 PBT Equipment

Funding was provided to the MSP for purchase of new PBT units. During FFY 2014, MSP purchased 63 PBTs, which were distributed to Massachusetts State Troopers - including those who had successfully completed a DRE class conducted by MPTC.

Total funding used: \$50,808.87 [410 - \$25,500; 405d - \$25,308.87]

Percent of Allotted Amount: 100%

AL-14-09 Drug Evaluation and Classification Program (DEC)/Drug Impairment Training and Educational Professionals (DITEP)

Funding provided to MPTC to conduct training for police officers as well as cover travel costs for officers to attend DRE training in Maricopa County, Arizona. Officers that complete the Arizona training become fully certified DREs. During FFY 2014, MPTC offered four classes (two DRE schools and two ARIDE) with a total of 56 attendees. Twenty-four officers were sent to Arizona to complete DRE training.

Compared to FFY 2013, MPTC sent eight times as many officers (24) to complete DRE training in Arizona than the previous year (3). In terms of per attendee training cost (doesn't include Arizona travel), it was \$332.14 per officer in FFY 2014 - an increase from the \$111.00 per officer in FFY 2013. The increase may be attributed to MPTC's goal of sending far more officers to Arizona for DRE training than in the previous year - six in FFY 2013.

MPTC experienced short-staffing issues which hampered their ability to provide more impaired driving classes during FFY 2014.

Total funding used: \$ 160,130.26

Percent of Allotted Amount: 76%

AL-14-10 DSGPO Local Police Enforcement Campaign

Funds were provided to 191 municipal police departments to conduct high-visibility overtime DSGPO enforcement mobilizations. The first mobilization took place between December 2013

to January 2014 (113 departments participated); the second one in August - September 2014 (126 departments).

Compared to FFY 2013 DSGPO mobilizations, the two DSGPO enforcements in FFY 2014 saw significant increases in patrol hours and traffic stops, as well as in key citations and violations issued by police departments. Total stops per hour remained steady, though dropping ever so slightly to 2.81 from 2.85 in FFY 2013. Citations per hour dropped from 1.65 in 2013 to 0.93 in 2014. OUI arrests increased significantly (115 vs 84 in 2013) which meant officers had to spend time to process the arrests, thus decreasing availability to make additional stops that may also have led to more citations.

Table 2. Results from FFY 2014 Drive Sober or Get Pulled Over Mobilizations

	Dec-Jan 2014	Aug-Sept 2014	Total	Amount Reported FFY 2013 DSGPO	Actual Change (+/-) from 2013
Patrol Hours	5,038	5,434	10,472	7,088	+3,384
Total Stops	14,155	15,250	29,405	20,181	+9,224
Stops Per Hour	2.81	2.81	2.81	2.85	-0.04
Weighted Stops Per Hour	3.12	3.17	3.15	3.28	-0.13
Cost Per Stop	\$16.91	\$17.36	\$17.15	\$16.07	+\$1.08
Total Citations	4,517	5,254	9,771	11,727	-1,956
Citations Per Hour	0.90	0.97	0.93	1.65	-0.72
OUI Arrests	66	49	115	84	+31
Speeding Citations	1,052	1,783	2,835	2,559	+276
Speeding Warnings	2,778	4,247	7,025	4,765	+2,260
Safety Belt Citations	1,022	1,303	2,325	1,766	+559

Total funding used: \$ 504,250.30

Percent of Allotted Amount: 59%

Although 191 municipalities participated in the mobilizations, not all were able to utilize their allotted funding. Many departments cited staffing issues as the main reason for not using their full fund award.

Table 3: Breakdown of Expenditures by County

County	Expenditures	% of all Expenditures		Expenditures	% of all Expenditures
Barnstable	\$ 17,501.54	3.5%	Hampshire	\$ 12,972.47	2.6%
Berkshire	\$ 6,647.12	1.3%	Middlesex	\$ 100,275.84	20.0%
Bristol	\$ 39,013.32	7.8%	Norfolk	\$ 55,396.38	11.0%
Dukes	\$ -	0.0%	Plymouth	\$ 32,317.72	6.4%
Essex	\$ 41,874.21	8.3%	Suffolk	\$ 31,598.23	6.3%
Franklin	\$ -	0.0%	Worcester	\$ 102,006.93	20.3%
Hampden	\$ 62,468.79	12.4%	Total	\$ 502,072.55	

AL-14-11 Enforcement of Underage Alcohol Laws Grant Program

Funding provided to 76 municipal, college, and university law enforcement agencies to help combat underage drinking through activities such as compliance checks, party patrols, surveillance patrols, and cops in shops. Enforcement activity by grantees resulted in 444 arrests (105 adult, 339 youth); 799 citation issued (335 adult, 464 youth); 3,126 minors caught in possession of beer; 2,346 minors found in possession of alcohol; 290 cases of beer confiscated; and 220 liters of alcohol removed from minors.

Compliance checks of 1,138 off-premise establishments resulted in 84 failures (7.4% fail rate) and 1,278 on-premise checks led to 76 failures (5.9% fail rate). Total checks were 2,416 with 160 failures. 160 youth volunteers were used during compliance checks.

Total enforcement hours reported by grantees were 8,146. Cost per hour = \$49.77.

Total funding used: \$ 405,426.28 [402 - \$357,140.13; OJJDP - \$48,286.15]

Percent of Allotted Amount: 76%

Table 4: Breakdown of Expenditures by County

County	Expenditures	% of all Expenditures		Expenditures	% of all Expenditures
Barnstable	\$ 31,742.40	7.8%	Hampshire	\$ 18,350.46	4.5%
Berkshire	\$ 98.07	0.0%	Middlesex	\$ 98,366.18	24.3%
Bristol	\$ 34,972.77	8.6%	Norfolk	\$ 60,251.11	14.9%
Dukes	\$ 4,078.14	1.0%	Plymouth	\$ 31,267.99	7.7%
Essex	\$ 41,738.87	10.3%	Suffolk	\$ 23,913.60	5.9%
Franklin	\$ -	0.0%	Worcester	\$ 46,852.50	11.6%
Hampden	\$ 13,784.29	3.4%	Total	\$ 405,416.38	

AL-14-12 Program Management

Provide funding for staff to conduct alcohol-related programming as well as cover travel and miscellaneous expenses.

Total funding used: \$97,430.28

Percent of Allotted Amount: 46%

AL-14-13 Sustained Traffic Enforcement Program

This pilot project began in December 2013 with seven local communities (Brockton, Fall River, Lowell, Lynn, New Bedford, Springfield, and Worcester) and the Massachusetts State Police implementing sustained, high-visibility year-long traffic enforcement. The seven communities selected were recognized as 'hot spots' for traffic injuries and fatalities based upon data analysis of police crash reports. Grantees used the funding to crackdown on violations of seat belt laws, speeding, impaired driving, and distracted driving as well as other traffic safety infractions. Results of STEP activities are provided on page 17, under OP-14-07.

Total funding used: \$ 475,440.40

Percent of Allotted Amount: 77%

AL-14 Expenditures Summary

Task	Source	Expenses	Percent of Total Allotted Funding Used
AL-14-01	410	\$ 325,732.08	100%
	405d	\$ 64,686.90	
AL-14-02	410	\$ 1,090,186.03	98%
AL-14-03	410	\$ 42,651.25	33%
AL-14-04	410	\$ 75,000.00	97%
	405d	\$ 70,762.49	
AL-14-05	410	\$ 12,500.00	54%
	405d	\$ 945.97	
AL-14-06	410	\$ 50,000.00	95%
	405d	\$ 44,839.20	
AL-14-07	410	\$ 20,821.31	64%
	405d	\$ 5,913.06	
AL-14-08	410	\$ 25,500.00	100%
	405d	\$ 25,308.87	
AL-14-09	402	\$ 160,130.26	76%
AL-14-10	402	\$ 504,250.30	59%
AL-14-11	402	\$ 357,140.13	76%
	OJJDP	\$ 48,286.15	
AL-14-12	402	\$ 97,430.28	46%
AL-14-13	410	\$ 475,440.40	77%

Total \$ **3,448,938.53**

Occupant Protection

Problem Identification

Historically, Massachusetts has had one of the lowest safety belt use rates in the country. Despite the lack of a primary law, the Massachusetts seat belt use rate increased to 77% in 2014 from 75% the previous year. This increase demonstrates that EOPSS/HSD efforts to educate citizens about safety belt usage are beginning to pay off.

Because safety belts are the single most effective means of preventing death or injury as a result of a crash and because Massachusetts' belt use rate remains low compared to the national average (86% in 2012), EOPSS/HSD continues to make occupant protection a major highway safety program focus area.

Objectives for FFY 2014

1. Provide funds to state and local police departments for CIOT enforcement
 - *During FFY 2014, EOPSS/HSD funded both MSP and 229 local police departments to conduct CIOT enforcement patrols. Over 13,322 hours of overtime activity was organized by state and local law enforcement resulting in 7,617 safety belt citations being issued.*
2. Fund paid and earned media regarding the dangers of driving unbelted
 - *Funding provided to EOPSS/HSD media vendor, The Rendon Group, to market awareness campaigns for the two "Click It or Ticket" mobilizations through social media, billboards, radio, television, and the Internet.*
3. Based upon FFY 2013 seatbelt survey results, enlarge the impact of efforts to increase seat belt use by white males 18 to 34, teen drivers and Latino males ages 18 to 35, African American males ages 18 to 34, commercial vehicle and pickup truck drivers, those living in urban areas and throughout southeastern Massachusetts
 - *The 2014 Statewide Seatbelt Observation Survey found an increase in belt usage by males (up 2.1% from 2013), teenagers (up 5.07%), Hispanics (up 15.68%), African Americans (up 4.29%), and commercial vehicle drivers/passengers (up 4.18%). Belt usage in southeastern Massachusetts (Plymouth/Barnstable counties) dropped 3.03% from 2013.*
 - The Rendon Group, EOPSS/HSD's media vendor, made sure marketing through online websites such as CraveOnline.com, BatangaNetwork.com, and Pandora Radio targeted the above listed demographics.*
4. Provide funds to select communities for sustained enforcement of seat belt use
 - *Funding provided for pilot STEP program involving the MSP and seven select communities (Brockton, Fall River, Lowell, Lynn, New Bedford, Springfield, and Worcester) to conduct*

sustained enforcement patrols. Over 4,800 safety belt citations were issued during 14,663 hours of STEP enforcement.

5. Encourage other state and local law enforcement to participate in sustained enforcement of seat belt laws
 - *Through emails and telephone communications, EOPSS/HSD encouraged state and local law enforcement to participate in sustained enforcement of seat belt laws.*
6. Urge the media to report occupant restraint use when reporting on crashes
 - *Outreach to local news agencies and media members made by EOPSS/HSD through various communication channels to urge those reporting on fatal crashes to indicate if the deceased was wearing a seatbelt or not*
7. Expand the impact of efforts to increase proper use of child safety seats, including booster seats
 - *During FFY 2014, CPS Equipment grantees purchased 1,328 car seats for distribution. Over 25% of the car seats purchased were booster seats. Grantees participated in or conducted over 50 checkup events across the Commonwealth as well as holding weekly/biweekly/monthly fitting stations.*
8. Increase the number of CPS equipment grant recipients and continue to require at least two checkup events during the grant period
 - *In FFY 2014, 52 grantees received a CPS equipment grant – up from 20 grantees in FFY 2013. Total number of child safety seats purchased increased from 645 in FFY2013 to 1,328 in FFY 2014. FFY 2014 CPS Equipment Grant recipients conducted 54 car seat checkup events along with weekly or bi-weekly fitting stations.*
9. Continue to provide funds to administer the CPS program and provide training
 - *Funding was provided to Baystate Medical Center to oversee the statewide CPS program in FFY 2014. Over 200 new CPS technicians were certified and Massachusetts' recertification rate was 62.8% - over 6% higher than the national rate. Baystate conducted 14 CPS-related classes across the Commonwealth with over 200 attendees.*
10. Provide a toll free CPS hotline
 - *Baystate Medical Center, as the statewide CPS program administrator, handled all calls to the toll-free CPS hotline. Over 100 calls were fielded and handled by Baystate.*
11. Conduct the annual seat belt observation survey
 - *UMassSafe conducted the 2014 Safety Belt Observation Survey between June 3 and June 26, 2014. The seatbelt usage rate rose to 77%, up 2 percentage points from 2013.*
12. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to increase occupant protection usage for all age groups
 - *CPS Administration Grant provided 14 classes on CPS Tech that was attended by over 200 law enforcement officials across the Commonwealth.*
13. Provide funding for an LEL (task listed in PT section)
 - *LEL funding was provided but MPTC deferred activity until FFY 2015 (PT-15-02).*

Performance Targets & Results for FFY 2014

- Decrease unrestrained vehicle occupant fatalities in all seating positions 10% from the 2009-2011 base calendar year average of 113 to 102 by December 31, 2014
 - **Progress Towards Goal:** Three-year average (2010-2012) of unrestrained passenger vehicle occupant fatalities dropped to 109, a 4% decrease. Three-year average (2011-2013) dropped another 2% to 107. Overall, the average has dropped 6% since (2009-2011).
- Increase by four percentage points the statewide observed safety belt use of front seat occupants in passenger vehicles from 73% in 2012 to 77% in 2014
 - **Goal Met:** Observed safety belt usage was 77% in 2014, an increase of 4% from 2012
- Increase the number of seat belt citations (8,758) during FFY 2012 grant-funded mobilizations by 20% to 10,510 in FFY 2014
 - **Goal Surpassed:** Grant-funded mobilizations netted 14,338 seat belt citations, an increase of 64% from FFY 2012.

Program Area Project Summaries

OP-14-01 Paid and Earned Media in Support of Occupant Protection

This task and its associated expenditures are covered in the “Paid and Earned Media” section located on page 45. Funding was provided to EOPSS/HSD media vendor, The Rendon Group, to help develop and market occupant safety education and awareness campaigns in FFY 2014. The marketing campaigns were for two “Click It or Ticket” mobilizations, which involved State and local police departments.

Total funding used: \$ 166,668.75 [402 - \$21,691.03; 405b - \$144,977.72]

Percent of Allotted Amount: 85%

OP-14-02 CIOT MSP Enforcement Campaign

Funding provided for overtime by the Massachusetts State Police (MSP) to participate in one “Click It or Ticket” (CIOT) mobilization in May 2014. Enforcement efforts focused on compliance with occupant protection laws and locations selected were known to have high incidence of non-compliant drivers and passengers.

Table 5: Results of FFY 2014 MSP CIOT Enforcement Mobilization

	2014	2013	Change
HVE Patrol Hours	2,884	2,016	+43%
Total Citations Issued	6,852	4,948	+39%
OUI Arrests	1	0	-----
Speeding Violations	2,457	1,775	+38%
Safety Belt Violations	1,499	1,140	+32%
CPS Violations	52	64	-19%

Total funding used: \$ 270,626.37 [402 - \$112,500; 405 - \$15,748.49; 405b - \$142,377.88]

Percent of Allotted Amount: 60%

Note - Originally, two CIOT mobilizations by the MSP were planned but due to timing and staffing issues only one mobilization (May 2014) took place.

OP-14-03 CIOT Local Police Enforcement Campaign

Funding provided for overtime enforcement to support two CIOT campaigns - one in October 2013 and another in May 2014 - involving 229 local law enforcement departments. Over the course of nearly 10,500 hours of enforcement, police departments conducted 32,754 stops resulting in 28,726 citations issued. During the May National CIOT campaign, grantees conducted 30% more stops and issued 74% more citations compared to same period in 2013.

Table 6: Results of FFY 2014 Local Police CIOT Mobilization

	FFY 2014 Total	2013 October	2014 May (National Campaign)	2013 May (National Campaign)
HVE Patrol Hours	10,438	4,594	5,844	6,345
Total Stops	32,754	15,426	17,328	13,372
Stops Per Hour	3.14	3.36	2.97	2.11
Total Citations	15,471	6,883	8,588	4,948
OUI Arrests	17	2	15	5
Speeding Citations	3,479	1,728	1,751	3,515
Safety Belt Citations	6,118	2,623	3,495	3,929
CPS Citations	145	52	93	170

Total funding used: \$ 518,289.36 [402 - \$225,936.29; 405 - \$216,850; 405b - \$75,503.07]

Percent of Allotted Amount: 60%

Note - In FFY 2013, only one local CIOT mobilization was conducted; whereas, in FFY 2014, two CIOT mobilizations took place. Staffing and timing issues impacted grantees ability to utilize all funding awarded.

Table 7: Breakdown of Expenditures by County

County	Expenditures	% of all Expenditures		Expenditures	% of all Expenditures
Barnstable	\$ 19,760.08	4.0%	Hampshire	\$ 12,926.45	2.6%
Berkshire	\$ 7,157.33	1.5%	Middlesex	\$ 104,606.75	21.2%
Bristol	\$ 42,520.84	8.6%	Norfolk	\$ 48,662.36	9.9%
Dukes	\$ -	0.0%	Plymouth	\$ 36,157.43	7.3%
Essex	\$ 45,239.69	9.2%	Suffolk	\$ 38,411.59	7.8%
Franklin	\$ 1,500.00	0.3%	Worcester	\$ 96,252.13	19.5%
Hampden	\$ 39,544.84	8.0%	Total	\$ 492,739.49	

OP-14-04 CPS Equipment Grants

Funding awarded to 52 grantees to purchase federally-approved certified child passenger seats for distribution. Grant amounts were either \$1,500 or \$5,000 depending on whether the grantee was a municipality or regional non-profit agency. Grantees purchased car seats through Mercury Distribution, the selected vendor of EOPSS-HSD as a result of a competitive procurement process. All ordered car seats were delivered directly to grantee's preferred delivery address. Car seats were distributed at local safety events, CPS checkpoints, and scheduled fitting stations by municipalities. During the grant period (October 2013 - September 2014), 1,328 car seats were purchased by grantees. Through 54 checkpoints, weekly fitting stations, and safety events, CPS grantees have performed inspections and installations of over 3,400 car seats and distributed 484 car seats.

Recipients of new car seats were from 92 different communities across the Commonwealth. Boston (78 car seats), Worcester (32), and Amherst (29) were the top three communities with residents receiving new seats.

Total funding used: \$ 93,528.10

Percent of Allotted Amount: 97%

Table 8: Breakdown of Expenditures by County

County	Expenditures	% of all Expenditures		Expenditures	% of all Expenditures
Barnstable	\$ 4,467.70	4.8%	Hampshire	\$ 4,460.90	4.8%
Berkshire	\$ 4,848.90	5.2%	Middlesex	\$ 16,286.40	17.4%
Bristol	\$ 4,467.00	4.8%	Norfolk	\$ 7,389.50	7.9%
Dukes	\$ 1,481.60	1.6%	Plymouth	\$ 1,474.00	1.6%
Essex	\$ 13,997.90	15.0%	Suffolk	\$ 11,458.10	12.3%
Franklin	\$ -	0.0%	Worcester	\$ 16,708.10	17.9%
Hampden	\$ 6,487.00	6.9%	Total	\$ 93,527.10	

OP-14-05 CPS Program Administration and Training

Funding was provided to Baystate Medical Center to coordinate statewide CPS program including support for existing CPS technicians and instructors. Baystate Medical organized and conducted 14 classes in areas such as CPS Technician, CPS Technician Renewal, and CPS Update, training over 200 attendees. Two-hundred twelve (212) new CPS technicians were certified during FFY 2014, nearly five times more than in FFY 2013 (44). Overall, the number of certified CPS technicians and instructors increased 14% from 615 to 700. Baystate's efforts at recertification outreach with CPS technicians was very successful – Massachusetts had a 62.8% recertification rate for FFY 2014 – which is over 6% higher than the national rate of 56.4%.

Total funding used: \$ 122,034.28

Percent of Allotted Amount: 81%

OP-14-06 CPS Conference

No funding was spent on this task in FFY 2014. It has been deferred to FFY 2015 under HSP task OP-15-06.

OP-14-07 Sustained Traffic Enforcement Program

This pilot project began in December 2013 with seven local communities (Brockton, Fall River, Lowell, Lynn, New Bedford, Springfield, and Worcester) and the Massachusetts State Police implementing sustained, high-visibility year-long traffic enforcement. The seven communities selected were recognized as 'hot spots' for traffic injuries and fatalities based upon data analysis of police crash records. Grantees used the funding to crackdown on violations of seat belt laws, speeding, impaired driving, and distracted driving as well as other traffic safety infractions.

STEP enforcement by local police and MSP led to 182 arrests for OUI alcohol and/or drugs. This represented 12% of all arrests made during the grant period.

Table 9: Results of FFY 2014 STEP Pilot Program

Enforcement Activity		Top Citations	
Total Traffic Stops	38,623	Red Light (Local Only)	6,023
Total Citations	42,957	Safety Belt Citations	4,827
Total Arrests	1,503	Speeding Citations	4,849
Total Patrol Hours	14,663	Speeding Warnings	3,426
Stops Per Hour	2.63	Marked Lane (Local Only)	1,163
Weighted Stops Per Hour	3.54	Suspended License	825
Citations Per Hour	2.93	Child Safety Citations	298
		Texting (Local Only)	282

Total funding used: \$ 475,449.39

Percent of Allotted Amount: 77%

Table 10: Breakdown of Expenditures by County

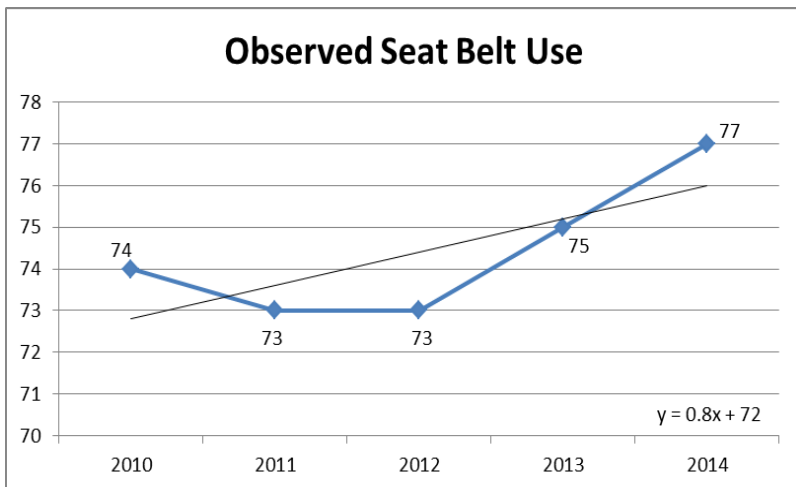
County	Expenditures	% of all Expenditures		Expenditures	% of all Expenditures
Barnstable	\$ -	0.0%	Hampshire	\$ -	0.0%
Berkshire	\$ -	0.0%	Middlesex	\$ 93,266.47	16.1%
Bristol	\$ 78,246.76	13.5%	Norfolk	\$ -	0.0%
Dukes	\$ -	0.0%	Plymouth	\$ 46,864.77	8.1%
Essex	\$ 87,300.00	15.1%	Suffolk	\$ -	0.0%
Franklin	\$ -	0.0%	Worcester	\$ 172,598.40	29.9%
Hampden	\$ 99,896.04	17.3%	Total	\$ 578,172.44	

OP-14-08 Behavior and Attitude Survey

This project was not pursued in FFY 2014. EOPSS/HSD concluded reports from previous years were not as helpful as hoped and therefore, funds were not spent on the task in FFY 2014.

OP-14-09 Seat Belt Observation Survey

Funding provided for UMassSafe to conduct a statewide safety belt observation survey utilizing standard NHTSA statistical methodology. Vendor conducted observations at 145 locations across the Commonwealth at various times between June 3 and June 26, 2014. A final report was submitted and approved by EOPSS/HSD. This report was sent to NHTSA at the end of August 2014.



During the observation period, a total of 22,239 drivers and front seat passengers in 18,939 vehicles were observed at 145 locations across the Commonwealth. The statistically weighted percentage of front seat occupants properly using seat belts during the observation study was 77 percent. This result is two percent higher than the 75 percent reported in 2013 and the highest percent recorded since Massachusetts began conducting the annual survey in 2003.

Furthermore, seat belt usage among both genders increased from 2013 – up approximately 2 percentage points. Females continued to have a higher observed belt usage rate than males – 83% to 71%, respectively. By age group, children had the highest belt usage percentage (94%), while teens recorded the largest increase in belt usage from 2013, up 5 percentage points to

80%. Overall, the increase in seat belt usage shows that EOPSS/HSD education outreach and mobilization efforts are impacting overall seat belt usage.

Total funding used: \$ 98,918.79

Percent of Allotted Amount: 99%

OP-14-10 Program Management

Funding provided to allow staff to conduct occupant protection-related programming as well as cover travel and miscellaneous expenses.

Total funding used: \$ 106,577.59

Percent of Allotted Amount: 55%

OP-14 Expenditures Summary

Task	Source	Expenses	Percent of Total Allotted Funding Used
OP-14-01	402	\$ 21,691.03	85%
	405b	\$ 144,977.72	
OP-14-02	402	\$ 112,500.00	60%
	405	\$ 15,748.49	
	405b	\$ 142,377.88	
OP-14-03	402	\$ 225,936.29	60%
	405	\$ 216,850.00	
	405b	\$ 75,503.07	
OP-14-04	2011	\$ 93,528.10	97%
OP-14-05	2011	\$ 122,034.28	81%
OP-14-06	2011	\$ --	--
OP-14-07	402	\$ 475,449.39	77%
OP-14-08	402	\$ --	--
OP-14-09	402	\$ 98,918.79	99%
OP-14-10	402	\$ 106,577.59	55%

Total \$ 1,852,092.63

Speeding and Distracted Driving

Problem Identification

Massachusetts roadways are not immune to speeding and aggressive driving issues fueled by drivers with busy lifestyles and increasingly congested roads. According to 2013 FARS data, 27% of crash fatalities in Massachusetts – 88 reported deaths – were speed-related. This is a substantial decrease (23%) from the 114 speed-related fatalities in 2012. Massachusetts aims to keep the number of deaths from excessive-speed below 90 in the coming years through educational outreach and mobilization programs across the state.

Another area of concern for Massachusetts is the prevalence of distracted driving (e.g., eating, drinking, reading, texting, calling on a phone, or simply looking at a handheld device while operating a motor vehicle). According to FARS, distracted driving was a factor in 13% of all fatal crashes in Massachusetts in 2012; same as in 2011.

Based on the available data, it is clear speed and distracted driving continues to pose a risk to all those who use the roadways of the Commonwealth.

Objectives for FFY 2014

1. Fund the MPTC to conduct specialized training on speed measurement
 - *During FFY 2014, MPTC conducted one class on LiDAR Operations (12/10/13 – 12 attendees) and one class on Speed Measurement (3/31-4/4/14 – 12 attendees).*
2. Fund law enforcement to conduct speed enforcement during CIOT and DSGPO
 - *During FFY 2014, there were two local DSGPO and two local CIOT mobilizations as well as one CIOT MSP mobilization. These mobilizations by local and state police resulted in 10,554 citations for speeding and 22,668 warnings for speeding issued by enforcement officers. Total speed citations and warnings: 33,222.*
3. Fund law enforcement to conduct speed enforcement during sustained enforcement activities
 - *During FFY 2014, the pilot STEP program involving seven local communities and the MSP issued 4,849 speeding citations and 3,426 speed warnings. Total speeding citations and warnings issued: 8,275.*
4. Provide funds to the MSP for additional LiDAR units
 - *MSP purchased 256 LiDAR units during FFY 2014*
5. Fund the MSP to enforce distracted driving laws

→ In FFY 2014, two distracted driving tasks – DD-14-01 (MSP Distracted Driving Enforcement) and DD-14-02 (Texting Demonstration Grant) – were planned. For DD-14-02, two waves of enforcement patrols took place, yielding 1,032 violations for texting while driving; 1,034 for Impeded Operation; and 7 for JO Cellphone Use. DD-14-01 had no activity as a planned mobilization was cancelled due to timing and staffing issues with MSP.

6. Fund the MSP and selected communities for sustained enforcement of traffic laws

→ During FFY 2014, the MSP and seven local communities (Brockton, Fall River, Lowell, Lynn, New Bedford, Springfield, and Worcester) conducted sustained enforcement patrols resulting in 42,957 citations from 38,623 stops. Citations included safety belt, child safety, speeding, red light running, and texting, among others. Law enforcement also recorded 1,503 arrests.

7. Increase public awareness of the dangers of distracted driving, mobile device use and texting while driving

→ EOPSS/HSD increased public awareness of distracted driving through combination of media outreach and grant-funded mobilizations among local and state police departments.

8. Educate law enforcement on the identification and citation of offending violators of mobile device laws

→ Through emails and telephone communications, EOPSS/HSD encouraged state and local law enforcement to identify and cite offenders of the Commonwealth's mobile device usage laws.

9. Document mobile device use as part of the annual seat belt observation survey

→ In 2014, the observed cell phone usage rate was 6.36%, a slight decrease from the observed rate of 7.29% in 2013. Female drivers had a higher cell phone usage rate than males, 7.16% to 5.76%, respectively. Highest rate of observed cell phone usage was during weekday PM commuting period. Drivers alone had a rate of 7.29%, but drivers with a passenger saw the rate drop to 2.12%. Secondary (arterial) roads recorded the highest rate of cell phone usage, 7.29%. Middlesex County had the highest cell phone rate, 7.28%.

10. Promote the MPTC's online training for law enforcement on the importance of noting distracted driving as a factor on crash reports

→ Information about MPTC's online training opportunities was sent to all local law enforcement departments and the MSP through emails and regular telephone communications.

Performance Targets & Results for FFY 2014

- Decrease speed-related fatalities by 5% from 2009-2011 calendar base year average of 94 to 89 by December 31, 2014

- **Goal Not Met:** Three-year (2010-2012) calendar base year average of speed-related fatalities increased to 106, up 13% from (2009-2011). Three-year (2011-2013) calendar base year average was 108, a slight 2% increase from (2009-2011). On a positive note, the number of speed-related fatalities dropped 27% from 121 in 2011 to 88 in 2013.
- Increase the number of speeding citations (8,790) during FFY 2012 grant-funded mobilizations by 15% to 10,109 in FFY 2014
 - **Goal Surpassed:** Speed-related violations issued during grant-funded CIOT and DSOGPO mobilizations totaled 10,485, an increase of 19% from FFY 2012
- Decrease fatalities with one or more distractions by 15% from 2010-2011 calendar base year average of 38 to 32 by December 31, 2014
 - **Goal Not Met:** Two-year average (2011-2012) of speed-related fatalities increased to 42, up 11% from (2010-2011). Yet the number of distracted driving-related fatalities dropped from 43 in 2011 to 41 in 2012, which could indicate a trend towards lower values in the near future.

Program Area Project Summaries - Speeding

SC-14-01 LiDAR Equipment

Funding provided to MSP for purchase of new LiDAR units. During FFY 2014, MSP purchased 256 LiDAR units and distributed them to troops across the Commonwealth.

Total funding used: \$ 324,994

Percent of Allotted Amount: 100%

SC-14-02 Program Management

Funding provided to allow staff to conduct occupant protection-related programming as well as cover travel and miscellaneous expenses.

Total funding used: \$ 4,631.93

Percent of Allotted Amount: 26%

Program Area Project Summaries - Distracted Driving

DD-14-01 MSP Distracted Driving Enforcement

Funding was provided for MSP to conduct activities to enforce distracted driving laws. Enforcement was originally planned to take place during April, which had been designated 'Distracted Driving Awareness Month' by NHTSA. Due to staffing issue and contractual issues, MSP never moved forward with any enforcement patrols.

Project set for FFY 2015 under DD-15-01 with \$225,000 in funding set aside.

Total funding used: \$ 0

Percent of Allotted Amount: 0%

DD-14-02 Texting Demonstration Grant

Funds were provided to the MSP through a Cooperative Agreement with NHTSA in order to continue this project which commenced in FFY 2013. MSP conducted two waves of distracted driving enforcement, focusing on texting while driving. One wave took place June 14-28, 2014; the second, September 13-October 11, 2014. The combined waves yielded 1,032 violations for Texting While Driving (GLC 90/13B); 1,034 for Impeded Operation (GLC 90/13); and 7 for Junior Operator Cellphone Usage (GL 90/8M).

Table 11: Results of Texting Demonstration Grant, Wave III & IV

	Wave III (June 14-28, 2014)			Wave IV (Sept 13 - Oct 11, 2014)		
	Violations	Warnings	Total	Violations	Warnings	Total
GLC 90/13 B - Composing Messages	307	154	461	434	137	571
GLC 90/13 - Impeded Operation	330	161	491	376	167	543
GLC 90/8M - JOL Cellphone	4	0	4	3	0	3
Total	641	315	956	813	304	1117

Total funding used: \$ 137,202.00

Percent of Allotted Amount: 100%

Note: DD-14-02 is a continuation of two-year grant. MSP spent \$137,798 in FFY 2013.

DD-14-03 Program Management

Funding provided to allow staff to conduct occupant protection-related programming as well as cover travel and miscellaneous expenses.

Total funding used: \$ 20,133.17

Percent of Allotted Amount: 41%

SC-14 Expenditures Summary

Task	Source	Expenses	Percent of Total Allotted Funding Used
SC-14-01	402	\$ 324,994.00	100%
SC-14-02	402	\$ 4,631.93	26%

Total \$ 329,625.93

DD-14 Expenditures Summary

Task	Source	Expenses	Percent of Total Allotted Funding Used
DD-14-01	405e	\$ --	--
DD-14-02	Cooperative Agreement	\$ 137,202.00	100%
DD-14-03	402	\$ 20,133.17	41%

Total \$ 157,335.17

Higher-Risk Transportation System Users

Problem Identification

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

According to 2013 FARS data, 8% 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.

Older drivers - those over 65 years of age - were involved in 15% of all fatal crashes in Massachusetts in 2011 and 2012, respectively. Since late 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. FARS 2013 data show that motorcycle-related fatalities comprised 12% of total motor vehicle fatalities in Massachusetts, down from 15% in 2012. In 2013, 78% of Massachusetts motorcyclists and passengers involved in fatal crashes were wearing helmets, a 1% decrease from 2012. Unhelmeted fatalities increased from 3 in 2012 to 5 in 2013. However, helmet use is only part of the 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.

Pedestrian safety is of utmost importance to EOPPS/HSD. Pedestrian fatalities have decreased from 82 in 2012 to 68 in 2013 - a 17% drop. Persons over 21 years of age made up 88% of the reported fatalities in 2013. Also, 28% of pedestrian fatalities in 2013 occurred between 6pm and 9pm.

Bicycling has become more prevalent as a mode of transportation in Massachusetts, especially in the Boston area, in the past few years. In 2013, bicyclist fatalities were 6 - a significant drop from the 16 fatalities reported in 2012.

Objectives for FFY 2014

Motorcycles:

1. Enhance motorist awareness through communication efforts
 - MREP promoted the “Check Twice, Save a Life MOTORCYCLES ARE EVERYWHERE” campaign through radio, Facebook and motorcycle events
2. Increase the recruitment of motorcycle training instructors
 - RMV increased new Rider Coaches by 7 in FFY 2014. This brings total of trained Rider Coaches since FFY 2011 to 33.
3. Improve training curricula
 - MREP conducted a Rider Coach Evaluation Pilot Project to get feedback from rider coaches using a self-evaluation, peer evaluation and the Rider Coach Trainer Evaluation Model
4. Conduct media campaign to target impaired riders
 - The Rendon Group developed a motorcycle safety coalition and created a PSA and billboard to educate riders about the dangers of impaired riding. Using tagline, “Ride Sober or Don’t Ride,” a television PSA aired over 100 times on the Comcast network and an electronic billboard – part of MassDOT statewide network of billboards – displayed the tagline during a 60-day period between July 1 – August 31, 2014.
5. Provide information to motorcyclists and law enforcement about the importance of full motorcycle licensure and enforcement
 - EOPSS/HSD distributed pocket guides and roll call videos, that were created in FFY 2013, to the MSP and municipal law enforcement agencies to help explain the importance of proper licensure and the requirements for various types of two and three-wheeled motorized vehicles in Massachusetts
6. Conduct two DSGPO Mobilizations
 - Local law enforcement and the MSP combined to conduct two DSGPO mobilizations in FFY 2014. One was conducted in December 2013 and another one was in August 2014.

Pedestrians and Bicyclists:

1. Provide funds to approximately 20 local police departments for the Pedestrian and Bicycle Enforcement and Equipment grants
 - EOPSS/HSD awarded 65 grants for Pedestrian and Bicycle Enforcement & Equipment in FFY 2014. Total value of grant funding was \$249,339.26. Over 3,000 hours of enforcement were conducted resulting in 8,846 stops (2.91 stops per hour) and 4,956 citations issued (1.64 citations per hour).

2. Enhance pedestrian safety expertise among state and local enforcement, public health, highway planners, engineers, and other traffic safety advocates
 - *Through email and regular telephone communications, EOPSS/HSD made all partners and subgrantees aware of the "Moving Together" conference that took place in October 2013.*
3. Participate in Statewide Pedestrian and Bicycle Safety "Moving Together" Conference for over 200 attendees in FFY 2014
 - *EOPSS/HSD staff participated in the annual "Moving Together" conference that took place in October 2013.*
4. Enhance motorist awareness of bicyclists and pedestrians on roadways through communication efforts
 - *Recipients of the Pedestrian and Bicycle Enforcement Grant utilized 'Crosswalk Patrols' to target motorists who fail to slow down or stop for pedestrians on crosswalks. Many grantees reported successful efforts at raising awareness among drivers to the dangers of speeding in areas of high pedestrian traffic. MassDOT developed and distributed a brochure on bicycle and pedestrian safety which was provided to local police departments.*

Performance Targets & Results for FFY 2014

- Decrease motorcycle fatalities by 20% from 2007-2011 calendar base year average of 52 to 42 by December 31, 2014
 - **Progress Towards Goal:** Five-year (2008-2012) calendar base year average of motorcycle fatalities dropped 2% to 51 from (2007-2011). Five-year average (2009-2013) saw motorcycle fatalities decrease another 2% to 50. On a year-to-year basis, motorcyclist fatalities dropped from 56 in 2012 to 40 in 2013 – a 29% decline.
- Decrease unhelmeted motorcycle fatalities by 25% from 2007-2011 calendar base year average of four to three by December 31, 2014
 - **No change:** Five-year (2008-2012) calendar base year average of unhelmeted motorcycle fatalities was 4, same as (2007-2011). Five-year (2009-2013) average increased by 1 to 5. On a positive note, three-year (2011-2013) average for unhelmeted fatalities was 4, a drop of 33% from (2009-2011).
- Decrease the number of motorcycle fatalities where the motorcycle operator has a +0.08 BAC by 15% from 2007-2011 calendar base year average of 13 to 11 by December 31, 2014
 - **Progress Towards Goal:** Five-year (2008-2012) calendar base year average was 12, a drop of 8% from (2007-2011).

- Decrease pedestrian fatalities by 10% from 2007-2011 calendar base year average of 65 to 58 by December 31, 2014
 - **Progress Towards Goal:** Five-year (2008-2012) calendar base year average for pedestrian fatalities increased 5% to 68. Five-year (2009-2013) average was 67, a decrease of 2% from the previous five-year period. On a year-to-year basis, pedestrian fatalities decreased 17% from 82 in 2012 to 68 in 2013.
- Decrease bicycle fatalities by 15% from 2009-2011 calendar base year average of six to five by December 31, 2014
 - **Goal Not Met:** Three-year average (2010-2012) calendar base year average of bicycle fatalities increased 50% to 9. This was due to 16 reported bicycle fatalities in 2012. Three-year average (2011-2013) remained the same at 9. On a positive note, bicycle fatalities in 2013 were 6, a 63% drop from 2012.
- Decrease fatalities involving a younger driver (age 16-20) by 15% from 2009-2011 calendar base year average of 52 to 44 by December 31, 2014
 - **Progress Towards Goal:** Three-year (2010-2012) calendar base year average of fatalities involving younger drivers dropped to 49. This represents a 6% decline from (2009-2011). Furthermore, five-year (2008-2012) average declined to 54 from 61 (2007-2011), an 11% reduction.
- Decrease younger driver (age 15-20) fatalities with younger driver BAC \geq .01 by 20% from 2007-2011 calendar base year average of 10 to 8 by December 31, 2014
 - **Progress Towards Goal:** Five-year (2008-2012) calendar base year average dropped to 9, a 10% decline.
- Decrease fatalities involving an older driver (age 65 or older) by 10% from 2007-2011 calendar base year average of 63 to 57 by December 31, 2014
 - **Goal Not Met:** Five-year (2008-2012) calendar base year average increased to 66, a 5% rise from (2007-2011) average of 63.

Program Area Project Summaries

MC-14-01 Motorcycle Safety Program Enhancements

Funds were provided to the Motorcycle Rider Education Program (MREP) of the RMV to enhance motorist awareness, improve motorcycle training curricula, and improve the delivery of motorcycle training in Massachusetts. Specifically, MREP promoted the "Check Twice Save a Life MOTORCYCLES ARE EVERYWHERE" campaign through radio, Facebook and motorcycle events. The MREP also brought their SMART Riding Trainer (SMART being the

acronym for Safe Motorcyclist Awareness and Recognition Trainer) to events to allow riders the opportunity to operate a motorcycle in real-life situations without the inherent real-world risks and consequences. MREP also conducted a Rider Coach Evaluation Pilot Project to get feedback from Rider Coaches using a self-evaluation, peer evaluation and the Rider Coach Trainer Evaluation Model.

Total funding used: \$ 134,028.03 [2010 - \$27,373.18; 405f - \$106,654.85]

Percent of Allotted Amount: 77%

MC-14-02 Motorcycle Media Program

Funds were provided to the Rendon Group for the implementation of a media program to educate riders about the dangers of impaired motorcycle riding. The Rendon Group developed a motorcycle safety coalition and created a PSA and billboard to educate riders about the dangers of impaired riding. The campaign had the tagline, "Ride Sober or Don't Ride" and had a television PSA aired over 100 times through Rendon's media partner, Comcast. Electronic messaging was used throughout the state, made possible by MassDOT, with 65 digital billboards used resulting in 167 hours of display time and an estimated 60,129 exposures.

Total funding used: \$ 42,053.59

Percent of Allotted Amount: 93%

MC-14-03 Program Management

Funding provided to allow HSD staff to conduct motorcycle-related programming as well as cover travel and miscellaneous expenses.

Total funding used: \$ 29,589.14

Percent of Allotted Amount: 65%

PS-14-01 Statewide Pedestrian and Bicycle Media Program

Through EOPSS/HSD's media partner/vendor, Rendon Group, a comprehensive media program about pedestrian and bicycle safety was put into effect during FFY 2014. Public information kits were developed and distributed in September to all 65 current Pedestrian and Bicycle Enforcement Grant program grantees. Kits included a boilerplate press release, a "Be Seen-Be Safe" logo, social media promotional tips, and a PSA for placement on the police department's or local municipalities website/social media page.

Total funding used: \$ 22,515.85

Percent of Allotted Amount: 50%

PS-14-02 Pedestrian and Bicycle Enforcement and Equipment Program

Awarded grants ranging from \$3,000 - \$7,500 to 65 municipal law enforcement agencies to help conduct enforcement and education aimed at reducing incidence of pedestrian, bicycle, and

moped-type injuries and fatalities. Over \$14,000 in allowable equipment was purchased by police departments such as retro-reflective signage, crosswalk cones, and pedestrian breakaway signs.

Table 12: Results from FFY 2014 Pedestrian & Bicycle Grant Enforcement

	2013	2014	% Change
Total Grantees	48	65	+35%
Total Hours of Enforcement	3,178	3,045	-4%
Total Number of Stops	7,716	8,846	+15%
Total Citations	4,960	4,979	+0.4%
Total Violations	5,042	4,988	-1.1%
Total Arrests	62	70	+13%
Stops Per Hour	2.43	2.91	+20%
Citations Per Hour	1.55	1.64	+6%
Cost Per Stop	\$ 20.37	\$ 19.32	-5%

Despite the increase in grantees for FFY 2014, the reduction in total enforcement hours compared to the previous year can be attributed partly to the lack of grantee participation. Of the 65 grantees, 6 grantees failed to spend any funds and 14 spent less than 60% of their funding. This had a detrimental effect on the amount of overall spending as well as the number of enforcement hours reported by grantees

Grantees unable to expend more than 80% of their funding attributed timing and staffing issues to the inability to utilize the full award amount.

Even though total hours of enforcement dropped 5% from FFY 2013, police were more efficient in their operations with total number of stops rising 14% from the previous year resulting in a cost per stop (total expenditures/total stops) of \$19.37 – a \$1.00 decrease from 2013. Total stops, total arrests and stops per hour all rose from 2013 to 2014.

Table 13: Breakdown of Expenditures by County

County	Expenditures	% of all Expenditures		Expenditures	% of all Expenditures
Barnstable	\$ 20,574.37	11.0%	Hampshire	\$ 5,954.28	3.2%
Berkshire	\$ 4,647.19	2.5%	Middlesex	\$ 50,756.88	27.2%
Bristol	\$ 12,947.39	6.9%	Norfolk	\$ 23,443.31	12.6%
Dukes	\$ -	0.0%	Plymouth	\$ 14,461.70	7.8%
Essex	\$ 20,427.30	11.0%	Suffolk	\$ 9,766.51	5.2%
Franklin	\$ -	0.0%	Worcester	\$ 17,434.30	9.4%
Hampden	\$ 5,912.97	3.2%	Total	\$ 186,326.20	

Total funding used: \$ 187,724.33

Percent of Allotted Amount: 75%

PS-14-03 Program Management

Funding provided to support HSD staff in oversight and conduct of pedestrian- and bicycle-related programming as well as any travel and miscellaneous expenses.

Total funding used: \$ 29,589.14

Percent of Allotted Amount: 87%

High-Risk Transportation System User (PS & MC) Expenditures Summary

Task	Source	Expenses	Percent of Total Allotted Funding Used
MC-14-01	2010	\$ 27,373.18	77%
	405f	\$ 106,654.85	
MC-14-02	410	\$ 42,053.59	93%
MC-14-03	402	\$ 29,589.14	65%

Total \$ **205,150.27**

Task	Source	Expenses	Percent of Total Allotted Funding Used
PS-14-01	402	\$ 22,515.85	50%
PS-14-02	402	\$ 187,724.33	75%
PS-14-03	402	\$ 29,589.14	87%

Total \$ **239,829.32**

Note - For FFY 2014, there were no designated tasks aimed specifically at younger and/or older drivers.

Traffic Records

Problem Identification

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 and inadequate data submission requirements and capabilities. However, the development of the Massachusetts Traffic Records Analysis Center MassTRAC and MassDOT's Crash Portal has improved access to 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 Plans and the Strategic Highway Safety Plan.

As required by NHTSA's Traffic Record grant program, Massachusetts has an active TRCC. The TRCC is a statewide stakeholder forum created to facilitate the planning, coordination and implementation of projects to improve traffic records systems. The Massachusetts TRCC is a partnership of representatives from the transportation, law enforcement, criminal justice, and health professions. As such, the TRCC is the body responsible for improving the performance and quality of the data, which is used to support highway safety analyses and countermeasure selection. The Commonwealth's TRCC is comprised of two tiers: a working-level TRCC and the Massachusetts Executive-Level TRCC (METRCC). Together, the two tiers are responsible for developing, maintaining, and tracking accomplishments related to the Strategic Plan for Traffic Records Improvement. The METRCC and the TRCC's FFY 2015 application and Strategic Plan for Traffic Records Improvements, submitted to NHTSA in 2014, contained extensive details on the current capabilities and challenges of the Massachusetts traffic records system. It also reported on the progress made on Traffic Records projects and detailed how potential FFY 2015 funds would be utilized for proposed projects prioritized by the METRCC. Massachusetts also incorporated the recommendations from the FFY 2014 Traffic Records Assessment and provided an update on the progress made on each of the recommendations.

The overarching goal of traffic records and the TRCC 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.

Objectives for FFY 2014 & Results

1. Enhance the workings of the METRCC and TRCC.
 - *The TRCC met three times and the METRCC met twice in FFY 2014 to discuss traffic records issues. The METRCC also established crash reporting as the main priority for the working-level TRCC.*
2. Ensure ongoing implementation of the 2014 Strategic Plan for Traffic Records Improvements.
 - *The Strategic Plan for Traffic Records Improvements was updated in June 2014 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 will work with the MPTC in FFY 2015 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. In FFY 2014, MassDOT expanded access to their crash data portal. EOPSS/HSD continues to promote MassTRAC to traffic safety stakeholders throughout the Commonwealth.*
4. Enhance the activities of the TRCC subcommittees.
 - *The TRCC established a sub-committee to help enhance the data for the update of the MassDOT Strategic Highway Safety Plan.*
5. Fund and monitor the TRCC's 408/405 C-funded
 - *The FFY 2015 application was submitted and approved by NHTSA. Project monitoring was conducted in FFY 2014 and will continue into FFY 2015.*
6. Submit on behalf of the METRCC and TRCC a Massachusetts Strategic Plan for Traffic Records Update
 - *The Strategic Plan for Traffic Records Improvements was updated in June 2014, approved by the METRCC and TRCC and submitted to NHTSA.*
7. Establish EOPSS/HSD access to necessary data sets for key planning, decision-making, program selection, and evaluation purposes through agreements with data owner agencies and ensure the 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.

Performance Targets & Results for FFY 2014

- Increase by 5% the percentage of crashes that have been geocoded and linked to the roadway file from 89% in 2007-2008 to 93% by December 31, 2014
 - **Goal Met:** The RMV is in the process of finalizing the 2013 data in the crash data system. MassDOT began geocoding year 2013 crashes, but have been delayed due to conversion to a new version of their crash validator that is now in production but is still being tested. As of early December 2014, the geocoding rate for year 2013 crashes is 93.45%. This should increase once the RMV has closed the 2013 crash data set. Previous geocoding rates were 92.71% for 2012 and 94.59% for 2011.
- Improve the integration of traffic records systems by increasing the number of linked crash reports to hospital inpatient records by 10% from 91,000 in 2007 to 100,100 by September 2014
 - UMassSAFE is still in the process of accessing health data. This data should be available in early 2015.
- Increase by 10% the number of agencies able to access MassTRAC from 120 in April 2013 to 132 in April 2014:
 - **Goal Met:** The number of agencies able to access MassTRAC has increased from 120 in April 2013 to over 140 agencies in December 2014.
- Improve the timeliness of crash data by decreasing the average number of days from crash incident to receipt of crash report by the RMV from 56.14 days in 2012 to less than 50 days by December 31, 2014
 - **Progress Towards Goal:** For 2013 crash data, the average number of days between crash occurrence and the time it is entered into the crash data system was 65 days (as of early December 2014). For 2014 crash data, the average number of days was 41 and approximately 56% of the crash reports were received within 30 days. Please note that as of early December 2014, the 2013 and 2014 crash years have not been closed and are considered preliminary.
- Improve the completeness of the Massachusetts EMS injury database, the Massachusetts Ambulance Trip Record Information System (MATRIS), by increasing the number of ambulance services submitting reports to MATRIS from 293 in 2013 to over 300 in December 31, 2014

→ **Goal Not Met:** As of June 2014, 297 ambulance services were submitting reports to MATRIS.

Program Area Project Summaries

TR-14-01 MassTRAC

MassTRAC is a web-based solution for crash records analysis, mapping, and reporting. This online tool helps EOPSS/HSD meet federal reporting requirements and supports safety planning processes across the Commonwealth. The online product provides quick access for users to crash data, tabulations, and counts of crashes, vehicles, drivers, passengers, and non-motorists. Funding was used to maintain MassTRAC and upload more recent crash and citation data. In FFY 2013, usability studies were conducted and some of the suggestions for improvement were integrated into MassTRAC.

Total funding used: \$ 11,962

TR-14-02 MassTRAC/DDACTS Training

No activity occurred in FFY 2014 on this project. MPTC was not able to schedule training on MassTRAC/DDACTS. MPTC has contracted with Paul McNamara, a 25-year veteran of the Fitchburg Police Department, to be the DDACTS Statewide Coordinator going forward. Paul will be responsible for organizing DDACTS training as well as distributing pertinent information on DDACTS changes or updates to state and local police departments across the Commonwealth.

Total funding used: \$ 0

TR-14-03 FARS

Funding was provided to the RMV to support a FARS Analyst, who is responsible for collecting data concerning traffic-related fatalities and developing a database sufficient to meet federal requirements. Data collected on traffic-related fatalities were sent to NHTSA to be included in the national FARS (<http://www-fars.nhtsa.dot.gov>) database.

Total funding used: \$ 50,357

TR-14-04 Motor Vehicle Automated Citation and Crash System (MACCS)

Funding was provided to further develop this secure, web-based system for the collection of citation, crash, alcohol test refusal, and traffic stop data for state and local police departments. The project's main goal is to improve the quality of data being collected at the point of capture as well as to improve officer safety by reducing roadside exposure time. The pilot test of the

citation, crash and traffic stop modules concluded in FFY 2014, although additional testing of exchanges will be necessary in the future once a new RMV system is in place. During the pilot test and through extensive communication with test users, EOPSS determined that additional adjustments to the system were necessary. These adjustments are not related to any system error, but simply changes to accommodate user requests. EOPSS extended their contract with xFact, Inc. to extend the completion date of some tasks. The majority of these changes are due to the delay in partner agencies in regard to the development and implementation of the RMV Modernization project. This project will continue through FFY 2015 and is scheduled to be completed by September 2015.

Total funding used: \$ 770,656.44

TR-14-05 Scanning Solution for Police Crash Reports

Funding was provided to Registry of Motor Vehicles (RMV) to purchase software and hardware to scan crash reports received in paper form and link those reports to corresponding crash files that were entered manually into the Crash Data System. This project allows traffic safety stakeholders to access the entire crash report and, in cases where the report was a paper submission, they also will be able to access the now linked narrative and diagram. The user will be able to view and print these documents, which will be in the form of a PDF file. This project will continue into FFY 2015.

Total funding used: \$ 118,479.53

TR-14-06 E-Submission Project

Funding was provided to the RMV to complete their electronic crash submission project. The project has been put on hold due to other RMV priorities and will continue into FFY 2015.

Total funding used: \$ 0

TR-14-07 Improving Crash Data System Location Data Entry/Validation Tables and Inclusion of Police Incident Number in Crash Data

Funds were provided to MassDOT to update the road inventory file roadway names to help improve the overall geocoding rate to enhance quality and integration of roadway and crash data. All 351 towns in Massachusetts have now been reviewed, their roads referenced to their analogs in the MassGIS address data, and their street names updated where appropriate. Scripts to produce up-to-date tables for the RMV's crash data system pick lists and validation checks are complete and these tables have been distributed to records management system vendors. Tools have been created to help MassDOT Planning keep the Road Inventory synchronized with future updates in MassGIS data. The project was completed in June 2014.

Total funding used: \$ 75,934.66

TR-14-08 Automated Traffic Crash Reporting with GPS Location Identification

Funding was provided to the Danvers Police Department to electronically capture crash and citation data at roadside operations, which will hopefully lead to enhanced officer safety, reduced workload, and better data quality and accuracy. The project was completed in June 2014.

Total funding used: \$ 0

TR-14-09 Continued Deployment of Trauma Quality Improvements for Crash Injury Reports

Funding was provided to MDPH to develop a State Trauma System Plan detailing processes for the ongoing use of State Trauma Registry and EMS data, which will help improve system performance. The project included continuing work on development and effective implementation of trauma care benchmarks and severity adjusted quality indicators. The enhancements included provider training, validation of EMS data for prehospital care oversight by MDPH, and coding updates to the Trauma Registry for state trauma system oversight by MDPH. This project was completed at the end of FFY 2013.

Total funding used: \$ 0

TR-14-10 Electronic Crash Reporting and Data Collection

Funding was provided to the Brookline Police Department to improve the timeliness and accuracy of their crash data through the development of software and equipment to electronically capture crash and citation data in the field. This project was completed in June 2014.

Total funding used: \$ 31,866.32

TR-14-11 Predictive Traffic Analytics Using MassTRAC Data

Funding was provided to the Center of Leadership in Public Service at Fisher College to evaluate the crash data that is provided through MassTRAC. A draft data quality report, which still needs to be approved, was issued at the end of FFY 2014. This project was completed in September 2014.

Total funding used: \$ 70,819.77

TR-14-12 Boston Vehicle and Pedestrian Accident Information System Enhancement

Funding was provided to Boston Emergency Medical Services/Boston Public Health Commission to improve Boston's motor vehicle, bike and pedestrian crash information system to address information gaps, inconsistent data, and the lack of usable real time data to guide

decisions on traffic safety. The Boston Emergency Medical Services/Boston Public Health Commission updated the Patient Care Reporting (ePCR) system by adding data elements to allow for the better tracking and reporting of whether crash victims transported to the hospital are triaged to trauma care or urgent care (a rough proxy for the severity of the injury). EMS personnel was also trained to provide the new data elements in the ePCR and educated about the importance of more consistently reporting on seatbelt and helmet use (addressing a current gap in data quality). This phase of the project ended in September 2014.

Total funding used: \$ 57,821.89

TR-14-13 Automatic Traffic Crash Reporting with GPS Location Identification (Part 2 of Danvers Police Department's other project: TR-14-08)

Funding was provided to the Danvers Police Department to purchase printers for their Automatic Traffic Crash Reporting with GPS Location Identification project. This project was completed in June 2014.

Total funding used: \$ 5,548.05

TR-14-14 Investigation of Improved Linkage Strategy towards the Development of a Central and Uniformed Crash Analysis Database

Funding was provided to UMassSAFE to investigate improved data linkage processes and strategies for linking highway safety data - crash, roadway inventory, citation, driver history (if available), emergency room, hospital and emergency medical services data. Obtaining some data has been difficult, but there should be progress in early 2015 and this project will continue through FFY 2015.

Total funding used: \$ 7,774.23

TR-14-15 Accident Analytics Interface

Funding provided to the Newton Police Department to improve direct input of crash information into a web-based system. The software application allowed the officer to directly input the cause of the crash at the scene. This real-time information will be available for viewing on a map and will be available for analysis. This will allow the Newton Police Department to assist in determining cause and conditions that might be mitigated in the future. The interface will insure data integrity, accuracy and integration with their records management system and the RMV's crash data system.

Total funding used: \$ 0 **

***Although Newton Police Department received Traffic Records funding for this project, they decided to complete the project in-house and did not seek any reimbursements.*

TR-14-16 MSP Traffic Crash Quality Assurance Project

Funding was provided to the MSP to examine the business process of crash data from investigation through submission to the RMV to determine data collection, processing and dissemination challenges. This will resolve the integration issues between the MSP and RMV records systems. This is a two-year project that will continue through FFY 2015.

Total funding used: \$ 57,219.51

TR-14-17 Crash Data System Stakeholder Data Improvement Project

The RMV is designing a new mainframe database to replace the aging one currently in operation. The present CDS is a stand-alone database, which was not included in the plans to incorporate current RMV transactions into the new database, due to limitations on funding. This project is intended to position the CDS for future incorporation into the new database by defining the optimum CDS. The project has been put on hold due to other RMV priorities. This project will continue through FFY 2015.

Total funding used: \$ 0

TR-14-18 Boston EMS Cyclist, Pedestrian & Vehicular Accident Information System Enhancement

Funding provided to Boston EMS to further enhance EMS analysis of roadway incidents. The first phase focused on 1) coordination with City stakeholders, including Boston Public Health Commission Injury Prevention, Boston Police Department, Centers for Disease Control, City Hall, Walk Boston, Bike Boston and the Cyclist Union, through an existing working group; 2) development of an automated data extraction tool for cyclist, pedestrian and vehicular incidents, pulling confirmed roadway incidents into a separate application for ease of review; 3) vetting all identified incidents for verification of case definition inclusion, as well as adding case findings (such as helmet use) to records for enhanced analysis. This second phase streamlined the data review and validation process, enhancing data reporting capabilities, and expanding tools for displaying roadway incident data. Phase three of the project will continue through FFY 2015.

Total funding used: \$ 112,500.53

TR-14-19 Comprehensive Analysis of Accuracy and Completeness of the Crash Data File

Funding was provided to the Center for Leadership in Public Service of Fisher College to evaluate the RMV crash data file and propose crash system improvements. The Fisher College team will work closely with the TRCC on the development and implementation of a formal crash data quality control program with operationally meaningful measurement of all crash

data file components and will create regularly scheduled presentations of quality control metrics for TRCC meetings. This is a two-year project that will continue through FFY 2015.

Total funding used: \$ 13,614.31

TR-14-20 MATRIS and Trauma Registry Data Accuracy, Completeness, Uniformity, and Accessibility

Funding was provided to Office of Emergency Medical Services of MDPH to improve submission of data to the NEMESIS Technical Assistance Center repository. This project includes quality assurance validation of the MATRIS data, accessibility of reports to stakeholders, and leveraging of the data for use by other traffic safety stakeholders. This project will result in the validation of the State Trauma Registry data and development and dissemination of reports from the system. The data reporting will include benchmarking and monitoring trauma care. This is a two-year project that will continue through FFY 2015.

Total funding used: \$ 219,007.70

TR-14-21 Program Management

Funding provided to allow HSD staff to conduct traffic-related programming as well as cover travel and miscellaneous expenses.

Total funding used: \$ 73,622.68

TR-14 Expenditure Summary

Task	Source	Expenses
TR-14-01	402	\$ 11,962.00
TR-14-02	-	\$ -
TR-14-03	403	\$ 50,357.00
TR-14-04	402	\$ 770,656.44
TR-14-05	402	\$ 118,479.53
TR-14-06	-	\$ -
TR-14-07	408	\$ 75,934.66
TR-14-08	-	\$ -
TR-14-09	-	\$ -
TR-14-10	408	\$ 31,866.32
TR-14-11	408	\$ 70,819.77
TR-14-12	408	\$ 57,821.89
TR-14-13	408	\$ 5,548.05
TR-14-14	405c	\$ 7,774.23
TR-14-15	-	\$ -
TR-14-16	405c	\$ 57,219.51
TR-14-17	405c	\$ -
TR-14-18	405c	\$ 112,500.53
TR-14-19	405c	\$ 13,614.31
TR-14-20	405c	\$ 219,007.10
TR-14-21	402	\$ 73,622.68

Total \$ 1,677,184.62

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.

Program Area Project Summary – Police Traffic Services

PT-14-01 FAIP

No funding was spent in FFY 2014. MPTC had issues with staffing that prevented them from pursuing the project.

Total funding used: \$0

Percent of Allotted Amount: 0%

PT-14-02 Municipal Police Training

Funding was provided to the MPTC to conduct eight classes for municipal police departments to improve enforcement of traffic safety laws. MPTC held two Advanced Traffic Crash Investigation classes, two Crash Investigation Refresher classes, a LiDAR training class, a Speed Measurement class, a Traffic Reconstruction class, and a Basic Crash Investigation course. A total of 75 law enforcement officers attended the classes, which were offered at various training facilities across Massachusetts including Worcester, Reading, Waltham, and Plymouth.

Total funding used: \$ 51,239.37

Percent of Allotted Amount: 83%

PT-14-03 Law Enforcement Liaison (LEL)

Funding for this project was deferred to FFY 2015 under PT-15-02.

Total funding used: \$ 0

Percent of Allotted Amount: 0%

PT-14-04 MDAA/TSRP

Funding was provided to the MDAA for a full time TSRP. The MDAA hosted or participated in the following trainings: Cops in Court, Medical Marijuana, Proving Prior Convictions, the Mechanics of a Checkpoint, Introducing a Breath Test Result, Legal Overview of the SFST, Introducing a Breath Test for Law Enforcement, MDAA Resources, Officers Safety and Constitutional Concerns, Trying the Impaired Driving Case, Investigating and Prosecuting the

Drug Impaired Driver, Crash Reconstruction, Use of the Drug Recognition Officer at Trial, Sobriety Checkpoints for Officers in Charge, Prosecuting the Drugged Driver, Decriminalization of Marijuana, Medical Marijuana in Massachusetts and Case Preparation and Discovery. A total of 1,246 police, prosecutors, law students, the judiciary and members of other law enforcement agencies were trained by the TSRP. The TSRP updated the *Massachusetts OUI Manual for Prosecutors*, wrote 19 motor Vehicle related case summaries and responded to 273 calls for technical assistance from other prosecutors, law enforcement, and other agencies this year.

Total funding used: \$ 139,094.06 [402 - \$34,184.13; 410 - \$57,500; 405d - \$47,409.93]
Percent of Allotted Amount: 100%

PT-14-05 Program Management

Funding provided to allow HSD staff to conduct police traffic services programming as well as cover travel and miscellaneous expenses.

Total funding used: \$ 35,660.88
Percent of Allotted Amount: 35%

Program Area Project Summary - Planning & Administration

PA-14-01 Administration of Statewide Traffic Safety Program

Funds used to support implementation, monitoring, and evaluation of all FFY 2014 HSP programs and projects.

Total funding used: \$ 145,236.86
Percent of Allotted Amount: 69%

PA-14-02 Americans with Disabilities Act (ADA) Compliance Services

Funds used to provide CART services on five occasions during the FFY 2014 to assist hearing-impaired HSD employee.

Total funding used: \$ 2,714.19
Percent of Allotted Amount: 25%

PT-14 Expenditure Summary

Task	Source	Expenses	Percent of Allotted Funding Used
PT-14-01	-	\$ -	-
PT-14-02	402	\$ 51,239.37	86%
PT-14-03	-	\$ -	-
PT-14-04	402	\$ 34,184.13	100%
	410	\$ 57,500.00	
	405d	\$ 47,409.93	
PT-13-05	402	\$ 35,660.88	35%

Total \$ 225,994.31

PA-14 Expenditure Summary

Task	Source	Expenses	Percent of Allotted Funding Used
PA-14-01	402	\$ 145,236.86	69%
PA-14-02	402	\$ 2,714.19	25%

Total \$ 147,951.05

Paid and Earned Media

During FFY 2014, EOPSS/HSD used paid and earned media to disseminate information on a wide array of program areas, including occupant protection, distracted driving, impaired driving and riding, teen driving, speeding, and pedestrian and bicycle safety. EOPSS/HSD was assisted by paid media contractor The Rendon Group. The objectives stated below were included in our FFY 2014 HSP and the results are detailed in the Media Summary and tables below.

Objectives for FFY 2014 & Results

1. Fund paid and earned media regarding the dangers of impaired driving
 - Campaigns included: 2 DSOGPO mobilizations, STEP's "Out In Force", the "Make The Right Call" Summer Impaired Driving Campaign.
2. Fund paid and earned media regarding the dangers of driving unbelted
 - Campaigns included: "Click It Or Ticket" and STEP's "Out In Force"
3. Urge the media to report occupant restraint use when reporting on crashes
 - Through email and telephone communications with media contacts, EOPSS/HSD promoted the importance of reporting occupant restraint use when covering fatal crashes throughout the Commonwealth
4. Conduct media campaign to target impaired riders
 - Campaigns included: "Ride Sober or Don't Ride" and STEP's "Out In Force".
5. Enhance motorist awareness of bicyclists and pedestrians on roadways through communication efforts
 - Campaigns included: "Be Seen-Be Safe" and STEP's "Out In Force."
6. Increase public awareness of the dangers of distracted driving, mobile device use and texting while driving
 - Campaigns included: Phases III and IV of the Texting Ban Demonstration Project and STEP's "Out In Force."

Media Summary

Click It or Ticket Mobilizations

The primary audience for the October 2013 and May 2014 CIOT mobilizations was white males 18 to 34 with a secondary target of Hispanic males. The online efforts ran throughout the entire state of Massachusetts. Furthermore, NHTSA's national paid media campaign included broadcast and cable television, radio, online media and social media.



The CIOT press release was published in 15 local newspapers during each mobilization. Our local media buy consisted of a highly visible web presence via banner ads on: Pandora.com, CBSBoston.com, Xfinity.com, NESN.com, Terra.com, and BatangaNetwork.com.

A press conference, statewide news release, and Office of Outdoor Advertising billboards promoted the CIOT mobilizations. EOPSS/HSD made funding available to 181 eligible local police departments to participate in the *CIOT* Mobilizations, which took place from October 18, 2013 – November 1, 2013 and May 19, 2014 – June 1, 2014. 107 police departments took part in the October 2013 CIOT mobilization and 123 partnered for the May 2014 CIOT. An EOPSS/HSD news release regarding local police efforts promoted the mobilization and highlighted the extra enforcement work of the participating local police agencies. The *CIOT* message was displayed on 65 digital message boards run through a public service announcement program of MassDOT's Office of Outdoor Advertising.

To kick off the Spring 2014 mobilization, a press conference was held at North Quincy High School on May 15, 2014. The Massachusetts State Police (MSP) discussed their involvement in the CIOT high-visibility seat belt enforcement blitz after providing a roll-over simulator demonstration and the North Quincy High School Principal stressed the importance of students wearing seat belts and engaging in distraction free driving. The event was well attended by MSP, local law enforcement, NHTSA officials, North Quincy High School staff and members of the school's SADD.

Drive Sober or Get Pulled Over Mobilizations

The primary audience of the December 2013 and August 2014 impaired driving mobilizations was single men aged 21 to 34 and married men aged 25 to 54. Secondary emphasis for both mobilizations targeted Spanish-speaking populations and women ages 21 to 44.

The December 2013 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 media buy consisted of Pandora online radio and web advertising, along with CBS Boston.com, CraveOnline.com, Xfinity.com and the Batanga Network to reach a diverse audience within our demographic parameters.

Statewide and local news releases promoted the *Drive Sober or Get Pulled Over* Mobilizations and highlighted the extra enforcement work of MSP and the local police agencies. A minimum of 10 local newspapers ran our press release about the mobilization, and a *Drive Sober or Get Pulled Over* message was displayed on 65 digital message boards belonging to MassDOT.

In August 2014, NHTSA's national media buy consisted of broadcast and cable television and radio advertising. Our online web component was geared toward male sports fans and consisted of Pandora online radio and web advertising, along with CBS Boston.com, SpecificMedia.com, xfinity.com, redsox.com, mlb.com, losredsox.com, loasmayores.com, and



the Batanga Network to reach a diverse audience within our demographic parameters. Young women ages 21 to 44 were also targeted using the social norming media message.

Ride Sober or Don't Ride

The Motorcycle Safety and Impaired Driving Campaign established a statewide stakeholder coalition and launched paid media efforts during the summer of 2014. Stakeholders included EOPSS, Massachusetts Motorcycle Association (campaign sponsor), Massachusetts Department of Transportation (MassDOT), Massachusetts Motorcyclists' Survivors Fund, and local and state police. This group met in March and continued discussion through the spring on how to effectively target riders with campaign messaging.



The coalition developed a television public service announcement and a campaign billboard, and recruited Comcast as the TV media partner and MassDOT as the electronic billboard partner. The message was "Ride Sober or Don't Ride." The TV PSA aired over 100 times, free of charge, on the Comcast Network during July and August while the electronic messaging was featured on 65 digital billboards statewide during July for a total of 60,129 exposures for 167 hours of display time. Both efforts were advertised free of charge, with earned media expenses covering coalition, messaging, and PSA development.

Be Seen- Be Safe

The Bicycle and Pedestrian Safety Campaign was centered around developing promotional materials for social media usage by the 65 local police departments who received FFY14 Bicycle and Pedestrian Enforcement & Equipment grants. Public information kits were developed and distributed in September to the departments; the kits included: a boilerplate press release, a "Be Seen-Be Safe" logo, social media promotional tips, and a PSA for placement on the department or town's website/social media page. 44 of the departments posted the logo and PSA on their social media platforms, and the press release was published by at least 6 local media outlets.



Make The Right Call (MTRC)

This summer impaired driving campaign ran from July 15, 2014 - September 5, 2014. The tagline, "Make The Right Call-Don't Drink and Drive," primarily targeted youths aged 17-20 years and also reached parents and allies of teenagers to have them discourage their children/friends from drinking, and especially, drinking and driving. In July and August 2014, NHTSA's national media buy consisted of broadcast and cable television and radio advertising. Massachusetts' MTRC Campaign utilized a combination of paid radio, digital advertising, and social media to deliver the messages to the targeted audiences. Listeners were encouraged to make a pledge against drinking and driving and to post video's and messages via social media stating they were committed to "Make The Right Call."



The radio campaign consisted of over 1,600 recorded and live reads of the campaign spots featuring the most popular DJ's from these stations: KISS (WXSS-FM), JAM'N (WJMN-FM), and WHY'N-FM in Springfield, MA. In the Boston DMA, 55.1% of our target audience received the MTRC message at a frequency of 10.6 times. In the Springfield area, 36.7% of our target audience received the campaign message at a frequency rate of 4.5 times. The radio buy was augmented by a digital media strategy that consisted of 218,000 digital and mobile-banner ads on the websites of the aforementioned radio stations.

The social media campaign effort revolved around the utilization of Facebook and Twitter. The end result was very impressive: nearly 350,000 social media users received the "Make The Right Call" message. The campaign Facebook page also received over 1,100 likes (currently at 3,800 likes).

Texting Ban Demonstration Project

From June 7th through June 28th, 2014, the Andover barracks of the Massachusetts State Police, under the direction of the MSP Traffic Programs Section, conducted Phase III of the 'Texting'/Distracted Driving Enforcement initiative. This effort was supported by an earned media plan that conducted outreach to the media outlets within the 12 town area covered by MSP Troop A-1 as well as media outlets in the surrounding communities.

A news release was sent to over 60 outlets including TV networks (FOX, ABC, NBC) and radio stations (95WXTK, 95.9WATD, WBZ 1030). The known earned media outreach efforts garnered a total of 11 print stories, 3 TV segments, 2 radio announcements and the use of several variable message boards in the A-1 jurisdiction throughout the enforcement wave.

Phase IV of the Texting Ban Enforcement Initiative took place from September 13 through October 11, 2014 at MSP's Andover barracks of the Massachusetts State Police. This effort was again supported by an earned media plan that conducted outreach to the media outlets within the 12 town area covered by MSP Troop A-1 as well as media outlets in the surrounding communities.

A Texting Ban kickoff press event was held in conjunction with the Drive Sober campaign on August 28, 2014 at the MSP Troop A-1 barracks in Andover. Ms. Emily Stein, whose father was killed by a distracted driver, was the guest speaker. The event was well attended by members of the state police, local law enforcement officials and representatives from NHTSA Region 1 office as well as EOPSS/HSD, AAA and several media stations including WBZ and Fox 25. A press advisory preceded the event.

On October 1st, a news release was distributed to over 20 media outlets in the enforcement area. Because of EOPSS/HSD personnel and staffing issues during the enforcement wave period and immediately following the news release, we were only able to record 3 print stories and 1 radio segment. We are confident however, that the total number of print stories far exceeded what was recorded. The MSP also posted the news release on their Facebook Page (FB) as well as on their blog (<http://www.mspnews.org>). The MSP FB page received over 900 "likes" within a few days of posting the press advisory. Additionally, several variable message boards (VMB) in the A-1 jurisdiction provided messaging throughout the enforcement wave.

Sustained Traffic Enforcement Program (STEP)

The STEP program began in December 2013 and ran through September 30, 2014. The Brockton, Fall River, Lowell, Lynn, New Bedford, Springfield and Worcester police departments and the Massachusetts State Police (MSP) participated in STEP. "Out In Force" became the tagline for the community specific media campaigns. Paid media efforts included production of short-form and long-form videos featuring local officers policing their communities against aggressive driving violations. These video pieces were promoted on community and department Facebook pages, YouTube sites, and websites. The videos received over 40,000 views on YouTube and Facebook. They were also featured on local Comcast zone television networks.

Radio spots were produced for the departments to distribute to their local radio stations. Press releases were developed and personalized for each community, and distributed to local newspapers. The personalized community specific campaign approach was well received and served not only to generate a large amount of visibility, but also was reportedly a terrific morale booster for each participating police department.

Paid and Earned Media Expenditures

The FFY 2014 paid and earned media expenditures, including creative and production expenses, are shown below.

Table 14: Paid and Earned Media Expenditures

FUNDING SECTION	PAID**	EARNED
Section 402	\$ 180,360	\$ 119,639
Section 405b	\$ 112,456	\$ 0
Section 410	\$ 152,376	\$ 56,706
Total	\$ 445,192	\$ 176,345

**Includes state Indirect charges

**Table 15: Drive Sober or Get Pulled Over Mobilization Media
(December 13, 2013 - January 1, 2014)**

Medium	Placement & Creative	Size	Total IMPs	Total Gross	Total Net	Total Net + Fee
PANDORA.COM Online Radio	Mobile Audio spot	:30	1,973,334	\$26,117.66	\$22,200.01	\$24,811.78
Targeted Men 18-34 in MA	Mobile Audio companion banner ad	500x500	1,973,334	Bonus	Bonus	Bonus
	Mobile Audio Following banner ad	300x250	1,973,334	Bonus	Bonus	Bonus
	Web Audio spot	:30	248,889	\$3,294.12	\$2,800.00	\$3,129.41
	Web Audio companion banner ad	500x500	248,889	Bonus	Bonus	Bonus
	Web Audio Following Banner ad	300x250	248,889	Bonus	Bonus	Bonus
			6,666,669	\$29,411.78	\$25,000.01	\$27,941.19
CBSBoston.com	98.5 Sports Hub Landing Page Sponsorship		482,404	\$8,235.29	\$7,000.00	\$7,823.53
	Pencil Pushdown 970x66 into 970x418					
	Background Skin 1768x1050					
	News & Sports, ROS Banner ads	300x250	400,000	\$3,529.41	\$3,000.00	\$3,352.94
	Mobile Banner ads	320x50	130,000	Bonus	Bonus	Bonus
	:60 Streaming audio w/companion banner	300x250	187,000	Bonus	Bonus	Bonus
			1,199,404	\$11,764.71	\$10,000.00	\$11,176.47
CraveOnline.com	ROS Banner ad	300 x 250	1,183,333	\$8,352.94	\$7,100.00	\$7,935.29
Targeted to Men 18-34 in MA						
			1,183,333	\$8,352.94	\$7,100.00	\$7,935.29
BatangaNetwork.com	:15 In-banner video ROS	300 x 250	1,875,000	\$17,647.06	\$15,000.00	\$16,764.71
Targeted to Hispanic Men 18-34 in MA						
			1,875,000	\$17,647.06	\$15,000.00	\$16,764.71
Xfinity.com	Home Page Banner ad	300 x 250	1,000,000	\$9,411.76	\$8,000.00	\$8,941.18
	Sports Page Banner ad	300 x 250	250,000	\$2,352.94	\$2,000.00	\$2,235.29
	ROS Banner ad	300 x 250	150,000	Bonus	Bonus	Bonus
			1,400,000	\$11,764.71	\$10,000.00	\$11,176.47
GRAND TOTALS:			12,324,406	\$78,941.19	\$67,100.01	\$74,994.13

**Table 16: Drive Sober or Get Pulled Over Mobilization Media
(August 13 - September 1, 2014)**

Medium	Placement & Creative	Demo	Total IMPs	Total Gross	Total Net	Total Net + Fee	Net CPM
PANDORA.COM Online Radio	Mobile Audio :15 - :30 Seconds	Men 18-34	888,889	\$11,764.71	\$10,000.00	\$11,176.47	
(Pandora will create 500 x 500 at n/c)	Mobile Audio Companion Banner 500x500	Men 18-34	888,889	Bonus	Bonus	Bonus	
	Mobile Audio Following Banner	Men 18-34	888,889	Bonus	Bonus	Bonus	
	Web Homepage Banner 300 x 250	Men 18-34	625,000	\$5,882.35	\$5,000.00	\$5,588.24	
	Mobile Display Banner 300 x 250	Men 18-34	1,250,000	\$11,764.71	\$10,000.00	\$11,176.47	
			4,541,667	\$29,411.76	\$25,000.00	\$27,941.18	\$5.50
CBSBoston.com	300 x 250 (NEWS, SPORTS & ROS)	Men 18-34	400,000	\$11,764.71	\$10,000.00	\$11,176.47	
	320 x 50 Mobile Banner Ads	Men 18-34	130,000	Bonus	Bonus	Bonus	
98.5 The Sports Hub page sponsorship	728 x 90 and background skin 1768 x 1050	Men 18-34	414,211	Bonus	Bonus	Bonus	
	Streaming :60 Audio w/ 300 x 250 Companion Banner Ad	Men 18-34	187,000	Bonus	Bonus	Bonus	
			1,131,211	\$11,764.71	\$10,000.00	\$11,176.47	\$8.84
Brandexchange.net	Men 18-34 Desktop and Tablet	Men 18-34	1,400,000	\$8,235.29	\$7,000.00	\$7,823.53	
			1,400,000	\$8,235.29	\$7,000.00	\$7,823.53	\$5.00
Xfinity.com	300 x 250 Home Page	Adults 18+	750,000	\$7,058.82	\$6,000.00	\$6,705.88	
	300 x 250 ROS	Men 18-34	280,000	\$3,294.12	\$2,800.00	\$3,129.41	
	300 x 250 Sports	Men 18-34	150,000	\$1,411.76	\$1,200.00	\$1,341.18	
	300 x 250 ROS Bonus	Men 18-34	50,000	Bonus	Bonus	Bonus	
			1,230,000	\$11,764.71	\$10,000.00	\$11,176.47	\$8.13
redsox.com	300 x 250 Wired and Mobile	Men 18-34	300,000	\$5,647.06	\$4,800.00	\$5,364.71	
MLB.com	300 x 250 Wired and Mobile	Men 18-34	289,375	\$5,447.06	\$4,630.00	\$5,174.71	
lasmayores.com & losredsox.com	300 x 250 Wired and Mobile	Hispanic Men 18-34	30,000	\$670.59	\$570.00	\$637.06	
			619,375	\$11,764.71	\$10,000.00	\$11,176.47	\$16.16
BatangaNetwork.com (Hispanic Ad Netw	ROS 300 x 250 & 728 x 90 Banner Ads	Hispanic Men 18-24	934,579	\$5,882.35	\$5,000.00	\$5,588.24	
	ROS 300 x 250 & 728 x 90 Banner Ads	Hispanic Men 18-24	128,205	Bonus	Bonus	Bonus	
			1,062,784	\$5,882.35	\$5,000.00	\$5,588.24	\$4.70
GRAND TOTALS:			9,985,037	\$78,823.53	\$67,000.00	\$74,882.35	\$6.71

**Table 17: Click It or Ticket (CIOT) Mobilization Media
(October 18 - November 1, 2013)**

Medium	Placement & Creative	Size	Total IMPs	Total Net + Fee
PANDORA.COM Online Radio	Mobile Banner	300x250	1,354,942	\$13,500.00
	Web Banner	300x250	478,215	\$4,764.71
Men 21-34	Mobile Banner	300x250	183,316	Bonus
			2,016,473	\$18,264.71
CBSBoston.com	News, Home Page & ROS	300 x 250	400,000	\$8,470.59
	Sports and News Banner Ads	300 x 250	400,000	Bonus
(CBS will create 320 x 50 banner at n/c)	Mobile Banner Ads	320 x 50	200,000	Bonus
			1,000,000	\$8,470.59
Collective Media Men 21-34	ROS	300 x 250	1,700,000	\$6,750.00
			1,700,000	\$6,750.00
BatangaNetwork.com (Hispanic Ad Network)	ROS	300 x 250	747,664	\$4,235.29
Terra.com Hispanic Men 21-34	ROS	300 x 250	1,073,620	\$9,264.71
			1,821,284	\$13,500.00
Xfinity.com	300 x 250 Home Page	300 x 250	937,500	\$7,941.18
	300 x 250 Sign-In	300 x 250	575,000	\$4,870.59
	300 x 250 ROS Bonus	300 x 250	150,000	Bonus
			1,662,500	\$12,811.76
GRAND TOTALS:			8,200,257	\$59,797.06

**Table 18: Click It or Ticket (CIOT) Mobilization Media
(May 19 - June 1, 2014)**

Medium	Placement & Creative	Size	Total IMPs	Total Gross	Total Net	Total Net + Fee
PANDORA.COM Online Radio	Mobile Banner Ad	300x250	1,168,969	\$12,917.65	\$10,980.00	\$12,271.76
(Pandora will create 500 x 500 at n/c)	Web Banner Ad	300x250	425,080	\$4,705.88	\$4,000.00	\$4,470.59
Men 21-34 - Statewide	Mobile Banner Ad	300x250	159,405	Bonus	Bonus	Bonus
			1,753,454	\$17,623.53	\$14,980.00	\$16,742.35
CBSBoston.com	Sports Section - Banner Ad	300x250	275,000	\$11,764.71	\$10,000.00	\$11,176.47
Adults 18+	Sports and News Section - Banner Ad	300x250	300,000	Bonus	Bonus	Bonus
	ROS - Banner Ad	300x250	245,000	Bonus	Bonus	Bonus
	Mobile Banner Ad	320x50	225,000	Bonus	Bonus	Bonus
			1,045,000	\$11,764.71	\$10,000.00	\$11,176.47
BatangaNetwork.com	ROS - Banner Ad	300x250	841,121	\$5,294.12	\$4,500.00	\$5,029.41
Hispanic Men 21-34 - Statewide						
			841,121	\$5,294.12	\$4,500.00	\$5,029.41
Xfinity.com	Home Page - Banner Ad	300x250	500,000	\$4,705.88	\$4,000.00	\$4,470.59
Men 21-34	Xfinity Connect - Banner Ad	300x250	500,000	\$2,352.94	\$2,000.00	\$2,235.29
	Sports Page - Banner Ad	300x250	187,500	\$1,764.71	\$1,500.00	\$1,676.47
	ROS - Banner Ad	300x250	50,000	Bonus	Bonus	
			1,237,500	\$8,823.53	\$7,500.00	\$8,382.35
NESN.com	ROS - Banner Ad	300x250/	950,885	\$9,117.65	\$7,750.00	\$8,661.76
Men 21-34 - Statewide		728x90				
			950,885	\$9,117.65	\$7,750.00	\$8,661.76
GRAND TOTALS:			5,827,960	\$52,623.53	\$44,730.00	\$49,992.35

Performance Data

■ Crash Summary

For this Annual Report, EOPSS/HSD relied primarily on 2004 to 2013 trend data, and, whenever possible, 2014 data. Some 2014 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.

From 2007 - 2013, traffic fatalities in Massachusetts declined 25% from 434 to 326. Five-year averages for the same time frame show a 5% drop from 2007, going from 372 (2007-2011) to 354 (2009-2013). Fatalities per 100 million VMT has declined from 0.79 in 2007 to 0.68 in 2012 and the number of unrestrained motor vehicle occupant deaths has dropped 35% since 2007 from 148 to 96.

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

***Important note:** Some of the baseline and target figures have changed since the 2014 Highway Safety Plan due to changes in the final 2011 dataset issued by FARS. This will be explained for each respective performance measure affected.*

**Table 19: Massachusetts Crash Data Trends
2004 to 2014**

Crash Data/Trends	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Fatalities (Actual)	476	441	429	434	364	340	347	374	383	326	N/A
Fatality Rate/(100 Million VMT) Total	0.87	0.80	0.78	0.79	0.67	0.62	0.64	0.68	0.68	N/A	N/A
Fatality Rate/(100 Million VMT) Rural	-	-	-	0.85	0.87	0.82	0.72	1.08	1.97	N/A	N/A
Fatality Rate/(100 Million VMT) Urban	-	-	-	0.78	0.65	0.60	0.63	0.65	0.62	N/A	N/A
Number of Serious Injuries	5,033	5,052	4,579	4,182	4,946	4,782	4,858	4,853	4,384	N/A	N/A
Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC	169	148	144	155	120	106	122	126	129	118	N/A
Number of Unrestrained Passenger Vehicle Occupant Fatalities	165	171	158	148	122	116	102	122	103	96	N/A
Number of Speeding-Related Fatalities	158	145	148	143	97	77	83	121	114	88	N/A
Number of Motorcyclist Fatalities	60	56	50	62	42	55	61	40	56	40	
Number of Unhelmeted Motorcyclist Fatalities	9	4	5	3	1	6	7	5	3	5	N/A
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	90	88	69	76	61	56	53	50	45	33	N/A
Number of Pedestrian Fatalities	81	76	61	66	76	46	68	69	82	68	N/A
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	63%	65%	67%	69%	67%	74%	74%	73%	73%	75%	77%
Number of Safety Belt Violations Issued During Grant-Funded Enforcement Activities	-	-	10,613	22,463	12,216	16,159	13,815	6,118	11,622	7,329	14,338
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	-	447	420	542	364	221	147	635	539	869
Number of Speeding Violations Issued During Grant-Funded Enforcement Activities	-	-	11,859	37,251	24,939	17,590	14,161	6,990	9,959	9,183	10,485

Source: FARS December 2014; MasSTRAC, December 2014; RMV May 2014; Massachusetts Safety Belt Use Observation Surveys 2004-2014; HSD grant data 2006-2014

Note: Some numbers reported in this FFY 2014 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. 2014 data are preliminary.

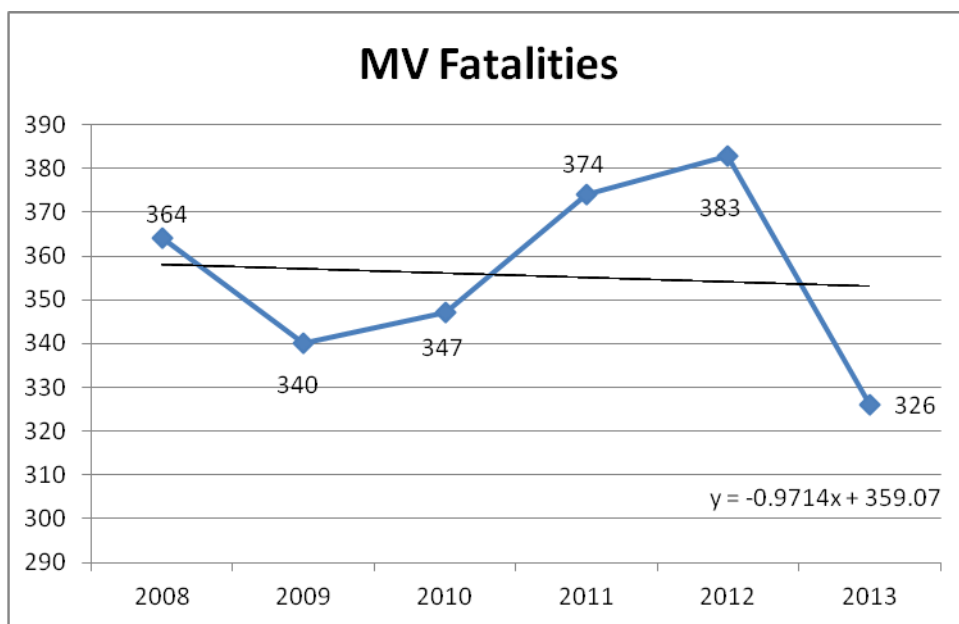
FFY 2014 Performance Targets/Results

C-1: Traffic Fatalities

Target: Decrease motor-vehicle fatalities 5% from the 2009-2011 calendar base year average of 353 to 336 by December 31, 2014.

Note - FFY 2014 HSP had 2011 MV fatalities listed as '337' which was later changed to '374' thus changing the three-year average (2009-2011) to 353 from 341. Also, 5% change was revised to '336' from '324.'

Result: Three-year average (2010-2012) of MV-related fatalities was 368. This represents an increase of 4% from 2009-2011. Three-year average (2011-2013) was 2% lower than (2010-2012) at 361.



Source: 2009-2013 Massachusetts Traffic Safety Facts

Analysis

While the three-year MV-related fatalities average increased slightly by 2% to 361, the five-year average showed a more dramatic decrease. From 2007-2011 to 2009-2013, the five-year average decreased 5% and shows a gradual moving average downwards.

	Avg.	% chg
5 yr (2007-2011)	371.8	-
5 yr (2008-2012)	361.6	-2.74%
5 yr (2009-2013)	354	-2.10%

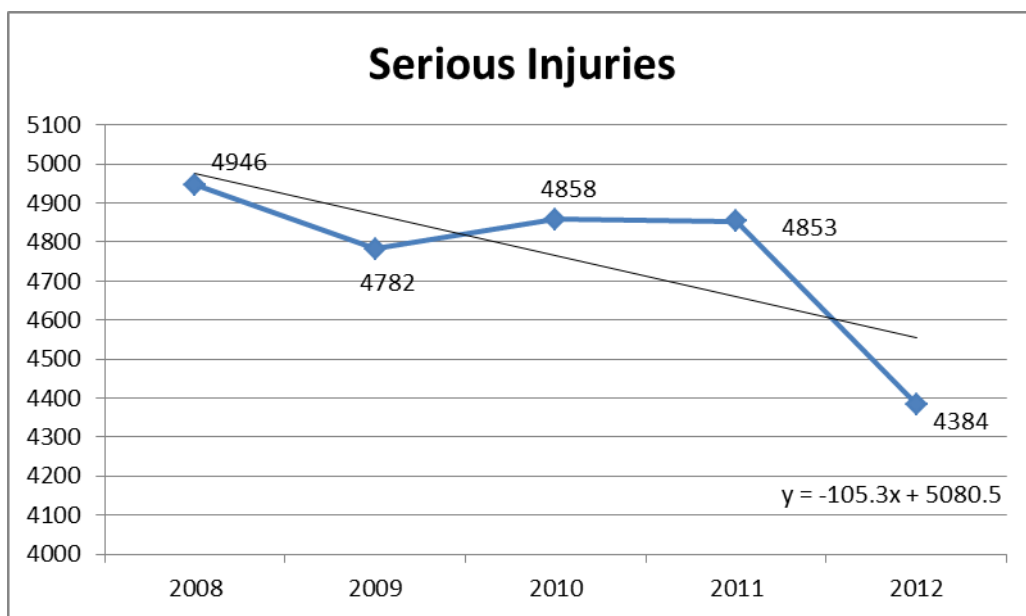
Based upon the trendline equation, $y = -.9714 + 359.07$, the projected MV fatalities for 2014, 2015, and 2016 will be 358, 351, 356, respectively. Despite the higher numbers projected by the equation compared to the recent 2013 figure (326), the projection does show a downward trend in the near future.

The impact of factors such as increased seat belt usage (77% in 2014); the impact of successful traffic enforcement campaigns like CIOT, DSGPO, and Texting Ban; and enhanced crash reporting systems will positively impact MV fatalities in the coming years.

C-2: Serious Injuries

Target: Decrease the number of serious traffic injuries 3% from the (2007-2011) calendar base year average of 4,888 to 4,741 by December 31, 2014.

Result: Five-year average (2008-2012) of serious injuries was 4,764. This represents a 3% decline in serious injuries reported compared to (2007-2011). Target achieved.



Source: Injury Surveillance Program - February 2013

Analysis

Serious injuries dropped 10% between 2011 and 2012. Overall, the five-year average for serious injuries (2008-2012) was 4,765. Compared to the previous five-year average (2007-2011) of 4,888, it represents a decline of 3%. Whether the substantial decline in serious injuries between 2011 and 2012 is an outlier or part of trend downward remains to be seen. The trendline equation, $y = -105x + 5080.5$, seems to suggest the decline is an abnormality. Projected serious injuries for 2013 - 2015, based on the equation, will be 4,975, 4,870, and 4,765, respectively.

Using the estimates for 2013-2015, the three-year average for current and projected serious

	3yr Avg	% chg
2008-2010	4862	-
2009-2011	4831	-0.64%
2010-2012	4698	-2.75%
2011-2013	4737	0.83%
2012-2014	4743	0.12%
2013-2015	4870	2.68%

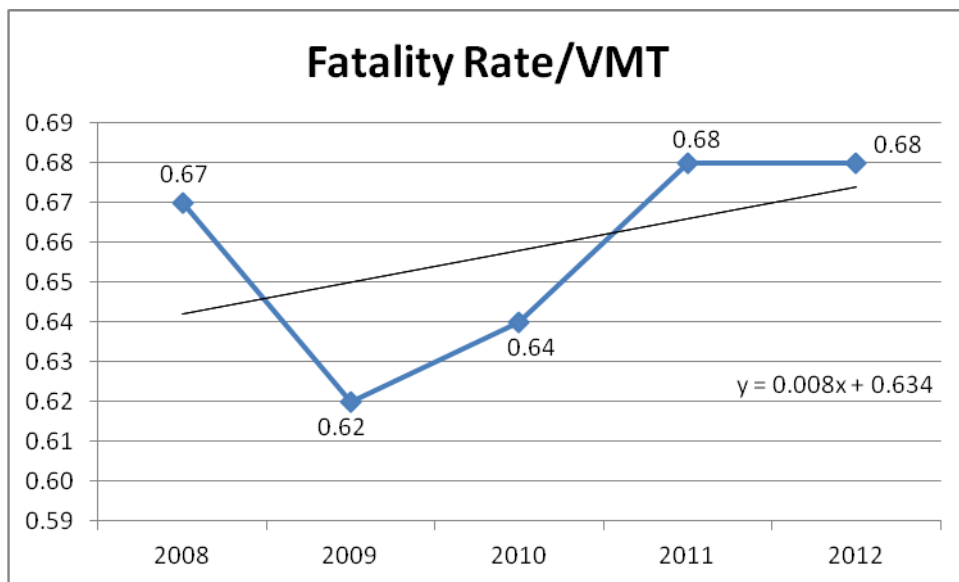
injuries will dip and then rise through 2015. The impact of improved Trauma Center and MATRIS reporting, more efficient EMS response, along with the expected continued drop in Massachusetts MV crashes (-14% since 2008) and crash injuries (-11% since 2008), will likely lead to lower serious injuries in the coming years than as projected.

C-3: Fatalities/VMT

Target: Decrease fatalities/VMT by 2% from the (2009-2011) calendar base year average of 0.65 to 0.64 by December 31, 2014.

Note – FFY 2014 HSP had 2010 Fatality rate at 0.63 and 2011 Fatality rate at 0.62. Both rates were changed after submission of HSP. Target numbers have been changed to reflect correct figures.

Result: Three-year average (2011-2013) of fatalities per 100 M VMT was 0.65. The fatality rate held steady at 0.68 in 2013.



Source: 2009-2013 Massachusetts Traffic Safety Facts

Analysis

The fatality rate/VMT in Massachusetts has fluctuated from 2008-2012. Overall, the five-year average (2008-2012) was 0.66. The change in fatality rate/VMT from 2008 to 2012 was 0.01, a 1% increase. Massachusetts continues to have one of the lowest fatality rates in the country.

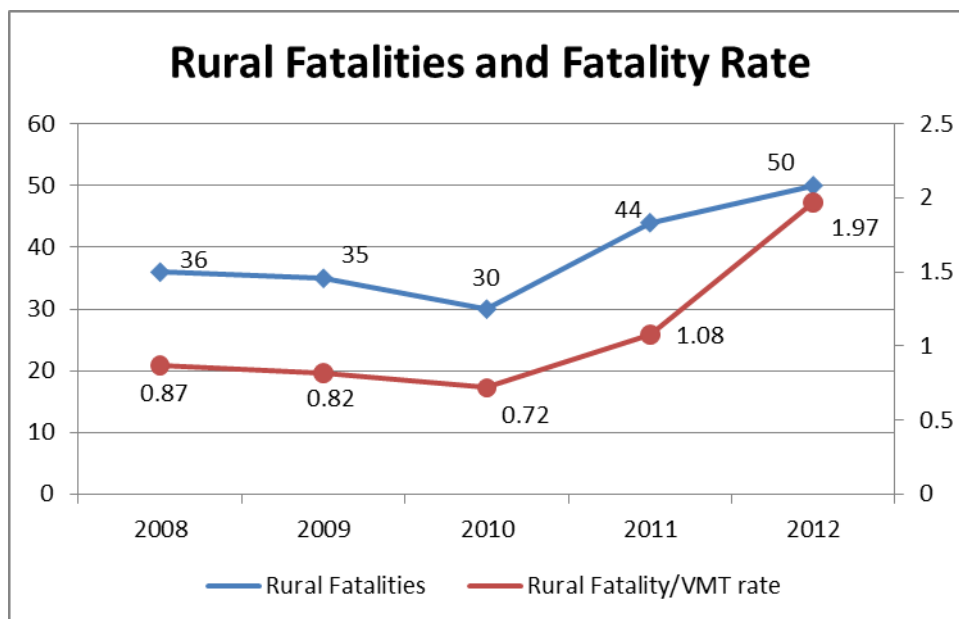
	3yr Avg	% chg
2008-2010	0.64	-
2009-2011	0.65	0.52%
2010-2012	0.67	3.09%
2011-2013	0.67	0.00%
2012-2014	0.66	-1.00%
2013-2015	0.66	-0.51%

Trendline equation, $y = -0.008x + 0.634$, projects the fatality rate from 2013 - 2015 to be 0.64, 0.65, and 0.66, respectively. Using the estimates for fatality rate/VMT, the three-year average is expected remain fairly consistent from 2008 - 2015. Despite the (estimated) slight uptick in fatality rate/VMT, Massachusetts should continue as holder of one of the lowest rates in the United States in coming years.

C-3a: Fatalities/VMT - Rural

Target: Decrease rural fatalities/VMT 10% from the (2008-2011) calendar base year average of 0.87 to 0.78 by December 31, 2014.

Result: Four-year average (2009-2012) of rural fatalities/VMT was 1.24. This represents an increase of 43% from (2008-2011).



Source: 2009-2013 Massachusetts Traffic Safety Facts

Analysis:

From 2008 - 2012 rural fatalities increased 38% while rural fatality rate rose from 0.87 to 1.97. In 2013, the number of rural fatalities dropped 4% to 48. Unfortunately, the rural fatality rate for 2013 cannot be calculated as VMT for the year has not been released by FHWA yet.

The jump from 1.08 in 2011 to 1.97 in 2012 can be partly attributed to FHWA instituting a new approach to calculating VMT (per 9/30/11 press release, <http://www.fhwa.gov/pressroom>) which resulted in the VMT calculation for rural roads to drop to 2,543 in 2012 from 4,073 in 2011. Fatalities increased in 2012 to 50 while the total rural VMT declined 38% from 2011. The combination led to the substantial rise in rural fatality rate from 2011 to 2012.

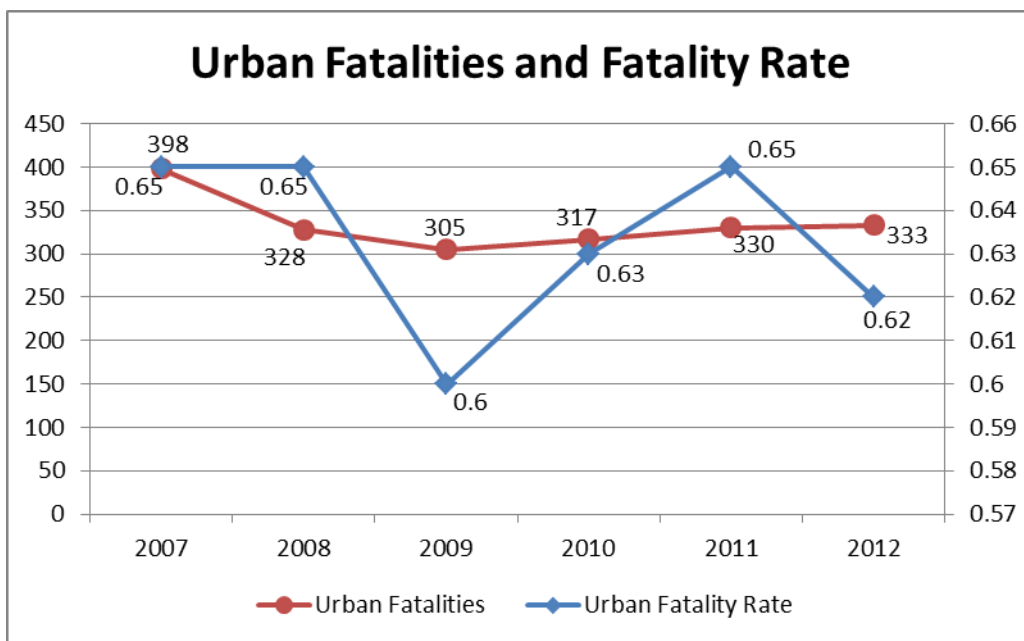
For 2013, the decrease in rural fatalities, along with the likelihood of calculated rural VMT remaining similar to 2013, the rural fatality rate should decrease slightly or remain close to 1.97.

C-3b: Fatalities/VMT - Urban

Target: Decrease urban fatalities/VMT 15% from the (2009-2011) calendar base year average of 0.63 to 0.54 by December 31, 2014.

Note - FFY 2014 HSP had Urban Fatality Rate for 2009-2011, 0.62-0.72-0.57, for average of 0.64. After submission of 2014 HSP rates for 2009-2011 were changed to 0.60-0.63-0.65, respectively.

Result: Three-year average (2008-2012) of urban fatalities/VMT was 0.63. No change from (2009-2011).



Source: 2009-2013 Massachusetts Traffic Safety Facts

Analysis:

Even though the three-year average for the urban fatality rate remained the same for 2010-2012 compared to 2009-2011, the number of urban fatalities dropped to 278 in 2013. This represents a 17% decline. Unfortunately, the urban fatality rate for 2013 cannot be calculated as VMT for the year has not been released by FHWA yet.

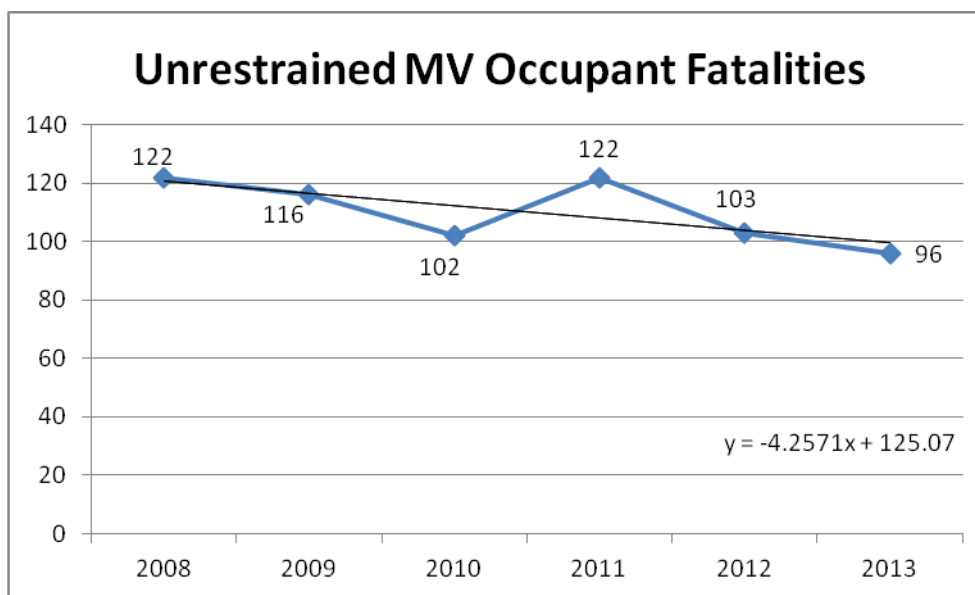
EOPSS/HSD expects the number of urban fatalities and the urban fatality rate to continue declining in the coming years as the impact of successful enforcement program such as STEP, CIOT, DSGPO, Texting Ban, Underage Drinking, and Pedestrian Safety continue to make a positive impact on the safety of Commonwealth citizens.

C-4: Unrestrained Passenger Vehicle Occupant Fatalities

Target: Decrease unrestrained vehicle occupant fatalities in all seating positions 10% from the (2009-2011) base calendar year average of 113 to 102 by December 31, 2014.

Note - FFY 2014 HSP had Unrestrained MV Occupant Fatalities for 2011 at 108. After submission of the 2014 HSP, the 2011 number was changed by FARS to 122. This changed the 2009-2011 average from 109 to 102.

Result: The most recent three-year average (2011-2013) of unrestrained passenger vehicle occupant fatalities, in all seat positions, was 107. This represents a 5% decrease from (2009-2011) base calendar year average. Unrestrained MV occupant fatalities have dropped 21% since 2012 from 122 to 96.



Source: 2009-2013 Massachusetts Traffic Safety Facts

Analysis:

From 2008 - 2013, unrestrained MV occupant fatalities dropped 21% from 122 to 96. The five-year average for 2009-2013 was 108 compared to 113 for 2008-2012, a 4% decline.

The trendline equation, $y = -4.2571x + 125.07$, has projected unrestrained fatalities for 2014, 2015, and 2016 to be 121, 117, 112, respectively. Three-year average analysis for the period from 2008 through 2015 shows the average declining in the next three years.

	3yr Avg	% chg
2008-2010	113	-
2009-2011	113	0.00%
2010-2012	109	-3.82%
2011-2013	107	-1.83%
2012-2014	105	-1.87%
2013-2015	108	2.86%

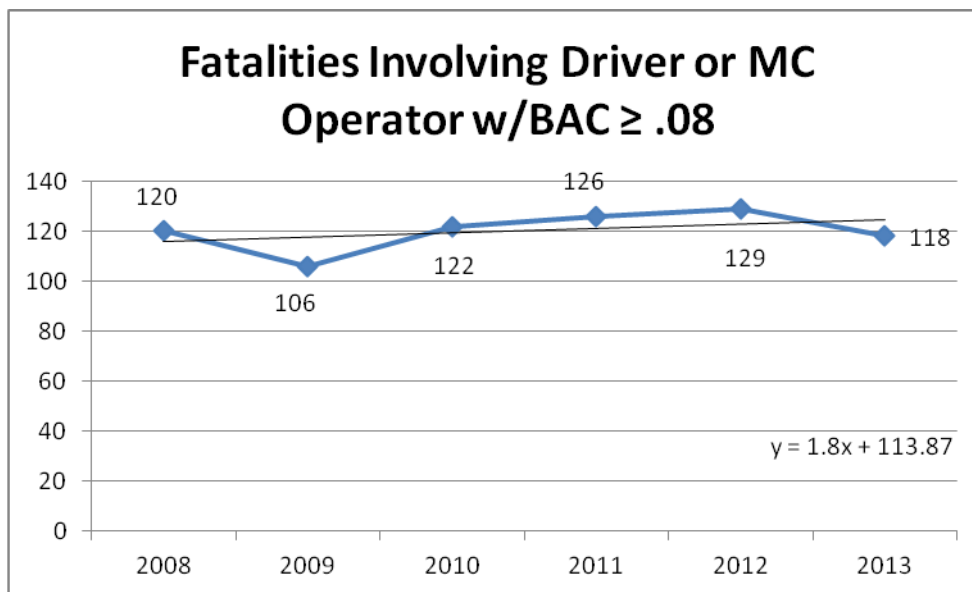
With the promising increase in seatbelt usage - 77% in 2014 - along with highly successful Click It or Ticket mobilizations in 2014; a 19% increase in safety belt citations during grant-funded activities; and the continued media marketing of seatbelt safety - EOPSS/HSD foresees further reductions in the number of unrestrained MV occupant fatalities in coming years.

C-5: Fatalities in Crashes Involving a Driver or Motorcycle Operator w/ BAC ≥+.08

Target: Decrease alcohol impaired driving fatalities 6% from the (2009-2011) calendar base year average of 118 to 111 by December 31, 2014

Note - FFY 2014 HSP had BAC≥.08 fatalities for 2011 at 114. After submission of the 2014 HSP, the 2011 number was changed by FARS to 126. This changed the 2009-2011 average from 114 to 118.

Result: Three-year average (2011-2013) of alcohol-impaired fatalities (with BAC of 0.08 or greater) was 124. This represents a 5% increase from (2009-2011).



Source: 2009-2013 Massachusetts Traffic Safety Facts

Analysis:

The previous five-year average (2008-2012) for fatalities involving a driver or motorcycle operator with BAC ≥ .08 was 120.6; whereas, the (2009-2013) five-year average dropped to 120.2.

	3yr Avg	% chg
2008-2010	116	-
2009-2011	118	1.72%
2010-2012	126	6.50%
2011-2013	124	-1.06%
2012-2014	121	-2.68%
2013-2015	118	-2.75%

Projecting estimated fatalities for 2014 - 2016, the trendline equation ($y = 1.8x + 113.87$) calculates the numbers to be 114, 117, and 119, respectively. The estimate fatalities are each under 120 meaning the three-year average should begin declining from the (2010-2012) average of 124.

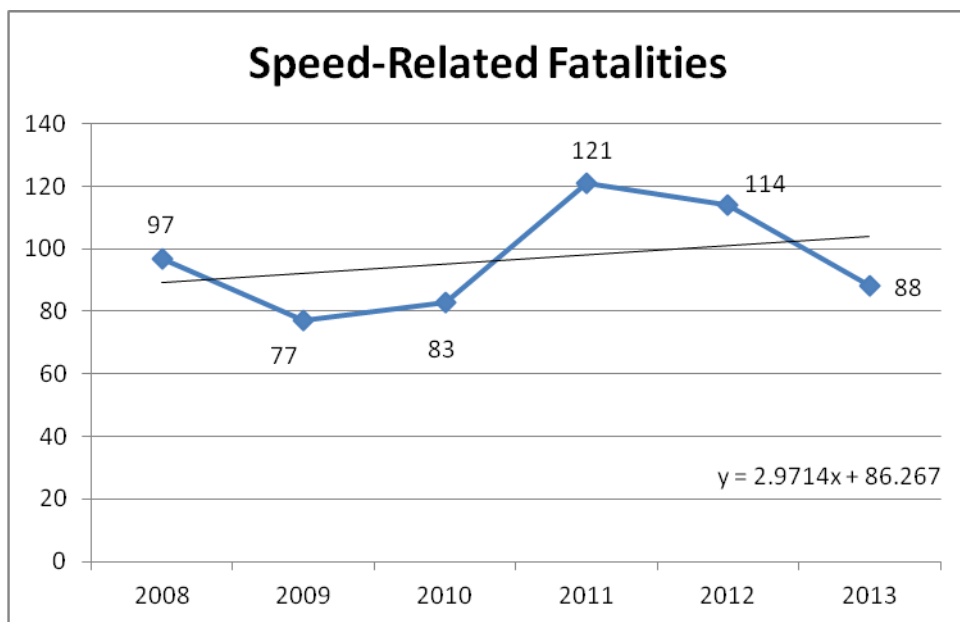
Furthermore, the success of DSGPO mobilizations; underage drinking enforcement activities such as compliance checks and party patrols; and MSP sobriety checkpoints will ensure the number of fatalities involving an impaired driver or motorcycle operator continues to fall in the coming years.

C-6: Speed-Related Fatalities

Target: Decrease speed-related fatalities by 5% from (2009-2011) calendar base year average of 94 to 89 by December 31, 2014.

Note - FFY 2014 HSP had Speed-Related Fatalities at 103. After submission of the 2014 HSP, the 2011 number was changed by FARS to 121. This changed the 2009-2011 average from 88 to 94.

Result: Three-year average (2011-2013) of speed-related fatalities was 108. This represents an increase of 15% from the (2009-2011) average of 94. Despite the three-year average increase, speed-related fatalities have dropped 23% since 2011 to 88.



Source: 2009-2013 Massachusetts Traffic Safety Facts

Analysis:

Although the three-year average from (2009-2011) to (2010-2012) increased, the five-year average decreased 8% from 106 (2007-2011) to 98 (2008-2012) to 97 (2009-2013). As further evidence of an expected decline in speed-related fatalities, the trendline equation ($y = 2.9714x + 86.267$) estimates the number of fatalities to remain below 100 in the next three years - 89 in 2014, 92 in 2015, and 95 in 2016. The chart below details the three-year averages for speed-related fatalities through 2015. The three-year average is projected to drop 15% by 2013-2015 compared to 2010-2012.

	3yr Avg	% chg
2008-2010	86	-
2009-2011	94	9.34%
2010-2012	106	13.17%
2011-2013	108	1.57%
2012-2014	97	-9.91%
2013-2015	90	-7.56%

The impact of local as well as MSP speed and aggressive driving mobilizations; the distribution of over 250 new LiDAR units to MSP; the nearly 40,000 speeding citations and warnings issued by local and MSP officers during enforcement patrols;

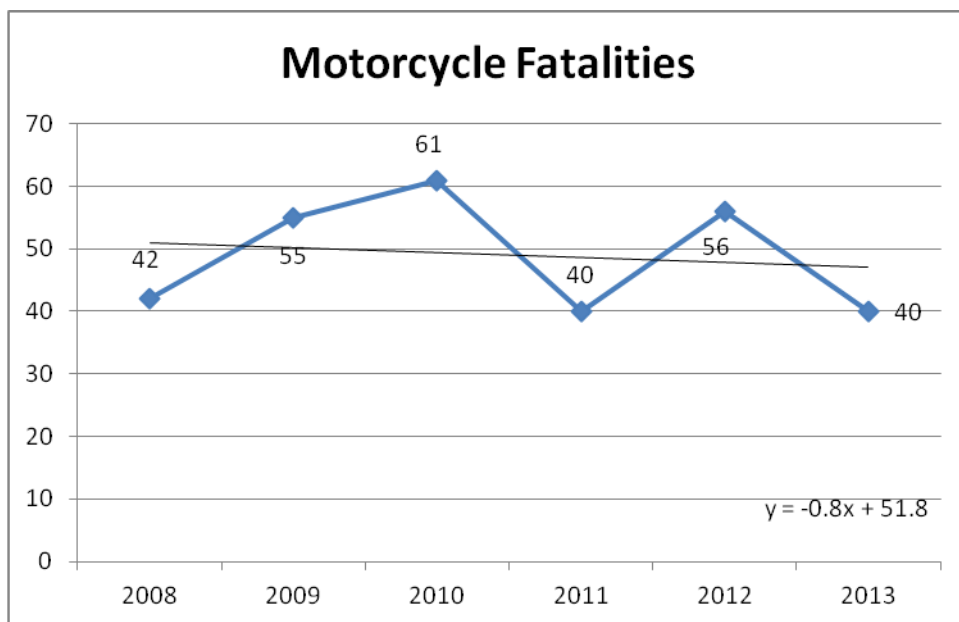
and the increase in seatbelt usage (up to 77% in 2014) will further aid the decrease of speed-related fatalities in the coming years.

C-7: Motorcyclist Fatalities

Target: Decrease motorcycle fatalities by 20% from (2007-2011) calendar base year average of 52 to 42 by December 31, 2014.

Note - FFY 2014 HSP had Motorcyclist Fatalities for 2011 at 36. After submission of the 2014 HSP, the 2011 number was changed by FARS to 40. This changed the 2007-2011 average from 51 to 52.

Result: Five-year average (2009-2013) of motorcycle fatalities was 50. This represents a 4% decline in the average from (2007-2011) calendar base year. Progress being made towards target.



Source: 2009-2013 Massachusetts Traffic Safety Facts

Analysis:

Despite not reaching the target average of 42, the five-year calendar base year average did drop 4% to 50 from 52. Motorcycle fatalities dropped 29% in 2013 from the previous year.

Trendline projection of motorcycle fatalities, based on the equation ($y = 0.8x + 51.8$), for the next three years is as follows: 51 (2014), 50 (2015), and 49 (2016). Using these projections, the three-year average for motorcycle fatalities is expected to decline 11% from (2008-2010) average of 53 to 47 for (2013-2015).

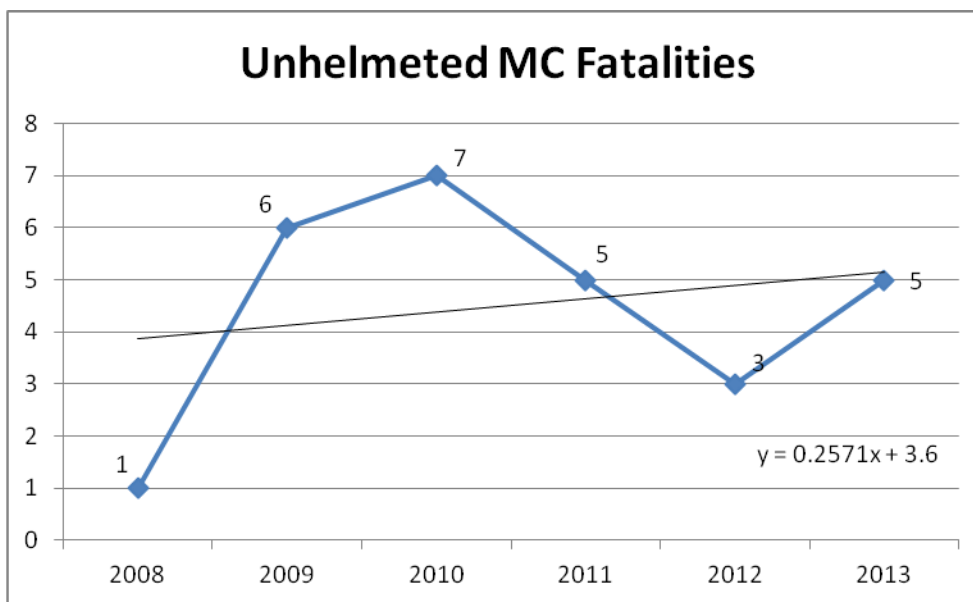
	3yr Avg	% chg
2008-2010	53	-
2009-2011	52	-1.27%
2010-2012	52	0.64%
2011-2013	45	-13.38%
2012-2014	49	8.09%
2013-2015	47	-4.08%

The implementation of improved motorcycle curricula for new riders; the marketing of the “Ride Sober or Don’t Ride” educational promotion campaign in Spring/Summer 2014; and the increase in bike training instructors by RMV will help contribute to the projected decline in motorcycle fatalities in the coming years.

C-8: Unhelmeted Motorcyclist Fatalities

Target: Decrease unhelmeted motorcycle fatalities by 25% from (2007-2011) calendar base year average of four to three by December 31, 2014.

Result: Five-year average (2009-2013) of unhelmeted motorcyclist fatalities was 5, a 25% increase from the (2007-2011) average of 4.



Source: 2009-2013 Massachusetts Traffic Safety Facts

Analysis:

Despite the small increase in the five-year average for unhelmeted motorcycle fatalities, the three-year average shows a projected decline towards 2015. The trendline equation, $y = 0.2571x + 3.6$, projects unhelmeted motorcycle fatalities to be 4 for each of the next three years (2014-2016), which means three-year averages are expected to drop below 5 from 2011 onwards.

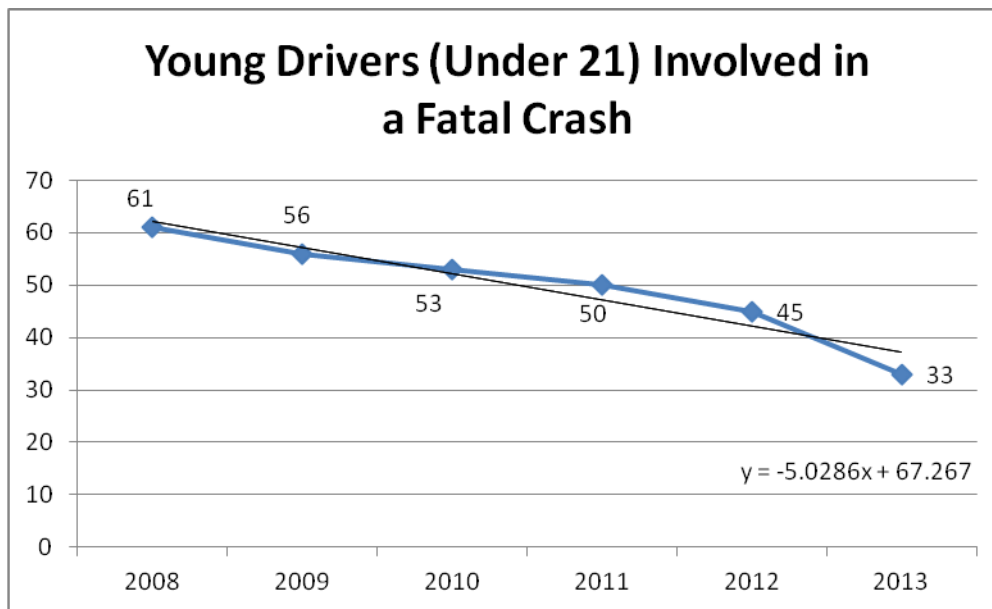
	3yr Avg	% chg
2008-2010	4.67	-
2009-2011	6.00	28.57%
2010-2012	5.00	-16.67%
2011-2013	4.33	-13.33%
2012-2014	4.00	-7.69%
2013-2015	4.33	8.33%

The success of the bike ride awareness campaign, “Ride Sober or Don’t Ride” as well as increased awareness of motorcycle safety through biker education courses and grant-funded enforcement patrols will help keep the number of unhelmeted motorcycle fatalities low.

C-9: Drivers Age 20 or Younger Involved in a Fatal Crash

Target: Decrease the five-year average (2007-2011) of young drivers (age 20 or younger) involved in fatal crashes by 5% from 59 to 56 by December 31, 2014.

Result: Five-year average (2009-2013) of young drivers (age 20 or younger) involved in a fatal crash dropped from 59 to 47, representing a 20% decline from (2007-2011). Target achieved and surpassed.



Source: 2009-2011 Massachusetts Traffic Safety Facts

Analysis:

The trendline equation, $y = -5.0286x + 67.267$, projects the number of young drivers involved in a fatal crash for 2014, 2015, and 2016 to be 62, 57, and 52, respectively. Given the 46% decrease in young drivers involved in fatal crashes since 2008, the equation values seem improbable and the expectation is for the fatal crashes to continue decreasing.

	3yr Avg	% chg
2008-2010	57	-
2009-2011	53	-6.47%
2010-2012	49	-6.92%
2011-2013	43	-13.51%
2012-2014	47	9.38%
2013-2015	51	8.57%

Analysis of three-year average shows the average decreasing through 2012 and then rising slightly through 2015. Despite this unfavorable projection, the positive impact of numerous EOPSS/HSD initiatives – Texting Ban Enforcement, STEP Enforcement, CIOT, DSGPO, the marketing success of “Make the Right Call “ (no texting), the increase in seatbelt usage by teenagers (80%) in latest seatbelt survey, and lastly,

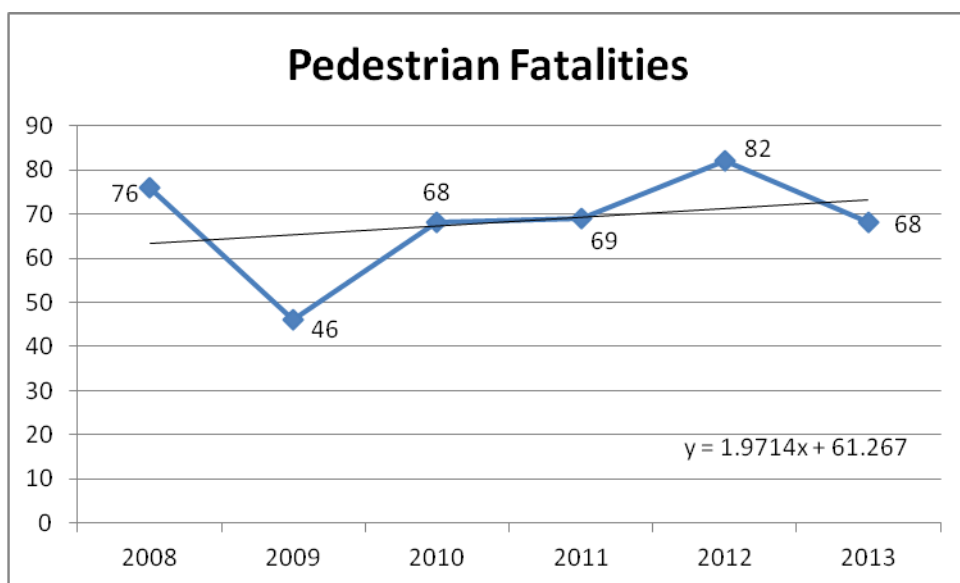
the continued enforcement of JOL laws will contribute to lower young driver involvement in fatal crashes in the coming years.

C-10: Pedestrian Fatalities

Target: Decrease pedestrian fatalities by 10% from (2007-2011) calendar base year average of 65 to 59 by December 31, 2014.

Note - FFY 2014 HSP had Pedestrian Fatalities for 2011 at 58. After submission of the 2014 HSP, the 2011 number was changed by FARS to 69. This changed the 2007-2011 average from 63 to 65.

Result: Five-year average (2009-2013) of pedestrian fatalities was 67. This represents an increase of 3% from (2007-2011) calendar base year average.



Source: 2009-2013 Massachusetts Traffic Safety Facts

Analysis:

Pedestrian fatalities dropped 17% in 2013 to 68 from 82 in 2012. This represents a decrease of 10% since 2008. The trendline equation ($y = 1.9714x + 61.267$) estimates pedestrian fatalities in the next three years (2014-2016) to be 63, 65, and 67, respectively.

	3yr Avg	% chg
2008-2010	63	-
2009-2011	61	-3.68%
2010-2012	73	19.67%
2011-2013	73	0.00%
2012-2014	71	-2.74%
2013-2015	65	-7.98%

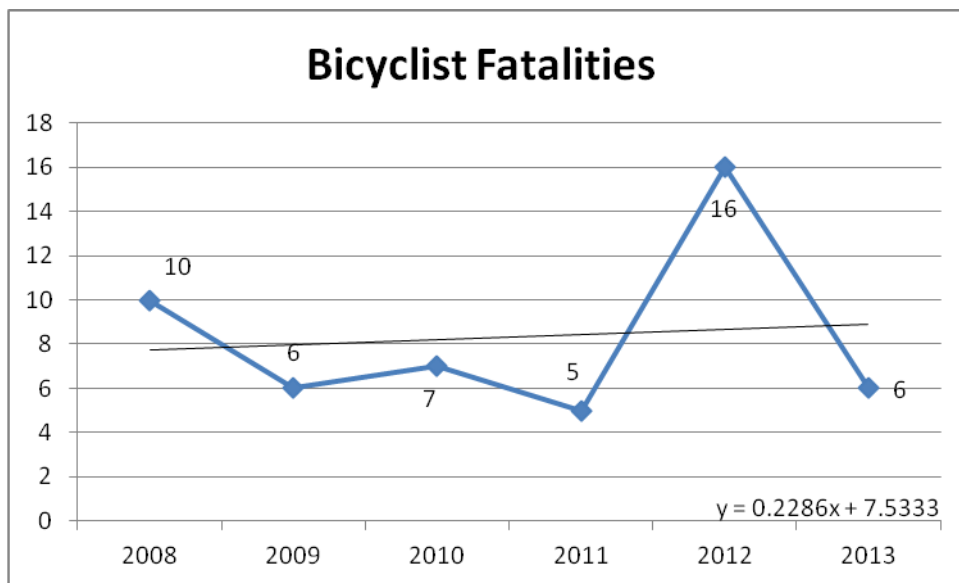
The three-year average analysis shows that fatalities will decline from the 73 average for 2011-2013 in the coming years.

EOPSS/HSD expects the number of pedestrian fatalities to continue to decrease with over 100 local police departments receiving pedestrian enforcement grant funding since 2012. Aside from conducting pedestrian safety patrols, grant recipients also used funding to purchase retro-reflective signage, crosswalk cones, and pedestrian breakaway signs to further promote safety for pedestrians in their respective community.

C-11: Bicyclist Fatalities

Target: Decrease bicycle fatalities by 15% from (2009-2011) calendar base year average of six to five by December 31, 2014.

Result: Three-year average (2011-2013) of bicyclist fatalities was 9. This represents an increase of 50% from (2009-2011) calendar base year average.



Source: 2009-2011 Massachusetts Traffic Safety Facts

Analysis:

Bicyclist fatalities dropped from 16 in 2012 to 6 in 2013 – a 63% decline. Even though a couple more years of data are needed, this sharp decrease does raise the possibility that the high 2012 value is an outlier and not the beginning of a trend. Due to the small numbers involved in bicyclist fatalities, any fluctuation in values will result in a substantial increase/decrease to the rate.

The trendline equation, $y = 0.2286x + 7.5333$, projects bicyclist fatalities to hold steady at 8 over the next three years (2014-2016). Three-year average for 2013-2015 is projected to be lower than the three-year average for 2008-2010.

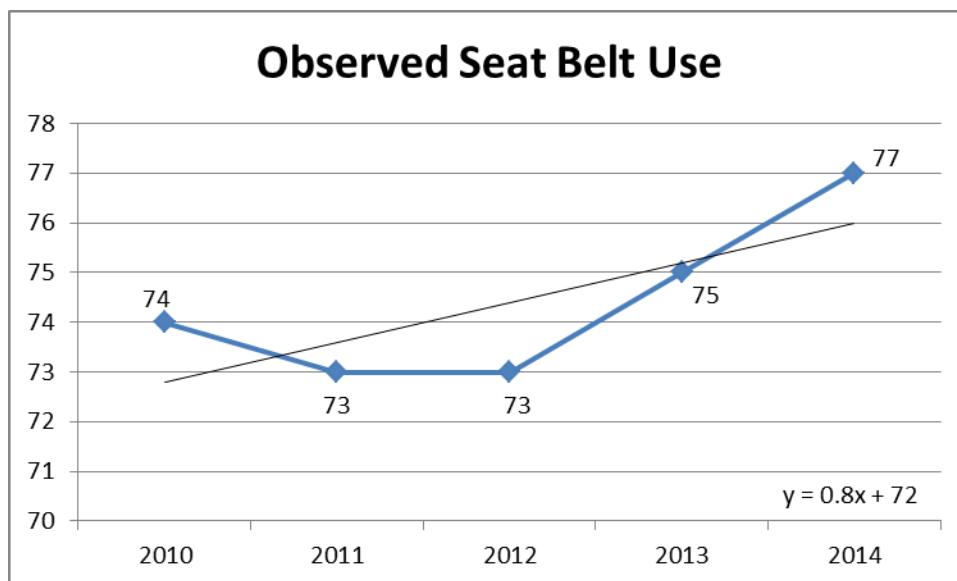
	3yr Avg	% chg
2008-2010	8	-
2009-2011	6	-21.74%
2010-2012	9	55.56%
2011-2013	9	-3.57%
2012-2014	10	11.11%
2013-2015	7	-26.67%

EOPSS/HSD expects the number of bicyclist fatalities to decrease from 2012 with the successful implementation of the Pedestrian and Bicycle Enforcement Grant to over 100 local police departments across the Commonwealth in 2013 and 2014.

B-1: Observed Seatbelt Use for Passenger Vehicles

Target: Increase by four percentage points the statewide observed seat belt use of front seat outboard occupants in passenger vehicles from 73% in 2012 to 77% in 2014.

Result: Statewide observed safety belt use of front seat outboard occupants in passenger vehicles was 77% in 2014. This represents a 4 percentage point increase from 2012, which achieved the target goal.



Source: Massachusetts Safety Belt Use Observation Surveys 2003-2013

Analysis:

Since 2010, the observed seat belt rate has increased 3 percentage points from 74% to 77% in 2014. This represents the highest seat belt usage rate the Commonwealth has ever seen since observed seat belt survey began in 2003.

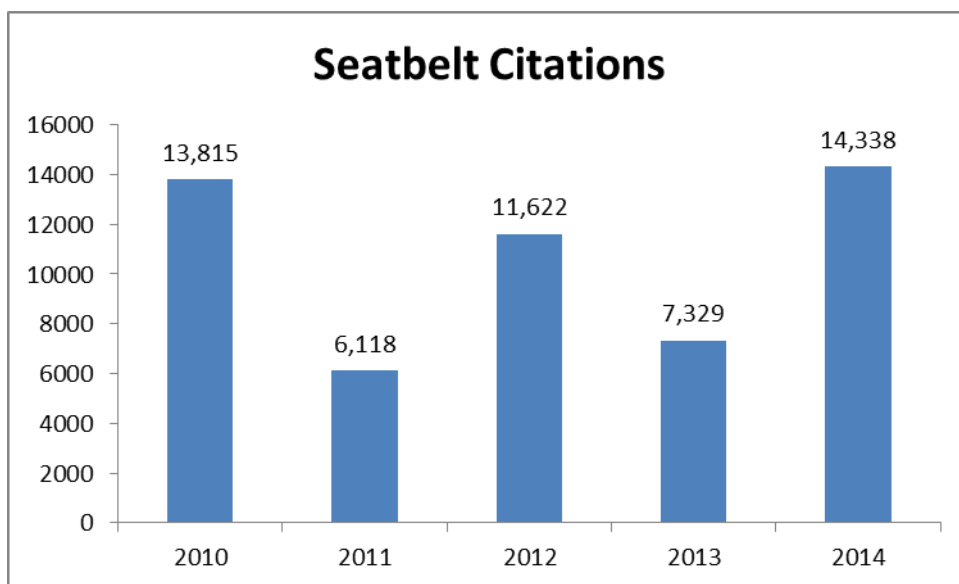
The continued impact of successful CIOT mobilizations, along with the implementation of the pilot STEP program, will continue educating drivers and passengers alike on the need to wear seat belts when riding in a motor vehicle.

A-1: Seatbelt Citations Issued During Grant-Funded Enforcement Activities

Target: Increase the number of seatbelt citations (11,622) during FFY 2012 grant-funded mobilizations by 20% to 13,946 in FFY 2014.

Note: FFY 2014 HSP originally had (8,758) for seatbelt citations, but HSP was submitted before Aug-Sept mobilizations

Result: During two FFY 2014 grant-funded mobilizations, grantees issued 14,338 seatbelt citations. This represents an increase of 23% from FFY 2012. Target achieved and surpassed.



Analysis:

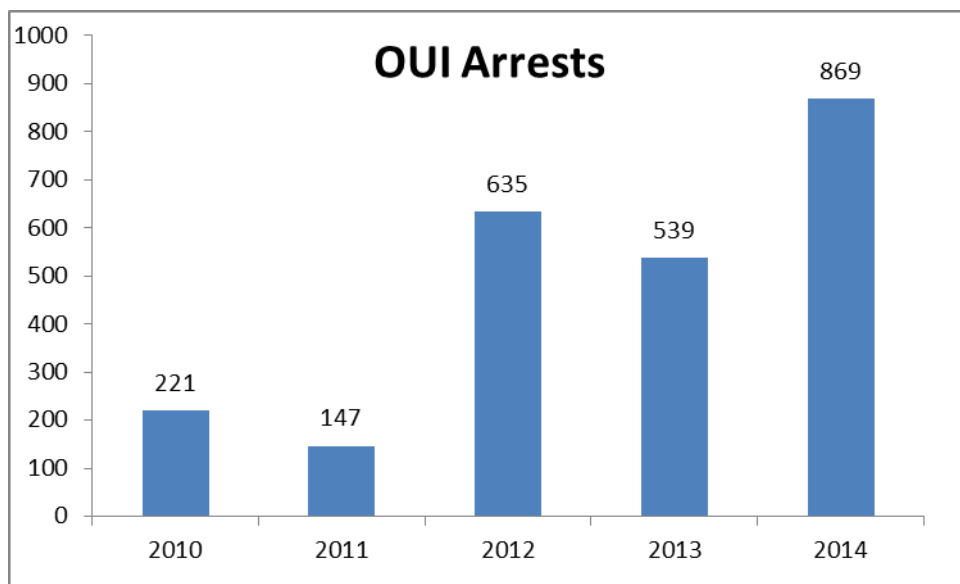
For FFY 2014, EOPSS/HSD reached out to MSP and local police departments participating in grant-funding mobilizations to observe seatbelt usage not only during CIOT enforcement patrols, but also during other activities such as DSGPO, STEP, and Texting Ban Enforcement. By making seatbelt usage a priority when conducting a stop during enforcement patrols, the number of seatbelt citations issued rose 23% from FFY 2012. It must be noted that there was an additional CIOT mobilization in FFY 2014 compared to FFY 2012.

A-2: Impaired Driving Arrests Made During Grant-Funded Enforcement Activities

Target: Increase the number of OUI arrests (635) made during FFY 2012 grant-funded mobilizations by 10% to 699 in FFY 2014.

Note: FFY 2014 HSP originally had (91) for OUI arrests, but HSP was submitted before Aug-Sept mobilizations.

Result: During FFY 2014 grant-funded mobilizations, grantees made 869 OUI arrests. This represents an increase of 37% from FFY 2012. Target achieved and surpassed.



Analysis:

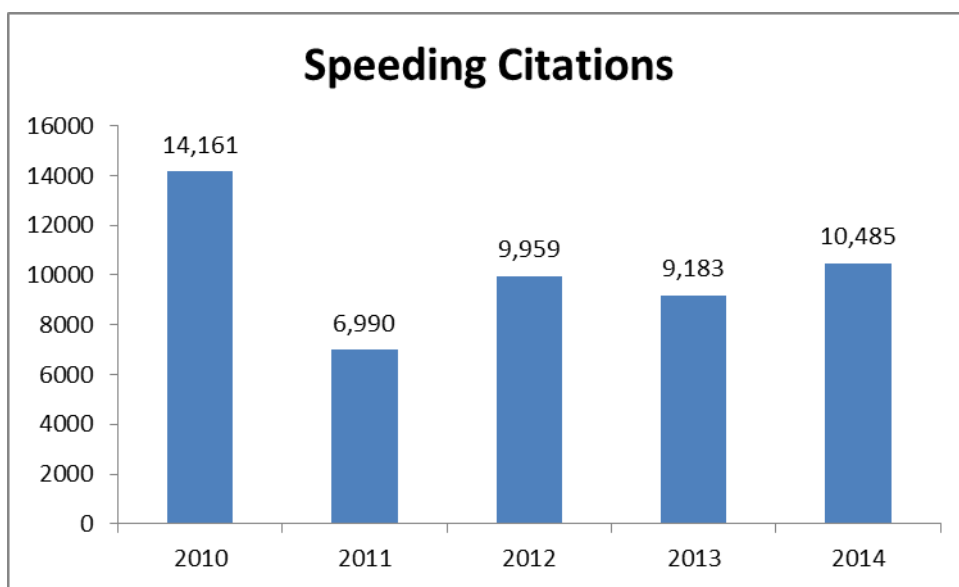
The 37% increase in OUI arrests from FFY 2012 to FFY 2014 could be attributed to three factors: (1) MSP conducted 87 sobriety checkpoints during FFY 2014 compared to 73 in FFY 2013, (2) the number of local police departments involved in DSGPO mobilizations was 126 in FFY 2014 compared to 123 in FFY 2013, and (3) the pilot STEP program. The increase in sobriety checkpoints, local police participation, and additional sustained enforcement patrols provided more opportunities to arrest OUI violators.

A-3: Speeding Citations Issued During Grant-Funded Enforcement Activities

Target: Increase the number of speeding citations (9,959) during FFY 2012 grant-funded mobilizations by 15% to 11,452 in FFY 2014.

Note: FFY 2014 HSP originally had (10,109) for speeding citations, but was found to be inaccurate after submission of HSP.

Result: During FFY 2014 grant-funded mobilizations, grantees issued 10,485 speeding citations. This represents an increase of 5% from FFY 2012. Although target was not achieved, progress was made during FFY 2014.



Analysis:

The increase from FFY 2012 to FFY 2014 in speeding citations could be attributed to the increase in mobilizations from three in FFY 2012 to four in FFY 2014 as well as the implementation of the pilot STEP project with MSP and seven selected communities throughout the Commonwealth.

Table 11. Additional Massachusetts Crash Data Trends 2003 to 2012

Crash Data/Trends	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Number of Motor Vehicle Crashes of All Types	141,681	138,632	154,084	149,860	144,510	126,364	117,720	116,696	107,267	108,379
Fatalities – Male (Actual)	311	324	301	293	288	264	245	243	180	212
Fatalities – Female (Actual)	149	152	140	136	129	99	94	105	97	102
Fatal Crashes (Actual)	434	447	417	403	408	337	313	330	265	291
Number of Crash Injuries	57,455	55,500	57,833	54,921	43,628	43,822	42,619	42,788	38,932	38,799
Fatality and Serious/Incapacitating Injury Rate/(100 Million VMT)	10.86	10.06	9.90	9.08	8.38	7.98	6.46	7.03	7.08	N/A
Alcohol-Related Fatalities (Actual) BAC = 0.01+	194	189	170	186	203	164	143	166	162	183
Percent of All Fatalities that are Alcohol-Related	42%	40%	39%	43%	47%	45%	42%	48%	43%	48%
Alcohol-Related Fatality Rate/ (100 Million VMT)	0.36	0.35	0.31	0.31	0.37	0.30	0.26	0.31	0.30	0.33
Percent of Vehicle Occupant Fatalities Unrestrained	55%	53%	57%	37%	34%	34%	34%	29%	32%	27%
Percent of All Fatalities that are Speed-Related	34%	33%	33%	34%	33%	27%	23%	24%	32%	30%
Speed-Related Fatality Rate/ (100 Million VMT)	0.29	0.29	0.26	0.27	0.26	0.17	0.13	0.15	0.22	0.20
Pedestrian Serious/Incapacitating Injuries (Actual)	246	268	241	221	234	233	255	291	310	335
Bicyclist Fatalities (Actual)	11	11	5	6	11	10	6	7	5	16
Bicyclist Serious/Incapacitating Injuries (Actual)	70	94	74	103	97	81	102	103	100	117
Motorcyclist Serious/Incapacitating Injuries (Actual)	291	355	374	314	316	329	306	371	274	308
Young Driver Serious/Incapacitating Injuries (Actual) ^a	874	889	815	752	622	586	772	908	462	429
Older Drivers Involved in Fatal Crashes (Actual) ^b	93	63	70	59	70	53	58	61	49	62
Older Driver Serious/Incapacitating Injuries (Actual) ^b	644	590	700	338	271	265	304	505	240	239

Source: MassTRAC, December 2014; RMV, May 2012; FARS, December 2014

^a Young drivers are age 15 to 20

^b Older drivers are age 65+

Note: 1) Some numbers reported in this FFY 2014 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 2013 data are preliminary

Noteworthy Accomplishments and Project Highlights

Texting Ban Enforcement Demonstration Project Waves III & IV



*Ms. Emily Stein, Guest Speaker
Texting Ban Press Event, Aug. 28, 2014*

Overview

The final, high-visibility enforcement (HVE) waves of the Texting Ban Demonstration Project were completed in October of 2014. Wave III which ran June 14th through June 28th and Wave IV which ran September 13th through October 11th concluded the 2-year initiative focusing on distracted driving and specifically, texting while driving.

The program was funded by NHTSA through EOPSS/HSD and allowed the Massachusetts State Police (MSP) to conduct increased enforcement on state roadways in twelve communities covered by MSP Troop A-1. The primary objective of the project was to test the HVE model and determine if law enforcement could effectively observe distracted driver behaviors and successfully enforce current laws through developed enforcement techniques.

Accomplishments

In Waves III and IV, the MSP once again employed enforcement techniques that included *Plain Clothes Spotters* and, *Roving* and *Stationary Patrols* deployed in both marked and unmarked vehicles on highways and secondary roadways. In the final waves however, the *Paired Officer*

technique was also used whereby troopers partnered up with a second trooper in a vehicle enabling the driver to concentrate on safe driving while the passenger made observations. While this method was manpower intensive, there was a much greater opportunity for the observing trooper to determine if a distracted driving offense was being committed.

During enforcement periods, in addition to all traffic safety violations, troopers focused their attention on violations pertaining to three distracted driving statutes: *GLC 90/13B: Composing, Sending, Reading Electronic Messages*, *GLC 90/13: Impeded Operation* and *GLC 90/8M: Junior Operator Cellphone Use*.

- Wave IV – September 13 through October 11, 2014
 - Citations: (571) GLC 90/13B, (543) GLC 90/13, (3) GLC 90/8M
- Wave III - June 14 through June 28 2014
 - Citations: (461) GLC 90/13B, (491) GLC 90/13, (4) GLC 90/8M
- Wave II RECAP – September, 2013
 - Citations: (599) GLC 90/13B, (561) GLC 90/13, (9) GLC 90/8M
- Wave I RECAP – June, 2013
 - Citations: (440) GLC 90/13B, (509) GLC 90/13, (4) GLC 90/8M

The earned media campaign continued its messaging throughout Waves III and IV. The two final waves garnered over 14 print stories, 7 radio and TV announcements, conducted a highly visible press event, made use of social media and employed outdoor billboards as well as variable message boards. The Texting Ban kickoff press event was held in conjunction with the Drive Sober campaign on August 28, 2014 at the Andover MSP Barracks. Ms. Emily Stein, whose father was killed by a distracted driver, was the guest speaker. The event was well attended by members of the state police, local law enforcement officials, representatives from the offices of NHTSA Region 1, EOPSS/HSD and AAA and members of the press.

Conclusion

NHTSA evaluation contractor, M. Davis and Company, is responsible for final enforcement and earned media data evaluation and results are expected to be available by September, 2015. HSD believes that the feedback from many law enforcement officials and the general public regarding the Texting Ban project has been positive, and EOPSS/HSD is encouraged to continue its messaging about the dangers of texting and distracted driving.



Sustained Traffic Enforcement Program (S.T.E.P.)



Overview

The STEP grant began in December, 2013 as a pilot project to implement sustained, high-visibility year-long traffic enforcement. STEP focuses sharply on specific times of year and days when data show crashes and injuries are highest. Increased enforcement patrols during these times, raises the perception of a greater risk of getting stopped and helps deter impaired, distracted and unbuckled drivers.

In FFY 2014, the Brockton, Fall River, Lowell, Lynn, New Bedford, Springfield and Worcester police departments (PD’s) and the Massachusetts State Police (MSP) participated in the STEP grant. The Worcester police started enforcement patrols in December, 2013 but the majority of departments got rolling in January, 2014 and all continued through September 30, 2014.

Accomplishments

The STEP grant was funded by NHTSA through EOPSS/HSD. The seven local PD’s used 85% of the award money and the MSP used approximately 63%.

Enforcement Activity:

Overall local and state police departments:

- 42,957 Citations and Warnings
 - 1,503 Arrests
 - 14,663 Patrol Hours
 - 38,623 Traffic Stops/Contacts with motorists
-
- Notable traffic violations reported by local police departments:

- 3,684 Safety Belt
- 2,630 Speeding
- 2,496 Speed Warnings
- 6,023 Red Light
- 1,163 Marked Lane
- 353 Texting & Impeded Operation
- 570 Suspended License
- 258 Uninsured Motorists
- 17,931 All Other Citations & Warnings

Notable traffic violations reported by MSP:

- 1,143 Safety Belt
- 2,219 Speeding
- 930 Speed Warnings
- 302 Move Over Law
- 3,255 All Other Citations & Warnings

Conclusion

With an Earned Media component that was provided to the participating departments at no-cost, individualized public service announcements (PSA) were produced for each of the local PD's. The "OUT IN FORCE" media campaign consisted of 30-seconds to 2-minute PSA's and continues to be aired/shown on local cable channels as well as social media networks.

STEP participating departments' enthusiasm, enforcement activity reporting and media messaging all point to a successful project of making a positive impact towards reducing fatalities and injuries on Massachusetts roadways.

Child Passenger Seat Program

Overview of FFY 2014 Activities per Section 2011 Requirements

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.

In FFY 2014, EOPSS/HSD continued to educate citizens and help police departments enforce CPS laws through the successful CIOT enforcement mobilizations by both local and state police; through the distribution of certified car seats by CPS technicians at numerous checkup events and fitting stations; and through the increase in new CPS technicians across the Commonwealth.

Accomplishments

The following outlines the major accomplishments of the EOPSS/HSD statewide CPS Administration and Training program in FFY 2014. The major highlights included:

- Trained 212 new technicians for a total of 700 certified CPS technicians and instructors across the Commonwealth.
- Recertified 194 technicians (as of October 1, 2014) – a recertification rate of 68.6%; a rate well over the national average of 62.8%
- CPS Equipment Grantees hosted 54 checkup events as well as weekly fitting stations from during the grant period
- The checkup events and fitting stations resulted in over 3,400 car seat inspections and installations across the Commonwealth
- Fifty-two recipients of the CPS Equipment Grant collectively purchased 1,328 car seats for distribution to families or caregivers in need of a certified car seat
- Nearly 500 car seats had been distributed by grantees prior to the close of the FFY 2014 CPS Grant period (September 30, 2014)

Distribution of Child Restraints

During FFY 2014, EOPSS/HSD distributed CPS Equipment Grant funding to fifty-two selected grantees across the Commonwealth. As part of their application, grantees indicated plans to do outreach and checkpoints in low-income sections of their respective community. The total amount of funding distributed was \$96,000. Grantees included not-for-profit entities as well as police and fire departments across the Commonwealth.

EOPSS/HSD always try to ensure that these car seats are distributed to low-income families. In the AGF, it states that the intention of this grant is to provide the seats to low-income families and before applications are approved, subgrantees must describe their specific outreach plans. However, subgrantees are not expected to solicit caregivers about earning levels, nor can judgment be made on one's income level based upon such factors as car make or town of residence. Furthermore, a caregiver attending a fitting station or checkup event could be a babysitter, family friend, nanny or grandparent, which would render income earnings null and void.

According to the U.S. Department of Labor, Bureau of Labor Statistics, the median household income in Massachusetts was approximately \$65,000. Using this figure as a baseline, any number under the median income level would be considered below median income. Of the 52 CPS grant recipients, 17 come from towns or cities with a median income below \$65,000. This represents 33% of all grantees. 635 car seats were purchased by these 17 grantees, accounted for 48% of all car seats purchased. A chart of grantees from below median income areas is provided below.

Grantee	Median Income	Seats
Adams	38,000	32
Amherst	50,000	29
Barnstable	62,000	23
Baystate Children's (Springfield)	35,000	69
Boston Medical - Trauma	51,000	71
Brewster	58,000	28
Eastham	59,000	23
Holbrook	63,000	27
Lawrence General Hospital	32,000	52
Pittsfield	43,000	12
Quincy	60,000	11
Revere	49,000	22
South Hadley	62,000	31
Spencer	64,000	18
Umass Medical (Worcester)	45,000	60
Upham's Corner (Boston)	51,000	80
Village Ambulance (Williamstown)	63,000	45

For the past couple of years, EOPSS/HSD has made a concerted effort to reach out to regional hospitals in areas of lower than median income. Through their pre-natal care programs and community outreach, hospitals can reach many families in need of a car seat. EOPSS/HSD has also required applicants to the CPS grant to detail how they would reach out to low-income families in their respective community. Grantees are required to detail efforts are going on low-income outreach in their monthly and year-end reports.

Through monitoring visits and monthly reports, EOPSS/HSD has found subgrantees increasing their efforts at low-income outreach by working with regional non-profits, hospitals, and public housing developments to further communicate the importance of having proper car seats.

While EOPSS/HSD makes it clear in the CPS application for grant funding (AGF) that the intention of the grant is to provide seat to low-

income families, a balance also needs to be made as attaching low-income to every aspect of a subgrantees outreach may inhibit parents who are seeking inspections and help with car seat installation from attending fitting stations or seat checkups. To this end, subgrantees will not turn away anyone in need of a car seat or seeking to ensure the right car seat is being used.

47 Municipalities Participated

Adams, Amesbury, Amherst, Andover, Aquinnah, Barnstable, Belmont, Blackstone, Boxborough, Brewster, Brookline, Burlington, Cambridge, Charlton, Danvers, Dartmouth, Dudley, Eastham, Hamilton, Holbrook, Holyoke, Hopkinton, Hudson, Hull, Mansfield, Millville, Newton, North Andover, Pittsfield, Quincy, Randolph, Revere, Rutland, South Hadley, Spencer, Sturbridge, Taunton, Tewksbury, Wakefield, Wellesley, Westfield, Westford, Westminster, Williamsburg, and Wilmington.

6 Regional Non-Profits Participated

Baystate Children's Hospital (Springfield), Boston Children's Hospital, Boston Medical Center (Trauma Unit), Lawrence General Hospital, UMass Memorial Medical (Worcester), Upham's Corner Health Center (Boston), and Village Ambulance Services (Williamstown).

All counties except Franklin were represented in the FFY 2014 CPS Equipment Grant.

Utilizing CPS Equipment funding, grantees purchased 1,328 federally-approved car seats for distribution. As of September 30, 2014, grantees have distributed 484 car seats and have checked over 3,400 car seats for installation. While determining level of income of each recipient is not possible, grantees made every effort to make residents of low-income areas in their town or region aware of upcoming checkpoints and fitting stations where a new car seat could be obtained.

Enforcement of Child Restraint Laws

The three EOPSS/HSD-funded CIOT mobilizations conducted in FFY 2014 focused on addressing occupant protection for all passengers, including children. Two local CIOT mobilizations took place in October 2013 and May 2014, involving 137 police departments. The Massachusetts State Police conducted its own CIOT enforcement in May 2014 as well. During mobilization events, enforcement resulted in the issuance of 7,617 safety belt citations and 197 CPS violations.

The following municipal police departments participated in the mobilizations:

Abington	Great Barrington	Revere
Acton	Greenfield	Rockland
Acushnet	Hanover	Salem
Amesbury	Haverhill	Salisbury
Amherst	Hingham	Saugus
Andover	Holbrook	Sharon
Arlington	Holliston	Sherborn
Ashland	Holyoke	Somerset
Attleboro	Hopkinton	Somerville
Belchertown	Ipswich	South Hadley
Belmont	Leicester	Southborough
Beverly	Lenox	Southbridge
Billerica	Leominster	Spencer
Boston	Lexington	Springfield
Bourne	Lowell	Stoneham
Braintree	Lunenburg	Sturbridge
Bridgewater	Lynn	Swampscott
Brockton	Mansfield	Swansea
Brookline	Marlborough	Taunton
Burlington	Mendon	Tewksbury
Cambridge	Methuen	Topsfield
Canton	Middleborough	Tyngsboro
Carver	Middleton	Upton
Charlton	Milford	Uxbridge
Chelmsford	Milton	Wakefield
Chelsea	Needham	Walpole
Concord	New Bedford	Waltham
Danvers	Newton	Wareham
Dartmouth	North Andover	Watertown
Dedham	North Reading	Wayland
Dennis	Northampton	Webster
Dudley	Northbridge	Wellesley
East Bridgewater	Norton	West Boylston
East Bridgewater	Norwell	Westborough
Eastham	Norwood	Westfield
Everett	Orleans	Westford
Fairhaven	Palmer	Westminster
Fall River	Peabody	Westport
Falmouth	Pembroke	Westwood
Fitchburg	Pittsfield	Weymouth
Franklin	Plymouth	Wilbraham
Freetown	Quincy	Wilmington
Gardner	Randolph	Woburn
Grafton	Raynham	Worcester
Granby	Reading	Wrentham
	Rehoboth	Yarmouth

Approximately 39% of the cities/towns in Massachusetts participated in CIOT mobilizations during FFY 2014.

EOPSS/HSD also funded a pilot Sustained Traffic Enforcement program which involved the MSP and seven selected municipal police departments across the Commonwealth as well as

two DSGPO mobilizations by local police departments. These three enforcement grants resulted in an additional 7,152 safety belt citations issued.

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 2014, Baystate Medical Center (EOPSS/HSD's Statewide CPS Administrator) conducted 14 CPS technician and instructor-related classes throughout the Commonwealth. Classes were open to municipal and state law enforcement and public safety officers. Over 200 law enforcement officers attended the offered trainings. As a result, 212 new technicians were trained and 194 technicians were recertified. The recertification rate for FFY 2014 was 62.8%, a rate well over the national average of 56.4%.

CPS Technicians classes

- Westminster (December 2013)
- Revere (January 18th & 25th)
- Revere (February 1st & 8th)
- Bourne (April 3-5)
- Haverhill (May 7-9)
- South Hadley (June 10-13)
- Holbrook (September 9-12)

CPS Update Class

- Pittsfield (July 14)

CPS Renewal Classes

- Fitchburg (December 2013)
- Bourne (April 3)
- Haverhill (May 7)
- South Hadley (June 13)
- Holbrook (September 10)
- Boston (September 18)

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 October 2013 to September 2014, grantees hosted or participated in 54 checkup events and held numerous fitting stations. The checkup events and fitting stations yielded 3,476 car seat inspections and 3,370 car seat installations. As a result of careful inspections, 484 car seats were distributed to replace outdated or damaged car seats.

Checkup Events by FFY 2014 CPS Grantees

	Date	Location	Time
Hopkinton	11/23/13	Hopkinton PD	3-6pm
Amesbury	11/19/13	Amesbury PD Sallyport	1pm-4pm
Amesbury	12/13/13	Amesbury PD Sallyport	10am-1pm
Amesbury	1/16/14	Amesbury PD Sallyport	1pm-4pm
Amesbury	2/18/14	Amesbury PD Sallyport	10am-1pm
Williamsburg	2/15/14	Williamsburg PD	10am-1pm
Amesbury	3/11/14	Amesbury PD Sallyport	1pm-4pm
Amesbury	2/22/14	Amesbury PD Sallyport	10am-1pm
Amesbury	5/14/14	Amesbury PD Sallyport	1pm-4pm
Amesbury	6/9/14	Amesbury PD Sallyport	10am-1pm
Quincy	2/15/14	Quincy PD	10am-2pm
Lawrence Gen	4/26/14	Commonwealth Chevrolet, 155 Marston St	10am-1pm
Newton	1/26/14	Newton Camp Fair @ Newton North HS	12pm - 4pm
Spencer	4/5/14	Spencer FD, 11 W. Main Street	9am - 1pm
Spencer	4/12/14	Spencer FD, 11 W. Main Street	10am-2pm
Lowell	5/10/14	Hannaford's on Route 38 (777 Rogers St)	11am - 2pm
Brookline	2/3/14	Brookline (870 Hammond St)	4pm - 7pm
Brookline	2/24/14	Brookline (870 Hammond St)	4pm - 7pm
Sandwich	3/15/14	Henry T Wing School, 33 Water St Sandwich	10am - 1pm
Safe Kids West	4/12/14	Haddad Motors, 25 W Housatonic, Pittsfield	10am - 2pm
South Hadley	6/28/14	Mosier MS, 101 Mosier St, South Hadley	10am-2pm
Wellesley	4/26/14	Barton Rd Housing Complex, Wellesley	11am - 1pm
Amherst	3/29/14	North Village CPS Inspection Event	11am - 1pm
Village Ambulance	4/12/14	Walmart, 1415 Curran Hwy, North Adams	10am-2pm
Wakefield	5/4/14	1 Union St, Wakefield (Public Safety Building)	11:30am - 3:30pm
Charlton	4/26/14	85 Masonic Home Road (Earth Day Event)	10am - 2pm
Amesbury	4/22/14	Amesbury PD Sallyport	10am - 1pm
Taunton	4/5/14	St. Mary's School, Head Start Safety Day	10am - 1pm
Taunton	4/12/14	DPW, Ingell Street	10am - 1pm
Taunton	4/26/14	Home Depot, County Street, Safety Day Event	11am - 2pm
Quincy	6/14/14	Quincy PD, Sea Street	10am - 2pm
North Adams Ambul.	5/18/14	Berkshire Mall	10am - 1pm
Hudson	5/10/14	Body and Pain, 420 Main St, Hudson	9am - 2pm
Umass Medical	6/28/14	Safety fair/bike rodeo, Auburn	9am - 2pm

Danvers	6/7/14	Liberty Tree Mall w/Danvers Fire Dept	9am - 2pm
Lawrence Gen	10/25/14	Commonwealth Motors, 155 Marston St, Lawrence	10am - 1pm
Holyoke Fire	9/15/14	HFD, 600 High Street, Holyoke	11am - 2pm
Revere	8/5/14	Revere National Night Out	5:30pm - 10:3pm
South Hadley	8/5/14	SafeKids Wmass Regional Checkpoint, Springfield	1pm-4pm
Amesbury	7/17/14	Amesbury PD Sallyport	1pm-4pm
Amesbury	9/22/14	Amesbury PD Sallyport	1pm-4pm
Williamsburg	9/20/14	Williamsburg Pharmacy Lot on Route 9	10am - 1pm
Dartmouth Fire	9/13/14	Dartmouth Fire #3, 140 Cross Road	10am - 1pm
Taunton PD	9/6/14	DPW, Ingell Street	9am - 12pm
Taunton PD	9/13/14	Longmeadow Nursing Home, Dean Street	10am - 12pm
Taunton PD	9/20/14	Taunton DPW, Ingell Street	1pm - 4pm
Taunton PD	9/29/14	Galligan School, Friend Street	4pm - 7pm
Westford PD	8/15/14	Littleton, MA	4pm - 7pm
Taunton PD	8/1/14	Taunton HS	4pm - 7pm
Taunton PD	8/5/14	National Night Out, Court Street parking lot	10am-1pm
Amesbury PD	8/31/14	Regional Checkup, Merrimac, MA	10am-1pm
Amesbury PD	8/1/14	Amesbury PD Sallyport	10am-1pm
Brookline PD	7/14/14	Brookline DPW, 870 Hammond Street	4pm - 7pm
Brookline PD	7/22/14	Brookline DPW, 870 Hammond Street	4pm - 7pm

Fitting Stations/Appointments/Walk-in by 2014 CPS Grantees

Grantee	Location	Day	Timeframe
Amherst Police Department	Amherst PD	7 days a week	8am – Midnight, walk-in
Aquinnah Police Department	Aquinnah PD	Sunday – Weds	8am – 4pm by appt.
Baystate Medical/Safekids	Springfield	Every Thursday	9am – 5pm, walk-in
Brewster Police Department	Brewster PD	Monday – Friday	8am – 4pm, walk-in
Brookline Police Department	Brookline DPW	Every Weds	8am – 4pm, walk-in
Lawrence General Hospital	Lawrence GH	Monday – Friday	7am – 3pm, appt. only
Mansfield Police Department	Mansfield PD	7 days a week	By appointment only
Newton Police Department	Newton PD	7 days a week	By appointment only
Orleans Police Department	Orleans PD	Monday – Friday	8am – 4pm, walk-in
Quincy Police Department	Quincy PD	7 days a week	8:30am – 3pm, walk-in
Randolph Police Department	Randolph PD	Monday – Friday	7am – 3pm, walk-in
UMass Medical Center	Worcester	Bi-monthly on Mondays	By appointment only
Village Ambulance Services	Williamstown	Monday – Friday	8am – 4pm, walk-in
Wakefield Police Department	Wakefield PD	7 days a week	By appointment only
Wilmington Police Department	Wilmington PD	Every Weds	By appointment only

The following provides an overview of the types of programs and support available through EOPSS/HSD and Baystate Medical Center during FFY 2014. The list is representative of key activities and does not show all outreach efforts:

- EOPSS/HSD staff and Statewide CPS Coordinator responded to over 100 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
- 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
- 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

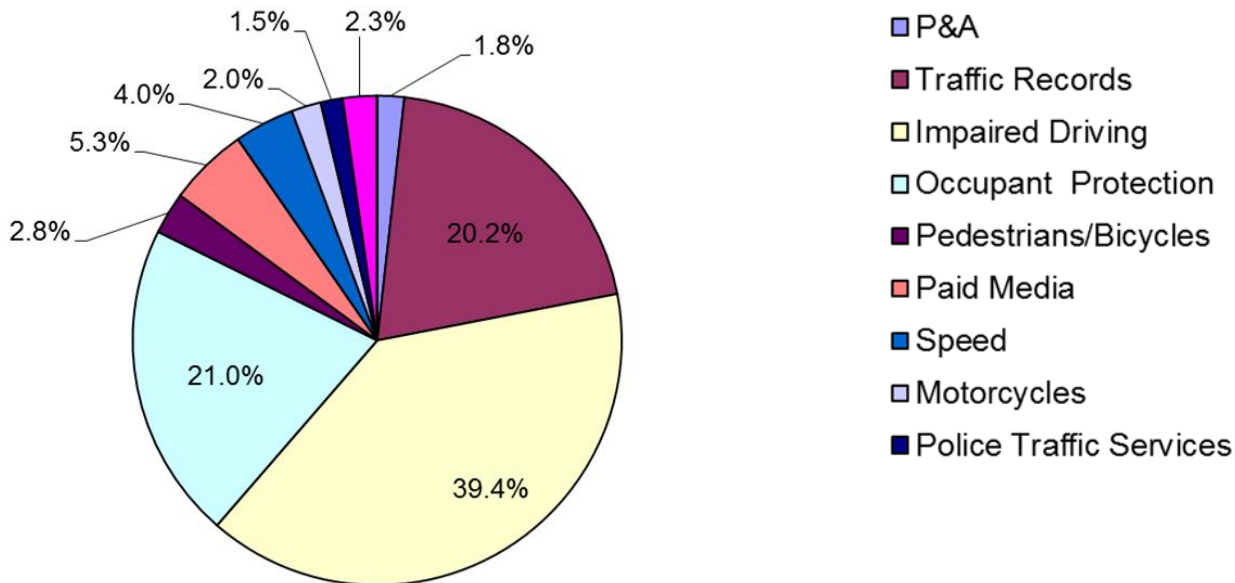
The EOPSS/HSD financial summary is provided on the following page.

Table 21: 2014 Financial Summary*

	402	405	410	408	2010	1906	403	164	2011	405b	405c	405d	405f	Total	% of Total
P&A	\$147,951													\$147,951	1.8%
Traffic Records	\$974,721			\$241,991			\$50,357				\$410,116			\$1,677,185	20.2%
Impaired Driving	\$1,118,951		\$1,371,649									\$787,245		\$3,277,845	39.4%
Occupant Protection	\$1,041,073	\$232,598							\$215,562	\$252,903				\$1,742,136	21.0%
Pedestrians/Bicycles	\$230,353													\$230,353	2.8%
Paid Media	\$9,476		\$305,250							\$109,956		\$12,807		\$437,489	5.3%
Speed	\$329,626													\$329,626	4.0%
Motorcycles	\$29,069				\$27,373								\$106,655	\$163,097	2.0%
Police Traffic Services	\$121,084													\$121,084	1.5%
Distracted Driving	\$22,335						\$165,844							\$188,179	2.3%
EMS	\$0													\$0	0.0%
Roadway Safety	\$0													\$0	0.0%
Total	\$4,024,639	\$232,598	\$1,676,899	\$241,991	\$27,373	\$0	\$216,201	\$0	\$215,562	\$362,859	\$410,116	\$800,052	\$106,655	\$8,314,946	

* As of December 29, 2014

Chart of 2014 Financial Summary



2014 Estimated Carry Forward Funds*

Section 402 - NHTSA	\$6,235,077
Section 164AL TRANSFER FUNDS AL	\$17,399
Section 405 - OP SAFETEA-LU	\$0
Section 408 - DATA PROGRAM	\$197,871
Section 410 - ALCOHOL SAFETEA-LU	\$629,127
Section 2010 - MOTORCYCLE SAFETY	\$4,449
Section 2011 - CHILD SEATS	\$451,896
Section 1906 - PROHIBIT RACIAL PROFILI	\$22,902
Section 405 (MAP 21)	\$7,527,020
Total	\$15,085,741

*As of December 29, 2014

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)
Drive Sober or Get Pulled Over (DSGPO)
Drug Recognition Experts (DRE)
Executive Office of Public Safety and Security (EOPSS)
Fatality Analysis Reporting System (FARS)
Federal Fiscal Year (FFY)
Governors Highway Safety Association (GHSA)
Highway Safety Division (HSD)
High Visibility Enforcement (HVE)
International Association of Chiefs of Police (IACP)
Junior Operator License (JOL)
Law Enforcement Liaison (LEL)
Moving Ahead for Progress in the 21st Century Act (MAP-21)
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 State Police (MSP)
Massachusetts Traffic Records Analysis Center (MassTRAC)
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)
Registry of Motor Vehicles (RMV)
Sales to Intoxicated Persons (SIP)
Standardized Field Sobriety Testing (SFST)
Traffic Occupant Protection Strategies (TOPS)
Traffic Records Coordinating Committee (TRCC)
Traffic Safety Resource Prosecutor (TSRP)
Vehicle Miles Traveled (VMT)