

State of Maine

Department of Public Safety

Bureau of Highway Safety

www.maine.gov/dps/bhs

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Federal Fiscal Year 2020 Highway Safety Annual Report

Janet T. Mills, Governor

Michael J. Sauschuck, Commissioner

Lauren V. Stewart, Director

A Message from the Director



Lauren V. Stewart, Director

The Maine Bureau of Highway Safety (MeBHS) is established in accordance with the Highway Safety Act of 1966, as amended. We are the only agency in Maine *solely* tasked with the primary responsibility of promoting safer roadways by partnering with others also focused on reducing and preventing fatalities, injuries, and property damage resulting from motor vehicle crashes.

At the Highway Safety Office, we believe it is essential to actively seek the input of community representatives to help us achieve long-term safety improvements. We value our role as leaders in fostering cooperation and collaboration with other public and private organizations. We embrace a team-focused working environment and strive for excellence in our everyday mission. Though we focus on the behavioral aspect of highway safety, our unrelenting overall goal is to reduce and eliminate all preventable motor vehicle crashes. We believe that through committed partnerships with others interested in highway safety, through comprehensive and strategic program planning, through public information and education, and through a data-driven approach to coordinated education and enforcement, that we can achieve our goals.

This federal fiscal year 2020 annual report is required under 23 C.F.R. Part 1300.35; however, it also serves as our opportunity to highlight the achievements and accomplishments of the State Highway Safety Office and our many partners. The planned activities represented in this annual report were approved by NHTSA in our FFY2020 Highway Safety Plan as countermeasures that would help us toward achieving our stated goals for the period of October 1, 2019 to September 30, 2020. This annual report provides summary-level detail for the planned activities funded with NHTSA federal funds. More in-depth details are contained in each planned activity file, contract and/or subrecipient agreement. This annual report examines our progress toward achieving the goals set out in the federal fiscal year 2020 highway safety plan and details the adjustments made during this COVID-19 pandemic. “Business as usual” was anything but business as usual, but despite the challenges we all faced, we still made progress toward meeting most of our stated goals.

I would like to thank Governor’s Representative and Public Safety Commissioner Michael J. Sauschuck for his continued support of our goals and our efforts. I would also like to thank the Highway Safety Office staff, and our many dedicated partners, for their tireless collective efforts to improve highway safety for the people of Maine.

A handwritten signature in cursive script that reads "Lauren V. Stewart".

Lauren V. Stewart, Director

Organization

The MeBHS is a Bureau within the Maine Department of Public Safety. The MeBHS currently consists of seven full-time employees, two grant funded Traffic Safety Educators, one contracted full-time Law Enforcement Liaison, one contracted full-time Traffic Safety Resource Prosecutor, and one contracted part-time Judicial Outreach Liaison. These folks are all dedicated to ensuring safe motor transportation for everyone traveling on Maine roads and highways. The MeBHS facilitates collaboration with partners and provides leadership using other state and federal financial resources for developing, promoting and evaluating programs designed to influence public and private policy, make systemic changes, and heighten public awareness of highway safety issues.

Governor Janet T. Mills

Commissioner Michael J. Sauschuck

Director Lauren V. Stewart

Senior Contract Grant Specialist and FARS Supervisor Jaime Pelotte

Contract Grant Specialist Ann Wood

Highway Safety Coordinators: Nicholas Brown, Jamie Dionne, Chantel Plummer



Our Partners in Highway Safety

AAA of Northern New England

Alliance Highway Safety

American Association of Retired People (AARP) Atlantic Partners, EMS

Federal Highway Administration (FHWA)

Federal Motor Carrier Safety Administration (FMCSA)

Governor's Highway Safety Association (GHSA)

Maine Bicycle Coalition

Maine Bureau of Labor Standards Maine

Bureau of Motor Vehicles (BMV)

Maine CDC's Injury and Violence Prevention

Maine Chiefs of Police Association

Maine Criminal Justice Academy (MCJA)

Maine Department of Health and Humans Services

Health Environmental Testing Lab (HETL)

Maine Department of Education

Maine Department of Public Safety (DPS) Maine

Department of Transportation (MeDOT) Maine

Driver Education Association

Maine Emergency Medical Services (EMS) Maine

Motor Transport Association

Maine Municipal Association Maine

Principals Association Maine

Secretary of State's Office Maine

Sheriff's Association Maine State

Police

Maine Substance Abuse Mental Health Services Maine

Turnpike Authority

Maine Violations Bureau

Motorcycle Rider Education of Maine Inc.

National Highway Traffic Safety Administration (NHTSA) NL Partners Marketing

Safety and Health Council of Northern New England (SHCNNE)

United Bikers of Maine (UBM) University of Southern Maine (USM)

2019-2018 Snapshot of Motor Vehicle Fatality Information for Maine

| | 2018 | 2019 | % change 2018-2019 |
|--|------|------|--------------------|
| All Fatalities | 136 | 157 | +13.38% |
| Driver Alcohol > .08 Involved | 34 | 43 | +20.93% |
| Speeding Involved | 42 | 49 | +14.29% |
| Distracted Driver Involved | 6 | 10 | +40.00% |
| Unrestrained Passenger Vehicle Occupants | 59 | 64 | +7.81% |
| Motorcyclists | 23 | 27 | +14.81% |
| Pedestrians | 6 | 17 | +64.71% |
| Bicyclists | 2 | 2 | 0.00% |
| Large Truck Involved | 14 | 15 | +6.67% |
| Young Drivers 15-20 Involved | 9 | 11 | +18.18% |
| Drivers 21> Involved | 169 | 176 | +3.98% |

This snapshot examines just one year to its previous year, while the tables and charts that follow will more closely examine five-year averages and achievement toward goals.

2018 saw significant decreases from 2017 as it was one of the lowest fatality years in Maine history. The year 2019 is more in line with previous years, which is why we see an increase over 2018. Data for 2020 is not yet complete.

| Performance Measures | Performance | | | | | |
|---|-----------------------------|---------------------|---|---------------------|--------------------|----------------|
| | FY 2020 | | | FY 2019 | | |
| | Data source | | On track to meet target (Y/N/in progress) | Data source | | Met target Y/N |
| Target years Target | Result years Result to date | Target years Target | | Result years Result | | |
| C-1) Total Traffic Fatalities | FARS** | | Y | FARS | | Y |
| | 2016-2020 161 | 2016-2020* 156.2 | | 2015-2019 165 | 2015-2019 156 | |
| C-2a) Serious Injuries in Traffic Crashes | State | | Y | State | | Y |
| | 2016-2020 737 | 2016-2020* 682 | | 2015-2019 737.6 | 2015-2019 721.2 | |
| C-2b) Serious Injury Rate | State | | Y | State | | Y |
| | 2016-2020 4.90 | 2016-2020* 4.67 | | 2015-2019 4.90 | 2015-2019 4.82 | |
| C-3a) Fatalities/VMT | FARS** | | Y | FARS | | Y |
| | 2016-2020 1.07 | 2016-2020* 1.07 | | 2015-2019 1.10 | 2015-2019 1.04 | |
| C-3b) Rural Mileage Death Rate | FARS** | | In progress | FARS | | Y |
| | 2020 1.26 | 2019 1.24 | | 2019 1.25 | 2019 1.24 | |
| C-3c) Urban Mileage Death Rate | FARS** | | In progress | FARS | | Y |
| | 2020 0.65 | 2019 0.61 | | 2019 0.74 | 2029 0.61 | |
| C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions | FARS** | | Y | FARS | | Y |
| | 2020 52 | 2020* 37 | | 2019 56 | 2019 48 | |
| C-5) Alcohol-Impaired Driving Fatalities | FARS** | | Y | FARS | | N |
| | 2020 50 | 2020* 38 | | 2019 46 | 2019 50 | |
| C-6) Speeding-Related Fatalities | FARS** | | Y | FARS | | N |
| | 2020 42 | 2020* 39 | | 2019 42 | 2019 49 | |
| C-7) Motorcyclist Fatalities (FARS) | FARS** | | N | FARS | | N |
| | 2020 26 | 2020* 30 | | 2019 18 | 2019 27 | |
| C-8) Unhelmeted Motorcyclist Fatalities | FARS** | | N | FARS | | N |
| | 2020 17 | 2020* 19 | | 2019 12 | 2019 20 | |
| C-9) Drivers Age 20 or Younger Involved in Fatal Crashes | FARS** | | N | FARS | | Y |
| | 2020 13 | 2020* 15 | | 2019 13 | 2019 12 | |
| C-10) Pedestrian Fatalities | FARS** | | Y | FARS | | N |
| | 2020 20 | 2020* 8 | | 2019 13 | 2019 16 | |
| C-11) Bicyclist Fatalities | FARS** | | Y | FARS | | Y |
| | 2020 2 | 2020* 2 | | 2019 2 | 2019 2 | |

| Core Behavior Measures | FY 2020 | | | FY 2019 | | |
|---|---------------------|-----------------------------|---|---------------------|---------------------|----------------|
| | Data source | | On track to meet target (Y/N/in progress) | Data source | | Met target Y/N |
| | Target years Target | Result years Result to date | | Target years Target | Result years Result | |
| B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) | State | | n/a | State | | Y |
| | 2020 88.9% | n/a | | 2019 88% | 2019 89% | |
| Non-Core Outcome Measures | | | | | | |
| Distracted Driver Fatalities | State | | Y | State | | N |
| | 2020 6 | 2020* 5 | | 2015-2019 7 | 2015-2019 10 | |
| Senior Driver Fatalities | State | | Y | State | | N |
| | 2020 33 | 2020* 30 | | 2019 22 | 2019 39 | |
| Media Recall Target | State | | Y | State | | Y |
| | 2020 45% | 2020 52% | | 2019 43% | 2019 47% | |
| Activity Measures | | | | | | |
| # of Seat Belt Citations Issued During Grant-Funded Enforcement Activities | State | | n/a | State | | n/a |
| | n/a | 2020 1,449 | | n/a | 2019 2,563 | |
| # of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities | State | | n/a | State | | n/a |
| | n/a | 2020 164 | | n/a | 2019 291 | |
| # of Speeding Citations Issued During Grant-Funded Enforcement Activities | State | | n/a | State | | n/a |
| | n/a | 2020 3,540 | | n/a | 2019 3,347 | |
| # of Distracted Driving Citations Issued During Grant-Funded Enforcement Activities*** | n/a | 2020 1,643 | n/a | n/a | 2019 472 | n/a |

* Value reported is to-date value.

**Targets were set using FARS data, but preliminary values reported here are state counts.

***FFY2020 grant-funded activities were severely hampered by COVID-19. With NHTSA mobilizations being postponed to FFY2021 and agencies not conducting additional overtime details, citations written are significantly lower than in years past except speeding and distraction citations. FFY2020 saw an increase in speed-related crashes and fatalities during the pandemic months of less traffic. Additionally, Maine chooses to include distracted driving citations in the measures, though not required by NHTSA to demonstrate the effectiveness of our sustained enforcement program and the e-citation system.

| TRAFFIC RECORDS PERFORMANCE MEASURES | Timeframe | 2017 | 2018 | 2019 | 2020 HSP Target | 2020 | Target Met |
|--------------------------------------|-----------|-------|-------|-------|-----------------|---------|------------|
| | | | | | | To Date | |
| EMS Uniformity | 3-year | 0.87 | 70.06 | 94.86 | 96.0 | 99.99 | Y |
| Crash Uniformity | Annual | N/A | 36.59 | 42.79 | 44.0 | 42.79 | N |
| Crash Completeness | Annual | 64.14 | 65.13 | 65.36 | 66.0 | 65.20 | N |

Assessment of Progress and Adjustments to Plan

Much progress has been made over the years to reduce and eliminate motor vehicle crashes, serious injuries, fatalities, and property damage on Maine's roadways. However, much work still needs to be done to eliminate needless motor vehicle related deaths. At the time of this submission, 163 individuals have died in motor vehicle crashes on Maine roads since January 1, 2020.

In April and May of each year, the Bureau conducts the NHTSA required observational and attitudinal surveys for seat belt usage. Our surveys always follow the National Click It or Ticket Mobilization due to the increase in media and enforcement presence; and we also conduct a voluntary observation for hand-held device manipulation following the April mobilization for distracted driving. Because of the state of pandemic in the Spring of 2020 (and ongoing), we took advantage of available **NHTSA waivers for FFY2020** for:

- lack of participation in the three required HVE by postponing the April distracted campaign to October 2020 (FFY2021), and the CIOT High-visibility enforcement mobilization to November 2020 (FFY2021).
- Therefore, we did not conduct the required Seat Belt Observational Survey agreeing to use the one-time waiver allowing us to use the seat belt rate from 2019 for 2020. The seat belt observation and attitudinal surveys are planned to be conducted again in the Spring of 2021, following the May 2021 CIOT HVE, provided the NHTSA mobilizations continue as planned.

In the charts and narrative that follow you will find updates on planned activities from the Federal Fiscal Year 2020 Highway Safety Plan that were selected and implemented based on proven countermeasures with the *NHTSA 9th Edition Countermeasures that Work, 2017*. Despite the changes and adjustments made necessary by the COVID-19 pandemic, we believe that these planned activities, chosen for their proven results, contributed to the overall success we see in the progress toward meeting most of our FFY2020 performance targets, ultimately saving lives on Maine's roads. As mentioned previously, countermeasures are data-driven thereby directing resources for maximum result. The annual Highway Safety Plan and its following Annual Report are intended to work together in telling the story of progress in any given State. Program Area problem identification is detailed in the Highway Safety Plan while project and program progress, or result, is detailed in the Annual Report.

While most performance measures have been met, or are targeted to be met, for FFY2020, five were not. Those include motorcyclist fatalities, unhelmeted motorcycle fatalities, drivers under the age of 20 involved in fatal crashes, traffic records crash completeness, and traffic records crash uniformity.

Adjustments to FFY2021 HSP (when possible) and FFY2022 Highway Safety Plan considerations for performance targets not met:

C-7 and C-8: Motorcyclist fatalities and unhelmeted motorcycle fatalities, continue to be a challenge. Maine does not have an all-rider motorcycle helmet law. On average greater than 70% of fatally injured riders are unhelmeted.

To date 30 motorcyclists have died in 2020. Of those, 27 were males of an average age greater than 44 years old. Reasons or causations on crash reports indicate inexperience, speed, recklessness, failure to maintain lane, and failure to navigate turns. 12 of the 30 killed were single vehicle crashes and in 2020, 67% of the persons killed on motorcycles were unhelmeted. Despite our continued motorcycle safety educational campaign in FFY2020, we reached fewer riders due to cancellation of events because of COVID-19. For our current FFY2021 HSP, we have added a new educational project that will highlight the safety benefits of riders wearing all proper safety gear. We will work with our partners at the Bureau of Motor Vehicles to continue to investigate opportunities to strengthen the number of riders taking professional rider education, and we will again increase our media presence on radio, television, and digital/social specifically around rider conspicuity, rider training and rider safety gear. In FFY2022 we will work closely with our Bureau of Motor Vehicles rider training administrators for additional training opportunities, and we will continue our partnership with rider organizations dedicated to safety of all riders.

C-9: Drivers Age 20 or Younger Involved in Fatal Crashes showed an increased over our FFY2020 target causing this target to be unmet. In FFY2020, we worked with the Maine State Police to create a one-hour driver safety video that was distributed to all Maine driver education schools. This one-hour video can be used in conjunction with and in addition to the in-person law enforcement segment of any driver education class. However, because this only reaches those of driver education age, it remains a challenge to reach the 18,19- and 20-year-old drivers who are no longer under GDL restrictions or under direct guardian care. For the current FFY2021 HSP, we have partnered with SADD in to reach more younger drivers, both in high school and the community. We believe that educating drivers at 16-18 age will ultimately help with increased safety behavior of 18-20 and we will continue that partnership into the FFY2022 HSP.

Traffic Records Performance Measure: Crash Completeness: The result is a decrease in completeness of 0.16%. Completeness went down by a very small amount and we missed the target by 0.8%. The most likely reason why completeness did not meet the target is due to the already high number of crashes where latitude and longitude are entered. This measure is most likely at or around its maximum historical numbers. Further investigation and discussions may allow increasing the latitude/longitude completeness; here are some options that we will consider for our the FFY202S HSP and Traffic Records Strategic Planning efforts:

- Reviewing third party reporting systems to determine if they have a mapping component or GPS component for locating crashes
- Increased training for officers on the importance of entering location information using the map or GPS.
- Requiring officers in the field to use a map or GPS unit to locate each crash.

Traffic Records Performance Measure: Crash Uniformity: There was no change in Crash Uniformity from the previous year because there were no form changes in the twelve months prior to March 31st, 2020. The traffic records form re-design working group will be meeting for FFY2021 to discuss changes to or the addition of necessary form elements and to ensure that we remain compliant with the most recent edition of MMUCC and capture the state-specific information that is a priority for our state data analysis. We will continue those efforts into the FFY2022 HSP.

Evidence Based Traffic Safety Enforcement Program

MeBHS has developed procedures to ensure that enforcement resources are data-driven and that awarded federal funds are used efficiently and effectively to support the goals of the State's highway safety program. Maine incorporates an evidence-based approach in its Statewide enforcement program through the following components:

Data Driven Problem Identification

A Statewide problem identification process is used in the development of the Highway Safety Plan (HSP). The data analyses are designed to identify the high-risk populations in crashes and who, what, when, where and why crashes are occurring.

The Maine Bureau of Highway Safety utilizes a three-prong approach to identify problem areas for the three major program areas; Impaired, Distracted, and Speed. This three-prong approach is outlined below:

1. Due to the geographic size of the State of Maine, the state was divided into eight regions. To proportionately divide the state based on geography alone, the current State of Maine district court regions were utilized.
2. The eight geographic regions vary significantly in population density, which in turn affects their respective crash rates. To account for population density in each of these regions, the Maine Bureau of Highway Safety calculated the proportion of vehicle miles traveled in each region as compared to the total vehicle miles traveled in the State of Maine. Each region was then assigned a specific number of grants based upon those percentages and the total number of grants decided upon for each program area in the state. For example, Region 1 (York County) accounted for 15.73% of the total vehicle miles traveled in the entire State of Maine.
3. To identify problem areas within each geographic region, the Maine Bureau of Highway Safety utilized different tools to analyze data. The first tool that was utilized was respective crash rates for each program area. Crash data spanning the five-year period from 2014-2018 was averaged for each program area. The crash data included crashes that resulted in possible injuries, evident injuries, serious injuries, and fatalities.

Geographic Information Systems (GIS) were used to map the top problem areas in the state to further assist in problem identification. This step helped identify the major roads that had high crash rates in each program area. Law enforcement agencies located in the problem areas identified for each region, were offered grant opportunities as tier 1 agencies. Sheriff's offices and the Maine State Police in the tier 1 areas were also identified to assist with tier 1 problem areas outside of local jurisdictions. Tier 2 problem areas were identified based on their proximity to tier 1 areas using crash data as outlined above. Law enforcement agencies in the tier 2 problem areas were offered grant opportunities if an agency in the tier 1 agency did not apply for a grant. The intent for tier 2 agencies was to have an impact on crash numbers in areas identified as tier 1 due to their proximity and shared roadways.

All enforcement agencies requesting MeBHS grant funding, to support additional overtime patrols, must also present a data driven approach to identifying the traffic safety problems in their jurisdictions. Data documenting the highway safety concerns must be included in the funding application submitted to MeBHS, along with proven strategies and countermeasures that will be implemented and evaluated to address the problem.

| Data Type | Data Set | Source/Owner |
|--|--|--|
| Fatality and Injury | FARS, Maine Crash Reporting System (MCRS) | NHTSA, State Traffic Safety Information (STSI), MeBHS, MeDOT, Maine State Police |
| Violation | Maine Citation Data | Maine Violations Bureau |
| Seat Belt Use | Maine Seat Belt Use Observational Data, MCRS | MeBHS, Me DOT |
| Licensed Drivers, Registrations and Vehicle Miles Traveled (VMT) | Highway Statistics | FHWA, U.S. Census Bureau, Maine BMV |
| Operating Under the Influence | MCRS, FARS | NHTSA, Me DOT, Maine State Police |

Implementation of Evidence-Based Strategies

MeBHS, our partners and our subrecipients use a combination of overtime enforcement checkpoints and saturation patrols, both of which are found in the most recent edition of NHTSA's, *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* to address the identified traffic safety problem(s). The most common traffic safety problems include enforcement of traffic laws pertaining to but not limited to, adult and child seat belt safety, speeding and aggressive driving, fatigued and distracted driving, and alcohol and drug impaired driving. Non-law enforcement partners also use the most recent edition of *Countermeasures That Work* to implement evidence-based strategies that will result in a reduction in crashes and injuries for a focus demographic (i.e. young drivers or mature drivers) or an increase in voluntary compliance of traffic laws (i.e. adult and child safety restraints).

Documentation and Tracking

All grant funded activities including summons, warnings, hours spent on the planned activities, contacts made, resources utilized, and other details of activities efforts are collected at the state level and are used for determining value of efforts, future grant awards and return on investment. The activities associated with grant funding can be found in the Performance Measure Chart.

Continuous Monitoring

MeBHS Highway Safety Program Coordinators use progress reports and information collected during telephone, Zoom, and on-site monitoring to ensure grant funded planned activities are effective. Monthly, quarterly and final progress reports received from each subrecipient are examined to ensure achievement of the goals and outcomes of each planned activities. These reports include data on the activities conducted, such as the area and times worked, the focus demographic reached, any problems encountered, and for law enforcement the number of warnings and citations issued. MeBHS uses various available data systems, i.e. Maine Crash Reporting System, the Public Query Crash Website, e-Citation, and FARS to monitor crashes and fatalities and will advise law enforcement, and other partners if there are increases or decreases that would require a change in strategy in a particular jurisdiction. This continuous follow-up allows for subtle or major adjustments thereby ensuring the best use of resources to address the stated priority traffic safety problem(s). Additionally, all subrecipients are given an updated Grants Management Manual and are trained annually in Grant Training Workshops.

FFY2020 brought unique challenges with the ongoing pandemic and the prevalence of and anti-law enforcement attitude around our nation. As a result, many adjustments were required due to cancelled school and community events, decreased traffic, cancelled projects, cancelled enforcement mobilizations and subrecipients simply not conducting efforts in their communities to the extent of prior years. While funded awards were returned as quickly as possible when it was evident an activity would not occur, for the most part, it was impossible to reprogram those funds to other subrecipients or projects. Many subrecipients held out hope that activities would occur later in the Spring or Summer. While some did, most did not, resulting in a far greater decrease in expenditures and increase in unspent planned funds than could have been anticipated at the beginning of the FFY2020 Plan Year.

FFY20 Highway Safety Plan Activity Level Report

Planning and Administration

The Planning & Administration (P&A) program area and its planned activities outline the activities and associated costs necessary for the overall management and operations of the MeBHS, including, but not limited to:

Identifying the state's most significant traffic safety problems

Prioritizing problems and developing methods for distribution of funds

Developing the annual Highway Safety Plan and Annual Report

Recommending individual grants for funding

Developing planned grants

Monitoring and evaluating grant progress and accomplishments

- Preparing program and grant reports
- Conducting grantee performance reviews
- Increasing public awareness and community support of traffic safety and appropriate behaviors that reduce risk
- Participating on various traffic safety committees and task forces
- Promoting and coordinating traffic safety in Maine
- Creating public awareness campaigns and providing staff spokespersons for all national and state campaigns, including Child Passenger Safety Week, Drive Sober or Get Pulled Over, Teen Driver Week, etc.
- Conducting trainings for applicable grant personnel
- Applicable salaries and state costs

Performance Targets

The goal of the P&A program is to provide management, supervision, and support services for the activities of the Maine traffic safety program.

P&A Performance Target #1: Developing a consolidated S. 402 and S. 405 coordinated Highway Safety Plan to submit to NHTSA by July 1.

P&A Performance Target #2: Submitting an annual performance report to NHTSA by December 29, 2020.

Planned Activity Number: PA20-001

Planned Activity: **Planning and Administration**

Planned Activity Description:

The Planning & Administration (P&A) program area and its projects outline the activities and associated costs necessary for the overall management and operations of the MeBHS, including, but not limited to:

- Identifying the state's most significant traffic safety problems
- Prioritizing problems and developing methods for distribution of funds
- Developing the annual Highway Safety Plan and Annual Report
- Recommending individual grants for funding
- Developing planned grants
- Monitoring and evaluating grant progress and accomplishments
- Preparing program and grant reports
- Conducting grantee performance reviews
- Increasing public awareness and community support to reduce crash risk
- Participating on various traffic safety committees and task forces
- Promoting and coordinating traffic safety in Maine
- Creating public awareness campaigns and providing staff spokespersons for national and

and state campaigns, including Child Passenger Safety Week, Drive Sober or Get Pulled Over, Teen Driver Week, etc.

- Conducting trainings for applicable grant personnel
- Applicable salaries and state costs
- Preparing for Management Reviews
- Collaboration with many traffic safety partners

Planned Activity Performance:

In FFY20, the MeBHS prepared and submitted its annual application for s. 402 and s. 405 funding to the National Highway Traffic Safety Administration (NHTSA) by way of a Highway Safety Plan. The plan was submitted on July 1, 2020 under requirements of Title 23 Part 1300.12 and was approved by NHTSA in August of 2020. This Annual Report submission under 1300.35 will be submitted within 90 days after the close of FFY20 (September 30, 2020) but no later than December 29, 2020. Proper administration of the Highway Safety Program in Maine was validated with a FFY2020 Management Review, which found no findings, and offered several management recommendations and commendations.

Planned Activity Number: PA20-002 (HSP amendment to be included in PA20-001)

Planned Activity: **Pre-MR Review GHSA CSI**

Planned Activity Description:

GHSA’s Consulting Services Initiative (CSI) helps State Highway Safety Office (SHSO) with important and necessary projects that SHSO’s may not have time or staffing resources to complete. CSI’s pool of consultants are seasoned traffic safety professionals, with SHSO and/or NHTSA expertise. MEBHS will contract with GHSA CSI for a Pre-Management Review evaluation of its highway safety program in preparation for the FFY20 Management Review.

Planned Activity Performance:

GHSA-CSI performed a Pre-MR for the MeBHS between November 5-7, 2019 in preparation for the March 30-April 3, 2020 NHTSA Management Review. It was necessary to postpone the MR due to COVID-19, and it was rescheduled and conducted virtually between August 17-27, 2020. A final document from this Pre-MR suggested several opportunities for strengthening management of the highway safety program and the MeBHS used as many of the recommendations as possible.

Planned Activity Number: PA20-003

Planned Activity: **Maine Life Savers Conference**

Planned Activity Description:

MEBHS will contract with a vendor (Alliance Sports Marketing) to host a FFY2020 Maine Lifesaver Conference. The conference will support program areas, including child passenger safety, occupant protection, impaired driving, and distracted driving. This will be a first conference of this type for Maine. We have conducted successful Impaired Driving Summits and Child Passenger Safety Conferences for years. This global conference will bring Maine safety stakeholders together for a one-day event.

Planned Activity Performance:

This planned activity was not implemented due to COVID-19 Pandemic restricting travel and in-person conferences in the Spring (and beyond) of FFY2020.

Expenditures as of December 21, 2020

| Planned Activity Number | Source | Planned Activity Title | Budget | Expended |
|-------------------------|-------------|------------------------------|--------------|--------------|
| PA20-001 | s. 402 | Planning and Administration | \$799,373.57 | \$218,944.10 |
| PA20-001 | s. 402 | Pre-MR Review GHSA CSI | \$30,000.00 | \$30,000.00 |
| PA20-003 | s. 402/405d | Maine Life Savers Conference | \$35,000.00 | \$0.00 |
| | | | | \$248,944.10 |

Impaired Driving

The below planned activities were funded and implemented in FFY2020 using our Maine Impaired Driving Strategic Plan and *Countermeasures That Work*. These planned activities were chosen for their proven and anticipated impact on the impaired performance targets in the HSP. Each planned activity aligns with one or more strategies listed in the SHSP, the HSP and the Strategic Plan. Input from the Impaired Driving Task Force, prior NHTSA program assessments, meeting with partners, and conscientious program management contributed to the success of meeting our performance target for FFY20. A continued combined focus on drug-impaired and alcohol-impaired driving is necessary to see further reductions in impaired crashes and fatalities.

Planned Activity Number: AL20-001

Planned Activity: **Impaired Driving Program Management and Operations**

Planned Activity Description:

Costs under this program area include allowable expenditures for salaries and travel for highway safety program staff. Costs also include general expenditures for operating costs e.g., printing, supplies, state indirect rates, insurance and postage.

Planned Activity Performance:

The MeBHS Program Coordinators manage program activities specific to preventing and reducing alcohol-related and alcohol-impaired crashes, fatalities and injuries. During FFY2020, in addition to the Impaired Driving Task Force, the implementation of the law enforcement phlebotomy program, the Strategic Plan, the planned activities implemented and reported on below were administered by MeBHS.

Planned Activity Number: ID20-002

Planned Activity: **Regional Impaired Driving Task Force Teams (RIDE)**

Planned Activity Description:

Funds will support overtime costs and supplies to continue support of the enforcement efforts by Regional Impaired Driving Enforcement (RIDE) Teams. Approximately 20 officers are necessary to conduct the proposed enforcement details. RIDE Teams will be focusing their efforts during the summer months on the five counties with the greatest number of alcohol-impaired crashes: Cumberland, York, Penobscot, Kennebec, and Androscoggin. These Regional Teams conduct saturation patrols and sobriety checkpoints in selected locations (using evidence-based traffic safety methods) throughout identified jurisdictions. Exact patrol locations are determined and agreed upon by the program coordinator and Law Enforcement Liaison in partnership with individual RIDE administrators. MeBHS monitors the successes of the grant as it is being conducted to determine if modifications need to be implemented to ensure the activity is producing results.

Planned Activity Performance:

In federal fiscal year 2020, one of the five identified counties were funded through RIDE team grants. The four other agencies identified in the 2020 highway safety plan could not participate in the planned activity due to staffing problems, other agency commitments and the COVID-19 pandemic.

In York County, the York Police Department hosted the RIDE team with support from the York County Sheriff's Office. The York County RIDE Team conducted 542.5 hours saturation patrols and 892 drivers were contacted. In addition to the 18 impaired drivers arrested, 46 other drivers showed signs of impairment and were put through standard field sobriety tests and deemed not impaired. The York County RIDE team totals for notable arrests/citations during those saturation patrols are listed below:

- 18 Operating Under the Influence Arrests
- 8 Speeding Citations
- 23 Operating After Suspension Charges
- 5 Drug Charges
- 7 Warrant Arrests

Planned Activity Number: ID20-003

Planned Activity Title: **Maine State Police SPIDRE Team**

Planned Activity Description:

The State Police Impaired Driving Reduction Enforcement Team (SPIDRE) is comprised of members of the Maine State Police that are proficient in NHSTA Standardized Field Sobriety Training, ARIDE, and several are certified as Drug Recognition Experts. SPIDRE consists of a team leader and team members available statewide. The SPIDRE Team will increase OUI saturation patrols and checkpoints, with a focus on scheduled events where there is a significant potential for impaired drivers. The team leader will be a liaison within the MeBHS to work with other agencies. The Maine Bureau of Highway Safety Roadside Testing Vehicle (RTV) and agency message trailers will be utilized when assisting other departments at various events and OUI checkpoints throughout the state.

Planned Activity Performance:

In federal fiscal year 2020, the Maine State Police SPIDRE team conducted 575.8 hours of impaired driving enforcement, which included 1 sobriety checkpoint and 1,152 total contacts. In addition to the impaired drivers arrested, many other drivers showed signs of impairment and were put through standard field sobriety tests and deemed not impaired. Enforcement was significantly reduced due to the COVID-19 pandemic. These enforcement efforts led to the following arrests and/or citations:

- 29 Total Operating Under the Influence Arrests
 - 18 under the influence of alcohol
 - 10 under the influence of other intoxicants
 - 1 juvenile operating under the influence
- 2 Warrant Arrests
- 13 Operating After Suspension
- 3 Drug Arrests
- 17 Speeding Citations
- 6 Safety Belt Citations
- 7 Other Moving Violation Citations
- 19 Other Non-Moving Violation Citations
- 11 Defective Vehicle Citations

Planned Activity Number: ID20-004 Amended to AL20-002

Planned Activity Title: **Impaired Driving Roadside Testing Vehicle (RTV) Operational Costs**

Planned Activity Description:

The Maine State Police (MSP), local law enforcement and the MeBHS will be reimbursed for all necessary RTV operational and maintenance expenses including supplies and equipment, overtime for the troopers and other drivers working the RTV activities (estimated at \$65 per hour for 150 hours), fuel, maintenance, and monthly fees associated with storage (estimated at \$3600) tolls, radio fees, and OIT/Wi-Fi. This project benefits all Maine law enforcement agencies.

Planned Activity Performance:

The Maine Bureau of Highway Safety Roadside Testing Vehicle (RTV) was not utilized as much as in years past due to the COVID-19 pandemic. During the 2020 federal fiscal year, the RTV was used for 11 sobriety checkpoints and/or saturation patrols and 5 educational events throughout the state.

The York County RIDE team conducted 10 large saturation patrols, with assistance from the Maine State Police, in multiple locations which focused on high crash areas in York County. The York County mobile command post was also used in conjunction with the RTV during those saturation patrols. With both mobile units present, it allowed for efficient OUI enforcement and processing of arrested subjects. During these large saturation patrols, a dispatcher, assistant district attorney and bail commissioner were present to quickly process arrested subjects allowing law enforcement officers to spend more time with sobriety checks and field sobriety testing.

The following agencies requested and used the MeBHS RTV for educational events or as an essential tool for sobriety checkpoints:

- Augusta Police Department
- Dysart's
- Maine Criminal Justice Academy
- Maine Prosecutor's Association
- Maine State Police
- York County RIDE Team (Multiple Law Enforcement Agencies)

Planned Activity Number: ID20-001

Planned Activity Title: Traffic Safety Resource Prosecutor

Planned Activity Description:

A Traffic Safety Resource Prosecutor (TSRP) facilitates a coordinated, multi-disciplinary approach to the prosecution of traffic crimes with a strong focus on impaired driving. Funds will continue to support the TSRP contract, which assists Maine law enforcement, prosecutors, motor vehicle hearings examiners, DHHS lab technicians, and other state agencies with training, investigation and prosecution of traffic safety and impaired driving-related crimes. The TRSP will also assist with the implementation and coordination of the Impaired Driving Special Prosecutors (IDSPs) within selected prosecutorial districts in Maine. The TSRP is encouraged by NHTSA and proven effective in the fight against impaired driving.

Planned Activity Performance:

Maine's TSRP program completed its fifth full year. The program continues to be successful in providing legal research and support, as well as expert technical resources, in impaired driving and other traffic safety issues upon request to law enforcement and prosecutors. This supports a number of NHTSA approved *Countermeasures That Work* including training for OUI investigation including checkpoints and high visibility saturation patrol; training for prosecution; encouraging limitations on diversion; interlock training, ARIDE and DRE training and program support (enforcement of drug impaired driving), and more.

Training Attended:

- Maine Prosecutor's Conference Oct. 23-25 in Bar Harbor.
- New England Transportation Safety Conference Oct. 28 Burlington, VT.
- NTLC Prosecuting Impaired Driving Cases (on-line) in May.
- August 25: DRE Instructor Meeting.
- Sept. 29: On-line seminar on Understanding the Usefulness of the SFSTs in detecting Drug Impairment.

Training Held or Assisted With:

TSRP presentations this year included: The DRE school, The SFST and BTM sessions of the Basic Law Enforcement Training Program OUI Weeks at MCJA, Maine's Law Enforcement Phlebotomy Classes, and ARIDE and OUI Review sessions held throughout the State.

- MCJA BLETP The Legal Environment of OUI: October (1 Session).
- ARIDE Training in Auburn November 7 & 8.
- Maine DRE Training at MCJA (Cannabis Session): December 2019.
- Maine DRE Training at MCJA (Case Preparation Session): December 2019.
- OUI Investigation Review (1 Day Class) in Ellsworth. Jan. 22
- Assisted with DRE recertification training at Cumberland PD June
- The Legal Environment of OUI Enforcement at Bangor PD, July
- The Legal Environment of OUI Enforcement at Brunswick PD, July
- July 14: The Legal Environment of OUI Enforcement at MCJA.
- The Legal Environment of OUI Enforcement at Brunswick PD. August.

Committee Meetings:

- Impaired Driving Task Force (4)
- Region 1 LEL/TSRP/JOL in-person meeting: November 20 in Concord NH.
- Forensic Phlebotomy Meeting at HSO Jan. 15.
- Impaired Driving Task Force: Jan 2020.
- Highway Safety TSPR/JOL project meeting in May.
- Impaired Driving Task Force: May 2020.
- July 10: BHS/HETL/MCJA Update.
- July 22 and Sept 16: Region 1 TRSP/JOL Bi-Monthly.
- August 18: OUI Caselaw Guidebook Committee Meeting.

Individual Requests for Assistance with Impaired Driving Related Questions:

The TSPR provided legal research and support on average approximately 10 times a month throughout FY 2020 (a total of approximately 120 assignments) on various issues associated with impaired driving to law enforcement and prosecutors. About 90% of these requests were from Maine based recipients, but several requests were handled for out of state TSPRs.

The TSPR provided technical expertise and resources about 20 times a month throughout FY 2020 (a total of approximately 240 assignments) on various issues associated with impaired driving to law enforcement and prosecutors. About 95% of these requests were from Maine based actors, but several requests were handled for out of state TSPRs.

Miscellaneous Impaired Driving Related Projects:

Distributed approximately 10 electronic mailings throughout the quarter on various important traffic safety issues to Maine law enforcement and prosecutors through the Maine OUI Enforcement Newsgroup and other list serves.

Updated a Cannabis Impaired Driving Investigation Protocol Checklist for Maine law enforcement officers to review. This is given out at all our SFST updated trainings (see attached).

Attended the [Traffic Safety Institute](#) in Oklahoma for a week at the request of the National Traffic Law Center to assist with updating the [Cops in Court](#) national training curriculum. I authored the foundation for the first session of the updated training.

Planned Activity Numbers: ID20-000 (See Chart Below for Planned Activity Numbers)

Planned Activity Title: **Evidence Based Impaired Driving High Visibility Enforcement Campaigns:**

- *Drive Sober Maine!*
- *NHTSA Drive Sober or Get Pulled Over*

Planned Activity Description:

This project will support dedicated overtime costs for approximately 60 law enforcement agencies (LEA's) selected by previously described data analysis, to participate in impaired driving enforcement details and checkpoints including those that support NHTSA's national campaigns in August and December (Holiday Season). The "Drive Sober, Maine!" campaign is designed to further address the impaired driving problem in Maine (outside of the two two-week national campaigns) but only during the months identified by each requesting agency, based on an analysis of crash and fatality data involving alcohol. Agencies will be awarded grant funds using project selection and data analysis methods previously discussed in the Highway Safety Plan. Additionally, this planned activity will fund overtime call outs for Drug Recognition Experts and Forensic Phlebotomists.

Planned Activity Performance:

Over the course of the federal fiscal year, the agencies listed below conducted 1976.25 hours of checkpoints and overtime saturation patrols, made 3,035 contacts and wrote 97 citations for impaired driving. The media plan under the Paid Media Program Report at the end of this report will show the relationship between our paid media plan and the high visibility enforcement efforts.

Expenditures through December 15, 2020

| Subrecipient | Planned Activity ID | Award | Expended |
|----------------------------------|---------------------|-------------|-------------|
| Kennebec County Sheriff's Office | ID20-044 | \$4,300.00 | \$4,141.27 |
| Somerset County Sheriff's Office | ID20-038 | \$6,380.00 | \$2,794.60 |
| Auburn Police Department | ID20-020 | \$10,940.00 | 10,940.00 |
| Augusta Police Department | ID20-021 | 25,600.00 | \$25,600.00 |
| Berwick Police Department | ID20-033 | \$6,100.00 | \$2,685.20 |
| Biddeford Police Department | ID20-032 | \$10,585.00 | \$4,878.68 |
| Bridgton Police Department | ID20-022 | \$1,408.00 | \$0 |
| Brunswick Police Department | ID20-023 | \$6,500.00 | \$2,758.64 |
| Caribou Police Department | ID20-024 | \$4,831.20 | \$592.18 |
| Eliot Police Department | ID20-037 | \$7,224.00 | \$1,891.18 |
| Fairfield Police Department | ID20-039 | \$5,106.44 | \$2,510.84 |
| Gorham Police Department | ID20-040 | \$9,912.30 | \$2,405.33 |
| Holden Police Department | ID20-041 | \$8,000.00 | \$1,770.43 |
| Kennebunk Police Department | ID20-043 | \$7,284.00 | \$0 |
| Lewiston Police Department | ID20-025 | \$12,198.00 | \$9,706.09 |
| Madawaska Police Department | ID20-026 | \$4,720.80 | \$4,613.13 |
| Mexico Police Department | ID20-036 | \$2,040.00 | \$0 |
| Presque Isle Police Department | ID20-035 | \$5,500.00 | \$5,444.77 |
| Saco Police Department | ID20-045 | \$5,000.00 | \$2,186.50 |
| Sabattus Police Department | ID20-034 | \$8,100.00 | \$1,641.38 |
| Scarborough Police Department | ID20-027 | \$25,000.00 | 10,024.31 |
| Waterville Police Department | ID20-028 | \$8,663.20 | \$4,221.75 |
| Wells Police Department | ID20-042 | 15,414.37 | \$15,414.37 |
| Westbrook Police Department | ID20-029 | \$7,287.00 | \$6,964.57 |
| Wiscasset Police Department | ID20-030 | \$4,221.80 | \$3,705.87 |
| York Police Department | ID20-031 | \$10,319.39 | \$7,561.07 |

Planned Activity Number: ID20-005
Planned Activity Title: **Specialized Law Enforcement Training (Impaired)-MCJA**

Planned Activity Description:

This project funds the specialized training and supplies necessary for law enforcement officers to detect, apprehend, and prosecute motorists suspected of operating under the influence of alcohol and/or drugs. The Maine Impaired Driving Task Force has identified that a best practice methodology for OUI investigation dictates a three-pronged approach: (1) the NHTSA approved curriculum in Standardized Field Sobriety Testing (SFST) which is mandatory for all new police officers trained at the Maine Criminal Justice Academy's Basic Law Enforcement Training Program; (2) the Advanced Roadside Impairment Driving Enforcement (ARIDE) program offered to experienced patrol officers who desire better awareness of OUI drug cases; and (3) The Drug Recognition Expert (DRE) program for those police officers who excel in OUI Enforcement. The MeBHS recognizes the need to increase DREs and is actively working toward that goal. These projects are administered jointly with the Maine DRE and impaired driving training coordinator at the Maine Criminal Justice Academy (MCJA). We expect to train 100 new officers for ARIDE and at least 15 new Drug Recognition Experts.

Planned Activity Performance:

The Maine Criminal Justice Academy (MCJA) was able to utilize grant funds in federal fiscal year 2020 to provide basic and advanced courses in impaired driving enforcement. The MCJA was able to train and certify 14 new Drug Recognition Experts (DRE) along with offered 4 ARIDE classes statewide with a total of 55 students attending. MCJA also offered a 1-day DRE refresher training in which 14 DREs and DRE instructors attended. The remainder of the DREs are scheduled to attend the same training early in FFY2021. MCJA also completed the SFST Instructor School with 22 students attending. Many of the students were able to complete their mandatory teaching assignments at remote classes offered at 10 locations across the State during the COVID-19 outbreak. Maine now has 107 active SFST Instructors throughout the State.

This grant also provided funding for MCJA DRE State Coordinator James Lyman to attend the International Association of Chiefs of Police Annual Training Conference on Drugs, Alcohol and Impaired Driving and bring back information to enhance Maine's impaired driving training program. The conference was held virtually due to COVID-19 and James Lyman was able to attend the virtual conference.

Planned Activity Number: ID20-007
Planned Activity Title: **Maine Annual Impaired Driving Summit**

Planned Activity Description:

MeBHS, with our partners, will continue to elevate the importance of the serious and growing issue of drug impaired driving by hosting another annual summit similar to previous successful summits. The date and location will be determined upon contract negotiation with AAANNE. The project opportunity will be released upon approval of this Plan. Impaired Driving Summits are attended by over 200 people. Several out of state national speakers present at the conference. CEU's were granted to eligible participants in the legal field. A survey was conducted to measure the attendance and effectiveness of the Summit. Responses indicated a need for a yearly summit. The goal is to increase the attendance of the Impaired Driving Summits and to encourage greater judicial and legislative attendance. The summits generate a significant amount of earned media and the after-event surveys provide useful recommendations for ongoing annual summits in Maine.

Planned Activity Performance:

The 2020 Maine Impaired Driving Summit was held virtually in 2020 due to COVID-19 and was attended by over 125 law enforcement, prosecutors, health care professionals, traffic safety professionals, medical community and others from various New England states. Multiple sessions were held and aimed at better training law enforcement, prosecutors and the medical community in OUI trials and cases. The summit included the following sessions:

- THE MASKING OF CDL AND CMV OFFENSES: WHAT IS MASKING AND WHY IT MATTERS

- IDENTIFYING THE POSSIBLE IMPAIRED DRIVER (Jermaine Galloway aka Tall Cop)
- LATEST TRENDS IN IMPAIRED DRIVING
- INVESTIGATING FATAL CRASHES INVOLVING IMPAIRED DRIVING

The partnership with AAA Northern New England in presenting these well attended forums has been instrumental in education of drug-impaired driving. This annual forum is being replicated in other New England states.

Planned Activity Number: ID20-006

Planned Activity Title: **Maine State Police Impaired Driving Coordinator**

Planned Activity Description:

This project supports the continuation of one Maine State Police Trooper FTE position within the Maine State Police Traffic Safety Unit. This position assists the MEBHS and the MSP and all Maine law enforcement agencies with the creation, administration and improvement of various traffic safety programs aimed at reducing impaired driving by alcohol and drugs. This position works closely with various partners and communities such as the MEBHS, MCJA, BMV, Impaired Driving Task Force, LEL, JOL and TSRP, to deliver the best possible impaired driving reduction projects and information that save lives. This will include, but is not limited to the DRE Program, Blood Technician Program, OUI/SFST instruction, ARIDE, Impaired driving enforcement, educational speaking engagements, PSA's, awareness and prevention programs and monitoring of legislative issues.

Planned Activity Performance:

The Maine State Police Impaired Driving Reduction Trooper position was held by Specialist Seth Allen for all FFY2020. Specialist Allen was the lead instructor for Standardized Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), and Drug Recognition Expert (DRE) trainings at the Maine Criminal Justice Academy. Specialist Allen was heavily involved with Maine's Drug Recognition Expert program and utilized by prosecutors as an expert in impaired driving enforcement. In FFY 2020, Specialist Allen coordinated activities of the Maine State Police SPIDRE team. Spc. Allen also attended the International Association of Chiefs of Police Annual Training Conference on Drugs, Alcohol and Impaired Driving in August (virtual) and brought back information to enhance Maine's impaired driving training program. Specialist Allen acts as the Breath Testing Device site coordinator for the MeBHS Roadside Testing Vehicle.

Planned Activity Number: ID20-001

Planned Activity Title: **Judicial Outreach Liaison**

Planned Activity Description:

This funding will support a full-time position for a Judicial Outreach Liaison (JOL) that was approved by the State Department of Purchases in FFY2017. The JOL is responsible for developing a network of contacts with judges and judicial educators to promote judicial education related to sentencing and supervision of OUI offenders, court trial issues, and alcohol/drug testing and monitoring technology. In addition, the JOL makes presentations at meetings, conferences, workshops, media events and other gatherings that focus on impaired driving and other traffic safety programs. The JOL identifies barriers that hamper effective training, education or outreach to the courts and recommends alternative means to address these issues and concerns. With the help of the Traffic Safety Resource Prosecutor, the JOL achieves uniformity regarding impaired driving prosecution throughout Maine. The planned funding will include a salary will need to be competitive with the current Maine Judiciary Retirement Plan. Maine Judges can serve as "active retired" with a significant pension provided they work only a few hours a month. The Maine State JOL will have a busy workload, so more pay is required and because most eligible judges will require significant traffic safety training, the cost will also include in-state travel, out-of-state travel for at least four impaired driving-related conferences (LifeSavers, DRE, GHSA, and a judicial specific conference), as well as travel and tuition for classes on traffic safety and impaired driving at the National Judicial College.

Planned Activity Performance:

The JOL successfully conducted the following activities in FFY20:

Outreach to the Maine Judiciary through the planning of a NHTSA Region One judicial training event with Region One JOL Brian Burgess and the National Judicial College (travel to training events was suspended due to COVID-19 after March). Regular communication and outreach with the Maine Judicial Branch through Zoom meetings and bench bar updates. Continued updating and familiarization with Maine and Federal impaired driving cases. The completion of a *Courtroom Guide to Maine Marijuana Laws*. This guide was distributed to the Maine Judiciary.

Assist Maine's TSRP with the creation of the *Maine OUI Investigation Resource Guide* including the research and reviewing of Maine Supreme Court cases on impaired driving. Liaison with other members of the Maine traffic safety community including Maine's Impaired Driving Task Force, and NHTSA's Region One JOL/TSRP/LEL meetings.

Training for Maine's law enforcement and prosecutors including the creation of *A View from the Bench* training which is designed to assist officers and prosecutors on how to present their cases in court. This was presented twice over the year at various locations in Maine.

Planned Activity Number: ID20-002 Planned activity not implemented in FFY2020

Planned Activity Title: **Maine Judicial Training**

Planned Activity Description:

This project is intended to support Maine's Judicial Outreach Liaison's training projects for the Maine Judiciary. The project funding is intended to fund the cost of two 4-hour training seminars (or alternatively 1 eight-hour event) on the topic of impaired driving for the Maine Judiciary held during FY2020.

The requested project includes seminars in the Fall of 2019 and the Spring of 2020. The seminars will focus on impaired driving topics and speakers as recommended by the Maine State JOL in coordination with Maine's TSRP and LEL and approved by the Maine Bureau of Highway Safety. The topics will include at least one block per training session on Cannabis impairment and mixed (cannabis / Alcohol) impairment.

The goal is to provide this high-quality training to the judges and other professionals in the criminal justice system including AOC staff and members of the Maine bar. We anticipate 100 – 1500 in attendance to each event. Costs include rental hall space, speaker fees, lodging and travel, materials, and supplies. The funds will be used to cover these costs associated with delivery of the above trainings including printing/ materials, travel, lunch to site, speaker and registration fees for the trainers, judges and other judiciary staff participating in the program. The location, date, and time of the trainings are yet to be determined.

Seminar participants will be surveyed after the training using a survey instrument designed to provide information that can improve future seminars of this type. The results will be tabulated and provided to Maine Highway Safety.

Planned Activity Performance:

Planned activity not implemented in FFY2020 due to COVID-19 pandemic.

Planned Activity Number: ID20-002

Planned Activity Title: **Maine TSRP Specialized Prosecutor and Law Enforcement Impaired Driving Investigation and Prosecution Training**

Planned Activity Description:

Maine's Traffic Safety Resource Prosecutor, has created a two-day class relevant to OUI enforcement and investigation for Maine prosecutors and law enforcement. This class "Impaired Driving Investigation in Maine" is aimed at presenting the concepts and principles employed by law enforcement officers in OUI investigation; including alcohol and drug impairment, chemical testing, fatal motor vehicle investigation and relevant Maine case law. The class is accredited by the Maine Board of Bar Overseers for continuing legal education credits and was held in numerous prosecutorial districts in past years. It has been well received and requested again by prosecutors.

This year MeBHS will attempt to offer this class in several locations within Maine – especially the northern and less populated areas. Furthermore, we will reach out and offer invitations for other New England State prosecutors in classes where we have not filled the seats with Maine prosecutors.

In addition to this locally taught class for Maine prosecutors, the MeBHS has sponsored classes annually from the National Traffic Law Center to be held here in Maine. Past classes were “Lethal Weapon,” and “Courtroom Success,” This year, MeBHS would like to sponsor another two NTLC classes “Cross Examination of Experts (4 hours)” and “Drug Evaluation Classification Program and Preparation for Attacks (4 hours)” using NTLC Staff and other out-of-state TSRPs as deemed appropriate by Maine’s TSRP.

The goal is to continue to provide this high-quality training to the prosecutorial districts in Maine. Costs include: lodging and travel, materials, and supplies. The funds will be used to cover the costs associated with delivery of the above trainings including printing/ materials, travel, lunch on site, and registration fees for the District Attorneys participating in the program. The location, date, and time of the trainings are yet to be determined.

Planned Activity Performance:

Unfortunately, due to COVID-19 The Impaired Driving Investigation in Maine class was held only once in January in Ellsworth, Maine. The National Traffic Law Center classes were postponed until next year.

A number of on-line training opportunities from various prosecutor training entities including the National TSRP Traffic Safety series, and NTLC were forwarded to Maine’s prosecutor community.

Planned Activity Number: ID20-010

Planned Activity Title: **DHHS HETL Lab Chemists/Toxicologists**

Planned Activity Description:

This planned activity funds the activities of two chemists who are tasked with analyzing blood samples for drugs at the Maine Health and Environmental Testing Lab. These chemists may also assist with urine drug testing and the breath testing alcohol program. Training and travel costs are necessary for the chemists to become fully certified toxicologists and to ensure Maine is working under and toward best practices and to ensure that these chemists can provide expert toxicological and pharmacological testimony for Maine prosecutors as needed. Training may include: SOFT conference, Borkenstein courses, IACP DRE conference, and Web Based ABFT Prep Courses. Equipment needed to properly utilize the LCMS include an evaporator (estimated cost \$10,000.00) and a Hydrogen Generator (estimated cost \$20,000.00). Necessary equipment for the Randox includes two diverter valves (estimated cost \$2,675.00). Any equipment purchased will meet BAA and will be pre-approved by NHTSA in writing as required. This project is funded with 405d flex money.

Planned Activity Performance:

This planned activity was extremely successful in FFY2020. The Health and Environmental Testing Lab was reaccredited by the ANSI National Accreditation Board in December of 2019 with the Blood/Drug testing program added to their scope. December of 2019 was the first time that Maine had a blood/drug testing program for impaired driving investigations at the State lab. Chemists Ellen Fraser and Nicole Ingalls were instrumental in making the accreditation happen and have

conducted chemist activities for all FFY2020. The Shimadzu instrument for blood/drug testing had been purchased as part of another impaired driving planned activity in a prior federal fiscal year but had not been operational till this year. During FFY2020, both chemists funded through this planned activity were able to draft policies and procedures for testing of blood samples for drugs. The chemists also attended multiple trainings throughout the year but could not attend all the planned trainings due to the COVID-19 pandemic. The chemists worked diligently over the year to develop validation panels for 81 different drugs in five different drug categories and are now working on an inhalants panel.

In FFY2020 the Maine Health and Environmental Testing Laboratory processed 224 blood/drug samples since the accreditation in December of 2019.

Planned Activity Number: ID20-011
Planned Activity Title: **Impaired Driving Special Prosecutors (IDSP) Activities**

Planned Activity Description:

An IDSP is a member in good standing of the Maine bar with knowledge, education and experience in the prosecution of OUI crimes. The IDSP works directly with selected Maine prosecutorial districts to assist with the prosecution of OUI crimes. The IDSPs in the counties of York, Cumberland, Androscoggin and Penobscot participated in the State DRE School, the Impaired Driving Summit, and the basic law enforcement academy Standardized Field Sobriety Testing School. All the IDSPs have worked closely and communicate regularly with Maine's TSRP and Maine JOL in grappling with some of the issues Maine faces in OUI enforcement and prosecution. This multi-jurisdictional effort has increased the ability of all prosecutors in Maine to more efficiently handle their OUI caseload and understand the complex and technical issues association with drug impaired driving prosecution. This is especially important in the coming years as Maine implements sales of legalized recreational marijuana. Funds support direct and dedicated OUI activities of 8 part-time OUI prosecutors in the counties listed, one computer and the appropriate software license for each participating district, and reimbursement for the IDSPs to attend up to two out-of-state training conferences that will enhance their special knowledge and training. One IDSP from each county will be selected to attend the national TSRP training and the national DRE Conference.

Planned Activity Performance:

This planned activity funded activities for eight part-time Impaired Driving Special Prosecutors (IDSP) in four counties. The counties that participated were chosen based on impaired-related crash data. These IDSPs were instrumental in helping to reduce the amount of plea agreements and differed dispositions in impaired driving cases. As a result of the IDSP positions, the State has been able to justify maintaining a hard line with drug OUI cases. IDSPs are often consulted by other prosecutors in their office when they have questions about their OUI cases. IDSP's are routinely consulted regarding the procedure for obtaining hospital blood/hospital records. IDSPs play a very important role in the Impaired Driving Task Force and always bring forth important issues and solutions. This planned activity has allowed special prosecutors to focus on the issue of impaired driving and spend the time needed to effectively prosecute impaired driving cases.

Planned Activity Number: ID20-009
Planned Activity Title: **DRE and LEFPT Call-Out and Training**

Planned Activity Description:

The Bureau recognizes the importance of specially trained law enforcement officers for drug recognition (DRE) and forensic evidence collection (FPT). Law enforcement agencies that have invested time and resources in DRE and FPT will be reimbursed for overtime associated with their officer attending other agency requests. They will also be reimbursed for their own agency provided their DRE or FPT is off-duty at the time of the call-out. In addition to overtime call-outs, this project provides travel expenses for DRE candidates to complete field certifications in more densely populated states. To ensure that they meet the proficiency requirements without undue delay, these individuals may travel out of state for their certification requirements. This project also funds selected attendance at the annual IACP DRE Conference which is critical for keeping DRE's current and proficient in utilizing best practices. Highly trained DRE and FPT's will ensure integrity of the MEBHS impaired driving program. Finally, this project will reimburse educational costs for law enforcement officers that attend FPT training. Anticipated costs for call-out reimbursement is \$25,000.00 and for training is \$50,000.00.

Planned Activity Performance:

This planned activity was implemented as a standalone program and also as part of impaired driving high visibility enforcement grants in FFY2020. As a result of this activity, 12 law enforcement officers in Maine were able to travel to Phoenix, AZ to complete the required evaluations to be certified as a DRE. The 12 new DREs brought Maine's DRE compliment to 106 active DREs. This planned activity also has provided funding for callouts to agencies that currently have DREs and Forensic Phlebotomist. Thus making DREs available to law enforcement agencies that do not have DREs. MeBHS has been working with Kennebec Valley Community College in developing a new Forensic Phlebotomy course. That course was offered to the first class of law enforcement officers in Maine in FFY2020. 10 law enforcement officers from the counties of Androscoggin, Cumberland and York completed the new Forensic Phlebotomy course which included 5 weeks of online course instruction, 3 days of in-class instruction and a clinical rotation where students had to meet proficiency standards. To date, 37 draws have been performed by those trained officers. The course is modeled after Arizona's Forensic Phlebotomy course.

Expenditures as of December 21, 2020

| Planned Activity Title | Source | Planned Activity Number | Budget | Expended |
|---|---------|-------------------------|----------------|----------------|
| Program Management and Operations | S. 402 | AL20-001 | \$300,000.00 | \$72,596.31 |
| Regional Impaired Driving Task Force Teams (RIDE) | S. 405d | ID20-100 | \$150,000.00 | \$24,097.99 |
| Maine State Police SPIDRE Team | S. 405d | ID20-003 | \$200,000.00 | \$42,687.76 |
| Impaired Driving Roadside Testing Vehicle (RTV) Operational Costs | S. 402 | AL20-002 | \$25,000.00 | \$23,694.80 |
| Traffic Safety Resource Prosecutor/JOL | S. 405d | ID20-001 | \$350,000.00 | \$301,342.02 |
| Evidence Based Impaired Driving High Visibility Enforcement Campaigns | S. 405d | ID20-000(Various) | \$1,476,706.91 | \$134,452.16 |
| Specialized Law Enforcement Training (Impaired) | S. 402 | ID20-005 | \$25,000.00 | \$15,053.44 |
| Maine Annual Impaired Driving Summit | S. 405d | ID20-007 | \$35,000.00 | \$2,740.00 |
| Maine State Police Impaired Driving Coordinator | S. 405d | ID20-006 | \$130,000.00 | \$124,377.86 |
| Maine TSRP Specialized Prosecutor and Law Enforcement Impaired Driving Investigation and Prosecution Training | S. 405d | ID20-002 | \$100,000.00 | \$0.00 |
| Judicial Outreach Liaison* | S. 405d | ID20-001 | See TSRP above | |
| Maine Judicial Training | S. 405d | N/A | \$100,000.00 | \$0.00 |
| DHHS HETL Lab Chemists/Toxicologists | S. 405d | ID20-010 | \$325,000.00 | \$203,578.05 |
| Impaired Driving Special Prosecutors (IDSP) | S. 405d | ID20-011 | \$800,000.00 | \$543,925.37 |
| DRE and LEFPT Call-Out and Training | S. 405d | ID20-009 | \$75,000.00 | \$3064.23 |
| | | | | \$1,491,609.99 |

*JOL costs included under TSRP/JOL

Occupant Protection and Child Passenger Safety

The below planned activities were selected using *Countermeasures That Work*. The projects were funded and implemented in FFY2020 as described below. These planned activities were chosen for their proven and anticipated impact on performance targets in the HSP for reduction of unrestrained fatalities and for an increase in observed seat belt usage in all seating positions. Prior NHTSA program assessments, meeting with partners, and conscientious program management contributed to the success of meeting our performance target for FFY20. Maine has taken the NHTSA waiver due to COVID-19 which prevented us from conducting the annual observational survey for seat belt usage. We will be using the 2019 rate until 2021. A continued focus on unrestrained occupants should further decrease unbelted fatalities and increase voluntary usage.

Planned Activity Number: OP20-001

Planned Activity Title: **Program Management and Operations**

Planned Activity Description:

Costs under this program area include: salaries, travel (e.g., TSI training courses, in-state travel to monitor sub-grantees, meetings) for highway safety program coordinators, and operating costs (e.g., printing, supplies, state indirect rate, postage) directly related to the development, coordination, monitoring, evaluation, public education, monitoring, marketing, training required of this program, along with CPS educational materials including training dolls, if needed. This project also funds costs associated with the procurement, use, gasoline and repairs, and maintenance of highway safety vehicles and equipment used for occupant protection education programs. Vehicles and equipment include: a loaned truck from the Maine State Police, the CPS trailer, the Convincer and Rollover Simulators.

Project Performance:

The MeBHS Program Coordinators manage program activities specific to increasing seat belt usage by adult and correct restraint usage by children.

These activities are intended to decrease unbelted crashes, fatalities and injuries. During FFY2020 projects implemented and reported on below were administered by MeBHS.

Planned Activity Number: OPB20-000 (Various Planned Activity Numbers)

Planned Activity Title: **Statewide High-Visibility Enforcement**

Planned Activity Description

Funds will support overtime enforcement associated with law enforcement participation in the NHTSA National Click It or Ticket high-visibility campaign. This project supports law enforcement efforts to increase the seat belt usage rate, voluntary compliance, and decrease unbelted passenger fatalities. Selected law enforcement agencies will be awarded grants following Maine's standard process for contracting and following the data analysis process described elsewhere in this document. Participating law enforcement agencies often incorporate an educational component (non-federally funded) to their CIOT activities through school events, MeBHS sports marketing events, and community events.

Planned Activity Performance:

In FFY20, the following law enforcement partners conducted 2,008.5 hours of overtime enforcement, made 3,681 contacts and wrote 1,272 citations for non-use of seat belts during FFY20. DUE to COVID-19, the NHTSA two-week campaign period was postponed to November FFY2021. Only one agency out of the eleven who were awarded funding for this campaign, participated in the postponed campaign. The Bridgton Police Department spent \$479.98 during the two-week period. They issued 5 citations for non-use seat belts and made 22 contacts. Because of COVID-19, agencies were faced with many challenges, and most departments had suspended traffic enforcement details for a short period of time. After receiving more guidance and receiving personal protective equipment, traffic enforcement started back up. All agencies submitted Summary Progress Reports during the times when they couldn't conduct enforcement details, explaining why they did not conduct any. Nine departments participated in the November FFY21 campaign.

Expenditures as of December 21, 2020

| Subrecipient | Grant Number | Award Amount | Amount Spent |
|--|---------------------|---------------------|---------------------|
| Androscoggin County Sheriff's Department | OPB20-026 | \$ 10,080.00 | \$3,204.80 |
| Sagadahoc County Sheriff's Department | OPB20-041 | \$ 20,114.46 | \$5,416.21 |
| Augusta Police Department | OPB20-025 | \$ 25,600.00 | \$25,600.00 |
| Berwick Police Department | OPB20-035 | \$ 4,829.00 | \$0.00 |
| Bridgton Police Department | OPB20-043 | \$ 1,408.00 | \$479.98 |
| Brunswick Police Department | OPB20-020 | \$ 4,456.59 | \$4,456.59 |
| Cape Elizabeth Police Department | OPB20-040 | \$ 6,356.00 | \$2,924.81 |
| Caribou Police Department | OPB20-023 | \$ 2,254.56 | \$0.00 |
| Eliot Police Department | OPB20-029 | \$ 5,779.00 | \$0.00 |
| Gorham Police Department | OPB20-034 | \$ 3,964.92 | \$0.00 |
| Holden Police Department | OPB20-021 | \$ 3,200.00 | \$3,195.77 |
| Lewiston Police Department | OPB20-027 | \$ 11,880.00 | \$11,871.96 |
| Madawaska Police Department | OPB20-037 | \$ 10,920.00 | \$2,848.02 |
| Mexico Police Department | OPB20-030 | \$ 1,748.64 | \$0.00 |
| Old Town Police Department | OPB20-031 | \$ 5,544.00 | \$1,429.29 |
| Portland Police Department | OPB20-039 | \$ 1,980.00 | \$0.00 |
| Presque Isle Police Department | OPB20-032 | \$ 11,000.00 | \$10,908.91 |
| Sabattus Police Department | OPB20-036 | \$ 7,200.00 | \$2,414.97 |
| Scarborough Police Department | OPB20-033 | \$ 7,560.00 | \$0.00 |
| South Portland Police Department | OPB20-042 | \$ 6,400.00 | \$0.00 |
| Waterville Police Department | OPB20-022 | \$ 1,540.80 | \$0.00 |
| Wiscasset Police Department | OPB20-024 | \$ 6,666.00 | \$5,953.92 |
| York Police Department | OPB20-038 | \$ 3,694.00 | \$0.00 |

Planned Activity Number: OPB20-003

Planned Activity Title: **Maine State Police TOPAZ Team**

Planned Activity Description:

To increase seat belt compliance and decrease unrestrained fatalities, the Maine State Police Targeted Occupant Protection Awareness Zone (TOPAZ) project is planned to sustain enforcement. The TOPAZ team will be made up of troopers focused on seat belt enforcement in previously identified zones with the highest unbelted fatalities. The annual observational study conducted in the state of Maine has helped the MeBHS determine not only where the unbelted driving is primarily occurring; it has also identified the times at which unbelted driving tends to occur. The MSP TOPAZ team will work the specific days, times and zones and will focus on male pickup drivers and younger drivers.

Planned Activity Performance:

The primary goal of the Maine State Police with this project is to encourage and increase the use of occupant protection measures and reduce unrestrained fatalities and injuries. During the project, the Maine State Police TOPAZ Team (Troops A, B, C, D, E, F, G, J and the Traffic Safety Unit) conducted 612 hours of overtime

Enforcement and made 1,688 contacts and wrote 468 citations for non-use of seat belts during FFY20. Details were conducted primarily during June to September during the times of day and days of week identified as high unbelted driving times. Some details noted light traffic, which resulted in low violations. Another violation resulted in low seatbelt violations because a traffic stop resulted in a seizure of 68 grams of fentanyl and a probation violation, which resulted in two arrests. Some details were also not able to focus on the route they intended, due to construction. Although the detail was moved to another location, it still resulted in three unbelted citations. Although construction and COVID-19 both resulted in light traffic or detours, the Maine State Police TOPAZ Team was able to conduct successful occupant protection details in FY2020.

Planned Activity Number: OPB20-002

Planned Activity Title: **Annual Observational Seat Belt Surveys**

Planned Activity Description:

Uniform Guidelines for Highway Safety Program 20 stipulates that states must conduct and publicize at least on statewide observational survey of seat belt usage annually, ensuring that it meets current, applicable Federal guidelines. This project funds a contract with a vendor for the MeBHS annual observational and attitudinal surveys. The survey will be conducted in the two weeks immediately following the May Click It or Ticket enforcement campaign.

Planned Activity Performance:

The MeBHS contracted with the University of Southern Maine, Muskie School of Public Service, Survey Research Center for both the NHTSA required annual observational survey of seat belt usage, and the optional, but valuable attitudinal survey. Due to COVID-19, the survey was not able to be conducted. MeBHS felt that we would not be able to collect accurate data because of the stay home order made by Maine's Governor. MeBHS decided to use the NHTSA waiver option and use the FFY2019 survey and conduct the next annual survey in FFY2021.

Planned Activity Number: CR20-001

Planned Activity Title: **Car Seat Purchase for Income Eligible Children**

Planned Activity Description:

This project supports the purchase and distribution of child safety seats (convertible or booster) for Maine income eligible families that are issued through partner CPS distribution sites.; and necessary fitting station and technician supplies and educational materials.

Planned Activity Performance:

In FFY20, more than 513 child safety seats were provided to income eligible children in Maine and more than 413 parents or caregivers received education on proper transportation of children. Due to COVID-19, some distribution locations were not open to distribute car seats and were referring parents to open locations. Also, because in-person meetings were not being allowed, they were forced to find new ways to get parents the car seats, and education that's needed to install the seat correctly. Some distribution locations allowed for in-person, if they were equipped with proper personal protective equipment. However, some locations would provide the parents with the education via Zoom, Teams, etc., and provide them with the seat. They would ensure the parent understood all the information to safely install the seat, by also having a Zoom, Teams, etc. to make sure it was installed correctly.

Planned Activity Number: OPB20-001

Planned Activity Title: **CPS Technician and Instructor Training and Events**

Planned Activity Description:

This project will support training (possible conference attendance) and certification of new Child Passenger Safety technicians and Instructors. It will also provide for recertification for those with expired credentials.

MeBHS anticipates four certification classes and at least one certification renewal class in the federal fiscal year 2020. Certification courses will be held in each large region of the State of Maine: Northern Central Maine, Northern Maine (County), Central Maine and Down East. Exact hosting locations and dates for the trainings will be determined in the fall and spring to ensure that we are meeting the needs of potential trainees (as received by requests).

Planned Activity Performance:

In FFY20, due to COVID-19, the MeBHS offered only one new certification training in Gorham. There were four scheduled new certification trainings, but three were cancelled due to COVID-19. This training resulted in 10 newly certified technicians. Because of COVID-19, it was difficult to hold in person classes in FFY20 because of the stay home order and to meet the CDC guidelines. For FFY21, we are working on a hybrid approach for CPS classes. We would like to ensure the student is understanding the materials being taught, while also ensuring their health and safety. We are planning on holding at least 4 CPS classes in FY2121. Anticipated certification courses will be held in each large region of the State of Maine: Bangor/Presque Isle in the North, Ellsworth/Orono in the East, Oxford county in the West, and Gorham or Berwick in the South. These classes will most likely be held in the Spring/Summer when social distancing will be easier for locations to accommodate, and hopefully with COVID-19 cases going down.

Planned Activity Number: OP20-002

Planned Activity Title: **Traffic Safety Education**

Planned Activity Description:

This project funds two full-time positions dedicated to providing traffic safety education statewide. The education includes: NETS, Convincer and Rollover demonstrations for occupant protection, distracted and impaired driving simulations, and the use of highway safety displays at schools, colleges, health fairs, community centers, businesses, and other locations where the targeted demographic can be found. The seat belt education component of this program reaches approximately 4,000 citizens each year and provides education to grades K-12, private businesses and state agencies. Funds for travel to state and national conferences and trainings are included in the grant. The NETS component of this program works with businesses and industry safety leaders statewide. With the exception of MeBHS' media campaign, this program has been proven to be the most effective tool for reaching school-aged children, young drivers, parents, and the employer workforce.

Planned Activity Performance:

FFY2020 was difficult for the APEMS Traffic Safety Project because of COVID-19. Many schools did not allow traffic safety presentations due to the pandemic. During the fiscal year, 56 programs for 1,275 participants were conducted. These programs included presentations and demonstrations of the Seat Belt Convincer, the Rollover Simulator and/or the Distracted Driving Simulator. The enthusiasm among the students was fantastic as was the support of the various principals and staff. Before COVID-19, some successful school visits included SKOWHEGAN, DEERING, CAPE ELIZABETH, BONNIE EAGLE, and LISBON High Schools. Several Colleges were visited with the Convincer and or Driving Simulator including: KVCC (Fairfield and Augusta), UMF, EMMC, SMCC, and USM. Highlights of Corporate and State Government visits included MAINE D.O.T. Health Employee, ME Association of PE/Health Teachers, and the Maine Transportation Conference.

Although the subrecipient was not able to go to as many schools and events as planned due to the COVID-19 pandemic, they worked tirelessly researching ways to help benefit Maine's seatbelt enforcement and even reached out to some of their contacts to see who would be interested in participating in the Maine OP Task Force. They have thought of new ways to work with law enforcement agencies who are participating in upcoming campaigns to see if they will be able to use them as a contact to see about working with them to bring the Seat Belt convincer, Roll Over and/or Distracted Driving Simulators to their communities to EDUCATE as part of the enforcement.

Expenditures as of December 21, 2020

| Planned Activity Title | Planned Activity Number | Fund Source | Budget | Expended |
|--|-------------------------|-------------|--------------|--------------|
| Program Management and Operations | OP20-001 | 402 | \$300,000.00 | \$67,189.05 |
| Statewide High Visibility Enforcement | OP20-000 (various) | 405b | \$689,283.60 | \$80,705.23 |
| Maine State Police TOPAZ Team | OP20-003 | 405b | \$140,000.00 | \$42,486.03 |
| Annual Observational Seat Belt Surveys | USM20-001 | 405b | \$60,000.00 | \$41,582.20 |
| Car Seat Purchase | CR20-001 | 402 & 405b | \$139,371.09 | \$33,942.24 |
| Child Passenger Safety Technician and Instructor Training Events | OPB20-001 | 405b | \$35,000.00 | \$6,977.02 |
| Traffic Safety Education | OP20-002 | 402 | \$160,000.00 | \$112,443.36 |
| | | | | \$385,325.13 |

Traffic Records

A complete traffic records program is necessary for planning, problem identification, operational management, and evaluation of a state's highway safety activities. MeBHS and its partners collect and use traffic records data to identify highway safety problems, select the most appropriate countermeasures and evaluate their effectiveness. The goal of Maine's Traffic Records Coordinating Committee (TRCC) is to continue to develop a comprehensive traffic records system so Maine can address the highest priority highway safety issues. Maine's TRCC and partners have made significant progress in improving the State's traffic records systems. These accomplishments and projects are identified in the Traffic Records Strategic Plan and through the project performance detailed below. The planned activities included under this program area are necessary to obtain the most timely and useful data needed to quickly address our traffic safety issues and directly relate to the success of our data-driven traffic safety enforcement planned activities by allowing us to analyze most current and relevant crash, fatality and injury data to utilize funds appropriately and to adjust quickly and as necessary.

Maine's TRCC has identified, selected and prioritized projects to resolve the deficiencies identified in the Traffic Records Strategic Plan through a 2016 Traffic Records Assessment. Maine's TRCC prioritized projects based on the ability to: improve data quality in the core traffic records data systems, bring existing efforts currently underway to completion, make measurable progress toward the end goals of the TRCC and the Sections 405c programs using the performance areas (timeliness, consistency, completeness, accuracy, accessibility, and integration), and increase MMUCC and NEMSIS compliance. Assessment Recommendations addressed in the FFY20 HSP are addressed in the required Traffic Records Strategic Plan.

Associated Performance Measures:

| Fiscal Year | Performance measure name | Target End Year | Target Period | Target Value |
|-------------|--------------------------|-----------------|---------------|--------------|
| 2020 | Crash Uniformity | 2020 | Annual | 44.0 |
| 2020 | EMS Uniformity | 2020 | 3 Year | 96.0 |
| 2020 | Crash Completeness | 2020 | Annual | 66.0 |

Planned Activity Number: TR20-001

Planned Activity Name: **MeBHS Program Management and Operations**

Planned Activity Description:

Costs under this program area include salaries, in-state travel to monitor sub-grantees and contractors for highway safety program coordinators, out of state travel for Traffic Records Conference(s) and operating costs (e.g., printing, supplies, state indirect rate, postage) directly related to the development, coordination, monitoring, evaluation, public education, monitoring, marketing, and training required of this program.

Planned Activity Performance:

During FFY2020, the MeBHS Director managed program activities specific to the projects approved in the FFY2020 Highway Safety Plan, and the Traffic Records Strategic Plan. During FFY2020, MCRS planned activities, e-citation system planned activities, public crash query tool and other traffic records activities as described below, were implemented and administered by MeBHS and/or its vendors. Details of those activities are referenced in the below planned activities.

Planned Activity Number: ME-P-00006 (TRC20-001)

Planned Activity Name: **Maine Crash Reporting System Upgrades**

Planned Activity Description:

The Maine Crash Reporting System (MCRS) upgrade project goals are to: update the technical foundation of the system, increase MMUCC compliance of the data collected; and incorporate a common date schema for ease of data transfer between the variety of software programs and agencies that use crash data. The goals of this project will improve the overall data handling processes, reduce redundancy, reduce data manipulation, minimize human intervention, and improve efficiency throughout the system. This will also create opportunities for increased interoperability with other data systems.

Planned Activity Performance:

The MCRS performance measures as of September 30, 2020 showed a decrease in following areas for the same time period as last year:

- Report Timeliness –5.84 days down from 6.62 days
- Approval Time – 4.44 days down from 4.54 days
- Days from Approval to Upload – 4.95 days down from 5.27 days
- Number of Reports – 35,940 reports this year compared to 32,727 reports last year.

Activities completed on this project include: deployed MCRS Website update that adds System Inventory function, replaced ASP.NET Active Directory authentication with LDAP authentication, added Agency Timeliness chart; began development of MCRS Mapping component upgrades; improved NHTSA VPIC VIN validation; provided technical support via MCRS help desk to state and local law enforcement and Maine Office of Information Technology.

Planned Activity Number: ME-P-00011 (TRC20-001)

Planned activities Name: **E-Citation**

Planned Activity Description:

The E-Citation project is comprised of several phases including: E-Citation legislative efforts, E-Citation TRCC Working Group, E-Citation Data Collection, E-Citation Reporting.

The E-Citation Legislation effort will survey E-Citation legislation used in other states to facilitate and authorize collection of citation data electronically. The goal is to develop any needed legislative language recommendations to support E-Citation in the State of Maine.

The E-Citation TRCC Working Group will develop a State of Maine E-Citation Data Standard that defines the E-Citation data elements, relationships, edit criteria, and business rules to allow for the exchange of E-Citation data within the State. The E-Citation data standard will be platform

Independent and will take advantage of the latest XML Schema Definition (XSD) and Extensible Stylesheet Language (XSL) standards. The XSD technology will be used to define the format and organization of the XML E-Citation data document. The XSL technology will be used to programmatically validate the XML E-Citation data document and identify any errors in the citation at the point of entry. The E-Citation Data Standard will take advantage of any existing national E-Citation standards based on the National Information Exchange Model or Global JXDM.

The E-Citation TRCC Working Group will examine the existing citation paper-based data flow from the writing of the citation to submission and handling at the courts and ultimately the disposition and sharing of data with other state agencies. The study will make recommendations concerning handling of data security, electronic signature requirements, data exchange methods, law enforcement business rules and workflow.

The E-Citation Data Collection component will develop a law enforcement E-Citation data collection information system. The E-Citation system will support mobile ticketing and issuing of citations via laptop computers. The E-Citation system will be capable of creation, printing, and electronic wireless transmission of ticket data to the centralized E-Citation database.

The E-Citation system will comply with the State of Maine E-Citation Data Standard which details the data format and business rules. Data validation will occur at the point of data entry. The Data Standard will be the basis for data exchange with external systems such as any future Violations Bureau citation management system. The E-Citation system will include an interface to the Violations Bureau system for the transfer of electronic citation data.

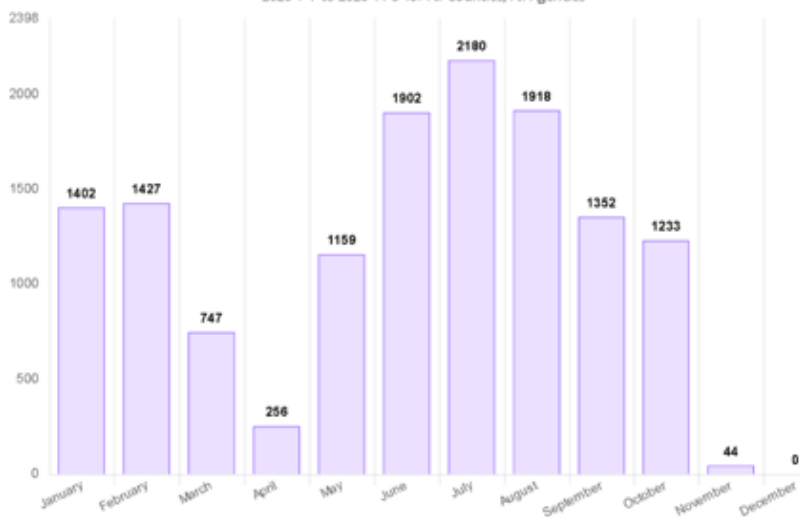
The E-Citation Reporting component will augment the E-Citation Data Collection system by providing a set of standard web-based reports with filtering capabilities. The E-Citation Reporting component will add 15 Standard Reports with the capability to filter on items such as town, law enforcement agency, type of infraction, officer Id, etc. The E-Citation Reporting component will also provide for a web-based Ad Hoc Reporting capability that will allow users to perform "on the fly" report creation capabilities. The system will allow saving of Ad Hoc reports for future use.

Planned Activity Performance:

E-citations continued its deployment over the FFY2020. The eCitation performance measure showed a significant decrease in the number of citations issued in April; most likely due to COVID-19 travel restrictions. The number of citations has increased since. The timeliness of the citations to the state eCitation repository is seven minutes. Citations are exported from the state repository to the courts/violation's bureau every 15 minutes. The below charts show reporting capabilities and citations entered using the system.

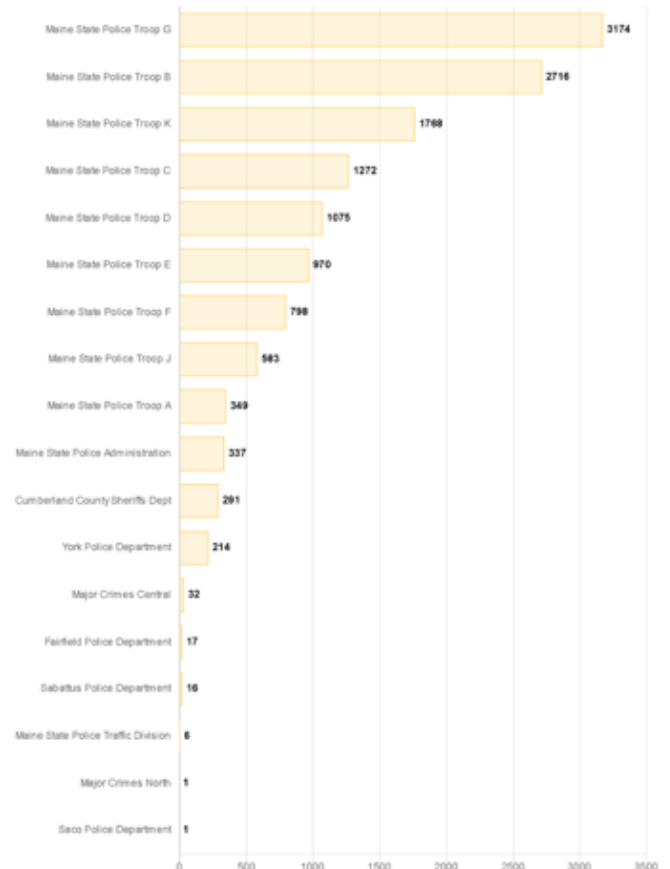
Citations By Month

2020-1-1 to 2020-11-3 for All Counties, All Agencies



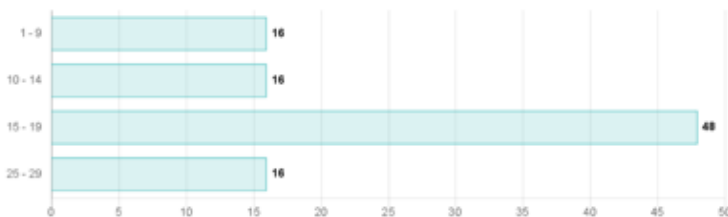
Citations By Agency

2020-1-1 to 2020-11-3 for All Counties, All Agencies



Violations in School Zones

2020-1-1 to 2020-11-3 for All Counties, All Agencies



eCitation Web Portal Updates:

Added rule for Certification Number to be required when 'Is Officer' is checked.

Fixed issues with User Roles:

AgencyReadOnly role required ViewExtracts for user to see reports in agency.

Refactor role visibility - SiteAdmin should not be visible to AgencyAdmins

Refactor role visibility - Officer role is not visible to Agency Admins
Refactor Role Visibility - Maine Violations Bureau role should not be visible for Agency Admins
Added option for Agency Records Officer to view Officer Notes for all officer's in agency
Added Forgot Password feature and implemented user lockout warnings.
Implemented ability to email password resets to end users.
Added button to copy password to clipboard to facilitate copying of password for support personnel for password resets.
Updated the EasyQuery Advanced Search to latest version and added additional search items. Deployed website update to Test and Production server

eCitation Client Updates

Implemented improved security checks.
Updated Maine eCitation client to use FIPS-validated cryptographic algorithms.
Created new Maine eCitation client setup utility using AdvancedInstaller (migrated away from Installshield).
Implemented Maine eCitation 'Forgot Password' and implemented client-side user lockout warning.
Resolved issue with logs having too many log entries for non-essential warnings related to form resizing.
Debug ThickClient Communication Problems.
Changed Certification Number in Profile popup to a label to prevent user from changing their officer certificate number inadvertently.
Troubleshooted and resolved issue with latest Maine eCitation client update related to recent security enhancements that prevented users from logging into the client.

Planned Activity Number: ME-P-00015 (TRC20-001)

Planned activities Name: **Public Access Reports and Query Tool**

Planned Activity Description:

Maine Crash information is only currently available on a query able basis to select State of Maine employees. Some broad crash data reports are published on statewide basis, however specific crash data needs (location specific, trends, and maps) are created for outside requestors via individual inquiries and are custom created by state staff. Many such requests are handled by state agency representatives.

Full data queries are too complex for the casual user and if not developed properly, can easily lead to erroneous data findings. This project would create standard web-based data queries and mapping capabilities that would be structured to provide the user easy to access and accurate information. This project will improve public access to highway safety information and lessen the customized data requests now handled by various contacts in the state.

Planned Activity Performance:

- Provided support to the Maine Office of Information Technology for the Crash Public Query Tool website.
- Maintained a complete programming development environment for all programs and IIS web server related to the Crash Public Query Tool website.
- Crash Public Query Tool Website Updates:
 - Public Query - Add note for Ped and Bike queries
 - Remove Nuget Server For CopLogic Hasher
 - Implemented encrypted passwords
 - Fix adding of duplicate intersections to Intersections filter
 - Under Map section, when multiple crashes occur at a location, added ability to display more detail on high count crash locations
 - Updated Report details popup to include new Driver Distraction fields
 - Fixed error thrown on Maps page when filtering by Intersections
 - Added indexes to improve pedestrian query results and alleviate database timeouts.

Planned Activity Number: ME-P-00024 (USM20-001)

Planned Activity Description: **Highway Safety Data System Analysis/FARS/EMS Data Quality Analysis**

Planned Activity Description:

The Highway Safety Office plans to use data from various traffic records sources to collect in databases to facilitate

highway safety reports and analyses. Additionally, the Highway Safety Office contracts with a vendor to review and analyze the quality of EMS run reporting data. FARS analysts and analysis is partially funded using 405c.

Planned Activity Performance:

The MeBHS contracted with University of Southern Maine (USM) to collect and analyze crash and injury data and present reports to be used for the annual Highway Safety Plan and the Annual Report. Additionally, the USM continued to conduct quality assurance and data analysis for the EMS run-reporting system. During FFY2020, it was not necessary for 405c funds to be used for FARS activities, allowing additional funding for systems improvements.

Planned Activity Number: ME-P-000 Data Warehouse (HSP Amendment)

Planned Activity Description: **Highway Safety Data Warehouse**

Planned Activity Description:

Develop a traffic records data warehouse that hosts a central repository of traffic records information, beginning with statewide crash data, that will be analyzed by Highway Safety stakeholders to make better, more informed decisions.

Phase 1 – Crash

Implement data flow from the MCRS statewide crash repository into the Traffic Records Data Warehouse so that data is loaded on a periodic basis (e.g. daily) from the MCRS database.

Implement functionality that allows business analysts, data scientists, and decision makers to access the data through business intelligence (BI) tools, SQL clients, and other analytics applications.

Phase 1 of this effort will allow users to access reports, dashboards, and analytics tools and extract insights from crash data, monitor business performance, and support highway safety decision making. These reports, dashboards, and analytics tools will be powered by the Traffic Records Data Warehouse. The warehouse stores data in a way that minimizes I/O and enables quick and easy querying of vast amounts of traffic records data.

The components of the Traffic Records Data Warehouse include the data warehouse database, the analytics engine, and the front-end client that presents results through reporting, analysis, and data mining tools.

Future phases of the Traffic Records Data Warehouse effort will be designed with additional traffic records data sources in mind; specifically, eCitation data, EMS Run Report (PCR) data, and Roadway data.

Planned Activity Performance:

During FFY2020 the following programming was completed on the Data Warehouse:

- Setup PowerBI Report Server on Maine Crash Development Server.
- Developed basic data warehousing architecture based on PowerBI Embedded.
- Installed on-premises data gateway for Power BI and configured the same to sync data from MCRS PREP Database to PowerBI Service.
- Developed proof of concept charts and reports.
- Developed proof of concept dashboards.
- Created .NET Web Forms project to host PowerBI-embedded MCRS charts and reports.
- Developing PowerBI embedded dashboards.

Expenditures as of December 21, 2020

| Planned Activity Title | Planned Activity Number | Fund Source | Award | Expended |
|---|-------------------------|-------------|--------------|--------------|
| Traffic Records Program Management and Operations | TR20-001 | 402 | \$164,619.88 | \$707.72 |
| MCRS Upgrade | TRC20-001 | 405c | \$400,000.00 | \$200,000.00 |
| E-Citation | TRC20-001 | 405c | \$400,000.00 | \$180,000.00 |
| Public Access Reports | TRC20-001 | 405c/402 | \$125,000.00 | \$45,000.00 |
| Highway Safety Data Warehouse | TRC20-001 | 405c | \$100,000.00 | \$50,000.00 |
| Highway Safety Data Analysis/EMS QA/FARS | TRC20-001 | 405c | \$87,373.44 | \$97,604.06 |
| | | | | \$573,311.78 |

Police Traffic Services

The planned activities chosen and funded under the Police Traffic Services Program Area directly relate to our success in meeting the stated performance targets for speeding-related crashes. Although not a national priority, illegal, aggressive, and unsafe speeding are leading causes in most Maine's crashes and fatalities and played a role in the increase in fatalities seen to date in FFY2020. The value of the law enforcement liaison is a proven countermeasure by NHTSA to be effective in enhancing partnerships for State Highway Safety Offices.

Planned Activity Number: PT20-001

Planned Activity Title: **Police Traffic Services Program Management and Operations**

Planned Activity Description:

Costs under this program area include: salaries for highway safety program coordinators working on law enforcement grants, travel (e.g., TSI training courses, in-state travel to monitor sub-grantees, meetings) for highway safety program coordinators, and operating costs (e.g., printing, supplies, state indirect rate, postage) directly related to the development, coordination, monitoring, evaluation, public education, monitoring, marketing, and training required of this program.

Planned Activity Performance:

During FFY2020, the MeBHS Program Coordinators managed program activities specific to law enforcement including grants for illegal and unsafe speed, law enforcement meetings and trainings, desk and on-site monitoring, and other evaluations. These activities are intended to decrease crashes, fatalities and injuries. During FFY2020 planned activities were implemented and reported on below were administered by MeBHS.

Planned Activity Number: PT20-000, Various Planned Activity Numbers

Planned Activity Title: **Municipal and County Speed Enforcement**

Planned Activity Description:

High-Visibility Enforcement is proven to reduce speeding and aggressive driving. Sustained enforcement, together with robust educational component, is proven to be more effective in changing driver behavior, like sustained enforcement of other traffic laws. Speeding continues to be a significant factor in motor vehicle fatal crashes in all categories (younger, older, motorcycle). By choosing this strategy to conduct data-driven sustained speed enforcement in locations of known high crash will help reduce speeding related crashes in 2020 and beyond. Participating agencies are selected using the data-drive approach discussed previously in this Plan.

Planned Activity Performance:

Over the course of the federal fiscal year, the below agencies conducted 3,087 hours of overtime enforcement patrols, made 5,971 contacts, wrote 1,771 citations, and issued 3,681 warnings for speeding violations. For 2021 our goal is to push law enforcement agencies to give out more citations than warnings. We started doing this during our mandatory training for law enforcement agencies applying for a grant with us in 2021. One of the most common unforeseen issues we came across was that over the course of 2020, police departments became understaffed, reducing the total number of overtime details they could do and effected the amount of the award spent. COVID-19, protests, and strikes were also factoring in lower overtime enforcement patrols. The Bureau of Highway Safety redirects unspent funds when able.

Expenditures as of December 21, 2020

| Subrecipient | Planned Activity ID | Award | Expended |
|----------------------------------|----------------------------|--------------|-----------------|
| Androscoggin County | PT20-010 | \$ 7,580.00 | \$5,067.00 |
| Kennebec County | PT20-028 | \$ 10,000.00 | \$9,660.32 |
| Sagadahoc County | PT20-021 | \$ 8,828.27 | \$6,572.95 |
| Auburn Police Department | PT20-011 | \$ 12,789.00 | \$12,787.33 |
| Augusta Police Department | PT20-012 | \$ 25,600.00 | \$25,600.00 |
| Biddeford Police Department | PT20-020 | \$ 10,395.00 | \$9,709.16 |
| Brunswick Police Department | PT20-024 | \$ 7,200.00 | \$1,892.35 |
| Bucksport Police Department | PT20-027 | \$ 2,059.50 | \$0.00 |
| Caribou Police Department | PT20-018 | \$ 4,831.20 | \$1,252.91 |
| Gorham Police Department | PT20-019 | \$ 8,138.52 | \$2,438.65 |
| Hampden Police Department | PT20-025 | \$ 1,080.00 | \$375.06 |
| Holden Police Department | PT20-023 | \$ 8,000.00 | \$7,873.95 |
| Lewiston Police Department | PT20-013 | \$ 12,320.00 | \$12,320.00 |
| Presque Isle Police Department | PT20-014 | \$ 20,625.00 | \$20,604.66 |
| South Portland Police Department | PT20-026 | \$ 19,200.00 | \$3,911.83 |
| Scarborough Police Department | PT20-017 | \$ 15,750.00 | \$15,534.06 |
| Waterville Police Department | PT20-015 | \$ 3,389.76 | \$3,174.22 |
| Windham Police Department | PT20-016 | \$ 7,408.80 | \$7,401.76 |
| York Police Department | PT20-022 | \$ 3,450.00 | \$3,228.21 |
| Saco Police Department | PT20-029 | \$ 6,321.60 | \$4,476.20 |

Planned Activity Number: PT20-003

Planned Activity Title: **Maine State Police Strategic Area Focused Enforcement (SAFE)**

Planned Activity Description:

This project will support dedicated over-time speed enforcement by Maine State Police Troopers air wing unit in identified high-crash locations. SAFE locations are determined using the most recent and available crash and fatality data. Approximately 1,500 hours of enforcement hours will be conducted.

Planned Activity Performance:

Over the course of the federal fiscal year, the Maine State Police conducted 992 hours of overtime enforcement patrols, made 2,144 contacts, wrote 1,288 citations, and issued 693 warnings for speeding violations. During this time, Maine State Police had to suspend details for March, April, and May due to COVID-19. They were able to start back up on June 1st and conducted 94% of their details from then until September 15th. The Bureau of Highway Safety redirects unspent funds when able.

Planned Activity Number: PT20-002

Planned Activity Title: **Law Enforcement Liaison Services**

Planned Activity Description:

The Law Enforcement Liaison serves the highway safety office and the law enforcement community and key partners by encouraging increased participation by law enforcement in HVE campaigns; encouraging the use of DDACTS and other proven countermeasure and evaluation measures; promoting specialized training (SFST, ARIDE, DRE, and the Law Enforcement Blood Tech Program); soliciting input from the MeBHS partners on programs and equipment needed to impact priority program areas. Funding for this project will support contracted Law Enforcement Liaison costs including hourly wage and related travel expenses. State Highway Safety Offices are encouraged to utilize LELs based on proven improvements in services conducted and supported by LEL's in other states.

Planned Activity Performance:

Electronic Citations was a priority for most of the year. Funding for cruiser printers remains a hindrance to most police agencies, so we will continue to search for additional ways to fund cruiser printers. During the first quarter our Law Enforcement Liaison visited police agencies in the Millinocket area and agencies Down East to encourage participation in our highway safety programs. We discussed an ARIDE class to be held in Calais in the spring. COVID-19 limited further meetings. Our Law Enforcement Liaison coordinated the variable message board messages for specific highway safety campaigns. These trailers were purchased by the MeBHS in 2015 and an annual audit of the 17 trailers was conducted. This involves six trips across Maine to see the trailers in person. Our Law Enforcement Liaison assisted the Health and Environmental Testing Lab with data sorting of DRE testing results. The LEL also assisted the DHHS lab to get agencies to switch from phone line communication to computer line communication. This allows the lab to better communicate with the Intoxilyzers directly. The LEL also disseminates messages from the HETL to the police agencies.

Since our Law Enforcement Liaison is a DRE Emeritus, he can stay involved in Maine's DRE program. The LEL assisted Auburn PD with data research on DRE evaluations in their area for time of offense. Additionally, he attended the DRE Instructor class at MCJA to discuss the national database, changes in Maine protocol, common trends, and the recertification process. This also included the DRE recertification classes in Cape Elizabeth, Holden and the MCJA. The LEL used the national DRE network and the LEL network as well as other sources to get the answers the DREs need. The LEL was also a strong advocate for the Advanced Roadside Impaired Driving Enforcement classes and put in great effort to fill the classes with students and instructors.

Our Roadside Testing Vehicle is co-managed by our Law Enforcement Liaison and he handles the schedule for it. This vehicle is used for impaired driving saturation patrols and checkpoints. The LEL maintains contact with the manufacturer for equipment needs and repairs. The LEL encourages all agencies to use the RTV for enforcement and public relations purposes.

We have a speed task force called *Vision Zero 4 Maine* and The LEL is the chairperson and coordinates when and where meetings are held.

Our Law Enforcement Liaison began organizing and planning the pilot program, Check to Protect for Maine. We were one of five states involved. The program included a tool kit and posters. We took the posters another step and coordinated the distribution of posters to each MSP barracks and BMV offices. This campaign was cancelled due to COVID-19 the week prior to the kickoff.

The LEL works closely with the MCJA staff on many matters related to traffic safety, recruiting for their traffic safety training classes and, when possible, he participates in the training.

When Maine's hands-free distracted driving law came into effect, the LEL delivered handouts to the local agencies for traffic stops and lobby kiosks.

We have a quarterly e-newsletter that the LEL creates, coordinates and disseminates. This newsletter's target audience is law enforcement officers doing the traffic work.

This year's AAA annual Impaired Driving Summit needed to be held virtually. Our Law Enforcement Liaison encouraged participation from police departments and participated in the classes as well.

Our Law Enforcement Liaison is a constant and steady source of traffic safety campaign materials and social media information to the police agencies. The LEL encourages the agencies to share the materials even though the agency may not be participating in a specific program, and he shares training materials related to traffic safety.

Expenditures as of December 21,2020

| Planned Activity Title | Planned Activity Number | Fund Source | Budget | Expended |
|--|-------------------------|-------------|--------------|--------------|
| Program Management and Operations | PT20-001 | 402 | \$125,000.00 | \$92,782.07 |
| Municipal and County Speed Enforcement | PT20-000 | 402 | \$750,000.00 | \$153,880.62 |
| Maine State Police Strategic Area Focused Enforcement (SAFE) | PT20-003 | 402 | \$102,376.00 | \$94,432.70 |
| Law Enforcement Liaison | PT20-002 | 402 | \$99,510.54 | \$99,450.35 |
| | | | | \$440,545.74 |

Motorcycle Safety

Motorcyclist fatalities and unhelmeted motorcycle fatalities continue to be a challenge. Maine does not have an all-rider motorcycle helmet law. On average greater than 70% of fatally injured riders are unhelmeted. Reasons or causations on crash reports indicate inexperience, speed, recklessness, failure to maintain lane, and failure to navigate turns. Despite our continued motorcycle safety educational campaign in FFY2020, we reached fewer riders due to cancellation of events because of COVID-19. For our FFY2021 HSP, we have added a new educational project that will highlight the safety benefits of riders wearing all proper safety gear. We will work with our partners at the Bureau of Motor Vehicles to continue to investigate opportunities to strengthen the number of riders taking professional rider education, and we will again increase our media presence on radio, television, and digital/social specifically around rider conspicuity, rider training and rider safety gear. and we will continue our partnership with rider organizations dedicated to safety of all riders.

Planned Activity Number: PM20-001

Planned Activity: **United Bikers of Maine**

Planned Activity Description:

This project will educate motorist and motorcycle riders on the principles of "Share the Road". To maximize the general awareness of motorcycles on the road, the campaign will focus on the importance of motorists paying attention and yielding to the right of way to motorcycles. Activities to accomplish this may include UBM providing educational materials to the motorcycle riding community and motorcycle retail stores, as well as developing and displaying a unique motorcycle safety banners at statewide events. The project may consist of education, program branding, media buys, and social media. The funding for this project will support the printing of education material, mailing, program branding, and paid and digital media efforts aimed at motor vehicle drivers.

Planned Activity Performance:

PLANNED ACTIVITY NOT IMPLEMENTED AS PLANNED IN FFY2020. We were planning on working with the United Bikers of Maine (UBM) as we did in years past. Unfortunately, early in the fiscal year UBM told us they would not be able to hold any events due to personal reasons, and not having the time to focus on it. The money was then used for a longer media flight for the Share the Road campaign.

Planned Activity Number: PM20-001

Planned Activity: **Motorcycle Safety Paid Media Campaign**

Planned Activity Description:

MeBHS will purchase advertisements in multiple markets to promote the "Share the Road" concept. The goal of the campaign is to increase awareness of motorcyclists and to educate motor vehicle operators to Share the Road with motorcyclists.

Planned Activity Performance:

See Paid Media Report for details on Motorcycle Safety Media. Because motorcycle fatalities continue to increase, for FFY2021 we will be working with our media vendor on creating new PSA's and print materials for a 'proper safety gear' campaign.

Expenditures as of December 21, 2020

| Planned Activity Title | Planned Activity Number | Fund Source | Budget | Expended |
|---------------------------------------|-------------------------|-------------|-------------|-----------|
| United Bikers of Maine | MC20-001 | 405f | \$50,910.77 | \$0.00 |
| Motorcycle Safety Paid Media Campaign | PM20-001 | 405f | \$33,940.51 | 33,940.51 |

Pedestrian and Bicycle Safety

Maine DOT has continued to deliver our statewide pedestrian safety program – *Heads Up* – where we continue to work with the 21 communities that experienced the greatest share of pedestrian crashes between 2012-2017. This year we focused on drafting our final reports that outlined a broad spectrum of community recommendations that would improve pedestrian safety. These recommendations included the traditional 5 “Es” from the Safe Routes to School Program. These are: Engineering, Education, Encouragement, Enforcement, and Evaluation. The combination of the planned activities chosen (enforcement and education) helped Maine meet its performance target. We will continue efforts to decrease the number of pedestrian-related fatal crashes for FFY2021 and beyond.

Planned Activity Number: PS20-000 (Various – see below)

Planned Activity Title: **Targeted Pedestrian-Motor Vehicle Traffic Enforcement**

Planned Activity Description:

Targeted enforcement (in high pedestrian crash locations) will continue to be utilized to reduce the number of pedestrian crashes and fatalities in the State of Maine. Agencies will be selected together with the Maine DOT and as identified by the Maine Department of Transportation Pedestrian Safety Working Group.

Planned Activity Performance:

Over the course of the federal fiscal year, the below agencies conducted 776 hours of overtime enforcement patrols, made 582 contacts, wrote 105 citations, and issued 183 warnings for speeding violations. One of the most common unforeseen issues we came across was that over the course of 2020, police departments became understaffed, reducing the total number of over-time details the agency could do and effected the amount of the award spent. Most of the agencies were also affected by COVID-19, protests, and strikes in the area which took the agency’s manpower away from pedestrian enforcement. For 2021 our goal is to push law enforcement agencies to give out more citations than warnings, and we will be working on a handout to give to citizens to educate them more on pedestrian safety. The Bureau of Highway Safety redirects unspent funds when able.

Expenditures through December 21, 2020

| Subrecipient | Planned Activity ID | Award | Expended |
|----------------------------------|---------------------|--------------|-------------|
| Augusta Police Department | PS20-001 | \$ 24,999.00 | \$24,969.16 |
| Brunswick Police Department | PS20-005 | \$ 2,160.00 | \$369.50 |
| Lewiston Police Department | PS20-002 | \$ 4,840.00 | \$2,546.04 |
| Old Town Police Department | PS20-004 | \$ 965.00 | \$161.63 |
| Westbrook Police Department | PS20-003 | \$ 4,800.00 | \$3,995.44 |
| South Portland Police Department | PS20-006 | \$ 1,800.00 | \$0.00 |
| Saco Police Department | PS20-007 | \$ 4,320.00 | \$1,309.80 |

The following is a report of pedestrian and bicycle safety efforts at the Maine DOT:

This year, Maine DOT had intended to capitalize on the federal designation of October and Pedestrian Safety Month. We had originally planned on convening small groups of engaged stakeholders to create a series of events during the month of October including attempting to get the Governor to Sign a Proclamation. Unfortunately, just before we went to schedule our first meeting, COVID-19 evolved in the state and we tabled all plans to try to coordinate these special events. We are hoping to do more next year if public health improves.

By the end of 2020 Maine DOT will have:

- Convened 35 pedestrian safety focused community meetings
- Conducted 99 RSAs to determine appropriate STEP countermeasures
- Completed 10 PSAPs for LPAs recommending STEP countermeasures

- Provided 4 draft PSAPs to LPAs for review recommending STEP countermeasures
- Based on PSAPs, 13 communities have submitted 29 project applications
 - 23 of 29 project applications will implement STEP countermeasures
 - 4 projects applications were for additional planning studies
 - Cost range \$25,000 to \$1,300,000
 - Average cost ~\$150,000
- 8 projects applications were selected and will be included in Maine Dot’s workplan in January
 - 3 will be constructed in CY 2021
 - 5 will begin PE and ROW in CY 2021
- Based on PSAPs, 5 additional projects have already been completed (not included in applications)
 - Cost range \$25,000 -\$50,000

Maine DOT is also currently partnering with the Federal Highway Administration to finalize the development of our Pedestrian Safety Toolbox for release hopefully in the first or second quarter of 2021. This Toolbox will provide a decision matrix to help transportation planners and municipalities in Maine evaluate potential pedestrian safety treatments that could be incorporated at critical locations to help reduce the exposure risk of pedestrians.

Expenditures as of December 21, 2020

| Planned Activity Title | Planned Activity Number | Fund Source | Budget | Expended |
|--------------------------------------|-------------------------|-------------|-------------|-------------|
| Pedestrian/Motor Vehicle Enforcement | PS20-000 | 402 | \$50,000.00 | \$33,942.24 |

Young Drivers

Teen and young drivers (up to age 20) are involved crashes in resulting in serious injuries and fatalities more often than more experienced drivers. All drivers face risks, but the factors that contribute most to crashes and deaths appears to be inexperience. Newly licensed drivers, primarily teenagers, have the highest crash rates, but even drivers well into their twenties have higher crash rates than older drivers. Risk factors for motor vehicle crashes that are particularly elevated among young drivers include:

- Inexperience
- Interactive passengers
- Distraction while driving, including from using cell phones and texting
- Driving at excessive speeds, close following, and other risky driving behaviors
- Impaired driving- while drinking and driving is not very high among novices, it causes a disproportionate number of fatal crashes. In the later teen years and young adulthood, drinking and driving increases greatly.
- Driving at night
- Driving while fatigued

Maine did not meet this performance measure, in part due to our inability to conduct the planned activities. Our new partnership with SADD is expected to assist with education and community outreach.

Planned Activity Number: SA20-001

Planned Activity Title: **AAA Teen Driver Expo**

Planned Activity Description:

This project will fund the annual AAA of Northern New England Young Driver Expo. The Teen Driver Expo and AAA Dare to Prepare programs provide education for young drivers, pre-drivers and parents. National speakers and presenters are sought to discuss and demonstrate topics that appeal to and influence teens and impress upon them the importance of making good driving choices. Based on past years, it is estimated that 300 teens will attend the expo. AAA had developed an evaluation component to determine the effectiveness of the annual event. The evaluation is used to guide future improvements and adjustments to the event. In addition to the Expo, workshops at established leadership conferences or camps during the summer months educating teen leaders on the importance of traffic safety will be conducted.

Planned Activity Performance:

PLANNED ACTIVITY NOT IMPLEMENTED AS PLANNED IN FFY2020. We were working with AAA to hold another yearly AAA Teen Driver Expo. Unfortunately, we decided against it this year due to COVID-19. The idea of holding this as a digital event was looked at but decided against due to the nature of the event. The purpose is to engage with teenagers and parents when shopping for back to school clothes and supply and show them all the different factors when it comes to safe driving. Trying to recapture this in an online environment and have teenagers and parents take time out of their own day to attend, wouldn't have a good turnout. For FFY2021 we are planning on funding Maine Drivers Education Schools with the most recent editions of AAA's training curriculum (15 Editions How to Drive) to better educate young drivers. To help keep safe driving on the top of young drivers minds we will be working with SADD Nation to have a SADD State Coordinator, set up SADD Chapters in our schools statewide, and create educational messaging that promote safe teen driving. Finally, we are planning on holding the AAA Teen Driver Expo in FFY2021.

Expenditures as of December 21, 2020

| Planned Activity Title | Planned Activity Number | Source | Budget | Expended |
|------------------------|-------------------------|--------|-------------|----------|
| AAA Young Driver Expo | SA20-001 | 402 | \$20,000.00 | \$0.00 |

Distracted Driving

Prior to September 2019 hands-free law, enforcement for distracted driving remained difficult for law enforcement officers to detect whether a user was texting (illegal) or dialing (legal). These planned activities were selected to help reduce the incidence of distracted driving and to encourage voluntary compliance with putting the phone down and just driving. We believe that the new law increased ability of officers to write citations and that our increased advertising using a combination of digital, social, and paid and earned media assisted us in meeting targets in FFY2020.

Planned Activity Number: DD20-001

Planned Activity Title: **Distracted Driving Campaign PSA, Brochure/Educational Materials**

Planned Activity Description:

Distracted Driving has proven to be one of the hardest driver behaviors to curb. Every one of every age engages in distracted driving. Whether it is eating, reading, vaping, talking or texting, distracted driving related-crashes and fatalities continue to increase. Despite dedicated overtime enforcement and our social, digital and paid media campaigns, distraction continues to plague our roadways. We will work with our media vendor, reprint and distribute our comprehensive distracted driving campaign materials which include a distracted driving brochure (based on the USAA brochure no longer available) to help support education and enforcement efforts to reduce distracted driving occurrences. We will continue to work with our partners to identify countermeasures proven to work in other states. In Plan Year 2019, we created new PSA's which will air in Plan Year 2020 together with newly created print materials, and posters.

Planned Activity Performance:

For FFY20, the comprehensive distracted driving media campaign planned to use a variety of media platforms (TV and radio) to distribute distracted driving messages. Unfortunately, due to the COVID-19 pandemic, we did not run many PSA's because the campaign was moved to October FFY21 and we reserved the budget for that time frame. We ran a new "Welcome to Maine" distracted driving PSA at the airport, which proved to be well-received until flights were largely cancelled in March. Even though airport traffic is lower, NL Partners were able to negotiate a longer run for the PSA that goes into 2021. For the future we plan on refocusing our ads to have a common theme, and to be more impactful for our target audience.

Planned Activity Number: DD20-002

Planned Activity Title: **Distracted Driving Observational Survey**

Planned Activity Description:

Cell phone use and texting while driving can degrade driver performance in three ways --visually, manually, and cognitively. Talking and texting while driving has grown in the past decade as drivers take their cell phones into their vehicles. To gather data on actual cell phone use, and to determine if enforcement efforts and education has been successful, Maine intends to use the Connecticut demonstration model to conduct a cell phone usage observational study. The University of Southern Maine, Muskie School will conduct the survey in April of 2020. The results will follow the April 2018 and April 2019 surveys and give us better insight into the who, what, when and where of our distracted driving problem.

Planned Activity Performance:

PLANNED ACTIVITY NOT COMPLETED AS PLANNED. Due to the COVID-19 pandemic, the distracted driving campaign and observational survey were both postponed.

Planned Activity Number: DD20-000 (Various Planned Activity Numbers)

Planned Activity Title: **High Visibility Distracted Driving Enforcement**

Planned Activity Description:

Funding will support overtime details for law enforcement agencies to conduct distracted driving enforcement on I-95, I-295 and other designated high crash locations. Our law enforcement partners will conduct high visibility enforcement in support of the National Campaigns (October and April) and during times and places that have been identified through an analysis of the crash and fatal statistics that we have.

Planned Activity Performance:

In FFY20, the following law enforcement partners conducted 3337 hours of overtime enforcement, made 4,262 contacts and wrote 1643 citations for distracted driving. As of September 19, 2019, the law changed to hands free driving, so more Police Departments applied for this grant and more citations were given out. However, this year was also difficult due to the COVID-19 pandemic and the postponed distracted driving campaign.

Expenditures as of December 21, 2020.

| Subrecipient | Planned Activity Number | Budget | Expended |
|--|--------------------------------|---------------|-----------------|
| Maine State Police | DD20-030 | \$ 30,712.80 | \$27,533.71 |
| Androscoggin County Sheriff's Department | DD20-010 | \$ 5,120.00 | \$2,608.60 |
| Sagadahoc County Sheriff's Department | DD20-027 | \$ 22,360.00 | \$9,047.06 |
| Augusta Police Department | DD20-011 | \$ 24,999.00 | \$24,998.83 |
| Berwick Police Department | DD20-026 | \$ 12,707.16 | \$8,421.41 |
| Bridgton Police Department | DD20-012 | \$ 1,760.00 | \$0.00 |
| Brunswick Police Department | DD20-028 | \$ 3,600.00 | \$0.00 |
| Bucksport Police Department | DD20-034 | \$ 2,029.50 | \$0.00 |
| Caribou Police Department | DD20-013 | \$ 4,831.20 | \$1,908.91 |
| Eliot Police Department | DD20-014 | \$ 10,320.00 | \$8,614.85 |
| Gorham Police Department | DD20-025 | \$ 2,504.16 | \$0.00 |
| Hampden Police Department | DD20-032 | \$ 2,160.00 | \$0.00 |
| Holden Police Department | DD20-015 | \$ 8,000.00 | \$6,649.03 |
| Lewiston Police Department | DD20-016 | \$ 13,200.00 | \$10,507.10 |
| Madawaska Police Department | DD20-017 | \$ 30,348.00 | \$8,090.64 |
| Old Town Police Department | DD20-018 | \$ 5,544.00 | \$155.03 |
| Portland Police Department | DD20-031 | \$ 3,960.00 | \$0.00 |
| Presque Isle Police Department | DD20-019 | \$ 20,625.00 | \$20,392.17 |
| Sabattus Police Department | DD20-029 | \$ 6,300.00 | \$1,117.16 |
| Saco Police Department | DD20-035 | \$ 6,321.60 | \$1,853.42 |
| Scarborough Police Department | DD20-020 | \$ 36,000.00 | \$22,084.83 |
| South Portland Police Department | DD20-033 | \$ 8,400.00 | \$0.00 |
| Westbrook Police Department | DD20-021 | \$ 4,800.00 | \$4,031.78 |
| Windham Police Department | DD20-022 | \$ 7,408.80 | \$7,379.87 |
| Wiscasset Police Department | DD20-023 | \$ 4,888.00 | \$4,100.21 |
| York Police Department | DD20-024 | \$ 9,360.16 | \$7,331.89 |

Expenditures as of December 21, 2020

| Planned Activity Title | Planned Activity Number | Fund Source | Budget | Expended |
|--|-----------------------------|-------------|----------------|------------------------|
| Distracted Driving Campaign PSA, Brochure/Educational Material | DD20-001 | 402/405e | \$75,000.00 | See Paid Media Section |
| Distracted Driving Observational Survey | DD20-002 | 405e | \$80,000.00 | \$ 15,933.58 |
| High Visibility Distracted Driving Enforcement | DD20-000 Various Numbers | s. 405e | \$3,155,500.00 | \$176,826.50 |
| | | | | |

Mature Drivers

Maine has the highest rate of older drivers in the nation and due to its rural nature, public transportation is severely limited. The educational planned activity below helped us to meet the performance target for Older Drivers. Surveys show that many people drive fewer miles and avoid night driving or other challenging situations as they get older. In FFY2021 we will continue our older driver education campaign regarding medication and driving. We will also explore opportunities to educate older drivers about trip planning, consolidation and ride-share services where available.

Planned Activity Number: PM20-001

Planned Activity Title: **Older Driver Education**

Planned Activity Description:

NL Partners will help to develop driver safety educational materials for Physicians, nurses, caretakers and others for distribution. The educational materials will complement the older driver paid, earned and digital media campaign.

Planned Activity Performance:

See Paid Media Report for details on Older Driver Education. For FFY2021 we will focus our educational materials on the effects of medications while driving and where to turn if they feel themselves or a loved one driving abilities are starting to decline.

| Planned Activity Title | Planned Activity Number | Fund Source | Budget | Expended |
|------------------------|-------------------------|-------------|-------------|------------------------|
| Older Driver Education | PM20-001 | 402 | \$50,000.00 | See Paid Media Section |

Paid and Earned Media

NHTSA has long recognized paid and earned media as an essential component to a successful highway safety plan. The MeBHS works with our vendor to ensure that we effectively utilized resources for the biggest highway safety concerns and direct messaging toward our most concerning traffic safety problems and in conjunction with National Mobilization and State emphasis periods. Continued reductions in crashes and fatalities prove that paid and earned media programs are effective when used together with other proven countermeasures.

Planned Activity Number: PM20-001

Planned Activity Title: **Statewide Strategic Media Plan (Paid Media)**

Planned Activity Description:

This project will fund paid media (television, radio, print, digital, social) associated with all the MeBHS programs and NHTSA High Visibility Enforcement campaigns. Expenses include continued campaign development, re-tagging of NHTSA or other state's PSA's, purchase of radio, television, social and print media, and production of new PSA's: In FFY2018 and FFY2019, together with our media contractor, we created new media for distracted driving, teen seat belt, move over, speeding, bicycle and pedestrian, motorcycle and child passenger safety. In FFY2020 we plan to increase our social and digital presence; and add even more new PSA's for teen occupant protection, speeding and impaired for 20-24-year-old drivers and a focus on mature drivers. We will continue our efforts to increase our observed seat belt usage rate by embarking on a "no excuses" campaign utilizing digital banners, pre-rolls and an accompanying PSA.

Planned Activity Performance:

Campaign Spending - The following details total media spending (TV, radio, digital, social) in FFY2020 by campaign:

| | |
|-------------------------|------------------|
| Distracted | \$ 9,687 |
| Impaired Driving | \$ 53,596 |
| Motorcycle | \$ 71,764 |
| Move Over | \$ 19,181 |
| Occupant Protection | \$ 13,495 |
| OP – CPS | \$ 12,908 |
| Pedestrian/Bike | \$ 2,585 |
| Senior | \$ 21,088 |
| Speed | \$ 36,026 |
| Teen | \$ 0 |
| Total Media Paid | \$240,329 |

*Plus Total Media FREE** \$177,463

**The bonus media was negotiated by NL Partners as part of the media buy.*

Total Rating Points (TRPs) - The following provides an overview of TRPs for FFY2020:

| | |
|-------------------|--------------|
| TV Paid | 1,685 |
| TV FREE | 1,724 |
| Radio Paid | 1,096 |
| Radio FREE | 1,054 |
| Digital Paid | 661 |
| Digital FREE | 75 |
| Social Ads Paid | 370 |
| Total Paid | 3,812 |
| Total FREE | 2,853 |

Impressions - The following is a detail of Total Impressions by Campaign:

| <u>Campaign</u> | <u>Demo</u> | <u>Impressions</u> |
|---------------------|--------------|--------------------|
| Distracted | Adults 18-49 | 188,063 |
| Impaired Driving | Men 18-54 | 2,846,147 |
| Motorcycle | Men 18-54 | 3,062,144 |
| Move Over | Adults 18+ | 3,950,203 |
| Occupant Protection | Men 18-49 | 446,439 |
| OP – CPS | Adults 18-49 | 875,368 |
| Pedestrian/Bike | Adults 18+ | 867,869 |
| Senior | Adults 65+ | 913,949 |
| Speed | Men 18-49 | 2,109,264 |
| Teen | Teens 16-19 | 0 |

Creative, PR, Research

The following details creative, PR and research projects completed in FFY2020:

All TV PSAs

- #JustDrive added to all TV PSAs
- TV PSAs resized for digital and social

Child Passenger Safety

- CPS Installation Booklet reprinted
- “You will never forget...” radio PSA produced

Distracted Driving

- “Oops” TV PSA revised
- OOH video PSA revised (runs in Airports)

Hand’s Free

- Hand’s Free Buck-slips – Updated/printed

Impaired

- “Impaired Drugs” TV PSA revised

Motorcycle

- “Share the Road” radio PSA revised with summer copy

Occupant Protection

- “Grampy” radio PSA produced

Pedestrian

- “Rural” TV PSA produced
- “Urban” TV PSA produced

Senior

- “Did You Know” TV PSA produced

Speed

- “Sgt. Hansen” radio PSA produced

Teen

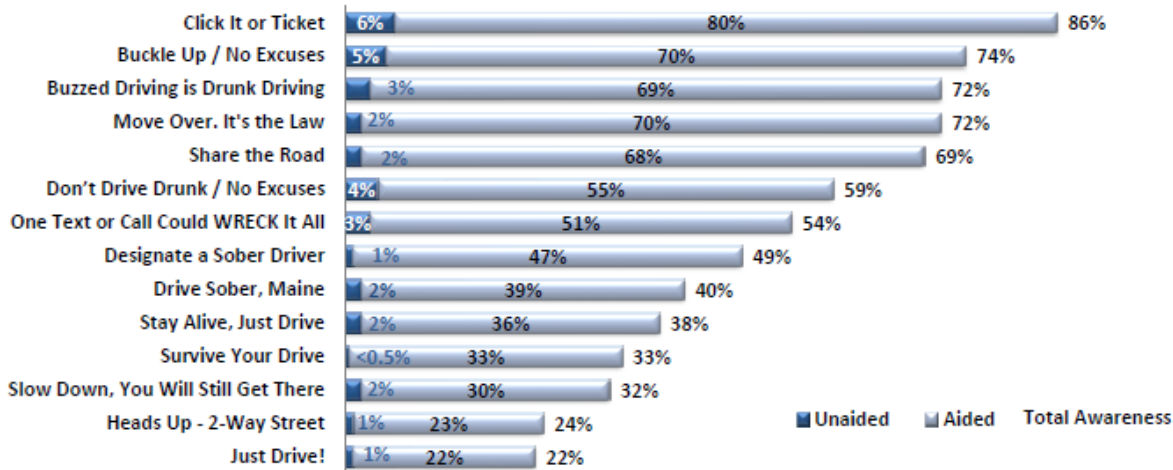
- 1-Hour New Driver Education Video – Sgt. Hansen updated (Close Captioning added)
- Teen Radio Campaign with radio stations developed. Three radio PSAs (Alcohol, Seatbelts, Speeding) produced in coordination with Maine DJ's by every station on the radio buy.

Research

- Critical Insights Tracking Survey – Fall '19
- Critical Insights Tracking Survey – Spring '20

| Total | Broad & Geo Targeted | Month | | | | October | November | December | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept |
|----------------------------|----------------------|------------------|--------------|------------------|---------------------------|---------|----------|----------|-----|-----|-----|-----|-----|------|------|-----|------|
| | | Media | TRPs | Plin \$ | Difference Plin or Budget | | | | | | | | | | | | |
| Podiatry/Bicycles | Adult 18+ | \$35,400 | 381 | \$27,064 | \$1,234 | | | | | | | | | | | | |
| Distracted Driving | Adult 18-49 | \$45,630 | 494 | \$42,214 | \$3,416 | | | | | | | | | | | | |
| Impaired Driving | Male 18-34 | \$35,700 | 1,439 | \$35,103 | (\$597) | | | 112 | 153 | 88 | 154 | 156 | | | | | |
| Motorcycles | Male 18-34 | \$35,400 | 1,493 | \$35,415 | (\$15) | | | | 22 | 38 | 2 | | | | | | |
| Motor Over | Adult 18+ | \$1,500 | 214 | \$1,110 | \$3,390 | | | | | | | | | | | | |
| Occupant Protection | Male 18-49 | \$40,750 | 557 | \$41,231 | (\$481) | | | | | | | | | | | | |
| Occupant Protection CD | Adult 18-49 | \$14,635 | 193 | \$15,252 | (\$617) | | | | | | | | | | | | |
| Sober Driving Awareness | Adult 55+ | \$1,200 | 140 | \$1,037 | \$163 | | | | | | | | | | | | |
| Speed Enforcement | Male 18-49 | \$35,130 | 461 | \$35,420 | (\$290) | | | | | | | | | | | | |
| Teen Driving (16-18) | Teen 16-19 | \$21,400 | 497 | \$21,527 | (\$127) | | | | | | | | | | | | |
| Aligort | Adult 18+ | \$2,450 | 192 | \$2,452 | (\$2) | | | | | | | | | | | | |
| Gas Station Signage | Adult 18+ | \$0 | 10 | \$0 | \$0 | | | | | | | | | | | | |
| Total GRPs (weekly) | | \$376,645 | 6,121 | \$419,387 | (\$46,262) | | | | | | | | | | | | |

Awareness of Tested Ad Campaigns (Fall 2020)



Note: Respondents were prompted for each campaign if they had not mentioned it unaided or if they said they had not seen any advertising in the past year. Figures based on the TOTAL sample.

In FFY2020 nearly half of our total advertisements were free of charge. This is a great as we were able to get the most value and airtime possible out of our spots. For our Motorcycle flight, we couldn't use the funding planned for United Bikers of Maine (they were unable to complete any events due to personal reasons) and put that money into a longer run for our Share the Road campaign. As local TV and Radio cost dropped due to COVID-19, we focused our efforts there to increase our media buy. For TV we ran a 12-week flight from May 4th till July 27th. The Share the Road campaign went up from 62% to 68% from 2019 for the awareness of tested ad campaigns, and this is during a year with many political ads. For our Aging Drivers we created a PSA that focuses on being aware of the side effects of prescription medication while driving. The spot turned out great and will run in FY2021, but it may have to be updated sooner than other PSA's as mask were needed to be worn by

the actors. In March our hour long "[Maine Traffic Laws for New Drivers](#)", was completed and sent out to all the driver education courses in Maine. We received many positive comments of the video and feel it's a great addition to the course. For our teen radio PSA's we took a different approach. Instead of having one spot to be the same on every station, we decided to send the script to each of our teen demographic radio stations and have them record their own version of the spot. This way the stations voice and personality are in each PSA and comes across more as a friend looking out for you. A PSA was recorded for speed, impaired, and seatbelts and were all created free of charge. Across the eight stations, a total of 24 spots were created. For 2021 we will be separating our creative and media buy across two different vendors. This way we can have more focus on each area to create a better product. For creative we are looking to update our brand and image, and for media buy we are looking for new areas to reach Mainers.

Planned Activity Number: PM20-002

Planned Activity Title: **Statewide Sports Marketing Campaign**

Planned Activity Description:

This project will support educational events and advertising at sporting venues, law enforcement agencies, town and city halls, and other places where public safety messages will be highly visible. Motorcycle safety, impaired driving, seat belt usage, distracted driving, and pedestrian and bicycle safety will be addressed via public service announcements, banners and signage, informational displays, and personal interaction with the public using local law enforcement and MeBHS staff during NHTSA HVE Campaigns and during Maine specific Campaigns such as: Driver Sober, Maine, You've Been Ticketed and Share the Road with Motorcycle events. Funds will also be used for educational events and advertising at sporting venues that are frequented by sports enthusiasts. In addition, the Sports Marketing Program incorporates and focuses on young drivers through the One Text or Call Could Wreck It All Pledge Campaign and the Choices Matter program. These two programs involve high school and college age students through interactive displays, discussions, speaking events and signage at major school sporting and other events.

Planned Activity Performance:

The Choices Matter Program is an impactful presentation and interactive event focusing on impairment and distraction. Choices Matter is designed to engage high school students in understanding how one bad decision can impact a lifetime. Choices Matter marketing material reached 13 different schools in Maine before the pandemic hit. Unfortunately, 9 more events had to be cancelled due to COVID-19. In November and December Alliance worked with MeBHS staff when holding several Lyft Lounge Events in Downtown Portland. They were able to provide games and prizes to help welcome people and hand out Lyft ride vouchers for those who planned on drinking that evening. As many of the planned events were cancelled this year, Alliance Sports Marketing put a heavier focus on Motorcycle events. There were 19 in total and some of them were held at motorcycle dealers, allowing them to speak with and connect with motorcycle riders. At these events Motorcycle lawn signs were given out which were a huge hit and we had a few citizens reach out to us asking where they can get one. Finally, to help with speed messaging Alliance Sports Marketing created new 'Stop Speeding Before It Stops You' banners for all 130+ police departments in Maine to put up in town or have at events. These were a great success as well, and we will be looking into creating new banners for all types of safe driving messaging. FFY2021 is expected to continue to challenge our ability to conduct these in-person events. We will plan to direct additional funds toward our paid media program to ensure continued educational outreach.

The FY2020 Costs of Projects

Sports Marketing \$184,000 (College Sports, Minor League Sports, Motorsports, and banners)

High School Sports \$170,000 (High School Tournaments and the "One Text or Call Could Wreck It All" High School campaign)

Choices Matter \$204,000 (Choices Matter program) *Was planned to be \$240,000, but \$36,000 was unable to be completed due to COVID-19

Events \$141,000 (Youth Sports, Festival, Concerts, and Motorcycles)

\$699,000

| Date | Event |
|------------------------------|---|
| Monday, October 7, 2019 | Penquis Valley High School |
| Tuesday, October 8, 2019 | Washington Academy |
| Tuesday, October 8, 2019 | Deer Isle Stonington High School |
| Wednesday, October 9, 2019 | Buckfield Junior-Senior High School |
| Thursday, October 10, 2019 | Sanford High School |
| Thursday, October 10, 2019 | Old Orchard Beach High School |
| Saturday, October 12, 2019 | Young Thug & Machine Gun Kelly |
| Tuesday, November 12, 2019 | Scarborough High School |
| Tuesday, November 12, 2019 | Freeport High School |
| Wednesday, November 13, 2019 | Wells High School |
| Wednesday, November 13, 2019 | Chop Point High School |
| Friday, November 15, 2019 | Massabesic High School |
| Friday, November 15, 2019 | Sacopee Valley High School |
| Saturday, November 16, 2019 | University of Maine Football |
| Friday, November 22, 2019 | MPA Football Class C Championship |
| Saturday, November 23, 2019 | MPA Football Class A Championship |
| Saturday, November 23, 2019 | MPA Football Class B Championship |
| Saturday, November 23, 2019 | MPA Football Class D Championship |
| Wednesday, November 27, 2019 | Lyft Lounge Event |
| Thursday, December 5, 2019 | Lyft Lounge Event |
| Saturday, December 7, 2019 | Maine Mariners |
| Saturday, January 11, 2020 | University of Maine Hockey |
| Saturday, January 25, 2020 | MPA Regional Cheerleading Championships - Augusta |
| Saturday, January 25, 2020 | MPA Regional Cheerleading Championships - Bangor |
| Friday, February 7, 2020 | University of Maine Hockey |
| Saturday, February 8, 2020 | MPA State Cheerleading Championships |
| Saturday, February 8, 2020 | Maine Mariners |
| Wednesday, February 12, 2020 | MPA Girls Hockey Regional Finals |
| Wednesday, February 12, 2020 | MPA Girls Hockey Regional Finals |
| Friday, February 14, 2020 | MPA Girls Basketball Class B North Quarterfinal |
| Friday, February 14, 2020 | MPA Girls Basketball Class B North Quarterfinal |
| Friday, February 14, 2020 | MPA Boys Basketball Class B North Quarterfinal |
| Friday, February 14, 2020 | MPA Boys Basketball Class B North Quarterfinal |
| Friday, February 14, 2020 | MPA Girls Basketball Class A North Quarterfinal |
| Friday, February 14, 2020 | MPA Girls Basketball Class A North Quarterfinal |
| Friday, February 14, 2020 | MPA Girls Basketball Class A North Quarterfinal |
| Friday, February 14, 2020 | MPA Girls Basketball Class A North Quarterfinal |
| Friday, February 14, 2020 | MPA Boys Basketball Class B South Quarterfinal |
| Friday, February 14, 2020 | MPA Boys Basketball Class B South Quarterfinal |

| | |
|-----------------------------|---|
| Thursday, February 20, 2020 | MPA Boys Basketball Class D North Semifinal |
| Thursday, February 20, 2020 | MPA Girls Basketball Class D South Semifinal |
| Thursday, February 20, 2020 | MPA Girls Basketball Class D South Semifinal |
| Thursday, February 20, 2020 | MPA Girls Basketball Class C South Semifinal |
| Thursday, February 20, 2020 | MPA Girls Basketball Class C South Semifinal |
| Thursday, February 20, 2020 | MPA Boys Basketball Class C South Semifinal |
| Thursday, February 20, 2020 | MPA Boys Basketball Class C South Semifinal |
| Thursday, February 20, 2020 | MPA Girls Basketball Class AA North Semifinal |
| Thursday, February 20, 2020 | MPA Girls Basketball Class AA North Semifinal |
| Thursday, February 20, 2020 | MPA Girls Basketball Class AA South Semifinal |
| Thursday, February 20, 2020 | MPA Girls Basketball Class AA South Semifinal |
| Friday, February 21, 2020 | MPA Girls Basketball Class C North Semifinal |
| Friday, February 21, 2020 | MPA Girls Basketball Class C North Semifinal |
| Friday, February 21, 2020 | MPA Boys Basketball Class C North Semifinal |
| Friday, February 21, 2020 | MPA Boys Basketball Class C North Semifinal |
| Friday, February 21, 2020 | MPA Girls Basketball Class A North Regional |
| Friday, February 21, 2020 | MPA Boys Basketball Class A North Regional |
| Friday, February 21, 2020 | MPA Girls Basketball Class B South Regional |
| Friday, February 21, 2020 | MPA Boys Basketball Class B South Regional |
| Friday, February 21, 2020 | MPA Girls Basketball Class A South Regional |
| Friday, February 21, 2020 | MPA Boys Basketball Class A South Regional |
| Saturday, February 22, 2020 | MPA Girls Basketball Class D North Regional |
| Saturday, February 22, 2020 | MPA Boys Basketball Class D North Regional |
| Saturday, February 22, 2020 | MPA Girls Basketball Class B Girls North Regional |
| Saturday, February 22, 2020 | MPA Boys Basketball Class B Girls North Regional |
| Saturday, February 22, 2020 | MPA Girls Basketball Class C North Regional |
| Saturday, February 22, 2020 | MPA Boys Basketball Class C North Regional |
| Saturday, February 22, 2020 | MPA Girls Basketball Class D South Regional |
| Saturday, February 22, 2020 | MPA Boys Basketball Class D South Regional |
| Saturday, February 22, 2020 | MPA Girls Basketball Class C South Regional |
| Saturday, February 22, 2020 | MPA Boys Basketball Class C South Regional |
| Saturday, February 22, 2020 | MPA Girls Basketball Class AA North Regional |
| Saturday, February 22, 2020 | MPA Boys Basketball Class AA North Regional |
| Saturday, February 22, 2020 | MPA Girls Basketball Class AA South Regional |
| Saturday, February 22, 2020 | MPA Boys Basketball Class AA South Regional |
| Friday, February 28, 2020 | MPA Girls Basketball Class B State Championship |
| Friday, February 28, 2020 | MPA Boys Basketball Class B State Championship |
| Saturday, February 29, 2020 | MPA Girls Basketball Class D State Championship |
| Saturday, February 29, 2020 | MPA Boys Basketball Class D State Championship |
| Saturday, February 29, 2020 | MPA Girls Basketball Class C State Championship |

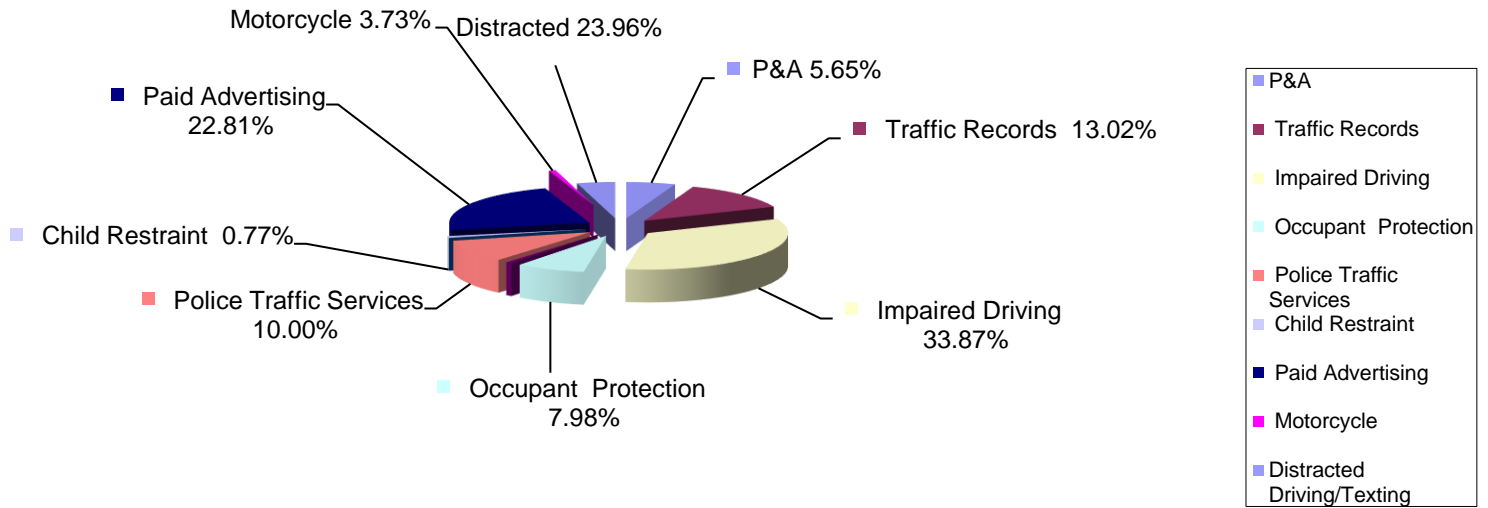
| | |
|------------------------------|--|
| Saturday, February 29, 2020 | MPA Boys Basketball Class C State Championship |
| Saturday, February 29, 2020 | MPA Girls Basketball Class A State Championship |
| Saturday, February 29, 2020 | MPA Boys Basketball Class A State Championship |
| Saturday, February 29, 2020 | MPA Girls Basketball Class AA State Championship |
| Saturday, February 29, 2020 | MPA Boys Basketball Class AA State Championship |
| Tuesday, March 3, 2020 | MPA Boys Hockey Class A Regional Final |
| Tuesday, March 3, 2020 | MPA Boys Hockey Class A Regional Final |
| Wednesday, March 4, 2020 | MPA Boys Hockey Class B South Regional Final |
| Thursday, March 5, 2020 | Kane Brown Concert |
| Thursday, March 5, 2020 | MPA Boys Hockey Class B North Regional Final |
| Saturday, March 7, 2020 | MPA Boys Hockey Class A Championship |
| Saturday, March 7, 2020 | MPA Boys Hockey Class B Championship |
| Friday, June 12, 2020 | Central Maine Powersports |
| Saturday, June 13, 2020 | LA Harley Davidson |
| Thursday, June 18, 2020 | Reynolds Motorsports |
| Friday, June 19, 2020 | JEM Motorsports |
| Saturday, June 20, 2020 | Central Maine Harley-Davidson |
| Thursday, June 25, 2020 | Paul Blouin Performance Center |
| Friday, June 26, 2020 | Maine Cycle |
| Saturday, June 27, 2020 | Big Moose Harley-Davidson |
| Thursday, July 2, 2020 | North Country Harley-Davidson |
| Friday, July 10, 2020 | Phoenix Cycle Shop |
| Saturday, July 11, 2020 | Iron Tails Saloon |
| Friday, July 17, 2020 | Maine ASA 12U Softball Tournament |
| Saturday, July 18, 2020 | Red Knoghts Chapter 13 Ride for Autism |
| Saturday, July 18, 2020 | Maine ASA 10U Softball Tournament |
| Friday, July 31, 2020 | Maine ASA Softball State Championship |
| Saturday, August 1, 2020 | Maine ASA 12U Softball State Championship |
| Saturday, August 8, 2020 | Chief Dennis Lindsay Memorial Flag Fund Benefit Ride |
| Sunday, August 16, 2020 | 4th Annual Ride for Suicide Awareness |
| Wednesday, August 19, 2020 | Speedway 95 |
| Saturday, August 29, 2020 | Vacationland V-Twin Cruisers MC Mack's Ride |
| Sunday, August 30, 2020 | Winterport Dragway |
| Saturday, September 5, 2020 | Beech Ridge Motor Speedway |
| Sunday, September 6, 2020 | Richmond Karting Speedway |
| Saturday, September 12, 2020 | Oxford Plains Speedway |
| Saturday, September 19, 2020 | V-Twin Cruisers MC Bike Show |
| Saturday, September 19, 2020 | Cruisin' for a Cure |
| Sunday, September 20, 2020 | Skowhegan State Fair |
| Saturday, September 26, 2020 | Red Knights Chapter VI Benefit Ride for Jim Flannery |

| | |
|------------------------------|--------------------|
| Saturday, September 26, 2020 | Speedway 95 |
| Sunday, September 27, 2020 | Winterport Dragway |

Expenditures as of December 21, 2020

| Planned Activity Title | Planned Activity Number | Source | Budget | Expended |
|---|-------------------------|--------|----------------|----------------|
| Statewide Strategic Media Plan (Paid Media) | PM20-001 | 405e | \$2,938,497.01 | \$300,040.58 |
| Statewide Sports Marketing Campaign | PM20-002 | 405e | \$4,634,598.13 | \$704,592.26 |
| | | | | \$1,004,632.84 |

FFY2020 Financial Summary of Expenditures



| FFY 2020 Summary of Expenditures as of 12/21/2020 | | | | | | | | |
|---|--------------------|------------------|------------------|--------------------|--------------------|-----------------|--------------------|----------------|
| | 402 | 405b | 405c | 405d | 405e | 405f | Total | % of Total |
| P&A | \$ 248,944 | | | | | | \$ 248,944 | 5.65% |
| Traffic Records | \$ 41,747 | | \$531,565 | | | | \$ 573,312 | 13.02% |
| Impaired Driving | \$ 96,291 | | | \$ 1,395,319 | | | \$ 1,491,610 | 33.87% |
| Occupant Protection | \$ 179,632 | \$ 171,750 | | | | | \$ 351,383 | 7.98% |
| Ped/Bicycle Safety | \$ 33,352 | \$ - | | | | | \$ 33,352 | 0.76% |
| Police Traffic Services | \$ 440,546 | | | | | | \$ 440,546 | 10.00% |
| Safe Communities | | | | | | | \$ - | 0.00% |
| Child Restraint | \$ 33,942 | | | | | | \$ 33,942 | 0.77% |
| Paid Advertising | \$ - | | | | \$ 1,004,633 | | \$ 1,004,633 | 22.81% |
| Motorcycle | \$ - | | | | | \$ 33,941 | \$ 33,941 | 0.77% |
| Distracted Driving/Texting | \$ - | | | | \$ 192,760 | | \$ 192,760 | 4.38% |
| TOTAL | \$1,074,454 | \$171,750 | \$531,565 | \$1,395,319 | \$1,197,393 | \$33,941 | \$4,404,421 | 100.00% |

Other Available Documents

[FFY2020 Highway Safety Plan](#)

[Maine Impaired Driving Strategic Plan](#)

[Maine Traffic Records Strategic Plan](#)