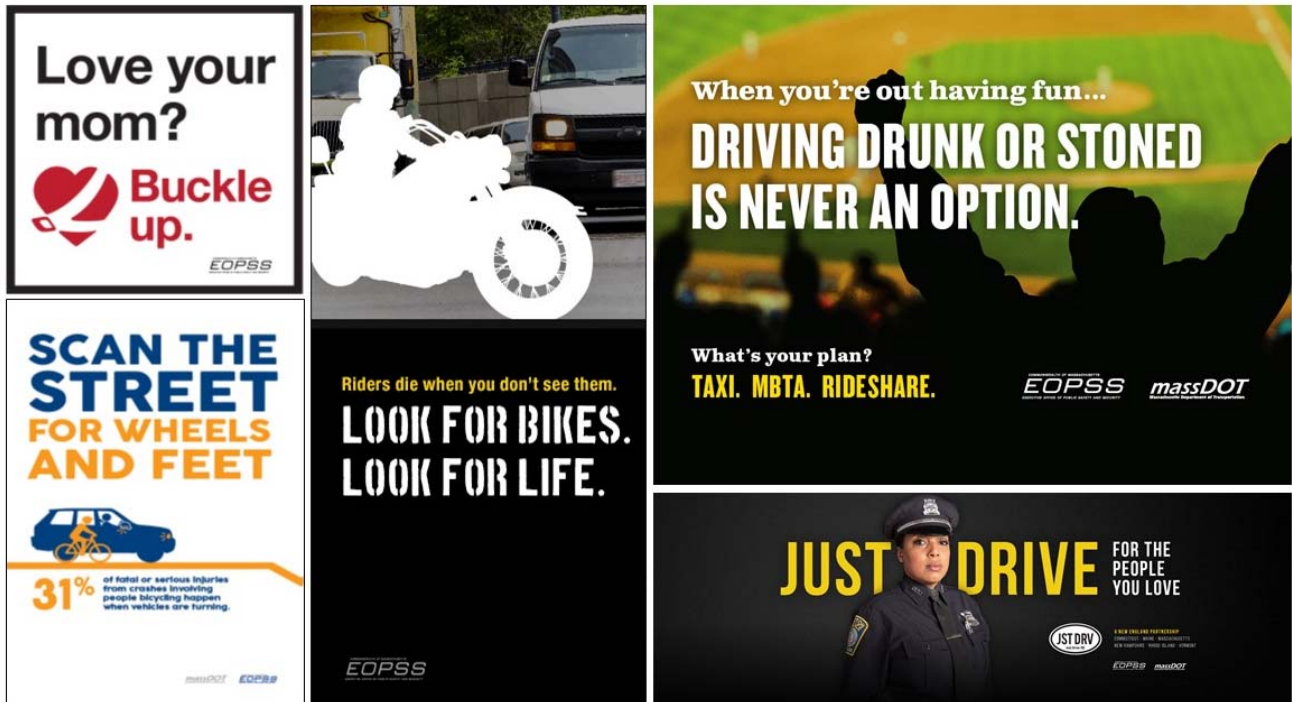


Massachusetts FFY 2018 Highway Safety Annual Report



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COMMONWEALTH OF MASSACHUSETTS
EOPSS
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Table of Contents

Message from the Director	vi
Executive Summary	1
FFY 2018 Traffic Safety Enforcement Plan (TSEP)	4
Impaired Driving	8
Occupant Protection	23
Speeding and Distracted Driving	37
Higher-Risk Transportation System Users	44
Traffic Records	53
Police Traffic Services and Support	64
Paid and Earned Media	70
Performance Data	77
Section 2011 Reporting	100
Financial Summary and Distribution of Funds	111
Acronym Glossary	112

List of Tables

Table 1	FFY 2018 Sobriety Checkpoints Activity	11
Table 2	Top 10 Places of Last Drink, 2016-2017	15
Table 3	FFY 2018 Drive Sober or Get Pulled Over (DSOGPO) Activity	16
Table 4	FFY 2018 Mass State Police (MSP) Click It or Ticket (CIOT) Activity	26
Table 5	FFY 2018 Local Police Click It or Ticket (CIOT) Activity	27
Table 6	FFY 2018 Local Sustained Traffic Enforcement Program (STEP) Activity	31
Table 7	FFY 2018 MSP STEP Activity	34
Table 8	FFY 2018 Local Police Distracted Driving Enforcement Activity	41
Table 9	FFY 2018 Pedestrian and Bicycle Enforcement Activity	50
Table 10	FFY 2018 Performance Targets Results	77
Table 11	Massachusetts Crash Data Trends (2012 – 2017)	100
Table 12	FFY 2018 CPS Subrecipients and Seats Purchased	102
Table 13	FFY 2018 Checkup Events	106
Table 14	FFY 2018 Fitting Stations	107
Table 15	FFY 2018 Financial Summary by Fund Section	111

List of Maps

Map 1	FFY 2018 Grant Funded Communities	4
Map 2	2016-2017 Fatal Crash Location and Population	5
Map 3	FFY 2018 Compliance Checks and Failure Rates	13
Map 4	2017 Places of Last Drink (POLD) Reports	14
Map 5	FFY 2018 DSOGPO Towns and Enforcement Hours Reported	17
Map 6	FFY 2018 CIOT Participants and Enforcement Hours Reported	28
Map 7	FFY 2018 Child Passenger Seat (CPS) Grant Towns and Seat Distribution	29
Map 8	FFY 2018 Pedestrian and Bicycle Grant Towns and Enforcement Hours	50
Map 9	2016-2017 Total Fatalities by County	79
Map 10	2016-2017 Fatal Crashes and Vehicle Miles Traveled (VMT) by Town	82
Map 11	FFY 2018 CIOT Towns and 2016-2017 Unrestrained Fatal Crashes	84
Map 12	FFY 2018 DSOGPO Towns and 0.08+ Driver Fatal Crashes	86
Map 13	2013-2017 Speed Violations and 2016-2017 Speed-Related Fatal Crashes	88
Map 14	2016-2017 Motorcycle Fatal Crashes	90
Map 15	2016-2017 Fatal Crashes involving Young Driver (Age 20 or under)	93
Map 16	FFY 2018 Ped/Bike Grant Towns and 2016-2017 Pedestrian Fatal Crashes	95
Map 17	FFY 2018 Ped/Bike Grant Towns and Bicycle Helmets Purchased	97
Map 18	FFY 2018 CIOT Towns, Seat Belt Rates, and Unrestrained Fatalities	99
Map 19	FFY 2018 CPS Towns and MA Median Income by Zip Code	102

List of Graphs

Graph 1	Traffic Fatalities, 2013 – 2017	78
Graph 2	Serious Injuries, 2012 – 2016	80
Graph 3	Fatalities Per 100 million VMT, 2013 – 2017	81
Graph 4	Unrestrained Occupant Fatalities, 2013 – 2017	83
Graph 5	Alcohol-Impaired Driving Fatalities, 2013 – 2017	85
Graph 6	Speed-Related Fatalities, 2013 – 2017	87
Graph 7	Motorcyclist Fatalities, 2013 – 2017	89
Graph 8	Unhelmeted Motorcyclist Fatalities, 2013 – 2017	91
Graph 9	Drivers (Under 21) Involved in a Fatal Crash, 2013 – 2017	92
Graph 10	Pedestrian Fatalities, 2013 – 2017	94
Graph 11	Bicyclist Fatalities, 2013 – 2017	96
Graph 12	Observed Seat Belt Usage, 2014 - 2018	98
Graph 13	FFY 2018 Funding Distribution by Program Area	111

Message from the Director

The Massachusetts Executive Office of Public Safety and Security, Office of Grants and Research, Highway Safety Division (EOPSS/OGR/HSD) is pleased to present the Fiscal Year 2018 Annual Report. This Report serves as the Commonwealth's evaluation of the 2018 Highway Safety Plan (HSP) and is our opportunity to celebrate performance target attainment in the past year and to identify opportunities for additional improvements in the coming year.

In FFY 2018 Massachusetts continued to have one of the nation's lowest fatality rates based on vehicle miles traveled. This is a testament to the work done throughout the state to keep our roads safe. Additionally, Massachusetts saw a significant jump in our observed seat belt use rate, up to 82% from 73% in FFY 2017. While there is still tremendous improvement needed in that area, it a heartening change for the better.

The entire staff of the EOPSS/OGR/HSD worked closely with our partners to conduct appropriate problem identification, identify priority areas, select realistic performance measures, and identify and implement proven countermeasures. The Annual Report reviews the yearly progress on implementing the Massachusetts HSP and documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for funds available under the Section 402 Highway Safety grant program.

The Massachusetts EOPSS/OGR/HSD's mission statement is as follows:

"...to facilitate the development and implementation of policies, programs, and partnerships to help reduce fatalities, injuries, and economic losses from motor vehicle crashes on Massachusetts roadways."

In accordance with the current reauthorization legislation, Fixing America's Surface Transportation Act (FAST Act), the Highway Safety Division has included the following components in the FY 2018 Annual Report:

- Assessment of the state's progress in meeting targets identified in our FY 2018 HSP
- Description of the projects and activities funded
- Federal funds expended on identified funded projects and activities
- Extent to which the identified projects contributed to meeting the highway safety targets

I am very proud of the work that has been done to keep Massachusetts one of, if not the, safest state in the country to drive. I extend my gratitude to all of our partners across the state that made this possible. We will continue to strive to reduce crashes, injuries and loss of life in an effort to keep Massachusetts roadways the safest in the country. To that end, we will focus on thoughtful traffic safety data analysis, and use of identified best practice countermeasures to continue to tackle the challenges that lie ahead.



Jeff Larason
Highway Safety Division Director
Executive Office of Public Safety and Security/Office of Grants and Research
December 31, 2018

Executive Summary

FFY 2018 Highlights

- For FFY 2018 (October 1, 2017 to September 30, 2018), EOPSS/OGR/HSD successfully applied for and received \$ 9,494,099.99 in FAST Act (Fixing America's Surface Transportation) funding from NHTSA. Utilizing the funds received, EOPSS/OGR/HSD implemented projects focused on Occupant Protection, Alcohol Enforcement/Impaired Driving, Pedestrian/Bicyclist Safety, Motorcyclist Safety, Traffic Records Data Improvement, Police Training, and overall program management. With this funding from NHTSA, EOPSS/OGR/HSD was able to provide grant awards to local, state and regional non-profit entities representing 51% of all communities in Massachusetts, up from 50% in FFY 2017.
- The 2018 Seat Belt Usage Observation Survey rate was 82%, the highest usage rate reported to date in Massachusetts. This rate is 12 percentage points higher than in 2017. For the survey, 147 observation locations recorded 28,265 drivers and front seat passengers in 24,145 vehicles between the dates of May 30, 2018 and June 23, 2018.
- The 2018 Child Passenger Safety (CPS) Equipment Grant was awarded to 65 subrecipients, including local police and fire departments as well as regional hospitals. Subrecipients purchased over 2,000 federally-approved child safety seats and distributed nearly 400 new seats to low-income families and caretakers across 73 communities in Massachusetts.
- The 2018 Statewide CPS Administration and Training vendor, Baystate Medical Center, organized 32 classes, which attracted nearly 400 participants, on CPS-related topics including CPS Technician, CPS Technician Renewal, and CPS Ambulance. During FFY 2018, Baystate introduced a pilot program in conjunction with the Department of Children and Families (DCF) to train social workers that routinely transport children in the state's custody. Through this pilot program, over 100 social workers received critical CPS training.
- FFY 2018 saw the continued success of the Sustained Traffic Enforcement Program (STEP) with 16 communities (Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield, and Worcester) along with Massachusetts State Police (MSP) implementing high-visibility traffic enforcement throughout the year. The coordinated efforts resulted in 5,766 hours of enforcement, 16,250 stops, and 15,835 citations, warnings and arrests.
- During FFY 2018, local police departments participated in both impaired driving (Drive Sober or Get Pulled Over) and occupant protection (Click It or Ticket) mobilizations. These mobilizations took place in December 2017 (DSOGPO), May 2018 (CIOT) and August 2018 (DSOGPO) and resulting in 11,097 hours of enforcement patrols, which lead to 30,338 motor vehicle stops and 9,186 citations being issued to drivers. Subrecipients also purchased over \$300,000 in approved traffic safety-related equipment.

- The Pedestrian and Bicyclist Safety Enforcement & Equipment grant was awarded to 84 local police departments in support of both overtime enforcement and the purchase of traffic safety devices aimed at improving pedestrian and bicyclists safety in their respective community. The grant funding allowed subrecipients to conduct 3,589 hours of enforcement, 8,376 stops, and issue over 9,000 citations and warnings to drivers, pedestrians and bicyclists as well as purchase 1,130 bicycle helmets and 50 crosswalk signs.
- EOPSS/OGR/HSD continued its outreach efforts with traffic safety stakeholders across the Commonwealth by hosting four public forums throughout February 2018 in Burlington, Fall River, Springfield, and Worcester. Attendees included over 90 officers representing 59 different police departments in Massachusetts as well as 26 non-law enforcement attendees for a total of 117 participants.
- EOPSS/OGR/HSD conducted the first ever New England-wide media campaign to end distracted driving. The “Just Drive NE” campaign promoted attentive driving via an emotionally driven PSA featuring law enforcement representatives from all six New England states. The campaign was launched with a press conference at the Rhode Island Distracted Driving and Pedestrian Safety Summit in April 2018.
- **Joining EOPSS/OGR/HSD**
 - In August 2018, Christina Hernandez was hired as a Program Coordinator II. She will be responsible for programs involving the Alcoholic Beverages Control Commission (ABCC) and Municipal Police Training Committee (MPTC) as well as the Pedestrian and Bicyclist Safety Enforcement and Equipment program. Prior to joining EOPSS/OGR/HSD, Christina worked for the Illinois Criminal Justice Information Authority in Chicago handling Victims of Crime Act (VOCA) grant programs.
 - In November 2017, Richard Valeri was hired as a Program Coordinator II. He will be responsible for the Local Traffic Enforcement Grants. Richard was a police officer in North Reading, MA prior to joining EOPSS/OGR/HSD.
- **Leaving EOPSS/OGR/HSD**
 - In May 2018, Alisa Leduc, a Program Coordinator II, left the division to pursue other opportunities.

Key Dates and Activities During FFY 2018

December 2017 – FFY 2017 Annual Report submitted to NHTSA
December 2017 to January 2018 – Local DSOGPO Mobilization
April 2018 – Local and MSP Distracted Driving Mobilization
May 2018 – Local and MSP CIOT Mobilization
June 2018 – Statewide Seat Belt Observation Survey
July 2018 – FFY 2019 Highway Safety Plan submitted to NHTSA
August to September 2018 – Local and MSP DSOGPO Mobilization

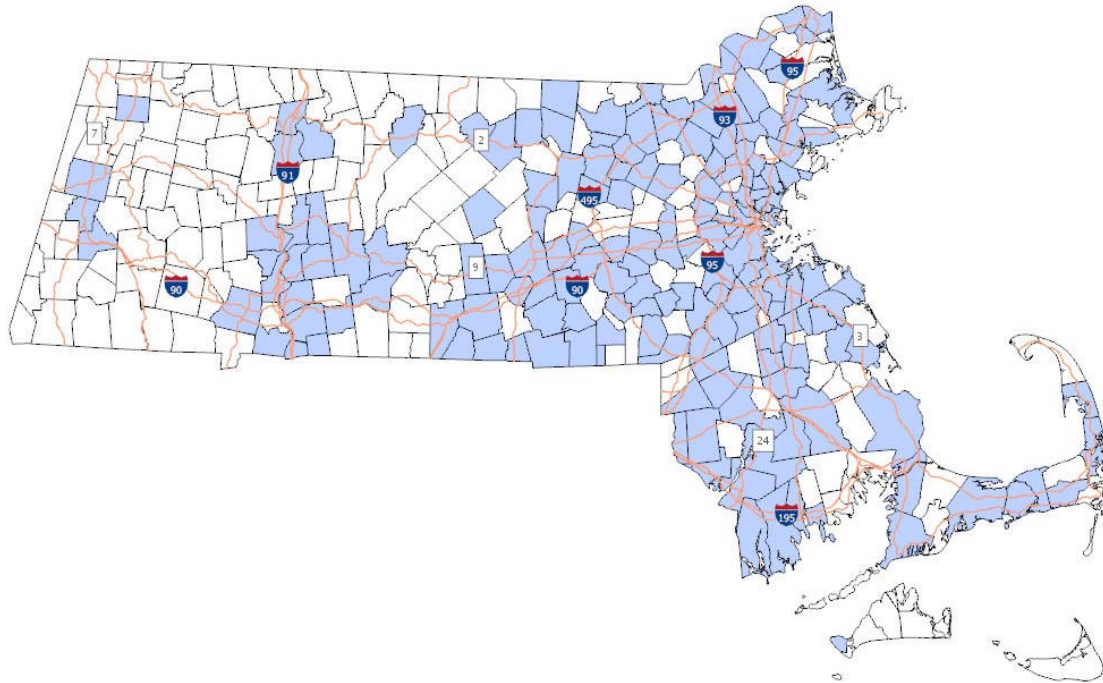
Note on Data for the FFY 2018 Annual Report

For the Annual Report, EOPSS/OGR/HSD relied primarily on 2012 to 2017 trend data and, whenever available, 2018 data. The Fatality Analysis Reporting System (FARS) data used in the Performance Data section is preliminary for 2017. Once the FARS 2017 data is final, which typically occurs in first half of 2019, the numbers may differ from what is provided in this report.

FFY 2018 Traffic Safety Enforcement Plan (TSEP) Review

The FAST Act requires a state’s Annual Report to provide a summary of evidence-based enforcement program activities in support of the enforcement plan detailed in the state’s FFY Highway Safety Plan.

During FFY 2018, funding was provided in Massachusetts for a variety of grants to state, municipal and regional non-profit agencies with a traffic safety focus. In all, 180 different communities received funding aimed at improving traffic safety and educating all roadway users including drivers, passengers, motorcycleists, pedestrians, and bicyclists. This represents 51% of all communities in the Commonwealth and an increase from the 175 communities funded in FFY 2017.



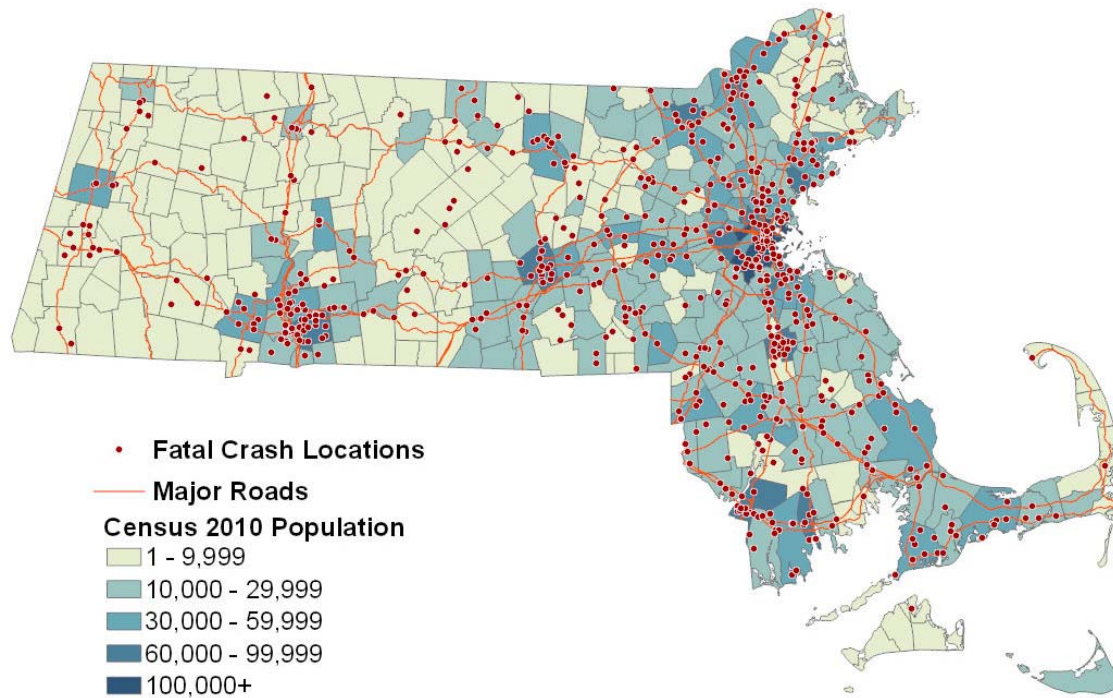
Map 1: *FFY 2018 Grant Funded Communities*

Communities in each county of Massachusetts, with the exception of Nantucket, received FFY 2018 funding to make roadways safer across the state. As the map above shows, more funding was provided to municipalities in eastern Massachusetts than the western region. This is because data indicated that the problem areas were more prevalent in eastern than western Massachusetts due to higher population density, more vehicle miles traveled, and far more congested roadways with major interstates (90, 93, 95, 495) running through the region.

On the following page, Map #2, shows the location of fatal crashes during 2016 and 2017 across Massachusetts against a heat map of population (based on 2010 Census figures). Highly populated areas such as metro Boston, Springfield, Worcester, and Brockton have significant clusters of crashes. These crash clusters also have major routes running through the municipal boundaries, which added to the number of vehicles passing through each day. Another interesting trend shown in the map was the proximity of crashes to heavily used roadways such as the Mass Pike (I-90), I-95, I-495, and I-91. This aligns with data trends that show a high proportion of fatal crashes occur on major arterials, which are typically roads that feed into the highway or interstate.

The map further shows wide swaths of areas in central and western Massachusetts that have few or no fatal crashes. Having low population density as well as no concentrated business or manufacturing zone that would attract high traffic volume contributes to this trend.

EOPSS/OGR/HSD made it a priority to ensure communities with the highest crash incidence rates were provided with funding to improve traffic safety in their respective municipalities.



Map 2: Fatal Crash Locations (2016-2017) and Population

For the FFY 2018 TSEP, Massachusetts sought to increase seat belt usage while decreasing the number of impaired driving and pedestrian fatalities through key enforcement and equipment programs:

Click It or Ticket (CIOT) Mobilizations

Funding was provided to 148 local police departments and MSP to conduct overtime enforcement activity in May 2018 in conjunction with the national CIOT campaign. The mobilization efforts resulted 2,123 safety belt and child passenger seat citations over the course of 5,172 hours of enforcement patrols.

Compared to FFY 2017, the number of local police departments participating increased by 5% as EOPSS/OGR/HSD made every effort to communicate the importance of participating in a CIOT enforcement mobilization to all eligible departments prior to releasing the application for grant funding.

Child Passenger Seat (CPS) Equipment Grant

Funding was provided to 65 subrecipients to purchase federally-approved child passenger seats for distribution to families in need at no cost. During FFY 2018, 2,111 car seats were purchased and 399 were distributed and installed by certified CPS technicians at fitting stations and checkup events. The number of installations and inspections

increased 24% from FFY 2017 meaning more car seats are being used by families and caretakers that have been properly installed and will provide the maximum protection for its users.

The recipients of new car seats – families in need, caregivers and guardians – came from 73 different communities across the Commonwealth.

Distracted Driving Mobilization

Funding was provided to 63 local police departments to conduct overtime enforcement activity during April 2018 in conjunction with the national Distracted Driving Awareness campaign. Local police reported nearly 700 hours of enforcement which generated 1,831 stops, of which 13% resulted in the issuance of a violation for text messaging.

Drive Sober or Get Pulled Over (DSOGPO) Mobilization

Funding was provided to local police departments to conduct overtime enforcement for two DSOGPO mobilizations – one in December 2017 and the other in August 2018. The December mobilization ran from December 8th to December 31st and had 151 departments participating; the August mobilization went from August 10th to August 31st and had 132 departments participating. The net result of both mobilizations was 6,721 patrol hours, 17,829 stops, 4,697 citations issued and 44 OUI arrests made.

Compared to FFY 2017, 17% more police departments were involved in the December mobilization and 6% more participated in the August mobilization as EOPSS/OGR/HSD made every effort to communicate the importance of participating in a DSOGPO enforcement mobilization to all eligible departments prior to releasing the application for grant funding.

Media Outreach and Education

EOPSS/OGR/HSD, in collaboration with its media vendor ThinkArgus, supported CIOT, Distracted Driving, DSOGPO, and Pedestrian/Bike Safety enforcement efforts through marketing campaigns such as “Love Your Mom, Buckle Up”, “Just Drive NE”, “Drunk? Stoned? Driving? DON’T.” EOPSS/OGR/HSD also did some motorcycle safety media with “Check Twice, Save a Life” to raise awareness about motorcyclists to drivers of cars, trucks and other motor vehicles. Using television, radio, online, and social media, as well as working with municipalities to generate earned media, these awareness campaign generated over 69 million impressions and 133 news stories during FFY 2018.

In FFY 2017, media campaigns by EOPSS/OGR/HSD generated over 53 million impressions and 185 news stories.

Sobriety Checkpoints

Funding was provided to MSP to conduct 59 checkpoints resulting in 208 Operating Under the Influence (OUI) Alcohol arrests, 20 OUI Drug arrests, 513 Safety Belt violations and 36 Child Passenger Seat violations along with 3,202 warnings. A total of 6,477 citations were issued over the course of 7,723 hours of sobriety checkpoint activity and associated saturation patrols.

Sustained Traffic Enforcement Program (STEP)

Funding was provided to MSP and 16 local police departments to conduct high-visibility year-long traffic enforcement patrols. The program resulted in 579 distracted driving-related violations; 1,221 seat belt and CPS violations, 2,235 speeding citations and 10 OUI alcohol/drug arrests during 16,250 traffic stops conducted over 5,766 hours of overtime enforcement patrols.

Disclaimer on FFY 2018 Traffic Enforcement and Equipment (TE&E) Grant Program Results

There has been a significant decline in enforcement activity related to the three major enforcement mobilizations that took place during FFY 2018 – December 2017 DSOGPO, May 2018 CIOT, and August 2018 DSOGPO. Compared to the results from FFY 2017, there was a drastic reduction in the number of hours, stops and citations issued by participating law enforcement agencies. This section explains the numerous factors that contributed to this decrease. Going forward, EOPSS/OGR/HSD will work to slow or reverse this trend.

For FFY 2018, participating departments were provided the opportunity to purchase equipment upon completion of at least eight hours of enforcement during both the December 2017 Driver Sober or Get Pulled Over and May 2018 Click It or Ticket mobilizations. This new feature in the FFY 2018 TE&E grant was added to help police departments further enhance their enforcement efforts in addressing traffic safety issues related to impaired driving, occupant protection, speeding and distracted/inattentive driving.

Outside of this requirement, a participating department conducted overtime patrols at any time using its own discretion but scheduling at the high-risk times and locations determined by their internal data resources. However, departments were directed to focus their patrols on the particular traffic safety issue relative to the funding source.

The availability of funding for this program was hindered due to delayed congressional appropriations which resulted in only a planned portion of the allocation being dispensed to the departments. The uncertainty of not knowing when the next round of funding might be distributed led to confusion and of departments holding back on conducting enforcement patrols. Each round of funding was distributed hastily and in retrospect, was not very well communicated to the participating departments by the program coordinator at the time. Therefore, it is difficult to compare the statistics (patrol hours, number of citations) during a mobilization in 2018 to the previous year and may, at least in part, account for the disparity in spending.

In looking to FFY 2019, the TE&E program will again offer eligible departments the opportunity to purchase equipment but has been redesigned to allow for a more manageable and effective use of enforcement funding during a campaign period. EOPSS/OGR/HSD has also evaluated and improved its communication process with subrecipients to safeguard against any future misunderstandings.

With improved communications and a redesigned equipment process, EOPSS/OGR/HSD hopes these changes will encourage police departments to participate in the enforcement efforts to the fullest, leading to increased data collection and better citation tracking.

Impaired Driving

Problem Identification

Preventing impaired driving crashes on the roadways of the Commonwealth has always been a top priority of EOPSS/OGR/HSD. In 2017, impaired driving fatalities dropped 19% from 148 in 2016 to 120. While this may be considered optimistic news, impaired driving fatalities have been inconsistent over the past five years. Since 2011, the number of fatalities reported: 126, 129, 125, 143, 105, 148 and 120. Based upon preliminary VMT data provided by MassDOT, alcohol-related fatalities per VMT also dropped, falling from 0.24 in 2016 to 0.19 in 2017.

Despite the significant drop in both impaired driving fatalities and the fatality/VMT rate from 2016 to 2017, Massachusetts will continue working until the number of impaired driving fatalities is zero. For FFY 2018, EOPSS/OGR/HSD provided funding to numerous programs aimed at further reducing impaired driving deaths as well as increasing awareness among roadway users, especially drivers, on the dangers of drinking and/or doing drugs and getting behind the wheel of a motor vehicle. These programs included, but not limited to, two local ‘*Drive Sober or Get Pulled Over*’ (DSOGPO) mobilizations; ABCC Compliance Checks and Sale to Intoxicated Persons (SIP) Enforcement; MSP Sobriety Checkpoints; and Drug Recognition Expert (DRE) training provided by Municipal Police Training Committee (MPTC).

Funding grant programs aimed at reducing impaired driving-related crashes, injuries, and fatalities is one part of a two-fold strategy by EOPSS/OGR/HSD. The other part is increasing awareness through media messaging. During FFY 2018, television, radio, social media as well as outdoor billboards and signs were utilized to spread the key message of ‘*Drunk? Stoned? Driving? DON’T*’ across Massachusetts. The messaging emphasized the importance of choosing safe transportation alternatives to driving such as taxis, public transportation, and rideshare programs.

Objectives for FFY 2018

Provide funds to 203 local police departments to conduct two DSOGPO mobilizations

- *Funded 151 departments for the December 2017 mobilization and 132 for the August 2018 mobilization. Across these two mobilizations, a total of 6,721 high-visibility enforcement patrol hours were reported resulting in 44 OUI arrests; 1,014 speeding citations; 761 safety belt citations; and 4,280 speeding warnings.*

Fund paid and earned media regarding the dangers of impaired driving

- *Funding was provided to EOPSS/OGR/HSD media vendor, ThinkArgus, to market awareness campaigns for “Drive Sober or Get Pulled Over” during December 2017 and August 2018 mobilizations through television, radio, online, out-of-home advertising, and social media.*

Fund 16 selected local police departments and the MSP to conduct sustained enforcement of traffic laws, including impaired driving laws

- *For FFY 2018, EOPSS/OGR/HSD funded MSP and 16 local police departments (Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy,*

Springfield, Taunton, Westfield, and Worcester) to conduct sustained enforcement activities. STEP participants conducted over 16,250 traffic stops during 5,766 hours of overtime patrols resulting in 15,835 violations, warnings and arrests. Of the arrests, 10 were for OUI alcohol or drugs.

Encourage state and other local law enforcement to participate in sustained enforcement of impaired driving laws

- *Through emails and telephone communications, EOPSS/OGR/HSD staff members encouraged state and local law enforcement to participate in sustained enforcement of impaired driving laws.*

Continue to fund MSP Sobriety Checkpoints

- *Funded 59 Sobriety Checkpoints conducted by MSP, resulting in 7,355 citations issued including 208 OUI Alcohol arrests, 20 OUI Drug arrests, 1,650 speeding violations, and 513 safety belt violations. In all, during FFY 2018, MSP logged 7,723 hours of sobriety checkpoint activity that saw over 15,000 vehicles pass through.*

Enlarge the efforts to reduce impaired driving by younger drivers and underage drinking through grants with local police departments, the ABCC, and campus police

- *ABCC Compliance Checks program led to checks of 1,699 licensed establishments with 45 failures – a 97% success rate. The Sales to Intoxicated Persons (SIP) Prevention Enforcement Program resulted in 1,321 investigations of bars with 116 warnings and 62 charges issued – a charge rate of 4%.*

Utilize the Traffic Safety Resource Prosecutor (TSRP) to conduct trainings and provide technical support for prosecutors and law enforcement regarding the prosecution of impaired driving cases

- *During FFY 2018, a total of 2,384 police, prosecutors, law students, members of the judiciary and other law enforcement agencies, both locally and nationally, were trained by the TSRP. The ‘Massachusetts OUI Manual for Prosecutors’ (11th edition) was updated by the TSRP and 608 copies were printed and distributed to prosecutors and law enforcement partners. Also, the TSRP conducted three Green Lab Training classes.*

Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking

- *MPTC conducted eight Advanced Roadside Impaired Driving Enforcement (ARIDE) classes, which were attended by over 140 law enforcement officers from across the state as well as three DRE schools, resulting in 32 newly certified DREs. There were also four DRE Tablet classes (100 participants), one DRE Recertification class (56 attendees), and one Marijuana and Driving for Law Enforcement course (13 participants).*
- *Funding was provide to the MSP Office of Alcohol Testing (OAT) to conduct Breath Test Operator (BTO) classes for local and state police officers. During FFY 2018, OAT held 37 BTO classes with 682 law enforcement officers participating. OAT also purchased 2,243 toxicology kits for distribution to law enforcement agencies to help increase ability to conduct blood and urine tests quickly, which resulted in more impaired drivers being removed from the roadways.*

Provide funds to train additional DREs and sustain current DRE certifications

- *MPTC conducted three DRE schools during FFY 2018 with a total of 34 attendees. Thirty-two new DREs were certified – a 94% certification rate. As of September 30, 2018, there are 155 active DREs across Massachusetts, up from 146 at the same time last year.*

Provide funds to purchase Preliminary Breath Testing (PBT) units

- *During FFY 2018, MSP Office of Alcohol Testing (OAT) purchased 2,243 Toxicology kits for distribution to local and state police departments.*

Provide funds for a part-time Standardized Field Sobriety Test (SFST) coordinator

- *During FFY 2018, EOPS/OGR/HSD provided funding to MPTC to continue having a part-time SFST coordinator to help oversee and administer the SFST program. Two classes – SFST Refresher and SFST Update – were conducted with 37 law enforcement officials attended the training sessions.*

Provide funds to support three part-time LEL positions

- *Funding was used to support one LEL during FFY 2018, Chief Ed O’Leary, who was the LEL for EOPSS/OGR/HSD as well as fund the travel expenses of MSP’s LEL. The LELs were able to attend trainings, meetings in and out-of-state, and conferences such as the National LEL Training Conference in Maryland (Nov. 2017) and NHTSA’s Distracted Driving and Pedestrian Safety Summit in Providence, Rhode Island (May 2018).*

Performance Targets & Results for FFY 2018

Decrease alcohol-impaired driving fatalities 5% from the five-year average of 124 in 2011-2015 to a five-year average of 118 by December 31, 2018

- *The five-year average for alcohol-impaired driving fatalities (2013-2017) was 129, which is 9.3% higher than the target of 118*

Decrease alcohol-related fatalities/VMT 5% from the five-year average of 0.22 in 2011-2015 to a five-year average of 0.21 by December 31, 2018

- *The five-year average for alcohol-related fatalities/VMT (2012-2016) was 0.22, which is unchanged from 0.22 reported for 2011-2015.*

Impaired Driving Projects for FFY 2018**Project Code:** AL-18-01**Project Title:** Paid and Earned Media for Impaired Driving Prevention Programs**Summary of FFY 2018 Activity:**

EOPSS/OGR/HSD implemented paid and earned media campaigns in support of both the Holiday and Summer “Drive Sober or Get Pulled Over” (DSOGPO) enforcement mobilizations. The campaigns focused on heightening awareness of both marijuana and alcohol impaired driving. For further details on these campaigns, go to the **Paid & Earned Media** section on page 70.

In addition to the media backing enforcement mobilizations, EOPSS/OGR/HSD issued a press release on April 20th regarding the dangers of drug impaired driving and an impaired paid media campaign utilizing Section 410 funds in July. This paid campaign, which repurposed similar ads created in 2016, targeted young adults and highlighted alternative transportation options: rideshare, taxi, and the MBTA. The out-of-home buy included ads at Fenway Park and on video juke box screens in 400 restaurants and bars across the state, netting over 10 million impressions.

Allotted Funding: \$ 750,000**Expenditures:** \$ 683,782.31 [*Earned - \$321,814.88; Paid - \$361,967.43*]**Fund Source(s):** 402, 405d, 410**Project Code:** AL-18-02**Project Title:** MSP Sobriety Checkpoint/BAT Mobile Partnership**Summary of FFY 2018 Activity:**

Funding was provided for overtime patrols to MSP to conduct approximately 85 Sobriety Checkpoints and saturation patrols, when operationally feasible, with the BAT mobile unit. During FFY 2018, 59 checkpoints – an average of five per month – took place across the Commonwealth.

Table 1: Results from FFY 2018 MSP Sobriety Checkpoints

	2017	2018	Change (+/-)	Percent
Sobriety Checkpoints	72	59	(-13)	-18%
High-Visibility Enforcement Hours	8,990	7,723	(-1,267)	-14%
Vehicle Passed Through	22,184	15,036	(-7,148)	-32%
OUI Arrests	237	208	(-29)	-12%
OUI Drug Arrests	16	20	+4	+25%
Speeding Citations (excludes warnings)	1,767	1,650	(-117)	-7%
Safety Belt Citations	565	513	(-52)	-9%
CPS Citations	44	36	(-8)	-18%

MSP staffed only 69% of their targeted goal of 85 sobriety checkpoints in FFY 2018. The lower number of checkpoints conducted by the MSP is largely attributed to limited staffing. In cases in which a checkpoint was cancelled, MSP does conduct zero-tolerance high visibility saturation patrols in the same area that had been scheduled for the checkpoint.

Additionally, MSP has been testing alternative checkpoint strategies including decoy checkpoints, which are designed to flood alternative routes with enforcement saturation activities.

The BAT vehicle, when prominently displayed at a checkpoint area, signifies the omnipresence of the enforcement initiative and the threat of apprehension to drivers. This program is a valuable tool in removing impaired drivers from the roadways. MSP are looking forward to continuing their full Sobriety Checkpoint efforts in the FFY 2019 and hope to employ new strategies to conduct more effective and efficient checkpoints and saturation patrols.

Allotted Funding: \$ 1,030,000
Expenditures: \$ 852,798.29
Fund Source(s): 402, 405d

Project Code: AL-18-03

Project Title: Impaired Driving Law Enforcement Specialized Training Program

Summary of FFY 2018 Activity:

Funding was provided to MPTC to conduct training classes focused on impaired driving. During FFY 2018, two classes – Marijuana Driving/SFST Refresher and SFST Update – were offered. Thirty-seven law enforcement participants attended the training sessions, which were held at the Lowell Police Department Training Center in June 2018 and the Bedford Police Department in September 2018.

Allotted Funding: \$ 10,000
Expenditures: \$ 4,173.59 [*SFST Coordinator - \$1,520*]
Fund Source(s): 405d

Project Code: AL-18-04

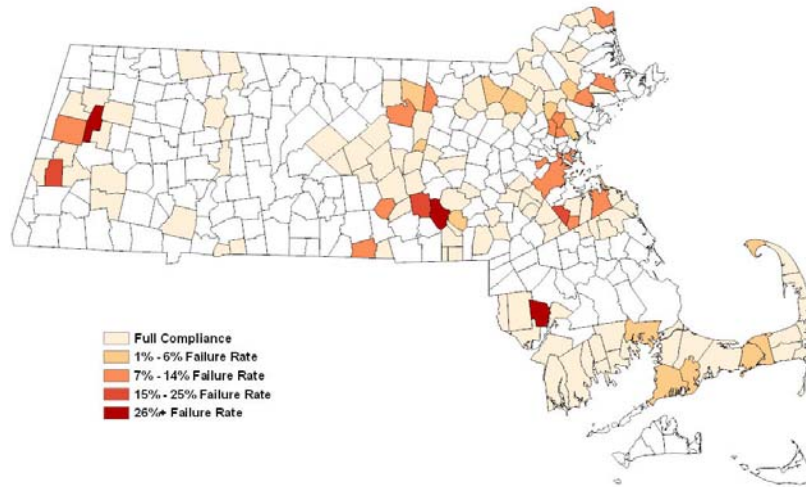
Project Title: Underage Drinking Compliance Checks Program

Summary of FFY 2018 Activity:

Funding was provided to the ABCC to conduct enhanced liquor laws enforcement compliance checks and “Cops in Shops” to help reduce underage drinking and impaired driving across Massachusetts. Although funding in FFY 2018 was less than provided in FFY 2017, ABCC made every effort to attain maximum possible geographical coverage and test the largest possible number of licensees despite the reduce financial support. Compliance checks

were conducted in 134 municipalities across the state at 1,699 licensed establishments of which 45 failed – a 97% success rate. The licensed establishments were made up of 1,045 on-premise licensees (13 failures) and 654 off-premise licensees (32 failures).

The map below shows the compliance checks that took place throughout FFY 2018. Three towns had the highest failure rates: Dalton, Dighton, and Upton.



During the summer months, ABCC also conducted associated underage drinking enforcement operations at five concerts, which resulted in 579 minors found in possession of alcohol; 92 individuals attempting to provide alcohol to minors; the seizure of 376 bottles of alcohol and 225 cases of beer; as well as numerous medical, intoxicated or incapacitated assists. The confiscation of alcohol prevented approximately 4,600 underage concert attendees from consuming liquor.

Allotted Funding: \$ 90,000
Expenditures: \$ 77,356.31
Fund Source(s): 405d

Project Code: AL-18-05
Project Title: Statewide Underage Drinking Enforcement Training Program

Summary of FFY 2018 Activity:

Due to federal funding delays, EOPSS/OGR/HSD prioritized underage drinking enforcement funds for ABCC's Compliance Checks program (AL-18-04). No funding was provided for this project.

Allotted Funding: \$ 0
Expenditures: \$ 0
Fund Source(s): 405d

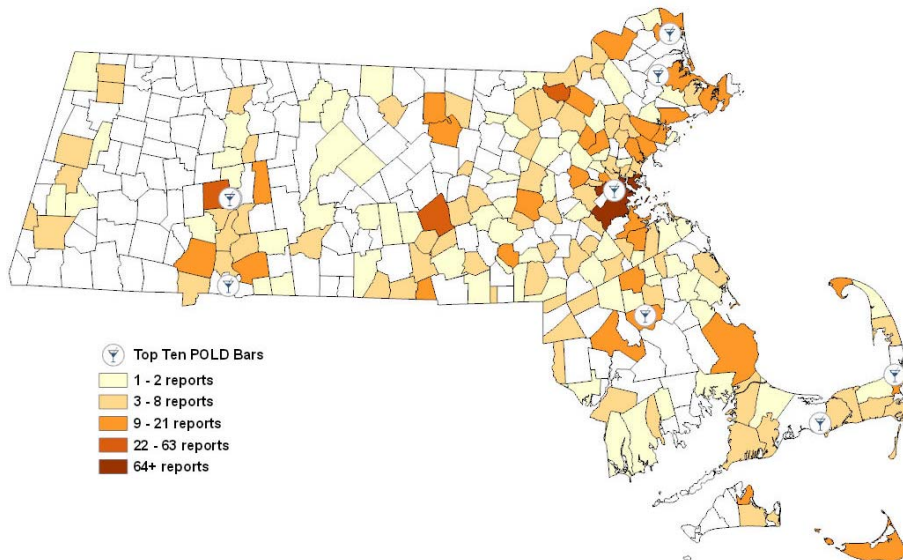
Project Code: AL-18-06

Project Title: Enforcement Program to Prevent Sale of Alcohol to Intoxicated Persons

Summary of FFY 2018 Activity:

Funding was provided to ABCC for investigators to participate in undercover operations within municipalities with the highest concentration of bars that have been identified as the ‘place of last drink’ (POLD) for convicted drunk drivers. Utilizing a database of MGL 90§24J, ABCC determined the top bars involved within the designated municipalities.

During FFY 2018, ABCC conducted 26 SIP operations that investigated 1,321 liquor establishments resulting in 116 warnings and 62 charges. This represents a 4% charge rate, up from 3% reported in FFY 2017 but lower than the 6% in FFY 2016. ABCC has reported a sharp decline in the number of POLD reports in the year following a guilty finding of violation of MGL 138§69 (sale of alcoholic beverage to an intoxicated person).



Map 4: 2017 Place of Last Drink (POLD) Reports

Boston led all towns involved in SIP operations with 124 POLD reports during 2017. This is not surprising given the plethora of drinking establishments in the city along with the high likelihood of patrons attempting to drive home from the city or from wherever they parked prior to using public transportation to commute.

The next page lists the top ten bars most identified as the source of last drink in the past two years (2016 & 2017) and shown on the map above. Three of the top ten bars are in Northampton and all are within a minute walk from each other, making the icons representing the bars overlap on the map.

Table 2: Top Ten Places of Last Drink (2016-2017)

Town	Establishment	Number of POLD Reports
Northampton	Platform Sports Bar	24
Boston	House of Blues	17
Bridgewater	Barrett's Ale House	16
Northampton	Bishop's Lounge	16
Newburyport	The Grog	14
Ipswich	Majestic Dragon	10
Orleans	The Lost Dog Pub	10
Hyannis	Embargo	10
Northampton	Packard's	9
Agawam	The Still Pub	9

Allotted Funding: \$ 136,000
Expenditures: \$ 120,196.15
Fund Source(s): 402, 405d

Project Code: AL-18-07
Project Title: Breath Test Operator (BTO) Training

Summary of FFY 2018 Activity:

Funding was provided to the MSP Office of Alcohol Testing (OAT) to conduct Breath Test Operator (BTO) classes for state and local law enforcement officers. BTO training helps officers in detecting and removing impaired drivers from the roadways. Additionally, funding allowed the purchase of BTO-related equipment including 2,243 Toxicology Kits. Thirty-seven classes with 682 participants were held at various MPTC training locations and other facilities in Reading, Sharon, Seekonk, Falmouth, Holbrook, Danvers, Franklin, Westport, Amesbury, Bridgewater State University, Western Mass Police Academy (Springfield), Medway Police Department and Lowell Police Department.

Allotted Funding: \$ 109,835.90
Expenditures: \$ 86,977.50
Fund Source(s): 402, 405d

Project Code: AL-18-08**Project Title:** Drug Evaluation and Classification (DEC) Program**Summary of FFY 2018 Activity:**

Funding was provided to MPTC to conduct training for local law enforcement as well as cover travel costs for officers to attend field DRE training located in Maricopa County, Arizona. In FFY 2018, MPTC organized eight ARIDE classes and three DRE schools for instructors. Thirty-two officers successfully completed the DRE program and became certified DREs, while over 140 officers participated in ARIDE training. As of September 30, 2018, Massachusetts has 155 DREs available across the state, up from 146 at the same time in 2017.

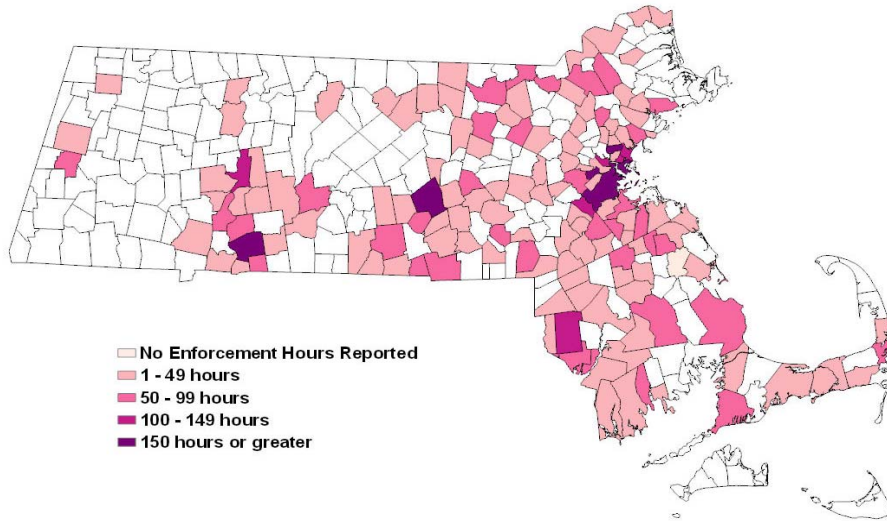
Allotted Funding: \$ 294,200**Expenditures:** \$ 266,392.79 [*DRE Coordinator - \$38,400*]**Fund Source(s):** 402, 405d**Project Code:** AL-18-09**Project Title:** Local Police Impaired Driving Enforcement**Summary of FFY 2018 Activity:**

Within the FFY 2018 Traffic Enforcement and Equipment (TE&E) Grant Program, funds were provided to local police departments for overtime enforcement of impaired driving laws as well as for the purchase of equipment related to the utilization of traffic enforcement focused on impaired driving. Of the 203 eligible departments, 151 local law enforcement agencies participated in the December 2017 DSOGPO mobilization and 132 took part in the August 2018 DSOGPO mobilization. Overtime patrols were conducted during high-risk times and locations determined by participating department's internal data resources. This project required departments to conduct a minimum of eight enforcement hours during each of the two DSOGPO mobilizations.

Table 3: Results from FFY 2018 DSOGPO Mobilizations

	Dec 2017	Aug 2018	Total Reported in FFY 2017	Total Reported in FFY 2018	Percent Change from FFY17 to FFY18
Patrol Hours	2,711	4,010	11,131	6,721	-40%
Total Stops	7,510	10,319	29,852	17,829	-40%
Stops Per Hour	2.77	2.57	2.68	2.65	-1%
Total Citations	1,832	2,865	7,311	4,697	-36%
Citations Per Hour	1.48	1.40	0.66	1.43	+117%
OUI Arrests	22	26	89	48	-46%
Speeding Citations	275	739	1,784	1,014	-43%
Speeding Warnings	1,447	2,833	7,440	4,280	-42%
Safety Belt Citations	271	490	1,356	761	-44%

During FFY 2018, the data results were lower compared to FFY 2017 due to delays in federal funding, smaller award amounts, and confusion and miscommunication between subrecipients and EOPSS/OGR/HSD regarding the distribution of funds. This is explained in more detail at the conclusion of the **Executive Summary** section.



**Map 5: FFY 2018
DSOGPO Towns and
Enforcement Hours**

Despite this unanticipated decline in enforcement hours, the major metro areas – Boston, Worcester, and Springfield each managed to conduct over 150 hours of enforcement during FFY 2018. Plus, the number of patrol hours drastically increased for the August 2018 mobilization even though 19 fewer municipalities participated compared to the December 2017 mobilization. This is a result of more money being available as well as improved communication established by EOPSS/OGR/HSD staff with subrecipients.

Allotted Funding: \$ 1,008,115.39
***Expenditures:** \$ 0
Fund Source(s): 402, 405d
**Note – expenditures for AL-18-09 were reimbursed under PT-18-09. See page 68.*

Project Code: AL-18-10
Project Title: Local Underage Alcohol and Marijuana Enforcement Grant Program

Summary of FFY 2018 Activity:

Funding was not available for this project in FFY 2018 as EOPSS/OGR/HSD had other alcohol-related projects of higher priority to focus on.

Allotted Funding: \$ 0
Expenditures: \$ 0
Fund Source(s): 402, 405d

Project Code: AL-18-11

Project Title: Sustained Traffic Enforcement Program

Summary of FFY 2018 Activity:

STEP completed its fifth year with 16 local police departments – Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield, and Worcester – conducting sustained, high-visibility traffic enforcement all year long. These departments in ‘hot spot’ communities of high-crash incidence (based on the latest data) focused their patrols on locations and specific times of year and days when crashes occur most frequently. Officers issued citations for violations of impaired driving, seat belt laws, speeding, distracted driving, and other traffic infractions when making traffic stops. The results of STEP enforcement activities are provided on Table 6 under project OP-18-07 on page 31 in the **Occupant Protection** section.

Allotted Funding: \$ 179,975

Expenditures: \$ 125,416.61

Fund Source(s): 402, 405d

Project Code: AL-18-12

Project Title: MSP Sustained Traffic Enforcement Program

Summary of FFY 2018 Activity:

Funding was provided to MSP to conduct sustained ‘zero tolerance’ enforcement overtime patrols within each respective Troop area, while also augmenting local police department efforts within the same region. MSP STEP enforcement patrols provided maximum visibility for deterrent purposes and saturated target areas with particular emphasis on impaired driving laws, speeding, reckless driving and other traffic safety infractions. The results of MSP STEP enforcement are highlighted in Table 7 under project OP-18-13 on page 34 in the **Occupant Protection** section.

Allotted Funding: \$ 70,000

Expenditures: \$ 69,614.50

Fund Source(s): 402, 405b

Project Code: AL-18-13
Project Title: Stakeholders Conferences

Summary of FFY 2018 Activity:

During FFY 2018, EOPSS/OGR/HSD was able to conduct four public forums with, and for, traffic safety stakeholders across the state. These public forums took place in February 2018 in Springfield (2/1), Worcester (2/6), Fall River (2/8) and Burlington (2/15). The meetings took place in publicly-owned spaces, which did not require federal funding to utilize. The overarching goal of the forums was to initiate dialogue with key local, state, federal and private sector representatives to identify highway safety issues and priorities.

Ninety-one law enforcement officers, representing 59 departments, attended the forums along with MSP members. Non-law enforcement participants included local public school leaders and non-profit organizations such as AAA Northeast, InControl Family Foundation, and Safe Roads Alliance.

Areas of concern raised at the forums included, but were not limited to, hands-free driving bill, primary seat belt law, marijuana/drugged driving, the recent decline in traffic enforcement activity in Massachusetts and around the nation, lack of support from judiciary for distracted driving citations, and the need for more funding.

Location	Law Enforcement Attendees	Departments Represented	Non-Law Enforcement Attendees
Springfield	13	11	7
Worcester	20	14	5
Fall River	20	11	4
Burlington	38	23	10
Total	91	59	26

Allotted Funding: \$ 20,000
Expenditures: \$ 0
Fund Source(s): Not applicable

Project Code: AL-18-14
Project Title: MSP DRE Training

Summary of FFY 2018 Activity:

Funding was provided to MSP to expand and enhance their Drug Recognition Expert (DRE) program. Correctly recognizing and handling a suspected drugged driver is of the utmost importance. Several members of MSP attended the August 2018 International Association of Chiefs of Police (IACP) National Drug Recognition Expert Conference in Nashville, TN. Discussions with other law enforcement officials and drug recognition experts helped them gain insight and understanding on how best to approach this traffic safety issue. Funding also allowed for the purchase of program-related equipment including 10 PBTs.

Allotted Funding: \$ 20,000
Expenditures: \$ 13,821.34
Fund Source(s): 405d

Project Code: AL-18-15
Project Title: Educational Outreach to Young Drivers

Summary of FFY 2018 Activity:

Funding was awarded to AAA Northeast in support of the Teen Safety Summit held in Dedham, Massachusetts on November 1, 2017. The title of the summit was “From AAA to Gen Z: A Safety Summit for the Next Generation of Drivers” and it focused on topics involving impaired and distracted driving.

The event was attended by 75 students, teachers, police officers, and public safety officials. AAA Northeast was joined at the summit by prominent guest speakers – Rick Birt, Acting CEO of SADD; Jake Nelson, Director of Traffic Safety Advocacy and Research for AAA National; and Joni Siani, author of “*Celling Your Soul: No App for Life,*” as well as Art Kinsman, NHTSA Region I Administrator; Jeff Larason, Director of EOPSS/OGR/HSD; speakers and moderators from AAA Northeast, representatives of the American Academy of Pediatrics, and Barnstable County Probation Department.

Allotted Funding: \$ 50,000
Expenditures: \$ 2,030.00
Fund Source(s): 402

Project Code: AL-18-17
Project Title: Judicial Education Relating to Highway Safety Strategies

Summary of FFY 2018 Activity:

Funding was awarded to the Massachusetts Executive Office of the Trial Court to be used for two educational opportunities. The first one sent ten judges to the annual New England Association of Drug Court Professionals conference that took place in Marlborough, MA from November 29 – 30, 2017. The second educational opportunity was sent three judges to the National Judicial College in Reno, NV for intensive training related to judicial issues involving impaired driving.

Allotted Funding: \$ 10,000
Expenditures: \$ 6,755.22
Fund Source(s): 405d

Project Code: AL-18-18
Project Title: Program Management

Summary of FFY 2018 Activity:

Funding provided for sufficient staff to conduct related programming described in plan as well as cover in and out of state travel, professional development expenses, conference fees, postage, and office supplies.

Allotted Funding: \$ 236,000
Expenditures: \$ 235,712.39
Fund Source(s): 402

Project Code: AL-18-19
Project Title: MSP Oral Fluids Testing

Summary of FFY 2018 Activity:

Funding was provided to MSP to obtain oral fluid samples on drug-impaired subjects who volunteered to provide a sample. This pilot program, which began in FFY 2017, was designed to test oral fluids devices that could be used to help identify drivers under the influence of drugs in a more efficient and effective manner and was conducted in conjunction with the EOPSS-funded BAT Sobriety Checkpoint/Saturation program. During FFY 2018, the project was completed and approximately 170 on-site samples, collected from volunteers at sobriety checkpoints or inpatient treatment centers, were then sent to an independent laboratory for confirmatory analysis. A final report, issued by the Center for Forensic Science Research and Education on November 9, 2018 stated, “...*these findings would suggest that oral fluid screening devices, backed by a confirmatory laboratory-based test could prove to be a valuable additional tool in the investigation of driver drug use in Massachusetts.*”

Allotted Funding: \$ 20,000
Expenditures: \$ 4,110.00
Fund Source(s): 405d

Impaired Driving – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
AL-18-01	Paid and Earned Media	402/405d/410	\$ 683,782.31
AL-18-02	MSP Sobriety Checkpoint/BAT Mobile	402/405d	\$ 852,798.29
AL-18-03	Impaired Driving Specialized Training	405d	\$ 4,173.59
AL-18-04	Underage Drinking Compliance Checks	405d	\$ 77,356.31
AL-18-05	Underage Drinking Enforcement Training	405d	\$ 0
AL-18-06	Prevent Sale of Alcohol to Intoxicated Persons	402/405d	\$ 120,196.15
AL-18-07	BTO Training	402/405d	\$ 86,957.50
AL-18-08	DEC Program	402/405d	\$ 266,392.79
AL-18-09	Local Police Impaired Driving Enforcement	402/405d	\$ 0
AL-18-10	Local Underage Alcohol & Marijuana	402/405d	\$ 0
AL-18-11	Sustained Traffic Enforcement	402/405d	\$ 125,416.61
AL-18-12	MSP Sustained Traffic Enforcement	402/405d	\$ 69,614.50
AL-18-13	Stakeholders Conferences	N/A	\$ 0
AL-18-14	MSP DRE Training	405d	\$ 13,821.34
AL-18-15	Educational Outreach to Young Drivers	402	\$ 2,030.00
AL-18-17	Judicial Education on Highway Safety	405d	\$ 6,755.22
AL-18-18	Program Management	402	\$ 235,712.39
AL-18-19	Oral Fluids Testing	405d	\$ 4,110.00

FFY 2018 Total: \$ 2,549,117.00

Occupant Protection

Problem Identification

Increasing the seat belt use rate in Massachusetts remains a top priority for EOPSS/OGR/HSD. On the one hand, over the last decade that state has had the lowest, or close to the lowest, fatalities/VMT rate in the country. On the other hand, Massachusetts consistently has one of the worst seat belt usage rates in the country. Based on both preliminary FARS data and MassDOT VMT numbers, the 2017 fatalities/VMT rate is 0.56 - down from 0.63 reported in 2016. The 2017 rate is likely to be among the lowest in the country (the 2016 rate for MA was lowest at 0.63), as the seat belt rate reported that year - 74% - was only better than one state (NH – 68%). The national seat belt usage rate was 90%.

In an effort to improve the seat belt usage rate, EOPSS/OGR/HSD conducted a highly targeted campaign combining outreach, marketing, and enforcement grant funding in FFY 2018. The non-traditional campaign reached out specifically to the lowest use demographics in Massachusetts, young men (18-34 y/o), pick up and commercial truck drivers, and Hispanics. As a result, at least in part, the safety belt usage rate rose dramatically in 2018 from 74% to 82% - a 12 percentage point gain. The increase in CIOT participants, the addition of equipment purchase as an option for CIOT participants, and a new, more powerful media message (“Love Your Mom – Buckle Up”) push through both traditional (television, radio, billboards) and new medium (social media, email) may have all contributed to the rise in seat belt usage.

Objectives for FFY 2018

Provide funds to state and 203 local police departments for CIOT enforcement

- *Funding was provided to 148 local police departments to participate in the Click It or Ticket mobilization that took place in May 2018. The mobilization efforts by law enforcement resulted in 4,376 hours of enforcement, 12,509 traffic stops and issued 1,675 safety belt and child passenger seat violations to drivers.*

Fund paid and earned media regarding the dangers of driving unbelted

- *Funding was provided to EOPSS/OGR/HSD’s media vendor, ThinkArgus, to help develop and distribute paid and earned media across the Commonwealth about the dangers of unbelted driving. ThinkArgus also assisted in promoting media outreach during the CIOT mobilization in May with the introduction of the “Love Your Mom – Buckle Up” campaign, which was aimed at drivers and passengers in the 18-34 age bracket as well as pick up and commercial truck drivers – which have long the most frequent unbelted occupant groups on Massachusetts roads.*

Expand the impact of efforts to increase seat belt use by white males 18 to 34; teen drivers; Latino and African American males ages 18 to 34; and those living in urban areas and throughout southeastern Massachusetts.

- *Through media campaigns via television, radio, billboard and social media as well as STEP patrols and CIOT mobilization activities, EOPSS/OGR/HSD made every effort to increase awareness of seat belt safety*

among adults, especially the 18-34 age group. Drivers and passengers living in urban areas and southeastern Massachusetts were also media outreach targets for EOPSS/OGR/HSD.

Provide funds to 16 selected communities for sustained enforcement of seat belt use

- *Funding was provided to MSP and 16 local police departments (Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield, and Worcester) to conduct sustained enforcement activity throughout the year. STEP participants conducted 11,968 hours of enforcement resulting in 13,039 stops and 955 citations for either safety belt or child passenger seat being issued to drivers.*

Encourage other state and local law enforcement to participate in sustained enforcement of seat belt laws

- *Through email and telephone communications, EOPSS/OGR/HSD staff encouraged state and local law enforcement to participate in sustained enforcement of seat belt laws.*

Urge the media to report occupant restraint use when reporting on crashes

- *EOPSS/OGR/HSD worked with their traffic safety partners to conduct outreach to local news agencies and media members in order to urge those reporting on fatal crashes to indicate if the deceased was wearing a seat belt or not.*

Expand the impact of efforts to increase proper use of child safety seats, including booster seats

- *During FFY 2018, sixty-five CPS Equipment subrecipients purchased 2,111 car seats for distribution. Subrecipients participated in safety checkpoints, weekly fitting stations and numerous safety events across the state, performing over 2,500 car seat inspections and installations as well as distributing 400 new car seats to families in need from 73 different communities.*

Increase the number of CPS equipment grant recipients and continue to require at least two checkup events during the grant period

- *During FFY 2018, 65 subrecipients received a CPS Equipment grant – down from 68 subrecipients in FFY 2017. All grant recipients participated in at least two checkup events along with weekly or bi-weekly fitting stations and educational outreach at local schools and regional hospitals. Well over 2,500 inspections and installations were done during these events.*

Continue to provide funds to administer the CPS program and provide training

- *During FFY 2018, funding was provided to Baystate Medical to continue overseeing the statewide CPS program. The number of certified CPS technicians in Massachusetts increased 3% from 829 in 2017 to 850. Baystate conducted 32 CPS-related classes. In FFY 2018, Massachusetts had a recertification rate of 59.7%, which is higher than the national rate of 56.1% reported in FFY 2017.*

Provide a toll-free CPS hotline

- *During FFY 2018, a CPS hotline, which was monitored by Baystate Medical, fielded and handled 25 calls regarding seat belt safety.*

Conduct the annual seat belt observation survey

- *EOPSS/OGR/HSD's seat belt survey vendor, UMassSAFE, conducted the 2018 Seat Belt Observation Survey between May 30, 2018 and June 23, 2018. During the observation period, 28,265 drivers and front seat passengers in 24,145 vehicles were observed at 147 locations across Massachusetts. The resulting seat belt usage rate was 82% - highest ever reported for the state and a 12-percentage point gain from 2017.*

Support law enforcement with training and technical assistance aimed at increasing their effectiveness to increase occupant protection usage for all age groups

- *Baystate Medical, the statewide CPS program administrator, conducted 32 classes on CPS training that were attended by 281 law enforcement officials and 112 social workers from Department of Children and Families.*

Provide funding for three part-time LELs

- *Funding allowed designated LELs to attend the Law Enforcement Liaison Training program in Maryland in November 2018. Funding also allowed LELs to travel to local and state police to discuss current traffic safety issues facing their respective communities.*

Performance Targets & Results for FFY 2018

Decrease unrestrained passenger vehicle occupant fatalities 10% from the five-year average of 105 in 2011-2015 to a five-year average of 95 by December 31, 2018

- *The five-year average for unrestrained occupant fatalities (2013-2017) was 109, which is 14.7% higher than the FFY 2018 target of 95.*

Increase observed seat belt use rate 5% from the five-year average of 75 in 2012-2016 to a five-year average of 79 by December 31, 2018

- *The observed seat belt rate in 2018 was 82% resulting in a five-year average of 77, which is 2.5% lower than the FFY 2018 target of 79.*

Occupant Protection Projects for FFY 2018

Project Code: OP-18-01

Project Title: Paid and Earned Media in Support of Occupant Protection

Summary of FFY 2018 Activity:

EOPSS/OGR/HSD implemented paid and earned media campaigns in support of the annual “Click It or Ticket” enforcement mobilization that took place in May 2018. The campaigns targeted the lowest usage populations as reported in the 2017 Seat Belt Observational Survey including young male drivers, pick-up and commercial truck drivers, Hispanics, and African-Americans. Please see the **Paid & Earned Media** section on page 70 for more details on EOPSS/OGR/HSD’s media campaigns in FFY 2018.

Allotted Funding: \$ 500,000
Expenditures: \$ 174,974.37
Fund Source(s): 402

Project Code: OP-18-02

Project Title: CIOT MSP Enforcement Campaign

Summary of FFY 2018 Activity:

Funding was provided for overtime patrols to MSP to participate in one CIOT mobilization in May 2018. MSP patrols were scheduled based upon information gathered through the MSP database management system. Employing this data, areas with high incidence of motor vehicle crashes, aggressive driving complaints, and other indicators were identified. MSP dedicated enforcement patrols took a ‘zero tolerance’ approach to observed traffic citations with a focus on seat belt and child passenger seat violations.

Table 4: Results of FFY 2018 MSP CIOT Enforcement Mobilization

	2017 CIOT	2018 CIOT	Change (+/-)	Percent Change
HVE Patrol Hours	2,441	796	(-1,645)	-67%
Total Citations Issued	5,997	1,996	(-4,001)	-67%
OUI Alcohol Arrests	0	0	0	
OUI Drug Arrests	1	0	(-1)	
Speeding Citations	1,443	557	(-886)	-61%
Safety Belt Citations	1,535	429	(-1,106)	-72%
CPS Citations	47	19	(-28)	-60%

The drastic reduction in activity for the FFY 2018 May CIOT can be attributed to reduced funding and unanticipated accounting delays, which led to a late start for MSP in scheduling and conducting overtime patrols.

Allotted Funding: \$ 95,000
Expenditures: \$ 83,663.94
Fund Source(s): 405b

Project Code: OP-18-03
Project Title: CIOT Local Police Enforcement Campaign

Summary of FFY 2018 Activity:

Funding was provided to 148 local police departments for overtime enforcement of occupant protection driving laws during the May CIOT mobilization campaign as well as for the purchase of equipment related to the utilization of traffic enforcement focused on driver and passenger safety. Patrols by participants were conducted during high-risk times and locations determined by the latest available state and local crash data. Each participant was required to do a minimum of eight enforcement hours during the CIOT mobilization period, which ran from May 4 to May 28, 2018.

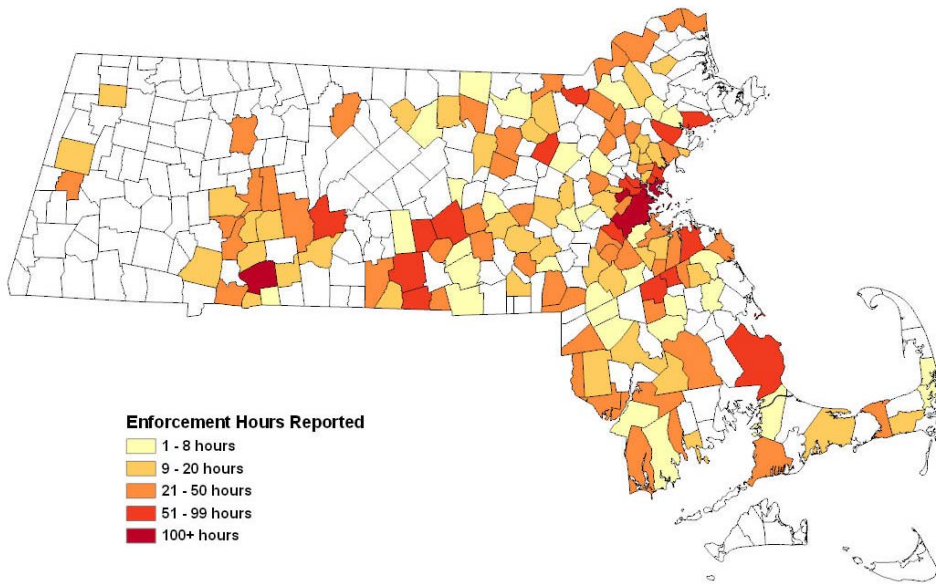
Over the course of 4,376 patrol hours, local police conducted 12,509 stops resulting in 12,520 citations issued. Despite the decline in patrol hours reported (which is explained at the end of the **Executive Summary**), the citations per hour increased from 2.59 in 2017 to 2.86 in 2018.

Table 5: Results from FFY 2018 Local Police CIOT Mobilization

	May 2017 Mobilization	May 2018 Mobilization	Change (+/-)	Percent Change
HVE Patrol Hours	7,023	4,376	(-2,647)	-38%
Total Stops	20,303	12,509	(-7,794)	-38%
Stops Per Hour	2.89	2.86	(-0.03)	-1%
Total Citations	18,221	12,520	(-5,701)	-31%
OUI Arrests	7	9	+2	+29%
Speeding Citations	1,268	936	(-332)	-26%
Speeding Warnings	6,299	3,884	(-2,415)	-38%
Safety Belt Citations	2,836	1,616	(-1,220)	-43%
CPS Citations	69	59	(-10)	-14%

The map on the following page provides a glimpse of how many hours of enforcement CIOT participants conducted during the FFY 2018 mobilization.

As the top two cities for unrestrained fatalities since 2012, it was heartening to see Boston and Springfield put in well over 100 hours of enforcement patrols to raise awareness about occupant protection laws and traffic safety in their respective communities. Unfortunately, the towns with the third, fourth, and fifth highest unrestrained fatalities – Taunton, Middleboro, and Fall River – did not surpass 50 hours of enforcement.



Map 6: FFY 2018 CIOT
Participants and Enforcement
Hours Reported

This was likely due to the confusion and miscommunication about grant requirements and equipment funding as detailed in Chapter 2. EOPSS/OGR/HSD is confident these three towns, as well as all other CIOT participants in FFY 2019, will conduct far more enforcement patrols than in FFY 2018.

Allotted Funding: \$ 504,057.69
Expenditures: \$ 362,102.98
Fund Source(s): 402, 405b

Project Code: OP-18-04
Project Title: CPS Equipment Grants

Summary of FFY 2018 Activity:

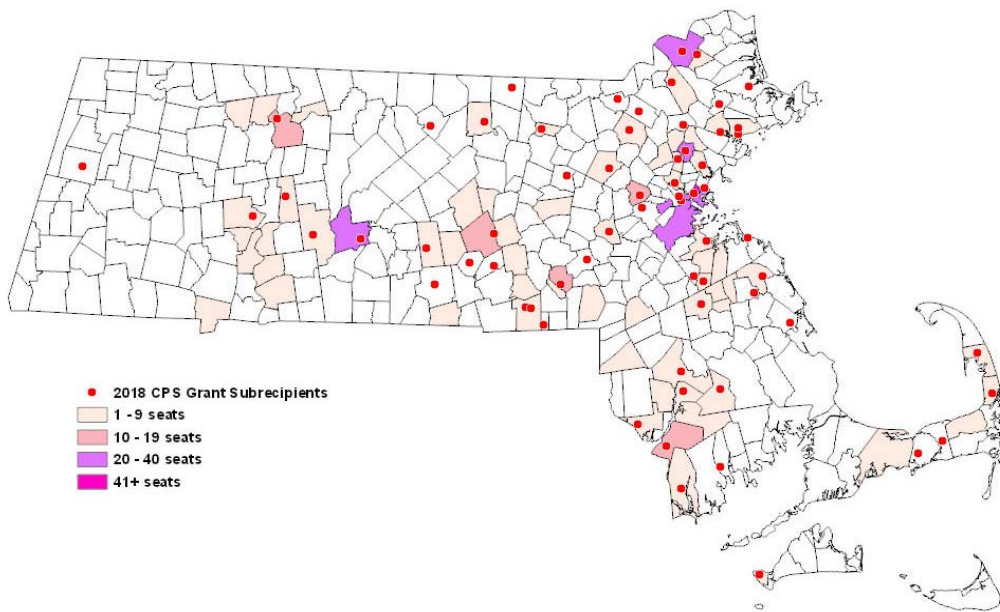
Funding was awarded to 65 local police and fire departments, as well as hospitals, to purchase federally-approved child safety seats for distribution to low income families and residents in need. Seats were purchased by EOPSS/OGR/HSD through Mercury Distributing Inc., the statewide vendor for car seats, and delivered directly to each subrecipient. As part of the CPS Equipment grant program scope of services, subrecipients performed outreach to low income housing developments; Women, Infants, and Children (WIC) regional offices; healthcare centers; schools; daycare operations; Department of Children and Families (DCF) offices; domestic violence shelters; homeless shelters; and other non-profits catering to children and families.

Due to federal funding delays, subrecipients were not able to order car seats until May. Nevertheless, Mercury Distributing delivered 2,111 seats to subrecipients by the end of June. Then from July through September, 400 new car seats were distributed to residents in need from 73 different communities in Massachusetts. Subrecipients also

conducted over 2,500 car seat inspections and installations via fitting stations, appointments and checkup events throughout FFY 2018.

The map below shows where the CPS grant subrecipients were located and the number of car seats provided to families in need/caregivers/guardians in towns across the state. Subrecipients that had received car seats in FFY 2017 have to distribute any remaining inventory before using the FFY 2018 funded seats. This is why some recipients like Pittsfield, Gardner and Ipswich did not have any FFY 2018 seats distributed as of September 31, 2018.

Though difficult to tell on the map, Chelsea was not only a subrecipient, the city was also the only community to distribute more than 40 new car seats during FFY 2018.



Map 7: 2018 CPS Subrecipients and Distribution of Seats by Town of Residence of Parent/Guardian

Allotted Funding: \$ 200,000
Expenditures: \$ 167,666.95
Fund Source(s): 2011, 402

Project Code: OP-18-05
Project Title: CPS Program Administration and Training

Summary of FFY 2018 Activity:

Funding was provided to Baystate Medical Center to administer the statewide CPS program including coordinating all training classes, responding to calls made to the Massachusetts CPS Information Line, and providing support for the Commonwealth’s 850 CPS Technicians and Instructors. In FFY 2018, Baystate Medical organized and

conducted 24 training classes including CPS Technician, CPS Technician Renewal, Continuing Education Unit (CEU) Update, and CPS Ambulance. Baystate also assisted in coordinating 30 checkup events and ensured each event had an experienced CPS Technician on hand to sign off on technician recertification forms.

In January 2018, EOPSS/OGR/HSD initiated a three-month pilot CPS training program with the Massachusetts Department of Children and Familiar (DCF) to provide monthly half-day classes to social workers who routinely transport children that are wards of the state in their personal vehicle. The training, which was adapted from Safe Kids Worldwide’s ‘Basic Child Passenger Safety Awareness Course’ curriculum, encompassed both in-classroom and hands-on in-vehicle sessions. Social workers were also provided with information about fitting stations and technicians in their area should they need out further assistance.

The pilot was deemed a success based upon the large class sizes and positive feedback received from evaluation forms submitted by participants. Subsequently, the pilot became a monthly recommended in-service training option in April 2018. By the end of FFY 2018, a total of seven DCF classes had successfully trained 112 social workers.

Allotted Funding: \$ 200,000
Expenditures: \$ 154,955.18
Fund Source(s): 405b

Project Code: OP-18-06
Project Title: CPS Conference

Summary of FFY 2018 Activity:

Funding was used to allow EOPSS/OGR/HSD to host a two-day CPS conference in Marlborough, MA from October 12 – 13, 2017 that attracted 96 attendees from across the Commonwealth. Those in attendance had the opportunity to earn six Continuing Education Units (CEU), which are necessary for CPS Technician renewal certification. Vendors also setup exhibits to showcase the latest products and technology for CPS safety. The American Automobile Association (AAA) as well as numerous car seat manufacturers were among the many vendors on hand during the two-day conference.

A car seat checkup event was held on the morning of October 14, 2018 involving 35 CPS technicians that resulted in two expired car seats being removed and replaced with new seats. Twenty car seats were also inspected during the morning checkup event.

Allotted Funding: \$ 30,000
Expenditures: \$ 10,627.43
Fund Source(s): 405b

Project Code: OP-18-07**Project Title:** Sustained Traffic Enforcement Program (STEP)**Summary of FFY 2018 Activity:**

STEP completed its fifth year of funding with sixteen local police departments – Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield, and Worcester – implementing sustained, high-visibility year-long traffic enforcement. Considered ‘hot spot’ communities because of high crash rates, these departments focused their patrols on locations and specific times of year and days where data show crashes, injuries and fatalities are at the highest in their respective municipality. Subrecipients used funding to crack down on violations related to seat belt laws, child passenger safety, impaired driving, speeding, and distracted driving as well as other traffic safety infractions.

Table 6: Results of FFY 2018 Local STEP Activity

	2017 STEP*	2018 STEP**	Change (+/-)	Percent
Total Traffic Stops	21,912	13,039	(-8,873)	-40%
Total Violations, Warnings, and Arrests	21,570	11,968	(-9,602)	-45%
Total Patrol Hours	7,733	4,418	(-3,315)	-43%
Stops Per Hour	2.83	2.95	+0.12	+4%
Weighted Stops Per Hour***	3.46	3.38	(-0.08)	-2%
Total Arrests	715	273	(-442)	-62%
OUI Arrests – Alcohol	3	3	0	
OUI Arrests – Drugs	0	0	0	
Red Light Running	3,315	1,788	(-1,527)	-46%
Speeding Citations	1,838	1,165	(-673)	-37%
Speeding Warnings	4,965	3,203	(-1,762)	-35%
Safety Belt	1,608	913	(-695)	-43%
Child Safety Seat	93	42	(-51)	-55%
Marked Lane Departure	1,202	689	(-513)	-43%
Crosswalk	160	170	+10	+6%
Suspended License	481	182	(-299)	-62%
Texting and Impeded Operation	434	533	+99	+23%

*Data based on 3.5 months of activity

** Data based on 3 months of activity

***Stop credits are given to arrest categories due to the extra time it takes an office to process the stop

The decline in traffic stops from FFY 2017 to FFY 2018 was due to a number of factors including ½ month less of activity, delayed funding, and staff shortages among subrecipients.

Allotted Funding: \$ 179,975.01
Expenditures: \$ 162,563.08
Fund Source(s): 402 (50%); 405b (50%)

Project Code: OP-18-08

Project Title: Seat Belt Observation Survey

Summary of FFY 2018 Activity:

Funding was provided to UMassSAFE (through the UMass Donahue Institute) to conduct a statewide safety belt observation survey utilizing standard NHTSA statistical methodology. UMassSAFE conducted observations at various times between May 30 and June 23, 2018. A final report was submitted and approved by EOPSS/OGR/HSD. This report was sent to NHTSA at the end of August 2018 and subsequently approved by NHTSA.

Funding was also used by UMassSAFE to reselect road segment and observation sites as required by NHTSA every five years. The methodology for reselection was approved by NHTSA and met all revisions to the Uniform Criteria for State Seat Belt Observational Surveys as set forth in April 2011.

During the observation period, a total of 28,265 drivers and front outboard passengers in a total of 24,145 vehicles were observed at 147 locations across the Commonwealth. The statistically weighted percentage of front seat occupants properly using seat belts during the observation period was **81.58** percent. This number is 7.9 percentage points higher than the rate observed in 2017 (73.72) and it is the highest reported seat belt rate in Massachusetts history.

Allotted Funding: \$ 165,000
Expenditures: \$ 143,767.00
Fund Source(s): 402, 405b

Project Code: OP-18-09

Project Title: Educational Outreach for Young Drivers

Summary of FFY 2018 Activity:

Funding was not used for this project during FFY 2018 due to time constraints and lack of fund availability until second quarter CY 2018. EOPSS/OGR/HSD plans to pursue the project in FFY 2019.

Allotted Funding: \$ 50,000
Expenditures: \$ 0
Fund Source(s): 405b

Project Code: OP-18-10
Project Title: MSP Car Seat Checkpoints

Summary of FFY 2018 Activity:

Funding was provided to MSP to conduct eight child car seat safety checkpoints throughout Massachusetts during FFY 2018. MSP inspected and installed nearly 90 car sets at these checkpoints. This project allowed MSP to provide car seat checkups in areas where local police and/or fire have had to discontinue CPS services due to financial constraints. Families and caregivers that visited the checkpoints received information on the latest CPS laws, regulations and standards for CPS car seats as well as having their current car seat(s) inspected and, if needed, a new car seat installed. Locations for checkpoints included Fuller Middle School in Framingham, the Barnstable Fair, MSP Headquarters in Framingham, Kids Fun Stop in West Roxbury, Kennedy High School in Woburn and Target shopping areas.

Allotted Funding: \$ 10,000
Expenditures: \$ 8,329.50
Fund Source(s): 402

Project Code: OP-18-11
Project Title: MSP Young Drivers Education Program

Summary of FFY 2018 Activity:

Funding was provided to MSP to conduct demonstrations of the rollover simulator at high-traffic public events across Massachusetts as part of MSP's Young Drivers Education Program. The rollover simulators provided graphic evidence to attendees of the consequences of not wearing a seat belt when involved in a rollover crash. MSP conducted eight demonstrations from April through September 2018 in the following locations: MSP Headquarters in Framingham, Lawrence (National Night Out), Barnstable, Target's in Framingham, and Grafton High School.

Allotted Funding: \$ 10,000
Expenditures: \$ 7,428.61
Fund Source(s): 402

Project Code: OP-18-12
Project Title: MSP STEP Enforcement

Summary of FFY 2018 Activity:

Funding was provided to MSP to deploy sustained 'zero tolerance' traffic enforcement overtime patrols in locations within each respective Troop area to augment local police department efforts within the same general area as

outlined in support of the STEP program. MSP STEP enforcement patrols provided maximum visibility for deterrent purposes and saturated target areas with emphasis on occupant protection laws including seat belt usage and child passenger safety infractions.

Table 7: Results of FFY 2018 MSP STEP Activity

	2017 MSP STEP	2018 MSP STEP	Change (+/-)	Percent
Total Traffic Stops	2,795	3,211	+416	+15%
Total Patrol Hours	1,148	1,348	+200	+17%
Total Citations, Warnings and Arrests	2,775	3,867	+1,092	+39%
Safety Belt	289	251	(-38)	-13%
Child Safety Seat	17	15	(-2)	-12%
Speeding Citations	680	1,070	+390	+57%
Speeding Warnings	355	720	+365	+103%
Suspended License	41	42	+1	+2%
Handheld Device	193	46	(-147)	-76%
Move Over Law	32	101	+69	+216%
Total Arrests	34	65	+31	+91%
OUI Arrest – Alcohol	20	7	(-13)	-65%
OUI Arrest - Drugs	1	0	+1	

During FFY 2018, MSP increased the number of patrol hours by 17% compared to FFY 2017, resulting in more stops, citations, warnings and arrests. The total citations, warnings and arrests per patrol hour was 2.87, much higher than the 2.42 per patrol hour reported in FFY 2017.

Allotted Funding: \$ 75,000
Expenditures: \$ 73,898.45
Fund Source(s): 402, 405b

Project Code: OP-18-13
Project Title: Statewide CPS Information Line

Summary of FFY 2018 Activity:

Funding was used to allow EOPSS/OGR/HSD’s CPS Administration and Training Program vendor, Baystate Medical Center, to respond to 25 messages left on the CPS Telephone Information Line. This project was initially approved for \$550 in the FFY 2018 HSP. However, an amendment (#13) later on increased the allotment to \$750.

Allotted Funding: \$ 750
Expenditures: \$ 544.13
Fund Source(s): 405b

Project Code: OP-18-14

Project Title: Occupant Safety and Impaired Driving Awareness Display Vehicle

Summary of FFY 2018 Activity:

Building upon a successful pilot launch in spring/summer of 2017, funding was intended to be used for installation, supplies, vehicle transports, storage and media expenses related to setting up mock crash sites with crash test dummies at various locations in Massachusetts. A crashed car display vehicle was placed in high profile locations at schools, police and fire departments, and community centers in an effort to increase awareness of the importance of seat belts. No expenses were reported for the project as it was completed utilizing EOPSS/OGR/HSD staff time and donated in-kind services.

Allotted Funding: \$ 0

Expenditures: \$ 0

Fund Source(s): 405b (50%), 405d (50%)

Project Code: OP-18-15

Project Title: “Buckle Up” Road Signage

Summary of FFY 2018 Activity:

Due to federal funding delays and the extensive planning this project required, EOPSS/OGR/HSD decided to prioritize 405b funds for the enforcement mobilization and CPS programming while taking an innovative approach to “Buckle Up” road signage as part of the CIOT media campaign.

Allotted Funding: \$ 0

Expenditures: \$ 0

Fund Source(s): 405b

Project Code: OP-18-16

Project Title: Traffic Safety Excellence Recognition Awards

Summary of FFY 2018 Activity:

This project was not implemented in FFY 2018 due to focus on projects of higher priority as a result of delayed and limited funding.

Allotted Funding: \$ 0

Expenditures: \$ 0

Fund Source(s): 402

Project Code: OP-18-17

Project Title: Program Management

Summary of FFY 2018 Activity:

Funding provided for sufficient staff to conduct related programming described in plan as well as travel, professional development expenses, conference fees, postage, and office supplies.

Allotted Funding: \$ 250,000

Expenditures: \$ 173,013.86

Fund Source(s): 402

Occupant Protection – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
OP-18-01	Paid and Earned Media	402	\$ 174,974.37
OP-18-02	CIOT MSP Enforcement	405b	\$ 83,663.94
OP-18-03	CIOT Local Police Enforcement	402/405b	\$ 362,102.98
OP-18-04	CPS Equipment Grants	2011/402	\$ 167,666.95
OP-18-05	CPS Program Administration	405b	\$ 154,955.18
OP-18-06	CPS Conference	405b	\$ 10,627.43
OP-18-07	Sustained Traffic Enforcement	402/405b	\$ 162,563.08
OP-18-08	Seat Belt Observation Survey	402/405b	\$ 143,767.00
OP-18-09	Educational Outreach to Young Drivers	405b	\$ 0
OP-18-10	MSP Car Seat Checkpoints	402	\$ 8,329.50
OP-18-11	MSP Young Drivers Education	402	\$ 7,428.61
OP-18-12	MSP STEP Enforcement	402/405b	\$ 73,898.45
OP-18-13	Statewide CPS Information Line	405b	\$ 544.13
OP-18-14	Occupant Safety/Impaired Driving Display	405b/405d	\$ 0
OP-18-15	“Buckle Up” Signage	405b	\$ 0
OP-18-16	Traffic Safety Excellence Awards	402	\$ 0
OP-18-17	Program Management	402	\$ 173,013.86

FFY 2018 Total: \$ 1,523,535.48

Speeding and Distracted Driving

Problem Identification

Massachusetts roadways are not immune to speeding and distracted-affected driving behaviors, no doubt fueled by the busy pace of life in the region and increasingly congested roads that are far beyond their intended capacity. EOPSS/OGR/HSD has worked hard to help local and state law enforcement enforce speeding and distracted driving laws through enforcement mobilization funding and media messaging in conjunction with the enforcement activities.

In 2017, speeding fatalities dropped after two straight years of increases, falling from a recent historic high of 126 in 2016 to 98. Distracted driving-related fatalities (aka distraction-affected) saw a slight increase, rising from 28 in 2016 to 30 in 2017.

One key demographic targeted for media messaging and enforcement has been drivers 35 or younger, which encompass drivers that had cell phones and/or smartphones around when they began to drive. Over the past three years (2015-2017), these drivers have accounted for half of all distracted drivers in a fatal crash and nearly 60% of all drivers in a speed-related fatal crash.

Objectives for FFY 2018

Fund the MPTC to conduct specialized training on speed measurement

- *During FFY 2018, the MPTC was awarded funding to conduct speed measurement-related classes. Unfortunately, due to funding delays, MPTC was unable to organize any LiDAR, Radar, or Speed Measurement classes as done in previous FFY years.*

Fund law enforcement to conduct speed enforcement during CIOT and DSOGPO mobilizations

- *During FFY 2018, EOPSS/OGR/HSD funded two DSOGPO mobilizations and a CIOT mobilization which were conducted by state and local police departments. These three enforcement mobilizations resulted in 2,770 speeding citations and 8,723 speeding warnings being issued by participating officers. Total speed citations and warnings issued: 11,493*

Fund law enforcement to conduct speed enforcement during sustained traffic enforcement activities

- *During FFY 2018, sustained traffic enforcement funding was provided to MSP and 16 local police departments (Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield, and Worcester) resulting in 2,235 speeding citations and 3,923 speeding warnings. Total speeding citations and warnings: 6,158*

Provide funds to MSP for speed enforcement activities

- *During FFY 2018 STEP enforcement, MSP issued 1,165 speed-related citations and 3,203 speed-related warning to drivers. Total speed-related citations and warnings: 4,368*

Fund the MSP to enforce distracted driving laws

- *During FFY 2018, MSP issued 141 citations for use of a hand held device while conducting sobriety checkpoints, CIOT enforcement mobilization and STEP activity. Unfortunately, due to federal funding delays, MSP was not able to participate in a Distracted Driving mobilization as in previous years.*

Fund MSP and selected communities for sustained enforcement of traffic laws

- *Funding was provided to MSP and 16 communities – Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield, and Worcester – to conduct sustained enforcement in FFY 2018. The sustained enforcement efforts by MSP and participating local police resulted in 15,497 citations, warning and arrests arising from 16,250 traffic stops. Citations included safety belt, child safety, speeding, red light running, and texting, among others. There were also 338 arrests made during enforcement activity.*

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

- *EOPSS/OGR/HSD increased public awareness of the dangers of distracted driving through a media campaign, “Just Drive,” which promoted attentive driving and featured radio, online and social media placement. The campaign asked drivers to simply drive and not to allow mobile device to take their eyes off the road.*
- *During FFY 2018, local and state police issued 1,004 citations for distracted driving-related behavior to drivers stopped during the course of overtime enforcement patrols.*

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

- *Through email and telephone communications, EOPSS/OGR/HSD encouraged state and local law enforcement to identify and cite offenders of the Commonwealth’s mobile device usage laws.*

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

- *During the 2018 Seat Belt Observation Survey, UMassSAFE tracked cellphone usage by 24,186 drivers at 147 designated observation sites. Observations were made both while vehicles were approaching the intersection and when vehicles had stopped at the intersection. The observed cell phone usage rate was 3.9%, a sizeable decline from the observed rate of 5.7% in 2017. Some key findings – Female drivers continue to have higher usage rate than males (4.1% vs 3.8%); drivers of passenger car vehicles declined from 5.4% in 2017 to 3.6% in 2018; and drivers used cell phones 4.1% of the time when alone and only 1.0% of the time when with passengers.*

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

- *Information about MPTC’s online training opportunities was sent to all local law enforcement departments and MSP through emails and regular telephone communications.*

Provide funding to 203 eligible municipal police departments to conduct a local distracted driving enforcement mobilization in April 2018

- *During FFY 2018, EOPSS/OGR/HSD did not require the 158 subrecipient police departments to participate in a distracted driving mobilization due to limited funding. However, EOPSS/OGR/HSD strongly encouraged departments to conduct overtime enforcement patrols with a focus on distracted driving during April 2018, which was National Distracted Driving Month. Thirty-seven local police departments conducted 687 hours of enforcement resulting in 1,831 traffic stops and 400 distracted driving-related violations issued.*

Performance Targets & Results for FFY 2018

Decrease speed-related fatalities 5% from the five-year average of 100 to a five-year average of 95 by December 31, 2018

- *The five-year average for speed-related fatalities (2013-2017) was 98, which is 3.2% higher than the target of 95*

Decrease distracted driving-related fatalities 10% from 64 in 2015 to 58 by December 31, 2018

- *Distracted driving-related fatalities was 30 in 2017, up from 28 reported in 2016.*

(Note – after the submission of the FFY 2018 HSP, it was determined that the data used for distracted driving was calculated incorrectly. This was noted in the FFY 2019 HSP. The correct numbers for distracted driving-related fatalities for the past five years are: 33 (2012); 36 (2013); 23 (2014); 30 (2015); 28 (2016). The five-year average from 2012-2016 was 30; from 2013-2017, 29.4.)

Speeding and Distracted Driving Projects for FFY 2018

Project Code: SC-18-01

Project Title: MSP Speed Enforcement Mobilization

Summary of FFY 2018 Activity:

Funding was not available for MSP to conduct speed-related enforcement activities aimed at decreasing the incidence of speeding violations and speed-related crashes along the roadways of the Commonwealth. Due to limited funds, projects with higher priority took precedence over SC-18-01. EOPSS/OGR/HSD is confident MSP will be able to conduct this project in FFY 2019.

Allotted Funding: \$ 0
Expenditures: \$ 0
Fund Source(s): 402

Project Code: SC-18-02
Project Title: Educational Outreach to Young Drivers

Summary of FFY 2018 Activity:

Funding was not spent on this project in FFY 2018 due to time constraints as well as limited fund availability that prioritized projects of higher importance and impact.

Allotted Funding: \$ 0
Expenditures: \$ 0
Fund Source(s): 402

Project Code: SC-18-03
Project Title: Speed Media

Summary of FFY 2018 Activity:

EOPSS/OGR/HSD did not spend funds on a specific speed-related campaign and prioritized 402 funds to provide media in support of the required enforcement mobilizations that were conducted in FFY 2018. EOPSS/OGR/HSD did, however, continue to message about the dangers of speeding on its social media platforms, Twitter and Facebook, especially during the “100 Deadliest Days” campaign aimed at teen drivers that took place during summer 2018.

Allotted Funding: \$ 0
Expenditures: \$ 0
Fund Source(s): 402

Project Code: SC-18-04
Project Title: Program Management

Summary of FFY 2018 Activity:

Provide funding to allow staff to conduct related programming, cover travel, professional development expenses, conference fees, postage and office supplies.

Allotted Funding: \$ 75,000
Expenditures: \$ 20,378.12
Fund Source(s): 402

Project Code: DD-18-01
Project Title: MSP Distracted Driving Enforcement

Summary of FFY 2018 Activity:

This initiative, where overtime dedicated patrols focus specifically on the enforcement of motor vehicle laws associated with inattentive and distracted driving, is important to the overall highway safety plan but due to funding constraints was not carried out in FFY 2018. MSP looks forward to FFY 2019 to conduct a distracted driving enforcement campaign during April 2020 and help make the roadways of Massachusetts safer for all users.

Allotted Funding: \$ 0
Expenditures: \$ 0
Fund Source(s): 402

Project Code: DD-18-02
Project Title: Local Distracted Driving Enforcement

Summary of FFY 2018 Activity:

Unlike FFY 2017, the April Distracted Driving mobilization was not required for FFY 2018. Despite this opportunity and EOPSS/OGR/HSD’s best efforts to encourage departments to voluntarily conduct enforcement patrols, only 37 subrecipients reported overtime activity in April 2018. Participating departments conducted 687 hours of enforcement resulting in 1,831 traffic stops for a stops per hour rate of 2.67, which is significantly higher than the 2.20 reported for FFY 2017. A portion of funding allowed for the purchase of equipment and messaging mediums related to traffic enforcement focused on inattentive and distracted driving.

Table 8: Results of FFY 2018 Local Distracted Driving Enforcement

	April 2017 (141 towns)	April 2018 (37 towns)
Enforcement Hours	7,956	687
Total Stops	17,523	1,831
Stops Per Hour	2.20	2.67
Total Citations Issued	7,048	1,912
Use of Electronic JOL (90 8M)	150	0
Improper Use of Phone 18+ (90 13MP)	985	88
Text Messaging (90 13B)	3,514	244
Negligent Operation/Injury from Phone Use (90 24MP)	34	0
Impeded Operation (90 13)	2,365	67

It must be noted that of the 37 towns that participated, 40% reported at least one fatal crash involving distracted driving in the past three years (2015 to 2017) and represents 18% of the distracted driving fatal crashes (135) reported in that time frame.

Allotted Funding: \$ 504,057.69
Expenditures: \$ 362,429.21 [Enforcement: \$36,460.18; Equipment: \$325,969.03]
Fund Source(s): 402

Project Code: DD-18-03
Project Title: Educational Outreach to Young Drivers

Summary of FFY 2018 Activity:

Funding was not spent on this project during FFY 2018 due to time constraints as well as limited fund availability that prioritized projects of higher importance and impact.

Allotted Funding: \$ 0
Expenditures: \$ 0
Fund Source(s): 402

Project Code: DD-18-04
Project Title: Distracted Driving Media

Summary of FFY 2018 Activity:

As part of the national awareness month, HSD coordinated the first ever New England wide media campaign to promote attentive, engaged driving. HSD oversaw strategy and concept development for the “Just Drive NE” campaign (Link: [Just Drive New England video ad](#)), with input from the other five New England states. Argus coordinated production with each state sending a law enforcement representative to Boston for filming the video ad. In it, officers made an emotional plea to drivers across the region to stop driving distracted. The campaign was launched with a press conference at the Rhode Island Distracted Driving and Pedestrian Safety Summit.

Additional earned media efforts included an event at In Control in Weymouth where reporters test drove while performing distracting tasks on a closed course. The video and corresponding digital ads were backed by a media buy, targeting adults 25-54, that generated 7.5 million impressions across TV, radio, cinema, online, and social media. All associated expenditures and campaign materials are provided in the **Paid and Earned Media** section on page 70. This program was initially approved in the FFY 2018 HSP for \$150,000. However, an amendment (#12) approved by NHTSA Region I increased the allotment to \$192,000.

Allotted Funding: \$ 192,000
Expenditures: \$ 191,987.62 [Earned - \$20,000; Paid - \$171,987.62]
Fund Source(s): 402

Project Code: DD-18-05
Project Title: Program Management

Summary of FFY 2018 Activity:

Provided funding to allow staff to conduct programming as described in the FFY 2018 HSP, as well as to cover travel, professional development expenses, conference fees, postage, and office supplies.

Allotted Funding: \$ 58,000
Expenditures: \$ 97,189.58
Fund Source(s): 402

Speeding and Distracted Driving – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
SC-18-01	MSP Speed Enforcement	402	\$ 0
SC-18-02	Educational Outreach to Young Drivers	402	\$ 0
SC-18-03	Speed Media	402	\$ 0
SC-18-04	Program Management	402	\$ 20,378.12
		<i>SC Subtotal:</i>	\$ 20,378.12
DD-18-01	MSP Distracted Driving Enforcement	402	\$ 0
DD-18-02	Local Distracted Driving Enforcement	402	\$ 362,429.21
DD-18-03	Educational Outreach to Young Drivers	402	\$ 0
DD-18-04	Distracted Driving Media	402	\$ 171,987.62
DD-18-05	Program Management	402	\$ 97,189.58
		<i>DD Subtotal:</i>	\$ 660,071.41

FFY 2018 Total: \$ 671,984.53

Higher-Risk Transportation System Users

Problem Identification

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

According to preliminary 2017 FARS data, younger drivers (age 20 and under) accounted for 8% of all drivers (36 of 469) involved in a fatal crash. This is the sixth straight year of younger driver involvement under 10% and a decline from the 9% reported in 2016. The low rate of younger driver involvement shows how important and impactful the Junior Operator License (JOL) law has been for Massachusetts since its inception in 2012. Prior to JOL, younger driver involvement in fatal crashes were consistently in double-digit percentages. The JOL law has helped reduce the number of poorly trained and ill-equipped new drivers on the road.

Older drivers (65 years or older) were involved in 13% of all fatal crashes across Massachusetts in 2017, down from 16% reported in 2016. The number of older drivers involved declined substantially from 2016 to 2017, dropping from 79 to 59. Recent changes by RMV in how motor vehicle operators age 75 or older renew their license – from requiring in-person renewal only to having to pass an onsite vision test – in recent years has contributed to this decline in older driver involvement in fatal crashes. From 2016 to 2017, drivers 75 years or older involved in fatal crashes decreased from 41 to 30, a drop of 27%.

For both younger and older drivers, males accounted for a large majority of the drivers involved in fatal crashes. In 2017, males represented 75% of all younger drivers (27 of 36) and 78% of all older drivers (46 of 59) involved in a fatal crash. EOPSS/OGR/HSD has worked with its media vendor, ThinkArgus, to ensure media messaging encourages male drivers across the Commonwealth to be more mindful of safe roadway behaviors.

Motorcycling has become more popular in Massachusetts in recent years, increasing the demand for quality rider training. Preliminary FARS 2017 data shows motorcyclists comprised 15% (51 of 350) of all motor vehicle-related fatalities across the state, up from 11% in 2016. Despite the slight increase in fatalities, there was only one fatality in which the rider was not wearing a helmet. This is less than the three unhelmeted fatalities in 2016 and seven in 2015. During FFY 2017, EOPSS/OGR/HSD was in constant communication with RMV about developing and promoting rider training classes aimed at educating new and current motorcyclists on all aspects of motorcycle safety, including roadway rules and regulations, licensing requirements, and proper equipment usage and maintenance.

Pedestrian fatalities have declined since 2015, falling from 79 to 78 to 74 in 2017. Suffolk County, where Boston, the state capital is located, led all counties in 2017 with 11 fatalities. In 2017, pedestrian fatalities occurred with more frequency during colder months (October – February) than warmer ones (March – September) which could be attributed to poor visibility (dusk falling earlier), unsafe roadways and sidewalks (snow, ice), and judgement errors on part of pedestrians (jaywalking, not using crosswalks) and drivers (too fast, not paying attention). Weekends (Friday – Sunday) accounted for nearly half the pedestrian fatalities reported in 2017. EOPSS/OGR/HSD worked with FFY 2018 Pedestrian and Bicycle Safety Enforcement and Equipment Grant subrecipients to focus overtime activities during these periods of increased pedestrian fatalities.

Bicycling has increasingly been a popular mode of transportation in Massachusetts, especially in the Boston metro area. During 2017, there were 11 bicyclist fatalities. This is up one fatality from the 10 deaths reported in 2016. Of the 11 fatalities, eight were older than 21 years of age. In comparison, during 2016, six of the 10 bicyclist deaths were over 21 years of age. All 11 fatalities in 2017 were male and seven of the deceased were not wearing helmets at the time of impact.

Higher-risk transportation system users accounted for 51% of the 350 traffic fatalities reported in 2017. During FFY 2018, EOPSS/OGR/HSD through policy and outreach efforts, sought to reduce the incidence of fatalities among these system users. Strategies included increasing the number of pedestrian and bicycle grant recipients, promoting the availability of rider training classes offered by RMV through social media, and informing mobilization participants of the importance of cracking down on poor driving behaviors by young and older drivers.

Objectives for FFY 2018

Enhance motorist awareness of motorcycles through communication efforts

- *RMV's Motorcycle Rider Education Program (MREP) promoted its "Check Twice, Save a Life – Motorcycles are Everywhere" campaign through the distribution of lawn signs across Massachusetts.*

Increase the recruitment of motorcycle training instructors

- *During FFY 2018, MREP trained 10 new Rider Coaches. There are currently 119 Rider Coaches that are Motorcycle Safety Foundation (MSF) certified and are approved to teach motorcycle training in Massachusetts.*

Improve training curricula

- *During FFY 2018, MREP continued to train Rider Coaches on the MSF's updated Basic Rider Course (BRC) curriculum using state funding. All Rider Coaches have been converted to the new BRC as of August 2018 and all ranges were converted as of September 2018.*

Conduct media campaign to target impaired riders

- *During FFY 2018, there was no media messaging organized by EOPSS/OGR/HSD targeting impaired riders. This was due to planning challenges brought on by piecemeal funding forcing the prioritization of funding to complement required traffic enforcement mobilizations.*

Provide information to motorcyclists and law enforcement about the importance of full motorcycle licensure and enforcement

- *MREP attended and had information tables at four motorcycle events across the state, two of which were state funded, and also distributed pamphlets to dealerships, insurance agencies, motorcycle groups, and RMV branches. The pamphlets covered licensing information, benefits of taking rider training, and descriptions of different levels of training available to interested parties.*

Conduct two DSOGPO mobilizations

- *During FFY 2018, EOPSS/OGR/HSD funded two DSOGPO mobilizations (December 2017; August 2018) involving both MSP and local police departments. Across these two mobilizations, a total of 6,721 high-visibility enforcement patrol hours were reported resulting in 44 OUI arrests; 1,014 speeding citations; 761 safety belt citations; and 4,280 speeding warnings*

Provide funds to local police departments for the Pedestrian and Bicycle Enforcement and Equipment grants

- *In FFY 2018, 84 local police departments were awarded funding for the Pedestrian and Bicycle Safety Enforcement and Equipment Grant. The resulting enforcement activity produced 3,589 hours of overtime patrols, 8,376 traffic stops, and 2,135 citations issued.*

Enhance pedestrian and bicycle safety expertise among state and local enforcement, public health, highway planners, engineers, and other traffic safety advocates

- *Through email and regular telephone communications, EOPSS/OGR/HSD made all partners and subrecipients aware of the “Moving Together” conference that took place in September 2018.*

Participate in Statewide Pedestrian and Bicycle Safety “Moving Together” Conference for over 200 attendees in FFY 2018

- *On September 28, 2017, 5 members of EOPSS/OGR/HSD attended the Moving Together conference held at the Boston Marriott.*

Enhance motorist awareness of bicyclists and pedestrians on roadways through communication efforts that highlight demographics, geography and circumstances that data has shown to have high incident rates, including older adult pedestrians.

- *EOPSS/OGR/HSD continued its collaboration with MassDOT to promote “Scan the Street for Wheels and Feet” through signage visible on recycling kiosks, bike share stations, and transit buses.*

Fund paid and earned media regarding pedestrian and bicycle safety

- *EOPSS/OGR/HSD continued its collaborative “Scan the Street for Wheels and Feet” media campaign with MassDOT during FFY 2018. The campaign promoted situational awareness for drivers, bicyclists, and pedestrians. While MassDOT handled the media buys on radio, digital and video ads on social media platforms, EOPSS/OGR/HSD put signage on recycling kiosks and bike share stations around Boston and in/on regional transportation system buses in southeastern and northeastern Massachusetts.*

Performance Targets & Results for FFY 2018

Decrease motorcycle fatalities 6% from the five-year average of 49 in 2011-2015 to a five-year average of 46 by December 31, 2018

- *The five-year average for motorcyclist fatalities (2013-2017) was 48, which is 4.3% higher than the target of 46*

Decrease unhelmeted motorcycle fatalities 20% from the five-year average of 5 to a five-year average of 4 by December 31, 2018

- *The five-year average for unhelmeted motorcyclist fatalities (2013-2017) was four, same as the target value of four.*

Decrease pedestrian fatalities 5% from the five-year average of 77 to a five-year average of 73 by December 31, 2018

- *The five-year average for pedestrian fatalities (2013-2017) was 77, which is 5.2% higher than the target value of 73.*

Decrease bicycle fatalities 11% from the five-year average of 9 to a five-year average of 8 by December 31, 2018

- *The five-year average for bicycle fatalities (2013-2017) was 9, which is 17.5% higher than the target value of 8.*

Decrease number of young drivers (age 20 or under) involved in fatal crashes 10% from the five-year average of 38 in 2011-2015 to a five-year average of 34 by December 31, 2018

- *The five-year average for young drivers involved in fatal crashes (2013-2017) was 36, which is 5.9% higher than the target value of 34.*

Decrease young driver (age 20 or under) fatalities 15% from the five-year average of 17 to a five-year average of 14 by December 31, 2018

- *The five-year average for young driver fatalities (2013-2017) was 16, which is 14% higher than the target value of 14.*

Decrease number of older driver (65+) involved in fatal crashes 5% from the five-year average of 69 in 2011-2015 to a five-year average of 65 by December 31, 2018

- *The five-year average for older driver involvement in fatal crashes (2013-2017) was 68, which is 4.6% higher than the target value of 65.*

Higher-Risk Transportation System User Projects for FFY 2018

Project Code: MC-18-01

Project Title: Motorcycle Safety Program Enhancements

Summary of FFY 2018 Activity:

Funding was provided to the Motorcycle Rider Education Program (MREP) of the Massachusetts Registry of Motor Vehicles (RMV) to enhance motorist awareness and improve the delivery of motorcycle training across the Commonwealth. Funds were used by RMV to purchase “Check Twice – Motorcycles are Everywhere” lawn signs and to bring a SMART Riding Trainer to events that allowed attendees a chance to operate a motorcycle in real-life situations without the inherent real world risks and consequences.

Awareness funds were also used to produce the “Ghost Riders” PSA which served as a reminder of the vulnerability of motorcyclists and the responsibility of motorists to share the road safely with them. Concurrently, a paid media buy included online and radio ads from June to August, which generated more than 10 million impressions. The video can be found at https://www.youtube.com/watch?v=H_ytYIWQNUk.

This program had an initial budget of \$250,000 with 50% for training and 50% for awareness. During FFY 2018, an amendment (#6) approved by NHTSA Region I decreased the total program allocation to \$226,500 (\$180,000 for awareness, \$46,500 for training). The training portion went largely unspent due to RMV’s overhaul of their statewide computer system in spring of 2018 and the ensuing technical problems.

Allotted Funding: \$ 226,500 [Training - \$46,500; Awareness - \$180,000]
Expenditures: \$ 175,150.21 (Training - \$842; Awareness - \$174,308.21)
Fund Source(s): 405f

Project Code: MC-18-02

Project Title: Motorcycle Media Program

Summary of FFY 2018 Activity:

EOPSS/OGR/HSD did not spend any funds on this program during FFY 2018. With federal funding coming in piecemeal, 402 funds were prioritized to provide media in support of the required enforcement mobilizations. 405f funds were used on a paid media campaign to promote motorist awareness of sharing the road with motorcyclists (“Ghost Riders” video in MC-18-01).

Allotted Funding: \$ 0
Expenditures: \$ 0
Fund Source(s): 402

Project Code: MC-18-03
Project Title: Program Management

Summary of FFY 2018 Activity:

Funding was provided to staff to facilitate motorcycle-related programming as well as cover travel and miscellaneous expenses.

Allotted Funding: \$ 55,000
Expenditures: \$ 32,892.35
Fund Source(s): 402

Project Code: PS-18-01
Project Title: Pedestrian and Bicyclist Media

Summary of FFY 2018 Activity:

During FFY 2018, EOPSS/OGR/HSD and the MassDOT continued the collaborative “Scan the Streets for Wheels and Feet” media campaign promoting situational awareness for drivers, bicyclists, and pedestrians. MassDOT developed digital, radio, and video ads that appeared on social media platforms, Pandora, online websites, and outdoor billboards. EOPSS/OGR/HSD supplemented this media buy with out-of-home ads on recycling kiosks and bike share stations throughout Boston and in/on regional transportation system buses in southeastern and northeastern Massachusetts.

Allotted Funding: \$ 100,000
Expenditures: \$ 59,677.67
Fund Source(s): 405h

Project Code: PS-18-02
Project Title: Pedestrian and Bicycle Safety Enforcement and Equipment Program

Summary of FFY 2018 Activity:

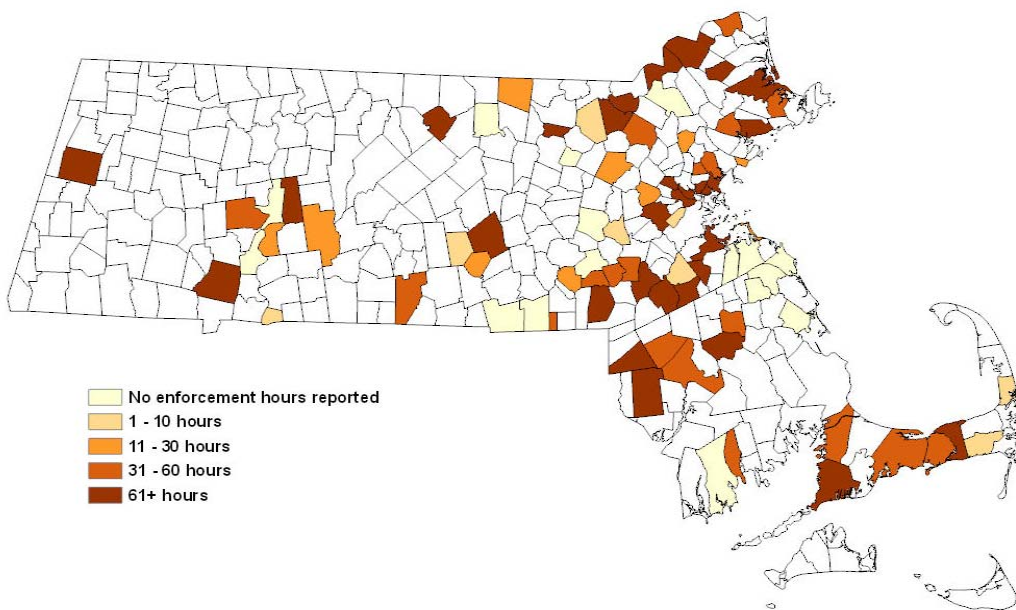
Funding was provided to 84 local police departments to conduct overtime enforcement activities aimed at reducing pedestrian and bicyclists injuries and fatalities from motor vehicle crashes. Subrecipients were also allowed to spend an approved percentage of their fund award on equipment specifically for improving pedestrian and bicycle safety in their respective community. Purchased equipment included cones, portable rebounding traffic signs, and crosswalk markets, which help drivers more aware of pedestrians on crosswalks. Nearly \$30,000 was spent on equipment by subrecipients.

Local police conducted 3,589 of overtime enforcement patrols resulting in 8,376 stops, 2,135 citations issued and 7,230 warnings to motor vehicle drivers, pedestrians and bicyclists. The number of patrol hours jumped 42% and the number of stops nearly doubled compared to FFY 2017. The most frequent violation, in terms of total citation and warnings, was to motor vehicle drivers for ‘Failure to Yield to Pedestrian in a Crosswalk’ (MGL 89 11).

Table 9: Results from FFY 2018 Pedestrian & Bicycle Enforcement Program

	FFY 2017	FFY 2018	Change (+/-)	Percent
Total Subrecipients	79	84	+5	+6%
Total Enforcement Patrol Hours	2,520	3,589	+1,069	+42%
Total Stops	4,270	8,376	+4,106	+96%
Total Citations	2,562	2,135	(-427)	-17%
Total Warnings	2,687	7,230	+4,543	+169%
Total Arrests	39	5	(-34)	-87%

Despite the increase in patrol hours for FFY 2018, it could have been much higher as 16 of the 84 towns did not conduct any enforcement patrols.



Map 8: FFY 2018 Pedestrian and Bicycle Enforcement Towns and Enforcement Hours Reported

EOPSS/OGR/HSD reached out to these towns to determine why they failed to conduct any enforcements and found that staffing issues or shortages were the main culprit.

Allotted Funding: \$ 377,729.52
Expenditures: \$ 226,056.99
Fund Source(s): 405h

Project Code: PS-18-03

Project Title: Pedestrian and Bicycle Safety Planning Initiative for High-Fatality Communities

Summary of FFY 2018 Activity:

Funds were awarded to WalkBoston, a pedestrian safety non-profit organization, to work with six communities with high incidences of pedestrian injuries and fatalities to develop strategies for improving their respective community's walking environment. The six municipalities were Barnstable, Chicopee, Framingham, Leominster, Peabody, and Yarmouth. WalkBoston collaborated with municipal police, planning, and transportation staff to determine crash locations and 'corridors' that posed the highest risk to pedestrians. Walk assessments were conducted to detail possible improvements to be made for enhanced pedestrian safety and final reports were distributed in order to help lay the groundwork for each community to allocate funding for the suggested improvements.

Allotted Funding: \$ 75,000
Expenditures: \$ 29,390.89
Fund Source(s): 405h

Project Code: PS-18-04

Project Title: Program Management

Summary of FFY 2018 Activity:

Funding to provide sufficient support to staff in order to conduct pedestrian and bicycle related programming as well as to cover travel, professional development expenses, conference fees, postage, and office supplies.

Allotted Funding: \$ 120,000
Expenditures: \$ 77,855.78
Fund Source(s): 402

Traffic Records

Problem Identification

EOPSS/OGR/HSD and its partners collect and use traffic records data to identify highway safety issues and crash trends as well as to evaluate the effectiveness of countermeasure efforts. To do this efficiently and accurately, the data needs to be as up-to-date as possible. Unfortunately, Massachusetts has numerous challenges with regards to its statewide traffic records system including, but not limited to, antiquated computers systems and inadequate data submission protocols and requirements. Improvements have been made in recent years, especially with the development and implementation of the Motor Vehicle Automated Citation and Crash System (MACCS). The overarching goal of MACCS is to automate the collection and submission of motor vehicle citation and crash report information by state and local police, which will lead to improved quality and timeliness of data used by all traffic safety stakeholders.

Objectives for FFY 2018

Enhance the workings of the Executive Traffic Records Coordinating Committee (ETRCC) and Working-level Traffic Records Coordinating Committee (WTRCC)

- *The ETRCC and WTRCC convened four times in FFY 2018 to discuss traffic records issues.*

Ensure ongoing implementation of the FFY 2018 Strategic Plan for Traffic Records Improvements

- *The Strategic Plan was updated in spring 2018, approved by ETRCC and WTRCC in May 2018, submitted to NHTSA and approved in August 2018. It has been posted for public and stakeholder access on Mass.gov portal.*

Expand access to and use of local, state, and federal traffic records data and analyses

- *EOPSS/OGR/HSD explored with the TRCC ways to replace its defunct MassTRAC online tool for traffic safety stakeholders with a new MassTRAC. Planning is underway to develop the business plan for a new version of MassTRAC. EOPSS/OGR/HSD also promoted the use of the MassDOT Crash Portal to public and stakeholders alike.*

Enhance the activities of the TRCC subcommittees

- *TRCC established a Crash Report Improvement subcommittee to better engage law enforcement stakeholders for crash report updates.*

Fund and monitor the TRCC's 408/405c funded projects

- *FFY 2018 405c application was developed in spring 2018, approved by ETRCC and WTRCC in May 2018, submitted to NHTSA and approved in August 2018. Beyond TRCC meetings, six TRCC-related site visits were conducted in FFY 2018.*

Establish agency access to necessary data sets for key planning, decision-making, program selection, and evaluation purposes through agreements with data owner agencies and ensure the ability to conduct analysis of that data in-house through revitalization of its traffic records data warehouse

- *EOPSS/OGR/HSD used the MassDOT Crash Portal and other data sources when evaluating potential projects as well as promoting the data sources to stakeholders while soliciting suggestions for possible improvements or enhancements.*

Performance Targets & Results for FFY 2018

To improve the integration of traffic records systems by increasing the number of linked Massachusetts EMS/crash reports from 0% to 75% from June 30, 2017 to June 30, 2018

- *As of October 2018 achieved a 58% linkage rate. This project ends December 2018 and it is hoped the final linkage effort will achieve the performance measure rate of 75%.*

To increase by 5% the number of agencies able to access MassTRAC (or any successor system) from 305 in May 2017 to 335 in May 2018

- *The previous iteration of MassTRAC ceased operating in late 2017 due to issues with uploading new data as a result of outdated source code and an antiquated server. EOPSS/OGR/HSD is still working towards developing a new MassTRAC business plan and gaining TRCC approval for the funding to build a new MassTRAC in 2019. In the meantime, the MassDOT Crash Portal is expected to be significantly revamped by early 2019.*

To improve the timeliness of crash data by decreasing the average number of days from crash incident to receipt of crash report by the RMV from 47.13 days between April 1, 2016 to March 31, 2017 to less than 45 between April 1, 2017 to March 31, 2018

- *The average number of days from crash incident to inclusion of crash report in the Crash Data System (CDS) increased during the performance period to an average of 86.54. This increase was primarily attributable to the gathering of late 2016 and 2017 year crash reports by the RMV's CDS Law Enforcement Liaison and a Records Management System vendor's system improvement that increased 2016 crash reporting. Both unintentionally had a negative impact on timeliness for the CDS file during the performance period.*

To improve completeness of the Massachusetts emergency medical services (EMS)/injury database, the Massachusetts Ambulance Trip Record Information System (MATRIS), this project will seek to increase the system's Version 2 validation score from 86.8 for year ending December 31, 2016 to 89 for December 31, 2017.

- *The Version 2 validation score for MATRIS by the end of 2017 increased to 90.4*

To improve completeness of MATRIS, the project will increase the number of ambulance services submitting Version 2 reports to the state. MATRIS accepts only electronically submitted and fully NEMSIS (Version 2)

compliant EMS run reports. The number will be increased from 323 as of December 31, 2016 to 329 as of December 31, 2017.

- *The number of ambulance services that ever submitted Version 2 reports to MATRIS by the end of 2017 increased to 329.*

To improve the completeness of the Massachusetts statewide road inventory database by increasing the number of intersections with Fundamental Data Elements (FDEs) from 9 as of June 30, 2017 to 5,400 as of June 30, 2018.

- *The number of FDEs for intersections added to a MassDOT collection tool increased to 1,407 by the time the project ended with the original subrecipient on September 30, 2018. It is anticipated that this project work will now be completed by MassDOT staff without further Section 405c funding.*

Traffic Records Projects for FFY 2018

Project Code: TR-18-01

Project Title: MassTRAC

Summary of FFY 2018 Activity:

A new version of MasSTRAC is being planned to serve as a publically available portal with access to all six major traffic records categories: adjudication/citation, crash, driver, EMS/injury surveillance, roadway, and vehicle. It will help EOPSS/OGR/HSD meet federal reporting requirements and support enforcement/safety planning processes for all stakeholders. Funding was not used for this project in FFY 2018 and has been carried forward to FFY 2019 to develop a business plan for the development and rollout of the new portal. Once the Massachusetts TRCC approves the business plan, the committee will then decide how much of the \$350,000 in available Section 405c will be used towards the project.

Allotted Funding: \$ 50,000

Expenditures: \$ 0

Fund Source(s): 402

Project Code: TR-18-02

Project Title: Statewide DDACTS Program

Summary of FFY 2018 Activity:

Data Driven Approaches to Crime and Traffic Safety (DDACTS) is an evidence-based law enforcement operation model that integrates location-based traffic, crime, crash, enforcement data and calls for service to determine effective and efficient methods for deploying limited resources. After some initial planning efforts in FFY 2018, this project was not undertaken due to higher program funding priorities.

Allotted Funding: \$ 505,000
Expenditures: \$ 0
Fund Source(s): 402

Project Code: TR-18-03
Project Title: FARS

Summary of FFY 2018 Activity:

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

Allotted Funding: \$ 82,000 per CY
Expenditures: \$ TBD
Fund Source(s): FARS Coop Agreement

Project Code: TR-18-04
Project Title: Motor Vehicle Automated Citation and Crash System (MACCS)

Summary of FFY 2018 Activity:

Funding was provided to EOPSS – Office of Technology and Information Services to further develop this secure, web-based system for the collection of citation, crash, alcohol test refusal, and traffic stop data for state and local police departments. The goals of this multi-year project are to improve office and motorist safety, streamline data collection, improve data quality, eliminate redundant data entry processes across agencies, improve timeliness of reporting to state and federal entities, and make data available faster to law enforcement agencies, highway safety professionals and the public. Since the beginning of MACCS' rollout in April 2017, it has been adopted by 29 local police departments and the Massachusetts State Police. In FFY 2018, training and 844 in-vehicle printers were provided to expedite MACCS start-up by these 29 agencies and MSP. Through September 2018, 674 crash reports and 187,014 citations (including warnings) have been submitted through MACCS. Interface enhancements with state and local record management services were also completed during FFY 2018. Unspent funds were carried forward to FFY 2019 for the continuation of this project, specifically for further MACCS improvements and more printers.

Allotted Funding: \$ 2,255,442
Expenditures: \$ 777,320.19
Fund Source(s): 402, 405c, 1906

Project Code: TR-18-05

Project Title: Investigation of Improved Linkage Strategy towards the Development of a Central and Uniformed Crash Analysis Database

Summary of FFY 2018 Activity:

Funding was provided to UMassSAFE to investigate improved data linkage processes and strategies for linking highway safety data, specifically crash and emergency medical services data. The EMS data was finally made available to UMassSAFE in early 2018 and an initial linkage test was conducted in Summer 2018. Unspent funds were carried forward to FFY 2019 to complete this multi-year project by the end of CY 2018.

Allotted Funding: \$ 124,209
Expenditures: \$ 52,181.28
Fund Source(s): 405c

Project Code: TR-18-06

Project Title: MSP Traffic Crash Quality Assurance Project

Summary of FFY 2018 Activity:

Funding was provided to MSP to continue to examine its business process for crash data from initial investigation through submission to the Registry of Motor Vehicles to determine data collection challenges and identify possible areas for improvement. Funding was used to create monthly reports to provide better crash-related and patrol-related data to the Division of Field Services. Supervisors are also able to receive quality control reports and address any issues directly. This multi-year project was significantly hampered when MSP ended any effort to replace its old outdated records management system in 2017, which means there will be no significant updates or improvements to MSP's RMS in the foreseeable future. This project ended in the summer of 2018.

Allotted Funding: \$ 213,231
Expenditures: \$ 18,266.64
Fund Source(s): 405c

Project Code: TR-18-07

Project Title: Crash Data System Stakeholder Needs Assessment Project

Summary of FFY 2018 Activity:

This multi-year project enabled the RMV to continue to have a Law Enforcement Liaison (LEL) and a Law Enforcement Technical Liaison (LETL) to assist local law enforcement agencies and related vendors of records

management services to improve both their paper and electronic reporting to the Crash Data System. A second phase of the project supported only the LEL from July to September 2018.

Allotted Funding: \$ 222,531
Expenditures: \$ 132,187.45
Fund Source(s): 405c

Project Code: TR-18-08

Project Title: Data Quality Review of Crash Reports Accepted with Warning and Technical Assistance to Police Departments to Improve Completeness and Reduce Errors

Summary of FFY 2018 Activity:

Funding enabled RMV to work with UMassSAFE to develop and implement processes for better review of crash reports that have been ‘accepted with warning’ by the Crash Data System. Funding for this multi-year project also allowed RMV’s LEL and LETL to work with local police departments in an effort to improve the accuracy and completeness of submitted crash reports. Unspent funds were carried forward to FFY 2019 for the continuation of the project through September 2019.

Allotted Funding: \$ 196,802.46
Expenditures: \$ 7,774.37
Fund Source(s): 405c

Project Code: TR-18-09

Project Title: Tools for Improving Crash Report Reviews Project

Summary of FFY 2018 Activity:

No funding was spent on this project by UMassSAFE during FFY 2018. The aim of this multi-year project is to implement guidance to improve the narrative portions of submitted crash reports as well as supervisory review of crash reports prior to submission to RMV. This will enhance accuracy, completeness, and uniformity of the Crash Data System when the project is finished.

Allotted Funding: \$ 132,321
Expenditures: \$ 0
Fund Source(s): 405c

Project Code: TR-18-10

Project Title: Massachusetts Revised Crash Report Form E-Manual and Evaluation

Summary of FFY 2018 Activity:

Funding was provided to UMassSAFE for the completion of two tasks during FFY 2018. First, improving the efficiency, accuracy and completeness of the Massachusetts crash reporting process by developing a web-based crash report manual in order to centralize helpful information (i.e. crash data dictionary) for people completing crash reports or who are working with such data. The second task involved an examination of all fields affected by changes made in 2013 to the crash reporting form as well as to look for problematic patterns existing in both the departmental and vendor levels. This project concluded in summer of 2018 and both deliverables are being utilized. The e-manual is currently accessible at masscrashreportmanual.com.

Allotted Funding: \$ 118,019

Expenditures: \$ 82,907.68

Fund Source(s): 405c

Project Code: TR-18-11

Project Title: Comprehensive Analysis of Accuracy and Completeness of the Crash Data File

Summary of FFY 2018 Activity:

Funding for this multi-year project was provided to the Center for Leadership in Public Service at Fisher College to evaluate the Massachusetts crash data file and propose crash system improvements and performance measures. Prior year funding resulted in the development of draft crash file quality control measures. The contract for the project then expired in September 2016 resulting in a suspension of all activity. Efforts were made by EOPSS/OGR/HSD, RMV and Fisher College to revive the project in 2017. However, in November 2017, the RMV indicated efforts were premature due to RMV's current undertaking to improve the Crash Data System as well as the lack of personnel to dedicate to the project. Subsequently, the project was cancelled.

Allotted Funding: \$ 259,500

Expenditures: \$ 0

Fund Source(s): 405c

Project Code: TR-18-12

Project Title: MATRIS and Trauma Registry Data Accuracy, Completeness, Uniformity and Accessibility

Summary of FFY 2018 Activity:

This multi-year project to enhance data quality for the Massachusetts Ambulance Trip Record Information System (MATRIS) and Trauma Registry (TR) concluded prior to the beginning of FFY 2018.

Allotted Funding: \$ 80,000

Expenditures: \$ 0

Fund Source(s): 405c

Project Code: TR-18-13

Project Title: Trauma Registry Vendor and Database Hosting Upgrades

Summary of FFY 2018 Activity:

The start of this multi-year project was initially delayed but eventually got underway in late FFY 2017 after the Executive Office of Technology Services and Security (EOTSS) confirmed it would host the TR application and database with enhancements to meet the National Trauma Data Bank requirements until procurement of a commercial off-the-shelf solution could be fully funded. Funding was provided to the Massachusetts Department of Public Health (MDPH) for a contractor to support and maintain the current TR to hospitals and state trauma registry staff. This project was completed in summer of 2018.

Allotted Funding: \$ 60,000

Expenditures: \$ 57,727.21

Fund Source(s): 405c

Project Code: TR-18-14

Project Title: Data Uniformity, Accuracy, Completeness and Timeliness

Summary of FFY 2018 Activity:

MATRIS is currently based on the National EMS Information System (NEMSIS) Version 2 (V2) data set standard, which was developed in 2005. The NEMSIS Technical Assistance Center developed a major revision to NEMSIS Version 3 (V3) released in 2011 that has been adopted by many states and ambulance services. With project funding, MATRIS continued to take steps to migrate to V3 along with over 300 ambulance services. Full conversion to V3 in Massachusetts is anticipated to take place by August 2019.

For the MATRIS NEMESIS V3 upgrade, a revised data dictionary incorporating new national and state requirements as well as additional data elements, values, performance measurement analysis and linkage is being developed. EOTSS is currently making improvements to MATRIS.

Trauma Registry hospitals are required to submit data to the TR in accordance with Hospital Licensure regulations (105 CMR 130.851 and 105 CMR 130.852) and Circular Letters (DHCQ 08-03-483). Hospitals designated as trauma centers are held to the standards set by the American College of Surgeons (ACS) National Trauma Data Standards (NTDS). The International Classification of Diseases, 10th edition (ICD-10 coding) was first implemented into the hospital coding on October 1, 2016. The ICD-10 coding has revisions to enhance and clarify the codes that are used by trauma registrars and billing centers. In order to keep current with the industry standards for both NTDS and ICD-10 codes, funding for this project will enable the TR to implement annual ACS/NTDS and ICD-10 changes.

Additional funding was provided to MDPH in July 2017 to make further data quality improvements to MATRIS and the TR.

Allotted Funding: \$ 180,000
Expenditures: \$ 109,246.67
Fund Source(s): 405c

Project Code: TR-18-15

Project Title: MATRIS and Trauma Registry National Standard Uniformity and Data Quality Project

Summary of FFY 2018 Activity:

During FFY 2018, MDPH was focused on projects TR-18-13 and TR-18-14 and was unable to begin this multi-year project. It is anticipated that this project will begin either in FFY 2019.

Allotted Funding: \$ 414,779
Expenditures: \$ 0
Fund Source(s): 405c

Project Code: TR-18-16

Project Title: Boston Cyclist, Pedestrian and Vehicular Incident Information System

Summary of FFY 2018 Activity:

Funding for this multi-year project allowed Boston Public Health Commission/Boston Emergency Medical Services to improve its collection, analysis, and sharing of motor vehicle, bicycle and pedestrian crash data. This will allow

the departments as well as other public safety stakeholders to better identify, implement and evaluate countermeasures utilized.

Boston EMS generated an annual report for FFY 2017 to help increase visibility and promote the long-term benefits of the project. Initial reporting on Boston's open data portal of cyclists and pedestrian incidents, based on Boston Police and Boston EMS files, has been achieved.

Allotted Funding: \$ 57,773.97
Expenditures: \$ 52,643.32
Fund Source(s): 405c

Project Code: TR-18-17

Project Title: Test the Template Developed by Vanasse Hangen Brustlin, Inc. (VHB) for Collecting Model Inventory Road Element (MIRE) Fundamental Data Elements (FDEs) for Intersections on a Subset of the Intersections in Massachusetts

Summary of FFY 2018 Activity:

The Federal Highway Administration (FHWA) considers the presence of a traffic control device at an intersection and the device's type, if one is present, as Fundamental Data Elements (FDE) of a Model Inventory of Roadway Elements (MIRE). The Massachusetts statewide road inventory currently does not contain the required FDEs for intersections. To remedy this situation, MassDOT contracted with a vendor to develop a template to be used in order to collect FDEs to be added to the statewide road inventory. This multi-year project was funded to use the template to collect FDEs for a subset of the intersections in the state, evaluate the template, and then make any adjustments prior to using statewide. The vendor MassDOT is working with has been having trouble delivering a successful template for the subrecipient responsible for this project, the Central Transportation Planning Staff. However, enough data was collected via the template that MassDOT was willing to commit its own staff and resources to complete the project.

Allotted Funding: \$ 91,774.92
Expenditures: \$ 30,105.69
Fund Source(s): 405c

Project Code: TR-18-18
Project Title: Program Management

Summary of FFY 2018 Activity:

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

Allotted Funding: \$ 112,000.00
Expenditures: \$ 101,372.49
Fund Source(s): 402

Traffic Records – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
TR-18-01	MassTRAC	402	\$ 0
TR-18-02	Statewide DDACTS	402	\$ 0
TR-18-03	FARS	FARS Coop	\$ 0
TR-18-04	MACCS	402/405c/1906	\$ 777,320.19
TR-18-05	Investigation of Improved Linkage	405c	\$ 52,181.28
TR-18-06	MSP Traffic Crash Quality Assurance	405c	\$ 18,266.64
TR-18-07	Crash Data System Stakeholder Assessment	405c	\$ 132,187.45
TR-18-08	Data Quality Review of Crash Reports	405c	\$ 7,774.37
TR-18-09	Tools for Improving Crash Reports	405c	\$ 0
TR-18-10	MA Revised Crash Report E-Manual	405c	\$ 82,907.68
TR-18-11	Analysis of Accuracy of Crash Data File	405c	\$ 0
TR-18-12	MATRIS/Trauma Registry Data Accuracy	405c	\$ 0
TR-18-13	Trauma Registry Upgrades	405c	\$ 57,727.21
TR-18-14	Data Uniformity, Accuracy, Timeliness	405c	\$ 109,246.67
TR-18-15	MATRIS/Trauma Registry National Standard	405c	\$ 0
TR-18-16	Boston EMS Vehicular Incident System	405c	\$ 52,643.32
TR-18-17	VHB MIRE FDEs for Intersections	405c	\$ 30,105.69
TR-18-18	Program Management	402	\$ 101,372.49

FFY 2018 Total: \$ 1,421,732.99

Police Traffic Services and Support

Problem Identification

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

The projects described in this section include municipal police training, law enforcement liaison (LEL) and MDAA TSRP.

This section also provides information on planning and administration expenditures necessary for the operation of EOPSS/OGR/HSD.

Performance Targets & Results for FFY 2018

Reduce motor vehicle-related fatalities 2.5% from the five-year average of 361 in 2011-2015 to a five-year average of 352 by December 31, 2018.

- *The five-year average for motor vehicle-related fatalities (2013-2017) was 357, which is 1.5% higher than the target of 352*

Submit a complete Highway Safety Plan by the deadline of July 3, 2018

- *The FFY 2019 Highway Safety Plan was submitted prior to July 3, 2018*

Submit an Annual Report by the deadline of December 31, 2017

- *The 2017 Annual Report was submitted to NHTSA prior to December 31, 2017*

Police Traffic Services and Support Projects for FFY 2018

Project Code: PT-18-01

Project Title: Municipal Police Training

Summary of FFY 2018 Activity:

Funding was provided to MPTC to conduct training classes for municipal police departments to improve enforcement of traffic safety laws. During FFY 2018, MPTC held two Crash Investigation courses and trained 29 officers in the Walpole and Natick Police Departments. Other crash courses included Advanced Traffic Crash Investigation and Crash Investigation/Reconstruction Refresher. In addition, there was one Traffic Occupant Protection Strategies (TOPS) Instructor Development course where five officers attended and successfully

completed the course. MPTC also used funds to purchase training manuals from the Institute of Police Technology and Management (IPTM).

Allotted Funding: \$ 15,000
Expenditures: \$ 14,988.86
Fund Source(s): 405d

Project Code: PT-18-02

Project Title: Law Enforcement Liaison (LEL)

Summary of FFY 2018 Activity:

Funding allowed former Chief Ed O’Leary to continue as EOPSS/OGR/HSD’s LEL. He attended in-state and out-of-state meetings, trainings, trade shows, and conferences – including the NHTSA Distracted Driving and Pedestrian Safety Summit in Providence, RI and the Massachusetts Chiefs of Police Association’s (MCOPA) 2018 Trade Show in Marlborough, MA. Both events took place in April 2018. The LEL used these events and meetings to exchange traffic safety ideas with other law enforcement professionals and brief EOPSS/OGR/HSD on any new or interesting developments gleaned. Chief O’Leary was also involved in the May CIOT Border-to-Border campaign and was instrumental in soliciting the support of grant funded as well as non-grant funded local police departments. He also contributed regularly to the MCOPA newsletter and assisted EOPSS/OGR/HSD staff with site visits. This position will be discontinued in FFY 2019.

Allotted Funding: \$ 150,000
Expenditures: \$ 29,012.86
Fund Source(s): 402

Project Code: PT-18-03

Project Title: MDAA/TSRP

Summary of FFY 2018 Activity:

Funding was provided to the MDAA for a full time TSPR. The MDAA hosted or participated in the numerous trainings including:

- Understanding Field Sobriety Testing
 - Marijuana During Motor Vehicle Stops – Detection, Investigation and Prosecution
 - Turing the Sword into the Shied – Using the NHTSA Manual to Cross Examine the Defense Expert
 - The Mechanics of Planning and Executing a Checkpoint
 - Detecting the Drug Impaired Drivers
 - From Crash to Courtroom – Crash Reconstruction
-

Additional funding allowed the MDAA TSRP to host three trainings on roadside marijuana detection for prosecutors (*post MA v. Gerhardt 2017 decision*) that included a “Green Lab” presentation. The trainings were designed to help prosecutors understand the signs and symptoms of marijuana impairment versus alcohol impairment versus a combination of the two. The hands-on mixed lab allowed prosecutors to observe volunteer who had consumed marijuana, alcohol or both. The trainings also included presentations on the law and recent trends in marijuana consumption. Seventy-nine participants attended the three trainings.

A total of 2,463 police, prosecutors, law students, members of the judiciary and other law enforcement agencies, both locally and nationally, were trained by the TSRP in FFY 2018. The TSRP updated the Massachusetts OUI Manual for Prosecutors (11th edition), which was printed in September 2018, for distribution to prosecutors and other law enforcement partners. Over 600 manuals were sent out. The TSRP wrote 19 motor vehicle or court related case summaries and three legal updates, while responding to 413 calls for technical assistance from prosecutors, law enforcement and other agencies.

Allotted Funding: \$ 180,000
Expenditures: \$ 178,431.14
Fund Source(s): 402, 405d

Project Code: PT-18-04

Project Title: MSP LEL

Summary of FFY 2018 Activity:

Funding was provided to MSP for training and travel-related expenses for the Law Enforcement Liaison to attend meetings, trainings and national conferences. Benefits derived from attendance at these different venues included building strong networks with peers on vital traffic safety topics such as safety belts, distracted and drugged driving, OUI and speed enforcement. The LEL attended the National LEL Training Conference in Maryland in November 2017. The LEL was unable to use any further funding because he was placed on medical leave and could not perform his regular duties.

Allotted Funding: \$ 6,500
Expenditures: \$ 1,073.54
Fund Source(s): 402

Project Code: PT-18-05

Project Title: State Judicial Outreach Liaison (SJOL)

Summary of FFY 2018 Activity:

Funding was not used for this task in FFY 2018 due to prioritization of projects as a result of limited funding.

Allotted Funding: \$ 0
Expenditures: \$ 0
Fund Source(s): 405d

Project Code: PT-18-06

Project Title: MSP Traffic Data Analyst

Summary of FFY 2018 Activity:

Funds were not available to support the salary of a trained Traffic Data Analyst. The task was designed to have an experienced analyst help recognize trends within the MSP reporting system and generate reports for Troop Commanders to identify and target specific areas for scheduling patrols for sobriety checkpoints and other major mobilizations, including, but not limited to impaired and distracted driving, occupant protection and speeding.

Allotted Funding: \$ 0
Expenditures: \$ 0
Fund Source(s): 402

Project Code: PT-18-07

Project Title: MSP/TSRP

Summary of FFY 2018 Activity:

Funds were not available to support the salary of a TSRP in FFY 2018. This project was designed to have the TSRP assigned to the MSP Traffic Programs section to keep the department informed and trained regarding advancements in technology as well as changes in the law related to impaired driving, including medical and recreational marijuana.

Allotted Funding: \$ 0
Expenditures: \$ 0
Fund Source(s): 402, 405d

Project Code: PT-18-08
Project Title: Program Management

Summary of FFY 2018 Activity:

Funding was used to allow staff to facilitate police traffic services programming described in the FFY 2018 HSP as well as cover travel, professional development expenses, conference fees and miscellaneous costs.

Allotted Funding: \$ 116,000
Expenditures: \$ 115,950.13
Fund Source(s): 402

Project Code: PT-18-09
Project Title: Local DSOGPO Enforcement

Summary of FFY 2018 Activity:

Using an amendment approved by NHTSA, funding for the FFY 2018 DSOGPO mobilizations were assigned to project code PT-18-09.

Allotted Funding: \$ 1,008,115.39
Expenditures: \$ 557,760.00
Fund Source(s): 402

Project Code: PA-18-01
Project Title: Administration of Statewide Traffic Safety Program

Summary of FFY 2018 Activity:

Funding was used to allow support staff to implement, monitor, and evaluate programs and projects detailed in the FFY 2018 HSP. Funding also used for staff to produce the FFY 2017 Annual Report and FFY 2019 HSP among other things.

Allotted Funding: \$ 550,000
Expenditures: \$ 352,018.70
Fund Source(s): 402

Project Code: PA-18-02

Project Title: Americans with Disabilities Act (ADA) Compliance Services

Summary of FFY 2018 Activity:

Funding was used to provide Communication Real-Time Access Translation (CART) services when needed during FFY 2018 to assist a hearing impaired EOPSS/OGR/HSD employee.

Allotted Funding: \$ 28,000

Expenditures: \$ 0

Fund Source(s): 402

Police Traffic Services & Planning/Administration – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
PT-18-01	Municipal Police Training	405d	\$ 14,988.86
PT-18-02	Law Enforcement Liaison (LEL)	402	\$ 29,012.86
PT-18-03	MDAA/TSRP	402/405d	\$ 178,431.14
PT-18-04	MSP LEL	402	\$ 1,073.54
PT-18-05	State Judicial Outreach Liaison (SJOL)	405d	\$ 0
PT-18-06	MSP Traffic Data Analyst	402	\$ 0
PT-18-07	MSP/TSRP	402/405d	\$ 0
PT-18-08	Program Management	402	\$ 115,590.13
PT-18-09	Local DSOGPO Enforcement	402	\$ 557,760.00
		<i>PT Subtotal:</i>	<i>\$ 896,856.53</i>
PA-18-01	Administration of Statewide Traffic Safety	402	\$ 352,018.70
PA-18-02	ADA Compliance Services	402	\$ 0
		<i>PA Subtotal:</i>	<i>\$ 352,018.70</i>

FFY 2018 Total: \$ 1,248,875.23

Paid and Earned Media

HSD contracted with advertising and communications agency, ThinkArgus, to implement media campaigns aimed at influencing road user behavior, promoting enforcement efforts as a means of determent, and reducing fatalities, injuries, and crashes. The concept and strategy for each campaign was developed using state and federal data, focus groups conducted by HSD in FFY17, and input from public safety stakeholders.

Each campaign was complemented with social media via HSD's Twitter (1,855 followers) and Facebook (9,506 followers) accounts, as well as partnerships with MassDOT, who provided us with billboard advertisements, and the RMV who allowed us to show ads on digital screens at their customer service centers across the state. In addition to the Motorcycle Safety, Young Adult Impaired Driving, Distracted Driving, and Pedestrian and Bicyclist Safety campaigns previously detailed, HSD implemented English and Spanish paid media and earned media in support of the three enforcement mobilizations expanded upon below.

Objectives for FFY 2018

Fund paid and earned media regarding the dangers of impaired driving

- *Funding was provided to HSD's media vendor, ThinkArgus, to market awareness campaigns "Drive Sober or Get Pulled Over" and "What's Your Plan" through TV, radio, online, out-of-home advertising, earned media, and social media.*

Fund paid and earned media regarding the dangers of driving unbelted

- *Funding was provided to HSD's media vendor, ThinkArgus, to market the awareness campaign "Love Your Mom? Buckle Up." which supported the May "Click It or Ticket" enforcement mobilization and continued through the end of the summer. This was an experiential marketing campaign that also featured our graphic crashed car display and a significant amount of earned media.*

Urge the media to report occupant restraint use when reporting on crashes

- *Each press release that HSD issued included the following language: "Please ask law enforcement representatives about the use of seat belts in all crashes being reported on and include in any coverage."*

Conduct media campaign to target impaired motorcyclists

- *HSD utilized its social media platforms to promote sober riding*

Enhance motorist awareness of bicyclists and pedestrians on roadways through communication efforts

- *HSD continued its collaborative paid media campaign with the Massachusetts Department of Transportation's "Scan the Streets for Wheels and Feet" campaign.*

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

- *HSD launched "Just Drive", a New England-wide campaign featuring officers from each state in an emotional video ad. The campaign was launched at the Rhode Island Distracted Driving and Pedestrian*

Safety Summit and included a media buy on TV, radio, online, social media, and at cinemas across the state.

Media Summary for FFY 2018

Impaired driving

The focus of HSD’s impaired driving campaigns shifted in FFY16 from alcohol centric messaging to a shared focus on both alcohol and marijuana, ahead of the state’s passage of recreational marijuana. Since, HSD has taken a dual-phase approach to educate the public on marijuana and driving. The first phase began in FFY16, carrying through to the first *Drive Sober or Get Pulled Over (DSOGPO)* campaign in FFY18, and sought to educate on the illegality and impairing effects of marijuana on driving.

The FFY18 Holiday DSOGPO campaign featured paid media likening marijuana to more established driving impairments such as alcohol and texting. The video ad was included in a media buy that ran on Cable TV in Boston, Springfield, and



Bristol County, the county with the most impaired driving deaths. Digital and video ads, in both English and Spanish, ran on social media, online, Pandora, and at cinemas across the state. Radio advertising rounded out the buy, which targeted men 18-34 and netted over 9 million impressions. Earned media included a press release that was picked up by the Associated Press and coordinated media ride-alongs with police departments participating in the mobilization. These efforts garnered over 25 news stories with coverage spanning TV, print, radio, and online.

[MetroWest Daily News article-Framingham PD ride-along](#) | [Holiday DSOGPO-15 Second Ad](#)

The FFY18 Summer DSOGPO campaign started the second phase of our educational efforts on marijuana and driving which concentrates on the responsibility to drive sober and the transportation alternatives that are available. The video spots created for this campaign included a diverse cast delivering an emotionally intense message against impaired driving. The video and digital ads featured the tagline “Drug? Stoned? Driving? Don’t.” They also focused on the need for drivers to plan ahead, while promoting alternative transportation options like Uber, Lyft, the MBTA, and taxis. These ads were unveiled at a press conference launching the DSOGPO educational campaign and enforcement mobilization. Speakers included representatives from EOPSS, Massachusetts State Police and Department of Transportation, the Cannabis Control Commission, Lyft, Uber, and the local marijuana industry.

The press conference and corresponding press release led to 47 news stories across TV, radio, print, and online. A paid media buy targeting men 18-34 with a secondary audience of Hispanic men 18-34 ran during the mobilization on TV, online including social media, and at Fenway Park. The 15+30 second video ads were viewed almost 900,000 thousand times on YouTube alone. In total, the buy netted over 11 million impressions, including nearly one million for the Hispanic secondary audience.



[Summer DSOGPO- English 30 second video ad](#)

[ABC Boston News Story on HSD DSOGPO campaign](#)

[Story in regional newspaper featuring DSOGPO participating PD](#)

Occupant Protection

HSD took a different approach in its efforts to boost seat belt usage in FFY18. Previous campaigns have used traditional and digital media to carry our message to younger men, pick-up and commercial truck drivers, Hispanics, and African-Americans. These segments represent our target audience as they continue to be the lowest usage populations identified in our annual observational seat belt study.

The “Love Your Mom? Buckle Up.” paid media campaign started in support of the May *Click It or Ticket* HVE mobilization and carried through to the end of the summer. Focus groups conducted by HSD in 2016 revealed mothers have a strong influence over young men and their behaviors behind the wheel. This experiential marketing campaign sought to create an emotional connection between our message of buckling up and our target audience.



The campaign was kicked off with a press conference at Durfee High School in Fall River. Flanked by a large crowd of upperclassmen and a truck bearing our slogan, the speaking program urged young drivers to buckle up during the upcoming prom and graduation season. Speakers included EOPSS Undersecretary Jennifer Queally, the Mayor and State Representative of Fall River, school administrators, and the grandfather of a former student killed in an unbelted crash on prom night in 2016.

Coinciding with the press conference was the start of our annual crashed car display tour. This car continued to serve as a graphic reminder of the dangers of not wearing a seat belt. In partnership with AAA, who provided towing services, the car was initially delivered to the Fall Rivers Boys and Girls Club before zig-zagging its way to high visibility locations in 19 communities across the Commonwealth.



On the paid media side, HSD’s media contractor had dispatched marketing teams to hardware stores in racially diverse cities across the Commonwealth with high rates of unrestrained fatalities. There, they interacted with drivers and provided payment to those willing to install decals on the side or rear of their trucks. Included in the contract signed by drivers was the ability to track mileage during the campaign. In some instances, company owners outfitted their whole fleet with our “Love Your Mom? Buckle Up.” and “¿Quieres a tu mamá? Abrochate.” decals. We even had the Town of Danvers install decals on every town owned truck. In total, our messaged traveled over 200,000 miles with decals on 207 trucks, an average of 980 miles per truck.

The awareness efforts detailed above were supported by a strong earned media push including a statewide press release highlighting the enforcement mobilization, a Mother’s Day Op-Ed penned by our Law Enforcement Undersecretary, media advisories promoting the crashed car at each location, and a press release announcing the 8% rise in seat belt usage rate. Earned media generated 37 stories across TV, print, and online.



- [The Herald News story on Durfee High School Press Conference](#)
- [Patriot Ledger story on crashed car in Quincy](#)
- [Undersecretary Queally's Op-Ed in the Worcester Telegram](#)
- [Boston Globe story on rise in MA belt usage rate](#)

Paid and Earned Media – Expenditures Summary

Fund Source	Paid	Earned
Section 402	\$598,198.24	\$67,971.56
Section 405d	\$278,838.32	\$19,980
Section 410	\$85,756.18	
Section 405f	\$167,867.57	
Section 405h	\$59,677.67	
Total	\$1,190,337.98	\$87,951.56

Media Placement Reach and Frequency Charts

**DECEMBER 2017 DRIVE SOBER OR GET PULLED OVER
FINAL PAID MEDIA REPORT**

Medium/Market	Total Units	Paid Units	Bonus Units	Total GRPs	M18-34			Gross		Total Gross Value
					Reach	Freq	Impressions	Cost	Added Value	
CABLE TV: 12/8/17-12/31/17	2,739	1,376	1,363		35.0%	3.0	1,360,267	\$ 102,001.85	\$ 80,873.59	\$ 182,875.44
Boston	776	300	476	155.1	34.2%	3.1	1,218,501	\$ 80,415.00	\$ 73,481.15	\$ 153,896.15
Springfield	968	533	435	110.6	38.1%	3.2	94,266	\$ 9,186.00	\$ 3,682.17	\$ 12,868.17
Bristol County	995	543	452	101.3	35.5%	3.1	47,500	\$ 12,400.85	\$ 3,710.27	\$ 16,111.12
RADIO: 12/8/17-12/31/18	4,198	4,198	-				490,900	\$ 23,529.41	\$ 40,500.00	\$ 64,029.41
MA Broadcasters PEP Program (52 Stations)	4,198	4,198	N/A	117.2	60.1%	2.7	490,900	\$ 23,529.41	\$ 40,500.00	\$ 64,029.41
ONLINE: 12/8/17-1/1/18	-	-	-				6,869,646	\$ 72,927.00	\$ 13,968.99	\$ 86,895.99
Programmatic - Display, Video, Mobile, CTV	N/A				69%	3.2	4,684,990	\$ 42,352.94	\$ 5,847.05	\$ 55,258.82
YouTube					64,771	\$ 7,058.82				
Facebook					35%	5.9	210,676	\$ 5,868.19	\$ 1,945.47	\$ 7,813.66
Pandora	1,909,209	1,000,070	909,139	95.2	15%	5.4	1,909,209	\$ 17,647.05	\$ 6,176.47	\$ 23,823.51
DIGITAL OOH: 12/12/17-1/1/18	47,149	47,149	-				329,044	\$ 18,234.68	\$ 18,234.68	\$ 36,469.36
NCM Cinema Advertising	47,149	47,149.00		N/A			329,044	\$ 18,234.68	\$ 18,234.68	\$ 36,469.36
TOTAL MEDIA							9,049,857	\$ 216,692.94	\$ 153,577.26	\$ 370,270.20

SPANISH (All figures also included in above chart)

Medium/Market	Total Units	Paid Units	Bonus Units	Total GRPs	M18-34			Gross		Total Gross Value
					Reach	Freq	Impressions	Cost	Added Value	
RADIO	196	196					10,900	\$ 1,764.71	\$ 4,117.65	\$ 5,882.35
MA Broadcasters	196	196		N/A			10,900	\$ 1,764.71	\$ 4,117.65	\$ 5,882.35
ONLINE							1,370,069	\$ 9,411.73	\$ 2,930.33	\$ 12,342.06
Programmatic Display & Mobile	N/A				N/A		947,251	\$ 7,058.82	\$ 2,294.15	\$ 9,352.97
Facebook					51%	4.3	210,676	\$ 588.20	\$ 195.00	\$ 783.20
Pandora					18%	5.3	212,142	\$ 1,764.71	\$ 441.18	\$ 2,205.88
TOTAL SPANISH MEDIA							1,380,969	\$ 11,176.44	\$ 7,047.98	\$ 18,224.41

**APRIL 2018 DISTRACTED DRIVING CAMPAIGN
FINAL PAID MEDIA REPORT**

Medium/Market	Total Units	Paid Units	Bonus Units	Total GRPs	A25-54			Gross		Total Gross Value
					Reach	Freq	Impressions	Cost	Added Value	
ONLINE: 4/11-4/29	2,882,369	2,689,469	192,900				2,984,507	\$ 33,663.61	\$ 7,905.91	\$ 41,569.52
Programmatic Video/Banners	2,179,656	2,134,002	45,654	N/A	N/A		2,179,656	\$ 22,487.14	\$ 1,667.65	\$ 24,154.79
YouTube (Completed Views) *	82,316	50,000	32,316				184,454	\$ 8,823.53	\$ 5,702.82	\$ 14,526.35
Facebook/Instagram	620,397	505,467	114,930				17%	2.1	620,397	\$ 2,352.94
MA Broadcasters PEP 4/16-4/29	3,491	-	-				4,177,000	\$ 23,529.41	\$ 59,953.00	\$ 83,482.41
Boston TV	40	N/A		5.4	2.3%	2.4	129,000	\$ 23,529.41	\$ 59,953.00	\$ 83,482.41
Springfield TV	129			65.0	21.1%	3.1	139,000			
Statewide Radio	3,322			151.0	58%	2.5	3,909,000			
DIGITAL OOH: 4/13-4/29	37,507	-	-				443,314	\$ 24,294.15	\$ 15,482.43	\$ 39,776.58
NCM Cinema Advertising	37,507			N/A			443,314	\$ 24,294.15	\$ 15,482.43	\$ 39,776.58
TOTAL MEDIA							7,604,821	\$ 81,487.18	\$ 83,341.34	\$ 164,828.52

**JUNE-AUGUST MOTORCYCLE AWARENESS CAMPAIGN
FINAL PAID MEDIA REPORT**

Medium/Market	Total	Paid	Bonus	Adults 25-54				Gross		Total
	Units (Spts/Views/Imps)			GRPs	Reach	Freq	Impressions	Cost	Added Value	Gross Value
ONLINE	8,209,614	6,946,836	1,262,778				8,517,928	\$ 82,938.93	\$ 15,061.36	\$ 98,000.28
Programmatic Video/Banners	6,251,486	5,532,550	718,936	N/A	N/A		6,251,486	\$ 42,352.95	\$ 7,189.36	\$ 49,542.31
YouTube (Completed Views)	297,916	214,286	83,630		606,230	\$ 35,294.12	\$ 6,491.36	\$ 41,785.48		
Facebook/Instagram	1,660,212	1,200,000	460,212		10%	5.6	1,660,212	\$ 5,291.86	\$ 1,380.64	\$ 6,672.49
TRAFFIC RADIO	423	247	176				1,508,210	\$ 20,000.00	\$ 22,711.70	\$ 37,156.50
Boston	144	84	60	64.7	30.5%	2.1	1,508,210	\$ 14,510.00	\$ 11,550.00	\$ 26,060.00
Cape Cod	63	40	23	64.7	27.7%	2.4		\$ 1,000.00	\$ 1,732.50	\$ 2,732.50
New Bedford-Fall River	41	40	1	35.6	23.1%	1.6		\$ 1,200.00	\$ 1,353.00	\$ 2,553.00
Springfield	78	49	29	46.5	23.7%	3.2		\$ 1,950.00	\$ 3,861.00	\$ 5,811.00
Worcester	97	34	63	61.6	25.1%	2.5		\$ 1,340.00	\$ 4,215.20	\$ 5,555.20
TOTAL MEDIA								10,026,138	\$ 102,938.93	\$ 37,773.06

**JULY PEDESTRIAN AND BICYCLIST SAFETY CAMPAIGN
FINAL PAID MEDIA REPORT**

Medium	Paid	Bonus	Total	A18+ Impressions	Gross Cost	Estimated Added Value	Total Gross Value
BOSTON	57	8	65	18,615,280	\$31,588.29	\$53,411.76	\$87,175.00
Blue Bike Signage	40	0	40	8,500,000	\$26,000.00	\$24,000.00	\$50,000.00
Vector Solar Kiosks	17	8	25	10,115,280	\$5,588.29	\$29,411.76	\$37,175.00
OTHER - BUS TAILS/ICCs	36	40	76	2,076,812	\$11,779.41	\$3,200.00	\$14,979.41
SERTA - Fall River/New Bedford Tails	18	0	18	1,030,187	\$4,764.71	\$375.00	\$5,139.71
- Bonus Interior Car Cards	0	30	30		\$0.00	\$900.00	\$900.00
LRTA - Lowell Bus Tails	10	0	10	619,125	\$4,661.76	\$687.50	\$5,349.26
- Bonus Interior Car Cards	0	10	10		\$0.00	\$500.00	\$500.00
GATRA - Attleboro/Taunton Bus Tails	8	0	8	427,500	\$2,352.94	\$737.50	\$3,090.44
TOTAL MEDIA	8			20,692,092	\$43,367.71	\$56,611.76	\$102,154.41

**JULY YOUNG ADULT IMPAIRED DRIVING CAMPAIGN
FINAL PAID MEDIA REPORT**

Medium/Vendor	Description	Paid	Bonus	Total	Estimated Impressions	Gross Cost	Estimated Added Value	Total Gross Value
AMI Entertainment Network	Video Jukebox Program	N/A			7,645,916	\$29,117.65	\$30,216.00	\$59,333.65
Access Sports Media	Fenway TV Screens	743	239	982	2,791,256	\$47,058.82	\$12,546.94	\$59,605.76
TOTAL MEDIA					10,437,172	\$76,176.47	\$ 42,762.94	\$ 118,939.41

**AUGUST-SEPTEMBER DRIVE SOBER OR GET PULLED OVER
FINAL PAID MEDIA REPORT**

Medium/Market	Total	Paid	Bonus	Total	M18-34			Gross		Total
	Units	Units	Units	GRPs	Reach	Freq	Impressions	Cost	Added Value	Gross Value
CABLE TV: 8/10-9/3	2,673	1,283	1,390				907,887	\$ 107,662.73	\$ 54,897.58	\$ 162,560.31
Boston	744	222	522	117.5	40.0%	2.8	780,683	\$ 83,799.99	\$ 39,312.00	\$ 123,111.99
Springfield	655	424	231	120.4	37.5%	2.7	67,000	\$ 9,514.00	\$ 6,059.11	\$ 15,573.11
Bristol County	1,274	637	637	135.1	N/A		39,359	\$ 11,760.51	\$ 8,232.35	\$ 19,992.86
Red Sox Beisbol Ntwk (NESN SAP Feed)	66	44	22		N/A		20,845	\$ 2,588.24	\$ 1,294.12	\$ 3,882.35
ONLINE: 12/8/17-1/1/18	1,144,374	107,143	756,449				8,787,651	\$ 79,411.48	\$ 17,395.38	\$ 91,360.34
Pre-roll/Mobile, In-App, Display	N/A						5,493,178	\$ 44,117.65		
OTT/Connected TV (Player Starts)	280,782				N/A		282,365	\$ 11,764.71	\$ 17,395.38	\$ 91,360.34
YouTube (Completed Views)	863,592	107,143	756,449				1,288,428	\$ 17,647.06		
Facebook/Instagram	N/A			N/A	42%	5.5	1,723,680	\$ 5,882.07		
DIGITAL OOH: 12/12/17-1/1/18	660	495	165				2,134,490	\$ 29,411.76	\$ 14,803.92	\$ 44,215.69
Access Sports Network (Fenway TVs)	660	495	165		N/A		2,134,490	\$ 29,411.76	\$ 14,803.92	\$ 44,215.69
TOTAL MEDIA							11,830,028	\$ 216,485.98	\$ 87,096.88	\$ 298,136.33

FFY 2018 Performance Targets, Results and Analysis

In the FFY 2018 Highway Safety Plan, performance targets were provided by Massachusetts for 12 required performance measures as required by NHTSA. The targets and results are as follows:

Table 10: FFY 2018 Performance Targets and Results

Code	Target Name	Performance Measure	Date Range	FFY 2018 HSP Target	Actual Result
C-1	Traffic Fatalities	5-yr avg.	2013-2017	352	357
C-2	Serious Injuries	5-yr avg.	2012-2016	2,896	3,132
C-3	Fatalities per 100M VMT	5-yr avg.	2013-2017	0.61	0.61
C-4	Unrestrained Occupant Fatalities	5-yr avg.	2013-2017	95	109
C-5	Alcohol-Impaired Driving Fatalities (BAC = .08+)	5-yr avg.	2013-2017	118	129
C-6	Speed-Related Fatalities	5-yr avg.	2013-2017	95	98
C-7	Motorcyclist Fatalities	5-yr avg.	2013-2017	46	48
C-8	Unhelmeted Motorcyclist Fatalities	5-yr avg.	2013-2017	4	4
C-9	Drivers Age 20 or Younger Involved in Fatal Crash	5-yr avg.	2013-2017	34	36
C-10	Pedestrian Fatalities	5-yr avg.	2013-2017	73	77
C-11	Bicyclist Fatalities	5-yr avg.	2013-2017	8	9
B-1	Observed Seat Belt Usage Rate	5-yr avg.	2014-2018	79	77

As shown in the chart above, the five-year average for most performance targets were higher than the FFY 2018 HSP targets for that performance measure. It must be noted that when the FFY 2018 HSP was submitted, the 2015 FARS data for Massachusetts was preliminary. At the time, the number of fatalities reported was 345 and subsequently changed to 350 once the FARS data was finalized in the latter part of 2017. Despite the small increase in fatalities, the preliminary value did contribute to a more positive reduction in the five-year average than occurred.

In this section, an assessment of each performance measure will be covered as well as comments on how Massachusetts will adjust its upcoming FFY 2020 HSP to better meet the desired performance target in the future.

C-1: Traffic Fatalities

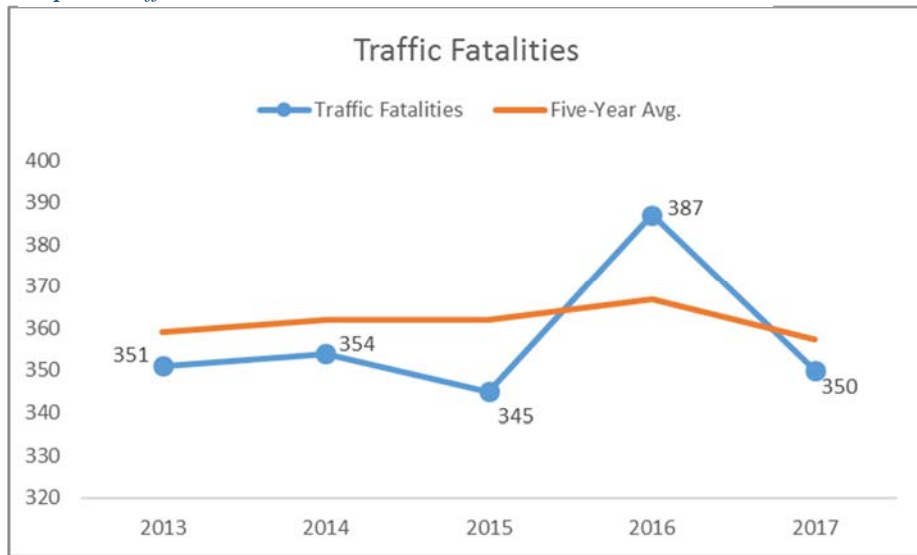
FFY 2018 Target:

Reduce motor vehicle-related fatalities 2.5% from the five-year average of 361 in 2011-2015 to a five-year average of 352 by December 31, 2018.

Performance as of December 31, 2017:

Based upon preliminary 2017 FARS data, the five-year average for traffic fatalities from 2013-2017 was 357 – an increase of 1.5% from the desired target.

Graph 1: Traffic Fatalities

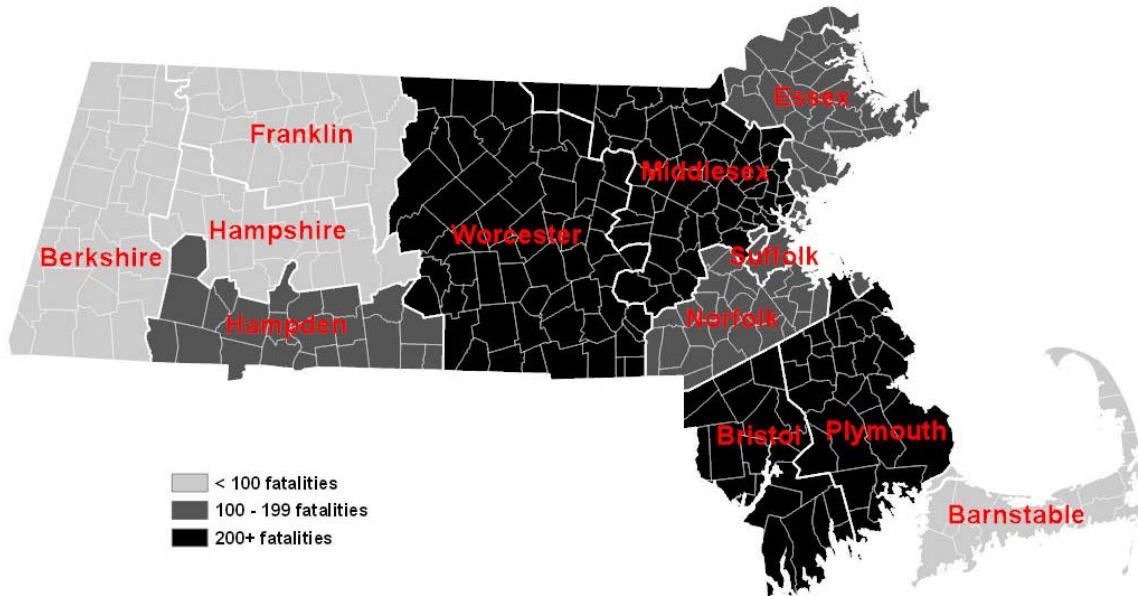


Analysis:

The number of traffic fatalities reported in 2016, the highest amount since 2012 (383), contributed to the increased five-year average. EOPSS/OGR/HSD is confident the value in 2016 is an outlier as the three years following 2012 averaged 349 fatalities per year and with the 350 reported in 2017, the numbers for 2018 and 2019 should be equally as low. Based on this assumption, the five-year traffic fatalities should remain in the high 350s for the next few years.

On the following page is a map showing total fatalities reported by counties in Massachusetts for the past five years, 2013 to 2017. Eight of the twelve counties (Dukes and Nantucket excluded) reported over 100 fatalities reported and these counties collectively account for 88% of all traffic fatalities.

Map 9: Total Fatalities by County, 2013-2017



EOPSS/OGR/HSD will continue to improve and enhance enforcement programs to help reduce unsafe driving behaviors on the roadways – with focus on the counties of Bristol, Middlesex, Plymouth, and Worcester. The more departments that can participate within a county, the more impactful the enforcement becomes in the long term.

C-2: Serious Injuries

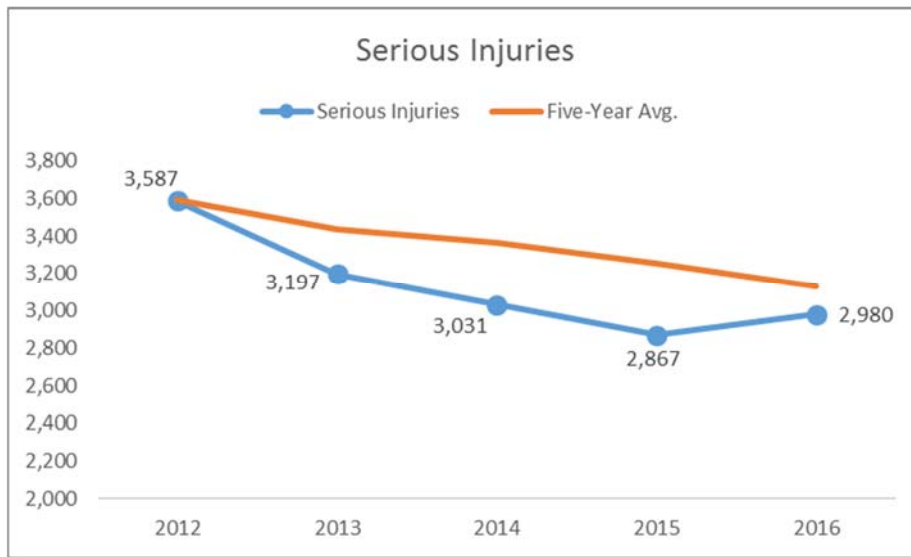
FFY 2018 Target:

Reduce motor vehicle-related serious injuries (based on State crash data) 11% from the five-year average of 3,252 in 2011-2015 to a five-year average of 2,896 by December 31, 2018.

Performance as of December 31, 2017:

With the most recent State crash injury data as of December 31, 2016, the five-year average for serious injuries from 2012-2016 was 3,132. This number is 8.1% higher than the desired target of 2,896.

Graph 2: Serious Injuries



Analysis:

Serious injuries are expected to remain below 3,000 in the coming years, which would lead to a drop in the five-year average from the current average of 3,132. Furthermore, increased efficiencies in the state traffic records database may lead to more accurate serious injury data which currently relies on officer reports at the crash site.

C-3: Fatalities Per 100 Million VMT

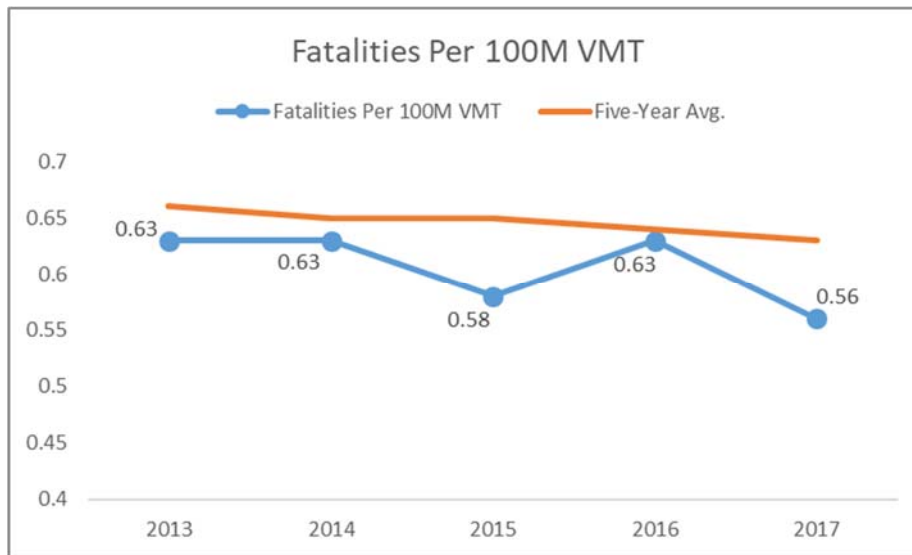
FFY 2018 Target:

Decrease fatality/VMT rate 4.5% from the five-year average of 0.64 in 2011-2015 to a five-year average of 0.61 by December 31, 2018.

Performance as of December 31, 2017:

With preliminary 2017 VMT numbers provided by MassDOT, the five-year average for fatalities/VMT from 2013-2017 was 0.61 which meets the target rate of 0.61.

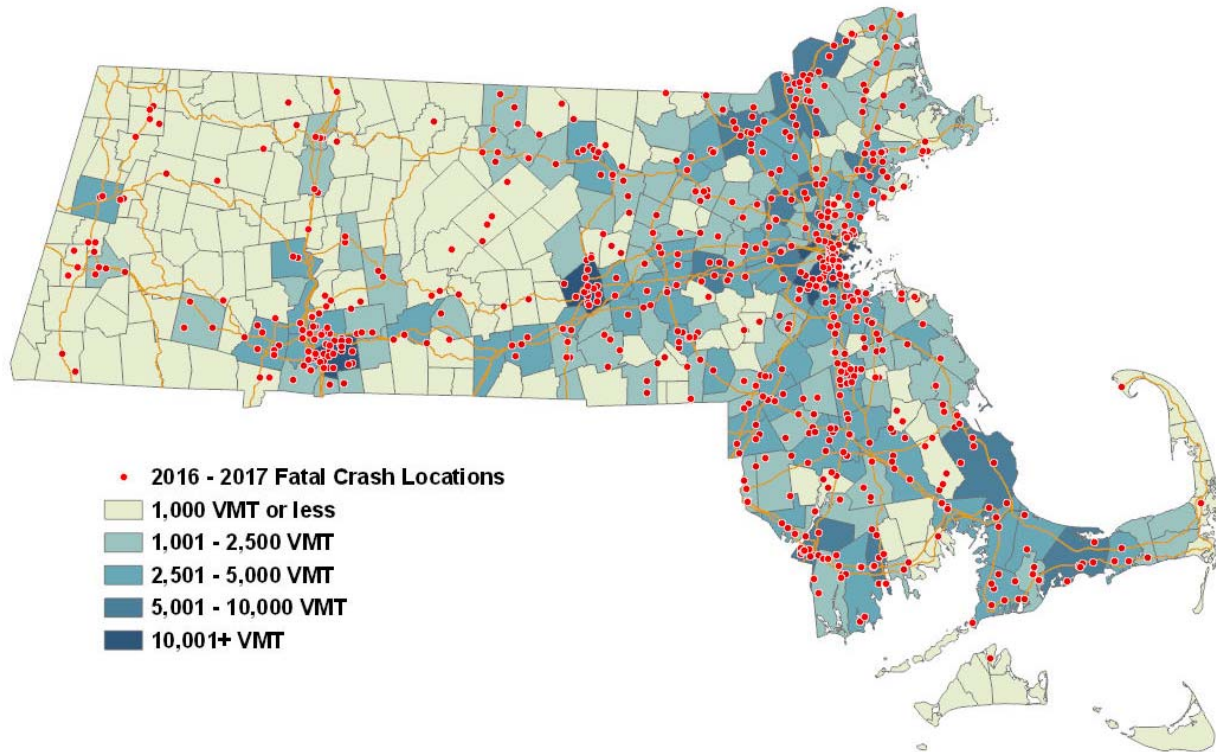
Graph 3: Fatalities Per 100 Million VMT



Analysis: With the drop in traffic fatalities from 389 in 2016 to 350 in 2017, the fatality/VMT rate declined from 0.63 to 0.56. Preliminary VMT data for 2018 suggests VMT in Massachusetts will rise slightly and if fatalities hold steady or decline, the fatality/VMT will continue to fall. Historical data reveals that Massachusetts VMT rose 10% in the last five years (2013 – 2017) and will likely keep increasing over the next five years. Even if fatalities rise, the increased VMT is expected to help keep the fatality/VMT rate low.

The map on the following page shows the distribution of VMT by town as reported by MassDOT for 2017. Overlaying the map are the fatal crash locations in 2016 and 2017. For the most part, fatal crashes occurred more often in communities with higher reported VMT. During FFY 2018, the 151 towns that received funding through EOPSS/OGR/HSD accounted for 78% of all VMT in Massachusetts in 2017.

Map 10: Fatal Crash Locations (2016-2017) and VMT by Town



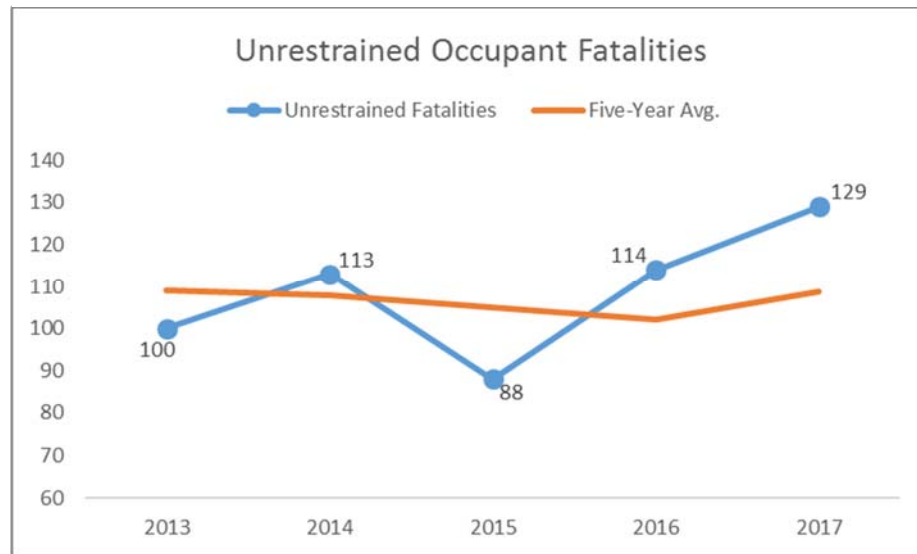
For FFY 2019 and future years, EOPSS/OGR/HSD hopes to increase the number of towns participating in a grant-funded projects, especially the traffic enforcement overtime patrols. Several towns that did not participate in FFY 2018 – West Springfield, Ludlow, Lawrence, Oxford, Templeton, and Winchendon – have VMT over 2,500 in 2017 and reported one or more fatal crashes in the past two years. EOPSS/OGR/HSD will be actively working with the chief of police within each community to submit an application for funding in FFY 2019.

C-4: Unrestrained Occupant Fatalities**FFY 2018 Target:**

Decrease unrestrained passenger vehicle occupant fatalities 10% from the five-year average of 105 in 2011-2015 to a five-year average of 95 by December 31, 2018.

Performance as of December 31, 2017:

Based upon preliminary 2017 FARS data, the five-year average for unrestrained occupant fatalities from 2013-2017 was 109, which is 14.7% higher than the desired target of 95.

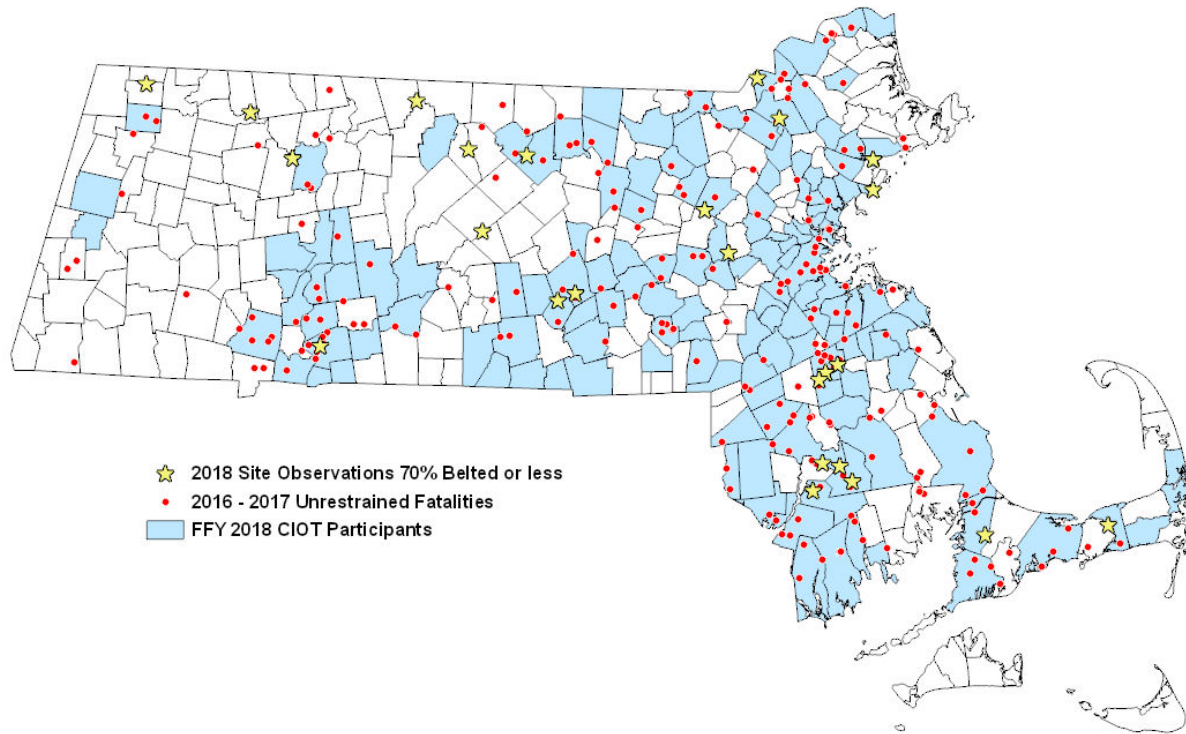
Graph 4: Unrestrained Passenger Vehicle Fatalities**Analysis:**

The spike in unrestrained fatalities from 2016 to 2017 may be attributed to a couple of factors: (1) the low rate of seat belt usage reported in the 2017 Seat Belt Observation Survey – 74%, down from 78% in 2016; (2) the reduced number of CIOT mobilization participants in FFY 2017 compared to FFY 2016 – 141, down from 142; and (3) the decline in the number of safety belt citations issued by local and state police from 2016 to 2017.

During FFY 2018, EOPSS/OGR/HSD saw some positive trends that point towards a possible decrease in unrestrained fatalities for 2018 and onward. First, the 2018 Statewide Seat Belt Observation Survey found seat belt usage to be 82% - the highest ever recorded in Massachusetts. This is a huge jump from the 74% reported in 2017. Second, the number of CIOT mobilization participants increased from 141 in 2017 to 148 in 2018. Despite the reduction in patrol hours and stops as described in Section 2, the citations issued per hour rose from 2.59 in 2017 to 2.86 in 2018. Lastly, the number of certified CPS Technicians in 2018 was 850 – an increase of 3% from 2017. Having more CPS Technicians available across the Commonwealth means more child passenger seats are being properly inspected and installed, ensuring the safety of young passengers in motor vehicles.

Going forward, there is much work to be done to reduce statewide totals for unrestrained fatalities to 100 and lower. The map below, shows the towns involved in the May 2018 CIOT mobilization, the location of unrestrained fatal crashes in 2016 and 2017, and the 25 (of 148) observation sites that reported a seat belt usage rate of 70% or less during the 2018 Seat Belt Observation Survey.

Map 11: FFY 2018 CIOT Participants and Unrestrained Fatal Crashes, 2016-2017



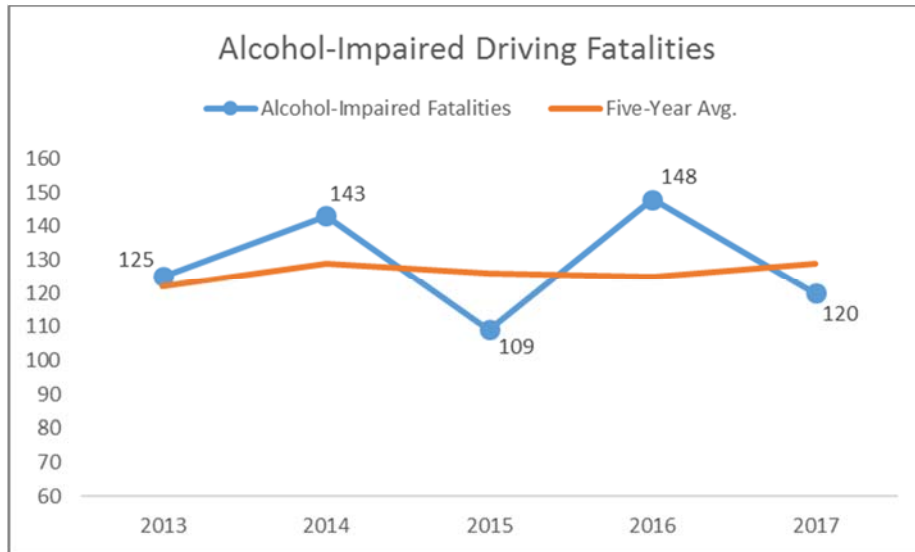
The map reveals a few things: (1) CIOT participants in 2019 should include towns in the vicinity of the location of poor seat belt usage such as West Springfield and Ludlow, which is near Springfield as well as Dighton and Berkley, which borders Taunton, Lakeville and Freetown; (2) Brockton is of concern due to the cluster of unrestrained fatalities over 2016 and 2017 along with the three underperforming observation sites. Despite conducting well over 50 hours of enforcement during the CIOT mobilization and being a STEP grant subrecipient in FFY 2018, drivers and passengers alike are failing to wear seat belts with regularity in this city. EOPSS/OGR/HSD plans to work more closely with Brockton law enforcement during FFY 2019 to discuss how to better utilize funding and patrols; and (3) areas of heightened focus for EOPSS/OGR/HSD in FFY 2019 will be Springfield, Boston, and southeastern Massachusetts, especially Bristol County.

C-5: Alcohol-Impaired Driving Fatalities**FFY 2018 Target:**

Decrease alcohol-impaired driving fatalities 5% from the five-year average of 124 in 2011-2015 to a five-year average of 118 by December 31, 2018.

Performance as of December 31, 2017:

Based upon preliminary 2017 FARS data, the five-year average for alcohol-impaired driving fatalities from 2013-2017 was 129, which is 9.3% higher than the desired target of 118.

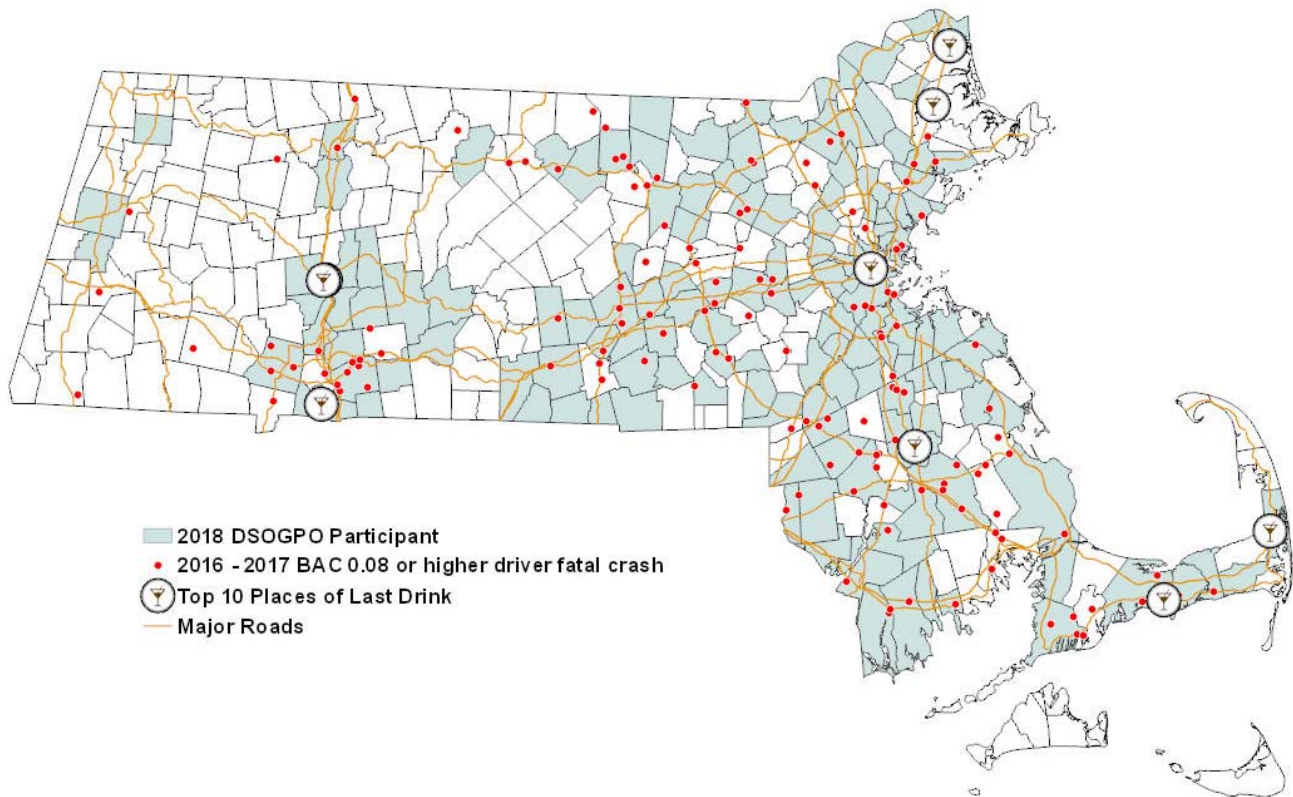
Graph 5: Alcohol-Impaired Driving Fatalities**Analysis:**

The level of alcohol-impaired driving fatalities in Massachusetts over the past five years has been inconsistent. There has been no sustained decrease in fatalities over consecutive years. Despite the decline in deaths from 2016 to 2017, there is no telling what the number will be in 2018 given the fluctuating number of alcohol-impaired fatalities since 2013.

Going forward, EOPSS/OGR/HSD will look to enhance the yearly DSOGPO mobilizations, with a focus on attracting towns found with high Compliance Check failures and/or located within proximity of ABCC's top 10 Places of Last Drink.

Towns with multiple BAC 0.08+ driver fatal crashes over the last couple of years (as shown in Map 12 on the following page) will also be a focus of EOPSS/OGR/HSD. By increasing the number of towns involved, especially those aforementioned, will better position Massachusetts to experience a decline in alcohol-impaired driving fatalities.

Map 12: FFY 2018 DSOGPO Towns and BAC 0.08+ Driver Fatal Crashes



(One note on the map, Northampton has three of the top ten Place of Last Drink, but due to the scale of the map, the three locations are on top of each other, given the impression of only one POLD. Two bars are right across the street from each other and the third is less than a mile from the other two.)

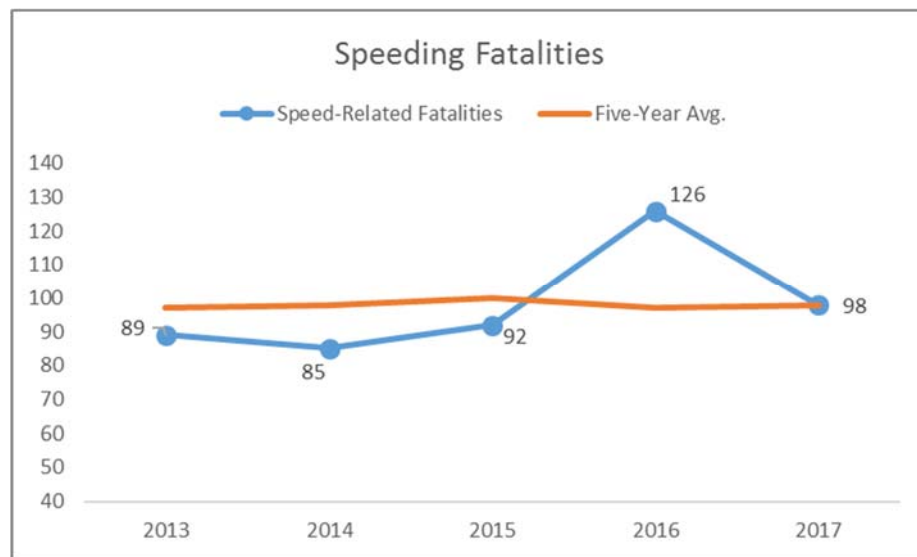
Another aspect of enforcement that EOPSS/OGR/HSD hopes to see an increase in FFY 2019 is the number and productivity of sobriety checkpoints by MSP. As detailed in the project summary in the **Impaired Driving** section, MSP conducted 59 checkpoints in FFY 2018, 13 less than in FFY 2017. EOPSS/OGR/HSD will work closely with MSP to assure that staffing is available and funding on hand to organize more than 59 checkpoints in FFY 2019. Coupled with the impact of more targeted DSOGPO participants, drivers in Massachusetts will be far more cautious and responsible about impaired driving, which should help to reduce the number of fatalities.

C-6: Speed-Related Fatalities**FFY 2018 Target:**

Decrease speed-related fatalities 5% from the five-year average of 100 in 2011-2015 to a five-year average of 95 by December 31, 2018.

Performance as of December 31, 2017:

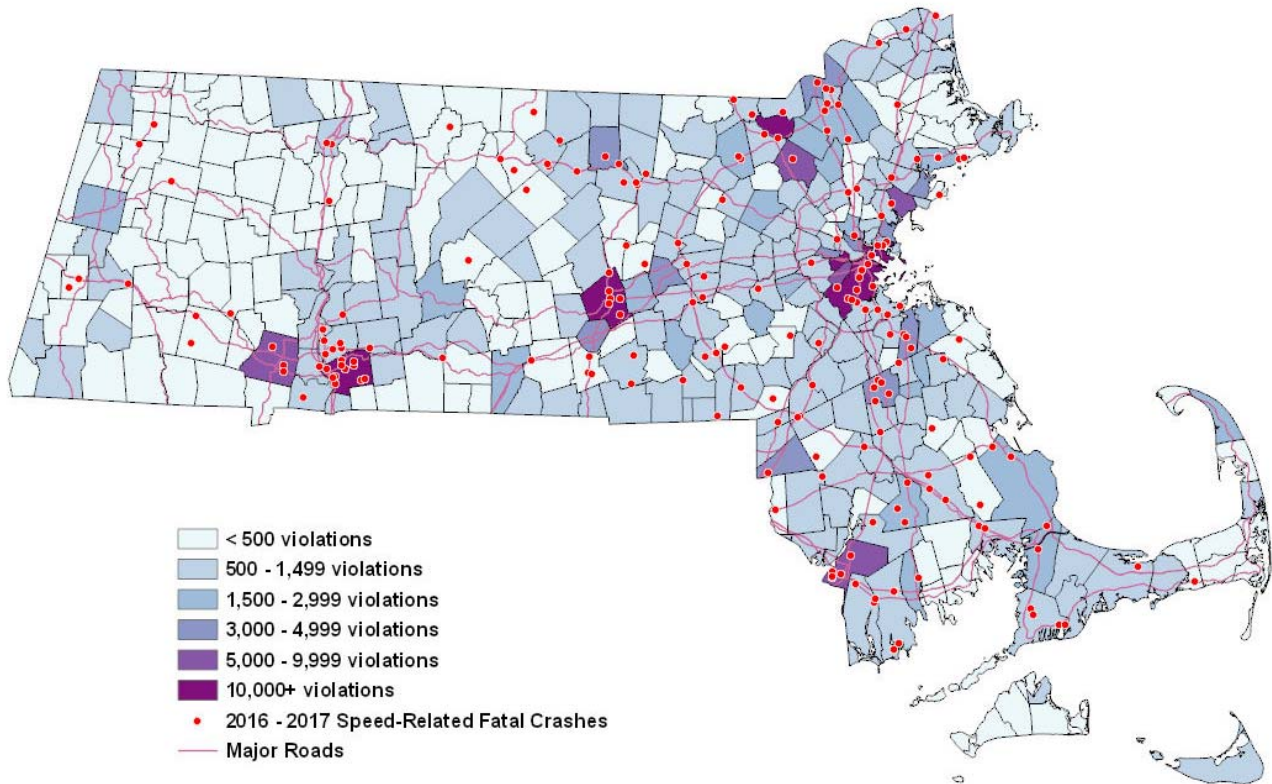
Based upon preliminary 2017 FARS data, the five-year average for speed-related fatalities from 2013-2017 was 98, which is 3.2% higher than the desired target of 95.

Graph 6: Speed-Related Fatalities**Analysis:**

Speed-related fatalities dropped 22% in 2017 from its highest level in the last ten years (126) to 98. EOPSS/OGR/HSD hopes the 2016 number is an outlier, as the prior three years averaged 89 fatalities, and if so expects speed-related fatalities to regress towards that average in coming years.

EOPSS/OGR/HSD will continue working with communities of high speed-related fatalities to support law enforcement with funds and equipment to crack down on aggressive driving behavior. Interestingly, as Map 13 on the following page reveals, the most speed-related fatalities over the past two years have occurred in towns with high levels of speeding violations issued. These towns include Boston, Springfield, Lowell, Fall River, and Westfield – all STEP grant subrecipients – and EOPSS/OGR/HSD is expecting at least a third of equipment funding set aside for FFY 2019 STEP will be used by subrecipients to purchase radar-related products to help officers enforce speeding laws with more confidence as was done in FFY 2018.

Map 13: Speeding Violations, 2013-2017 and Speed-Related Fatal Crashes, 2016-2017



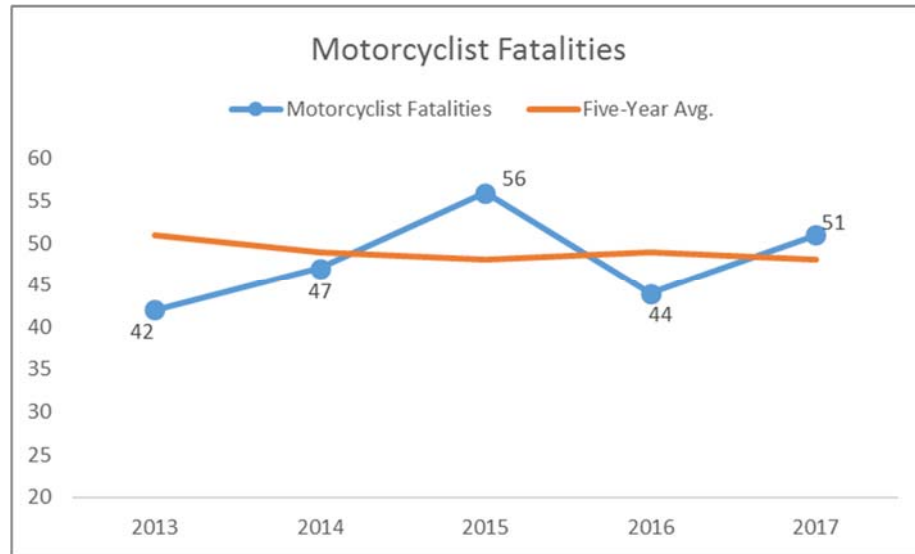
EOPSS/OGR/HSD also plans outreach to local police of towns with multiple speed-related fatalities that did not participate in a traffic enforcement grant during FFY 2018 including Lawrence, Carver, and Oxford to apply for FFY 2019 funding. Although the traffic enforcement mobilizations in FFY 2019 won't have a speed-specific enforcement period, speed-related violations issued in the course of an overtime patrol is reported by subrecipients. Getting more towns involved in overtime enforcement will lead to more awareness by drivers of the possibility of being pulled over for speeding.

C-7: Motorcyclist Fatalities**FFY 2018 Target:**

Decrease fatalities 6% from the five-year average of 49 in 2011-2015 to a five-year average of 46 by December 31, 2018.

Performance as of December 31, 2017:

Based upon preliminary 2017 FARS data, the five-year average for motorcyclist fatalities was 48, which is 4.3% higher than the desired target of 46.

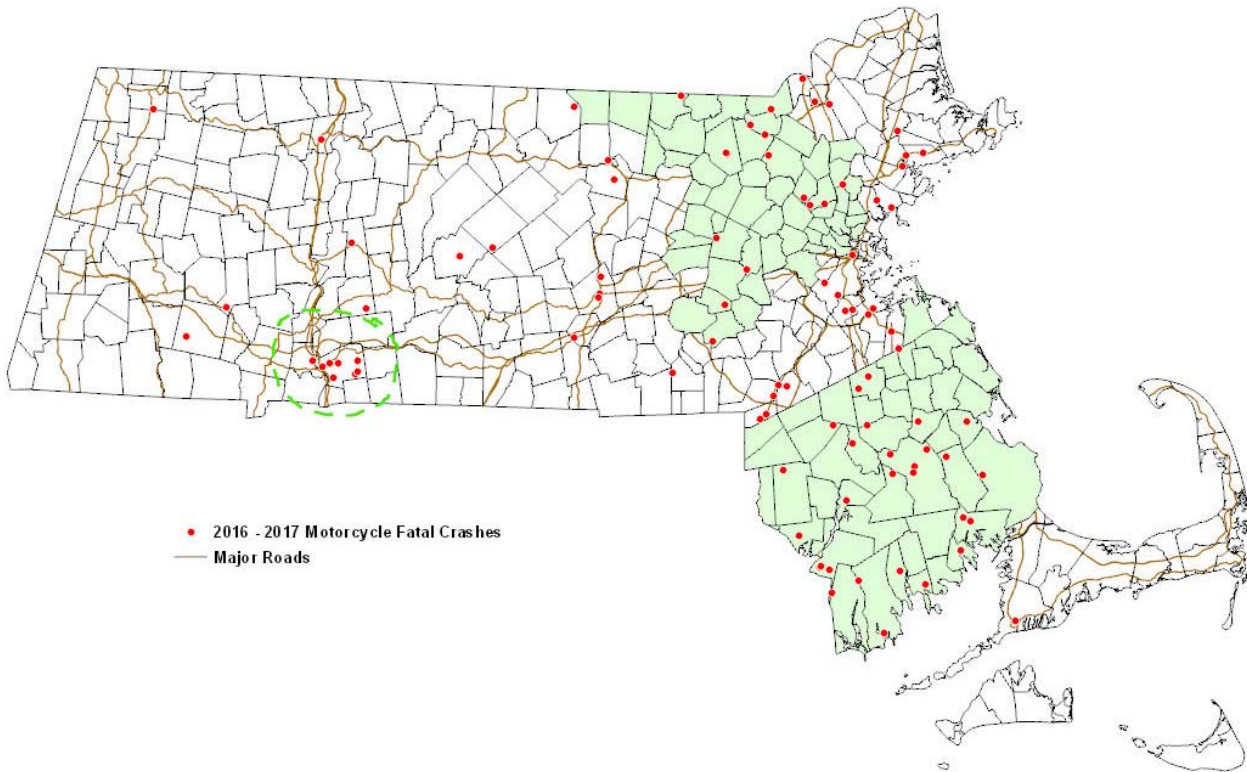
Graph 7: Motorcyclist Fatalities**Analysis:**

After dropping from 56 in 2015 to 44 fatalities in 2016, motorcycle fatalities rose 16% in 2017. Despite the increase, data shows that only one fatality in 2017 was attributed to a rider that did not wear a helmet. This is less than the three unhelmeted fatalities in 2016 and the seven reported in 2015. Nearly 40% of the motorcycle crashes involved speeding in 2017 – mostly on arterial roadways. This is further evidence of the need to continue helping law enforcement, through enforcement overtime funding and equipment procurement, reduce the level of aggressive driving on the roads.

During FFY 2018, EOPSS/OGR/HSD did not spend funds on motorcycle media as federal funding was coming in piecemeal, thus forcing EOPSS/OGR/HSD to prioritize funding towards media in support of required enforcement mobilizations (CIOT, DSOGPO). Also, RMV, which received funding in support of its Motorcycle Rider Program, left training funds mostly unspent due to its recent overhaul of their statewide computer and ensuing technical issues. EOPSS/OGR/HSD is confident the RMV will be able to utilize more funding for training in FFY 2019 as well as conduct focused motorcycle media campaigns to increase awareness of motorcycles and motorcycle safety on the roadways.

Going forward, EOPSS/OGR/HSD will work with RMV to focus training outreach as well as media messaging to four areas of the state where motorcycle crashes have been most prevalent over the past two years: Middlesex County, Springfield, and southeastern Massachusetts (Bristol and Plymouth County). The counties of Middlesex, Bristol and Plymouth – which accounted for nearly 50% of all motorcycle fatal crashes in 2016 and 2017 – are highlighted in green on the map below. Springfield is circled in green dashes on this same map.

Map 14: Motorcycle Fatal Crashes, 2016-2017



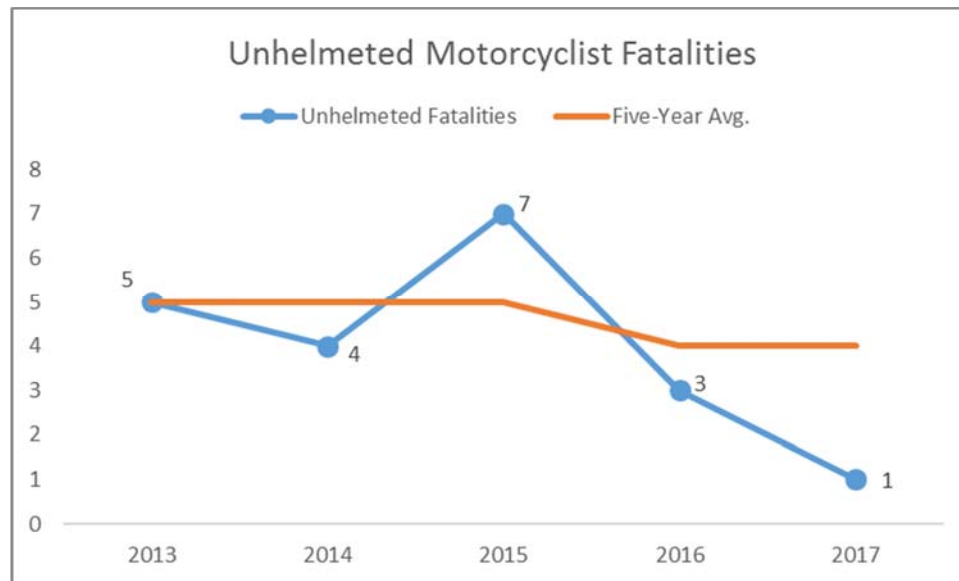
By focusing funding and media resources towards the highlighted areas of Massachusetts shown on the map, EOPSS/OGR/HSD is confident the number of motorcycle fatalities will drop in the coming years.

C-8: Unhelmeted Motorcyclist Fatalities**FFY 2018 Target:**

Decrease unhelmeted motorcyclist fatalities 20% from the five-year average of five in 2011-2015 to a five-year average of four by December 31, 2018.

Performance as of December 31, 2017:

Based upon preliminary FARS data, the five-year average of unhelmeted motorcyclist fatalities was four, which meets the desired target.

Graph 8: Unhelmeted Motorcyclist Fatalities**Analysis:**

Unhelmeted motorcyclist fatalities have steadily dropped since 2015. In 2017, there was only one unhelmeted fatality, just shy of the optimal number of zero. EOPSS/OGR/HSD will continue to remind motorcyclists to wear helmets in media messaging. Furthermore, Massachusetts has a primary law which requires all motorcycle riders (drivers and passengers alike) to wear a helmet. First offense is a \$35 fine and an insurance surcharge for six to seven years. Subsequent violations result in higher fines and more years of insurance surcharges.

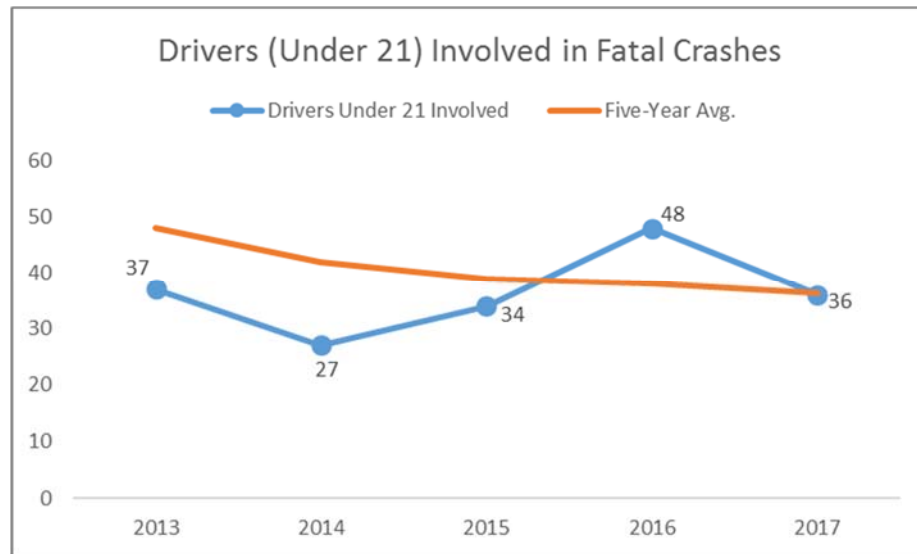
EOPSS/OGR/HSD will also remind traffic enforcement subrecipients to be aware of motorcyclists without helmets while conducting overtime patrols, especially during the popular riding months of May through September. Continued enforcement of the helmet law will prevent Massachusetts from experiencing the high unhelmeted fatality counts of our neighboring states Connecticut, Maine and New Hampshire that have no helmet laws. In 2017, 58% of Connecticut's motorcyclist fatalities wore no helmet; 65% for Maine; and 53% for New Hampshire.

C-9: Drivers (Under 21) Involved in Fatal Crashes**FFY 2018 Target:**

Decrease number of young drivers (age 20 or under) involved in fatal crashes 10% from the five-year average of 38 in 2011-2015 to a five-year average of 34 by December 31, 2018.

Performance as of December 31, 2017:

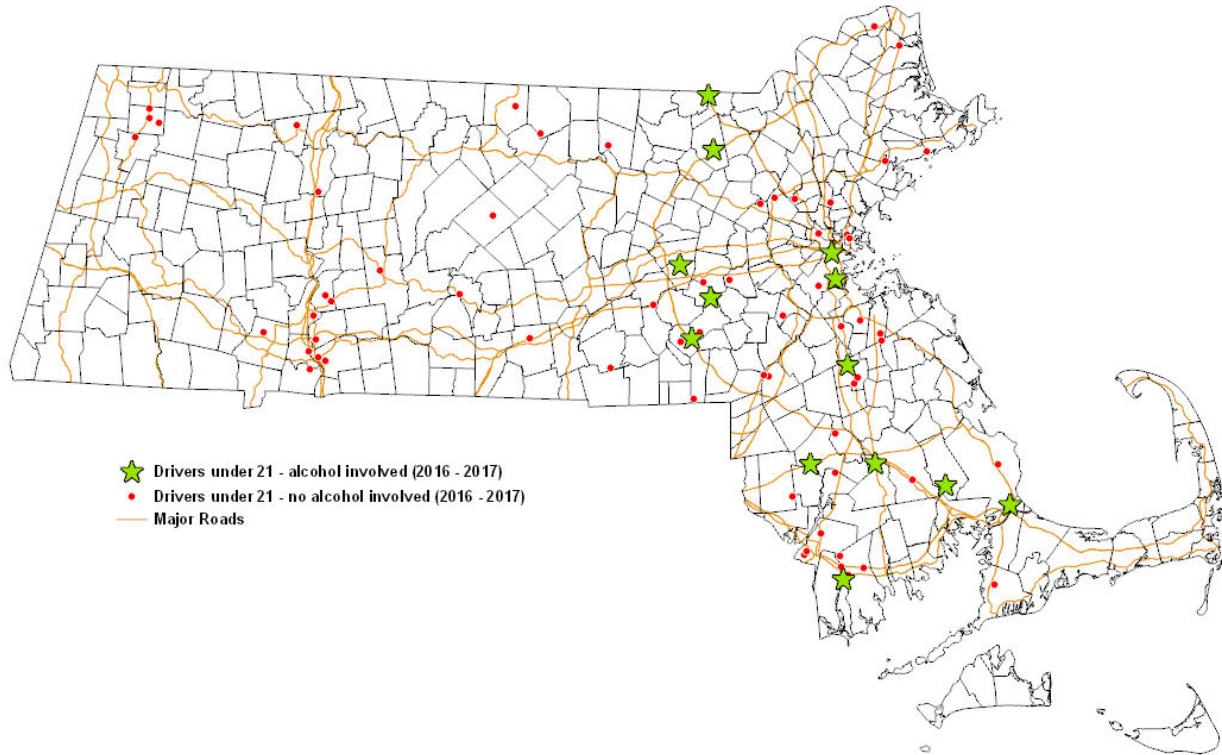
Based upon preliminary FARS data, the five-year average of drivers under 21 involved in fatal crashes was 36, which is 5.9% higher than the target of 34.

Graph 9: Young Drivers Involved in Fatal Crashes**Analysis:**

In 2017, drivers under 21 years of age involved in a fatal crash dropped 25% from 2016. Out of 469 drivers involved in a fatal crash during 2017, only 8% were under 21, compared to 10% in 2016. The 2017 percentage is consistent with 2013 – 2015 in which under 21 drivers accounted for 8%, 6%, and 7%, respectively. Because of this decline towards past performance, EOPSS/OGR/HSD considers 2016 a possible outlier and expects the number of under 21 drivers involved in fatal crashes to remain in the single digits in terms of percentage of all drivers going forward.

Impaired driving by young drivers is a major concern for EOPSS/OGR/HSD. Of the 84 young drivers involved in a fatal crash from 2016-2017, thirteen were determined to be under the influence of alcohol (15%). Map 15 on the following page shows the breakdown of non-alcohol involved and alcohol-involved fatal crashes with a driver under 21 years of age. Nearly half of the alcohol-involved crashes occurred in southeastern Massachusetts and none took place in either Central or Western Massachusetts. With more funding allotted for the ABCC Compliance Check program in FFY 2019, EOPSS/OGR/HSD will encourage more checks of establishments in the southeastern part of the state. ABCC's Place of Last Drink Program (aka Sale to Intoxicated Persons) has also been allotted more funding for FFY 2019 and EOPSS/OGR/HSD will encourage the agency to follow up on where these impaired young drivers received their last drink prior to getting behind the wheel of a vehicle in 2016 and 2017.

Map 15: Fatal Crashes Involving Young Drivers



During 2016 and 2017, non-alcohol involved crash clusters appear in northwest Massachusetts, the Springfield region, and the Fall River to New Bedford section of southeastern Mass.

In FFY 2019, EOPSS/OGR/HSD will work with MSP and their Young Driver Education project to ensure demonstrations of the rollover simulator are presented at public events in the aforementioned areas of crash clustering.

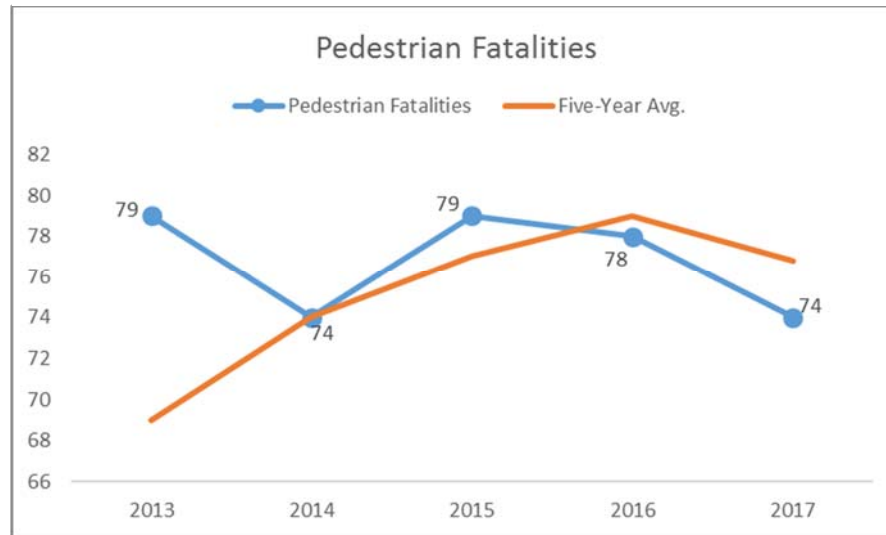
EOPSS/OGR/HSD is confident the combination of targeted Compliance Checks and Place of Last Drink investigations along with MSP presence at public events in areas of under 21 driver crash clusters like the Springfield region will lead to lower number of young drivers involved in fatal crashes in the near future.

C-10: Pedestrian Fatalities**FFY 2018 Target:**

Decrease pedestrian fatalities 5% from the five-year average of 77 in 2011-2015 to a five-year average of 73 by December 31, 2018.

Performance as of December 31, 2017:

Based upon preliminary FARS data, the five-year average of pedestrian fatalities was 77, which is 5.5% higher than the target of 73.

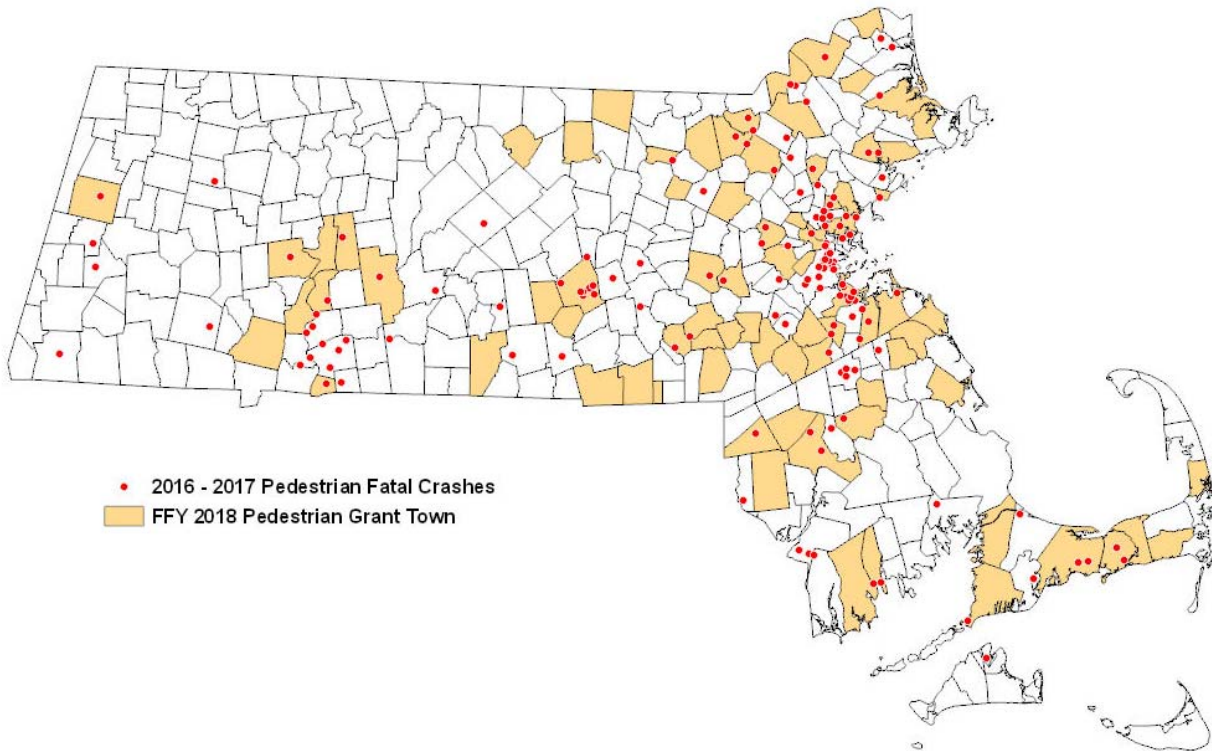
Graph 10: Pedestrian Fatalities**Analysis:**

In 2017, pedestrian fatalities declined 5% from 2016 to 74 fatalities, the same number reported in 2014 – which is the lowest number for pedestrian deaths in the past decade. EOPSS/OGR/HSD is hopeful that pedestrian fatalities will continue to decline based on the successes of FFY 2018 pedestrian-related projects.

During FFY 2018, more local police departments (84) were awarded a Pedestrian and Bicycle Safety Enforcement & Equipment Grant than in FFY 2017 (79) and conducted more patrol hours of enforcement as well as stops compared to FFY 2017. The FFY 2018 Pedestrian grant also allowed pre-approved purchases which led to 50 crosswalk signs and seven crosswalk markers procured by subrecipients.

On the following page, Map 16 highlights towns that received a FFY 2018 Pedestrian and Bicycle Enforcement & Equipment Grant and the location of pedestrian fatal crashes during 2016 and 2017. Many of the subrecipients in FFY 2018 had at least one pedestrian fatal crash over the past two years. Hopefully, the funding will result in safer roads for its citizens in the coming years.

For FFY 2019, EOPSS/OGR/HSD will be working hard to convince municipalities with multiple pedestrian fatal crashes that did not participate in the FFY 2018 Pedestrian and Bicycle Safety Enforcement and Equipment Grant to apply for funding. Communities such as Boston (the leading location for pedestrian fatalities), Brockton, Springfield, and Malden would benefit from being involved in the grant program. The grant allows for some funds to be used for equipment so that staffing shortages will not get in the way of one (or all) of these communities from improving pedestrian safety in their respective town.



Aside from the grant, EOPSS/OGR/HSD also expects to see a positive benefit from WalkBoston’s work with six towns – Barnstable, Chicopee, Framingham, Leominster, Peabody and Yarmouth – through the FFY 2018 Pedestrian & Bicycle Safety Planning Initiative for High-Fatality Communities.

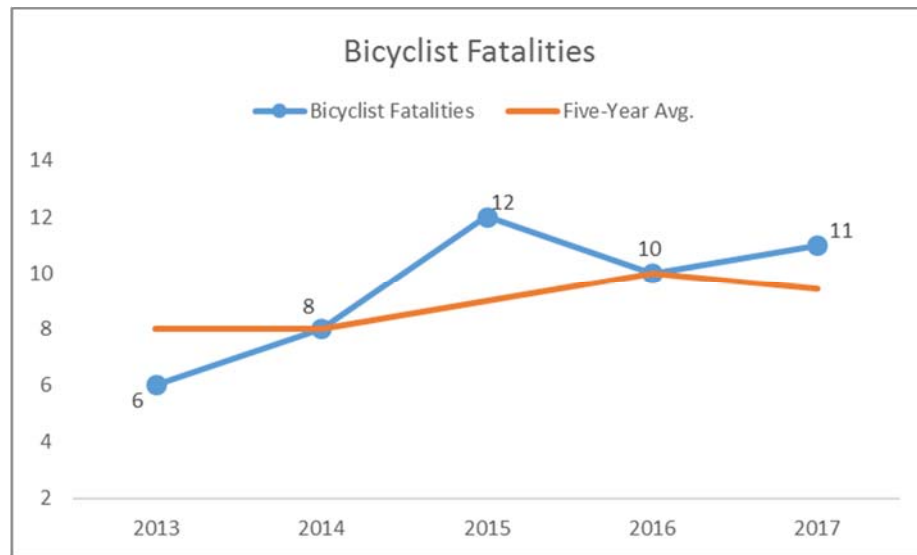
In coordination with police, planning and transportation staff, WalkBoston helped determine where the corridors of highest risk to pedestrians were and developed strategies for improving the walking environment. Though it may be several years before infrastructure changes can be made, the project has helped jump-start efforts that were previously lagging in these towns to make it safer for pedestrians to traverse.

C-11: Bicyclists Fatalities**FFY 2018 Target:**

Decrease bicyclist fatalities 11% from the five-year average of nine in 2011-2015 to a five-year average of eight by December 31, 2018.

Performance as of December 31, 2017:

Based upon preliminary FARS data, the five-year average of bicyclists fatalities was nine, which is slightly higher than the target of eight.

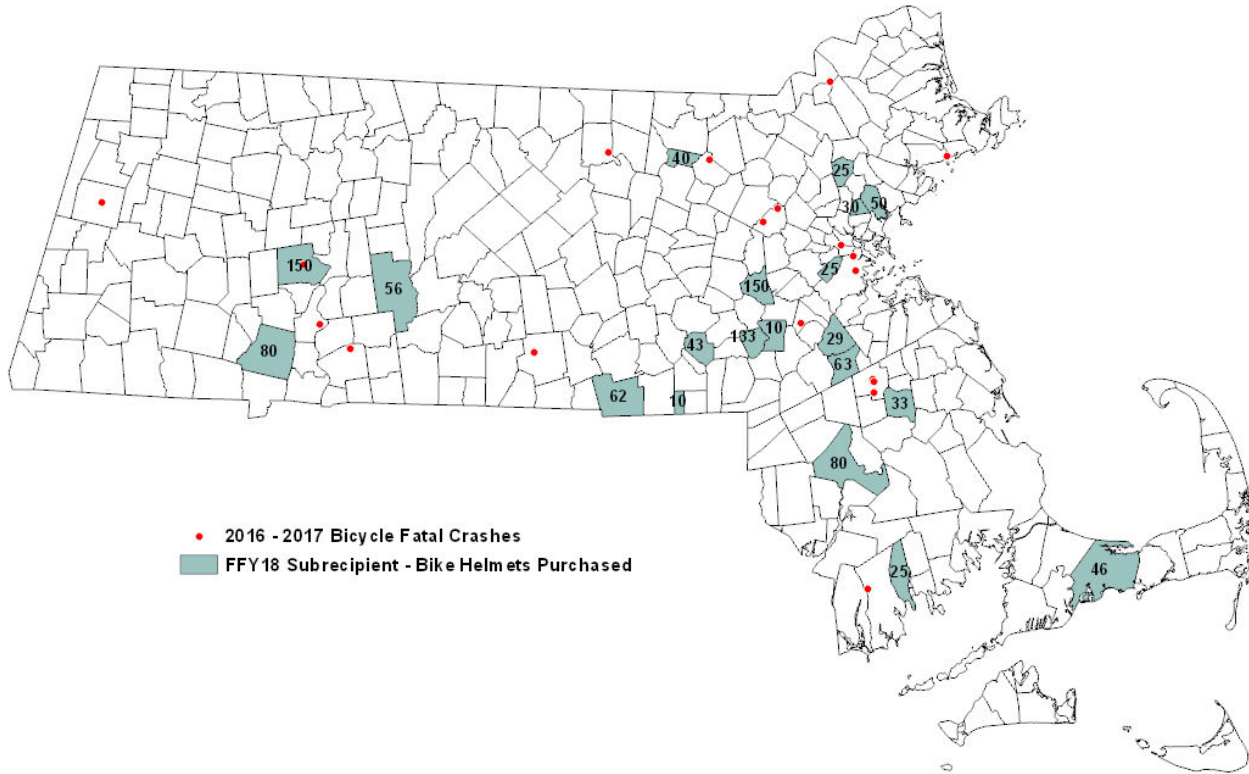
Graph 11: Bicyclist Fatalities**Analysis:**

In 2017, bicyclist fatalities increased slightly to 11 from 10 in 2016. As mentioned in the previous performance target, pedestrian fatalities, EOPSS/OGR/HSD saw the number of Pedestrian and Bicycle Safety Enforcement & Equipment Grant participants increase from 79 in FFY 2017 to 84 in FFY 2018. Also, the grant allowed subrecipients to purchase 1,140 bicycle helmets for distribution within their respective towns. This will ensure more bicycle riders have proper head gear to protect themselves in case of a crash. For FFY 2019, EOPSS/OGR/HSD will ensure participants are clear on the allowable purchases and will make bicycle helmets a top suggestion for purchases. In doing so, EOPSS/OGR/HSD not only expects the number of helmets purchased to increase but also the number of towns involved in making the purchase. In FFY 2018, only 33 of 84 towns (39%) accounted for the 1,000-plus helmets bought with funding. On the following page, Map 17 shows the spread of bicycle helmet purchases during FFY 2018.

Aside from expanding the number of helmets purchased, EOPSS/OGR/HSD plans outreach to Boston, Brockton and Lincoln Police Departments – all had multiple bicycle fatalities over the past two years – to apply for FFY 2019 Pedestrian and Bicycle Enforcement & Equipment Grant funding. Boston is a key community that would benefit

from participating in this grant. It had the highest number of pedestrian fatalities in recent years and has become a popular metropolitan area for bicyclists.

Map 17: Bicyclist Fatal Crashes and Total Bicycle Helmet Purchased by FFY 2018 Ped/Bike Grant Subrecipient



EOPSS/OGR/HSD is hopeful that the combination of more grant participants, especially Boston, along with increased bicycle helmet purchases in FFY 2019, will lead to a decline in the number of bicycle fatalities in coming years.

B-1: Observed Seat Belt Use (Passenger Vehicles – Front Seat only)

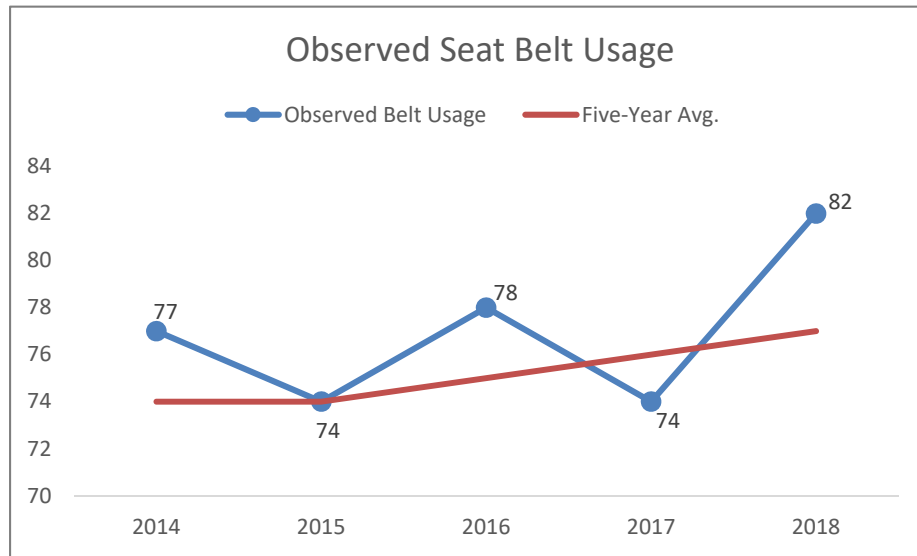
FFY 2018 Target:

Increase observed seat belt use rate 5% from the five-year average of 75 in 2012-2016 to a five-year average of 79 by December 31, 2018.

Performance as of September 30, 2018:

The observed seat belt rate in 2018 was 82% resulting in a five-year average of 77, which is 2.5% lower than the target of 79.

Graph 12: Observed Seat Belt Usage



Analysis:

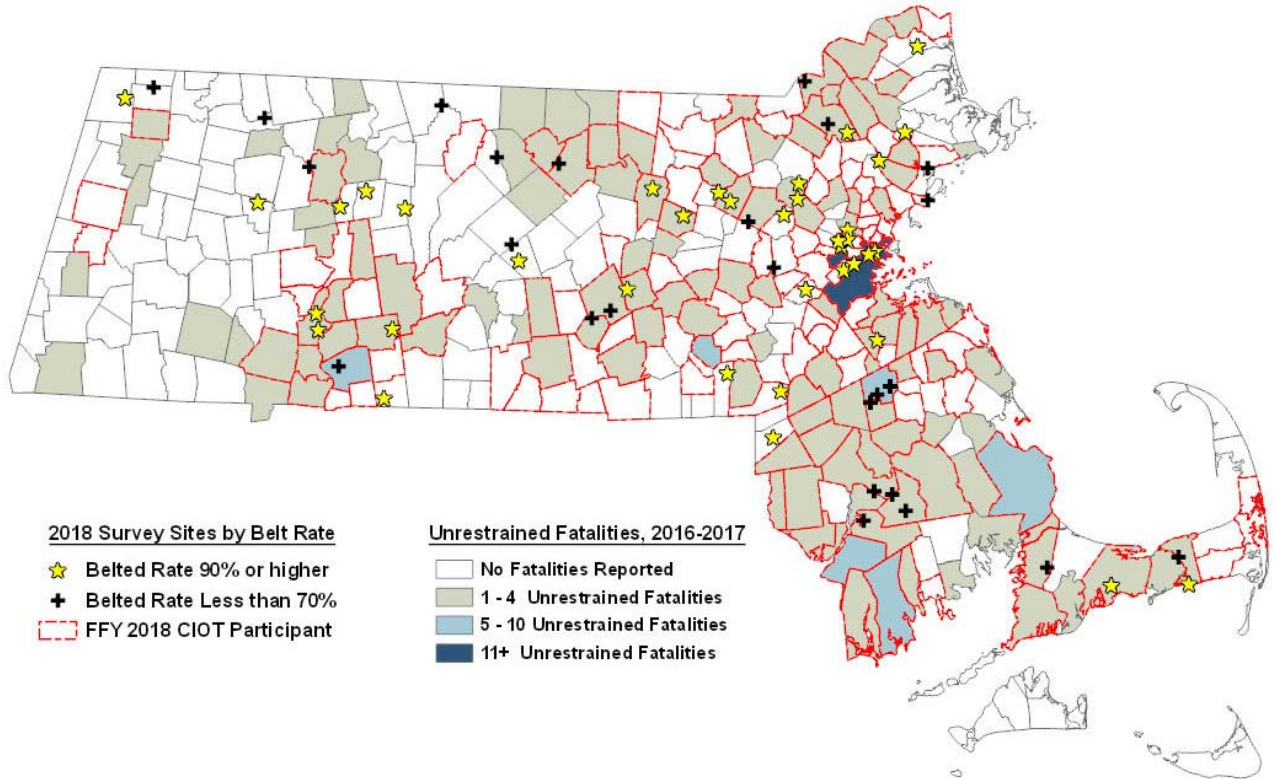
Despite not meeting the desired five-year average target of 79 in 2018, the increase in seat belt usage from 74% in 2017 to 82% in 2018 has EOPSS/OGR/HSD cautiously optimistic that the trend will continue upwards.

Map 18 on the following page shows three indicators by city/town: (1) the FFY 2018 CIOT Participants, which are outlined in red dashes; (2) unrestrained fatalities reported for 2016-2017; and (3) 2018 Seat Belt Survey sites with seat belt rates either 90% or higher, or under 70%.

Sites with 90% belted rates or higher outnumbered those below 70%, accounting for nearly 25% of the 148 survey sites across the Commonwealth. Paradoxically, the highest concentration of 90% plus belted sites were in Boston, which also has the highest number of reported unrestrained fatalities over the last two years. In FFY 2018, Boston was a CIOT participant and conducted nearly 300 hours of overtime enforcement patrols. EOPSS/OGR/HSD is confident Boston will see a lower number of unrestrained fatalities for 2018 and 2019 because of this activity.

There is significant concern about seat belt usage in southeastern Massachusetts as over a third of the seat belt observation sites with under 70% rates were in that region. With four towns (Brockton, Dartmouth, Fall River, and Plymouth) out of six across the state with between five and ten unrestrained fatalities from 2016-2017, the lack of awareness about the importance of wearing seat belts will be addressed during FFY 2019 CIOT mobilization media messaging throughout Bristol and Plymouth County.

Map 18: FFY 2018 CIOT Towns, Seat Belt Usage Rates, and Unrestrained Fatalities, 2016-2017



EOPSS/OGR/HSD will also reach out to local police departments that did not participate in the FFY 2018 CIOT mobilization and had a poor seat belt site rate such as Barre, Phillipston, and North Adams as well as towns in proximity of high unrestrained fatality communities. For example, the towns of Whitman and East Bridgewater bordering Brockton to the southeast. With commuters using Routes 14, 27 and 123 through Brockton from these towns to get to the State Highway 24, the increased CIOT patrols across Brockton and its neighboring towns should help reduce unrestrained fatalities in future years.

Table 11: Massachusetts Crash Data Trends (2012 – 2017)

Crash Data	2012	2013	2014	2015	2016	2017
Fatalities	383	351	354	345	387	350
Fatality Rate/100M VMT	0.68	0.63	0.63	0.58	0.63	0.56
Serious Injuries	3,587	3,197	3,031	2,867	2,980	N/A
Alcohol-Impaired Driving Fatalities (BAC = .08+)	129	125	143	109	148	120
Unrestrained Occupant Fatalities	103	100	113	88	114	129
Speed-Related Fatalities	114	89	85	92	126	98
Motorcyclist Fatalities	56	42	47	56	44	51
Unhelmeted Motorcyclist Fatalities	3	5	4	7	3	1
Drivers (Age 20 or under) Involved in a Fatal Crash	45	37	27	34	48	36
Pedestrian Fatalities	82	79	74	79	78	74
Bicyclist Fatalities	16	6	8	12	10	11
Distracted Driving Fatalities	33	36	23	30	28	30
Driver (Age 20 or under) Fatalities	20	13	12	17	17	19
Driver (65 or older) Involved in a Fatal Crash	82	76	52	72	79	59
Grant Funded Activities	FFY13	FFY14	FFY15	FFY16	FFY17	FFY18
Safety Belt Violations Issued during FFY18 Enforcement	7,329	14,338	8,818	7,878	9,275	5,599
Impaired Driving Arrests during FFY18 Enforcement	539	869	343	344	369	304
Speeding Violations Issued during FFY18 Enforcement	9,183	10,485	9,161	8,013	15,003	7,829
	2013	2014	2015	2016	2017	2018
Observed Seat Belt Usage	75%	77%	74%	78%	74%	82%

Per NHTSA's request, preliminary data for 2018 of several core crash data trends is provided below. Please be aware these numbers are preliminary and do not reflect the final numbers, which are likely to change by the time NHTSA finalizes the figures.

Preliminary Fatalities for 2018 as reported by MassDOT/Registry of Motor Vehicles:

Crash Data	2018	2017	Change
Total Fatalities	353	350	+1%
Motorcyclists Fatalities	43	51	-16%
Pedestrian Fatalities	72	74	-3%
Bicyclists Fatalities	3	11	-72%

Child Passenger Seat Program

Overview of FFY 2018 Activities per Section 2011 Requirements

In July 2008, Massachusetts amended the CPS Law to require that all children riding in passenger motor vehicles be in a federally-approved child passenger restraint that is properly fastened and secured until they are eight years old or more than 57 inches tall. Once a child has outgrown a child seat, he or she needs to use a belt positioning booster seat until attaining the required age or height. This is a primary enforcement law in Massachusetts.

In FFY 2018, EOPSS/OGR/HSD continued to educate citizens and help police departments enforce CPS laws through CIOT enforcement mobilizations by both local and state police, through the distribution of certified car seats by CPS technicians at numerous checkup events and fitting stations, and through an increase in new CPS technicians.

During FFY 2018, EOPSS/OGR/HSD expended the last of its 2011 funds, \$228.51, in support of the CPS Equipment Grant Program. The remaining funds were part of \$167,666.95 spent to purchase 2,111 federally-approved child safety seats for 65 local police and fire departments across the Commonwealth.

Accomplishments

The following outlines the major accomplishments of the EOPSS/OGR/HSD statewide CPS Administration and Training program in FFY 2018. The major highlights included:

- Increased the number of certified CPS technicians and instructors 3% from 829 in FFY 2017 to 850 in FFY 2018.
- Achieved a recertification rate of 59.7%; well over the national average of 56.1%
- CPS subrecipients hosted or staffed 56 checkup events during the grant period
- All 65 CPS subrecipients ran fitting stations, either by appointment or walk-in
- The checkup events and fitting stations resulted in over 2,500 car seat inspections and installations
- Sixty-five recipients of the CPS Equipment Grant collectively purchased 2,011 car seats for distribution to families or caregivers in need of a certified car seat
- Nearly 400 car seats had been distributed by subrecipients prior to the close of the FFY 2018 CPS Grant period (September 30, 2018)

Distribution of Child Restraints

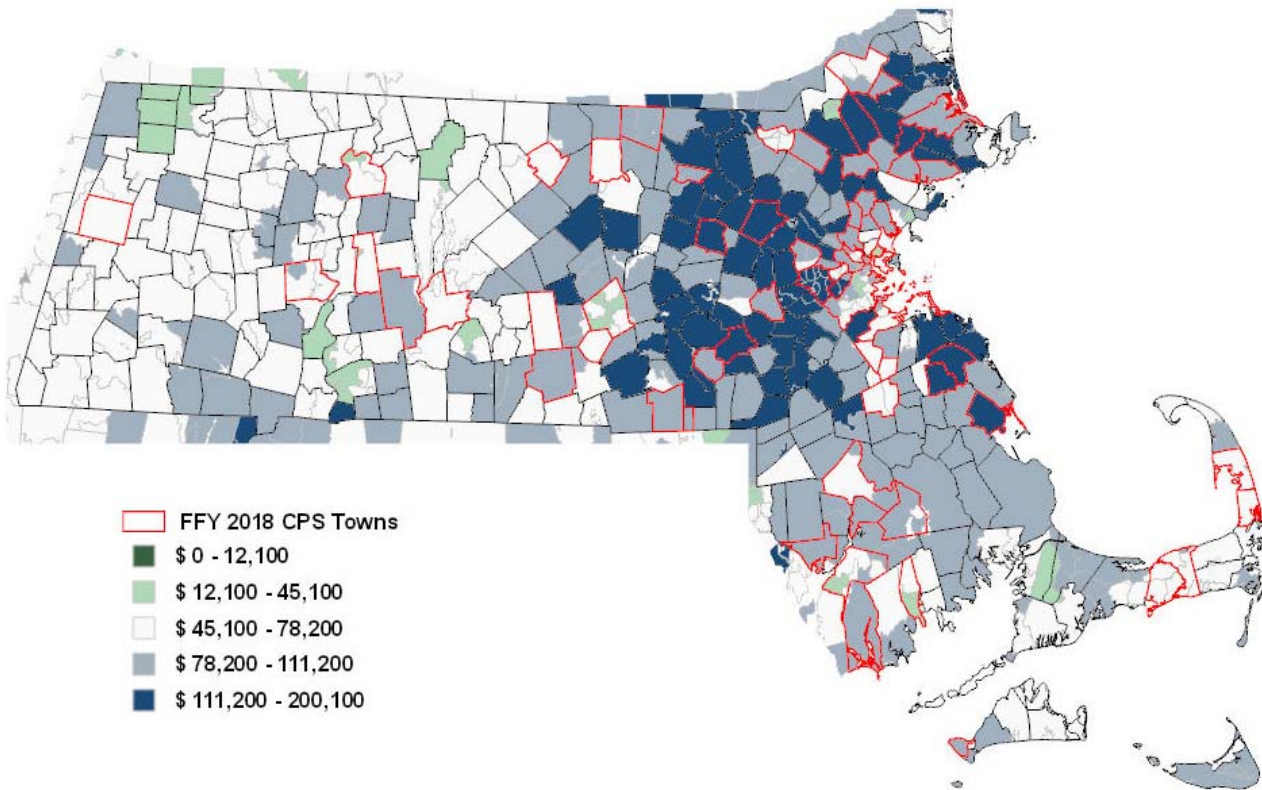
During FFY 2018, EOPSS/OGR/HSD distributed CPS Equipment Grant funding to 65 selected subrecipients across the Commonwealth. As part of their application, subrecipients indicated plans to do outreach and checkpoints in

low-income sections of their respective communities. The total amount of funding distributed was \$167,666.95, of which \$228.51 were Section 2011 funds. Subrecipients included not-for-profit entities as well as police and fire departments.

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

Below is a map showing the FFY 2018 CPS subrecipients (outlined in red) against 2018 Median Household Income by Zip Code.

Map 19: FFY 2018 CPS Towns and Median Income by Zip Code



According to the U.S. Census Bureau, the median household income in Massachusetts was approximately \$66,866. Using this figure as a baseline, any number under the median income level would be considered below median income. Of the 65 CPS grant recipients, 26 come from towns or cities with a zip code within its boundaries that have households below this average. This represents 40% of all subrecipients.

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

Below are the number of seats purchased by FFY 2018 CPS Equipment Grant recipients.

Table 12: FFY 2018 CPS Subrecipients and Seats Purchased

Town	Seats Purchased
Amherst	32
Aquinnah	19
Auburn	27
Ayer	23
Belchertown	48
Berkley	16
Beverly	55
Boston	46
Brockton	16
Cambridge	17
Charlton	42
Chelsea	73
Concord	22
Danvers	26
Dennis	21
Duxbury	20
Eastham	18
Fall River	48
Fitchburg	25
Gardner	24
Groveland	40
Hanover	40
Haverhill	40
Holbrook	44
Holliston	12
Hull	25
Ipswich	73
Lakeville	22
Lowell	18
Medford	26
Milford	39

Town	Seats Purchased
Millville	51
Montague	37
Natick	21
New Bedford	44
Newton	16
North Andover	33
North Reading	48
Northampton	44
Norwell	28
Pittsfield	38
Quincy	19
Randolph	30
Revere	33
Saugus	18
Somerville	20
Spencer	41
Stoneham	24
Stow	15
Swansea	44
Taunton	32
Tewksbury	38
Topsfield	32
Townsend	20
Uxbridge	68
Wakefield	38
Waltham	42
Ware	48
Wellfleet	26
Westport	44
Worcester	67
Yarmouth	55

While EOPSS/OGR/HSD makes it clear in the CPS AGF that the intention of the grant is to provide seats to low-income families, a balance is allowed. Attaching a low-income requirement to every aspect of a subrecipients outreach may inhibit parents who are seeking inspections and help with car seat installation from attending fitting stations or checkup events. To this end, subrecipients will not turn away anyone in need of a car seat or seeking to ensure the right car seat is being used.

Enforcement of Child Restraint Laws

The EOPSS/OGR/HSD-funded CIOT mobilization conducted in FFY 2018 focused on addressing occupant protection for all passengers, including children. The local CIOT mobilization took place in May 2018 involving 148 police departments. MSP conducted its own CIOT enforcement in May 2018 as well. During mobilization events, enforcement resulted in the issuance of 2,045 safety belt citations and 78 CPS violations.

A list of municipal police departments that participated in the May CIOT mobilization is provided below.

Approximately 42% of the cities/towns in Massachusetts participated in a CIOT mobilization during FFY 2018, up from 40% in FFY 2017. Below is the list of participating towns.

Abington	Dedham	Holbrook	Northborough
Acton	Deerfield	Holliston	Northbridge
Adams	Dennis	Holyoke	Norton
Agawam	Douglas	Hopkinton	Norwell
Amesbury	Dudley	Lakeville	Norwood
Amherst	Duxbury	Lancaster	Orleans
Andover	East Bridgewater	Lee	Palmer
Arlington	East	Leicester	Peabody
Ashland	Longmeadow	Lenox	Pembroke
Athol	Eastham	Lexington	Pittsfield
Attleboro	Easthampton	Littleton	Plymouth
Auburn	Everett	Longmeadow	Quincy
Barnstable	Fairhaven	Lowell	Randolph
Belchertown	Fall River	Lunenburg	Reading
Beverly	Falmouth	Lynn	Rehoboth
Billerica	Fitchburg	Malden	Revere
Bolton	Foxborough	Mansfield	Rockland
Boston	Framingham	Medway	Salisbury
Bourne	Franklin	Melrose	Saugus
Braintree	Freetown	Mendon	Scituate
Bridgewater	Gardner	Methuen	Seekonk
Brockton	Georgetown	Middleborough	Sharon
Brookline	Grafton	Middleton	Shrewsbury
Burlington	Granby	Milford	Somerset
Cambridge	Greenfield	Millbury	Somerville
Canton	Groton	Milton	South Hadley
Charlton	Hadley	Natick	Southborough
Chelsea	Hanover	New Bedford	Southbridge
Chicopee	Harvard	Newburyport	Spencer
Concord	Harwich	Newton	Springfield
Danvers	Haverhill	North Andover	Stoneham
Dartmouth	Hingham	Northampton	Stoughton

Sturbridge	Wakefield	West Boylston	Weymouth
Sutton	Walpole	West Bridgewater	Wilbraham
Swampscott	Waltham	Westborough	Wilmington
Swansea	Ware	Westfield	Woburn
Taunton	Watertown	Westford	Worcester
Tewksbury	Wayland	Westminster	Wrentham
Townsend	Webster	Westport	Yarmouth
Tyngsborough	Wellesley	Westwood	

EOPSS/OGR/HSD also funded a pilot Sustained Traffic Enforcement Program which involved MSP and 16 municipal police departments and two DSOGPO mobilizations by local police departments. These enforcement grants resulted in an additional 2,260 safety belt and CPS citations issued.

Training CPS Professionals

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

In FFY 2018 Baystate Medical Center, the Statewide CPS Administrator conducted 32 CPS technician and instructor-related classes. Classes were open to municipal and state law enforcement and public safety officers. Nearly 400 law enforcement officers and public safety professionals attended the trainings.

The recertification rate for FFY 2018 was 59.7%, above the national average of 56.1%, with 273 CPS technicians and instructors being recertified. For the FFY 2017, Massachusetts had a recertification rate of 62.6%, which saw 238 recertifications.

Educating the Public on CPS

As part of CPS Equipment Grant specification, subrecipients had to participate or host either a checkup event or regularly scheduled fitting station over the course of the grant period. From October 2017 to September 2018, subrecipients hosted or participated in 56 checkup events and held numerous fitting stations. The checkup events and fitting stations yielded over 2,500 car seat inspections and installations. As a result of these inspections, nearly 400 new car seats were distributed to replace outdated or damaged car seats.

Below is a list of checkup events held by FFY 2018 CPS subrecipients or by other agencies that were staffed by senior CPS technicians and instructors paid by Baystate Medical Center out of the FFY 2018 CPS Administration and Training Grant funding.

Table 13: FFY 2018 Checkup Events

Date	Location	Date	Location
10/14/17	Saugus Police Department	8/11/18	Big Y Plaza-Spencer
10/14/17	Dennis Police Department	8/11/18	Milford Police Department
11/18/17	Ipswich Police Department	8/15/18	Meadowbrook Apartments-Northampton
4/21/18	Uxbridge Fire Department	8/18/18	North Andover Fire Department
4/28/18	Center Sq Parking Lot-East Longmeadow	8/21/18	Fall River Police Department
5/5/18	Clinton Middle School	8/22/18	Brockton Police Department
5/6/18	Danvers Police Department	8/25/18	Berkley Police Department
5/14/18	South Hadley Police Department	9/8/18	Taunton DPW
5/16/18	Tewksbury Police Department	9/12/18	Boston Emergency Medical Services
5/19/18	South Shore Hospital-Weymouth	9/13/18	UMass Memorial Medical Center
5/25/18	Sturbridge Police Department	9/15/18	East Longmeadow Town Hall
6/2/18	Fairview Pediatrics-Chicopee	9/15/18	Boston Emergency Medical Services
6/9/18	Westfield Bank-Holyoke	9/20/18	MA State Police HQ-Framingham
6/9/18	Taunton DPW	9/22/18	Kennedy Middle School-Woburn
6/16/18	WalMart-Quincy	9/22/18	Kohl's- Millbury
6/16/18	Auburn Elks Lodge	9/22/18	Townsend Public Library
6/23/18	Swansea Ambulance Corps	9/22/18	Spencer Cable Access
6/28/18	2nd Baptist Church-South Hadley	9/22/18	Groveland Fire Department
7/19/18	UMass Memorial Medical Center	9/22/18	River Ruckus-Haverhill
7/21/18	MA State Police HQ-Framingham	9/22/18	Hanover Police Department
7/27/18	UMass Memorial Medical Center	9/26/18	Boston Emergency Medical Services
7/27/18	NARA Park-Acton	9/27/18	Boston Emergency Medical Services
7/28/18	Lakeville Fire Department	9/27/18	UMass Memorial Medical Center
7/28/18	Swansea Town Hall	9/27/18	MA State Police HQ-Framingham
8/7/18	Belchertown Police Department	9/29/18	Taunton DPW
8/7/18	Swasey Field-Haverhill National Night Out	9/29/18	Saugus Police Department
8/8/18	Swansea Town Hall	9/29/18	Boston Volvo
8/8/18	Wegman's- Burlington	9/29/18	Eastham Methodist Church

A list of fitting stations offered during FFY 2018:

Table 14: FFY 2018 Fitting Stations

Location / Name	Address	Description
Abington Fire Department	1040 Bedford Street, Abington, MA 02351	Call 781-982-2114 to schedule an appointment
Action Ambulance Service	121 West Housatonic Street, Pittsfield, MA 01201	Call 413-445-5355 to schedule an appointment
Acushnet Police Department	64 Middle Road, Acushnet, MA 02743	Call 508-998-0240 to schedule an appointment
Adams Police Department	4 School Street, Adams, MA 01220	Adams residents call 413-743-1212 to schedule an appointment
Addison Gilbert Hospital**	298 Washington Street, Gloucester, MA 01930	Email BEV-AGH ChildPassengerSafety@lahey.org to schedule an appointment
Amesbury Police Department**	19 School Street, Amesbury, MA 01913	Call 978-388-1212 to schedule an appointment
Amherst Fire Department	68 North Pleasant Street, Amherst, MA 01002	Call 413-259-3085 to schedule an appointment
Amherst Police Department	111 Main Street, Amherst MA, 01002	Call 413-259-3000 to schedule an appointment
Andover Fire Department	32 North Main Street, Andover, MA 01810	Call 978-475-1281 to schedule an appointment
Andover Police Department	32 North Main Street, Andover, MA 01810	Call 978-475-0411 to schedule an appointment
Aquinnah Police Department	67 State Road, Squinnah, MA 02535	Call 508-645-2313 to schedule an appointment
Attleboro Fire Department	100 Union Street, Attleboro, MA 02703	Call 508-222-2325 to schedule an appointment
Attleboro Police Department*	12 Union Street, Attleboro, MA 02703	Call 508-222-1212 x2609 to schedule an appointment
Auburn Police Department	416 Oxford Street North, Auburn, MA 01501	Call 508-832-7777 to schedule an appointment
Ayer Police Department	54 Park Street, Ayer, MA 01432	Call 978-772-8200 to schedule an appointment
Barnstable Fire Department	3249 Main Street, Barnstable, MA 02630	Call 508-362-3312 to schedule an appointment
Bedford Police Department	2 Mudge Way, Bedford, MA 01730	Call 781-275-1212 to schedule an appointment
Belchertown Fire Department	10 N Main Street, Belchertown, MA 01007	Call 413-323-7571 to schedule an appointment
Belchertown Police Department	70 State Street, Belchertown, MA 01007	Call 413-323-6685 to schedule an appointment
Bellingham Police Department	30 Blackstone Street, Bellingham, MA 02019	Call 508-966-3761 x2 to schedule an appointment
Belmont Police Department	460 Concord Ave, Belmont, MA 02478	Email carseat@belmontpd.org to schedule an appointment
Berkley Police Department	3 North Main Street, Berkley, MA 02779	Call 508-222-7040 to schedule an appointment
Berlin Police Department	23 Linden Street, Berlin, MA 01503	Call 978-838-7355 to schedule an appointment
Beverly Fire Department	15 Hale Street, Beverly, MA 01915	Call 978-922-2424 to schedule an appointment
Beverly Hospital	85 Herrick Street, Beverly, MA 01915	Email BEV-AGH ChildPassengerSafety@lahey.org to schedule an appointment
Beverly Police Department**	191 Cabot Street, Beverly, MA 01915	Call 978-816-2670 to schedule an appointment
Billerica Police Department	6 Good Street, Billerica, MA 01821	Call 978-215-9686 to schedule an appointment
Boston Children's Hospital**	300 Longwood Ave, Boston, MA 02115	Call 617-355-7332 to schedule an appointment
Boston Police Department: Headquarters	One Schroeder Plaza, Boston, MA 02120	Call 617-343-4500 to schedule an appointment
Boston Police Department: District A-7*	69 Paris Street, East Boston, MA 02128	Call 617-343-4220 to schedule an appointment
Boston Police Department: District B-2*	2400 Washington Street, Roxbury, MA 02119	Call 617-343-4270 to schedule an appointment
Boston Police Department: District C-11	40 Gibson Street, Dorchester, MA 02122	Call 617-343-4330 to schedule an appointment
Boston Police Department: District D-4	650 Harrison Ave, Boston, MA 02118	Call 617-343-4250 to schedule an appointment
Boston Police Department: District D-14	301 Washington Street, Brighton, MA 02135	Call 617-343-4260 to schedule an appointment
Boston Police Department: District E-5	1708 Centre Street, West Roxbury, MA 02132	Call 617-343-4560 to schedule an appointment
Boston Police Department: District E-18	1249 Hyde Park Ave, Hyde Park, MA 02136	Call 617-343-5600 to schedule an appointment
Boston Public Health Commission	203 River Street, Mattapan, MA 02126	Boston residents can call 617-343-6891 to schedule an appointment
Bourne Fire Department	130 Main Street, Buzzards Bay, MA 02532	Call 508-759-4412 to schedule an appointment
Boxborough Fire Department	502 Massachusetts Ave, Boxborough, MA 01719	Call 978-264-1770 to schedule an appointment
Braintree Police Department	282 Union Street, Braintree, MA 02184	Call 781-794-8703 to schedule an appointment
Brewster Police Department	631 Harwich Road, Brewster, MA 02631	Call 508-896-7011 to schedule an appointment
Brimfield Police Department	34 Wales Road, Brimfield, MA 01010	Call 413-245-3442 to schedule an appointment
Brockton Police Department*	7 Commercial Street, Brockton, MA 02302	Call 508-897-5208 to schedule an appointment
Brookline Police Department	350 Washington Street, Brookline, MA 02445	Call 617-730-2603 to schedule an appointment
Burlington Police Department	45 Center Street, Burlington, MA 01803	Call 781-270-1940 to schedule an appointment

Location / Name	Address	Description
C.O.M.M (Centerville, Osterville, Marston Mills) Fire District	1875 Falmouth Road, Centerville, MA 02632	Call 508-790-2375 to schedule an appointment
Cambridge Police Department	125 Sixth Street, Cambridge, MA 02142	Submit an appointment request at: www.cambridgema.gov/cpd/contactforms/childseats
Canton Police Department	1492 Washington Street, Canton, MA 02021	Call 781-821-5090 to schedule an appointment
Carlisle Police Department	41 Lowell Street, Carlisle, MA 01741	Call 978-369-1155 to schedule an appointment
Carver Police Department	112 Main Street, Carver, MA 02330	Call 508-866-2000 to schedule an appointment
Charlton Police Department	85 Masonic Home Road, Charlton, MA 01507	Call 508-248-2250 to schedule an appointment
Chatham Fire Rescue	135 Depot Road, Chatham, MA 02633	Call 508-945-2324 to schedule an appointment
Chelmsford Fire Department*	50 Billerica Road, Chelmsford, MA 01824	Call 978-250-5267 to schedule an appointment
Chicopee Fire Department	80 Church Street, Chicopee, MA 01020	Call 413-594-1652 to schedule an appointment
Cohasset Police Department	62 Elm Street, Cohasset, MA 02025	Call 781-383-1055 to schedule an appointment
Concord Police Department	219 Walden Street, Concord, MA 01742	Call 978-318-3400 to schedule an appointment
Cotuit Fire Department	64 High Street, Cotuit, MA 02635	Call 508-428-2210 to schedule an appointment
Dalton Fire Department	20 Flansburg Ave, Dalton, MA 01226	Call 413-684-0500 to schedule an appointment
Dalton Police Department	462 Main Street, Dalton, MA 01226	Call 413-684-0300 to schedule an appointment
Danvers Fire Department**	64 High Street, Danvers, MA 01923	Call 978-774-2425 and select option 6 to schedule an appointment
Danvers Police Department	120 Ash Street, Danvers, MA 01923	Call 978-774-1213 to schedule an appointment
Dartmouth Fire District No. 3	140 Cross Road, Dartmouth, MA 02747	Call 508-994-6761 to schedule an appointment
Dennis Fire Department	883 Main Street, Dennis, MA 02670	Call 508-398-2242 to schedule an appointment
Dennis Police Department	90 Bob Crowell Road, South Dennis, MA 02660	Call 508-394-1313 to schedule an appointment
Dighton Fire Department	300 Main Street, Dighton, MA 02715	Call 508-669-6611 to schedule an appointment
Douglas Police Department	29 Depot Street, Douglas, MA 01516	Call 508-476-3333 to schedule an appointment
Dover Police Department	3 Walpole Street, Dover, MA 02030	Call 508-785-1130 to schedule an appointment
Dracut Fire Dept.	488 Pleasant Street, Dracut, MA 01826	Email dracutseatcheck@yahoo.com to schedule an appointment
Dudley Police Department	71 W Main Street, Dudley, MA 01571	Call 508-949-8019 to schedule an appointment
Duxbury Police Department	155 Mayflower Street, Duxbury, MA 02332	Call 781-934-5656 to schedule an appointment
East Bridgewater Police Department	153 Central Street, East Bridgewater, MA 02333	Call 508-378-7223 to schedule an appointment
Eastham Fire Department	2520 State Highway, Eastham, MA 02642	Call 508-255-2324 to schedule an appointment
Eastham Police Department	2550 State Highway, Eastham, MA 02642	Call 508-255-0551 to schedule an appointment
Edgartown Police Department	72 Pease's Point Way South, Edgartown, MA 02539	Call 508-627-4343 to schedule an appointment
Essex Police Department	24 Martain Street, Essex, MA 01929	Call 978-768-6200 to schedule an appointment
Fall River Police Department	685 Pleasant Street, Fall River, MA 02721	Call 508-676-8511 to schedule an appointment
Falmouth Fire Department	399 Main Street, Falmouth, MA 02540	Call 508-548-2325 to schedule an appointment
Falmouth Police Department	750 Main Street, Falmouth, MA 02540	Call 508-457-2527 to schedule an appointment
Fitchburg Police Department	20 Elm Street, Fitchburg, MA 01420	Call 978-345-9641 to schedule an appointment
Gardner Police Department	200 Main Street, Gardner, MA 01440	Call 978-632-5600 to schedule an appointment
Georgetown Fire Department	47 Central Street, Georgetown, MA 01883	Call 978-352-5757 to schedule an appointment
Gloucester Police Department	197 Main Street, Gloucester, MA 01930	Call 978-283-1212 to schedule an appointment
Granby Police Department	259A E State Street, Granby, MA 01033	Call 413-467-9222 to schedule an appointment
Groton Fire Department	45 Farmers Row, Groton, MA 01450	Call 978-448-6333 to schedule an appointment
Groton Police Department	99 Pleasant Street, Groton, MA 01450	Call 978-448-5555 to schedule an appointment
Groveland Fire Department**	181 Main Street, Groveland, MA 01834	Drop-in hours are Tuesday evenings from 7-9pm or make an appointment here: http://grovelandfd.com/resources/child-safety-seat-installation/
Hadley Police Department	15 East Street, Hadley, MA 01035	Call 413-584-0883 to schedule an appointment
Hamilton Police Department	265 Bay Road, Hamilton, MA 01982	Call 978-468-1212 to schedule an appointment
Hanover Police Department	129 Rockland Street, Hanover, MA 02339	Call 781-826-3231 to schedule an appointment
Harvard Police Department	40 Ayer Road, Harvard, MA 01451	Call 978-456-1212 to schedule an appointment
Harwich Fire Department	175 Sisson Road, Harwich, MA 02645	Call 508-430-7546 to schedule an appointment
Harwich Police Department	183 Sisson Road, Harwich, MA 02645	Call 508-430-7541 to schedule an appointment
Haverhill Police Department	40 Bailey Blvd., Haverhill, MA 01830	Call 978-373-1212 to schedule an appointment
Hingham Police Department	212 Central Street, Hingham, MA 02043	Call 781-749-1212 to schedule an appointment
Holbrook Emergency Communications Department	300 South Franklin Street, Holbrook, MA 02343	Call 781-767-6830 to schedule an appointment
Holden Police Department	1370 Main Street, Holden, MA 01520	Holden residents may call 508-829-4444 to schedule an appointment
Holliston Police Department	550 Washington Street, Holliston, MA 01746	Call 508-429-1212 to schedule an appointment
Holyoke Fire Department*	600 High Street, Holyoke, MA 01040	Call 413-534-2250 to schedule an appointment
Hopedale Police Department	70 Hopedale Street, Hopedale, MA 01747	Call 508-634-2227 to schedule an appointment
Hopkinton Police Department	74 Main Street, Hopkinton, MA 01748	Call 508-497-3401 to schedule an appointment
Hudson Police Department	62 Packard Street, Hudson, MA 01749	Call 978-562-7122 to schedule an appointment
Hull Police Department	1 School Street, Hull, MA 02045	Call 781-925-1212 to schedule an appointment
Ipswich Fire Department	55 Central Street, Ipswich, MA 01938	Call 978-356-6630 to schedule an appointment
Lakeville Police Department	296 Bedford Street, Lakeville, MA 02347	Call 508-947-4422 to schedule an appointment
Lawrence General Hospital**	1 General Street, Lawrence, MA 01842	Call 978-683-4000 to schedule an appointment
Leicester Police Department	90 South Main Street, Leicester, MA 01524	Call 508-892-7010 to schedule an appointment
Leominster Fire Department	19 Church Street, Leominster, MA 01453	Call 978-534-7541 to schedule an appointment
Lexington Police Department	1575 Massachusetts Ave, Lexington, MA 02420	Lexington residents may call 781-862-1212 to schedule an appointment
Lincoln Police Department**	169 Lincoln Road, Lincoln, MA 01773	Call 781-259-8113 to schedule an appointment
Littleton Police Department	500 Great Road, Littleton, MA 01460	Call 978-952-2300 to schedule an appointment
Lowell Police Department**	50 Arcand Drive, Lowell, MA 01852	Call 978-937-3200 to schedule an appointment
Lynnfield Fire Department	59 Summer Street, Lynnfield, MA 01940	Call 781-334-5152 to schedule an appointment

Location / Name	Address	Description
Malden Police Department	200 Pleasant Street, Malden, MA 02148	Call 781-397-7171 to schedule an appointment
Manchester Fire Department	12 School Street, Manchester, MA 01944	Call 978-526-4040 to schedule an appointment
Mansfield Police Department	50 West Street, Mansfield, MA 02048	appointment
Marion Fire EMS**	50 Spring Street, Marion, MA 02738	Call 508-748-1177 to schedule an appointment
Marion Police Department	550 Mill Street, Marion, MA 02738	Call 508-748-1212 to schedule an appointment
Marshfield Police Department	1639 Ocean Street, Marshfield, MA 02050	Call 781-834-6655 to schedule an appointment
Mashpee Fire Department	20 Frank E Hicks Drive, Mashpee, MA 02649	Call 508-539-1454 to schedule an appointment
Massachusetts State Police-Bourne	1 Bourne Rotary, Bourne, MA 02532	Call 508-759-4488 to schedule an appointment
Massachusetts State Police-GHQ	470 Worcester Road, Framingham, MA 01702	Call 508-988-7405 to schedule an appointment
Mattapoisett Police Department	64 County Road, Mattapoisett, MA 02739	Call 508-758-4141 to schedule an appointment
Medford Police Department	100 Main Street, Medford, MA 02155	Call 781-391-6776 to schedule an appointment
Medway Fire Department	44 Milford Street, Medway, MA 02053	Call 508-533-3211 to schedule an appointment
Medway Police Department	315 Village Street, Medway, MA 02053	Call 508-533-3212 to schedule an appointment
Melrose Police Department	56 West Foster Street, Melrose, MA 02176	Call 781-665-1212 to schedule an appointment
Merrimac Police Department	16 East Main Street, Merrimac, MA 01860	Call 978-346-8321 to schedule an appointment
Middleton Fire Department	4 Lake Street, Middleton, MA 01949	Call 978-774-2466 to schedule an appointment
Milford Police Department	250 Main Street, Milford, MA 01757	Call 508-473-1113 to schedule an appointment
Millis Fire Department	885 Main Street, Millis, MA 02054	Call 508-376-2361 to schedule an appointment
Millville Police Department	10 Central Street, Millville, MA 01529	Call 508-883-3117 to schedule an appointment
Montague Police Department	180 Turnpike Road, Turners Falls, MA 01376	Call 413-863-2913 to schedule an appointment
Mount Holyoke Police Department	50 College Street, South Hadley, MA 01075	Email embrown@mtholyoke.edu to schedule an appointment
Nantucket Fire Department	131 Pleasant Street, Nantucket, MA 02554	Call 508-228-2324 to schedule an appointment
Nashoba Valley Regional Dispatch District**	270 Barnum Road, Devens, MA 01434	Call 978-772-1900 to schedule an appointment. Coverage area: Berlin, Bolton, Devens, Harvard, Lancaster, and Lunenburg
Natick Police Department	20 E Central Street, Natick, MA 01760	Natick residents may call 508-647-9518 to schedule an appointment
Needham Police Department	99 School Street, Needham, MA 02492	Call 781-455-7570 to schedule an appointment
New Bedford Police Department	871 Rockdale Ave, New Bedford, MA 02740	Call 508-991-6300 to schedule an appointment
Newburyport Police Department	4 Green Street, Newburyport, MA 01950	Call 978-462-4411 to schedule an appointment
Newton Police Department	1321 Washington Street, Newton, MA 02465	Call 617-796-2112 to schedule an appointment
North Adams Ambulance Service	10 Harris Street, North Adams, MA 01247	Call 413-664-6680 to schedule an appointment
North Andover Fire Department	795 Chckering Road, North Andover, MA 01845	Call 978-688-9590 to schedule an appointment
North Andover Police Department	1475 Osgood Street, North Andover, MA 01845	Call 978-683-3168 to schedule an appointment
North Attleboro Police Department**	102 S Washington Street, North Attleboro, MA 02760	Call 508-695-1212 to schedule an appointment
North Reading Police Department	150 Park Street, North Reading, MA 01864	Call 978-357-5087 to schedule an appointment
Northampton Fire Department	26 Carlon Drive, Northampton, MA 01060	Please visit http://www.northamptonma.gov/1239/Car-Seat-Installations to schedule an appointment
Northampton Police Department	29 Center Street, Northampton, MA 01060	Call 413-587-1100 to schedule an appointment
Northbridge Police Department	1 Hope Street, Whitinsville, MA 01588	Call 508-234-6211 to schedule an appointment
Norwell Police Department	300A Washington Street, Norwell, MA 02061	Call 781-659-7979 to schedule an appointment
Norwood Police Department	137 Nahatan Street, Norwood, MA 02062	Call 781-440-5100 to schedule an appointment
Orleans Fire Department	58 Ekridge Park Way, Orleans, MA 02653	Call 508-255-0050 to schedule an appointment
Orleans Police Department	90 S Orleans Road, Orleans, MA 02653	Call 508-255-0117 to schedule an appointment
Oxford Fire Department	181 Main Street, Oxford, MA 01540	Call 508-987-6012 to schedule an appointment
Pembroke Fire Department	172 Center Street, Pembroke, MA 02359	Call 781-293-2300 to schedule an appointment
Pepperell Police Department	59 Main Street, Pepperell, MA 01463	Call 978-433-2424 to schedule an appointment
Pittsfield Police Department	39 Allen Street, Pittsfield, MA 01201	Pittsfield residents may call 413-448-9700 x366 to schedule an appointment
Plainville Fire Department	157 South Street, Plainville, MA 02762	Call 508-695-5252 to schedule an appointment
Quincy Police Department	1 Sea Street, Quincy, MA 02169	4-8pm
Randolph Auxiliary Police Department	41 South Main Street, Randolph, MA 02368	Email tkennedy@randolphauxpolice.com to schedule an appointment
Randolph Police Department	41 South Main Street, Randolph, MA 02368	Visit www.randolphmapolice.com/CPSForm.htm to schedule an appointment
Raynham Police Department	53 Orchard Street, Raynham, MA 02767	Call 508-824-2716 to schedule an appointment
Rehoboth Police Department	334 Anawan Street, Rehoboth, MA 02035	Call 508-252-3722 to schedule an appointment
Revere Police Department*	400 Revere Beach Parkway, Revere, MA 02151	Call 781-284-1212 to schedule an appointment
Rochester Police Department	29 Dexter Lane, Rochester, MA 02770	Call 508-763-5112 to schedule an appointment
Rockland Police Department	490 Market Street, Rockland, MA 02370	Call 781-871-3890 to schedule an appointment
Salem Fire Department	48 Lafayette Street, Salem, MA 01970	Email sfdchidsafety@yahoo.com to schedule an appointment
Salisbury Fire Department	37 Lafayette Road, Salisbury, MA 01952	Call 978-465-3631 to schedule an appointment
Sandwich Fire Department	115 Massachusetts 6A, Sandwich, MA 02563	Call 508-888-0525 to schedule an appointment
Saugus Police Department	27 Hamilton Street, Saugus, MA 01906	Call 781-941-1190 to schedule an appointment
Scituate Police Department	604 Chief Justice Cushing Hwy, Scituate, MA 02066	Call 781-545-1212 to schedule an appointment
Seekonk Police Department	500 Taunton Ave, Seekonk, MA 02771	Call 508-336-8123 to schedule an appointment
Sharon Police Department	213 South Main Street, Sharon, MA 02067	Sharon residents may call 781-784-1586 to schedule an appointment
Sheffield Police Department	10 S Main Street, Sheffield, MA 01257	Call 413-229-8522 to schedule an appointment
Shrewsbury Fire Department	11 Church Road, Shrewsbury, MA 01545	Email carseat@shrewsburyma.gov to schedule an appointment
Somerset Police Department	465 County Street, Somerset, MA 02726	Call 508-679-2138 to schedule an appointment
Somerville Police Department	220 Washington Street, Somerville, MA 02143	Email seats@police.somerville.ma.us to schedule an appointment
South Hadley Police Department	41 Bridge Street, South Hadley, MA 01075	Call 413-538-8231 to schedule an appointment
Southborough Police Department	19 Main Street, Southborough, MA 01772	Call 508-485-2121 to schedule an appointment
Southbridge Police Department	11 Mechanic Street, Southbridge, MA 01550	Call 508-764-5420 to schedule an appointment
Southwick Police Department	11 Depot Street, Southwick, MA 01077	Call 413-569-5348 to schedule an appointment
Spencer Police Department	9 W Main Street, Spencer, MA 01562	Call 508-885-6333 to schedule an appointment
Stoneham Police Department	47 Central Street, Stoneham, MA 02180	Call Officer Laura Engel at 781-438-1212 or email her to lengel@stoneham-ma.gov to schedule an appointment
Stoughton Police Department**	26 Rose Street, Stoughton, MA 02072	Call 781-344-2424 to schedule an appointment
Stow Police Department	305 Great Road, Stow, MA 01775	Call 978-897-4545 to schedule an appointment
Sturbridge Police Department	346 Main Street, Sturbridge, MA 01566	Call 508-347-2525 to schedule an appointment
Swansea Police Department	1700 Grand Army Highway, Swansea, MA 02777	Call 508-674-8464 to schedule an appointment
Towns of Swansea and Somerset	68 Stevens Road, Swansea, MA 02777	Email Town Nurse-Emily Lachance at elachance@town.swansea.ma.us to schedule an appointment
Taunton Police Department	23 Summer Street, Taunton, MA 02780	Call 508-824-7522 to schedule an appointment
Tewksbury Police Department	918 Main Street, Tewksbury, MA 01876	Call 978-851-7373 to schedule an appointment
Topsfield Fire Department*	27 High Street, Topsfield, MA 01983	Call 978-887-5148 to schedule an appointment
Townsend Fire Department**	13 Elm Street, Townsend, MA 01469	Call Nicole Carter at 978-597-8150 to schedule an appointment
Townsend Police Department	70 Brookline Street, Townsend, MA 01469	Call 978-597-6214 to schedule an appointment
Truro Fire Department	344 US-6, Truro, MA 02666	Call 508-487-7548 to schedule an appointment

Location / Name	Address	Description
UMASS Amherst Police**	585 East Pleasant Street, Amherst, MA 01003	Email jerober@umass.edu to schedule an appointment
UMASS Memorial Medical Center - Worcester	55 Lake Ave N, Worcester, MA 01655	Call 774-443-8627 to schedule an appointment
Upton Police Department	30 School St, Upton, MA 01568	Call 508-529-3200 to schedule an appointment
Uxbridge Fire Department	25 S Main St, Uxbridge, MA 01569	Call 508-278-2787 to schedule an appointment
Uxbridge Police Department	275 Douglas St, Uxbridge, MA 01569	Call 508-278-7755 to schedule an appointment
Wakefield Police Department	1 Union St, Wakefield, MA 01880	Email carseats@wakefieldpd.org to schedule an appointment
Walpole Police Department	972 Main St, Walpole, MA 02081	Call 508-668-1095 to schedule an appointment
Waltham Police Department	155 Lexington St, Waltham, MA 02452	Call 781-314-3623 to schedule an appointment
Wareham Fire Department	273 Main St, Wareham, MA 02571	Call 508-295-2973 to schedule an appointment
Watertown Fire Department	99 Main St, Watertown, MA 02472	Call 617-972-6567 to schedule an appointment
Wayland Police Department	38 Cochituate Rd, Wayland, MA 01778	Email cps@wayland.ma.us to schedule an appointment
Webster Police Department	357 Main St, Webster, MA 01570	Call 508-943-1212 to schedule an appointment
Wellesley Police Department	485 Washington Street, Wellesley, MA 02482	Wellesley residents can call 781-235-1212 to schedule an appointment
Wellfleet Police Department	36 Gross Hill Rd, Wellfleet, MA 02667	Call 508-349-2100 to schedule an appointment
West Bridgewater Police Department	99 W Center St # 2, West Bridgewater, MA 02379	Call 508-586-2525 to schedule an appointment
West Brookfield Police Department	2 E Main St, West Brookfield, MA 01585	Call 508-867-1405 to schedule an appointment
West Newbury Police Department	401 Main Street, West Newbury, MA 01985	Call 978-363-1213 to schedule an appointment
Westborough Fire Department	42 Milk St, Westborough, MA 01581	Call 508-366-3040 to schedule an appointment
Westborough Police Department	45 W Main St, Westborough, MA 01581	Call 508-366-3060 to schedule an appointment
Westfield Police Department	15 Washington Street, Westfield, MA 01085	Call 413-562-5211 to schedule an appointment
Westford Fire Department	51 Main St, Westford, MA 01886	Call 978-692-5542 to schedule an appointment
Westford Police Department	53 Main Street, Westford, MA 01886	Call 978-692-2161 to schedule an appointment
Westminster Police Department**	7 South St, Westminster, MA 01473	Call 978-874-2900 to schedule an appointment
Weston Police Department	180 Boston Post Road, Weston, MA 02493	Call 781-786-6200 to schedule an appointment
Westport Fire Department	54 Hixbridge Road, Westport, MA 02790	Call 508-636-1110 to schedule an appointment
Westport Fire Department	85 Briggs Road, Westport, MA 02790	Call 508-672-0721 to schedule an appointment
Westport Police Department**	818 Main Rd, Westport, MA 02790	Call 508-636-1122 to schedule an appointment
Westwood Police Department	590 High St, Westwood, MA 02090	Call 781-320-1000 to schedule an appointment
Weymouth Fire Department	636 Broad St, Weymouth, MA 02189	Call 781-337-5151 to schedule an appointment
Whitman Police Department*	20 Essex St, Whitman, MA 02382	Call 781-447-1212 to schedule an appointment
Wilbraham Police Department	16 Main St, Wilbraham, MA 01095	Call 413-596-3837 to schedule an appointment
Williamsburg Police Department**	16 S Main St, Haydenville, MA 01039	Call 413-268-7237 to schedule an appointment
Wilmington Police Department	1 Adelaide St, Wilmington, MA 01887	Call 978-658-5071 to schedule an appointment
Winthrop Police Department	3 Metcalf Square, Winthrop, MA 02152	Call 617-846-1212 to schedule an appointment
Woburn Police Department	25 Harrison Ave, Woburn, MA 01801	Call 781-933-1212 to schedule an appointment
Yarmouth Fire Department	96 Old Main St, South Yarmouth, MA 02664	Call 508-398-2212 to schedule an appointment

*Indicates Spanish-speaking CPS Technician available

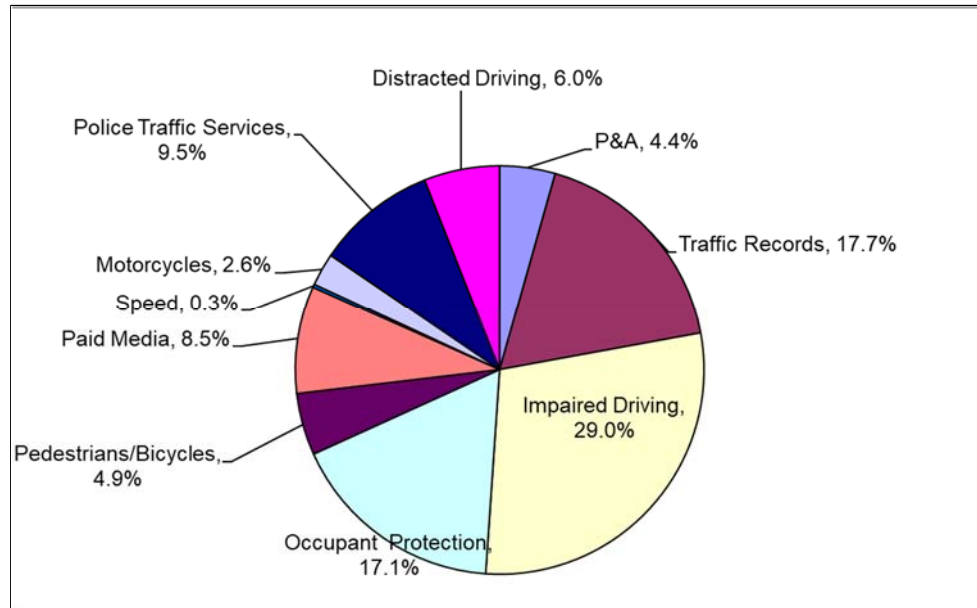
**Indicates Special Health Care Needs CPS Technician available

Financial Summary – Distribution of Funds in FFY 2018

Table 15: FFY 2018 Financial Summary as of 12-27-18

	402	410	408	2010	1906	403	164	2011	405b	405c	405d	405f	405h	Total	% of Total
P&A	\$352,019													\$352,019	4.4%
Traffic Records	\$414,091		\$187,887		\$17,518					\$802,237				\$1,421,733	17.7%
Impaired Driving	\$916,390										\$1,405,769			\$2,322,159	29.0%
Occupant Protection	\$1,043,816							\$229	\$329,492					\$1,373,537	17.1%
Pedestrians/Bicycles	\$77,856												\$315,126	\$392,982	4.9%
Paid Media	\$598,198	\$85,756												\$683,954	8.5%
Speed	\$20,378													\$20,378	0.3%
Motorcycles	\$32,892											\$175,151		\$208,043	2.6%
Police Traffic Services	\$762,228													\$762,228	9.5%
Distracted Driving	\$479,619													\$479,619	6.0%
Total	\$4,697,487	\$85,756	\$187,887	\$0	\$17,518	\$0	\$0	\$229	\$329,492	\$802,237	\$1,405,769	\$175,151	\$315,126	\$8,016,652	

Graph 15: FFY 2018 Funding Distribution by Program Area



Acronym Glossary

Administrative Office of the Trial Court (AOTC)

Advanced Roadside Impaired Driving Enforcement (ARIDE)

Alcoholic Beverages Control Commission (ABCC)

Automated License and Registration System (ALARS)

Blood Alcohol Concentration (BAC)

Breath Alcohol Testing (B.A.T.)

Breath Test (BT)

Center for Disease Control (CDC)

Child Passenger Safety (CPS)

Click It or Ticket (CIOT)

Continuing Education Unit (CEU)

Data-Driven Approaches to Crime and Traffic Safety (DDACTS)

Drive Sober or Get Pulled Over (DSOGPO)

Drug Recognition Expert (DRE)

Executive Office of Public Safety and Security (EOPSS)

Fixing America's Surface Transportation (FAST Act)

Fatality Analysis Reporting System (FARS)

Federal Fiscal Year (FFY)

Governors Highway Safety Association (GHSA)

Highway Safety Division (HSD)

High Visibility Enforcement (HVE)

International Association of Chiefs of Police (IACP)

Junior Operator License (JOL)

Law Enforcement Liaison (LEL)

Moving Ahead for Progress in the 21st Century Act (MAP-21)

Massachusetts Department of Transportation (MassDOT)
Massachusetts Department of Public Health (MDPH)
Massachusetts District Attorneys Association (MDAA)
Massachusetts Executive-Level Traffic Records Coordinating Committee (METRCC)
Massachusetts Law Enforcement Challenge (MLEC)
Massachusetts Rider Education Program (MREP)
Massachusetts State Police (MSP)
Massachusetts Traffic Records Analysis Center (MassTRAC)
Municipal Police Training Committee (MPTC)
National Highway Traffic Safety Administration (NHTSA)
Office of Alcohol Testing (OAT)
Office of Grants and Research (OGR)
Operating Under the Influence (OUI)
Registry of Motor Vehicles (RMV)
Sales to Intoxicated Persons (SIP)
Standardized Field Sobriety Testing (SFST)
Traffic Occupant Protection Strategies (TOPS)
Traffic Records Coordinating Committee (TRCC)
Traffic Safety Resource Prosecutor (TSRP)
Vehicle Miles Traveled (VMT)

¿Quieres a tu mamá?



Abróchate.



Love your mom?



Buckle up.



**DRUNK?
STONED?
DRIVING?
DON'T.**



WHAT'S YOUR PLAN?
TAXI. MBTA. RIDESHARE.



JUST DRIVE FOR THE PEOPLE YOU LOVE



A NEW ENGLAND PARTNERSHIP
CONNECTICUT - MAINE - MASSACHUSETTS
NEW HAMPSHIRE - RHODE ISLAND - VERMONT

