

Massachusetts FFY 2024 Annual Grant Application



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Introduction

For FFY 2024, Massachusetts has planned activities aimed at reducing fatalities, injuries, and crashes along the roadways. This document provides details on each planned activity taking place during FFY 2024, which runs from October 1, 2023, to September 30, 2024.

If a grant recipient is currently unknown, the Massachusetts Office of Grants and Research (OGR) will provide information to NHTSA once the final decisions have been made regarding which entity or entities will receive funding for FFY 2024.

Planned activities outlined in this document take into account feedback received from our prior public participation and engagement efforts and outline plans to further these outreach efforts in FFY 2024.

This Annual Grant Application was also developed in coordination with the Triennial HSP, data collection and information systems with the SHSP.

IMPAIRED DRIVING PLANNED ACTIVITIES

Impaired Driving Media

ID: AL-24-01

Funding Source: 405d

Description of Planned Activity:

Develop and implement a statewide media campaign to support impaired driving efforts during the Drive Sober or Get Pulled Over mobilizations (December 2023 and August-September 2024). Messaging will focus on alcohol, marijuana, and other drugs. Based on state data, OGR will target communication efforts to drivers under 34 years of age, with an added focus on the following counties: Bristol, Hampden, Middlesex, and Worcester. OGR will also consider national media buy recommendations when planning paid media, including targeting a secondary Spanish-speaking audience. OGR will contract with a marketing and advertising agency to execute these impaired driving media campaigns while running social media in-house for sustained educational outreach. OGR will lead press outreach efforts to garner earned media; this will be done in conjunction with paid media and the enforcement mobilization.

This project will provide funds for voice and on-screen talent fees, contractor salaries, production expenses including studio and equipment rental, licensing for audio and photography, and media buys which may include TV, radio, online, and out-of-home mediums.

Internal policies will be followed, noting that all media and communications activities will be in support of data-driven objectives and coordination with other activities and programs, in particular, enforcement. Crash and citation data will be used for planning enforcement activities and determining the target audiences and media channels used to reach those audiences.

Planned or Potential Subrecipients: Per state procurement guidelines, OGR must go out to bid for a media vendor. We intend to release an RFR following approval of this Annual Grant Application.

Type of Organization: Media Vendor

Estimated Federal Funding: \$4,000,000 – GTS Code: FDLPEM

Eligible Use of Funds: Paid and earned media in support of high-visibility enforcement efforts, conducting initial and continuing standardized field sobriety training, advanced roadside impaired driving evaluation training, law enforcement phlebotomy training, and drug recognition expert training for law enforcement, and equipment and related expenditures used in connection with impaired driving enforcement

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Communication & Outreach

Massachusetts State Police (MSP) Sobriety Checkpoint & Saturation Patrols

ID: AL-24-02

Funding Source: 405d and 402

Description of Planned Activity:

OGR will provide funds to the Massachusetts State Police (MSP) to conduct sobriety checkpoints and saturation patrols on overtime and with support from the two Blood Alcohol Testing (BAT) mobile units. These impaired driving operations will be highly publicized and will occur during documented high-risk days of the week and times of day, and at high-risk locations, including in Bristol, Hampden, Middlesex, and Worcester counties. To ensure sufficient staffing levels, MSP will subcontract with local police departments to assist during these impaired driving operations. A part-time staff person will assist with administrative duties related to these operations, including data collection, reporting, scheduling, and recruiting local departments to participate. Additionally, MSP will run at least two training courses and mock checkpoints to provide refresher and advanced SFST training and certify new checkpoint officers-in-charge.

MSP will purchase a new BAT mobile to replace one of the existing two units purchased in FFY 2015 due to major maintenance requirements and capacity issues. MSP is experiencing maintenance issues with the generator, heaters, vehicle hydraulic leveling system, water intrusion, and computer network connectivity and data throughput speeds. In addition, the current BAT mobile layout is designed for processing 1-2 detainees at a time, which has resulted in booking backups and safety concerns during busy checkpoints. A newly designed vehicle would prevent rising maintenance costs, include upgraded technology to increase data processing speeds, and be designed with side “bump-outs” to accommodate additional processing stations to move people through quicker, enhance officer safety, and allow for DRE evaluations to be conducted onboard.

OGR will separately request permission from NHTSA to purchase the new BAT mobile unit, as the projected cost of the unit is roughly \$1.5 million.

Other purchases will include field sobriety supplies, PBT calibration gases, portable heaters for use at winter checkpoints, and cloud service for existing sign boards.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: State Law Enforcement Agency

Estimated Federal Funding: \$3,027,363 (405d) – GTS Code: FDLHVE;
\$54,379 (402) – GTS Code: 402 AL

Eligible Use of Funds: High-visibility enforcement efforts

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: High-visibility Saturation Patrols

MSP – Office of Alcohol Testing (OAT) Breath Test Operator (BTO) Training

ID: AL-24-03

Funding Source: 405d

Description of Planned Activity:

OGR will provide funds to the MSP Office of Alcohol Testing (OAT) to conduct classroom and online instruction to help certify approximately 800 Breath Test Operators (BTO) and to allow the 9,300 existing BTOs to maintain their certification. This certification and/or recertification process will allow officers to better detect impaired drivers. OAT will also conduct annual certification of the state's 400 infrared breath test instruments. Training will take place throughout the year at the Municipal Police Training Committee's (MPTC) academies and other state-owned facilities.

Funds will be used to purchase related program equipment, including three new 9510 breathalyzers, which will be used to replace existing breathalyzers that are being serviced by the manufacturer. OAT has experienced extreme delays – stretching over a year in some instances – for the repair and return of these equipment items. Other purchases will include OUI toxicology kits, gas cylinders, printed materials and other training supplies, and upgrades to the BTO online course. Additionally, funds will be used for travel expenses for OAT to send their forensic scientists and laboratory counsel to educational opportunities relative to breath alcohol analysis, including the International Association for Chemical Testing Annual Conference and the Borkenstein Alcohol Course.

OGR will separately request permission from NHTSA to purchase the 9510 breathalyzers, as they each cost roughly \$17,000. These breathalyzers will help support impaired driving enforcement activities by MSP. Massachusetts will follow "Buy America" regulations when purchasing these items.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: State Law Enforcement Agency

Estimated Federal Funding: \$216,181 – GTS Code: FDLBAC

Eligible Use of Funds: Improving blood alcohol and drug concentration screening and testing, detection of potentially impairing drugs (including through the use of oral fluid as a specimen), and reporting relating to testing and detection

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Breath Test Devices

MSP – Drug Recognition Expert (DRE) Training

ID: AL-24-04

Funding Source: 405d

Description of Planned Activity:

Funding will be provided to the MSP to continue expanding their Drug Recognition Expert (DRE) program. The MSP will host a DRE school to train 15 additional law enforcement personnel to assist troopers on the roadways. MSP will also cover overtime costs associated with DREs finalizing their reports, an already cumbersome process that now takes longer due to body cams. Covering report time beyond the DREs regular shift will also help meet MSP's new internal policy which calls for all DRE reports to be entered into ITSMR within 24 hours and all reports to be reviewed and receive supervisory approval within 45 days.

Overall, funds will cover candidate overtime to attend DRE training, DRE evaluation overtime, contracted instructors, travel for students and instructors to field training and to the International Association of Chiefs of Police Impaired Driving Conference, class supplies, collection testing devices, two oral fluid roadside drug screening mobile test systems, and the following equipment for newly certified DREs: tablets, DRE kits, Drager PBTs, accuracy testing for PBTs

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: State Law Enforcement Agency

Estimated Federal Funding: \$173,658 – GTS Code: FDLPEM

Eligible Use of Funds: Improving blood alcohol and drug concentration screening and testing, detection of potentially impairing drugs (including through the use of oral fluid as a specimen), and reporting relating to testing and detection

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Enforcement of Drug-Impaired Driving

MPTC – Alcohol Impaired Driving Training

ID: AL-24-05

Funding Source: 405d

Description of Planned Activity:

OGR will provide funds to the MPTC to provide Breath Test Operator and Standardized Field Sobriety Testing (SFST) training to students in 15 municipal police academies and to conduct 35 classes aimed at maintaining MPTC's current cadre of SFST instructors, increasing the number of SFST instructors, and providing SFST classes to supervisors and field training officers. Funds will cover an SFST statewide training coordinator, contracted instructor fees, travel expenses for the statewide coordinator to attend the Lifesavers Conference, and the purchase of 15 portable breath test instruments and supplies to aid in training classes.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts Police Training Committee

Type of Organization: Public State Agency

Estimated Federal Funding: \$303,977 – GTS Code: FDLPEM

Eligible Use of Funds: Training on the use of alcohol and drug screening and brief intervention

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Enforcement of Drug-Impaired Driving

MPTC – Drug Evaluation and Classification (DEC) Program

ID: AL-24-06

Funding Source: 405d

Description of Planned Activity:

OGR will provide funds to the MPTC to strengthen their DRE corps, Advanced Roadside Impaired Driving Enforcement (ARIDE) program, and drugged driving awareness program for educational professionals. For the DRE program, MPTC will work with the MSP to initiate a DRE evaluation call-out program, whereby MPTC will pay DREs a contracted hourly rate to respond to municipal and state police requests for DRE evaluations, conduct the evaluation, complete the report, and enter it into the ITSMR system. MPTC will then cover the cost for contracted regional reviewers to review and approve the evaluation reports, and potential follow-up costs should the DRE have to provide court testimony.

MPTC will also host a DRE school to train 20 municipal law enforcement personnel and cover travel costs for students and instructors to attend field certification training. MPTC will contract with two current law enforcement personnel to serve as part-time statewide DRE coordinators.

MPTC will host 20 ARIDE and five ARIDE Refresher classes, covering instructor costs for each. Additionally, MSP will conduct two Drug Impairment Training for Educational Professional (DITEP) classes to train school administrators and nurses on the signs and symptoms of impairment to prevent students from driving impaired when they leave school.

Purchases will include tablets for newly certified DREs, preliminary breath test instruments, course manuals and other supplies to aid in training and evaluations, and software licenses for each DRE to access and submit reports into the ITSMR system.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Municipal Police Training Committee

Type of Organization: Public State Agency

Estimated Federal Funding: \$586,890 – GTS Code: FDLPEM

Eligible Use of Funds: Improving blood alcohol and drug concentration screening and testing, detection of potentially impairing drugs (including through the use of oral fluid as a specimen), and reporting relating to testing and detection

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Enforcement of Drug-Impaired Driving

Alcoholic Beverages Control Commission (ABCC) – Underage Drinking Compliance Checks Program

ID: AL-24-07

Funding Source: 405d

Description of Planned Activity:

This program will provide funds to the Alcoholic Beverages Control Commission (ABCC) for overtime pay to conduct enhanced liquor enforcement compliance checks in approximately 200 communities to reduce underage drinking and impaired driving. A compliance check consists of an underage individual, under the supervision of ABCC investigators, entering a licensed establishment and attempting to purchase alcoholic beverages. If an alcoholic beverage is sold, the ABCC files charges against the licensee who attends a hearing. The ABCC will also complete concert and special event enforcement

operations consisting of enforcement at liquor stores surrounding large venues (Xfinity Center, Gillette Stadium, Blue Hills Pavilion, and Fenway Park) and venue parking lots before the event.

ABCC considers several factors when identifying target communities, including requests to conduct compliance checks from local community groups and local police departments, communities with a history of underage compliance issues, municipalities that have large college populations, as well as communities with a high concentration of licensed establishments. ABCC makes a conscious effort to obtain optimal geographical coverage in all counties within Massachusetts. Attached are this year's teams and communities covered. While many of FFY24's communities will be similar, some will be different pending the outcome of current year's compliance checks.

Towns Targeted for Compliance Checks during FFY 2024					
Abington	Cohasset	Hubbardston	Needham	Sherborn	Westford
Acton	Concord	Hudson	New Bedford	Shirley	Westminster
Acushnet	Dartmouth	Hull	New Braintree	Shrewsbury	Weston
Agawam	Davers	Huntington	Newbury	Somerset	Westport
Amesbury	Dedham	Ipswich	Newburyport	Somerville	Westwood
Amherst	Dennis	Kingston	Newton	Southborough	Weymouth
Andover	Dighton	Lakeville	Norfolk	Southbridge	Whitman
Arlington	Douglas	Lancaster	North Andover	Southwick	Wilbraham
Ashburnham	Dover	Lawrence	North Attleboro	Spencer	Wilmington
Ashby	Dracut	Lee	North Brookfield	Springfield	Winchester
Ashland	Dudley	Leicester	North Reading	Sterling	Winthrop
Attleboro	Dunstable	Lenox	Northboro	Stockbridge	Woburn
Auburn	Duxbury	Leominster	Northbridge	Stoneham	Worcester
Avon	East Bridgewater	Lexington	Norton	Stoughton	Wrentham
Ayer	East Brookfield	Lincoln	Norwell	Stowe	Yarmouth
Barnstable	East Longmeadow	Littleton	Norwood	Sturbridge	
Barre	Eastham	Longmeadow	Oakham	Sudbury	
Becket	Easton	Lowell	Orleans	Sutton	
Bedford	Essex	Ludlow	Otis	Swampscott	
Belchertown	Everett	Lunenburg	Oxford	Swansea	
Bellingham	Fairhaven	Lynn	Palmer	Taunton	
Belmont	Fallriver	Lynnfield	Paxton	Templeton	
Berkley	Falmouth	Malden	Peabody	Tewksbury	
Berlin	Fitchburg	Manchester	Pembroke	Tolland	
Beverly	Foxboro	Mansfield	Pepperell	Topsfield	
Billerica	Framingham	Marblehead	Petersham	Townsend	
Blackstone	Franklin	Marion	Phillipston	Truro	
Blandford	Freetown	Marlborough	Plainville	Tyngsboro	
Bolton	Gardner	Marshfield	Plymouth	Tyringham	
Bourne	Georgetown	Marthas Vineyard	Plympton	Upton	
Boxborough	Gloucester	Mashpee	Princeton	Uxbridge	
Boxford	Grafton	Mattapoisett	Provincetown	Wakefield	
Boylston	Granby	Maynard	Quincy	Wales	
Braintree	Granville	Medfield	Randolph	Walpole	
Brewster	Groton	Medford	Raynham	Waltham	
Bridgewater	Groveland	Medway	Reading	Ware	
Brimfield	Halifax	Melrose	Rehoboth	Wareham	
Brockton	Hamilton	Mendon	Revere	Warren	
Brookfield	Hampden	Merrimac	Richmond	Watertown	
Brookline	Hanover	Methuen	Rochester	Wayland	
Burlington	Hanson	Middleborough	Rockland	Webster	
Cambridge	Hardwick	Middleton	Rockport	Wellesley	
Canton	Harvard	Millford	Rowley	Wellfleet	
Carlisle	Harwich	Millbury	Russell	Wenham	
Carver	Haverhill	Millis	Rutland	West Boylston	
Charlton	Hingham	Millville	Salem	West Bridgewater	
Chatham	Holbrook	Milton	Salisbury	West Brookfield	
Chelmsford	Holden	Monson	Sandwich	West Newbury	
Chelsea	Holland	Montgomery	Saugus	West Springfield	
Chester	Holliston	Nahant	Scituate	West Stockbridge	
Chicopee	Holyoke	Nantucket	Seekonk	Westboro	
Clinton	Hopedale	Natick	Sharon	Westfield	

The Compliance Check program is designed to achieve broad geographical coverage throughout the Commonwealth to develop a deterrence impact created through more comprehensive knowledge among the industry retailers that their establishment could be subject to a compliance check. The overarching goal of this program is to prevent the sale of alcohol to individuals under 21 years of age and to prevent young drivers from drinking and driving.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Alcohol Beverages Control Commission

Type of Organization: Public State Agency

Estimated Federal Funding: \$218,046 – GTS Code: M6OT

Eligible Use of Funds: High-visibility enforcement efforts

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Alcohol Vendor Compliance Checks

ABCC – Enforcement Program to Prevent the Sale of Alcohol to Intoxicated Persons

ID: AL-24-08

Funding Source: 405d

Description of Planned Activity:

This program will provide overtime funds to the ABCC for investigators to participate in undercover operations at licensed establishments throughout the Commonwealth to determine if the licensee serves intoxicated individuals. The ABCC will use data analysis to determine municipalities with the highest concentration of establishments that have been identified as the source of last drink for a convicted drunk driver. The ABCC will also perform outreach to local police departments to ask if they can identify specific establishments that should be monitored. The program's goal is to reduce instances of impaired driving by enforcing overserving laws and providing punishment and education to offender establishments and staff.

The operations will be scheduled in coordination with the holiday Drive Sober or Get Pulled Over mobilization and during times of the year where impaired driving is likely to result, including the night before Thanksgiving, St. Patrick's Day, and Memorial Day weekend.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Alcohol Beverages Control Commission

Type of Organization: Public State Agency

Estimated Federal Funding: \$223,784 – GTS Code: M6OT

Eligible Use of Funds: High-visibility enforcement efforts

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Alcohol Vendor Compliance Checks

Trial Court – Judicial Highway Safety Education Strategies

ID: AL-24-09

Funding Source: 405d

Description of Planned Activity:

Funding will be provided to the Massachusetts Executive Office of the Trial Court for judges to attend training on issues related to impaired driving. This training will include Drug Recognition Experts (DRE), court-monitored pre-trial DUI release protocols, ignition interlock supervision, pre-and post-conviction sanction options, and sentencing options at local and national training on these topics.

It is anticipated that this funding will allow five (5) Trial Court judges to attend the New England Association of Recovery Court Professionals (NEARCP) annual conference in the fall of 2023. Funding will also allow five judges to attend the National Judicial College four-day conference on "Drugged Driving Essentials" in Reno, NV, on a yet-to-be-determined date during FFY 2024.

In recent years, drug-impaired driving has been a growing concern in Massachusetts as police departments have reported increasing arrests for drug-impaired driving. With the legalization of marijuana, there is a heightened awareness that Trial Court judges who oversee drug and alcohol-impaired court cases need the latest, most up-to-date information on drugged driving.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts Trial Court

Type of Organization: Public State Agency

Estimated Federal Funding: \$19,808 – GTS Code: FDLCS

Eligible Use of Funds: Court support of impaired driving prevention efforts

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Drug-Impaired Driving Laws

Program Management – Impaired Driving

ID: AL-24-10

Funding Source: 402

Description of Planned Activity:

Provide sufficient staff to manage programming described in this plan and cover travel, professional development expenses, conference fees, and postage and office supplies. All funding intended for supporting staff will not be subawarded.

Planned or Potential Subrecipients: Office of Grants and Research - Highway Safety Division

Type of Organization: Public State Agency

Estimated Federal Funding: \$300,000 – GTS Code: 402AL

Eligible Use of Funds: Funding to support management of impaired driving programming in FFY 2024.

Are cost P&A related? No

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: None applicable. Funding is for Highway Safety Office Program Management.

OCCUPANT PROTECTION PLANNED ACTIVITIES

Occupant Protection Media

ID: OP-24-01

Funding Source: 402 and 405b

Description of Planned Activity:

OGR will oversee the development and implementation of a statewide media campaign to support occupant protection efforts during the May 2024 Click it or Ticket mobilization and into early summer. The target audiences for the campaign will be based on state unrestrained crash data and the lowest use populations identified in the 2023 seat belt observation study: adult males under 34 years of age, commercial and pickup truck drivers, and Hispanics. The paid media buy will skew towards the Boston and Springfield markets, which represent the cities with the highest unrestrained fatalities.

OGR will contract with a marketing and advertising agency to produce these occupant protection deliverables while running social media in-house for sustained educational outreach. OGR will lead press outreach efforts to garner earned media; this will be done in conjunction with paid media and the enforcement mobilization. Internal policies will be followed, noting that all media and communications activities will be in support of data-driven objectives and coordination with other activities and programs, in particular, enforcement.

OGR will also run a social media campaign around Heatstroke Prevention and Awareness Day (May 1, 2024), sharing information and digital graphics, including materials from Traffic Safety Marketing. OGR will incorporate heatstroke information into printed child passenger safety (CPS) materials that it will work with the CPS technician community to develop. These materials will be made available for all subrecipients, technicians, and external partners to distribute to families with young children.

Planned or Potential Subrecipients: Per state procurement guidelines, OGR must go out to bid for a media vendor. We intend to release an RFR following approval of this Annual Grant Application.

Type of Organization: Media Vendor

Estimated Federal Funding: \$1,100,000 (402) – GTS Code: 402PM
\$300,000 (405b) – GTS Code: M2PE

Eligible Use of Funds: To support high-visibility enforcement mobilizations, including paid media that emphasizes publicity for the program, and law enforcement; To educate the public concerning the proper use and installation of child restraints, including related equipment and information systems

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Communication & Outreach

MSP Occupant Restraint Enforcement Program

ID: OP-24-02

Funding Source: 405b

Description of Planned Activity:

OGR will provide funds to the MSP for overtime occupant protection focused enforcement during the 2023 holiday season and the May 2024 Click It or Ticket (CIOT) campaign. MSP will prioritize weekend enforcement, as over half of unrestrained fatalities in Massachusetts take place between Friday and Sunday. They will also focus enforcement in Bristol, Hampden, Middlesex, Norfolk, Plymouth, and Worcester counties, where over 70% of all unrestrained fatalities took place from 2017 to 2021. OGR will partner with MSP to provide media support during the CIOT mobilization period.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: State Law Enforcement Agency

Estimated Federal Funding: \$284,638 – GTS Code: M2HVE

Eligible Use of Funds: To support high-visibility enforcement mobilizations, including paid media that emphasizes publicity for the program, and law enforcement

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Short-term, High-visibility Seat Belt Law Enforcement

Car Seat Distribution Program

ID: OP-24-03

Funding Source: 402

Description of Planned Activity:

OGR will provide car seats to municipal departments, state agencies, and nonprofit organizations via a competitive solicitation. The primary goal of this program will be to provide seats and child passenger safety (CPS) education to low-income families. Providing these seats will also enhance fitting stations and seat check events, where technicians may encounter expired, misused, or damaged seats.

Grant subrecipients will be selected based on the quality of their CPS program, their demonstrated need for seats, their community partnerships, and their outreach plan to low-income families. Any seat check involving the issuance of a grant-funded seat will be entered into the National Digital Car Seat Check Form as recommended in the 2020 Occupant Protection Assessment.

Planned or Potential Subrecipients: Per state procurement guidelines, OGR must go out to bid for a vendor. We intend to release an RFR following approval of this Annual Grant Application.

Estimated Federal Funding: \$500,000 – GTS Code: 402CR

Eligible Use of Funds: To educate the public, especially in low-income and underserved populations, concerning the proper use and installation of child restraints, including related equipment and information systems; to provide community child passenger safety services, including programs about proper seating positions for children and how to reduce the improper use of child restraints.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Child Restraint System Inspection Stations

Child Passenger Safety (CPS) Training Program

ID: OP-24-04

Funding Source: 405b

Description of Planned Activity:

OGR will retain its current child passenger safety (CPS) training vendor, Baystate Medical Center, to recruit, train, and maintain a sufficient number of certified CPS technicians and instructors in Massachusetts. Baystate will plan and conduct technician, renewal, update, special needs, school bus, and ambulance classes across the state as well as continue providing monthly awareness courses to social workers at the Department of Children and Families.

Baystate will lead the state's effort in recertifying technicians by ensuring instructors and technician-proxies are available for sign-offs either at events or appointments.

Program funds will also be used to purchase training seats, dolls, and iPads with protective cases to ensure each inspection site in the state has at least one portable device to utilize during seat checks to enter data into the National Digital Car Seat Check Form.

OGR expects Baystate to develop and offer at least 35 training classes during FFY 2024 with an estimated 300 attendees achieving CPS certification or recertifying CPS designation.

Planned or Potential Subrecipients: Baystate Medical Center

Type of Organization: Non-profit Healthcare Agency

Estimated Federal Funding: \$400,000 – GTS Code: M2TR

Eligible Use of Funds: To train occupant protection safety professionals, police officers, fire and emergency medical personnel, educators, and parents concerning all aspects of the use of child restraints and occupant protection; To educate the public concerning the proper use and installation of child restraints, including related equipment and information systems

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Child Restraint System Inspection Stations

Statewide Seat Belt Observation Survey

ID: OP-24-05

Funding Source: 405b

Description of Planned Activity:

Provide funding for a competitively selected vendor to conduct the statewide seat belt observation survey utilizing NHTSA methodology. This survey is required of all states by NHTSA and will take place following the May 2024 CIOT Mobilization. This survey will capture demographic data to assist in measuring performance and targeting future occupant protection programs. A final report will be submitted to OGR for review and dissemination.

Planned or Potential Subrecipients: UMass Donahue Institute (UMass SAFE)

Type of Organization: Public State University

Estimated Federal Funding: \$200,000 – GTS Code: M2OP

Eligible Use of Funds: To establish and maintain information systems containing data about occupant protection, including the collection and administration of child passenger safety and occupant protection surveys.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Data Collection

MSP Child Passenger Safety (CPS) Program

ID: OP-24-06

Funding Source: 405b

Description of Planned Activity:

OGR will provide funds to the MSP to run monthly seat check events at five different barracks (Boston, Danvers, Holden, Middleboro, Northampton) and five larger scale check events. These events will be publicized broadly on social media and via direct contact with community organizations. MSP will continue to partner with the Department of Children and Families, YMCA, and Boys and Girls Clubs to ensure low-income families are aware of these events.

Funds will be used to cover overtime expenses for troopers to staff these events, to purchase car seats for distribution during events, tablets for NDCF data entry, and check event supplies, as well as to send MSP's lead technicians to the Kidz in Motion and Lifesavers conferences.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: State Law Enforcement Agency

Estimated Federal Funding: \$96,310 – GTS Code: M2CPS, M2CSS (for seat purchases)

Eligible Use of Funds: To educate the public, especially in low-income and underserved populations, concerning the proper use and installation of child restraints, including related equipment and information systems; to provide community child passenger safety services, including programs about proper seating positions for children and how to reduce the improper use of child restraints.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Child Restraint System Inspection Stations

Program Management – Occupant Protection

ID: OP-24-07

Funding Source: 402

Description of Planned Activity:

Provide sufficient staff to manage programming described in this plan as well as cover travel, professional development expenses, conference fees, and postage and office supplies. All funding intended for supporting staff will not be sub awarded.

Planned or Potential Subrecipients: Office of Grants and Research – Highway Safety Division

Type of Organization: Public State Agency

Estimated Federal Funding: \$200,000 – GTS Code: 402OP

Eligible Use of Funds: Funding to support management of occupant protection programming in FFY 2024.

Are cost P&A related? No

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: None applicable. Funding is for Highway Safety Office Program Management.

Additional 405b Application Materials:

Click It Or Ticket

Participation in the national CIOT planned from May 20, 2024 to June 2, 2024 will include both Massachusetts State Police and local police departments.

In support of occupant protection laws, Massachusetts will provide funds to state and local police departments to deploy sustained and selective "zero tolerance" traffic enforcement overtime patrols. These patrols will occur on the days/times/locations identified in each municipality to augment the National CIOT mobilization. State Police and local law enforcement patrols will provide maximum visibility for deterrent purposes and saturate target areas, taking immediate and appropriate action on motor vehicle violations, with a particular focus on seat belt usage and child passenger safety.

These efforts will be based upon NHTSA's High-Visibility Enforcement model involving traffic enforcement, paid and earned media, and community education. CIOT and all mobilizations will include traffic enforcement and messaging to promote seat belt and child safety seat use and compliance with the Commonwealth's related laws.

All local and state police departments will be eligible to apply for competitive grant awards. The Municipal Road Safety (MRS) program (PT-24-05) allows for flexibility in conducting enforcement patrols for all subrecipients. While enforcement by all grantees is planned during the National CIOT mobilization, the MRS grant also allows each local law enforcement department to conduct additional CIOT enforcement patrols based on data-driven analysis within their communities prior to the national mobilization period. This practice will allow for continued occupant protection safety enforcement throughout the year.

On the following page is a list of local police departments anticipated to be involved in the May 2024 CIOT mobilization:

Anticipated Police Department Involvement in May 2024 CIOT Mobilization		
Abington Police Department	Hadley Police Department	Randolph Police Department
Acton Police Department	Hamilton Police Department	Raynham Police Department
Adams Police Department	Hanson Police Department	Reading Police Department
Agawam Police Department	Harvard Police Department	Rehoboth Police Department
Amesbury Police Department	Harwich Police Department	Revere Police Department
Amherst Police Department	Haverhill Police Department	Rockland Police Department
Andover Police Department	Holden Police Department	Russell Police Department
Arlington Police Department	Holliston Police Department	Rutland Police Department
Ashburnham Police Department	Holyoke Police Department	Salem Police Department
Athol Police Department	Hopedale Police Department	Salisbury Police Department
Auburn Police Department	Hubbardston Police Department	Sandwich Police Department
Ayer Police Department	Hudson Police Department	Saugus Police Department
Barnstable Police Department	Ipswich Police Department	Scituate Police Department
Barre Police Department	Lakeville Police Department	Seekonk Police Department
Belchertown Police Department	Lancaster Police Department	Sharon Police Department
Bellingham Police Department	Lawrence Police Department	Sheffield Police Department
Belmont Police Department	Leicester Police Department	Sherborn Police Department
Berkley Police Department	Leverett Police Department	Shrewsbury Police Department
Bernardston Police Department	Lincoln Police Department	Shutesbury Police Department
Beverly Police Department	Longmeadow Police Department	Somerset Police Department
Billerica Police Department	Lowell Police Department	Somerville Police Department
Boston Police Department	Ludlow Police Department	Southborough Police Department
Bourne Police Department	Lynn Police Department	Springfield Police Department
Braintree Police Department	Malden Police Department	Sterling Police Department
Bridgewater Police Department	Mansfield Police Department	Stoneham Police Department
Brockton Police Department	Marblehead Police Department	Stoughton Police Department
Brookline Police Department	Marlborough Police Department	Stow Police Department
Burlington Police Department	Medford Police Department	Sturbridge Police Department
Cambridge Police Department	Medway Police Department	Sudbury Police Department
Canton Police Department	Melrose Police Department	Sunderland Police Department
Charlton Police Department	Mendon Police Department	Sutton Police Department
Chelsea Police Department	Merrimac Police Department	Swampscott Police Department
Chester Police Department	Methuen Police Department	Swansea Police Department
Chicopee Police Department	Milford Police Department	Taunton Police Department
Cohasset Police Department	Millis Police Department	Topsfield Police Department
Dalton Police Department	Milton Police Department	Tyngsborough Police Department
Danvers Police Department	Montgomery Police Department	Upton Police Department
Dartmouth Police Department	Nahant Police Department	Uxbridge Police Department
Dedham Police Department	Needham Police Department	Wakefield Police Department
Dennis Police Department	New Bedford Police Department	Walpole Police Department
Dighton Police Department	New Marlborough Police Department	Waltham Police Department
Douglas Police Department	Newburyport Police Department	Warwick Police Department
Dudley Police Department	Newton Police Department	Washington Police Department
East Bridgewater Police Department	Norfolk Police Department	Wayland Police Department
East Brookfield Police Department	North Adams Police Department	Webster Police Department
Eastham Police Department	North Andover Police Department	Wellesley Police Department
Easthampton Police Department	North Brookfield Police Department	Wellfleet Police Department
Everett Police Department	Northampton Police Department	West Boylston Police Department
Fairhaven Police Department	Northborough Police Department	West Brookfield Police Department
Fall River Police Department	Northbridge Police Department	West Springfield Police Department
Falmouth Police Department	Northfield Police Department	West Tisbury Police Department
Fitchburg Police Department	Norton Police Department	Westborough Police Department
Foxborough Police Department	Norwood Police Department	Westfield Police Department
Framingham Police Department	Oakham Police Department	Westford Police Department
Gardner Police Department	Oxford Police Department	Westminster Police Department
Georgetown Police Department	Paxton Police Department	Westport Police Department
Gill Police Department	Pembroke Police Department	Westwood Police Department
Gloucester Police Department	Pittsfield Police Department	Weymouth Police Department
Granby Police Department	Plainfield Police Department	Wilbraham Police Department
Groton Police Department	Plainville Police Department	Wilmington Police Department
	Plympton Police Department	Winthrop Police Department
	Princeton Police Department	Worcester Police Department
	Quincy Police Department	Yarmouth Police Department

Child Restraint Inspection Stations

During FFY 2024, Massachusetts has three planned activities occurring that will provide an active network of child passenger safety inspection stations and/or inspection events free of charge:

- OP-24-03: Car Seat Distribution Program
- OP-24-04: Child Passenger Safety Training Program
- OP-24-06: MSP Child Passenger Safety Program

For FFY 2024, it is estimated the total number of planned inspection stations and/or events across the state will be **250**. The breakdown by population categories as required for the 405b application:

- Urban population – 150
- Rural population – 50
- At-risk population – 50

Each planned inspection station or event will be staffed with at least one current nationally Certified CPS Technician.

Seat Belt Enforcement

In FFY 2024, there are four planned activities that are dedicated to enforcing and promoting seat belt usage across Massachusetts. Both State and local police will be involved in enforcing state safety belt and child restraint laws.

- OP-24-02: MSP Occupant Restraint Enforcement Program
- OP-24-04: Child Passenger Safety Training Program
- PT-24-04: MSP Young Drivers Program
- PT-24-05: Municipal Road Safety (MRS)
- PT-24-06: MSP Sustained Traffic Enforcement Program (STEP)

Based on prior years participation, OGR expects over 120 local police departments and all State Police barracks to be involved in overtime enforcement patrols related to traffic safety, including safety belt usage, during FFY 2024. With over 70% of all unrestrained fatalities from 2017 to 2021 occurring across six counties – Bristol, Hampden, Middlesex, Norfolk, Plymouth, and Worcester – OGR will work with MSP to ensure they prioritize collaboration with local police on CIOT enforcement within these counties. OGR will also relay to local police within these counties the importance of conducting overtime enforcement during the Friday to Sunday period with focus on the hours from 6pm to 2am, which are considered the worst times for unrestrained fatalities.

High-Risk Population Countermeasure Program

As part of the Annual Grant Application, NHTSA requires states to detail the countermeasure strategies and subsequent planned activities associated with at least two of the following high at-risk populations: Drivers on rural roadways, Unrestrained nighttime drivers, Teenage drivers, and any other high-risk populations identified through data analysis.

The countermeasures utilized to reduce fatalities among high-risk populations in FFY 2024 are:

- Short-term, High-Visibility Seat Belt Law Enforcement
- Sustained Enforcement
- Youth Programs

From 2017 to 2021, nearly 60% of unrestrained driver fatalities took place at nighttime (between 6pm – 6am). Furthermore, 64% of these drivers were impaired at the time of crash. Regarding teenage drivers, being unrestrained is an issue as well. Of the 62 teenage drivers that died in crashes from 2017 to 2021, 40 were unrestrained – a whopping 65% of drivers.

Hampden and Bristol County both had the highest number of nighttime unrestrained driver fatalities as well as highest number of teenage unrestrained driver fatalities over the last five years.

To counter the issue of unrestrained fatalities among nighttime drivers and teenage drivers, Massachusetts has several planned activities for FFY 2024 that will utilize the countermeasures mentioned above. These activities are:

- AL-24-02: MSP Sobriety Checkpoints & Saturation Patrols
- OP-24-02: MSP Occupant Restraint Enforcement Program
- PT-24-04: MSP Young Drivers Program
- PT-24-05: Municipal Road Safety (MRS)
- PT-24-06: MSP Sustained Traffic Enforcement Program (STEP)

For the planned activities listed above, OGR will advise:

- Local police from communities within counties with high nighttime unrestrained fatalities to prioritize enforcement activities during the 6 pm to 6 am period.
- Extra effort and outreach will be made to towns within Bristol and Hampden County to get more police departments to apply for MRS funding in FFY 2024.
- State police to increase the number of checkpoints and enforcement activities within the counties with high nighttime unrestrained fatalities during the 6 pm to 6 am period.
- While State police checkpoints are primarily focused on impaired driving, data has shown that alcohol impairment increases the likelihood of an occupant not wearing a seat belt.
- OGR will work with selected CPS Statewide Administrator to offer CPS classes at a location within one of the six leading counties for unrestrained fatalities to attract more officers from those counties to participate in training.

SPEEDING AND AGGRESSIVE DRIVING SAFETY PLANNED ACTIVITIES

Speeding and Aggressive Driving Safety Media

ID: SC-24-01

Funding Source: 402

Description of Planned Activity:

OGR will oversee the development and implementation of a statewide media campaign to support the summer 2024 speed enforcement mobilizations by Massachusetts State Police and local departments involved in the Municipal Road Safety Program. Based on state data, OGR will target communication efforts to male drivers under 35 years of age in the following counties: Worcester, Hampden, and Bristol. OGR will lead social media and press outreach efforts to garner earned media; both will be done in conjunction with paid media and the enforcement mobilizations.

OGR will contract with a marketing and advertising agency to produce a paid media campaign while running social media in-house for sustained educational outreach. OGR will lead press outreach efforts to garner earned media; this will be done in conjunction with paid media and the summer 2024 enforcement mobilization.

Planned or Potential Subrecipients: Per state procurement guidelines, OGR must go out to bid for a media vendor. We intend to release an RFR following approval of this Annual Grant Application.

Type of Organization: Media Vendor

Estimated Federal Funding: \$1,500,000 – GTS Code: 402PM

Eligible Use of Funds: Supporting high-visibility enforcement mobilizations, including paid media that emphasizes publicity for the program and law enforcement in an effort to reduce speeding deaths and injuries as well as crashes resulting from unsafe driving behavior.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Communication & Outreach

MSP Speed Enforcement

ID: SC-24-02

Funding Source: 402

Description of Planned Activity:

OGR will provide funds to the MSP to conduct speed-related enforcement activities to decrease the incidence of speeding violations and reduce the rate of speed-related motor vehicle crashes along the Commonwealth's major highways (MassPike, I-95, I-91, I-495, I-93). MSP will conduct year-round, data-based enforcement of hot spot target areas, with a special emphasis during the 100 Deadliest Days from Memorial Day to Labor Day 2024. These activities will complement enforcement efforts conducted by departments funded through the Municipal Road Safety program during June and July. MSP will also conduct a speed enforcement campaign from July 1 through September 5, 2024, known as the 100 Deadliest Days of Summer.

Approximately \$300,000 will be used to purchase up to 150 radar/lidar units, two signboard trailers, and educational materials. OGR will separately request permission from NHTSA to purchase the signboard trailers, which each cost about \$11,000.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: State Law Enforcement Agency

Estimated Federal Funding: \$839,580 – 402SC

Eligible Use of Funds: To reduce fatal/serious injury crashes involving speeding and aggressive driving.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Short-term, High-visibility Saturation Patrols

Program Management – Speeding and Aggressive Driving

ID: SC-24-03

Funding Source: 402

Description of Planned Activity:

Provide sufficient staff to manage programming described in this plan as well as cover travel, professional development expenses, conference fees, and postage and office supplies. All funding intended for supporting staff will not be subawarded.

Planned or Potential Subrecipients: Office of Grants and Research – Highway Safety Division

Type of Organization: Public State Agency

Estimated Federal Funding: \$75,000 – 402SC

Eligible Use of Funds: Funding to support management of speeding and aggressive driving safety programming in FFY 2024.

Are cost P&A related? No

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: None applicable. Funding is for Highway Safety Office Program Management.

NON-MOTORISTS (PEDESTRIANS AND BICYCLISTS) PLANNED ACTIVITIES

Pedestrian and Bicyclist Safety Media

ID: PS-24-01

Funding Source: 405g

Description of Planned Activity:

OGR will oversee the development and implementation of a pedestrian safety campaign and a bicyclist safety media campaign in conjunction with the Massachusetts Department of Transportation's Traffic Safety Division. The pedestrian campaign will encourage all road users to share the road safely, educate the public on state laws and best practices, and promote the enforcement efforts of state and local police departments. This campaign will target older adults age 55+, a population that accounted for nearly 60% of pedestrian deaths in Massachusetts from 2017 to 2021. This demographic is considered an 'affected group' and was part of Massachusetts' public engagement efforts related to the triennial HSP. Paid and earned media campaigns will take place between January and March and June and July 2024 to coincide with pedestrian enforcement months for local departments involved in the Municipal Road Safety (MRS) Grant and state police's pedestrian enforcement program. Paid media will geographically target the Greater Boston area, with out-of-home advertisements procured at or near MBTA bus stops based on feedback received during our PP+E efforts.

OGR will contract with a marketing and advertising agency to produce this paid media campaign while running social media in-house for sustained educational outreach. OGR will lead press outreach efforts to garner earned media; this will be done in conjunction with paid media and the enforcement periods. Internal policies will be followed, noting that all media and communications activities will be in support of data-driven objectives and coordination with other activities and programs, in particular, enforcement.

For the bicyclist safety campaign, OGR will focus specifically on generating public awareness of the state's new safe (4') passing distance law based on feedback shared with us during our PP+E efforts. OGR will work with MassDOT to create social media friendly infographics which we will share with our local law enforcement partners and other traffic safety stakeholders.

Planned or Potential Subrecipients: Per state procurement guidelines, OGR must go out to bid for a media vendor. We intend to release an RFR following approval of this Annual Grant Application.

Type of Organization: Media Vendor

Estimated Federal Funding: \$300,000 – GTS Code: BGPE

Eligible Use of Funds: Public education and awareness programs designed to inform motorists and nonmotorized road users regarding State traffic laws applicable to nonmotorized road user safety, including the responsibilities of motorists with respect to nonmotorized road users

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Communication & Outreach

MSP - Pedestrian and Bicyclist Safety

ID: PS-24-02

Funding Source: Carry forward 405h

Description of Planned Activity:

OGR will award funds to the MSP to conduct overtime enforcement of state laws applicable to and protecting pedestrians and bicyclists. Enforcement will be conducted on busy thoroughfares including Soldier's Field Road, Memorial Drive, Revere Beach Boulevard, Quincy Shore Drive, and Day Boulevard. These are Massachusetts Department of Transportation (MassDOT) and Department of Conservation and Recreation (DCR) roadways where MSP is the primary law enforcement agency. Per feedback received during our PP+E efforts, MSP will place particular focus on enforcing the state's new 4' passing law.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: State Law Enforcement Agency

Estimated Federal Funding: \$57,479 – GTS Code: FHLE

Eligible Use of Funds: Carrying out a program to support enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to nonmotorized road user safety

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Enforcement Strategies
(Pedestrians/Bicyclists)

Program Management – Non-Motorists (Pedestrians and Bicyclists) Safety

ID: PS-24-03

Funding Source: 402

Description of Planned Activity:

Provide sufficient staff to manage programming described in this plan as well as cover travel, professional development expenses, conference fees, and postage and office supplies. All funding intended for supporting staff will not be sub awarded.

Planned or Potential Subrecipients: Office of Grants and Research – Highway Safety Division

Type of Organization: Public State Agency

Estimated Federal Funding: \$65,000 – GTS Code: 402PS

Eligible Use of Funds: Funding to support management of pedestrian and bicyclist safety programming in FFY 2024.

Are cost P&A related? No

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: None applicable. Funding is for Highway Safety Office Program Management.

MOTORCYCLIST SAFETY PLANNED ACTIVITIES

Motorcyclist Safety Media

ID: MC-24-01

Funding Source: 405f

Description of Planned Activity:

OGR will develop and implement a media campaign in conjunction with the Massachusetts Registry of Motor Vehicle (RMV) Motorcycle Rider Education Program (MREP) to educate drivers about sharing the road with motorcyclists. The campaign will be implemented from May to September 2024 when over 70% of all motorcyclist fatalities occurred from 2017 to 2021. Paid advertising during this period will be skewed to Berkshire, Middlesex, and Worcester counties. OGR will contract with a marketing and advertising agency to produce this paid media campaign while running social media in-house for sustained educational outreach. OGR will lead press outreach efforts to garner earned media. Internal policies will be followed, noting that all media and communications activities will be in support of data-driven objectives and coordination with other activities and programs.

Planned or Potential Subrecipients: Per state procurement guidelines, OGR must go out to bid for a media vendor. We intend to release an RFR following approval of this Annual Grant Application.

Type of Organization: Media Vendor

Estimated Federal Funding: \$200,000 – GTS Code: M11MA

Eligible Use of Funds: Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclists, including Share the Road safety messages developed using Share the Road model language available on NHTSA's website at <http://www.trafficsafetymarketing.gov>.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Communication & Outreach

Program Management – Motorcyclist Safety

ID: MC-24-02

Funding Source: 402

Description of Planned Activity:

Provide sufficient staff to manage programming described in this plan as well as cover travel, professional development expenses, conference fees, and postage and office supplies. All funding intended for supporting staff will not be sub awarded.

Planned or Potential Subrecipients: Office of Grants and Research – Highway Safety Division

Type of Organization: Public State Agency

Estimated Federal Funding: \$25,000 – GTS Code: 402MC

Eligible Use of Funds: Funding to support management of motorcyclist safety programming in FFY 2024.

Are cost P&A related? No

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: None applicable. Funding is for Highway Safety Office Program Management.

Additional 405f Application Materials:

Helmet Law

Massachusetts has had a universal helmet law on the books since 1967, M.G.L. Chapter 9, Section 7, that states:

“Every person operating a motorcycle or riding as a passenger on a motorcycle or in a sidecar attached to a motorcycle shall wear protective head gear...”

Massachusetts is one of only 19 states that have a universal helmet law.

Motorcycle Performance Measures in FFY 2024-2026 HSP

Reduce the three-year average for motorcyclist fatalities by 18.5% from 61 in 2022 to 50 by December 31, 2026

Reduce the three-year average for unhelmeted motorcyclist fatalities 2 in 2022 to 1 by December 31, 2026

Data on crashes involving a motorcycle and a motor vehicle

From 2017 to 2021, Middlesex County reported the most crashes involving a motorcycle and a motor vehicle. Crashes includes all types: property damage only, non-fatal, and fatal. Middlesex and Worcester County led all counties during the same period with highest fatal crashes reported: 22. Berkshire County had the highest percentage of fatal crashes of all its motorcycle-motor vehicle crashes.

Motor Vehicle Crashes Involving a Motorcycle									
County Name	2017	2018	2019	2020	2021	Crash Count	Fatal Crashes	Pct. Fatal Crashes	
MIDDLESEX	226	230	228	171	199	1,054	22	2.1%	
WORCESTER	162	168	188	162	174	854	22	2.6%	
ESSEX	136	128	137	123	131	655	9	1.4%	
BRISTOL	115	105	109	126	145	600	17	2.8%	
HAMPDEN	101	88	100	131	157	577	18	3.1%	
PLYMOUTH	112	95	101	101	111	520	17	3.3%	
NORFOLK	102	68	86	67	85	408	17	4.2%	
SUFFOLK	73	74	43	44	61	295	8	2.7%	
BARNSTABLE	39	52	56	31	41	219	6	2.7%	
BERKSHIRE	25	34	20	27	26	132	11	8.3%	
HAMPSHIRE	23	19	29	20	19	110	4	3.6%	
FRANKLIN	12	16	14	13	14	69	3	4.3%	

Source: MassDOT IMPACT

Based on this data, Massachusetts intends to focus its motorcycle media planned activities within the two highest crash counties – Middlesex and Worcester – as well as Berkshire, due to its high percentage of fatal crashes out of all its crashes.

DISTRACTED DRIVING SAFETY PLANNED ACTIVITIES

Distracted Driving Safety Media

ID: DD-24-01

Funding Source: 405e

Description of Planned Activity:

OGR will oversee the development and implementation of a statewide paid and earned media campaign to support attentive driving efforts during the April 2024 Distracted Driving mobilization. OGR will collaborate with the RMV and MassDOT to promote awareness of the Commonwealth's "Hands-Free Law" while also messaging about the dangers of distracted driving and the importance of alert driving. OGR will also consider national media buy recommendations when planning paid media.

OGR will contract with a marketing and advertising agency to execute this campaign while running social media in-house for sustained educational outreach. OGR will lead press outreach efforts to garner earned media; this will be done in conjunction with paid media and the enforcement mobilization. Internal policies will be followed, noting that all media and communications activities will be in support of data-driven objectives and coordination with other activities and programs, in particular, enforcement.

Planned or Potential Subrecipients: Per state procurement guidelines, OGR must go out to bid for a media vendor. We intend to release an RFR following approval of this Annual Grant Application.

Type of Organization: Media Vendor

Estimated Federal Funding: \$250,000 – GTS Code: M8PE

Eligible Use of Funds: To educate the public through advertising that contains information about the dangers of texting or using a cell phone while driving

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Communication & Outreach

MSP Distracted Driving Enforcement

ID: DD-24-02

Funding Source: 405e

Description of Planned Activity:

The MSP will conduct distracted driving law enforcement during April 2024. Enforcement will focus on violation of the state's hand-held electronic device law and on visible, cognitive, and audible distractions

observed from the driver. MSP will use internal data to determine the appropriate days, times, and locations. The April campaign will coincide with the distracted driving mobilization period conducted by local police departments participating in the Municipal Road Safety grant program and will be supported by OGR's media efforts.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: State Law Enforcement Agency

Estimated Federal Funding: \$264,958 – GTS Code: M8DDLE

Eligible Use of Funds: For law enforcement costs related to the enforcement of the distracted driving law

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: High-Visibility Cell Phone/Text Messaging Enforcement

Program Management – Distracted Driving

ID: DD-24-03

Funding Source: 402

Description of Planned Activity:

Provide sufficient staff to manage programming described in this plan as well as cover travel, professional development expenses, conference fees, and postage and office supplies. All funding intended for supporting staff will not be sub awarded.

Planned or Potential Subrecipients: Office of Grants and Research – Highway Safety Division

Type of Organization: Public State Agency

Estimated Federal Funding: \$40,000 – GTS Code: 402DD

Eligible Use of Funds: Funding to support management of distracted driving safety programming in FFY 2024.

Are cost P&A related? No

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: None applicable. Funding is for Highway Safety Office Program Management.

POLICE TRAFFIC SERVICES PLANNED ACTIVITIES

MPTC – MUNICIPAL POLICE SPECIALIZED TRAINING

ID: PT-24-01

Funding Source: 402

Description of Planned Activity:

OGR will provide funding to the MPTC to conduct various levels of motor vehicle crash investigation and speed measurement training for municipal police officers. Motor vehicle crash investigation training is intended to facilitate accurate and complete crash investigations and advance traffic safety. Accurate crash reporting can help determine whether a traffic law was violated, if the roadway needs evaluation and any other data that can help describe what occurred during the crash. Speed measurement, including radar and lidar classes, will focus on training recruits in academies around the state and classes geared towards boosting the instructor cadre to ensure sufficient coverage for future academies and courses.

Funding will cover instructor and Statewide Coordinator hourly contracted rates, travel for the Statewide Coordinator to attend the Lifesavers Conference, and the purchase of a table-top radar training unit, training manuals, US scales BlueBlitz, and the purchases of a V-Sense Reconstruction Package, drag sled, training manuals, and other supplies to aid in conducting training courses.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts Police Training Committee

Type of Organization: Public State Agency

Estimated Federal Funding: \$651,530 – GTS Code: 402AI

Eligible Use of Funds: Supporting training and continued education of law enforcement personnel in Massachusetts leading to more knowledgeable and efficient police officers engaging in enforcement patrols and crash scene reporting. As a result, crash reports submitted to RMV will be more accurate and complete.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Prosecutor/Law Enforcement Training

Massachusetts District Attorneys Association (MDAA) – Traffic Safety Resource Prosecutor (TSRP)

Type of Organization: Public State Agency

ID: PT-24-02

Funding Source: 402

Description of Planned Activity:

Funds will be used to support the activities of the Massachusetts District Attorneys Association's (MDAA) Traffic Safety Resource Prosecutor (TSRP). These activities include conducting training and conferences, providing technical assistance, and creating and maintaining vehicular crime resources for prosecutors and law enforcement.

The vehicular crime database/resource is for prosecutors and law enforcement to utilize in a court of law. Providing a database of vehicular crimes will assist prosecutors in handling cases, especially those involving impaired driving.

The main objectives of this program are to:

- Support the activities of a staff attorney dedicated to training, educating, and offering technical support to prosecutors throughout the state.
- Strengthen and expand training for the prosecution regarding the investigation and prosecution of distracted or impaired driving and vehicular fatality cases.
- Develop and update distracted or impaired driving training programs and resources.

Some of the planned training that the TSRP will provide:

Crash Reconstruction – Advanced
Trial Advocacy Training for New Prosecutors
Prosecuting OUI Cases
Courtroom Success for Prosecutors & Police in Crash Reconstruction
Drug Impairment for Prosecutors

Additional responsibilities dealing with impaired driving and motor vehicle-related issues include:

- Train the Commonwealth's prosecutors and, subject to resources, other professionals in the criminal justice field, including law enforcement officers and the judiciary
- Electronically alert prosecutors, law enforcement, and other criminal justice professionals to changes in statutory and case law regarding motor vehicle crimes.
- Maintain a database of vehicular crimes-related expert witness transcripts
- Create and maintain the vehicular crimes pages and resources on MDAA's Mass.gov public website and its secure intranet site, MDAA.net
- Continue to update the Massachusetts Prosecutors OUI Manual
- Monitor legislation in conjunction with MDAA's Special Counsel
- Provide technical assistance to prosecutors and, subject to resources, law enforcement officers, the judiciary, and other state and local agencies

- Act as a liaison between prosecutors and other stakeholder entities, including the Executive Office of Public Safety and Security, Mothers Against Drunk Driving, the Massachusetts Judicial Institute, the MPTC, and the Administrative Office of the Trial Court.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program. This project will also provide funding travel costs for the designated TSRP to attend pre-approved conferences and seminars related to impaired driving.

Planned or Potential Subrecipients: Massachusetts District Attorneys Association

Estimated Federal Funding: \$200,052 – GTS Code: 402TC

Eligible Use of Funds: Supporting training and continued education of law enforcement personnel in Massachusetts leading to more knowledgeable and efficient police officers engaging in enforcement patrols and crash scene reporting. As a result, crash reports submitted to RMV will be more accurate and complete. Funding will also increase ability of prosecutors to successfully prosecute impaired driving cases, leading to more impaired drivers off the roadways.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Prosecutor/Law Enforcement Training

MSP Law Enforcement Liaison (LEL)

ID: PT-24-03

Funding Source: 402

Description of Planned Activity:

Provide funds to MSP for training and travel-related expenses for the Law Enforcement Liaison (LEL) to attend meetings, trainings, and national conferences in support of significant traffic safety issues, including but not limited to impaired and distracted driving, occupant protection, and drug recognition expert training.

National conferences will include the Lifesavers Conference and the International Association of Chiefs of Police (IACP) Conference. Funding will also be used to cover the cost of local travel for the LEL to attend meetings and training with local law enforcement and other traffic safety stakeholders.

Lt. Eric Bernstein, who is the designated LEL, is a full-time employee of the Massachusetts State Police who serves as Commander of their Traffic Programs Section. This project will reimburse him for travel and conference registration costs only.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: State Law Enforcement Agency

Estimated Federal Funding: \$10,000 – GTS Code: 402PT

Eligible Use of Funds: To improve communications between OGR and MSP resulting in greater cooperation and collaboration in all aspects of traffic safety across Massachusetts.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Prosecutor/Law Enforcement Training

MSP Young Drivers Education

ID: PT-24-04

Funding Source: 402

Description of Planned Activity:

Funds will be provided to the MSP to educate young drivers and the general public on the importance of wearing a seatbelt and the dangers of impaired driving. MSP will participate in 10 community or high school events interactively demonstrating the effects of impaired and distracted driving using simulated impaired driving experience (SIDNE) carts, a Drive Square virtual reality driving simulator, and highlighting the ejection risks to unrestrained operators and passengers using the vehicle rollover simulator. MSP will also contract with ThinkFast Interactive to conduct presentations at 20 high schools. A portion of the funds will allow overtime for personnel to observe 10 State Courts Against Road Rage (SCARR) sessions and formulate recommended changes to the National Safety Council. Costs include MSP overtime, contracting with ThinkFast, upgrades and replacement batteries for the SIDNE carts, and educational supplies.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: State Law Enforcement Agency

Estimated Federal Funding: \$159,555 – GTS Code: 402TSP

Eligible Use of Funds: To reduce fatalities among young drivers (age 20 or younger) related to impaired driving, speeding, and lack of belt usage through educational outreach.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: School-Based Programs

Municipal Road Safety (MRS)

ID: PT-24-05

Funding Source: 402 & carry forward 405h

Description of Planned Activity:

The Municipal Road Safety (MRS) program will offer funding for up to five elements: Traffic Enforcement, Traffic Equipment, Pedestrian and Bicyclist Enforcement, Non-Enforcement Traffic Safety Activities, and Pedestrian and Bicyclist Safety Items. All grant applications will be rated with various criteria, and awards will be based on the highest average score across all application reviewers. An amendment will be submitted to NHTSA with specifics on selected subrecipients and individual award amounts once the competitive grant process is completed.

Traffic enforcement will include overtime patrols during the following periods, some of which coincide with the national mobilizations:

<i>FFY 2024 Traffic Enforcement Campaigns</i>	
Winter Impaired Driving	December 1 – 31, 2023
Distracted Driving	April 1 - 30, 2024
Click it or Ticket	May 1 - 31, 2024
June Speed	June 1 - 30, 2024
July Speed	July 1 - 31, 2024
Summer Impaired Driving	August 1 – September 15, 2024

The following traffic equipment purchase options are available to aid in local enforcement efforts:

- Handheld Radar Units
- Handheld LiDAR Units
- Pole-mounted Radar Speed Signs
- Traffic Data Recorders
- Preliminary Breath Test (PBT) instruments
- Remote/Cloud-based traffic data processing software subscriptions for pole-mounted speed radar signs and/or traffic data recorders

Pedestrian and Bicyclist Enforcement periods will be:

FFY2024 Pedestrian & Bicyclist Enforcement Campaigns
November 1 – 30, 2023
January 1 – 31, 2024
February 1 – 29, 2024
March 1 – 31, 2024
May 1 – 31, 2024
August 1 – September 15, 2024

Examples of potential Non-Enforcement Traffic Safety Activities may include trainings such as ARIDE, SFST, CPS Technician, and LiDAR certification or reimbursing department personnel for overtime spent conducting CPS checks, presenting to high school students regarding the dangers of speeding and driving under the influence, or hosting bicycle rodeos.

Departments may purchase the below pedestrian and bicyclist safety items so long as they provide and conduct a public distribution plan which includes an educational component. This plan must be detailed in the application and monthly report in which the items were purchased and/or distributed.

- Bicycle helmets
- Bicycle lights
- Bicycle and/or pedestrian safety coloring books
- Bicycle reflectors
- Reflective bands
- Clothing reflectors
- Reflective zipper tags
- Reflective spoke clips
- Reflective vests
- Pedestrian light bracelets
- Educational pamphlets, including printing costs

OGR has received a record 186 applications for the FFY24 MRS program; proposal review is ongoing. Once completed, OGR will provide NHTSA with a list of subrecipients and the amount awarded to each department.

Planned or Potential Subrecipients: Local police departments in Massachusetts

Type of Organization: Municipal or Local Law Enforcement Agency

Estimated Federal Funding: \$5,000,000 (402) – GTS Code: 402CP;
\$1,000,000 (carry forward 405h) – GTS Code: FHPE

Eligible Use of Funds: To reduce fatalities related to drug- and alcohol-impaired driving; reduce speeding-related crashes and fatalities; encourage use of seat belts and reduce number of unrestrained fatalities; and reduce number of pedestrians and bicyclists involved in serious and fatal injury crashes. Carrying out a program to support enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to nonmotorized road user safety.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: High-Visibility Enforcement/Communication & Outreach

MRS - Anticipated Local Police Departments Involved				
Abington Police Department	East Bridgewater Police Department	Marlborough Police Department	Russell Police Department	West Springfield Police Department
Acton Police Department	East Brookfield Police Department	Medford Police Department	Rutland Police Department	West Tisbury Police Department
Adams Police Department	Eastham Police Department	Medway Police Department	Salem Police Department	Westborough Police Department
Agawam Police Department	Easthampton Police Department	Melrose Police Department	Salisbury Police Department	Westfield Police Department
Amesbury Police Department	Everett Police Department	Mendon Police Department	Sandwich Police Department	Westford Police Department
Amherst Police Department	Fairhaven Police Department	Merrimac Police Department	Saugus Police Department	Westminster Police Department
Andover Police Department	Fall River Police Department	Methuen Police Department	Scituate Police Department	Westport Police Department
Arlington Police Department	Falmouth Police Department	Milford Police Department	Seekonk Police Department	Westwood Police Department
Ashburnham Police Department	Fitchburg Police Department	Millis Police Department	Sharon Police Department	Weymouth Police Department
Athol Police Department	Foxborough Police Department	Milton Police Department	Sheffield Police Department	Wilbraham Police Department
Auburn Police Department	Framingham Police Department	Montgomery Police Department	Sherborn Police Department	Wilmington Police Department
Ayer Police Department	Gardner Police Department	Nahant Police Department	Shrewsbury Police Department	Winthrop Police Department
Barnstable Police Department	Georgetown Police Department	Needham Police Department	Shutesbury Police Department	Worcester Police Department
Barre Police Department	Gill Police Department	New Bedford Police Department	Somerset Police Department	Yarmouth Police Department
Belchertown Police Department	Gloucester Police Department	New Marlborough Police Department	Somerville Police Department	
Bellingham Police Department	Granby Police Department	Newburyport Police Department	Southborough Police Department	
Belmont Police Department	Groton Police Department	Newton Police Department	Springfield Police Department	
Berkley Police Department	Hadley Police Department	Norfolk Police Department	Sterling Police Department	
Bernardston Police Department	Hamilton Police Department	North Adams Police Department	Stoneham Police Department	
Beverly Police Department	Hanson Police Department	North Andover Police Department	Stoughton Police Department	
Billerica Police Department	Harvard Police Department	North Brookfield Police Department	Stow Police Department	
Boston Police Department	Harwich Police Department	Northampton Police Department	Sturbridge Police Department	
Bourne Police Department	Haverhill Police Department	Northborough Police Department	Sudbury Police Department	
Braintree Police Department	Holden Police Department	Northbridge Police Department	Sunderland Police Department	
Bridgewater Police Department	Holliston Police Department	Northfield Police Department	Sutton Police Department	
Brockton Police Department	Holyoke Police Department	Norton Police Department	Swampscott Police Department	
Brookline Police Department	Hopedale Police Department	Norwood Police Department	Swansea Police Department	
Burlington Police Department	Hubbardston Police Department	Oakham Police Department	Taunton Police Department	
Cambridge Police Department	Hudson Police Department	Oxford Police Department	Topsfield Police Department	
Canton Police Department	Ipswich Police Department	Paxton Police Department	Tyngsborough Police Department	
Charlton Police Department	Lakeville Police Department	Pembroke Police Department	Upton Police Department	
Chelsea Police Department	Lancaster Police Department	Pittsfield Police Department	Uxbridge Police Department	
Chester Police Department	Lawrence Police Department	Plainfield Police Department	Wakefield Police Department	
Chicopee Police Department	Leicester Police Department	Plainville Police Department	Walpole Police Department	
Cohasset Police Department	Leverett Police Department	Plympton Police Department	Waltham Police Department	
Dalton Police Department	Lincoln Police Department	Princeton Police Department	Warwick Police Department	
Danvers Police Department	Longmeadow Police Department	Quincy Police Department	Washington Police Department	
Dartmouth Police Department	Lowell Police Department	Randolph Police Department	Wayland Police Department	
Dedham Police Department	Ludlow Police Department	Raynham Police Department	Webster Police Department	
Dennis Police Department	Lynn Police Department	Reading Police Department	Wellesley Police Department	
Dighton Police Department	Malden Police Department	Rehoboth Police Department	Wellfleet Police Department	
Douglas Police Department	Mansfield Police Department	Revere Police Department	West Boylston Police Department	
Dudley Police Department	Marblehead Police Department	Rockland Police Department	West Brookfield Police Department	

MSP Sustained Traffic Enforcement Program (STEP)

ID: PT-24-06

Funding Source: 402

Description of Planned Activity:

In support of impaired driving and occupant protection laws, OGR will provide funds to the MSP to deploy sustained and selective "zero tolerance" traffic enforcement overtime patrols through the STEP program. The activity will occur on the day/time/location identified using MSP RAMS data. This activity will augment local police department efforts within the same general location whenever reasonably

possible. Along with local police departments, MSP STEP enforcement patrols will provide maximum visibility for deterrent purposes and saturate target areas taking immediate and appropriate action on all motor vehicle violations. The funding for the MSP allows for increased enforcement throughout the year instead of only during mobilization periods. This funding will help MSP conduct overtime enforcement focusing on impaired driving, seat belt usage, child passenger safety infractions, speed, and the Move Over Law during Crash Responder Safety Week in November.

The amount awarded for this program is subject to change, pending the availability of funds at the time of award. OGR shall submit an amendment request to NHTSA should a potential funding reduction affect the scope of this program.

Planned or Potential Subrecipients: Massachusetts State Police

Estimated Federal Funding: \$269,933.40 (402) – GTS Code: 402PT

Eligible Use of Funds: To fund high-visibility enforcement efforts aimed at lowering impaired driving fatalities, serious injuries and crashes along Massachusetts roadways; To purchase and deploy digital alert technology that— (i) Is capable of receiving alerts regarding nearby first responders

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Sustained Enforcement

Program Management – Police Traffic Services

ID: PT-24-07

Funding Source: 402

Description of Planned Activity:

Provide sufficient staff to manage programming described in this plan as well as cover travel, professional development expenses, conference fees, and postage and office supplies. All funding intended for supporting staff will not be sub awarded.

Planned or Potential Subrecipients: Office of Grants and Research – Highway Safety Division

Type of Organization: Public State Agency

Estimated Federal Funding: \$450,000 – GTS Code: 402PT

Eligible Use of Funds: Funding to support management of police training services programming in FFY 2024.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: None applicable. Funding is for Highway Safety Office Program Management.

MSP Safety Cloud Installation Program

ID: PT-24-08

Funding Source: 405h

Description of Planned Activity:

MSP will purchase a subscription for 1,200 of its cruisers to Safety Cloud. This service will alert traveling vehicles with certain on-board systems these cruisers are within a certain distance and traveling in the same direction in an effort to prevent Move Over Law violations and increase the safety of emergency personnel and disabled vehicles.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: Public State Agency

Estimated Federal Funding: \$132,000 (405h) – GTS Code: M12BDAT

Eligible Use of Funds: To purchase and deploy digital alert technology that — (i) is capable of receiving alerts regarding nearby first responders; and (ii) in the case of a motor vehicle that is used for emergency response activities, is capable of sending alerts to civilian drivers to protect first responders on the scene and en route.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Preventing Roadside Deaths

Additional 405h Application Materials:

In anticipation of applying for the Preventing Roadside Deaths grant (§1300.27), Massachusetts added a new performance measure and target in the 2024-2026 Triennial Highway Safety Plan related to improving roadside safety for first responders and civilians alike as well as for work zone-related workers involved in construction, maintenance and utility projects. The new measure is called NC-2 [Reduce Move Over Violations Issued] and the projected reduction in these violations in the coming years means there is more awareness by drivers in maintain proper speed and distance from any first responders, workers, and civilians along the roadside.

NC-2 Reduce Move Over Violations Issued

Performance Target for 2026:

Reduce the three-year average for issuance of Move Over Violation (89 7C) by local and State police by 9.3% from 4,372 in 2022 to 3,967 by December 31, 2026

Justification:

- This is a new performance target, added as Massachusetts is applying for the new Preventing Roadside Deaths grant (405h) for FFY 2024 - 2026.
- With the reduction in Move Over Law violations, EMS technicians, firefighters, and police – all of whom are typically first responders to traffic crashes – will be able to more safely get to the crash and tend to the crash victims at the roadside.
- 405h funds will be used in FFY 2024 for software that will alert vehicles with certain on-board systems that law enforcement vehicles are within a certain distance and traveling in the same direction.

TRAFFIC RECORDS PLANNED ACTIVITIES

MassDOT/RMV – Inclusion of Vulnerable Road Users in Crash Reporting to RMV

ID: TR-24-01

Funding Source: 405c

Description of Planned Activity:

This project will provide 405c grant funds to the MassDOT/ RMV to update the Massachusetts crash reporting form (CR65) and its Crash Data System (CDS) to enable the greater collection, processing, and sharing of vulnerable road users (VRU) data. State and local law enforcement records management systems will require related updating. Ultimately, this additional VRU data will be available in MassDOT's crash data portal (IMPACT). With this additional VRU data publicly available in IMPACT, a wide range of traffic records stakeholders will be able to access it for traffic safety planning, implementation, and evaluation purposes. Another portion of the project will work to find ways for the Massachusetts Department of Public Health to contribute existing and new VRU data it collects through the Massachusetts Ambulance Trip Run Information System (MATRIS) to further expand and improve the quality of the VRU data in the CDS and ultimately in IMPACT. Using state capital funds, the first phase of this project will involve outreach to project stakeholders and holding focus groups to decide the new VRU data fields to add to the crash reporting form. It will also determine necessary CDS and state/local RMS data system enhancements as well as training and public outreach.

This project will enhance the accessibility, completeness, and integration of the crash data system in Massachusetts. The project will help, in part, to address the unmet recommendations to improve the interfaces of the CDS (specifically with the injury surveillance/EMS data sets) and its data quality control program from the 2019 Massachusetts Traffic Records Self-Assessment.

Match for this project will consist of MassDOT-funded staff time on the project.

Planned or Potential Subrecipients: MassDOT/Registry of Motor Vehicles

Type of Organization: Public State Agency

Estimated Federal Funding: \$177,400 – GTS Code: M3DA

Eligible Use of Funds: To make data program improvements to core highway safety databases relating to quantifiable, measurable progress in the accuracy, completeness, timeliness, uniformity, accessibility, or integration of data.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Improves timeliness, completeness, accuracy, accessibility, uniformity, and integration of a core highway safety database (Crash Data System or CDS)

MSP – Improving Data Accuracy from the Scene of Motor Vehicle Crashes

ID: TR-24-02

Funding Source: 405c

Description of Planned Activity:

The MSP will use 405c grant funds to help improve the accuracy, completeness, and uniformity of fatality and serious injury data collected at motor vehicle crash scenes. These improvements will result in a timely sharing of this data with local, state, and federal partners working on traffic safety/enforcement countermeasures and roadway improvements. This project will provide funds for training vendor expenses and small crash scene investigation equipment purchases.

To accomplish this, members of the MSP Collision Analysis and Reconstruction Section (CARS) will be provided a specialized training (*Pedestrian/Bicycle Crash Investigations*) and improved field equipment (accelerometers, drag sleds, and straight scales). The training will enhance the ability of investigators to establish cause in fatal and serious injury crashes, specifically those involving pedestrians and bicyclists. The equipment will be used to better measure tire/roadway friction and analyze roadway materials to determine involvement in the crashes.

This project will enhance the accuracy, completeness, timeliness, and uniformity of the crash data system in Massachusetts. This project will help, in part, to address the system's unmet data quality control program recommendation from the 2019 Massachusetts Traffic Records Self-Assessment.

Planned or Potential Subrecipients: Massachusetts State Police

Type of Organization: State Law Enforcement Agency

Estimated Federal Funding: \$59,341 – GTS Code: M3DA

Eligible Use of Funds: To make data program improvements to core highway safety databases relating to quantifiable, measurable progress in the accuracy, completeness, timeliness, uniformity, accessibility, or integration of data.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Improves timeliness, completeness, accuracy, accessibility, uniformity, and integration of a core highway safety database through improvements in data collection at motor vehicle crash scenes.

Department of Criminal Justice Information Services (DCJIS) – Motor Vehicle Automated Citation & Crash System (MACCS)

ID: TR-24-03

Funding Source: 405c

Description of Planned Activity:

This project continues efforts underway since 2017 to achieve statewide use of Motor Vehicle Automated Citation & Crash System (MACCS) and builds off prior 405c funded projects towards that end by the Department of Criminal Justice Information Services (DCJIS). MACCS improves officer and motoring public safety on roadways across the Commonwealth; streamlines data collection; enhances data quality; and increases reporting timeliness to local, state, and federal entities. This project will provide funds for in-cruiser printers and related items, installation, and software update expenses.

DCJIS will acquire and install approximately 400 mobile printers for police vehicles and provide associated training to assist an estimated 75 departments new to MACCS. Printers not necessary for this effort will be allocated to existing departments using MACCS with interest in expanding their use of MACCS to more vehicles/officers. With input from law enforcement users, DCJIS will make software improvements to MACCS in the FFY 2024 phase of the project. All efforts will be coordinated on a day-to-day basis by DCJIS's state-funded MACCS Program Coordinator, assisted by other state-funded DCJIS staff.

This project will enhance the accuracy, completeness, integration, timeliness, and uniformity of the citation/adjudication and crash data system in Massachusetts. This project will help, in part, to address the unmet data quality control program for the citation/adjudication and crash data systems from the 2019 Massachusetts Traffic Records Self-Assessment.

Planned or Potential Subrecipients: Department of Criminal Justice Information Services

Type of Organization: Public State Agency

Estimated Federal Funding: \$245,500 – GTS Code: M3DA

Eligible Use of Funds: To make data program improvements to core highway safety databases relating to quantifiable, measurable progress in the accuracy, completeness, timeliness, uniformity, accessibility, or integration of data.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Improves timeliness, completeness, accuracy, accessibility, uniformity, and integration of a core highway safety database (MACCS).

Traffic Records Projects

ID: TR-24-04

Funding Source: 405c

Description of Planned Activity:

One or more Availability of Grant Funding (AGF) processes will be conducted to provide 405c funding on a competitive basis to measurable projects to improve the accessibility, accuracy, completeness, integration, timeliness, and uniformity (a performance attribute) of one or more of the following six core traffic records systems: crash data system, roadway inventory file, vehicle registration, driver history, citation/adjudication, and EMS/injury surveillance system. Improving these systems will enhance the ability to identify priorities for a diverse range of local, state, and federal traffic safety programs impacting multiple areas of Massachusetts. Permissible projects could also evaluate the effectiveness of efforts to improve these six systems; link these systems with other state or federal data systems; and enhance the ability of stakeholders to observe and analyze local, state, and national trends in crash occurrences, rates, outcomes, and circumstances.

Only units of state and local government or not-for-profit organizations with a public purpose would be eligible to apply for funding. All funded projects must help to meet at least one unmet recommendation from the Commonwealth's 2023 Traffic Records Self-Assessment. The project must also have a minimum of one measurable benchmark and one performance measure related to a performance attribute of one of the state's six systems. AGF responses will be reviewed and recommended by an OGR-selected AGF review committee and the Executive-Level Traffic Records Coordinating Committee. Those projects approved for funding would then be submitted to NHTSA and EOPSS for review and approval.

Each resulting project will support one or more of the FFY 2024 performance targets listed above or a new one if necessary.

Planned or Potential Subrecipients: To be determined through a competitive application process

Estimated Federal Funding: \$1,700,000

Eligible Use of Funds: To make data program improvements to core highway safety databases relating to quantifiable, measurable progress in the accuracy, completeness, timeliness, uniformity, accessibility, or integration of data.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Improves timeliness, completeness, accuracy, accessibility, uniformity, and integration of a core highway safety database (MACCS).

Program Management - Traffic Records Projects

ID: TR-24-05

Funding Source: 405c

Description of Planned Activity:

Provide enough staff to manage programming described in this plan and cover travel, professional development expenses, conference fees, and postage and office supplies. All funding is intended for supporting staff and will not be subawarded.

Planned or Potential Subrecipients: Office of Grants and Research – Highway Safety Division

Type of Organization: Public State Agency

Estimated Federal Funding: \$135,000

Eligible Use of Funds: Funding to support management of traffic records services programming in FFY 2024.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: None applicable. Funding is for Highway Safety Office Program Management.

Additional 405c Materials:

To demonstrate achievement of the quantitative improvement in the preceding 12 months, OGR is providing this interim progress report on the **timeliness** of the State's Citation Reporting System and supporting data documentation.

**State Traffic Safety Information System Improvements Grant
Interim Progress Report**

State: Massachusetts Report Date: June 30, 2023

Regional Reviewer:

System to be Impacted	<input type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input checked="" type="checkbox"/> CITATION/ADJUDICATION <input type="checkbox"/> EMS/INJURY OTHER specify:
Performance Area(s) to be Impacted	<input type="checkbox"/> ACCURACY <input checked="" type="checkbox"/> TIMELINESS <input type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION OTHER specify:
Performance Measure used to track Improvement(s)	<p>Narrative Description of the Measure</p> <p>This performance measure aims to track progress in the timeliness of the statewide Citation Data System of Massachusetts. It was developed based on computer queries from the system.</p>
Relevant Project(s) in the State’s Strategic Plan	<p>Title, number, and strategic plan page reference for each Traffic Records System improvement project to which this performance measure relates</p> <p>The state-funded work of the statewide Citation Data System is described in Sections 2.5 and 3.7 of the FFY 2024 update of the Massachusetts Strategic Plan for Traffic Records Improvements. The associated project is the Citation Data System conducted by the MassDOT/Registry of Motor Vehicles/ Merit Rating Board (MRB) on page 47 of the plan. More information on the MRB is available at www.mass.gov/merit-rating-board-mrb.</p>
Improvement(s) Achieved or Anticipated	<p>Narrative of the Improvement(s)</p> <p>Improve the timeliness attribute of the statewide Citation Data System by reducing the average number of days from when paper and electronically submitted citations are issued by Massachusetts state and local police to when these citations are posted to the statewide citation data system operated by MRB.</p> <p>The average number of days to post was 13 days for the baseline period of 5/1/21 to 4/30/22.</p> <p><i>When the system was queried in May 2023 for the performance period of 5/1/22 to 4/30/23 it showed a timeliness improvement from the baseline period’s 13 days on average to post to 8 days in the current value period – an improvement of 5 days.</i></p>
Specification of how the Measure is calculated / estimated	<p>Narrative Description of Calculation / Estimation Method</p> <p>This data is tracked by MRB.</p> <p>Please see attached statewide Citation Data System report from MRB upon which this improvement is documented.</p>
Date and Baseline Value for the Measure	<p>Baseline Value: 5/1/21 to 4/30/22</p> <p>Please see attached Citation Data System query for baseline value information.</p> <p>The count for average days to post was 13 at the end of the baseline value period.</p>

Date and Current Value for the Measure	Current Value: 5/1/22 to 4/30/23 Please see attached Citation Data System query for current value information. The count for average days to post was 8 at the end of the baseline value period.
Regional Reviewer's Conclusion	Check one <input type="checkbox"/> Measurable performance improvement <i>has</i> been documented <input type="checkbox"/> Measurable performance improvement <i>has not</i> been documented <input type="checkbox"/> Not sure
If "has not" or "not sure": What remedial guidance have you given the State?	
Comments	

Data showing improvements in average days to post citations between two periods of time: May 1, 2021 to April 30, 2022; and May 1, 2022 to April 30, 2023. There was a 38% reduction in the average days to post citations from May 2021 to April 2023.

All Agencies - 05/01/2021 to 04/30/2022				All Agencies - 05/01/2021 to 04/30/2022			
Citation Count	Avg Days To Post*			Source	CitationType	Citation Count	Avg Days To Post*
675007	13			Electronic	ARREST	8392	1
				Electronic	CIVIL	89013	1
				Electronic	CRIM	35576	2
				Electronic	WARN	279699	1
				Paper	ARREST	6058	20
				Paper	CIVIL	48982	17
				Paper	CRIM	35490	78
				Paper	WARN	171797	26
						675007	
* Denotes the mean number of days from the citation issue date to the date the citation is posted to the database							
** numbers during this PM period only reflect posted activity through 05/19/2023							
All Agencies - 05/01/2022 to 04/30/2023 **				All Agencies - 05/01/2022 to 04/30/2023			
Citation Count	Avg Days To Post*			Source	CitationType	Citation Count	Avg Days To Post*
743263	8			Electronic	ARREST	10630	1
				Electronic	CIVIL	110447	1
				Electronic	CRIM	45892	1
				Electronic	WARN	366991	1
				Paper	ARREST	4869	19
				Paper	CIVIL	39112	18
				Paper	CRIM	27309	44
				Paper	WARN	138013	28
						743263	

UNDERSERVED COMMUNITIES AND P&A PLANNED ACTIVITIES

Traffic Safety Grant Program for Underserved Communities

ID: NP-24-01

Funding Source: 402, 405b, 405f, carry forward 405h

Description of Planned Activity:

An Availability of Grants Funding (AGF) process will be conducted to provide funding on a competitive basis to data-driven projects aimed at improving road user safety in underserved communities across the Commonwealth. Only non-profit organizations will be eligible to apply for this opportunity. Applicants will be encouraged to collaborate with their local police department, as well as municipal leaders, but enforcement will not be an allowable expense. All grant applications will be rated with various criteria, and awards will be based on the highest average score across all application reviewers. An amendment will be submitted to NHTSA with specifics on selected subrecipients and individual award amounts once the competitive grant process is completed.

Planned or Potential Subrecipients: To be determined through a competitive application process

Estimated Federal Funding: \$250,000 each; 402 – GTS Code: 402CP; 405b – GTS Code: M2CPS; 405f – GTS Code: M11MT; and carry forward 405h – GTS Code: FHPE

Eligible Use of Funds: Improvements in program delivery of motorcycle training to both urban and rural areas; To implement programs to educate parents and caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle; Training of law enforcement officials relating to nonmotorized road user safety, State laws applicable to nonmotorized road user safety, and infrastructure designed to improve nonmotorized road user safety; Public education and awareness programs designed to inform motorists and nonmotorized road users

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: Communication & Outreach

Program Management - Traffic Safety Grant Program for Massachusetts Non-Profit Organizations

ID: NP-24-02

Funding Source: 402

Description of Planned Activity:

Provide enough staff to manage programming described in this plan and cover travel, professional development expenses, conference fees, and postage and office supplies. All funding is intended for supporting staff and will not be subawarded.

Planned or Potential Subrecipients: Office of Grants and Research – Highway Safety Division

Type of Organization: Public State Agency

Estimated Federal Funding: \$45,000 – GTS Code: 402CP

Eligible Use of Funds: Funding to support management of nonprofit grant programming in FFY 2024.

Are cost P&A related? No.

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: None applicable. Funding is for Highway Safety Office Program Management.

Administration of Statewide Traffic Safety Programs

ID: PA-24-01

Funding Source: 402

Description of Planned Activity:

Funding to plan, implement, monitor, and evaluate programs and projects detailed in the FFY 2024 Annual Grant Application, produce the FFY 2023 Annual Report (AR), and produce the FFY 2025 updated Triennial HSP and Annual Grant Application. Provide required staff salaries, professional development, travel, office space, equipment, materials, and fiscal support. Funds will support SHSO staff and will not be sub awarded.

Project staff: Executive Director, Highway Division Director, Fiscal Director, Fiscal Administrator, Fiscal Specialist, Communications Director, and Administrative Assistant

This funding will also be used to further our public participation and engagement efforts, a task that will involve the Highway Director, Communications Director, and Executive Director. Activities will involve data analysis to identify populations to be reached, strategy and planning meetings, graphic design, social media and communications, outreach, developing presentations, conducting/hosting meetings, and incorporating feedback into future plans, applications, and programs.

Planned or Potential Subrecipients: Office of Grants and Research – Highway Safety Division

Type of Organization: Public State Agency

Estimated Federal Funding: \$2,500,000 – GTS Code: 402PA

Eligible Use of Funds: Planning & Administration

Are cost P&A related? Yes

Is funding source intended to meet deobligation requirements [1300.41(b)]? No.

Countermeasure Associated with Planned Activity: None applicable. Funding is for Highway Safety Office P&A.

UPDATES TO THE TRIENNIAL HSP

With the addition of a new performance measure (NC-2) related to Move Over Violations, Massachusetts seeks to reduce the number of roadside fatalities occurring in the coming years. Roadside fatalities happen when a pedestrian is killed under unusual circumstances such as exiting a vehicle along the roadway or working on a disabled vehicle on the shoulder of the road. These pedestrians can include first responders (police, fire, EMS) as well as work zone-related persons involved in construction, maintenance, and utility projects along the roadways of Massachusetts. From 2017 to 2021, there have been 32 roadside pedestrian fatalities reported.

Roadside Fatalities Reported						
	2017	2018	2019	2020	2021	Total
Disabled Vehicle-Related	4	1	4	3	5	17
Emergency Vehicle-Related	1	0	2	0	0	3
Working in Roadway	0	1	2	0	2	5
Work Zone-Related	0	1	2	0	2	5
Entering/Exiting Parked or Stopped Vehicle	0	0	0	1	1	2
	5	3	10	3	9	32

Source: FARS

The three-year average of roadside fatalities has risen from five in 2020 to seven in 2021. Massachusetts hopes to utilize roadside safety funding (405h) to invest in equipment (called Safety Cloud) intended to improve communications between first responders and drivers in the vicinity of where the roadside event is occurring. As the data above shows, disabled vehicle-related fatalities accounted for over half of the roadside deaths reported. Many times, in a disabled vehicle situation, first responders are the police. By purchasing and implementing a 'warning' system via the Safety Cloud application, it would have a beneficial impact on the safety of police officers as well as the civilians of the disabled vehicle.