

# MISSISSIPPI OFFICE OF HIGHWAY SAFETY ANNUAL REPORT

FEDERAL FISCAL YEAR 2023

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## Table of Contents

<b>Executive Summary .....</b>	<b>ES-2</b>
<b>2023 MOHS Organization Chart .....</b>	<b>1</b>
<b>MOHS Mission Statement and Mission Goal.....</b>	<b>3</b>
2023 Mississippi Legislation.....	3
2023 Mississippi Legislative Summary .....	3
2023 Legislative Bills Passed.....	3
Mississippi Safety Partners .....	4
Assessment of State of Mississippi's Progress.....	5
<b>2023 Core Performance Measures .....</b>	<b>7</b>
Progress in Achieving Performance Targets .....	7
C-1 Core Outcome Measure/Number of Traffic Fatalities (FARS) .....	9
C-2 Core Outcome Measure/Serious Injury.....	9
C-3 Core Outcome Measure/Fatality Rate.....	10
C-4 Core Outcome Measure/Unrestrained Passengers.....	11
C-5 Core Outcome Measure Alcohol and Other Drugs .....	11
C-6 Core Outcome Measure/Speed.....	12
C-7 Core Outcome Measure/Motorcycles.....	13
C-8 Core Outcome Measure/Unhelmeted Motorcyclists .....	13
C-9 Core Outcome Measure/Under 21 .....	14
C-10 Core Outcome Measure/Pedestrians.....	15
C-11 Core Outcome Measure/Bicyclists .....	15
<b>2023 Core Behavior Measure .....</b>	<b>16</b>
B-1 Percent Observed Belt Use for Passenger Vehicles.....	16
<b>2023 Core Activity Measure.....</b>	<b>17</b>
A-1 Core Activity Measure/Seat belts .....	17
A-2 Core Activity Measure/Impaired Driving .....	18
A-3 Core Activity Measure/Speed .....	19

<b>MOHS Outcomes Measures .....</b>	<b>21</b>
MOHS Outcome Measure/Teen Alcohol.....	21
MOHS Outcome Measure/Teen Seat Belts .....	22
MOHS Outcome Measure/Teen Speed .....	22
MOHS Outcome Measure/Electronic Crash Records.....	23
MOHS Outcome Measure/Traffic Records Entry.....	23
MOHS Outcome Measure/Traffic Records Insurance Data Integration .....	23
MOHS Outcome Measure/ EMS Integration.....	23
MOHS Outcome Measure/Data Uniformity .....	234
MOHS Outcome Measure/Electronic Citation.....	24
<b>FFY2023 MOHS Evidence Based Programs and Planned Activities .....</b>	<b>24</b>
Crash Analysis.....	24
Selection of Planned Activities .....	25
Selection of Countermeasures/Strategies.....	25
Enforcement Analysis.....	25
Adjustments to the Planned Activities and EBE.....	25
Alcohol/Impaired Driving Evidenced Based Enforcement .....	26
<b>Planning and Administration Overview .....</b>	<b>27</b>
FFY2023 Funded Planned Activities and Accomplishments .....	27
<b>Impaired Driving Program—Section 154 and 405(d).....</b>	<b>31</b>
2023 Highway Safety Plan Performance Targets .....	31
Planned Activity Contribution toward Achieving Performance Target .....	31
Participation in National Impaired Driving Mobilization .....	31
FFY2023 Funded Planned Activities and Accomplishments .....	33
<b>Occupant Protection Program—Section 402 &amp; 405(b).....</b>	<b>37</b>
FFY2023 Highway Safety Plan Performance Targets .....	37
Planned Activities Contribution toward Achieving Performance Target: .....	37
Participation in National Click It or Ticket Mobilization .....	38
FFY2023 Funded Planned Activities and Accomplishments .....	38

---

<b>Police Traffic Services Program Section 402.....</b>	<b>43</b>
2023 Highway Safety Plan Performance Targets .....	43
Planned Activity Contribution toward Achieving Performance Target .....	43
FFY2023 Funded Planned Activities and Accomplishments .....	43
<b>Traffic Records Program Section 405(c).....</b>	<b>44</b>
2023 Highway Safety Plan Performance Targets .....	44
Planned Activity Contribution toward Achieving Performance Target .....	44
FFY2023 Funded Planned Activities and Accomplishments .....	45
<b>Driver’s Education Program Section 402 DE .....</b>	<b>45</b>
2023 Highway Safety Plan Performance Targets .....	46
Planned Activity Contribution toward Achieving Performance Targets .....	46
FFY2023 Funded Planned Activities and Accomplishments .....	47
<b>FFY2023 402/405F Motorcycle Program .....</b>	<b>49</b>
2023 Highway Safety Plan Performance Targets .....	49
Planned Activity Contribution toward Achieving Performance Target .....	49
<b>Media and Marketing Program .....</b>	<b>49</b>
Paid and Earned Media Report.....	49
Broadcast Strategy .....	49
Outdoor .....	50
FFY2023 Funded Planned Activities ad Accomplishments .....	50
Christmas/New Year’s 2022/2023.....	51
Labor Day 2023 .....	51
Memorial Day 2023 .....	51
<b>FFY2023 MOHS Financial Report.....</b>	<b>52</b>

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## List of Tables

Table 1	FFY23 Statistical Progress .....	5
Table 2	Preliminary 2023 Highway Safety Progress Report.....	8
Table 3	Grant Funded Activity .....	26
Table 4	Financial Summary of FFY2023 Expenditures .....	52

## List of Figures

Figure 1	C-1 Number of Fatalities (FARS) .....	9
Figure 2	C-2 Serious Injury (State Data) .....	9
Figure 3	C-3 Fatality Rate (FARS).....	10
Figure 4	C-4 Unrestrained Fatalities.....	11
Figure 5	C-5 Alcohol-Impaired Driving Fatalities (BAC =.08+).....	11
Figure 6	C-6 Speeding Related Fatalities.....	12
Figure 7	C-7 Motorcyclist Fatalities .....	13
Figure 8	C-8 Unhelmeted Motorcycle Fatalities .....	13
Figure 9	C-9 Under 21 Years of Age Fatalities .....	14
Figure 10	C-10 Pedestrian Fatalities .....	15
Figure 11	C-11 Bicycle and Other Cyclist Fatalities .....	15
Figure 12	B-1 Percent Observed Belt Use for Passenger Vehicles.....	16
Figure 13	A-1 Grant Funded Citations for Seat Belts.....	17
Figure 14	A-2 Grant Funded Citations for Impaired Driving.....	18
Figure 15	A-3 Grant Funded Citations for Speeding .....	19
Figure 16	Alcohol Related Fatalities of 16-20 Year Old Drivers.....	21
Figure 17	Seat Belt Related Fatalities of 16-20 Year Old Drivers.....	21
Figure 18	Speed Related Fatalities of 16-20 Year Old Drivers .....	22
Figure 19	Christmas Blitz.....	32
Figure 20	Labor Day Mobilization .....	32
Figure 21	Memorial Day Click It or Ticket.....	38

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## Executive Summary

The Mississippi Office of Highway Safety (MOHS) administers Mississippi's Federal highway safety grant program in accordance with the provisions and all amendments of the Highway Safety Act of 1966. This 2023 Annual Report documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for Federal funds available under the Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program of the Federal transportation bill, the Fixing America's Surface Transportation (FAST) Act and the Bipartisan Infrastructure Law (BIL). The funds awarded to the MOHS in Federal Fiscal Year (FFY) 2023 included:

- Section 402-General Traffic Safety
- Section 154-Open Container Funds
- Section 405b-Occupant Protection Funds
- Section 405c-Traffic Records Funds
- Section 405d-Impaired Driving Funds

At the MOHS, **we take our responsibility of saving lives seriously**. We administer federally funded programs aimed at reducing traffic fatalities, traffic injuries and the associated economic losses from property damage crashes in the state. These funds support the Mississippi Highway Safety programs for Impaired Driving, Occupant Protection, Child Passenger Restraint, Police Traffic Services, Public Information & Education, Traffic Records, Driver's Education, Paid Media, Motorcycle Safety, Youth, and Planning and Administration.

The 2023 Annual Report reviews the yearly progress on implementing the FFY2023 Highway Safety Plan and highlights our successes toward many of the MOHS goals and performance targets. The report provides detailed descriptions of goals based on national standards, achievements in performance measures and strategies for each of the program areas. Mississippi will continue increasing the public's knowledge, perception, and understanding of traffic safety issues. We are well pleased with the MOHS' efforts to minimize the state's fatalities. Mississippi still has a lot of work to do to drive down fatalities and injuries. Overall traffic fatalities decreased from 772 in 2021 to 729 in 2022.

The MOHS was successful in the following achievements during FFY2023:

- The number of serious traffic injuries decreased from 3515 in 2021 to 3334 in 2022.
- The number of fatalities per MVMT decreased from 1.89 in 2021 to 1.82 in 2022.
- The number of fatalities involving driver or motorcycle fatalities involving driver or motorcycle operator with .08 BAC or above fatalities decreased from 155 in 2021 to 135 in 2022.
- The number of unrestrained passenger vehicle occupant fatalities decreased from 238 in 2021 to 218 in 2022.



- The number of pedestrian fatalities decreased from 94 in 2021 to 80 in 2022.
- The number of bicycle fatalities decreased from 16 in 2021 to 14 in 2022.
- The number of drivers aged 20 or younger involved in fatal crashes decreased from 99 in 2021 to 62 in 2022.
- The number of pedestrian fatalities decreased from 94 in 2021 to 80 in 2022.

We remain committed to serving Mississippi through best practices, data driven approaches and evidenced based programs to continue the successes of the MOHS program. Our support of law enforcement agencies, non-profit partners, and state and local partners will continue to grow while meeting joint goals of reducing fatalities, decreasing injuries and crashes on the Mississippi roadways.

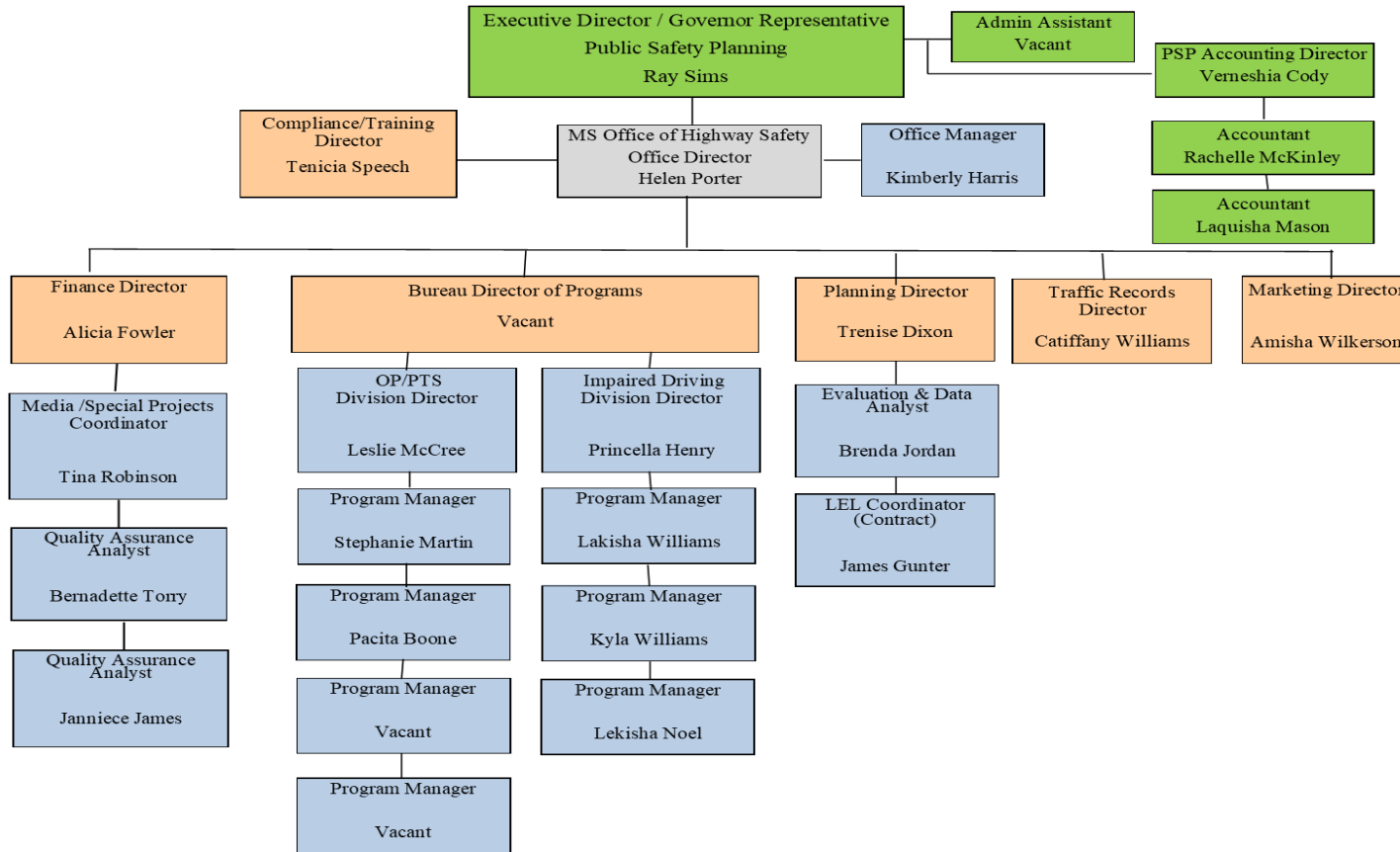
I want to thank our Commissioner, Sean Tindell and Governor's Representative Ray Sims, along with our staff, state leaders, partners, and sub-grantees for working with us to achieve our goal of reducing injuries and fatalities on Mississippi's roadways.

Helen Porter, Office Director Mississippi Office of Highway Safety

## 2023 MOHS ORGANIZATION CHART

The Mississippi Office of Highway Safety (MOHS) is managed by the Mississippi Department of Public Safety and the Division of Public Safety Planning. MOHS is located within the Division of Public Safety Planning office. The chart above shows the last approved organizational chart submitted by the MOHS to NHTSA.

### FY23 MS Office of Highway Safety Organizational Chart





## MOHS MISSION STATEMENT AND MISSION GOAL

The mission of the Mississippi Office of Highway Safety is to encourage and assist state and local agencies, institutions, and the private sector in establishing or expanding cooperative highway safety programs based on specifically identified traffic safety problems.



The overall goal is to reduce traffic crashes which result in death, injury, and economic loss in the state. To accomplish this goal, activities are carried out in the areas of alcohol/drug countermeasures and police traffic services that include speed, occupant protection, traffic records, roadway safety and motorcycle safety (funded through the National Highway Traffic Safety Administration [NHTSA]).

## 2023 Mississippi Legislation

### 2023 LEGISLATIVE BILLS PASSED

During the 2023 Mississippi legislative session the following bills were passed through the House of Representative and then presented to the Governor for signature as it pertains to highway safety. The following are the bills that were passed:

### House Bills:

- **HB 4:** An Act to Amend Section 41-29-117, Mississippi Code Of 1972, To Include Tianeptine as A Schedule Iii Drug; And for Related Purposes.
- **HB 454:** An Act to Amend Section 63-3-519, Mississippi Code Of 1972, To Authorize the Use of Radar Speed Detection Equipment By Municipal Law Enforcement Officers In Any Municipality Where The County Seat Is Located In The Municipality And Where There Is Located A Public Community College In Such Municipality; And For Related Purposes.
- **HB 722:** An Act to Amend Section 41-29-105, Mississippi Code Of 1972, To Exclude from The Definition Of "paraphernalia" Under The Uniform Controlled Substances Law Any Materials Used Or Intended For Use In Testing For The Presence Of Fentanyl Or A Fentanyl Analog In A Substance; And For Related Purposes.

## Mississippi Safety Partners

The Mississippi Safety Partners listed below include Government agencies (Federal and State), program stakeholders, community partners that are involved in safety issues, public information, law enforcement and training for the State of Mississippi. These partners are vital to the success of the MOHS traffic safety program in reducing fatalities, injuries, and crashes. In FY23, partners participated in the strategic planning and implementation of highway safety programs listed within the Highway Safety Plan, 2023 Annual Report and made the FY23 grant year a success and helped reduce fatalities and injuries on state roadways. This is a small listing of all the partners that are involved and partner with the MOHS.

Federal Motor Carrier Safety Administration  
Federal Highway Administration  
Jackson State University  
Mississippi Legislators  
Mississippi Association of Chiefs of Police  
Mississippi Sheriff's Association  
Mississippi Department of Transportation  
Mississippi Department of Health  
Mississippi Department of Mental Health  
Mississippi Department of Public Safety  
Mississippi Highway Patrol

Mississippi Law Enforcement Agencies  
National Highway Traffic Safety Administration  
Governor's Highway Safety Association  
State Traffic Records Coordinating Committee  
Mississippi State University  
Mississippi Social Science Research Center  
MOHS Staff Members  
Oxford Police Department-Mississippi Law Enforcement Training Division

# Assessment of State of Mississippi's Progress

**Table 1 FFY23 Statistical Progress**

Measure	2018	2019	2020	2021	2022	Average
<b>C1.</b> Core Outcomes Measure—Fatalities (FARS) <sup>1</sup>	663	642	748	772	729	<b>711</b>
<b>C2.</b> Core Outcome Measure—Number of Serious Injuries (State Data)	546	1577	3616	3515	3344	<b>2520</b>
<b>C3.</b> Core Outcome Measure—Fatalities/100 MVMT <sup>1</sup>	1.63	1.56	1.89	1.89	1.82	<b>1.76</b>
<b>C4.</b> Core Outcome Measure—Number of unrestrained passenger vehicle occupant fatalities, all seating positions <sup>1</sup>	281	275	228	238	218	<b>248</b>
<b>C5.</b> Core Outcome Measure—Number of fatalities involving driver or motorcycle fatalities involving driver or motorcycle operator with .08 BAC or above <sup>1</sup>	166	166	146	155	135	<b>154</b>
<b>C6.</b> Core Outcome Measure—Number of speeding-related fatalities <sup>1</sup>	48	120	129	122	128	<b>109</b>
<b>C7.</b> Core Outcome Measure—Number of motorcyclist fatalities <sup>1</sup>	41	40	61	38	50	<b>46</b>
<b>C8.</b> Core Outcome Measure—Number of un-helmeted motorcyclist fatalities <sup>1</sup>	6	5	14	2	7	<b>7</b>
<b>C9.</b> Core Outcome Measure—Number of drivers age 20 or younger involved in fatal crashes <sup>1</sup>	75	71	101	99	62	<b>82</b>
<b>C10.</b> Core Outcome Measure—Number of pedestrian fatalities <sup>1</sup>	89	65	105	94	80	<b>87</b>
<b>C11.</b> Core Outcome Measure—Number of bicycle fatalities <sup>1</sup>	6	8	9	16	14	<b>11</b>
<b>Core Behavioral Measure:</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>Average</b>
<b>B-1.</b> Percent observed belt use for passenger vehicles	80.5%	79.4%	80.0%	78.9%	82.2%	<b>80.18%</b>
<b>Core Achievement Measures:</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>Average</b>
Seat Belt Citations Issued During Grant Funded Activities	13,776	10,315	12,124	18,614	19,970	<b>14,690</b>
Impaired Driving Arrests During Grant Funded Activities	5,552	5,292	6,665	6,312	5,670	<b>5,898</b>
Speeding Citations Issued During Grant Funded Activities	11,323	20,802	23,843	23,527	31,421	<b>22,183</b>

Source: NHTSA STSI/FARS; Mississippi Office of Highway Safety. Accessed December 1, 2023.





## 2023 Core Performance Measures

The MOHS is working diligently with partner agencies, hosting virtual strategic planning meetings, and creating action plans to reach core outcome and behavior measures. The reduction of law enforcement within the Mississippi Highway Patrol and local agencies has continued to cause challenges in FY23 which limited participation by agencies in our law enforcement safety Planned Activities.

FY2018-2023 seatbelt survey data is final. Targets are set in the Highway Safety Plan to be reached within end of the calendar Year 2023; which will be represented by 2022 FARS data; 2023 data will not be final until the early part of 2024.

## Progress in Achieving Performance Targets

Outside of the core behavior measure for observed seat belt use, only preliminary fatality data were available to determine if performance targets identified in the FFY 2023 HSP will be met. At the time of this report, it appears Mississippi will meet 10 of the 11 targets set for FFY 2023 (Table 2). Moving forward, the MOHS will continue adjusting the targets using the five-year rolling averages from 2018-2022, with incorporation of this new data set in upcoming Triennial HSPs.

The MOHS will continue working with its staff and agencies on making great strides to increase the observed seat belt rate, reducing impaired driving fatalities as well reducing speeding. The MOHS encourages increased participation in high-visibility evidence-based occupant protection, impaired driving, and speed enforcement by agencies across the state. Plans are also underway for increased education, public engagement and communication efforts with existing and new stakeholders and contractors to reach a greater audience across the state on safe driving behaviors. With these continued and enhanced efforts, the MOHS believes additional future performance targets will be met.

**Table 2 Preliminary 2023 Highway Safety Progress Report**

	2023	2019–2023 Average	Target FY23 HSP	2023 Target Met	Percent Difference	2022 Target Met
<b>C1. Core Outcomes Measure—Fatalities*</b>	657	710	760.8	Y	-7%	Y
C2. Core Outcome Measure—Number of Serious Injuries	2961	3003	3098	Y	-3%	Y
C3. Core Outcome Measure—Fatalities/100 MVMT	1.92	1.82	1.87	Y	-3%	Y
C4. Core Outcome Measure—Number of unrestrained passenger vehicle occupant fatalities, all seating positions	196	231	238	Y	-3%	Y
C5. Core Outcome Measure—Number of fatalities involving driver or motorcycle fatalities involving driver or motorcycle operator with .08 BAC or above	114	143	172	Y	-17%	Y
<b>C6. Core Outcome Measure—Number of speeding-related fatalities*</b>	113	122	129	Y	-5%	N
<b>C7. Core Outcome Measure—Number of motorcyclist fatalities*</b>	51	48	53	Y	-9%	N
C8. Core Outcome Measure—Number of un-helmeted motorcyclist fatalities	15	9	11	Y	-18%	Y
C9. Core Outcome Measure—Number of drivers age 20 or younger involved in fatal crashes	63	79	85	Y	-7%	Y
<b>C10. Core Outcome Measure—Number of pedestrian fatalities*</b>	76	84	97	Y	-13%	N
<b>C11. Core Outcome Measure—Number of bicycle fatalities*</b>	8	11	9	N	22%	N

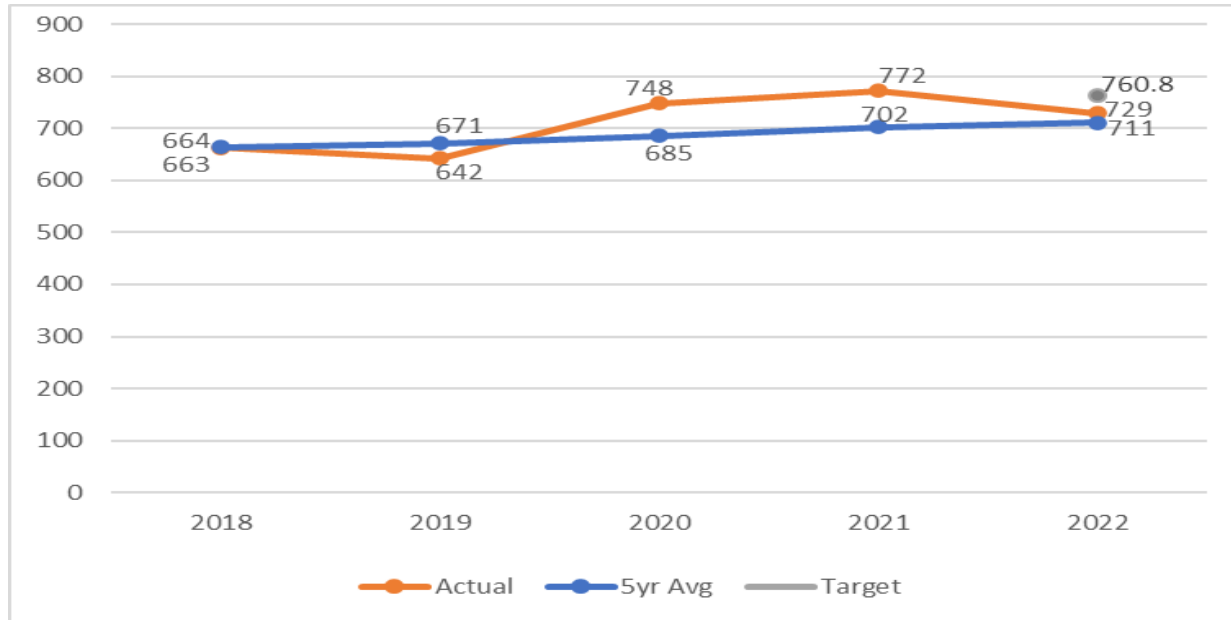
PLEASE NOTE: All 2023 data are preliminary and subject to further changes; therefore, this data is used only in this section. The Annual Report is a public document that will be available online. For this reason, the MOHS did not want preliminary data being quoted or used for another purpose before being finalized. Please contact MOHS for the most recent data.

## C-1 Core Outcome Measure/Number of Traffic Fatalities (FARS)

To slow the expected increase of the total fatalities five-year average from 685.8 fatalities (2016-2020) to 760.8 fatalities-five-year average (2019-2023) by the end of December 31, 2023.

Fatalities decreased from 772 in 2021 to 729 in 2022. The five-year average (2018-2022) was 711, which is under the target of 760.8 for the end of 2022. **(Target Met)**

**Figure 1 C-1 Number of Fatalities (FARS)**



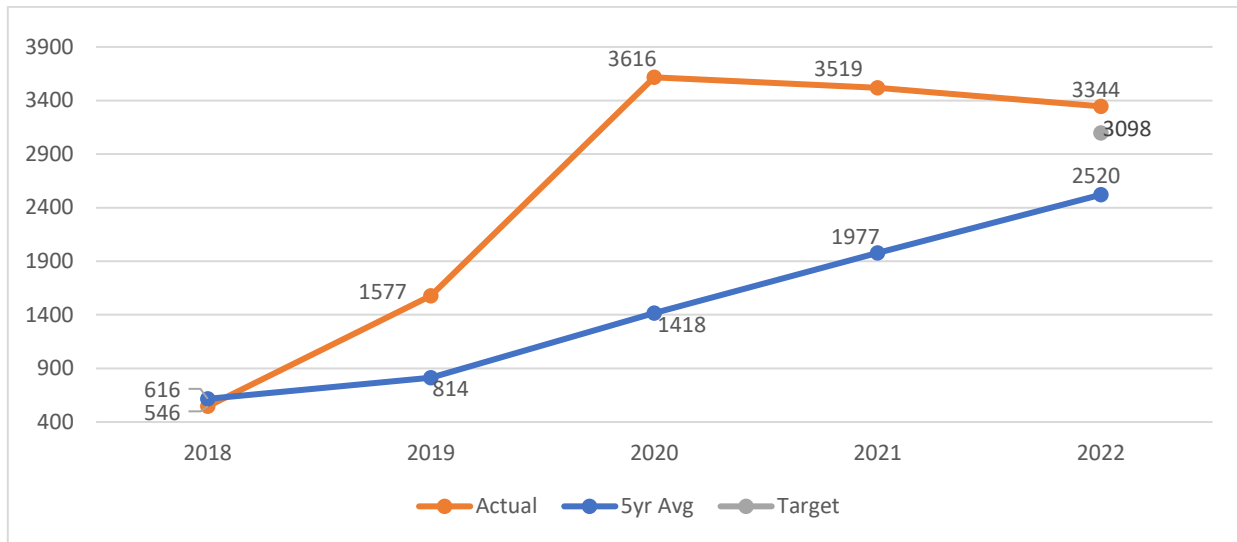
Source: NHTSA STSI. Accessed December 1, 2023.

## C-2 Core Outcome Measure/Serious Injury

To continue with the expected decrease of serious injuries from 1453 injuries-five-year average (2016-2020) to 3098 serious injuries-five-year average (2019-2023) by the end of December 31, 2023.

Serious traffic injuries decreased from 3519 in 2021 to 3344 in 2022. The five-year average (2018-2022) is 2520, which is less than the target of 3098. MOHS will continue to promote the importance of wearing seatbelts as it does help to avoid injuries in auto accidents. **(Target Met)**

**Figure 2 C-2 Serious Injury (State Data)**



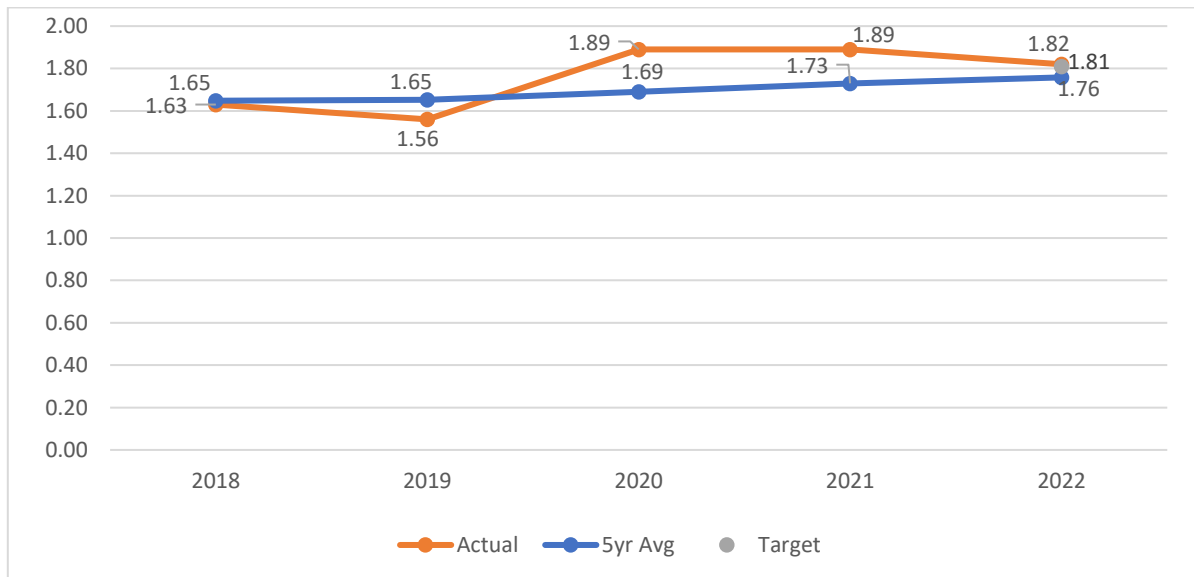
Source: Mississippi Office of Highway Safety. Accessed December 1, 2023.

### C-3 Core Outcome Measure/Fatality Rate

To slow the projected increase in fatality rate from 1.69 fatalities/100 MVMT five-year average (2016-2020) to 1.87 fatalities/100M VMT-five-year average (2019-2023) by the end of December 31, 2023.

The fatality rate decreased from 1.89 in 2021 to 1.82 in 2022. The five-year average of fatalities/100 MVMT for 2018-2022 is 1.76 and is below the target of 1.87. **(Target Met)**

**Figure 3 C-3 Fatality Rate (FARS)**



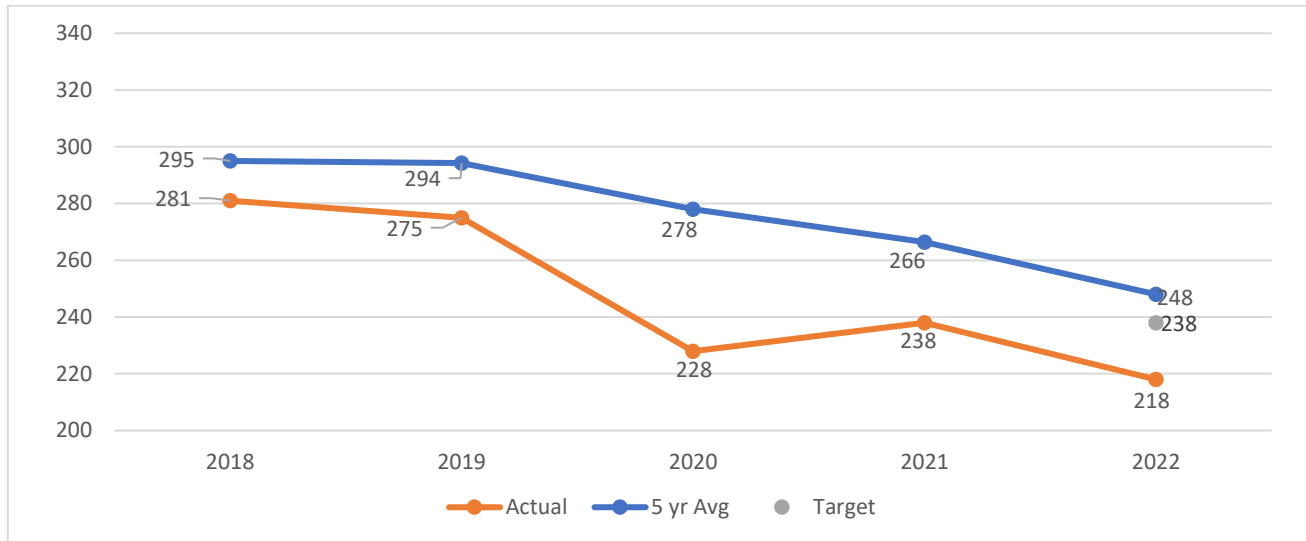
Source: NHTSA STSI. Accessed December 1, 2023.

## C-4 Core Outcome Measure/Unrestrained Passengers

To decrease the expected rise in the number of unrestrained passenger vehicle occupant fatalities in all seating positions from the five-year average (2016-2020) of 278 to 238 by the end of 2019-2023.

The number of unrestrained fatalities slightly decreased from 238 in 2021 to 218 in 2022. The five-year average for 2018-2022 is 248, which is above the target of 238. **(Target Not Met)**

**Figure 4 C-4 Unrestrained Fatalities**



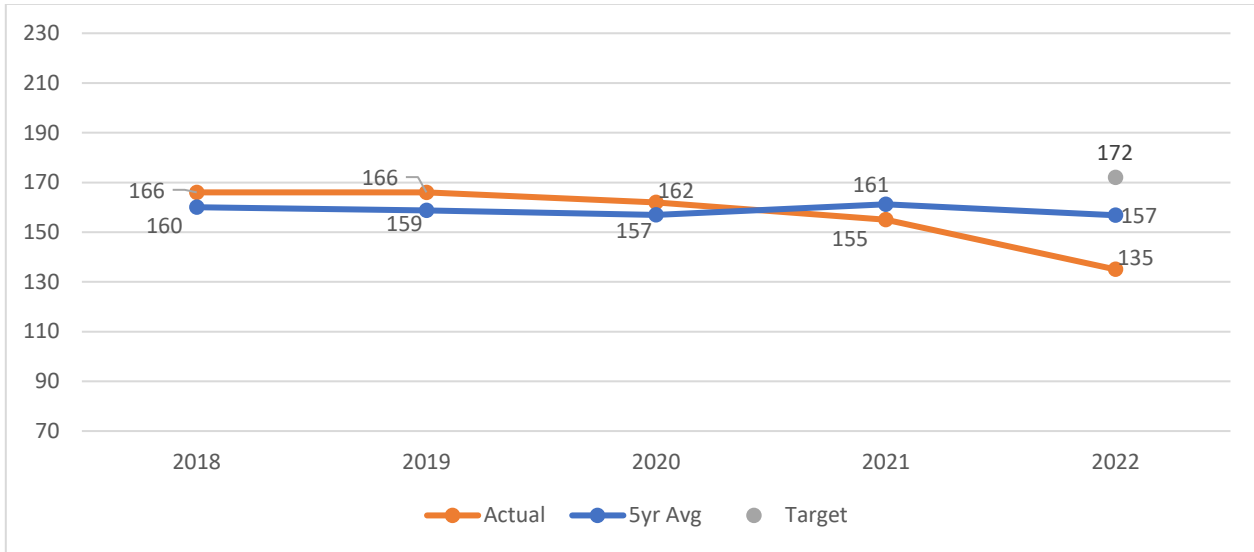
Source: NHTSA STSI. Accessed December 1, 2023.

## C-5 Core Outcome Measure/Alcohol and Other Drugs

To decrease the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above by 1% of the five-year average (2016-2020) of 157 to 172 by the end of (2019-2023).

There was a decrease in impaired driving fatalities from 155 in 2021 to 135 in 2022. Additionally, the five-year average (2018-2022) of 157 is below the goal of 172. **(Target Met)**

**Figure 5 C-5 Alcohol-Impaired Driving Fatalities (BAC =.08+)**



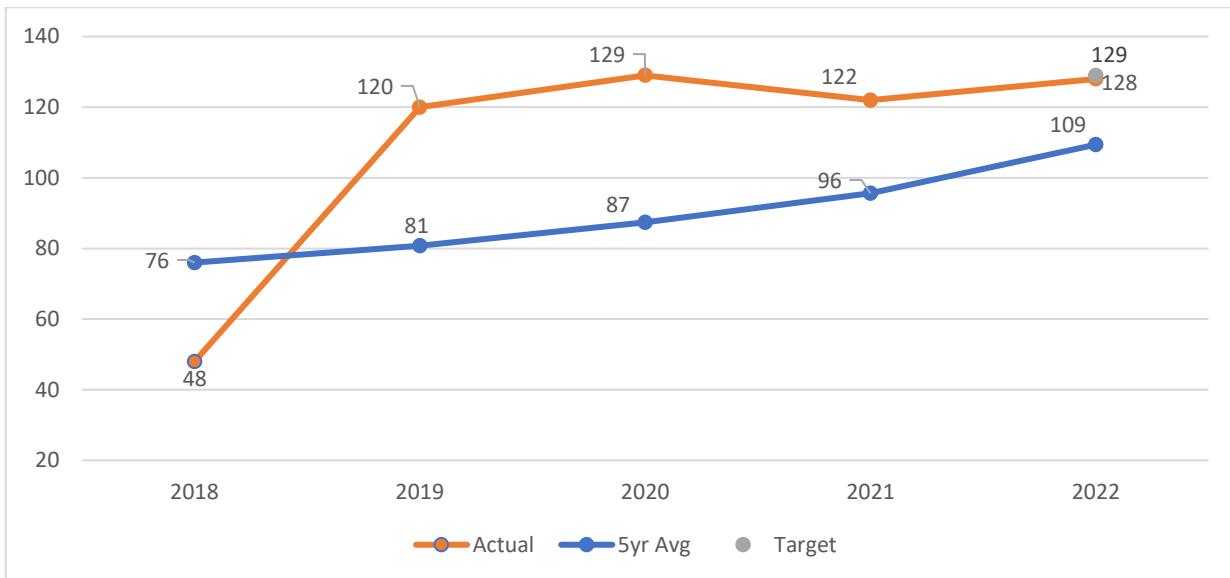
Source: NHTSA STSI. Accessed December 1, 2023.

### C-6 Core Outcome Measure/Speed

To decrease the number of speeding related fatalities by 5% from the five-year average (2016-2020) of 87 to 129 by the end of (2019-2023).

The number of speeding-related fatalities increased from 122 in 2021 to 128 in 2022. The five-year average (2018-2022) of 109 is lower than the goal of 129. **(Target Met)**

**Figure 6 C-6 Speeding Related Fatalities**



Source: NHTSA STSI. Accessed December 1, 2023.

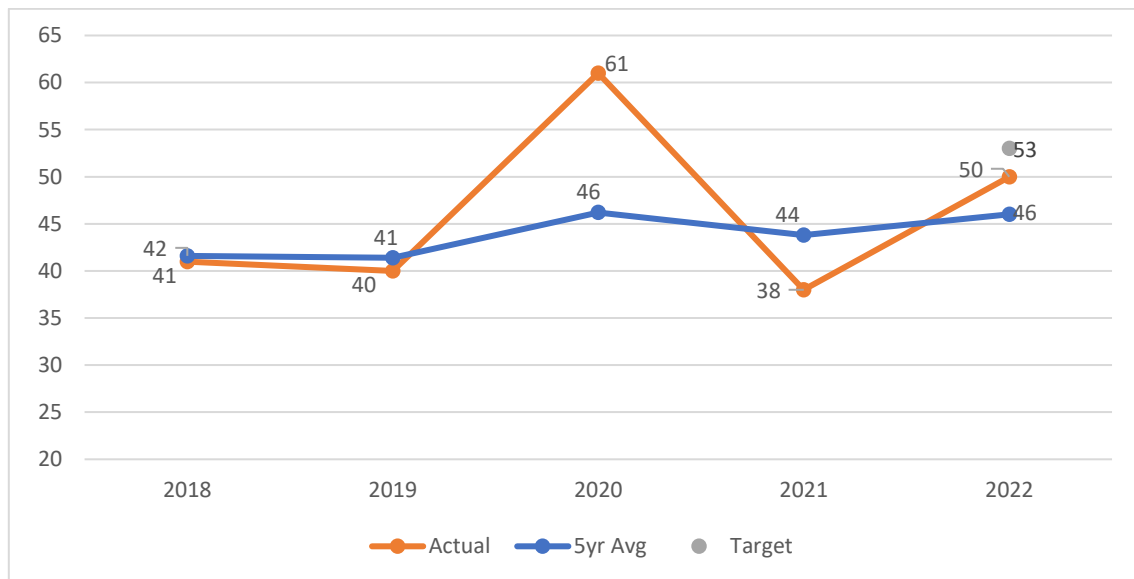
## C-7 Core Outcome Measure/Motorcycles

To decrease the expected rise of motorcycle fatalities from the five-year average (2016-2020) of 46 to 53 by the end of (2019-2023).

Motorcycle fatalities increased from 38 in 2021 to 50 in 2022. The five-year average (2018-2022) of 46 is above the target of 53. **(Target Met)**

*\*MOHS will continue doing quarterly evaluations on performance measures, reaching out to agencies, and making public awareness on safe driving behaviors\**

**Figure 7 C-7 Motorcyclist Fatalities**



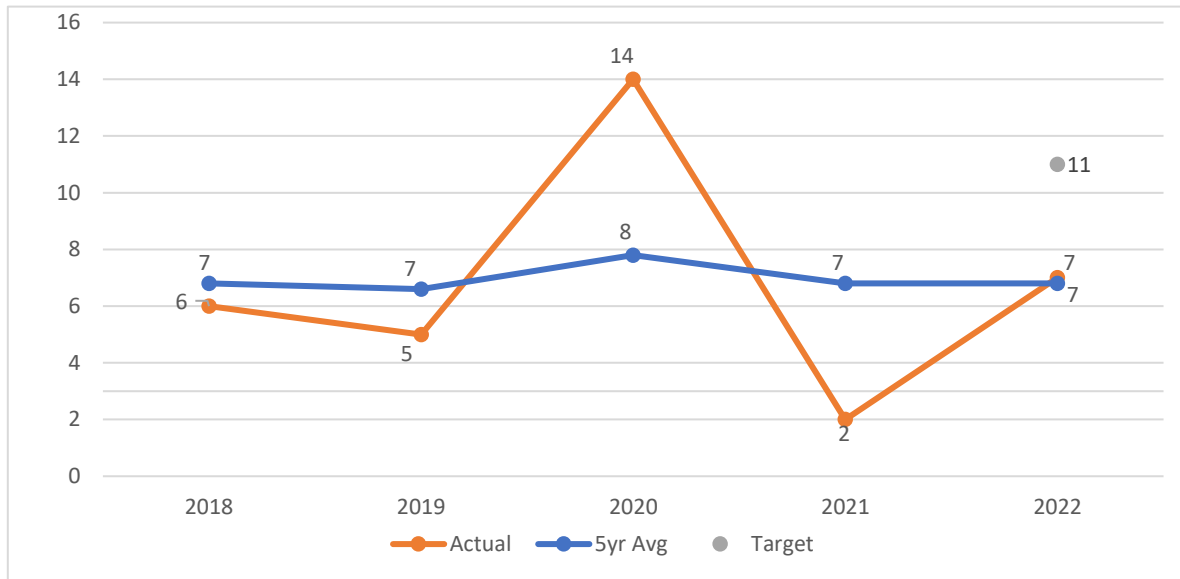
Source: NHTSA STSI. Accessed December 1, 2023.

## C-8 Core Outcome Measure/Unhelmet Motorcyclists

To reduce the expected rise in the number of unhelmeted motorcycle fatalities of the five-year average (2016-2020) of 8 to 11 by the end of (2019-2023).

Unhelmeted fatalities increased from 2 in 2021 to 7 in 2022. The five-year average (2018 – 2022) of 7 is less than the target of 11. **(Target Met)**

*\*MOHS will continue working on goals to meet performance measures, reaching out to agencies, and collecting data to help set performance targets\**

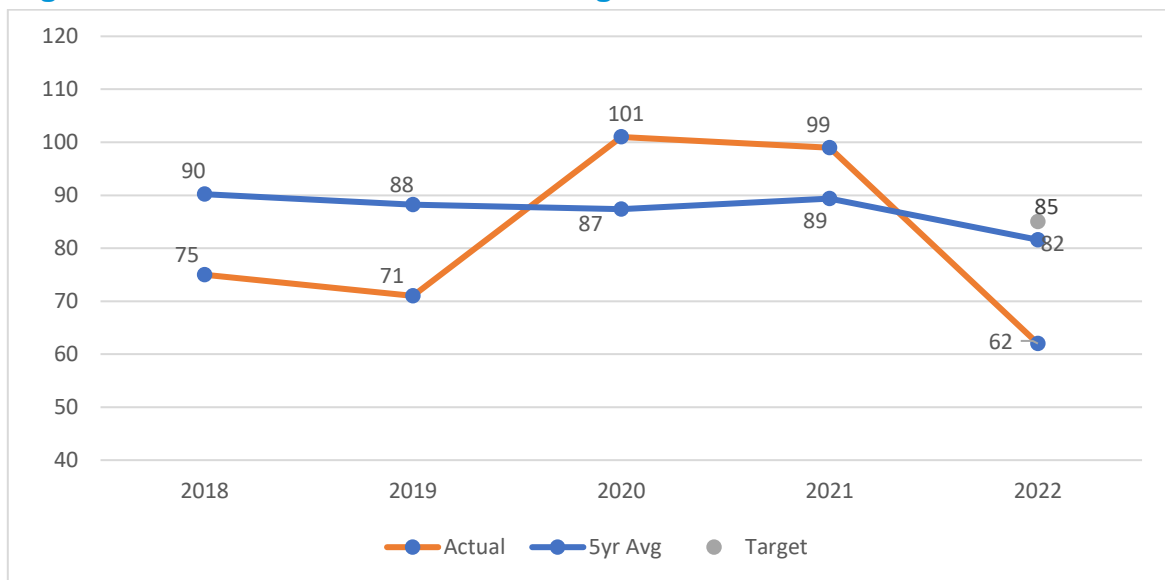
**Figure 8 C-8 Unhelmet Motorcycle Fatalities**

Source: NHTSA STSI. Accessed December 1, 2023.

## C-9 Core Outcome Measure/Under 21

To reduce the number of under the age of 21 drivers in fatal crashes from the five-year average of 87 (2016-2020) to 85 by the end of (2019-2023).

The fatalities for persons aged 21 and under decreased from 99 in 2021 to 62 in 2022. The five-year average (2018-2022) of 82 is below the target of 85. **(Target Met)**

**Figure 9 C-9 Under 21 Years of Age Fatalities**

Source: NHTSA STSI. Accessed December 1, 2023.

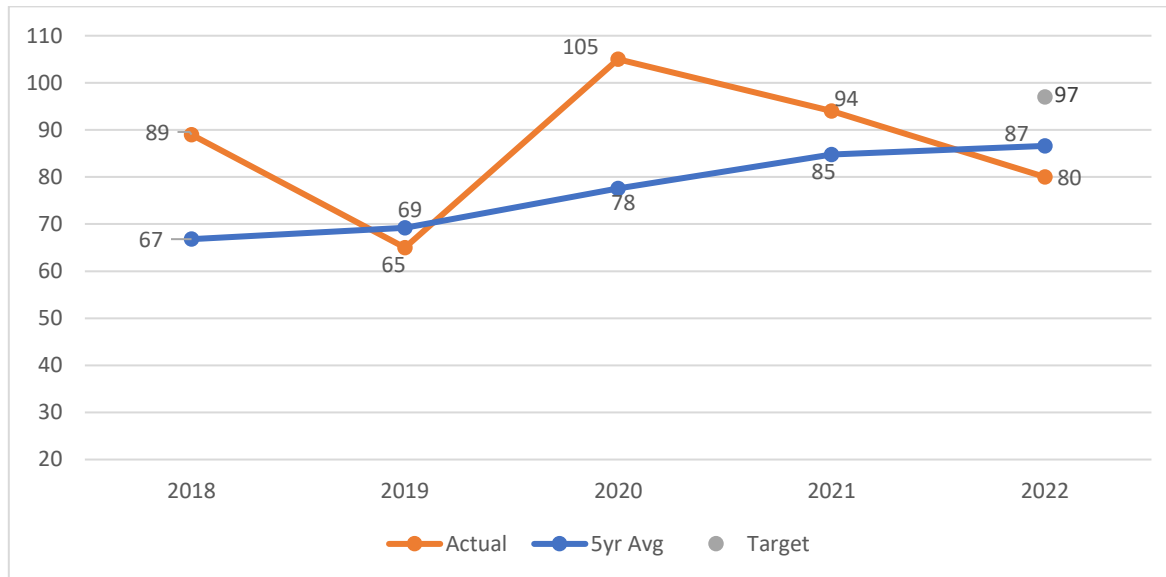


## C-10 Core Outcome Measure/Pedestrians

Reduce the expected rise of the number of pedestrian fatalities of the five-year average (2016-2020) of 78 to 97 by the end of (2019-2023).

Pedestrian fatalities decreased from 94 in 2021 to 80 in 2022. The five-year average (2018-2022) of 87 is less than the target of 97. **(Target Met)**

**Figure 10 C-10 Pedestrian Fatalities**



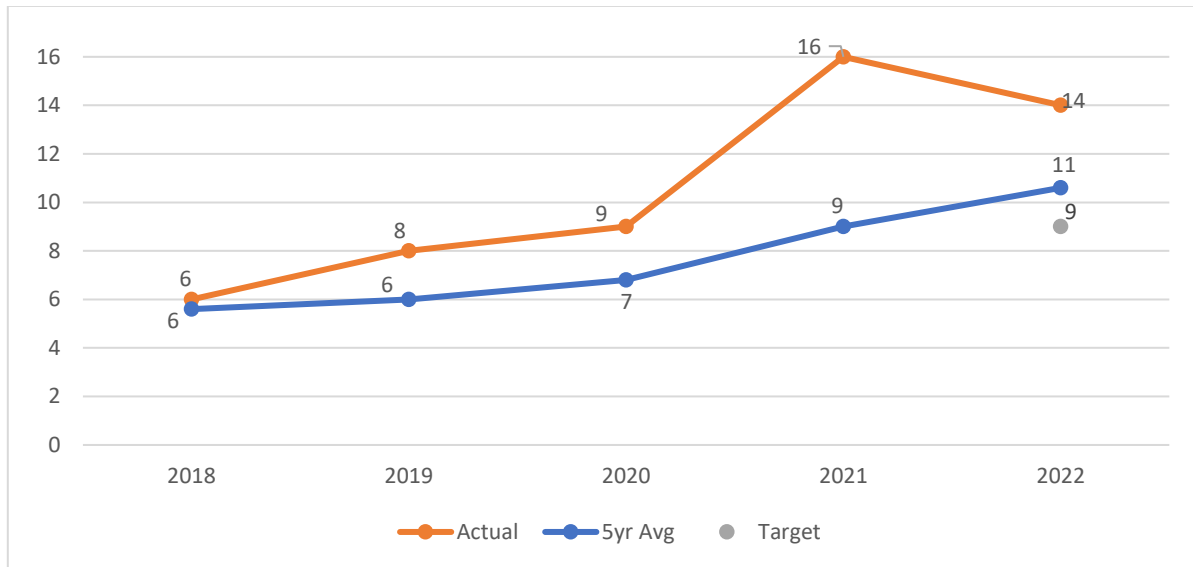
Source: NHTSA STSI. Accessed December 1, 2023.

## C-11 Core Outcome Measure/Bicyclists

To reduce the expected rise in the number of bicycle fatalities of the five-year average (2016-2020) of 7 fatalities to 9 fatalities by the end of 2019-2023.

The number of bicycle fatalities decreased from 16 in 2021 to 14 in 2022. The five-year average (2018-2022) of 11 exceeded the target of 9. **(Target Not Met)**

*\*MOHS will continue working on goals to meet performance measures, reaching out to agencies, collecting data to help set performance targets, and implement a program on making public awareness of safe driving behaviors\**

**Figure 11 C-11 Bicycle and Other Cyclist Fatalities**

Source: NHTSA STSI. Accessed December 1, 2023.

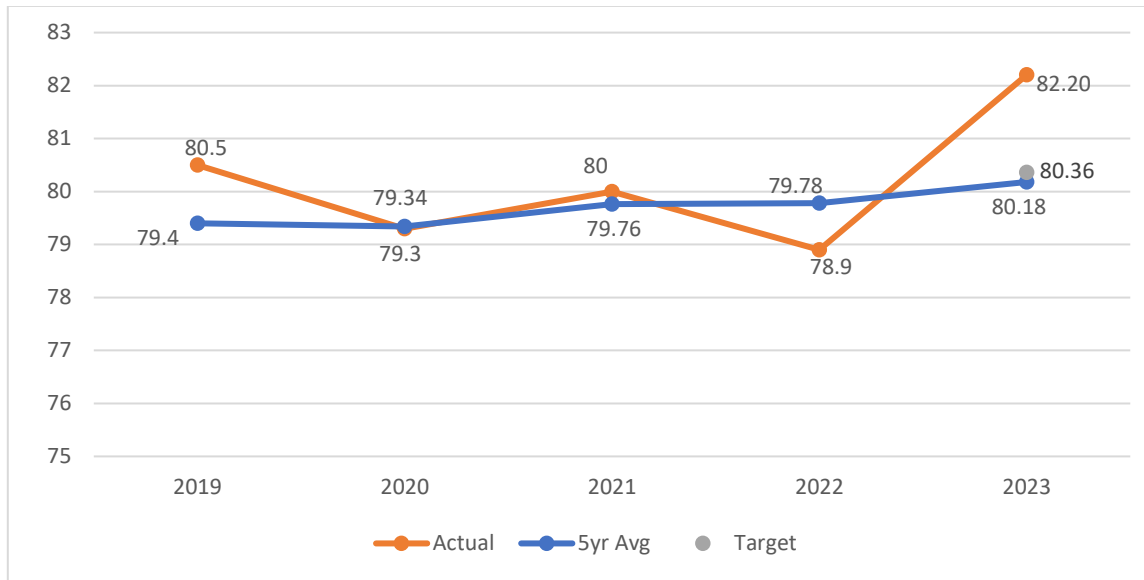
## 2023 Core Behavior Measure

### B-1 Percent Observed Belt Use for Passenger Vehicles

*To increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the five-year average (2017-2021) of 79.8% to 80.36% by the end of 2019-2023.*

Seat belt usage increased from 78.9% in 2022 to 82.2% in 2023. The five-year average (2018 – 2022) of 80.18 is less than the target of 80.36. **(Target Met)**

*\* MOHS will continue to make the public aware of the safety of wearing seat belts through our CIOT campaign, public engagement, as well as reaching out through social media, radio, and billboards\**

**Figure 12 B-1 Percent Observed Belt Use for Passenger Vehicles**

Source: Mississippi Office of Highway Safety. Accessed December 1, 2023

## 2023 CORE ACTIVITY MEASURE

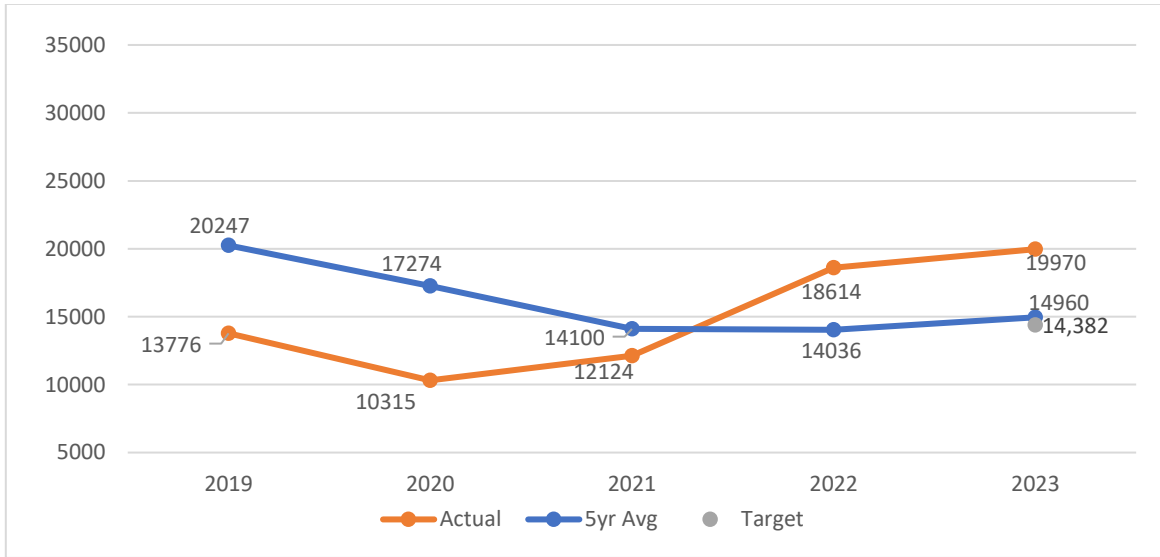
### A-1 Core Activity Measure/Seat belts

*To increase the number of seat belt citations and child restraint citations issued during grant funded law enforcement activities for the five-year average of 14,100 (2017-2021) to the target of 14,382. This target is based on prior rolling five-year averages.*

The grant funded citations for seat belts increased from 18,614 in 2022 to 19,970 in 2023. The five-year average (2019-2023) was 14,960. **(Target Met)**

\*MOHS will continue to make the public aware of the safety of wearing seat belts through our CIOT campaign, public engagement, as well as reaching out through social media, radio, and billboards\*

**Figure 13 A-1 Grant Funded Citations for Seat Belts**



Source: Mississippi Office of Highway Safety. Accessed December 1, 2023.

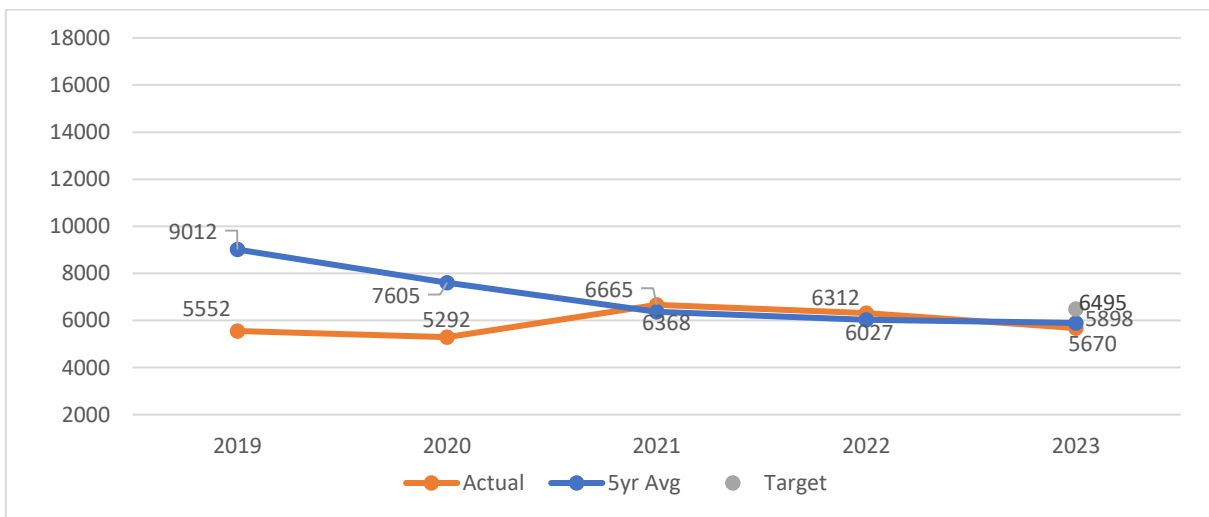
### A-2 Core Activity Measure/Impaired Driving

To increase the number of impaired driving citations issued during grant-funded enforcement activities during the five-year average (2017-2021) of 6,368 by 2% to 6,495 by the end of 2019-2023.

The 2023 grant funded citation data reflects a decrease of impaired driving citations from 6,312 in 2022 to 5,670 in 2023. The five-year average for the years 2019-2023 was 5,898. MOHS was unable to meet the target of 6,495 by the end of FY23. MOHS will continue to educate drivers through social media, radio, and education about the importance of not driving under the influence to save lives. **(Target Not Met)**

\*MOHS will continue to make the public aware of the importance of not drinking and driving through our DSGPO campaigns, public engagement, as well as reaching out through social media, radio, and billboards\*

**Figure 14 A-2 Grant Funded Citations for Impaired Driving**



Source: Mississippi Office of Highway Safety. Accessed December 1, 2023.

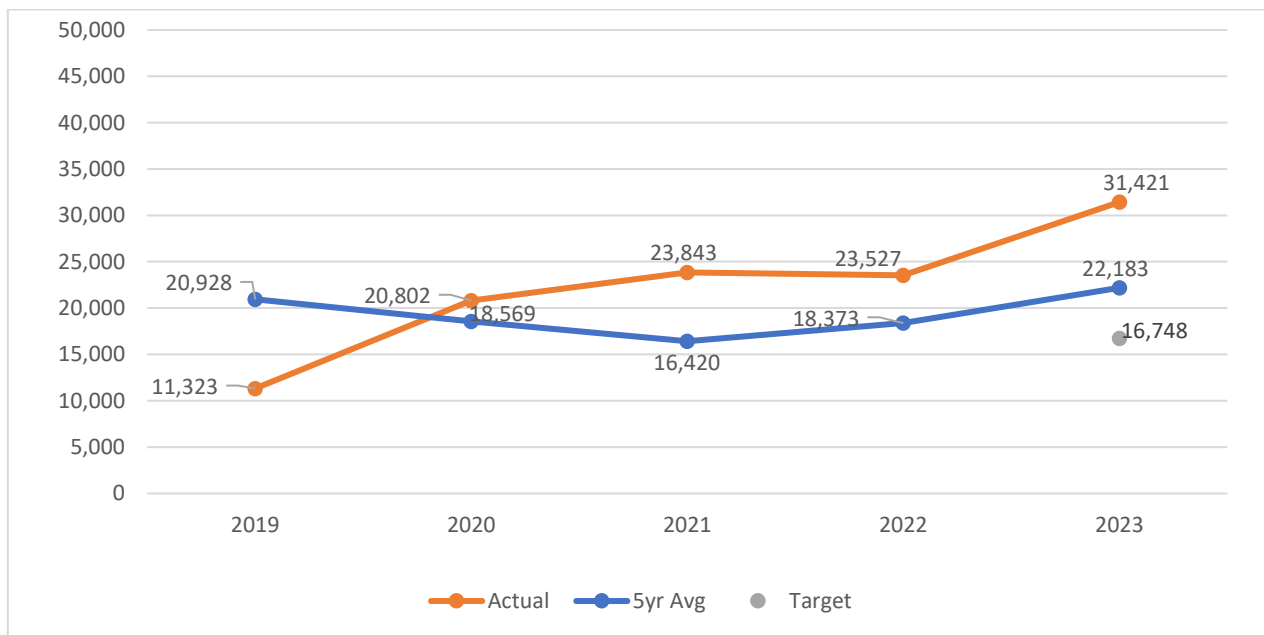
## A-3 Core Activity Measure/Speed

To increase the number of speed citations issued during grant funded activities for the five-year average of 16,420 (2017-2021) to the target of 16,748. This target is based on prior rolling five-year.

Grant funded citations for speeding increased from 23,527 in 2022 to 31,421 in 2023. The average for the years 2019-2023 was 22,183. **(Target Met)**

\*MOHS will continue to educate the public on the importance of not speeding and safe driving behavior through our PI&E grants\*

**Figure 15 A-3 Grant Funded Citations for Speeding**



Source: Mississippi Office of Highway Safety. Accessed December 1, 2023



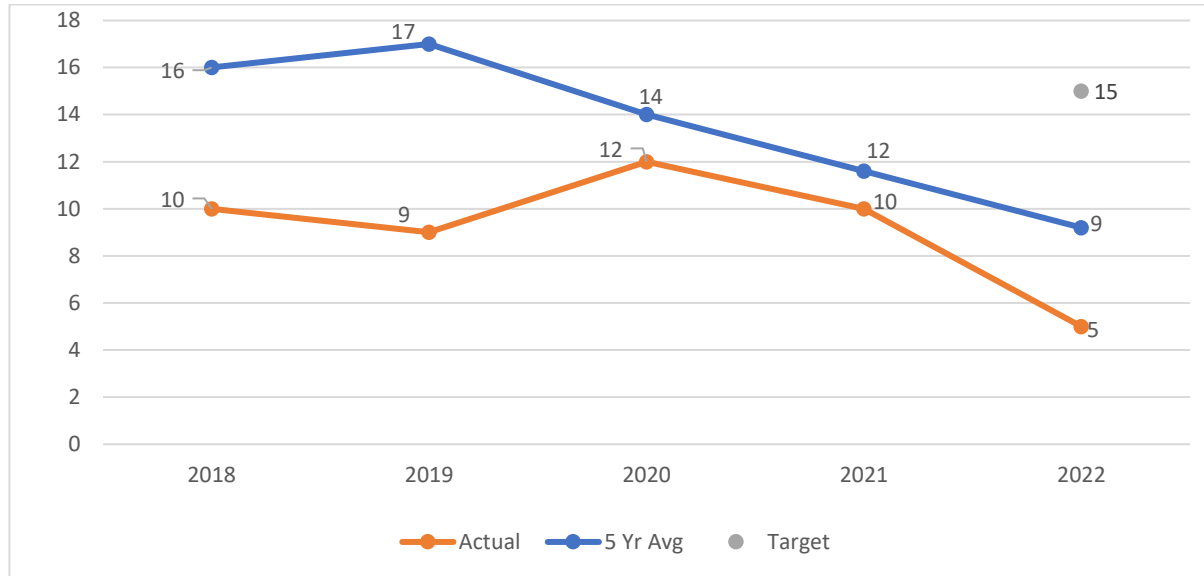
## MOHS OUTCOMES MEASURES

### MOHS Outcome Measure/Teen Alcohol

To reduce alcohol related fatalities in drivers under 21 years old by 4% from the year average (2016-2020) of 8 to 15 by the end of (2019-2023).

Teen alcohol related fatalities decreased from 10 in 2021 to 5 in 2022\*. The five-year average (2018-2022) was 9, which is less than the target of 15. **(Target Met)**

**Figure 16 Alcohol Related of 16–20-Year-Old Drivers**



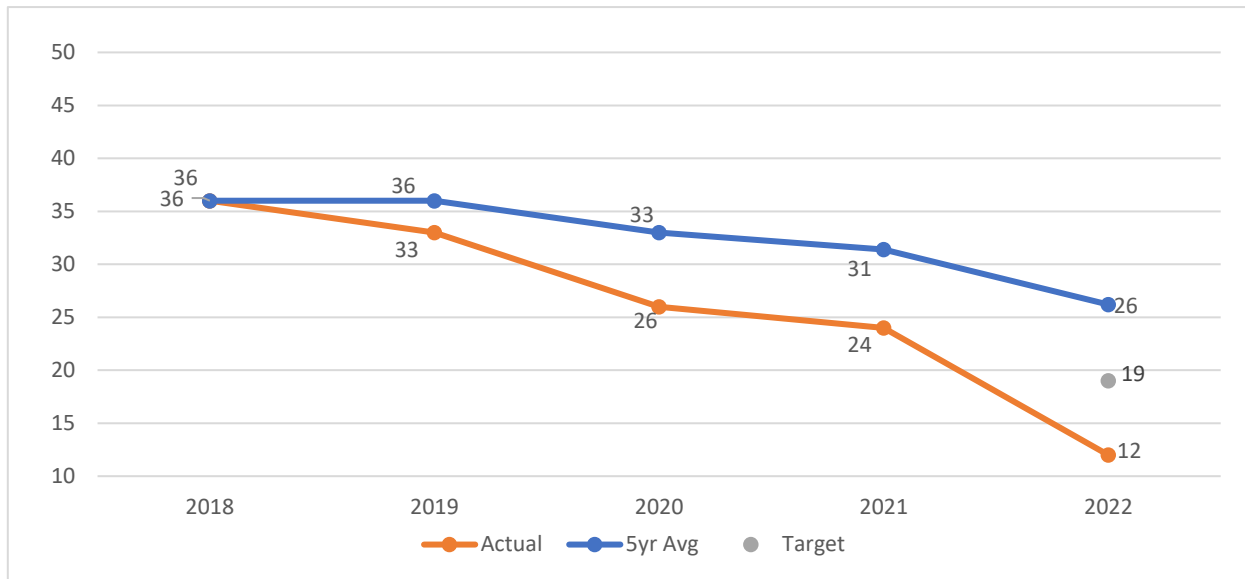
Source: \*2022 data comes from MOHS state data because complete FARS data has not yet been released. Accessed December 1, 2023.

### MOHS Outcome Measure/Teen Seat Belts

To maintain the number of unrestrained fatalities from 16–20-year-old drivers during the five-year average (2016-2020) of 19 by the end of 2019-2023.

Teen unrestrained fatalities decreased from 24 in 2021 to 12 in 2022. The five-year average (2018-2022) was 26, which is more than the target of 19. **(Target Not Met)**

\* MOHS will continue to educate teen drivers through social media, radio, engagement and education\*

**Figure 17 Seat Belt Related Fatalities of 16-20-Year-Old Drivers**

Source: MOHS State data accessed December 1, 2023.

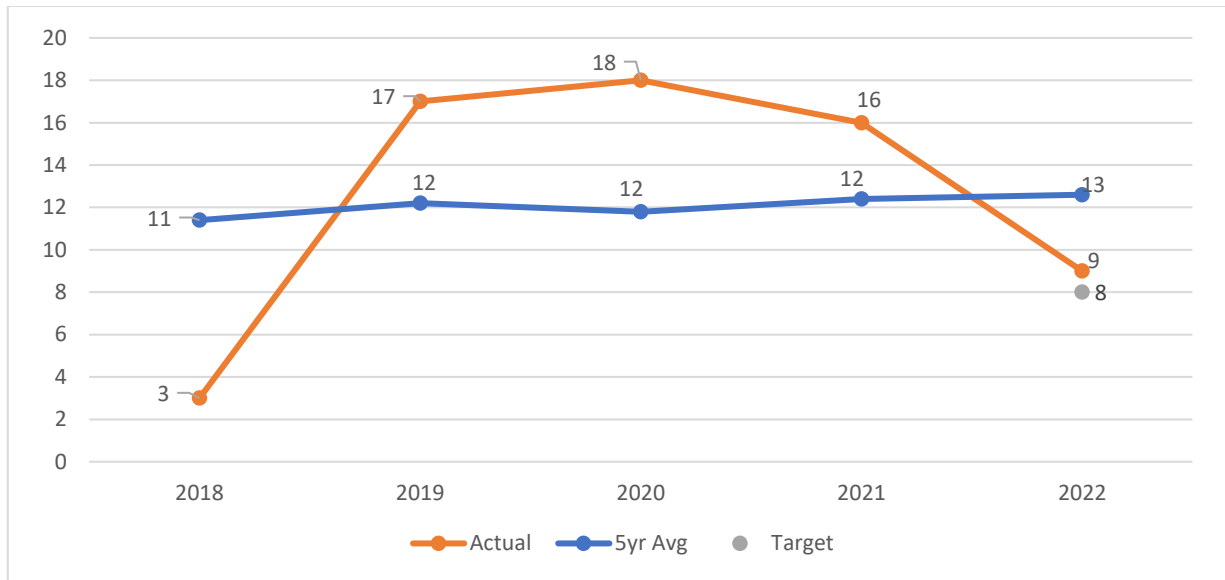
## MOHS Outcome Measure/Teen Speed

*To continue with the expected decrease of speed related fatalities among 16–20-year-old drivers and passengers from the five-year average (2016-2020) of 12 to 8 by the end of 2019-2023.*

Teen speeding fatalities decreased from 16 in 2021 to 9 in 2022. The five-year average (2018-2022) was 13 and was above the target of 8. MOHS will continue to educate teen drivers through social media, radio, and education. **(Target Not Met)**

*\*MOHS will continue to reach out and educate teen drivers on the importance of not speeding and safe driving awareness through our PI&E grants, public engagement, and campaigns.*



**Figure 18 Speed Related Fatalities of 16–20-Year-Old Drivers**

Source: MOHS State data accessed December 1, 2023.

## MOHS Outcome Measure/Electronic Crash Records

To maintain the number of electronic submissions of completed crash record data from Mississippi law enforcement agencies to DPS at 100% in 2020 in 2023.

The Department of Public Safety was able to maintain the percentage of crash record data submitted electronically at 100 percent in 2023. **(Target Met)**

## MOHS Outcome Measure/Traffic Records Entry

To decrease the number of average days from the crash event to entry into the Electronic Crash System from 2.22 days in 2020 to 2.5 days in 2023.

The average time it took for a crash event to be entered into the eCrash System in 2022 was 2.02 days. **(Target Met)**

## MOHS Outcome Measure/Traffic Records Insurance Data Integration

To continue the process of integrating data of vehicle insurance information with the vehicle VIN from the vehicle file.

MOHS and the STRCC continue to work on integrating data with the Department of the State Auditor to gather insurance information with the vehicle VIN file from the vehicle file. Work will also continue during FY24 and beyond to integrate more information into eCrash.

## MOHS Outcome Measure/ EMS Integration

To continue the process of mapping data of citation, crash and EMS run using same base layer map to overlay for proactive planning.

MOHS and STRCC continue to work with the Department of Health to integrate data from crash reports and link to hospital and EMS data systems. Work will also continue during FY24 and beyond.

## MOHS Outcome Measure/Data Uniformity

*To continue the process of mapping data of citation, crash and EMS run using same base layer map to overlay for proactive planning.*

MOHS and STRCC continue to work with the Department of Health to map data from crash reports and link to hospital and EMS data systems. Work will also continue during FY24 and beyond.

## MOHS Outcome Measure/Electronic Citation

### MOHS Outcome Measure/Electronic Citation

*To improve citation accuracy, timeliness, and uniformity by increasing the percentage of citation data submitted to DPS electronically by 69.8% in 2020 to 70% by the end of 2023.*

The Department of Public Safety was able to increase the percentage of citation data submitted electronically to 72.33% in 2022. **(Target Met)**

## FFY2023 MOHS EVIDENCE BASED PROGRAMS AND PLANNED ACTIVITIES

During FFY23, the MOHS continued to implement and support law enforcement and community partners through evidence-based enforcement programs and effective countermeasure activities. The MOHS, along with agencies funded with grant funds uses data to identify problems within the State to help identify areas of the most need and where resources need to be placed. Mississippi funds enforcement and program activities through data analysis, monitoring of programs and the participants that are in high fatality, injury, and crash areas.

Traffic enforcement not only saves lives, but it also supplements many criminal enforcement activities. Reducing DUI and increasing the use of seatbelts and child restraints are a few of the most cost-effective ways to reduce death and injury on the roadways. Seat belts also remain one of the best defenses against impaired drivers. Whether being a crime victim or crash victim, all citizens ultimately pay the societal costs for health care and public safety resources.

The Program Area Sections presented in this Annual Report provide details on Planned Activities and activities funded in FFY23 and the Planned Activities contributions to meeting the MOHS highway safety targets and performance measures. Federal fund expenditures are detailed by Planned Activity numbers and can also be found in the Grants Funds Summary, located at the end of the Annual Report.

## Crash Analysis

The MOHS recognizes that a strong enforcement plan is a key to reducing fatalities, injuries, and crashes in the State of Mississippi. To bring down fatalities, injuries and crashes, the State must focus on data and problem identification, trend analysis and crash location data. All factors are considered when trying to reach the targets of the State.

The State is able to look at the whole State and determine the need of Planned Activities, increase in enforcement and the needs of the community. Crash analysis is used to determine the areas with the most

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fatal and injury crashes, which helps the MOHS determine where to place the available resources that include program management and funding.

## Selection of Planned Activities

The MOHS reviews data from FARS and other data sources to look for impaired fatality and crash trends in areas around the State, which helps create target areas that the MOHS will work to assist in the upcoming grant year. For further information on the selection of Planned Activities for the enforcement program, see enforcement section of each program area. After the review of the data and target areas are selected, grant applications are distributed throughout the State for the solicitation of grants. Once grants have been received within the MOHS, if target areas have not submitted a grant application, then the MOHS uses the help from the LEL programs to go and solicit applications from those target areas.

## Selection of Countermeasures/Strategies

The MOHS uses *Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, published by the NHTSA to select countermeasures/strategies that will be used for the upcoming grant year. The MOHS takes into consideration all data that is available, target areas and the countermeasures to begin selection process of applications and to determine what the MOHS hopes to accomplish during the grant year.

## Enforcement Analysis

The MOHS reviews the data and problem identification throughout the year and deploys resources as needed as the data analysis is developed. The resources could include addition of new Planned Activities, additional training in the area of concern and public information and education programs based on areas with the most need and evidenced based data. During the FY23 year MOHS conducted this through strategic meetings, data review and review of progress reports. If support is needed in the enforcement community, the MOHS, Oxford Police Department Law Enforcement Training, PI&E partners and LEL coordinator are to help with the needs and concerns.

## Adjustments to the Planned Activities and EBE

The MOHS continues to review data throughout the year, even after the grant application process has ended. If additional targets are identified during the year, the MOHS will use the help from the LEL program to contact those areas for grant funding.

In addition, program assessments are provided to each sub-grantee in the monthly program reimbursement packet to help show the agencies, cost per citation information; trend analysis and budget comparisons, so the agency can see costs of the program and cost of the citations for effectiveness and direct enforcement as needed for their Planned Activities. Planned Activities that are added to the enforcement program after the submission of the HSP will be included in any HSP modifications.

The EBE continues to be updated (as necessary) as the grant year progresses, with the addition of strategies used, Planned Activities added and descriptions of enforcement activities that are conducted, for example Special Wave grants. Adjustments are made to Planned Activities based on data analysis that includes fatal and injury crash data.

## Alcohol/Impaired Driving Evidenced Based Enforcement

The MOHS provided funding to agencies to participate in the National Impaired Driving Campaign over Labor Day and the Click It or Ticket Campaign over Memorial Day. Planned Activities can be located on pages 29-42. Each Planned Activity was selected by the criteria above. The program contributed through its evidenced based enforcement a total of:

**Table 3**      **FY2023 Grant Funded Activity**

<b>Grant Type</b>	<b>DUI</b>	<b>DUI Other</b>	<b>Seatbelt</b>	<b>Child Restraint</b>	<b>Speed</b>
154 Alcohol	2,905	0	0	0	0
405 Impaired Driving	1,253	897	0	0	0
402OP	0	0	11,546	827	0
402PT	269	346	8,424	1,151	31,421
<b>Total</b>	<b>4,427</b>	<b>1,243</b>	<b>19,970</b>	<b>1,978</b>	<b>31,421</b>

## PLANNING AND ADMINISTRATION OVERVIEW

The MOHS is responsible for the development and implementation of the annual Highway Safety Plan (HSP) based on an evaluation and analysis of highway safety problems within the State. The State must also consider the involvement of local units of Government in its highway safety planning, implementation, and oversight and financial management efforts.

Internal management of the MOHS is coordinated by the Office Director. Other administrative management is coordinated by the finance director, planning coordinator and office manager. Programs under the Division Directors are impaired driving, occupant protection, traffic records, motorcycle, outreach, judicial, and police traffic services Planned Activities and programs. Through planning and administration, continuous efforts will be made to provide the resources necessary for planning, data collection, financial review, administration, and coordination of the statewide Highway Safety Program. P&A covers costs associated with operating the Highway Safety Program, including salary, fringe, travel, contractual services, commodities, and indirect costs for administrative support.

### FFY2023 Funded Planned Activities and Accomplishments

**Planned Activity Title: MOHS Alcohol/Impaired Driving Coordination & Program Management (154AL-2023-ST-41-01/154AL-2023-ST-41-02/154AL-2023-ST-41-03)**

**Planned Activity Description:** The MOHS Impaired Driving Coordination & Program Management provided program management in the impaired driving program area to coordinate statewide and local law enforcement efforts related to DUI operations, national impaired driving blitz campaigns and other Planned Activities related to the impaired driving effort. The program oversaw funding to state and local law enforcement agencies and assisted in developing strategies for inter-jurisdictional enforcement efforts. Collaborated with the State's law enforcement liaisons, TSRP, and other alcohol impaired programs to increase effectiveness and efficiency of law enforcement efforts to reduce DUI.

Provided program management for the planned MOHS alcohol impaired driving outreach Planned Activities, surveys and the "Drive Sober or Get Pulled Over" (DSGPO) National Mobilization. Assisted with impaired driving media campaign during National DSOGPO blitz period as needed and/or requested. Personnel services including salaries and benefits, travel, supplies, and training were also included in the Planned Activity for monitoring, workshops, seminars and program management at the same percentage.

Funding is based on the salary and activities of full-time positions of a program.

**Budgeted:** \$323,000.00 Federal Funding Source 154 AL/\$0.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$306,507.27 Federal Funds

### Planned Activity Title: MOHS P&A (154PA-2023-PA-41-01/ 402PA-2023-PA-41-01)

**Planned Activity Description:** Provided program management to coordinate statewide local law enforcement efforts related to MOHS operations. Program oversaw funding to state and local law enforcement agencies for overtime enforcement and assisted in developing strategies for inter-jurisdictional enforcement efforts. MOHS P&A includes salaries, fringe, and other expenses for MOHS.

Funding is based on the salary and activities of full-time positions of a program. The MOHS was unable to fully staff the highway safety program during FY22. The MOHS is currently in the process of hiring positions for the program in FY23.

**Budgeted:** \$400,000.00 Federal Funding Source 154/\$0.00 Match/\$0.00 Indirect Cost/\$0.00 Local Benefit/MOE-\$0.00; \$400,000.00 Federal Funding Source 402/\$80,000.00 Match/\$0.00 Indirect Cost/ \$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$364,438.73 Federal Funds

### Planned Activity Title: MOHS Occupant Protection Coordination Program Management (OP-2023-OP-41-01/OP-2023-OP-41-02/OP-2023-OP-41-03)

**Planned Activity Description:** Provided program management in the Occupant Protection program area to coordinate statewide local law enforcement efforts related to MOHS operations. Program oversaw funding to state and local law enforcement agencies for overtime enforcement and assisted in developing strategies for inter-jurisdictional enforcement efforts. Provide program management for the planned MOHS Seat Belt Survey, the Child Passenger Seat (CPS) survey and the Click It or Ticket (CIOT) National Mobilization. Oversaw Planned Activities related to CPS, including fitting stations, checkpoint stations and CPS technician training. Oversaw the Occupant Protection media campaign during National CIOT blitz period. Included travel and misc. expenses. Personnel services included salaries and benefits, travel, supplies, and training, monitoring, workshops, seminars, and program management at the same percentage.

Funding is based on the salary and activities of full-time positions of a program.

**Budgeted:** \$183,000.00 Federal Funding Source 402OP Occupant Protection/\$36,600.00 Match/\$0.00 Indirect Costs/MOE-\$0.00

**Expended:** \$148,779.85 Federal Funds

### Planned Activity Title: MS Office of Highway Safety—Police Traffic Services Coordination and Program Management (PT-2023-PT-41-01/PT-2023-PT-41-02/PT-2023-PT-41-03)

**Planned Activity Description:** Provided program management in the Police Traffic Services program area to coordinate statewide local law enforcement efforts related to MOHS operations. Program oversaw funding to state and local law enforcement agencies for overtime enforcement and assist in developing strategies for inter-jurisdictional enforcement efforts. Provided program management for the planned MOHS Seat Belt Survey, the CPS survey, the CIOT National Mobilization and Drive Sober Get Pulled Over. Oversaw Planned Activities related to CPS, including fitting stations, checkpoint stations and CPS technician training. Oversaw OP media campaign during National CIOT blitz period. Personnel services included salaries and benefits, travel, supplies, and training, monitoring, workshops, seminars, and program management at the same percentage.

Funding is based on the salary and activities of full-time positions of a program.

**Budgeted:** \$203,000.00 Federal Funding Source 402-Police Traffic Services/\$40,600.00 Match/\$0.00 Indirect Costs/MOE-\$0.00

**Expended:** \$184,062.85 Federal Funds

### Planned Activity Title: MOHS Impaired Driving Coordination & Program Management (M5IDC-2023-MD-41-01)

**Planned Activity Description:** Provided program management to the impaired driving program area to coordinate statewide and local law enforcement efforts related to DUI operations, national impaired driving blitz campaigns and other Planned Activities related to impaired driving efforts. Program oversaw funding to state and local agencies and assisted in developing strategies for inter-jurisdictional enforcement efforts. Collaborated with the State's law enforcement liaisons, TSRP, and other alcohol impaired programs to increase effectiveness and efficiency of law enforcement efforts to reduce DUI. Provided program management for the planned MOHS alcohol impaired driving outreach Planned Activities, surveys and the "Drive Sober or Get Pulled Over" National Mobilization. Assisted with impaired driving media campaign during National DSOGPO blitz period as needed and/or requested. Personnel services including salaries and benefits, travel, supplies, and training are also included in the Planned Activity for monitoring, workshops, seminars, and program management at the same percentage. Impaired enforcement can also be included in police traffic service grants, as well.

**Budgeted:** \$150,956.18 Federal Funding Source 405(d)/\$30,191.24 Match/\$0.00 Indirect Costs/MOE-\$0.00

**Expended:** \$117,070.45 Federal Funds





## IMPAIRED DRIVING PROGRAM—SECTION 154 AND 405(D)

The impaired driver is a crucial factor in fatal traffic crashes every year in Mississippi. Although speeding and other aggressive driving behaviors also cause deadly traffic crashes, alcohol and impairment remain the predominant enemies of traffic safety. When impaired arrests decrease, traffic fatalities usually increase.

The Mississippi Office of Highway Safety continues to cite impaired driving as a top priority due to the state's high number of alcohol and drug-related fatalities. Extensive efforts and utilization of evidence-based programs were selected and implemented during the grant year to continue to reduce this very serious offense by participating in all National Crackdowns related to impaired and drunk driving across the state. State and local law enforcement also conducted enhanced impaired driving enforcement activities throughout the grant year with emphasis on holidays and special events. In addition, public information and education was extensively emphasized through a multitude of public awareness activities throughout the year. Impaired Driving programs help the MOHS support increased enforcement, high visibility, and police presence. As a result, arrests for DUI were up, and more citizens were reached with public information and education programs.

### 2023 Highway Safety Plan Performance Targets

Targets provided from the 2023 Highway Safety Plan related to this program section can be found in the "2023 Core Performance Measures" section. Discussion of the state's progress in meeting the targets is also included, using available data at the time of reporting.

### Planned Activity Contribution toward Achieving Performance Target

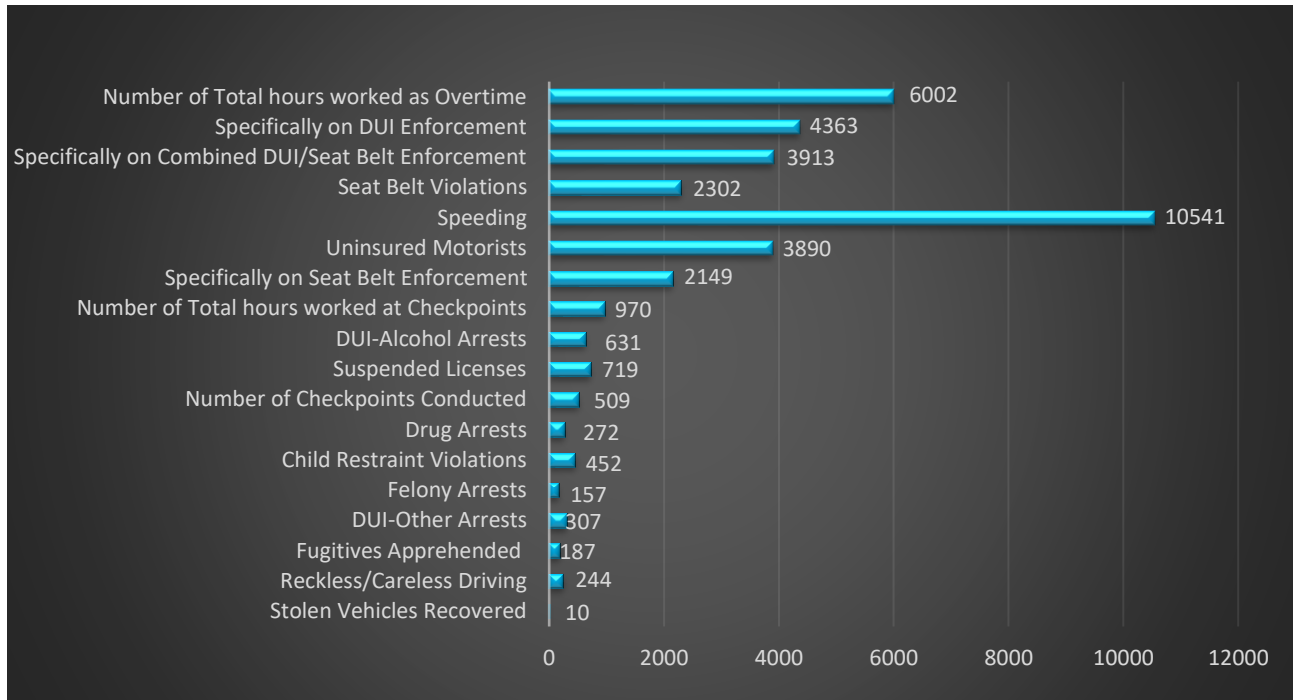
During FFY23, fifty (50) grant funded law enforcement agencies participated in high visibility enforcement, while public information and education groups and partners educated the public on the dangers of impaired driving. Paid and earned media campaigns were held during the FY23 year, with special emphasis during blitz campaign times.

During FFY23, the MOHS were able to have SFST, ARIDE and DRE training programs with the help of the Oxford Police Department, which helped train and re-certify law enforcement officers in impaired driving training. The MOHS provided program management and oversight on all impaired driving programs, which included program management, technical assistance, monitoring, and training to local grant funded agencies.

### Participation in National Impaired Driving Mobilization

The MOHS took part in the Christmas Blitz campaign for impaired driving. Details on the target audience and media utilized can be found in the Paid and Earned Media Report (Page 55) within the Media and Marketing Program Section. Citations, arrests, and other outcomes from the campaign are shown below in Figure 19.

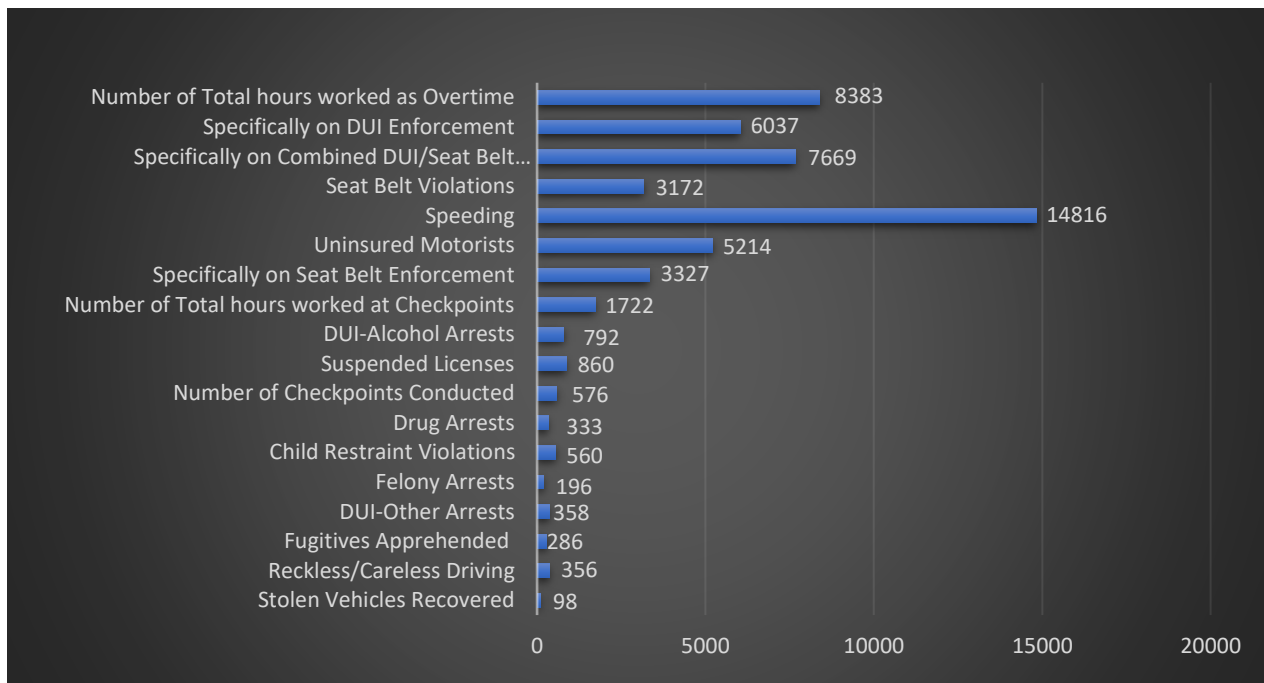
**Figure 19 FY23 Christmas Blitz**



Source: Mississippi Office of Highway Safety. Accessed February 9, 2023.

The MOHS also took part in the Labor Day campaign for impaired driving. Details on the target audience and media utilized can be found in the Paid and Earned Media Report (Page 55) within the Media and Marketing Program Section. Citations, arrests, and other outcomes from the campaign are shown below in Figure 20.

**Figure 20 FY23 Labor Day Mobilization**



Source: Mississippi Office of Highway Safety. Accessed November 1, 2023.

## FFY2023 Funded Planned Activities and Accomplishments

### Planned Activity Title: MOHS Alcohol Countermeasures Law Enforcement Grant Program (See Financial Summary - Table 4)

**Planned Activity Description:** Planned Activities under the MOHS Law Enforcement DUI Grants provide grant funds to local police departments and sheriff's offices for enforcement in jurisdictions across Mississippi. All jurisdictions provided enforcement for hours that are specified in each agency agreement, in support of the alcohol DUI program. These enforcement grants were coordinated with the national DSGPO, along with any State blitz campaigns that the MOHS develops for FY23.

All law enforcement agencies participating in the MOHS Law Enforcement Grant program utilize data to targets of need and deploy resources bases on problem identification and traffic trends in the agency locales and adjust the program as needed. Law Enforcement agencies use the funding for salaries (part time and full time), travel, contractual service (Installations and Rental of Meeting Space) and equipment (In Car Camera, PBT and Computers), that has been reviewed and approved by the MOHS. All information on the budget can be found in the agency agreements. The agency will generate at least (1) earned media campaigns during the DSGPO campaigns. Each agency has a personalized performance measure and strategies that can be found in the grant agreement

**Budgeted:** \$3,337,000.02 Federal Funding Source 154AL/\$0.00 Match/\$0.00 Indirect Cost/\$3,337,000.00 Local Benefit/- MOE-\$0.00

### Planned Activity Title: MOHS Paid Media Sustained DUI Enforcement Campaign (154PM-2023-PM-00-00)

**Planned Activity Description:** A comprehensive and sustained paid media campaign in support of the continual DUI enforcement efforts for the DSGPO campaigns utilizing Section 405d alcohol funding was implemented in the FY23 grant period. These funds were used for sustained radio, and outdoor space in December 2022, January 2023, and Labor Day 2023.

The DSGPO messages were approved by NHTSA before airing. The number of holiday alcohol-related vehicle crash fatalities were used to evaluate the media messaging. The measures that were used to assess message recognition are as follows: radio spots, ads, and GPAs for paid media, earned media messages for print and television, alcohol-related vehicle crash fatalities and the results obtained from the behavioral measures awareness survey will be used to evaluate the effectiveness of the messaging.

**Budgeted:** \$150,000.00 Federal Funding Source 154AL/ \$30,000.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$44,306.00 Federal Funds

**Planned Activity Title: Metro Jackson/ Jackson State University (154AL-2023-ST-40-01)**

**Planned Activity Description:** The Metro Jackson Community Prevention Coalition will be the state's primary adult impaired driving awareness program. The program will focus on the top 30 counties of the State with the most alcohol related fatalities. The program will coordinate with law enforcement agencies to promote impaired driving prevention; provide impaired driving prevention education/ information to support and enhance law enforcement efforts during (4) National Blitz campaigns: July 4<sup>th</sup>, Labor Day, Christmas/New Years and the Superbowl by facilitating initiatives and or press conferences; assist law enforcement agencies with the dissemination of educational information and materials during checkpoint efforts; conduct impaired driving prevention awareness presentations and generate earned media.

**Budgeted:** \$368,879.61 Federal Funding Source 154AL/\$0.00 Match/\$0.00 Indirect Cost/ \$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$314,713.29 Federal Funds

**Planned Activity Title: MOHS Contingency Travel (154AL-2023-ST-41-04/M5TR-2023-MD-41-02)**

**Planned Activity Description:** The MOHS provided financial support for approved contingency travel for agency partners requesting in and out of State travel expenses to alcohol and impaired meetings, conferences and trainings benefitting the alcohol and impaired highway safety programs. Funds included airfare, baggage fees, hotel accommodation, transportation, per diem for meals, tips and additional travel fees approved by the MOHS. Travel is directly related to the support of funded strategies and Planned Activities.

**Budgeted:** \$2,500.00 Federal Funding Source 154AL/\$0.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00; \$2,500.00 Federal Funding Source 405d/\$500.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$0.00 Federal Funds

**Planned Activity Title: MOHS National Blitz-Drive Sober Get Pulled Over-High Visibility-Special Wave Grants (154AL-2023-ST-41-05)**

**Planned Activity Description:** The agencies used the funds to provide overtime to non-funded agencies for officers to work overtime in conducting impaired driving enforcement during the national blitz periods of DSGPO. The agencies conducted a minimum of (2) Special Traffic Enforcement Program (STEP) HVE/Deterrence checkpoints and a minimum of (2) Special Traffic Enforcement Program (STEP) HVE/Deterrence saturation patrols during each national DSGPO (Christmas/New Year & Labor Day), for a total of (4) Checkpoints and (4) Saturation Patrols. The agency generated at least (1) earned media campaigns during the DSGPO campaigns. Funds will be used for law enforcement in strategically targeted areas, based on problem identification during blitz periods to reduce fatalities and injuries. Funds were used for: Overtime, which is over and beyond regular duties and responsibilities.

**Budgeted:** \$25,000.00 Federal Funding Source 154AL/\$0.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$0.00 Federal Funds

**Planned Activity Title: MS Office of Attorney General - Traffic Safety Resource Prosecution Program - Impaired Program (M5CS-2023-MD-40-21)**

**Planned Activity Description:** The TSRP program is statewide program covering the whole State. The TSRP provided one-to-three-day educational courses for prosecutors, officers, and judges; courses on Basic DUI Course; Legal Updates on recent DUI and traffic-related case law; Search & Seizure Legal Update; SFST legal sections and Trial Advocacy Training for Prosecutors (& Officers when appropriate).

The TSRP acted as a resource to impaired enforcement officers on traffic-related/impaired driving issues. Provided training for prosecutors, officers, and judges, including joint training for prosecutors and officers when possible; provided training to assist with the increase the reporting of BAC in all fatal crashes; continued to recruit local prosecutors and pair those prosecutors with their local officers who are participants in the SFST class.

The TSRP provided and assisted with training to the State’s law enforcement officers, prosecutors, judges, etc. at their request; encourage district attorneys, city, and county prosecutors continued involvement in ID; Planned Activities by providing legal technical assistance and/or training to allow them to handle ID cases appropriately; provide legal support and resources for prosecutors, officers, clerks, and judges; updating of the MS DUI Benchbook.

***\*The National Highway Traffic Safety Administration will not reimburse the Mississippi Office of Highway Safety for any work conducted by the Mississippi Attorney General Office under project number M5CS-2023-MD-40-21. \****

**Budgeted:** \$0.00 Federal Funding Source 405(d)/\$0.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$0.00 Federal Funds

**Planned Activity Title: Oxford Police Department - Law Enforcement Training Coordination (M5X-2023-MD-22-51/ M5TR-2023-MD-22-51)**

**Planned Activity Description:** The Oxford Police Department- Law Enforcement Training Coordination program is a statewide program to provide impaired driving training to all law enforcement officers. The Oxford Police Department- Law Enforcement Training Coordination program expanded training to State and local law enforcement officers within the State. Funds were used for salary for the LE training staff which includes proportional funding for coordinator, finance/accounting/training coordinator; contractual services; travel and supplies for the program.

Law Enforcement Training Coordination	Target	Number of Classes	Number Trained
SFST Classes	191	14	215
ARIDE	105	9	83*

<b>DRE In Service</b>	1	1	22
<b>DRE Trained</b>	13	3	14

**Budgeted:** \$115,674.02 Federal Funding Source 405(d)/\$23,134.80 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00; \$515,180.52 Federal Funding Source 405(d) Match/\$103,036.10 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$535,841.61 Federal Funds

## OCCUPANT PROTECTION PROGRAM—SECTION 402 & 405(B)

Mississippi's primary seat belt law and child passenger laws, public information and education programs, enforcement efforts, media and child safety seat distribution programs, and utilization of evidence-based enforcement efforts have all contributed to the Mississippi's continued success with occupant protection. The MOHS participated in all national mobilizations for seat belt enforcement, including the "Click It or Ticket" (CIOT) campaign during Memorial Day. MOHS utilizes Section 402 and 405 funds for paid media campaigns and seat belt enforcement details, and reports law enforcement activities as required by NHTSA. High visibility enforcement continues to be a major deterrent to driving unbelted within the State, along with a high visibility media and education programs.

Recognizing the importance of Occupant Protection (OP) and Child Restraint (CR), MOHS has an Occupant Protection Division Director assigned to provide emphasis on strengthening the OP/CR program. Additionally, there was an intense amount of time spent on CIOT special wave grants, highlighting the importance of seat belt and child restraint enforcement along with participation in the statewide CIOT campaign by law enforcement.

### 2023 Highway Safety Plan Performance Targets

Targets provided from the 2023 Highway Safety Plan related to this program section can be found in the "2023 Core Performance Measures" section. Discussion of the state's progress in meeting the targets is also included, using available data at the time of reporting.

### Planned Activities Contribution toward Achieving Performance Target:

During FY23, fifty(50) law enforcement agencies participated in high visibility enforcement, while public information and education groups and partners educated the public on the dangers of buckling up. Paid and earned media campaigns were held during the FY23 year, with special emphasis during blitz campaign times. The MOHS funded programs that focused on high visibility enforcement and contributed to fewer occupant protection deaths and injuries across the State. High visibility media provided the citizens of Mississippi with awareness about buckling during the \*Click It or Ticket blitz campaign and throughout the entire year.

MS Department of Health Child Restraint Program continue to be instrumental in child safety seat distribution, public education, fitting stations, and child passenger safety seat training to ensure that Mississippi youth are buckled and in the correct restraints.

The MOHS conducts an annual statewide safety belt use surveys in accordance with criteria established by the Secretary of Transportation for the measurement of state safety belt use rates. The survey will ensure that the measurements accurately represent the state's seat belt usage rate.

The MOHS Occupant Protection Division provides leadership and works to coordinate programs with the MS State Department of Health (MSDH) and other state and local agencies. MOHS promoted Click it or Ticket" during the Memorial Day holiday period. Through the MS State Department of Health, the Child Passenger Safety Coordination Planned Activity provided statewide safety checkpoints, a data base for child passenger instructors, technicians and a permanent fitting station located in Jackson and across the state. The MOHS provided program management and oversight on all OP programs, which included program management, technical assistance, monitoring, and training to local grant funded agencies.

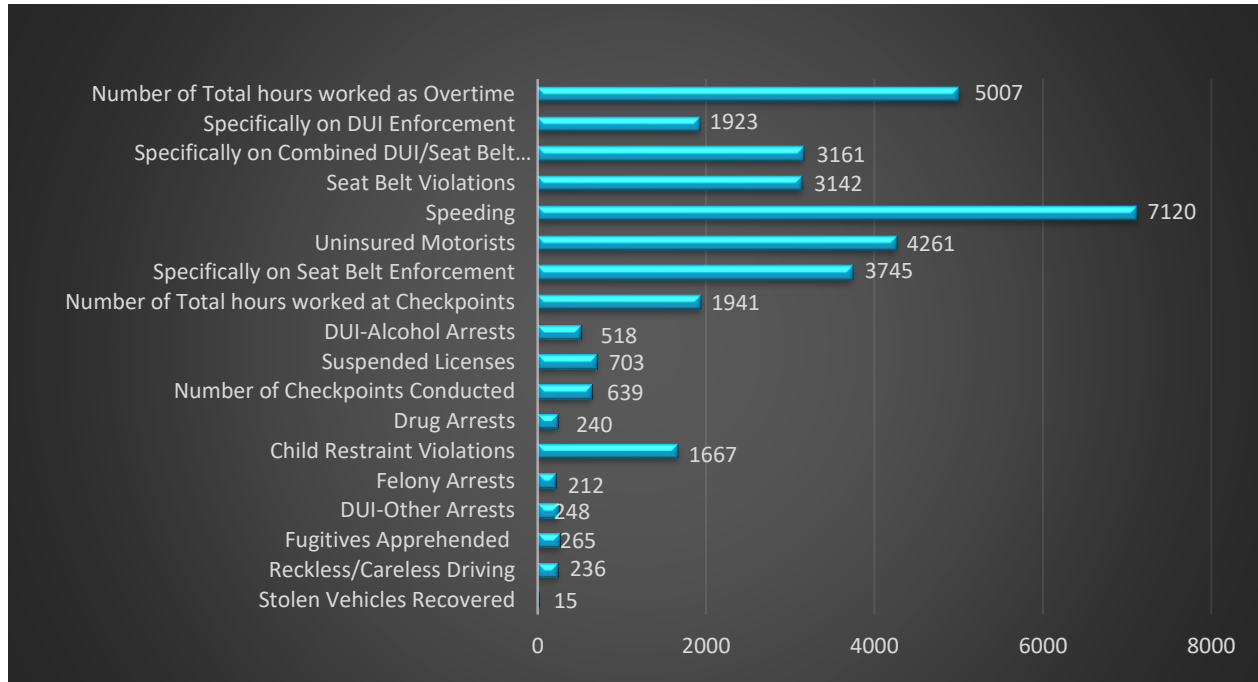
Mississippi will keep moving in the right direction regarding child passenger safety, and perhaps with continued education and enforcement, child restraint usage rates could be brought to an even higher level. Section 405 funds

were utilized in 2023 to continue funding the MS State Department of Health’s Child Passenger Safety Program, Mississippi State University Seat Belt Survey. MOHS and the MSDH will continue to make the effort to preserve the lives of children through the continued education of the public on child passenger safety awareness.

## Participation in National Click It or Ticket Mobilization

The MOHS also took part in the “Click It or Ticket” campaign around Memorial Day. Details on the target audience and media utilized can be found in the Paid and Earned Media Report (page 55) within the Media and Marketing Program Section. Citations, arrests, and other outcomes from the campaign are shown below in Figure 21.

**Figure 21 FY23 Memorial Day Click It or Ticket**



Source: Mississippi Office of Highway Safety. Accessed November 29, 2023.

## FFY2023 Funded Planned Activities and Accomplishments

**Planned Activity Title: MOHS Occupant Protection Law Enforcement STEP Grants (See Financial Summary - Table 4)**

**Planned Activity Description:** Various use the funds to provide salary and fringe for officers to work overtime hours conducting enforcement, which can include impaired driving, occupant protection and speed during FY23. There will be a special emphasis during the national blitz periods of DSGPO and CIOT. The agencies will conduct Special Traffic Enforcement Program (STEP) HVE checkpoints and a Special Traffic Enforcement Program (STEP) HVE saturation patrols during each national DSGPO (Christmas/New Year) and CIOT (Memorial Day). The STEP agency will generate earned media campaigns during the DSGPO (Christmas/New Year) and CIOT (Memorial Day) campaigns. Each agency has a personalized performance measure and strategies that can be found in the grant agreement.

The agency generated at least (1) earned media campaigns during the “CIOT” campaigns. Each agency has a personalized performance measure and strategies that can be found in the grant agreement.



**Budgeted:** \$1,005,209.46 Federal Funding Source 402OP/\$201,041.89 Match/\$0.00 Indirect Costs/\$1,005,209.46 Local Benefit/MOE-\$0.00

**Expended:** \$939,038.54 Federal Funds

#### Planned Activity Title: MOHS Click It or Ticket Special Wave Grants (OP-2023-OP-41-05)

**Planned Activity Description:** The agency will use the funds to provide overtime to officers to work overtime in conducting Occupant Protection. Funds will be used for law enforcement in strategic target areas that have been identified through data to increase enforcement during the blitz period to reduce fatalities and injuries. Funds will be used for: Overtime that is over and beyond regular duties and responsibilities. The number of Planned Activities will be determined based on problem identification, need and trends. The number of hours and funding amounts will be determined by need, population size and funds available.

**Budgeted:** \$25,000.00 Federal Funding Source 402 OP/\$5,000.00 Match/\$0.00 Indirect Costs/\$25,000.00 Local Benefit/MOE-\$0.00

**Expended:** \$0.00 Federal Funds

#### Planned Activity Title: MOHS High Risk Population Special Wave Grants (OP-2023-OP-41-06)

**Planned Activity Description:** The agency will use the funds to provide overtime to officers to work overtime in conducting Occupant Protection for data driven high risk populations. Funds will be used for law enforcement in strategic target areas that have been identified through data to increase enforcement to reduce fatalities and injuries. Funds will be used for: Overtime that is over and beyond regular duties and responsibilities. The number of Planned Activities will be determined based on problem identification, need and trends. The number of hours and funding amounts will be determined by need, population size and funds available.

**Budgeted:** \$5,000.00 Federal Funding Source 402 OP/\$1,000.00 Match/\$0.00 Indirect Costs/\$5,000.00 Local Benefit/MOE-\$0.00

**Expended:** \$0.00 Federal Funds

#### Planned Activity Title: MOHS Contingency Travel (OP-2023-OP-41-04)

**Planned Activity Description:** The funds were used for contingency travel in and out of State to OP meetings, conference and trainings approved by the MOHS. Funds were also used to provide honorariums for speakers, presenters for speaking engagements, conferences, meetings and training that would enhance the MOHS OP program. Funds included airfare, baggage fees, hotel accommodation and transportation, per diem for meals, tips and any additional travel fees approved by the MOHS. Travel was directly related to the support of funded strategies and Planned Activities.

**Budgeted:** \$2,500.00 Federal Funding Source 402OP/\$500.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$0.00 Federal Funds

**Planned Activity Title: MS Department of Health Child Restraint Seat Program (CR-2023-CR-40-71)**

**Planned Activity Description:** The Department of Health is responsible for enforcement activities for the entire State of Mississippi through extensive enforcement. The population of Mississippi is 2,992,333, according to the 2015 census. The program covers square miles 48,434 and county miles 10,958. The Department of Health will conduct child safety seat checkpoints at local health departments, daycares, or preschools. Will conduct publicized community child safety seat checkpoints at community events, shopping centers, or health and safety fairs to promote correct usage statewide and distribute child passenger restraints. The Department of Health will collaborate with Mississippi Department of Education, and other local partners to conduct school-based occupant protection activities (e.g. presentations, safety fairs, workshops, countdown to drive program) for children ages 0-15 years.

Collaborate with Public Health District Educators to conduct child passenger safety presentations on regulations and recommendations at schools and community/public events in all nine Health Districts. Schedule CPST courses to increase the number of Child Passenger Safety Technicians throughout the state. Conduct child safety seat checkpoints and publicized community child safety seat checkpoints. Distribute child restraints, increase knowledge about proper usage, and ensure they are being utilized and distribute fact sheets and child passenger safety brochures that target children, ages 0-15 years that come into local health clinics.

The Department of Health will use funding for the purchase of child restraints for the Child Restraint Seat Program.

**Budgeted:** \$108,000.00 Federal Funding Source 402CR/\$21,600.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$90,774.85 Federal Funds

**Planned Activity Title: MS Department of Health Child Occupant Protection Program (M2PE-2023-MB-40-71)**

**Planned Activity Description:** The Department of Health is responsible for child passenger activities for the entire State of Mississippi. The Child Protection Program will distribute child passenger safety seats, conduct child passenger safety presentations and child safety seat checkpoints.

The Department of Health will plan occupant protection awareness activities for student's ages 0-15 years and the parents/guardians. Contact state, local, and federal agencies, hospitals, elementary schools, daycares, HeadStart Centers, and faith-based organizations statewide in a collaborative effort to speak with individuals.

As a part of the program, 1,800 Car Seats were distributed for families in need, car seats were installed for families at community events, 217 community presentations were conducted, and the number of CPS technicians remained at 152.

**\*Supplemental to CR-2023-CR-40-71\***

**Budgeted:** \$153,206.81 Federal Funding Sources 405(b)/\$ 30,641.36 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$138,047.24 Federal Funds

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**Planned Activity Title: Mississippi State University - Occupant Restraints Survey - Stennis Institute (SO-2023-SO-40-11)**

**Planned Activity Description:** The MOHS conducts annual statewide safety belt use surveys in accordance with criteria established by the Secretary of Transportation for the measurement of state safety belt use rates. The survey will ensure that the measurements accurately represent the state's seat belt usage rate. Seatbelt usage continues to be a priority emphasis area for NHTSA and for the MOHS.

The seat belt portion of the Planned Activity, the agency will survey a pseudo-random sample of (16) counties across the State of Mississippi in order to represent the entire State. The child restraint survey of the Planned Activity will be conducted in a convenience survey of 40 municipalities with populations over 10,000. This is also done to generate representative numbers for the entire state. So, each municipality's inclusion in the survey is not targeted based on any predetermined problems. The agency will utilize the grant funds for; salary; overtime; fringe; contractual service; travel; commodities and indirect cost to conduct described program activities above and beyond the agency's daily activities and responsibilities.

During the 2023 Seatbelt Survey 15,868 vehicle occupants and 173 survey observation sites were observed. Jackson County had the highest increase in seatbelt usage, where Rankin County had the largest decrease. Pontotoc County exhibited marked improvement over the 2023 CIOT Campaign. The MOHS uses the seatbelt usage rates to observe where in the state have the largest decreases or increases, so that the MOHS, law enforcement and public information groups may make the biggest impact. The official, overall calculated seat belt use estimate for the state of Mississippi for 2023 is 82.2%.

**Budgeted:** \$251,176.14 Federal Funding Source 402SO/\$50,235.23 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$218,455.13 Federal Funds



## POLICE TRAFFIC SERVICES PROGRAM SECTION 402

The Police Traffic Service area provides funds to law enforcement agencies for targeted enforcement areas of seat belt, impaired and speed enforcement along with additional highway safety areas, such as distracted driving and texting and driving. Problem areas are identified through data, problem identification and impact of problems. The PTS Planned Activities helped the MOHS support the overall evidence-based enforcement programs of the police traffic services program. As a result, more citations for speed, occupant protection and DUI were up, as well as more citizens were reached with public information and education.

### 2023 Highway Safety Plan Performance Targets

Targets provided from the 2023 Highway Safety Plan related to this program section can be found in the "2023 Core Performance Measures" section. Discussion of the state's progress in meeting the targets is also included, using available data at the time of reporting.

### Planned Activity Contribution toward Achieving Performance Target

During FY23, fifty (50) law enforcement agencies, participated in high visibility enforcement, while public information and education groups and partners educated the public on the dangers of highway safety issues. Paid and earned media campaigns were held during the FY23 year, with special emphasis during blitz campaign times for Drive Sober and Get Pulled Over and Click It or Ticket National Blitz Campaigns.

The MOHS funded programs that focused on high visibility enforcement and contributed to fewer deaths and injuries across the State. The MOHS PTS Division provides leadership and works to coordinate programs with the state and local agencies, including the Mississippi Department of Transportation. The MOHS provided program management and oversight on all PTS programs, which included program management, technical assistance, monitoring and training to local grant funded agencies.

### FFY2023 Funded Planned Activities and Accomplishments

**Planned Activity Title: MOHS Law Enforcement Police Traffic Services STEP Grants (See Financial Summary - Table 4)**

**Planned Activity Description:** Various agencies funds to provide salary and fringe for officers to work overtime hours conducting enforcement, which can include impaired driving, occupant protection and speed during FY22. There will be a special emphasis during the national blitz periods of DSGPO and CIOT. The agencies will conduct Special Traffic Enforcement Program (STEP) HVE checkpoints and a Special Traffic Enforcement Program (STEP) HVE saturation patrols during each national DSGPO (Christmas/New Year) and CIOT (Memorial Day). The agency will generate earned media campaigns during the DSGPO (Christmas/New Year) and CIOT (Memorial Day) campaigns. Each agency has a personalized performance measure and strategies that can be found in the grant agreement.

**Budgeted:** \$2,242,578.06 Federal Funding Source 402PT/\$448,515.61 Match/\$0.00 Indirect Costs/\$2,242,578.06 Local Benefit/MOE-\$0.00

**Expended:** \$1,802,358.02 Federal Funds

## TRAFFIC RECORDS PROGRAM SECTION 405(C)

The MOHS continued to partner and work with the Mississippi State Traffic Records Coordinating Committee (STRCC) during the FY23 grant year. The STRCC is a group of state partners that focus on the collaboration, implementation, and execution of state traffic record systems. The MOHS continues to work on objectives that are listed in the Statewide Strategic Traffic Records Strategic Plan and work to achieve performance-based targets established by the STRCC.

### 2023 Highway Safety Plan Performance Targets

Targets provided from the 2023 Highway Safety Plan related to this program section can be found in the “2023 Core Performance Measures” section. Discussion of the state’s progress in meeting the targets is also included, using available data at the time of reporting.

### Planned Activity Contribution toward Achieving Performance Target

The MOHS continues to work with partners with the Mississippi Highway Safety Information System (MHSIS) system. MHSIS is a complex, volume-intensive data collection, storage and retrieval system that supports national priority areas defined by the National Highway Traffic Safety Administration (NHTSA). MHSIS encompasses the total automated traffic records system which includes traffic crashes, citations, drivers, vehicles, roadways, EMS and hospital data, vital statistics, coroner reports, crime laboratory data, demographics, and travel density.

The State Traffic Records Coordinating Committee (STRCC) met on a regularly scheduled basis to review all major traffic record Planned Activities. The strategic plan for data system improvements is developed and updated annually to apply for Section 405(C) traffic records funds. The STRCC has discussed working on priority Planned Activities this year and strengthening the STRCC. During the STRCC conference call meetings they outlined six areas of improvement to assist the STRCC were reviewed for consideration:

1. STRCC Structure and Management.
2. STRCC Roles and Responsibilities.
3. STRCC Vision and Mission.
4. STRCC Stakeholders and Members.
5. STRCC Foundational Documents.
6. STRCC Strategic Planning and Planned Activity Development.

During FY23, preparation and dissemination of statistical reports were major traffic record activities. These tabulations are used for MOHS planning, problem identification, evaluation, special analyses and responses to requests for data. Ad hoc queries are made by the legislature, media, state and local agencies, law enforcement, universities, research foundations, safety associations and the general public. Special planning data sets were also developed to show the picture of areas that need improvement in the state and focused enforcement efforts areas.

Traffic record users include: MHP; local police and sheriff's departments to deploy enforcement units; engineers to identify roadway hazards; judges to determine sentencing; and, prosecutors to determine appropriate charges. Additionally, they include licensing agencies to identify problem drivers; emergency response teams to improve response times; health care organizations to understand implications of patient care and costs; and motor carrier officials to identify problem commercial drivers and carriers.

The Planned Activities listed below increase the ability to provide the Traffic Records program with accurate, timely and assessable data to be used in problem identification, planning and evaluation of highway safety programs. This data that is collected from the traffic records programs is used for the reduction of fatalities, injuries, and crashes across Mississippi.

## FFY2023 Funded Planned Activities and Accomplishments

### Planned Activity Title: Mississippi State University – Traffic Records (M3DA-2023-MC-40-11)

**Planned Activity Description:** The program involves the development of the Crash Data Portal to address issues relating to data access and processing in the state as well as improving data availability and interoperability. In an effort to ensure the necessary data is readily available for strategic purposes in the planning of target areas and education awareness across the state for impaired driving, occupant protection, speed, youth, elderly, pedestrian, motorcycle, and bicyclist fatalities, the Crash Data Portal is needed to provide a central location where reporting documents can be retrieved and readily available for MOHS staff, local, county, and state jurisdictions for making data driven decisions. The development of the Crash Data Portal will offer documentation power tools and reporting functions to ensure uniformity, timeliness and accessibility of the data needed to identify priorities for traffic safety. EMS-related reports will be shared on this portal to ensure completeness and integration of EMS data as it relates to specific crashes.

**Budgeted:** \$85,159.18 Federal Funding Source 402SO/\$17,031.84 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$66,383.49 Federal Funds

## DRIVER'S EDUCATION PROGRAM SECTION 402DE

The MOHS has long recognized the importance of combining enforcement and public education into its highway safety efforts. Thus, an educational component designed to help raise awareness about the dangers of drinking and driving, occupant protection distracted driving and teen safety has been in effect for the past seven grant years.

The MOHS Public Information and Education Program has a collection of sub-grantees that focus on public information and education, which includes presentations at churches, schools, conferences, meetings, health fairs and many other events to increase awareness. Booths or table set-ups are displayed with relevant educational materials and promotional items bearing "no drinking and driving," "buckle up" and distracted driving safety messages. These Planned Activities helped the MOHS support multiple programs including impaired, OP unrestrained, youth and older drivers in Mississippi. These Planned Activities helped reach more citizens with public information and education.

## 2023 Highway Safety Plan Performance Targets

Targets provided from the 2023 Highway Safety Plan related to this program section can be found in the “2023 Core Performance Measures” section. Discussion of the state’s progress in meeting the targets is also included, using available data at the time of reporting.

## Planned Activity Contribution toward Achieving Performance Targets

During FY23 The MOHS funded programs that included peer education and prevention strategies to focus on the age population of 21 and younger, with the focus of ages 16-20 years of age. Evidence-based programs were selected and were implemented during the grant year.

There were one (1) Planned Activities selected for the driver’s education program, with only one being fully implemented. This program educated young drivers about the negative effects of distracted driving, impaired driving, seat belt usage, speeding and awareness of risks while driving. This educational program attributed to the statistics above.



# FFY2023 Funded Planned Activities and Accomplishments

## Planned Activity Title: Jackson State University Youth Highway Safety Program (DE-2023-DE-40-02)

**Planned Activity Description:** Planned Activity Description: Jackson State University will be the state's primary teen safety awareness program. The program will focus on the top counties of the State with the teen fatalities and injuries.

Jackson State University- Youth Highway Safety Programs will increase the awareness and work statewide to provide public information on safe driving for young drivers aged 16-20 years old. Jackson State University- Youth Highway Safety Programs will conduct educational outreach activities and participate in safety fairs, and community events. This year Jackson State University –Youth Program will reach teens in the State while working in schools, safety fairs, conferences, and meetings.

The program will also work with local law enforcement and local schools across the State to bring the message of the consequences of seatbelt usage, speed control, distracted driving and more highway safety issues.

The program measures the effectiveness of the program with pre- and post-evaluations after each program. Funding will be used to provide salaries, fringe, contractual services, travel, commodities, and indirect cost.

### Drivers Education Planned Activity Accomplishments (402DE):

- 300 highway safety speed awareness presentations; 300 seatbelt safety presentations for teens 16-20 across Mississippi
- 54 community presentations to provide information on the proper usage of seatbelts and proper restraints reaching over 24,000 people.
- A total of 213 cars were visually checked for seatbelts. Of the 213 cars checked 177 drivers were wearing restraints
- 21 Health fairs to over 30,000 people to increase public awareness of seat belt and speed related issues.
- Over 41,000 students were reached through classroom presentations and booths.
- Secured a "Safe Driving Expo" at the local movie theater. Discussed OP statistics at WMPR local radio station where over 8,000 listeners were reached.
- Posted flyers and messages on seatbelt safety and speeding through social media outlets (FaceBook, Twitter and emails)
- Completed over 800 pre and post survey presentations on seatbelt safety and speeding

**Budgeted:** \$237,172.18 Federal Funding Source 402DE/\$47,434.43 Match/\$0.00/\$0.00 Local Benefit/MOE \$0.00

**Expended:** \$181,914.52 Federal Funds



## FFY2023 402/405F MOTORCYCLE PROGRAM

In the planning of the FY23 programs, the MOHS was anticipating the implementation of a statewide motorcycle program funded through grant funds. The state has struggled with a rise in motorcycles fatalities, injuries, and crashes over the past few years. Although the motorcycle program is a needed program, the MOHS was unable to implement this program during the grant year.

The MOHS was also not able to provide personnel to work directly with the program, as the MOHS began to restructure and change the focus of existing programs. Although the program is important, the MOHS chose to redirect funding, services, and personnel to more high priority programs for FY23. The MOHS will look into creating this pilot in the future when staff can be allocated to the program.

## 2023 Highway Safety Plan Performance Targets

Targets provided from the 2023 Highway Safety Plan related to this program section can be found in the “2023 Core Performance Measures” section. Discussion of the state’s progress in meeting the targets is also included, using available data at the time of reporting.

## Planned Activity Contribution toward Achieving Performance Target

With the lack of a statewide motorcycle program, the state motorcycle fatalities, injuries, and crashes continue to rise. Without a sustained statewide motorcycle program, the MOHS can determine that the problem with fatalities, injuries and crashes cannot be reduced if a program does not exist.

## MEDIA AND MARKETING PROGRAM

In a market more segmented than ever before, the MOHS diversifies the media mix to maximize audience’s exposure to the message. The MOHS wants to generate the message as frequently as possible in order to affect behavioral change, while negotiating for the best media placement at the lowest possible cost.

The media planning process involves in-depth, up-front analyses. Major emphasis is placed upon finding unique placement opportunities and providing cost-effective solutions. Media alternatives are analyzed based upon the particular medium’s composition, coverage and efficiency in reaching the potential audience. The MOHS also determines the frequency that the message should be seen/heard by the target audience. With every media buy, the MOHS requests one bonus spot for each paid media spot that is placed.

## Paid and Earned Media Report

### BROADCAST STRATEGY

Radio serves as the primary medium to increase reach while generating higher levels of frequency. Radio is the top medium of choice Monday-Friday, 9 a.m.-6 p.m., making radio a great compliment. Radio provides a solid mechanism to distribute the message almost evenly throughout the state. Formats that index high for male targets include All Talk, AC, Alternative, CHR, Country, Hip-Hop, News, Rock, Urban and College. MOHS did not reach the audience by radio for FY2023. MOHS is looking forward to the FY24 year as our plan is to return to radio stations.

## OUTDOOR

Digital outdoor boards quickly remind all drivers about impaired driving enforcement and seat belt usage. High school and University campuses and high-traffic metropolitan areas are targeted statewide through quick, memorable reminders. The MOHS also leases special digital message boards for some of the northern counties, an area difficult to reach through radio.

## FFY2023 Funded Planned Activities and Accomplishments

**Planned Activity Title: MOHS Paid Media Sustained Occupant Protection Enforcement Campaign (M2PE-2023-MB-00-00)**

**Planned Activity Description:** A comprehensive and sustained paid media campaign in support of the continual Occupant Protection enforcement efforts for the “CIOT” campaigns utilizing Section 405 Occupant Protection funding was implemented in the grant period. These funds were used for sustained radio and outdoor space in May 2023. The number of holiday unbelted vehicle crash fatalities were used to evaluate the media messaging. The measures that were used to assess message recognition are as follows: number of radio spots, ads, and GPAs for paid media, earned media messages for print and television, unbelted-related vehicle crash fatalities, the results obtained from the behavioral measures awareness survey and seat belt survey will be used to evaluate the effectiveness of the messaging.

**Budgeted:** \$76,000.00 Federal Funding Source 405(b)/\$15,200.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$75,908.00

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## **CHRISTMAS/NEW YEAR'S 2022/2023**

This year's Drive Sober or Get Pulled Over Christmas/New Year's campaign was from December 14, 2022—January 1, 2023, included coverage of cities and counties throughout the state. The overall objective was to effectively reach black males ages 40-49 and 30-39, through a heavily concentrated campaign with one key message "Drive Sober or Get Pulled Over" in order to effect positive change. The strategy was to use outdoor billboards to reinforce the message by paid and earned media.

MOHS focused on outdoor billboards, which were created for the campaign, throughout the state in high fatality areas. Electronic outdoor signage was placed across the state on 30 outdoor boards with 2,353,947 impressions airing throughout the state in high fatality areas. \$34,806.00 of the budgeted \$35,000.00 was expended.

## **LABOR DAY 2023\***

The MOHS Drive Sober or Get Pulled over Labor Day 2023 Campaign was from August 16—September 4, 2023, including paid and earned media. The primary target audience was black males ages 40-49, and 30-39. The Drive Sober or Get Pulled Over message was reinforced by outdoor billboards including coverage of cities and counties throughout the state.

MOHS focused on outdoor billboards, which were created for the campaign, displayed throughout the state in high fatality areas. Electronic outdoor signage was placed across the state on 19 outdoor boards with 1,480,556 impressions throughout the state in high fatality areas. \$25,964.00 of the budgeted \$35,000.00 was expended. **\*MOHS only ran billboard ads, no radio advertising\***

## **MEMORIAL DAY 2023\***

The MOHS Click It or Ticket Memorial Day 2023 Campaign included paid and earned media from May 15-June 4, 2023. The primary target audience was black male ages 40-49, and the secondary target was white males ages 30—39.

MOHS focused on outdoor billboards, which were created for the campaign, displayed throughout the state in high fatality areas. Electronic outdoor signage was placed across the state on 31 outdoor boards with 2,625,123 impressions throughout the state in high fatality areas. \$34,944.00 of the budgeted \$35,000.00 was expended. **\*MOHS only ran billboard ads, no radio advertising\***

## FFY2023 MOHS FINANCIAL REPORT

The Mississippi Office of Highway Safety funded a total of 113 highway safety Planned Activities during the FY23 grant year. The FY23 highway safety program included: (35) 154-Federally Funded Grants, (9) 405(d)-Federally Funded Grant, (26) 402-OP Federally Funded Grants, (1) 402-TR Federally Funded Grants; (2) 405(b) Federally Funded Grants; (32) 402-PT Federally Funded Grants,(4) 405(c) Federally Funded Grants, (1) 402 Driver's Education; (1) 402-CR; (1) 402-PA; and(1) 402-SO.

Below please find corresponding financial charts for FY23 with the Planned Activity number assigned to the Planned Activity in the Grants Tracking System (GTS); Planned Activity Title; Obligated/Budget Amount; Expended Amount; Unexpended Total; Match and Funding Source.

**Table 4 Financial Summary of FFY2023 Expenditures**

Planning and Administration Grants						
Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
154AL-2023-ST-41-01	MOHS IMP DRV Coordination.	\$310,000.00	\$298,544.39	\$11,455.61	\$0.00	154AL
154AL-2023-ST-41-02	MOHS IMP DRV COORD Travel	\$10,000.00	\$7,962.88	\$2,037.12	\$0.00	154AL
154AL-2023-ST-41-03	MOHS IMP DRV COORD Misc.	\$3,000.00	\$0.00	\$3,000.00	\$0.00	154AL
154PA-2023-PA-41-01	Planning and Administration Expenses for the 154 program	\$400,000.00	\$51,670.29	\$348,329.71	\$0.00	154AL
402PA-2023-PA-41-01	Planning and Administration Expenses 402 programs	\$400,000.00	\$312,768.44	\$87,231.56	\$80,000.00	402PA
OP-2023-OP-41-01	MOHS Occupant Protection Coordination & Program Management	\$170,000.00	\$145,116.57	\$24,883.43	\$34,000.00	402OP
OP-2023-OP-41-02	MOHS Occupant Protection Coordination & Program Management Travel	\$10,000.00	\$3,663.28	\$6,336.72	\$2,000.00	402OP
OP-2023-OP-41-03	MOHS Occupant Protection Coordination & Program Management Program Expenses.	\$3,000.00	\$0.00	\$3,000.00	\$600.00	402OP

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**Planning and Administration Grants**


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Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
PT-2023-PT-41-01	MOHS Police Traffic Services C	\$190,000.00	\$179,362.45	\$10,637.55	\$38,000.00	402PTS
PT-2023-PT-41-02	MOHS Police Traffic Services Coordination & Program Management Travel	\$10,000.00	\$4,700.40	\$5,299.60	\$2,000.00	402PTS
PT-2023-PT-41-03	MOHS Police Traffic Services Coordination & Program Management Misc Expenses	\$3,000.00	\$0.00	\$3,000.00	\$600.00	402PTS
PT-2023-PT-41-04	MOHS Police Traffic Services Contingency Travel	\$2,500.00	\$0.00	\$2,500.00	\$500.00	402PTS
M5IDC-2023-MD-41-01	MOHS Impaired Driving Coordination & Program Management	\$150,956.18	\$117,070.45	\$33,885.73	\$30,191.24	405D
<b>Total Planning and Administration Funds</b>		<b>\$1,662,456.18</b>	<b>\$1,120,859.15</b>	<b>\$541,597.03</b>	<b>\$187,891.24</b>	

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**Alcohol Countermeasures Enforcement Grants**


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Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
154-AL-2023-ST-20-21	Bay St. Louis Police Department	\$5,400.00	\$5,239.03	\$160.97	\$0.00	154AL
154AL-2023-ST-10-81	Carroll County S.O.	\$40,467.00	\$40,467.00	\$0.00	\$0.00	154AL
154AL-2023-ST-25-51	Carthage Police Dept.	\$43,329.00	\$12,599.13	\$30,729.87	\$0.00	154AL
154AL-2023-ST-26-91	D'Iberville Police Dept.	\$15,000.00	\$6,763.14	\$8,236.86	\$0.00	154AL
154-AL-2023-ST-21-31	Greenwood Police Dept.	\$16,799.35	\$5,717.98	\$11,081.37	\$0.00	154AL
154AL-2023-ST-28-41	Grenada Police Dept.	\$52,881.40	\$52,881.40	\$0.00	\$0.00	154AL
154AL-2023-ST-21-41	Gulfport Police D	\$18,009.19	\$14,195.19	\$3,814.00	\$0.00	154AL

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## Alcohol Countermeasures Enforcement Grants

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
154AL-2023-ST-12-31	Hancock County S.O.	\$103,484.50	\$101,938.58	\$1,545.92	\$0.00	154AL
154AL-2023-ST-21-51	Hattiesburg Police Dept.	\$83,853.64	\$60,158.07	\$23,695.57	\$0.00	154AL
154AL-2023-ST-28-61	Hernando Police Dept.	\$116,561.20	\$116,561.20	\$0.00	\$0.00	154AL
154AL-2023-ST-21-81	Horn Lake Police Dept.	\$165,240.00	\$120,131.68	\$45,108.32	\$0.00	154AL
154AL-2023-ST-13-41	Jones County Sheriff's Dept.	\$103,464.80	\$86,719.96	\$16,744.84	\$0.00	154AL
154AL-2023-ST-13-71	Lamar County S.O.	\$46,904.00	\$34,228.03	\$12,675.97	\$0.00	154AL
154AL-2023-ST-23-71	Laurel Police Dept.	\$60,960.00	\$47,123.07	\$13,836.93	\$0.00	154AL
154AL-2023-ST-14-91	Montgomery County S.O.	\$23,498.40	\$5,452.25	\$18,046.15	\$0.00	154AL
154AL-2023-ST-40-81	MS Highway Patrol	\$2,037,490.00	\$1,969,021.56	\$68,468.44	\$0.00	154AL
154AL-2022-ST-41-05	MOHS-National DSGPO Special Wave	\$25,000.00	\$0.00	\$0.00	\$0.00	154AL
154AL-2023-ST-15-01	Neshoba County S.O.	\$38,571.00	\$37,261.95	\$1,309.05	\$0.00	154AL
154AL-2023-ST-15-31	Oktibbeha County S.O.	\$15,000.00	\$15,000.00	\$0.00	\$0.00	154AL
154AL-2023-ST-15-51	Pearl River County	\$52,806.94	52,674.00	\$132.94	\$0.00	154AL
154AL-2023-ST-22-81	Philadelphia Police Dept.	\$45,348.70	\$44,848.70	\$500.00	\$0.00	154AL
154AL-2023-ST-22-91	Picayune Police Dept.	\$20,000.00	\$14,062.11	\$5,937.89	\$0.00	154AL
154AL-2023-ST-23-11	Starkville Police Dept.	\$116,136.20	\$75,078.80	\$41,057.40	\$0.00	154AL
154AL-2023-ST-16-61	Stone County S.O.	\$55,986.60	\$55,695.45	\$291.15	\$0.00	154AL
154AL-2023-ST-17-11	Tishomingo County S.O.	\$20,000.00	\$10,910.81	\$9,089.19	\$0.00	154AL
154AL-2023-ST-23-51	Waynesboro Police Dept.	\$8,127.50	\$6,696.12	\$1,431.38	\$0.00	154AL
154AL-2023-ST-18-21	Yazoo County S.O.	\$6,680.60	\$708.96	\$5,971.64	\$0.00	154AL
<b>Total Alcohol Law Enforcement</b>		<b>\$3,337,000.02</b>	<b>\$2,992,134.17</b>	<b>\$319,865.85</b>	<b>\$0.00</b>	



## MOHS Impaired Driving Enforcement Grants

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
M5X-2023-MD-11-71	Desoto County S.O.	\$191,286.16	\$191,277.16	\$9.00	\$38,257.33	405D
M5X-2023-MD-12-51	Hinds County Sheriff's Dept	\$149,158.39	\$94,198.09	\$54,960.30	\$29,831.68	405D
M5X-2023-MD-13-81	Lauderdale County S.O.	\$146,383.76	\$146,306.44	\$77.32	\$29,276.75	405D
M5X-2023-MD-14-61	Marion County S.O.	\$106,098.50	\$106,098.50	\$0.00	\$21,219.70	405D
M5X-2023-MD-22-51	Oxford Police Dept.	\$115,674.02	\$115,674.02	\$0.00	\$23,134.80	405D
<b>Total Impaired Law Enforcement</b>		<b>\$708,600.83</b>	<b>\$653,554.21</b>	<b>\$55,046.62</b>	<b>\$141,720.17</b>	

## 154/405D Special Programs

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
154AL-2023-ST-40-02	JSU Youth Highway Safety Programs	\$238,175.26	\$173,897.03	\$64,278.23	\$0.00	154AL
154AL-2023-ST-40-01	Metro Jackson/ JSU	\$368,879.61	\$314,713.29	\$54,166.32	\$0.00	154AL
154PM-2023-PM-00-00	MOHS Paid Media Impaired Driving	\$150,000.00	\$44,306.00	\$105,694.00	\$0.00	405D
154AL-2023-ST-41-04	MOHS Contingency Travel	\$2,500.00	\$0.00	\$2,500.00	\$0.00	154AL
M5CS-2023-MD-40-21	MS Office of Attorney General's Office TSRP	\$0.00	\$0.00	\$0.00	\$0.00	405D
M5TR-2023-MD- 22-51	Oxford Police Dept. Law Enforcement Training	\$515,180.52	\$420,167.59	\$95,012.93	\$103,036.10	405D
M5TR-2023-MD-41-02	MOHS Contingency Travel	\$2,500.00	\$0.00	\$2,500.00	\$500.00	405D
<b>Total 154 Special Planned Activities</b>		<b>\$759,554.87</b>	<b>\$532,916.32</b>	<b>\$226,638.55</b>	<b>\$0.00</b>	
<b>Total 405D Special Planned Activities</b>		<b>\$517,680.52</b>	<b>\$420,167.59</b>	<b>\$97,512.93</b>	<b>\$103,536.10</b>	

## MOHS OP Enforcement Planned Activities

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
OP-2023-OP-10-81	Carroll County S.O.	\$16,380.00	\$15,912.50	\$467.50	\$3,276.00	402OP
OP-2023-OP-25-51	Carthage Police Dept.	\$9,000.00	\$4,955.63	\$4,044.37	\$1,800.00	402OP
OP-2023-OP-11-61	Covington County S.O.	\$59,861.00	\$53,816.85	\$6,044.15	\$11,972.20	402OP
OP-2023-OP-11-71	Desoto County S.O.	\$27,440.00	\$27,440.00	\$0.00	\$5,488.00	402OP
OP-2023-OP-21-31	Greenwood Police Dept.	\$15,000.00	\$3,993.39	\$11,006.61	\$3,000.00	402OP
OP-2023-OP-12-31	Hancock County S.O.	\$7,507.50	\$4,892.25	\$2,615.25	\$1,501.50	402OP
OP-2023-OP-12-41	Harrison County S.O.	\$88,493.00	\$88,493.00	\$0.00	\$17,698.60	402OP
OP-2023-OP-12-51	Hinds County S.O.	\$9,450.00	\$8,789.85	\$660.15	\$1,890.00	402OP
OP-2023-OP-13-41	Jones County S.O.	\$101,170.80	\$94,414.05	\$6,756.75	\$20,234.16	402OP
OP-2023-OP-13-71	Lamar County S.O.	\$8,832.50	\$7,865.24	\$967.26	\$1,766.50	402OP
OP-2023-OP-13-81	Lauderdale County S.O.	\$40,680.00	\$30,605.85	\$10,074.15	\$8,136.00	402OP
OP-2023-OP-29-91	Lucedale Police Dept.	\$32,372.50	\$26,734.62	\$5,637.88	\$6,474.50	402OP
OP-2023-OP-14-91	Montgomery County S.O.	\$11,985.00	\$8,300.50	\$3,684.50	\$2,397.00	402OP
OP-2023-OP-40-81	MS Highway Patrol	\$481,133.16	\$476,014.51	\$5,118.65	\$96,226.63	402OP
OP-2023-OP-15-31	Oktibbeha County S.O.	\$20,000.00	\$20,000.00	\$0.00	\$4,000.00	402OP
OP-2023-OP-15-51	Pearl River County	\$12,000.00	\$12,000.00	\$0.00	\$2,400.00	402OP
OP-2023-OP-22-81	Philadelphia Police Dept.	\$10,404.00	\$8,100.02	\$2,303.98	\$2,080.80	402OP
OP-2023-OP-17-21	Tunica County Sheriff's Dept.	\$28,500.00	\$22,100.37	\$6,399.63	\$5,700.00	402OP
OP-2023-OP-23-51	Waynesboro Police Dept.	\$10,000.00	\$9,722.02	\$277.98	\$2,000.00	402OP
OP-2023-OP-17-81	Webster County S.O.	\$15,000.00	\$14,887.89	\$112.11	\$3,000.00	402OP
<b>Total Occupant Protection Enforcement</b>		<b>\$1,005,209.46</b>	<b>\$939,038.54</b>	<b>\$66,170.92</b>	<b>\$201,041.89</b>	

## Occupant Protection Special Programs

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
OP-2023-OP-41-05	MOHS-CIOT Special Wave	\$25,000.00	\$0.00	\$25,000.00	\$5,000.00	402OP
OP-2023-OP-41-06	MOHS High Risk Population-Special Wave	\$5,000.00	\$0.00	\$5,000.00	\$1,000.00	402OP
OP-2023-OP-41-04	MOHS Contingency Travel	\$2,500.00	\$0.00	\$2,500.00	\$500.00	402OP
SO-2023-SO-40-11	Mississippi State University-Stennis Institute-SB Survey	\$251,176.14	\$218,455.13	\$32,721.01	\$50,235.23	402SO
M2PE-2023-MB-00-00	MOHS Paid Media-OP	\$76,000.00	75,908.00	\$92.00	\$15,200.00	405B
M2PE-2023-MB-40-71	MS Dept. of Health-OP Program	\$153,206.81	\$138,047.24	\$15,159.57	\$30,641.36	405B
CR-2023-CR-40-71	MS Dept. of Health - Child Restraint Seat	\$108,000.00	\$90,774.85	\$17,225.15	\$21,600.00	402CR
<b>Total 402 Occupant Protection Special Program Funds</b>		<b>\$32,500.00</b>	<b>\$0.00</b>	<b>\$32,500.00</b>	<b>\$6,500.00</b>	
<b>Total 402 Child Restraint Funds</b>		<b>108,000.00</b>	<b>\$90,774.85</b>	<b>\$17,225.15</b>	<b>\$21,600.00</b>	
<b>Total 405B</b>		<b>\$229,206.81</b>	<b>\$213,955.24</b>	<b>\$15,251.57</b>	<b>\$45,841.36</b>	
<b>Total 402SO Funds</b>		<b>\$251,176.14</b>	<b>\$218,455.13</b>	<b>\$32,721.01</b>	<b>\$50,235.23</b>	
<b>Total Occupant Protection Funds</b>		<b>\$1,593,592.41</b>	<b>\$1,462,223.76</b>	<b>\$131,368.65</b>	<b>\$318,718.48</b>	

## Police Traffic Services Enforcement Program

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
PT-2023-PT-20-21	Bay St. Louis Police Dept.	\$31,711.51	\$18,212.19	\$13,499.31	\$6,342.30	402PT
PT-2023-PT-20-51	Brandon Police Dept.	\$40,000.00	\$20,240.16	\$19,759.84	\$8,000.00	402PT
PT-2023-PT-25-41	Canton Police Dept.	\$54,929.00	\$54,854.00	\$75.00	\$10,985.80	402PT
PT-2023-PT-26-21	Columbia Police Dept.	\$16,670.00	\$10,659.78	\$6,010.22	\$3,334.00	402PT
PT-2023-PT-11-61	Covington County S.O.	\$59,861.00	\$59,104.62	\$756.38	\$11,972.20	402PT
PT-2023-PT-20-81	Crystal Springs Police Dept.	\$13,044.50	\$11,811.48	\$1,233.02	\$2,608.90	402PT
PT-2023-PT-26-91	D'Iberville Police	\$15,000.00	\$14,931.50	\$68.50	\$3,000.00	402PT

## Police Traffic Services Enforcement Program

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
	Dept.					
PT-2023-PT-27-81	Flowood Police Dept.	\$118,995.92	\$117,395.56	\$1,600.36	\$23,799.18	402PT
PT-2023-PT-12-01	George Police Dept.	\$10,000.00	\$7,483.13	\$2,516.87	\$2,000.00	402PT
PT-2023-PT-21-41	Gulfport Police Dept.	\$20,042.80	\$20,042.80	\$0.00	\$4,008.56	402PT
PT-2023-PT-21-81	Horn Lake Police Dept.	\$51,408.00	\$18,094.53	\$33,313.47	\$10,281.60	402PT
PT-2023-PT-21-91	Jackson Police Dept.	\$300,000.00	\$181,235.06	\$118,764.94	\$60,000.00	402PT
PT-2023-PT-23-71	Laurel Police Dept.	\$67,839.00	\$65,417.05	\$2,421.95	\$13,567.80	402PT
PT-2023-PT-14-51	Madison County S.O.	\$63,060.00	\$8,144.49	\$54,915.51	\$12,612.00	402PT
PT-2023-PT-30-21	Madison Police Dept.	\$45,358.00	\$44,731.31	\$626.69	\$9,071.00	402PT
PT-2023-PT-40-81	MS Highway Patrol-Speed	\$830,735.58	\$830,735.58	\$0.00	\$166,147.12	402PT
PT-2023-PT-22-31	Natchez Police Dept.	\$100,000.00	\$0.00	\$100,000.00	\$20,000.00	402PT
PT-2023-PT-15-21	Noxubee County S.O.	\$5,000.00	\$4,154.10	\$845.90	\$1,000.00	402PT
PT-2023-PT-22-51	Oxford Police Dept.	\$20,537.55	\$20,537.55	\$0.00	\$4,107.51	402PT
PT-2023-PT-22-71	Pass Christian Police Dept.	\$21,000.00	\$21,000.00	\$0.00	\$4,200.00	402PT
PT-2023-PT-31-91	Pearl Police Dept.	\$115,000.00	\$70,055.10	\$44,944.90	\$23,000.00	402PT
PT-2023-PT-15-81	Pontotoc Police Dept.	\$52,820.00	\$52,804.25	\$15.75	\$10,564.00	402PT
PT-2023-PT-33-21	Richland Police Dept.	\$50,000.00	\$41,777.11	\$8,222.89	\$10,000.00	402PT
PT-2023-PT-88-11	Sherman Police Dept.	\$53,272.00	\$43,774.44	\$9,497.56	\$10,654.40	402PT
PT-2023-PT-23-11	Starkville Police Dept.	\$14,400.00	\$4,356.57	\$10,042.43	\$2,880.00	402PT
PT-2023-PT-17-21	Tunica County S.O.	\$28,500.00	\$24,041.29	\$4,458.71	\$5,700.00	402PT
PT-2023-PT-35-41	Waveland Police Dept.	\$28,393.20	\$25,107.38	\$3,285.82	\$5,678.64	402PT
PT-2023-PT-35-81	Winona Police Dept.	\$15,000.00	\$11,656.99	\$3,343.01	\$3,000.00	402PT
<b>Total Police Traffic Service Program</b>		<b>\$2,242,578.06</b>	<b>\$1,802,358.02</b>	<b>\$440,220.04</b>	<b>\$448,515.61</b>	

## Traffic Records Program

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
M3DA-2022-MC-41-01	Traffic Records Coordination	\$90,000.00	\$85,216.96	\$4,783.04	\$18,000.00	405C
M3DA-2022-MC-41-02	Traffic Records Coordinator Travel	\$5,000.00	\$3,497.86	\$1,502.14	\$1,000.00	405C
M3DA-2022-MC-41-03	Traffic Records Coordinator Misc.	\$1,600.00	\$1,561.58	\$38.42	\$300.00	405C
M3DA-2022-MC-41-04	MOHS Contingency Travel	\$2,500.00	\$0.00	\$2,500.00	\$500.00	405C
M3DA-2023-MC-40-11	MS State University Traffic Records	\$85,159.18	\$66,383.49	\$18,775.69	\$17,031.84	402TR
<b>Total Traffic Records Program</b>		<b>\$184,259.18</b>	<b>\$156,659.89</b>	<b>\$27,599.29</b>	<b>\$36,851.84</b>	

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
DE-2022-DE-40-02	Jackson State Youth Highway Safety Program	\$237,172.18	\$181,914.52	\$55,257.66	\$47,434.43	402DE
<b>Total Driver's Education Planned Activities</b>		<b>\$237,172.18</b>	<b>\$181,914.52</b>	<b>\$55,257.66</b>	<b>\$11,051.53</b>	

Source: Mississippi Office of Highway Safety. Accessed December 9, 2023.

The Mississippi Office of Highway Safety would like to thank Governor Tate Reeves, the National Highway Safety Administration, FHWA, State and local officials, coordinators, law enforcement and other traffic safety partners and organizations for their continued support of the Mississippi Office of Highway Safety programs and Planned Activities.