

STATE OF
NEW HAMPSHIRE

*NH Highway Safety Agency
Strategic Action Plan
Annual Report*

FISCAL YEAR 2012



Live Free or Die!

STATE OF NEW HAMPSHIRE

**STRATEGIC ACTION PLAN ANNUAL REPORT
FISCAL YEAR 2012**

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FEDERAL FUNDING SOURCES:
U.S. DEPARTMENT OF TRANSPORTATION
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
FEDERAL HIGHWAY ADMINISTRATION

STATISTICAL OVERVIEW

Outcome Measure Number		2007	2008	2009	2010	2011
	Fatal Motor Vehicle Crashes	122	127	97	120	84
C-1	Persons Killed (Fatalities)	129	138	110	128	90
	Rural Fatalities (FARS)	105	127	109	86	
	Urban Fatalities (FARS)	24	11	1	42	
	Alcohol-Related Fatalities *	41	47	32	48	24
	% of Alcohol-Related Fatalities	31.8	34.1	29.1	37.5	26.7
	Alc-Related Deaths/VMT (NH @.04)	.24	.28	.19	.28	.13
	Operators Killed	70	78	56	70	50
	Adult Occupants Killed	10	14	15	14	16
	Child Occupants Killed	7	5	8	7	1
C-10	Adult Pedestrians Killed	11	9	7	9	5
	Child Pedestrians Killed	2	0	1	0	0
C-7	Motorcycle Operators Killed	23	28	16	26	14
	Motorcycle Passengers Killed	2	1	5	2	0
	Moped Operators Killed	0	0	0	0	0
	OHRV Operators Killed	1	1	1	0	0
	Adult Bicyclists Killed	2	0	0	0	3
	Child Bicyclists Killed	1	2	1	0	1
	Total Crashes Reported	37,376	34,705	33,265	32,157	33,273
C-2	Total Injuries Reported (State of NH)	14,726	13,674	13,106	12,660	13,110
	Total VMT (millions) (NHDOT)	17,311	16,790	17,119	17,437	18,811
C-3	NH Fatal Rate/VMT (FARS)	.96	1.06	.85	.98	
	Rural Fatal Rate/VMT (FARS)	1.77	2.21	1.91	1.50	
	Urban Fatal Rate/VMT (FARS)	.32	.15	.01	.57	
	Alc-Related Deaths/VMT (FARS @ .08)	.25	.35	.22	.34	
C-5	Alcohol-Related Fatalities @ .08 and above (NHTSA)	34	45	29	44	
	United States Fatal Rate	1.36	1.26	1.15	1.11	
	NH Licensed Drivers	1,030,095	1,029,804	1,033,661	1,039,148	1,028,211
	NH Registered Vehicles	1,439,306	1,460,415	1,425,690	1,707,958	1,405,936
	NH Registered Motorcycles (FHWA)	75,559	80,689	80,826	80,173	
	Population (NHTSA)	1,315,828	1,315,000	1,324,575	1,316,256	1,618,194**
	Total Occupant Fatalities	87	97	79	91	67
C-4	Unrestrained Occupant Fatalities	61	71	50	61	49
C-6	Speed-Related Fatalities (FARS)	41	39	39	62	
C-8	Unhelmeted Motorcycle Fatalities	13	18	13	8	
C-9	Drivers 20 & Under Involved in Fatal Crashes (FARS)	23	23	16	17	
B-1	Seat Belt Usage (NH Survey)	63.8	69.2	68.9	72.2	75.0

- New Hampshire Alcohol-Related Fatalities: .02 BAC for drivers under 21 years of age: .04 BAC for all other drivers (conforms with national CDL level)

** Estimated 2011 population

LEGISLATIVE SUMMARY

HB 1128 establishes recalibration for enhanced technology ignition interlock devices and requires that interlock device rules require interlock service providers to report data specified in the rules to be made available through a web-based portal. Signed by the Governor on June 13, 2012, and became effective August 12, 2012.

HB 1251 would have established a committee to study requiring that all sales of alcoholic beverages for off-premise consumption be made at state liquor stores. Inexpedient to Legislate.

HB 1310 increasing the number of days a motorcycle learner's permit is valid (from 30 to 45 days) and requiring a driver's license for persons under 18 years of age to receive a motorcycle learner's permit. Signed by the Governor on June 5, 2012; effective August 4, 2012.

HB 1312 relative to the statute of limitations for any violation-level offense involving a motor vehicle accident resulting in death or serious bodily injury must be within six months of the accident. Signed by the Governor on June 13, 2012; effective January 1, 2013.

HB 1440 would allow a person who has attained 15-1/2 years to complete driver education by enrolling in an on-line driver education course. After passing the House, the Senate referred this bill to interim study.

HB 1452 prohibiting the establishment of sobriety checkpoints was found Inexpedient to Legislate.

HB 1610 lowering the legal drinking age to 19 for active duty members of the armed forces was found Inexpedient to Legislate.

HB 1665 will enable a superior court or circuit court to implement one or more drug courts. Signed by the Governor on June 13, 2012, this bill will be effective January 1, 2013.

HB 1699 changes the prohibition on driving under the influence of a controlled drug to driving under the influence of intoxicating liquor or any controlled drug, "prescription drug, over-the-counter drug, or any other chemical substance, natural or synthetic, which impairs a person's ability to drive". Signed by the Governor on June 18, 2012, this bill is effective January 1, 2013.

SB 282 authorizes the Commissioner of the Department of Safety to require the installation of an ignition interlock device or enhanced technology ignition interlock device as a condition for restoring driving privileges in certain instances. Signed by the Governor on June 7, 2012, this bill is effective January 1, 2013.

SB 315 requires motorists to give a wide berth to highway workers and stationary or moving highway maintenance vehicles when displaying amber warning lights. Signed by the Governor on June 5, 2012, the bill became effective June 5, 2012.

NOTEWORTHY PRACTICES

One of the greatest dangers to people traveling on New Hampshire’s roadways is drivers impaired by alcohol and/or drugs. Law enforcement officers work aggressively to identify and apprehend those who are driving while impaired by alcohol, drugs, or a combination of the two. Statistics show that an increasing number of crashes involve impaired drivers. While all officers are trained at the recruit level in the identification of alcohol impairment, the identification of drug impairment is an entirely more complex challenge. Since controlled and uncontrolled (illegal) drugs come in varying classifications and can have profoundly different effects, it is imperative that New Hampshire officers be trained in the detection and classification of that impairment in order to best identify driver offenders and to obtain the appropriate evidence of their impairment for prosecution. Officers must have accessible training including DRE (Drug Recognition Expert), ARIDE (Advanced Roadside Impaired Driver Enforcement), and DITEP (Drug Impairment Training for Educational Professionals) in order to combat the impaired driver and ensure the highest level of safety on the roadways.

In accordance with the “International Standard of the Drug Evaluation and Classification Program” (revised January 21, 2007), the NH Highway Safety Agency has designated the NH Liquor Commission’s Bureau of Enforcement as the state agency responsible for administering the New Hampshire Drug Recognition Evaluation (DRE) program effective October 1, 2010. The Enforcement Bureau has appointed a state DRE coordinator in accordance with the “International Standards of the Drug Evaluation and Classification Program” and notified both the NH Highway Safety Agency and the NH Police Standards & Training Council. This designation is on file with each agency, as well as the NH Highway Safety Agency.

Established in 1991, responsibilities for the State DRE Coordinator are handled by Sgt. Christopher Hutchins, an employee of the Bureau of Enforcement, who administers the State’s DRE Program in accordance with the job specifications included in the IACP State DRE Coordinator responsibilities. As a result of the increasing number of motor vehicle crashes involving drivers impaired by drugs, there is a need to continue this program and the training of law enforcement officers in the detection and identification/classification of drugs.

Through the use of the IACP (International Association of Chiefs of Police) Drug Recognition Expert (DRE) program, law enforcement officers throughout the state become better prepared to meet this challenge. Currently in New Hampshire there are 102 certified DRE officers and 28 instructors representing 50 law enforcement agencies. In order to combat problems associated with the increasing number of drug impaired drivers, it is critical that training in drug impairment recognition be offered to as many certified police officers as possible. The recognition of drug impairment is an enhanced skill requiring training of highly motivated officers who will partner with local, county, and state law enforcement agencies to detect drug impaired drivers and remove them from the road.

During FY 2012 Sgt. Hutchins continued to administer New Hampshire’s DRE program in accordance with the IACP State DRE Coordinator responsibilities and provided training for staff of alcohol establishments on the observable signs and effects of drug impairment, assumed responsibility for scheduling a certified DRE officer to be present at DWI sobriety checkpoints utilizing the mobile DUI van, and performed other duties related directly to the DRE program. During the contract period the following courses were conducted.

School/Training	Dates	Location	Enrolled/Completed	Certified	Instructional Staff
ARIDE	03/21-22/12	Brookline Police Department	12/12	--	5
DRE School	04/02-12/12	Liquor Enforcement	11/11	11	4
DRE School	08/20-30/12	Liquor Enforcement	15/15	15	4
ARIDE	08/08/12	Liquor Enforcement	18/16	--	3

Drug Recognition Expert (DRE) Schools. A total of two (2) Drug Recognition Expert Classes were conducted for New Hampshire law enforcement officers and public safety officers. As part of each class, the DRE candidates

travelled to Maricopa County in Phoenix, Arizona, where they completed all required DRE field certifications and were subsequently certified as Drug Recognition Experts. Completing the field certification process in Arizona allowed the officers to immediately utilize their DRE skills to remove drug impaired drivers from the roadways of New Hampshire.

	DRE Certified Students	Instructors
DRE Course: April 2-12, 2012 Field Certification: May 6-12, 2012	11	4
DRE Course: August 20-30, 2012 Field Certification: September 23-29, 2012	15	4

The first DRE school was held April 2-12, 2012, at the Division of Liquor Enforcement in Concord and successfully completed by 11 officers. The final examination class average was 94.4 percent. The class average overall, including quizzes and the pre-school final exam, was 90.99 percent.

The second DRE school was held August 20-30, 2012, the Division of Liquor Enforcement in Concord and successfully completed by 15 officers. The final examination class average was 92.4 percent. The overall class average, including quizzes and the pre-school final exam was, 89.88 percent.

During both classes the instructors allocated time at the end of each day for student assistance when needed.

One (1) ARIDE (Advanced Roads For Impaired Driver Enforcement) school was conducted at the Brookline Police Department March 21-22, 2012. A total of twelve (12) municipal officers successfully completed the course that was taught by five (5) instructors. Critiques of the class were favorable.

A second ARIDE school was held at the Division of Liquor Enforcement in Concord on August 8, 2012. Taught by three (3) instructors, New Hampshire was one of four states selected to participate in the pilot NHTSA ARIDE course. A total of 18 students enrolled with 16 completing the class and demonstrating proficiency before the three instructors. Critiques submitted by the officers were favorable.

The NH Highway Safety Agency commends Sgt. Christopher Hutchins and Director Eddie Edwards for their support of the DRE Program, its administration, the Drug Recognition Expert Schools, and the ARIDE courses. Without their dedication, New Hampshire's DRE Program would not have developed to its elevated level with the goal of removing drug-impaired drivers from the roadways.

Although not supported with funds from the NH Highway Safety Agency, the NH Police Standards and Training Council conducted the following HGN/SFST classes in FY 2012.

Date	Officers Attending	Instructors
HGN/SFST Class 02/07-09/2012	7	2
03/23-25/2012	8	4
HGN/SFST Refresher 09/19/2012	4	1



PROGRAM AREA OVERVIEWS GOALS & ACCOMPLISHMENTS

OCCUPANT RESTRAINTS

GOALS

To increase statewide seat belt compliance 1.1 percentage points from the 2010 calendar base usage rate of 72.2 to 73.3 percent by December 31, 2012.

To decrease unrestrained passenger vehicle occupant fatalities 10 percent from the 2010 calendar base year of 61 to 55 by December 31, 2012. (C-4)

ACCOMPLISHMENTS

The University of New Hampshire Survey Center, in cooperation with NH Highway Safety Agency staff, conducted the annual seat belt use observational survey in June 2012. The survey was conducted utilizing the methodology and design approved by the National Highway Traffic Safety Administration (NHTSA) and in accordance with federal guidelines (23CRF Part 1340—Final Rule for Section 157 Surveys). One hundred-twenty (120) randomly selected sites were observed revealing that 68.5 percent of the drivers and front seat outboard passengers were buckled compared to 69.2 percent in 2008, 68.9 percent in 2009, 72.2 percent in 2010, and 75.0 percent in 2011.

The 2012 survey also revealed that for New Hampshire registered vehicles 66.7 percent of drivers were buckled compared to 67.6 percent in 2009 and 71.9 percent in 2010 (unweighted) and 72.1 percent in 2011. Also, 64.6 of outboard front seat passengers were buckled compared to 66.3 percent in 2009, 66.0 percent in 2010, 72.1 percent in 2011, and 66.0 percent in 2012.

Analysis of vehicle occupant fatalities and the number of unrestrained occupants reveals the following:

Vehicle Occupant Fatalities			
Year	Total	Unrestrained	Percent
2008	97	71	73.20
2009	79	50	63.29
2010	91	61	67.00
2011	67	49	73.00

ACTIVITIES

CPS Enforcement/"Join the NH Clique". Section 402 funds supported contracts with 25 local and one county law enforcement agencies and the NH State Police to conduct overtime "Join the New Hampshire Clique" seat belt enforcement patrols in conjunction with the NHTSA "Click It or Ticket" mobilization (May 21-June 3, 2012), as well as during the months of May and June. Patrols were conducted in either six-hour/one officer or three hour/two officer shifts during daylight hours. Following is a summary of these two enforcement efforts.

Time Frame	Patrol Hours	# CPS Visual Checks	Child Restraint		Speeding	Other M/V Violations	Other (Ped/Bike, etc.)	Red Light Running	*Impaired Driving Arrests	# Vehicles Stopped
			W	S						
NHTSA Mobilization 05/21-06/03/2012	582.0	50,995	140	130	57	161	8	8	19	1,688
NH Seat Belt Enforcement 05/01-06/30/2012	1057.5	52,635	154	91	51	121	9	6	11	3,067
Totals	1,639.5	103,630	294	221	108	282	17	14	30	4,755

*Impaired Driving Arrests = DWI arrests, illegal possession (alcohol, drugs), illegal transportation, open container, operation after revocation/suspension, etc.

A total of \$132,077.00 was obligated to support these two statewide efforts although only \$85,135.87 was expended. When entering into agreements with the NH Highway Safety Agency to conduct these overtime patrols, administrators expected to conduct all patrols called for in the contracts. However, this did not happen because of personnel shortages and the fact that officers did not want to work overtime details.

Media and Materials. A variety of brochures and safety promotional materials were purchased, and approximately 257,788 pieces were distributed to approximately 161 organizations (state/local law enforcement agencies, schools, driver education programs, safety and health organizations, etc.). (Funds also provided in the following program areas: alcohol in relation to highway safety, police traffic services, and pedestrian/bike safety.)

Convincer Demonstrations. In FY 2012 the Seat Belt Convincer was transferred to the Merrimack Police Department. During the year a total of 23 officers presented the 'Convincer' at eleven (11) events throughout the state. Approximately 3,040 attendees learned about the value of always wearing a seat belt and their life-saving value. One hundred sixty-six (166) people rode the 'Convincer' and detailed conversations were held with 296 individuals.

Buckle UP New Hampshire (BUNH) Activities. The BUNH Coalition continued its efforts to create and present educational programs designed to increase seat belt use through education. Working under the direction of the Injury Prevention Center at Dartmouth College, the Coalition is a group of dedicated highway safety professionals including members of the public and private sector. The Coalition met regularly throughout the year and played a vital role in various seat belt educational efforts including the following.

BUNH Kick Off Event. The annual "Buckle Up New Hampshire" Week (May 13-19, 2012) activities were kicked off on Saturday, May 13th at the Steeplegate Mall in Concord. The "Room to Live" video was played, and educational materials were distributed. Approximately 150 customers entering and exiting the mall benefited from this educational event.

In addition, a press release/news article was provided to the state's major newspapers, child passenger safety car seat check-up events were held, and a "Room to Live" presentation was made at St. Thomas Aquinas High School. Events were also held in Derry and a mock crash was held at Epping High School.

The NH DOT displayed electronic road signs on all of the interstate highways in the state encouraging seat belt use and Governor Lynch issued a proclamation designating the week as the "Buckle Up NH" week and encouraged all residents and others traveling through the State of New Hampshire to buckle their seat belts whenever driving or riding in a motor vehicle.

"Room to Live" Program. The fourth year of presentations, the program was presented 28 times statewide at different locations to 2,775 people. Twenty-two (22) presentations occurred at various high schools to small groups such as driver education and health classes, as well as large assemblies. Other presentations included business locations, safety/wellness fairs, and community groups. The video was also shown at the event kicking off BUNH Week activities. The "Room to Live" program is based on a FOX news video that effectively points out the safety design features of new cars and the reality that occupants who are restrained remain within the vehicles and have a much greater chance of surviving and/or experiencing reduced injuries. Designed to reach younger drivers, the program has proven effective with audiences of all ages. The Rochester Public Access Cable Television station filmed a Spaulding High School presentation which was aired regularly through September 2012 throughout the greater Rochester area.

This program was presented by Howard Hedegard of the Injury Prevention Center and Steve Gratton, Coordinator of the Allstate Foundation Teen Safe Driver grant.

Jasmine Johnson, a junior at the Great Bay Learning Center, with the help of the IPC and community resources, created a video "Somebody Loves You, Somebody Needs You." focusing on the crash that took the life of 17 year-old Chelsea Fuller. Dedicated to seat belt use by teen drivers, the video includes an interview with Chelsea's parents, Michael and Virginia Fuller, and numerous teenagers. The video, played at the school's graduation, is now being used by driver educators throughout New England. Because this video strongly supports the "Room to Live" message, it is frequently used in those presentations.

T-Shirt Design Contest. For the fourth year the BUNH Coalition promoted seat belt use through creative school efforts (contests). This year's contest involved high school students designing a t-shirt that promoted seat belt use with a specific emphasis on the Statewide Seat Belt Challenge, a competitive and educational experience promoted by the NH Highway Safety Agency each May that involves teams of students from some 35 to 40 high schools. The Coalition received close to 200 design submissions from which 3 finalists were chosen. Each student participating in the seat belt

challenge received a t-shirt on which the winning design was printed. AQR code was printed on the sleeve of each t-shirt that, when scanned, played the “Embrace Life” seat belt video (<http://www.youtube.com/watch?v=h-8PBX7150M>). Prize money for the contest was provided by the Injury Prevention Center at Dartmouth using funds received from State Farm Insurance Company.

Traffic Safety Conference. The annual Traffic Safety Conference was held in Meredith on April 24, 2012. This conference began as a seat belt related conference and was expanded to include other areas of traffic safety. Attended by nearly 200 highway safety advocates, participants include law enforcement personnel, educators, driver education instructors, health care and day care providers, legislators, and state officials. Attendance at this year’s conference was nearly 30 percent higher than previous years.

This successful conference included an opening session on the increasing problem of drugged drivers by Sgt. Matthew Shapiro, NH State Police, and Sgt. Christopher Hutchins, Bureau of Liquor Enforcement. This was followed by a workshop on New Hampshire’s Drug Recognition Expert (DRE) Program. The keynote was presented by Dr. Joel Cooper, University of Utah, who addressed “Texting and Driving: Precision Driving Research”.

Workshop sessions included: Distracted Driving Simulator Overview; Roadways of the Future—Enhancing New Hampshire’s Infrastructure; Defining Best Practices in Crash Scene Safety; Teen Highway Safety Initiatives featuring Spaulding High School Students; and Toward Zero Deaths and Injuries. The closing session, “Life Was Good”, was presented by Bryan Dalrymple and his mom, Kathy, who reflected on the pre-graduation night crash that changed their lives forever.

Partners of and exhibitors at the conference included the NH Highway Safety Agency, NH Bureau of Liquor Enforcement, NH Department of Health and Human Services, NH Department of Transportation, Injury Prevention Center at Dartmouth, NH Child Passenger Safety Program, AARP of New Hampshire, Safety and Health Council of Northern New England, and the NH Traffic Safety Institute. The evaluation feedback was strongly positive with the majority stating that the conference increased their knowledge of highway safety related issues. The conference evaluation system allowed people to rate it from 1 (poor) to 5 (great). The majority of the ratings were either 4 or 5. Exceptionally well received were presentations by Spaulding High students and Kathy Dalrymple.

The BUNH coalition web site www.buckleupnh.org has had 450 visitors. This site provides information about the various activities of the coalition and is designed to encourage people to buckle up.

Statewide Seat Belt Challenge. On May 9, 2012, IPC, in cooperation with the NH Highway Safety Agency, the Department of Education, NH Association of Chiefs of Police, NH Police Association, and the Driver Education Teachers’ Association, hosted the Nineteenth Annual Safety Belt Challenge. Thirty-four (34) teams representing high schools and driver education programs throughout the state participated. The winning team from Souhegan High School completed the fastest run in 34.31 seconds.

Statewide CPS Program. The NH Child Passenger Safety Program continues to be housed at the Injury Prevention Center at Dartmouth Medical School. Section 402 funds support a full-time CPS coordinator and part-time support staff who administer and coordinate statewide CPS activities including training, public information, child seat checkups, etc. Activities included but were not limited to:

Training Course	Dates	Location	Attendees	Number Certified	Professions Represented
NHTSA CPS Technician Course	12/06-09/2012	Stratham Fire Department	12	12	8 Police Department 2 Fire Department 1 Hospital 1 Other
NHTSA CPS Technician Course	03/28-31/2012	Hooksett Safety Center	15	13	8 Police Department 4 Fire Department 1 Learning Center
Update Refresher Course	04/09/2012	NH PS&TC	59		Current Certified Technicians
NHTSA CPS Technician Course	05/10-11/2012 05/18-19/2012	Keene Safety Center	7	7	3 Police Department 2 Fire Department 1 Ambulance 1 Other

- A variety of car seats and special needs seats, beds, and vests were purchased utilizing funds provided by the Highway Safety Agency and private partners. Special needs seats/beds/vests were provided to two hospitals (Concord and Lakes Region) while a variety of car seats were provided to ten (10) police department, three (3) fire departments, and five hospitals, as well as to checkup events and at refresher courses.
- Currently there are 29 child passenger safety inspection stations throughout the state located in police and fire departments, hospitals and the Injury Prevention Center.
- During federal Fiscal Year 2012 a total of 11 child seat checkup events were held where 110 seats were checked—of which only 16 were correctly installed. During these events 16 new seats were installed and improvements were made to 82 seats. The program has seen a dramatic decline in requests for checkup events in communities.
- As of September 30, 2012, a total of 556 technicians have successfully completed the NHTSA-approved training and have been certified. There are currently 164 active technicians in addition to a cadre of 7 instructors. New Hampshire’s recertification rate stands at 54.8 percent
- The CPS Coordinator attended the annual Lifesavers Conference (June 14-16, 2012) in Orlando, Florida.
- During the first two weeks of September certified child passenger safety technicians conducted an observational survey to determine current occupant protection use. Eleven (11) technicians collected data in eight (8) of the state’s ten (10) counties. A total of 445 observations were made, and the data is still being analyzed.
- A total of six (6) “Lunch and Learn” sessions were held to increase awareness of the new child passenger safety recommendations from NHTSA and the American Academy of Pediatrics. Providing .75 contact hours for nurses, the sessions were attended by medical staff at Catholic Medical Center, Dartmouth Hitchcock Medical Center, Monadnock Pediatrics, Exeter Hospital, Littleton Regional Hospital, and St. Joseph’s Hospital. Each session received very positive responses.



Seat Belt Rollover Convincer. During FY 2002 the New Hampshire Police Standards & Training Council (PS&TC) purchased a Rollover Convincer. This educational tool provides an opportunity for participants in the various police training courses to view a rollover in a safe, non-threatening environment. Due to staffing shortages, no funds were provided in FY 2012.

Seat Belt Use Survey. For a seventh year the NH Highway Safety Agency contracted with the University of New Hampshire (UNH) Survey Center to conduct the Annual Statewide Seat Belt Survey using methodology developed in accordance with provisions of SAFETEA-LU and 23 CRF Part 1340 (Uniform Criteria for State Observational Survey of Seat Belt Use). The observational survey was conducted in June 2012 utilizing UNH and NH Highway Safety Agency staff.

Percent of Operator and Front
Seat Outboard Passengers Buckled

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
63.5%	63.8%	69.2%	68.9%	72.2%	75.0%	68.5%

Pickup Truck Seat Belt Campaign. The Injury Prevention Center (IPC) at Dartmouth College, in cooperation with the NH Highway Safety Agency for a fifth year, continued use of the program developed in 2007 designed to increase seat belt usage by pickup truck drivers and passengers. The program was pilot tested in the Towns of Berlin and Gorham—located in the far northern area of the state.

Utilizing the NHTSA “Buckle Up in Your Truck” theme/slogan again this year based on the success of prior years, IPC partnered with local police, school resource officers, town officials, and citizens in four (4) communities to conduct an eight-week long program during the spring consisting of a print media campaign, a series of yard and roadside posters, radio advertising, and pre and two (2) post seat belt use surveys. To maximize visibility, two neighboring communities were chosen in the Seacoast area (Epping and Lee) and two communities in the North Country (Woodsville and Lisbon). Although Lee and Lisbon have participated in prior years, Epping and Woodsville were new to the program this year.

Results of the town-wide surveys conducted by trained officers of the police department in each community revealed:

Lisbon	Pre Survey	Post Survey #1	Post Survey #2
	May 7, 2012	June 24, 2012	July 27, 2012
Pickup Drivers Buckled	47%	46%	46%
Pickup Passengers Buckled	29%	54%	57%

Haverhill	Pre Survey	Post Survey #1	Post Survey #2
	May 9, 2012	June 12, 2012	July 17, 2012
Pickup Drivers Buckled	41%	49%	51%
Pickup Passengers Buckled	42%	51%	81%

Lee	Pre Survey	Post Survey #1	Post Survey #2
	May 6, 2012	June 17, 2012	July 15, 2012
Pickup Drivers Buckled	46%	48%	52%
Pickup Passengers Buckled	37%	70%	44%

Epping	Pre Survey	Post Survey #1	Post Survey #2
	May 6, 2011	July 27, 2012	August 21, 2012
Pickup Drivers Buckled	27%	32%	44%
Pickup Passengers Buckled	47%	41%	38%

Note: Survey of front seat occupants

The second post survey included the distribution of water bottles promoting buckling up in your truck. Efforts will be made in the next federal fiscal year to continue a similar program in these and other communities geared at increasing belt use by pickup truck drivers and occupants.

NHTSA Attitude Survey. See addenda for Summary of NHTSA Attitude Survey conducted by the UNH Survey Center.

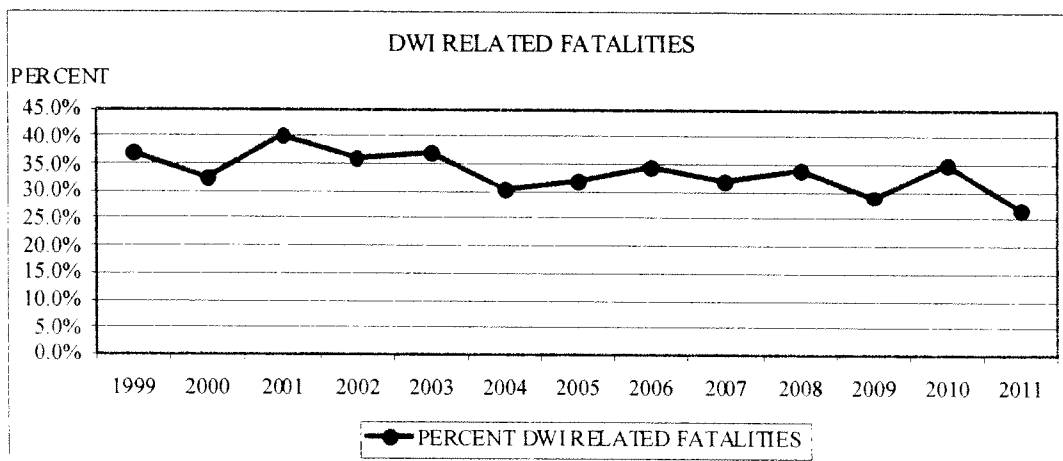
ALCOHOL IN RELATION TO HIGHWAY SAFETY

GOALS

To decrease alcohol impaired fatalities 10 percent from the 2010 calendar base year of 48 to 43 by December 31, 2012.

ACCOMPLISHMENTS

In 2011 there were a total of 90 fatalities, of which 24, or 26.7 percent, were alcohol-related. The number of fatalities and those that are alcohol-related in 2012 are not yet available.



ACTIVITIES

New Hampshire Traffic Safety Commission consists of 15 members appointed by the Governor and Executive Council and authorized by statute to act in an advisory capacity to the state coordinator of highway safety. At the Governor's Highway Safety lunch on November 21, 2011, the Traffic Safety Commission presented three awards to individuals for "Outstanding Service to the Citizens of New Hampshire in the Field of Highway Safety": Virginia C. Beecher, Director, Division of Motor Vehicles, retired; Representative Robert L'Heurux who assisted in the passage of the .08 bill; and Ginger Blanchard who was instrumental in the passage of Brooke's Law. She lost her daughter in a drunk driving crash.

National Drunk and Drugged Driving Awareness Month. On November 21, 2011, the NH Highway Safety Agency hosted the Governor's Highway Safety Lunch to kick off National Drunk and Drugged Driving Awareness Month and Safe Family Holidays. Approximately 200 law enforcement officers, as well as legislators, members of the judiciary, state officials and highway safety partners were in attendance. On behalf of the State and New Hampshire citizens Governor John Lynch issued a proclamation praising the law enforcement community for their efforts and encouraging them to intensify patrols over the holiday season and throughout the upcoming year. Officer Shawn Claussen of Springfield Missouri, was the keynote speaker.

Conferences and Training. Funds covered travel expenses incurred by Agency staff and highway safety advocates attending conferences and training sessions.

The Annual Lifesavers National Conference on Highway Safety Priorities was held June 14-18, 2012, at the Walt Disney Swan and Dolphin, Orlando, Florida. Funds supported Patricia Rainboth, Director, Victims, Inc., attendance.

Annual conferences of the National Association of Women Highway Safety Leaders (August 22-26, 2012) and the Governors Highway Safety Association (August 26-29, 2012) were held in Baltimore, Maryland. Highway Safety Agency Coordinator Peter Thomson and Program Manager Debra Garvin attended both conferences. Funds also covered travel expenses for Chief Eddie Edwards of the NH Liquor Commission's Bureau of Enforcement whose "Alcohol: The Gateway to Synthetic Drugs" presentation at the NAWHSL focused on the increase use of drugs.

Funds to support these efforts are also provided in Police Traffic Services, Traffic Records and Motorcycle Safety.

Department of Justice Motor Vehicle Homicide Seminar. On December 7-8, 2012, the Traffic Safety Resource Prosecutor (funded by the NH Highway Safety Agency) from the NH Department of Justice hosted the sixteenth Jay McDuffee Motor Vehicle Homicide Seminar that was attended by 80 full-time officers and local/county/state prosecutors who are actively involved in motor vehicle crash investigation.

Following welcoming remarks by Peter Thomson, Highway Safety Agency Coordinator, the morning sessions focused on "The Use of Physical Evidence in Motor Vehicle Homicides" by Charles Schack of Crash Experts, Inc. The afternoon sessions were dedicated to "Motorcycle Crash Investigation" (Joseph S. DiGregorio, Strafford County Sheriff's Office) and a case law update (Diana Fenton, TSRP, NH Department of Justice).

The morning of the second day participants were offered a choice of workshops: "Human Factors" (Kyle Clark, IPTM); "Additional Resources in Crash Investigation" (Troopers Michael Pelletier and Chris Storm, NH State Police); "Drug Toxicology" (Colleen Scarneo, NH Toxicology Laboratory); "Q&A on ALS" (Michael King, NH Department of Safety); "CDL Drivers" (Michael King, NH Department of Safety, and Lt. William Haynes, NH State Police); "What Does It Mean to Testify As An Expert Witness?" (Albert Scherr, UNH School of Law); and an "Overview of Alcohol Ignition Interlocks" (Bo Gaponou, Draegar Diagnostics). Following lunch, Attorney Diana Fenton spent the afternoon training participants on "Felony Blood Draws".

State Police DWI Patrols. The NH State Police conducted 2,325.5 hours of overtime patrols throughout the state. Dedicated to removing alcohol and drug impaired drivers from the roadways, funding for these patrols were split between Section 402 (AL 12-02, 8) and Section 410 (K8 12-12, 2).

During the NHTSA "Drive Sober or Get Pulled Over" mobilization (August 17-September 3, 2012) State Police conducted 22 overtime patrols, representing 135 hours. This year, for the first time, funds supported DRE patrols that were conducted in the areas of eight (8) towns that are the location of colleges and universities. A total of 103 overtime DRE patrols were performed on Thursday-Saturday evenings. In college communities Thursday evenings are usually 'party' nights as many students do not have Friday classes and head home for the weekend.

All overtime DWI/DUI/DRE patrols resulted in the following:

Alcohol-Related Summonses/Arrests					Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.,)		Red Light Running		Child Restraint		PBT Used	Vehicles Stopped	CPS Visual Checks
DWI	Illegal Possession	Illegal Transportation	Open Container	Operation After Revocation	W	S	W	S	W	S	W	S	W	S			
79	24	15	11	16	521	353	1,334	106	1	39	14	3	1	7	67	2,432	1,547

DRE Program Administration. In Federal FY 2009 authority for administering New Hampshire's DRE Program was transferred from PS&TC to the Bureau of Enforcement, NH Liquor Commission. Subsequently, (utilizing Section 402 funds) a part-time person was hired to coordinate/administer the program. Upon that person's resignation, responsibility was assumed by a full-time person within the Enforcement Bureau who conducted the following trainings during FY 2012:

School/Training	Dates	Location	Enrolled/Completed	Certified	Instructional Staff
ARIDE	03/21-22/2012	Brookline Police Department	12/12	--	5
DRE School	04/02-12/2012	Liquor Enforcement	11/11	11	4
DRE School	08/20-30/2012	Liquor Enforcement	15/15	15	4
ARIDE	08/08/2012	Liquor Enforcement	18/16		3

As of September 30, 2012, New Hampshire has 102 certified DREs, including 28 instructors, representing 50 law enforcement agencies. There are certified DREs in each of the State's ten counties.

NHTSA Attitude Survey. See Addenda for Summary of NHTSA Attitude Survey conducted by the UNH Survey Center.

Portable Driving Simulator. The Injury Prevention Center at Dartmouth purchased two (2) additional Virtual Driver Interactive portable driving simulators that included the "One Simple Decision" software giving IPC a total of four (4) simulators. The software simulates driving while under the influence and driving while distracted using potential real-life situations with outcomes that are very real to the driver (participant). Although originally purchased for use with teen drivers, the simulators have been used by other organizations. Simulators can create unique or dangerous situations in a manner that cannot be created behind the wheel of an automobile. Simulators allow individuals to practice what to do in a dangerous, real-life situation . . . giving the best possible chance of surviving or avoiding a crash. During FY 2012 the simulators were borrowed 37 times and utilized a total of 197 days. The simulators were used by four (4) high schools, four (4) police departments, Dartmouth College, (1) driver education program, the Safety and Health Council of Northern New England, and four (4) businesses (Goodwill, Community Bridges, Olympus Biotech, and Sylvania).

A review of participants reveals the following:

14-15 Year olds	31%
16-17 Year olds	53%
18-20 Year olds	5%
21+	11%
Males	58%
Rural Driving	67%



After using the simulators, an overwhelming majority (69 percent) said they would rarely or never drive distracted in the future, where 18 percent said they would drive frequently or occasionally distracted. Seventy-five percent (75%) said they would rarely or never drive impaired.

Highway Safety Computerization. The NH Highway Safety Agency, in line with its replacement policy, purchased two (2) desktops and a laptop, along with three (3) monitors and software to replace computers that were over six years old. In order to keep current with technology, the Agency upgraded to Adobe Acrobat 10 and also purchased Microsoft Professional Licenses/Software for each computer. Funding for the Agency's computers is split between Alcohol (PSP 12-02), Police Traffic Services (PSP 12-03), and Traffic Records (PSP 12-06).

POLICE TRAFFIC SERVICES

GOALS

To decrease speed-related fatalities 10 percent from the 2009 calendar base year (FARS) of 39 to 35 by December 31, 2012. (C6)

To decrease the number of crashes resulting in a non-incapacitating injury where illegal/unsafe speed was a contributing factor from the four-year average (2007-2010) of 649 to 597 in 2011.

To decrease the number of fatal crashes occurring during the months of June through September from the four-year average (2007-2010) of 49.0 to 44.0 in 2011.

ACCOMPLISHMENTS

In 2011 speed was the primary cause of 3 fatal crashes claiming 4 lives. Statistics are not yet available for fatal crashes occurring in 2012.

For the four-year period (2007-2010) crashes resulting in non-incapacitating injury where illegal/unsafe speed was a factor averaged 649.

For the four-year period (2007-2010) the number of fatal crashes occurring during the months of June through September averaged 49.0.

	2006	2007	2008	2009	2010	2011
NH Licensed Drivers	1,028,636	1,030,095	1,029,804	1,033,661	1,039,148	1,028,211
Travel In MVM	17,078	17,311	16,790	17,119	17,437	18,811

ACTIVITIES

State Police Enforcement Patrol. The NH State Police conducted overtime patrols in areas throughout the state where speed has been identified as a primary problem, including exclusive patrols along the southern end of Interstate 89 (commencing at Exit 2) and along Routes 16 and 125 in Strafford and Rockingham Counties. Overtime enforcement patrols resulted in the following actions:

Patrol Hours	Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running		Child Restraint		*Alcohol/Drug Related Arrests	# of Vehicles Stopped	# CPS Visual Checks
	W	S	W	S	W	S	W	S	W	S			
1,527	2,017	2,486	728	281	0	17	5	6	7	12	34	5,671	3,744

*Alcohol-Related Arrest=DWI, illegal possession, illegal transportation, open container, operation after revocation/suspension.

Local Police Enforcement. Thirty-seven (37) local/county law enforcement agencies conducted overtime enforcement patrols during those times when speed and related violations are most prevalent (morning and afternoon commute hours, weekends during the recreational and tourist seasons, holidays, etc.). Dedicated overtime enforcement resulted in the following activity:

Patrol Hours	Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running		Child Restraint		*Alcohol/Drug Related Arrests	# of Vehicles Stopped	# CPS Visual Checks
	W	S	W	S	W	S	W	S	W	S			
3,769.5	5,446	955	1,561	444	74	37	107	34	19	5	103	8,287	8,145

*Alcohol-Related Arrest=DWI, illegal possession, illegal transportation, open container, operation after revocation/suspension.

Police agencies in Allenstown, Alstead, Antrim, Ashland, Berlin, Bethlehem, Bradford, Bristol, Charlestown, Chester, Concord, Deering, Effingham, Enfield, Farmington, Goshen, Haverhill, Hinsdale, Hollis, Kingston, Laconia, Lisbon, Manchester, Mason, Meredith, Middleton, Moultonborough, Nashua, New London Orford, Piermont, Plymouth, Rumney, Salem, Sandown, Sullivan County Sheriff's, and Washington participated in these overtime enforcement patrols that averaged a speed summons every 3.95 hours.

During the 15-week period commencing May 1 and ending September 15, 2012, saturated overtime enforcement patrols involving multiple police agencies along travel corridors were conducted throughout the state. The 26 local/county police departments participating conducted patrols that yielded the following results:

Corridor	# of Department	Patrol Hours	Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running		Child Restraint		*Alcohol-Drug Related Arrests	# Vehicles Stopped	# CPS Visual Checks
			W	S	W	S	W	S	W	S	W	S			
Route 101 West	8	799	1396	357	212	105	7	5	40	16	4	0	11	2067	1112
Route 101 East	6	640	670	607	174	48	7	3	11	1	8	0	6	1463	5399
Route 16	3	296	611	68	136	19	0	1	10	3	0	0	6	726	477
Routes 4 & 28	3	324	475	53	177	18	2	5	12	6	0	0	3	807	276
Route 125	6	423	402	19	591	24	0	2	21	5	8	0	8	1056	460
TOTALS	26	2482	3554	1104	1290	214	16	16	94	31	20	0	34	6119	7724

*Alcohol-Related Arrests=DWI, illegal possession, illegal transportation, open container, operation after revocation/suspension.

The opening of Jericho Mountain State Park in Berlin provides opportunities for miles of trail riding for OHRV enthusiasts (ATV, UTV, trail bike, and snowmobile). The trail system runs through the heart of the city for approximately 3.1 miles. A city ordinance allows riders to cross through the city to access additional trails. To combat problems experienced with OHRV motorists travelling through the city, funds enabled the Berlin Police Department to conduct 21 five-hour patrols on the weekends that resulted in 221 vehicle stops, 420 pedestrian/bicycle contacts, 47 speed warnings, 8 speed summonses, 88 motor vehicle violations, 11 motor vehicle arrests, 6 red light warnings, and 3 red light arrests.

Additional Radar. Funding assisted 8 law enforcement agencies in the purchase of a total of 71 speed-measuring devices.

Radar	Laser Radar	SMART Radar Trailer
Ashland Auburn (2) Bristol Rollinsord	NH State Police (63)	Hebron Holderness Meredith

Operation Safe Commute. A total of 63 law enforcement agencies (NH State Police, 3 county sheriff's, and 59 local police departments) conducted 4,936.75 hours of overtime "Operation Safe Commute" patrols. One day per month for 12 months during the morning (6:00-9:00 AM) and afternoon/evening (4:00-7:00 PM) weekday commute hours officers focused attention on those drivers distracted as they talked on the cell phone, text, ate, and read...often in combination with speeding, following too close, and making inappropriate lane changes. All of these combined tasks are a recipe for disaster leading to crashes and the loss of life, injuries, and property damage. These patrols netted the following results:

Corridor	Patrol Hours	Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running		Child Restraint		* Alcohol-Drug Related Arrests	# Vehicles Stopped	# CPS Visual Checks
		W	S	W	S	W	S	W	S	W	S			
October 28, 2011	1912.5	448	113	279	65	0	7	19	6	0	1	11	928	653
November 28, 2011	228.0	362	145	234	36	5	2	31	5	1	0	6	778	472
December 14, 2011	248.5	513	126	313	61	7	4	50	9	0	0	8	1012	1043
January 16, 2012	255.0	402	174	372	58	5	8	25	5	0	1	5	1003	1234
February 17, 2012	279.0	458	143	390	72	6	7	35	17	0	0	12	1094	1886
March 12, 2012	298.5	495	176	339	73	12	1	44	8	5	0	5	1104	1242
April 9, 2012	296.0	521	132	316	93	3	3	18	12	6	2	7	1054	962
May 29, 2012	288.25	600	132	279	49	1	1	36	9	3	1	7	1033	2669
June 14, 2012	260.5	521	196	299	73	13	7	23	10	6	6	9	1113	1654
July 3, 2012	238.5	507	182	222	61	14	7	36	6	0	0	3	974	769
August 15, 2012	257.0	482	172	257	45	14	1	18	6	6	2	2	1106	1932
September 4, 2012	222.5	358	112	229	57	5	2	19	2	1	0	6	859	812
Totals	4784.25	5667	1803	3529	743	85	50	354	95	28	13	81	12,058	15,328

*Alcohol-Related Arrests = DWI, illegal possession (alcohol & drugs), illegal transportation, open container, operation after revocation/suspension.

Computer Equipment/Software. Matching funds were provided to the following police departments for the purchase of a total of ten (10) tough-book laptop computers/software for front-line cruisers: Bristol (1), Durham (8), and Rollinsford. The Durham Police Department also purchased eight (8) mobile data terminals, while the Deering Police Department purchased one Crimestar license, laptops, software, and mobile data terminals to enable officers to complete work electronically while remaining in the cruiser which results in increased productivity, efficiency, and additional time on the road conducting enforcement activity.

Motorcycles. Funding assistance enabled three (3) local police departments (Alton, Bristol, and Hampstead) to lease a police motorcycle for the six-month period April through September for use in congested areas where it is difficult for normal enforcement efforts utilizing cruisers.

TAR Equipment. Federal funds assisted two (2) police departments with the purchase of Traffic Accident Reconstruction Equipment.

The Haverhill Police Department purchased a digital camera/case, and memory card to capture photographs at motor vehicle crash scenes. The NH State Police purchased three (3) total stations and four (4) data collectors to replace a variety of antiquated equipment that could not be repaired. The new equipment greatly enhanced the on-scene investigation in traffic crashes, in a timely, efficient, and concise manner.

Tire Deflation Devices. Two (2) sets of tire deflation devices were purchased by the Alstead Police Department to be used to safely deflate and terminate police pursuits of fleeing vehicles.

Red Light Running Enforcement. Four (4) police departments (Bedford, Berlin, Manchester, and Salem) conducted overtime enforcement dedicated to traffic light/stop sign and other motor vehicle violations.

Patrol Hours	Red Light Running		Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Child Restraint		* Alcohol/Drug Related Arrests	# of Vehicles Stopped	# CPS Visual Checks
	W	S	W	S	W	S	W	S	W	S			
471	242	178	88	23	278	103	44	23	5	2	14	816	5781

*Alcohol-Related Arrests=DWI, illegal possession, illegal transportation, open container, operation after revocation/suspension.

School Bus Enforcement Patrols. Police departments in Concord, Manchester, Moultonborough, and Nashua conducted overtime patrols along school bus routes and in school zones during the morning and afternoon hours when students are transported to and from school.

Patrol Hours	Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running		Child Restraint		*Alcohol/Drug Related Arrests	# of Vehicles Stopped	# CPS Visual Checks
	W	S	W	S	W	S	W	S	W	S			
396.5	181	25	358	168	23	2	34	15	1	1	5	692	5573

*Alcohol-Related Arrests=DWI, illegal possession, illegal transportation, open container, operation after revocation/suspension.

NHTSA Attitude Survey. See Addenda for Summary of the NHTSA Attitude Survey conducted by UNH Survey Center.

TRAFFIC RECORDS

GOALS

To improve the Highway Safety Agency's computer capabilities and work with other agencies in maintaining and updating the State's traffic records system.

ACCOMPLISHMENTS

Each State department/agency is required to develop a four-year Strategic Information Technology Plan which projects how they plan to update their computer systems to better assist in attaining their goals. This plan is reviewed and approved by the NH Office of Information Technology.

ACTIVITIES

Fatal Accident Reporting System. This task, in conjunction with other NHTSA funds, continues to support the salary and benefits of a full-time data entry person in the NH Division of Motor Vehicles to maintain the state's FARS program.

Highway Safety Computerization. The NH Highway Safety Agency, in line with its replacement policy, purchased two (2) desktops and a laptop, along with three (3) monitors and software to replace computers that were over six years old. In order to keep current with technology, the Agency upgraded to Adobe Acrobat 10 and also purchased Microsoft Professional licenses/software for each computer. Funding for the Agency's computers is split between Alcohol (PSP 12-02), Police Traffic Services (PSP 12-03), and Traffic Records (PSP 12-06).

DMV Motor Vehicle Crash Update. The Financial Responsibility Crash Unit, located in the Division of Motor Vehicles (DMV), is responsible for the data entry of information relative to all motor vehicle crashes in the state. An average of 600 reportable and non-reportable crash reports are received from law enforcement agencies throughout the state on a weekly basis. In addition, a "blue card" must be issued to uninsured drivers. These cards must be tracked, and if not returned, the driver's license is suspended. In order to reduce the backlog of crash data entered into the central data system, funds covered payroll costs associated with paying overtime to existing trained staff. Of the 13,950 police accident reports to be scanned for CY 2010, a total of 9,900 were processed. Of the 5,625 to be scanned for CY 2009, a total of 4,100 were processed. A total of 5800 police crash reports from CY 2011 were entered eliminating the backlog for that year. An additional 4150 police accident reports for CY 2012 were also entered.

Section 408 State Traffic Safety Information System Improvement Grant. In 2007 the NH Highway Safety Agency submitted the state's first-year application for a Section 408 traffic safety grant. On September 12, 2007, a \$300,000.00 grant was awarded to the state to support effective programs to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the state's data used to identify priorities for state and local highway safety programs. In accordance with Year 2 grant criteria, a Traffic Records Assessment was conducted. The Agency submitted its' second, third, fourth, fifth and sixth year applications and was subsequently awarded an additional \$500,000.00 per year for a total Section 408 award of \$2,500,000.00. During FY 2012 Section 408 funds supported the following efforts to improve traffic records in the state.

Crash Reporting Management System. The Crash Record Management System (CRMS) project is the collaboration of efforts among the NH Department of Transportation (NHDOT), NH Department of Safety (NHDOS), Resource Computing Center (RCC) at UNH, and other agencies to lead a multi-phase initiative to introduce new technologies to provide increased functionality and to expedite crash data capture, exchange, storage, and reporting. The objective is to improve the safety of highways by reducing injuries and fatalities through the efficient, timely, and streamlined capturing of crash data and sharing of the information among all concerned parties for effective analysis and reporting.

The CRMS project was broken into two phases. Phase-I (completed) developed a working application with essential functionality to pilot and test the system. Phase-I integrated the State's new Uniform Police Traffic Crash Report form, which significantly improves the crash data that support the State's Strategic Highway Safety Plan (SHSP) and NHDOT's Highway Safety Improvement Plan (HSIP). CRMS Phase-II addressed the unidentified collection, processing, transferring, and reporting of essential data needs from Phase-I.

To administer and secure law enforcement's access to the State's IT infrastructure, CRMS was successfully integrated with the State's IBM's enterprise data access management system, Tivoli® Access Manager (TAM), a recent addition to the State's IT infrastructure to, in part, support CRMS data access needs.

To streamline data capture capabilities CRMS deployed driver license look-up and vehicle registration bar-coding capabilities. The driver license look-up feature uses NHDOS's motor vehicle online registration and title system to streamline data capture by auto-populating driver license and vehicle information in CRMS. RCC @ UNH completed these tasks to a successful level to implement the CRMS application.

During FY 2012 the NH Department of Safety contracted with NIIT Technologies to develop a data capture solution to enable law enforcement to use a browser-based 'web' form to access records management systems to record crash data information. The system has been pilot tested at the State Police level and will hopefully be implemented in FY 2013.

Challenges facing CRMS implementation are integration of software and hardware. Training remains an essential component to statewide deployment.

Section 408 NHTSA Application. The NH Highway Safety Agency, following state rules and guidelines, contracted with Deep River Traffic Records Management of Old Saybrook, Connecticut, to support the administration and activities of the Traffic Records Coordinating Committee (TRCC), including the Traffic Records Executive Committee (TREC) and sub-committees. In accordance with federal criteria from Section 408, Title 23 of SAFETEA-LU for "successive year grants", the contractor prepared the Section 408 Year 6 grant application. Following submission to NHTSA, the state was awarded \$500,000.00 for federal FY 2012. In line with terms of the contractual agreement, the Contractor coordinated three (3) TRCC meetings (January 24, April 17, and September 25, 2012).

NH State Police Laptop Conversion. The NH State Police converted 236 mobile data terminals that were installed in marked cruisers to a system utilizing laptop PCs and docking stations/cradles to support the laptops including necessary hardware (screen-stiffeners, external keyboard lighting, power adaptors, etc.). In addition, State Police replaced 35 antiquated laptops that did not have sufficient RAM to utilize air cards or to perform efficiently while on patrol in remote locations. Funds supported contract labor to have the hardware and software installed. Laptop conversion and the use of air cards allows troopers to spend more time engaged in patrol responsibilities and to be more vigilant in the enforcement of laws and regulations.



NH State Police Air Cards. The NH State Police assigned a total of 230 wireless air cards to "road" troopers who, on a daily basis, transfer data and voice to a centralized location from their cruisers Mobile Data Terminals (MDT). Federal funds cover the monthly Verizon Wireless fee (approximately \$40.01/air card). The use of wireless air cards keeps troopers on the road in their patrol areas, allows them to submit necessary paperwork from their cruisers, and increases the amount of time on actual patrol activities.

EMERGENCY MEDICAL SERVICES

GOALS

Continue to provide assistance to local entities in the purchase of extrication equipment.

ACTIVITIES

Extrication Equipment. The fire department in the Town of Ossipee received assistance in the purchase of extrication tools and related equipment critical to the removal of victims from vehicles involved in car crashes.

PROGRAM MANAGEMENT

GOALS

The Highway Safety Agency will support traffic safety activities at the state, county, and local level and maintain a close working relationship with state and national organizations. The Agency will continue to provide public information to develop support for the goal of the highway safety program: the reduction of traffic crashes and the resulting loss of life, personal injuries and property damage. Agency staff continue to work with local, county, and state agencies to provide information on federal highway safety programs, highway safety procedures, and to assist in applying for federal funds.

ACCOMPLISHMENTS

The Highway Safety Agency reviewed and evaluated the 2012 Strategic Action Plan, analyzed all available traffic records data and identified highway safety problems, implemented state and local projects designed to solve these problems, monitored and evaluated current projects, audited completed projects, and developed the 2013 Strategic Action Plan.

Serving as member at large to the Governors Highway Safety Association, the Coordinator attended one executive board meeting (June 11-13, 2012, in Saratoga, New York). Funds also covered the Agency's Annual membership dues to the Governor's Highway Safety Association.

PEDESTRIAN AND BICYCLE SAFETY

GOALS

To reduce pedestrian fatalities 10 percent from the 2010 calendar base year of 9 to 8 by December 2012.

To have no bicyclist fatalities through the year 2012 but not to exceed one bicycle fatality.

ACCOMPLISHMENTS

Although pedestrian fatalities numbered 8 in 2009, the number increased to 9 in 2010 and decreased to 5 as of December 31, 2011. Fatality numbers for 2012 are not yet available.

Bicycle fatalities decreased from 1 in 2009 to 0 in 2010, and increased to 4 as of December 31, 2011. Fatality numbers for 2012 are not yet available.

ACTIVITIES

Bicycle Safety Helmet Program. The NH Highway Safety Agency purchased 700 multi-sport helmets that were awarded to agencies conducting bicycle safety programs. The Agency distributed 650 helmets to 26 local police departments in Allenstown, Alton, Bath, Bedford, Boscawen, Bradford, Bristol, Candia, Dover, Durham, Hebron, Hooksett, Landaff, Lebanon, Lincoln, Lisbon, Littleton, Lyme, Manchester, Mason, Newport, Orford, Piermont, Pittsfield, Sandown, and Whitefield.

Pedestrian/Bicycle Enforcement Patrols. Officers from five (5) police departments (Berlin, Concord, Hampton, Nashua, and Rye Police Departments) conducted overtime pedestrian or bicycle enforcement patrols resulting in the following:

Patrol Hours	Other (Pedestrian, Bicycle, etc.)		Speeding		Other Motor Vehicle Violations		Red Light Running		Child Restraint		* Alcohol/Drug Related Arrests	# of Vehicles Stopped	# CPS Visual Checks
	W	S	W	S	W	S	W	S	W	S			
367.75	276	39	5	4	267	107	33	12	3	2	12	421	2814

*Alcohol-Related Arrests=DWII, illegal possession, illegal transportation, open container, operation after revocation/suspension.

MOTORCYCLE SAFETY

GOALS

To decrease motorcyclists fatalities 10 percent from the 2009 calendar base year of 21 to 19 by December 31, 2012. (C-7)

To decrease unhelmeted motorcyclist fatalities 10 percent from the 2010 calendar base year of 8 to 7 by December 31, 2012. (C-8)

To increase the number of motorcycle operators who complete the state-sanctioned basic, intermediate, and advanced rider safety courses.

ACCOMPLISHMENTS

The number of motorcycle fatalities (operators and passengers) decreased from 28 in 2010 to 14 in 2011.

The number of unhelmeted motorcyclist fatalities decreased from 13 in 2009 to 8 in 2010. Statistics for 2011 are not yet available.

The number of motorcycle operators who completed the state-sanctioned basic, intermediate, and advanced rider safety courses increased from 2,850 in 2010 to 2912 in 2011.

ACTIVITIES

Motorcycle Safety Training and Awareness (Section 2010). During the seven federal Fiscal Years 2006-2012, the NH Highway Safety Agency applied for and received a total of \$700,000.00 (\$100,000.00/year) in Section 2010 funds to support motorcycle safety training and awareness programs. Utilizing Section 2010 funds in FY 2008, 269 helmets and 20 motorcycles were purchased for use by the NH Motorcycle Rider Training Program for use during the Basic Rider Courses offered throughout the state.

During FY 2009 Section 2010 funds equipped the Motorcycle Rider Training Program's maintenance/repair facility within the Division of Motor Vehicles with tools and mechanical equipment necessary to service/repair the 210± training motorcycles. These motorcycles are used to train approximately 3,000 students throughout the state who complete the Basic Rider Course each year. Maintenance/repair of training motorcycles helps to assure the safety of students and instructors, in addition to promoting rider programs.

During FY 2010 the Motorcycle Rider Training Program purchased a new Ford pickup truck and 22-foot trailer to transport training motorcycles between Concord and the training sites throughout the state. The program also purchased eight (8) training motorcycles designed for taller students, two (2) Safety Motorcyclists Awareness and Recognition Trainers (SMARTrainers), and a laptop computer for use by the program coordinator while working at training sites.

During federal Fiscal Year 2011 the Motorcycle Rider Education Program purchased six (6) quick shade canopies that are utilized at training sites throughout the state to protect instructors and students from the elements (sun, heat, rain); an inverter generator designed to power the two computerized trainers (motorcycle simulators) and provide emergency power; tires, wheels, batteries, and related parts for the training motorcycles; kick stand pucks bearing the MRT program name/logo which are distributed to students and at special events; and four combination DVD player/monitors for three new training sites and a relocated site requiring audio-visual needs.



During federal Fiscal Year 2012 the Motorcycle Rider Education (MRE) Program purchased twenty-one (21) training motorcycles. Ten (10) of the motorcycles replaced motorcycles that had been taken out of service. The MRE Program also purchased an enclosed Proline 8.5' x 16.0' aluminum trailer with state-of-the-art graphics wrapped around the outside promoting the MRE Program. Used as a promotional marketing tool to attract students at fairs, motorcycle dealerships, schools and gatherings such as motorcycle races and rallies, the trailer houses the two SMART Trainers and training motorcycles. Potential students are provided an opportunity to experience simulated riding conditions showing the dangers of riding without proper training.

Section 2010 Funds enabled the MRE Program to conduct a radio media campaign with two (2) communication/public relations firms to create, produce, and distribute four (4) radio announcements promoting public awareness of “sharing the road” with motorcycles and the importance of motorcycle rider training programs. The contracts were awarded to Nassau Broadcasting and Saga Communications. Radio ads were broadcast May through August. A total of 1001 airings were broadcast by Nassau and 599 airings by Saga. Employees of the MRE program and the NH Department of Safety provided the “voices” for each public service announcement.

PUPIL TRANSPORTATION

GOALS

To continue to work with those interested in improving the safety of pupil transportation and enforcing the laws regarding school bus and pupil transportation.

ACTIVITIES

Although no funds were expended in this area, funds expended under Police Traffic Services did support overtime patrols for the Concord, Manchester, Moultonborough, and Nashua Police Departments to conduct patrols during those hours when children are being transported to and from school.

COMMUNITY TRAFFIC SAFETY PROGRAMS/SAFE COMMUNITIES

GOALS

Funds will be allocated to assist at least one community in establishing a Safe Community organization.

ACTIVITIES

Although no funds were expended for a Safe Community during FY 2012, efforts at the local level continue in the Town of Derry and the City of Concord. Federal highway safety funds provided multi-year funding to both of these communities and enabled them to establish active, on-going, and self-sufficient safe community programs.

In FY 1997, following the death of several teenagers in motor vehicle crashes in the Derry, Windham, and Salem areas, the Community Alliance for Teen Safety (CATS) was formed to address the problem and funds were provided for four years. An injury prevention group was formed in Concord six years ago to focus on the problem areas on Loudon Road where two child pedestrians had been struck by motor vehicles. The program, expanded to cover activities throughout the city, continued to grow and was successful in securing funds from other sources. During the summer of 2007 the Safety and Health Council of Northern New England assumed administrative responsibility of the Concord Safe Community program. In 2009 the original director of the Concord program resigned and assumed the position as Director of the Injury Prevention Center at Dartmouth College. The program continues to be administered by the Safety and Health Council.

ROADWAY SAFETY/FHWA

GOALS

Educate the public regarding the potential hazards at railroad crossings and promote safety at railroad crossings through a contractual agreement with the Safety and Health Council of Northern New England.

Educate the motoring public of roadway construction zones and location of incident areas (motor vehicle crashes, changed traffic patterns, etc.).

ACTIVITIES

Operation Lifesaver (OPL). Through a contract with the Safety and Health Council of Northern New England, funds were used to promote safety at railway crossings. A component of the program is distribution of materials with the Operation Lifesaver message. Materials purchased include handouts (i.e. lapel pins, zipper pulls, litter bags, crayons, magnets, brochures, pens, key tags, activity books, reflectors, etc.). Educational programs continue to be presented in schools and for law enforcement and district court judges on laws that impact the safe operation of the rail and AMTRAK system.

Variable Message Boards. Section 402 funds enabled the Lincoln Public Works Department to purchase two (2) electronic variable message boards to be used along roadways during hazardous or emergency situations when roads must be closed due to motor vehicle crashes or other emergency situations. Use of the electronic message board will provide communication to the motoring public who can understand delays or plan alternative travel routes.

SECTION 410 – DRUNK DRIVING PREVENTION PROGRAMS

GOALS

Prior year Section 410 Incentive Grant funds enable state, county, and local law enforcement agencies to conduct overtime patrols dedicated to the detection and apprehension of impaired drivers. In addition, the state, county, and local law enforcement community will coordinate their activities and conduct sobriety checkpoints throughout the state. Funding assisted in the purchase of additional in-cruiser video equipment, attendance at appropriate conferences, and continued services of a traffic safety resource prosecutor at the Department of Justice.

ACTIVITIES

Video Equipment. Seven (7) law enforcement agencies were assisted with the purchase of 16 in-cruiser video systems. Funding was provided to police departments in: Bristol (2), Coos County (6), Grafton County (4), Littleton, Moultonborough, Rollinsford, and Wakefield.

Local/County/State Police –Overtime DWI Enforcement. Seventy-three (73) local/county/state law enforcement agencies conducted a total of 7,274.75 hours of overtime patrols that resulted in the following:

Alcohol-Related Arrests					DWI Patrols												
DWI	Illegal Possession	Illegal Transportation	Open Container	Operation After Revocation	Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running		Child Restraint		PBT Used	Vehicles Stopped	CPS Visual Checks
					W	S	W	S	W	S	W	S	W	S			
246	153	47	56	93	261	441	4988	317	309	225	342	27	11	15	348	9353	8596

Law enforcement agencies in the following towns conducted overtime DWI patrols: Allenstown, Alton, Antrim, Auburn, Barrington, Belmont, Bennington, Berlin, Bristol, Brookline, Campton, Canaan, Carroll, Center Harbor, Chester, Chichester, Concord, Conway, Deering, Derry, Dover, Dublin, Enfield, Epsom, Farmington, Franklin, Goshen, Greenland, Hampstead, Hampton, Haverhill, Hillsborough, Hinsdale, Hollis, Hudson, Keene, Kensington, Kingston, Laconia, Lisbon, Litchfield, Littleton, Manchester, Meredith, Middleton, Milton, Mont Vernon, Moultonborough, Nashua, New Durham, New London, Newport, Northfield, Northwood, Nottingham, Ossipee, Plaistow, Plymouth, Portsmouth, Rindge, Rockingham County Sheriff's, Rye, Salem, Sandown, Seabrook, Somersworth, Wakefield, Washington, Whitefield, Winchester, Wolfeboro and NH State Police. Contracts with some of these departments supported patrols conducted during NHTSA's "Drive Sober or Get Pulled Over" mobilization period.

Sobriety Checkpoints. In an effort to combat the impaired driving problem, a number of law enforcement agencies conducted sobriety checkpoints in accordance with stringent state guidelines.

	2005	2006	2007	2008	2009	2010	2011	2012
# Law Enforcement Conducting Checkpoints	8	16	17	30	39	27	24	21
# Checkpoints Conducted	13	32	49	50	67	44	46	44

Since sobriety checkpoints require considerable staff, thirteen (13) law enforcement agencies regionalized efforts by forming three (3) task forces with the goal of conducting cooperative, small-scale checkpoints.

Task Force	# Law Enforcement Agencies	# of Checkpoints
Merrimack County	6	10
Carroll County	3	1
Exit 20	4	4

Small-scale checkpoints were also conducted by the following law enforcement agencies: NH State Police (12), Berlin (4), Conway (1), Enfield (2), Hillsborough (1), Manchester (6), Portsmouth (3), and Rindge (1). Federal funds supported a maximum of eight officers/troopers per checkpoint that included one safety officer and one officer-in-charge. A total of 1,923.0 overtime hours resulted in the following:

Alcohol-Related Arrests					-Sobriety Checkpoints										
DWI	Illegal Possession	Illegal Transportation	Open Container	Operation After Revocation	Speeding		Other Motor Vehicle Violations		Red Light Running		Child Restraints		PBT Used	Vehicles Stopped	CPS Visual Checks
					W	S	W	S	W	S	W	S			
43	23	15	13	25	12	6	855	87	0	0	4	2	61	7700	3872

Contracts with some of these departments supported patrols conducted during NHTSA’s “Drive Sober or Get Pulled Over” mobilization period.

“Last Drink Survey”. The NH Liquor Commission’s Bureau of Enforcement continues to utilize the “Last Drink” survey used at sobriety checkpoints (October 1, 2011-September 30, 2012) to identify the location of the establishment where motor vehicle operators apprehended for driving under the influence had consumed their last drink. A total of 50 surveys were conducted at seventeen (17) sobriety checkpoints throughout the state. Of the 50 people surveyed, 10 were arrested for DUI. Five (5) refused to provide the location where they had consumed their last drink, 16 reported they had been drinking at locations such as a private residence or other non-licensed public places, and 29 reported they had consumed their last drink at a liquor licensed establishment. Data collected provides valuable information about the relationship between DUI arrests and licensee serving practices. This, in turn, points to the need to educate licensees on serving alcohol and possible results of over serving. Reducing fundamental mistakes by licensees and their employees will improve quality control and accountability.

Traffic Safety Resource Prosecutor. The NH Department of Justice continued the services of a full-time Traffic Safety Resource Prosecutor (TSRP) utilizing Section 410 funds. The TSRP provides formal training to law enforcement to enhance their ability to conduct comprehensive impaired driving and traffic investigation skills; training to prosecutors on evolving traffic safety laws, prosecutorial techniques, etc; and provides case specific technical assistance to prosecutors and law enforcement agencies.

The TSRP assisted in sobriety checkpoint trainings; administered the two-day (December 7-8, 2011) Motor Vehicle Homicide Seminar; conducted felony blood draw trainings; participated in sobriety checkpoints; taught general criminal statutes at the Police Academy; published the quarterly TSRP newsletter, *“One for the Road”*; continued to serve as a resource for police and prosecutors; conducted a one-day “Prosecuting 101 Training” (May 18, 2012) Course at the UNH Law Center; wrote, published, and distributed the “Misdemeanor/DWI Prosecution Manual” statewide; and conducted the “TAR Team Training for Prosecutors” at Police Standards and Training (April 20, 2012).

ADDENDA

NHTSA Mobilizations

NHTSA Attitude Survey

Paid Media Summary

NHTSA MOBILIZATIONS – SUMMARY

NHTSA "Click It or Ticket" Mobilization and "Join the New Hampshire Clique" May 21-June 3, 2012											
Patrol Hours	# CPS Visual Checks	Child Restraints		Speeding	Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running	*Impaired Driving Arrests	# of Vehicles Stopped
		W	S		S	S	S	S			
582.0	50,995	140	130	57	163	8	8	8	7	1688	

*Alcohol-Related Arrests = DWI, illegal possession, illegal transportation, open container, operation after revocation/suspension

NHTSA "Drive Sober or Get Pulled Over" Mobilization August 17-September 3, 2012																						
Patrol Type	Patrol Hours	Alcohol-Related Arrests						Speeding			Other Motor Vehicle Violations			Other (Pedestrian, Bicycle, etc.)			Red Light Running		Child Restraint		Vehicles Stopped	
		DWI		Illegal Possession		Illegal Transportation		Open Container		Op After Revocation		W	S	W	S	W	S	W	S	W		S
		W	S	W	S	W	S	W	S	W	S											
DWI	1125.5	41	6	7	5	11	564	45	681	39	52	31	73	4	2	1	1503					
Sobriety Checkpoints	175.5	17	17	5	7	7	3	3	358	10	0	8	0	0	0	0	2389					
Enforcement Corridor	610.0	4	8	0	5	6	1184	511	425	114	55	15	18	1	4	4	2225					
Enforcement	435.0	0	0	0	1	4	721	189	218	41	3	2	8	2	10	0	1144					
Red Light Enforcement	22.0	0	0	0	0	1	0	0	23	5	3	2	15	4	0	0	47					
Total	2368.0	62	31	12	18	29	2472	748	1705	209	113	58	114	11	16	5	7308					

During Federal FY 2012 the NH Highway Safety Agency funded DWI-related overtime patrols with state, county, and local law enforcement agencies throughout the state, as well as a variety of enforcement patrols. In addition to DWI patrols and sobriety checkpoints, enforcement patrols included corridor efforts and red light running.

FY 2011 NHTSA ATTITUDE SURVEY RESULTS

The University of New Hampshire Survey Center included the following NHTSA Attitude Survey questions in its July 2012 Granite State Poll. The major purpose of these questions was to assess attitudes about highway safety in New Hampshire. The Granite State Poll survey of five hundred twenty (520) New Hampshire adults was conducted by telephone between July 5 and July 15, 2012.

1. Are you a licensed driver?	Licensed in New Hampshire 484 (93%)	Licensed in Other State 5 (1%)	Not Licensed 31 (6%)			Number Responding 520
IMPAIRED DRIVING						
2. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?	No Times 417 (86%)	1-5 Times 55 (11%)	6-10 Times 6 (1%)	Over 10 Times 4 (1%)	Don't Know 3 (1%)	Number Responding 485
3. In the past 30 days have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?	Yes 373 (72%)	No 143 (27%)	Don't Know 5 (1%)			Number Responding 520
4. What do you think the chances are of someone getting arrested if they drive after drinking?	Always 23 (4%)	Most of the time 92 (18%)	Half of the Time 175 (34%)	Rarely 204 (39%)	Never 1 (0%)	Number Responding 518
SEAT BELT USE						
5. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?	Always 399 (77%)	Most of the Time 41 (8%)	Half of the Time 30 (6%)	Rarely 18 (3%)	Never 33 (6%)	Number Responding 520
6. In the past 60 days have you read, seen or heard anything about seat belt law enforcement by police?	Yes 141 (27%)	No 376 (72%)	Don't Know 2			Number Responding 519
7. What do you think the chances are of getting a ticket if you don't wear your safety belt?	Always 18 (4%)	Most of the Time 31 (6%)	Half of the Time 40 (8%)	Rarely 212 (41%)	Never 177 (34%)	Number Responding 515
SPEEDING						
8. On a local road with a speed limit of 30 miles per hour, how often do you driver faster than 35 miles per hour?	Always 34 (7%)	Most of the Time 78 (16%)	Half of the Time 117 (24%)	Rarely 179 (37%)	Never 75 (15%)	Number Responding 487

9. On a road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour?	Always 33 (7%)	Most of the time 88 (18%)	Half of the time 88 (18%)	Rarely 151 (31%)	Never 126 (26%)	Don't Know 3 (1%)	Number Responding 488
10. In the past 30 days, have you read, seen, or heard anything about speed enforcement by police?	Yes 230 (44%)	No 287 (55%)	Don't Know 2 (0%)				Number Responding 519
11. What do you think the chances are of getting a ticket if you drive over the speed limit?	Always 15 (3%)	Most of the time 97 (19%)	Half of the time 160 (31%)	Rarely 216 (42%)	Never 9 (2%)	Don't Know 17 (3%)	Number Responding 514

Additional Information	Licensed in NH	Licensed in Other State	Not Licensed	Number Responding
<u>Sex of Respondent</u>				
Male	244	2	14	260
Female	239	3	19	261
<u>Age</u>				
18 - 34	82	1	3	86
35 - 49	92	2	3	97
50 - 64	167	1	6	174
65 - and older	128	2	18	148
<u>Education</u>				
High school or less	106	1	18	125
Technical school/some college	105	1	1	107
College graduate	161	4	6	171
Postgraduate work	102	0	5	107
<u>Income</u>				
Less than \$30,000.	51	0	11	62
\$30,000. - \$44,999.	35	0	3	38
\$45,000. - \$59,999.	36	1	1	38
\$60,000. - \$74,999.	43	1	0	44
\$75,000. - \$99,999.	50	0	1	51
\$100,000. or more	109	2	2	113
<u>Marital Status</u>				
Married	295	2	7	304
Divorced/Separated	90	2	16	108
Never Married	88	1	8	97
<u>Years Lived in NH</u>				
5 years or less	31	2	2	35
6 - 10 years	49	2	0	51
11 - 20 years	95	0	6	101
20 or more years	297	1	22	320

PAID MEDIA SUMMARY
Section 402 Funds

Highway Safety Advertising Campaign (PM). A ninth-year contract enabled the NH Fisher Cats baseball team (a Double-A affiliate of the Toronto Blue Jays) to coordinate seat belt education activities presented during the 2012 home games played at the Fisher Cats Ballpark in Manchester, New Hampshire. The banner developed in 2004 carrying the “Buckle Up New Hampshire” message was displayed again in 2012. This 8 x 24 static mesh banner, located in right field, was displayed permanently during all home games and special events. The 8’ x 30’ sign with the “Buckle Up New Hampshire” message was displayed on the rotating, tri-vision concourse sign at the ball park entrance on the side of the Samuel Adams Bar and Grill at the main concourse. Displayed 20 times/hour during a 20-hour period, the message was viewed by fans attending games and other events held at the field, as well as occupants of an estimated 60,000 vehicles that travel Interstate 293 on a daily basis. In addition, a highway safety trivia contest, a musical chair game, or a buckle up race where rows of fans race against each other to buckle a giant seat belt were featured during one between-inning period at each home game. Pre and post game NH Highway Safety Agency seat belt educational commercials were run on the video board featuring a Fisher Cats player who urged fans to buckle their seat belts and get home safely.

The NH Highway Safety Agency had a quarter-page advertisement in five (5) issues of the Fisher Cats Game Day Program, “The Inside Pitch”, available free to fans as they entered the ball park. The “Buckle Up NH” ad was also featured on the cover of the coupon booklet given to fans as they exited the stadium throughout the season. Over 70,000 coupon booklets were distributed to Fisher Cats fans.

During the 2012 season an all-time record of 402,317 fans passed through the stadium gates and were exposed to the various “Buckle Up New Hampshire” messages. This represents an average of 5,314 fans per game, a single game high of 8,544, and 18 standing-room only crowds. The Fisher Cats were voted as “New Hampshire’s Favorite Family Sporting Event” by Parenting New Hampshire, the “Best Sporting Event To Bring Clients To” by New Hampshire Business Review, and “Best New Hampshire Sports Team”.

A survey of Fisher Cats fans attending the home games revealed:

Age	<u>Under 18</u> 10%	<u>18-25 Years</u> 5%	<u>26-35 Years</u> 19.0%	<u>36-55 Years</u> 51.0	<u>56+</u> 15.0%
Gender	<u>Female</u> 48.0%	<u>Male</u> 52.0%			
Marital Status	<u>Married</u> 62.0%	<u>Single</u> 21.0%	<u>Other</u> 17.0%		
How many live in household?	<u>1-2</u> 40.0%	<u>3-4</u> 45.0%	<u>5 or more</u> 15.0%		
Annual Income	<u>Under \$50,000</u> 27.0%	<u>\$50,001-\$75,000</u> 20.0%	<u>\$75,001 or more</u> 24.0%	<u>No Response</u> 29.0%	
How many games did you attend in 2012 season?		<u>2</u> 20.0%	<u>2-5</u> 51.0%	<u>6+</u> 29.0%	

One hundred forty two (142) Fisher Cat games were aired live on the WGIR Fisher Cats Network on six (6) radio stations in New Hampshire and northern Massachusetts, and a :30-second commercial was aired during each game. All games were also streamed live online on the Fisher Cat websites (www.wgir.com and www.milb.com) as permitted by major league baseball and minor league baseball.

Alcohol in Relation to Highway Safety. During Fiscal Year 2012 the New Hampshire Highway Safety Agency expended \$33,075.00 in Section 402 funds that supported a contract with Wildcat Sports Properties at the University of New Hampshire to coordinate advertising activities dedicated to reducing impaired driving during football, and men’s and women’s hockey and basketball games.

Utilizing the “Buzzed Driving is Impaired Driving” logo, UNH Wildcat Sports utilized a 3’ x 8’ field sign displayed in Cowell Stadium (seating 6,500) during five (5) home football games; a rink-level dasher board sign displayed at the Whittemore Center during 17 men’s and 15 women’s home hockey games, as well as over 55 high school and youth hockey games, concerts, and community activities representing over 65,000 fans; a 3’ x 7’ balcony banner displayed in Lundholm Gymnasium during 50 events including 15 men’s and 12 women’s home basketball games, as well as volleyball games (6), gymnastic (7) meets, and high school state basketball championships; two (2) impaired driving, 30-second network radio spots aired during the football (5) and all men’s and women’s hockey and basketball broadcasts on the Wildcat Sports Radio Network that includes seven (7) radio stations (62 events x 2 spots x 7 radio affiliates = 868 spots); an impaired driving message read by a member of the play-by-play radio team at the conclusion of the football, men’s and women’s hockey and basketball broadcasts on the Wildcat Sports Radio Network that includes seven (7) radio stations (62 events x 7 networks = 434 reads); an impaired driving message read by the public address announcer at the conclusion of the football game, men’s and women’s hockey and basketball home games; and an impaired driving message/logo included in the UNH men’s and women’s basketball schedule cards distributed to attendees, as well as throughout the campus and locations throughout the state.

UNH enrolls more than 14,000 students and is dedicated to becoming the most sustainable educational institution in the nation. The Wildcat fan base is the most loyal in the state—43 percent of the population reports having attended or listened to a college sporting event in the past 12 months.

Attendance and Demographics

Gender	<u>Female</u> 34.3%	<u>Male</u> 65.7%				
Age (years)	<u>18-24</u> 16.8%	<u>25-34</u> 15.9%	<u>35-44</u> 11.7%	<u>45-54</u> 31.4%	<u>55-64</u> 19.4%	<u>65+</u> 4.5%
Marital Status	<u>Married</u> 56.6%	<u>Not Married</u> 43.4%				
Education	<u>Not HS Graduate</u> 15.4%	<u>HS/Some College</u> 20.7%	<u>College Graduate</u> 46.3%	<u>Post Graduate/Degree</u> 17.2%		

Motorcycle Paid Media. Section 2010 enabled the Motorcycle Rider Education (MRE) Program to contract with two (2) public relations firms to create, produce, and distribute four (4) radio public service announcements. Employees of the MRE Program and the Department of Safety were the “voices” for each announcement. These announcements promoted the importance of motorcycle rider training programs, as well as how critical it is to “share the road” with motorcycles.

The contracts were awarded to Nassau Broadcasting and Saga Communications. From May through August 2012 Nassau Broadcasting aired 1001 announcements over four (4) radio stations (WLKZ, WJYY, WFNQ, and WLNH) while Saga Communications aired 599 announcements over three (3) radio stations (The Mill/96.5, Hot Hits/94.1 and WZID/95.7). These radio stations play a variety of music (country, rock, classical, etc.) and audiences represent males and females of all ages and backgrounds. Announcements were aired Sunday through Saturday with times varying from 6:00 AM to 12 midnight.

FISCAL OVERVIEW

Type of Funds	Federal Funds Expended	Total Federal Funds Expended
Section 402 Funds		
Occupant Protection	\$402,449.32	
Alcohol	177,586.17	
Police Traffic Services	135,466.28	
Speed Control	828,795.93	
Traffic Records	50,238.97	
Emergency Medical Services	4,500.00	
Pedestrian/Bicycle Safety	30,507.12	
Motorcycle Safety	554.27	
School Bus Safety		
Roadway Safety	16,112.12	
Planning & Administration	176,152.50	
Paid Media-Occupant Protection	161,776.69	
Paid Media-Alcohol	33,075.00	
Paid Media-Police Traffic Services		
Paid Media-Pedestrian/ Bicycle		
Paid Media-Motorcycle		
Total 402		\$2,017,214.37
Section 2010 Motorcycle	143,323.83	
Section 410 Alcohol	634,570.11	
Section 411 Data	474,918.33	
Total Federal Highway Safety Funds		\$3,270,026.64

