

**New York State**

**FFY 2016 HIGHWAY SAFETY  
ANNUAL REPORT**

**New York State  
Governor's Traffic Safety Committee**

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**NEW YORK STATE  
FFY 2016  
HIGHWAY SAFETY ANNUAL REPORT**

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# FFY 2016 NEW YORK STATE HIGHWAY SAFETY PROGRAM

This Annual Report describes the accomplishments of New York State's highway safety program in FFY 2016 (October 1, 2015-September 30, 2016) and the progress made toward the performance targets established in the FFY 2016 Highway Safety Strategic Plan (HSSP). The preparation of the FFY 2016 HSSP was guided by the uniform procedures established in MAP-21. The Governor's Traffic Safety Committee (GTSC) provides support for the attainment of the state's highway safety targets through its administration of the federal 402 program and the coordination of state and local initiatives directed toward the state's highway safety priorities. In FFY 2016, New York qualified for Section 405 National Priority Safety Program funds in Occupant Protection (405b), Traffic Records (405c), Impaired Driving (405d) and Motorcycle Safety (405f). These grant funds are also administered by the GTSC.

## KEY ACCOMPLISHMENTS IN FFY 2016

- ❖ The Traffic Safety Statistical Repository (TSSR), a new online traffic safety data system for New York State, was launched in 2016. Developed by the Institute for Traffic Safety Management and Research (ITSMR), the TSSR provides traffic safety practitioners, researchers and the general public with direct access to statewide and county crash reports on a wide range of traffic safety topics. Currently, the system includes final crash data for 2009-2015, and preliminary data for 2016.
- ❖ In 2016, New York's seat belt use rate remained at an all-time high of 92%; 2016 also marked the seventh year in a row that New York's statewide use rate exceeded 90%.
- ❖ GTSC partnered with JD Motorsports to pilot the "Protect Your Melon" occupant protection awareness campaign during the summer months. During this period 400,000 watermelons with the "Protect Your Melon" seat belt message were distributed in retail outlets in Erie, Niagara and Jefferson counties. JD Motorsports Xfinity driver Ross Chastain conducted outreach to increase seat belt use among young drivers and motorists at different venues as part of this program.
- ❖ GTSC currently has 1,750 certified CPS Technicians, 80 certified CPS Instructors and three CPS Instructor Candidates. According to Safe Kids Worldwide, 66% of New York's CPS technicians were recertified during FFY 2016. New York's recertification rate consistently exceeds the national rate of 58%. Approximately 17,000 child safety seats were inspected in FFY 2016.
- ❖ In 2016, 18 Child Passenger Safety Technician Training classes were conducted, producing 301 new certified technicians.
- ❖ New York hosted the 12th Annual Region 2 Child Passenger Safety (CPS) Technical Conference held May 10-12, 2016 at the Conference Center in Lake Placid, NY. The conference, which is one of the largest training, education and advocacy events in the United States dedicated solely to reducing death and injury rates for children traveling in motor vehicles, had a record attendance of more than 650 attendees from Connecticut, New Jersey, New York, Pennsylvania, Puerto Rico and the US Virgin Islands. The conference workshops covered a wide variety of topics to provide attendees with the needed Continuing Education Units to renew their status as certified Child Passenger Safety Technicians with Safe Kids.

- ❖ GTSC continued to implement its comprehensive Evidence-Based Enforcement (E-BE) Plan that incorporates data-driven problem identification, the implementation of evidence-based strategies, and continuous monitoring and adjustment of the E-BE plan to ensure that enforcement resources are used efficiently and effectively to support the goals of the state's highway safety program.
- ❖ With funding from GTSC, the Institute for Traffic Safety Management and Research continued to expand and enhance the state's DRE Data Entry and Management System. The system includes the use of both a tablet and a web-based application to capture data on the drug evaluations conducted by the state's certified DREs, as well as data to support the management of the statewide DRE program. By the end of FFY 2016, almost all of the state's approximately 250 DREs have been assigned a tablet and received training to record and submit their evaluations and toxicology results through the tablet application.
- ❖ Two DRE Schools were held in 2016, adding 39 new DREs and increasing the total number of DREs in New York State to 253. In addition, approximately 242 officers completed the Advanced Roadside Impaired Driving Enforcement (ARIDE) training program.
- ❖ GTSC spearheaded an interagency Lean project to map out the ignition interlock sanction process from arrest to deinstallation of the ignition interlock device to determine how the system works and areas for improvement.
- ❖ The multi-agency Driver Education Workgroup, in partnership with the Driver Education Research and Innovation Center (DERIC), continued to develop and evaluate new driver education modules to improve New York's driver education guidelines, standards and curriculum. Two new modules were added in FFY 2016, Impaired Driving and Physical and Mental Health Effects on Driving, bringing the total number of completed modules to nine. The final three modules will be completed in FFY 2017.
- ❖ In FFY 2016, GTSC expanded their social media networks to include Instagram, Twitter and LinkedIn. Each new network has the capacity to reach new and different demographics. The flagship presence is still represented by the GTSC Facebook page. During FFY 2016 traffic safety messaging on the GTSC Facebook page reached 2.6 million New Yorkers.
- ❖ GTSC continued to air public service announcements throughout 2016 via cable and broadcast television, as well as via radio. In addition, traffic safety messaging was displayed on bus shelters and on statewide billboards. Traffic safety messaging covered a number of topics including impaired driving, distracted driving, motorcycle safety and pedestrian safety.
- ❖ In 2016, New York announced a \$110 million Pedestrian Safety Action Plan to address pedestrian safety in 20 focus communities in the upstate region and Long Island with the highest incidences of pedestrian fatalities. Using a "3E approach", comprehensive strategies that include education, enforcement and engineering will be applied to improve pedestrian safety in each of the designated communities.
- ❖ In 2016, the Practical Guidelines for Motorcycle Enforcement Training reached a total of 216 municipal, county and state law enforcement officers representing 38 police agencies. Another 250 police officers and State Troopers attended an abbreviated version of the training program conducted at the ESLETS conference.

- ❖ For the 2016 observation of National Motorcycle Safety Month, a Motorcycle Safety Fair was held in the Empire State Plaza in collaboration with the Motorcycle Safety Foundation, the State Police and the NYS Department of Health.
- ❖ In response to static trends in motorcycle crashes and fatalities, a Motorcycle Safety Workgroup was formed to develop updated countermeasures and campaign messaging to meet the varied demographics of the riding population.
- ❖ Four Commercial Motor Vehicle Enforcement Awareness regional training programs were held in Monroe, Suffolk and Onondaga counties. In total, 161 municipal, county, university, and state law enforcement officers representing 46 individual police agencies from 17 counties attended and received course training certificates from GTSC. Members of the training team made some changes and updates to the course curriculum to address emerging traffic safety issues involving large truck and buses. For example, drowsy driving awareness and load securement issues received greater attention.
- ❖ GTSC continued to participate with the National Safety Council and the Allstate Foundation in a teen driver coalition aimed at educating teens and their parents on New York's Graduated Driver's License laws and encouraging parental involvement with their teen's driving.
- ❖ GTSC partnered with Ford Community Fund to host a Ford Driving Skills for Life event at Darien Lake Park, Genesee County in October 2016. Almost 400 young motorists participated in several skills courses in a secure setting to increase young drivers' experience behind the wheel in different driving scenarios.
- ❖ With funding from GTSC, three National Safety Council Survivor Advocates shared their personal traffic safety message with over 26,000 young adults and motorists with 110 presentations at school districts and Victim Impact Panels throughout New York State.
- ❖ In 2016, GTSC actively conducted outreach to the eight federally-recognized Indian Nation tribes (that are eligible for funding and services from the Bureau of Indian Affairs) within New York State to discuss ways to develop and strengthen sustainable relationships to reduce traffic related injuries and deaths within the state's diverse population.
- ❖ Through the multi-agency NYS Partnership Against Drowsy Driving (NYSPADD), GTSC began to focus on public awareness and education to change cultural beliefs to include DROWSY as part of the 4 D's of IMPAIRED driving = Drunk, Drugged, Distracted and Drowsy. In partnership with the NYSPADD, the NYS Department of Health produced and distributed the Stay Awake! Stay Alive! Don't Drive Drowsy pamphlet which notes the importance of recognizing that drowsy driving can be just as deadly as drunk, drugged or distracted driving.
- ❖ GTSC undertook a Lean project in 2016 that focused on improving the efficiency of the entire grant award process. By adopting Lean principles, GTSC was able to significantly improve the timeliness of grant approvals. The cycle time for processing a grant application was reduced by 50 days and all grant notifications were issued before October 1.

## EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM

### Approach

A significant portion of New York's highway safety grant funding is awarded to law enforcement agencies each year. To ensure that enforcement resources are used efficiently and effectively to support the goals of the state's highway safety program, New York has designed an enforcement plan for the state that incorporates data-driven problem identification, deployment of resources based on these analyses and continuous monitoring and adjustment of the plan as warranted.

New York's approach has been to develop a comprehensive Evidence-Based Traffic Safety Enforcement Program which encompasses and combines the enforcement efforts that are planned in all program areas included in the state's Highway Safety Strategic Plan (HSSP). The integration of the Evidence-Based Enforcement (E-BE) Plan into the Police Traffic Services grant program is discussed under the Police Traffic Services program area (see p. 31). New York's full E-BE was submitted and approved by NHTSA in June 2015.

### Components of New York's Evidence-Based Enforcement (E-BE) Plan

#### Data-Driven Problem Identification

The statewide data-driven problem identification process focuses on the analysis of crashes, fatalities and injuries to determine **what** is occurring, **where, when, why** and **how** it is occurring and **who** is involved. Problem identification is conducted on a statewide basis and for each program area and is used to determine which traffic safety issues are to be addressed by GTSC's grant programs in the upcoming fiscal year. The analysis will identify groups of drivers who are overrepresented in crashes, as well as the locations and times that crashes are occurring, to guide the development of New York's enforcement plan. Key results summarizing the problems identified are presented in the statewide and individual program area sections of the HSSP.

All local enforcement agencies applying for grant funding must also use a data-driven approach to identify the enforcement issues in their jurisdictions. A new online tool called the Traffic Safety Statistical Repository (TSSR) is now available to assist agencies in conducting problem identification at the local level. Developed by the Institute for Traffic Safety Management and Research (ITSMR), the system can be accessed through ITSMR's website at <https://www.itsmr.org/tssr>. Users of the TSSR have direct online access to New York's motor vehicle crash data from the state's Accident Information System (AIS) for 2009-2015, as well as preliminary data for 2016. The site includes reports on motor vehicle crashes statewide and by individual counties; some data by municipalities within counties are also available. In FFY 2017, ticket data will be added to the TSSR and other enhancements will be developed to further support problem identification. Data documenting the local highway safety issues identified must be included in the funding application submitted to GTSC along with the strategies that will be implemented to address the problems.

#### Implementation of Evidence-Based Strategies

To ensure that enforcement resources are deployed effectively, police agencies are directed to implement evidence-based strategies through GTSC's Highway Safety grant application or the more focused Police Traffic Services (PTS) grant application. The PTS application narrative outlines New York's broad approach to address key problem enforcement areas and guides the local jurisdictions to examine local data and develop appropriate countermeasures for their own problem areas. Examples of proven strategies

include targeted enforcement focusing on specific violations, such as texting, aggressive driving and speeding, or on specific times of day when more violations occur, such as nighttime impaired driving road checks and seat belt enforcement. High visibility enforcement, including broad participation in national seat belt and impaired driving mobilizations, is required. The Data Driven Approaches to Crime and Traffic Safety (DDACTS) model and other strategies that use data to identify high crash locations are also proven strategies. By implementing strategies that research has shown to be effective, more efficient use is made of the available resources and the success of enforcement efforts is enhanced.

### **Monitoring and Adjustment of E-BE Plan**

Continuous oversight and monitoring of the enforcement efforts that are implemented is another important element of New York's E-BE plan. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Several methods are used to follow-up on programs funded by GTSC: (1) progress report and activity level review, (2) onsite project monitoring, and (3) law enforcement subgrantee formal training programs and direct technical assistance.

## **DESCRIPTION OF STATE ASSESSMENT PROCESS**

The goals of New York's statewide highway safety program are to prevent motor vehicle crashes, save lives and reduce the severity of injuries suffered in crashes occurring on the state's roadways. The performance measures and targets established in New York's FFY 2016 Highway Safety Strategic Plan (HSSP) and used to track the state's progress are described below.

### **Core Performance Measures**

New York's FFY 2016 HSSP incorporated the 11 core outcome measures and the one core behavioral measure, observed seat belt use, recommended by the National Highway Traffic Safety Administration (NHTSA) to assess performance and measure the progress of the highway safety program. Ten of the eleven recommended outcome measures relate to fatalities; the source for these measures is the Fatality Analysis Reporting System (FARS). The remaining outcome measure is serious injuries; the source for this measure is New York's Accident Information System (AIS) maintained by the NYS Department of Motor Vehicles (DMV).

The problem identification process used in the FFY 2016 HSSP included analyses of each of the core measures over the most recent five-year period for which data were available, as well as the three-year moving average. A target for each of these measures was set for December 31, 2016. The method for setting each goal depended on the trend in the performance measure over the three-year period. If there was a consistent trend in the data, the most recent calendar year of data available served as the baseline. If there was no clear trend in the measure over this period, i.e., the measure did not increase or decrease consistently, the target was set based on the most recent three-year average. The standardized goal statement format recommended by GHSA and NHTSA was used for each target.

The source for the one behavioral measure, observed seat belt use, is the state's annual seat belt observation survey. The survey is conducted using a research design developed in accordance with uniform criteria established by NHTSA. The statewide seat belt use rate derived from the 2016 seat belt observation survey is included in this report. The method described above to set the targets for the core outcome measures was also applied to set the target for the statewide seat belt use rate.

To assess the state's progress for this Annual Report, each core measure was updated with the most recent data available: 2015 FARS data, 2015 AIS data and the 2016 seat belt use rate. A table with historical and current data for each core measure is included on the following page.

### **Other Performance Measures**

In addition to the core measures NHTSA identified, New York uses other performance measures to track progress in specific program areas. One of these performance measures, Fatal and Personal Injury Crashes Involving Cell Phone Use or Texting, was added to the Police Traffic Services program area to track distracted driving. The second performance measure, Fatalities in Drug-Related Crashes, was added to track the involvement of drugged driving in crashes. Injury performance measures are also tracked, including injuries in alcohol-related crashes and injured motorcyclists, bicyclists and pedestrians. The source for all of these additional measures is New York's AIS crash file.

### **Activity Measures**

The following activity performance measures are also tracked: seat belt citations, speeding citations and impaired driving arrests. The numbers are reported under the appropriate program areas and include all citations/arrests issued for these violations on a calendar year basis. The state's Traffic Safety Law Enforcement and Disposition (TSLED) and Administrative Adjudication (AA) systems are the sources for speeding and seat belt citations. TSLED and the New York City Police Department are the sources for data on impaired driving arrests.

### **Driver Behavior Measures**

Another tool for monitoring changes and assessing progress are surveys of driver behaviors, attitudes, perceptions and awareness related to major traffic safety issues. These surveys are conducted annually at five Department of Motor Vehicles offices; three of the DMV offices are in the Upstate region: Albany (Albany County), Syracuse (Onondaga County), and White Plains (Westchester County); one is in New York City (Brooklyn) and one is on Long Island (Medford, Suffolk County).

The 2016 survey included a total of 12 questions related to seat belt use, speeding, drinking and driving, cell phone use and texting. More than 1,500 drivers participated in the 2016 survey conducted in May and June; at least 300 surveys were completed at each of the five DMV offices. Analyses were conducted for the total sample and by gender and age group. Selected results are reported in this Annual Report under the relevant program areas: Impaired Driving, Police Traffic Services and Occupant Protection. Results from previous surveys are included to identify any changes and trends that have occurred over time in the reported behaviors, perceptions and awareness of traffic safety issues among New York State drivers.

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**PERFORMANCE MEASURES AND TARGETS BY PROGRAM AREA**

| STATEWIDE   |   | 2011                  | 2012   | 2013   | 2014   | 2015   |        |
|---|---|-----------------------|--------|--------|--------|--------|--------|
| C-1   | Traffic Fatalities (FARS)   | Annual                | 1,171  | 1,180  | 1,202  | 1,041  | 1,121  |
|   |   | 3-Year Moving Average | 1,777  | 1,184  | 1,184  | 1,141  | 1,121  |
| To decrease total fatalities 3 percent from 1,199 in 2013 to 1,163* by December 31, 2016  |   |                       |        |        |        |        |        |
| C-2   | Serious Injuries (NYS AIS)  | Annual                | 12,012 | 12,163 | 11,609 | 10,874 | 11,073 |
|   |   | 3-Year Moving Average | 12,601 | 12,326 | 11,928 | 11,549 | 11,185 |
| To decrease serious traffic injuries 5 percent from the 2011-2013 calendar base year average of 11,928 to 11,332 by December 31, 2016                               |   |                       |        |        |        |        |        |
| C-3   | Fatalities per 100 Million VMT (FARS/FHWA)                        | Annual                | 0.92   | 0.92   | 0.93   | 0.81   | NA     |
|   |   | 3-Year Moving Average | 0.90   | 0.92   | 0.92   | 0.89   |        |
| To decrease fatalities/100 million VMT 3 percent from the 2011-2013 calendar base year average of 0.92 to 0.89 by December 31, 2016                                 |   |                       |        |        |        |        |        |
|   | Rural Fatalities per 100 Million VMT (FARS/FHWA)                  | Annual                | 1.63   | 1.88   | 1.93   | 1.25   | NA     |
|   |   | 3-Year Moving Average | 1.71   | 1.75   | 1.81   | 1.69   |        |
| To decrease rural fatalities/100 million VMT 3 percent from 1.93 in 2013 to 1.87* by December 31, 2016  |   |                       |        |        |        |        |        |
|   | Urban Fatalities per 100 Million VMT (FARS/FHWA)                  | Annual                | 0.67   | 0.59   | 0.59   | 0.66   | NA     |
|   |   | 3-Year Moving Average | 0.63   | 0.63   | 0.62   | 0.61   |        |
| To decrease urban fatalities/100 million VMT 3 percent from 0.59 in 2013 to 0.57 by December 31, 2016   |   |                       |        |        |        |        |        |
| IMPAIRED DRIVING  |   | 2011                  | 2012   | 2013   | 2014   | 2015   |        |
| C-5   | Alcohol-Impaired Driving Fatalities (FARS)                        | Annual                | 328    | 340    | 369    | 312    | 311    |
|   |   | 3-Year Moving Average | 335    | 343    | 346    | 340    | 331    |
| To decrease alcohol-impaired driving fatalities 5 percent from 364 in 2013 to 346* by December 31, 2016   |   |                       |        |        |        |        |        |
|   | Persons Injured in Alcohol-Related Crashes (NYS AIS)              | Annual                | 6,121  | 6,303  | 6,091  | 5,674  | 5,323  |
|   |   | 3-Year Moving Average | 6,423  | 6,254  | 6,172  | 6,023  | 5,696  |
| To decrease the number of persons injured in alcohol-related crashes 3 percent from the 2011-2013 calendar base year average of 6,172 to 5,987 by December 31, 2016 |   |                       |        |        |        |        |        |
|   | Fatalities in Drug-Related Crashes (NYS AIS)                      | Annual                | 200    | 205    | 208    | 188    | 264    |
|   |   | 3-Year Moving Average | 220    | 217    | 204    | 200    | 220    |
| To decrease the number of fatalities in drug-related crashes 3 percent from 208 in 2013 to 202* by December 31, 2016  |   |                       |        |        |        |        |        |
| POLICE TRAFFIC SERVICES   |   | 2011                  | 2012   | 2013   | 2014   | 2015   |        |
| C-6   | Speeding-Related Fatalities (FARS)                                | Annual                | 332    | 363    | 359    | 322    | 343    |
|   |   | 3-Year Moving Average | 346    | 343    | 351    | 348    | 341    |
| To decrease speeding-related fatalities 3 percent from the 2011-2013 calendar base year average of 351 to 340 by December 31, 2016                                  |   |                       |        |        |        |        |        |
|   | Fatal & PI Crashes Involving Cell Phone Use and Texting (NYS AIS) | Annual                | 300    | 360    | 393    | 377    | 383    |
|   |   | 3-Year Moving Average | 306    | 326    | 351    | 377    | 384    |
| To decrease fatal and personal injury crashes involving texting or cell phone use 5 percent from 393 in 2013 to 373* by December 31, 2016                           |   |                       |        |        |        |        |        |

| MOTORCYCLE SAFETY  |  |                       | 2011   | 2012   | 2013   | 2014   | 2015   |
|--|--|-----------------------|--------|--------|--------|--------|--------|
| C-7  | Motorcyclist Fatalities (FARS)   | Annual                | 170    | 170    | 170    | 148    | 160    |
|  |  | 3-Year Moving Average | 170    | 175    | 170    | 163    | 159    |
| To decrease motorcyclist fatalities 3 percent from 170 in 2013 to 165 by December 31, 2016   |  |                       |        |        |        |        |        |
| C-8  | Unhelmeted Motorcyclist Fatalities (FARS)  | Annual                | 11     | 15     | 16     | 21     | 14     |
|  |  | 3-Year Moving Average | 16     | 14     | 14     | 17     | 17     |
| To decrease unhelmeted motorcyclist fatalities 10 percent from 16 in 2013 to 14* in 2016   |  |                       |        |        |        |        |        |
|  | Motorcyclists Injured in Crashes (NYS AIS)   | Annual                | 4,797  | 5,337  | 4,553  | 4,237  | 4,208  |
|  |  | 3-Year Moving Average | 4,799  | 5,049  | 4,896  | 4,709  | 4,333  |
| To decrease the number of injured motorcyclists 10 percent from the 2011-2013 calendar base year average of 4,902 to 4,412 by December 31, 2016                                    |  |                       |        |        |        |        |        |
| PEDESTRIAN, BICYCLE AND WHEEL-SPORT SAFETY   |  |                       | 2011   | 2012   | 2013   | 2014   | 2015   |
| C-10   | Pedestrian Fatalities (FARS)   | Annual                | 287    | 303    | 336    | 264    | 307    |
|  |  | 3-Year Moving Average | 299    | 298    | 309    | 301    | 302    |
| To reduce pedestrian fatalities 5 percent from 335 in 2013 to 318* by December 31, 2016  |  |                       |        |        |        |        |        |
|  | Pedestrians Injured in Crashes (NYS AIS)   | Annual                | 15,689 | 15,607 | 16,278 | 14,906 | 13,413 |
|  |  | 3-Year Moving Average | 15,700 | 15,795 | 15,858 | 15,597 | 14,866 |
| To reduce the number of pedestrians injured in traffic crashes 3 percent from the 2011-2013 calendar base year average of 15,858 to 15,382 by December 31, 2016                    |  |                       |        |        |        |        |        |
| C-11   | Bicyclist Fatalities (FARS)  | Annual                | 57     | 45     | 40     | 46     | 36     |
|  |  | 3-Year Moving Average | 41     | 46     | 47     | 44     | 41     |
| To reduce bicyclist fatalities 10 percent from 40 in 2013 to 36 by December 31, 2016   |  |                       |        |        |        |        |        |
|  | Bicyclists Injured in Crashes (NYS AIS)  | Annual                | 5,883  | 5,929  | 6,140  | 5,647  | 5,300  |
|  |  | 3-Year Moving Average | 5,782  | 5,957  | 5,984  | 5,905  | 5,696  |
| To reduce the number of bicyclists injured in traffic crashes 3 percent from 6,140 in 2013 to 5,956* by December 31, 2016  |  |                       |        |        |        |        |        |
| OCCUPANT PROTECTION  |  |                       | 2011   | 2012   | 2013   | 2014   | 2015   |
| C-4  | Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)                    | Annual                | 187    | 206    | 186    | 155    | 171    |
|  |  | 3-Year Moving Average | 196    | 195    | 193    | 182    | 171    |
| To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2011-2013 calendar base year average of 193 to 183 by December 31, 2016 |  |                       |        |        |        |        |        |
| B-1  | Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (NYS Annual Survey) | Annual                | 2012   | 2013   | 2014   | 2015   | 2016   |
|  |  | 3-Year Moving Average | 90%    | 91%    | 91%    | 92%    | 92%    |
| To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 2 percentage points from 91 percent in 2014 to 93 percent by December 31, 2016 |  |                       | 90%    | 91%    | 91%    | 91%    | 92%    |
| COMMUNITY TRAFFIC SAFETY PROGRAMS  |  |                       | 2011   | 2012   | 2013   | 2014   | 2015   |
| C-9  | Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)                                       | Annual                | 128    | 140    | 131    | 97     | 99     |
|  |  | 3-Year Moving Average | 150    | 138    | 133    | 123    | 109    |
| To decrease drivers age 20 and younger involved in fatal crashes 5 percent from the 2011-2013 calendar base year average of 133 to 126 by December 31, 2016                        |  |                       |        |        |        |        |        |

Revised after final FARS or AIS data were released

\*Although the performance measure is trending upward, New York continuously strives to achieve reductions in fatalities and injuries; therefore, a realistic target for improvement has been set.

# FFY 2016 PERFORMANCE REPORT

The Statewide Highway Safety Program and each of the Program Areas in the FFY 2016 Annual Report include a Performance Report updating the status of the performance measures from the FFY 2016 HSSP. The table below summarizes these status reports for both the Core Measures and the additional measures for New York's Highway Safety Program. The table also updates the three Activity Measures: Speeding Tickets, Seat Belt Tickets and Impaired Driving Arrests.

| NEW YORK STATE<br>FFY 2016 ANNUAL REPORT<br>PERFORMANCE REPORT ON ALL MEASURES |   |                      |                |  |
|--|---|----------------------|----------------|--|
| CORE PERFORMANCE MEASURES  |   | Most Current<br>2015 | Target<br>2016 | Status   |
| C-1  | Traffic Fatalities                                  | 1,121                | 1,163          | <b>Target Met:</b> Although traffic fatalities increased 8% between 2014 and 2015, from 1,041 to 1,121, the number is an improvement compared to the target of 1,163 set for 2016.                             |
| C-2  | Serious Injuries                                    | 11,073               | 11,332         | <b>Target Met:</b> Serious injuries increased from 10,874 in 2014 to 11,073 in 2015 yet remained below the target of 11,332 set for 2016.  |
| C-3  | Fatalities per 100 Million VMT                      | 2014<br>0.81         | 0.89           | <b>Target Met:</b> The statewide fatality rate declined from 0.93 to 0.81 per 100 million VMT from 2013 to 2014, substantially below the target of 0.89 set for 2016.  |
|  | Urban Fatalities per 100 Million VMT                | 2014<br>0.66         | 0.57           | <b>Target Not Met:</b> The urban fatality rate increased to 0.66 in 2014 from 0.59 in 2012 and 2013, indicating that the target of 0.57 set for 2016 will be difficult to achieve.                             |
|  | Rural Fatalities per 100 Million VMT                | 2014<br>1.25         | 1.87           | <b>Target Met:</b> The rural fatality rate, which had been on an upward trend from 2011 to 2013, dropped to 1.25 in 2014, demonstrating greater improvement than the target of 1.87 set for 2016.              |
| C-4  | Unrestrained Passenger Vehicle Occupant Fatalities  | 171                  | 183            | <b>Target Met:</b> Although the number of unrestrained passenger vehicle occupant fatalities increased from 155 to 171 from 2014 to 2015, the number showed improvement beyond the target of 183 set for 2016. |
| C-5  | Alcohol-Impaired Driving Fatalities                 | 311                  | 346            | <b>Target Met:</b> Alcohol-impaired driving fatalities decreased to 311 in 2015, continuing a downward trend and demonstrating greater improvement than the target of 346 set for 2016.                        |
| C-6  | Speeding-Related Fatalities                         | 343                  | 340            | <b>Target Not Met:</b> The downward trend for speeding-related fatalities ended in 2015, increasing from 322 in 2014 to 343 and not reaching the target of 340 set for 2016.                                   |
| C-7  | Motorcyclist Fatalities                             | 160                  | 165            | <b>Target Met:</b> After remaining at 170 for three years, motorcyclist fatalities dropped to 148 in 2014, then climbed to 160 in 2015, still an improvement beyond the reduction target of 165 set for 2016.  |
| C-8  | Unhelmeted Motorcyclist Fatalities                  | 14                   | 13             | <b>Target Not Met:</b> The number of unhelmeted motorcyclist fatalities decreased from 21 in 2014 to 14 in 2015, showing progress toward the target of 13 set for 2016.  |
| C-9  | Drivers Age 20 or Younger Involved in Fatal Crashes | 99                   | 126            | <b>Target Met:</b> Between 2013 and 2015, the number of drivers under age 20 involved in fatal crashes dropped by more than 24% (from 131 to 99), far exceeding the target of 126 set for 2016.                |
| C-10   | Pedestrian Fatalities                               | 307                  | 318            | <b>Target Met:</b> Pedestrian fatalities increased from 263 in 2014 to 307 in 2015, yet remained below the target of 318 set for 2016.   |
| C-11   | Bicyclist Fatalities                                | 36                   | 36             | <b>Target Met:</b> Bicyclist fatalities decreased from 46 in 2014 to 36 in 2015, meeting the target set for 2016.  |
| B-1  | Seat Belt Use Rate                                  | 2016<br>92%          | 93%            | <b>Target Not Met:</b> While New York has been successful in maintaining a statewide seat belt use rate of 90%-92% since 2010, the target of 93% set for 2016 was not met.                                     |

| ADDITIONAL MEASURES                                    | 2015   | Target 2016 |  |
|--|--------|-------------|--|
| Persons Injured in Alcohol-Related Crashes             | 5,323  | 5,987       | <b>Target Met:</b> The number of persons injured in alcohol-related crashes continued on a downward trend decreasing from 5,674 in 2014 to 5,323 in 2015, exceeding the reduction target of 5,987.   |
| Fatalities in Drug-Related Crashes                     | 264    | 202         | <b>Target Not Met:</b> Fatalities in drug-related crashes increased from 188 in 2014 to 264 in 2015, indicating that the target of 202 set for 2016 will be difficult to achieve.                    |
| Fatal & PI Crashes Involving Cell Phone Use or Texting | 383    | 373         | <b>Target Not Met:</b> Fatal and PI crashes involving cell phone use or texting increased from 377 in 2014 to 383 in 2015, showing that the target of 373 set for 2016 will be difficult to achieve. |
| Motorcyclists Injured in Crashes                       | 4,208  | 4,412       | <b>Target Met:</b> The downward trend in the number of motorcyclists injured continued in 2015 when the number dropped to 4,208, surpassing the reduction target of 4,412 set for 2016.              |
| Pedestrians Injured in Crashes                         | 13,413 | 15,382      | <b>Target Met:</b> Between 2014 and 2015, the number of pedestrians injured decreased 10% from 14,906 to 13,413, showing improvement beyond the target of 15,382 set for 2016.                       |
| Bicyclists Injured in Crashes                          | 5,300  | 5,956       | <b>Target Met:</b> The number of bicyclists injured declined from 5,647 in 2014 to 5,300 in 2015, exceeding the reduction target of 5,956.   |

| ACTIVITY MEASURES        | 2013    | 2014    | 2015    |
|--------------------------|---------|---------|---------|
| Speeding Tickets         | 625,791 | 661,962 | 694,637 |
| Seat Belt Tickets        | 229,769 | 197,986 | 174,427 |
| Impaired Driving Arrests | 50,805  | 47,763  | 44,501  |

# STATEWIDE PERFORMANCE MEASURES

## ASSESSMENT OF PROGRESS

### Statewide Targets for FFY 2016

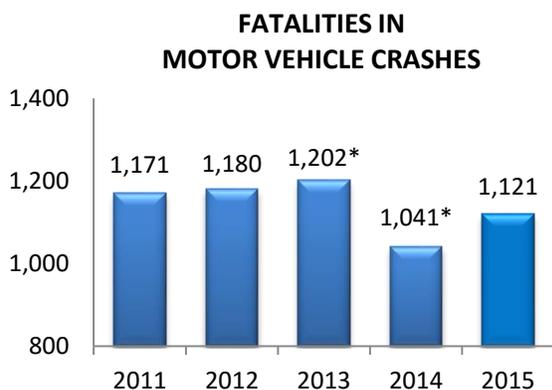
The following performance targets for New York’s statewide highway safety program were established in the state’s FFY 2016 HSSP:

- ❖ Decrease traffic fatalities 3 percent from 1,199 in 2013 to 1,163 by December 31, 2016
- ❖ Decrease serious traffic injuries 5 percent from the 2011-2013 calendar base year average of 11,928 to 11,332 by December 31, 2016
- ❖ Decrease fatalities/100M VMT 3 percent from the 2011-2013 calendar base year average of 0.92 to 0.89 by December 31, 2016
- ❖ Decrease urban fatalities/100M VMT 3 percent from 0.59 in 2013 to 0.57 by December 31, 2016
- ❖ Decrease rural fatalities/100M VMT 3 percent from 1.93 in 2013 to 1.87 by December 31, 2016

### Status of Performance Measures

The 2015 FARS data indicate that although motor vehicle fatalities in New York increased 8% between 2014 and 2015 (from 1,041 to 1,121), the 2015 number represents an improvement greater than the target of 1,163 set for the end of calendar year 2016.

Based on data from New York’s AIS, serious injuries in crashes fluctuated between 2011 and 2015. After dropping from 11,609 in 2013 to 10,874 in 2014 (6%), serious injuries increased to 11,073 in 2015. Despite this increase, the number of serious injuries was below the target of 11,332 set for the end of calendar year 2016.



\*Revised based on final FARS data  
Source: FARS

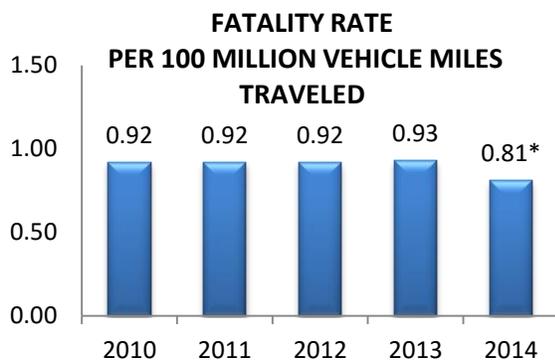


Source: NYS AIS / TSSR

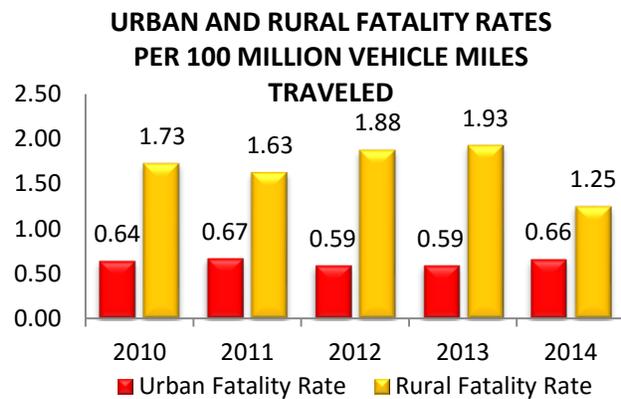
Other core measures are the statewide, urban and rural fatality rates per 100 million vehicle miles traveled (VMT). The 2015 FARS data for these fatality rates are not yet available.

Based on the 2014 FARS data, the statewide fatality rate declined from 0.93 to 0.81 per 100 million VMT between 2013 and 2014, substantially below the target of 0.89 set for 2016.

The 2014 FARS data indicate that the previous trends in both the rural and urban fatality rates were reversed in 2014. The downward trend in the urban fatality rate ended in 2014 when the rate increased to 0.66 from 0.59 in 2012 and 2013, indicating that the target of 0.57 set for 2016 will be difficult to achieve. The opposite pattern was seen in the rural fatality rate. After increasing between 2011 and 2013 (from 1.63 to 1.93), the rate dropped to 1.25 in 2014, demonstrating greater improvement than the target of 1.87 set for December 31, 2016.



\*Revised based on final 2014 FARS data  
Source: FARS



Source: FARS

## INDIVIDUAL PROGRAM AREAS

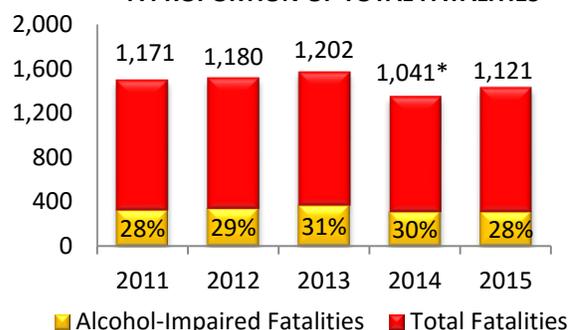
The following sections of this Annual Report describe the individual program areas addressed in the FFY 2016 HSSP. New York used a data-driven approach to identify a comprehensive set of evidence-based strategies for each program area that collectively will contribute to meeting the state’s highway safety targets set in the FFY 2016 HSSP. An assessment of the progress made toward the targets set for each of the program area performance measures is included and selected projects and activities are highlighted. A complete list of the projects approved for funding in the FFY 2016 HSSP and the award amounts are included in Appendix A.

## IMPAIRED DRIVING

Over the five-year period, 2011-2015, the proportion of New York's crash fatalities that were alcohol-related ranged from 28% to 31%. Based on the state's relatively low rate of alcohol involvement, New York qualified for 405d grant funds as a low-range state in FFY 2016.

While New York is among the states with the lowest alcohol-impaired fatality rates, it is important to maintain an aggressive approach to combating impaired driving. At the core of the state's impaired driving program is STOP-DWI. Through this program, fines collected from impaired driving offenders are returned to the counties where the violations occurred to support enforcement and other impaired driving programs at the local level.

**ALCOHOL-IMPAIRED DRIVING FATALITIES AS A PROPORTION OF TOTAL FATALITIES**



\*Revised based on final 2014 FARS data  
Source: FARS



### **Are You Ready?**

#### **FFY 2016 STOP-DWI Crackdowns**

**Halloween: October 30-November 1, 2015**

**Thanksgiving: November 25-29, 2015**

**Holiday Season (National): December 18, 2015 - January 3, 2016**

**Super Bowl: February 5-8, 2016**

**St. Patrick's Day: March 17-20, 2016**

**Memorial Day: May 27-31, 2016**

**Fourth of July: July 1-5, 2016**

**Labor Day (National): August 19-September 5, 2016**

As the organization responsible for the oversight of the STOP-DWI program, GTSC is in a position to maximize the opportunities for cooperative efforts, such as statewide enforcement mobilizations in conjunction with national crackdowns and during holiday periods throughout the year.

Since STOP-DWI is self-sustaining, the GTSC is able to use the federal funds received by New York to support a number of other types of impaired driving projects, in addition to supplementing the resources available for statewide enforcement efforts. These include statewide public information campaigns, training programs, multi-agency advisory groups, research studies and projects to enhance state agency programs.

In FFY 2016, the STOP-DWI Foundation made revisions and added new features to its "Have a Plan" mobile app released in August 2014. The enhancements include links to dining, entertainment and travel options; a mobile browser for [www.stopdwi.org](http://www.stopdwi.org); and updates in preparation for new iOS, Android and Windows software. The app is an important resource for the general public and potential impaired drivers. It can be used to contact a taxi or other alternative transportation option or to report a suspected impaired driver to the police. The app also includes important information on impaired driving and New York's DWI laws.

The STOP-DWI Foundation also developed a statewide plan to promote the STOP-DWI NY mobile app utilizing printed materials, PSAs and social media. County STOP-DWI programs integrated the app into their local programs and outreach and the app was also highlighted through the various hockey sports venues targeted throughout the state. The app can be accessed at [www.stopdwi.org/mobileapp](http://www.stopdwi.org/mobileapp).

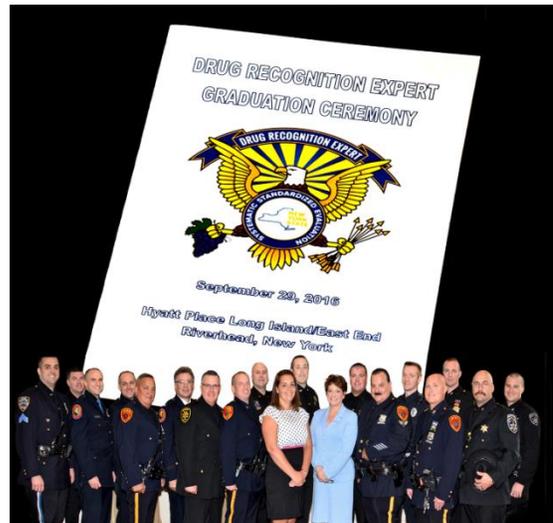
The STOP-DWI Foundation also provided a number of training programs throughout FFY 2016 including ten training sessions on “Conducting Complete Traffic Stops” and three trainings on “recognizing Impaired Persons (RIP)”. The attendees at STOP-DWI Foundation training sessions included STOP-DWI Coordinators, educators, police officers, probation officers, District Attorneys, Public Defenders, emergency service personnel and treatment professionals.



Law enforcement training programs to address drug-impaired driving also continued to be a priority. In FFY 2016, nine 16-hour Advanced Roadside Impaired Driving Enforcement (ARIDE) programs were conducted around the state and a total of 242 police officers completed the training.

The much more intensive three-week Drug Recognition Expert (DRE) Certification Program was conducted in March and again in August and 39 new DREs were certified during 2016. A total of 253 DREs are now deployed across the state.

With funding from GTSC, the Institute for Traffic Safety Management and Research (ITSMR) has developed an Android tablet application to assist the state’s DREs with data collection in the field and the submission of their drug evaluations and toxicology results. A web-based application has also been developed. These tools will also assist the DRE state coordinator in managing the program. With few exceptions, all 253 DREs in the state have received tablets for use in submitting their evaluations and toxicology results through the Android application.



In August 2016, ITSMR’s DRE tablet application received national recognition from the Governor’s Highway Safety Association (GHSA). At its annual meeting in Seattle, Washington, GHSA presented GTSC and ITSMR with the prestigious Peter K. O’Rourke award which recognizes notable achievements in the field of highway safety.

## ASSESSMENT OF PROGRESS

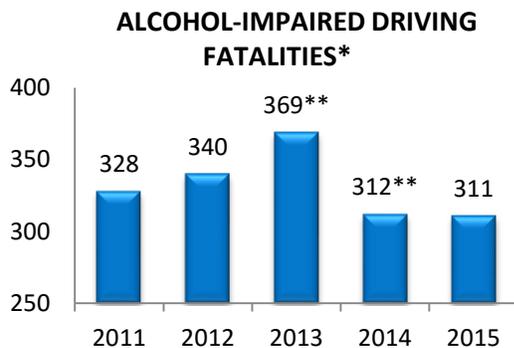
### Impaired Driving Targets for FFY 2016

- ❖ Decrease alcohol-impaired driving fatalities 5 percent from 364 in 2013 to 346 by December 31, 2016
- ❖ Reduce the number of persons injured in alcohol-related crashes 3 percent from the 2011-2013 calendar base year average of 6,172 to 5,987 by December 31, 2016
- ❖ Decrease the number of fatalities in drug-related crashes 3 percent from 208 in 2013 to 202 by December 31, 2016

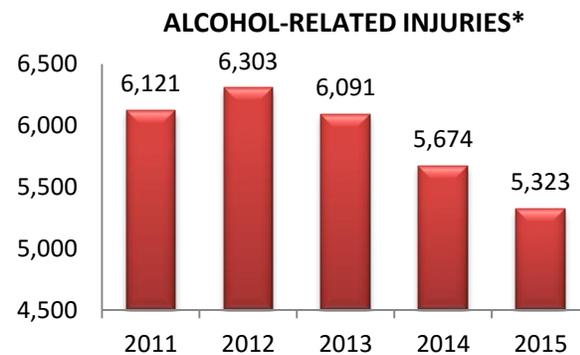
### Status of Performance Measures

Based on the most recent FARS data, alcohol-impaired driving fatalities decreased by one between 2014 and 2015 (from 312 to 311). This slight change followed a large drop (15%) between 2013 and 2014, continuing a downward trend and demonstrating greater improvement than the target of 346 set for the end of calendar year 2016.

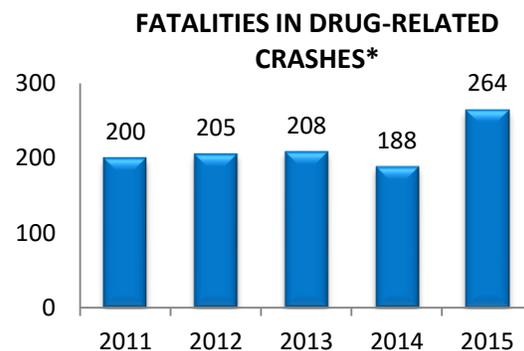
Since 2012, the number of persons injured in alcohol-related crashes has also been on a downward trend, declining from 6,303 to 5,323 in 2015. The reduction target of 5,987 set for the end of 2016 was first exceeded in 2014 and exceeded even further in 2015.



\*Based on BAC (.08+) of all involved drivers and motorcycle operators  
 \*\*Revised based on final 2013 and 2014 FARS data  
 Source: FARS

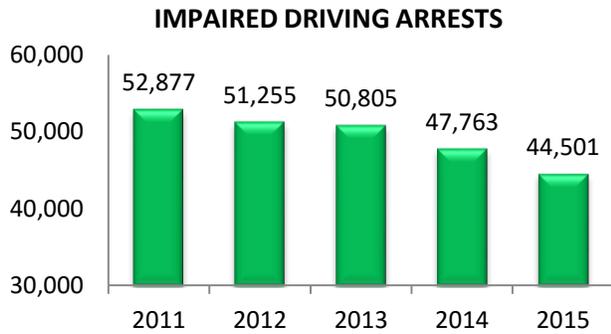


\* Police-reported Crashes  
 Source: NYS AIS / TSSR



\* Police-reported crashes  
 Source: NYS AIS / TSSR

The FFY 2015 HSSP included a new impaired driving performance measure, fatalities in drug-related crashes. Based on data from New York's AIS, these fatalities increased from 188 in 2014 to 264 in 2015, indicating that the target of 202 set for December 31, 2016 will be difficult to achieve.



Impaired driving arrests have been on a consistent downward trend in New York State. Between 2011 and 2015, the number of drivers arrested for impaired driving dropped from 52,877 to 44,501 (16%).

Impaired driving arrests include the number of drivers arrested for alcohol-related and drug-related violations under V&T 1192.

Sources: NYS TSLED System, Suffolk County STOP-DWI and NYPD

### Annual Survey of New York State Drivers: Results Related to Drinking and Driving

Drinking and driving is one of the traffic safety issues included in the survey of drivers conducted at selected DMV offices beginning in 2010. The table below provides the results of the questions related to the frequency of drinking and driving behavior and perceptions of the risk of arrest for drinking and driving compiled from the surveys conducted in 2012-2016. Subsequent tables present analyses of these results by gender and age.

| <i>In the past 30 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages?</i> |             |             |             |             |             |
|---|-------------|-------------|-------------|-------------|-------------|
|   | <u>2012</u> | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
| 0 times   | 86.4%       | 84.3%       | 87.3%       | 86.5%       | 88.6%       |
| 1 time  | 6.6%        | 6.9%        | 6.2%        | 4.7%        | 4.7%        |
| 2 times   | 3.3%        | 4.1%        | 3.1%        | 5.0%        | 3.3%        |
| 3 times   | 1.3%        | 2.7%        | 0.9%        | 1.7%        | 1.1%        |
| 4 times   | 0.5%        | 0.8%        | 0.6%        | 0.6%        | 0.8%        |
| 5 or more times   | 2.0%        | 1.2%        | 1.8%        | 1.6%        | 1.4%        |
| <i>What do you think the chances are of someone getting arrested if they drive after drinking?</i>                              |             |             |             |             |             |
|   | <u>2012</u> | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
| Always  | 26.4%       | 26.4%       | 30.2%       | 30.8%       | 32.7%       |
| Most of the time  | 29.3%       | 33.4%       | 28.7%       | 29.4%       | 28.9%       |
| Sometimes   | 35.8%       | 32.7%       | 32.9%       | 30.9%       | 30.7%       |
| Rarely  | 5.7%        | 5.0%        | 4.8%        | 5.3%        | 3.7%        |
| Never   | 2.8%        | 2.6%        | 3.4%        | 3.7%        | 4.0%        |

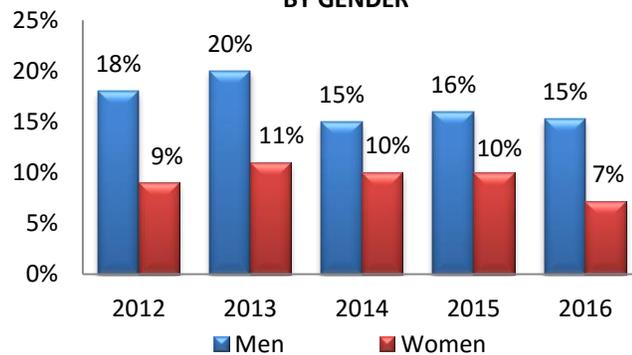
Source: 2012-2016 Driver Behavior Surveys

- In 2016, 89% of the survey respondents said they had not driven within two hours after consuming alcohol in the past 30 days, a small improvement over earlier years (84%-87% in 2012-2015).
- The perception of the risk of being arrested for drinking and driving has increased since 2012; 62% of the respondents in the 2016 survey thought a driver would “always” or “most of the time” be arrested for drinking and driving, compared to 56% in 2012.

### Differences by Gender

- Men are consistently more likely than women to drink and drive.
- The proportion of men who reported that they had driven after drinking at least once in the past 30 days declined to 15% in 2014 and remained relatively stable in 2015 and 2016 (15%-16%).
- The proportion of women who said they had driven after drinking at least once in the past 30 days declined from 11% in 2013 to 7% in 2016.

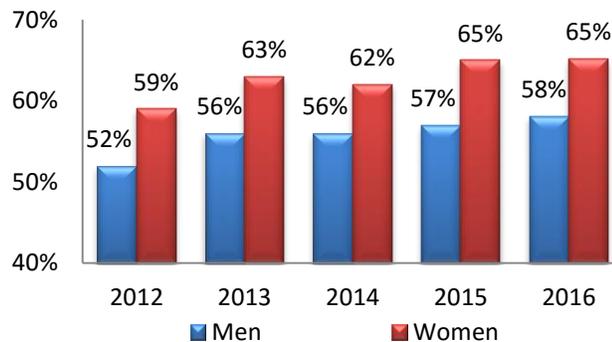
**HAVE DRIVEN WITHIN TWO HOURS AFTER DRINKING AT LEAST ONE TIME IN PAST 30 DAYS BY GENDER**



Source: 2012-2016 Driver Behavior Surveys

- Women perceive a greater risk of arrest for drinking and driving than men.
- In 2016, nearly 6 of every 10 men surveyed (58%) and nearly 2 out of 3 women (65%) thought that someone would get arrested “always” or “most of the time” if they drive after drinking.
- The perception of risk among both men and women remained relatively unchanged between 2015 and 2016.

**PERCEPTION THAT A DRINKING DRIVER WOULD BE ARRESTED "ALWAYS" OR "MOST OF THE TIME" BY GENDER**

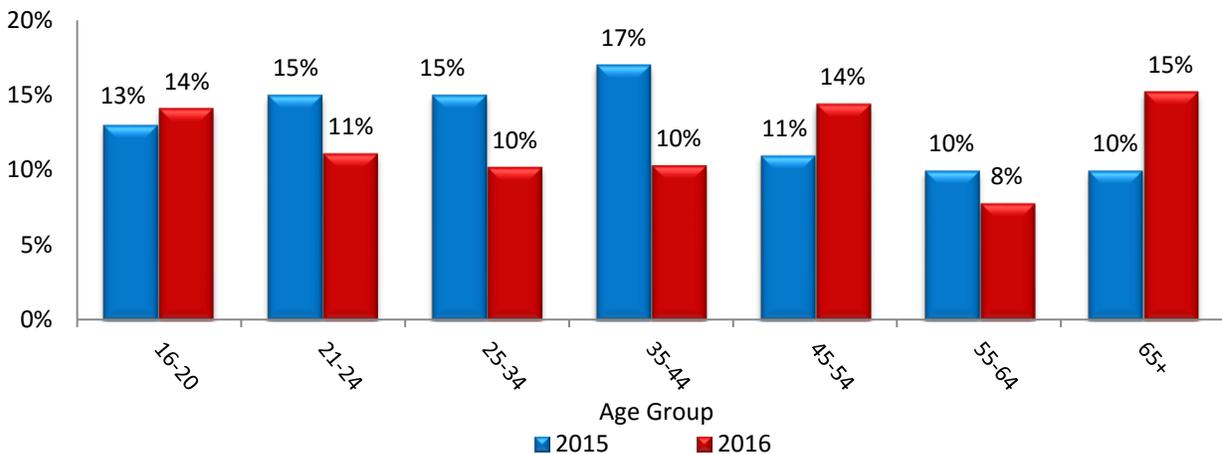


Source: 2012-2016 Driver Behavior Surveys

## Differences by Age

Analyses by age group were also conducted for the survey respondents who said they had driven within two hours after drinking at least once in the past 30 days (13% in 2015 and 11% in 2016).

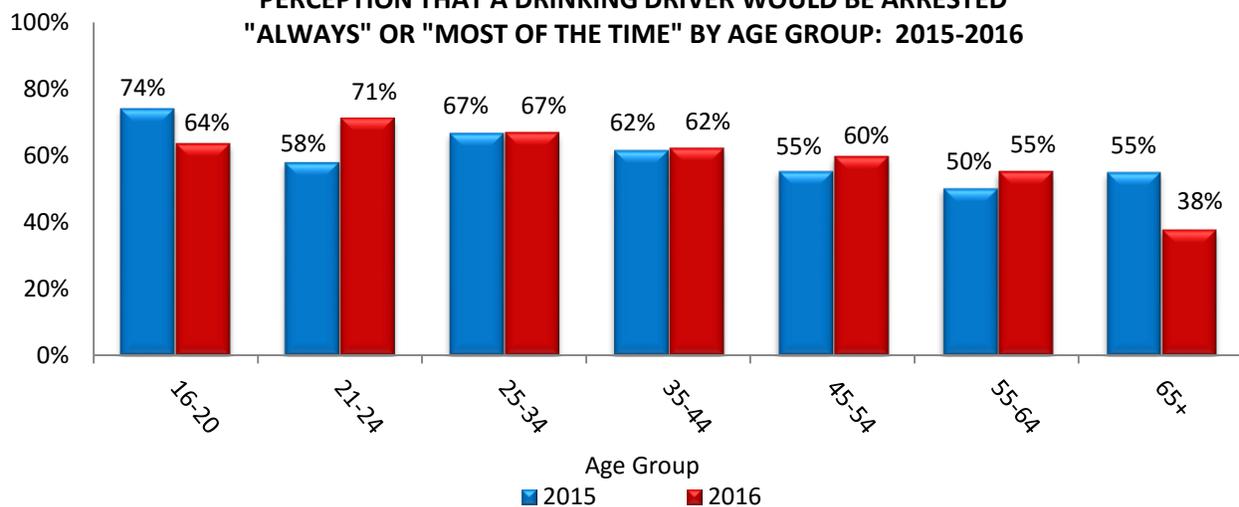
**HAVE DRIVEN WITHIN TWO HOURS AFTER DRINKING AT LEAST ONCE IN PAST 30 DAYS BY AGE GROUP: 2015-2016**



Source: 2015-2016 Driver Behavior Surveys

- The drivers who reported driving within two hours after drinking at least once in the last 30 days included drivers under the legal drinking age. In 2016, 14% of the drivers under 21 years of age reported driving after drinking, similar to the proportion in 2015 (13%).
- Compared to 2015, the proportion of drivers who said they had driven after drinking in 2016 declined in the three age groups between 21 and 44 and among drivers 55-64 years of age. The largest drop occurred in the 35-44 age group (from 17% to 10%) and the largest increase occurred in the 65 and over age group (from 10% to 15%).

**PERCEPTION THAT A DRINKING DRIVER WOULD BE ARRESTED "ALWAYS" OR "MOST OF THE TIME" BY AGE GROUP: 2015-2016**



Source: 2015-2016 Driver Behavior Surveys

- In general, the perception of the risk of getting a ticket decreases with age; in 2016, 71% of the drivers ages 21-24 thought that someone who was drinking and driving would be arrested “always” or “most of the time,” compared to 38% of drivers age 65 and older.
- Between 2015 and 2016, the perception of risk of being arrested for driving after drinking increased the most among drivers ages 21 to 24 (from 58% to 71%) and decreased the most among drivers age 65 and older (from 55% to 38%).

## IMPAIRED DRIVING PROJECTS AND ACTIVITIES FUNDED IN FFY 2016

New York used a data-driven approach to identify a comprehensive set of strategies for the state’s Impaired Driving program that collectively will contribute to progress in meeting the state’s highway safety targets set in the FFY 2016 HSSP. Included under the strategies listed below are descriptions of selected projects that highlight the activities undertaken. The complete list of projects implemented in FFY 2016 is included as Appendix A. The project title, number and amount of funds awarded are provided for each project.

### Enforcement of Impaired Driving Laws

#### “Drive Sober or Get Pulled Over”

In FFY 2016, New York’s crackdown on impaired driving continued to incorporate the national slogan, “Drive Sober or Get Pulled Over.” The crackdown is a cooperative effort involving the State Police, County Sheriffs and local police agencies. The NYS STOP-DWI Foundation also encourages county STOP-DWI Programs across the state to develop and conduct coordinated county-based enforcement efforts.



The national crackdown periods coincide with the times when large numbers of impaired drivers are likely to be on the roadway—Halloween, December Holiday Season, Super Bowl, St. Patrick’s Day, Memorial Day, the 4th of July and late summer into Labor Day. In FFY 2016, each county was asked to develop multi-agency efforts utilizing saturation patrols and checkpoints involving their local DREs. In addition, counties were reimbursed for expenses for DRE call outs throughout the grant period. Thirty-four counties participated; each county tailored their efforts to personnel availability and activities significant to their community. Due to the cooperation and support of all county STOP-DWI program coordinators statewide, there was widespread participation by the police agencies across New York State during the crackdowns. In addition to specific target saturation patrols and checkpoints, each enforcement detail required the onsite availability of a certified Drug Recognition Expert.

The results of the grant-funded crackdown initiative in FFY 2016 are as follows:

- 26 counties and 83 agencies participated in the Halloween Crackdown resulting in 77 DWI/DWAI arrests, 5 DWAI-Drugs only arrests, 80 other arrests and 890 V&T summonses.
- 31 counties and 128 agencies participated in the Thanksgiving Crackdown period resulting in 120 DWI/DWAI arrests, 12 DWAI-Drugs only arrests, 91 other arrests and 1,449 V&T summonses.

- 33 counties and 115 agencies participated in the Holiday Season Crackdown resulting in 134 DWI/DWAI arrests, 11 DWAI-Drug only arrests, 99 other arrests and 1,570 V&T summonses.
- 31 counties and 103 agencies participated in the Super Bowl Crackdown resulting in 103 DWI/DWAI arrests, 9 DWAI-Drug only arrests, 100 other arrests and 1,341 V&T summonses.
- 39 counties and 140 agencies participated in the St. Patrick's Day Crackdown resulting in 128 DWI/DWAI arrests, 14 DWAI-Drug only arrests, and 143 other arrests and 1,802 V&T summonses.
- 38 counties and 131 agencies participated in the Memorial Day Crackdown resulting in 196 DWI/DWAI arrests, 5 DWAI-Drug only arrests, 124 other arrests and 1,671 V&T summonses.
- 35 counties and 121 agencies participated in the 4th of July Crackdown resulting in 212 DWI/DWAI arrests, 6 DWAI-Drug only arrests, 114 other arrests and 1,821 V&T summonses.
- 43 counties and 157 agencies participated in the Labor Day Crackdown resulting in 301 DWI/DWAI arrests, 17 DRE Evaluations, 26 DWAI-Drug only arrests, 199 other arrests and 3,073 V&T summonses.

### **Last Drink Location**

The NYS Division of Criminal Justice Services (DCJS) and the New York State Police are making information available on the last location where an arrested impaired driver drank, as well as the exact location of the arrest, to all STOP-DWI programs throughout the state. The data are collected through the breath test instruments used at the time of the arrest. The location data are being used by STOP-DWI and law enforcement agencies to develop programs in various counties to work with local establishments with liquor licenses to prevent intoxicated patrons from being served and then driving from the establishment in an impaired condition. This information also provides an invaluable tool to law enforcement in their targeted impaired driving enforcement efforts.

### **DCJS Impaired Driver Training and Technology Program**

With funding provided by a GTSC grant, the NYS Division of Criminal Justice Services (DCJS) distributed 100 Alco-Sensor FST alcohol screening devices to New York State law enforcement, probation and parole agencies in FFY 2016. This equipment provides these agencies with state-of-the-art tools to aid in their impaired driving programs.



Approximately 1,072 evidential breath test devices were repaired and certified for use by local law enforcement and all quarterly Last Drink and Arrest Location Reports (inclusive of Leandra's Law Data) were disseminated via eJustice NY. In addition, software was developed to provide Ethernet connectivity of all DataMaster DMTs to provide real-time, accurate and secure transmission of impaired driving data to aid in enforcement, adjudication, education and the prevention of impaired driving offenses. To date, 272 instruments are fully updated. This project will continue until all 520 instruments are Ethernet compatible. The Alcohol Reference Standard was delivered to approximately 400 police agencies statewide on a bi-monthly basis for use in their evidential breath test programs.

In FFY 2016, the Office of Public Safety (OPS) staff administered, facilitated, documented and/or oversaw the training of 2,987 municipal law enforcement officers on the use of the DataMaster DMT. This total includes officers who attended the Breath Analysis Operator course, Breath Analysis Operator Instructor course and Breath Analysis Recertification courses.

In addition to the DataMaster DMT training, a total of 1,478 police officers attended Standardized Field Sobriety Testing courses, including the Standardized Field Sobriety Instructor course and Standardized Field Sobriety Testing student course. The Crash Management Series and the University of North Florida Institute of Police Technology and Management courses were attended by 267 police officers. Ninety-six police officers attended the DWI Documentation and Courtroom Testimony Course developed by OPS staff to insure appropriate documentation and prosecution of impaired driving offenses.

In FFY 2016, the Office of Public Safety also continued to present its newest course entitled The Impaired Driver – From the Arrest to the Test. This course is designed to train prosecutors on the technology, physiology, and documentation of the detection, arrest and processing of the impaired driver. A total of 210 participants have attended the course since its inception in FFY 2015; 130 of these participants were prosecutors from 22 counties across New York State.

In total, during FFY 2016, the OPS provided quality training to 4,908 municipal law enforcement officers across the state.

## **Prosecution and Adjudication of DWI Offenders**

### **Prosecutor Training**

During FFY 2016, the New York Prosecutors Training Institute (NYPTI) provided training to prosecutors and law enforcement officers on a variety of impaired driving topics. These included trainings on investigating and prosecuting impaired driving cases, standardized field sobriety tests, pre-crash planning and investigation, crash reconstruction, ignition interlock devices, ethical issues encountered in vehicular prosecutions, trial advocacy training for new prosecutors, and trial technology training for vehicular crimes prosecutors. Most of the live training sessions were recorded to make them available for Continuing Legal Education credit for those unable to attend the live course. Under this project, GTSC also continued to fund two Traffic Safety Resource Prosecutors (TSRPs) to assist New York State prosecutors with impaired driving prosecutions. Hundreds of prosecutors are trained by the TSRPs annually and have access to information from NYPTI and the TSRPs via a statewide listserv, NYPTI's Prosecutors' Encyclopedia and NYPTI's public website [www.nypti.org](http://www.nypti.org).

### **Toxicologist Training**

The New York State Police Forensic Laboratory System provides alcohol and drug testing for state and local agencies throughout New York. Continuing education is critical to the toxicologists' role in highway safety; these professionals need to be kept up-to-date on the latest technology enhancements for testing, as well as the current state of research on the effects of alcohol and drugs on driving performance. With funding from the GTSC, toxicologists from the New York State Police Forensic Investigation Center were able to receive scientific training from both national and international experts over the past year. The training venues included the Society of Forensic Toxicologists (SOFT) Annual Meeting, the American Academy of Forensic Sciences (AAFS) Annual Meeting, and the International Association of Chemical Testing (IACT) Annual Meeting. Staff also participated in advanced degree coursework. These activities are essential to maintaining expert witness qualifications.

Being active members of the forensic toxicology profession allows NYSP staff to serve in critical roles shaping the future of forensics on both a state and national level. NYSP Toxicology staff are members of the National Institute of Standards and Technology (NIST) Organization of Scientific Area Committees (OSAC) Toxicology Subcommittee which is developing standards of practice for forensic toxicology; the National Safety Council's Alcohol, Drugs and Impairment Division which publishes guidelines for DUID laboratories; the SOFT/AAFS Drugs & Driving Committee which is assisting labs to meet those published guidelines; and the IACT Training Committee which provides high quality breath and blood alcohol training.

### **Improvement of Toxicology Services for Impaired Driving Enforcement**

Forensic toxicology services are essential to the effective enforcement of New York's impaired driving laws. The volume and complexity of the testing needed to support the state's impaired driving investigations has far exceeded the resources available within the laboratories. GTSC is supporting the toxicology labs throughout New York by updating aging laboratory equipment and investing in toxicologist training. GTSC has partnered with the New York State Police Crime Laboratory (the largest provider of impaired driving toxicology services in the state) to develop a sustainable staffing model that will provide the necessary toxicology services throughout the state. Due to the lengthy hiring process and intense training program, the benefits of this partnership will develop over the next several years. Outcomes will include faster turn-around times for lab results, an increase in the number of drugs that can be detected, and the addition of quantitative services. During FFY 2016, the median turn-around time for toxicology cases at the NYSP laboratory decreased approximately 15% and the backlog of cases over three months old was reduced by approximately 60%.

## **DWI Offender Treatment, Monitoring, Control**

### **NYS Office of Probation and Correctional Alternatives (OPCA) Traffic Safety and Sanctions Project**

The Child Passenger Protection Act or "Leandra's Law" was signed into law in New York State on November 18, 2009. One of the key provisions of this important law, effective December 18, 2009, made DWI with a child under 16 years of age in a motor vehicle a Class E felony offense. As of October 19, 2016, 5,954 drivers have been arrested for violating this provision of Leandra's Law.

A second provision of Leandra's Law is the requirement that individuals convicted of DWI must install an ignition interlock device in any motor vehicle they "own or operate." Since the August 15, 2010 effective date of this provision, 28,995 ignition interlock devices (IIDs) have been installed in the vehicles of drivers convicted of DWI. The Division of Criminal Justice Services (DCJS) Office of Probation and Correctional Alternatives (OPCA) is responsible for developing regulations and monitoring the implementation of the IID program.

Leandra's Law was updated in 2013 to include a number of important changes including: requiring a minimum IID installation period of 12 months; allowing IIDs installed in advance of sentencing to be applied to the required installation period; confirming that the law applies to Youthful Offenders in full; and requiring offenders who do not install an IID to assert under oath that they do not own and will not operate a vehicle. Major activities conducted in FFY 2016 are described below.

- OPCA continued to closely monitor IID vendors for adherence to Title 9 NYCRR, Part 358 regulations and contractual requirements. Currently, three manufacturers (Consumer Safety Technology, SmartStart and Draeger) are under contract to provide IID services in New York

State. One company's qualified manufacturer status was terminated in July 2016 for failing to comply with certain regulatory requirements.

- OPCA staff visited seven probation departments in July, August and September where they held discussions with each team, reviewed DWI case files and provided feedback to help guide best practice.
- OPCA's proposed amendments to DCJS Part 358 were put up for public comment; OPCA responded to comments and revised the regulation where appropriate.
- The DCJS-OPCA Director and Deputy Commissioner, along with OPCA staff, provided training and information sessions about Leandra's Law for several groups, including the following:
  - Two DWI Judicial Seminars in May 2016, in Manhattan and Syracuse, for a total of 145 attendees
  - Three sessions for probation, local law enforcement and District Attorney's offices between April and May 2016, for 73 individuals
  - A webinar in June entitled *The Responsibilities of the IID Monitor*, for 185 persons or groups who logged in
  - A presentation at the New York State Probation Officers' Associations Annual Conference, for 20 individuals
- In August 2016, OPCA hosted the Seventh Annual Ignition Interlock Conference in Albany with 83 individuals in attendance. The agenda covered topics such as IID Enforcement, timely court reporting and contractual and regulatory requirements.
- OPCA staff and other DCJS staff continue to work with the SUNY Professional Development Program on a redesigned online training program for new probation professionals regarding the management of impaired drivers.
- A vital measure of operator non-compliance with the IID condition is the dramatic increase (over 400%) in the number of operators convicted of VTL §1198 offenses from 817 in 2011 to 3,301 in 2015. Through the Ignition Interlock Enforcement Pilot project, OPCA, in conjunction with the DCJS Office of Public Safety, has been able to train, provide monetary resources and use targeted media campaigns in three jurisdictions for the sole purpose of targeting and increasing public awareness of non-installers. This project will be repeated in the next grant year with a new group of jurisdictions.

## **Prevention, Communications, Public Information and Educational Outreach**

### **STOP-DWI Foundation Training and PI&E Outreach**

Based on consumer feedback, the STOP-DWI Foundation made several revisions and added new features to the previously developed "Have a Plan" mobile app in FFY 2016. These enhancements include the following:

- Links were added to these apps:
  - DINING - Yelp and Open Table
  - ENTERTAINMENT - Ticketmaster and Fandango
  - TRAVEL - Kayak and Expedia
- Proactive research and testing were completed to prepare for the new iOS software, as well as insuring compatibility with other major platform updates (Android and Windows phones). The updates also serve to prepare for mobile app activities planned for the 2016-17 grant cycle.

- As a cost-effective solution to viewing the website content on a mobile device using the mobile app, a mobile browser for [www.stopdwi.org](http://www.stopdwi.org) was developed. The browser user interface includes these features:
  - a branded header, “STOP-DWI New York”
  - browser buttons to target specific website content
  - toggle functionality so the user can toggle between mobile and the full website version
  - content coding where select content was reformatted for the mobile site
- Maintenance, bug fixes and updates to both software and content were completed.

Education and promotional materials continued to be developed and distributed to further promote the app. To date, the app has 9,700 downloads and 26,000 users with a majority of the users falling within the target age group of 18-34 years of age.

During FFY 2016, the New York State STOP-DWI Foundation developed a statewide plan to promote the STOP-DWI NY Mobile app using printed materials, PSAs and social media. In addition, county STOP-DWI programs integrated the app into their local programs and outreach. The app was also highlighted through partnerships with various professional and collegiate sports venues throughout the state as well as at the New York State Fair. The “Have a Plan to Get Home” safety message was disseminated through public service announcements during events, scoreboard messaging, stickers, lanyards and vinyl signs on bathroom floors. Local STOP-DWI Coordinators conducted special STOP-DWI activities on site at each venue.



The NYS STOP-DWI Foundation also sponsored several training events during FFY 2016.

- The William T. Smith II and Dorothy Smith STOP-DWI Training Institute was held in October 2015 at the New York Highway Safety Symposium in Binghamton, NY. This orientation component was presented to 14 STOP-DWI Coordinators and their support staff.
- Ten sessions of “Conducting Complete Traffic Stops” were offered, one in each of the following counties: Franklin, Columbia, Erie, Livingston, Oneida, Chemung, Nassau, Orange, Rockland, and Ontario. Each was a one-day session led by Sheriff Michael Lewis. Approximately 757 law enforcement officers, probation officers and STOP-DWI Coordinators were trained.
- Three trainings of “Recognizing Impaired Persons (RIP)” were also held. This training focuses on the signs and symptoms of probable alcohol and/or drug misuse and provides attendees with the basic knowledge and skills needed to identify, document, and communicate their observations of persons who appear to be impaired. Each was a one-day session led by Gary Bulinski, a certified Drug Recognition Expert (DRE) Instructor recognized by the International Association of Chiefs of Police. The trainings were held in Lewis, Chemung and Monroe Counties. Approximately 78 educators, treatment providers, probation officers, police officers and STOP-DWI Coordinators were trained.
- Where appropriate, Credentialed Alcohol & Substance Abuse Counselor (CASAC) credits were issued for these training sessions.

## Underage Drinking and Alcohol-Impaired Driving

### New York State Police Impaired Driver Identification and Underage Drinking Enforcement Program

In FFY 2016, the New York State Police continued to conduct a comprehensive multifaceted strategy which included the following components: deterrence, detection, officer training, public education and underage enforcement. Each Troop developed specific action plans for targeting impaired driving issues within the Troop. The following is a list of activities that were conducted during the grant period:

- **Underage Drinking Identification Details:** The State Police conducted a cumulative total of 156 Underage Drinking Identification (UDI) enforcement details during which 2,076 retail stores and 236 bars and taverns were checked. Of these, 187 bars (79%) and 1,850 retail stores (89%) were in compliance. The details resulted in 249 arrests for violations of the ABC law and 197 arrests for violations of the Penal Law.
- **Sobriety Checkpoints:** Each Troop conducted, at a minimum, one checkpoint each month; multi-agency checkpoints were also conducted. In total, 221 fixed sobriety checkpoints were conducted, resulting in 330 DWI and 344 criminal arrests.
- **Dedicated DWI Patrols:** Each Troop conducted, at a minimum, four dedicated DWI details per month per zone and four additional details at other locations identified by the Troop. Overall, 1,066 dedicated DWI patrols were conducted resulting in 286 DWI and 200 criminal arrests.
- **Training:** Division DRE instructors assisted with the DRE schools conducted in Albany and Long Island, a DRE Instructor School and field certification training. At GTSC's request, Division instructors also assisted with ARIDE training events. Standardized Field Sobriety Testing training was provided to all recruits attending the Basic School at the New York State Police Academy. Division personnel also assisted the New York Prosecutors Training Institute (NYPTI) with four impaired driving training sessions for prosecutors.
- **National Holiday Crackdown:** During the National Crackdown and New Year's period, the State Police conducted 21 Sobriety Checkpoints resulting in 28 DWI arrests and 76 dedicated DWI patrols resulting in 24 DWI and 11 criminal arrests. Also during this time period, 17 Underage Drinking Identification details were conducted; all 6 of the bars checked, as well as 211 of the 232 retail establishments were in compliance. A total of 29 arrests for violations of the ABC law and 12 Penal Law arrests were made. During the New Year's weekend the State Police conducted 17 Sobriety Checkpoints, making 3 DWI arrests. Statewide, Troopers arrested 107 individuals for DWI.
- **Public Information and Education:** Efforts continued to develop effective PI&E materials for both DWI and underage drinking issues. In a coordinated effort among programs (seatbelts, motorcycle and speed enforcement), information cards as well as other commodities were purchased emphasizing the necessary combined messages. These PI&E materials were developed and disseminated statewide to schools and at fairs and other events.

### Operation Prevent – Stop Bad ID

Operation Prevent is an award-winning program conducted by the DMV Division of Field Investigation with state and local law enforcement partners through the state. The program is designed to prevent underage drinking at a variety of venues where minors may use counterfeit or altered identification to purchase alcohol. Target venues are identified in collaboration with local police agencies, county STOP-DWI coordinators, the State Liquor Authority and other agencies that may provide reliable information about establishments serving underage drinkers.

In addition to preventing underage drinkers from obtaining alcohol, a goal of the program is to identify the source(s) of the counterfeit or altered identification documents. Investigations into this aspect of the program seek to shut down the counterfeiting operation or to identify purveyors of fraudulent documents available through the internet. The Division of Field Investigation (DFI) has identified numerous websites selling counterfeit driver licenses from all over the world. Between FFY 2007 and FFY 2016, DFI investigators have visited 1,190 establishments/venues that serve alcohol, seized 4,909 illegal identity documents from patrons who were under the age of 21, and made 5,945 arrests.

## **Drugged Driving**

### **Drug Recognition Expert Statewide Coordinator**

The Drug Recognition Expert (DRE) program continues to be coordinated in New York by a member of the GTSC staff. The State Coordinator is responsible for coordinating and scheduling training programs that provide existing DREs the opportunity to maintain certifications that adhere to the national and New York State standards.

In the continuing effort to provide the most efficient and relevant training, the State Coordinator, in conjunction with the Technical Advisory Panel (TAP), is tasked with the oversight, review and implementation of the training curriculum and sets the standards for instructor qualifications and certifications.

### **DRE Training Programs**

The GTSC staff coordinates the state's Drug Recognition Expert (DRE) program through the DRE Steering Committee. The committee has been working with the state's enforcement agencies to ensure that as many officers as possible maintain certification in the SFST and DRE programs. The DRE course was offered in March 2016 and August 2016 and 39 new Drug Recognition Experts were trained and certified. A total of 253 DREs are now deployed across the state.

### **Advanced Roadside Impaired Driving Enforcement (ARIDE)**

The Advanced Roadside Impaired Driving Enforcement (ARIDE) training program has been implemented in New York since FFY 2008. The two-day ARIDE course is intended to bridge the gap between the Standardized Field Sobriety Testing (SFST) training all police officers in New York receive in the Basic Course for Police Officers and the Drug Recognition Expert (DRE) training courses completed by a relatively select group of officers. The objectives of the ARIDE course are to train law enforcement officers to observe, identify and articulate the signs of impairment related to drugs, alcohol or a combination of both, in order to reduce the number of impaired driving incidents and crashes which result in serious injuries and fatalities. In FFY 2016, nine training programs were conducted in various parts of the state; approximately 242 police officers completed the ARIDE training this year.

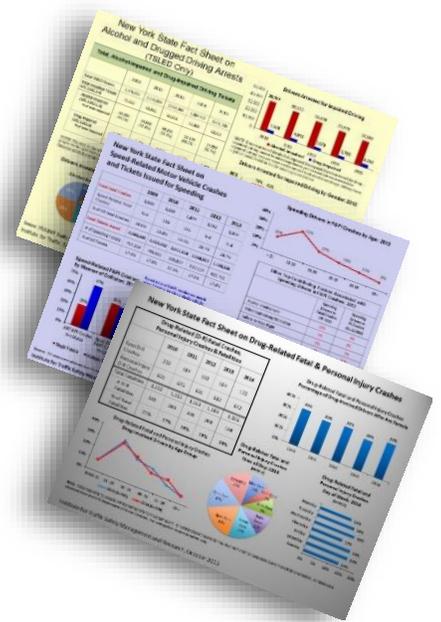


# Research, Evaluation and Analytical Support for New York's Performance-Based Impaired Driving Program

## Institute for Traffic Safety Management and Research Impaired Driving Research Projects

### *Research Studies, Fact Sheets and Presentations*

In FFY 2016, the Institute for Traffic Safety Management and Research (ITSMR) compiled Fact Sheets on alcohol-related crashes, drug-related crashes, Impaired Driving Arrests and Alcohol and Drugged Driving Arrests. These fact sheets are available on the ITSMR website ([www.itsmr.org](http://www.itsmr.org)). ITSMR project staff also prepared a number of PowerPoint presentations on the topic of impaired driving for delivery at statewide meetings.



The presentations include:

- *Evaluation of Leandra's Law: Impact of the Expansion of the Ignition Interlock Sanction.* Presented by ITSMR project staff at the NYS Advisory Council on Impaired Driving, Team Leader Meeting, Albany, New York, November 17, 2015.
- *Drug-Related Crashes on New York Roadways.* Presented by ITSMR project staff at the NYS Highway Safety Symposium, Binghamton, New York, October 20, 2015.
- *Drivers Ticketed for Drug-Impaired Driving on New York Roadways.* Presented by ITSMR project staff at the NYS Highway Safety Symposium, Binghamton, New York, October 20, 2015.
- *NYS DRE Data Entry and Management System.* Presented by ITSMR project staff at the NYS Highway Safety Symposium, Binghamton, New York, October 20, 2015.

### *Evaluation of Leandra's Law*

Early in FFY 2016, ITSMR completed its four-year impact evaluation of the ignition interlock component of Leandra's Law. The primary objective of the law was to determine whether the expansion of the ignition interlock sanction is effective in reducing the incidence of impaired driving, evidenced by reductions in impaired driving crashes, arrests, convictions and recidivism. The arrest, conviction and crash data required for the study were obtained from a variety of sources, including the DMV's TSLED, crash and driver license files.

The impact evaluation indicated that extending the use of interlock devices to all drivers convicted of VTL 1192.2, 1192.2a and 1192.3 offenses, as mandated by Leandra's Law, resulted in a lower cumulative rate of reconviction during the 24 months after an ignition interlock device (IID) was uninstalled, compared to convicted drivers who did not have an IID installed. A copy of the full impact evaluation report is available on ITSMR's website ([www.itsmr.org](http://www.itsmr.org)).

### *Enhancement of the Drug Recognition Expert (DRE) Data Entry and Management System*

ITSMR continued to expand and enhance the DRE data entry and management system in FFY 2016. The system has two primary components, a web-based application and an Android application that can be used by DREs in the field to submit their evaluations and corresponding toxicology results into the DRE database developed by ITSMR. With few exceptions, all of New York's DREs have been assigned a tablet

for use in submitting their evaluations and toxicology results through the tablet application and almost all of the DREs have received training in the use of the tablet by ITSMR technical staff. As of September 2016, New York has 253 DREs. The West Virginia and Vermont DRE programs are also participating in the tablet pilot project.

FFY 2016 enhancements to the DRE Android and DRE Web-based Applications include the following:

- Beta versions of the 4.0 Android and web applications were released for testing in September 2016. These releases included major changes related to the user interface, layout of specific data fields and the manner in which the images are captured and stored.
- MobileIron software continues to be installed on each tablet enabling ITSMR's technical staff to deploy, secure, monitor and manage the tablets in the field. A User Agreement form has been installed on the tablet requiring the DRE to agree to the terms of appropriate use before being allowed to log on.
- The tablet application was rewritten to be platform independent. As a result, in addition to the Android platform, the application can now be used on tablets with iOS and Windows operating systems.
- The Narrative Report was also designed, developed and incorporated into the Evaluation for both the tablet and web applications.
- Development work was initiated late in the reporting period to create an evaluation review process which will allow a DRE's evaluation to be reviewed by another person, such as a regional coordinator.
- Development work was also begun late in the reporting period to create a dashboard for each DRE. The dashboard will provide a basic overview of the status of the DRE's work.
- An update specific to the State Police was completed and released on February 9, 2016 (Version 2.0.8). This version installed a new ThinkFree Print license item for them.



### **Training and Technical Support**

ITSMR technical staff continued to provide training and technical support to all DREs using the tablet and web applications during FFY 2106. Training sessions in the use of the tablets were conducted by ITSMR in March 2016 and August 2016. In addition, two ITSMR staff members participated in the practicum portion of the training provided to new DREs in April and September in Jacksonville, Florida. ITSMR technical staff also trained a group of Vermont DREs in the use of the tablet app and device on October 13, 2015. Vermont and West Virginia are the two other states included in New York's DRE pilot project.

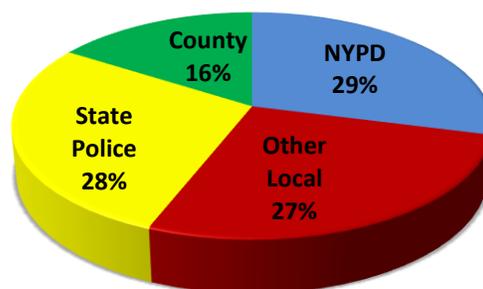
ITSMR staff continued to troubleshoot any technical issues and respond to questions from DREs having problems using either the application and/or device. These services and support are being offered not only to New York's DREs but also to those in Vermont and West Virginia. Under this task, ITSMR staff also continued to maintain/update hardware, software and the applications involved, as needed. Development of an in-depth training manual to be used in "Train the Trainer" sessions was begun. It will be completed and rolled out to New York's DREs early in the coming fiscal year.

# POLICE TRAFFIC SERVICES

The Police Traffic Services (PTS) program consists of the cooperative efforts of police agencies across New York State to reduce crashes, personal injuries and fatalities through enforcement of the state’s Vehicle and Traffic Law (VTL). In 2015, police agencies in New York issued approximately 3,510,000 tickets, a 2% decrease over the approximately 3,584,000 tickets issued in 2014.

The proportion of tickets issued by the enforcement agencies at the various jurisdictional levels is shown in the chart to the right. In 2015, the New York City Police Department (NYPD) issued 29% of the tickets, other local police departments issued 27%, another 28% were written by the State Police and county enforcement agencies issued 16%. The distribution of tickets by enforcement agency type has remained fairly consistent for the past several years.

**PROPORTION OF TICKETS ISSUED BY TYPE OF POLICE AGENCY: 2015**

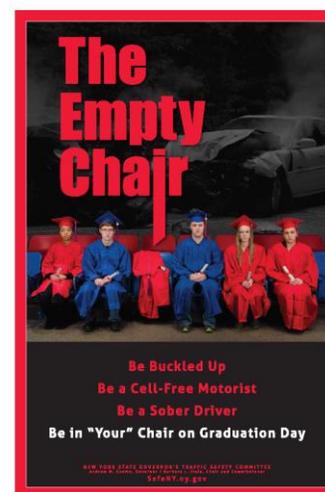


Sources: NYS TSLED and AA systems

Each year, a significant portion of GTSC’s available grant funds is awarded to law enforcement agencies at the state, county and local level. The decrease in the highway safety funding received by New York over the past few years highlights the importance of a data-driven traffic safety enforcement program that focuses in areas at the highest risk for fatal and personal injury crashes. To ensure the effectiveness of New York’s statewide enforcement program, New York’s Evidence-Based Traffic Safety Enforcement Plan includes the following components: 1) data-driven problem identification to determine what is occurring, where, when, why and how it is occurring and who is involved; 2) implementation of evidence-based strategies to ensure that enforcement resources are used effectively; and 3) continuous oversight and monitoring of enforcement strategies and, when necessary, adjustments to accommodate shifts and changes in highway safety priorities.

GTSC works with its traffic safety partners to create and implement new innovative programs each year. One example is the “No Empty Chair” campaign which uses the image of an empty chair at a high school graduation to highlight the tragedy of teen deaths in crashes. This year’s weeklong campaign was conducted in April 2016, prior to prom and graduation season. Police agencies across the state were encouraged to participate by conducting enforcement details in the vicinity of high schools with the assistance of their Police Traffic Services grants. The “No Empty Chair” campaign is intended to educate teens about the provisions of the Graduated Driver’s License (GDL) and to raise awareness of teen driver safety by focusing on a different traffic safety issue each day.

|           |  |
|-----------|--|
| Monday    | Speeding in School Zones               |
| Tuesday   | Seat Belts and Child Restraints        |
| Wednesday | Cell Phone Use and Texting             |
| Thursday  | Graduated Driver License Provisions    |
| Friday    | Underage Drinking and Impaired Driving |



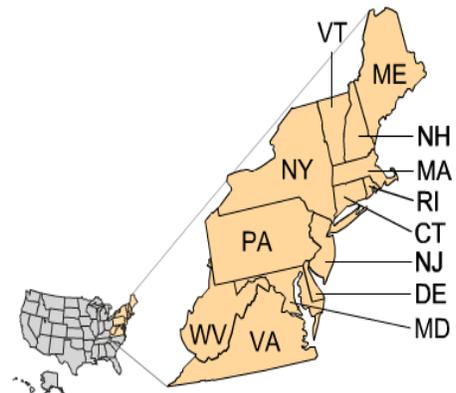
The program was widely accepted by the law enforcement community with many agencies participating in the effort to educate young motorists. GTSC hosted a press event at the West Genesee High School in Onondaga County to kick off the campaign and the “No Empty Chair” message was disseminated through posters and various communication channels.

Another effective program is the Click It or Ticket Border-To-Border Initiative. The purpose of the Border-To-Border Initiative is to bolster law enforcement exposure and participation in the mobilization through a nationwide law enforcement community partnership. This initiative also increases earned media attention for the Click It or Ticket high-visibility enforcement efforts.

This year’s event was held on May 23<sup>rd</sup>, the first day of the 2016 BUNY-CIOT enforcement mobilization. GTSC invited police agencies from jurisdictions that bordered neighboring states to participate in a Border-to-Border occupant protection enforcement initiative running from 6:00 p.m. to 10:00 p.m. New York State partnered with Vermont at a press event held on the Lake Champlain Ferry between Plattsburgh, NY, and Grand Isle, VT, to highlight the initiative.



The neighboring states of Vermont, Massachusetts, New Jersey, Connecticut and Pennsylvania participated, as well as other states along the eastern seaboard.



Their participation demonstrated a state-to-state enforcement unity with an increased presence at border locations. This collaborative high-visibility, zero tolerance enforcement initiative served to remind the public that occupant restraint use is a priority for law enforcement in every state.

Law enforcement training programs are another important component of New York’s PTS program. One example is the commercial motor vehicle training provided by GTSC and its federal and state partners to police officers from local agencies. The intent of the training is to provide local law enforcement with the information and tools to be better equipped and prepared to contend with crashes and traffic violations involving commercial motor vehicles. Locations for the training are determined through a data-driven approach to determine counties and areas of the state that are overrepresented in commercial vehicle crashes. In FFY 2016, training programs were held in Erie, New York, Suffolk, and Westchester counties. The program reached 174 municipal, county and state law enforcement officers representing 43 individual police agencies from 11 counties across the state.

## **New York State's Evidence-Based Traffic Safety Enforcement Program**

In FFY 2015, New York developed an Evidence-Based Enforcement (E-BE) plan describing the planning, management and monitoring processes used in its E-BE program required in 23 CFR 1200.11(c). New York's approach was to develop a comprehensive plan that combines the enforcement efforts in all program areas. The full plan was submitted to NHTSA for review and received final approval in June 2015. A summary of the key components of the plan is provided below. Information on New York's E-BE plan is also included in the FFY 2016 Highway Safety Annual Report, Statewide Highway Safety Program section.

To ensure that New York's traffic safety enforcement grant funds are deployed based on data-driven problem identification, GTSC identifies the statewide geographic and demographic areas of concern through analyses of crash data. GTSC then identifies police agencies with traffic enforcement jurisdiction in the most problematic areas, and through its Highway Safety Program Representatives and Law Enforcement Liaison networks, conducts outreach to encourage agencies to apply for grant funds. Using the state's priority areas as the framework, GTSC's Police Traffic Services (PTS) grant program is the primary funding effort to direct traffic enforcement grant funds to New York's police agencies. Enforcement efforts described under other program areas are planned, implemented and monitored in accordance with the state's E-BE plan.

The PTS grant application form guides agencies through the process of using local crash and ticket data to identify problem areas specific to their communities. Police agencies are required to correlate crash-causing traffic violations or driver behaviors with specific times and locations in their jurisdictions so officer resources are allocated to details directly related to the identified problems. As part of the PTS application, the agency completes the "Agency Specific Crash and Enforcement Data Sheet" which includes demographic, crash and ticket data documenting the traffic safety problem they have identified. Based on these analyses, applicants complete a data-driven "Work Plan" which presents their proposed countermeasures and enforcement strategies.

During the PTS grant review process, GTSC scores applications based on the data and problem identification process, the strength of the work plan, the past performance of the agency, and crash and ticket trends in the jurisdiction. Once a grant is awarded, Program Representatives, accompanied by Law Enforcement Liaisons if requested, conduct on-site monitoring visits to review the grant activities and discuss with grantees the impact the enforcement activities may be having in their jurisdictions. During monitoring contacts, Program Representatives also reinforce the message that enforcement resources should be deployed to areas at times when problems are known to occur.

During the grant period, grantees are required to submit two progress reports which include a narrative describing grant activities and data on crashes and tickets issued during the reporting period. GTSC reviews these reports to assess the progress resulting from the agency's data-driven enforcement activities. This information is used to adjust the agency's operational plans for subsequent mobilizations and other high visibility enforcement activities and to determine the agency's eligibility for future awards.

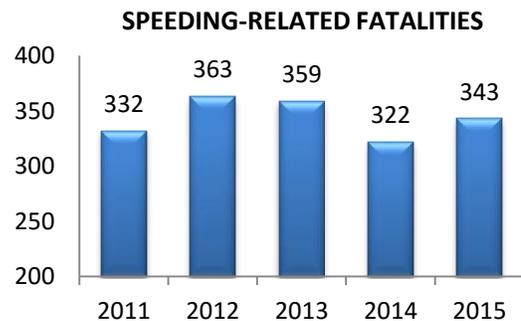
## ASSESSMENT OF PROGRESS

### Police Traffic Services Targets for FFY 2016

- ❖ Decrease speeding-related fatalities 3 percent from the 2011-2013 calendar base year average of 351 to 340 by December 31, 2016
- ❖ Decrease fatal and personal injury crashes involving cell phone use or texting 5 percent from 393 in 2013 to 373 by December 31, 2016

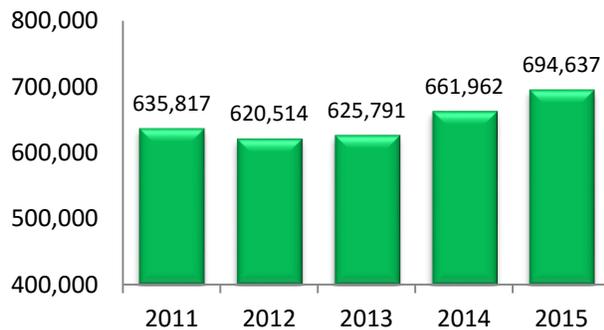
### Status of Performance Measures

The 2012-2014 downward trend in speeding-related fatalities ended in 2015. Based on 2015 FARS data, between 2014 and 2015, speeding-related fatalities increased from 322 to 343, slightly above the target of 340 set for the end of calendar year 2016.



Source: FARS

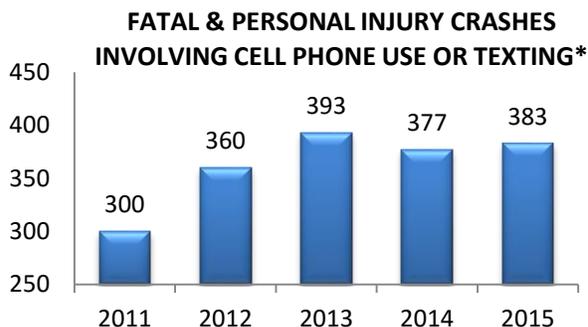
### TICKETS ISSUED FOR SPEEDING VIOLATIONS



Sources: NYS TSLED and AA systems

Since 2012, the number of tickets issued for speeding violations has been on an upward trend reaching nearly 695,000 in 2015. However, speeding-related fatalities increased 7% between 2014 and 2015, from 322 to 343.

The second performance measure set for Police Traffic Services relates to the dangerous behavior of distracted driving.



\*Police-reported crashes

Source: NYS AIS / TSSR

Over the five-year period, 2011-2015, the number of fatal and personal injury crashes where cell phone use or texting was cited as a contributing factor has fluctuated. Because these crashes increased from 377 in 2014 to 383 in 2015, the target of 373 set for December 31, 2016 may be difficult to reach.

## Annual Survey of New York State Drivers: Results Related to Speeding

Unsafe speed is one of the major traffic safety topics included in the survey of drivers conducted annually at five Department of Motor Vehicles offices. Beginning with the 2012 survey, drivers were asked how frequently they exceed the speed limit by more than five miles an hour. The table below shows the results of the questions related to the frequency of speeding behavior and the perceptions of the risk of being ticketed for speeding compiled from the surveys conducted 2012-2016.

### *How often do you drive more than 5 mph over the speed limit?*

|                  | <u>2012</u> | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
|------------------|-------------|-------------|-------------|-------------|-------------|
| Always           | 10.1%       | 11.1%       | 11.1%       | 12.5%       | 11.5%       |
| Most of the time | 27.7%       | 28.3%       | 25.5%       | 23.3%       | 26.1%       |
| Sometimes        | 39.9%       | 36.8%       | 38.5%       | 38.1%       | 38.9%       |
| Rarely           | 13.3%       | 13.5%       | 14.2%       | 15.4%       | 12.9%       |
| Never            | 8.9%        | 10.2%       | 10.6%       | 10.7%       | 10.7%       |

### *What do you think the chances are of getting a ticket if you drive more than 5 mph over the speed limit?*

|                  | <u>2012</u> | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
|------------------|-------------|-------------|-------------|-------------|-------------|
| Always           | 6.3%        | 8.1%        | 6.9%        | 9.2%        | 8.3%        |
| Most of the time | 12.2%       | 12.9%       | 12.5%       | 14.2%       | 13.5%       |
| Sometimes        | 37.1%       | 36.7%       | 36.9%       | 37.4%       | 37.9%       |
| Rarely           | 35.0%       | 33.1%       | 34.4%       | 30.2%       | 30.3%       |
| Never            | 9.4%        | 9.3%        | 9.3%        | 9.0%        | 9.9%        |

Source: 2012-2016 Driver Behavior Surveys

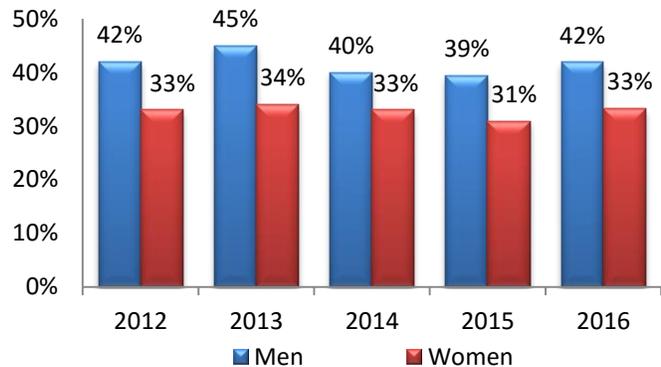
- In 2016, 38% of the drivers surveyed said that they “always” (12%) or “most of the time” (26%) exceed the speed limit by more than 5 mph; 39% said “sometimes” and 24% said they “rarely” (13%) or “never” (11%) exceed the speed limit by more than 5 mph.
- Overall, the frequency of speeding “always” or “most of the time” reported by drivers was similar from 2012 to 2016, ranging from 39% in 2013 to 36% in 2015.
- In 2016, 22% of the drivers thought they would “always” (8%) or “most of the time” (14%) get a ticket for driving more than 5 mph over the speed limit. The proportions remained relatively consistent over the five-year period, ranging from 19% in 2012 and 2014 to 23% in 2015.
- The proportion of drivers who thought they would “rarely” or “never” be ticketed for driving more than 5 mph over the speed limit was similar in 2015 and 2016 (39% and 40%, respectively).
- The perception of the risk of getting a ticket for speeding is lower than the risk for other violations; in the 2016 survey, 62% of the respondents thought a driver would “always” or “most of the time” be arrested if they were driving after drinking and 53% thought a driver would “always” or “most of the time” get a ticket if they failed to use their seat belt, compared to 22% of the respondents who thought they would “always” or “most of the time” get a ticket for speeding.

## Differences by Gender

Reported behaviors and perceptions related to speeding differed between men and women and among drivers in different age groups.

- Men are more likely to speed than women.
- In the five surveys conducted 2012-2016, 31%-34% of the female drivers said they drive more than 5 mph over the speed limit “always” or “most of the time” compared to 39%-45% of the male drivers.
- The proportions of both men and women who said they exceed the speed limit remained relatively stable between 2012 and 2016.

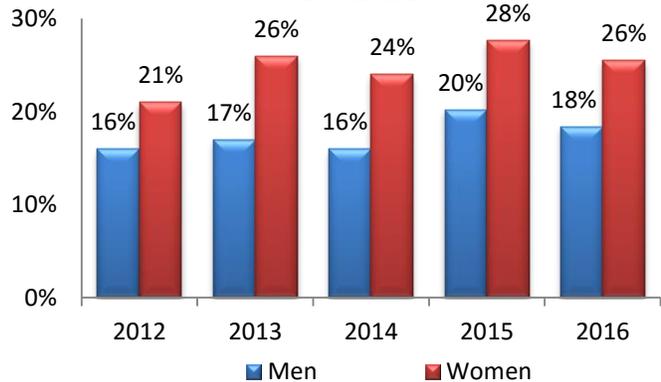
**DRIVERS WHO "ALWAYS" OR "MOST OF THE TIME" DRIVE MORE THAN 5 MPH OVER THE SPEED LIMIT BY GENDER**



Source: 2012-2016 Driver Behavior Surveys

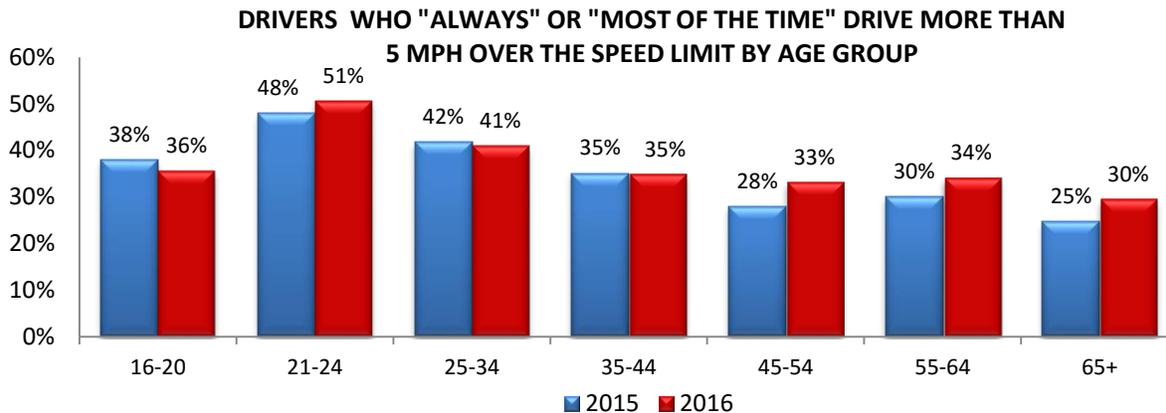
- Women consistently perceive a greater risk of getting a ticket for speeding than men; in 2016, 18% of the men and 26% of the women thought they would “always” or “most of the time” get a ticket for going more than 5 mph over the speed limit.
- Compared to the previous year, in 2016 there were slight decreases in the perception of risk of getting a speeding ticket among both men (18% compared to 20%) and women (26% compared to 28%).

**PERCEPTION OF RISK OF GETTING A SPEEDING TICKET "ALWAYS" OR "MOST OF THE TIME" BY GENDER**



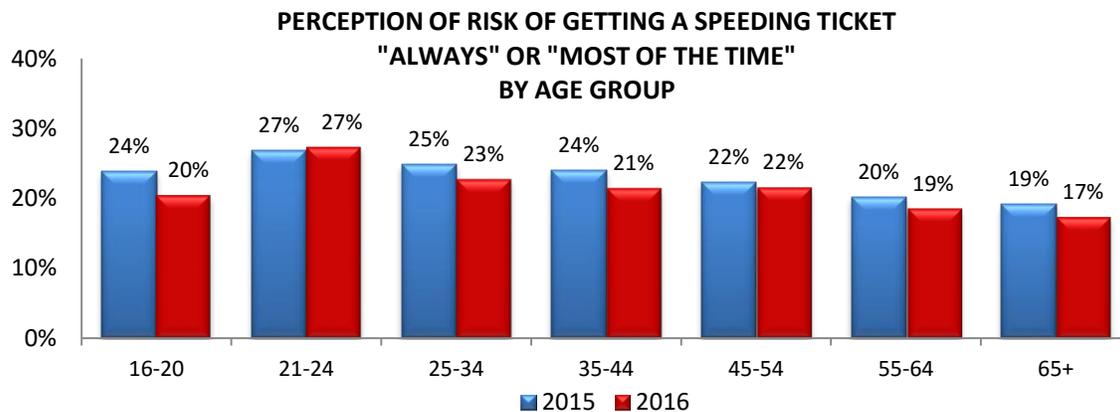
Source: 2012-2016 Driver Behavior Surveys

## Differences by Age



Source: 2015-2016 Driver Behavior Surveys

- The frequency of speeding reported by drivers generally declined with age. In 2016, 51% of the drivers in the 21-24 age group said they exceeded the speed limit “always” or “most of the time” compared to 30% in the oldest age group, 65 and over.
- Between 2015 and 2016, there were increases in the proportion of drivers in the 21-24, 45-54, 55-64 and 65+ age groups who said they speed “always” or “most of the time”.



Source: 2015-2016 Driver Behavior Surveys

- In general, the perception of the risk of getting a ticket for speeding declined by age group in the 2016 survey; 27% of the respondents in the 21-24 age group thought a driver would get a speeding ticket “always” or “most of the time” compared to 17% in the 65 and over age group.
- Between 2015 and 2016, the perception of risk of getting a speeding ticket remained the same or declined slightly in every age group.

## Annual Survey of New York State Drivers: Results Related to Distracted Driving

Distracted driving is another key issue that is addressed in the state’s Police Traffic Services program. Beginning in 2012, a series of questions on distracted driving was included in the annual driver behavior survey conducted at five DMV offices. The questions focused on behaviors related to using hand-held cell phones to text and talk while driving and perceptions of the risk of being ticketed for this behavior. The drivers were also asked their opinion about the effect of texting on a driver’s ability to drive safely.

### *How often do you send or receive text messages while driving?*

|                  | <u>2012</u> | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
|------------------|-------------|-------------|-------------|-------------|-------------|
| Always           | 3.6%        | 2.9%        | 3.2%        | 3.2%        | 2.9%        |
| Most of the time | 5.7%        | 5.9%        | 5.6%        | 4.6%        | 5.1%        |
| Sometimes        | 18.8%       | 21.5%       | 19.5%       | 19.1%       | 19.7%       |
| Rarely           | 21.2%       | 21.5%       | 21.6%       | 21.3%       | 23.0%       |
| Never            | 50.6%       | 48.2%       | 50.0%       | 51.7%       | 49.3%       |

Source: 2012-2016 Driver Behavior Surveys

- In 2016, 51% of the drivers reported that they send or receive text messages while driving; 8% said that they “always” or “most of the time” send or receive text messages while driving, 20% said “sometimes” and 23% said “rarely”.
- The proportion of respondents who said they never text while driving decreased slightly between 2015 and 2016 (from 52% to 49%).

### *How often do you talk on a cell phone while driving?*

|                  | <u>2012</u> | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
|------------------|-------------|-------------|-------------|-------------|-------------|
| Always           | 3.0%        | 2.0%        | 3.4%        | 3.4%        | 2.9%        |
| Most of the time | 6.2%        | 6.3%        | 5.9%        | 4.8%        | 5.5%        |
| Sometimes        | 27.3%       | 26.8%       | 23.6%       | 23.9%       | 20.9%       |
| Rarely           | 28.0%       | 27.9%       | 27.7%       | 25.9%       | 28.9%       |
| Never            | 35.5%       | 37.0%       | 39.3%       | 42.0%       | 41.7%       |

Source: 2012-2016 Driver Behavior Surveys

- Compared to drivers who text, a larger proportion of respondents said that they talk on a cell phone while driving. In 2016, 58% reported that they talk on a cell phone while driving; 8% said they “always” or “most of the time” talk on a cell phone while driving, 21% said “sometimes” and 29% said “rarely”.
- The proportion of respondents who said they never talk on a cell phone while driving increased over the five-year period, 2012-2016 (from 36% in 2012 to 42% in 2016).

Since New York’s law allows the use of hands free cell phones, a new question about the use of hand-held cell phones while driving was included in the surveys beginning in 2013.

***When you talk on a cell phone while driving, how often do you use a hand-held phone?***

|                        | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
|------------------------|-------------|-------------|-------------|-------------|
| Always                 | 15.2%       | 12.6%       | 14.7%       | 12.4%       |
| Most of the time       | 10.1%       | 8.6%        | 8.2%        | 7.2%        |
| Sometimes              | 13.7%       | 13.2%       | 10.1%       | 9.3%        |
| Rarely                 | 13.2%       | 14.8%       | 14.9%       | 15.1%       |
| Never                  | 27.6%       | 29.1%       | 29.9%       | 33.7%       |
| Don't use a cell phone | 20.2%       | 21.8%       | 22.3%       | 22.3%       |

Source: 2013-2016 Driver Behavior Surveys

- Since 2013, declining proportions of respondents reported using a hand-held device in violation of the law at least “sometimes” when they talk on a cell phone while driving, from 39% in 2013 to 29% in 2016.
- Meanwhile, the proportion of drivers who “rarely” or “never” use a handheld phone increased from 41% in 2013 to 49% in 2016.
- 20%-22% of the respondents each year said they don’t use a cell phone at all while driving.

Drivers were also questioned about their perceptions of the risk of receiving a ticket for talking on a cell phone or texting in violation of the law.

***What do you think the chances are of getting a ticket if you talk on a hand-held cell phone while driving?***

|                  | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
|------------------|-------------|-------------|-------------|-------------|
| Always           | 17.9%       | 19.3%       | 20.6%       | 22.1%       |
| Most of the time | 25.9%       | 26.5%       | 26.3%       | 25.9%       |
| Sometimes        | 37.5%       | 33.5%       | 32.8%       | 31.9%       |
| Rarely           | 12.1%       | 13.5%       | 12.4%       | 12.4%       |
| Never            | 6.6%        | 7.3%        | 7.9%        | 7.7%        |

Source: 2013-2016 Driver Behavior Surveys

- The perception of risk of getting a ticket for cell phone violations “always” or “most of the time” increased from 44% in 2013 to 48% in 2016.

**What do you think the chances are of getting a ticket if you text while driving?**

|                  | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
|------------------|-------------|-------------|-------------|-------------|
| Always           | 18.7%       | 23.2%       | 24.3%       | 25.1%       |
| Most of the time | 22.6%       | 20.3%       | 21.1%       | 23.4%       |
| Sometimes        | 33.3%       | 32.9%       | 32.4%       | 29.6%       |
| Rarely           | 17.8%       | 15.5%       | 14.3%       | 13.5%       |
| Never            | 7.6%        | 8.1%        | 7.8%        | 8.4%        |

Source: 2013-2016 Driver Behavior Surveys

- Similar to the perception of risk related to talking on a cell phone, between 2013 and 2016, the proportion of survey respondents who thought drivers would be ticketed “always” or “most of the time” for texting violations increased from 41% to 49%.

The final question on this topic assessed perceptions of the dangers of texting while driving. As indicated in the table below, perceptions of the risk associated with texting while driving remained consistent between 2013 and 2016.

**Do you think texting affects a driver’s ability to drive safely...**

|              | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
|--------------|-------------|-------------|-------------|-------------|
| A great deal | 83.9%       | 83.6%       | 84.3%       | 82.7%       |
| Somewhat     | 12.8%       | 13.0%       | 11.8%       | 13.3%       |
| Not at all   | 3.3%        | 3.4%        | 3.9%        | 4%          |

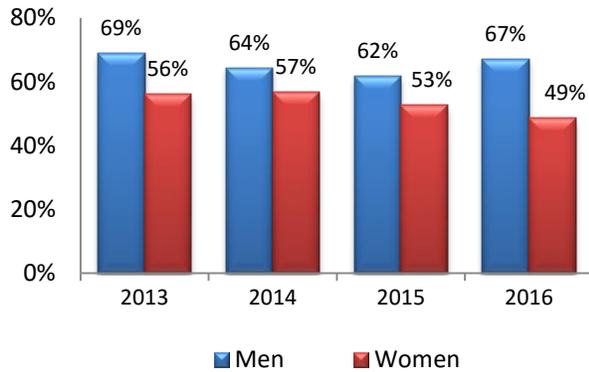
Source: 2013-2016 Driver Behavior Surveys

- In all four years, 2013-2016, 83%-84% of the respondents thought that texting affects a driver’s ability to drive safely “a great deal” and another 12%-13% said a driver’s ability is “somewhat” affected. Only 3%-4% thought that texting has no effect on driving ability.

### Differences by Gender

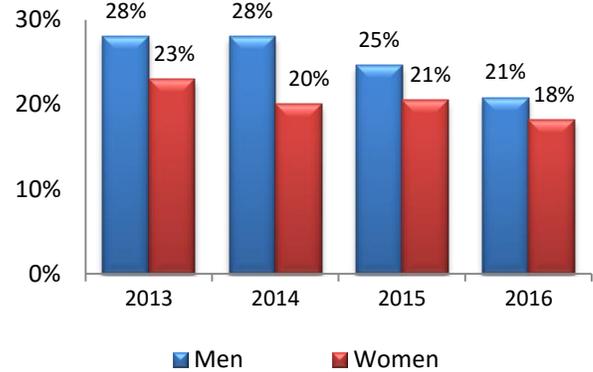
Further analyses by driver characteristics showed differences in behaviors and perceptions related to distracted driving by gender and age.

**DRIVERS WHO TALK ON A CELL PHONE WHILE DRIVING BY GENDER**



Source: 2013-2016 Driver Behavior Surveys

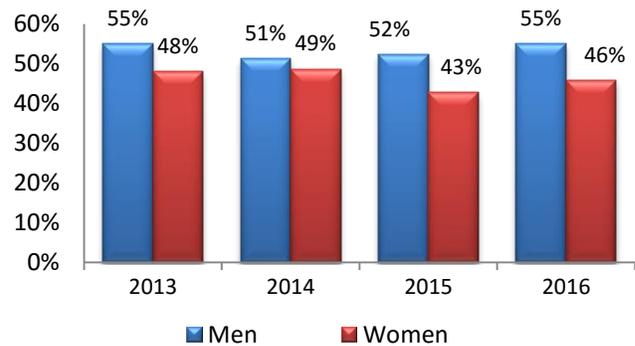
**WHEN TALKING ON A CELL PHONE, DRIVERS WHO "ALWAYS" OR "MOST OF THE TIME" USE A HAND-HELD PHONE BY GENDER**



Source: 2013-2016 Driver Behavior Surveys

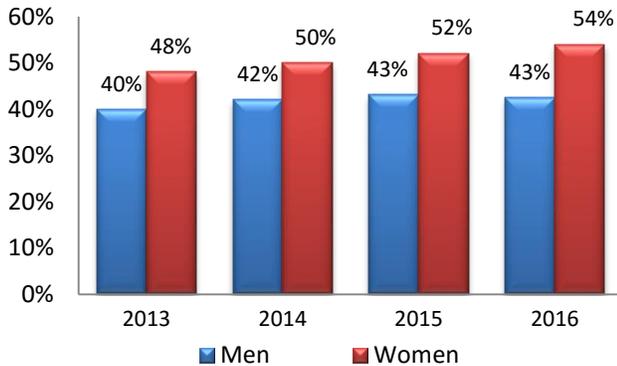
- Men are more likely than women to talk on a cell phone while driving; in 2016, 67% of men and 49% of women reported talking on a cell phone while driving.
- Between 2015 and 2016, the proportion of men who said they talk on a cell phone while driving increased from 62% to 67%, while the proportion of women decreased from 53% to 49%.
- When talking on a cell phone while driving, men are somewhat more likely than women to use a hand-held device; in 2016, 21% of men said they “always/most of the time” use a hand-held phone while driving compared to 18% of women. These proportions have declined over the last four years, from 28% to 21% for men and from 23% to 18% for women.
- Compared to cell phone use, smaller proportions of both men and women text while driving. In 2016, 55% of men reported texting while 67% of men reported using a cell phone while driving; 46% of women reported texting and 49% of women reported using a cell phone while driving.
- Compared to the previous year, the proportions of men and women in 2016 who said they text while driving increased slightly (from 52% to 55% for men and from 43% to 46% for women). The proportions for both men and women have changed little since 2013.

**DRIVERS WHO SEND OR RECEIVE TEXT MESSAGES WHILE DRIVING BY GENDER**



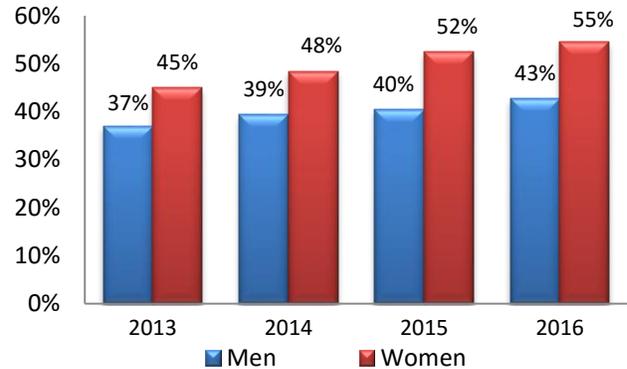
Source: 2013-2016 Driver Behavior Surveys

**PERCEPTION OF THE RISK OF GETTING A TICKET "ALWAYS" OR "MOST OF THE TIME" FOR TALKING ON A HAND-HELD CELL PHONE WHILE DRIVING BY GENDER**



Source: 2013-2016 Driver Behavior Surveys

**PERCEPTION OF THE RISK OF GETTING A TICKET "ALWAYS" OR "MOST OF THE TIME" FOR TEXTING WHILE DRIVING BY GENDER**

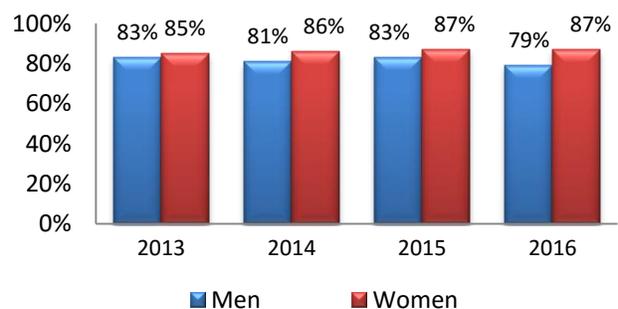


Source: 2013-2016 Driver Behavior Surveys

- The perception of risk of getting a ticket for either talking on a hand-held cell phone or texting while driving was higher among female drivers. In 2016, 54% of women thought a driver would be ticketed “always” or “most of the time” for talking on a hand-held cell phone compared to 43% of men.
- Similarly, in 2016, 55% of women thought a driver would be ticketed “always” or “most of the time” for texting compared to 43% of men.
- The proportions of both male and female survey respondents who thought they would get a ticket “always” or “most of the time” for either talking on a hand-held device or texting while driving increased gradually over the four-year period, from 40% and 37% for men in 2013 to 43% in 2016, and from 48% and 45% for women in 2013 to 54% and 55% in 2016.

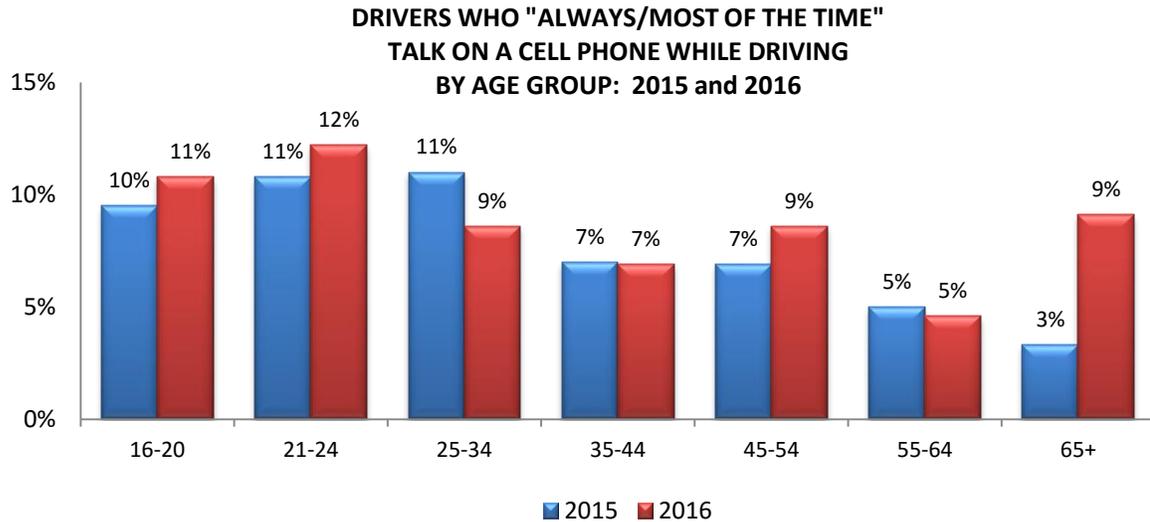
- In 2016, the large majority of both men (79%) and women (87%) thought texting affected a driver’s ability to drive safely “a great deal”. The proportion of men with this perception declined from 83% to 79% between 2013 and 2016; for women the proportion increased slightly over time (from 85% to 87%).

**PERCEPTION THAT TEXTING AFFECTS ABILITY TO DRIVE SAFELY "A GREAT DEAL" BY GENDER**



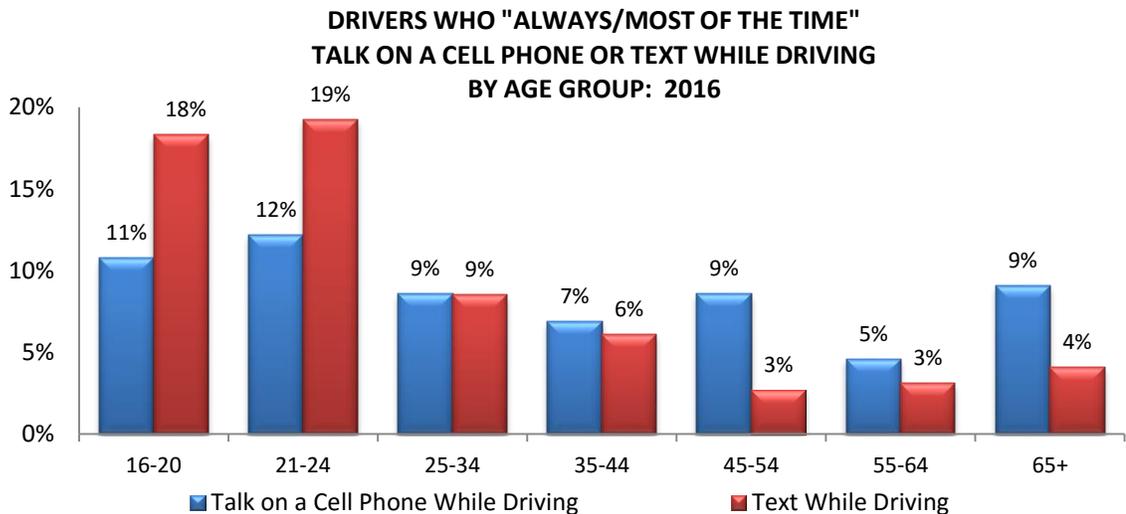
Source: 2013-2016 Driver Behavior Surveys

## Differences by Age



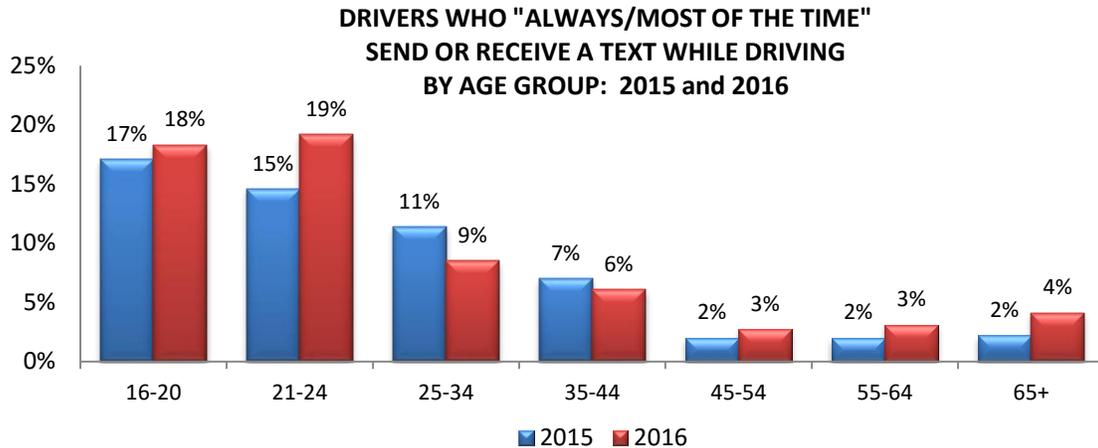
Source: 2015-2016 Driver Behavior Surveys

- In the 2016 survey, 9%-12% of drivers in the age groups under age 35 reported that they talk on a cell phone while driving “always” or “most of the time” compared to 5%-9% of drivers age 35 and older.
- Between 2015 and 2016, the proportions of drivers 16-20, 21-24 and 45-54 years of age who reported cell phone use while driving increased slightly. Drivers in the over 65 age group had the largest increase in cell phone use (from 3% in 2015 to 9% in 2016).



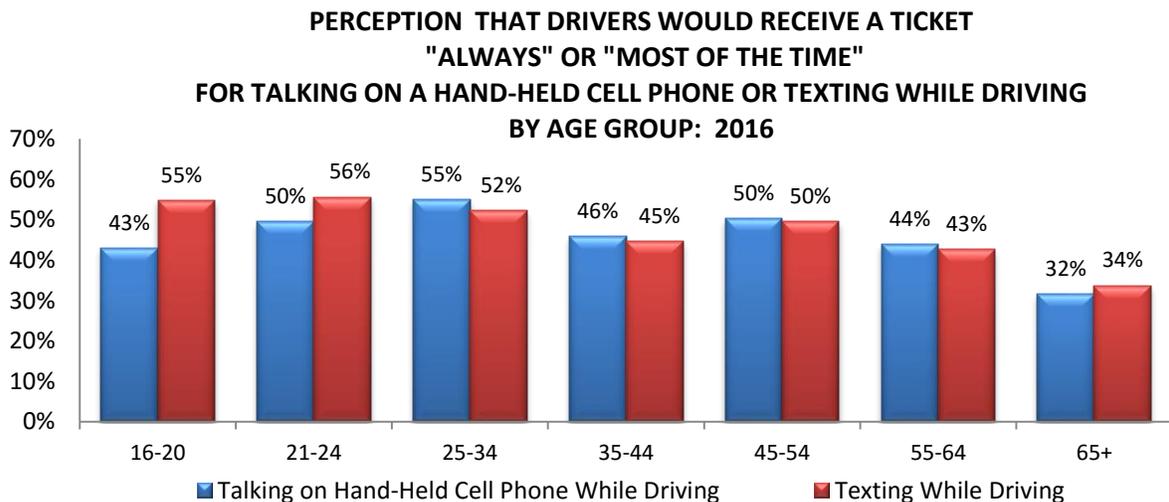
Source: 2016 Driver Behavior Survey

- In 2016, drivers in the 16-20 and 21-24 age groups were more likely to text while driving than to talk on a cell phone, while drivers in the age groups 35 and older were more likely to talk on a cell phone than to text while driving.



Source: 2015-2016 Driver Behavior Surveys

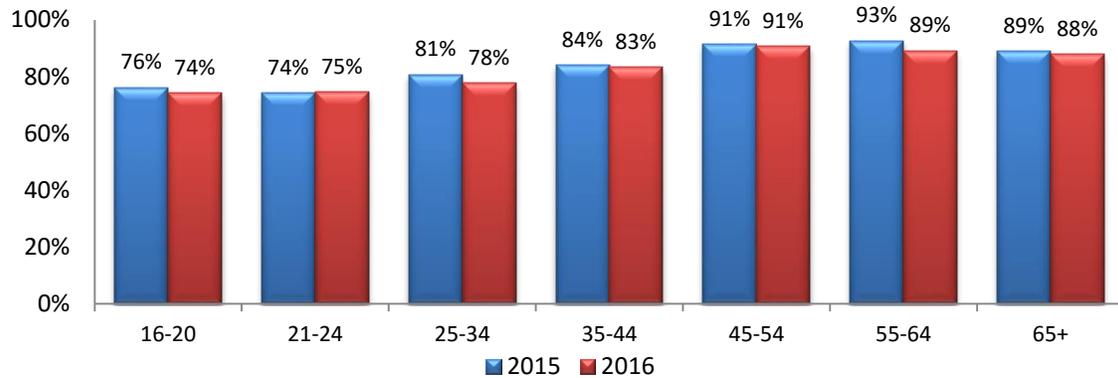
- In the 2016 survey, drivers under 21 (18%) and drivers ages 21-24 (19%) were the most likely to report that they “always” or “most of the time” send or receive text messages while driving.
- Reported texting declined with age; only 3%-4% of drivers in each of the age groups age 45 and older said that they text while driving compared to 18%-19% in the age groups under age 25.



Source: 2016 Driver Behavior Survey

- In general, the perception of risk of being ticketed for texting was similar to the perception of risk of being ticketed for talking on a hand-held phone while driving.
- Respondents 16-20 and 21-24 years of age thought the risk of getting a ticket for texting was higher than the risk of getting a ticket for using a hand-held cell phone (55% vs. 43% and 56% vs. 50%, respectively). Respondents in other age groups thought the risks were similar.

**PERCEPTION THAT TEXTING AFFECTS  
ABILITY TO DRIVE SAFELY "A GREAT DEAL"  
BY AGE GROUP: 2015-2016**



Source: 2015-2016 Driver Behavior Surveys

- In 2016, the proportion of drivers who thought texting affects the ability to drive safely generally increased with age, ranging from a low of 74% among drivers ages 16-20 to a high of 91% among drivers ages 45-54.
- The perception that texting affects a driver’s ability to drive safely “a great deal” remained relatively consistent for the different age groups between 2015 and 2016; the greatest difference was a decrease from 93% to 89% for drivers ages 55-64.

## **POLICE TRAFFIC SERVICES PROJECTS AND ACTIVITIES FUNDED IN FFY 2016**

New York used a data-driven approach to identify a comprehensive set of strategies for the state’s Police Traffic Services program that collectively will contribute to progress in meeting the state’s highway safety targets set in the FFY 2016 HSSP. The Police Traffic Services grant program provided funding to law enforcement agencies to conduct enforcement of the Vehicle and Traffic Law. This objective is consistent with New York State’s ongoing commitment to reduce motor vehicle crashes and their resulting injuries and fatalities. Included under the strategies listed below are descriptions of selected projects that highlight the activities undertaken. The complete list of projects implemented in FFY 2016 is included as Appendix A. The project title, number and amount of funds awarded are provided for each project.

### **Enforcement of Traffic Violations**

Traffic enforcement plays a vital role in New York’s efforts to reduce crashes, injuries and fatalities through the funding awarded to law enforcement agencies each year. The specific evidence-based strategies implemented by these agencies are described under the Police Traffic Services Program, as well as under other program areas including impaired driving, occupant protection and motorcycle safety. Enforcement deployment strategies are continually evaluated and adjusted to accommodate shifts and changes in priorities identified through monitoring key measures. This data-driven approach ensures continued progress toward the established performance goals.

## Police Traffic Services Programs

Through its Police Traffic Services (PTS) grant program, the Governor's Traffic Safety Committee continued to award both individual and county block grants in FFY 2016 to a large number of municipal and county police agencies. The streamlined PTS grant program combines the former Selective Traffic Enforcement Program (STEP) and Buckle Up New York (BUNY) programs and is designed to reduce crashes through targeted high visibility traffic law enforcement.



PTS enforcement efforts are directed toward local traffic safety problems including but not limited to speeding, aggressive driving, distracted driving, motorcycle and pedestrian safety and occupant restraint use. All agencies receiving a PTS grant are required to participate in the 14-day national Click It or Ticket seat belt enforcement mobilization conducted in May of each year. Police agencies of all types and sizes, from the New York City Police Department with more than 30,000 sworn officers to small police departments staffed only by part-time personnel, may apply for PTS grants.

A fairly sustained level of federal funding continued in FFY 2016, resulting in similar award amounts for most agencies. However, many agencies experienced contractually-required salary increases that further reduced the total hours of enforcement provided by the grants. Despite these issues, many participating law enforcement agencies continued to have a positive impact on traffic safety within their communities.

Examples of the projects funded under the PTS grant program in FFY 2016 are provided below.

- The Town of Stony Point with a population of over 14,000 residents lies along the heavily traveled north/south Route 9W traffic corridor in Rockland County that serves as a key connecting route to New York City and New Jersey. Its police department with a reduced staff of 25 full-time officers has directed its data-driven traffic enforcement efforts along this corridor where speeding and other aggressive driving-related violations have been identified as leading crash contributing factors. As a result of the agency's directed traffic enforcement details targeting these violations, significant progress has been made toward their crash reduction objectives. Over the three-year period, 2013-2015, the total number of tickets issued by the police department increased by 10% (2,302 total), and tickets issued for speeding violations increased by 21% (441 total). Associated with this increased enforcement was a 26% decline in total crashes (297 reported). Additionally, in 2015 the agency returned to its relatively consistent and average fatal crash total of one per year after having reported four fatal crashes in 2014.
- The Village of Geneseo with a population of just over 8,000 residents is located in Livingston County and is also home to the State University of New York at Geneseo College campus with almost 6,000 students. Traffic safety is at the core of this small police agency's mission and goals. The 12 full and part-time police officers serving in this agency model, integrate and practice the philosophy that "Traffic Enforcement is Law Enforcement." The department's Police Traffic Services grant focuses its enforcement efforts to address crash contributing factors and traffic safety concerns relating to speed, aggressive and distracted driving violations, and failure to yield to pedestrian crosswalk violations. As a result of the agency's dedicated traffic enforcement details that are also carried out by officers assigned to routine patrol, the total tickets issued in 2015 increased by 8% (2,714) and total crashes reported in the Village during the same period dropped by almost 9% (148).

- The City of Troy is located in New York’s busy Tri-City Area that also includes Albany, the state capital, and the City of Schenectady. Troy with more than 50,000 residents is located within one of the state’s busiest east-west and north-south highway corridors. Troy is also home to Rensselaer Polytechnic Institute and other colleges and private secondary schools. These characteristics make the city a heavily traveled commuter and pedestrian community where traffic safety is a high priority. The City of Troy Police Department is staffed by a full-time force of 133 officers. The Data-Driven Approaches to Crime and Traffic Safety (DDACTS) model is used in analyzing and identifying its traffic safety problems and crash contributing factors. As a result, resources are deployed to address speed, failure to obey traffic control devices, pedestrian right-of-way and other aggressive driving violations. Based on the police department’s data-driven approach and high-visibility enforcement efforts, total tickets issued in 2015 increased by 29% (to 8,931) while the number of crashes reported in the city dropped to 1,564 (down 39% since 2013), personal injury crashes declined by 19% (223 reported), and no fatal crashes occurred.
- Erie County lies in the western part of New York State and has more than 900,000 residents throughout its 1,227 square miles. Thanks to an Evidence-Based Enforcement (E-BE) approach to traffic safety, the Erie County Sheriff’s Office has been able to effectively use grant funds to assist in reducing crashes. The Sheriff’s Office issued 24% more tickets in 2015 than in 2014, and their 2015 ticket total was 8% above their 10-year average (2006-2015). In 2015, the Sheriff’s Office reported the second lowest crash total and the second lowest personal injury crash total in the last ten years, a number that is 21% below the 10-year average. Their high-visibility enforcement efforts and traffic ticket production likely played a role in reducing these crash numbers.
- Monroe County lies in the northwest part of New York State on Lake Ontario and has a population of 750,000. The Monroe County Sheriff’s Office uses grant funding to supplement and enhance their regular traffic enforcement efforts. In 2015, the Sheriff’s Office had its second highest ticket total in 10 years (6% above the 10-year average) and the second lowest crash total in 10 years (8% below the 10-year average). The Sheriff’s Office also reported that personal injury crashes in 2015 were the lowest in ten years and 18% below the 10-year average.

### **Pedestrian Safety Action Plan (PSAP)**

In FFY 2016, GTSC played a key role in pedestrian safety through the release of New York State’s Pedestrian Safety Action Plan (PSAP). In addition to engineering and educational components undertaken by the NYS Department of Transportation (NYS DOT) and the NYS Department of Health (NYS DOH), GTSC conducted the state’s first pedestrian safety enforcement mobilization from June 20 to July 3, 2016. GTSC worked with police agencies in designated PSAP “focus communities” to allocate a portion of their Police Traffic Services (PTS) grant to fund additional patrols during the high-visibility blitz, “Operation See! Be Seen!” Participating police agencies reported using more than 1,100 enforcement hours and issuing 1,653 warning cards and 1,329 tickets; 562 of these tickets were issued for infractions such as pedestrians crossing on a steady “DO NOT WALK” signal and for infractions by motorists such as failure to yield the right-of-way to a pedestrian in a crosswalk. Police agencies were also encouraged to build a pedestrian safety enforcement component into future grant applications in order to support the five-year plan. For a more detailed summary of the plan, please refer to the NYS Department of Health section in the Community Traffic Safety Programs section of the report.

### State Police Speed Enforcement Programs

The New York State Police were awarded a grant to conduct speed enforcement initiatives during FFY 2016. The primary focus was on rural and non-interstate highways that have the greatest percentage of highway fatalities. A secondary focus of the speed enforcement efforts was on interstates including the New York State Thruway.

In FFY 2016, 14,136 hours of overtime were allotted for Sustained Zone Enforcement. An additional 876 hours were assigned to Troop T's Operation Brake program. These overtime speed details produced 25,529 speeding tickets and 9,366 tickets for other violations.

- Troop T (NYS Thruway) Operation Brake Details were conducted in the spring and summer using a blitz enforcement model during two specific peak crash periods: the Memorial Day and Labor Day periods. Operation Work Brake also targets speeding and aggressive driving in work zones. A total of 3,749 tickets were issued this year.
- The New York State Police also ran two successful week-long traffic enforcement programs targeting speeders. The Speed Week campaign was conducted in June and the second detail coincided with the annual NASCAR racing event at Watkins Glen International Raceway. Concentrated enforcement by the State Police during these periods yielded 20,894 speeding tickets.

### Sheriffs' Cooperative Rural Traffic Safety Initiative

In FFY 2016, the GTSC awarded a grant to the New York State Sheriffs' Association (NYSSA) to manage a rural traffic safety effort among 15 Sheriff's Offices—Cayuga, Genesee, Livingston, Madison, Ontario, Orleans, Oswego, Saratoga, Schenectady, Seneca, Steuben, Washington, Wayne, Wyoming, and Yates. These agencies used an evidence-based enforcement approach to identify their highway safety problems and high-visibility enforcement was the primary tool used to attack the problems and reduce crashes. Two examples of the Sheriffs' efforts are described below.

- Cayuga County lies in the Finger Lakes Region of New York, occupies 864 square miles, and has a population of almost 80,000. The Cayuga County Sheriff's Office received grant funding from GTSC through the NYSSA rural initiative to assist in their efforts to reduce crashes and related injuries. The Sheriff's Office saw a 27% reduction in total crashes and a 33% reduction in personal injury crashes between April 1 and September 30, 2016, compared to the same period the previous year. During the same time frame the Sheriff's Office reported a 24% increase in traffic ticket production.
- Livingston County has a population of almost 65,000 over its 640 square miles. The Livingston County Sheriff's Office utilizes GTSC funding through the NYSSA rural initiative to supplement its traffic enforcement efforts. They rely heavily on the Evidence-Based Enforcement (E-BE) model to effectively deploy their high-visibility enforcement (HVE). By reviewing data they are able to identify the most prevalent locations, days, and times of crashes as well as narrow down the most often cited crash contributing factors. Based on the last three years of data, 2013 to 2015, traffic tickets are up 11% and total crashes are down 8%. Personal injury crashes are down 18% over the last 3 years and are at their lowest number in ten years.

## New York State Police Distracted Driving Program

During FFY 2016, the New York State Police conducted several successful initiatives related to distracted driving, in particular, enforcement of cell phone and texting violations. Over 5,000 hours of overtime were used to complete more than 760 distracted driving details around the state, resulting in the issuance of over 8,300 tickets for distracted driving and other Vehicle and Traffic Law violations.

The State Police also conducted an additional distracted driving traffic enforcement program called Operation Hang Up. Motorists who use their cell phone and other electronic devices while driving are the focus of the program. In FFY 2016, Operation Hang Up was implemented during two time periods: November 25-29, 2015, and April 8-13, 2016. The two waves yielded 2,825 tickets for talking and texting while driving.

### **TICKETS ISSUED BY STATE POLICE DURING DISTRACTED DRIVING DETAILS IN FFY 2016**

| <b>VTL Violation</b>              |              |
|-----------------------------------|--------------|
| 1225C (Cell Phone)                | 3,092        |
| 1225D (Texting)                   | 1,248        |
| <b>Total 1225 C&amp;D</b>         | <b>4,340</b> |
| Other VTL                         | 3,989        |
| <b>Total 1225 &amp; Other VTL</b> | <b>8,329</b> |

## **Law Enforcement Training Programs**

In addition to the programs highlighted below, GTSC also provides training for law enforcement officers in the following areas: impaired driving and motorcycle, pedestrian and bicycle safety. Descriptions of these other enforcement training programs and their accomplishments can be found under the appropriate program areas.

### Commercial Motor Vehicle Awareness Training for Law Enforcement

The Commercial Motor Vehicle Awareness Training is a one-day, data-driven enforcement program designed specifically for police officers assigned to patrol duties and other traffic-related enforcement assignments. The training course was developed to address the issue of large truck and bus crashes and fatalities resulting from unsafe driving behaviors. The curriculum development and instruction has been a collaborative endeavor by the Governor's Traffic Safety Committee in partnership with the Suffolk County Police Department's Motor Carrier Safety Section, New York State Department of Transportation's Motor Carrier Compliance Bureau, and the Federal Motor Carrier Safety Administration (FMCSA).



The fundamental goal of the training is to provide law enforcement officers with the safety and enforcement information needed to handle crashes and common traffic violations involving commercial motor vehicles. Locations for the regional training programs are established through data analysis that identifies counties overrepresented in commercial motor vehicle crashes. During FFY 2016, members of the training team made some changes and updates to the course curriculum to address emerging traffic safety issues involving large trucks and buses. Examples include a more focused attention on drowsy

driving awareness and load securement problems. Future trainings will also incorporate a component on building partnerships to support the FMCSA “Our Roads, Our Responsibility” campaign to help raise awareness among the general driving public about operating safely around and sharing the road with large trucks and buses. At the October 2015 Fall Highway Safety Symposium in Binghamton, the Suffolk County Police Department received a GTSC Chairman’s Award for their instruction and support of the program since its inception.

The Commercial Motor Vehicle Awareness Training program for law enforcement was also featured in the March 2016 edition of The New York State Chief’s Chronicle magazine that is distributed statewide. During this annual reporting year, three additional data-supported regional training programs were held in Monroe, Suffolk and Onondaga counties. In total, 161 municipal, county, university, and state law enforcement officers representing 46 individual police agencies from 17 counties attended and received course training certificates by GTSC. Additionally, a presentation entitled “Overview of the Commercial Motor Vehicle Awareness Training Program” was delivered at the Highway Safety Symposium to enlist traffic safety partners in building support and assistance for the program in years to come.

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

DDACTS is a proven law enforcement operational model that integrates location-based crash, crime, calls for service and enforcement data to establish effective and efficient methods for deploying law enforcement resources. By targeting high crash hot spots that are within high crime areas with highly visible traffic enforcement, the DDACTS model affords communities the dual benefit of reducing traffic crashes and crime simultaneously.



Since late 2011, a series of DDACTS Implementation Workshops have been held across the state by the National Highway Traffic Safety Administration (NHTSA) and the International Association of Directors of Law Enforcement Standards & Training (IADLEST) in collaboration with the Governor’s Traffic Safety Committee. NHTSA and GTSC remain committed in their support of future workshops for interested law enforcement agencies.

During FFY 2016, GTSC Law Enforcement Liaisons from the NYS Association of Chiefs of Police and NYS Sheriffs’ Association provided assistance to existing DDACTS agencies and have continued in their outreach and solicitation of prospective law enforcement agencies to attend an upcoming winter 2016 or spring 2017 workshop. GTSC has also provided training support with the assignment of a New York subject matter expert for a presentation and to facilitate break-out work sessions at the NHTSA Bi-Regional Seat Belt Summit that was held March 2-4, 2016, in Windsor, CT. On March 21, 2016, the DMV Deputy Commissioner, GTSC Assistant Commissioner, and GTSC State Chiefs Law Enforcement Liaison attended a one-day DDACTS introduction workshop covering the model operational strategies and guiding principles for the Command Staff at NYPD. The workshop was hosted by representatives from NHTSA Region 2 and IADLEST.

## Empire State Law Enforcement Traffic Safety Conference

In 2016, the New York State Police hosted the 14<sup>th</sup> annual Empire State Law Enforcement Traffic Safety Conference in Rochester. With support from GTSC, this forum was developed with a “by law enforcement for law enforcement” focus. The conference provided training to almost 300 law enforcement and traffic safety professionals from across New York State. Attendees received instruction on contemporary traffic safety issues and trends in enforcement and technology and had the opportunity to network with representatives from over 85 police agencies. The planning committee for the annual conference includes representatives from the New York State Police, Governor’s Traffic Safety Committee, New York State Sheriffs’ Association and New York State Association of Chiefs of Police.



## **Communications and Outreach**

### Statewide Law Enforcement Liaison Program

GTSC provides funding for three Law Enforcement Liaisons (LELs) who represent the three principal segments of the New York State law enforcement community: the local police through the New York State Association of Chiefs of Police, the elected Sheriffs through the New York State Sheriffs’ Association and the New York State Police. The LELs are responsible for promoting cooperation and communication related to current traffic safety issues. The LELs work in concert with GTSC program representatives and with the state’s law enforcement agencies in the research, development, implementation and evaluation of various traffic safety projects and initiatives. They offer information and expertise to law enforcement concerning traffic safety issues while representing and promoting the concerns of their specific constituents. They also work in close cooperation with the NHTSA Region 2 Law Enforcement Liaison, especially regarding training issues and national enforcement campaigns promoted by NHTSA.

### 2016 New York State Law Enforcement Challenge

The annual New York Law Enforcement Challenge program is designed to recognize outstanding performance and excellence in traffic safety law enforcement. The Challenge provides departments with an opportunity to make a difference in the communities they serve through traffic safety initiatives, ultimately reducing injuries, saving lives, and detecting and deterring crime. The friendly competition between law enforcement agencies of similar



size and type is sponsored and coordinated by GTSC. The Challenge primarily focuses on an agency’s overall efforts to address state and national traffic safety priorities that include occupant protection, speeding and impaired driving. Additionally, agencies have the opportunity to select and address a traffic safety issue that has been identified as a problem in their state or locality.

In 2016, the New York State Police, State University of New York (SUNY) University Police at Oswego, and Cornell University Police competed and received both New York and National Law Enforcement Challenge (NLEC) Award recognition in their respective categories. Each of these agencies received their national awards at the International Association of Chiefs of Police (IACP) Conference that was held in October in San Diego, CA.



The recipients were also recognized at the Annual Fall Highway Safety Symposium in Lake Placid.

Because of a decline in participation and a reduction in the availability of funding for the National Law Enforcement Challenge program in 2017, the future direction of the program is uncertain.

# MOTORCYCLE SAFETY

While the number of motorcycle registrations only increased by one percent over the five-year period, 2011-2015, the number of motorcycle licenses issued increased steadily each year. The sustained popularity of motorcycles for both transportation and recreation and the vulnerability of these roadway users underscore the need for an effective Motorcycle Safety Program to address safety issues on the state's highways.

## NEW YORK STATE REGISTERED MOTORCYCLES AND MOTORCYCLE LICENSES

|                        | 2011    | 2012    | 2013    | 2014    | 2015    | 2011-2015<br>% Change |
|------------------------|---------|---------|---------|---------|---------|-----------------------|
| Registered Motorcycles | 345,820 | 345,409 | 345,116 | 345,627 | 350,037 | 1.2%                  |
| Motorcycle Licenses    | 675,131 | 689,266 | 706,290 | 707,500 | 735,742 | 9.0%                  |

For more than a decade, the Department of Motor Vehicles (DMV) has been responsible for administering and promoting a program of approved motorcycle rider training courses, motorcycle course instructor training and public awareness. The New York State Motorcycle Safety Program (NYSMSP), the state's legislatively-mandated motorcycle rider education program, is supported through user fees and surcharges on motorcycle registrations and licenses; the motorcycle road test is waived for drivers who successfully complete an approved course. In FFY 2014, DMV awarded a second five-year contract to the Motorcycle Safety Foundation (MSF) to deliver the state's motorcycle rider education program through September 2019. Under the MSF, the number of training locations has more than doubled, increasing training opportunities to a greater number of New Yorkers, especially in counties that previously were underserved. The rider training program has been enhanced by an updated Basic Rider Course curriculum and the introduction of a new internet course component.

To ensure that a comprehensive approach is taken to improving motorcycle safety, GTSC has provided support for police officer training, statewide awareness campaigns and numerous educational activities for both motorcyclists and other motorists on the roadways. One of the most successful programs continues to be a specialized training program for law enforcement officers developed through the collaboration of GTSC, New York State Police, NYS Association of Chiefs of Police and the DMV Motorcycle Safety Office.



In FFY 2016, a Motorcycle Safety Workgroup was formed to collect additional data and develop updated countermeasures and campaign messaging to reach a diverse riding population, with the goal of reducing motorcycle crashes and fatalities. The Workgroup includes representatives from GTSC, DMV, the Motorcycle Safety Foundation, the New York State Police and local law enforcement.

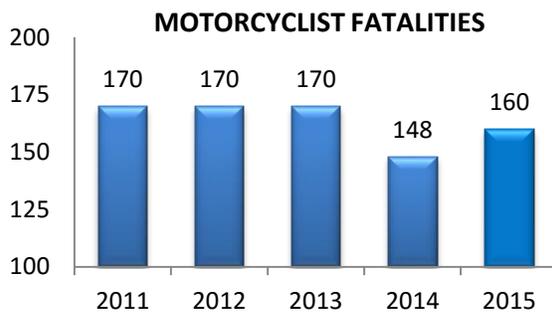
## ASSESSMENT OF PROGRESS

### Motorcycle Safety Targets for FFY 2016

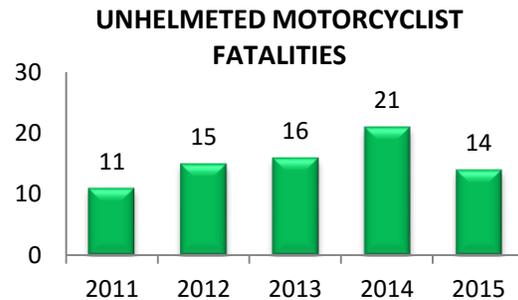
- ❖ Decrease motorcyclist fatalities 3 percent from 170 in 2013 to 165 by December 31, 2016
- ❖ Decrease unhelmeted motorcyclist fatalities 10 percent from 16 in 2013 to 14 by December 31, 2016
- ❖ Decrease the number of injured motorcyclists 10 percent from the 2011-2013 calendar base year average of 4,902 to 4,412 by December 31, 2016

### Status of Performance Measures

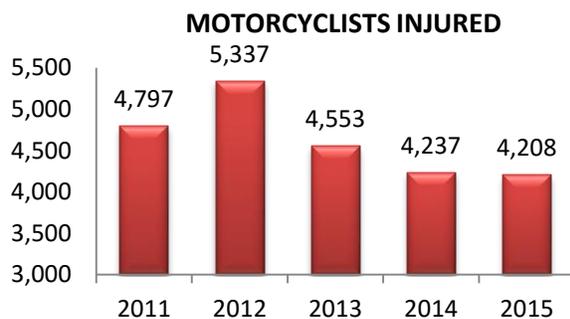
After hitting a plateau of 170 for three years, motorcyclist fatalities dropped to 148 in 2014, then climbed to 160 in 2015. Despite the increase in fatalities in 2015, the reduction target of 165 set for 2016 was met and exceeded. The upward trend in unhelmeted motorcyclist fatalities was reversed in 2015 when 14 of the motorcyclists who died in crashes were not wearing a helmet, one-third fewer than the previous year. Thus the target of 14 for the end of calendar year 2016 was met.



Source: FARS



Source: FARS



Source: NYS AIS / TSSR

Data from New York's AIS / TSSR show that the number of motorcyclists injured in crashes declined 21% between 2012 and 2015. The reduction in injured motorcyclists to 4,208 in 2015 exceeds the target of 4,412 set for the end of calendar year 2016.

## MOTORCYCLE SAFETY PROJECTS AND ACTIVITIES IN FFY 2016

New York used a data-driven approach to identify a comprehensive set of strategies for the state's Motorcycle Safety Program that collectively will contribute to progress in meeting the state's highway safety targets set in the FFY 2016 HSSP. Included under the strategies listed below are descriptions of

selected projects that highlight the activities undertaken. The complete list of projects implemented in FFY 2016 is included as Appendix A. The project title, number and amount of funds awarded are provided for each project.

## Motorcycle Rider Training and Education

The New York State Motorcycle Safety Program (NYSMSP) has provided motorcycle rider education in New York since 1998. In FFY 2014, the Motorcycle Safety Foundation (MSF) signed a second five-year contract with the NYS Department of Motor Vehicles (DMV) to deliver the program through September 2019. The DMV Motorcycle Safety Office (DMV MSO) continues to be responsible for oversight measures that ensure that the program's objectives are maintained.



The MSF-sponsored training sites currently offer the 18-hour Basic Rider Course® (BRC); most training sites also offer the Basic Rider Course 2 License/Waiver Course (BRC2-LW). The BRC2-LW is a condensed version of the

BRC and is geared toward riders who have had a motorcycle permit for at least one year and have on-road experience and basic street riding skills. Riders use their own motorcycle for this intensive 8-hour training program. The BRC2-LW provides the same road test waiver benefit as the BRC.

The MSF offers a number of other rider education courses in New York. Although not specifically funded under the Motorcycle Safety Program, these courses serve the varying needs of motorcyclists throughout their riding lifetime. The BRC and BRC2-LW are the most commonly attended courses in the MSF curriculum suite. Additional courses include the BRC2, Introductory Motorcycle Experience, Basic Bike-Bonding Rider Course, Ultimate Bike-Bonding Rider Course and Advanced Rider Course.

Motorcycle rider training is provided throughout the year, weather and range conditions permitting. The number of active training ranges and class offerings can be expanded and contracted throughout the training season based on public demand and seasonal weather conditions. This year-round training capacity and the number of training sites and their ability to expand and contract based on student demand has led to a decrease in the wait time for course availability and more convenient training options for students. Nearly 220,000 motorcyclists have participated in the NYSMSP since the program began in 1998 and more than 85,000 have participated since the MSF first contracted to provide the training.

Although this program operates under a dedicated highway safety funding stream supported by motorcycle license and registration fees, highway safety grant funding is used to promote motorcycle safety and motorist awareness through targeted public information and education materials and activities and participation in public events and safety conferences.

## Communications and Outreach

### Public Information and Education

For the 2016 observation of National Motorcycle Safety Month, a Motorcycle Safety Fair was held in the Empire State Plaza in collaboration with the MSF, the State Police and the NYS Department of Health. Motorist awareness of motorcycles continues to be the primary focus of GTSC's public information

campaign, as well as the focus of DMV's grant-funded motorcycle safety awareness efforts. GTSC has responded to many requests for motorcycle awareness traffic safety materials from family and friends of victims of motorcycle crashes and others who want to spread the awareness message. The New York State Association of Traffic Safety Boards also continues to be a strong proponent of raising motorist awareness of motorcycles; with funding received from GTSC, support is provided for a teacher in Oswego to convey this message through motorcycle safety presentations delivered in driver education classes, as well as through the dissemination of safety materials.

During the past year, several public information and education projects and activities promoting motorcycle safety were conducted. Some of these programs are highlighted below.

- Through a collaborative effort involving DMV, GTSC and the New York State Broadcasters Association, 30-second radio and TV non-commercial sustaining announcements (NCSAs) were developed and aired promoting the message "Share the Road With Motorcycles."
- The NYS Department of Transportation used variable message signs to promote the "Watch for Motorcycles" slogan on high crash corridors and during large motorcycle events.
- The DMV Motorcycle Safety Office (DMV MSO) produced magnetic signs with the "Watch for Motorcycles" message. When posted on the back of tractor trailers and passenger vehicles, these signs serve as mobile message placards.
- The DMV MSO distributed MSF "Intersection" kits to assist safety partners in expanding motorist awareness of the motorcycle safety message. The Intersection kit is a presentation-in-a-box that enables safety partners to start a dialogue on motorcycle awareness in their organization or community.
- The DMV MSO distributed other materials produced to raise awareness of motorcycle safety including "Watch for Motorcycles!", "Look Twice Save a Life" and "The Ride is Intoxicating Enough" bumper stickers and roadside/lawn signs and "Share the Road with Motorcycles" information cards.
- The NYSMSP and GTSC staffed display booths at numerous public events to disseminate information and educational materials. At the Americade event in Lake George held in June, motorcycle safety training was promoted and "Watch for Motorcycles" and other motorcycle safety awareness materials were distributed to the thousands of attendees. The NYSMSP also provided Basic Rider Course-Level 2 (BRC2) courses free-of-charge to experienced Americade riders as a refresher course.
- The NYSMSP staffed a large display booth throughout the weeklong New York State Fair in August to provide information on the availability of rider training courses, the importance of wearing personal protective gear and raising motorist awareness of the need to share the road safely with motorcyclists.
- The NYSMSP also staffed a display booth at the International Motorcycle Show in New York City to promote motorcycle safety, rider training and motorist awareness.
- During the year, the State Police conducted educational details, with the largest being at the International Motorcycle Show in



New York City. The Troopers also conducted courtesy motorcycle inspections where they pointed out violations without issuing tickets. Other events attended by the motorcycle unit included the New York State Fair, county fairs and various other motorcycle shows; members of the unit also made presentations at local motorcycle shops.

### **Personal Protective Equipment**

The implementation of strategies to increase the use of USDOT-compliant helmets and other protective equipment is also a priority in New York. In both the rider education courses and in the DMV Motorcycle Manual, motorcyclists are encouraged to wear appropriate gear, including an approved helmet, face or eye protection and protective clothing. Law enforcement partners have been educating themselves to recognize illegal helmets and have taken a much more aggressive stance in enforcing the use of compliant helmets following their participation in motorcycle enforcement training.

## **Enforcement**

### **New York State Police Motorcycle Program**

Due to changes in funding rules, the State Police stopped conducting grant funded motorcycle enforcement details and conducted motorcycle safety education details in their place. In FFY 2016, the State Police coordinated 74 education details, many of which were held at high profile events such as the Americade Motorcycle Rally in Lake George, the International Motorcycle Show in New York City and various other venues.



### **Local Motorcycle Enforcement Programs**



The Suffolk County Police Department’s Motorcycle Section conducted a number of activities to improve motorcycle safety in the county, including non-grant-funded checkpoints and other enforcement efforts. During FFY 2016, the motorcycle enforcement detail issued summonses for the following: 60 non-compliant helmets; 16 license violations; 11 registration violations; 25 inspection violations; 41 exhaust violations; 15 equipment violations. An educational presentation on laws related to proper motorcycle operation was made to members of the American Bikers Aimed Toward

Education (ABATE). The police department has built a good relationship with ABATE over the years based on the mutual goal of making motorcycling safer for all those who share the highway.

### **Practical Guidelines for Motorcycle Enforcement Training**

The motorcycle safety and enforcement training program “Practical Guidelines for Motorcycle Enforcement” continues to be a very popular and effective training initiative for law enforcement officers across the state. GTSC, the NYS Association of Chiefs of Police, the State Police, the DMV MSO, and the MSF collaborate on the instruction for this one-day regional training course. The training

curriculum includes an in-depth review of motorcycle safety and motorcycle laws. The course is designed to provide police officers with hands-on knowledge and skills to educate motorcyclists and the public on motorcycle safety and to enhance enforcement efforts to reduce the number of deaths and injuries from motorcycle-related traffic crashes. The training also introduces law enforcement to national and state-specific enforcement issues through its modules covering license endorsements and registrations, required motorcycle safety equipment (helmets), common motorcycle operation violations, crash investigation, strategies to conduct safe stops and avoid pursuits, and the detection of impaired motorcyclists.



During FFY 2016, state and local law enforcement subject matter experts and instructors conducted five regional training programs across the state. The first was held at the New York City Police Department (NYPD) Police Academy in Queens. This was followed by training programs in other data-selected regions that included Albany, Broome, Erie, and Onondaga counties. In total, 216 police officers and sheriff's deputies representing 38 individual municipal, county, and university law enforcement agencies, along with New York State Police Troopers from numerous troops and zones across the state attended the full-day trainings and received certificates for course completion.

New in 2016, the municipal and NYSP course instructors also conducted an abbreviated training program at the Empire State Law Enforcement Traffic Safety Conference (ESLETS) on April 22<sup>nd</sup> for an additional 250 law enforcement officers and Troopers from all regions of the state.

## Research, Evaluation and Analytical Support for New York's Performance-Based Motorcycle Safety Program

### Motorcycle Safety Workgroup

In response to static trends in motorcycle crashes and fatalities, a Motorcycle Safety Workgroup was formed in FFY 2016 to develop updated countermeasures and campaign messaging to reach the varied demographics of the riding population. The Workgroup consists of subject matter experts proficient in motorcycle riding, education and enforcement. Members are drawn from the New York State Police, local law enforcement, the NYS Association of Chiefs of Police, GTSC, MSF, as well as DMV and other staff agencies.



The Workgroup has identified a number of areas to pursue in search of new and innovative ideas to put into practice. Data not currently captured, such as ticket trends and information from crash reports, will be collected and a survey will be developed to gather age-specific information from the various groups of motorcycle riders. This new information will be used to create a new motorcycle campaign slogan as well as new educational materials and PSAs. During FFY 2016, the Workgroup submitted legislative proposals and developed a spreadsheet based on license and crash report data. The goal of the Workgroup is to reduce motorcycle crashes and fatalities in the future.

# PEDESTRIAN, BICYCLE AND WHEEL-SPORT SAFETY

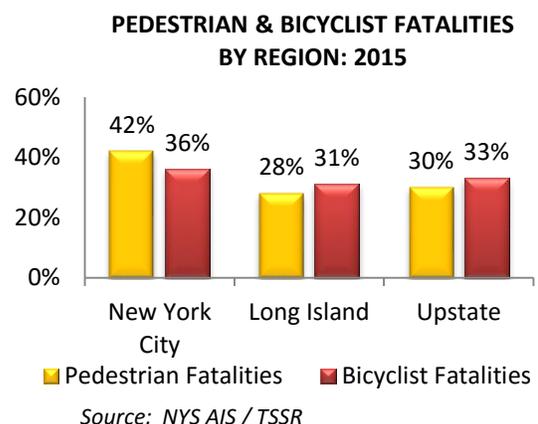
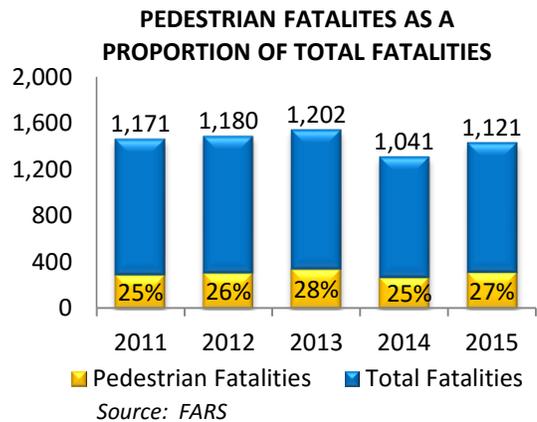
After dropping dramatically in 2014, pedestrian fatalities in New York State increased again in 2015 but stayed well below the number for 2013. Pedestrian fatalities continue to account for one-quarter of the total fatalities in the state and must continue to be a priority of New York’s highway safety program.

Several factors contribute to crashes that result in pedestrian and bicyclist injuries and fatalities. Driver behaviors, in particular, speeding, failure to yield, distracted driving and impaired driving, pose major risks to pedestrians and bicyclists.

Actions by pedestrians and bicyclists can also contribute to their risk of crash involvement. Pedestrians who disregard pedestrian crossing signals and designated crosswalks, and bicyclists who ignore the rules of the road, increase their risk of being hit by motor vehicles. Distraction, impairment and low conspicuity on the part of both pedestrians and bicyclists are also factors in many of these crashes. The failure of bicyclists and participants in other wheel sports to use a helmet and other safety equipment can also contribute to the severity of the injuries suffered.

Several state agencies and organizations share responsibility for effectively addressing the behavioral and safety equipment issues related to pedestrian, bicycle and wheel-sport safety. In FFY 2016, New York continued to address traffic safety issues in this program area through collaborative initiatives. In June 2016, the state announced a \$110 million Pedestrian Safety Action Plan (PSAP) to confront pedestrian safety challenges across upstate New York and on Long Island. The PSAP outlines New York’s “3E’s approach” to pedestrian safety by applying comprehensive strategies that include education, enforcement and engineering to 20 designated “focus communities” where pedestrian fatalities are the highest. New York has successfully utilized this approach in several high-risk pedestrian corridors. Examples of these corridor projects include Central Avenue in Albany, Routes 59 and 45 in the Village of Spring Valley, and the Hempstead Turnpike and Sunrise Highway on Long Island. Other successful strategies include pedestrian and bicycle law enforcement training programs and enforcement blitzes focusing on driver and pedestrian violations on targeted corridors.

New York City continues to be the most dangerous region in the state for pedestrians; in 2015, 42% of the state’s pedestrian fatalities occurred within the five counties of New York City. The largest proportion of bicyclist fatalities also occurred in New York City (36%).



In FFY 2016, the New York City Department of Transportation continued to address pedestrian and bicycle safety issues through a number of activities associated with the City’s Vision Zero initiative.

Educational outreach programs were conducted at more than 400 schools and senior centers in 20 target communities. For example, the NYCDOT conducted a number of programs for students including a banner design project where students designed original artwork to address traffic safety concerns around their school and a theater program which brought teenagers together for interactive traffic safety skits and discussion workshops. Bicycle safety programs, including education on the use and proper fitting of bicycle helmets, and a “We’re Walking Here” PSA, social media and poster design competition among schools were also conducted. Older adults were also the focus of programs including walking clubs, which were developed to teach older pedestrians how to identify safe walking routes and practice safe walking skills.

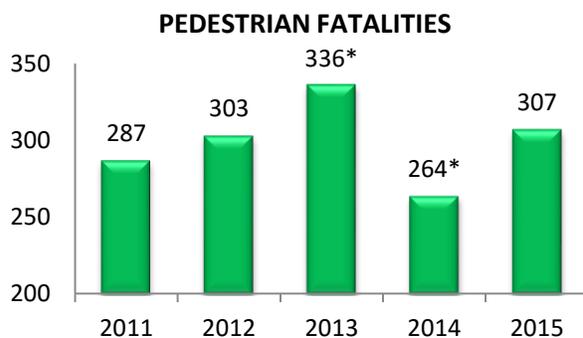
The New York City Police Department (NYPD) also contributed to the pedestrian and bicycle safety efforts in New York City by conducting enforcement that focused on speeding, yielding to pedestrians in crosswalks and adhering to traffic signs and signals. Targeted speed enforcement was conducted in areas identified through data analysis as high-risk locations for speed-related crashes involving bicycles and pedestrians. Variable Message Signs (VMS) were used in conjunction with the enforcement and educational materials were distributed to pedestrians to heighten their awareness of the importance of observing their surroundings, using crosswalks and crossing with the light.

## ASSESSMENT OF PROGRESS

### Pedestrian Safety Performance Targets for FFY 2016

- ❖ Reduce pedestrian fatalities 5 percent from 335 in 2013 to 318 by December 31, 2016
- ❖ Reduce the number of pedestrians injured in traffic crashes 3 percent from the 2011-2013 calendar base year average of 15,858 to 15,382 by December 31, 2016

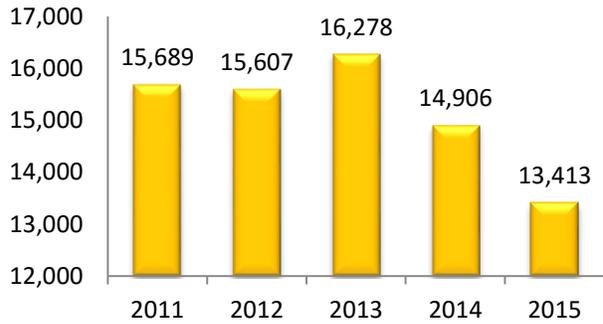
### Status of Performance Measures



Based on FARS data, pedestrian fatalities in New York State increased from 264 in 2014 to 307 in 2015, slightly higher than the 2012 total but lower than the total of 336 in 2013. Therefore, the target of 318 set for reducing fatalities by December 31, 2016 was met.

*\*Revised based on final 2013 and 2014 FARS data  
Source: FARS*

### PEDESTRIANS INJURED



Source: NYS AIS / TSSR

Based on the state's AIS crash data, after decreasing substantially in between 2013 and 2014 there was an additional decrease of 10% in the number of pedestrians injured in 2015 (13,413 compared to 14,906 in 2014). The large reduction achieved in 2015 represented improvement well beyond the target of 14,827 set for the end of calendar year 2016.

### Bicycle Safety Performance Targets for FFY 2016

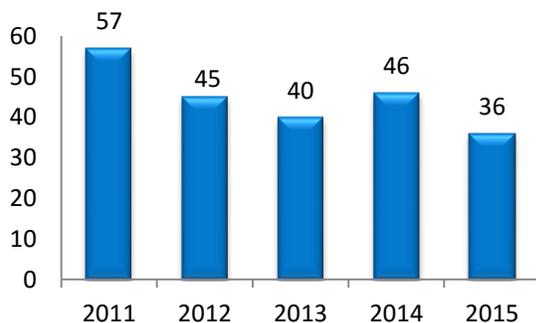
- ❖ Reduce the number of bicyclist fatalities 10 percent from 40 in 2013 to 36 by December 31, 2016
- ❖ Reduce the number of bicyclists injured in traffic crashes 3 percent from 6,140 in 2013 to 5,956 by December 31, 2016

### Status of Performance Measures

Based on FARS data, after increasing from 40 in 2013 to 46 in 2014, bicyclist fatalities decreased to 36 in 2015, meeting the target of 36 set for December 31, 2016.

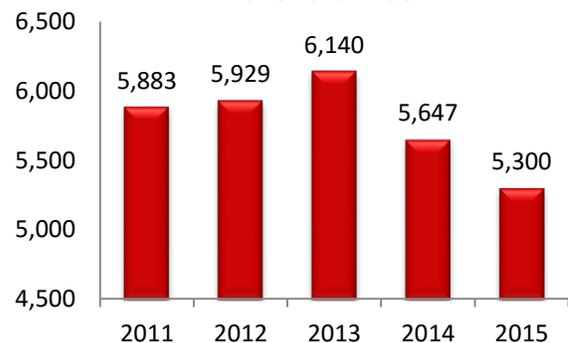
The number of bicyclists injured in motor vehicle crashes decreased 8% between 2013 and 2014, from 6,140 to 5,647. This number continued to decrease in 2015, to 5,300, exceeding the reduction target of 5,956 set for the end of calendar year 2016.

### BICYCLIST FATALITIES



Source: FARS

### BICYCLISTS INJURED



Source: NYS AIS

## PEDESTRIAN, BICYCLE AND WHEEL-SPORT SAFETY PROJECTS AND ACTIVITIES FUNDED IN FFY 2016

New York used a data-driven approach to identify a comprehensive set of strategies for the state’s Pedestrian, Bicycle and Wheel-Sport Safety program that collectively will contribute to progress in meeting the state’s highway safety targets set in the FFY 2016 HSSP. Included under the strategies listed below are descriptions of selected projects that highlight the activities undertaken. The complete list of projects implemented in FFY 2016 is included as Appendix A. The project title, number and amount of funds awarded are provided for each project.

### Education, Communication and Outreach



#### New York Bicycling Coalition (NYBC)

In FFY 2016, the NYBC carried out a number of initiatives as part of its *More New Yorkers Bicycling and Driving Safely* project. The NYBC organized and hosted three regional bike meetings in Rochester in March 2016, at Hofstra University in Hempstead, NY, in April 2016, and in Albany in May 2016. Each of these events brought together up to 50 regional leaders from the bike advocacy, planning, education and government sectors to share information and best practices, provide programmatic feedback to the NYBC, and develop strategies for overcoming barriers to improving bicycling and pedestrian safety. Going forward, the NYBC plans to have four of these meetings during each grant cycle.

The NYBC also developed a curriculum for a Bicycle Commuting 101 workshop and conducted four workshops on the topic in the Capital Region, Kingston, Utica and Syracuse. This approximately one-hour introductory class is geared toward people who are new to biking to work and are interested in learning more about getting around safely and comfortably by bicycle.

On the education front, the NYBC distributed more than 3,500 copies of its [New York Bicyclist Pocket Guide](#) and 9,200 “Respect” rack cards and posters (pictured on left) at various venues across the state, including regional bike meetings, the NYC Bike Expo in conjunction with the TD Five Boro Ride, and via MPOs, schools, civic associations, bike clubs, bike shops, health departments, legislators and museums. FFY 2016 GTSC grant funding supported the development of a Spanish language version of the “Respect” branded materials, 4,300 of

which were distributed. Grant funding was also used to fund enhancements to the NYBC's website, [www.nybc.net](http://www.nybc.net), where these educational materials are available for download. The NYBC plans to use the updated web platform to create and launch additional interactive traffic safety tools for bicyclists, pedestrians, and law enforcement in 2017.

## Community-Based Programs in Pedestrian, Bicycle, In-line Skating, Non-Motorized Scooter and Skateboarding Safety

### Walk to School Day/Walk This Way

Walk to School Day is a national event that gives communities across the country an opportunity to join together in walking to school. It is part of the movement for year-round safe routes to school, and encourages walking as a healthy way for kids and families to make their school commute. A Walk to School event was held at Giffen Memorial Elementary School in Albany on October 7, 2015. The following agencies were involved in planning for the event:

- Albany County Department of Public Works Traffic Safety Education
- Albany Police Department
- AAA Hudson Valley
- the Brain Injury Association of NYS
- Capital Region Safe Kids
- GTSC
- NYSDOH



Outdoor and indoor activities were conducted at the event. Upon arriving to school, students were greeted by AAA's Otto the Auto and Albany Police Department mounted units. A morning pedestrian safety presentation was concluded with an appearance by Willie the Whistle and a safety sing-along. Reflective wrist wraps were provided to 530 students who attended the morning's program.

### National Bike to School Day

Modeled after the Walk to School Day event, the fourth annual National Bike to School Day was celebrated on May 4, 2016. These agencies and groups worked together to plan and organize events in



New York State:

- The NYS Safe Kids Coalition
- NYSDOT
- GTSC
- NYSDOH
- Association of New York State Metropolitan Planning Organizations
- New York Bicycling Coalition
- New York State Association of Traffic Safety Boards
- American Automobile Association (AAA)

The NYSDOH along with members from the Albany County Department of Public Safety, Albany Police Department, Capital District Transportation Committee and Capital Region Safe Kids held a Bike to School Day event at the Albany School of Humanities. The Albany City Police Department had mounted units present. Mayor Kathy M. Sheehan and Albany Police Chief Brendon J. Cox greeted students who arrived at the school on their bikes. The students participated in a bicycle rodeo course, and approximately 325 students attended the indoor assembly where they learned about bicycle safety.

### **White Plains Department of Public Safety**

The goal of the White Plains Department of Public Safety's project was to reduce crashes involving pedestrians which are largely attributed to driver inattention or other traffic violations such as unsafe speed and failure to yield the right-of-way. In addition to enforcement of these motorist violations, the Department of Public Safety also issued warnings to pedestrians who failed to use crosswalks and comply with pedestrian crossing signals. White Plains School Resource Officers presented driver safety materials to high school students, and pedestrian safety will be included in the driver education portion of the curriculum. During FFY 2016, the White Plains Police Department conducted six pedestrian safety enforcement details and issued a total of 43 summonses. Of these, 35 summonses were issued for pedestrian right-of-way infractions.

### **New York City Pedestrian and Bicyclist Safety Enforcement**

With the assistance of GTSC, the New York City Police Department (NYPD) used funding from the NYC Pedestrian and Bicyclist Safety Enforcement Grant to increase awareness of and compliance with traffic laws. The NYPD conducted saturation enforcement on arterial roadways within the five boroughs with high volumes of bicycle traffic. The enforcement focused on speed enforcement, yielding to pedestrians in crosswalks and adhering to traffic signs and signals. The NYPD also conducted targeted enforcement in areas identified through data analysis as high-risk locations for speed-related crashes involving bicycles and pedestrians. Variable Message Signs (VMS) were used in conjunction with the enforcement efforts. In addition, educational materials were distributed to pedestrians to heighten their awareness of the importance of observing their surroundings, using crosswalks and crossing with the light.

The goal of this program is to reduce the number of traffic fatalities that occur annually in New York City by increasing police visibility and communication within high-risk neighborhoods in the City's five boroughs. At the direction of the Chief of Transportation, "Traffic Stat" meetings were used to coordinate with other parts of the NYPD to better identify problematic locations and formulate plans to address specific traffic conditions. The following results were reported for the three enforcement programs conducted during 2016 which this grant helped to fund.

#### ***Failure to Yield Enforcement***

Between July and September of 2016, a total of 70 operations were conducted at five locations in Manhattan. A total of 393 summonses were written; 147 were for drivers who failed to yield to pedestrians and 246 were for various other violations. Five arrests were also made for aggravated unlicensed operation of a motor vehicle.

#### ***Speed Enforcement***

From April to September of 2016, speed enforcement was conducted at 12 selected off-highway locations throughout New York City. During this time period, a total of 909 summonses were issued including 878 for speeding and 31 for other hazardous violations.

## ***Bicycle Enforcement***

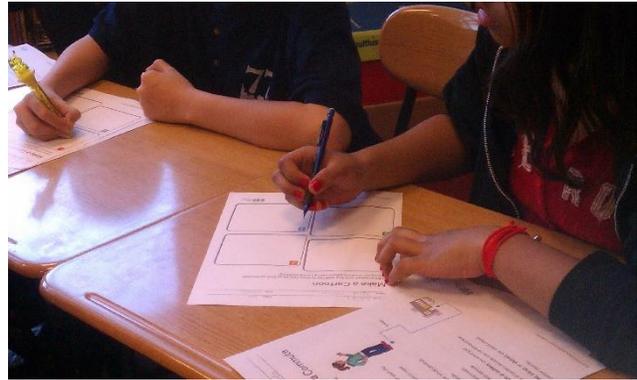
Throughout the summer of 2016, the Patrol Services Bureau conducted enforcement at top locations for motor vehicle crashes involving bicycles. During this time period, a total of 1,383 summonses were issued for various moving violations and one arrest was made for reckless endangerment.

## **New York City Department of Transportation – Vision Zero Education Initiatives**

### ***Multi-Session Programs***

In FFY 2016, Vision Zero age-appropriate educational and outreach programs were provided at 340 schools and 81 senior centers in the 20 target communities where NYCDOT has identified high-crash, two-way arterials. In addition, 44 presentations were provided to parents through workshops conducted for PTAs. Outreach to schools included meetings with principals and school staff and walking tours to identify issues around the locations. More than 72,000 grade K-12 students were exposed to a variety of multi-session, interactive pedestrian safety educational programming. The following programs were presented.

- Parent workshops (Pre-K and PTAs in Grades K-8)
- Let's Take a Walk (Grade K)
- Safety Smarts (Grades K-2)
- My Safety Toolbox (Grade 3)
- Safety City (Grade 3)
- Cross This Way (Grades 4-6)
- My Earth, My Community and Me (Grades 6-8)
- Stop Think Act (Grades 6-8)
- Mileage Clubs (Afterschool – Ages 8-12)
- Safer Streets (Afterschool – Ages 8-12)
- CSI Crime Scene Investigators (Afterschool – Ages 9-12)
- Safety by Design (Grades 6-10)
- Take Action Against Distraction (Grades 6-10)
- Parent Workshops
- Walking Wisely
- Senior Vision Zero Workshops



Outreach staff conducting multi-session programs collected Vision Zero school reports and provided them to other School Safety Engineering or Borough Commissioners to help address issues school officials raised, such as broken signs and signals.

### ***Street Teams and Community Outreach***

Street Teams engaged with community residents and business owners in 25 precincts located in high-risk corridors in all five boroughs of New York City to gather information about their traffic safety concerns. The teams handed out tens of thousands of multi-modal Vision Zero printed educational materials to pedestrians, drivers and bicyclists.



### ***Stadium Outreach***

The NYCDOT set up information tables and conducted 36 Vision Zero outreach events for the public at Fordham University, Citifield, Richmond County Bank Ballpark (Staten Island Yankees) and MCU Park (Brooklyn Cyclones).

### ***Traffic Safety Sign Design Residency***

Banner design residency programs were completed at five middle schools (JHS 162K, JHS 62K, MS 35K, Mott Hall Bridges, and JHS 240K). Students participating in the ten-session programs worked with a teaching artist to create an original banner to address specific traffic issues in the area around their school. The program included a field trip to the NYCDOT Sign Shop where students learned how signs and banners are created. The banners were produced by NYCDOT and put on display in local business improvement districts.



### ***Family Life Theater***

During FFY 2016, interactive traffic safety skits with discussion workshops for teenagers were provided at 90 schools in partnership with the Department of Education. In addition, a new version of the program was piloted for older adults in partnership with the Department for the Aging at 22 senior centers. Traffic safety educational materials were distributed to attendees during each event. The program for

seniors was very successful in encouraging discussion of pedestrian safety issues among older adults. Plans are in progress for the addition of Spanish-language performances next year.

### ***We're Walking Here***

Students at approximately 125 schools participated in the "We're Walking Here" competition, through which they engaged in a variety of traffic safety activities designed to fit into math, science or English classroom curricula. Participating schools also entered a competition to create winning PSAs, posters or social media messages about walking and pedestrian safety. This year's winners were:

- 1<sup>st</sup> Place (video category) – P721K, Brooklyn
- 2<sup>nd</sup> Place (video category) – Corona Arts & Science Academy, Queens
- 1<sup>st</sup> Place (social media category) – High School for Health Professions & Human Services, Manhattan
- 1<sup>st</sup> Place (poster category) – P4Q, Queens
- 2<sup>nd</sup> Place (poster category) – Marie Curie MS 158, Queens

The winning entries can be viewed at:

<http://www.nyc.gov/html/dot/html/pedestrians/walkingschools.shtml>

### ***Older Adult Pedestrian Safety Walking Clubs***

Walking club programs for older adults were conducted at three senior centers in Brooklyn. Approximately 15 older adults from each center participated in the 8-week program during which they identified safe routes and practiced pedestrian safety skills with a safety educator.



## **Cooperative Approaches to Improving Pedestrian and Bicycle Safety**



### **New York State's Pedestrian Safety Action Plan**

In FFY 2016, the GTSC, NYSDOH and NYSDOT continued to play key roles in pedestrian safety through the release of New York State's Pedestrian Safety Action Plan (PSAP). The \$110 million initiative, announced during a press conference on June 20, 2016, in Albany, details the state's "3E" (Engineering, Enforcement and Education) approach to addressing pedestrian safety challenges across upstate New York and on Long Island. It identifies 20 "focus communities" which accounted for nearly 50% of all pedestrian crashes between 2009 and 2013. The five-year plan calls for a variety of low-cost engineering improvements to be undertaken by the NYSDOT, enforcement strategies to be organized by the GTSC and educational and public information initiatives to be spearheaded by the NYSDOH.

NYSDOT will implement crosswalk improvements at more than 2,000 unsignalized intersections and

midblock locations consisting of pavement markings and signage; 400 of these locations will also be equipped with pedestrian refuge islands and attention-grabbing light beacons. Additionally, the NYSDOT will improve 50 percent of signalized intersections, nearly 2,400 locations, with high-visibility crosswalk markings and signals enhanced with extended crossing times, countdown timers and leading pedestrian intervals to reduce conflicts between pedestrians and turning vehicles.

In the spring of 2016, GTSC staff organized and held four pedestrian and bicycle safety training classes in locations from Long Island to Buffalo, educating about 90 law enforcement officers. (See *Pedestrian and Bicycle Law Enforcement Training* section below for more information.) Coinciding with the launch of the PSAP, GTSC also conducted the state's first pedestrian safety enforcement mobilization from June 20 through July 3, 2016. GTSC worked with police agencies in the designated PSAP "focus communities" to allocate a portion of their Police Traffic Services (PTS) grant to fund additional patrols during this high-visibility blitz, "Operation See! Be Seen!"

Grantees were encouraged to issue warning cards and educational materials prepared by the NYSDOH to pedestrians and drivers found to be violating the law during the first week of the campaign, and citations during the second week. Police agencies were also encouraged to build a pedestrian safety enforcement component into future grant applications in order to support the five-year plan. Participating police agencies reported using more than 1,100 enforcement hours, issuing 1,653 warning cards and 1,329 tickets – including 562 tickets for infractions such as pedestrians crossing on a steady “DO NOT WALK” signal and failure to yield the right-of-way to a pedestrian in a crosswalk. A second pedestrian safety mobilization is tentatively scheduled for early summer 2017.



The NYSDOH will continue to implement public information and education strategies of the PSAP, including developing and maintaining outreach materials, conducting statewide and targeted awareness activities, and providing technical support to communities in order to develop local educational initiatives. Over 53,000 materials were shipped from the NYSDOH distribution center to local police agencies in time for the June 2016 enforcement blitz. Two pedestrian safety public service announcements (PSAs) were produced with GTSC funding during FFY 2016, which is part of a larger pedestrian safety education and awareness campaign. The campaign includes television, radio, web-based, social media, billboards and the “See! Be Seen!” pedestrian safety print materials. Consideration was given to the many driver and pedestrian behaviors that contribute to pedestrian injuries.

The first PSA focuses on driver and pedestrian distractions, including texting, eating, listening to loud music, putting on make-up, and interacting with passengers. The PSA aired statewide for three weeks, from late June through July 2016. The second PSA focuses on the importance of pedestrian visibility at dawn and dusk. Police crash reports indicate this is a common contributing factor to pedestrian motor vehicle crashes. The television and radio PSAs were produced in both English and Spanish. Print materials are now available in English, Spanish, Creole, Russian and Yiddish. Both PSAs and print materials were produced and printed with funding from GTSC. Finally, DOH continues to gather information for the online pedestrian safety tool kit to assist in educational strategies outlined in the PSAP. Three PowerPoint presentations and a sample press release have been developed and are currently under review by NYSDOH staff for inclusion in the tool kit.

To view the full PSAP, “Distractions” PSA, and associated “See! Be Seen!” materials, visit <http://ny.gov/pedsafety>.

### **Corridor Approaches to Pedestrian Safety: Route 59 and Route 45 – Rockland County**

In FFY 2016, a committee comprised of staff from the GTSC, NYSDOT, NYSDOH, NHTSA, FHWA, FTA, Rockland County, the Town of Ramapo and the Village of Spring Valley completed its work on a multi-pronged study to address pedestrian and bicycle safety along the Routes 59 and 45 corridor in the Village of Spring Valley, an area identified as a high-pedestrian volume and high-crash location through a 2015 walk and bike assessment spurred by the USDOT’s “Safer People, Safer Streets” initiative. The

NYSDOT developed and led a comprehensive approach that integrated education, enforcement, engineering and public health. More than 30 federal, state and local participants were brought together to examine these local communities to improve access and safety for all pedestrians and bicyclists.

The study advisory committee (SAC) guiding the project met five times between October 2015 and February 2016. SAC members provided guidance and input on taking inventory of existing conditions and formulating goals, objectives and recommendations for improved pedestrian safety within the corridor. Two public workshops were held during the development of the study to solicit input from the general public and other stakeholders including local school districts, business associations, community groups, not-for-profits, transportation advocacy groups, and emergency services. A review of the existing conditions and results of the data analysis, along with the information collected from SAC members and the public, guided the development of the study goals, objectives and recommendations to improve pedestrian safety. Recommendations included modifying the existing roadway infrastructure, raising pedestrian and driver awareness, and modifying behavior through increased education and enforcement. The study was published in March 2016 and is available for download at <http://www.dot.ny.gov/Rts59and45PedSafetyStudy>.

### Walk-Bike New York Symposium

One of the important components of New York's pedestrian and bicycle safety program continues to be the Walk-Bike New York symposia held periodically at different locations around the state. During FFY 2016, the planning committee completed work on the location, scheduling and program content for the 2016 symposium. Staff members from the Institute for Traffic Safety Management and Research (ITSMR) coordinated the event, which was held September 13-14 in Syracuse. The symposium focused on various disciplines involved in pedestrian and bicycle safety and provided participants with the necessary tools to work together to create walkable and bikeable communities.



### Pedestrian and Bicycle Law Enforcement Training

In FFY 2016, GTSC planned, promoted and coordinated four 16-hour pedestrian and bicycle safety training courses for law enforcement officers. Trainings were held in Suffolk, Dutchess, Onondaga and Erie counties in an effort to educate as many law enforcement officers as possible in advance of the June 2016 release of New York State's Pedestrian Safety Action Plan (PSAP). The trainings were attended by approximately 90 law enforcement officers from 39 police agencies across New York. Officers were educated on the laws

related to walkers and bicyclists and taught effective countermeasures and enforcement techniques to help keep these vulnerable roadway users safe. GTSC and the PSAP team, in conjunction with NHTSA, FHWA and select law enforcement partners, are updating and re-tooling the training curriculum and plan to offer additional courses in several regions of the state in the spring of 2017.

### Focused Approach to Safety Initiative

GTSC continues to participate and partner with FHWA on their Focused Approach to Safety initiative. To reduce pedestrian fatalities across the nation, FHWA's Safety Office is providing additional resources to the cities and states with the highest pedestrian fatalities and/or fatality rates. Cities that exceed the national average of 20 pedestrian fatalities per year or a pedestrian fatality rate of 2.33 per 100,000 population have been identified as pedestrian focus cities. States with a focus city have been automatically identified as focus states. New York has been selected as a focus state as a result of New York City's designation as a focus city. In FFY 2013, New York was invited to apply for NHTSA funding to demonstrate the effectiveness of a comprehensive pedestrian safety program. In April 2014, New York was notified that the state was awarded \$805,801 to conduct a three-year pedestrian safety demonstration project in New York City. The project has continued to implement the enforcement and education components outlined in New York City's pedestrian action plan during FFY 2016.

### Westchester County – Plan4Safety Community Grant Program

The goal of the Plan4Safety Community Grant Program is to reduce the number of crashes, injuries and fatalities in Westchester County by educating road users about safe behaviors on the road. Bicycle safety is among the many topics that the Westchester County Traffic Safety Office addresses in its educational programs. Numerous presentations were conducted at schools, camps, childcare centers and libraries during National Bike Month in May. These programs focused on safe riding practices, bicycle fit, helmet fit and usage, being visible to traffic, and following the rules of the road. The students watched "I'm no Fool on Wheels" videos which provided information on being safe not only while biking, but while enjoying other wheel-sports as well. Students were also given educational brochures that will help them remember to follow the safety rules while they are riding their bicycles or scooters or using roller-skates or skateboards. In all, events were conducted at 14 locations across Westchester County reaching several hundred students.



The Westchester County Traffic Safety Office also promoted safe biking and helmet use during annual "Bike and Skate Sundays", when parts of Bronx River Parkway were closed to automobile traffic and open to bicyclists and skaters. Westchester County Police and members of the Bicycle Safety Committee provided bicycle and helmet fittings, safety inspections and free bicycle repairs. An estimated 3,000 bicyclists rode on the parkway, and numerous riders stopped to check helmet fit and bicycle fit and to pick up safety materials.

Westchester County traffic safety educators also promoted the importance of pedestrian safety. More than 700 children participated in safe walking programs where they discussed safe ways to cross the street, the need to walk on the left if there are no sidewalks available, and the importance of staying alert and being visible to traffic.

### **Broome County Bicycle and Pedestrian Safety Outreach**

During FFY 2016, Broome County conducted 16 bicycle and pedestrian safety outreach programs reaching over 365 people. These programs targeted young children and adolescents at elementary schools, day care centers, preschools, summer programs, health fairs and during cycling skills clinics. Participants learned basic bike safety, rules of the road and how to properly fit a helmet through visuals of crashed helmets and a “melon drop” demonstration. All participants also received educational materials. Three cycling skills clinics were also conducted throughout the spring and summer at various locations and venues with 87 participants. Approximately 205 bicycle helmets were distributed at these outreach programs and clinics. Finally, the county implemented its “Put a Lid on a Kid” bicycle helmet campaign in conjunction with organizations such as the Boys and Girls Clubs, which serve children of limited means during summer and youth programs.



### **Town of Ramapo Police Department Pedestrian Decoy Program**

In FFY 2016, the Ramapo Police Department continued the agency’s Pedestrian Decoy Program. The program was created in response to numerous motor vehicle crashes involving pedestrians or bicyclists, many of which resulted in serious injuries. During the year, special details were conducted where a police officer in plain clothes attempted to safely cross a roadway using a designated crosswalk. Motorists who did not yield to the pedestrian as required by law were stopped by a marked police vehicle. The Town of Ramapo Police Department also continued its reward program for youth who exhibited safe pedestrian and bicycling behaviors and its efforts to increase awareness and enforcement of the state’s current pedestrian and bicycle safety laws.



### **Saugerties Police Department’s Pedestrian Safety Program**

In response to data that showed an increase in pedestrian fatalities and serious injury crashes in the village, the Saugerties Police Department created a Pedestrian Safety Program which used the “3E” approach of engineering, enforcement and education. Several intersections were equipped with new signage, crossing devices and road markings, and efforts to educate the community through the local media and other channels were undertaken. The enforcement program included a warning period followed by the issuance of summonses for violations of the law. Utilizing funding from its Police Traffic Services grant, officers conducted a detail on August 24, 2016 during which 23 warning tickets were issued to pedestrians who failed to obey crossing equipment and/or use crosswalks. These efforts resulted in a reduction in the number of pedestrian crashes at intersections.

### **Monroe County Pedestrian and Bicycle Safety Program**

The Monroe County Office of Traffic Safety offers bicycle and pedestrian safety programs for children and adults. In FFY 2016, the program included 76 school presentations that reached over 3,200 young students. The Office of Traffic Safety teamed up with



physical education staff at the Council Rock Primary School in the Brighton Central School District on a program to educate students on the importance of biking and walking safely. An online [video](#) was produced which students were encouraged to watch at home with their parents before National Bike to School Day on May 4, 2016. This video reinforced the traffic safety lessons children received in class. Over 720 students participated in this training during their physical education classes at school.

The Office of Traffic Safety also conducted three bike rodeos reaching 236 young riders. The training at each rodeo focused on six bicycle handling skills: brake check, tight cornering, slow race, figure eight, slalom/rock dodge and hand signals.



#### **Bike Training and Helmet Fitting (New York City DOT)**

The New York City Department of Transportation provided 20,505 helmets at helmet fitting events at a variety of locations and events. Another component of the NYCDOT's program is the Bike to School program, which was conducted in eight high schools this year. Students and their teachers participated in a series of workshops to learn about bike safety, bike repair, and the rules of the road for bicyclists. The

schools also participated in local rides and bike fairs.

In partnership with local Council Members in Manhattan, the NYCDOT also held Delivery Cyclist Forums for restaurant owners and delivery workers to promote an understanding of and compliance with NYC commercial cycling laws.

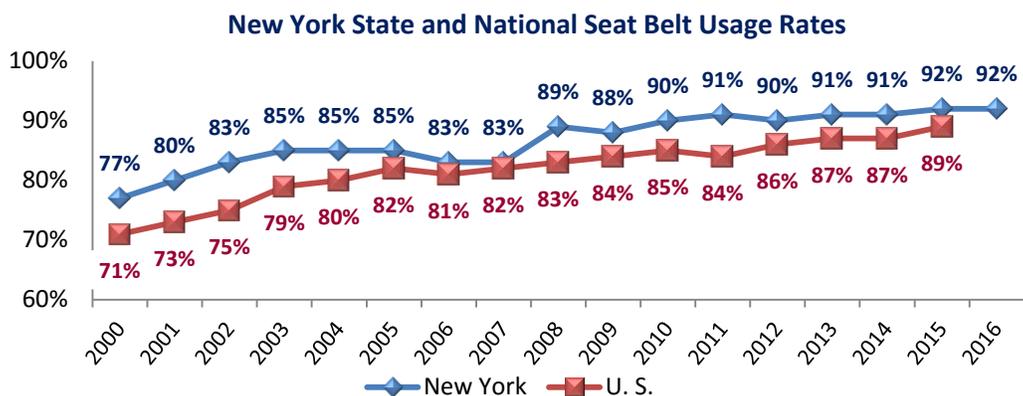
#### **Bike and Pedestrian Safety at Summer Streets (New York City DOT)**

In FFY 2016, the New York City DOT Safety Education Program continued to provide a Safety Zone at three Summer Street Saturday events for families and at the Queens Harvest Fest health fair to raise awareness of bicycle, pedestrian and passenger safety. The Safety Zone, which is open to adults and children, consists of four stations: Pedestrian, Car, Truck and Bicycle. After receiving a passport to the Safety Zone, each child or adult stopped to complete an activity at each station before finishing up at the Safety Wheel. After completing the activities, each participant spun the Safety Wheel, answered a question and received a prize.



# OCCUPANT PROTECTION

In 2016, motorists in New York continued to demonstrate a high level of seat belt compliance with a usage rate of 92% measured in the most recent annual survey. Since passage of the nation’s first seat belt law in 1984, New York’s usage rate has consistently been above the national average.



Much of New York’s success in maintaining a high rate of compliance can be attributed to the continued implementation of high visibility enforcement efforts through the state’s Buckle Up New York/Click It or Ticket (BUNY/CIOT) program. The highlight of the BUNY/CIOT program each year is the strong participation of the state’s law enforcement agencies in the national seat belt enforcement mobilization in May.



This year, GTSC also piloted the “Protect Your Melon” occupant protection educational campaign featuring a professional race car driver to raise awareness of the importance of seat belt use.



In addition to increasing adult seat belt usage, the other major focus of New York’s occupant protection efforts is child passenger safety. In FFY 2016, GTSC awarded 146 CPS mini-grants to support and maintain New York’s network of active child restraint inspection stations. To increase accessibility to CPS services, special outreach efforts to underserved populations, such as the use of mobile inspection stations in rural areas and the availability of bilingual technicians, continued to be a priority.

To ensure the availability of a large pool of certified CPS technicians, GTSC also continued to support CPS training and recertification classes in FFY 2016. There are now 1,833 individuals who are certified to educate parents and caregivers about proper child restraint use and installation in New York State. These educators represent a number of professions including law enforcement, EMS, fire departments and health agencies.

In FFY 2016, GTSC used the national “Know for Sure” campaign message in its efforts to educate parents and other caregivers on the importance of using the most appropriate type of child safety seat based on the child’s size. This messaging was the focus of Child Passenger Safety Week celebrated September 18-24, 2016.



## ASSESSMENT OF PROGRESS

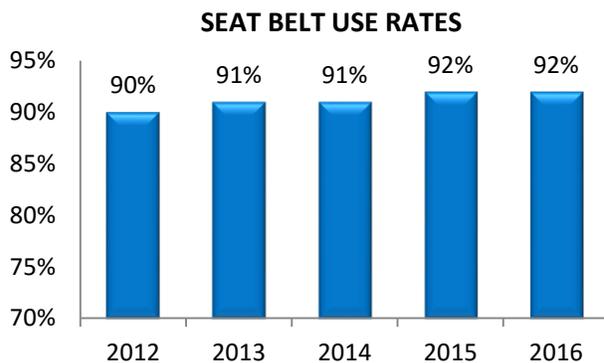
### Occupant Protection Targets for FFY 2016

- ❖ Increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles 2 percentage points from 91% in 2014 to 93% by December 31, 2016
- ❖ Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2011-2013 calendar year average of 193 to 183 by December 31, 2016

### Status of Performance Measures

While the goal to increase New York’s seat belt use rate to 93% by December 31, 2016, was not achieved, the use rate in New York remained at a statewide high of 92% in the 2016 survey. New York’s seat belt use rate has been at 90% or above since 2010.

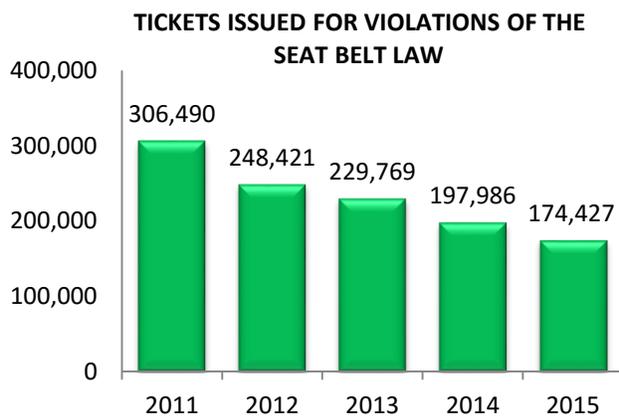
The number of unrestrained passenger vehicle occupants killed in crashes fluctuated over the five-year period, 2011-2015. Although unrestrained occupant fatalities increased from 155 in 2014 to 171 in 2015, the number did not return to the level in 2013 (186) and improvement beyond the target of 183 set for the end of calendar year 2016 was achieved.



Source: NYS Annual Seat Belt Observation Surveys



Source: FARS



Sources: NYS TSLED and AA systems

The number of seat belt tickets issued continued on a downward trend in 2015. Compared to 2011 when 306,490 tickets were issued for seat belt violations, 174,427 tickets were issued in 2015, a decrease of 43%. The decline in the number of tickets is likely due to reductions in highway safety funding and competing priorities for enforcement resources. Despite the drop in enforcement, the state’s seat belt use rate has been at 90% or higher since 2010 and remained at 92% in 2016.

## Annual Survey of New York State Drivers: Results Related to Seat Belt Use

Seat belt use was one of the traffic safety topics included in New York’s annual driver behavior surveys conducted at five Department of Motor Vehicles offices beginning in 2010. The table below provides the responses to questions regarding the frequency of seat belt use and the perception of the risk of being ticketed for the five most recent surveys conducted 2012-2016. Additional charts include the results of analyses of these questions by gender and age.

| <i>How often do you use a seat belt when you drive or ride in a car, van, sport utility vehicle or pickup truck?</i> |             |             |             |             |             |
|--|-------------|-------------|-------------|-------------|-------------|
|  | <u>2012</u> | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
| Always   | 85.4%       | 84.6%       | 85.6%       | 86.9%       | 86.7%       |
| Most of the time   | 9.6%        | 9.8%        | 9.5%        | 7.6%        | 8.1%        |
| Sometimes  | 2.9%        | 3.8%        | 3.1%        | 3.4%        | 3.6%        |
| Rarely   | 1.2%        | 1.0%        | 0.8%        | 1.0%        | 0.6%        |
| Never  | 1.0%        | 0.9%        | 0.9%        | 1.1%        | 1.1%        |

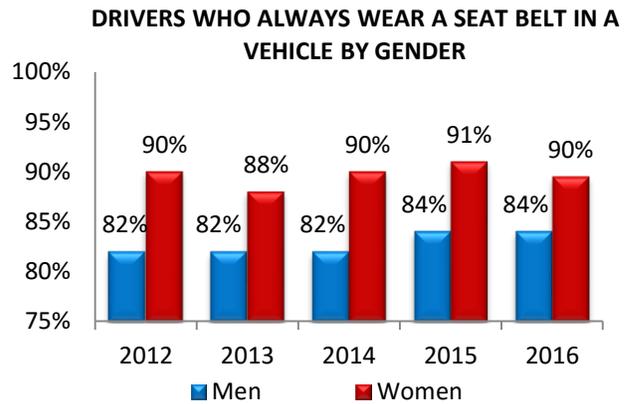
| <i>What do you think the chances are of getting a ticket if you don't wear a seat belt?</i> |             |             |             |             |             |
|---|-------------|-------------|-------------|-------------|-------------|
|   | <u>2012</u> | <u>2013</u> | <u>2014</u> | <u>2015</u> | <u>2016</u> |
| Always  | 21.1%       | 21.9%       | 25.5%       | 25.6%       | 27.3%       |
| Most of the time  | 24.7%       | 28.3%       | 25.8%       | 27.7%       | 25.8%       |
| Sometimes   | 37.2%       | 35.0%       | 33.6%       | 30.0%       | 30.5%       |
| Rarely  | 12.7%       | 11.0%       | 10.1%       | 11.9%       | 10.4%       |
| Never   | 4.2%        | 3.7%        | 5.0%        | 4.8%        | 5.9%        |

Source: 2012-2016 Driver Behavior Surveys

- Reported restraint use was very consistent across the five surveys conducted 2012-2016. In 2016, 87% of the respondents reported that they “always” wear a seat belt and 8% wear one “most of the time” when driving or riding in a vehicle. Only 2% “rarely” or “never” buckle up.
- The perception of the risk of getting a ticket for violating the seat belt law has increased over the five years; in 2016, 53% thought someone would receive a ticket “always” (27%) or “most of the time” (26%) compared to 46% in 2012.
- In 2016, 16% of the respondents thought that someone would “rarely” (10%) or “never” (6%) get a ticket for failing to wear a seat belt, consistent with earlier years.

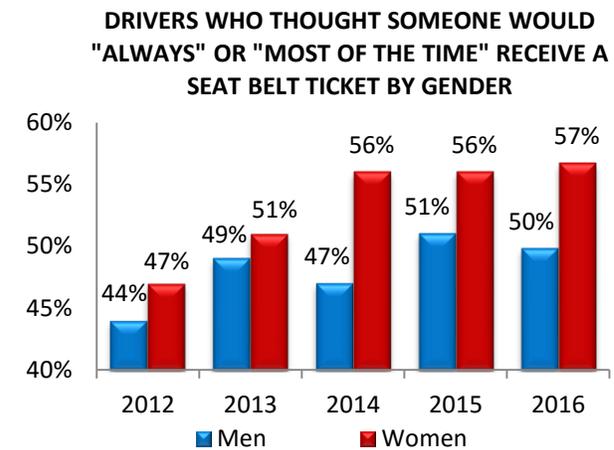
## Differences by Gender

- Reported restraint use by women remained higher than men and relatively consistent at 90% in 2016.
- In 2016, reported restraint use among men also held steady at 84%.



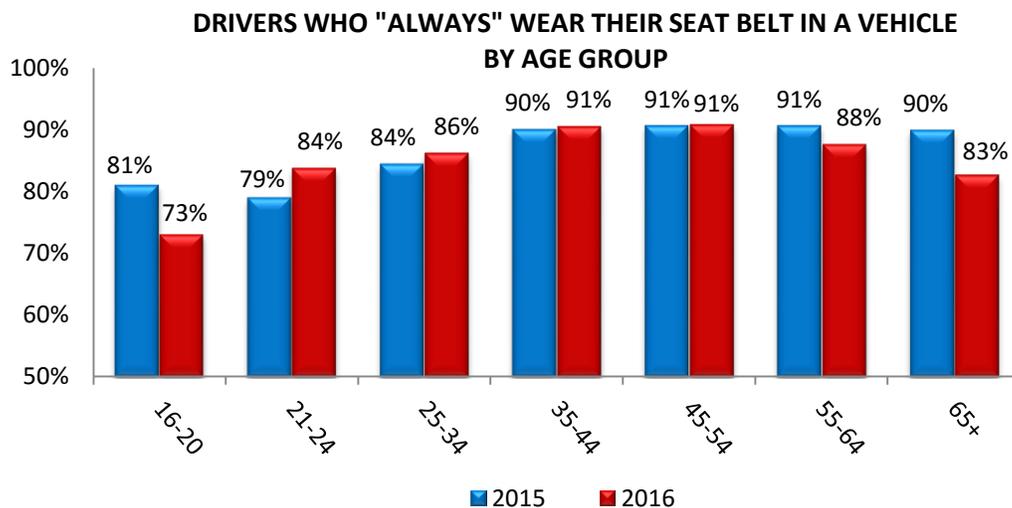
Source: 2012-2016 Driver Behavior Surveys

- Each year, women are more likely than men to think someone would “always” or “most of the time” get a ticket if they are not wearing a seat belt.
- In 2016, the perception of the risk of receiving a seat belt ticket remained consistent among men (50% compared to 51% in 2015). The proportion of women who thought drivers would “always” or “most of the time” get a ticket for failing to wear a seat belt also remained steady at 56%-57% for the past three years.



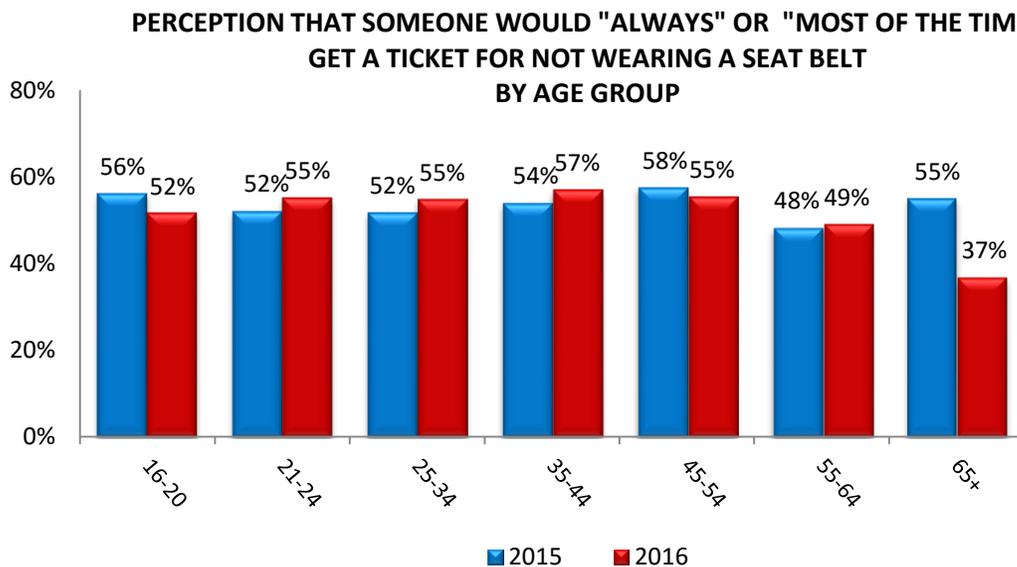
Source: 2012-2016 Driver Behavior Surveys

## Differences by Age



Source: 2015-2016 Driver Behavior Surveys

- In general, reported seat belt use increases with age; in 2016, 73%-86% of the drivers in the age groups under 35 years of age reported they always buckle up when driving or riding in a vehicle compared to 83%-91% of the drivers in each of the age groups 35 years and older.
- The largest increase in reported use occurred in the 21-24 years age group; in 2016, 84% said they “always” buckle up in a vehicle compared to 79% in 2015.
- Between 2015 and 2016, decreases in reported seat belt usage occurred in the age groups 16-20 (81% to 73%), 55-64 (91% to 88%) and over 65 (90% to 83%).



Source: 2015-2016 Driver Behavior Surveys

- In 2016, the proportion of drivers who thought that someone who did not wear a seat belt would get a ticket “always” or “most of the time” ranged from a low of 37% for the 65 and over age group to a high of 57% for the 35-44 age group.
- While the perception of risk of getting a seat belt ticket increased slightly among those in most of the age groups surveyed between 2015 and 2016, decreases occurred in the 16-20, 45-54 and 65 and over age groups. The sharpest decline, from 55% to 37%, was observed in survey respondents age 65 and older.

## OCCUPANT PROTECTION PROJECTS AND ACTIVITIES FUNDED IN FFY 2016

New York used a data-driven approach to identify a comprehensive set of strategies for the state’s Occupant Protection program that collectively will contribute to progress in meeting the state’s highway safety targets set in the FFY 2016 HSSP. Included under the strategies listed below are descriptions of selected projects that highlight the activities undertaken. The complete list of projects implemented in FFY 2016 is included as Appendix A. The project title, number and amount of funds awarded are provided for each project.

## Seat Belt Enforcement

The primary strategies used during the past year to increase seat belt compliance were high visibility enforcement, zero tolerance and a vigorous public information and education (PI&E) campaign which are all major components of the Buckle Up New York/Click It or Ticket program. Agencies were encouraged to focus on low-use areas of the state, high-risk groups and conducting enforcement at times of the day when compliance is traditionally lower.



### Buckle Up New York/Click It or Ticket

The high-visibility enforcement and PI&E campaign, BUNY/CIOT, consists of a number of proven components:

- **High visibility enforcement checkpoints:** Seat belt enforcement efforts are made highly visible to the public in a number of ways, including the use of checkpoints and extensive outreach to the media. Surveys show that police checkpoints are extremely effective at raising the awareness of the motoring public, as well as detecting violators of the law.
- **Zero-tolerance enforcement:** Police officers continue to maintain a zero-tolerance policy when enforcing occupant restraint violations; no warnings are issued. As a result, the perceived risk of receiving a ticket for non-compliance is high.
- **Seat belt mobilizations:** A statewide 14-day seat belt mobilization is conducted in May in conjunction with the national enforcement initiative. The mobilizations consist of high visibility enforcement, intensive media campaigns and PI&E activities.
- **Nighttime enforcement:** Police agencies have begun to conduct enforcement efforts during nighttime hours to reach low-use populations of motorists. The most obvious difficulty in implementing this strategy is being able to see into the vehicles to detect noncompliance. Methods to illuminate the interior of the target vehicles include conducting the checkpoints in well-lit areas that provide a sufficient degree of ambient light and using additional lighting to enhance nighttime surveillance capabilities.
- **Police officer motivation:** To participate in the BUNY grant program, police agencies must adopt a mandatory seat belt use policy for its officers and require officers to participate in roll call video training. The GTSC and the State Police have produced a roll call DVD for police agencies that stresses the importance of seat belt use by all law enforcement personnel. The DVD is available to any police agency upon request. This year, 15 additional copies of the roll call video were sent to police agencies.



- Dedicated roving patrols:** Staffing levels, training requirements and other constraints occasionally limit a law enforcement agency’s ability to conduct fixed seat belt checkpoints. Agencies are encouraged to use dedicated roving patrols throughout the year and to supplement fixed checkpoints during the enforcement mobilizations.
- Statewide, multi-agency effort:** Throughout the state, police agencies participate in multi-agency checkpoints and other collective enforcement activities. The multi-agency approach has had significant positive results, including an increased public perception that all police agencies, regardless of uniform or region of the state, are serious about the use of seat belts. Furthermore, these details foster a better working relationship among the different agencies and bolster other enforcement and traffic safety initiatives.
- PI&E and media outreach:** Public awareness efforts focus on publicizing the BUNY/CIOT message through the airing of PSAs, the distribution of a statewide press release and other media efforts. Since the beginning of the BUNY program in 1999, statewide PI&E and media efforts have grown and have been very successful. As the program has evolved, local agencies have become increasingly more adept at promoting their efforts through different media venues including social media.
- Reporting and evaluation:** Law enforcement agencies that receive grant funding are required to report their seat belt enforcement activities. The success of the enforcement and educational efforts are evaluated through observational surveys of seat belt use and reported restraint use in crashes. Enforcement efforts reported by the individual grantees during the mobilizations and throughout the year are closely reviewed in conjunction with other weighted factors to ensure that future funding is awarded to those agencies that are the most aggressive in their efforts.



Over the past year, the BUNY/CIOT program continued to incorporate these fundamental components. In FFY 2016, the GTSC provided 211 Police Traffic Services (PTS) grants directly to municipal and county law enforcement departments, while additional police agencies participated in the program through block grants awarded to their counties. All agencies in the state are encouraged to participate in the BUNY enforcement waves regardless of grant funding. During the two-week mobilization in May 2016, nearly 26,000 seat belt tickets and over 2,500 child restraint tickets were issued, a slight increase from 2015. Despite a trend of declining police resources and competing priorities, law enforcement dedication to this program led to a slight uptick in the number of tickets issued during the 2016 mobilization.

**TICKETS ISSUED DURING THE MAY 2015 AND 2016 BUNY/CIOT MOBILIZATIONS**

|  | <b>May 18-31, 2015</b> | <b>May 23-June 5, 2016</b> |
|--|------------------------|----------------------------|
| Tickets for Seat Belt Violations             | 24,882                 | 25,643                     |
| Tickets for Child Restraint Violations       | 2,462                  | 2,569                      |
| <b>Total Safety Restraint Tickets Issued</b> | <b>27,344</b>          | <b>28,212</b>              |

## State Police Buckle Up New York Program

During the 2016 mobilization conducted May 23–June 5, 2016, State Troopers issued 9,997 adult seat belt and 813 child restraint citations. This represented over 35% of the total law enforcement activity for the two-week mobilization.

In FFY 2016, the New York State Police partnered with the New York State Park Police for a statewide “BUNY in the Park” occupant restraint initiative. A press event was held at Hamlin Beach State Park in Monroe County on July 7, 2016 to kick off the 16-day campaign. Approximately 30 joint details were conducted between July 9 and July 24 throughout the state in proximity to state parks where lower levels of child restraint and seat belt use were observed. Once again, the National Park Service Enforcement Division participated and conducted enforcement and education at national parks where seat belt usage is low. These interagency checkpoints resulted in 485 seat belt and 1,078 child restraint tickets being issued.

Day-to-day enforcement is the foundation of the State Police occupant restraint enforcement efforts, and this “around-the-clock” activity has been substantial. From October 1, 2015 to September 30, 2016, State Troopers issued 51,324 safety restraint tickets statewide, including 8,610 for child restraint violations. Monthly enforcement details continued to play an important role in the overall occupant protection program with 949 additional fixed or roving seat belt details being conducted in FFY 2016.

Throughout the year, the State Police also continued its extensive occupant protection public information and education activities. The Traffic Services Section updated and distributed a variety of informational and promotional materials at numerous venues, including the New York State Fair. Radio public service announcements were disseminated statewide and media outlets were encouraged to broadcast these messages, particularly during the weeks preceding the Buckle Up New York enforcement wave. The educational component included 112 Rollover simulator and Convincer demonstrations that reached a total of approximately 29,000 at various locations including schools, county fairs and press events.



## **Communications and Outreach**

### Support for Enforcement Efforts

High visibility communications and outreach are essential for an effective seat belt enforcement program. The publicity generated from earned and paid media coverage of enforcement efforts raises public awareness and the perception of risk of receiving a ticket resulting in greater compliance among all motorists. In FFY 2016, GTSC continued to support communications, outreach and other public



information and education efforts to publicize high visibility enforcement campaigns including those that are directed at the general population in the state and those that target specific groups, such as young drivers, that have been identified as high-risk, low compliance segments of the population.

## Education of the General Public and High-Risk Groups

Efforts to educate the public about the importance and correct use of occupant restraints, including seat belts, booster seats and child safety restraints, help to promote greater compliance and continue to be supported. Examples include informational displays at popular venues such as the New York State Fair, the use of Convincer trailers and rollover simulators to demonstrate the importance of seat belt use in crashes and special activities for young drivers such as “Battle of the Belts” competitions. These types of educational activities are directed toward the general public as well as specific groups identified as having low usage rates including minority, rural, low-income and special needs populations. The involvement of groups such as medical personnel, educators and law enforcement who regularly interact with the public and are in a position to assist with these educational efforts continue to be encouraged.

In FFY 2016, GTSC piloted the “Protect Your Melon” occupant protection educational campaign in Erie, Niagara and Jefferson Counties. As part of this program, the GTSC partnered with JD Motorsports and Xfinity racecar driver Ross Chastain to promote restraint use, particularly among males ages 18-34 and pick-up truck drivers who historically have demonstrated lower restraint use.

From May through August, approximately 400,000 watermelons were distributed to retail outlets in the three pilot counties; the “Protect Your Melon” logo with a reminder to Buckle Up was affixed to each melon.



As part of the outreach efforts, Ross Chastain interacted with students at the Niagara County Teen Driver Traffic Safety Fair and was a speaker at the Buckle Up New York kick-off press event held in Watertown, NY.

## **CHILD PASSENGER SAFETY**

New York’s occupant restraint law covers all front seat occupants and children up to age 16 riding in the rear seat of vehicles. Children under the age of four must be in a federally-approved child safety car seat and children under age eight must be restrained in an appropriate child restraint system which may be a car seat, a booster or an approved safety vest. The determination of an appropriate restraint system is based on the child’s height and weight. The exemptions for vehicles with lap belts only and children taller than 4’9” or weighing over 100 pounds have not changed. The penalty for violations of the laws related to children continues to be a fine of no less than \$25 and no more than \$100. The driver is also assessed three license penalty points if a passenger under the age of 16 is not properly restrained in accordance with the law.

The strategies for Child Passenger Safety focus on improving child passenger safety through public awareness; education and instruction for parents and other caregivers on the proper installation and use of child safety seats; training for technicians and instructors to provide these services to the public; child safety seat distribution programs; and child seat check events. To support these strategies, New York's Child Passenger Safety (CPS) Program provides grant funding in four areas, each designed to educate and improve the safety of children transported in vehicles on the state's roadways.

- Fitting Stations where, by appointment, a NYS Certified Technician will inspect the installation of the child safety seat, provide instruction on proper installation and replace unsafe seats.
- Awareness Training Classes conducted to educate the public on all aspects of Child Passenger Safety.
- Seat Check Events held regularly for the inspection of seats without an appointment; unsafe, inappropriate, outdated or seats that have been involved in a crash are replaced.
- Distribution Centers where appropriate child safety seats are supplied, free of charge, to qualified low-income families.

In FFY 2016, GTSC awarded 187 CPS grants to local agencies, compared to 184 in FFY 2015. Many grantees provided multiple programs and services; 146 agencies supported permanent fitting stations, 38 agencies received funding to conduct awareness classes, 134 agencies hosted multiple car seat check events and 58 grantees offered programs focusing on educating and providing seats to low-income families. According to the reports received to date, a total of 16,928 seats were inspected and 12,602 seats were given away through the CPS grant program in FFY 2016.



Grant funds were also awarded for the purchase of storage trailers to be used as mobile fitting stations, storage facilities and/or educational training trailers. Trailers are required to display both the GTSC and Child Passenger Safety logos.

GTSC's CPS Program Coordinator assists agencies with grant development and management including the preparation of grant applications, reporting, vouchering and requesting project modifications when necessary.

## Child Passenger Safety Communications and Outreach

Through its Child Passenger Safety (CPS) grant program, GTSC continued to provide support and coordination for statewide public information and education to encourage seat belt and proper child restraint use. GTSC provides educational materials and other support to state and local agencies, child

passenger safety technicians and the general public on child passenger safety issues and serves as the state’s clearinghouse for information regarding child passenger safety training classes, child safety seat check events and other child passenger safety activities. GTSC’s CPS Coordinator oversees the information on permanent fitting stations, seat check events, training classes, technician and instructor updates and public information materials, all of which are updated regularly on [www.safeny.ny.gov](http://www.safeny.ny.gov) and on the “Frequently Asked Questions” page of the DMV website.

### **“Know for Sure” Campaign**

In FFY 2016, New York promoted the national child passenger safety campaign, “Know for Sure Your Child is in the Right Car Seat” launched by NHTSA and the Ad Council. The goal of the campaign is to make sure all parents and caregivers are properly securing their children (birth-12 years) in the right restraint (rear-facing, forward-facing, booster seats and seat belts) for their age and size and to ensure the safety restraints are properly used and installed by parents and caregivers. New York State also added a focus of Tween safety to the campaign. Most tweens (8 to 12-year-olds) seriously injured or killed in crashes were not wearing seat belts. Children in this age group are also more likely to get injured in crashes when riding in the front seat.



In FFY 2016, the New York State Department of Health (NYSDOH) Bureau of Occupational Health and Injury Prevention, GTSC and the CPS Advisory Board collaborated on a new tool kit for the “Know for Sure” message. These tool kits are developed to assist grantees, technicians and instructors who are responsible for seat check events, distribution centers, public awareness classes and permanent fitting stations. The Child Passenger Safety tool kit includes the following information:

#### **Tweens – Never Give Up Until They Buckle Up**

1. Seat Belt Safety for Tweens at [safercar.gov](http://safercar.gov)
2. Tips to keep Tweens Safe in Vehicles (pdf)
3. Under 13 Tip Card (pdf)
  - Under 13 Tip Card – English (pdf)
  - Under 13 Tip Card – Spanish (pdf) at NYSDOH
  - Under 13 Tip Card – French (pdf) at NYSDOH
4. Under 13: Back seat and buckled up!

#### **Know for Sure... Is Your Child in the Right Car Seat?**

1. Car Seat Safety at [safercar.gov](http://safercar.gov)
2. 4 Steps 4 Kids (pdf) at NYS Department of Health
3. Stacking Toy Poster (pdf)
4. Baby Bottle Poster (pdf)
5. Spanish Athlete Poster (pdf)
6. Spanish White House Poster (pdf)
7. I’m Safe in the Car Backseat Bingo Game
8. Know For Sure 2017 Year At a Glance Calendar
9. Order form for Know for Sure Campaign Materials (pdf)



The tool kits from past campaigns also remain on the [www.safeny.ny.gov](http://www.safeny.ny.gov) website for future use.

### **Child Passenger Safety Awareness Training**

The trend for agencies to offer more CPS awareness training classes continued in FFY 2016. While the seat check events are very successful and draw media attention, the awareness classes can reach a greater number of parents, expectant parents and caregivers. In 2016, 131 awareness classes were held throughout the state for over 1,642 participants; 28% of the participants were parents and 12% were expectant parents. The other participants included day care providers, law enforcement officers, health care professionals and bus drivers.

Most classes consisted of classroom training that included demonstrations of car seat installations, education on the provisions of the occupant protection law and information on the various resources available, such as car seat check events and permanent fitting stations. A number of the training classes held a seat check event in conjunction with the awareness training; 69 seats were inspected and 48 seats were given away at these events in 2016.

Again this year, all grantees purchased and used the newest version of the CPS video “Don’t Risk Your Child’s Life” which is updated each year. The video includes information on the American Academy of Pediatrics’ (AAP) recommendation to keep infants rear facing until age two or until the highest recommended weight allowed by the manufacturer is reached.

### **NYS Child Passenger Safety Advisory Board**

The New York State Child Passenger Safety (CPS) Advisory Board advises the GTSC on child passenger safety issues and promotes a higher level of skill, knowledge and participation by technicians and instructors to improve child passenger safety in all regions of New York State. The accomplishments of the CPS Advisory Board in FFY 2016 included the following:

- All technician training courses for the year were scheduled by May 2016.
- Child passenger safety information and news for technicians and instructors continued to be provided through the GTSC website [www.safeny.ny.gov](http://www.safeny.ny.gov).
- Members of the Advisory Board worked with the New York CPS Conference Committee to plan the NHTSA Region 2 conference that was held in Lake Placid, NY, May 10-12, 2016. Board members volunteered to moderate and present sessions at the conference.
- The GTSC provided the regional coordinators with an updated list of all technicians and instructors on a monthly basis. A list of technicians whose certifications had expired was provided for the CPS Advisory Board to use in canvassing for recertification.
- The Advisory Board coordinated the events and the publicity campaign for Seat Check Saturday that kicked off Child Passenger Safety Week in New York State.
- The Advisory Board created new forms to be used with New Technician Certification Courses, Renewal Testing for expired technicians, Continuing Education Units Update Trainings and Car Seat Check Events.
- The Advisory Board revised the board’s by-laws.
- The resumes of new Advisory Board members were submitted and approved by the Board and GTSC.

## Recruitment and Training of Child Passenger Safety Technicians

### Certified Technician Training Program

In 1999, New York's CPS technician program began with 98 certified technicians and nine instructors. Today, the program has grown to 1,750 Certified Technicians, 80 CPS Instructors and three CPS Instructor Candidates. While other states have lost technicians, New York has been able to not only maintain but to increase the number of certified technicians.



The CPS grants awarded by GTSC support technician training classes and cover recertification fees for technicians and instructors. In 2016, 18 Standardized Child Passenger Safety Technician Training classes were conducted, producing 301 new certified technicians.

Technicians come from a variety of backgrounds, with the largest proportions representing local police agencies (22%), health agencies (21%), the New York State Police (12%), Fire/EMS (12%), and County Sheriff Offices (12%).

### Child Passenger Safety Technical Update Training Classes

CPS technical update classes provide the opportunity for technicians and instructors to update skills and stay current with the latest information and guidelines. Continuing Education Units are available for those who attend these classes. According to Safe Kids Worldwide, 66.3% of New York's technicians were recertified during FFY 2016, approximately the same proportion as the previous year. New York's recertification rate consistently exceeds the national rate of 58%.

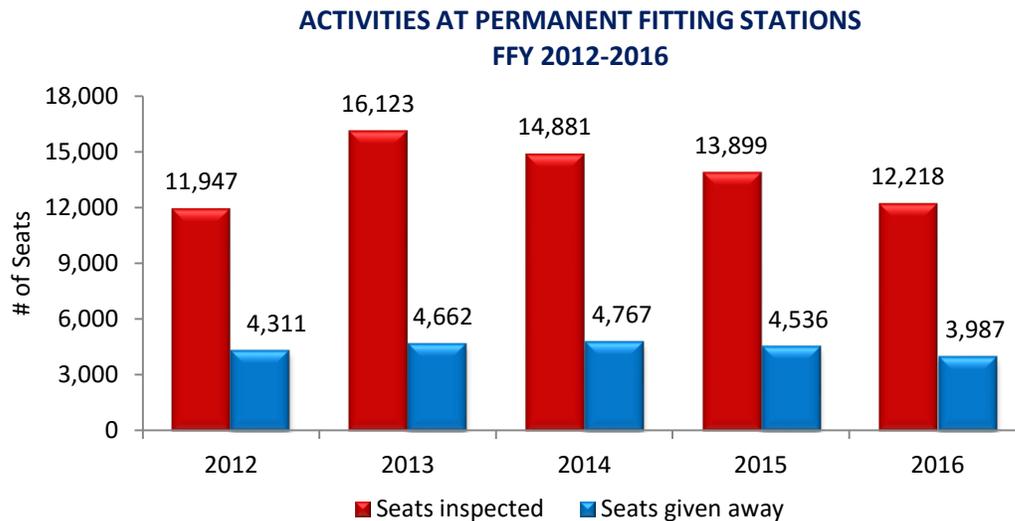
### CPS Regional Technical and Training Conference

During FFY 2016, representatives from New York participated on the planning committee for the 12th Annual Region 2 Child Passenger Safety (CPS) Technical Conference which was held May 10-12, 2016, at the Conference Center in Lake Placid, NY. The conference is one of the largest training, education and advocacy events in the United States dedicated solely to reducing death and injury rates for children traveling in motor vehicles. Two pre-conference sessions were offered, Child Passenger Safety on School Buses and Car-Fit, which had more than 65 attendees. The conference was the largest to date with a record attendance of more than 650 participants from Connecticut, New Jersey, New York, Pennsylvania, Puerto Rico and the US Virgin Islands. The conference workshops covered a wide variety of topics to provide attendees with the needed Continuing Education Units to renew their status as certified Child Passenger Safety Technicians with Safe Kids. The conference was a great success and provided many educational and networking opportunities for child passenger safety advocates across the region.

## Child Safety Seat Inspection Stations

### Permanent Child Safety Seat Fitting Stations

In FFY 2016, GTSC awarded 146 mini grants for the operation of fitting stations. Currently, there are 288 permanent fitting stations in New York State. The agencies operating fitting stations reported that 12,218 child safety seats were inspected in FFY 2016, a decrease of approximately 1,600 from the number inspected in FFY 2015 (13,899). A total of 3,987 child safety seats were given away at the fitting stations in FFY 2016 compared to 4,536 in FFY 2015. As with previous years, GTSC contacted all of the fitting stations to verify and update the information that is posted on [www.safenyny.gov](http://www.safenyny.gov).



Fitting stations in New York State have remained very active. In most cases, seats are inspected by appointment. Listed below are some of the most active fitting stations and the number of seats inspected at their facilities in FFY 2016 and the number of seats given away.

- Cornell Cooperative Extension of Saratoga County: 1,327 inspections and 350 seats given away
- Albany County Traffic Safety Board: 1,074 inspections and 77 seats given away
- North Greece Fire District: 749 inspections and 15 seats given away
- NY Coalition for Safety Belt Use: 528 inspections and 77 seats given away
- Dutchess County Traffic Safety Board: 447 inspections and 105 seats given away
- Cornell Cooperative Extension of Livingston County: 375 inspections and 70 seats given away
- North Tonawanda City Police Department: 339 inspections and 143 seats given away

## Car Seat Check Events

### Child Safety Seat Check Events

In FFY 2016, 349 child safety seat check events were conducted across the state. At these events, 4,641 seats were inspected; 90% of the seats inspected were installed incorrectly and 1,591 were replaced compared to more than 2,300 in FFY 2015. Despite the recent AAP recommendation to keep children rear facing up to age two, combined with the booster seat law which requires children up to age eight to be restrained in an appropriate restraint, fewer seats were replaced. This reduction in the replacement numbers was due to the National Highway Transportation Safety Administration legal interpretation which determined that child safety seats could only be given away to low-income families. Although this interpretation was subsequently repealed, the anticipated reduction in the number of child restraints that could be given away caused grantees in New York State to set higher standards for seat replacement.



The types of misuse found during car seat check events in FFY 2016 are summarized in the table below.

**MISUSE PROBLEMS ENCOUNTERED DURING INSPECTIONS IN FFY 2016**

| Rear-Facing Seats             | Forward-Facing Seats          | Booster Seats                              |
|-------------------------------|-------------------------------|--|
| Seat too loose                | Seat too loose                | Not used at all                            |
| Harness straps not snug       | Harness straps not snug       | Not age/weight suitable                    |
| Not age/weight suitable       | Seat too old                  | Lap/shoulder belt not positioned correctly |
| Inappropriate recline         | Harness straps in wrong slots | Seat too old                               |
| Seat too old                  | Not age/weight suitable       | Not secured when not in use                |
| Harness clip placed wrong     | No history, missing labels    | Not using high back when needed            |
| No history, missing labels    | LATCH used incorrectly        | Harness straps not removed                 |
| LATCH used incorrectly        | Harness straps twisted        | Seat belts routed incorrectly              |
| Carrying handle up            | Harness clip placed wrong     | Using a shield booster seat                |
| Harness straps in wrong slots | Seat belts routed incorrectly | Used with only a lap belt                  |

The most common types of car seat misuse continued to be failing to install the car seat tightly and not securing the harness straps snugly over the child. Again this year, many children six and seven years of age were found to be restrained by vehicle seat belts alone. Keeping children in this age group in booster seats remains one of the greatest challenges. There were also many cases involving children riding in booster seats where the shoulder belt was placed incorrectly or not used at all.

### National Seat Check Week and Seat Check Saturday

As in previous years, New York joined the national celebration of Child Passenger Safety Week, September 18-24, 2016. The goal each year is to remind caregivers to keep children properly restrained in a child safety seat that meets their weight and height requirements.

This year, 39 check events were held across the state where a total of 899 seats were checked by 245 certified technicians and 198 seats were provided to replace outdated, recalled or inappropriate seats. On National Seat Check Saturday observed on September 24, GTSC staff participated in the event held at Crossgates Mall in conjunction with the Albany County Traffic Safety Awareness Weekend. A total of 111 seats were inspected for proper installation at this event.



## **Child Safety Seat Distribution and Education Programs**

### **Child Safety Seat Distribution Programs**

In FFY 2016, GTSC funded 56 child safety seat distribution programs for low-income families. Each program may have a different approach to child passenger safety education, but all of the programs have a certified CPS technician available to spend 20-30 minutes teaching parents how to properly install their car seat. Most programs show families the educational video “Don’t Risk Your Child’s Life” and provide educational brochures and materials. This year, 6,976 child safety seats were distributed to low-income families across New York, 477 more than the previous year. Most families are referred to these programs through their Social Services and WIC Offices.

The child safety seat distribution program conducted by the Albany County Traffic Safety Board is one of the largest programs in the state. The Albany County Traffic Safety Board partners with the Alpha Pregnancy Care Council of Albany County to serve people in need in their two locations at Albany and Cohoes. A total of 514 car seats were distributed to qualifying low-income families who attended the information sessions on the proper installation of the child safety seat by certified Child Passenger Safety Instructor William VanAlstyne.

## **Research, Evaluation and Analytical Support for New York’s Performance-Based Occupant Protection Program**

### **Statewide Observational Survey of Seat Belt Use**

At GTSC’s request and to meet federal requirements, the Institute for Traffic Safety Management and Research (ITSMR) conducts an annual observational survey of seat belt use in New York State. A new survey design developed in accordance with revised uniform criteria established by NHTSA was implemented for the first time in FFY 2013 and repeated in FFY 2014, 2015 and 2016. Twelve counties and 10 observation sites within each county are included in the survey.

The 2016 survey was conducted in June following the national seat belt mobilization May 23–June 5. The statewide use rate for New York in 2016 was 92%. By maintaining a use rate of at least 90%, New York meets the criteria for a “high use” state and will be eligible again for federal 405b Occupant Protection grant funds in FFY 2018.

# COMMUNITY TRAFFIC SAFETY PROGRAMS

The Community Traffic Safety Programs area includes projects undertaken by local jurisdictions to address their traffic safety problems and statewide initiatives to enhance local programs. The programs that are funded encompass strategies from several traffic safety program areas and contribute to the achievement of New York’s overall statewide goals and objectives.

Some of the strategies and outreach efforts that counties are encouraged to integrate into their local programs stem from state level initiatives focusing on specific issues such as drowsy driving, or special groups such as younger drivers, older drivers, children and diverse populations.

## ASSESSMENT OF PROGRESS

### Community Traffic Safety Programs Target for FFY 2016

The core outcome measure for tracking progress in the Community Traffic Safety Programs program area is drivers under age 21 involved in fatal crashes. The following performance target was set in the FFY 2016 Highway Safety Strategic Plan:

- ❖ Decrease drivers age 20 and younger involved in fatal crashes 5 percent from the 2011-2013 calendar base year average of 133 to 126 by December 31, 2016



Source: FARS

Since 2012, the number of drivers under age 21 involved in fatal crashes has been on a general downward trend. Between 2013 and 2015, the number of young drivers in fatal crashes dropped by more than 24%, from 131 to 99. This improvement far exceeds the reduction target of 126 set for December 31, 2016.

## COMMUNITY TRAFFIC SAFETY PROJECTS AND ACTIVITIES FUNDED IN FFY 2016

New York used a data-driven approach to identify a comprehensive set of strategies for the state’s Community Traffic Safety Programs that collectively will contribute to progress in meeting the state’s highway safety targets set in the FFY 2016 HSSP. Included under the strategies below are descriptions of selected Community Traffic Safety projects that highlight the activities undertaken in this program area. The complete list of projects implemented in FFY 2016 is included as Appendix A. The project title, number and amount of funds awarded are provided for each project.

## Community-Based Highway Safety Programs

### New York Coalition for Transportation Safety – Safety Education Programs

The New York Coalition for Transportation Safety is committed to pedestrian safety for children and adults in Queens and Nassau Counties. To accomplish this the coalition often works with local legislators, community activists, enforcement personnel and highway safety experts. These people help to identify local traffic safety concerns and assist with implementing solutions designed to address the identified problems. The coalition also works with many grassroots organizations such as Make Queens Safer and the New York Bicycling Coalition (NYBC) to help with problem identification and solutions and to make the public more aware of efforts to improve the climate for bicyclists and pedestrians. Additionally, the coalition is a member of the Traffic Safety Boards in both counties.



In FFY 2016, the coalition conducted assembly, classroom and after-school programs that addressed children about pedestrian and bicycle safety. Police officers from the local communities assisted with the presentations and discussed how important it is to obey the traffic laws, particularly when biking and crossing streets. Three of these programs were conducted in Nassau County schools that had experienced the deaths of students who were struck by vehicles while walking to school. The programs stressed the importance of paying attention and being aware of one's surroundings, the advantages of being visible and seen by motorists

and how pedestrian countdown and other crossing signals work. Extensive time was also devoted to the state's bicycle laws and the importance of obeying them.

The coalition also conducts pedestrian and bicycle safety outreach through health and safety events at hospitals and schools in both counties. In any given year, the coalition offers expertise and support at more than 20 of these types of expos.

Another very important aspect of the program is pedestrian safety for adults and seniors. In Queens County, the coalition conducted outreach efforts and provided pedestrian safety literature in Chinese and Korean to senior members of the Asian community who predominantly walk or use public transportation. The coalition also worked with hospitals and social service agencies to bring pedestrian safety programs and CarFit programs to older adults. Several programs for seniors were conducted at centers operated by Catholic Charities, the New York City Department of Aging and the Nassau County Department of Aging.

### Driving in the Safe Lane Project

The Community Parent Center in Nassau County conducted a number of activities and events to educate and raise awareness among parents, teens and the public about issues related to young drivers. The Driving in the Safe Lane program is a school-community partnership involving the Community Parent Center, schools, law enforcement, government, and the medical and business communities in Nassau County.



During FFY 2016, 65 daytime and evening programs/events were presented at public and private schools in Nassau County reaching over 14,200 parents, students, teachers and community members in the county's culturally diverse areas. The programs for teens and their parents were held at the schools in the evening, often in conjunction with driver education courses. To encourage teens to attend, parking privileges at the school and other incentives were offered. Speakers included members of the law enforcement and medical communities, parents of crash victims and teens performing community service as a result of traffic-related offenses.



The safe driving message was further reinforced through a variety of other daytime programs and events including "Grim Reaper Days," school and community health fairs, assembly presentations and educational speakers. These full and half-day programs offer a variety of hands-on activities that demonstrate

the dangers of impaired and distracted driving behaviors and the importance of making good decisions. During many of the school events, students and faculty signed the Driving in the Safe Lane pledge banner and used fatal vision goggles while driving a non-motorized pedal kart to simulate impaired driving.

### Niagara County Traffic Safety Fair

The Niagara County Office of Traffic Safety once again held the Annual Traffic Safety Fair in Niagara County. This program runs for eight days and is attended by approximately 2,500 juniors and seniors from 20-25 high schools in five neighboring counties.



The fair consists of two segments. First, a crash victim speaks about the impact of being in a crash, followed by a mock crash scene narrated by dispatchers, police and fire personnel. The second segment involves hands-on activities for the participants. The students



watch a Mercy Flight helicopter arrive or depart and get a chance to talk to the crew. There are also several presentations on rollovers, seat belt use, railroad crossing safety and construction zone safety. This year, the Niagara County Office of Traffic Safety added a driving simulator for the students. The program lasts approximately five hours with a half-hour lunch between the two segments, during which four-man teams from the schools compete in a "Battle of the Belts." Each member of the winning team receives an iTunes gift card.

### Livingston County – Cornell Cooperative Extension of Livingston County, Mount Morris, NY

In FFY 2016, Cornell Cooperative Extension (CCE) provided a comprehensive Community Traffic Safety Education plan for all Livingston County residents, intended to help save lives and prevent injuries in the Livingston County area. The Traffic Safety Coordinator attempted to make sure all Livingston County demographic groups were reached and offered educational programs in the community. Wheeled sport rodeos were scheduled and held at summer recreation centers and daycare centers during June, July and August with the assistance of the county health department, the Sheriff's Office and other law enforcement agencies. Sixteen bicycle rodeos were held to serve all the Livingston County School Recreation Programs, the Migrant Center Recreation Program and the Genesee Valley Educational

Partnership. This year the program also included nine child passenger safety fitting stations and monthly child passenger safety seat checks. Child safety seats were also distributed through a low-income program serving over 1,500 families.

Older driver safety education programs were conducted in September 2016. Teen driver and distracted/drugged driving initiatives were promoted year-round in the form of posters and pamphlets. Occupant, Wheeled and Pedestrian Safety educational materials were also distributed to over 1,500 families.

CCE and the Livingston County Sheriff's Office held the Wheel Sport Safety Contest during the month of April. All Livingston County school students in pre-kindergarten through sixth grade were invited to enter. More than 500 entries were received and an award ceremony was held April 23, 2016, to present eight first-place prizes – a new bicycle and properly fitted helmet and 52 second-place prizes – a bicycle helmet. During FFY 2016, the Traffic Safety Coordinator added a bicycle skills, obstacle and cone course to the bicycle safety rodeos.



### Orange County Traffic Safety Program

The Orange County Traffic Safety Program continues to provide a multi-faceted program for school and community groups focusing on prevention and program partnerships. The hallmark of the program is an annual Traffic Safety Plan operating in eleven high schools that includes a variety of options: a 4-6 week driving simulator program, “Not One More” assemblies, parking permit programs, health classes, summer law enforcement academies, Teen Driver Safety Week activities, and Jacy Good’s “Hang Up and Drive” program. During the FFY 2016 grant period, over 7,500 students were reached with information on distracted and aggressive driving. In addition, the partnership with local courts through a conviction diversion program educated 880 teens.

A Senior Driving Safety Program continued to work with four community senior centers to enhance knowledge and skills related to aging and driving.

## Statewide Implementation of Traffic Safety Initiatives

### New York’s Partnership Against Drowsy Driving (NYPDD)

**National Drowsy Driving Prevention Week:** Drowsy Driving Prevention Week was November 1-8, 2015, coinciding with the end of Daylight Savings Time on November 1. A statewide press release was issued by the NYS Department of Motor Vehicles (NYSDMV) on behalf of the NYPDD. The press release was also posted on the NYSDMV and GTSC websites and was included in social media outreach. Variable Message Boards along the NYS Thruway displayed the “Stay Awake. Stay Alive” message for the entire week. Drowsy Driving Prevention was featured in the NYS Department of Health’s (NYSDOH) monthly Injury Newsletter which is distributed to nearly 500 public health and traffic safety partners statewide. The NYS Motor Truck Association’s publication “Friday Final” also included an article about drowsy driving.



**National Sleep Awareness Week:** National Sleep Awareness Week was held March 6-12, 2016 to coincide with the start of Daylight Savings Time on Sunday, March 13, 2016. The NYPDD along with several state agencies participated in a statewide press initiative to alert drivers to the dangers of drowsy driving. The Rochester Medical Center’s Department of Emergency Medicine, a Level 1 Trauma Center, supported the initiative by hosting a March 9 press conference featuring speakers from the various state agencies to raise awareness of the impact of drowsy driving. A press release was issued by the NYSDMV and the NYS Thruway Authority. To further raise public awareness, variable message signs with the “Stay Awake. Stay Alive” message were used on the NYS Thruway exchange and on the Northway I-87 and other major roadways statewide during Sleep Awareness Week.

In August 2016, the NYPDD finalized the “Stay Awake! Stay Alive! Don’t Drive Drowsy” publication developed to increase knowledge and awareness of the risks of drowsy driving and best practices to effectively minimize risk. This publication is available for statewide distribution through the NYSDOH.

### **NYS Department of Health (NYSDOH)**

The NYS Department of Health (NYSDOH) Bureau of Occupational Health and Injury Prevention (BOHIP) assists partners in reducing traffic-related injuries and fatalities through its participation in a number of initiatives.

**Pedestrian Safety Action Plan:** The NYSDOH participated in the NYS Pedestrian Safety Action Plan (PSAP) Team, playing a lead role in the development, implementation and evaluation of educational strategies. The “See! Be Seen!” pedestrian safety campaign was further developed to include television, radio, web-based, social media, and billboard messaging and statewide distribution of campaign print materials. A television and radio media campaign featuring a pedestrian safety public service announcement (PSA) about driver and pedestrian distractions was executed during the weeks surrounding the statewide release of the PSAP in June. Staff also developed several resources to be included on the new NYS Pedestrian Safety web page hosted by the Governor’s Office. These resources include the following:

- “See! Be Seen!” campaign materials translated into 5 languages
- Pedestrian Vehicle and Traffic Law Quick Reference Guide for law enforcement
- “Obey the Law” warning cards for law enforcement
- Pedestrian Safety PowerPoint presentations for a variety of target audiences

In addition, staff worked with GTSC to solicit participation of law enforcement agencies in a two-week enforcement blitz. Officers provided education to citizens and also issued warnings and/or citations to both drivers and pedestrians who violated pedestrian-related Vehicle and Traffic Law. Supporting “See! Be Seen!” materials were provided to the PSAP focus communities prior to the enforcement blitz. Staff also participated in law enforcement pedestrian safety training activities and continued to assist in the development of a training curriculum that fulfills the needs in New York State as they relate to the enforcement strategies outlined in the PSAP. A second television PSA to support future education and outreach strategies outlined in the PSAP was also developed. The numerous driver and pedestrian behaviors that contribute to pedestrian injuries were considered, and pedestrian visibility was identified



as the focus. Staff worked closely with the firm Moving Pictures to secure a location, select talent and participate in video production activities. The PSA was produced in both English and Spanish and will be aired in 2017.

**GDL Guides for Parents:** NYSDOH program staff collaborated with GTSC and local law enforcement to create the Graduated Driver License regional guides (Upstate, Long Island and New York City) for parents. The guides were posted on the NYSDOH public website and print copies are available from the NYSDOH distribution center. Thus far, over 14,000 guides have been distributed to teen driving partners. NYSDOH program staff continue to collaborate with the GTSC Law Enforcement Liaisons to distribute the guides statewide.

**Child Passenger Safety Week:** NYSDOH program staff worked with GTSC and the NYS CPS Advisory Board to coordinate and promote NHTSA's "Know for Sure Your Child is in the Right Car Seat" campaign during national Child Passenger Safety Week, September 18-24, 2016. The campaign also included messaging that encourages children under age 13 to ride in the back seat; this aligns with the NYSDOH "Under 13? Backseat and Buckle Up" campaign. The following items were distributed to 119 local contacts to display in locations routinely accessed by parents and caregivers during CPS Week:

- 20,300 "Under 13" or "tween" passenger safety tip cards
- Over 1,600 "Know for Sure" posters
- 875 "Know for Sure" Year At a Glance calendars
- 23,200 "4 Steps 4 Kids" tip cards
- 4,075 "I'm Safe" backseat bingo cards/activity books

An article promoting participation in the campaign was included in the BOHIP Listserv, and the NYS Thruway displayed "Know for Sure" posters in each of the 27 travel plazas.

**Social Media and Targeted Traffic Safety Messaging:** NYSDOH program staff developed Facebook messaging for a traffic safety media buy. Facebook messages regarding teen driver safety, child passenger safety and pedestrian safety were posted on the NYSDOH Facebook page May-September 2016. DOH also contracted with Opad Media to disseminate traffic safety-related messages to targeted communities based on injury data and best practices.

## Statewide Communications and Outreach

### Survivor Advocate Program

FFY 2016 marked the fifth year of the National Safety Council's Survivor Advocate grant to raise awareness about the dangers of distracted driving, impaired driving and unsafe driving behaviors. Underwritten by GTSC, this funding supports a Speakers Bureau to provide education and outreach to traffic safety stakeholders and high-risk populations. Jacy Good, a nationally recognized advocate to end distracted driving, Marianne Angelillo, mother and accomplished author, and Karen Torres, daughter and keynote speaker at several national traffic safety conferences, form the Speakers Bureau. In FFY 2016, over 26,000 students, teens and motorists heard their personal stories about the impact a traffic crash can have on a family. This core group of speakers provided over 110 presentations to schools, victim impact panels and other traffic safety professionals.



## Social Media Outreach

In 2016, GTSC added LinkedIn and Instagram to the existing social media footprint. These additional networks join Facebook and Twitter as useful means to get out educational information to targeted populations in New York. Some of the most successful posts of the year were video PSAs, victim testimonials and posts relating to distracted driving.

## Commercial Motor Vehicle Safety

### ***New York State Truck Safety & Education Symposium and Safety Exhibition***

The GTSC participated in the NYS Truck Safety & Education Symposium and Safety Exhibition held in Saratoga Springs on April 5-6, 2016. The theme of this year's symposium was "Trucking in the Technology Age." Industry professionals work in an ever-changing environment and this educational opportunity provided information on anticipated changes in rules and regulations that will impact their trucking operations. Sessions were presented on topics such as preserving institutional knowledge, examining the ELD (Electronic Logging Device) rule, and Workers' Comp and insurance costs. Other timely sessions included State and Federal agency updates as well as a DOT medical qualification update. Two notable highlights were the safety exhibition and agency resource fair. The symposium ended with a very informal and educational law enforcement round table.

## Operation Safe Stop

The purpose of Operation Safe Stop is to raise awareness of the risk to children posed by motorists who pass stopped school buses that are loading or unloading children at a stop. During this year's Operation Safe Stop event on April 21, 2016, 685 police officers issued 830 tickets for passing a stopped school bus. The 91 participating agencies also wrote 1,319 tickets for other traffic violations during the enforcement event. The 830 tickets written for passing a stopped school bus reinforces the need for a more concentrated effort to educate motorists about this dangerous driving behavior. GTSC will continue to partner with the New York Association for Pupil Transportation (NYAPT) to promote this program and encourage police agencies and other traffic safety partners to participate in this annual enforcement initiative.

## New York State Annual Highway Safety Symposium Coordination

At the request of GTSC, the NYS STOP-DWI Association and the NYS Association of Traffic Safety Boards, the Institute for Traffic Safety Management and Research (ITSMR) is responsible for coordinating the annual New York State Highway Safety Symposium sponsored by the three organizations. A member of the ITSMR staff serves as the Event Coordinator. With direction and oversight from the symposium planning committee, the Coordinator is responsible for the following tasks:



- Identifying facilities in different regions of the state suitable for hosting the symposium, negotiating contracts with the selected facilities and facilitating the execution of the contracts by the University at Albany's fiscal officer
- Developing a symposium budget and managing the symposium account, including the receipt of registration fees and the payment of symposium expenses

- Other responsibilities include the symposium registration process; preparing the call for papers, save the date cards, the symposium program and all other written materials; identifying vendors and organizing the exhibit areas; and developing contracts for special services and speakers

During this fiscal year, the symposium was held October 18-21, 2015 in Binghamton and the planning and majority of preparations for the next symposium scheduled for October 16-19, 2016 in Lake Placid were completed. In preparation for the Lake Placid symposium, ITSMR initiated the use of an online registration and payment service that resulted in increased convenience for the traffic safety partners and greater efficiency for the administration of the registration and invoicing operations.

## Younger Driver Outreach and Education

### Driver Education Research and Innovation Center (DERIC)

The Driver Education Research and Innovation Center (DERIC) is a collaboration among the NYS Department of Health (DOH), the Governor’s Traffic Safety Committee (GTSC), the NYS Education Department (SED) and the NYS Department of Motor Vehicles (DMV). DERIC was developed to identify, develop and recommend driver education curricula that are relevant, engaging and developmentally appropriate.

In FFY 2016, two additional curriculum modules, Impaired Driving and Physical and Mental Health Effects on Driving, were completed in FFY 2016 bringing the total to nine. All modules were developed by a subcommittee comprised of experts in the fields of research and evaluation, curriculum development, adolescent development, secondary education and driver education utilizing available evidence-based research, best practices, national traffic safety standards and industry accepted practices.

### Younger Driver Tool Kit

The Governor’s Traffic Safety Committee’s Younger Driver Tool Kit is located on the [www.safeny.ny.gov](http://www.safeny.ny.gov) website and continues to be a popular resource for teen safe driving advocates. Each week the tool kit receives approximately 200-250 hits and inquiries from educators and other stakeholders regarding traffic safety materials, presenters or programs. The content for this webpage is continually updated to cover current trends and expand outreach.



## Outreach to Minority and Other Underserved Populations

Ensuring that traffic safety messages and programs not only extend throughout all areas of the state but also reach all segments of the population requires special initiatives that focus on minority communities and other underserved populations. In 2016, GTSC actively conducted outreach to the eight federally-recognized Indian Nation tribes within New York State. The goal is to discuss ways to develop and strengthen sustainable relationships that will lead to reductions in traffic-related injuries and deaths among members of this underserved population.

# TRAFFIC RECORDS

New York's various traffic records systems play a critical role in the performance-based program planning processes used by the state's traffic safety agencies and organizations to develop and implement traffic safety initiatives. The progress that continues to be made in making these systems more responsive to the state's traffic safety community reflects New York's commitment to improving the state's traffic records systems. New York was awarded \$2.3 million in 405c traffic records funding for FFY 2016. The projects supported in this area focused on improving the timeliness, accuracy and availability of traffic safety-related data with regard to the state's crash, citation/adjudication, driver, injury surveillance, vehicle, and roadway records systems. Initiatives were also undertaken during the past year to improve the data linkages among agencies that use traffic records systems for the purposes of problem identification, and the management and evaluation of safety programs. The many initiatives conducted in FFY 2016 were undertaken by agencies at the state and local levels, including the GTSC, the Department of Motor Vehicles (DMV), the Department of Transportation (DOT), the Department of Health (DOH), the State Police, the Metropolitan Planning Organizations (MPOs), and the Institute for Traffic Safety Management and Research (ITSMR).

The strategies implemented in this program area and the progress made during FFY 2016 in attaining the performance goals and objectives are summarized below.

## ASSESSMENT OF PROGRESS

### Traffic Records Targets for FFY 2016

- ❖ To reduce the mean number of days from the date a crash occurs to the date the crash report is entered into the AIS (Accident Information System) database from the baseline of 38.03 days (April 1, 2014-March 31, 2015) to 36.13 days (April 1, 2015-March 31, 2016).
- ❖ To reduce the mean number of days from the date a citation is issued to the date the citation is entered into the Traffic Safety Law Enforcement & Disposition (TSLED) database from the baseline of 17.09 days (April 1, 2014-March 31, 2015) to 16.24 days (April 1, 2015-March 31, 2016).
- ❖ To reduce the mean number of days from the date of charge disposition to the date the charge disposition is entered into TSLED from the baseline of 26.92 days (April 1, 2014-March 31, 2015) to 25.57 days (April 1, 2015-March 31, 2016).
- ❖ To reduce the mean number of days from the date a citation is issued to the date the citation is entered into the Administrative Adjudication (AA) database from the baseline of 15.99 days (April 1, 2014-March 31, 2015) to 15.19 days (April 1, 2015-March 31, 2016).

### Status of Performance Measures

Based on the guidelines issued by NHTSA in FFY 2014 with regard to the comparative duration periods (baseline and performance periods), the table below presents the status of the performance measure targets set for FFY 2016.

| <b>CRASH AND CITATION/ADJUDICATION INFORMATION SYSTEMS</b>   |  |   |
|--|--|---|
| <b>PERFORMANCE TARGETS</b>   |  |   |
| <b>Performance Attributes &amp; Measures</b>   | <b>Baseline Period<br/>April 1, 2014-<br/>March 31, 2015</b> | <b>Performance Period<br/>April 1, 2015-<br/>March 31, 2016</b> |
| <b>Accident Information System (AIS)</b>   |  |   |
| <b>Timeliness - Crashes</b>  |  |   |
| Mean # of days from crash date to date crash report is entered into AIS                                  | 38.03 days   | 35.62 days  |
| <b>TSLED System</b>  |  |   |
| <b>Timeliness – Citations</b>  |  |   |
| Mean # of days from citation date to date citation is entered into TSLED database                        | 17.09 days   | 16.27 days  |
| <b>Timeliness – Citations</b>  |  |   |
| Mean # of days from date of charge disposition to date charge disposition is entered into TSLED database | 26.95 days   | 25.57 days  |
| <b>Administrative Adjudication System</b>  |  |   |
| <b>Timeliness – Citations</b>  |  |   |
| Mean # of days from citation date to date citation is entered into AA database                           | 15.99 days   | 23.95 days  |

As shown in the table above, progress has been made between the baseline and performance periods with regard to the timeliness of the AIS crash and TSLED citation and disposition data. The mean number of days from the date of the crash to the date the crash report was entered into AIS dropped from 38 days in the 12-month baseline period of April 1, 2014-March 31, 2015 to 36 days in the 12-month performance period April 1, 2015-March 31, 2016. Based on the same baseline and performance time periods, the mean number of days from the date a citation was issued until it was entered into the TSLED system dropped from 17 days to 16 days and the mean number of days from the date of a charge disposition until it was entered into the TSLD database dropped from 27 days to 26 days. In contrast, the mean number of days from the date a citation was issued under the AA system until it was entered into the AA system increased from 16 days to 24 days. This increase was the result of an unusual situation in which thousands of AA citations were inadvertently not submitted to the AA system until months after the date of issue. The progress noted in the timeliness of the AIS crash and TSLED citation and disposition data is due in large part to traffic records improvement projects conducted over the past several years with Section 408, Section 402 and Section 405c funding.

In FFY 2016, the Traffic Records Coordinating Council (TRCC) continued to assist with the coordination and direction of efforts to upgrade the state's traffic safety-related data systems. The Institute for Traffic Safety Management and Research (ITSMR) also continued to play a prominent role in coordinating various activities related to improving the state's traffic records systems. As designated by the GTSC, an ITSMR staff member serves as the state's Traffic Safety Information Systems (TSIS) Coordinator. The TSIS Coordinator is responsible for coordinating and assisting with the work of the GTSC and the TRCC in carrying out their respective responsibilities in regard to the planning process and development of the state's traffic records strategic plan.

New York's *Traffic Safety Information Systems Strategic Plan: FFY 2017* is evidence of the continuing importance placed on improving the state's traffic records systems. Developed by the GTSC with the assistance of ITSMR and the state's TRCC, the plan provides an opportunity for New York to continue to make further improvements in its traffic records systems which support the decision-making process for highway safety managers in New York State. During the past year, the FFY 2017 plan was developed and became an integral part of New York's FFY 2017 application for traffic records funding under Section 405c of the FAST Act. New York has been awarded \$2.1 million for FFY 2017.

In FFY 2016, ITSMR also continued to be responsible for the verification of the crash data in DMV's Accident Information System (AIS) and for querying and extracting information from the AIS. ITSMR has similar responsibilities with regard to the TSLED and Administrative Adjudication ticket systems. ITSMR extracts and analyzes highway safety data from these systems to meet the needs of DMV and GTSC; their major state agency partners, including DOT, the State Police, and DOH; and other state and local highway safety organizations. ITSMR also assists DMV in enhancing its capability to query and retrieve information from the crash (AIS), ticket (TSLED and Administrative Adjudication) and driver license files.

In addition, ITSMR continues to annotate and update the data dictionary and other database documentation materials for the AIS, as warranted. Over the past several years, ITSMR has been responsible for generating a series of statewide statistical summary reports from AIS and making them available on DMV's website. These reports are used by police agencies and other highway safety agencies across the state. With ITSMR's roll-out of its Traffic Safety Statistical Repository (TSSR) in March 2016, ITSMR will no longer be generating these statistical reports since users can now access the TSSR through the internet ([www.itsmr.org/TSSR](http://www.itsmr.org/TSSR)) and generate their own reports. ITSMR, however, continues to generate custom reports on crashes upon request. In addition, ITSMR is responsible for responding to special requests for ticket data from the TSLED and Administrative Adjudication systems. This involves writing code to analyze the data and preparing summary tables and reports on the findings from the analyses.

ITSMR assists with the coordination and direction of efforts to upgrade and link, as appropriate, the state's various traffic safety-related data systems. This involves working with the Department of Health to facilitate its annual creation of a CODES database and with the Department of Transportation to obtain more timely information on qualifying fatal and personal injury crashes involving large trucks and buses.

ITSMR continued to be responsible for providing the data needed to support the development of the state's major planning documents: the Highway Safety Strategic Plan (HSSP) and the Commercial Vehicle Safety Plan (CVSP) required for the receipt of federal highway safety funds by the GTSC and DOT. In FFY 2016, ITSMR also provided data and assisted in the preparation of the 405 grant applications and reports that were required for the receipt of several different categories of incentive funds available under MAP-21.

## **TRAFFIC RECORDS PROJECTS AND ACTIVITIES FUNDED IN FFY 2016**

### **Statewide Coordination of Traffic Records Systems Improvements**

New York's Traffic Records Coordinating Council (TRCC) plays a key role in coordinating improvements in the timeliness and accuracy of the state's traffic records data systems and the availability and use of the

data at all jurisdictional levels. The state's numerous traffic safety partners make extensive use of traffic records data in the identification of traffic safety problems and potential solutions. The GTSC continues to partner with other agencies and coordinate efforts with other sources of funding to complete projects to improve traffic records systems, files and programs. During FFY 2016, these efforts resulted in the preparation of the *FFY 2017 NYS Traffic Safety Information Systems Strategic Plan*. The implementation of this strategic plan will continue to support improvements in the state's various traffic records systems.

In addition to developing the strategic plan, the TRCC also worked closely with the GTSC and ITSMR in compiling a detailed inventory of New York's key traffic records system. The primary objectives of the inventory were to 1) identify the state's core systems that capture data relating to crashes, citations/adjudication, drivers, injury surveillance, vehicles, and roadways, 2) determine the relative strengths and limitations of each core system and 3) identify opportunities for improvements for these systems. The inventory involved a comprehensive data collection effort designed to gather descriptive information on the core traffic safety information systems maintained and/or used by the various agencies and organizations in the state's traffic safety community. Using the information gathered, ITSMR prepared the report, *NYS Inventory of Traffic Safety Information Systems: 2016*, and submitted it to the TRCC in spring 2016. The report was incorporated into the FFY 2017 strategic plan.

During FFY 2016, the TRCC also participated in an assessment of New York's traffic records systems. The assessment was conducted by a NHTSA expert panel between May and August 2016, with the final report-out to the TRCC occurring on September 8, 2016. Having completed the assessment process successfully ensures that New York is eligible for traffic records funding for the next five fiscal years. Information on the assessment process and the results of the assessment will be incorporated into the FFY 2018 traffic records strategic plan.

Key improvements in the traffic records systems that occurred in FFY 2016 are summarized below.

## **Initiatives to Improve the Crash and Citation/Adjudication Systems**

During FFY 2016, MAP-21 funds (Sections 405c and 402) provided continuing support to expand the electronic capture and transmission of police crash reports and traffic tickets from the field and disposition information from the courts. This support includes the purchase of equipment, such as printers, bar code readers and magnetic strip readers. As of September 30, 2016, 485 police agencies are collecting and submitting crash and/or ticket data electronically to the DMV, up from 473 in September 2015. Nearly 90% of the TSLED citations and approximately 75% of the reportable crashes submitted by the police are currently being sent to the DMV electronically. In addition, more than 1,250 of the state's 1,400 courts are using the e-disposition process to report dispositions electronically to the DMV.

The DMV continues to make improvements to the state's crash and ticket records systems through the development and implementation of both hardware and software applications. In FFY 2016, efforts continued on 1) developing new reports and adding functionality to the TSSR and 2) upgrading the hardware and software associated with ALIS and updating the SIMS database to improve the accuracy and accessibility of crash location information on both linear road segments and intersections.

In FFY 2016, work also continued on the *NYPD Direct Submission of Accident Reports Electronically to DMV* project. The primary objective of this project is to facilitate the development of the electronic transfer process with NYPD and the necessary changes to AIS to accept and process the data. This includes but is not limited to PDF form changes, coding changes, workflow changes and batch job changes. Until the NYPD is ready to transmit crash records electronically, an interim process has been put into place that allows the NYPD to FTP crash reports to DMV in PDF form. In another ongoing initiative, through its project titled *Incorporating the New York State Trauma Registry Data (NYSTR) in CODES*, the Department of Health is linking the NYSTR with the AIS and SPARCS. This linkage effort provides more information on the true impact of motor vehicle related injuries in New York State. Both of these projects are being funded under Section 405c.

In FFY 2016, two new projects were initiated to improve the state's crash and ticket records systems. The primary objective of the first new project, *AIS System Changes for Revised 104S Form*, is to hire an IT consultant to perform the work necessary in AIS to implement the use of the revised 104S form, enabling the state to remain MCSAP compliant. This project is currently on hold pending the hiring of the consultant needed. The second project, *Liaison Services for NYPD Electronic Crash & Ticketing System*, is designed to provide liaison services to facilitate communication between the NYPD and its IT vendor and the DMV and its IT staff with regard to the electronic capture and transmittal of the NYPD's crash and ticket data to the DMV. This project was also put on hold during the year pending the NYPD's ability to move forward with the effort at their end of the process.

## **Improvement of Injury Surveillance Files**

During FFY 2016, the Department of Health (DOH) sustained its efforts to capture and report information from pre-hospital patient care reports (PCRs) electronically. As of November 2016, the DOH is continuing to receive approximately 250,000 electronic submissions per month, or a total of about 3 million per year. This compares to an average of approximately 2.5 million PCR submissions annually before the new system, known as the NY State Bridge, was established. In addition, the DOH is still receiving several thousand records annually mostly from small rural services who are still using paper PCRs. The implementation of the NY State Bridge has enabled New York to capture all 82 required NEMSIS compliant data elements and transmit those data to the national data set. In addition to the required elements, the new database captures 126 other data elements.

Through its CODES database, the DOH Bureau of Occupational Health and Injury Prevention continues to expand its capabilities to integrate crash data with hospital discharge, emergency department and emergency medical services data. Currently, 2014 is the most recent year for which New York has linked these various files.

## **Improvement of Driver License Data System**

The NYS Department of Motor Vehicles (DMV) automated Driver License File contains approximately 29 million records, approximately 14.5 million of which are active. The file provides detailed information for all drivers who are licensed in New York State and limited information for unlicensed or out-of-state drivers who have been convicted of a moving traffic violation or been involved in a motor vehicle crash in the state. New York is recognized as having one of the best license issuance processes in the United States, due in large part to its use of facial recognition (FR) technology to stop identity theft and driver license fraud by preventing and deterring the issuance of multiple licenses to a single individual. Upon

request, ITSMR continues to assist the DMV's Division of Field Investigation (DFI) in identifying the traffic safety concerns related to multiple licenses.

The DMV's relational address database associated with driver license records continues to improve driver license data integrity through the use of appropriate edits, cross referencing and address validation. It supports the DMV's ability to standardize address information, reducing duplicate license records and facilitating real-time availability for relational access to client information with extended search and reporting capabilities. It also improves the notification process when licenses are suspended or revoked. Almost all of the state's 1,400 courts have the capability to pull down information on drivers from the Driver License file for sentencing purposes through the Judicial Online Information System (JOIN).

## **Improvement of Vehicle Data Systems**

The NYS Department of Motor Vehicles is the repository agency for the state's core vehicle data system, the Vehicle Registration File. The file contains approximately 30 million records, of which approximately 12 million are active. New York continues to realize the benefits from a Section 408-funded project conducted by the DMV during the two-year period, FFY 2012-2013, to improve the structure of its registration, insurance and vehicle files. The project standardized the names and addresses on the individual records in each file, established linkage capabilities between the files and enhanced existing search capabilities to allow users to search for records using multiple identifiers, as warranted. It improves the accuracy of the records in these various files through the reduction of duplicative data.

Section 408 funding was provided to NYSDOT in FFY 2012 and FFY 2013 to conduct its *Carrier Certification* Project. Designed to improve the accuracy of the data on for-hire intrastate carriers that transport property, household goods and passengers on New York's roadways, the project was suspended in FFY 2015 due to competing priorities. Work resumed on the project in FFY 2016 and is nearing completion. The primary component of this project involved adding a Carrier Certification Management System (CarCert) module to the Highway Oversize/Overweight Credentialing System (HOOCS). Accomplishments in FFY 2016 included 1) completion of the application development process, 2) testing of the application, 3) migration of the application to the HOOCS and 4) testing of the new CarCert Management System module within the HOOCS. This project is expected to be completed in FFY 2017.

## **Improvement of Roadway Data Systems**

During FFY 2016, NYSDOT continued its project to develop and enhance its Roadway Inventory System (RIS). The RIS consolidates multiple flat files containing data on highway features and characteristics, provides more functionality and makes data entry and data analysis easier to perform. Funded under Section 408, the current process to access highway characteristics and traffic volume data is being modernized by moving functionality from SIMS into the ALIS application in order to take advantage of the more accurate and complete Roadway Inventory System (RIS) data which includes much of the local system.

In 2016, NYSDOT also continued its efforts to expand the collection of traffic volume data on the local highway system enabling NYSDOT to enhance and refine its safety programs in a more equitable manner for all highways within the state. Efforts are also being continued to use new technology to improve and enhance querying/reporting capabilities, and develop linkage protocols for selected data systems,

including the Safety Information Management System (SIMS), Roadway Inventory System (RIS), Bridge Data Management System (BDMS), and the Post-Implementation Evaluation System (PIES). Collectively, the results of these efforts give NYSDOT the ability to combine and analyze roadway-related data in support of engineering solutions that are designed to improve traffic flow, thereby reducing the effects of some dangerous driving behaviors, and to decrease crashes, fatalities and injuries.

## **Electronic Capture and Transmittal of Crash and Ticket Data**

During FFY 2016, the number of enforcement agencies, including the State Police, collecting and transmitting crash and/or ticket data to DMV electronically continued to go up, increasing from 473 in September 2015 to 485 in September 2016. New York also continues to reap the benefits stemming from the improvements made to the TraCS data movement process in 2012 which has enabled higher volumes of data and more types of data to be processed.

Over the past year, the DMV and GTSC continued to collaborate with the NYPD with regard to capturing and submitting their crash reports to DMV electronically. In spring 2016, a FTP process was set up for NYPD to send pdfs of their electronically-captured crash reports to DMV on a daily basis. DMV added a new module to its image capture software that enables the pdf images to be imported automatically into the AIS system for processing.

## **Development and Use of Data Linkages**

New York continued its CODES (Crash Outcome Data Evaluation System) initiative in FFY 2016, with ITSMR providing the 2014 crash data to the DOH to be linked with the DOH's injury surveillance files. This linkage effort supports program initiatives that focus on specific population sub-groups and permits the examination of costs associated with crashes. Improvements in data linkage capabilities continue to be important in analyzing various types of motor vehicle crash information related to the driver, vehicle, type of crash, location of crash, injuries, type of medical care received and the associated costs. Begun in FFY 2015 with Section 405c funding and continued in FFY 2016, the DOH is conducting a project to integrate NYS trauma data into CODES. This project will provide the traffic safety community more information on the true impact of motor vehicle-related injuries in New York State.

During FFY 2016, ITSMR continued work on its project *Development of Crash Database for Public Use Via the Internet*, a project that is being conducted with Section 405c funding. Under this project, ITSMR has created the Traffic Safety Statistical Repository (TSSR), a data repository that provides access to motor vehicle crash data to the public via the internet ([www.itsmr.org/TSSR](http://www.itsmr.org/TSSR)). The TSSR will be expanded in FFY 2017 to include citation and adjudication data, location data and NYS demographic data such as population, vehicle miles traveled, number of licensed drivers and number of vehicle registrations.

## **Use of Technology to Disseminate Information**

A major medium for disseminating Information on new developments in traffic safety, research programs and other topics continues to be the GTSC's website ([www.safeny.ny.gov](http://www.safeny.ny.gov)). The website and other technologies, such as podcasts, are important in the communication of data, training and educational messages, and public information relating to highway safety programs that will benefit all of the GTSC's customers and partners, as well as the general public. Efforts to expand the communication capabilities and resources of the traffic safety community will continue to be supported.

## Research and Evaluation

Research and evaluation continue to be vital components of the highway safety planning process. During FFY 2016, research continued to support the development, implementation and evaluation of new initiatives in conjunction with the state's 402 grant program. In addition, analytical support has been provided to traffic safety agencies and organizations at all jurisdictional levels, including the collection, analysis and reporting of data. Initiatives to provide training and technical assistance in the use of the state's traffic records systems were also supported. ITSMR provides research and evaluation support to DMV and the GTSC and its partners. ITSMR's services include the following:

- The design and conduct of research and evaluation studies for DMV and the GTSC, including studies mandated by the State Legislature
- Responses to all data requests in accordance with policies and procedures established by DMV and the GTSC. The data provided in response to such requests meet a myriad of needs, from supporting internal planning efforts to providing data to the media on various highway safety issues. ITSMR also responds to *ad hoc* requests for highway safety data and provides information that combines data from various records systems, including ticket, crash and driver history data.
- Provision of critical data services and analytical support that enable the GTSC to fulfill the requirements for receipt of federal highway safety funds under the 402 Highway Safety Program
- Assistance in implementing a performance-based planning process, a requirement of the 402 Highway Safety Program since the mid-1990s
- Data analyses and preparation of documentation demonstrating New York's compliance with grant award criteria
- Preparation of New York's applications for federal Section 405 National Priority Safety Programs: Occupant Protection (405b), State Traffic Safety Information System Improvements (405c), Impaired Driving Countermeasures (405d) and Motorcyclist Safety (405f)

# PROGRAM MANAGEMENT

The Governor's Traffic Safety Committee (GTSC) is responsible for the coordination and implementation of New York State's comprehensive highway safety program, including the administration of the National Highway Traffic Safety Administration (NHTSA) 402 program. In FFY 2016, New York was also successful in qualifying for Section 405 National Priority Safety Program funds in Occupant Protection (405b), Traffic Records (405c), Impaired Driving (405d) and Motorcycle Safety (405f). Within this framework, GTSC works with its partners and networks to conduct a data-driven process to identify highway safety problems in New York State and collectively develop evidence-based strategies and programs to address these areas of concern.

## ASSESSMENT OF PROGRESS

### Program Management Targets for FFY 2016

- ❖ Strengthen GTSC's role in setting goals and priorities for the state's highway safety program
- ❖ Identify highway safety problems and solutions to reduce fatalities and injuries on New York State's roadways
- ❖ Continue to promote the implementation of the state's Evidence-Based Enforcement (E-BE) Plan
- ❖ Provide direction, guidance and assistance to support the efforts of public and private partners to improve highway safety
- ❖ Develop and maintain policies and procedures that provide for the effective, efficient and economical operation of the highway safety program
- ❖ Continue to expand technology as a means to disseminate traffic safety information, including online grant applications and using the internet to disseminate safety information through multi-media channels
- ❖ Coordinate and provide training opportunities and programs for New York State's traffic safety professionals
- ❖ Support the use of performance measures as an evaluation tool in the state's highway safety program
- ❖ Improve the timeliness of grant approvals and the allocation and liquidation of funding

### Status of Performance Measures

GTSC was successful in meeting the targets related to the management of the state's 402 and incentive grant programs presented in the FFY 2016 Highway Safety Strategic Plan (HSSP). The first group of targets related to identifying traffic safety problems and setting goals and priorities, promoting evidence-based enforcement, providing guidance in improving traffic safety, and developing and maintaining policies regarding the operation of the highway safety program. These targets were collectively met through GTSC's continued implementation of a performance-based planning approach for the statewide traffic safety program.

In order to make efficient and effective use of the limited resources available to address the state's

traffic safety priorities, GTSC continued to promote enhanced communication and coordination among GTSC agencies resulting in many important initiatives. For example, GTSC agencies are continuing with the “Data Integration Project” with a long range goal of creating one integrated, modern, cost- efficient, accessible repository of crash-related data for all New York State agencies and traffic safety partners to meet operating needs, improve safety and reduce fatal and serious injury crashes in New York State.

GTSC also continues to expand the use of technology to disseminate information and enhance communication to improve highway safety. In addition to posting call letters for grant proposals electronically and communicating with grantees electronically via the e-grant system, GTSC has funded a grant to transform the current Drug Recognition Expert (DRE) evaluation log from a paper system to an electronic query ready database using tablet computers.

The GTSC website [www.safenyny.gov](http://www.safenyny.gov) was used to disseminate information on traffic safety topics and programs, statistical reports and grant management materials. Multi-media content includes audio and video of recent campaigns. An events calendar for the child passenger safety program, police training programs and special details, and general traffic safety activities is also maintained on the website.

GTSC continued to provide support, guidance and direction to grantees via county crash and ticket data reports along with statewide summaries contained on the GTSC website. In addition, GTSC staff members collaborate with the STOP-DWI Association and the Association of Traffic Safety Boards to develop timely and informative traffic safety workshops at the annual symposium.

GTSC also met its goal to expand training opportunities for traffic safety professionals in New York by supporting the expansion of various training programs to cover new topics and address the needs of new audiences. The initiatives implemented in FFY 2016 included training on the Data Driven Approaches to Crime and Traffic Safety (DDACTS) policing strategy and training sessions on DWI laws and other topics for prosecutors, judges, and law enforcement officers. In addition, GTSC continued to provide Drug



Recognition Expert (DRE) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training to law enforcement officers. GTSC staff also continued to partner with the State Police and local agencies to deliver the Practical Guidelines for Motorcycle Enforcement training, Pedestrian Safety training and Commercial Motor Vehicle training for police officers in FFY 2016.

The integration of evaluation into the statewide highway safety program has been an ongoing process. GTSC’s partnership with the Institute for Traffic Safety Management and Research (ITSMR) ensures rigorous evaluations of major programs, thus providing for the effective and economical operation of the program. GTSC continues to include performance measures in the HSSP for use in assessing progress toward the goals and objectives established for the statewide program. There has also been steady improvement in the incorporation of performance measures and evaluation components into the applications submitted by local grantees. The use of performance measures by local grantees has been further encouraged by GTSC’s reliance on quantifiable criteria in awarding grants.

In FFY 2016, eGrants was used for all aspects of the grants management process. A total of 606 grant applications for FFY 2016 funding were received and reviewed electronically; 548 of these applications were approved. GTSC completed the review of the FFY 2017 proposals by mid-September.

## PROGRAM MANAGEMENT PROJECTS AND ACTIVITIES FUNDED IN FFY 2016

### New York's Highway Safety Strategic Plan

#### New York State Highway Safety Strategic Plan (HSSP)

GTSC prepared and submitted New York State's Highway Safety Strategic Plan (HSSP) for FFY 2017. In conjunction with the development of the HSSP, the GTSC members met at the Empire State Plaza Concourse in Albany in the fall of 2015. Each agency highlighted their priorities and activities related to traffic safety and discussed trends that should be of concern to the committee. In addition, GTSC staff met with the Association of Traffic Safety Boards to gather important data and input from the local level.

### Training Opportunities

#### Professional Development

GTSC recognizes the value of professional development and supports participation by its staff and highway safety partners in relevant training and educational opportunities to increase their knowledge and awareness of traffic safety issues and to acquire new or improved skills. In FFY 2016, GTSC played an important role in planning and delivering several training and educational programs and supported the participation of its staff and highway safety partners in these and other professional development opportunities. Although restrictions on out-of-state travel prevented GTSC staff from participating in some conferences and training opportunities, GTSC was involved in planning several programs and events and provided support for partners to attend. GTSC's training activities in the past year included the following:

- Held the annual Governor's Traffic Safety Committee agency meeting
- Co-sponsored the annual New York State Highway Safety Symposium
- Supported and participated in the delivery of training programs for certified child safety seat technicians, including sponsorship of child safety seat clinics and the National Highway Traffic Safety Administration (NHTSA) Region 2 Child Passenger Safety (CPS) Technical and Training Conference in Lake Placid, NY
- Supported Leandra's Law training sessions statewide
- Supported Motorcycle, Pedestrian, Bicycle and Commercial Motor Vehicle enforcement training sessions
- Attended the New York Association for Pupil Transportation annual conference
- Participated in the Walk-Bike New York Symposium
- Participated in the International Auto Show and World Traffic Safety Symposium presented by the Greater New York Automobile Dealers Association
- Supported the New York Prosecutors Training Institute's training programs related to various impaired driving issues
- Coordinated the DRE, SFST and ARIDE training programs held throughout New York State
- Attended and assisted at various New York State Sheriff's Association Training Conference events

- Attended and assisted at the New York State Association of Chiefs of Police Summer Training Conference
- Supported the New York State Truck Safety and Educational Symposium and Safety Exhibition
- Participated in various Governors Highway Safety Association (GHSA) webinars relating to Program Management topics
- Participated in planning the GHSA's Annual Meeting
- Participated in the New York State Association of Traffic Safety Boards and STOP-DWI Association meetings
- Conducted local outreach and training in several counties
- Participated in NHTSA program training
- Attended the Empire State Law Enforcement Traffic Seminar (ESLETS)

## Planning and Administration

To meet New York State's responsibilities for coordinating and managing the 402 highway safety program, GTSC continued to encourage and support the development of local funding proposals, conduct public information and education programs and increase access to data for problem identification and evaluation purposes. Fiscal management continued to be the focus of much of GTSC's planning and administrative activities. The GTSC staff manages the federal letter of credit, including the accounting, vouchering, contracting, claiming, evaluating and reporting tasks required by the federal highway safety program. In addition to the 402 program, GTSC manages and provides administrative support for STOP-DWI, as well as the Section 405 incentive grant programs.

GTSC has continued to use a personal approach in administering the highway safety program. GTSC staff members are available and serve as resources in assisting local agencies in program development. A total of 154 formal grant program monitoring visits by GTSC Program Representatives were conducted in FFY 2016 and an additional 1,080 telephone monitoring contacts were completed. The Law Enforcement Liaisons (LELs) often accompany the Program Representatives on formal monitoring visits to police agencies. Program Representatives and LELs remain in contact with grantees through phone and email. In addition, the GTSC program staff and LELs participate in local traffic safety board meetings, advisory meetings, community recognition programs and safety events.

Another priority of GTSC has been to streamline the grant application and approval process while still maintaining compliance with all federal and state requirements. In FFY 2016, GTSC undertook a Lean project that focused on the entire grant award process. By adopting the Lean principles with their emphasis on customer value, the timeliness of grant approvals was improved significantly. Specifically, the cycle time for processing a grant application was reduced by 50 days and all notifications regarding FFY 2017 grant applications were issued before October 1<sup>st</sup>. Currently, 98.6% of the grants have completed the NYS contract approval process.

Other specific accomplishments associated with managing the 402 program in FFY 2016 are listed below:

- A Federal Cost Summary allocating \$65,080,000 for various NHTSA highway safety programs was implemented.

- New York State applied for and received the following incentive fund awards:
  - Section 405b Occupant Protection - \$2,415,845.46
  - Section 405c Traffic Records - \$2,114,833.90
  - Section 405d Impaired Driving - \$7,638,199.72
  - Section 405f Motorcycle Programs - \$235,008.84
- A total of 606 applications for FFY 2016 funding were reviewed; 548 grant applications were approved.
- A total of 1,232 vouchers were processed.
- New York closed out FFY 2015 in February 2016 and expended \$28,338,194.
- As of November 15, 2016, the ratio of unliquidated funds was 1.07 years for all funds.
- GTSC submitted its FFY 2016 report into the Federal Funding Accountability and Transparency Act data system. The applicant information, funding level and project description was entered for 104 grant projects that received awards greater than \$25,000.
- New York State continues to fulfill the Governor's promise to reform the State's grant contracting process for non-profits. In FFY 2016, the State of New York posted available grant opportunities for Not-For-Profit organizations to qualify for upcoming grants in the Grants Gateway Portal. The Grants Gateway is still being constructed. GTSC will phase out the current eGrants system when the Grants Gateway is completed.
- The Grants Gateway is an online system that will allow grantees to browse anticipated and available New York State grant opportunities and submit frequently requested documents in a vendor Data Vault. In the future, the Grants Gateway will be expanded to accommodate the full lifecycle of a grant, including:
  - Online application development, submission and award
  - Online contract development and execution
  - Online financial claiming and program reporting
- Prequalification is a statewide process designed to facilitate prompt contracting. Vendors are asked to submit commonly requested documents and answer frequently asked questions only once. Vendors submit their responses online in the Grants Gateway, and all information is stored in a virtual, secured vault. The information and documents stored in the electronic "vault" will be able to be used by all state agencies reviewing grants.

## eGrants

In FFY 2016, GTSC continued to use eGrants for program management and fiscal processing. GTSC has been working closely with the Division of Budget and the Grants Gateway team to ensure a smooth transition to the Grants Gateway once it is completed. The intent of the new system is to allow for one common portal that grantees can enter and apply for grant opportunities. In addition, the new gateway will feed the Statewide Financial System (SFS), the state's new voucher payment system.

## Plan for Public Information & Education

### Statewide Public Information & Education

GTSC coordinates statewide public information and education campaigns to educate the public on new and continuing traffic safety issues and raise awareness of the responsibilities of all highway users to ensure their own safety and the safety of others on the roadway. In FFY 2016, the DMV and GTSC continued the implementation of successful public information and education campaigns across a variety of media platforms emphasizing messages related to impaired driving, distracted driving, occupant restraints, speed and the need to safely share the road with a variety of users. Several media outlets and partners were involved in the production of these messages which were made available on television, radio, billboards, social media and the [www.safenyny.gov](http://www.safenyny.gov) website. Printed materials were also prepared and distributed to support the campaigns. The ongoing partnership with the Cable Telecommunications Association continued to provide GTSC with access to an additional market for the dissemination of safety messaging. Ads were run on cable channels targeting the 18-45 male demographic; social media including web “pushdowns” and “sliders” were also utilized.

#### **Billboards**

In FFY 2016, GTSC continued to use billboards to deliver public education and educational campaign messages. Static and digital billboards featuring GTSC’s impaired driving campaign message “Impaired Drivers Take Lives. Think!” were posted throughout New York State.



Pedestrian safety messages were also displayed to support New York’s efforts to increase pedestrian safety. These campaign messages were broadcast utilizing digital billboards in areas of the state featuring this technology. More than 600,000 digital impressions were made during the grant year.

#### **Television, Radio and Social Media**

Through GTSC’s ongoing partnership with the New York State Broadcasters’ Association (NYSBA), non-commercial sustaining announcements (NCSAs) continued to be used to disseminate key traffic safety messages. The key campaigns implemented in FFY 2016 are listed below.

The following messages were aired on a rotating basis on both television and radio broadcasts:

- Impaired Drivers Take Lives. Think!
- Drugged Driving is Impaired Driving
- It’s Your Community. It’s Your Call
- Drinking and Driving Shatters Lives
- Watch for Motorcycles

In FFY 2016, there were 8,482 announcements on downstate radio stations and 31,611 announcements on upstate radio stations. The spots aired from 5 am through midnight. The television spots aired on Upstate stations from January through September, with a total of 8,193 airings on 50 stations.

In addition to outreach via radio and television stations in New York State, the NYSBA continued the very successful social media project for GTSC. In FFY 2016, GTSC’s social media networks were expanded to include Instagram, Twitter and LinkedIn. Each new network has the capacity to reach new and different

demographics. However, the flagship presence is still represented by the GTSC Facebook page. During FFY 2016, traffic safety messaging on the GTSC Facebook page reached 2.6 million viewers.

In addition to the campaign materials aired on broadcast television, GTSC contracted with the Cable Telecommunications Association of NY (CTANY) for a multi-media, statewide cable television traffic safety program. Multi-media placements targeted adults ages 18-55, and in particular younger males, with TV spots focusing on pedestrian safety, impaired driving, distracted driving and “Watch for Motorcycles” messaging; key TV and digital ads were aired in both English and Spanish. The campaign was conducted in three phases and provided GTSC with a near constant presence on New York cable systems throughout the year with heavier advertising placements made during predetermined statewide traffic enforcement and crackdown efforts.

The campaign delivered over 10 million online impressions, over 60,000 TV spots in English and Spanish, video pre-roll ads and mobile advertising. Custom GTSC on-air billboards also aired seasonally on local cable stations through sponsorships of TV news, traffic and weather reports in the upstate region and in New York City. Video pre-roll messages and high-impact web mail takeovers also combined to support and extend the audience outreach effort across multiple mediums and maximize the dollar value of GTSC contract dollars. The CTANY program also included a minimum 20% bonus TV spot and digital added value program, based on the percentage of paid advertising budget value, in all major markets for each campaign phase. GTSC also received a 15% discount rate upfront by using the CTANY's media buying agency.

### GTSC Web Site

GTSC continued to use its [www.safenyny.gov](http://www.safenyny.gov) website to disseminate traffic safety information to the general public, provide grant-related materials and forms, and serve as a portal for its online grant application and management system eGrants. The annual call for grant proposals is posted online, as are the annual Highway Safety Strategic Plan and the Annual Report. The county statistical reports prepared by ITSMR are available on the website; the website also provides a link to statewide crash summaries prepared by ITSMR and posted on the DMV website. During FFY 2016, the GTSC website hosted 1,137,670 page views. Analytics on the server hosting the GTSC website provides page view figures rather than total hits.

In FFY 2016, GTSC also continued to enhance the Younger Driver Tool Kit which offers resources for schools and educators throughout the state. The tool kit is available on the GTSC website [www.safenyny.gov](http://www.safenyny.gov) and features resources and program ideas on impaired driving, distracted driving, drowsy driving, texting and driving, seat belt use and other traffic safety topics. Information for teens and parents on the Graduated Driver's License and other topics specifically related to young drivers is also provided. The GTSC website features a Law Enforcement Partners Page that is used to communicate information about crackdowns, training, new laws and traffic safety promotions to the state's enforcement community.

The GTSC home page features a rotation of traffic safety topics. Four large images rotate through the cycle, with a tag line and link to more information. These topics often tie in with the promotional materials developed for television, radio and billboards.



For 2016, the topics included Bicycle Safety, Buckle Up Day & Night, Child Passenger Safety Week, Don't Text & Drive, Drive Sober – National, Drowsy Driving, May is Bicycle Safety Month, National Teen Safe Driving Week, Operation Safe Stop, Safe Bicycling, Save Face, Buckle Up, School Bus Safety, See & Be Seen, Take the pledge to drive safely, The Empty Chair, u text u drive u pay – distracted, and Watch for Motorcycles.

In 2016, GTSC shared the STOP DWI Foundation's DWI messaging. A banner image was prepared for each of the DWI Crackdowns and GTSC was able to add that image to its homepage rotation. GTSC is also using its website to disseminate the link for the STOP DWI Foundation's "Have a Plan" mobile app that provides information to help young drivers avoid drinking and driving.

## Highway Safety Presentations and Workshops

### Annual NYS Highway Safety Symposium

Each year, GTSC joins the NYS STOP-DWI Association and the NYS Association of Traffic Safety Boards in sponsoring the NYS Highway Safety Symposium. With funding from GTSC, ITSMR is responsible for coordinating and providing administrative support for the annual meeting. GTSC provides support for several staff members and grantees to attend the statewide symposium which includes training and information-sharing sessions on a wide range of traffic safety topics and typically draws an audience of 300-350 attendees. The FFY 2016 symposium was held October 2015 in Binghamton; planning for the FFY 2017 symposium in Lake Placid began early in FFY 2016.



## Driver Behavior and Attitudinal Surveys

The annual driver behavior and attitudinal survey was conducted by the Institute for Traffic Safety Management and Research in May and June 2016. Since 2010, questionnaires have been distributed to customers at five DMV offices in the state. The traffic safety topics covered in the survey are seat belt use, speeding, impaired driving and cell phone use and texting. ITSMR staff compiled and conducted analyses of the data including trend analyses and analyses of responses by gender and age. The results are presented in the FFY 2016 Annual Report under the relevant subject areas.