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Table of Contents

Highway Safety in Rhode Island.....	1
1.1 Executive Summary	1
1.2 Introduction.....	3
1.3 Strategic Partners.....	4
1.4 Organization and Staffing	5
1.5 Problem Identification.....	6
1.6 Legislative Update	7
Performance Data.....	11
2.1 Crash Summary.....	11
2.2 Target Summary	18
Program Areas.....	26
3.1 Distracted Driving/Cell Phone Use.....	26
Problem Statement	26
Performance Measures and Targets.....	26
Planned Activities and Funding.....	27
Performance Results	28
Project Descriptions	29
3.2 Impaired Driving.....	32
Problem Statement	32
Performance Measures and Targets.....	32
Planned Activities and Funding.....	33
Performance Results	34
Project Descriptions	38
3.3 Motorcycles.....	45
Problem Statement	45
Performance Measures and Targets.....	47
Planned Activities and Funding.....	47
Performance Results	48
Project Descriptions	49
3.4 Occupant Protection.....	51
Problem Statement	51
Performance Measures and Targets.....	51
Planned Activities and Funding.....	52
Performance Results	52
Project Descriptions	54
3.5 Pedestrians and Bicyclists.....	61
Problem Statement	61

	Performance Measures and Targets.....	61
	Planned Activities and Funding.....	62
	Performance Results.....	63
	Project Descriptions.....	66
3.6	Speed.....	73
	Problem Statement.....	73
	Performance Measures and Targets.....	73
	Planned Activities and Funding.....	74
	Performance Results.....	75
	Project Descriptions.....	77
3.7	Traffic Records.....	80
	Problem Statement.....	80
	Performance Measures and Targets.....	80
	Planned Activities and Funding.....	80
	Performance Results.....	81
	Project Descriptions.....	82
3.8	Young Driver.....	84
	Problem Statement.....	84
	Performance Measures and Targets.....	84
	Planned Activities and Funding.....	85
	Performance Results.....	86
	Project Descriptions.....	87
3.9	Police Traffic Services.....	93
	Problem Statement.....	93
	Performance Measures and Targets.....	93
	Planned Activities and Funding.....	94
	Performance Results.....	95
	Project Descriptions.....	100
3.10	Planning and Administration.....	110
	Problem Statement.....	110
	Performance Measures and Targets.....	110
	Planned Activities and Funding.....	111
	Performance Results.....	112
	Project Descriptions.....	115

State Attitudes Survey Reports.....117

4.1	Rhode Island Click it or Ticket Campaign 2020 – DMV Awareness Survey Results.....	117
	Basic Information and Demographics.....	117
	Belt Use, Belt Use Change & Belt Ticketing Perceptions.....	118
	Awareness of Seat Belt Message, Slogan Recognition and Ticket Amount.....	122
	Speeding and Perception of Severity of Enforcement & Experience with Enforcement...123	123
	Awareness of Impaired Driving Message and Slogan Recognition.....	124
	Awareness of Impaired Driving Message and Slogan Recognition.....	124
4.2	Nighttime Seat Belt Survey Results.....	126
	4.2.1 Site Selection.....	126

4.2.2	Site Observation Details.....	126
4.2.3	Observers.....	127
4.2.4	Scheduling & Mapping.....	127
4.2.5	Night Vision Equipment & Team Approach.....	127
4.2.6	Data Collection.....	128
4.2.7	Building a Data Set.....	128
4.2.8	Quality Control.....	129
4.2.9	Results.....	129
4.2.10	Descriptive Statistics.....	129
Mobilization Participation Information.....		133
Evidence-Based Enforcement Program.....		135
Paid Media.....		139
7.1	Paid Media to Support High-Visibility Traffic Enforcement.....	139
	Alcohol-Impaired Driving Enforcement Campaign (November 2019 thru September 2020) – The Ripple Effect.....	139
	Motorcycle Awareness (June/July 2020).....	139
	Seatbelt Safety (June 2019).....	140
	Impaired Driving/Director Alviti (July 2020 – September 2020).....	140
	Distracted Driving (April 2020 – September 2020).....	140
	Pedestrian Safety (July 2020 – August 2020).....	141
	Child Passenger Safety (September 2020).....	141
	Workzone Safety (March - June 2020).....	142
	Speed Enforcement (March/April 2020).....	142

List of Tables

Table No.	Description	Page
Table 1.1	Performance Trends and Five-Year Average Targets.....	8
Table 2.2	FFY2020 Target Summary Adjustments.....	19
Table 3.1	Distracted Driving Performance Measures.....	26
Table 3.2	FFY2020 Distracted Driving.....	28
Table 3.3	Impaired Driving Performance Measures.....	32
Table 3.4	FFY2020 Impaired Driving.....	34
Table 3.5	Motorcycle-related Performance Measures.....	47
Table 3.6	FFY2020 Motorcycle Projects.....	48
Table 3.7	Occupant Protection Performance Measures.....	51

Table 3.8	FFY2020 Occupant Protection Projects.....	52
Table 3.9	Pedestrian and Bicyclist Performance Measures.....	62
Table 3.10	FFY2020 Pedestrian and Bicycle Projects	63
Table 3.12	FFY2020 Speed Projects.....	75
Table 3.14	FFY2020 Traffic Records Projects.....	81
Table 3.15	Younger Driver Performance Measures.....	85
Table 3.16	FFY2020 Young Driver Projects	86
Table 3.17	Police Traffic Services Performance Measures.....	93
Table 3.18	FFY2020 Police Traffic Services Projects	95
Table 3.19	Planning and Administration Performance Measures	111
Table 3.20	FFY2020 Planning and Administration Projects.....	112
Table 4.2	Self-Reported Belt Use and Belt Use Change, Questions 8 and 9	119
Table 4.3	Chance of Belt Ticketing	119
Table 4.4	Survey Questions 10, 10a, and 11	122
Table 4.5	Survey Questions 24, 24a and 25.....	125
Table 4.1	Percent Seat Belt Use by Vehicle Type.....	129
Table 4.2	Percent Seat Belt Use by County	130
Table 4.3	Percent Seat Belt Use by Sex.....	130
Table 4.4	Percent Seat Belt Use by Race.....	130
Table 4.5	Percent Seat Belt Use by Day Type.....	131
Table 5.1	Mobilization Participation	133
Table 7.1	Details of Media Buy for Alcohol-Impaired Driving Enforcement Campaign.....	139
Table 7.2	Details of Media Buy for Motorcycle Awareness Campaign	140
Table 7.3	Details of Media Buy for Seatbelt Safety Campaign.....	140
Table 7.4	Details of Media Buy for Impaired Driving/Director Alвити Campaign	140
Table 7.5	Details of Media Buy for Distracted Driving Campaign	141
Table 7.6	Details of Media Buy for Pedestrian Safety Campaign.....	141
Table 7.7	Details of Media Buy for Child Passenger Safety Campaign.....	141
Table 7.8	Details of Media Buy for Workzone Safety Campaign	142
Table 7.9	Details of Media Buy for Speed Enforcement Campaign	142

List of Figures

Figure No.	Description	Page
Figure 1.1	RIDOT OHS Organizational Chart	6
Figure 2.1	Fatalities (2013 Baseline to 2020).....	12
Figure 2.2	Fatality Rate per 100 Million VMT (2013 Baseline to 2020).....	12
Figure 2.3	Serious Injuries (2013 Baseline to 2020).....	13
Figure 2.4	Fatalities Involving Driver or Motorcycle Operator ≥ 0.08 BAC (2013 Baseline to 2020).....	13
Figure 2.5	Unrestrained Motor Vehicle Occupant Fatalities (2013 Baseline to 2020)	14
Figure 2.6	Speed-Related Fatalities (2013 Baseline to 2020).....	14
Figure 2.7	Number of Motorcyclist Fatalities (2013 Baseline to 2020)	15
Figure 2.8	Unhelmeted Motorcycle Fatalities (2013 Baseline to 2020)	15
Figure 2.9	Drivers Age 20 or Younger Involved in Fatal Crashes (2013 Baseline to 2020)	16
Figure 2.10	Pedestrian Fatalities (2013 Baseline to 2020)	16
Figure 2.11	Bicyclist Fatalities (2013 Baseline to 2020).....	17
Figure 2.12	Percent Observed Belt Use for Passenger Vehicles (Front Seat Outboard Occupants (2013-2020).....	17

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Acronym Guide

AAA	American Automobile Association
ARIDE	Advanced Roadside Impaired Driving Enforcement
BAC	Blood Alcohol Concentration
BHDDH	Behavioral Healthcare, Developmental Disabilities, and Hospitals
BIARI	Brain Injury Association of Rhode Island
CARE	Combined Accident Reduction Effort
CCRI	Community College of Rhode Island
CDL	Commercial Driver's License
CDMS	Crash Data Management System
CIOT	Click It or Ticket
COZ	Child Opportunity Zone
CPS	Child Passenger Safety
CPST	Child Passenger Safety Technician
CSEA	Center for Southeast Asians
CTM	Countermeasures that Work
DDACTS	Data-Driven Approach to Crime and Traffic Safety
DITEP	Drug Impairment Training for Educational Professionals
DNTL	Drive Now Text Later
DRE	Drug Recognition Expert
DSoGPO	Drive Sober or Get Pulled Over
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
EMT	Emergency Medical Technician
EUDL	Enforcing the Underage Drinking Laws
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration

FMCSA	Federal Motor Carrier Safety Administration
GDL	Graduated Driver's License
GHSA	Governor's Highway Safety Association
HS 1	Highway Safety Grant application
HSM	Highway Safety Manual
HSP	Highway Safety Plan
HVE	High-Visibility Enforcement
IACP	International Association of Chiefs of Police
IHSDM	Interactive Highway Design Model
ILSR	Institute for Labor Studies and Research
LEHSTC	Law Enforcement Highway Safety Training Coordinator
LEL	Law Enforcement Liaison
MADD	Mothers Against Drunk Driving
MAP-21	Moving Ahead of for Progress in the 21st Century
MOU	Memorandum of Understanding
NHTSA	National Highway Traffic Safety Administration
NOPUS	National Occupant Protection Use Survey
OHS	Office on Highway Safety
OSCAR	On-Line System Crash Analysis and Reporting
PCL	Providence Community Library
PEP	Performance Enhancement Plan
RFP	Request for Proposal
RIBHDDH	Rhode Island Department of Behavioral Healthcare, Developmental Disabilities, and Hospitals
RIDOC	Rhode Island Department of Corrections
RIDOT	Rhode Island Department of Transportation
RIDMV	Rhode Island Division of Motor Vehicles
RIIL	Rhode Island Interscholastic League
RIMPA	Rhode Island Municipal Police Academy
RIPCA	Rhode Island Police Chiefs Association
RIPTIDE	Rhode Island Police Teaming for Impaired Driving Enforcement

RISP	Rhode Island State Police
SADD	Students Against Destructive Decisions
SAFETEA LU	Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users
SFST	Standardized Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
SIDNE	Simulated Impaired Driving Experience
TOPS	Traffic Occupant Protection Strategies
TRCC	Traffic Records Coordinating Committee
TSRFT	Traffic Safety Resource Forensic Toxicologist
TSRP	Traffic Safety Resource Prosecutor
URI	University of Rhode Island
VMS	Variable Message Sign
VMT	Vehicle Miles Traveled

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1

Highway Safety in Rhode Island

1.1 Executive Summary

This Rhode Island Highway Safety Annual Report for Federal Fiscal Year (FFY) 2020 serves as the State of Rhode Island's assessment of the Highway Safety Plan (HSP) for FFY 2020. It documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for federal funds available under the Section 402 State and Community Highway Safety grant program, Section 405 National Priority Safety Program of Fixing America's Surface Transportation (FAST) Act, Section 164 penalty transfer funds, and carry-forward funds from other funding programs. A comprehensive HSP is developed by the Rhode Island Department of Transportation (RIDOT) Office on Highway Safety (OHS) on an annual basis to document the targets and objectives related to creating safer roadways. The plan identifies current highway safety problems, defines performance targets, and describes projects and activities that will be implemented to address highway safety concerns and achieve set targets. This Annual Report reviews the yearly status and progress on implementing Rhode Island highway safety programs and projects.

For FFY 2020, the HSP identified eleven program areas to focus resources to reduce fatalities and serious injuries. The areas included distracted driving/cell phone use, impaired driving, motorcycles, occupant protection, older drivers, pedestrians and bicyclists, speed, traffic records, young drivers, and planning and administration. Within each area, data-driven performance measures and targets were identified based primarily on 2013 to 2018 trend data. The 12 Core Performance Measures required by the National Highway Traffic Safety Administration (NHTSA) and targets were tracked through the 2020 HSP and are detailed in Table 1.1. Through the implementation of safety activities and projects, Rhode Island is on pace to achieve only two its 12 five-year average targets in Calendar Year 2020.

Like all states, the coronavirus pandemic played havoc in RI during fiscal year 2020. To date our fatals are outnumbering 2019 by almost twenty additional deaths. It should be noted that we are in the midst of a deeper dive into all of our data since there may be additional forces which played a role in the higher numbers. It should also be noted that for a few months (March and April and even in May) our law enforcement partners were unable to fill most NHTSA funded traffic safety details. As the agency who facilitates the state's annual seatbelt survey, we accepted an offered waiver through the Cares Act Waivers program. That waiver provided the flexibility to hold off until 2021 to implement that annual project. Instead we had our state approved contractor do a nighttime seatbelt survey to help us begin the

discussion about heading that way regarding our efforts to increase our nighttime CIOT patrols.

We also accepted the federal waiver that allowed us the flexibility to *not* meet the federal mobilization campaign schedule. We are proud though that several RI law enforcement agencies went above and beyond to at least impact their communities with moderate patrols. Once the state “opened up” as the summer progressed most agencies stepped into their effective road warrior efforts.

Another waiver that RI took advantage of was to postpone our Occupant Protection Assessment. We are now scheduled for a virtual OP assessment in 2021. We would have been unable to facilitate any assessment throughout the past year.

To say that the Cares Act waivers were helpful in RI would be an understatement. Since March we have transitioned into a teleworking environment which has never been done before. It took lots of good people, great energy, and dedication to traffic safety to make it all work. Something as simple as moving the deadline from July 1 to August 1 for our annual HSP submission was a great help. It allowed us time to best plan for eventual changes we might need to make in the plan. It also allowed us more time to discuss projects with our sub grantees and to discuss the need for their ongoing assistance and flexibility.

So many changes and so much assistance came quickly and swiftly. Our Region 1 office staff did an outstanding job bringing our local concerns to a federal level and also facilitated our management review under very different and ever-changing dynamics. They also helped us craft changes to promised projects so that our smaller community based sub-recipients could meet traffic safety deliverables in this challenging time.

I can't count the number of times we needed to pivot our resources, our plan, our projects and our overall traffic safety efforts but with the assistance of our state leadership, the exemplary efforts of our OHS and NHTSA Region 1 staff and the guidance we were provided by the federal government we have succeeded in the best possible ways. But in all honesty, we look forward to the normalcy of past highway safety planning years. We would also hope that NHTSA has ongoing discussions regarding a state's flexibility with their NHTSA resources and regulations to meet unexpected state challenges more readily. If the pandemic has shown us all is the need to allow for additional fluidity and reflexivity at the local level on behalf of our efforts to be successful at saving lives, decreasing serious injuries and reducing the number of traffic crashes and the severity of their consequences.

This Annual Report:

- › Documents Rhode Island progress in meeting its highway safety targets identified in the 2020 HSP for each of the eleven program areas; and
- › Describes projects and activities funded during FFY 2020 and how they contributed to meeting Rhode Island's identified highway safety targets.

1.2 Introduction

The Office on Highway Safety (OHS) of the Rhode Island Department of Transportation (RIDOT) is the primary agency responsible for implementing federally funded highway safety projects in Rhode Island. Improving highway safety is the major focus of the OHS and the RIDOT.

As of December 18, 2020, crashes on Rhode Island highways resulted in 73 fatalities and 322 serious injuries. The number of roadway fatalities has spiked to a number not seen since 2017, however, serious injuries continue to trend downward. Alarming, while the number of fatalities is not as high as in 2017, because of the lower miles traveled by the public during COVID-19 means the fatality rate based on miles traveled is projecting to be higher than any point in the past decade. In terms of the five-year rolling average, because of the spikes in 2017 and 2020, the average number of fatalities is also the highest since 2013, however, serious injuries continue to decrease.

The human and economic consequences of fatal and serious injury crashes remain unacceptable and unaffordable. An increase in the number of fatalities and serious injuries means we need to strengthen our efforts to address highway safety. As a fundamental component of improving the quality of life for the citizens and visitors of the State, the OHS remains committed to its mission, which consists of two goals:

1. To reduce the number of fatalities and serious injuries on Rhode Island roadways.
2. To reduce the number of traffic crashes and the severity of their consequences.

The OHS provides the required resources to plan and carry out activities to fulfill this mission. To ensure effectiveness, OHS develops and maintains relationships with advocacy groups, citizens, community safety groups, complementary state and federal agencies, and local and state police departments. The OHS conducts data analysis to monitor crash trends in the State and ensure State and federal resources target the areas of greatest need. The OHS is an active participant in the development and implementation of the State Strategic Highway Safety Plan (SHSP), providing expertise related to driver behavioral issues, education, and enforcement-related countermeasures. The OHS works closely within the RIDOT to ensure coordination between the HSP and the SHSP, ideally resulting in one comprehensive and strategic highway safety program for the State.

The Rhode Island SHSP is coordinated and facilitated through the OHS. This ensures alignment of the HSP with the SHSP and emphasizes coordinated performance measures throughout all safety issue areas. The SHSP continues to be reviewed and reinforced. It is our continued goal to create a distinct and workable linear correlation between the HSP and our 2017-2022 SHSP.

Ongoing challenges of gathering and linking data exist. Both the SHSP and HSP utilize FARS data and other traffic safety data collected through contracted services. An outcome of the NHTSA Traffic Records Assessment in Rhode Island that

concluded in April 2015 led to a comprehensive listing of core system deficiencies. This list expanded as the TRCC identified more room for improvement following the Assessment. The projects included in this Highway Safety Plan directly address the deficiencies identified by the Assessment team and TRCC members. Projects were proposed by TRCC members and voted on based on potential for eliminating system deficiencies. Since 2019, progress was made to unify data sources and augment the quality of databases and resources.

In the 2020 HSP, the OHS assessed highway safety in Rhode Island based on fatal and serious injury crash data and problem areas, set targets, developed programs, and dedicated resources to implementing these programs and projects in the areas of greatest need. The Rhode Island FFY 2020 Highway Safety Annual Report reviews the execution of the FFY 2020 HSP.

1.3 Strategic Partners

During the FFY 2020 planning cycle, OHS reached out to safety stakeholders to gather input on safety problems and effective countermeasures being implemented by other agencies. Opportunities to enhance partnerships and collaboration were also identified. The list of stakeholders working in partnership with the OHS is provided below.

- › American Automobile Association, Southern New England (AAA)
- › Bike Newport
- › Community College of Rhode Island (CCRI)
- › Cranston Child Opportunity Zone (COZ)
- › Mothers Against Drunk Driving (MADD)
- › Rhode Island Bike Coalition
- › Rhode Island Department of Revenue, Division of Motor Vehicles (RIDMV)
- › Rhode Island Department of Health – Prevention and Control
- › Rhode Island Department of Behavioral Healthcare, Developmental Disabilities and Hospitals (BHDDH) Rhode Island Hospital Injury Prevention Center
- › Rhode Island Hospital – Injury Prevention Center
- › Rhode Island Hospitality and Tourism Association – Rhode Island Hospitality Association Education Foundation
- › Rhode Island Motorcycle Association
- › Rhode Island Municipal Police Academy
- › Rhode Island Office of the Attorney General
- › Rhode Island Police Chiefs Association (RIPCA)
- › Rhode Island State Police (RISP)
- › Rhode Island Student Assistance Services (RISAS)
- › Rhode Island Traffic Tribunal

- › Woonasquatucket River Watershed Council's Bike Safety Programs
- › Young Voices
- › Statewide Substance Abuse Task Forces

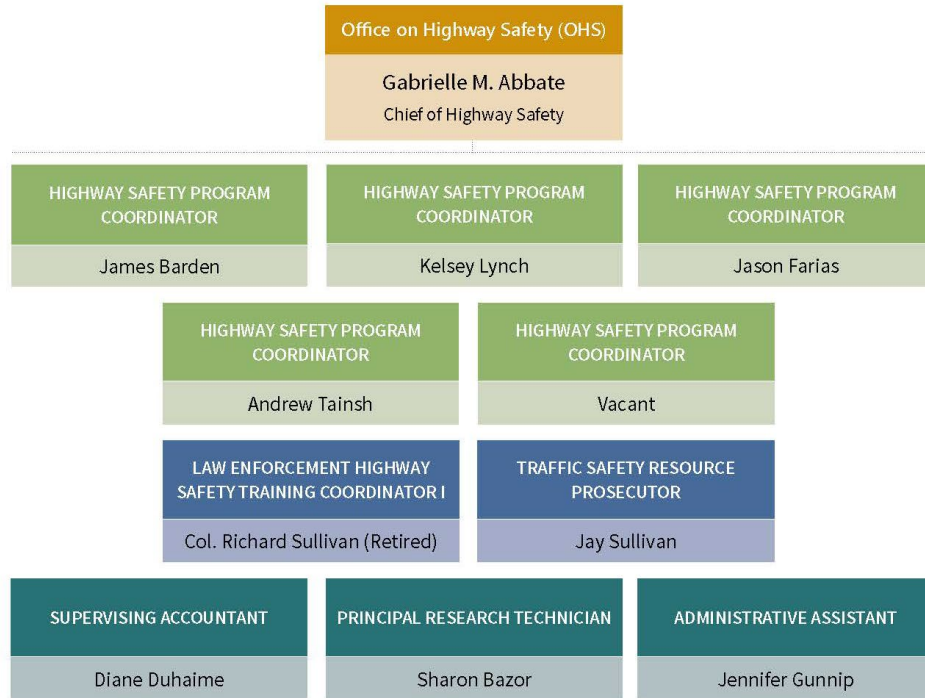
In addition to these stakeholders, the OHS works with numerous other agencies and organizations throughout the year:

- › 38 local police departments
- › AMICA Insurance
- › Federal Highway Administration (FHWA)
- › Federal Motor Carrier Safety Administration (FMCSA)
- › Rhode Island Judiciary
- › Motorcycle retail and repair representatives
- › National Highway Traffic Safety Administration (NHTSA)
- › Rhode Island Association of Independent Insurers
- › Rhode Island Department of Corrections (DOC)
- › Rhode Island Interscholastic League (RIIL)
- › Rhode Island Safe Kids Coalition
- › Students Against Destructive Decisions (SADD)
- › University of Rhode Island (URI)

1.4 Organization and Staffing

Figure 1.1 shows the RIDOT OHS organizational chart. In addition to operational and administrative tasks, each OHS Program Coordinator is responsible for overseeing specific programs and emphasis areas which promote identified countermeasures to enhance highway safety across the State. The program areas addressed by OHS are assigned to Program Coordinators based on their individual safety training and the capacity of the OHS, as noted below. As discussed with the NHTSA Region 1 office, all OHS personnel will attend the United States Department of Transportation (USDOT) Transportation Safety Institute (TSI) training at least every five years to keep up to date with the latest changes on program policies and federal legislation. During the FFY 2020 the OHS' Supervising Accountant, dedicated to its financial accounting reporting, retired. The RIDOT arranged to have its Financial leadership team create a new financial reporting stream which to date has been very successful. It has not been determined if the Supervising Accountant position will be replaced. The OHS's also felt the impact of the death of its FARS Analyst. That position has recently been approved for re-hiring. Throughout the COVID 19 pandemic the OHS has been understaffed but with remaining staff's extra efforts and determination we were able to produce ongoing traffic safety measures and maintain its projected programs.

Figure 1.1 RIDOT OHS Organizational Chart



1.5 Problem Identification

Eleven program areas were the focus of the OHS FFY 2020 HSP. The activities and projects identified to address these areas, and the results are detailed in Section 3.0 – Program Areas. These programs included:

- › **Distracted Driving/Cellphone Use** – The incidence of driving while distracted by any outside factors, most commonly cell phone use.
- › **Impaired Driving** – The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
- › **Occupant Protection** – The failure of vehicle occupants to use safety belts and appropriate child passenger safety (CPS) restraints.
- › **Speed** – The incidence of speed and related recklessness as a contributor to fatalities and serious injuries on Rhode Island’s roadways.
- › **Young Drivers** – The overrepresentation of young drivers in fatal and serious injury crashes.
- › **Motorcycles** – The safety of motorcyclists and their passengers on Rhode Island’s roadways.
- › **Older Drivers** – The growing needs of older drivers whose abilities deteriorate with age.
- › **Vulnerable Road Users** – The safety of pedestrians, bicyclists, and school bus passengers.

- › **Traffic Records** – The improvement of timeliness, completeness, accuracy, uniformity, compatibility, and integration of the State’s traffic records for problem identification, strategy selection, and performance measurement.
- › **Police Traffic Services** – The enforcement of traffic safety laws.
- › **Planning and Administration** – The planning, development, coordination, monitoring, and evaluation of highway safety projects.

1.6 Legislative Update

- › In 2017 Rhode Island’s general law was enhanced by mandating that infants and toddlers under the age of two (2) years or weighing less than thirty pounds (30 lbs.) shall be restrained in a rear-facing car seat.
- › In 2018 RI’s Hand Free Law became fully enacted. In 2019, after eliminating some non-approved NHTSA language in our texting law, RI realized additional NHTSA funds in their FFY 2020 HSP for distracted driving efforts.
- › In 2020 the State Legislature held no traffic safety hearings due to COVID 19.

The OHS established a set of targets for 2020, shown in **Table 1.1**, to improve safety in each of the program areas. The targets are based on a trend from a 2013-2018 five-year average baseline.

Table 1.1 Performance Trends and Five-Year Average Targets

Performance Measures		2011	2012	2013	2014	2015	2016	2017	2018	2019	2019 Target	Actual 2020 ^a	2020 Target ^b
C-1	Traffic Fatalities (Actual)	66	64	65	51	45	51	84	59	57		73	
	Five-Year Moving Average	70	69	69	63	58	55	59	58	59	57	65	57
C-2	Serious Injuries (Actual)	455	422	366	438	427	407	322	313	288		282	
	Five-Year Moving Average	494	473	454	445	422	412	392	381	351	369	322	348
C-3	Traffic Fatalities per 100 million VMT	0.84	0.82	0.84	0.66	0.57	0.64	1.05	0.74	0.71		1.08	
	Five-Year Moving Average	0.85	0.85	0.86	0.79	0.75	0.71	0.75	0.74	0.74	0.72	0.84	0.72
C-4	Unrestrained Occupant Fatalities	23	20	19	10	16	15	24	13	18		22	
	Five-Year Moving Average	26	26	24	20	18	16	17	16	17	16	18	15
C-5	Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC ^c	26	28	23	17	19	19	35	22	25		18	
	Five-Year Moving Average	26	28	28	24	23	21	23	22	24	20	24	21
C-6	Speed-Related Fatalities	23	30	17	13	20	23	41	30	36		29	
	Five-Year Moving Average	27	29	28	23	21	21	23	25	30	21	32	24
C-7	Motorcyclist Fatalities	15	8	11	10	9	4	11	18	13		13	
	Five-Year Moving Average	14	13	14	12	11	8	9	10	11	9	12	10
C-8	Unhelmeted Motorcyclist Fatalities	9	5	6	7	4	4	5	10	3		5	
	Five-Year Moving Average	9	8	9	8	6	5	5	6	5	4	5	5
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	4	4	7	4	6	9	13	6	3		4	8
	Five-Year Moving Average	9	7	7	5	5	6	8	8	7	7	7	6

Performance Measures		2011	2012	2013	2014	2015	2016	2017	2018	2019	2019 Target	Actual 2020 ^a	2020 Target ^b
C-10	Pedestrian Fatalities	14	5	14	14	8	14	21	7	8		18	
	Five-Year Moving Average	13	11	12	11	11	11	14	13	12	12	14	12
C-11	Bicyclist Fatalities	0	2	3	0	0	2	2	1	0		2	
	Five-Year Moving Average	1	1	1	1	1	1	1	1	1	1	1	1
B-1	Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	80%	78%	86%	87%	87%	88%	88%	89%	88%	92%	88%	90%
	Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	6,446	7,317	8,446	9,607	6,200	8,092	10,798	9,836	9,732		7,142	-
	Number of Safety belt Citations Issued During Grant-Funded Enforcement Activities	2,172	5,958	5,346	2,825	7,099	5,562	5,272	4,444	5,335		2,408	-
	Number of Impaired Driving Arrests Made during Grant-Funded Enforcement Activities	253	417	438	507	404	363	306	257	272		450	-

Source: RIDOT, December 2020; Rhode Island Department of Motor Vehicles, December 2020; FARS, December 2020; 2011 to 2020 Rhode Island Observed Restraint Use Surveys.

a Fatality and Serious Injury statistics based on 2020 preliminary total reported from January 1 to December 18, 2020. Citation statistics based on 2020 preliminary total reported from January 1 to November 13, 2020.

b Based on FFY 2020 Highway Safety Plan.

c NHTSA imputed.

U/A Indicates data not available at this time.

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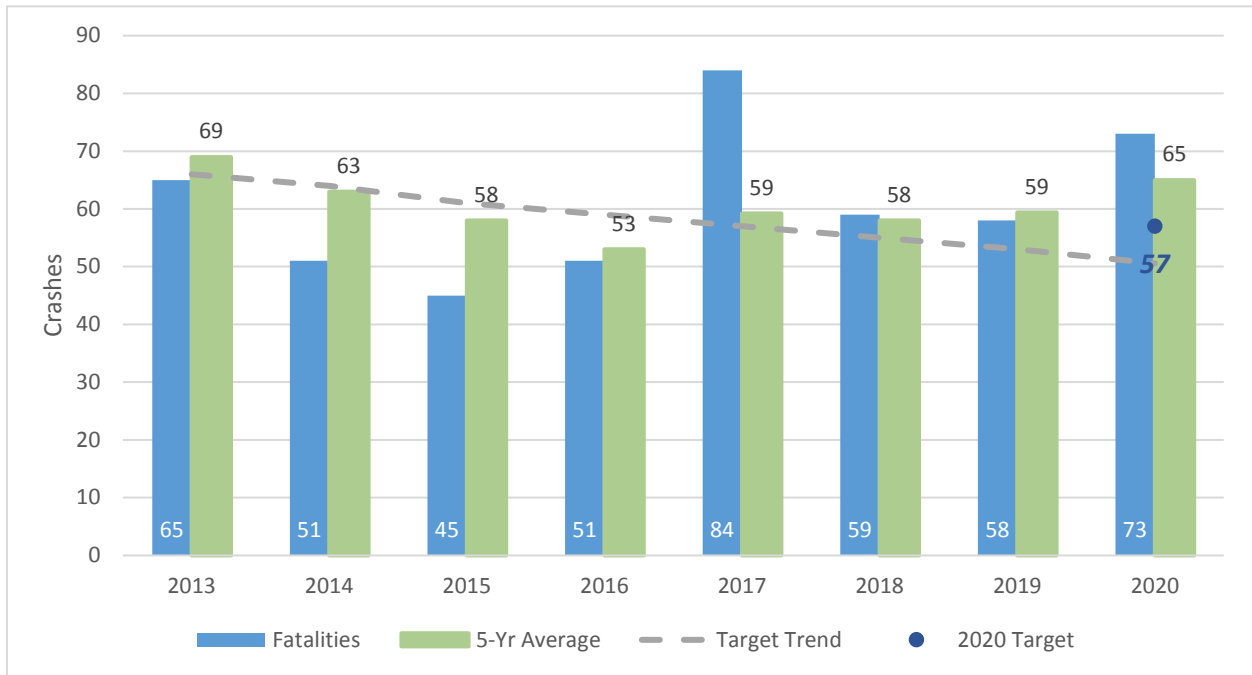
Performance Data

2.1 Crash Summary

In Rhode Island, traffic fatalities have spiked in 2020 despite lower vehicle miles traveled by the public. However, serious injuries continue to decline. Overall, preliminary numbers for Rhode Island show that only two of the targets for 2020 will be met. The significant spikes in 2017 in 2020 affect the five-year average performance for this year and this will also be the case in 2021. While three of the performance areas showed decreases in the actual number for 2020, however, these decreases were not enough to offset the spikes in 2017 in 2020 to move toward the desired five-year average target. OHS is currently conducting a deep dive of data to better understand contributing factors during the ongoing COVID-19 pandemic and the results of that analysis will be used to inform efforts in 2021.

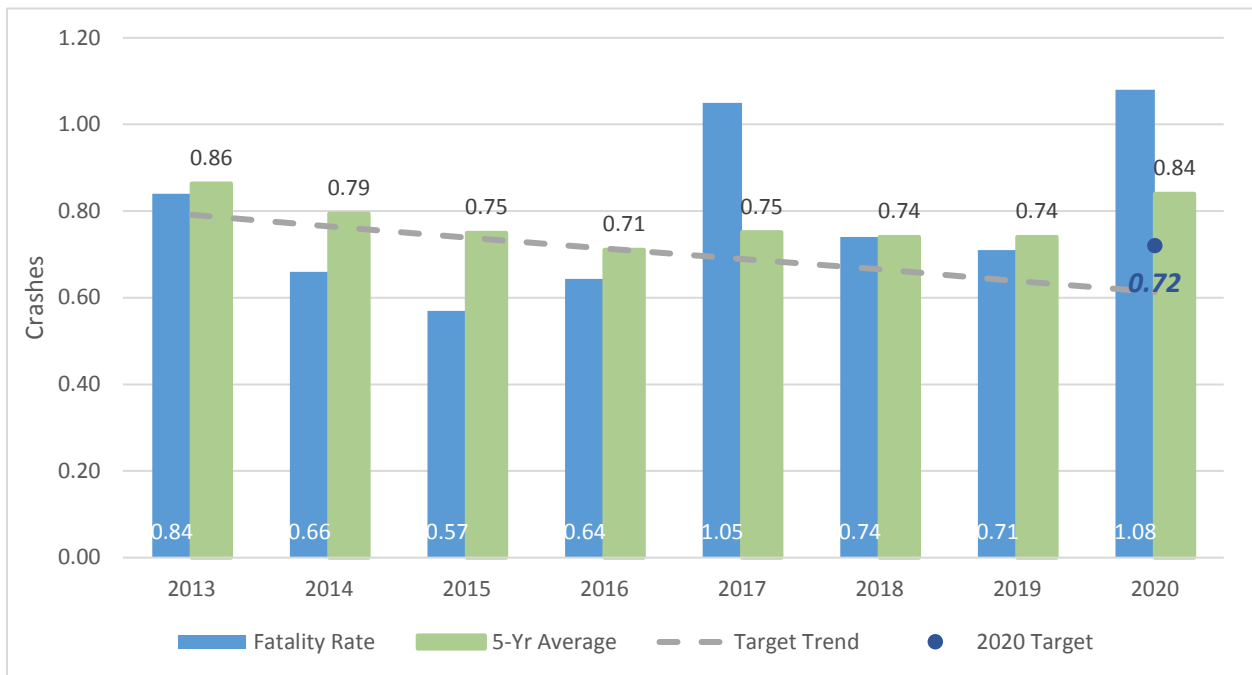
Figure 2.1 to **Figure 2.12** illustrate NHTSA identified Core Performance Measures in detail and include data points, an associated trend line, and one-year achievements for the most recent year for which data are available. For each figure, the 2020 year includes a dot to indicate the five-year average target described in the 2020 Highway Safety Plan. The left column in 2020 is the actual year number while the right column shows the five-year average. If the right column extends above the dot, this indicates the five-year average target was not met. Additional details on meeting the targets and plans to improve performance are provided in the individual program areas in the next chapter.

Figure 2.1 Fatalities (2013 Baseline to 2020)



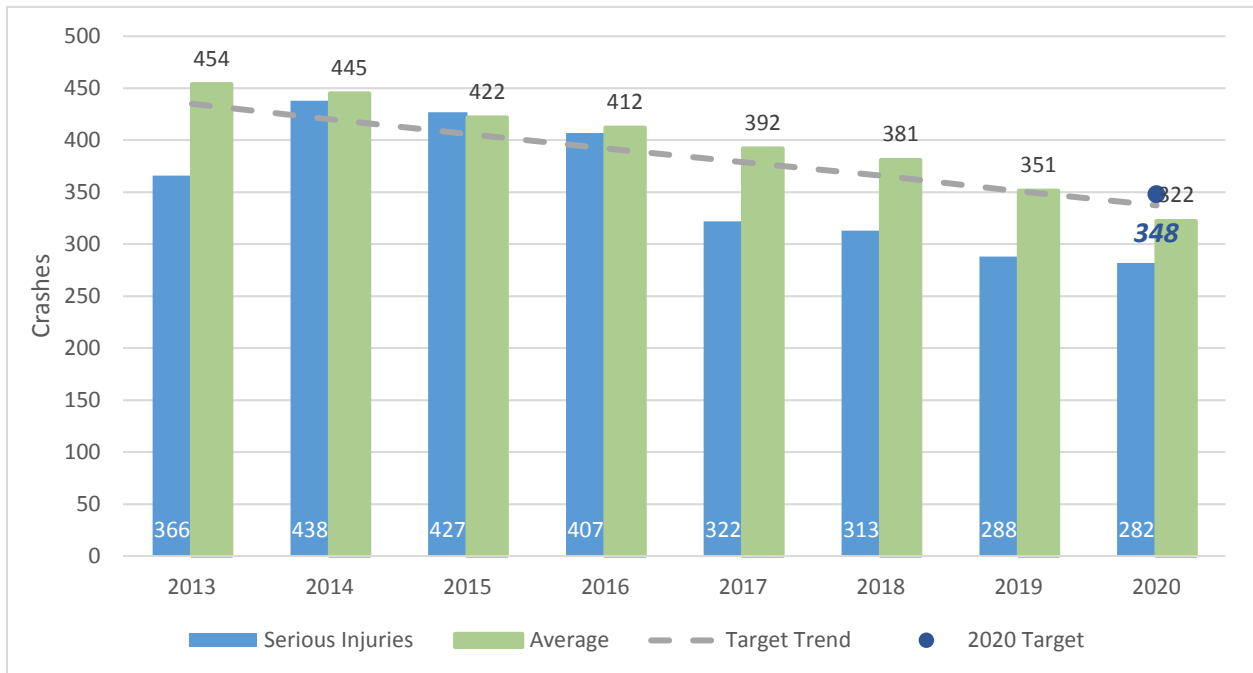
Source: RIDOT/OHS, 2020 and FARS, 2020. 2020 numbers as of December 18, 2020.

Figure 2.2 Fatality Rate per 100 Million VMT (2013 Baseline to 2020)



Source: RIDOT/OHS, 2020 and FARS, 2020. 2020 numbers as of December 18, 2020.

Figure 2.3 Serious Injuries (2013 Baseline to 2020)

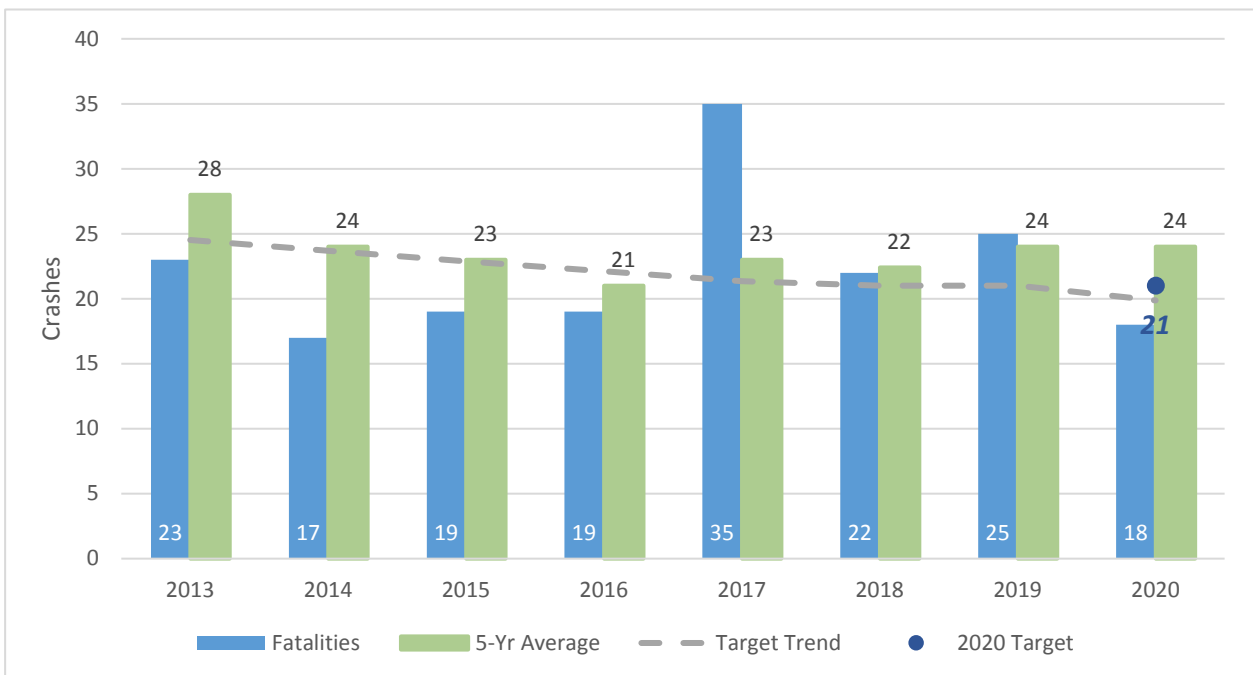


Source: RIDOT/OHS, 2020.

Note: Beginning in 2013, RIDOT transitioned to reporting a 5-year average annual crashes rather than a 3-year average as more data became available.

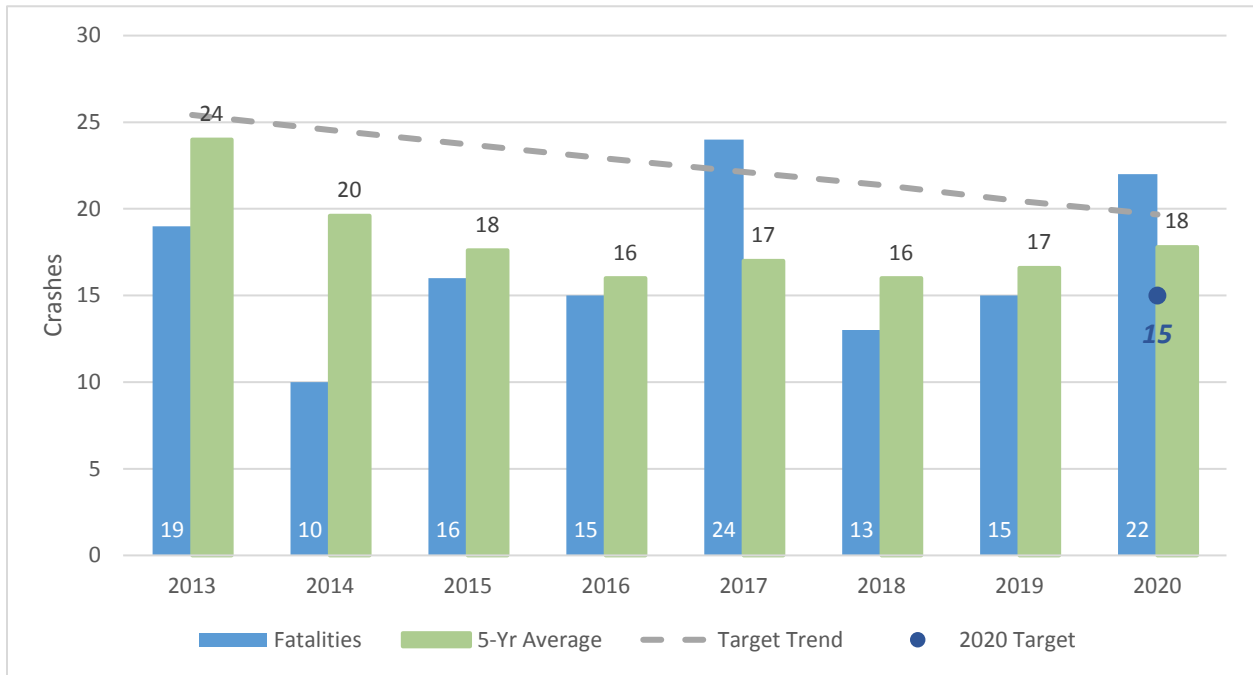
2020 Serious injury data is current as of November 13, 2020.

Figure 2.4 Fatalities Involving Driver or Motorcycle Operator ≥ 0.08 BAC (2013 Baseline to 2020)



Source: NHTSA Imputed Data, 2020.

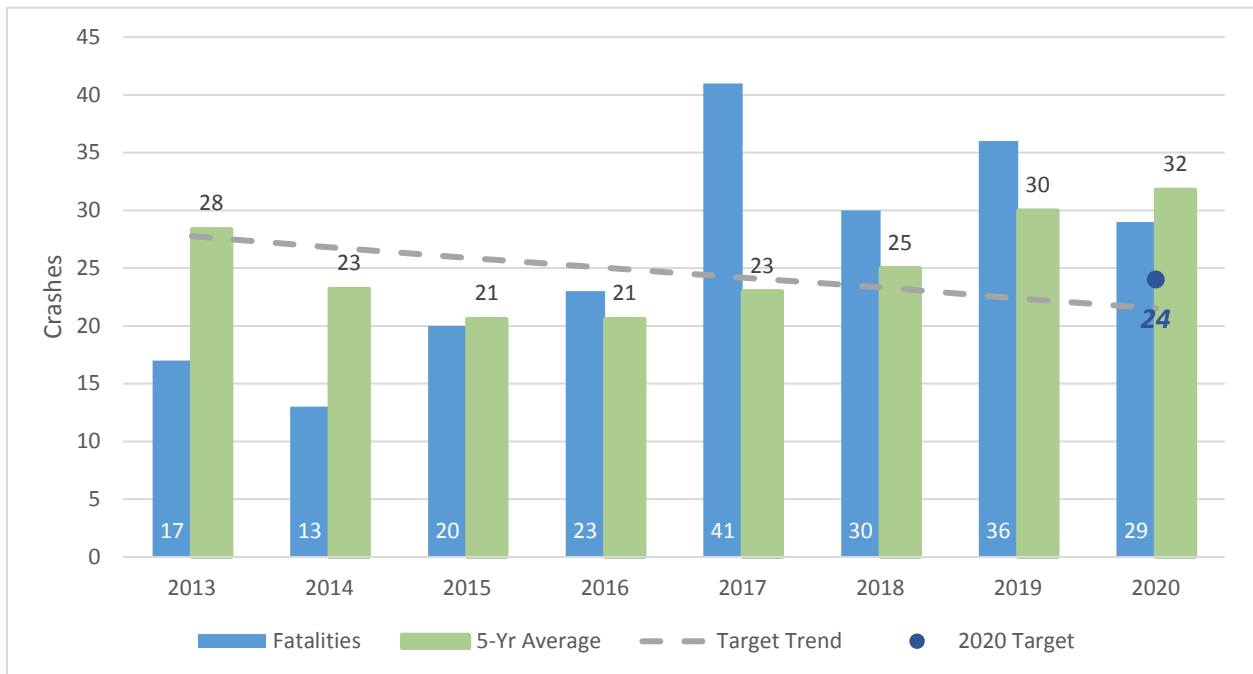
Figure 2.5 Unrestrained Motor Vehicle Occupant Fatalities (2013 Baseline to 2020)



Source: RIDOT/OHS, 2020 and FARS, 2020. 2020 numbers as of December 18, 2020.

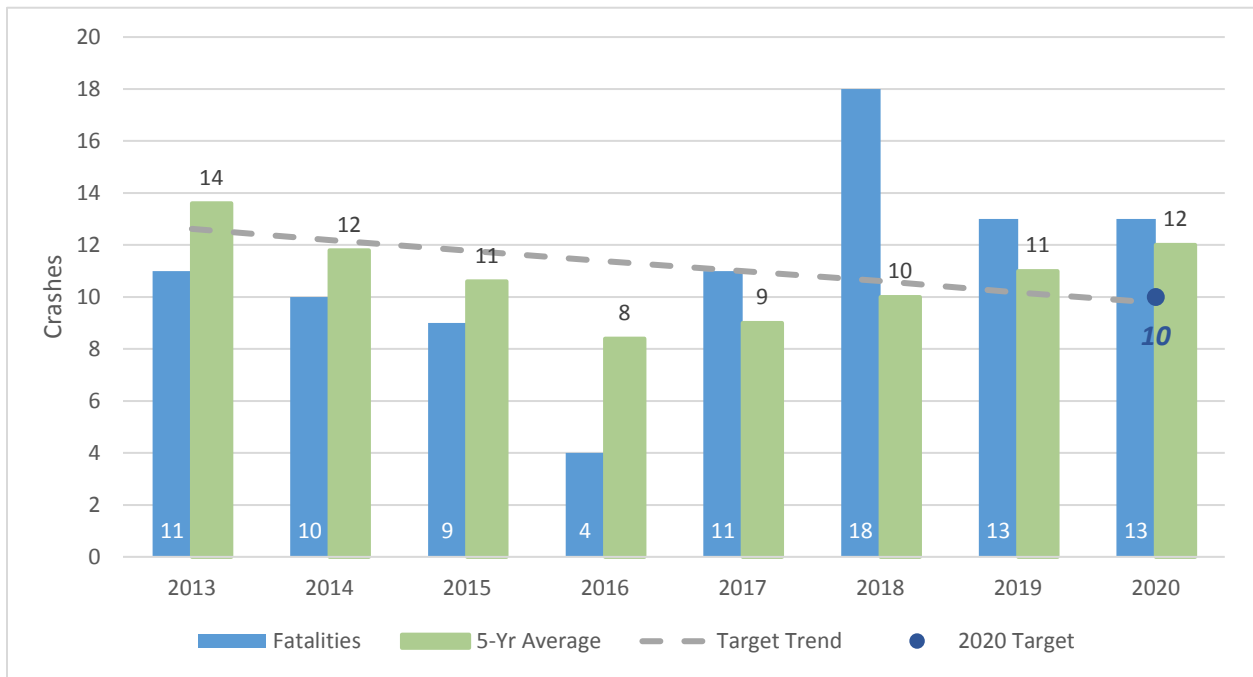
Note: Restraint usage restated to reflect all motor vehicle occupants except buses.

Figure 2.6 Speed-Related Fatalities (2013 Baseline to 2020)



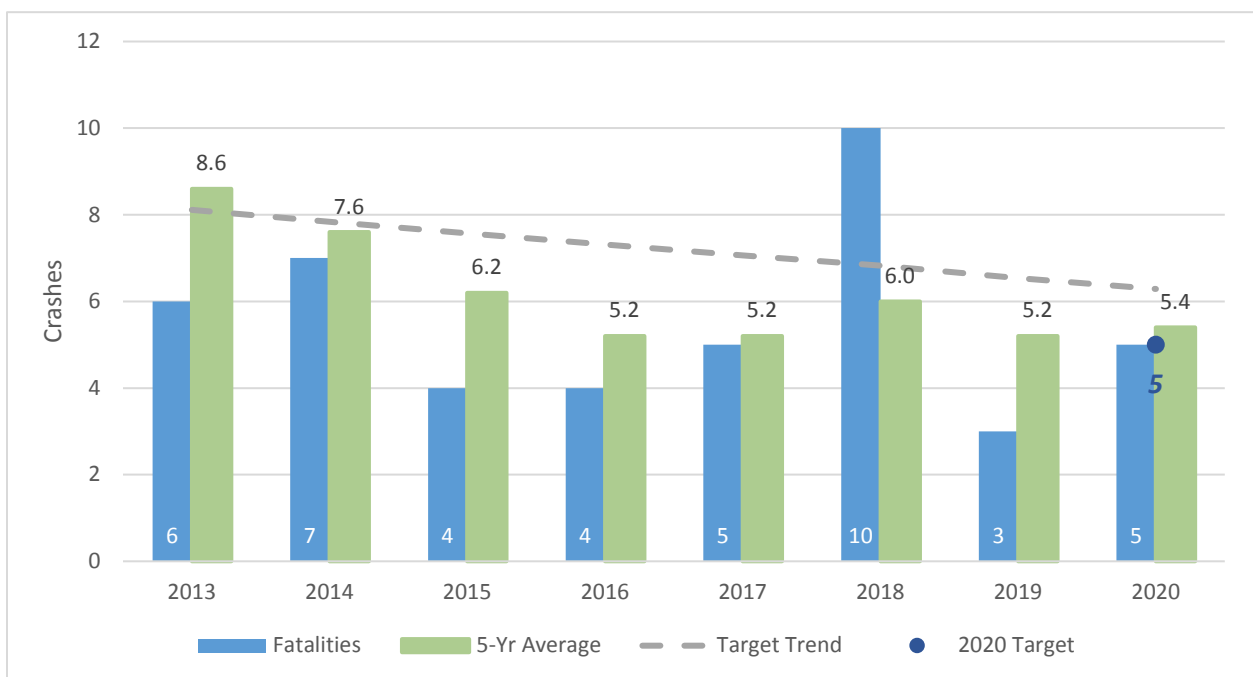
Source: RIDOT/OHS, 2020 and FARS, 2020. 2020 numbers as of December 18, 2020.

Figure 2.7 Number of Motorcyclist Fatalities (2013 Baseline to 2020)



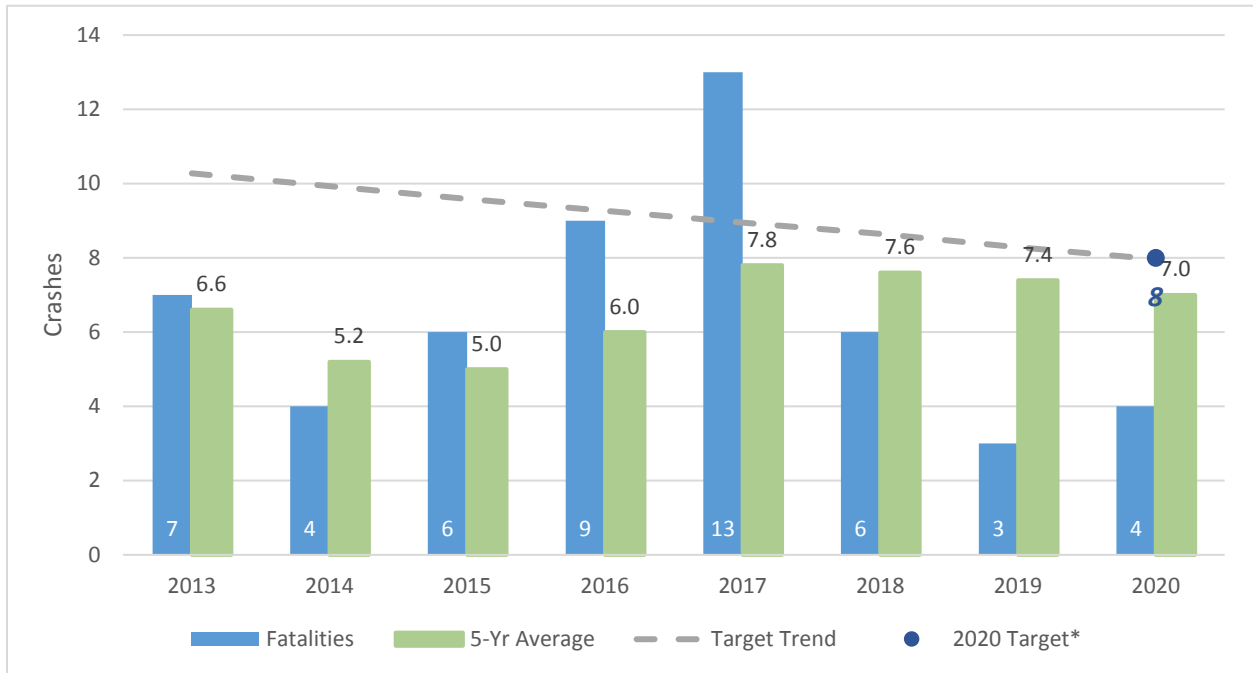
Source: RIDOT/OHS, 2020 and FARS, 2020. 2020 numbers as of December 18, 2020.

Figure 2.8 Unhelmeted Motorcycle Fatalities (2013 Baseline to 2020)



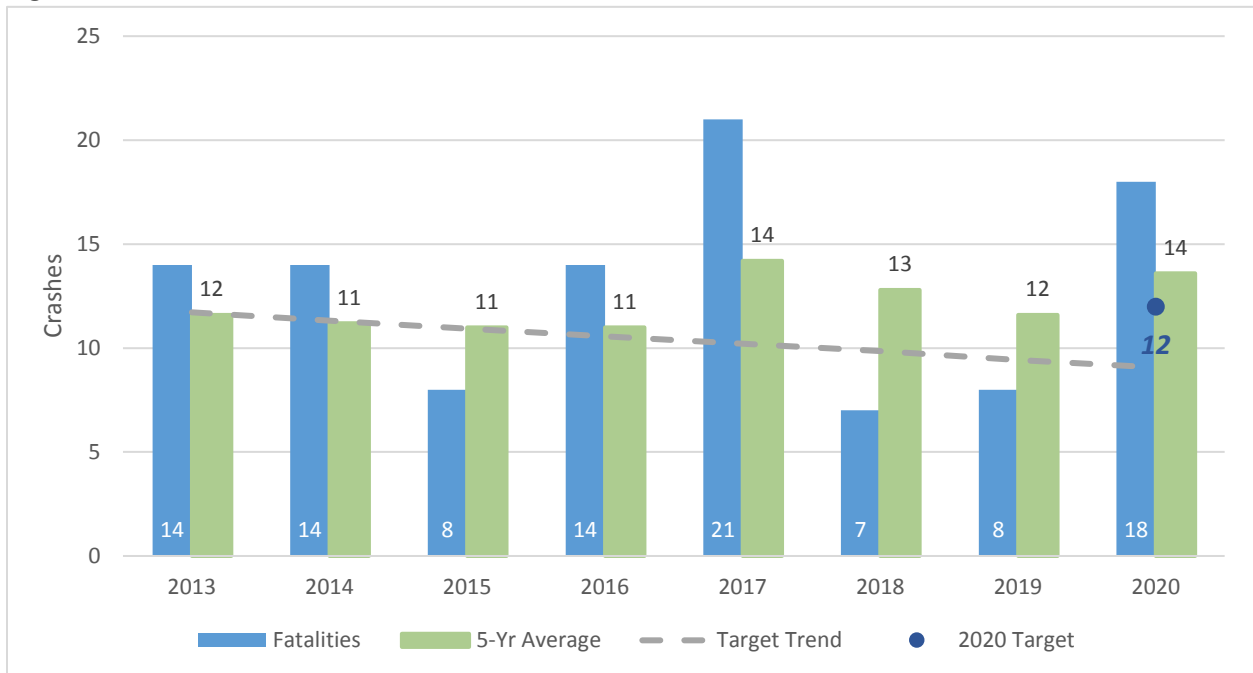
Source: RIDOT/OHS, 2020 and FARS, 2020. 2020 numbers as of December 18, 2020.

Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes (2013 Baseline to 2020)



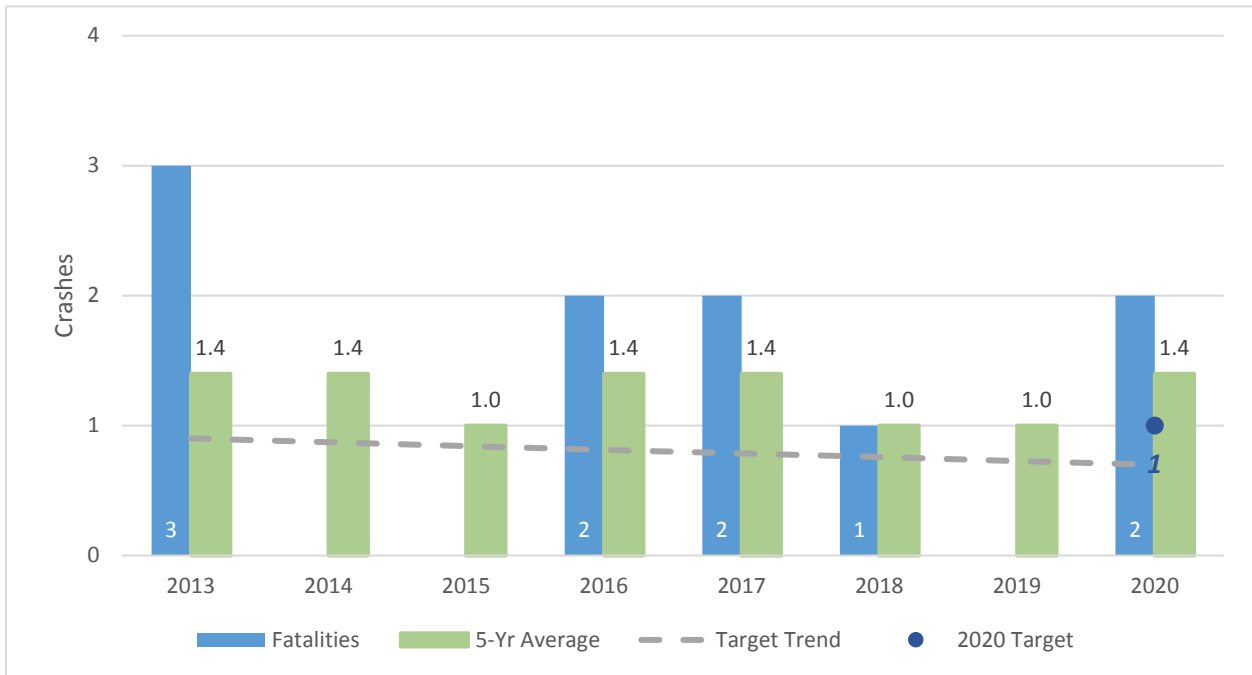
Source: RIDOT/OHS, 2020 and FARS, 2020. 2020 numbers as of December 18, 2020.

Figure 2.10 Pedestrian Fatalities (2013 Baseline to 2020)



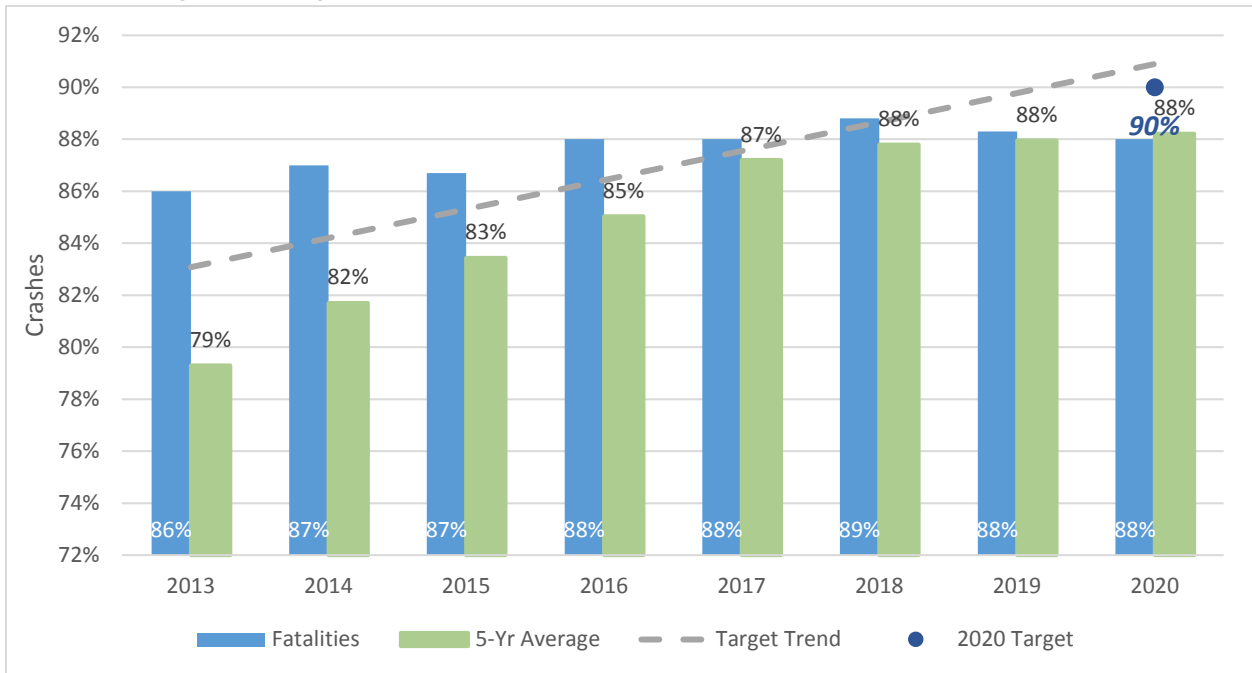
Source: RIDOT/OHS, 2020 and FARS, 2020. 2020 numbers as of December 18, 2020.

Figure 2.11 Bicyclist Fatalities (2013 Baseline to 2020)



Source: RIDOT/OHS, 2020 and FARS, 2020. 2020 numbers as of December 18, 2020.
Missing bars indicate that no crashes occurred.

Figure 2.12 Percent Observed Belt Use for Passenger Vehicles (Front Seat Outboard Occupants (2013-2020))



Source: RIDOT/OHS, 2020 and FARS, 2020.

2.2 Target Summary

Through the FFY 2020 Highway Safety Plan, OHS established several targets to help gauge the success and challenges of the various safety programs and initiatives. Table 2.2 summarizes those safety targets, observed performance in 2020 and provides context for challenges or successes the State observed.

Table 2.2 FFY2020 Target Summary Adjustments

Program Area	Performance Targets	Performance Measures	Target	Actual	Adjustment
Distracted Driving	Increase the number of survey respondents who never talk on a handheld cellular phone while driving from 45 percent to at least 75 percent.	Percentage of survey respondents who never talk on a hand-held cellular phone. Results of the 2020 survey showed 55.2 percent.	75%	55.2%	Unfortunately, we had high hopes of training and deploying more law enforcement officers to create a wave-like deterrence on the roads. COVID 19 made that impossible but for our 2022 HSP we have intentions to increase training and patrols, as well as, increase our media outreach. 2021 is also the first year we are supporting three very significant youth distracted driver programs. Once the results of those arrive, we will continue to place those in our plan as well.
Impaired Driving	Reduce the five-year average impaired driving fatalities by 5 percent from 22 (2013 to 2017 average) to 21 (2016 to 2020 average) by December 31, 2020.	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater. 2020 numbers are not available at time of publication, however, the spike in 2017 and 2020 fatalities will make achievement of this target difficult.	21%	N/A	We will implement new programming, implement new media, designate a TSC meeting to brainstorm suggestions for expanding our partnerships. We will also continue to work with our TSRP and their guidance in securing research-based policies at the state level. Our 2023 SHSP will also have dedicated programs which include partner assistance and leadership in supporting our ID efforts.

Program Area	Performance Targets	Performance Measures	Target	Actual	Adjustment
Motorcycle	Maintain the five-year average unhelmeted motorcyclist fatalities at 6 or below by December 31, 2020.	Number of unhelmeted motorcycle fatalities. There were 5 unhelmeted fatalities which did not help to lower the five-year average; therefore, the five-year target was also not met. As of 11/30/2020 known helmet use was 38.46% (5) and non-use 30.77% (4). We are still waiting for multiple crash investigation reports.	<=5	5	RI does not have an all-rider helmet law. <ul style="list-style-type: none"> •We will look to our safety stakeholder partners in the TSC to introduce and support such a policy during our monthly meetin which we assit in arranging and lead. •We will also make sure that this policy is included in our 2023 SHSP as we develop it during 2022. ▪ We will increase our media presence on radio, television, and digital/social specifically around rider conspicuity, rider training and rider safety gear.
Motorcycle	Maintain the five-year average motorcyclist fatalities at 10 or below by December 31, 2020.	Number of motorcycle fatalities. The actual number in 2019 was 13, five fewer than in 2018 but still higher than prior years. This resulted in Rhode Island not being able to meet the five-year target. As of 11/30/2020 RI is tracking 13 MC fatalities.	<=10	13	To date 30 motorcyclists have died in 2020. Of those, 27 were males of an average age greater than 44 years old. Reasons or causations on crash reports indicate inexperience, speed, recklessness, failure to maintain lane, and failure to navigate turns. 12 of the 30 killed were single vehicle crashes and in 2020, 67% of the persons killed on motorcycles were unhelmeted. Despite our continued motorcycle safety educational and media campaigns in FFY2020, we reached fewer riders due to cancellation of events because of COVID-19. For our FFY2022 HSP: <ul style="list-style-type: none"> ▪ We will add a new educational project that will highlight the safety benefits of riders wearing all proper safety gear. ▪ We will work with our partners at the Bureau of Motor Vehicles to continue to investigate opportunities to strengthen the number of riders taking professional rider education ▪ We will increase our media presence on radio, television, and digital/social specifically around rider conspicuity, rider training and rider safety gear.

Program Area	Performance Targets	Performance Measures	Target	Actual	Adjustment
					<ul style="list-style-type: none"> ▪ We will increase our partnership with rider organizations dedicated to safety of all riders.
Occupant Protection	Reduce the five-year average unrestrained occupant fatalities by 6 percent from 16 (2014 to 2018 average) to 15 (2016 to 2020 average) by 2020.	Number of unrestrained occupant fatalities rose in 2020 in conjunction with overall fatalities. The resulted in raising the five-year average from 17 to 18.	15	18	<p>Although we passed RI's primary law in 2011 and strengthened it in 2013, we have not been able to sustain the momentum to target OP programs as much as we had hoped. Many of our community partners were not about to sustain their original staff and projects at that level. •We will prioritize the creation of an OP task force in 2022</p> <ul style="list-style-type: none"> •We will create a tracking document which will capture all OP citation enforcement activities for use in evaluating OP enforcement efforts. ▪
Occupant Protection	Increase safety belt use among pickup truck drivers, as measured by observations, from 76.7 percent in 2017 to 80 percent in 2020.	The CARES act waiver resulted in no daytime seatbelt survey in 2020.	80%	N/A	<ul style="list-style-type: none"> •We will implement suggestions and strategies from the FY21 OP assessment into the FY22 HSP and it is our goal to coordinate our annual seat belt use survey. •We will enhance the attitude and Awareness Survey to include an emphasis on men 18-34 to help determine awareness of paid and enforcement following seat belt mobilizations.
Occupant Protection	Increase observed seat belt use from 88.8 percent in 2018 to 90 percent by 2020.	The CARES act waiver resulted in no daytime seatbelt survey in 2020.	90%	N/A	<ul style="list-style-type: none"> •We will implement suggestions and strategies from the FY21 OP assessment into the FY22 HSP. •We will support a community-based agency to create an OP educational campaign directly related to rural areas, as well as, pick up truck drivers. •We will increase our outreach efforts to Spanish speaking communities and make every effort to support a CBO which will absorb a dedicated program to reach these neighborhoods with educational programs and resources.

Program Area	Performance Targets	Performance Measures	Target	Actual	Adjustment
Pedestrians and Bicyclists	Reduce the five-year average number of pedestrians in fatal crashes by 8 percent from 13 (2014 to 2018 average) to 12 (2016 to 2020 average) by December 31, 2020.	Number of pedestrian fatalities. There were 18 fatalities in 2020, which is the largest spike since 2017 when there were 21. Several years of sustained efforts are needed to meet lower targets considering the spikes in 2017 and 2020.	12	18	<ul style="list-style-type: none"> •We will review past efforts and create momentum to support countermeasures that support strong ped programs. •We will increase our media and messaging strategies, law enforcement details and training and review possible legislation to support lowering these numbers. •We will also include many projects listed in our SHSP in our 2022 HSP. •We will increase our community outreach efforts to include elderly hosuign units and senior centers •We will create a VRU task force and plan to quarterly meetings to dicsucss resources and capacity in RI communities. ▪ We will increase our law enforcement trainings employing a virtual platform.
Pedestrians and Bicyclists	Maintain the five-year average number of bicyclist fatalities at or below one by December 31, 2020.	Number of bicyclist fatalities. Rhode Island continues to consistently have a low number of bicyclist fatalities and achievement of this target remains reasonable.	<=1	1	<ul style="list-style-type: none"> •We will continue to facilitate our elementary school bike safety. •We will increase the amount of schools who receive this curriculum. •We will host the curriculum as well as the bike safety videos which mirror the curriculum on the DOT website.
Pedestrians and Bicyclists	To decrease the five-year average number of pedestrian fatalities testing positive for blood alcohol, by 15 percent from 1.8 (2014 to 2018) to 1.7 (2016 to 2020) by 2020.	The number of alcohol-related pedestrian fatalities is not available at time of this publication.	1.7%	N/A	Our pedestrian fatalities in 2020 saw an incredible rise. To handle the problem and to remain true to our target we will increase our media efforts, work to create new media pieces, increase our presence on social media, and increase the number of officers we train and deploy for pedestrian patrols. We will also partner with our bike partners to create awareness tolls and messaging that reach a larger audience than in the past.

Program Area	Performance Targets	Performance Measures	Target	Actual	Adjustment
Speed	Reduce the five-year average speed-related fatalities by 4 percent from 25 (2014 to 2018 average) to 24 (2016 to 2020 average) by December 31, 2020.	Number of speed-related fatalities. The five-year average was 32, despite a significant drop in the actual number of speed-related fatalities in 2020.	24	32	<ul style="list-style-type: none"> •We will continue to promote our SPEED media campaign developed in 2020. We don't believe we were able to attract as large an audience as hoped due to COVID. •We will create a defined media tracking tool to review media audience viewing as well as, a social media tracking tool. •We will create a strategic plan to offer our 2021 developed SPEED community/law enforcement toolkit to ensure full outreach potential for this SPEED based curriculum for partner use. •We will work with engineering teams organized in DOT to increase initial problem identification regarding SPEED and train all OHS staff to review the data so they can share the information with community groups and agencies. •We will train law enforcement to identify SPEED issues in their communities using the DDACTS model.
Traffic Records	Increase the percentage of crash records successfully linked to a location within the roadway system.	Progress for this performance measure is deferred due to resource limitations in 2020 and will be revised in FFY21.			<ul style="list-style-type: none"> •We will reinforce our efforts to create a comprehensive crash data management system through the state's Records Management System. •We will meet with leaders of other state agencies to educate them of the importance to maintain an accurate, timely and complete records system which employs their agency's assistance and participation. •We will increase membership and active participation of our TRCC via state and local outreach efforts to be created during the spring and summer of 2021.

Program Area	Performance Targets	Performance Measures	Target	Actual	Adjustment
Younger Drivers	Reduce the five-year average number of drivers age 20 or younger involved in fatal crashes by 14 percent from 7 (2014 to 2018 average) to 6 (2016 to 2020 average) by December 31, 2020.	Number of young drivers (age 16 to 20) involved in fatalities and serious injuries. Although there were 4 young drivers involved in fatal crashes in 2020, the significant spike in 2017 means that several years of low fatality numbers are needed to achieve lower five-year averages.	6	7	We've increased our youth outreach in 2021 and pending the evaluations of those programs we will increase our youth outreach. We will also reach out to the RI Student Assistance Services to discuss creating a complimentary Parent program. We also plan to place a driver's Education assessment in our 2022 plan. We are part of a teen driver committee within the SHSP. Was our 2023 SHSP is created in 2022 we will insist there be a higher level of programming dedicated to youth.
Police Traffic Services	Reduce the five-year average impaired driving fatalities by 5 percent from 22 (2013 to 2017 average) to 21 (2016 to 2020 average) by December 31, 2020.	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater. Although there were 18 young drivers involved in fatal crashes in 2020, the significant spike in 2017 means that several years of low fatality numbers are needed to achieve lower five-year averages.	21	24	Our newly created DUI traffic unit in the RISP is already being credited with increasing vigilance and arrests focused on impaired drivers. In 2022 we hope to increase those efforts by creating a mirroring body of a Municipal Task Force.
Police Traffic Services	Reduce the five-year average speed-related fatalities by 4 percent from 25 (2014 to 2018 average) to 24 (2016 to 2020 average) by December 31, 2020.	Number of speed-related fatalities. The five-year average was 32, despite a significant drop in the actual number of speed-related fatalities in 2019.	24	32	We are very cognizant of the SPEED problem within our state. Our Program Coordinator dedicated to our SPEED efforts has organized a LE SPEED advisory committee which is dedicated to finding ways to create a stronger deterrence directed to speeding drivers. In 2022 we will increase those efforts and increase the number of officers represented on that task force. We will also increase our messaging in media buys and social media platforms.

Program Area	Performance Targets	Performance Measures	Target	Actual	Adjustment
Police Traffic Services	Reduce the five-year average unrestrained occupant fatalities by 6 percent from 16 (2014 to 2018 average) to 15 (2016 to 2020 average) by 2020.	Number of unrestrained occupant fatalities rose in 2020 in conjunction with overall fatalities. The resulted in raising the five-year average from 17 to 18.	15	18	<ul style="list-style-type: none"> •We will implement suggestions and strategies from the FY21 OP assessment into the FY22 HSP and it is our goal to coordinate our annual seat belt use survey. •We will enhance the attitude and Awareness Survey to include an emphasis on men 18-34 to help determine awareness of paid and enforcement following seat belt mobilizations. •We will prioritize the creation of a specific law enforcement led OP task force in 2022 •We will create a tracking document which will capture all OP citation enforcement activities for use in evaluating OP enforcement efforts.
Planning and Admin.	Administer a fiscally responsible, effective highway safety program that is data-driven, includes stakeholders, and addresses State specific safety characteristics.	<p>Conduct a Stakeholders' meeting to receive input for development of the FFY 2020 HSP.</p> <p>Deliver the FFY 2020 Annual Report by December 31, 2020.</p> <p>Deliver the Federal Fiscal Year 2021 Highway Safety Plan by July 1, 2020.</p>	N/A	N/A	

3

Program Areas

The program performance targets and measures, and projects identified for the eleven program areas addressed in the FFY 2020 HSP are described in this section.

3.1 Distracted Driving/Cell Phone Use

Problem Statement

Distracted driving crashes are often difficult to identify, as the officers arrive on scene after the fact and are dependent upon the drivers' accounts and recollection of the facts. Self-reported information is statistically unreliable, and it is estimated that cell phone-related crashes are severely underreported. Rhode Island has been collecting cell phone-related crash information since 2011. The performance metric that is used to measure distracted driving performance is a behavioral survey through the DMV. In 2019, 47.2 percent of respondents indicated they never talk on a cell phone while driving. This is an increase from 45 percent from the 2018 survey but still short of the 75 percent target. In 2020, the attitudinal survey which was conducted online and not at the DMV due to COVID, showed an increase in the percentage to 55 percent. With the hands-free law, and continued awareness campaign efforts, this has helped to promote a cultural shift toward minimizing or eliminating the use of cell phones while driving and push performance toward the target of upwards of 75 percent.

Performance Measures and Targets

Table 3.1 summarizes the distracted driving performance measures and targets identified in the 2020 HSP.

Table 3.1 Distracted Driving Performance Measures

Performance Targets	Performance Measures
Increase the number of survey respondents who never talk on a handheld cellular phone while driving from 45 percent to at least 75 percent.	Percentage of survey respondents who never talk on a hand-held cellular phone. Results of the 2020 survey showed 55.2 percent.

Planned Activities and Funding

The 2020 HSP included nine distracted driving projects to address the above performance measure and make progress towards the targets. **Table 3.2** describes the relationship between individual projects and the impaired driving performance measures, and provides a list of the eight projects, the relevant performance measures, the Funds Approved to each project, and the project status.

Performance Results

Distracted driving continues to be an issue in Rhode Island yet data limitations present challenges to mitigating the issue. In FFY 2020 OHS pursued eight distracted driving projects to help meet the performance targets, however, a couple were not completed as described below.

Table 3.2 FFY2020 Distracted Driving

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/ Expended (FFY 2020)	Project Status
402 DD 20 07/ 402 PS 20 04	ThinkFast Interactive High School Education Program	Percentage of survey respondents who never talk on a hand-held cellular phone.	Section 402DD	\$50,000.00/\$34,375.00	Extended contract into 2021
402 DD 20 08	VMS Message Boards		Section 402DD	\$25,000.00/\$3,527.00	Completed
402 DD 20 11	Work Zone Safety Campaign		Section 402DD	\$25,000.00/\$6,310.00	Completed
FESDLE 20 01	State Agencies (RIMPA) Distracted Driving		Section 405E	\$51,827.00	Completed
FESPE 20 01E	Creative Media Distracted Driving		Section 405E	\$1,094,750.00/\$0.00	Project began in 2020 but due to challenges associated with the pandemic contract and its attached deliverables were extended into 2021.
FESPE 20 02E	Paid Media Distracted Driving		Section 405E	\$1,000,000.00/\$215,294.204	Completed
FESX 20 01E	Citizens Traffic Safety Academy		Section 405E	\$25,000.00/\$0.00	Did not take place due to sub recipient unexpected lack of capacity to implement program.

Project Descriptions

The following are descriptions of the distracted driving projects, including the project title and outcome of the project over the 2020 fiscal year.

Project Number/Title	Project Description
Project Number: 402 DD 20 07/ 402 PS 20 04	<p>Think Fast Interactive, created by TJohnE Productions, is an interactive game show style program that blends critical highway safety messageing with pop culture to command youth's engagement and attention at high school and middle school assemblies. The production educates on Distracted Driving, Impaired Driving, Occupant Protection, GDL (Graduated Driver's License) Laws, RI General Law, and Pedestrian/Bicycle Safety.</p> <p>Performance: TJohn E. Productions continued to deliver its effective and innovative ThinkFast program to RI Highschool and Middle School students in the 2020 Federal Fiscal Year. While school closings due to COVID 19 altered their original scope of work for the year, TJohn still delivered great results for the months they were active prior to the pandemic. During the 2020 fiscal year, TJohn was able to reach approximately 6,470 middle and high school students with their ThinkFast Interactive performance that educates on all manner of traffic safety emphasis areas.</p> <p>Twenty-one of these schools participated in evaluation efforts, completing 3146 pre surveys and 1124 post surveys, representing 4,270 students total. Participants ranged in ages from eleven to nineteen. Overall, those that were age sixteen (25.8%) made up the largest section of the sample, followed by those that were seventeen (19.9%), 13 year old's represented 17% of the total sample, then 15 year old's at 13.2%, age 14 at 13.2%, age 12 at 5.1%, age 18 at 3.2%, age 11 at 2.2%, and age 19 at 0.2%. Teens were also asked to indicate which type of license they currently held from a dropdown list provided of RI's license stages, which also included a manual entry option for 'other'. Most teens were unlicensed (63%). 14.5% held a Limited Instruction Permit, 16.9% a Limited Provisional License, and 4.2% had obtained a Full Unrestricted License.</p> <p>TJohn is a contracted program with the Office on Highway Safety and although their scope of work changed due to the pandemic, they remained diligent in preparing contingency plans for the health crisis and began thinking forward to how their work would change in the 2021 Federal Fiscal year of their contract.</p>
Project Title: ThinkFast Interactive High School Education Program	

Project Number/Title	Project Description
Project Number: 402 DD 20 08 Project Title: VMS Message Boards	<p>Portable Variable Message Boards to display the “Drive Sober or Get Pulled Over” or other High Visibility of DUI laws messages for law enforcement agencies to be used as part of the two national “Drive Sober or Get Pulled Over” impaired driving crackdowns as well as for monthly sustained enforcement as part of the HVE program funded by OHS with NHTSA monies.</p> <p>Performance: We were able to purchase three VMS boards during 2020 that will offer us monthly opportunities for us to reach communities with traffic safety messaging. We choose NHTSA and state messaging that mirror what our highway boards are presenting and ask each law enforcement agency to display the identical messages. We’ve also brought in the board vendor to teach the agencies other data tracking tasks each board can offer them. i.e.; speed data.</p>
Project Number: 402 DD 20 11 Project Title: Work Zone Safety Campaign	<p>One of RIDOT’s experienced Work Zone safety staff was severely injured by an impaired driver this year. Although RIDOT supports and implements safety plans and training for all workers associated with road safety construction sites driving behavior continues to threaten all work zone safety staff. This program is twofold. One part is an educational module created with one of the state’s unique charter schools, The New England Laborer’s Construction Career Academy. The school has a 10-week work zone safety module which stresses dangerous driving behavior.</p> <p>Performance: This program fell short of what we had intended it to be. We did manage to have the students attend one session on work zones but COVID struck and things fell apart. However, during those few units during that session, the students created submissions for a WZ safety billboard which was created before the pandemic hit. The winning entry did appear on billboards in early April. Unfortunately, that was when RI’s VMTs were at their lowest. We added it to our 2021 plan so we might continue the work we already began and extend it out into 2021. Our concern is that many schools are distance learning and we have no way of knowing when that will end across the state. We will remain in close contact with our safety advocates who lead the program at the career school.</p>

Project Number/Title	Project Description
Project Number: FESDLE 20 01 Project Title: State Agencies (RIMPA) Distracted Driving	<p>The LEHSTC will work as the liaison through the Office of Highway Safety and will promote law enforcement participation in Operation Blue RIPTIDE, conduct outreach to police chiefs, and provide traffic safety training. The LEHSTC will also serve as the Program Coordinator for the Standardized Field Sobriety Testing (SFST) Refresher Training courses. OHS will continue to reinvigorate DRE training and program implementation through the Law Enforcement Highway Safety Training Coordinator.</p> <p>Performance: Please see the EBE report to extend this measure. We would have no way of delivering sound distracted driving law enforcement training if not for the activities of our active and highly motivated LEL, Col Richard Sullivan (ret.).</p>
Project Number: FESPE 20 01E Project Title: Creative Media Distracted Driving	<p>OHS will fund creation of media to support law enforcement mobilizations, including during National Distracted Driving Month (April 2020). Using a State of Rhode Island Master Price Agreement (MPA) vendor to design the creative materials, our primary target audience will be adults between 25 to 54 years old, with the secondary target being adults 16-24 years old. Focus groups will be conducted to determine the best creative direction to reach these audiences.</p> <p>Performance: During FFY 2020 the OHS was able to secure an RFP, then a contract, to create a new Distracted Driving campaign. Due to COVID19, state reviews and final approvals took some time so we extended the contract into 2021. As this report is being prepared the campaign components are being edited and will be offered for final approval within DOT directly after Christmas.</p>
Project Number: FESPE 20 02E Project Title: Paid Media Distracted Driving	<p>OHS will fund placement of media to support law enforcement mobilizations, including during National Distracted Driving Month 54 years old, with the secondary target being adults 16-24 years old. As stipulated by the MPA contract, the selected vendor will conduct a comprehensive post-by analysis, which will serve as the evaluation for this project.</p> <p>Performance: Please see the included media report. We ran our last year's distracted driving campaign in the Spring. It had been scheduled before the pandemic hit so we went with it and shared on our social media to gain additional exposure.</p>

Project Number/Title	Project Description
Project Number: FESX 20 01E Project Title: Citizens Traffic Safety Academy	OHS will fund the second year of the Citizens Traffic Safety Academy (CTSA). The program is scheduled to conduct the 3rd session in August 2019. A final evaluation report from an independent evaluator is forthcoming. The purpose of the Citizens Traffic Safety Academy is to create a cadre of traffic safety experts to foster better communication between citizens and highway safety experts through education and awareness. Performance: Although this program was a success in FFY 2019, the sub-recipient organization was unable to secure the capacity to recreate it during FFY 2020. It is our hope to re-create and re-introduce this successful program in FFY 2022.

3.2 Impaired Driving

Problem Statement

The 2020 HSP stated that alcohol impaired driving comprised a large share of the State's crash fatalities in recent years. Based on NHTSA imputed numbers in the past few years, almost 40 percent of Rhode Island's fatalities involved a driver or motorcycle rider with blood alcohol concentration (BAC) of 0.08 or above. The spike of 35 impaired driving fatalities in 2017, makes achievement of the 2020 five-year average target of 21 fatalities difficult. There will be a need for sustained performance of lower impaired driving fatalities in the next few years to offset the spike in 2017. Rhode Island plans to conduct continued targeted enforcement as well as targeted outreach campaigns to reinforce responsible driving behavior.

Performance Measures and Targets

Table 3.3 summarizes the impaired driving performance measures and targets identified in the 2020 HSP.

Table 3.3 Impaired Driving Performance Measures

Performance Targets	Performance Measures
Reduce the five-year average impaired driving fatalities by 5 percent from 22 (2013 to 2017 average) to 21 (2016 to 2020 average) by December 31, 2020.	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater. 2020 numbers are not available at time of publication, however, the spike in 2017 and 2020 fatalities will make achievement of this target difficult.

Planned Activities and Funding

The 2020 HSP included 18 impaired driving projects to address the above performance measures and make progress towards the targets. **Table 3.4** describes the relationship between individual projects and the impaired driving performance measures. **Table 3.4** contains a list of the 18 projects, the relevant performance measures, the Funds Approved to each project, and the project status.

Performance Results

Impaired driving continues to be an issue in Rhode Island and in FFY 2020 OHS identified the following impaired driving projects to help meet the performance targets.

Table 3.4 FFY2020 Impaired Driving

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
164AL 20 05	Alcohol Survey	Percent of survey participants responding "Always" or "Nearly Always" to the likelihood of getting arrested after drinking and driving. Percent of survey respondents that recognize the impaired driving enforcement slogan.	Section 164AL	\$15,000.00/\$12,900.00	Completed
164AL 20 06	Alcohol Program Resources	Percent of survey participants responding "Always" or "Nearly Always" to the likelihood of getting arrested after drinking and driving. Percent of survey respondents that recognize the impaired driving enforcement slogan.	Section 164AL	\$50,000.00/\$0.00	Integrated in general impaired driving paid media

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
164AL 20 07	Alcohol Training Video	Percent of survey participants responding "Always" or "Nearly Always" to the likelihood of getting arrested after drinking and driving. Percent of survey respondents that recognize the impaired driving enforcement slogan.	Section 164AL	\$200,000.00/\$0.00	Was not created due to limited time (COVID 19) and staffing challenges
164AL 20 08	State Agencies (HEALTH) Alcohol Toxicology & BAT Mobile Support	Percent of survey participants responding "Always" or "Nearly Always" to the likelihood of getting arrested after drinking and driving.	Section 164AL	\$260,727.00/\$219,433.05	Completed
164AL 20 11 FDLDAT 20 02	Criminal Justice Training		Section 164AL Section 405D	\$70,000.00/\$0.00 \$70,000.00/\$0.00	Was not able to secure judicial support during this fiscal year.
164AL 20 13	VMS Message Boards	Percent of survey respondents that recognize the impaired driving enforcement slogan.	Section 164AL	\$100,000.00/\$3,527.00	Provided boards requested by law enforcement agencies.
164AL 20 14	Leadership Committee Statute/Outreach	Number of impaired driving arrests made during grant-funded enforcement activities.	Section 164AL	\$50,000.00/\$0.00	Was unable to implement due to the pandemic and staffing shortages
164AL 20 19	Work Zone Safety Campaign	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.	Section 164AL	\$50,000.00/\$6,310.00	Completed to a smaller extent than previously planned.

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
164AL 20 21 M5OT 20 01D	Holiday Safe Driving Application Support	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater. Number of impaired driving arrests made during grant-funded enforcement activities.	Section 164AL Section 405D Mid	\$50,000.00/\$0.00 \$50,000.00/\$0.00	Did not begin this program due to interrupted discussions and efforts within the RIDOT
164PM 20 01	Paid Media (AL)	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater. Number of impaired driving arrests made during grant-funded enforcement activities.	Section 164PM	\$1,000,000.00/\$994,277.26	Completed
164PM 20 02	Creative Media (AL)	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.	Section 164PM	\$500,000.00/\$167,104.69	Completed
FDLBAC 20 01	Municipalities Impaired Driving – BAT (Breath Alcohol Testing) Mobile Providence	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater. Number of impaired driving arrests made during grant-funded enforcement activities.	Section 405D	\$60,000.00/\$24,706.32	Conducted but not at previous year levels due to the pandemic
FDLBAC 20 02	State Agencies (HEALTH) – Traffic Safety Resource Forensic Toxicologist (TSRFT) and Preliminary Breath Testing	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.	Section 405D	\$136,010.00/\$135,196.72	Implemented and completed

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
FDLCS 20 01D	State Agencies (AG)–Traffic Safety Resource Prosecutor (TSRP)	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater. Percent of survey respondents that recognize the impaired driving enforcement slogan.	Section 405D	\$200,000.00/\$117,692.66	Completed
FDLDAT 20 03	Citizens Traffic Safety Academy	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.	Section 405D Low	\$25,000.00/\$0.00	Was not implemented due to expected sub-recipient's lack of capacity and organizational operations.
M6OT 20 01D	Municipalities SFST Trainer OT	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater. Number of impaired driving arrests made during grant-funded enforcement activities.	Section 405D	\$40,000.00/\$1,974.00	Conducted but with limited classes and recruits due to COVID 19.

Project Descriptions

The following are descriptions of the impaired driving projects, including the project title and outcomes of the projects over the 2020 fiscal year.

Project Number/Title	Project Description
Project Number: 164AL 20 05 Project Title: Alcohol Survey	<p>OHS will facilitate a survey, targeting the general public, which will effectively gauge the level of risk of arrest for Driving Under the Influence of Alcohol that persons perceive while using the State's roadways. This survey will be created using a scientific approach by a reputable company experienced in polling and conducting surveys. This survey will help OHS in planning a strategic plan to address the public's perception and alleviate any fears or concerns that are not based upon data or statistics.</p> <p>Performance: We were able to have our contracted vendor facilitate this program. Results are included within this report.</p>
Project Number: 164AL 20 06 Project Title: Alcohol Program Resources	<p>OHS will develop, maintain, and disseminate appropriate resource and educational materials for use by local and state programs addressing "DSOGPO" and underage alcohol use in regard to dangerous driving behaviors. The OHS will look to create informational handouts/brochures to bring awareness to young drivers especially around the Prom season to local high schools. These materials will also be provided to our partners and stakeholders to disseminate at their events as well to increase the reach of the message.</p> <p>Performance: This program was not developed due to staff shortages, necessary internal approvals and COVID 19.</p>
Project Number: 164AL 20 07 Project Title: Alcohol Training Video	<p>OHS will create an RFP for the professional production of a training video regarding the effectiveness of the three tests currently used in the Standardized Field Sobriety Testing battery, Horizontal gaze nystagmus, Walk and Turn, One Leg stand. This training video will be utilized for recruit level training at the local law enforcement training academies to assist them in understanding how and why NHTSA's Standardized Field Sobriety Testing process is so effective at identifying persons who are suspected of operating a motor vehicle while under the influence of alcohol. In addition to recruit training this production is also intended to be an educational tool which will be utilized at training held for prosecutors and judges.</p>

Project Number/Title	Project Description
	<p>Performance: Although this program was expected to be advised as an RFP and contracted to a submitted vendor we were unable to create it during 2020. It is included in our FFY 2021 plan.</p>
<p>Project Number: 164AL 20 08 Project Title: State Agencies (HEALTH) Alcohol Toxicology & BAT Mobile Support</p>	<p>OHS will reimburse 60% of the salary of a Traffic Safety Resource Forensic Toxicologist at the Rhode Island Department of Health, Forensics Laboratory. We will also support 40% of the salary of a forensic scientist and the full salary of a senior laboratory technician. This project supports overtime in HEALTH's Forensics Unit, the BATmobile deployments and Breath Analysis Section to calibrate Preliminary Breath Testers to expand use of these instruments and to calibrate and set up Intoxilyzer 9000s in the lab. Also, to download data from these instruments for reporting to OHS and to conduct associated tasks that arise with the implementation of these instruments.</p> <p>Performance: The Traffic Resource Forensic Toxicologist project was successful with the TRFT conducting laboratory analysis of DUI blood test results. The funding of this position has reduced the wait time for law enforcement agencies to receive the results of the blood tests for successful prosecution. This project has also allowed PBT's throughout the state to be calibrated on time thus making law enforcement activities on the road more successful.</p>
<p>Project Number: 164AL 20 11/FDLDAT 20 02 Project Title: Criminal Justice Training</p>	<p>A multimedia presentation will be produced by Highway Safety Professionals, and Law Enforcement Officers, showing the effectiveness of the SFST and DRE programs. A summit will be conducted utilizing subject matter experts to include other Judges and Medical Doctors.</p> <p>Performance: This project was not completed during 2020. Initial discussions were held with the court's leadership, but that discussion and its following activities were curtailed due to the pandemic and by the fact that the courts closed intermittently throughout COVID 19.</p>
<p>Project Number: 164AL 20 13 Project Title: VMS Message Boards</p>	<p>Portable Variable Message Boards to display the "Drive Sober or Get Pulled Over" or other High Visibility of DUI laws messages for law enforcement agencies to be used as part of the two national "Drive Sober or Get Pulled Over" impaired driving crackdowns as well as for monthly sustained enforcement as part of the HVE program funded by OHS with NHTSA monies. 10 cities/towns will be chosen based on data and those</p>

Project Number/Title	Project Description
	<p>who help coordinate the States' DUI task force details. Agencies chosen to receive grant funding to purchase Portable Variable Message Boards shall enter into a Memorandum of Agreement with the Office on Highway Safety regarding the effectiveness of safety messages.</p> <p>Performance: We were able to secure three VMS boards and distribute them to the requesting police depts. They were used to track VMTs and speeds and offered our aligned safety messages throughout the year.</p>
<p>Project Number: 164AL 20 14 Project Title: Leadership Committee Statute/Outreach</p>	<p>The Office on Highway Safety will conduct outreach activities for local government leaders with relevant highway safety information. A multimedia informational package will be created which will raise awareness of highway safety issues in Rhode Island and highlight the countermeasures that work to create a holistic approach towards combating serious injuries and deaths on our roadways. This project will provide the state's policy makers with relevant information which will highlight the State of Rhode Island's Impaired Driving problem and show how proven countermeasures can be utilized to combat the state's 41% impaired fatal crash operator statistic and reduce deaths and serious injuries upon the roadways of the state. The OHS will provide educational information packets for each participant that focus on impaired (alcohol) driving as designated in our State's 10- year Impaired driving plan.</p> <p>Performance: This project was not completed and has been eliminated from RI's 2021 HSP due to lack of interest, staff resources and time. We will attempt to resurrect this project in future years since we maintain that leadership in impaired driving strategies is a priority.</p>
<p>Project Number: 164AL 20 19 Project Title: Work Zone Safety Campaign</p>	<p>One of RIDOT's experienced Work Zone safety staff was severely injured by an impaired driver this year. Although RIDOT supports and implements safety plans and training for all workers associated with road safety construction sites driving behavior continues to threaten all work zone safety staff. This program is twofold. One part is an educational module created with one of the state's unique charter schools, The New England Laborer's Construction Career Academy. The school has a 10-week work zone safety module which stresses dangerous driving behavior.</p>

Project Number/Title	Project Description
	<p>Performance: This program fell short of what we had intended it to be. We did manage to have the students attend one session on work zones but COVID struck and things fell apart. However during those few units during that session the students created submissions for a WZ safety billboard which was created before the pandemic hit. The winning entry did appear on billboards in early April. Unfortunately, that was when RI's VMTs were at their lowest. We added it to our 2021 plan so we might continue the work we already began and extend it out into 2021. Our concern is that many schools are distance learning and we have no way of knowing when that will end across the state. We will remain in close contact with our safety advocates who lead the program at the career school.</p>
<p>Project Number: 164AL 20 21/M5OT 20 01D</p> <p>Project Title: Holiday Safe Driving Application Support</p>	<p>In 2017 RIDOT created a localized safe driving application modeled after NHTSA's that supports using alternative transportation by which people can get to and from places where they drop in without having to drop everything. This app was created due to our data which continues to demonstrate Rhode Island's high percentage of alcohol related impaired driving fatalities. During the 2019 Holiday Season we will feature the availability of our application for use by the general public. We will offer discounted coupons in conjunction with ride sharing companies. We will track the app's usage along with our impaired driving crash data for the time period of Thanksgiving through New Year for past 5 years.</p> <p>Performance: We were unable to produce this program due to internal approvals and discussions, so we missed the deadline we needed to reach to produce before the holidays of 2019. We have a product, but it remains in the approval stage due to COVID 19.</p>
<p>Project Number: 164PM 20 01</p> <p>Project Title: Paid Media (AL)</p>	<p>OHS will develop and implement a statewide paid media campaign for the DSoGPO campaigns to coincide with enforcement mobilizations scheduled for December 2019 and August/September 2020 in addition to supporting monthly sustained enforcement. The target audience is 20-50-year-old males. The media buy is expected to cover print, online/web/Internet and "out of home" (billboard/bus/movie theater). Media materials are produced in both English and Spanish and the venues are chosen based on market data for each audience. This task will meet the requirements within the</p>

Project Number/Title	Project Description
	<p>Grant Funding Policy Part II E by ensuring that all television ads include closed captioning. Additionally, the project will be evaluated based on the criteria set out in the Section 402 Advertising Guidance.</p> <p>Performance: We were able to place our past impaired driving media spots during FFY 2020. That covered the 2019 holiday season, St. Patrick’s Day and during the summer months. We have just recently previewed a new television spot during 2020’s Thanksgiving week.</p>
<p>Project Number: 164PM 20 02 Project Title: Creative Media (AL)</p>	<p>OHS will enter into a contract with a public relations firm (listed on our state’s MPA list) for creative media to create and produce an impaired driving campaign that will serve as a “part 4” in our “Ripple Effect” efforts. Both of those campaigns have offered increased awareness and education regarding Traffic Safety countermeasures targeting the reduction of impaired driving behavior. These campaigns specifically target alcohol related traffic behavior and fatalities.</p> <p>Performance: Our 2020 media report will detail our media buy. Although we went ahead and completed our initial impaired driving plan but we’re not convinced we received the usual amount of attention due to the many expected distractions associated with COVID. New television and radio and social media spots were created that contained a CALL TO ACTION for all drivers and also to anyone who has the power of influence over those drivers. We continued the plan into FFY 2021 with a newly created spot and have already heard from several sources of increased attention to our holiday focused media efforts.</p>
<p>Project Number: FDLBAC 20 01 Project Title: Municipalities Impaired Driving – BAT (Breath Alcohol Testing) Mobile Providence</p>	<p>OHS will reimburse the Providence Police Department (PPD) for all necessary B.A.T. equipment, and overtime for the PPD at two officers per day for three days per week for at least 18 weeks of the FFY, gas, maintenance, specialized “Impaired Driving Task Force” safety vests, and two Guth Simulators to calibrate the Intoxilyzer 9000s There is no equipment over \$5000.00 to be acquired as part of this project.</p> <p>Performance: This program was conducted throughout the FY 2020 holiday season to include Thanksgiving, Christmas, New Year’s, Valentine’s Day and was also included in our St. Patrick’s Day campaign. It was unable to be deployed through the pandemic. In total it was used for 186 detail hours which resulted in 7 refusals and 7 arrests.</p>

Project Number/Title	Project Description
<p>Project Number: FDLBAC 20 02</p> <p>Project Title: State Agencies (HEALTH) – Traffic Safety Resource Forensic Toxicologist (TSRFT) and Preliminary Breath Testing</p>	<p>OHS will reimburse 60% of the salary of a Traffic Safety Resource Forensic Toxicologist at the RI Department of Health, Forensics Laboratory. We will also support 40% of the salary of a forensic scientist and the full salary of a senior laboratory technician. Includes equipment with a per-unit cost of less than \$5,000. Includes an FTE as well as overtime in HEALTH’s Forensics Unit, Breath Analysis Section to calibrate Preliminary Breath Testers to expand use of these instruments and to calibrate and set up Intoxilyzer 9000s in the lab.</p> <p>Performance: The Traffic Resource Forensic Toxicologist project was successful with the TRFT conducting laboratory analysis of DUI blood test results. The funding of this position has reduced the wait time for law enforcement agencies to receive the results of the blood tests for successful prosecution. This project has also allowed PBT’s throughout the state to be calibrated on time thus making law enforcement activities on the road more successful.</p>
<p>Project Number: FDLCS 20 01D</p> <p>Project Title: State Agencies (AG)–Traffic Safety Resource Prosecutor (TSRP)</p>	<p>OHS will pay 75% of the salary of a prosecuting attorney from the Attorney General’s staff, to serve as the TSRP. The TSRP will:</p> <ul style="list-style-type: none"> ▪ The TSRP will be an active member on the Traffic Safety Coalition and agree to attend monthly meetings. He/She will also be an active participant on several emphasis teams which deal with dangerous driving behavior. His/her presence and participation should be included on the Impaired Driving, Speeding, OP, and Young Driver teams. ▪ The TSRP will organize and lead a committee (to include the OHS) to review RI’s Impaired Driving statute in order to create a list of agreed upon statute changes/enhancements. ▪ The TSRP will review RI’s social host law and offer recommendations for changes and/or enhancements. ▪ The TSRP will obtain and share with OHS data on disposition of arrests for DUI and refusal, calculate conviction rates and compare rates of the AG’s office and municipal solicitors. ▪ The TSRP will offer interlock data to include the number of monthly and annual interlocks installs. ▪ The TSRP will support and assist in judicial trainings and prosecution trainings in testimony, evidence, and prosecution.

Project Number/Title	Project Description
	<ul style="list-style-type: none"> ▪ The TSRP will continue to train police officers and recruits at annual recertification classes for breathalyzer operators in the area of DUI and Implied Consent Prosecution. The recruit training at will include lecture and mock trail exercises. ▪ The TSRP will participate on NHTSA TSRP focused webinars and teleconferences on behalf of the OHS. <p>Performance: Before the pandemic, our TSRP provided prosecutor training and several law enforcement trainings. Once the state closed, the TSRP made it his signular mission to help the OHS gather data that feeds into FARS reporting. He was the emissary who assisted in explaining why we require this data to several state agencies who may have been reluctant to share sensitive but necessary FARS information. The TSRP continued to advise local police deparments on their individual DUI cases and also worked to create a smoother and more productive data sharing experience for the OHS.</p>
<p>Project Number: FDLDAT 20 03 Project Title: Citizens Traffic Safety Academy</p>	<p>OHS will fund the second year of the Citizens Traffic Safety Academy (CTSA). The program is scheduled to conduct the 3rd session in August 2019. A final evaluation report from an independent evaluator is forthcoming.</p> <p>The purpose of the Citizens Traffic Safety Academy is to create a cadre of traffic safety experts to foster better communication between citizens and highway safety experts through education and awareness. The Target Audience for CTSA is adults of the general public to include State and Community Leaders. The Citizens Traffic Safety Academy will provide information and training to the citizens who participate, so they may make safe and informed judgments while driving, walking or biking.</p> <p>Performance: In the beginning of the grant cycle the plan was to coordinate a training session for all State of RI employees. The Covid-19 Pandemic started early in 2020 and as a result training and in person events were dramatically affected. This program was not conducted in FFY 20. Due to the ongoing restrictions based on State and National mandates for health and safety there is no plan to conduct another Academy at this time until potentially FY22. The initial sub-recipient did not have the staff or capacity to execute the 2020 academy plan.</p>

Project Number/Title	Project Description
Project Number: M6OT 20 01D Project Title: Municipalities SFST Trainer OT	<p>Funding shall be utilized to sponsor officers to attend SFST and in-service training events, and potentially cover the costs of backfilling for the officer's absence at his/her agency should NHTSA allow it. It is recommended by NHTSA that all SFST practitioners complete a state-approved refresher/update training at a minimum of every three years from the date of their most recent state refresher/update training as an SFST practitioner. The average BAC of a DUI offender who submits to chemical testing is a .16 which shows that officers in RI could potentially be making face to face contact with impaired motorists and not recognize they are dealing with a possible DUI suspect.</p> <p>Performance: This project created instructors for the Standardized Field Sobriety Testing program and the Advanced Roadside Impaired Driving Enforcement training programs for the Rhode Island Municipal Police Academy (RIMPA). RIMPA facilitated two recruit classes, one in the fall and one in the spring, and a total of 5 in-service ARIDE classes were conducted in October; November; February; August; and September resulting in training of approximately 500 law enforcement officers. 2 in-service SFST refresher courses were also offered but due to COVID 19 they were cancelled because of low enrollment.</p> <p>Due to the global pandemic mandates RIMPA had to stagger its classes for the spring recruit classes which translates into smaller classes had to be conducted more frequently to comply with social distancing and COVID 19 protocols. This meant that additional classes had to be scheduled requiring more instructors. This project was instrumental in allowing the instructors to be able to attend and impart their knowledge.</p>

3.3 Motorcycles

Problem Statement

From 2012 through 2020, unhelmeted motorcyclist fatalities in Rhode Island have fluctuated between a low of 4 in 2016 to a high of 18 in 2018. This high in 2018 raised the five-year average unhelmeted fatalities to 6, 50 percent greater than the desired target of 4. Overall, there were 13 motorcyclist fatalities in 2020, which is lower than the 18 in 2018, but still higher than other years since 2012. This raised the five-year average motorcyclist fatalities to 12, which places the State farther away from its target of 10. Rhode Island does not have a universal helmet law for all

motorcyclists (Rhode Island's motorcycle helmet use law only covers all passengers (regardless of age) and all operators during the first year of licensure (regardless of age), which makes it challenging to lower unhelmeted motorcycle fatalities). Rhode Island will look to develop stronger awareness campaigns to promote motorcyclist safety and awareness of these users of transportation system by all users. The State will also continue to investigate opportunity to strengthen legislation pertaining to motorcycle safety.

Rhode Island has a motorcycle training program with three major goals:

1. Train police officers the safe, efficient and effective way to operator a police motorcycle.
2. Train police officers to situational awareness when operating police motorcycles during; enforcement campaigns, performing escorts, crash investigations and maneuvering highways and by-ways.
3. Each officer attending the training will be introduced to the concept of being an ambassador for community relations and working toward a motorcycle coalition to share safe operating practices with the civilian motoring public.

This course from its initial design was established to teach prospective police motorcycle officers the skills required to enhance their overall safety on the road. Students spend most of their time riding the motorcycle with practical, real world scenarios and exercises and riding instruction, supplemented with classroom instruction and demonstrations of tactical techniques. The added classroom sequence drives home the importance of the community approach to assisting civilians with safe operating practices.

The main objective of this program is to train prospective officers the skills necessary to safely and effectively operate a police motorcycle while conducting daily police business in their community.

Objectives covered during the two-week training include, but not limited to the following:

- › Maintenance/nomenclature
- › Mounting/dismounting, parking, picking up a fallen motorcycle, pushing the motorcycle
- › Slow speed maneuvers
- › High speed/emergency braking
- › Curb and obstacle negotiation
- › Curve negotiation
- › Vehicle stops/escort procedures
- › Night riding/off-road riding
- › Traffic stops/officer safety
- › Effective enforcement

Performance Measures and Targets

Table 3.5 summarizes the motorcycle performance measures and targets identified in the 2020 HSP. The relationship between the individual projects and the motorcycle performance measures is described in **Table 3.6**.

Table 3.5 Motorcycle-related Performance Measures

Performance Targets	Performance Measures
Maintain the five-year average motorcyclist fatalities at 10 or below by December 31, 2020.	Number of motorcycle fatalities. The actual number in 2019 was 13, five fewer than in 2018 but still higher than prior years. This resulted in Rhode Island not being able to meet the five-year target. As of 11/30/2020 RI is tracking 13 MC fatalities.
Maintain the five-year average unhelmeted motorcyclist fatalities at 6 or below by December 31, 2020.	Number of unhelmeted motorcycle fatalities. There were 5 unhelmeted fatalities which did not help to lower the five-year average; therefore, the five-year target was also not met. As of 11/30/2020 known helmet use was 38.46% (5) and non-use 30.77% (4). We are still waiting for multiple crash investigation reports.

Planned Activities and Funding

The 2020 HSP identified four motorcycle projects to address the above performance measures and make progress towards the targets. **Table 3.6** lists the four projects; the relevant performance measures; the Funds Approved to each project; and the project status.

Performance Results

Motorcycle fatalities, particularly unhelmeted drivers, and serious injuries continue to be a concern. OHS is continuing these projects into FFY 2020.

Table 3.6 FFY2020 Motorcycle Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
402MC 20 02	Motorcycle Crash Reconstruction	Number of motorcycle fatalities Number of unhelmeted motorcycle fatalities	Section 402MC	\$25,000.00/\$0.00	Not completed. No time, interest or staff availability during FFY 2020. Will include parts of the training in our 2021 Crash Reconstruction Training which began in Oct 2020 and will continue into the Spring of 2021.
402PM 20 05	Paid Media (MC) Awareness Campaign		Section 402PM	\$110,000.00/\$109,859.78	Executed in the Spring/Summer of 2020.
402PM 20 06	Creative Media (MC) – Awareness Personal Protective Gear		Section 402PM	\$100,000.00/\$0.00	Extended into FFY 2021. Was unable to create an RFP process to move this project along.
M9MA 20 01	Motorcycle Public Education Awareness and Outreach Campaign		Section 405F	\$30,000.00/\$25,479.45	Will move into FFY 2021

Project Descriptions

The following are descriptions of the motorcycle projects, including the outcomes of the project over the 2020 fiscal year.

	Project Description
<p>Project Number: 402MC 20 02 Project Title: Motorcycle Crash Reconstruction</p>	<p>OHS will fund a Law Enforcement Department/Entity to host a training session(s), to be offered to all law enforcement departments based on class limitations, for the purpose of certifying officers in the specialized field of motorcycle crash reconstruction. The instruction shall be that of a qualified and certified provider capable of nationally excepted standards. It will provide the capability for law enforcement to reconstruct the crash mechanisms and causal factors relating to any crash where at least one motorcycle was involved. This training would be provided to those officers who have already received the prerequisite training in crash reconstruction. It will provide experienced crash investigators with additional skills in analyzing the motorcycle and operator characteristics.</p> <p>Performance: Project was not completed since it had been planned for the Spring of FFY 2020. That was not a time during this fiscal year that programs such as this could be implemented.</p>
<p>Project Number: 402PM 20 05 Project Title: Paid Media (MC) Awareness Campaign</p>	<p>OHS will enter into a contract with a public relations firm for creative media to create and produce ads for each of the major campaigns. When OHS implements a media plan we receive reach and frequency numbers and impressions listed to answer the "penetration of the target audience". Our primary target audience will be males ages 16-34. There is a need to create more localized messages that highlight local stories, local issues, local strengths and local partners. OHS will also increase our Social media presence. We also use our DMV survey data and we rely on Providence media expertise to purchase media buys and creative. The date of the campaign is May 2020 and will target all drivers with the message of "Motorcycle Safety is a Two-Way Street." Focus groups will be conducted to determine the best creative direction to reach these audiences.</p> <p>Performance: RIDOT asked RI motorists to be aware of this vulnerable population on our roadways continuing to use a motorcycle safety video as part of The Ripple Effect Campaign (RippleEffectRI.com) that highlighted helmet use.</p>

	Project Description
<p>Project Number: 402PM 20 06 Project Title: Creative Media (MC) – Awareness Personal Protective Gear</p>	<p>OHS will develop creative media in the three major areas, impaired driving, protective gear, and speeding, to address and appeal to motorcycle riders in specific age groups and demographics based on 2013 to 2018 data trends that we have found. As supported by data, the target audience for motorcycle media is older than for most of other media programs and includes males 16 to 34 years of age. This task will meet the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements developed under this plan include closed captioning. In addition, this project will be evaluated based on the criteria set out in the Section 402 Advertising Space Guidance. Using a State of Rhode Island Master Price Agreement (MPA) vendor to design the creative materials, focus groups will be conducted to determine the best creative direction to reach these audiences.</p> <p>Performance: We were unable to execute an RFP process to include this project due to COVID 19. However, we were able to use past creative to speak about helmet use for all MC operators. The piece features a trauma surgeon from RI Hospital.</p>
<p>Project Number: M9MA 20 01 Project Title: Motorcycle Public Education Awareness and Outreach Campaign</p>	<p>The State of Rhode Island, Rider Education Program currently uses the Motorcycle Safety Foundation’s most current Basic Rider Course curriculum for a licensing requirement. The program is operated under the Community College of Rhode Island, all Rangers, Rider Coaches, and Rider Coach trainers are current and in good standing with MSF guidelines. The funding will be used to increase outreach for motorcycle training and for equipment to increase safety of the rider course itself through an approved vendor. The State of Rhode Island, Rider Education Program currently uses the Motorcycle Safety Foundation’s most current Basic Rider Course curriculum for a licensing requirement.</p> <p>Performance: Other than our media efforts we were unable to execute this outreach campaign due to mandates associated with COVID 19. These included social distancing. We were also short staffed and our local collges were closed from March on.</p>

3.4 Occupant Protection

Problem Statement

Lack of restraint use continues to be a significant contributing factor in Rhode Island's crash fatalities and serious injuries. Fatalities resulting from crashes where restraints were not used accounted for approximately 30 percent of the total fatalities in 2020. The number of unrestrained fatalities in 2020 increased to 22 in conjunction with the spike in overall fatalities. This is similar to the spike seen with both unrestrained and overall fatalities in 2017.

Performance Measures and Targets

Table 3.7 summarizes the occupant protection performance measures and targets identified in the 2020 HSP. The relationship between the individual projects and the program area performance measures is described in **Table 3.8**. The performance measures below show that a spike in unrestrained fatalities must result in identifying opportunities to increase awareness of restraint use and perceptions of being ticketed. Rhode Island will look to reinforce its awareness campaigns and enforcement efforts to help drive numbers toward improved performance.

Table 3.7 Occupant Protection Performance Measures

Performance Targets	Performance Measures
Reduce the five-year average unrestrained occupant fatalities by 6 percent from 16 (2014 to 2018 average) to 15 (2016 to 2020 average) by 2020.	Number of unrestrained occupant fatalities rose in 2020 in conjunction with overall fatalities. The resulted in raising the five-year average from 17 to 18.
Increase observed seat belt use from 88.8 percent in 2018 to 90 percent by 2020.	The CARES act waiver resulted in no daytime seatbelt survey in 2020.
Increase safety belt use among pickup truck drivers, as measured by observations, from 76.7 percent in 2017 to 80 percent in 2020.	The CARES act waiver resulted in no daytime seatbelt survey in 2020.

Planned Activities and Funding

The 2020 HSP identified 15 occupant protection projects to address the above performance measures and make progress towards the targets. **Table 3.8** lists the 20 projects; the relevant performance measures; the Funds Approved to each project; and the project status.

Performance Results

In 2020 unrestrained occupant crashes made up about 44 percent of all fatalities. **Table 3.8** summarizes the 15 occupant protection projects planned for 2020 and their status.

Table 3.8 FFY2020 Occupant Protection Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/ Expended (FFY 2020)	Project Status
M2HVE 20 06B	Municipalities Child Passenger Safety (CPS)	Number of unrestrained passenger vehicle-occupant fatalities (all seat positions). Statewide-observed safety belt use rate for front seat occupants in passenger vehicles. Percent of pickup truck drivers observed using safety belts.	Section 405B	\$100,000.00/\$44285.59	Completed
402 OP 20 02	Genesis OP for Diverse Families		FAST Act NHTSA 402	\$24,000.00/\$23,617.60	Completed
402 OP 20 03	Work Zone Orange Glove Safety Campaign		FAST Act NHTSA 402	\$50,000.00/\$0.00	Completed a third of projected program. We were only capable of organizing the student billboard, lesson and contest. We did post the billboard on Rte 95 but we had intended to follow up with additional earned media and in class instruction. Due to the pandemic this project was cut short.
402 OP 20 04/ 402 OP 20 05	Statewide Seatbelt Observational and Public Awareness Surveys		Section 402OP	\$15,000.00/\$23,600.00 \$76,000.00/\$60,730.55	Completed

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/ Expended (FFY 2020)	Project Status
402 OP 20 07	VMS Message Boards		Section 402OP	\$25,000.00/\$3,527.00	Provided boards to law enforcement requests and will continue to do so into FFY 2021.
402 OP 20 08	Occupant Protection Assessment		Section 402OP	\$40,000.00/\$0.00	Continuing into FFY21 due to the pandemic. It will be a virtual assessment.
402 PM 20 01	Paid Media (OP)		Section 402PM	\$200,000.00/\$99,233.68	Completed using NHTSA media pieces.
402 PM 20 02	Creative Media (OP)		Section 402PM	\$100,000.00/\$0.00	Did not create new media pieces for OP.
M2HVE 20 04B	State Agencies (RISP) – Rollover Simulator Demonstrations		Section 405B	\$8,000.00/\$6118.76	Completed but not to the same extent as in past years due to state mandated distance learning.
M2HVE 20 07B	RI Hospital Child Passenger Safety in Rhode Island		Section 405B	\$114,500.00/\$79,529.06	Completed
M2HVE 20 08B	Citizens Traffic Safety Academy		Section 405B	\$25,000.00/\$0.00	Not completed. See past explanation included with other emphasis area reporting.
M2 PE 20 01B	Paid Media (CPS)		Section 405B	\$50,000.00/49334.55	Completed Ran CPS media awareness program during CPS week.

Project Descriptions

The following area descriptions of the occupant protection projects, including the project title and outcomes of the project over the 2020 fiscal year.

Project Number/Title	Project Description
<p>Project Number: M2HVE 20 06B</p> <p>Project Title: Municipalities Child Passenger Safety (CPS)</p>	<p>OHS will fund implementation of qualified personnel (nationally certified CPSTs) to conduct CPS checks on an appointment basis.</p> <p>Performance: Rhode Island Law Enforcement municipalities continued their work across the state in Child Passenger Safety during the 2020 Federal Fiscal Year. While COVID 19 impeded most department's scheduled work, Child Passenger Safety Technicians (CPST's) were still able to perform child safety seat checks and provide guidance to caregivers. A total of 683 hours were spent checking or installing a total of 680 child safety seats by CPST's during 2020. The Office on Highway Safety looks forward to partnering with Law Enforcement municipalities in FFY2021 to continue making sure infants and children are safely secured in vehicles while on Rhode Island roadways.</p>
<p>Project Number: 402 OP 20 02</p> <p>Project Title: Genesis OP for Diverse Families</p>	<p>OHS will fund implementation of outreach and education events within the Providence community with a multilingual staff on the proper use of seat belts and child restraints. They can reach a diverse and disadvantaged community of all age levels and will provide car seats to families that have shown the need. The program will look to increase seat belt and child restraint use by the community members, many of which are recent immigrants who are not aware of the laws. The program will also work with Law Enforcement to provide training and demonstrations to this community.</p> <p>Performance: The Genesis Center implemented a program entitled "Occupant Protection for Diverse Families" which continued its efforts promoting Seatbelt Safety and Child Passenger Safety. To prepare and conduct Occupant Protection education to the members of the Providence community in need, the Genesis Center received funding which supported an Education Director, Child Care Administrator, and Case Manager in the FFY2020 grant year. During their programming they were able to disseminate lessons in 18 different classrooms during the winter and spring semesters totaling 225 students reached. Each student also partook in pre/post surveys. Additionally, 5 summer</p>

Project Number/Title	Project Description
	<p>classes were presented to 19 new students. This presentation was also shown to all new families of children entering Pre-K as part of orientation, totaling 18 families. Lastly Fall class was able to view the educational material in September, with 11 new students enrolled. In total, 218 students were successfully pre/post surveyed during the FFY2020 program year. The Genesis Center printed materials that went home with parents of children in their Early Learning Center. These materials covered information on seatbelt/car seat safety and laws, as well as information on how to obtain a free car seat or booster seat if needed. It was important for the safety of their students to transition into a fully virtual program as of March 16th due to the COVID 19 crisis. As Genesis Center adjusted to new protocols and learning platforms, seatbelt safety education and data collection paused until April, when they were again able to reincorporate their presentation and survey into virtual classrooms. The new mode of teaching and learning, the inability to support students at home with survey completion due to faulty technology or low digital proficiency, and the lower number of students enrolling in virtual programs affected how many surveys they were able to complete. Genesis’s goal of reaching 350 students in the 2020 fiscal year was directly altered due to COVID 19. However, their innovation with switching to a digital educational model helped ensure that OP safety messaging could still be distributed to the community.</p>
<p>Project Number: 402 OP 20 03 Project Title: Work Zone Orange Glove Safety Campaign</p>	<p>One of RIDOT’s experienced Work Zone safety staff was severely injured by an impaired driver this year. Although RIDOT supports and implements safety plans and training for all workers associated with road safety construction sites driving behavior continues to threaten all work zone safety staff. This program is intended to reach young students studying road construction as well as the general public. Although we have a move over law many people do not understand the law itself or its intention. This program will help increase the safety knowledge base. The created media earned and paid will help us with our educational efforts on a larger scale. venues to highlight the messages and spread the awareness of work zone safety responsibilities and efforts.</p>

Project Number/Title	Project Description
	<p>Performance: This program fell short of what we had intended it to be. We did manage to have the students attend one session on work zones but COVID struck and things fell apart. However, during those few units during that session, the students created submissions for a WZ safety billboard which was created before the pandemic hit. The winning entry did appear on billboards in early April. Unfortunately, that was when RI’s VMTs were at their lowest. We added it to our 2021 plan so we might continue the work we already began and extend it out into 2021. Our concern is that many schools are distance learning and we have no way of knowing when that will end across the state. We will remain in close contact with our safety advocates who lead the program at the career school.</p>
<p>Project Number: 402 OP 20 04/402 OP 20 05 Project Title: Statewide Seatbelt Observational and Public Awareness Surveys</p>	<p>“Pre” and “Post” DMV office intercept surveys will be conducted to assess the public awareness and effectiveness of the CIOT media and enforcement campaigns conducted with the national mobilization of May 19, 2020 to June 1, 2020. Survey locations will be at DMV offices in Cranston, Woonsocket, and Middletown. The survey will be revised to better understand the demographics of those individuals that do not recognize the CIOT slogan. This will allow OHS to better target media and campaign efforts in terms of communication medium, target audience, and funding required.</p> <p>Performance: Preusser Research Group continued to be a strong partner in Rhode Islands Occupant Protection Efforts during the 2020 Federal Fiscal Year. While Preusser has been historically contracted by the Office on Highway Safety to conduct the Statewide Observational and Attitudinal Seatbelt Surveys that determines the State’s yearly seatbelt usage rate, COVID changed Preusser’s 2020 scope of work. The National HVE Click It or Ticket Mobilization was moved to November by NHTSA which is in a new fiscal year, so instead the OHS opted to have them use their efforts to track Nighttime Belt Use between the hours of 9pm-2am at newly selected site locations throughout the state based on Vehicle Miles Traveled.</p> <p>Preusser’s 2020 contract was for a total of \$98,900; and all contract funding was expended. Funding was utilized for staffing, planning, scheduling, data collection, data entry, data analysis, and final reporting. Funds were also used for early 2020 planning/preparation pre-COVID, and then changing scope, schedules, materials prep,</p>

Project Number/Title	Project Description
	<p>new site selection, new survey instrument development, etc. during COVID. For web/telephone awareness surveys, Preusser had 488 total respondents. In their observational survey of nighttime seat belt use, they collected data on 1,951 drivers and 556 front seat outboard passengers. The Office on Highway safety looks forward to continuing their partnership and contract with Preusser Research Group into the 2021 Federal Fiscal Year.</p>
<p>Project Number: 402 OP 20 07 Project Title: VMS Message Boards</p>	<p>Portable Variable Message Boards to display the “Drive Sober or Get Pulled Over” or other High Visibility of DUI laws messages for law enforcement agencies to be used as part of the two national “Drive Sober or Get Pulled Over” impaired driving crackdowns as well as for monthly sustained enforcement as part of the HVE program funded by OHS with NHTSA monies. 10 cities/towns will be chosen based on data and those who help coordinate the States’ DUI task force details.</p> <p>Performance: We were able to purchase three VMS boards during 2020 that will offer us monthly opportunities for us to reach communities with traffic safety messaging. We choose NHTSA and state messaging that mirror what our highway boards are presenting and ask each law enforcement agency to display the identical messages. We’ve also brought in the board vendor to teach the agencies other data tracking tasks each board can offer them. ie; speed data.</p>
<p>Project Number: 402 OP 20 08 Project Title: Occupant Protection Assessment</p>	<p>RIDOT requested NHTSA to conduct an Occupant Protection Assessment project. Funding will encompass all expenses and tasks associated with the assessment’s scope of work.</p> <p>Performance: This assessment has been postponed due to COVID 19. It is tentatively scheduled to be created as a virtual assessment in February 2021.</p>
<p>Project Number: 402 PM 20 01 Project Title: Paid Media (OP)</p>	<p>OHS will develop and implement a statewide paid and earned media campaign for the CIOT campaigns scheduled for November 2019, March 2020, May 2020, and September 2020. The target audience will be 16- to 34-year old males. Media materials will be produced in both English and Spanish with the venues chosen based on market data for each audience.</p> <p>Performance: Please see submitted media report.</p>

Project Number/Title	Project Description
<p>Project Number: 402 PM 20 02</p> <p>Project Title: Creative Media (OP)</p>	<p>OHS will contract with a State of RI approved media consultant to create and produce a major occupant restraint campaign. Our primary target market will be males 16-34 years old, with rural drivers as a secondary audience. Pickup truck drivers (majority located in rural sections of state) remain high in unbelted usage rates. Our consultant will target that area using media components which attract that population. We will use Texas DOT "Buckle Up in Your Truck" 2011 campaign as a starting point for our creative media campaign. Focus groups will be conducted to determine the best creative direction to reach these audiences.</p> <p>Performance: We were unable to secure a state approved RFP due to the pandemic. We will attempt to do this in FFY 2021.</p>
<p>Project Number: M2HVE 20 04B</p> <p>Project Title: State Agencies (RISP) – Rollover Simulator Demonstrations</p>	<p>OHS will work with RISP to promote and conduct Rollover Simulator demonstrations in as many locations as possible (with a warranted size audience). For each demonstration, two persons are required to operate the Simulator. Wherever possible, one RISP officer and an OHS Program Coordinator (one has been trained for these demonstrations) will attend the event. If a program Coordinator is not available, OHS will fund two RISP officers for the event. These demonstrations present a graphic depiction, without the risk on human life, of the consequences of not properly wearing a safety belt while inside a motor vehicle. For each detail – two Troopers are assigned, No exceptions. The Planning and Research Unit requires one Rollover Check Sheet be completed for each detail by assigned Troopers. This check sheet includes mechanic/operative checks before, during, and after the event. These steps are clearly labeled to ensure proper care and maintenance of the simulator.</p> <p>Performance: The Rollover Simulator, housed and utilized by the Rhode Island State Police, was able to do minimal events in the 2020 Federal Fiscal Year. Precautions and restrictions put forth by the COVID 19 global health crisis made the use of this educational equipment unable to happen for most of the year. Events were held in October and November prior to the pandemic but none after that. \$8,000.00 was awarded for this program and \$4,488.90 was left behind as a result of limitations for group/event gatherings. The Office on Highway Safety hopes that 2021 will bring with</p>

Project Number/Title	Project Description
	it the ability to use this incredible piece of seat belt safety educational simulator.
Project Number: M2HVE 20 07B Project Title: RI Hospital Child Passenger Safety in Rhode Island	<p>The Injury Prevention Center at Rhode Island Hospital has housed Safe Kids RI since 2008. Safe Kids RI is the agency that certifies Child Passenger Safety Technicians across the state of Rhode Island. In this role the IPC also assumed responsibility for all CPS training activities in the state of Rhode Island. They hold CPST certification classes, and renewal classes each year. They have certified over 400 individuals as CPSTs. The IPC has also served as the central resource for technicians to maintain their certification. They organize updates for technicians, so they can earn the continuing education credits (CEUs) needed for renewing their certifications. Representing children and young families across Rhode Island, Safe Kids RI helps represent, and educate families on the proper use of Child Passenger Seats to prevent injury and misuse across the state. In FY20, Safe Kids RI is planning an evaluation of all the child passenger safety inspection stations in Rhode Island to ensure that each location is educating families with the most up to date information regarding Child Passenger safety and to ensure that child seat checks are being conducted properly and safely.</p> <p>Performance: Safe Kids RI housed in the Injury Prevention Center at Rhode Island Hospital continued its dedicated work in Child Passenger Safety during FFY2020. A change in leadership at the IPC, placed Andre Cheli as the new Program Coordinator of Safe Kids RI and the 4-safety program that oversees Child Passenger Safety as a whole in RI. What started the year as a three-person staffed program, became a two-person staff comprised of Andrea Cheli and Leah Kiernan who is a Child Passenger Safety Technician program assistant. Andrea, with the assistance of Leah oversee the Child Passenger Safety Technician (CPST) training/certification/re-certification education for the state of Rhode Island. Their program at the Injury Prevention Center is the Office on Highway Safety's central resource for all that goes into the Child Passenger Safety program in Rhode Island. Safe Kids RI was able to hold a total of 2 classes; one CPS certification class and one CPS renewal class. There was a total of 15 students in FY2020. Two more CPS certification classes and one more CPS renewal course</p>

Project Number/Title	Project Description
	<p>were on the schedule to happen but were cancelled due to the COVID19 global pandemic.</p> <p>Also, as a result of COVID 19, in-person activities were canceled such as classes, trainings, events, and appointments. In response, Safe Kids took all their resources virtual, providing virtual education and car seat checks. There able to re-open following all CDC guidance/restrictions at the end of June 2020. Some in-person activities were able to resume such as car seat appointments. In addition, efforts were made to help as many community members as possible using a virtual platform (updating CPS presentations to accommodate this). Safe Kids also worked closely with the Office on Highway Safety to create webinars, guidance and accommodations for those Law Enforcement CPST's that were transitioning over to the use of the new Digital Checklist which has become a mandatory feature of their CPS grants.</p>
<p>Project Number: M2HVE 20 08B Project Title: Citizens Traffic Safety Academy</p>	<p>OHS will fund the second year of the Citizens Traffic Safety Academy (CTSA). The program is scheduled to conduct the 3rd session in August 2019. A final evaluation report from an independent evaluator is forthcoming. The purpose of the Citizens Traffic Safety Academy is to create a cadre of traffic safety experts to foster better communication between citizens and highway safety experts through education and awareness. The Target Audience for CTSA is adults of the general public to include State and Community Leaders. The Citizens Traffic Safety Academy will provide information and training to the citizens who participate, so they may make safe and informed judgments while driving, walking or biking.</p> <p>Performance: Although this program was a success in FFY 2019, the sub-recipient organization was unable to secure the capacity to recreate it during FFY 2020. It is our hope to re-create and re-introduce this successful program in FFY 2022.</p>
<p>Project Number: M2 PE 20 01B Project Title: Paid Media (CPS)</p>	<p>OHS will inform the public via paid media of all the steps of child restraints, including infant seats, convertible seats, forward facing seats, booster seats, and safety belts. The media buy is expected to cover on-line/web/Internet and "out of home" (billboard/bus) with the target market of parents and caregivers, with emphasis on women between 18 and 40. The media buy will coincide with National Child Passenger Safety Week. This task will meet the requirements within the Grant</p>

Project Number/Title	Project Description
	<p>Funding Policy Part II E by ensuring that all television advertisements include closed captioning. In addition, this project will be evaluated based on the criteria set out in the Section 402 Advertising Space Guidance. As stipulated by the MPA contract, the selected vendor will conduct a comprehensive post-buy analysis, which will serve as the evaluation for this project.</p> <p>Performance: Please see our submitted media report. We contracted with several distribution points to run our CPS media during CPS awareness week in September. We posted our CPS media on television during CPS awareness week.</p>

3.5 Pedestrians and Bicyclists

Problem Statement

Although crashes in Rhode Island are dominated by personal automobiles, other modes of transportation require consideration. Other transportation modes consist of everything except personal automobiles and motorcycles and are generally classified as motorized (school buses) and non-motorized (pedestrian and bicycle) modes. There were 18 pedestrian fatalities in 2020, the highest number since 21 in 2017. This resulted in raising State five-year average pedestrian fatalities to 14, thus not meeting the target of 12. Rhode Island will need to continue its outreach and enforcement efforts for several years to help achieve consistently lower fatalities numbers that will drive the five-year average downward. There were two bicyclist fatalities in 2020, however, the five-year average bicyclist fatalities remain at 1, meeting the chosen target. The State continues to exhibit a low number of bicyclist fatalities, therefore, its current efforts to promote safe bicycling and awareness of bicycles appear to provide consistent results.

Performance Measures and Targets

Table 3.9 summarizes the pedestrian and bicyclist-related performance measures and targets identified in the 2020 HSP.

Table 3.9 Pedestrian and Bicyclist Performance Measures

Performance Targets	Performance Measures
Reduce the five-year average number of pedestrians in fatal crashes by 8 percent from 13 (2014 to 2018 average) to 12 (2016 to 2020 average) by December 31, 2020.	Number of pedestrian fatalities. There were 18 fatalities in 2020, which is the largest spike since 2017 when there were 21. Several years of sustained efforts are needed to meet lower targets considering the spikes in 2017 and 2020.
Maintain the five-year average number of bicyclist fatalities at or below one by December 31, 2020.	Number of bicyclist fatalities. Rhode Island continues to consistently have a low number of bicyclist fatalities and achievement of this target remains reasonable.
To decrease the five-year average number of pedestrian fatalities testing positive for blood alcohol, by 15 percent from 1.8 (2014 to 2018) to 1.7 (2016 to 2020) by 2020.	The number of alcohol-related pedestrian fatalities is not available at time of this publication.

Planned Activities and Funding

The 2020 HSP identified other road user projects to address the above performance measures and make progress towards the targets. **Table 3.10** lists the projects; the relevant performance measures; the Funds Approved to each project; and the project status.

Performance Results

In FFY 2020, OHS listed 13 projects related to vulnerable road users – pedestrians and bicyclists. With more facilities and opportunities to bike and walk, pedestrian and bicycle fatalities and serious injuries continue to be an important metric. OHS will continue to consider targeted activities and projects.

Table 3.10 FFY2020 Pedestrian and Bicycle Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
402 PS 20 02	Bike Newport Road Share Education	Number of bicyclist fatalities	Section 402 PS	\$76,000.00/\$72,949.81	Completed
402 PS 20 03	RI Bike Coalition - Statewide Smart Cycling Education	Number of bicyclist fatalities	Section 402 PS	\$10,000.00/\$3,625.00	Completed but to same extent as in past years due to COVID 19.
402 DD 20 07/ 402 PS 20 04	ThinkFast Interactive High School Education Program	Number of pedestrian fatalities Number of bicyclist fatalities	Section 402 PS	\$50,000.00/\$34,375.00	Completed a few presentations from Oct 2019 until Feb 2020. After that schools were closed and summer youth summits were canceled. Am trying to extend the production company's contract.
402 PS 20 05	RIDOT Bike Safety	Number of bicyclist fatalities	Section 402 PS	\$75,000.00/\$0.00	N/A. Handed program over to WRWC organization and asked them to continue the strength of this program. Covid 19 did not make this possible but we were able to

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
					have a Fall 2019 session.
FHLE 20 01H	Pedestrian/Bicycle Enforcement Patrols	Number of pedestrian fatalities Number of bicyclist fatalities	Section 405 H	\$65,000.00/\$40,248.59	Completed
FHLE 20 02H	Pedestrian & Bicycle Education Public	Number of pedestrian fatalities Number of bicyclist fatalities	Section 405 H	\$15,000.00/\$0.00	This project was absorbed into a media project which was extended into FFY 2021.
FHLE 20 03H	Pedestrian/Bike Public Education LE	Number of pedestrian fatalities Number of bicyclist fatalities	Section 405 H	\$50,000.00/\$16,353.02	Completed
FHLE 20 04H	Youth Bike/Ped Safety Woonasquatucket River	Number of pedestrian fatalities Number of bicyclist fatalities	Section 405 H	\$50,000.00/\$39,301.45	Completed but program had to be changed a bit to absorb mandates associated with Covid 19.
FHLE 20 05H	VMS Message Boards	Number of pedestrian fatalities Number of bicyclist fatalities	Section 405 H	\$25,000.00/\$3,527.00	Completed
FHLE 20 06H	Citizens Traffic Safety Academy	Number of pedestrian fatalities Number of bicyclist fatalities	Section 405 H	\$25,000.00/\$0.00	Please see past status reports in other emphasis areas.

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
FHPE 20 01H	Paid Media (PS) Pedestrian/Bicycle Safety	Number of pedestrian fatalities Number of bicyclist fatalities	Section 405 H	\$100,000.00/\$97,751.20	Completed
FHPE 20 02H	Creative Media (PS) Pedestrian/Bicycle Safety Education	Number of pedestrian fatalities Number of bicyclist fatalities	Section 405 H	\$50,000.00/\$0.00	Completed
FHTR 20 01H	State Agencies (RIMPA) Ped/Bike Training	Number of pedestrian fatalities Number of bicyclist fatalities	Section 405 H	\$51,827.00/\$10,454.05	Completed

Project Descriptions

The following are descriptions of the pedestrian and bicyclist projects, including the project title and outcomes of the projects over the 2020 fiscal year.

Project Number/Title	Project Description
<p>Project Number: 402 PS 20 02</p> <p>Project Title: Bike Newport Road Share Education</p>	<p>Bike Newport runs numerous initiatives to improve practices of safe road sharing - addressing all road users simultaneously whenever possible - including bicyclists, motorists and pedestrians as equal participants in safe road sharing g. Productive partnerships with community organizations - city, schools, agencies, foundations and businesses - gives them direct access to all sectors of the community, and are models for other municipalities. In 2018-2019, they significantly expanded their work in the Spanish-language community with weekly "Garaje en Espanol" sessions, translation of all their educational and informational outreach into Spanish and hiring staff that intentionally represents Newport's many neighborhoods and cultures. Target pedestrian initiatives at the 21 through 55 age population that is experiencing the greatest number of pedestrian fatalities and serious injuries.</p> <p>Performance:</p> <p>Bike Newport's Share The Road education programs and the RI Waves Statewide campaign continued strongly in 2020 even amidst the COVID 19 pandemic. Bike Newport received funding for program staff including their Executive Director, Bicycle Instruction Education Directors, and various Education Instructors. 2020 programming for Bike Newport was altered immensely due to COVID-19.</p> <p>The Bike Garage and Bike Library were closed to the public for 6 months. All programs attendance/participants were affected, as is reflected in this data:</p> <ol style="list-style-type: none"> 1. Bike Garage: Total 1501; average 125/month (down 20%) 2. Bike Library: Total; 22; (Only Sept) average 22/month (number maintained) 3. Youth Earn-a-Bike: 11 (down 41) 4. Youth Bike Distribution: 99 (up 19) 5. Helmet Distribution: 150 (down 40%) 6. Lights Distribution (including during Night Bright event): 300 sets (steady) 7. Bells Distribution: 300 (steady) 8. Lady's Nights participants: 15 (down 50%) 9. Newbie Riders: 8 (down 65%) 10. Educator/Marshal Training Sessions: 4 (down 60%)

Project Number/Title	Project Description
	<p>To maintain COVID protocols, Bike Newport became innovative in many of their grant funded programs. They created a COVID-19 Policy Handbook for their classes, along with health screenings of staff and visitors. For the first time, Bike Newport began repairing bicycles for people, rather than helping them repair themselves at their Bike Garage. Bike Newport added a full range of online videos to their web site resources to assist those looking to make easy repairs on their bikes at home. Facetime sessions were arranged with Bike Newport mechanics to help people with their repairs as well. Their Bike Library (youth bike borrowing program) was closed from March to August and was reopened in September 3x/week with COVID controls in place according to all state and CDC guidelines. Bike Newport's Summer Bike Camp took place with a reduction from 12 campers/session to 8 campers, no visitors and COVID cleaning and sanitizing practices in full use. Community rides resumed in August in accordance with all social gathering requirements, including social distancing and limiting groups to a total of 15 – 3 marshals and 12 riders.</p>
<p>Project Number: 402 PS 20 03</p> <p>Project Title: RI Bike Coalition - Statewide Smart Cycling Education</p>	<p>The Rhode Island Bike Coalition serves the bicyclist population of Rhode Island by offering their Smart Cycling courses throughout the state. In FY20 the RI Bicycle Coalition will hold a total of 40 smart cycling classes. Each Smart cycling course is administered by an LCI (League Certified Bicycle Instructor) certified through the League of American Bicyclists. Through education and outreach, the Rhode Island Bicycle Coalition will strengthen the confidence of both adults and children as vulnerable road users with a focus on safety, rules of the road and an application of taught practical skills. The coalition's goal is to help the state lower the amount of serious injuries and fatalities of bicyclists on Rhode Island roadways through practical training and safety education. Their target audience covers any and all bicyclists in the state from novice to pro. The Rhode Island Bike Coalition serves as the states go-to resource for those looking to improve their riding skills while also being educated on safety standards. The Rhode Island Bicycle Coalition is funded under NHTSA402PS which covers pedestrian and bicycle education efforts throughout the state of Rhode Island.</p> <p>Performance: The Rhode Island Bicycle Coalition continued its partnership with the Office on Highway Safety during the Federal Fiscal Year 2020. Their program manager, Kathleen Gannon, attempted to</p>

Project Number/Title	Project Description
	<p>ensure that Smart Cycling classes for Rhode Islanders were accessible before and during the COVID19 health crisis but programming was hit hard. Four classes total were able to be held and 15 students attended. Group classes were curtailed entirely, as schools, libraries, community centers and other agencies were closed. Unfortunately, COVID19 impacted the Coalition’s programming heavily as it relies on the public signing up for posted community courses. The Rhode Island public was following CDC and RI DOH guidelines by avoiding in person instruction of any kind. It is the Coalition’s hope that by spring FFY2021 they will be able to offer group classes in schools, recreational centers, libraries and other public gathering spots. Moving forward, they are hoping to partner with additional organizations in poorly served areas of the state to bring biking awareness and safety classes to more people. They are looking to target Health Equity Zones and local community organizations to offer classes where they are most needed in the upcoming year.</p>
<p>Project Number: 402 DD 20 07/ 402 PS 20 04 Project Title: ThinkFast Interactive</p>	<p>Think Fast Interactive, created by TJohnE Productions, is an interactive game show style program that blends critical highway safety messaging with pop culture to command youth’s engagement and attention at high school and middle school assemblies. The production educates on such emphasis areas as Distracted Driving, Impaired Driving, Occupant Protection, GDL (Graduated Driver’s License) Laws, RI General Law, and Pedestrian/Bicycle Safety.</p> <p>Performance: TJohn E. Productions continued to deliver its effective and innovative ThinkFast program to RI Highschool and Middle School students in the 2020 Federal Fiscal Year. While school closings due to COVID 19 altered their original scope of work for the year, TJohn still delivered great results for the months they were active prior to the pandemic. During the 2020 fiscal year, TJohn was able to reach approximately 6,470 middle and high school students with their ThinkFast Interactive performance that educates on all manner of traffic safety emphasis areas.</p> <p>Twenty-one of these schools participated in evaluation efforts, completing 3146 pre surveys and 1124 post surveys, representing 4,270 students total. Participants ranged in ages from eleven to nineteen. Overall, those that were age sixteen (25.8%) made up the largest section of the sample, followed by those that were</p>

Project Number/Title	Project Description
	<p>seventeen (19.9%), 13 year old's represented 17% of the total sample, then 15 year old's at 13.2%, age 14 at 13.2%, age 12 at 5.1%, age 18 at 3.2%, age 11 at 2.2%, and age 19 at 0.2%.Teens were also asked to indicate which type of license they currently held from a dropdown list provided of RI's license stages, which also included a manual entry option for 'other'. Most teens were unlicensed (63%). 14.5% held a Limited Instruction Permit, 16.9% a Limited Provisional License, and 4.2% had obtained a Full Unrestricted License.</p> <p>TJohn is a contracted program with the Office on Highway Safety and although their scope of work changed due to the pandemic, they remained diligent in preparing contingency plans for the health crisis and began thinking forward to how their work would change in the 2021 Federal Fiscal year of their contract.</p>
<p>Project Number: 402 PS 20 05 Project Title: RIDOT Bike Safety</p>	<p>Elementary schools have reached out to RIDOT with the request of renewed and enhanced bicycle safety information for their students. Many young children reside in neighborhoods which support bicycle paths. RIDOT/OHS has created a new bike safety pilot curriculum geared or students grade 3-5. It is a five-hour module curriculum that has an attached educational video. The entire curriculum was based on best practice and borrowed components from other successful programs across the country and vetted by several R.I. based bicycle safety experts.</p> <p>Performance: This was not completed. The program was handed over to WRWC.</p>
<p>Project Number: FHLE 20 01H Project Title: Pedestrian/Bicycle Enforcement Patrols</p>	<p>This task will provide funds to enable approximately 19 municipal law enforcement agencies to conduct patrols aimed at enforcing the state's pedestrian/bicycle laws. Grants will be funded based on a competitive application including factors such as demonstrated need, number of crashes, community size, road configuration/congestion, and violations/warnings issued. Patrols will be conducted year-round with a focus on the summer months primarily in downtown locations during the morning and evening commuting hours. Specific times and locations will be based on local data. In 2020, departments worked a total of 664 hours on ped details and issued 524 citations. \$34,368.50 was spent for the year.</p> <p>Performance: This was completed.</p>

Project Number/Title	Project Description
Project Number: FHLE 20 02H Project Title: Pedestrian & Bicycle Education Public	<p>The Office on Highway Safety will conduct pedestrian and bicycle education geared towards the general public. This educational program will focus on enlightening the general public about state and local laws involving both pedestrians and bicyclists. It is imperative that awareness is raised revolving around vulnerable road users. Informational handouts will be created in both English and Spanish highlighting motorist, bicyclist, and pedestrian responsibilities when interacting on the roadways. "Roadsharing" will be a common theme and the target audience will be taught how to safely utilize our roadways and how to be inclusive of other modes of transportation such as pedestrians and bicyclists.</p> <p>Performance: This project was absorbed into a media project which was extended into FFY 2021.</p>
Project Number: FHLE 20 03H Project Title: Pedestrian/Bike Public Education LE	<p>The Office on Highway safety conducts training for law enforcement officers for pedestrian safety. Officers are provided data showing the existing issue and are encouraged to conduct pedestrian enforcement activities, using a data driven approach, in their respective communities. Officers are also trained on how to properly conduct pedestrian enforcement "Decoy operations" and a review of local state laws is also conducted. A portion of the training encompasses bicycle safety as well.</p> <p>Performance: This was completed. We were only capable of facilitating one training due to the pandemic. 25 officers were trained.</p>
Project Number: FHLE 20 04H Project Title: Youth Bike/Ped Safety Woonasquatucket River	<p>The Red Shed Bike Program run through the Woonasquatucket River Watershed Council in Olneyville, Rhode Island has targeted providence youth ages 8-18 in many different bicycle safety/competency education programs. These programs include an eight-week summer bike camp, a spring bike camp for girls, and various after school bike programs at Providence and Pawtucket public schools. An LCI (League Certified Instructor) through the League of American Bicyclists administers all these classes and programs. Red Shed's goal is to educate and create confidence in the next generation of vulnerable road users in urban communities of Rhode Island including Olneyville, Providence and Pawtucket. By doing so, a larger goal is to lower the amount of serious injuries and fatalities of bicyclists in this state.</p>

Project Number/Title	Project Description
	<p>Performance: The Woonasquatucket River Watershed Council (WRWC) continued their work in vulnerable road user education during FFY2020. During FFY20 NHTSA funds were used to create Bicycle safety videos in both English and Spanish. Three 3-4-minute videos were created covering safety topics from the Rhode to Bicycle Safety education curriculum. An English and Spanish version of each was created, six videos in total have been made. These videos are now being shared with schools so that students can still learn about bicycle safety in a time when the WRWC cannot offer in person classes.</p> <p>Through the Rhode To Bicycle Safety in-school program, WRWC worked with three elementary schools in Rhode Island; Forest Park in North Kingstown, William D’abate in Providence, and Hampden Meadows in Barrington. Rhode To Bicycle Safety is a four-session course offered over multiple days. Every class worked with went through all four sessions. The course was offered to 20 classes between 3rd-5th grade 20 complete Rhode To Bicycle Safety courses were offered, totaling 80 classes in all. 474 students participated in the Rhode To Bicycle Safety Course. The course finished its in-person sessions at the beginning of the 2020 fiscal year from October to the end of November, prior to the COVID 19 pandemic and cold weather months. WRWC surveyed 9 educators to evaluate and receive feedback for the Fall Rhode to Bicycle Safety Program. All 474 Students who participated in the Rhode to Bicycle Safety Program took both a pre and post course survey to evaluate how much each student learned after the four-session class.</p> <p>Due to restrictions and precautions imposed by the COVID19 pandemic, all WRWC’s camps and in-school programs were cancelled between April and September of 2020. During this time, the program focused its efforts on maintenance of the bike fleet used for their sessions, administrative review/ clean up, and the creation of virtual education for upcoming sessions.</p>
<p>Project Number: FHLE 20 05H Project Title: VMS Message Boards</p>	<p>Portable Variable Message Boards to display the “Drive Sober or Get Pulled Over” or other High Visibility of DUI laws messages for law enforcement agencies to be used as part of the two national “Drive Sober or Get Pulled Over” impaired driving crackdowns as well as for monthly sustained enforcement as part of the HVE program funded by OHS with NHTSA monies. 10 cities/towns will be chosen based on data and those</p>

Project Number/Title	Project Description
	<p>who help coordinate the States' DUI task force details. Agencies chosen to receive grant funding to purchase Portable Variable Message Boards shall enter into a Memorandum of Agreement with the Office on Highway Safety regarding the effectiveness of safety messages.</p> <p>Performance: We were able to secure three VMS boards and distribute them to the requesting police depts. They were used to track VMTs and speeds and offered our aligned safety messages throughout the year.</p>
<p>Project Number: FHLE 20 06H Project Title: Citizens Traffic Safety Academy</p>	<p>OHS will fund the second year of the Citizens Traffic Safety Academy (CTSA). The program is scheduled to conduct the 3rd session in August 2019. A final evaluation report from an independent evaluator is forthcoming. The purpose of the Citizens Traffic Safety Academy is to create a cadre of traffic safety experts to foster better communication between citizens and highway safety experts through education and awareness. The Target Audience for CTSA is adults of the general public to include State and Community Leaders. The Citizens Traffic Safety Academy will provide information and training to the citizens who participate, so they may make safe and informed judgments while driving, walking or biking.</p> <p>Performance: Although this program was a success in FFY 2019, the sub-recipient organization was unable to secure the capacity to recreate it during FFY 2020. It is our hope to re-create and re-introduce this successful program in FFY 2022.</p>
<p>Project Number: FHPE 20 01H Project Title: Paid Media (PS) Pedestrian/Bicycle Safety</p>	<p>OHS will fund media placement to further education of the motoring public, pedestrians and bicyclists regarding motor vehicle laws intended to protect pedestrians and bicyclists from injury. Using a State of Rhode Island Master Price Agreement (MPA) vendor, our primary target audience will be adults 18-45. As stipulated by the MPA contract, the selected vendor will conduct a comprehensive post-buy analysis, which will serve as the evaluation for this project.</p> <p>Performance: Please see the media reporting section for completed project details.</p>
<p>Project Number: FHPE 20 02H Project Title: Creative Media (PS) Pedestrian/Bicycle Safety Education</p>	<p>OHS will fund creation of media to further education of the motoring public, pedestrians and bicyclists regarding motor vehicle laws intended to protect pedestrians and bicyclists from injury. Using a State of Rhode Island Master Price Agreement (MPA) vendor to</p>

Project Number/Title	Project Description
	<p>design the creative materials, our primary target audience will be adults 18-45. Focus groups will be conducted to determine the best creative direction to reach these audiences.</p> <p>Performance: We created a new pedestrian media project in 2019 and continued ramping up the program in FFY 2020. Although COVID 19 held some of our ped/bike programs back we did run our media pieces over an aggressive timeline. Unfortunately, attention to many of our media pieces was less than hoped due to the pandemic.</p>
<p>Project Number: FHTR 20 01H Project Title: State Agencies (RIMPA) Ped/Bike Training</p>	<p>OHS will contract with a qualified consultant to serve as the LEHSTC. The LEHSTC will work as the liaison through the Office of Highway Safety and will promote law enforcement participation in Operation Blue RIPTIDE, conduct outreach to police chiefs, and provide traffic safety training. The LEHSTC will also serve as the Program Coordinator for the Standardized Field Sobriety Testing (SFST) Refresher Training courses.</p> <p>Performance: Please see the EBE section for completed project `.</p>

3.6 Speed

Problem Statement

Rhode Island has had mixed success in reducing speed-related fatalities, with regular fluctuations in fatalities. In 2017, there were 41 speed related fatalities, the highest number since 2012 when there were 30. OHS completed five speed-related projects in 2020 to help address this issue. Preliminary numbers for 2020 show a reduction in the number of speeding-related fatalities, down to 29, however, the five-year average rose to 32. This also does not meet the aggressive five-year target of 24 speed-related fatalities. The spike in 2017 means that Rhode Island will need to maintain several years of sustained effort to significantly drive the five-year average downward. Speed enforcement and awareness campaigns are primary tools Rhode Island will use to promote safer speeds by the traveling public.

Performance Measures and Targets

Table 3.11 summarizes the speed-related performance measures and targets identified in the 2020 HSP. The relationship between the individual projects and the program area performance measures is described in **Table 3.12**.

Table 3.11 Speed-related Performance Measures

Performance Targets	Performance Measures
Reduce the five-year average speed-related fatalities by 4 percent from 25 (2014 to 2018 average) to 24 (2016 to 2020 average) by December 31, 2020.	Number of speed-related fatalities. The five-year average was 32, despite a significant drop in the actual number of speed-related fatalities in 2020.

Planned Activities and Funding

The 2020 HSP identified projects to address the above performance measures and make progress towards the targets. **Table 3.12** lists the projects; the relevant performance measures; the Funds Approved to each project; and the project status.

Performance Results

Speed was a factor in just under one-half of fatalities in 2020. The OHS completed three speed projects and continued ongoing projects in FFY 2020 to work toward addressing this number.

Table 3.12 FFY2020 Speed Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 20120)	Project Status
402 PM 20 03	Paid Media (PT)	Speed-related fatalities	Section 402PM	\$100,000.00/\$99,018.29	Completed
402 PM 20 04	Creative Media (PT)	Speed-related fatalities	Section 402PM	\$150,000.00/\$79,937.90	Completed
402 PT 20 03	State Agencies (RIMPA) Law Enforcement Highway Safety Training Coordinator (LEHSTC) Including Drug Recognition Expert (DRE) Training and Statewide Program & ATS	Speeding citations issued during grant-funded enforcement activities	Section 402PT	\$51,827.00/\$33,851.93	Completed
402 PT 20 07	RI Police Chiefs Association - Safety Partnership Program	Speeding citations issued during grant-funded enforcement activities Speed-related fatalities	Section 402PT	\$50,000.00/\$43,651.36	Ongoing
402 PT 20 08	VMS Message Boards	Speeding citations issued during grant-funded enforcement activities Speed-related fatalities	Section 402PT	\$25,000.00/\$3,527.00	Ongoing/Used NHTSA Media
402 PT 20 09	Municipalities Speed Initiative	Speeding citations issued during grant-funded enforcement activities Speed-related fatalities	Section 402PT	\$100,000.00/\$0.00	Were unable to complete due to the pandemic.

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 20120)	Project Status
402 PT 20 12	Work Zone Safety Campaign	Speeding citations issued during grant-funded enforcement activities	Section 402PT	\$50,000.00/\$6,310.00	One third completed. Plans to extend the program is 2021 are in place.

Project Descriptions

The following are descriptions of the speed projects, including the project title and outcomes of the projects over the 2020 fiscal year.

Project Number/Title	Project Description
Project Number: 402 PM 20 03 Project Title: Paid Media (PT)	<p>OHS will develop and implement statewide paid and earned media campaigns for the “Obey the Sign or Pay the Fine” law enforcement mobilizations. The target audience will be 16- to 34-year-old males. Media materials will be produced in both English and Spanish and the venues will be chosen based on market data for each audience. This task will meet the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements include closed captioning. In addition, this project will be evaluated based on the criteria set out in the Section 402 Advertising Space Guidance. As stipulated by the MPA contract, the selected vendor will conduct a comprehensive post-buy analysis, which will serve as the evaluation for this project.</p> <p>Performance: The results of our Speed paid media is included in our media report. Although we made a huge effort in getting the messaging out, we are not confident that it reached as many people as it normally would. This was due to the pandemic.</p>
Project Number: 402 PM 20 04 Project Title: Creative Media (PT)	<p>OHS’ contract with a public relations firm for creative media included the creation and starting the production of a community toolkit for speed related activities to increase education and awareness for all age levels. The toolkit includes both English and Spanish versions of activities for greater outreach and impact.</p> <p>Performance: An RFP was drafted in FFY 2019 and contracted with a local media company. The outcome of their 2019 efforts were continued into 2020. During 2020 the same contractor created a SPEED education program which mirrors our SPEED messaging. The educational component will be readt in early FFY 2021.</p>
Project Number: 402 PT 20 03 Project Title: State Agencies (RIMPA) Law Enforcement Highway Safety Training Coordinator (LEHSTC) Including Drug Recognition Expert (DRE) Training and Statewide Program & ATS	<p>OHS will contract with a qualified consultant to serve as the LEHSTC. The LEHSTC will work as the liaison through the Office of Highway Safety and will promote law enforcement participation in Operation Blue RIPTIDE and other program areas, conduct outreach to police chiefs, and provide traffic safety training. The LEHSTC will also serve as the Program Coordinator for the Standardized Field Sobriety Testing (SFST) Refresher Training courses.</p> <p>Performance: Colonel Richard Sullivan is recognized as RI’s LEL created and led every effort listed in our EBE report.</p>

Project Number/Title	Project Description
Project Number: 402 PT 20 07 Project Title: RI Police Chiefs Association - Safety Partnership Program	<p>Funding will allow the RIPCA to disseminate information from the Office on Highway Safety to all active law enforcement leadership entities and other state agencies (i.e., DEM). The RIPCA will also lead a media effort which includes law enforcement safety information by all municipalities. This project supports a portion of the salary of the RI Police Chiefs' Executive Director's salary. It also affords the membership of the RIPCA an opportunity to create and buy media pieces which highlight municipal law enforcement messages and efforts. Any media pieces will be pre-approved by the OHS. Success will be measured by the increased buy in and law enforcement participation by PD Chiefs regarding all highway safety initiatives.</p> <p>Performance: The RIPCA, under the direction of Executive Director Sid Wordell, offered the OHS the ability to connect and support law enforcement efforts during this very difficult pandemic. The RIPCA helped us secure much needed PPE for officers engaged in our traffic safety details. They helped us deploy messages of grant funding and grant reporting that helped us plan for 2021. We remain on their monthly agenda in order that we can offer all Chiefs data, project material and requests as one body. It also offers us their thoughts and guidance for upcoming events or programs.</p>
Project Number: 402 PT 20 08 Project Title: VMS Message Boards	<p>Portable Variable Message Boards to display the "Drive Sober or Get Pulled Over" or other High Visibility of DUI laws messages for law enforcement agencies to be used as part of the two national "Drive Sober or Get Pulled Over" impaired driving crackdowns as well as for monthly sustained enforcement as part of the HVE program funded by OHS with NHTSA monies. 10 cities/towns will be chosen based on data and those who help coordinate the States' DUI task force details. Agencies chosen to receive grant funding to purchase Portable Variable Message Boards shall enter into a Memorandum of Agreement with the Office on Highway Safety regarding the effectiveness of safety messages.</p> <p>Performance: The Woonsocket, Cranston, and Warwick Police Departments purchased a VMS trailer and are currently using them to provide alcohol impaired driving safety messages and during NHTSA designated Impaired Driving calendar dates.</p>

Project Number/Title	Project Description
Project Number: 402 PT 20 09 Project Title: Municipalities Speed Initiative	<p>OHS will fund the implementation of an innovative Speed Enforcement program utilizing local data provided by the police relating to speed and crash data. High-visibility enforcement campaigns have been used to deter speeding and aggressive driving through specific and general deterrence. In the high-visibility enforcement model, law enforcement targets certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The objective is to convince the public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested and punished.</p> <p>Performance: This project was not facilitated due to the impact of staffing shortages impacted by the pandemic.</p>
Project Number: 402 PT 20 12 Project Title: Work Zone Safety Campaign	<p>One of RIDOT's experienced Work Zone safety staff was severely injured by an impaired driver this year. Although RIDOT supports and implements safety plans and training for all workers associated with road safety construction sites driving behavior continues to threaten all work zone safety staff. This program is twofold. One part is an educational module created with one of the state's unique charter schools, The New England Laborer's Construction Career Academy. The school has a 10-week work zone safety module which stresses dangerous driving behavior. The school has agreed to allow us to share our NHTSA safety knowledge with the students. We'll also be creating a Work Zone safety poster media competition. This program is intended to reach young students studying road construction as well as the general public. Although we have a move over law many people do not understand the law itself or its intention. This program will help increase the safety knowledge base.</p> <p>Performance: This program fell short of what we had intended it to be. We did manage to have the students attend one session on work zones but COVID struck and things fell apart. However, during those few units during that session, the students created submissions for a WZ safety billboard which was created before the pandemic hit. The winning entry did appear on billboards in early April. Unfortunately, that was when RI's VMTs were at their lowest. We added it to our 2021 plan so we might continue the work we already began and extend it out into 2021. Our concern is that many schools are distance learning and we have no way of knowing when that will</p>

Project Number/Title	Project Description
	end across the state. We will remain in close contact with our safety advocates who lead the program at the career school.

3.7 Traffic Records

Problem Statement

The traffic records system allows for collection and reporting of data elements necessary for problem identification, problem analysis, and countermeasure evaluation in all areas of traffic safety in the State. Some of the identified issues, include lack of data integration, flawed injury data, lack of serious injury data for speed-related crashes, lack of roadway/roadside inventory data, incomplete toxicology reports for impaired driving, lack of data on contributing factors in run-off-road fatalities, and low numbers for distracted driving crashes. Rhode Island has achieved success with maintain crash records with no errors in critical data elements at a rate of over 99 percent. However, there are opportunities for improvement in traffic records as the desired target of latitude and longitude information entered by the law enforcement officer is currently at 78 percent, which does not meet the target of 90 percent. Crash data integration with other databases remains a long-term target as linking to other datasets such as trauma and crime can provide analytical benefits, however, these efforts still remain at the starting point. Rhode Island plans to look for opportunities to invest in technology, training, and partnerships to help achieve targets for data integration and improve location information.

Performance Measures and Targets

Table 3.13 summarizes the traffic records performance measures and targets identified in the 2020 HSP. The relationship between the individual projects and the program area performance measures is described in **Table 3.14**.

Table 3.13 Traffic Record Performance Measures

Performance Targets	Performance Measures
Increase the percentage of crash records successfully linked to a location within the roadway system.	Progress for this performance measure is deferred due to resource limitations in 2020 and will be revised in FFY21.

Planned Activities and Funding

The 2020 HSP identified nine traffic records projects to address the above performance measures and make progress towards the targets. **Table 3.14** lists the seven projects, including the relevant performance measures; the Funds Approved to each project; and the project status.

Performance Results

OHS listed nine traffic records projects in FFY 2020 to address the above performance measures and make progress toward the targets.

Table 3.14 FFY2020 Traffic Records Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
402 TR 20 01	TRCC Assessment	No related PM	Section 405C	\$40,000.00/\$0.00	Completed
M3DA 20 03C	State Agencies (HEALTH) & EMS Maintenance Contract Fee	No related PM	Section 405C	\$59,000.00/\$49,828.35	Continuing into FY21
M3DA 20 04C	PPD Crash & MMUCC Revision Pilot Program	Percentage of crash records linked to roadway location	Section 405C	\$300,000.00/\$0.00	Continuing into FY21
M3DA 20 05C	Crash MMUCC Revisions	No related PM	Section 405C	\$150,000.00/\$0.00	Not conducted
M3DA 20 06C	Traffic Records Data Warehouse	Percentage of crash records linked to roadway location	Section 405C	\$200,000.00/\$0.00	Incomplete
M3DA 20 07C	RIDOT OHS Crash Form Training	No related PM	Section 405C	\$75,000.00/\$0.00	Completed
F1906 20 01	Consultant Annual Reports/Maintenance	No related PM	Section F1906	\$400,000.00/\$295,917.16	Not created
F1906 20 02	Data Analysis	No related PM	Section F1906	\$50,000.00/\$0.00	Completed
F1906 20 03	CCPRA Data Analytics Reporting	No related PM	Section F1906	\$100,000.00/\$0.00	Completed

Project Descriptions

The FFY 2020 HSP project list to address traffic records includes the project number, title, description, and performance.

Project Number/Title	Project Description
Project Number: 402 TR 20 01 Project Title: TRCC Assessment	RIDOT's OHS successfully completed their mandatory 5 year TRCC Assessment.
Project Number: M3DA 20 03C Project Title: State Agencies (HEALTH) & EMS Maintenance Contract Fee	NHTSA funds will support the Rhode Island Emergency Medical Services Information System (RI-EMSIS), specifically to defray the cost for the state's vendor ImageTrend to host and maintain the system. Since its implementation in 2012, the Center for Emergency Medical Services (CEMS) has collected 729,027 electronic run reports, including 17,026 related to incidents involving motor vehicles and pedestrians. Electronic patient care reports are valuable for numerous reasons. Performance: NHTSA funds supported the Rhode Island Emergency Medical Services Information System (RI-EMSIS), specifically to defray the cost for the state's vendor ImageTrend to host and maintain the system
Project Number: M3 DA 20 04C Project Title: PPD Crash & MMUCC Revision Pilot Program	Rhode Island is not poised to begin a statewide Crash report and MMUCC revision project, but the Providence Police Department (PPD) has agreed to be the first pilot program to begin the process. Once one of our largest departments like Providence are "glitch" free and trained, this will position our data revisions to have a stronger outcome statewide. Performance: Continue the program into FFY 2021. The PPD did not have the capacity or reimbursable resources to host this project. It will be continued into 2021 as we were offered a waiver for that to happen via the CARES ACT.
Project Number: M3 DA 20 05C Project Title: Crash MMUCC Revisions	OHS will purchase various training materials to support the MMUCC Crash reporting project. With the requirement to change our serious injury data input form we will need to create new templates which explain what we need officers to do to assure our federal reporting requirements. In conjunction with training law enforcement of the updates to MMUCC reporting requirements, the OHS will purchase various training materials through an approved vendor. Performance: It was the intention of our unit to provide data linkage models to support all crash record data streams. Due to capacity and limited support this program was not created. It was continued into FFY 2021 with the assistance of the Providence Police Department taking the lead.

Project Number/Title	Project Description
Project Number: M3 DA 20 06C Project Title: Traffic Records Data Warehouse	<p>Develop a data warehouse into which all traffic records systems submit data; develop linkages between the various data sets and provide data warehouse drill down and reporting capabilities that support highway safety decision-making. We will build a shared drive within our unit dedicated to data storage (new and historical) and analytics of that data. The data will address all issue areas we address and will integrate those areas when necessary. We are looking at this as a tool to support our funding and program decision making processes.</p> <p>Performance: This project was put on hold until FFY 2021 when we are hoping to hire a new FARS analyst to lead this project.</p>
Project Number: M3 DA 20 07C Project Title: RIDOT OHS Crash Form Training	<p>OHS will conduct training for the updates to the crash report based on MMUCC requirements. This will include training and presentations to all law enforcement which can include power point or web-based training and handouts or brochures. Dash cards will be made to given to the departments to place into police cruisers as a quick reference for officers completing crash reports.</p> <p>Performance: There were 79 registered participants for the three sessions. An independent evaluator was used, and the program was rated at an average of 3.83 out of a four-point scale. The evaluator also indicated that there were significant increases to the knowledge base of the participants from the conducted post surveys.</p>
Project Number: F1906 20 01 Project Title: Consultant Annual Reports/Maintenance	<p>RIDOT/OHS will contract with outside consultants to create a reporting system (ATRION, Inc and CCU for analytic purposes), maintain IT requirements, and service all Rhode Island law enforcement agencies (ATRION) in their mandate to collect data sets included within Rhode Island's CCPRA statute. The OHS will also provide updated software and equipment necessary for law enforcement agencies to comply with the statute. The funds will also support RIDOT'S MIS data maintenance and service requirements.</p> <p>Performance: Continue the program into FFY 2021. The consultant continued to make strides to complete this project. COVID 19 backed up the reprotiogn a bit but the final report is expected to be offerd to all stakeholders early Feb 2021. We also worked with all municipal depts to create a certification form which will be presented to OHS every year based on the collected data.</p>
Project Number: F1906 20 02 Project Title: Data Analysis	<p>Fees charged to NHTSA accounts for FARS Analyst, four Program Coordinators, Administrative Assistant, and Financial Accounting and Reporting, as well as, interns/co-</p>

Project Number/Title	Project Description
	<p>op students. The data retrieval and analysis continued until the end of 2020 with some reporting out to all stakeholders continuing into early 2021.</p> <p>Performance: Continue the program into FFY 2021.</p>
<p>Project Number: F1906 20 03 Project Title: CCPRA Data Analytics Reporting</p>	<p>OHS in partnership with CCSU, RI Law Enforcement and Community Organizations will conduct a Summit to provide education and outreach on the importance of reducing the impact of implicit bias within the collection of traffic stop data. The Summit will focus on the presentation of the historical data and analysis of the States racial profiling statistics since the inception of the current Rhode Island Law which started in 2016. The Summit will also provide the opportunity to start a dialogue with community, law enforcement and other stakeholders on potential impacts to data collection services, methods and training enhancements. Racial profiling data collection is vital to maintain a level of transparency of law enforcement efforts and the impacts it has on traffic safety efforts. HVE programs can have a direct impact to these statistics.</p> <p>Performance: Continue the program into FFY 2021.</p>

3.8 Young Driver

Problem Statement

Consistent with national trends, young drivers were overrepresented in fatal crashes in Rhode Island when the 2020 HSP was developed. The number of younger driver related fatalities was four in 2020, continuing a drop from the spike of 13 in 2017. This helps to drive the keep five-year average at 7, but short of the target of 6. Sustained efforts for several years will be needed to maintain a lower five-year average to offset the spike in 2017. Rhode Island will continue to conduct its outreach efforts over the next few years to promote safe driving by young drivers. Historically, young drivers age 16 to 20 years old represented about five percent of Rhode Island licensed driver population; in 2020, they represent five percent of all fatalities.

Performance Measures and Targets

Table 3.15 summarizes the younger driver performance measures and targets identified in the 2020 HSP. The relationship between the individual projects and the program area performance measures is described in **Table 3.16**.

Table 3.15 Younger Driver Performance Measures

Performance Targets	Performance Measures
Reduce the five-year average number of drivers age 20 or younger involved in fatal crashes by 14 percent from 7 (2014 to 2018 average) to 6 (2016 to 2020 average) by December 31, 2020.	Number of young drivers (age 16 to 20) involved in fatalities and serious injuries. Although there were 4 young drivers involved in fatal crashes in 2020, the significant spike in 2017 means that several years of low fatality numbers are needed to achieve lower five-year averages.

Planned Activities and Funding

The 2020 HSP identified ten projects to address the above performance measures and make progress towards the targets. **Table 3.16** lists the seven projects, including the relevant performance measures; the Funds Approved to each project; and the project status.

Performance Results

OHS completed four young driver projects in FFY 2020 to address the above performance measures and make progress toward the targets.

Table 3.16 FFY2020 Young Driver Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
402 SA 20 02	Cranston Child Opportunity Zone (COZ) Passport to Safety	Number of young drivers (age 16 to 20) involved in fatalities and serious injuries.	Section 402SA	\$12,739.00/\$10,437.92	Completed
402 SA 20 03	Young Voices Keeping Young Drivers Safe		Section 402SA	\$34,600.00/\$34,599.60	Completed
402 SA 20 04	ThinkFast Interactive High School Education Program		Section 402SA	\$50,000.00/\$0.00	Completed
402 SA 20 06	RI Interscholastic League - Traffic Safety Is A Team Sport		Section 402SA	\$50,000.00/\$50,000.00	Completed virtually and to an extended electronic mailing list and FaceBook activity format.
402 DE 20 01	Driver's Education Assessment		Section 402YA	\$40,000.00/\$0.00	Not Completed
M5 OT 20 02D	AAA Shifting Gears		Section 405D	\$15,000.00/\$6,375.30	Changed program deliverables to support COVID mandates.

Project Descriptions

The FFY 2020 HSP project list to address young drivers includes the project number, title, description, and performance.

	Project Description
<p>Project Number: 402 SA 20 02</p> <p>Project Title: Cranston Child Opportunity Zone (COZ) Passport to Safety</p>	<p>The Cranston COZ (Child Opportunity Zone) Passport to Safety program supports stronger communication between Cranston families, community education, social service, healthcare, and public safety organizations. Their program educates on bicycle and pedestrian safety, the dangers of distracted driving, and the importance of occupant protection for every age in a motor vehicle. The Cranston Family Center/COZ serves 3000 children and 2350 families at eight Title I elementary schools and one Title I middle school in the city of Cranston. The focus at the Family Center is family engagement. To accomplish this, they conduct outreach by telephone, flyers, emails, and in person presenting safety information to families 15 to 20 times per year. The Family Center has successfully been serving Cranston School system for over 25 years and they have been a loyal partner with RIDOT's Office on Highway Safety for 10 years.</p> <p>Performance: Cranston's Community Opportunity Zone (COZ) facilitated their "Passport to Safety" program in FFY 2020 and was successful once again, despite that challenges offered by the COVID 19 pandemic. Key traffic safety emphasis areas covered included lessons in seatbelt safety, child passenger safety, distracted driving, and Pedestrian safety. In August/September 2020 COZ distributed over 300 safety packets at luncheon sites in the City of Cranston. The sites are located at Cranston East High School, Edgewood Highland Elementary School, Peters, Elementary, Arlington Elementary School, Gladstone Elementary School and Bain Middle School. Each packet contained a buckle up message, traffic safety and pedestrian safety message. Since these were drive up sites COZ was able to check if their seat belts were buckled. The following printed educational items were ordered to distribute during the FFY20 grant year. These included the "I'm Safe –Child Safety Solutions" 500 Car seat safety sheets, 500 "Walk pedestrian safety sheets", 500 "School Bus safety sheets", 500 "Easy reader distracted driving sheets" in English and Spanish, 500 "walk I'm safe activity book" and 300 "Bike I'm safe activity books". Cranston COZ also received a bilingual tabletop Pedestrian safety display piece free of charge from Sir Speedy Printing. Additionally; 2500 buckle up bookmarks,</p>

	Project Description
	<p>2500 buckle up stickers, 2500 buckle up brochures, Halo Brands, 1500 Traffic safety activity books, and 750 Let's learn about safety booklets were also printed with grant funds. In August 2020 9 open houses were canceled and in September 2020 8 open houses were canceled. The Family Center's website continues to link local events as well as the RIDOT pages as a resource especially during COVID. Cranston COZ received personnel funding for a Grant/Project Coordinator, a Family Engagement Specialist and a Bilingual Family Engagement Specialist in FFY 2020. The cancellation of school events did result in some unused personnel funds on this line item of the grant. Even though the Cranston Family Center's normal operations were hit hard due to COVID and adhered to the protocols scheduled by the governor and the RI Department of Health, there were still able to provide some safety sharing events in the 2019 and 2020 school years for their Passport to Safety program. With the grant year cut in half for in-person programming, the COZ had 2,699 people attend their events from October 1, 2019, to March 19, 2020. Once they realized that their popular events like safety fairs and Ride Your Bike to School days would not be happening, they became creative with how to distribute traffic safety educational material.</p>
<p>Project Number: 402 SA 20 03 Project Title: Young Voices Keeping Young Drivers Safe</p>	<p>Young Voices has been designing and delivering successful youth led highway safety education across Rhode Island for over five years. Programs that they have developed have focused on highway safety emphasis areas including young drivers, distracted driving, and seatbelt safety. In the coming year Young Voices is hoping to deliver targeted, multi-strategy approaches to reduce pedestrian and bicycle serious injuries and fatalities in the city of Providence. Their work in this emphasis area will include the creation of PSA's, fliers to their communities, social media blasts, and a cumulative media outreach event with the providence community that they are hoping to reach.</p> <p>Performance: Young Voices continued its partnership with the Office on Highway Safety in the 2020 Federal Fiscal program year. Their program "Keeping Young Drivers Safe" focused its highway safety efforts on Pedestrian Safety and delivered their created awareness messaging to the Providence Broad Street community. Young Voices received personnel funding for two program coordinators that helped supervise the RIDOT youth leadership team, under the additional management of Young Voices Executive Director.</p>

Project Description

Through this leadership team, youth built leadership skills, public speaking skills, and research skills all focused on traffic safety. Understanding what the community thought and how to bring about lasting change was the focus of the work that the Program Coordinator brought to the team. Despite the pandemic, youth were able to tap into their creativity in order to reach their community. This led to two major events: 1. The #RefreshYourKnowledge Social Media Campaign and 2. The Youth-led Talk: Why Safer Streets Matter. Since July of 2020, the Program Manager inherited the responsibilities of the outgoing Executive Director and directed the YV team to manage the promised program deliverables. Even during the pandemic youth met in weekly meetings to prepare for the culminating community discussion in September, identifying individual project participants to emcee their final event. The group contributed to the monthly narratives, writing and reporting offered to the OHS. Young Voice's original scope of work for their 2020 program was altered by COVID19 and all the protocols that came with it. Since March of 2020, Young Voices has shifted to a distance learning model to accommodate for all safety guidelines established by the Governor of Rhode Island and RIDE. They continued to convene weekly meetings with the RIDOT Policy Project youth and transferred their ongoing information campaign to an all-online, all-digital format. Resources that were at first allocated for flyers, printing supplies, and equipment were reconceptualized for distribution over social media platforms. While Young Voice's initial strategy to meet with local business owners and shopkeepers along Broad St. was negatively affected throughout the quarantine process, they were satisfied with the many touchpoints and interactions established by their social media campaign. Young Voices final yearly event, first conceived as a neighborhood block party in May, was instead reimaged and facilitated as a youth-led community discussion around street safety in September. Although the challenges of COVID put up many barriers against in-person meetings with youth, their virtual programming offered unique benefits. They were able to maintain a youth team to continue working on the RIDOT campaign throughout the summer by staying virtual. This sub-committee made flyers and PSAs promoting street safety and continued to actively

	Project Description
	recruit youth within their summer traffic safety program in July and August.
Project Number: 402 SA 20 04 Project Title: ThinkFast Interactive High School Education Program	<p>Up to 50 high schools and middle schools will be offered the opportunity to experience the ThinkFast Interactive program during the 2020 school calendar. This game show style program blends critical highway safety messaging with engaging pop culture references to command the attention of a school assembly. Programming will be strategically coordinated to precede high-risk weekends (Halloween, homecoming, prom season, etc.). Participants accept the responsibility to complete pre-and post online, knowledge-based evaluation surveys.</p> <p>Performance: TJohn E. Productions continued to deliver its effective and innovative ThinkFast program to RI Highschool and Middle School students in the 2020 Federal Fiscal Year. While school closings due to COVID 19 altered their original scope of work for the year, TJohn still delivered great results for the months they were active prior to the pandemic. During the 2020 fiscal year, TJohn was able to reach approximately 6,470 middle and high school students with their ThinkFast Interactive performance that educates on all manner of traffic safety emphasis areas.</p>
Project Number: 402 SA 20 06 Project Title: RI Interscholastic League - Traffic Safety Is A Team Sport	<p>Creating a strategic partnership with the Rhode Island Interscholastic League will allow the RIDOT OHS to create a sports marketing campaign aimed at tackling the flowing areas of emphasis: Occupant Protection, Impaired Driving, Speed and Aggressive Driving and Distracted Driving. The target audience is High School athletes, their parents and High School students generally. Advertising will be placed at venues where all RI High School sports events take place as well as on RIIL owned on-line properties.</p> <p>Performance: The Office on Highway Safety partnered with the Rhode Island Interscholastic League again in the 2020 Federal Fiscal grant year. Their program, "Traffic Safety is a Team Sport", continued to spread its safety messaging even amidst the COVID 19 pandemic. The Rhode Island Interscholastic League (RIIL) continued its partnership with the Rhode Island Department of Transportation's Office on Highway Safety, which the League identified as the "Official Traffic Safety Partner" of the RIIL, and assisted the RIDOT's OHS in its goal, Toward Zero Deaths. Over the past year, this collaborative effort reached more than 150,000 individuals, including students and their families,</p>

Project Description

coaches, officials and school administrators in every community across the state of Rhode Island. The RIIL program, entitled "Traffic Safety is a Team Sport," supported RIDOT's mission of reducing fatalities and serious injuries through the creation of a sports marketing campaign that concentrated its efforts on the following emphasis areas: Occupant Safety, Impaired Driving, Speed, Distracted Driving and Young Drivers. The campaign utilized unique RIIL sports-themed and student-centered messages regarding traffic safety, as well as marketing collateral featuring RIDOT's Drive Sober or Get Pulled Over (DSOGPO), Click It or Ticket It and Drive Now, Text Later campaigns, Ripple Effect videos and NHTSA road safety messaging. The RIIL used Student Leadership Campaigns to disseminate RIDOT messages. Members of the RIIL Student Advisory Board, as well as the nearly 200 student-athletes representing 33 high schools who attended the RIIL's Fall 2019 Leadership Training Workshop at URI, received flyers with safe driving messaging and education about the Traffic Safety is a Team Sport initiative. Students were encouraged to take the online Traffic Safety Pledge. They were also asked to "spread the word" by sharing RIIL traffic safety posts on their own social media and to use their positions of influence within their schools by encouraging classmates to observe safe driving practices. During the RIIL's annual Principals' Breakfast in the Fall of 2019, information about the Traffic Safety is a Team Sport initiative was distributed to the principals of all RIIL member schools. The 75 administrators in attendance received flyers to be displayed at their schools and were also encouraged to take the online Traffic Safety Pledge. Flyers warning of the dangers of Distracted Driving ("Drive now. Call, Chat, Email, Text Later.") and Speeding (At this speed, you're 3X as likely to die in a crash. Slow down. Know the limits.") were distributed to all of the RIIL's member schools to be displayed in their buildings. The flyers also were provided separately to all athletic directors and all fall coaches during the fall interpretation meetings. Email blasts were sent to the 5,000+ member distribution list promoting the RIIL's partnership with RIDOT and educating the members about the program initiatives. When the COVID-19 health crisis interrupted the end of the RIIL winter tournaments and spring season, thereby limiting several opportunities to display banners and deliver the safe driving message at games, the RIIL

	Project Description
	<p>shifted to a digital campaign, creating a summer safe driving social media initiative that included twice-weekly posts throughout the months of July and August. They have actually extended this campaign into the start of the new school year, as well. The Office on Highway Safety is looking forward to another successful year of safety messaging with their program in the FFY 2021 grant year.</p>
<p>Project Number: 402 DE 20 01 Project Title: Driver’s Education Assessment</p>	<p>We did not complete this assessment due to COVID 19.</p>
<p>Project Number: M5 OT 20 02D Project Title: AAA Shifting Gears</p>	<p>In an effort to educate Rhode Island youth on the dangers of smoking marijuana and then operating a motor vehicle, AAA Northeast created the Shifting Gears: Blunt Truth presentation for high school students across the state. The Shifting Gears program was designed to educate young drivers about the risks involved with driving under the influence of THC and inform youth on the effects that marijuana has on their still developing brains and bodies. With this drug now legal for recreational use in Massachusetts, the issue is quite literally right at our borders, which poses a threat to the young drivers’ population. Impaired driving has attributed to 41% of fatalities in recent years, and with marijuana legalization in our state looming closer this number may even rise. This 45-minute presentation held in health classes for 9th-12th graders hopes that education and awareness will attribute to this population making smarter decisions about their safety while operating a motor vehicle.</p> <p>Performance: Originally, AAA had planned to deliver their “Shifting Gears” impaired driving presentation to Rhode Island High School Students across the state. Due to the COVID 19 restrictions on external presenters in classrooms, AAA focused on improving pedestrian safety in communities to accommodate for an increase in students walking to school. Their funding was shifted to the purchase of AAA’s project for School Safety included distributing patrol belts and badges for patrols. Walking school bus programs were also purchased to improve pedestrian safety. No in-person sessions were delivered due to COVID, however, educational kits containing lesson plans were shared with educators for presentation in 16 different districts. AAA supplemented this grant activity by including distance learning curricula to schools which is mainly focused on traffic safety.</p>

3.9 Police Traffic Services

Problem Statement

Speeding, alcohol-involved, and unrestrained fatalities have traditionally represented the largest proportions of fatalities in Rhode Island at 49, 37, and 28 percent respectively over the period 2016-2020. These crashes are not mutually exclusive; a vehicle occupant may exhibit all three behaviors in the crash. Based on the detailed descriptions of contributing factors to these three types of crashes as described in their respective program areas, law enforcement programs can be designed to address these factors. It is well established that the key to effective and successful enforcement programs is rooted in available data, that is based on analyzing available state and local data. By utilizing accurate data, agencies with the help from the Office on Highway Safety will result in the most cost-effective means to reduce incidents of crashes, which result in injury or extensive property damage.

Law enforcement agencies participate in state and federal enforcement campaigns such as Drive Sober or Get Pulled Over, Obey the Sign or Pay the Fine, Drive Now Test Later and the Click-It-or-Ticket mobilizations. Rhode Island's law enforcement agencies follow the accepted practice of enforcement using High Visibility Enforcement and Sustained Enforcement – Placed Based Enforcement and Problem Solving Enforcement model.

Performance Measures and Targets

Table 3.17 summarizes the police traffic services performance measures and targets identified in the 2020 HSP. The relationship between the individual projects and the planning and administration performance measures is described in **Table 3.18**.

Table 3.17 Police Traffic Services Performance Measures

Performance Targets	Performance Measures
Reduce the five-year average impaired driving fatalities by 5 percent from 22 (2013 to 2017 average) to 21 (2016 to 2020 average) by December 31, 2020.	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater. Although there were 18 young drivers involved in fatal crashes in 2020, the significant spike in 2017 means that several years of low fatality numbers are needed to achieve lower five-year averages.
Reduce the five-year average speed-related fatalities by 4 percent from 25 (2014 to 2018 average) to 24 (2016 to 2020 average) by December 31, 2020.	Number of speed-related fatalities. The five-year average was 32, despite a significant drop in the actual number of speed-related fatalities in 2019.

Performance Targets	Performance Measures
Reduce the five-year average unrestrained occupant fatalities by 6 percent from 16 (2014 to 2018 average) to 15 (2016 to 2020 average) by 2020.	Number of unrestrained occupant fatalities rose in 2020 in conjunction with overall fatalities. The resulted in raising the five-year average from 17 to 18.

Planned Activities and Funding

The 2020 HSP identified 19 police traffic services projects to address the above performance measures and make progress towards the targets. **Table 3.18** lists the projects, the relevant performance measures, the Funds Approved to each project, and the project status.

Performance Results

While several Police Traffic Services projects were completed, there were several projects that were not completed due to COVID-19.

Table 3.18 FFY2020 Police Traffic Services Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
164AL 20 02 164AL 20 15	State Agencies (RISP) RI Impaired Driving Enforcement	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.	Section 164AL Section 164AL	\$55,000.00/\$336,888.14 \$960,760.00/\$183,301.56	Completed
164AL 20 03 FDLDT 20 01 M5TR 20 01	Law Enforcement Highway Safety Training Coordinator (LEHSTC) Including Drug Recognition Expert (DRE) Training and Statewide Program	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater. Number of impaired driving arrests made during grant-funded enforcement activities.	Section 164AL Section 405D Low Section 405 D Mid	\$119,359.00/\$53,344.70 \$141,328.00/\$62,931.64 \$52,500.00/\$52,417.58	Completed
164AL 20 04	RIPCA Safety Partnership Program	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.	Section 164AL	\$100,000.00/\$85,390.36	Continued into FFY 2021
164AL 20 09	State Agencies (URI) Alcohol Enforcement	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.	Section 164AL	\$3,000.00/\$701.80	Completed
402 PT 20 03	State Agencies (RIMPA) Law Enforcement Highway Safety Training Coordinator (LEHSTC) Including Drug Recognition Expert	Speeding citations issued during grant-funded enforcement activities	Section 402PT	\$51,827.00/\$33,851.93	Completed

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
	(DRE) Training and Statewide Program & ATS				
164AL 20 12 402DD 20 02 402OP 20 06 402PT 20 05	State Agencies (RISP) Crash Reconstruction Equipment	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Section 164AL Section 402DD Section 402OP Section 402PT	\$1,640.00/\$1,137.50 \$6,250.00/\$812.50 \$6,250.00/\$487.50 \$6,250.00/\$812.50	Completed
402 PT 20 07	RI Police Chiefs Association - Safety Partnership Program	Speeding citations issued during grant-funded enforcement activities Speed-related fatalities	Section 402PT	\$50,000.00/\$43,651.36	Ongoing
164AL 20 17 402DD 20 09 402PT 20 10 402OP 20 09	Reconstruction Equipment Drone for Warwick PD	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Section 164AL Section 402PT Section 402DD Section 402OP	\$6,250.00/\$0.00 \$6,250.00/\$0.00 \$6,250.00/\$0.00 \$6,250.00/\$0.00	Incomplete as created due to COVID 19.
164AL 20 18 402DD 20 10 402PT 20 11 402OP 20 10	Reconstruction Equipment Drone for RISP	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Section 164AL Section 402PT Section 402DD Section 402OP	\$6,250.00/\$0.00 \$6,250.00/\$0.00 \$6,250.00/\$0.00 \$6,250.00/\$0.00	Completed virtually and to an extended electronic mailing list and FaceBook activity format.
402DD 20 03	Municipal Enforcement Distracted Driving Campaigns	Increase the number of DMV survey respondents who never talk on a handheld cellular phone while driving.	Section 402DD	\$150,000.00/\$80,352.67	Not Completed

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
402DD 20 04	RISP Enforcement Distracted Driving Campaigns	Increase the number of DMV survey respondents who never talk on a handheld cellular phone while driving.	Section 402DD	\$40,000.00/\$24,660.79	Changed program deliverables to support COVID mandates.
402DD 20 05	State Agencies (URI) DD Enforcement & Training	Increase the number of DMV survey respondents who never talk on a handheld cellular phone while driving.	Section 402DD	\$2,000.00/\$2,000	Completed
402 DD 20 06	RIPCA Safety Partnership Program	Percentage of survey respondents who never talk on a hand-held cellular phone.	Section 402DD	\$50,000.00/\$43,645.72	Completed
402PT 20 02	State Agencies (RISP) Speed Enforcement & Training	Reduce the five-year average speed-related fatalities.	Section 402PT	\$100,100.00/\$76,394.18	Completed
402PT 20 04	Municipalities Speed Enforcement/Equipment	Reduce the five-year average speed-related fatalities.	Section 402PT	\$325,000.00/\$226,573.73	Completed
402PT 20 06	State Agencies (URI) Speed Enforcement	Reduce the five-year average speed-related fatalities.	Section 402PT	\$2,000.00/\$2,000.00	Incomplete as created due to COVID 19.
402PT 20 14 164AL 20 16 FESX 20 02E	DUI Patrol Vehicles	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.	Section 402PT Section 405E Section 164AL	\$82,875.00/\$15,840.00 \$82,875.00 \$939,250.00/\$0.00	Completed virtually and to an extended electronic mailing list and FaceBook

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
					activity format.
402 SA 20 05	RIPCA Youth Force	Number of young drivers (age 16 to 20) involved in fatalities and serious injuries.	Section 402SA	\$200,000.00/\$44,265.68	Incomplete as created due to COVID 19.
FDLDAT 20 05	State Agencies (RISP) Impaired Driving Training	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.	Section 405D	\$130,481.00/\$0.00	Not Completed
FDLSP 20 01D	Municipalities Impaired Driving Law Enforcement Patrols	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.	Section 405D	\$300,000.00/\$172,899.52	Changed program deliverables to support COVID mandates.
FHTR 20 01H	State Agencies (RIMPA) Ped/Bike Training	Number of pedestrian fatalities Number of bicyclist fatalities	Section 405 H	\$51,827.00/\$10,454.05	Completed
M2HVE 20 01B	State Agencies (URI) Seat Belt Law Enforcement Patrols	Reduce the five-year average unrestrained occupant fatalities	Section 405B	\$1,000.00/\$809.60	Completed
M2HVE 20 02B	State Agencies (RIMPA) Law Enforcement Highway Safety Training Coordinator (LEHSTC)	Number of unrestrained passenger vehicle-occupant fatalities (all seat positions). Statewide-observed safety belt use rate for front seat occupants in passenger vehicles.	Section 405B	\$51,827.00/\$20,742.80	Completed

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
		Percent of pickup truck drivers observed using safety belts.			
M2HVE 20 03B	Municipalities Seat Belt Law Enforcement Patrols	Reduce the five-year average unrestrained occupant fatalities	Section 405B	\$175,000.00/\$108,140.15	Completed
M2HVE 20 05B	State Agencies (RISP) Seat Belt Law Enforcement Patrols	Reduce the five-year average unrestrained occupant fatalities	Section 405B	\$10,000.00/\$1,713.52	Completed
F1906C 20 01	Racial Profiling, CCPRA, FAST Act 1906	Reduce the five-year average speed-related fatalities.	Section 1906F	\$400,000/\$295,917	Completed
F1906C 20 03	Racial Profiling, CCPRA, FAST Act 1906	Reduce the five-year average speed-related fatalities.	Section 1906F	\$100,000/\$0.00	Not Completed

Project Descriptions

The following are descriptions of the Police Traffic Services projects, including the outcomes of the projects over the 2020 fiscal year.

Project Number/Title	Project Description
<p>Project Number: 164AL 20 02/164AL 20 1</p> <p>Project Title: State Agencies (RISP) RI Impaired Driving Enforcement</p>	<p>The Rhode Island State Police “Stop All Impaired Driving” Unit is a proposed pilot specialized unit managed and supervised by the Rhode Island State Police dedicated to the reduction of impaired driving to support the Rhode Island Department of Transportation’s (RIDOT) 10-year zero fatality plan. While the focus of the unit will be targeted enforcement to detect impaired operators and reduce alcohol related crashes, the overall efforts of the unit will affect will reduce the number of motor vehicle crashes statewide.</p> <p>Performance: Rhode Island State Police was provided funding to perform impaired driving patrols to supplement the Traffic Safety Unit. 122 Troopers worked 985 hours making 579 citizen contacts. These patrols resulted in 111 field sobriety tests being performed and 34 driving under the influence arrests. These patrols also resulted in 35 other custodial arrests and 628 traffic violations.</p>
<p>Project Number: 164AL 20 03/FDLDAT 20 01/M5TR 20 01</p> <p>Project Title: Law Enforcement Highway Safety Training Coordinator (LEHSTC) Including Drug Recognition Expert (DRE) Training and Statewide Program</p>	<p>OHS will contract with a qualified consultant to serve as the LEHSTC. The LEHSTC will work as the liaison through the Office of Highway Safety and will promote law enforcement participation in Operation Blue RIPTIDE and other program areas, conduct outreach to police chiefs, and provide traffic safety training. The LEHSTC will also serve as the Program Coordinator for the Standardized Field Sobriety Testing (SFST) Refresher Training courses.</p> <p>Performance: DRE training will continue into 2021. However, this year we were able to create in person SFST trainings, and a few ARIDE classes. The instructors, under the direction of the Colonel Sullivan, even managed to instruct new recruits employing different classroom strategies which included ongoing disinfecting of classrooms and all instructors and recruits wearing masks and applying the mandated amount of social distancing. It wasn’t easy but Colonel Sullivan made it happen. More details are also available in the E-BE section of this annual report.</p>

Project Number/Title	Project Description
Project Number: 164AL 20 04 Project Title: RIPCA Safety Partnership Program	<p>RIDOT/OHS will partner with RIPCA on other traffic safety initiatives to include distracted driving and pedestrian safety. Funding will allow the RIPCA to disseminate information from the Office on Highway Safety to all active law enforcement leadership entities and other state agencies (i.e., DEM). The RIPCA will also lead a media effort which includes law enforcement safety information by all municipalities.</p> <p>Performance: The RIPCA, under the direction of Executive Director Sid Wordell, offered the OHS the ability to connect and support law enforcement efforts during this very difficult pandemic. The RIPCA helped us secure much needed PPE for officers engaged in our traffic safety details. They helped us deploy messages of grant funding and grant reporting that helped us plan for 2021. We remain on their monthly agenda in order that we can offer all Chiefs data, project material and requests as one body. It also offers us their thoughts and guidance for upcoming events or programs.</p>
Project Number: 164AL 20 09 Project Title: State Agencies (URI) Alcohol Enforcement	<p>OHS will fund implementation of the "DSOGPO" impaired driving enforcement patrols by the University of Rhode Island Police. Patrols are conducted during 24 hours and there is mandatory participation in one annual enforcement period, during the third week of August. The project will fund 160 enforcement hours.</p> <p>Performance: The University of Rhode Island police department was awarded \$3000.00 to conduct Driving under the Influence patrols. It spent \$701.80 and put out one 5-hour patrol in November, one 5 hour patrol in February, and one 4 hour patrol in September for a total of 14 hours. This agency made 25 citizen contacts resulting in three sets of field sobriety tests being given and made zero DUI arrests.</p>
Project Number: 402 PT 20 03 Project Title: State Agencies (RIMPA) Law Enforcement Highway Safety Training Coordinator (LEHSTC) Including Drug Recognition Expert (DRE) Training and Statewide Program & ATS	<p>OHS will contract with a qualified consultant to serve as the LEHSTC. The LEHSTC will work as the liaison through the Office of Highway Safety and will promote law enforcement participation in Operation Blue RIPTIDE and other program areas, conduct outreach to police chiefs, and provide traffic safety training. The LEHSTC will also serve as the Program Coordinator for the Standardized Field Sobriety Testing (SFST) Refresher Training courses.</p> <p>Performance: Colonel Richard Sullivan is recognized as RI's LEL created and led every effort listed in our EBE report.</p>

Project Number/Title	Project Description
<p>Project Number: 164 AL 20 12/402 DD 20 02/402 OP 20 06/402 PT 20 05</p> <p>Project Title: State Agencies (RISP) Crash Reconstruction Equipment</p>	<p>OHS will fund the Rhode Island State Police (RISP) Crash Reconstruction Unit which currently uses the Bosch Crash Data Retrieval System. Due to advancing technologies including autonomous and driver assisted vehicles, a new CAN module interface is needed along with the updated cables and software. To increase scene clearance, they are also looking to purchase a Vericom VC4000DAQ for scene friction measurements, scene markers for evidence points and crash recon mathematical software for mobile use.</p> <p>Performance: The RISP purchased updates to their previously purchased crash reconstruction equipment. The RISP reconstruction unit performs many of the state's reports. During this COVID year we witnessed an increase in state highway crashes which made the equipment an invaluable purchase.</p>
<p>Project Number: 402 PT 20 07</p> <p>Project Title: RI Police Chiefs Association - Safety Partnership Program</p>	<p>Funding will allow the RIPCA to disseminate information from the Office on Highway Safety to all active law enforcement leadership entities and other state agencies (i.e., DEM). The RIPCA will also lead a media effort which includes law enforcement safety information by all municipalities. This project supports a portion of the salary of the RI Police Chiefs' Executive Director's salary. It also affords the membership of the RIPCA an opportunity to create and buy media pieces which highlight municipal law enforcement messages and efforts. Any media pieces will be pre-approved by the OHS. Success will be measured by the increased buy in and law enforcement participation by PD Chiefs regarding all highway safety initiatives.</p> <p>Performance: The RIPCA, under the direction of Executive Director Sid Wordell, offered the OHS the ability to connect and support law enforcement efforts during this very difficult pandemic. The RIPCA helped us secure much needed PPE for officers engaged in our traffic safety details. They helped us deploy messages of grant funding and grant reporting that helped us plan for 2021. We remain on their monthly agenda in order that we can offer all Chiefs data, project material and requests as one body. It also offers us their thoughts and guidance for upcoming events or programs.</p>
<p>Project Number: 164AL 20 17/402DD 20 09/402PT 20 10/402OP 20 09</p> <p>Project Title: Reconstruction Equipment Drone for Warwick PD</p>	<p>Lack of restraint use continues to be a significant contributing factor in Rhode Island's crash fatalities and serious injuries. Fatalities resulting from crashes where restraints were not used accounted for approximately 22 percent of the total fatalities in 2018. The safety belt use</p>

Project Number/Title	Project Description
	<p>rate for Rhode Island, while steadily rising, has been well below the national rate over the last decade. The Rhode Island seat belt in 2018 was 88.8 percent, lower than the national rate of 89.6 percent. However, the increase in safety belt use also appears to be associated with the continued decline of unrestrained fatalities.</p> <p>Performance: No drone was purchased in FFY 2020 due to pandemic year. Equipment was approved in FFY 2021 plan.</p>
<p>Project Number: 164AL 20 18/402DD 20 10/402PT 20 11/402OP 20 10</p> <p>Project Title: Reconstruction Equipment Drone for RISP</p>	<p>OHS will fund the Rhode Island State Police (RISP) Crash Reconstruction Unit for a drone and crash data recorder (CDR)equipment including training to have the most comprehensive set of tools for reconstruction and crash scene clearance.</p> <p>Performance: No drone was purchased in FFY 2020 due to the pandemic year. Equipment was approved in FFY 2021 plan.</p>
<p>Project Number: 402DD 20 03</p> <p>Project Title: Municipal Enforcement Distracted Driving Campaigns</p>	<p>OHS will fund implementation of a Distracted Driving enforcement effort by local city/town police departments. OHS is expecting participation from potentially 38 communities. Patrols are conducted 24 hours and there is mandatory participation in one annual enforcement period during April 2020. The amounts allocated to each municipality were determined based on the problem need, historical liquidation rates, and amount requested by the enforcement agency. Prior to the start of these enforcement campaigns, departments will attend training.</p> <p>Performance: This was not completed as the program deliverables were changed to support COVID mandates.</p>
<p>Project Number: 402DD 20 04</p> <p>Project Title: RISP Enforcement Distracted Driving Campaigns</p>	<p>OHS will fund implementation of specific Distracted Driving enforcement patrols by the RISP. Patrols are conducted 24 hours and there is mandatory participation in one annual enforcement period during the month of April 2020.</p> <p>Performance: This was not completed as the program deliverables were changed to support COVID mandates.</p>

Project Number/Title	Project Description
Project Number: 402DD 20 05 Project Title: State Agencies (URI) DD Enforcement & Training	<p>OHS will fund implementation of specific Distracted Driving enforcement patrols by the RISP. Patrols are conducted 24 hours and there is mandatory participation in one annual enforcement period during the month of April 2020.</p> <p>Performance: This was completed. 7 officers' issues 51 distracted driving citations and 24 warnings with grant funds in 29 hours.</p>
Project Number: 402 DD 20 06 Project Title: RIPCA Safety Partnership Program	<p>There is increasing need for statewide law enforcement executive oversight of Highway Safety funds in order to promote more efficient and effective use of them in every municipality to maintain consistent law enforcement efforts and introduce information and training opportunities targeting highway safety initiatives. Promoting that at the Chiefs' level will elevate it to priority status. RIDOT is dependent upon all police departments in the state to submit specific data for RIDOT to give accurate statistical information to NHTSA which in turn justifies the request for future funding within the state. Many times, the data transferals depend on department leadership priorities.</p> <p>Performance: The RIPCA, under the direction of Executive Director Sid Wordell, offered the OHS the ability to connect and support law enforcement efforts during this very difficult pandemic. The RIPCA helped us secure much needed PPE for officers engaged in our traffic safety details. They helped us deploy messages regarding drunk and drugged driving. They also created levels of awareness and education regarding our state's impending legalization of marijuana. The RIPCA did that via their social media outlets and ongoing monthly meetings which always include the OHS on the agenda. They worked with a Youth project we fund to create and post an "Off the Grass" media spot directed to drugged driving by teens. It included a Distracted Driving awareness message as well. This partnership allows the OHS to place traffic safety on the front of all the municipal and State Police every month and the Executive Directive reaches out to them with additional messages about funding, grant writing and grant reporting to the Chiefs regularly. Their interest and their input assist us in our office's grant funding and grant reporting and helped us plan for 2021. Remaining on their monthly agenda in offers all Chiefs data, project</p>

Project Number/Title	Project Description
	material and requests as one body. It also offers us their thoughts and guidance for upcoming events or programs.
Project Number: 402PT 20 02 Project Title: State Agencies (RISP) Speed Enforcement & Training	<p>OHS will fund implementation of the “Obey the Sign or Pay the Fine” overtime speed enforcement patrols by the RISP. OHS is expected participation from all barracks. Patrols are conducted 24 hours and there is mandatory participation in one annual enforcement period, during the first week of August. OHS will fund speed enforcement related equipment for the RISP in support of sustained enforcement efforts.</p> <p>Performance: Traffic safety efforts of law enforcement were severely impacted due to the Covid-19 Pandemic. However, during FFY 20 the RISP issued 1,620 speeding citations with grant funds in 1,224.5 hours.</p>
Project Number: 402PT 20 04 Project Title: Municipalities Speed Enforcement/Equipment	<p>OHS will fund overtime speed enforcement patrols by local city and town police departments for the National “Obey the Sign or Pay the Fine” campaign and sustained enforcement efforts throughout the grant year. In Rhode Island, a fatality is defined as speed-related if one of the driver-related factors includes driving over the speed limit, excessive speed, driving too fast for conditions, or racing.</p> <p>Performance: Traffic safety efforts of law enforcement were severely impacted due to the Covid-19 Pandemic. However, during FFY 20 URI issued 58 speeding citations with grant funds in 40 hours.</p>
Project Number: 402PT 20 06 Project Title: State Agencies (URI) Speed Enforcement	<p>OHS will fund for overtime patrols for speed enforcement to include mandatory participation in the “Obey the Sign or Pay the Fine” campaign. Patrols can be conducted day and night and must focus on identified problem areas. In Rhode Island, a fatality is defined as speed-related if one of the driver-related factors includes driving over the speed limit, excessive speed, driving too fast for conditions, or racing. A speed-related serious injury crash is defined as occurring when a citation is issued to a driver involved in the crash for exceeding the lawful speed limit. Speed was a likely factor in over 45% of fatalities in 2017 and 2018, which is dramatically higher than the 38% of all fatalities over the prior five-year period (2012-2016). 2017 saw a dramatic jump to 41 fatalities, compared to 23 in 2016. Most drivers in speed-related fatal crashes are between age 16 and 34 (63%), and 82 percent are white.</p>

Project Number/Title	Project Description
	<p>Performance: Traffic safety efforts of law enforcement were severely impacted due to the Covid-19 Pandemic. However, during FFY 20 URI issued 58 speeding citations with grant funds in 40 hours.</p>
<p>Project Number: 402PT 20 14/164AL 20 16/FESX 20 02E Project Title: DUI Patrol Vehicles</p>	<p>OHS will fund the purchase of sixteen (16), Buy American Act Compliant, Police Utility vehicles, as a strategy to increase enforcement, awareness and education regarding driving while under the influence of alcohol. Various police agencies throughout the state will be granted vehicles based upon the showing of need through data to include alcohol impaired crashes and arrests.</p> <p>Performance: The Office on Highway Safety funded 9 dedicated Alcohol Enforcement Vehicles (AEV) which are to be used for dedicated DUI enforcement to create the semblance of a DUI task force.</p> <p>These police vehicles were 2020 Police utility vehicles (Explorers) which are all identical. They are all painted black, with "Ghost graphics" which stand out at night. As a part of the graphics package the vehicles all have "DUI Enforcement" conspicuously placed in strategic locations so that when members of the public see these vehicles on the road a general deterrent effect is felt and the public associates these vehicles with DUI enforcement. The following communities received vehicles: Cranston, Warwick, Portsmouth, Westerly, Woonsocket, West Warwick, North Kingstown, Central Falls, and Burrillville.</p>
<p>Project Number: 402 SA 20 05 Project Title: RIPCA Youth Force</p>	<p>Youth Force is a pilot Youth Leadership Program put forth by the Rhode Island Police Chief's Association and supported by the Rhode Island Department of Transportation's Office on Highway Safety. Youth Force's target audience is 8th-12th grade middle and high school students from over 30 Rhode Island schools around the state totaling around 100 students from rural to urban populations. This program will feature a summer summit taking place at Roger Williams University during the summer, and a year-long action plan to be created at the summit and carried out over the remainder of their year at school. The summit will focus on all manners of traffic safety related emphasis areas and will also empower Rhode Island Youth to make informed, and strong decisions towards safety in their daily lives.</p> <p>Performance: The Rhode Island Police Chiefs Association's program Youth Force continued its work in the Federal Fiscal Year 2020. However, this program's initiatives were hit hard by the COVID 19 Global</p>

Project Number/Title	Project Description
	<p>Pandemic. As a result of the pandemic, Youth Force’s Summer Summit was cancelled. \$50,000 was budgeted for Youth Force’s Program Coordinator and \$44,250 was used. The Program Coordinator’s responsibilities were to continue the work from the previous year to create a high school-oriented program that focused on educating Rhode Island High School aged youth on highway safety initiatives. The kick off for 2020’s program a scheduled summit that brought youth together with highway safety experts to educate them and provide them with the support necessary to bring those skills back to their communities, to be leaders within their communities and help promote those highway safety initiatives. Youth Force’s Program Coordinator continued to be innovative amidst the COVID 19 crisis with how she spread traffic safety information with Rhode Island High School Students and the young driver population. The program coordinator produced multiple virtual "safety talks" with different safety leaders throughout the state and they were shared with our high school children and the general public via social media.</p> <p>Grant funding was also received for the creation of a PSA that focused on Impaired and Distracted Driving. The PSA was shared with all law enforcement agencies and delivered to the public via social media. RIPCA intends to promote the PSA "Stay Off the Grass" campaign in the beginning of 2021 as it appears RI is favoring legalization of the recreational use of marijuana. The PSA is intended to educate the effects of marijuana use on the ability to operate a m/v, and not a message of abstinence. Zero funds were used purchase air time. While COVID 19 changed the scope of work for this program, it was a successful virtual effort at educating young people and their communities and schools.</p>
<p>Project Number: FDLDAT 20 05 Project Title: State Agencies (RISP) Impaired Driving Training</p>	<p>The RISP with the guidance of leaders and partners from Rhode Island’s Traffic Safety Coalition will be responsible for organizing monthly meetings, trainings for committee members on various impaired driving goals and initiatives, coordinating community outreach efforts, tracking supported policy changes, assisting each subcommittee created within the IDPA and their activities, increasing the capacity, outreach and identity of the impaired driving emphasis team, as well as other responsibilities outlined in a scope of work to be</p>

Project Number/Title	Project Description
	<p>developed and approved by the OHS, and the State Police. Funds will be set aside for a coordinator, impaired driving trainings for law enforcement and other individuals associated with the scope of work listed within the Strategic Plan.</p> <p>Performance: This was not completed due to COVID concerns.</p>
<p>Project Number: FDLSP 20 01D Project Title: Municipalities Impaired Driving Law Enforcement Patrols</p>	<p>Implementation of Drive Sober or Get Pulled Over (DSoGPO) overtime enforcement patrols by various municipalities. Each law enforcement agency is funded to participate in the two DSoGPO annual mobilizations scheduled for December 17, 2019 to January 2, 2020 and August 14 to September 1, 2020, as well as monthly sustained enforcement. Patrols are conducted on Thursday, Friday, and Saturday evenings.</p> <p>Performance: Changed program deliverables to support COVID mandates. Mobilizations during the pandemic were not conducted due to COVID and Rhode Island's acceptance of the CARES Act waiver.</p>
<p>Project Number: FHTR 20 01H Project Title: State Agencies (RIMPA) Ped/Bike Training</p>	<p>OHS will contract with a qualified consultant to serve as the LEHSTC. The LEHSTC will work as the liaison through the Office of Highway Safety and will promote law enforcement participation in Operation Blue RIPTIDE, conduct outreach to police chiefs, and provide traffic safety training. The LEHSTC will also serve as the Program Coordinator for the Standardized Field Sobriety Testing (SFST) Refresher Training courses.</p> <p>Performance: Please see the EBE section for completed project details.</p>
<p>Project Number: M2HVE 20 01B Project Title: State Agencies (URI) Seat Belt Law Enforcement Patrols</p>	<p>OHS will fund implementation of the CIOT overtime enforcement patrols by the URI Police Department. Patrols will be conducted during both daytime and nighttime hours, including mandatory participation for the national mobilization, May to June 2020 and three state mobilizations (Thanksgiving holiday travel, November 18 to 24, 2019; March 19 to 27, 2020; and September 14 to 20, 2020).</p> <p>Performance: Click it or Ticket during FFY 20 was only held in November 2019 while the remainder of the CIOT program was postponed to FFY 2021 due to COVID.</p>
<p>Project Number: M2HVE 20 02B Project Title: State Agencies (RIMPA) Law Enforcement Highway Safety Training Coordinator (LEHSTC)</p>	<p>OHS will contract with a qualified consultant to serve as the LEHSTC. The LEHSTC will work as the liaison through the Office of Highway Safety and will promote law enforcement participation in Operation Blue RIPTIDE and other program areas, conduct outreach to police</p>

Project Number/Title	Project Description
	<p>chiefs, and provide traffic safety training. The LEHSTC will also serve as the Program Coordinator for the Standardized Field Sobriety Testing (SFST) Refresher Training courses.</p> <p>Performance: Please see the EBE report.</p>
<p>Project Number: M2HVE 20 03B Project Title: Municipalities Seat Belt Law Enforcement Patrols</p>	<p>OHS will fund implementation of the CIOT overtime enforcement patrols by all Rhode Island municipal law enforcement agencies. Patrols will be conducted during both daytime and nighttime hours, including mandatory participation for the national mobilization, May to June 2020 and three state mobilizations (Thanksgiving holiday travel, November 18 to 24, 2019; March 19 to 27, 2020 and September 14 to 20, 2020.) The amounts allocated to each municipality were determined based on problem identification, citation and detail history, ability to deploy details, and overall community targeted safety needs.</p> <p>Performance: Click it or Ticket during FFY 20 was only held in November 2019 while the remainder of the CIOT program was postponed to FFY 2021 due to COVID.</p>
<p>Project Number: M2HVE 20 05B Project Title: State Agencies (RISP) Seat Belt Law Enforcement Patrols</p>	<p>The RISP with the guidance of leaders and partners from Rhode Island's Traffic Safety Coalition will be responsible for organizing monthly meetings, trainings for committee members on various occupant protection goals and initiatives, coordinating community outreach efforts, tracking supported policy changes, as well as other responsibilities outlined in a scope of work to be developed and approved by the OHS, and the State Police. Funds will be set aside for a coordinator, occupant protection trainings for law enforcement and other individuals associated with the scope of work listed within the Strategic Plan.</p> <p>Performance: The Rhode Island State Police continued their work in seatbelt education and Enforcement in the 2020 Federal Fiscal Year. COVID 19 and the dangers that surrounded the health crisis, affected the amount of details that the State Police were able to schedule in 2020. In total, the Rhode Island State Police worked 32 hours and issued 24 citations over the course of the year. The Office on highway Safety looks forward to another year of partnership with RISP in FFY2021 to continue their work in Seatbelt Enforcement across the state of Rhode Island.</p>
<p>Project Number: F1906C 20 01</p>	<p>RIDOT/OHS maintained outside consultants to continue with the final year analysis requirement set forth in the RI</p>

Project Number/Title	Project Description
Project Title: Racial Profiling, CCPRA, FAST Act 1906	<p>Comprehensive Community Police Relations Act (CCPRA). This included the services to continue IT requirements, and to complete the 2019 CCPRA report (done by Central Connecticut State University, CCSU). This also included, if necessary, for OHS to provide updated software and equipment necessary for law enforcement agencies to comply with the statute as needed. The funds also support RIDOT'S MIS data maintenance and service requirements.</p> <p>Performance: Due to the Covid-19 Pandemic there was a delay in the final report which is possibly pushing delivery into the beginning of January but at no additional costs.</p>
Project Number: F1906C 20 03 Project Title: Racial Profiling, CCPRA, FAST Act 1906	<p>OHS in partnership with CCSU, RI Law Enforcement and Community Organizations planned to conduct a Summit to provide education and outreach on the importance of reducing the impact of implicit bias within the collection of traffic stop data.</p> <p>Performance: The Covid-19 Pandemic forced the ultimate cancelation of these type of activities for the foreseeable future. This plan will be carried forward to FY21 with the hopes of being able to plan this event as the Summit will focus on the presentation of the historical data and analysis of the States racial profiling statistics since the inception of the current Rhode Island Law which started in 2016. The Summit will also provide the opportunity to further a dialogue with community, law enforcement and other stakeholders on potential impacts to data collection services, methods and training enhancements. Racial profiling data collection is vital to maintain a level of transparency of law enforcement efforts and the impacts it has on traffic safety efforts. HVE programs can have a direct impact to these statistics.</p>

3.10 Planning and Administration

Problem Statement

The RIDOT Office on Highway Safety serves as the primary agency responsible for ensuring highway safety concerns for State are identified and addressed, especially through the delivery of the Highway Safety Plan and Annual Report.

Performance Measures and Targets

Table 3.19 summarizes the planning and administration performance measures and targets identified in the 2020 HSP. The relationship between the individual projects and the planning and administration performance measures is described in **Table 3.19**.

Table 3.19 Planning and Administration Performance Measures

Performance Targets	Performance Measures
Administer a fiscally responsible, effective highway safety program that is datadriven, includes stakeholders, and addresses State specific safety characteristics.	Conduct a Stakeholders' meeting to receive input for development of the FFY 2020 HSP. Deliver the FFY 2020 Annual Report by December 31, 2020. Deliver the Federal Fiscal Year 2021 Highway Safety Plan by July 1, 2020.

Planned Activities and Funding

The 2020 HSP identified eight planning and administration projects to address the above performance measures and make progress towards the targets. **Table 3.20** lists the projects, the relevant performance measures, the Funds Approved to each project, and the project status.

Performance Results

OHS met its planning and administration activity obligations for FFY 2020, most importantly delivering the 2019 Annual Report and 2021 Highway Safety Plan.

Table 3.20 FFY2020 Planning and Administration Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
164 PA 20 00 402 PA 20 00 M2X 20 00B M3DA 20 00C M6X 20 00D M9X 20 00F F1906 20 00 FESX 20 00E FHX 20 00H	Audit Fees	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Section 164PA Section 402PA Section 405B Section 405C Section 405D Section 405E Section 405F Section F1906 Section 405H	\$22,200.00/\$1,161.63 \$25,000.00/\$785.74 \$2,000.00/\$150.59 \$2,700.00/\$5.48 \$5,000.00/\$0.00 \$2,300.00/\$0.01 \$2,800.00/\$100.88 \$2,800.00/\$5.64 \$1,200.00/\$135.49	Completed
402 PA2001	Memberships and Dues	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Section 402PA	\$25,00.00/\$238.51	Completed
402 PA 20 02	Office Equipment	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Section 402PA	\$100,000.00/\$11,745.07	There was very little need to purchase and the process to make equipment purchases was stymied by the lack of a

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
					financial accountant and working remotely throughout the pandemic. Going into FFY 2021 we foresee having to review our technology supplies with more scrutiny.
402 PA 20 03	Office Supplies	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Section 402PA	\$50,000.00/\$4,351.89	Completed
402 PA 20 04	Preparation of Highway Safety Plan and Annual Program Evaluation Report (VHB)	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Section 402PA	\$75,000.00/\$74,626.93	Completed
402 PA 20 05 164 PA 20 01	Travel and Training	Deliver the FFY 2019 Annual Report by December 31, 2019. Deliver the Federal Fiscal Year 2020 Highway Safety Plan by July 1, 2019.	Section 402PA Section 164PA	\$50,000.00/\$4,977.23 \$20,000.00/\$0.00	Due to COVID 19 and the state's no travel policy we spent no funds on travel and very little on training.
402 PA 20 06	Photography and Video	N/A (Administrative Tasks and Expenses needed to	Section 402PA	\$25,000.00/\$0.00	We did not expend these funds.

Project ID	Project Title	Related Performance Measure(s)	Funding Source	Funds Approved/Expended (FFY 2020)	Project Status
		support all HSP Performance Measures).			
402 DD 20 01	Salaries (Impaired Driving, Motorcycle, Occupant Protection, Speed, Traffic Records, Pedestrian/Bicycle. Distracted Driving, Data Analysis)	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Section 402MC	\$102,000.00/\$89,003.18	Completed
402 MC 20 01			Section 402SA	\$51,000.00/\$28,663.07	
402 PS 20 01			Section 402PS	\$100,000.00/\$41,934.84	
402 PT 20 01			Section 402PT	\$102,000.00/\$114,134.24	
M3DA 20 01C			Section 402OP	\$175,000.00/\$0.00	
402 OP 20 01			Section 164AL	\$280,500.00/\$183,501.09	
164AL 20 01			Section 402DD	\$948,600.00/\$274,851.41	
402 SA 20 01			Section 405C	\$175,000.00/\$24,441.24	

Project Descriptions

The following are descriptions of the Planning and Administration projects, including the outcomes of the projects over the 2020 fiscal year.

Project Number/Title	Project Description
Project Number: 164 PA 20 00/402 PA 20 00/M2X 20 00B/M3DA 20 00C/M6X 20 00D/M9X 20 00F/F1906 20 00/FESX 20 00E/FHX 20 00H Project Title: Audit Fees	Fees charged by the State of Rhode Island based on cash receipts from NHTSA. Performance: Audit fees were supported in 2020.
Project Number: 402 PA 20 01 Project Title: Memberships and Dues	This project will allow OHS cover the payment of the GHSA Membership as well as other dues to professional organizations related to our highway safety programs, like National Association of State Motorcycle Safety Administrators dues, Child Passenger Safety Technicians Licenses. Performance: The OHS supported their annual GHSA membership, a membership to the Rhode Island Police Chiefs' Association and Child Passenger Safety Technician licenses.
Project Number: 402 PA 20 02 Project Title: Office Equipment	This project will fund OHS office copier/fax machine lease and maintenance. Performance: We continued to use the functions of these machines when we were in the office.
Project Number: 402 PA 20 03 Project Title: Office Supplies	This project will allow OHS the purchase of office supplies and equipment necessary to support programming of all NHTSA projects, including phone, postage, computer equipment, and miscellaneous. Performance: We purchased a much lower amount of office supplies during the pandemic. Many of us used our personal printers and paper and ink.
Project Number: 402 PA 20 04 Project Title: Preparation of Highway Safety Plan and Annual Program Evaluation Report (VHB)	OHS will contract for the development and production of the HSP and the AR required by NHTSA. Performance: Both plan and report were created internally and supported by VHB as OHS' paid consultant.
Project Number: 402 PA 20 05/164 PA 20 01 Project Title: Travel and Training	Funding to support in-state and out-of-state travel for OHS employees to attend highway safety conferences and training sessions. Performance: No funds were needed to support this project during the 2020 pandemic.

Project Number/Title	Project Description
Project Number: 402 PA 20 06 Project Title: Photography and Video	<p>OHS requires the capacity to document events and presentations to support our year-end report and yearly HSP. We will contract with an approved videographer and/or photographer via our approved master's agreement in advance of events for this documentation.</p> <p>Performance: The OHS' annual law enforcement recognition ceremony which would have employed the services of a photographer was not held during FFY 2020 due to COVID 19.</p>
Project Number: 402 DD 20 01/402 MC 20 01/402 PS 20 01/40 2PT 20 01/M3DA 20 01C/402 OP 20 01/164AL 20 01/402 SA 20 01 Project Title: Salaries (Impaired Driving, Motorcycle, Occupant Protection, Speed, Traffic Records, Pedestrian/Bicycle. Distracted Driving, Data Analysis)	<p>Fees charged to NHTSA accounts for all Program Coordinators, as well as, interns/co-op students, and any additional staff secured. The FARS analyst is included in the traffic records funding source.</p> <p>Performance: All NHTSA funded staff was supported with these funds.</p>

4

State Attitudes Survey Reports

4.1 Rhode Island Click it or Ticket Campaign 2020 – DMV Awareness Survey Results

A new awareness survey (web and telephone) was conducted in July/August 2020 by InfoGroup, an experienced survey company who works regularly with Preusser Research Group, Inc., the Office on Highway Safety evaluation contractor. Questions included both RI-specific survey questions that are typically distributed at local DMV offices and additional NHTSA/GHSA Workgroup recommended questions. The purpose of this data collection was to assess the Rhode Island public awareness of key highway safety campaigns.

Basic Information and Demographics

In 2020, 488 web awareness survey was collected. **Table 4.1** summarizes the demographic characteristics of the web survey respondents. More than half of respondents were female (51.8%) and (47.8%) respectively were male. The two most common reported age categories for respondents were *60+ years old* (30.2%) and second most common age group were *21-34 years old* (24.4%). Most respondents were *White* (80.2%) followed by *Spanish/Hispanic/Latino* (8.5%) and *African American* (6.6%). Majority of the respondents were fall in \$50,000 to \$74,999 income bracket (20.4%). Most of the respondents had bachelor's degree (36.7%) followed by High school or equivalent (GED) (34.7%).

Table 4.1 Demographic Characteristics of Survey Respondents

Characteristic	Percentage (%)
Gender	
Male	47.8
Female	51.8
Other	0.4
Total (N)	100% (N=485)
Age	
18-20	6.1
21-34	24.4
35-49	22.0
50-59	17.2
60+	30.2
Total (N)	100% (N=479)

Characteristic	Percentage (%)
Race	
White	80.2
African American	6.6
Spanish/Hispanic/Latino	8.5
American Indian/Alaskan	
Native	0.4
Asian	3.5
Native Hawaiian or Other	
Pacific Islander	0.0
Other	0.8
Total (N)	100% (N=469)
Income	
Less than \$25,000	14.2
\$25,000 to \$34,999	8.9
\$35,000 to \$49,999	12.7
\$50,000 to \$74,999	20.4
\$75,000 to \$99,999	16.5
\$100,000 to \$149,999	17.9
\$150,000 to \$199,999	5.3
Over \$200,000	3.9
Total (N)	100% (N=469)
Education	
Some high school	1.8
High school or equivalent (GED)	34.7
Bachelor's degree	36.7
Master's degree	10.8
Ph.D. or higher	3.8
Trade school	7.5
Other	4.7
Total (N)	100% (N=479)

Table 4.2 summarizes the findings for the survey questions. Questions were grouped together with others based on subject similarity.

Belt Use, Belt Use Change & Belt Ticketing Perceptions

For the question regarding how often respondent use seat belt, 85.4% of respondents said they always use the seatbelt while only 0.8% said they never use seat belt. Similarly use of seat belt in the rear seat, majority of the respondents said they always use seat belt (64.8%) and only 4.2% of the respondent said they never use it.

Table 4.2 Self-Reported Belt Use and Belt Use Change, Questions 8 and 9

Question	Percentage (%)
Q6. How often do you use seat belts when you drive/ride in a motor vehicle?	
Always	85.4
Nearly Always	11.2
Sometimes	1.8
Rarely	0.9
Never	0.8
Total (N)	100% (N=488)

Question	Percentage (%)
Q7. How often do you wear a seat belt when you are a REAR SEAT passenger in a motor vehicle?	
Always	64.8
Nearly Always	16.7
Sometimes	9.6
Rarely	4.6
Never	4.2
Total (N)	100% (N=488)

Perceptions about the chances of getting a ticket while not wearing a seat belt is showed in the following questions. Only 9.9 % of the respondents think that chances are of someone getting a ticket for not wearing a seat belt during daylight hours is "always". Similarly, 9.0% of the respondents think the chances are of someone getting a ticket for not wearing a seat belt after dark is 'always". In both the scenario, majority of the respondents think that there is only possibility of "sometimes" to get a ticket. **Table 4.3** shows response-level results.

Table 4.3 Chance of Belt Ticketing

Question	Percentage (%)
Q8. What do you think the chances are of someone getting a ticket for not wearing a seat belt during DAYLIGHT hours?	
Always	9.9
Nearly Always	13.0
Sometimes	47.0
Rarely	24.8
Never	5.4
Total N	100%(N=488)

Question	Percentage (%)
Q9. What do you think the chances are of someone getting a ticket for not wearing a seat belt AFTER DARK?	
Always	9.0
Nearly Always	7.7
Sometimes	34.7
Rarely	38.9
Never	9.7
Total N	100%(N=488)

Some changes in self-reported distracted driving behaviors were observed. Respondents were asked how often they 1) *talk on a handheld phone*, 2) *talk on a hands-free device*, and 3) *send text messages or emails* while driving. The percentage of Respondents that reported "Always" or "Nearly Always" talking on a hand-held cellular phone while driving was 1.7 percent and 2.1 percent, respectively. Similarly, the percentage of Respondents that reported "Always" or "Nearly Always" send text messages or emails on a hand-held cellular phone while driving was 1.3 and 1.5 percent, respectively. When asked if they have you read, seen, or heard anything about police being focused on enforcing distracted driving related to handheld cell phone use, only 30.1 percentage of respondents said "Yes". The percentage of Respondents that reported "Always" or "Nearly Always" think the chances are of someone getting a ticket for talking on a handheld cell phone while driving is 9.6 and 15.6 percentage, respectively. Similarly, the percentage of Respondents that reported "Always" or "Nearly Always" think the chances are of someone getting a ticket for sending text messages or emails on a hand-held cellular phone while driving was 9.7 percent and 17.2 percent, respectively.

Question	Percentage (%)
Q12. How often do you talk on a <u>HANDHELD</u> cell phone while driving?	
Always	1.7
Nearly Always	2.1
Sometimes	10.7
Rarely	30.3
Never	55.2
Total N	100%(N=488)

Question	Percentage (%)
Q13. How often do you send text messages or emails on a <u>HANDHELD</u> cell phone while driving?	
Always	1.3
Nearly Always	1.5
Sometimes	8.3
Rarely	18.8
Never	70.0
Total N	100%(N=488)

Question	Percentage (%)
Q14. In the past 30 days, have you read, seen, or heard anything about police being focused on enforcing distracted driving related to <u>HANDHELD</u> cell phone use?	
Yes	30.1
No	69.9
Total N	100%(N=488)

Question	Percentage (%)
Q15. What do you think the chances are of someone getting a ticket for talking on a <u>HANDHELD</u> cell phone while driving?	
Always	9.6
Nearly Always	15.6
Sometimes	49.7
Rarely	20.8
Never	4.3
Total N	100%(N=488)

Question	Percentage (%)
Q16. What do you think the chances are of someone getting a ticket for sending texts or emails on a <u>HANDHELD</u> cell phone while driving?	
Always	9.7
Nearly Always	17.2
Sometimes	50.0
Rarely	18.8
Never	4.3
Total N	100%(N=488)

Awareness of Seat Belt Message, Slogan Recognition and Ticket Amount

Respondents who said “Yes” indicating they had “*seen or heard about extra enforcement where police were looking at seat belt use*” is only 16.6 percent. Respondents who had seen or heard about extra enforcement were then asked about the source and the nature of the message. Results are summarized in Table below. The most frequently reported source of seat belt awareness messages was the “*television*” (57.8%) followed by “*Electronic Message Board*” (32.3%). Respondents were also asked if they knew the name of any seat belt enforcement program in Rhode Island. The campaign slogan, “**Click It or Ticket**” showed strong recognition among the respondents with 81.1 percentage.

Table 4.4 Survey Questions 10, 10a, and 11

Question	Percentage (%)
Q10. In the past 30 days, have you read, seen, or heard anything about police being focused on seat belt enforcement?	
Yes	16.6
No	83.4
Total (N)	100% (N=488)
Q10a. If <u>Yes</u>, where did you see or hear about it?	
Newspaper	13.2
Radio	16.5
Internet	24.7
TV	57.8
Poster	8.6
Billboard	28.4
Police Patrol	9.5
Electronic Message Board	32.3
Bus Ad	7.2
Other	3.5
Don't Know	2.9
Q11. Do you know the name of any seat belt enforcement program(s) in Rhode Island?	
Click It or Ticket	81.1
Buckle Up. No Excuses!	13.7
Survive Your Drive	6.1
Other	0.2
Don't Know	14.3

Speeding and Perception of Severity of Enforcement & Experience with Enforcement

Respondents were asked about the speed limit violation, and respondents that reported “Always” or “Nearly Always” drive faster than 35 mph on 20 mph road was 2.5 and 6.8 percent, respectively. While respondents said “Always” or “Nearly Always” drive faster than 70 mph on 65 mph road was 7.2 and 25.4 percent, respectively. When asked about if they had “seen or heard about” anything about police being focused on speed enforcement, only 28.8 percent of respondents said “Yes”. Respondents also asked chances of chances are of someone getting a ticket for driving over the speed limit and 8.3 percent said “Always”, and 20.5 percent said “Nearly Always”.

Question	Percentage (%)
Q17. On a local road with a speed limit of 20 mph, how often do you drive faster than 35 mph?	
Always	2.5
Nearly Always	6.8
Sometimes	22.5
Rarely	40.0
Never	28.2
Total N	100%(N=488)

Question	Percentage (%)
Q18. On a road with a speed limit of 65 mph, how often to you drive faster than 70 mph?	
Always	7.2
Nearly Always	25.4
Sometimes	34.2
Rarely	19.3
Never	13.9
Total N	100%(N=488)

Question	Percentage (%)
Q19. In the past 30 days, have you read, seen, or heard anything about police being focused on speed enforcement?	
Yes	28.8
No	71.2
Total N	100%(N=488)

Question	Percentage (%)
Q20. What do you think the chances are of someone getting a ticket for driving over the speed limit?	
Always	8.3
Nearly Always	20.5
Sometimes	59.1
Rarely	10.2
Never	2.0
Total N	100%(N=488)

Awareness of Impaired Driving Message and Slogan Recognition

The percentage of the respondents personally witnessing a mobile alcohol breath testing unit where police process drunk drivers in past 30 days was 8.8. When they are asked the chances are of someone getting arrested for drinking and driving, respondents indicated "Always" or "Nearly Always" was 17.9 and 27.4 percent, respectively. While only 2.5 percent of the respondents said the chances are of someone getting arrested for drinking and driving was "Never".

Question	Percentage (%)
Q22. <u>In the past 30 days</u>, have you seen a mobile alcohol breath testing unit where police process drunk drivers?	
Yes	8.8
No	91.2
Total N	100%(N=488)

Question	Percentage (%)
Q23. What do you think the chances are of someone getting arrested for drinking and driving?	
Always	17.9
Nearly Always	27.4
Sometimes	46.3
Rarely	5.9
Never	2.5
Total N	100%(N=488)

Awareness of Impaired Driving Message and Slogan Recognition

Respondents who said "Yes" indicating they had "read, seen or heard anything about impaired driving in Rhode Island" is 40.6%. The most frequently reported source of

impaired driving messages was the “television” (53.8%) followed by “**Electronic Message Board**” (44.8%). While only 7.2 percentage of the respondents indicated that they had “read, seen or heard anything about impaired driving in Rhode Island” via “Police Patrol”.

Respondents were also asked if they knew the name of any impaired driving enforcement programs in Rhode Island. “**Drive Sober or Get Pulled Over**” was recognized by 63.1 percentage of the respondents. The second most recognized slogan was “**Friends Don’t Let Friends Drive Drunk**” among the respondents (50.7%). “**You Drink and Drive, You Lose**” was recognized by 42.8 percentage of the respondents.

Table 4.5 Survey Questions 24, 24a and 25

Question	Percentage (%)
Q24. In the past 30 days, have you read, seen, or heard anything about police being focused on enforcing drunk driving laws?	
Yes	40.6
No	59.4
Total (N)	100% (N=488)
Q24a. If Yes, where did you see or hear about it?	
Newspaper	11.6
Radio	22.8
Internet	27.7
TV	53.8
Poster	8.3
Billboard	26.7
Police Patrol	7.2
Electronic Message Board	44.8
Bus Ad	7.6
Other	0.5
Don’t Know	2.1
Q25. Do you know the name of any alcohol impaired driving enforcement program(s) in Rhode Island?	
Drive Sober or Get Pulled Over	63.1
The Ripple Effect	28.1
You Drink & Drive. You Lose	42.8
Team DUI	4.0
Friends Don’t Let Friends Drive Drunk	50.7
Please Step Away from Your Vehicle	3.8
Enough!	3.1

Question	Percentage (%)
MADD's Red Ribbon	26.9
Buzzed Driving is Drunk Driving	36.0
Other	0.5
Don't Know	11.6

4.2 Nighttime Seat Belt Survey Results

Rhode Island accepted an offered waiver through the Cares Act Waivers program. That waiver provided the flexibility to hold off until 2021 to implement that annual project. Instead we had our state approved contractor do a nighttime seatbelt survey to help us begin the discussion about heading that way regarding our efforts to increase our nighttime CIOT patrols.

The 2020 nighttime seat belt observation surveys were selected from the preexisting daytime statewide seat belt sample. The survey included 40 sites out of the 90 available daytime sites. Extremely high or low volume sites were dropped and locations were changed to the nearest lighted intersection when possible on the same roadways as with the previous daytime surveys.

4.2.1 Site Selection

Road segments were mapped according to the latitude and longitude of their midpoints. The selected road segment was identified by an intersection or interchange that occurred within or just beyond the segment. If no intersection or interchange occurred within the segment, then any point on that road could be used for observation. Data collection sites were deterministically selected such that traffic would be moving during the observation period. Therefore, sites were assigned to locations within the segment that were 50 yards from any controlled intersections. For interstate highways, data collection will occur on a ramp carrying traffic that is exiting the highway.

The locations of the data collection sites were described on Site Assignment Sheets for each county and maps were developed to assist the Data Collectors and QC Monitors in traveling to the assigned locations (it was recommended that personal GPS units were programmed ahead of time).

4.2.2 Site Observation Details

After initial site selection took place, all sites were described by location, possible observation points, and direction of travel to be observed. The complete road segment was also be described by map details such as road name or number and segment start and end points. This was done so that each observer would know the range of alternate sites to consider in the off chance that an alternate site needed to be selected.

Due to the extent of data elements that need to be collected for each vehicle, (vehicle type, gender, race, driver/passenger belt use, etc.), we gave preference to observation points where traffic naturally slows or stops. Preferable locations were near intersections which may cause vehicles to slow, increasing the time for observation and improving data completeness and accuracy. For limited access highway segments, we capture traffic at or near an exit ramp where traffic should be slow enough to allow reliable and accurate observations to be made. Finding a location with slowing traffic is not a strict requirement. In the past, our observers have accurately made such observations during free-flowing traffic with a minimum number of “unknowns.”

4.2.3 Observers

All observers are hired and trained by the contractor. Three contractor staff members participated in the 2020 nighttime observations, all having had extensive seat belt observation experience in addition to prior training sessions and field instruction and practice. Training included additional procedures to follow should a site be temporarily unusable (e.g., due to bad weather or temporary traffic disruption), unusable during this survey period (e.g., due to construction), or permanently unusable (road closure, public area becoming private, etc.). Training was conducted several weeks prior to the start of observations.

4.2.4 Scheduling & Mapping

Daytime observations were conducted Sunday-Saturday during nighttime (full darkness) hours between 9:00 p.m. and 2:00 a.m. Each county's observations were organized into geographically convenient travel clusters, in advance, with a maximum of four sites scheduled for each night.

Observation sites were mapped in advance by the contractor's in-house Field Data Coordinator. Each scheduled observer was provided with a link to Google Maps which provided pinned locations based on latitude/longitude. They were also provided with electronic scans (and printouts) of hand-drawn maps from prior observations which indicated where to park and stand during each observation period. Mapping helps to identify geographic location of sites as well as lay out the timeline for each observation day. Advanced mapping preparation enabled observers to plan trips well ahead of time, thereby increasing efficiency in travel and labor.

4.2.5 Night Vision Equipment & Team Approach

The contractor owns and maintains several sets of military grade night vision goggles and infrared lights. This equipment is used in situations where there is no overhead lighting (pitch black). Night observers work in teams of two (one to use the specialized equipment to observe belt use and verbally call out data to the second team member aka the recorder. Most of our night sites are at or near lighted intersections where night vision equipment is not necessary.

4.2.6 Data Collection

Data collection procedures were set forth before any observations took place. These procedures were guided by the Federal Register's Uniform Criteria for State Observational Surveys of Seat Belt Use.

All data collection was conducted according to the observer instructions/procedures. Observers were told to review these instructions on a regular basis during the observation process.

In general, the procedures indicated:

- › Length of observation period is exactly 60 minutes;
- › Qualifying vehicles include cars, pickup trucks, sport utility vehicles and vans;
- › Qualifying occupants include the driver and the outboard, front seat passenger (children in a front seat child restraint are excluded from the survey; children that are not restrained and in the front seat qualify);
- › Each lane of traffic in one direction is to be observed for equal amounts of time;
- › If traffic is moving too quickly on heavy traffic roadways, a reference point some distance away on the road is chosen, by which the next qualifying vehicle must pass before being recorded on the data sheet;
- › If rain, heavy fog, or other inclement weather occurs, the observer will halt the survey for 15 minutes; if bad weather persists, the site is to be rescheduled; and
- › If construction compromises a site, the observer is to move to a nearby location (on the same street) and observe the same stream of traffic. If this is not feasible, an alternate site will be selected.

All passenger vehicles less than 10,000 lbs. Gross Vehicle Weight Rating (GVWR) were eligible to be observed. Survey information was recorded on an observation data collection form for each 60-minute seat belt observation session. The form was designed so that all pertinent site information can be documented, including county name, city/town/area identifier, exact roadway location, date, day of week, time, weather condition, direction of traffic flow and lane(s) observed. All through lanes will be observed; if traffic is too heavy to observe all at one time, then time should be split among the lanes to give each through lane equal observation time. Each one-page form includes space to record information on 70 vehicles, the driver of that vehicle, and the outboard, front seat passenger, if any. If more than 70 observations are made, additional sheets will be used and all sheets for the observation site will be stapled together. Observations will include vehicle type (Car, Pick-up truck, SUV or Van) and person gender and race (black, white, or other) in addition to belt use.

4.2.7 Building a Data Set

Several contractor staff members were assigned the responsibility of keypunching all collected data. After the data were keypunched, 10 percent of all data records were checked and confirmed by the contractor PRG in order to verify the quality and

accuracy of data entry. No substantial keypunch problems were found. The data set was then analyzed by the contractor using both Excel and the Statistical Package for the Social Sciences (SPSS).

4.2.8 Quality Control

Quality control monitors conducted random, unannounced visits to at least 5% of the observation sites for the purpose of quality control. The monitor ensured that the observer was in the appropriate scheduled place and time and actively conducting observations during the correct observation period. When possible, the monitor remained undetected by the observer.

4.2.9 Results

Across the 40 sample sites, 1,951 drivers and 556 outboard front seat passengers were observed during Nighttime statewide observations. The 2020 unweighted nighttime seat belt use rate for Rhode Island, is **86.5** percent for drivers and passengers combined.

4.2.10 Descriptive Statistics

The percentages displayed in the tables and description that follow were calculated from raw data counts of drivers and outboard front seat passengers during nighttime observations.

Results from the 2020 nighttime statewide survey indicate that drivers of passenger cars, sport utility vehicles and vans were far more likely to wear a seat belt than were drivers of pickup trucks. Front seat passengers also showed higher belt use in passenger cars, sports utility vehicles and vans, whereas those in pick-up trucks had the lowest belt use. Overall, belt use rates were highest for drivers and passengers of SUVs (90.2 and 95.1 percent, respectively) and lowest for occupants of pick-up trucks (77.5% for drivers and 82.2% for passengers). Passengers were buckled up more frequently than drivers in Car, SUV and Pick-Up truck. (see Table 4.1).

Table 4.1 Percent Seat Belt Use by Vehicle Type

	Car	SUV	Van	Pick-Up
Drivers	84.5%	90.2%	86.1%	77.5%
(N)	994	678	79	200
Passengers	85.0%	95.1%	81.8%	82.2%
(N)	260	226	22	45

The highest driver belt use rates were found in Kent and Washington counties (89.1% and 88.3%, respectively); see Table 4.2. The highest passenger belt use rate was seen in Kent (93.0%) and Washington (92.3%) counties. The lowest belt use rates were found in Providence County (drivers: 79.7%; passengers 81.5%).

Table 4.2 Percent Seat Belt Use by County

	Bristol	Kent	Newport	Providence	Washington
Drivers	86.6%	89.1%	88.2%	79.7%	88.3%
(N)	351	495	238	543	324
Passengers	91.4%	93.0%	87.0%	81.5%	92.3%
(N)	70	156	77	146	104

Seat belt use was higher for female drivers and passengers relative to male drivers and passengers (Table 4.3). Female drivers achieved an 89.8 percent belt use rate and female passengers a 91.4 percent use rate, compared to 83.4 percent for male drivers and 84.7 percent for male passengers.

Table 4.3 Percent Seat Belt Use by Sex

	Male	Female
Drivers	83.4%	89.8%
(N)	1,220	727
Passengers	84.7%	91.4%
(N)	202	347

*11 missing

Seat belt use is higher among white drivers (87.5%) and passengers (91.6%); see Table 4.4. Seat belt use is lowest among black drivers (73.1%) and other passengers (74.2%). While most observations fell into the Caucasian/White group; African American/Black and All Other vehicle occupants had significantly smaller Ns. Please note, given the relatively small amount of data captured on non-white drivers and passengers, these assumptions may be misleading.

Table 4.4 Percent Seat Belt Use by Race

	Caucasian/White	African American/Black	Other
Drivers	87.5%	73.1%	84.6%
(N)	1,560	193	195
Passengers	91.6%	81.1%	74.2%
(N)	450	37	66

*6 missing

The highest drivers and passengers belt use rates were found during weekends (Driver: 89.1% and passengers: 91.0%). While lowest use rate was during weekdays for both driver and passengers (Driver: 84.8% and passengers: 87.8%).

Table 4.5 Percent Seat Belt Use by Day Type

	Weekdays	Weekends
Drivers	84.8%	89.1%
(N)	1,509	442
Passengers	87.8%	91.0%
(N)	376	177

*3 missing

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5

Mobilization Participation Information

The table below shows metrics for the State's mobilization participation in national campaigns.

Table 5.1 Mobilization Participation

Campaign	Time Period	Dates	Participating Agencies	Enforcement Hours	Citations	Paid/Earned Media
Drive Sober or Get Pulled Over	Halloween	10/31/2019	5	28	N/A	Yes
Click It or Ticket	Thanksgiving	11/18/2019 – 11/24/2019	12	124	109	Yes
Drive Sober or Get Pulled Over	Thanksgiving	11/27/2019 – 12/1/2019	16	380.5	N/A	Yes
Drive Sober or Get Pulled Over	Holidays	12/11/2019 – 1/1/2020	21	961.5	N/A	Yes
Drive Sober or Get Pulled Over	Superbowl Sunday	2/2/2020	8	574	N/A	Yes
Drive Now, Text Later	Moved to Oct. FFY 2021 due to COVID	10/05/2020-10/12/2020	N/A for FY 20	N/A for FY 20	N/A for FY 20	Yes
Drive Sober or Get Pulled Over	Cinco de Mayo	5/4/2020 – 5/5/2020	*	*	N/A	No
Drive Sober or Get Pulled Over	Memorial Day	5/22/2020 – 5/25/2020	*	*	N/A	No
Click It or Ticket	Moved to Nov FFY 21 due to COVID	11/09/20-11/29/20	N/A for FY 20	N/A for FY 20	N/A for FY 20	No
Drive Sober or Get Pulled Over	4th of July	7/3/2020 – 7/5/2020	*	*	N/A	No
Drive Sober or Get Pulled Over	August	8/21/2020 – 9/7/2020	*	*	N/A	No

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6

Evidence-Based Enforcement Program

During FFY 2020, the Rhode Island Department of Transportation's Office on Highway Safety continued to work employing, internal and external policies and procedures required by the state as well as, NHTSA. The Office on Highway Safety requires its sub-grantees to follow the same standards and to adopt similar financial and performance tracking reporting documentation. In addition, during FFY 2020, The Highway Safety Office monitored Evidence-Based Enforcement practices submitted by all sub-grantees to ensure compliance to internal policies and procedures. The OHS requires the law enforcement agencies adopt a model of geo-mapping, directed patrols, High Visibility Enforcement (HVE), location-based and data driven standards. Sub-grantees complied with all these requirements by documenting their activities and performance measures and presenting them to the Office on Highway Safety staff during mandatory monitoring visits and their monthly reports.

It is an established practice for the Office on Highway Safety to fund a project or sub-grantee only after an application has been received documenting a community problem which is based on that individual communities identified highway safety issues. All applications and requests for funding fell within one of the Highway Safety's emphasis areas of concentration, based on data collected clearly identifying a traffic safety problem. One of the keys to an effective and successful enforcement program begins with the sub-grantees ability to utilize and analyze available state and local data. By utilizing this data, our sub-grantees documented the specific nature of crashes, such as occupant protection use surveys, roadway inspections, and also indicating the number of traffic stops, violations, warnings, death, injuries and community concerns within this specific area. By weighing all these factors, sub-grantees requested funding which resulted in the most cost-effective means to reduce these incidents of crashes, which result in injury, death or extensive property damage.

Sub-grantees also identified situations in highway safety which required extra enforcement and then developed a plan to combat this program for the entire grant year. Once the sub-grantees plan was submitted, approved and implemented, they were allowed to request the appropriate funding to support their year-long efforts. Along with the required application, agencies were required to project what the intended outcomes the extra funding and enforcement would accomplish. Finally, sub-grantees added an element of measurement (objectives, goals) to their grant, stating what the additional enforcement and funding would accomplish within their agency, the community and on behalf of all roadway users. Achieved outcomes to be followed the proven countermeasures as spelled out in the NHTSA Countermeasures that work handbook updated in 2018. As with all sub-grantees,

the Office on Highway Safety ensured that funds were utilized efficiently and effectively which supported the goals as stated in the Highway Safety Plan and to that end, required yearlong monitoring each sub-grantee throughout the grant cycle.

During the grant cycle FFY 2020, the Office on Highway Safety has ensured the grant year was in full compliance and that all sub-grantees cooperated and conducted themselves with integrity and solid reporting. Although the majority of the grant year was spent dealing with the difficulties of the pandemic, the sub-grantees remained in constant contact with the highway safety partners and program coordinators.

Program Coordinators within the Office on Highway Safety worked tirelessly with the Rhode Island Police Chiefs Association, the Law Enforcement Liaison, sub-grantees and traffic safety stakeholders. Although the majority of the work after March 2020 was conducted virtually, the staff continuously monitored and met with sub-grantees electronically, by telephone, and on virtual platforms.

All Law Enforcement sub-grantees adhered to the Office on Highway Safety's internal policies and procedures by following the:

- › Collection, analysis and promulgation of specific data related to the Office on Highway Safety priority by submitting important responses to crash data of; who is crashing, where they are crashing, when they are crashing, how they are crashing, and in some cases, why are they crashing.
- › Allocated funding for enforcement based on their own individual problem identification and implemented effective and efficient strategies and countermeasures that have proven successful in other communities using the updated guideline from 2018.
- › Departments followed the Data Driving Approach the Office on Highway Safety set out by funding activities which were monitored and evaluated to see if the programs were successful and were worthy of continued funding.

Recent history demonstrates that specific traffic safety priority issues remain somewhat consistent year to year, but we also realize that highway safety strategies must always be aware of emerging and changing issues and driving behaviors demonstrated by the many months of the ongoing pandemic.

The Office on Highway Safety staff subscribes to the Data Driven Approaches to Crime and Traffic Safety (DDACTS) philosophy. That focus continued in FFY 2020, whereby staff members reviewed, evaluated, and changed or adjusted strategies, tactics to meet unforeseen challenges.

Throughout FFY 2020, the Highway Safety Office was able to change and/or adjust the focus of their efforts when it turned into a different direction as the pandemic situation dictated. It is an accepted practice to measure changes in performance measures when grant detail hours lowered and the numbers of traffic stops, violations issued, and documented warnings reflected that lowering of activity. As the volume of traffic diminished, the rate of speed for the few roadway users

increased, as did the deaths and serious injuries. It's understood that measuring the outcomes of a project is a more stable evaluation tool, but performance targets and measures are relevant to safety and may require more real time metrics.

In FFY 2020, analyzing these changes and assessing their impact on current deployment strategies provided challenging and required justification for strategic revisions. In summary, the traffic enforcement strategies used in FFY 2020 were designed to be functionally capable of dealing with immediate, dynamic changes and such, we were not prepared to implement effective, efficient responses immediately due to the circumstances at every moment during the pandemic. But our support of basic traffic safety law enforcement tenants were relied upon to create a new FFY 2021 plan and to complete the year with the best intentions directly in line with our mission to decrease fatalities and reduce serious injuries and all crashes.

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7

Paid Media

7.1 Paid Media to Support High-Visibility Traffic Enforcement

To support enforcement efforts on alcohol impaired driving in the diverse communities of Rhode Island, OHS placed relevant and linguistically appropriate advertising in a variety of general market and multicultural/multiethnic media outlets.

Alcohol-Impaired Driving Enforcement Campaign (November 2019 thru September 2020) – The Ripple Effect

With the goal of reducing the number of impaired driving related deaths, the RI DOT continued The Ripple Effect campaign, which ran throughout FFY20 focused on key holiday time periods + NFL Playoffs and Superbowl 54. The media objective was to create awareness and drive website traffic among Men 25-54 in the State of Rhode Island; secondarily among Adults 21+.

Table 7.1 Details of Media Buy for Alcohol-Impaired Driving Enforcement Campaign

Media	Exposure	Spots	Bonus Spots	Net Cost
TV	5,649,000 impressions	5,456	784	\$500,508
Connected TV	2,722,636 impressions	n/a	89,826 impressions	\$95,000
Radio	3,957,000 impressions	2,628	623	\$105,000
Streaming Audio	2,138,897 impressions	n/a	n/a	\$29,140
Outdoor Bulletins	13,382,344 impressions	n/a	n/a	\$34,400
Movie Theaters	193,923 impressions	n/a	n/a	\$6,964
Paid Social	1,517,737 impressions	n/a	n/a	\$42,000
Digital Banners/ Pre-Roll Video	5,098,287 impressions	n/a	160,000 impressions	\$51,000
Total				\$864,012

Motorcycle Awareness (June/July 2020)

The media objective was to create awareness among Adults 18-49 in the State of Rhode Island.

Table 7.2 Details of Media Buy for Motorcycle Awareness Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	160,000 impressions	1,207	300	\$33,504
CTV/You Tube	2,737,533 impressions	n/a	n/a	\$63,880
Paid Social	454,419 impressions	n/a	n/a	\$10,000
Total				\$107,384

Seatbelt Safety (June 2019)

The media objective was to create awareness of the importance of wearing a seatbelt among Men 18-34 in the State of Rhode Island in both English and Spanish.

Table 7.3 Details of Media Buy for Seatbelt Safety Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	192,000 impressions	977	n/a	\$42,981
CTV	314,290 impressions	n/a	n/a	\$11,000
Radio	269,000 impressions	454	100	\$17,816
Streaming Audio	384,644 impression	n/a	n/a	\$6,000
Digital Banners/Pre-Roll Video	2,651,786 impressions	n/a	n/a	\$17,100
Total	n/a	n/a	n/a	\$94,897

Impaired Driving/Director Alviti (July 2020 – September 2020)

The media objective was to create awareness of impaired driving among Adults 18+ in the State of Rhode Island.

Table 7.4 Details of Media Buy for Impaired Driving/Director Alviti Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
Radio	8,572,000	1,400	360	\$60,690
Streaming Audio	930,116	n/a	n/a	\$13,110
Total				\$73,800

Distracted Driving (April 2020 – September 2020)

The media objective was to remind people of the dangers of distracted driving among Adults 18-49 in the State of Rhode Island.

Table 7.5 Details of Media Buy for Distracted Driving Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	4,974,000	2,967	150	\$214,395
Connected TV	3,125,045	n/a	n/a	\$108,745
Drive-In Movie Theater	n/a	n/a	n/a	\$1,150
Paid Social	573,561 impressions	n/a	n/a	\$12,000
Total				\$336,290

Pedestrian Safety (July 2020 – August 2020)

The media objective was to remind people to watch of pedestrians within a crosswalk among Adults 18-49 in the State of Rhode Island.

Table 7.6 Details of Media Buy for Pedestrian Safety Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	1,050,000 impressions	1,414	490 spots	\$43,962
Connected TV	571,429 impressions	n/a	n/a	\$20,000
Digital Banners/Pre-Roll Video	500,000 impressions	n/a	n/a	\$10,000
Paid Social	454,419 impressions	n/a	n/a	\$8,000
Bus Sides	4,350,320 impressions	n/a	n/a	\$12,000
Total				\$93,962

Child Passenger Safety (September 2020)

The media objective was to remind people of the importance of the proper child seats among Women 18-49 in the State of Rhode Island.

Table 7.7 Details of Media Buy for Child Passenger Safety Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	401,000 impressions	653	130	\$26,291
Connected TV	291,710 impressions	n/a	n/a	\$10,500
Paid Social	412,455 impressions	n/a	n/a	\$10,000
Total				\$46,791

Workzone Safety (March - June 2020)

The media objective was to create awareness of the importance of proper driving through DOT construction work zones.

Table 7.8 Details of Media Buy for Workzone Safety Campaign

	Exposure	Spots	Bonus Spots	Net Cost
Outdoor	5,337,164	n/a	n/a	\$17,800
Total				\$17,800

Speed Enforcement (March/April 2020)

The media objective was to create awareness of the importance of obeying the speed limit among Men 18-49 in the State of Rhode Island in both English and Spanish.

Table 7.9 Details of Media Buy for Speed Enforcement Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	273,000 impressions	492	n/a	\$24,925
CTV	440,000 impressions	n/a	50,230 impressions	\$15,400
Radio	175,8080 impressions	398	108	\$16,830
Streaming Audio	88,683 impressions	n/a	n/a	\$1,170
Digital Banners/Pre- Roll Video	1,234,342 impressions	n/a	n/a	\$10,900
Outdoor	4,427,496 impressions	n/a	n/a	\$15,500
Paid Social	2,170,028 impressions	n/a	n/a	\$10,000
Total	n/a	n/a	n/a	\$94,725