



Annual Report

Federal Fiscal Year 2014

prepared for:

**U.S. Department of Transportation
National Highway Traffic Safety Administration**

developed and presented by:

**Rhode Island Department of Transportation
Office on Highway Safety
Two Capitol Hill, Room 126
Providence, RI 02903-1111**

Lincoln D. Chafee, Governor

Michael P. Lewis, Director of Department of Transportation



State of Rhode Island Highway Safety Annual Report

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date

December 2014

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On the cover: RIDOT Director Michael Lewis (left) is pictured with Colonel Steven G. O'Donnell (center) and Attorney General Peter Kilmartin (right).

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1.0 Highway Safety in Rhode Island

1.1 EXECUTIVE SUMMARY

This Rhode Island Highway Safety Annual Report for Federal Fiscal Year (FFY) 2014 serves as the State of Rhode Island's assessment of the Highway Safety Plan (HSP) for Federal Fiscal Year (FFY) 2014. It documents the use of grant funding administered by National Highway Traffic Safety Administration (NHTSA) for Federal funds available under Section 402 State and Community Highway Safety grant program, Section 405 National Priority Safety Program of Moving Ahead for Progress in the 21st Century (MAP-21), Section 164 penalty transfer funds, and carry-forward funds from other funding programs. A comprehensive HSP is developed by Rhode Island Department of Transportation (RIDOT) Office on Highway Safety (OHS) on an annual basis to document the goals and objectives related to creating safer roadways. This plan identifies current highway safety problems, defines performance goals and targets, and describes the projects and activities that will be implemented to address highway safety concerns and achieve set goals. The Annual Report reviews the yearly status and progress on implementing Rhode Island's highway safety programs and projects.

For FFY 2014, the HSP identified eight program areas to focus resources on reducing fatalities and serious injuries. The areas included: impaired driving, occupant protection, speeding, young drivers, motorcycles, other road users, traffic records, and planning and administration. Within each area, data-driven performance measures and targets were identified based primarily on 2007 to 2011 trend data. In total 13 performance measures and goals were developed in the 2014 HSP (Table 1.1 details all of the performance measures and targets). Through the implementation of safety activities and projects, Rhode Island achieved 7 of its 13 goals. In instances where goal information is not available, it is because the Fatality Analysis Reporting System (FARS) data for FFY 2014 is not available.

This Annual Report:

- Documents Rhode Island's progress in meeting its highway safety goals identified in the 2014 HSP for each of the eight program areas; and
- Describes projects and activities funded during the 2014 FFY and how they contributed to meeting Rhode Island's identified highway safety goals.

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 OHS and RIDOT.

In 2013, crashes on Rhode Island's highways resulted in 65 fatalities and 419 serious injuries. Roadway fatalities increased 1.5 percent from the 2012 levels, and serious injuries declined 10 percent. A downward trend in fatalities and serious injuries has been observed over the past five years. In the previous five years (2009 to 2013), the average number of fatalities in Rhode Island was 69 annually.

The human and economic consequences of these fatal and serious injury crashes remain unacceptable, unaffordable, and largely avoidable. 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's roadways; and
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, relationships are developed and maintained 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's 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 OHS coordinated within the RIDOT to assure that the resources and projects are in line with the emphasis areas and strategies described in the SHSP. Moreover, the performance targets and tracking are consistent among the SHSP as the overseeing document and the Highway Safety Improvement Plan (HSIP) developed for the Federal Highway Administration (FHWA). As such, the three documents contain the same information in the performance targets that overlap. Since 2012, Rhode Island adopted the Toward Zero Deaths policy. This has established a goal of 3.4 percent annual decrease of rolling yearly averages of fatalities and serious injuries for all the emphasis areas.

Ongoing challenges of gathering and linking data exist in Rhode Island. Both the SHSP and HSP utilize FARS data and other traffic safety data collected through contracted services. Through the efforts and leadership of our Traffic Records

Advisory Committee, Rhode Island has begun facilitating a traffic records management assessment which should define specific strengths and opportunities of data collection and linkage of that data. Once completed, the results of the assessment will support increased sharing and usage of data within the scope of the shared goals of the HSP and the SHSP.

In the 2014 HSPP, the OHS assessed highway safety in Rhode Island based on fatal and serious injury crash data and problem areas, set goals, developed programs, and dedicated resources to implementing these programs and projects in the areas of greatest need. The Rhode Island FFY 2014 Highway Safety Annual Report reviews the execution of the FFY 2014 HSPP.

1.3 STRATEGIC PARTNERS

During this 2014 planning cycle, OHS conducted a safety stakeholder listening session to gather input on safety problems and effective countermeasures being implemented by other agencies on March 12, 2014. Opportunities to enhance partnerships and collaboration also were identified. The list of stakeholders that attended is provided below.

- African Alliance of Rhode Island;
- American Automobile Association, Southern New England (AAASNE);
- Black and Latino Caucus Community Partnership;
- Brain Injury Association of Rhode Island (BIARI);
- Bruno United Futbol Club;
- Center for Southeast Asians (CSEA);
- Community College of Rhode Island (CCRI);
- Connecting for Children and Families, Inc. – Woonsocket COZ Safe Communities (CCF);
- Cranston Child Opportunity Zone (COZ);
- Institute for Labor Studies and Research (ILSR);
- Mothers Against Drunk Driving (MADD);
- Oasis International;
- Progreso Latino, Inc.;
- Providence Community Library (PCL);
- Rhode Island Department of Revenue, Division of Motor Vehicles (DMV);
- 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 Hospitality and Tourism Association – Rhode Island Hospitality Association Education Foundation;
- Rhode Island Indian Council;
- 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 Traffic Tribunal;
- Riverzedge Arts;
- The Genesis Center;
- Urban League of Rhode Island;
- Young Voices; and
- West End Community Center.

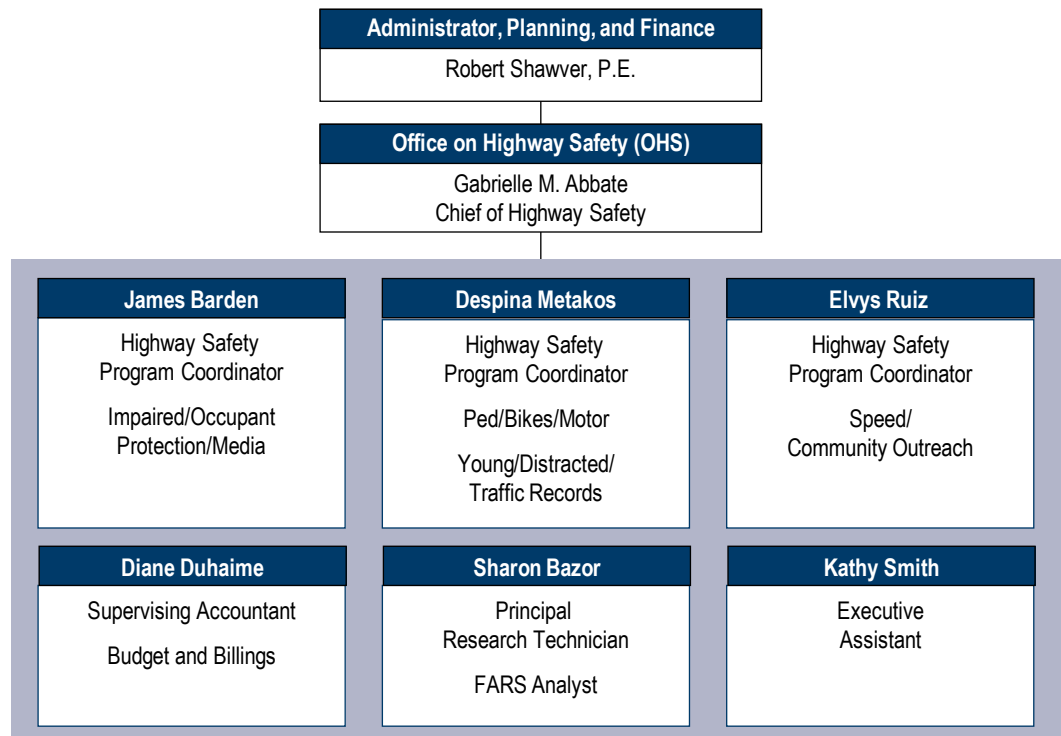
In addition to these stakeholders, the OHS works with numerous other agencies and organizations throughout the year:

- Thirty-eight local police departments;
- Enforcing the Underage Drinking Laws (EUDL) Advisory Committee;
- 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;
- Statewide Substance Abuse Task Forces;
- Students Against Destructive Decisions (SADD); and
- University of Rhode Island (URI).



1.4 ORGANIZATION

Figure 1.1 Rhode Island Department of Transportation Office on Highway Safety Organization



In FFY 2014, OHS funded two-thirds of the salary of a Traffic Safety Resource Prosecutor (TSRP), John J. Sullivan III, Esq., within the Attorney General’s Office. The TSRP implements training programs for prosecutors and law enforcement to

improve prosecution rates in driving under the influence (DUI) cases and assists OHS in evaluating the impact of Rhode Island's new chemical test refusal law on impaired driving arrest rates.

Additionally, OHS funded the LEHSTC, Col. Richard Sullivan (ret.), through the Municipal Police Academy. Col. Sullivan works with law enforcement agencies for all enforcement campaigns and essential training programs.

1.5 PROBLEM IDENTIFICATION

Eight program areas were the focus of the OHS' FFY 2014 HSP. The activities and projects identified to address these areas, and the results are detailed in *Section 3.0 – Program Areas*. These programs included:

- **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.
- **Other 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.
- **Planning and Administration** - The planning, development, coordination, monitoring, and evaluation of highway safety projects.

1.6 LEGISLATIVE UPDATE

In 2011, Rhode Island became the 33rd state in the country to enact primary seat belt law. The law went into effect on June 30, 2011 and was set to expire on June 30, 2013. However, the General Assembly passed a law removing the sunset on the primary seat belt law and also changed the fine from \$85.00 for all offenders to \$85.00 for all unbelted passengers up to seven years old and \$40.00 for all offenders eight years and older.

The Rhode Island General Assembly modified the Move Over Law to include construction and maintenance vehicles performing work on the side of the road.

The Rhode Island General Assembly is expected to pass a law modifying the applicability of Ignition Interlocks. At the time of this report being generated, it is unclear what the outcome will be.

1.7 PERFORMANCE MEASURES

The OHS established an ambitious set of performance measures and targets for 2014, shown in Table 1.1, to improve safety in each of the program areas. The performance measures and targets were based on 2007-2011 trend data and preliminary 2012 data. In developing these, OHS recognized that the goals may need to be adjusted in the future, based on final 2012 data. Achievement of these measures is calculated using preliminary data through 2013 (January 1, 2013 through November 30, 2013). The exception is the grant-funded citations/arrests, which are reported based on FFY 2014. About one-half of the items cannot be reported on at this time because they are FARS-based measures, and the background information has not been obtained yet for the files.

Table 1.1 FFY 2014 Highway Safety Performance Report

Performance Measures	2004	2005	2006	2007	2008	2009	2010 (Base Year)	2011	2012	2013	2014 ^a	2014 Goal ^a	2014 Target Met ^b
Core Performance Measures													
C-1 Traffic Fatalities (Actual)	83	87	81	69	65	83	67	66	64	65	46		
Five-Year Moving Average				85	77	77	73	70	69	69	62	62	Yes
C-2 Serious Injuries (Actual)	1,650	1,437	1,305	842	421	484	542	512	467	419	403		
Three-Year Moving Average						582	482	513	507	466	430	362	No
C-3 Traffic Fatalities per 100 million VMT	0.98	1.05	0.98	0.80	0.79	1.01	0.81	0.84	0.82	0.84	0.59		
Five-Year Moving Average				1.01	0.92	0.93	0.88	0.85	0.85	0.86	0.78	<1.00	Yes
C-4 Unrestrained Occupant Fatalities	47	37	35	19	29	32	26	23	20	19	14		
Five-Year Moving Average				37	34	31	28	26	26	24	20	26	Yes
C-5 Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC ^a	38	34	30	22	23	34	27	26	28	24	U/A		U/A
Five-Year Moving Average				35	29	29	27	26	28	28	U/A	26	U/A
C-6 Speed-Related Fatalities	45	40	42	20	20	39	33	23	30	17	4		
Five-Year Moving Average				40	33	32	31	27	29	28	21	24	Yes
C-7 Motorcyclist Fatalities	10	14	16	13	7	19	15	15	8	11	9		
Five-Year Moving Average				13	12	14	14	14	13	14	12	12	Yes
C-8 Unhelmeted Motorcyclist Fatalities	7	6	11	9	2	12	11	9	5	6	6		
Five-Year Moving Average				8	7	8	9	9	8	9	7	8	Yes

Performance Measures	2004	2005	2006	2007	2008	2009	2010 (Base Year)	2011	2012	2013	2014 ^a	2014 Goal ^a	2014 Target Met ^b
Core Performance Measures (continued)													
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes	17	20	14	15	9	11	6	4	4	7	U/A		
<i>Five-Year Moving Average</i>				18	15	14	11	9	7	6	U/A	8	U/A
C-10 Pedestrian Fatalities	7	14	15	13	12	16	9	14	5	14	14		
<i>Five-Year Moving Average</i>				12	12	14	13	13	11	12	11	11	Yes
C-11 Bicyclist Fatalities	0	1	1	1	1	0	2	0	2	3	0		
<i>Five-Year Moving Average</i>				1	1	1	1	1	1	1	1	0	No
B-1 Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	76%	75%	74%	79%	72%	75%	78%	80%	78%	86%	87%	82%	Yes
Areas Tracked But No Goals Set													
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities						4,630	5,802	6,446	7,317	8,446	9,607	N/A	N/A
Number of Safety belt Citations Issued During Grant-Funded Enforcement Activities			2,024	2,226	2,336	2,553	2,181	2,172	5,958	5,346	2,825	N/A	N/A
Number of Impaired Driving Arrests Made during Grant-Funded Enforcement Activities		2,227	2,519	U/A	U/A	253	288	253	417	438	507	N/A	N/A

Note: U/A = Data not available at time of reporting.

^a Based on FFY 2014 Highway Safety Plan. Goals shown in Figures in Section 2: Performance Data reflect revised goals reported in the FFY 2015 HSP.

^b Based on 2014 preliminary total reported from January 1 to November 30, 2014.

2.0 Performance Data – Rhode Island, 2008 to 2013

2.1 CRASH SUMMARY

In Rhode Island, the total number of crashes decreased by eight percent from 43,901 in 2013 to 40,654 in 2014. Traffic fatalities increased from 64 in 2012 to 65 in 2013, while serious injuries decreased from 467 in 2012 to 419 in 2013.

According to observed restraint use surveys, Rhode Island’s safety belt use rate increased by eight percentage points from 78 percent in 2012 to 86 percent in 2013. In 2011, Rhode Island became the country’s 33rd state to enact a primary seat belt law; however, the legislation was set to expire on June 30, 2013 under a sunset provision. On June 28, 2013, the Rhode island General Assembly passed legislation removing the sunset clause, giving permanence to the primary seat belt law.

Table 2.1 provides detail on Rhode Island highway safety trends from 2008 to 2014 (as data are available). The table details “Select Performance Measures” identified by NHTSA and the Governors Highway Safety Association (GHSA) for measuring progress. Figures 2.1 to 2.11 illustrate select data shown in Table 2.1 in greater detail and include data points, an associated trend line, and one-year achievements for the most recent year for which there is available data (2013 or January 1 to November 30, 2014).

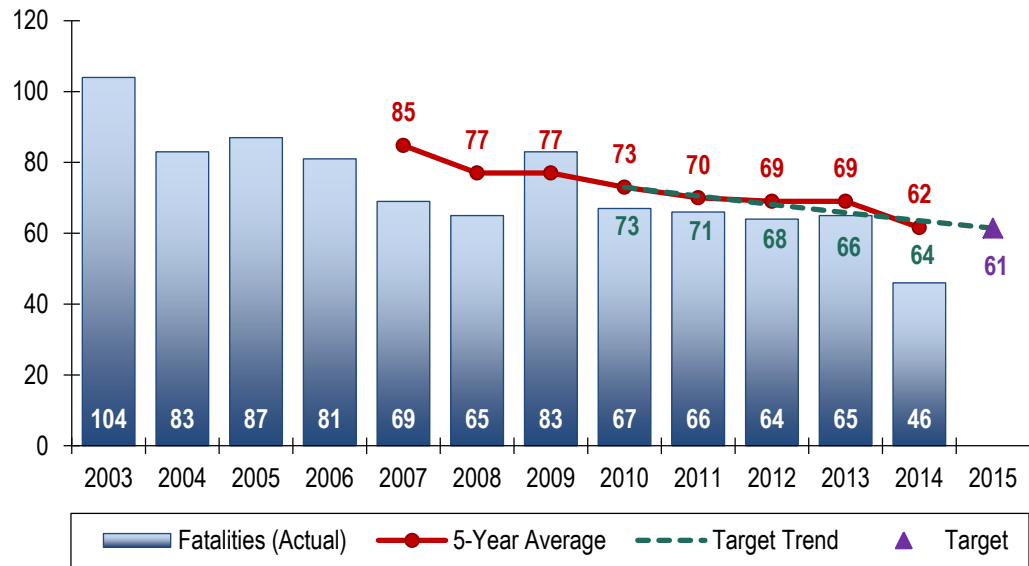
**Table 2.1 Traffic Safety Trends in Rhode Island
2008 to 2014**

Crash Data/Trends ^a	2008	2009	2010	2011	2012	2013 ^b	2014 ^c
Fatalities (Actual)	65	83	67	66	64	65	46
Fatality Rate/(100 Million VMT)	0.79	1.01	0.81	0.84	0.82	0.84	0.59
Number of Serious Injuries	421	484	542	512	467	419	403
Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC ^d	23	34	27	26	28	24	N/A
Number of Unrestrained Passenger Vehicle Occupant Fatalities	29	32	26	23	20	19	14
Number of Speeding-Related Fatalities	20	39	33	23	30	17	4
Number of Motorcycle Fatalities	7	19	15	15	8	11	9
Number of Unhelmeted Motorcyclist Fatalities	2	12	11	9	5	6	6
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	9	11	6	4	4	7	N/A
Number of Pedestrian Fatalities	12	16	9	14	5	14	14
Number of Bicyclist Fatalities	1	0	2	0	2	3	0
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	72%	75%	78%	80%	78%	86%	87%
Number of Safety Belt Citations Issued During Grant-Funded Enforcement Activities	2,336	2,553	2,181	2,172	5,958	5,346	2,825
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	N/A	253	288	253	417	438	507
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	–	4,630	5,802	6,446	7,317	8,446	9,607

Source: RIDOT, November 2014; Rhode Island DMV, June 2014; FARS, November 2014; 2008 to 2014 Rhode Island Observed Restraint Use Surveys.

- ^a Some numbers reported in this FFY 2014 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures and/or methodology.
- ^b 2013 FARS data is preliminary at time of reporting.
- ^c 2014 crash statistics reflect preliminary crash totals reported from January 1 through November 30. Citation/Arrest data reflects 2014 totals at time of reporting. N/A indicates data was not available at the time of reporting.
- ^d NHTSA imputed.

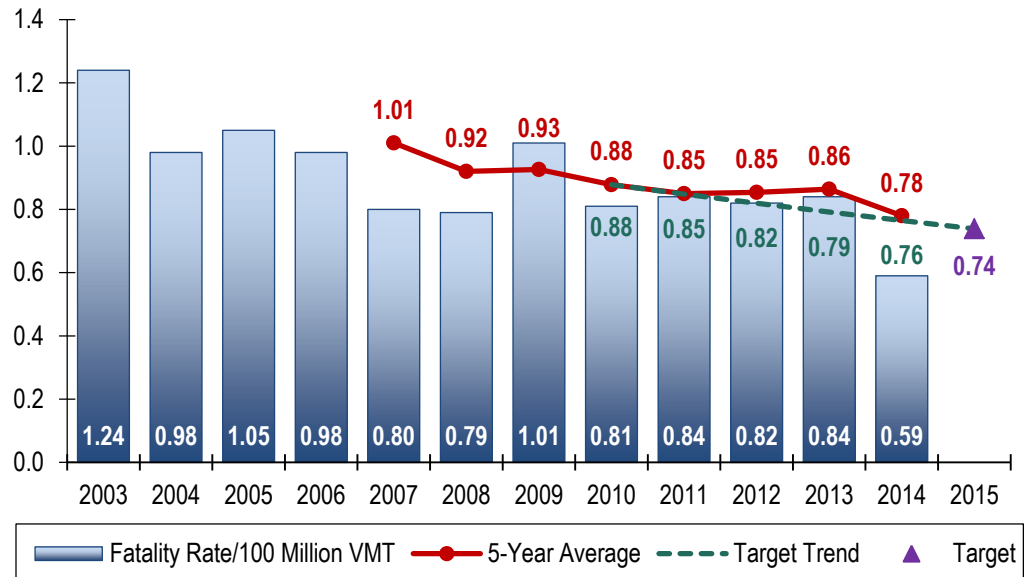
Figure 2.1 Statewide Fatalities
Observed a Two Percent Increase between 2012 and 2013



Source: RIDOT 2014.

Note: 2014 data is based on preliminary crash totals reported from January 1 to November 30.

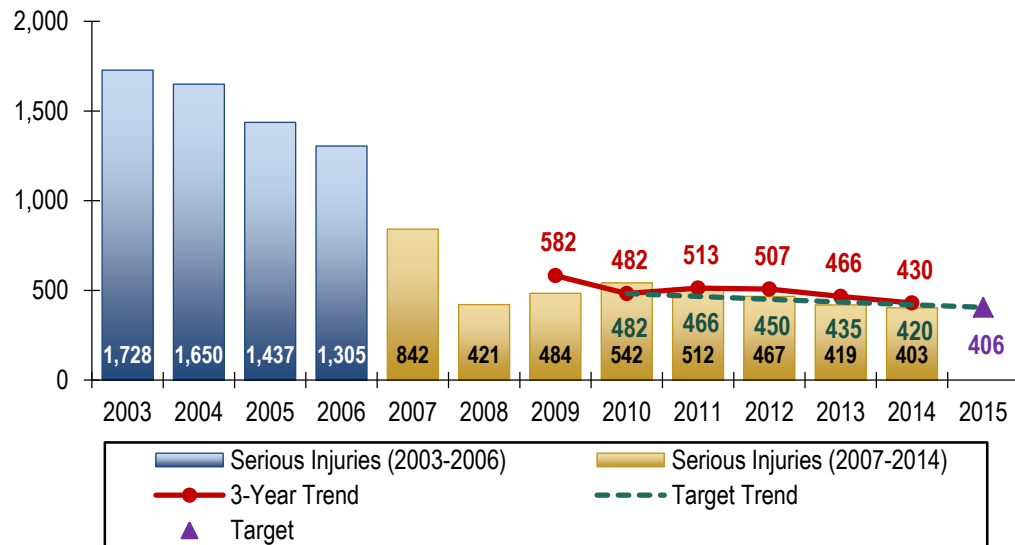
Figure 2.2 Statewide Fatality Rate per 100 Million VMT
Observed a Two Percent Increase between 2012 and 2013



Source: RIDOT 2014.

Note: 2014 data is based on preliminary crash totals reported from January 1 to November 30; VMT for 2014 is unavailable, VMT 2013 is used in its place.

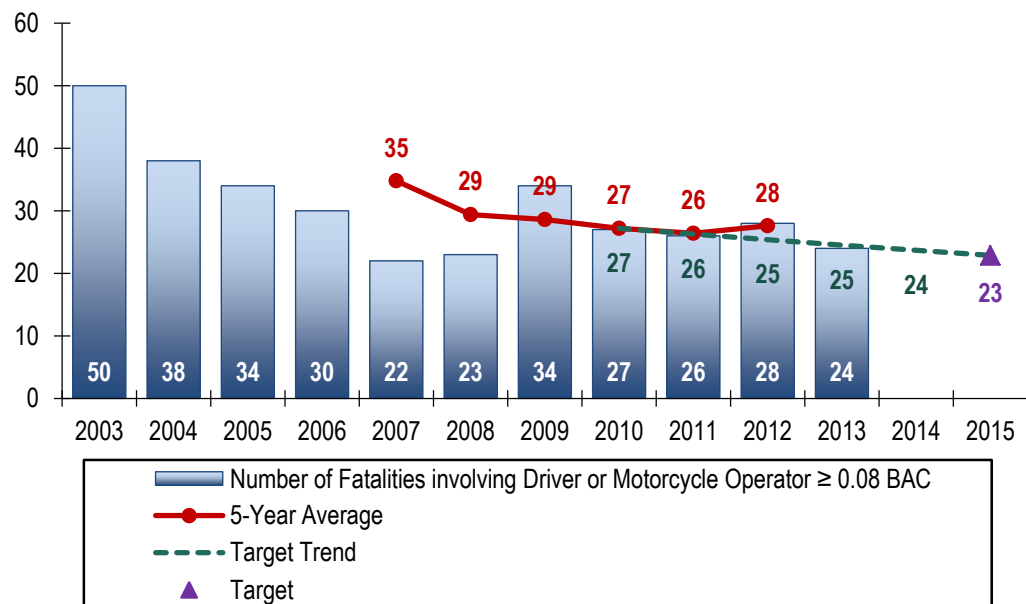
Figure 2.3 Statewide Serious Injuries
Observed a 10 Percent Decrease between 2012 and 2013



Source: RIDOT 2014.

Note: 2014 data is based on preliminary crash totals reported from January 1 to November 25.

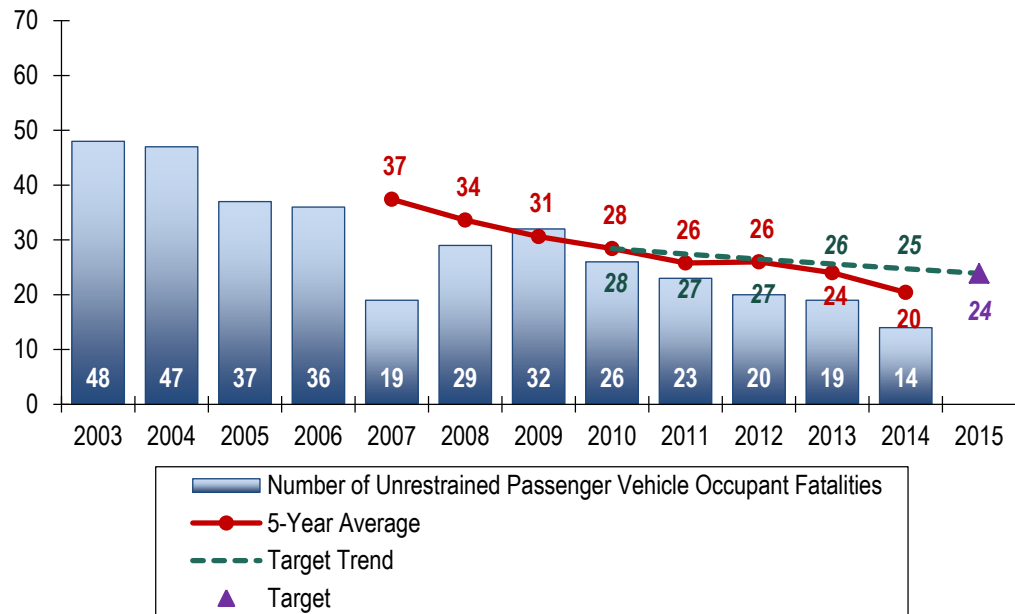
Figure 2.4 Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC
Achieved an Eight Percent Increase between 2011 and 2012



Source: RIDOT 2014; FARS 2014.

Note: 2013 and 2014 imputed data from NHTSA is unavailable.

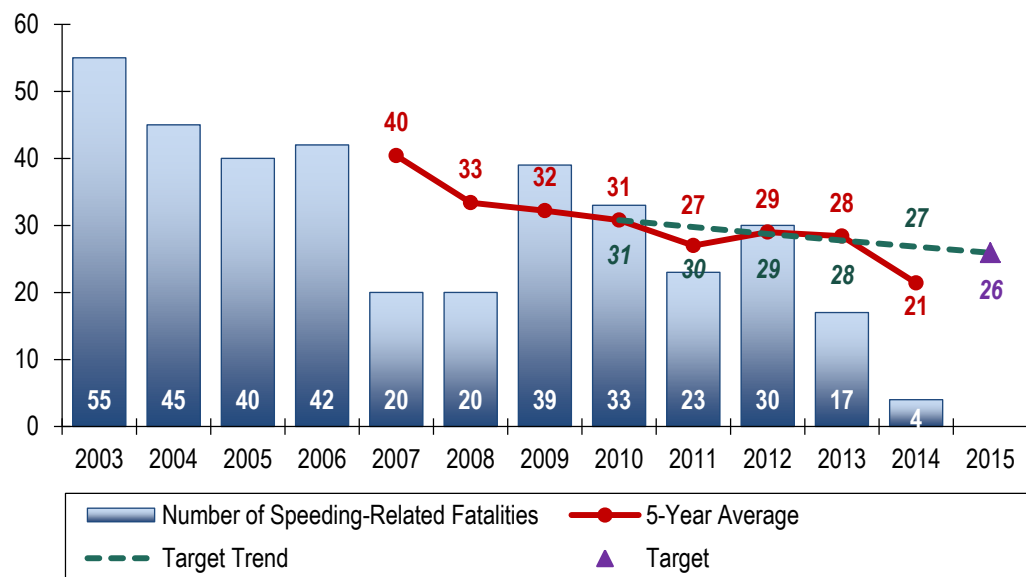
Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities
 Achieved a Five Percent Decrease between 2012 and 2013



Source: RIDOT 2014.

Note: 2014 data is based on preliminary crash totals reported from January 1 to November 30.

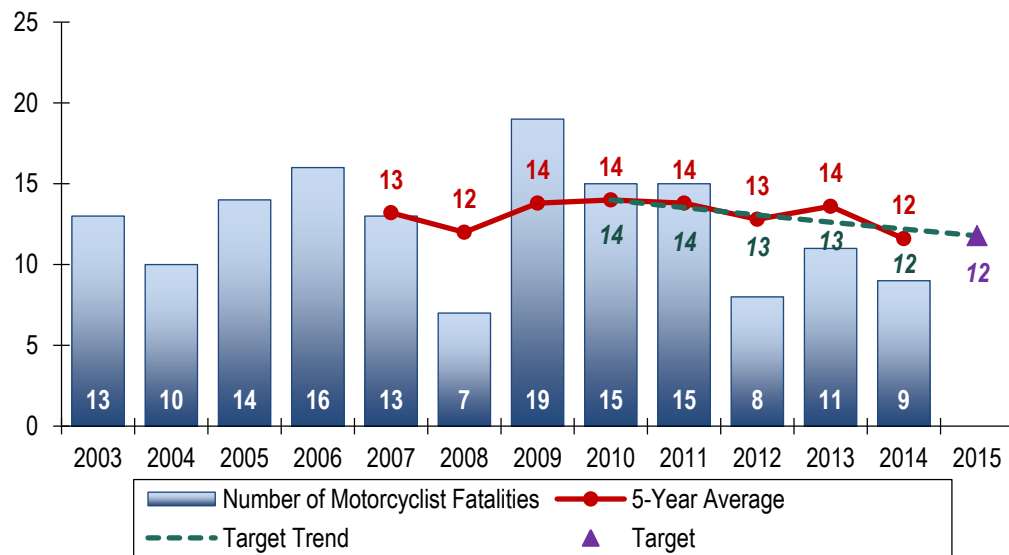
Figure 2.6 Speeding-Related Fatalities
 Observed a 43 Percent Decrease between 2012 and 2013



Source: RIDOT 2014.

Note: 2014 data is based on preliminary crash totals reported from January 1 to November 30.

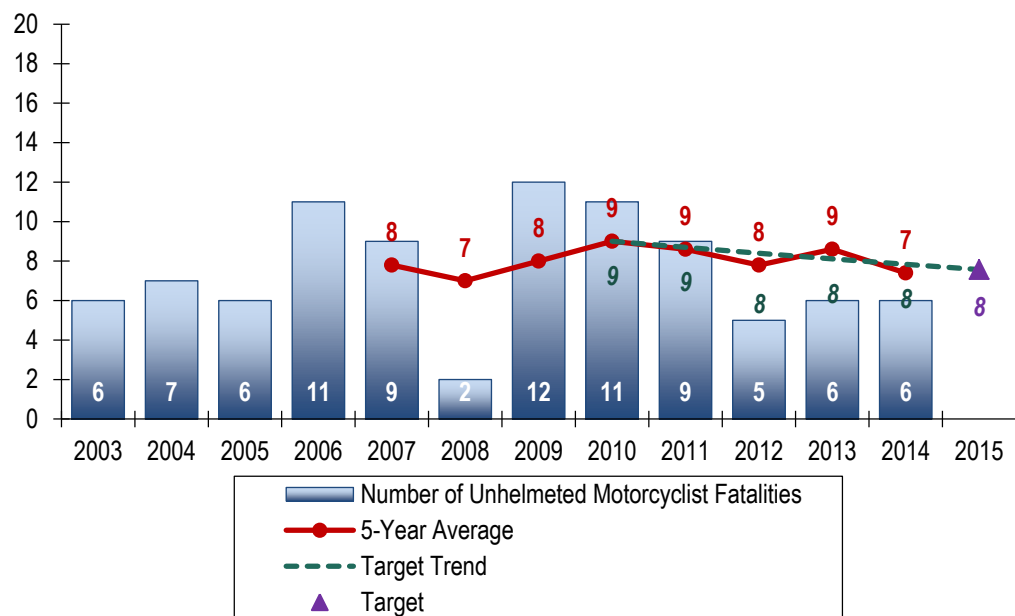
Figure 2.7 Motorcycle Fatalities
Observed a 38 Percent Increase between 2012 and 2013



Source: RIDOT 2014.

Note: 2014 data is based on preliminary crash totals reported from January 1 to November 30.

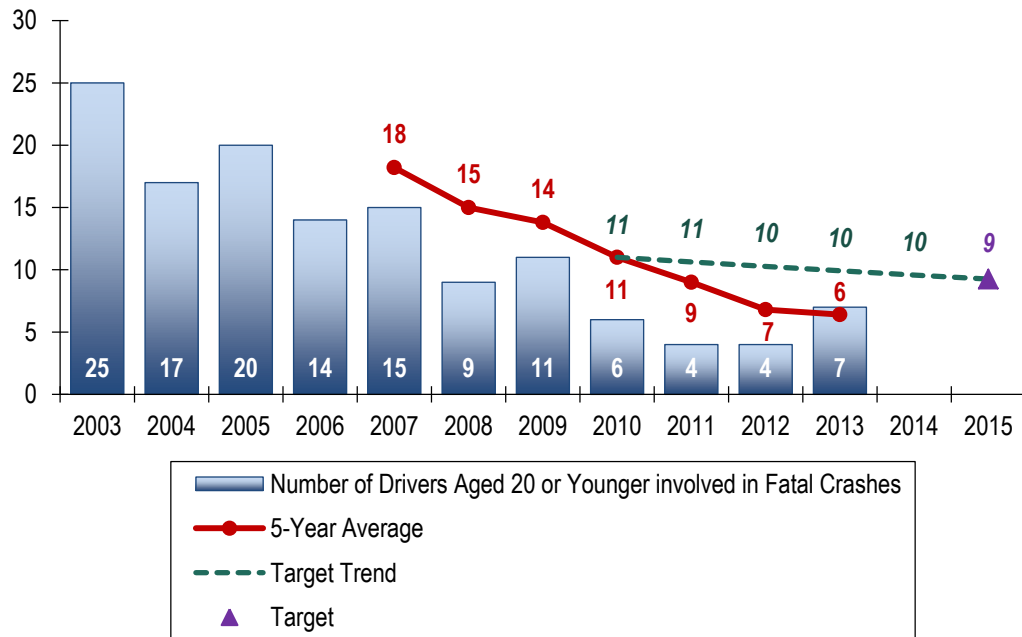
Figure 2.8 Unhelmeted Motorcyclist Fatalities
Observed a 20 Percent Increase between 2012 and 2013



Source: RIDOT 2014.

Note: 2014 data is based on preliminary crash totals reported from January 1 to November 30.

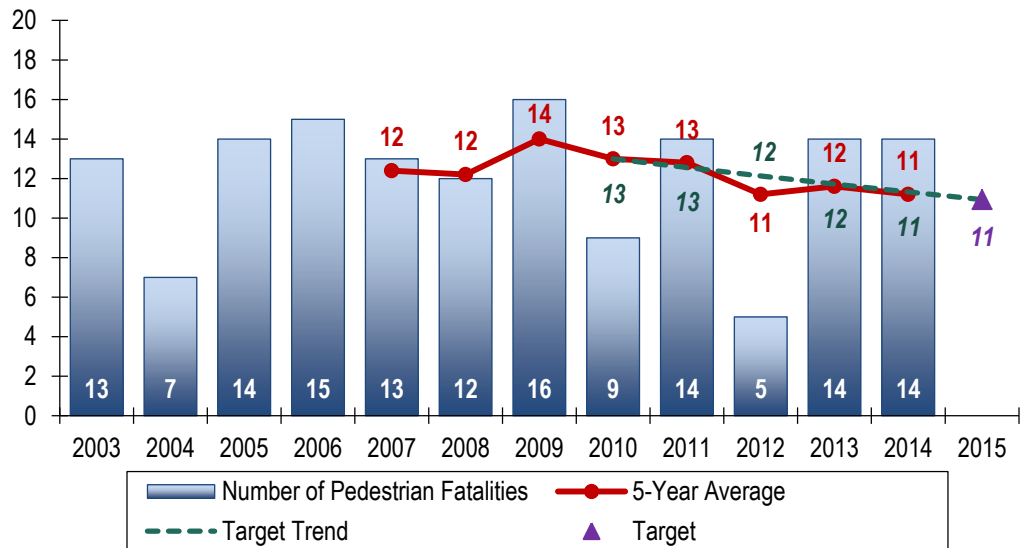
Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes
Observed a 75 Percent Increase between 2012 and 2013



Source: RIDOT 2014.

Note: Preliminary crash totals for 2014 are unavailable.

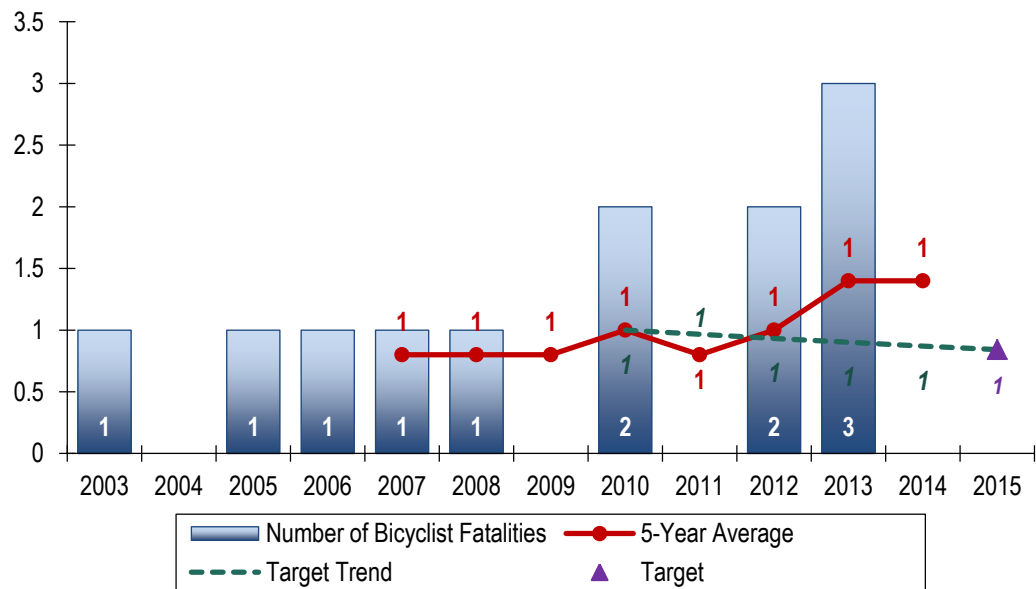
Figure 2.10 Pedestrian Fatalities
Observed a 180 Percent Increase between 2012 and 2013



Source: RIDOT 2014.

Note: 2014 data is based on preliminary crash totals reported from January 1 to November 30.

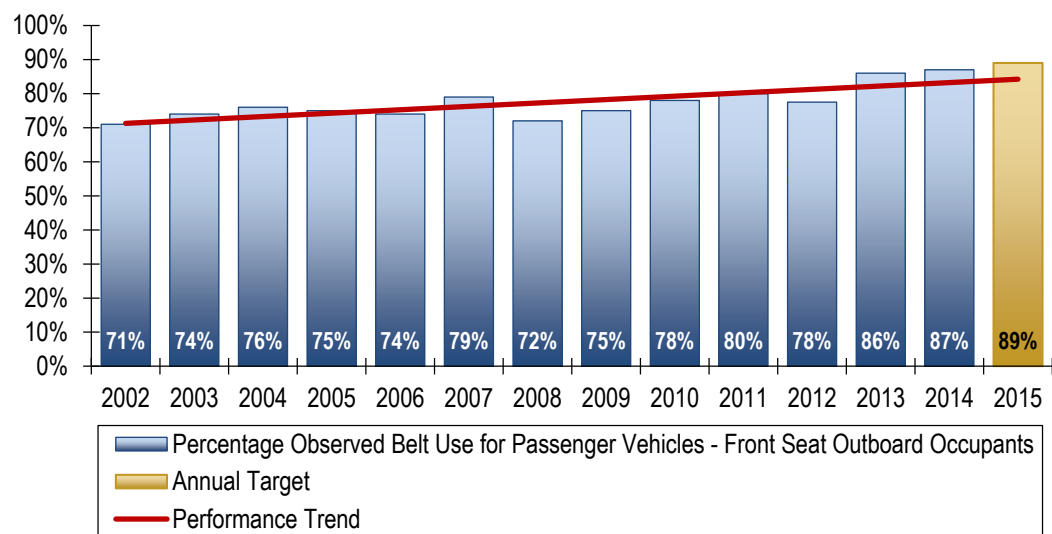
Figure 2.11 Bicyclist Fatalities
Observed a 50 Percent Decrease between 2012 and 2013



Source: RIDOT/OHS and FARS 2014.

Note: 2014 data is based on preliminary crash totals reported from January 1 to November 30.

Figure 2.12 Observed Safety Belt Use Rate for Passenger Vehicles – Front Seat Outboard Occupants
Observed an Increase of Eight Percentage Points between 2012 and 2013 and Two Percentage Points between 2013 and 2014



Source: RIDOT 2014.

3.0 Program Areas

The program goals, performance measures, and projects identified for the eight program areas addressed in the FFY 2014 HSPP are described in this section.

3.1 IMPAIRED DRIVING

Problem Statement

The 2014 HSP stated that alcohol impaired driving comprised a large share of the State's crash fatalities in 2012 and 2013. Based on NHTSA imputed numbers, in 2013, 38 percent of Rhode Island's fatalities involved a driver or motorcycle rider with blood alcohol concentration (BAC) of 0.08 or above.

Performance Measures and Targets

Table 3.1 summarizes the impaired driving performance measures and targets identified in the 2014 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.1 Impaired Driving Performance Measures

Performance Targets	Performance Measures
To decrease alcohol-impaired driving fatalities (those involving a legally intoxicated driver or motorcycle operator with a BAC of 0.08 or greater) by 3.2 percent annually, from a five-year average (2007-2011) of 26 (NHTSA imputed data) to not more than an average of 25 during 2010-2014.	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.
To decrease alcohol-impaired driving serious injuries (those involving a legally intoxicated driver or motorcycle operator with a BAC of 0.08 or greater) by 3.2 percent annually, from a five-year average (2008-2012) of 9 to not more than an average of 10 during 2010-2014.	Number of serious injuries involving a driver or motorcycle operator with a BAC of 0.08 or greater.
To collect and report data on the number of impaired driving arrests made during grant-funded enforcement activities in FFY 2014.	Number of impaired driving arrests made during grant-funded enforcement activities.
To decrease by 10 percent the number of impaired driving fatalities involving a BAC of 0.01 or higher, from a three-year average of 32 (2008-2010) to 29 (2011-2013) in 2013.	Number of crash fatalities involving a known BAC of 0.01 or higher.
To decrease by 16.6 percent the number of drivers involved in impaired driving fatal crashes with a known BAC of 0.01 or higher, from 18 in 2011 to 15 in 2013.	Number of drivers and motorcycle operators involved in fatal crashes with a known BAC of 0.01 or higher.

Performance Targets	Performance Measures
To increase the percentage of survey participants responding “Very Likely” or “Somewhat Likely” to the likelihood of being stopped by law enforcement after drinking to excess and driving from 60.6 percent in 2012 to 62 percent in 2014.	Percent of survey participants responding “Very Likely” or “Somewhat Likely” to the likelihood of being stopped after drinking to excess and driving.
Increase percent of survey respondents that recognize the DSoGPO impaired driving enforcement slogan from 45.3 percent recognition in.	Percent of survey respondents that recognize the impaired driving enforcement slogan.

Projects and Funding

The 2014 HSP included 23 impaired driving projects to address the above performance measures and make progress towards the targets. Table 3.2 contains a list of the 23 projects, the relevant performance measures, the funds obligated to each project, and the project status.



Table 3.2 FFY 2014 Impaired Driving Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
164AL-14-03	“Drive Sober or Get Pulled Over” Impaired Driving Law Enforcement Patrols (Municipalities)	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); Fatalities (driver with BAC 0.01 or higher); 	Sec. 164	\$211,660.59	Complete
K8-14-04	“Drive Sober or Get Pulled Over” Impaired Driving Law Enforcement Patrols (Municipalities), including DRE	<ul style="list-style-type: none"> Serious injuries (driver with BAC 0.08 or higher); Drivers and motorcycle operators in fatal crashes (BAC of 0.01 or higher); and Arrests. 	Sec. 410	\$9,800	Complete
402AL-14-01, K8-14-09, 164AL-14-01, M5BAC-14-02	Rhode Island State Police “Drive Sober or Get Pulled Over” Impaired Driving Law Enforcement Patrols		Sec. 402, 164, 405D, 410	\$611,430	Complete
K8-14-03, 164AL-14-04	University of Rhode Island “Drive Sober or Get Pulled Over” Impaired Driving Law Enforcement Patrols (Municipalities), including DRE		Sec. 410	\$30,000	Not Started
M5BAC-14-01	Intoxilyzer 9000 (Municipalities)	<ul style="list-style-type: none"> Number of impaired driving arrests made during grant-funded enforcement activities. 	Sec. 405D	\$344,400	Complete
K8-14-05	Drug Recognition Expert Callback (Municipalities)	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); and Number of impaired driving arrests made during grant-funded enforcement activities. 	Sec. 410	\$9,800	Complete
K8-14-01	SFST Checklist Clipboards	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); and Serious injuries (driver with BAC 0.08 or higher). 	Sec. 410	\$4,000	Complete
K8PM-14-01, M5PEM-14-02	Impaired Driving Paid Media	<ul style="list-style-type: none"> Percent of survey participants responding “Very Likely” or “Somewhat Likely” to the likelihood of being stopped after drinking to excess and driving; and Percent of survey respondents that recognize the DSoGPO impaired driving enforcement slogan. 	Sec. 410, 405D	\$704,435	Complete

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
K8-14-02	Impaired Driving Sports Marketing	<ul style="list-style-type: none"> Percent of survey respondents that recognize the DSoGPO impaired driving enforcement slogan. 	Sec. 410	\$3,000	Not Started
164AL-14-05	Zero Fatalities Project	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); and Serious injuries (driver with BAC 0.08 or higher). 	Sec. 164	\$15,000	Complete
164AL-14-07	Alcohol Survey	<ul style="list-style-type: none"> Percent of survey participants responding “Very Likely” or “Somewhat Likely” to the likelihood of being stopped after drinking to excess and driving; and Percent of survey respondents that recognize the DSoGPO impaired driving enforcement slogan. 	Sec. 164	\$40,000	Complete
K8-14-08	Traffic Safety Resource Prosecutor	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); Serious injuries (driver with BAC 0.08 or higher). 	Sec. 410	\$108,000	Complete
164AL-14-09	Resource Center (AL)	<ul style="list-style-type: none"> Percent of survey participants responding “Very Likely” or “Somewhat Likely” to the likelihood of being stopped after drinking to excess and driving; and Percent of survey respondents that recognize the DSoGPO impaired driving enforcement slogan. 	Sec. 164	\$4,997	Incomplete
K8-14-06, 164AL-14-02, M5OT-14-03	Law Enforcement Highway Safety Training Coordinator, including Drug Recognition Expert Training and Statewide Program	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); and Serious injuries (driver with BAC 0.08 or higher). 	Sec. 410, 164	\$219,000	Complete
164PM-14-01, M5PEM-14-01	Creative Media	<ul style="list-style-type: none"> Percent of survey participants responding “Very Likely” or “Somewhat Likely” to the likelihood of being stopped after drinking to excess and driving; and Percent of survey respondents that recognize the DSoGPO impaired driving enforcement slogan. 	Sec. 405D, 164	\$618,292.04	Complete
402AL-14-02, 164AL-14-11	Traffic Safety Resource Forensic Toxicologist	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher). 	Sec. 402AL, 164	\$153,500	Complete

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
M5BAC-14-03	Intoxilyzer 9000 Pilot Project	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); and Serious injuries (driver with BAC 0.08 or higher). 	Sec. 405D	\$314,087	Complete
164AL-14-10	Preliminary Breath Testing Program	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); 	Sec. 164	\$124,000	Complete
402AL-14-03	Standardized Field Sobriety Testing Assessment	<ul style="list-style-type: none"> Serious injuries (driver with BAC 0.08 or higher); and Number of impaired driving arrests made during grant-funded enforcement activities. 	Sec. 402AL	\$8,500	Not Started
402AL-14-04	Incentive Rewards Program (“Chief’s Challenge”)	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); and Serious injuries (driver with BAC 0.08 or higher). 	Sec. 402AL	\$3,400	Complete
K8-14-07	MADD Court Monitoring		Sec. 410	\$19,000	Complete
M5OT-14-01	MADD Designated Driver Program		Sec. 405D	\$126,500	Not Started
M5OT-14-02	Impaired Driving Task Force		Sec. 405D	\$25,000	Not Started
164AL-14-06	Unassigned	N/A	Sec 164AL	105,556	Not Started

Performance Results

Impaired driving continues to be an issue in Rhode Island, but in FFY 2014, OHS completed 17 impaired driving projects to help meet the performance targets.

Project Descriptions

The following are descriptions of the impaired driving projects, including the outcomes of the projects over the 2014 fiscal year.

Project Title - “*Drive Sober or Get Pulled Over*” Impaired Driving Law Enforcement Patrols (Municipalities)

Project Description - Implementation of *Drive Sober or Get Pulled Over* (DSoGPO) overtime enforcement patrols by various municipalities. Each law enforcement agency was funded to participate in the two DSoGPO annual mobilizations scheduled for December 13, 2013 to January 1, 2014 and August 15 to September 1, 2014, as well as monthly sustained enforcement. Patrols were conducted on Thursday, Friday, and Saturday evenings. Participating officers are fully trained in the use of SFST or DRE detection techniques.

Project Title - “*Drive Sober or Get Pulled Over*” Impaired Driving Law Enforcement Patrols (Municipalities), including DRE

Project Description - Implementation of *Drive Sober or Get Pulled Over* (DSoGPO) overtime enforcement patrols by various municipalities. Each law enforcement agency was funded to participate in the two DSoGPO annual mobilizations scheduled for December 13, 2013 to January 1, 2014 and August 15 to September 1, 2014, as well as monthly sustained enforcement. Patrols were conducted on Thursday, Friday, and Saturday evenings. Participating officers are fully trained in the use of SFST or DRE detection techniques

Project Title - Rhode Island State Police (RISP) “*Drive Sober or Get Pulled Over*” Impaired Driving Patrols

Project Description - Implementation of *Drive Sober or Get Pulled Over* (DSoGPO) overtime enforcement patrols by the Rhode Island State Police. The Town was funded to participate in the two DSoGPO annual mobilizations scheduled for December 13, 2013 to January 1, 2014 and August 15 to September 1, 2014, as well as monthly sustained enforcement. Patrols were conducted on Thursday, Friday, and Saturday evenings. Participating officers are fully trained in the use of SFST or DRE detection techniques. Included Operation C.A.R.E. enforcement periods. Included six new Intoxilyzer 9000s (NHTSA Conforming Product) for each of the RISP’s 6 Barracks and 582 Preliminary Portable Breath Testers and 10 Passive Alcohol Sensors. Due to Buy America Act restrictions on the only approved PBT that is approved in Rhode Island, RISP decided to use non-Federal funds to purchase PBTs.

Project Title - University of Rhode Island “Drive Sober or Get Pulled Over” Impaired Driving Law Enforcement Patrols

Project Description - Implementation of *Drive Sober or Get Pulled Over* (DSoGPO) overtime enforcement patrols by the University of Rhode Island Police Department. The University planned to participate in the two DSoGPO annual mobilizations scheduled for December 13, 2013 to January 1, 2014 and August 15 to September 1, 2014, as well as monthly sustained enforcement. This project also included providing an Intoxilyzer 9000 to the URI Police Department. However, this project was not started due to the URI P.D.’s desire to delay patrols until it granted authority to carry sidearms.

Project Title - Intoxilyzer 9000 (Municipalities)

Project Description - To ensure local law enforcement agencies have appropriate equipment to support its DUI arrests, OHS reimbursed the purchase of new Intoxilyzer 9000 (NHTSA Conforming Product) to each of Rhode Island’s 38 municipal police departments. This project is an expansion of the pilot project that was approved for FFY 2013.

Project Title - Drug Recognition Expert Callback (Municipalities)

Project Description - OHS funded overtime for Drug Recognition Experts to perform evaluations of drivers suspected to be under the influence of drugs other than alcohol on as needed basis by various local police departments.

Project Title - SFST Checklist Clipboards

Project Description - OHS purchased clipboards imprinted with the SFST checklist/process for conducting SFST that officers keep in their cruisers to use as a reminder when conducting roadside SFST.

Project Title - Impaired Driving Paid Media

Project Description - OHS developed and implemented a statewide paid and earned media campaign for the DSoGPO campaigns to coincide with enforcement mobilizations scheduled for December 2013 and August/September 2014 in addition to supporting monthly sustained enforcement. The target audience was 21- to 34-year-old males. Media materials were produced in both English and Spanish and the venues were chosen based on market data for each audience. This task met the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements included closed captioning. In addition, this project was evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

Project Title - Impaired Driving Sports Marketing

Project Description - OHS intended to develop a Request for Proposals seeking a qualified organization to create a presence at sporting events across the State (e.g., tabling opportunities and distribution of literature and motorist incentive

items) This project was not started due to concerns about the amount of available funds.

Project Title - Zero Fatalities Project

Project Description - The TSRP worked with the Department of Corrections, MADD and the school departments to develop this innovative project. High school students took a school bus to the prison and participate in listening sessions with prisoners convicted of DUI resulting in death. The prisoners discussed the actions leading up to the incident and the impact it has had on their lives and on those around them. MADD provided families of victims who explained about the impact these fatalities have had on their lives as well. A full year of programming was completed.

Project Title - Alcohol Survey

Project Description - This Registry of Motor Vehicles Intercept survey was conducted following the August/September national impaired driving campaign to determine the behavioral and social impact of the earned and paid media efforts, which were conducted prior to and during the mobilization period.

Project Title - Traffic Safety Resource Prosecutor (TSRP)

Project Description - OHS paid two-thirds of the salary of John E. Sullivan III, Esq. from the Attorney General's staff, to serve as the Traffic Safety Resource Prosecutor.

Project Title - Resource Center (AL)

Project Description - OHS intended to maintain appropriate resource and promotional materials for use by local and state programs addressing "DSOGPO" and underage alcohol use. This project was not started due to the Agency Purchasing Agreement not being Buy America Act compliant.

Project Title - Law Enforcement Highway Safety Training Coordinator (LEHSTC), including Drug Recognition Expert (DRE) Training and Statewide Program

Project Description - OHS contracted with a qualified consultant to serve as the LEHSTC. The LEHSTC promoted law enforcement participation in Operation Blue RIPTIDE, conducted outreach to police chiefs, and provided traffic safety training. OHS also conducted Standardized Field Sobriety Testing (SFST) Refresher Training courses through the LEHSTC. OHS continued to reinvigorate DRE training and program implementation through the Law Enforcement Highway Safety Training Coordinator.

Project Title - Creative Media

Project Description - OHS entered into a contract with a public relations firm for creative media to create and produce the ads for each of the major campaigns. OHS expanded the creation of Spanish language ads and for the first time, commissioned the creation of ads in Portuguese and the Southeast Asian languages.

Project Title - Traffic Safety Resource Forensic Toxicologist (TSRFT)

Project Description - OHS reimbursed the salary of a Full-Time Equivalent (FTE), to serve as the Traffic Safety Resource Forensic Toxicologist at the Rhode Island Department of Health, Forensics Laboratory. Included equipment with a per unit cost of less than \$5,000 and travel/training.

Project Title - Preliminary Breath Testing and Intoxilyzer 9000s Implementation Program

Project Description - Included an FTE in Health's Forensics Unit, Breath Analysis Section to calibrate Preliminary Breath Testers under the RISP initiative (non-NHTSA funded) to expand use of these instruments and to calibrate and set up Intoxilyzer 9000s in the lab. Also conducted initial accuracy verification and field set up of these instruments, downloaded data from these instruments for reporting to OHS, and conducted associated tasks that arise with the implementation of these instruments.

Project Title - Intoxilyzer 9000 Pilot Project

Project Description - OHS reimbursed the purchase of new *Intoxilyzer 9000s* (newly marketed state-of-the-art model) by the Rhode Island Department of Health. The units were used to train state and municipal police officers on the new machines and as replacements for law enforcement agencies needing replacement of these machines. Additionally, one Intoxilyzer 9000 was deployed at the Providence Police Department. The 9000 was evaluated against the much older *Intoxilyzer 5000* and clinical toxicology results taken at the same time as a breath sample. OHS maintained the inventory for this equipment in accordance with Federal and state requirements. This project was carried forward from FFY 2013 and extended into FFY 2014 due to state administrative delays.

Project Title - Standardized Field Sobriety Testing Assessment

Project Description - OHS intended to request a NHTSA multidisciplinary team to assess all aspects of the State's SFST program. This project was not started due to concerns about workload required to conduct this project while the SHSO is not fully staffed.

Project Title - Incentive Rewards Program ("Chief's Challenge")

Project Description - OHS funded travel to the Lifesavers (highway safety) Conference and purchased recognition plaques to reward state and local law

enforcement agencies for their participation in the OHS overtime enforcement program as well as for outstanding achievements as part of a competition among the departments.

Project Title - MADD Court Monitoring

Project Description - OHS funded a Court Monitoring Program carried out by MADD to assess outcomes in the Rhode Island District and Superior Courts and the Rhode Island Traffic Tribunal. Expenses involved with this project were as follows:

- Project manager: one-half time (20 hours) and fringe.
- Executive Director Oversight Management: 10 percent salary and fringe.
- Evaluation services.
- In-state mileage.
- Out-of-state training.
- Parking.
- Office expenses.
- Other program expenses (pamphlets, presentation, and training materials).
- Indirect costs (provided as match).

A computerized tracking system was developed to capture statistical data. This database will be used to provide information to state legislators and state agency directors on the effectiveness and enforceability of the DWI/DUI laws.

Project Title - MADD Designated Driver Program

Project Description - OHS intended to fund a Designated Driver program carried out by MADD to coordinate identification of designated drivers and a free nonalcoholic beverage incentive among clubs, bars, and restaurants via an interactive web site. This project was not started due to capacity of MADD, given that the agency already was working on several other projects.

Project Title - Impaired Driving Task Force

Project Description - OHS will reimburse MADD-RI for the expenses of hosting a Coordinator for the Rhode Island Impaired Driving Task Force (IDTF). MADD-RI, with the guidance of leaders and partners from RI's Traffic Safety Coalition and RI's IDTF, will be responsible for organizing monthly meetings, trainings for committee members on various IDTF goals and initiatives, coordinating community outreach efforts, tracking supported policy changes, assisting each subcommittee created within the IDTF and their activities, increasing the capacity, outreach and identity of the IDTF, as well as other responsibilities outlined in a scope of work to be developed and approved by MADD, the Tri-Chairs of the IDTF, and RIDOT. Promotional material to include

a new IDTF logo along with the “Drive Sober or Get Pulled Over” logo will be created. These logos will be used on promotional items with messaging to reflect goals of the strategic plan and to offer an important branding opportunity for traffic safety efforts. This project has not started. We are working to get this project going on FFY 2015.



3.2 OCCUPANT PROTECTION

Problem Statement

When the 2014 HSP was developed, Rhode Island’s observed safety belt use had increased from 78 percent in 2012 to 86 percent in 2013 and stands at 87.4 percent in 2014 – the highest level ever recorded in the State. The number of unrestrained passenger vehicle occupant fatalities had been showing downward trends since 2009.

Performance Measures and Targets

Table 3.3 summarizes the occupant protection performance measures and targets identified in the 2014 HSP. The relationship between the individual projects and the program area performance measures is described in the Table 3.3.

Table 3.3 Occupant Protection Performance Measures

Performance Targets	Performance Measures
To increase by 2.5 percentage points the statewide-observed safety belt use rate for front seat occupants in passenger vehicles, from 77.5 percent in 2013 to 82.5 percent in 2014.	Statewide-observed safety belt use rate for front seat occupants in passenger vehicles.
To decrease the number of unrestrained passenger vehicle occupant fatalities, in all seat positions, by 3.2 percent annually from the five-year average (2008-2012) of 22 to not more than an average of 24 during 2010-2014.	Number of unrestrained passenger vehicle occupant fatalities (all seating positions).

Performance Targets	Performance Measures
Decrease the number of unrestrained passenger vehicle occupant fatalities, in all seat positions, by 7.3 percent annually, from 38.8 percent in 2012 to 31.5 percent in 2014.	Number of unrestrained passenger vehicle occupant fatalities (all seating positions).
To decrease the number of unrestrained passenger vehicle occupant serious injuries, in all seat positions, by 3.2 percent annually, from the five-year average (2008-2012) of 113 to not more than an average of 112 during 2010-2014.	Number of unrestrained passenger vehicle occupant serious injuries (all seating positions).
To increase the number of safety belt citations issued during grant-funded enforcement activities during the May-June Click It or Ticket National Mobilization, from 3,995 in 2012.	Number of safety belt citations issued during grant-funded enforcement activities.
To increase safety belt use among pickup truck drivers, as measured by observations, from 63.9 percent in 2012.	Percent of pickup truck drivers observed using safety belts.
To increase awareness of the “Click It or Ticket” slogan, as measured by a DMV Intercept survey, from 90 percent (telephone survey) in 2012.	Percent of DMV Intercept survey participants aware of the “Click It or Ticket” slogan.
To increase the perception people will be ticketed for failure to wear safety belts “always” or “most of the time,” as measured by a DMV Intercept, from 38.8 percent (telephone survey) in 2012.	Percent of DMV Intercept survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt.

Projects and Funding

The 2014 HSP identified 24 occupant protection projects to address the above performance measures and make progress towards the targets. Table 3.4 lists the 21 projects; the relevant performance measures; the funds obligated to each project; and the project status.

Table 3.4 FFY 2014 Occupant Protection

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
402OP-14-06, M2HVE-14-02	“Click It or Ticket” (CIOT) Law Enforcement Patrols (Municipalities)	<ul style="list-style-type: none"> Statewide-observed safety belt use rate for front seat occupants in passenger vehicles; Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; Number of unrestrained passenger vehicle occupant serious injuries (all seating positions); 	Sec. 402OP, 405 B	\$277,700	Complete
402OP-14-02, M2HVE-14-06	Rhode Island State Police “Click It or Ticket” (CIOT) Law Enforcement Patrols	<ul style="list-style-type: none"> Number of safety belt citations issued during grant-funded enforcement activities; Percent of Pickup truck drivers observed using safety belts; 	Sec. 402OP	\$22,250	Complete
M2HVE-14-03	University of Rhode Island Click It or Ticket” (CIOT) Law Enforcement Patrols	<ul style="list-style-type: none"> Percent of DMV intercept survey participants aware of the CIOT slogan; and Percent of DMV intercept survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt. 	Sec. 405B	\$5,000	Incomplete
402OP-14-07, K2-14-01, M2PE-14-05	Child Passenger Safety (Municipalities)	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and Number of unrestrained passenger vehicle occupant serious injuries (all seating positions). 	Sec. 402OP, 405B	\$161,500.79	Complete
402OP-14-03	Rhode Island State Police Child Passenger Safety (CPS)		Sec. 402OP	\$1,950	Complete
402OP-14-01	Incentive Rewards Program (“Chief’s Challenge”)	<ul style="list-style-type: none"> Statewide-observed safety belt use rate for front seat occupants in passenger vehicles; Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; Number of unrestrained passenger vehicle occupant serious injuries (all seating positions); 	Sec. 402OP	\$1,800	Complete
K3-14-01	Car Seat Distribution/CPS Education to Low-Income Families	<ul style="list-style-type: none"> Number of safety belt citations issued during grant-funded enforcement activities; Percent of Pickup truck drivers observed using safety belts; Percent of DMV intercept survey participants aware of the CIOT slogan; Percent of DMV intercept survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt; Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and Number of unrestrained passenger vehicle occupant serious injuries (all seating positions). 	Sec. 2011	\$61,047.62	Complete
K3-14-03	Rhode Island Safe Kids NHTSA Child Passenger Safety Technician Course and CPS Tech Update	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and Number of unrestrained passenger vehicle occupant serious injuries (all seating positions). 	Sec. 2011	\$7,598	

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
402OP-14-04, M2PE-14-06	CIOT Observational Surveys	<ul style="list-style-type: none"> Statewide-observed safety belt use rate for front seat occupants in passenger vehicles. 	Sec. 405B, 402OP	\$158,512	Complete
402PM-14-01, M2PE-14-01	Occupant Protection Paid Media	<ul style="list-style-type: none"> Percent of DMV intercept survey participants aware of the CIOT slogan; and Percent of DMV intercept survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt. 	Sec. 402PM, 405B	\$376,081.29	Complete
M2PE-14-02	Occupant Protection Sports Marketing		Sec. 405B	\$100,000	Canceled
M2PE-14-03	CIOT DMV Intercept Survey		Sec. 405B	\$65,000	Complete
402SA-14-01	Safe Communities Partnership – Woonsocket (WSCAP)	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and Number of unrestrained passenger vehicle occupant serious injuries (all seating positions). 	Sec. 402SA	\$47,007.44	Complete
M2TR-14-01	Law Enforcement Highway Safety Training Coordinator, including Drug Recognition Expert (DRE) Training and Statewide Program	<ul style="list-style-type: none"> Statewide-observed safety belt use rate for front seat occupants in passenger vehicles; Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and Number of unrestrained passenger vehicle occupant serious injuries (all seating positions). 	Sec. 4025B	\$78,000	Complete
M2PE-14-04	Rollover Simulator Demonstrations – Rhode Island State Police (RISP)		Sec. 405B	\$77,000	Complete
402OP-14-05	Resource Center		Sec. 402OP	\$17,500	Complete
402PM-14-02	Creative Media	<ul style="list-style-type: none"> Percent of DMV intercept survey participants aware of the CIOT slogan; and Percent of DMV intercept survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt. 	Sec. 402PM	\$7,750	Complete
N/A	Click It or Ticket Sleeve Holder	N/A	Sec. 405B	\$15,000	Canceled
N/A	Click It or Ticket Seat Belt Task Force Retroreflective Vests for Law Enforcement	N/A	Sec. 405B	\$10,000	Canceled

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
402AI-14-01	RISP Collision Reconstruction Unit Airbag Control Module Data Downloads	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and Number of unrestrained passenger vehicle occupant serious injuries (all seating positions). 	Sec 402AI	\$5,000	Complete
K3PM-14-01	Media Paid (CPS)		Sec. 2011	\$47,500	Complete
K4OP-14-01, M2PE-14-09	Seat Belt Education and Statewide Public Outreach Initiative		Sec. 406	\$575,061.98	Complete
K4SO-14-01 and M2CPS-14-01	Pediatric Practice CTSP (Pilot Project)		Sec. 405B, 406	\$23,000	In Progress
M2PE-14-07	Registration Fees for Community Based Organizations' Safe Kids Child Passenger Safety Technician Certification Course Fees		Sec. 405B	\$15,000	Complete

Performance Results

In 2011 and 2012, occupant fatalities accounted for nearly one-third of the deaths, but the number of unrestrained passenger vehicle occupant fatalities continues to decline. OHS completed 20 occupant protection projects to help meet the performance targets.

Project Descriptions

The following are descriptions of the occupant protection projects, including the outcomes of the project over the 2014 fiscal year.

Project Title - “Click It or Ticket” (CIOT) Law Enforcement Patrols (Municipalities)

Project Description - OHS funded implementation of the CIOT overtime enforcement patrols by the Barrington Police Department. Patrols were conducted during both daytime and nighttime hours, including mandatory participation for the national mobilization, May 19-June 1, 2014 and three state mobilizations (Thanksgiving holiday travel, November 25-December 1, 2013; March 24-30, 2014; and September 22-28, 2014).

Project Title - Rhode Island State Police “Click It or Ticket” (CIOT) Law Enforcement Patrols

Project Description - OHS funded implementation of the CIOT overtime enforcement patrols by the RISP. Patrols were conducted during both daytime and nighttime hours, including mandatory participation for the national mobilization, May 19-June 1, 2014 and three state mobilizations (Thanksgiving holiday travel, November 25-December 1, 2013; March 24-30, 2014; and September 22-28, 2014).

Project Title - University of Rhode Island “Click It or Ticket” (CIOT) Law Enforcement Patrols

Project Description - OHS planned to fund implementation of the CIOT overtime enforcement patrols by the University of Rhode Island Police Department. This project has not started and is on hold until the U.R.I. Police are granted authority to carry sidearms.

Project Title -Child Passenger Safety (Municipalities)

Project Description - This project provided funds for Rhode Island municipal police departments with qualified personnel (nationally certified Child Passenger Safety Technicians) to conduct CPS clinics. Funding was included to enable the agency to send at least one CPST to the Biregional NHTSA CPS Conference in Pennsylvania in 2014.

Project Title - Rhode Island State Police Child Passenger Safety (CPS)

Project Description - This project provided funds for RISP personnel to conduct CPS clinics.

Project Title - Incentive Rewards Program (“Chief’s Challenge”)

Project Description - OHS funded travel to the Lifesavers (highway safety) Conference and recognition plaques to reward state and local law enforcement agencies for their participation in the OHS overtime enforcement program as well as for outstanding achievements as part of a competition among the departments.

Project Title - Car Seat Distribution/CPS Education for to Low-Income Families

Project Description - OHS awarded a grant to the Injury Prevention Center at Rhode Island Hospital (lead agency of the RI Safe Kids Coalition) to provide car seats and booster seats to needy families, consistent with Section 2011 rules, by conducting outreach-targeting families participating in WIC and Food Stamp programs. In accordance with the Section 2011 regulation, no more than 50 percent of K3 funds were expended on car seats.

Project Title - Rhode Island Safe Kids NHTSA Child Passenger Safety Technician (CPST) Course and CPS Tech Update

Project Description - OHS reimbursed Safe Kids Rhode Island for expenses associated with conducting a 32-hour NHTSA CPST course in June 2014. Additionally, these new CPSTs were able to assist in the distribution of car seats to low-income, needy families. Also, OHS reimbursed Safe Kids Rhode Island for expenses related to conducting a one-day CPS Tech Update “miniconference” to enable existing CPSTs to obtain the Continuing Education Units required for their recertification.

Project Title - CIOT Observational Surveys

Project Description - OHS conducted the annual “Mini-Pre” paid and earned media and enforcement observational safety belt use survey in May and the full observational safety belt survey following the enforcement period, according to NHTSA regulations. In addition, “Mini-Pre” and “Mini-Post” observational surveys were conducted in conjunction with additional enforcement waves recommended by NHTSA’s Occupant Protection Technical Assistance Team. OHS conducted the Calendar Year 2013 annual observational safety belt use survey in November to December 2013. The survey was conducted in accordance with NHTSA regulations.

Project Title - Occupant Protection Paid Media

Project Description - OHS developed and implemented a statewide paid and earned media campaign for the CIOT campaigns scheduled for November 2013,

March 2014, May-June 2014, and September 2014. The target audience was 16- to 34-year-old males. Media materials were produced in both English and Spanish with the venues chosen based on market data for each audience. This task met the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements include closed captioning. In addition, this project was evaluated based on the criteria set out in the Section 402 Advertising Space Guidance. OHS finds this level of expense reasonable and necessary.

Project Title - Occupant Protection Sports Marketing

Project Description - OHS intended to develop a Request for Proposals seeking a qualified organization to create a presence at sporting events across the State (e.g., tabling opportunities and distribution of literature and motorist incentive items). This project was not started due to concerns about available funding.

Project Title - CIOT DMV Intercept Survey

Project Description - “Pre” and “Post” DMV office intercept surveys were conducted to assess the public awareness and effectiveness of the CIOT media and enforcement campaigns conducted with the national mobilization of May 19, 2014 through June 1, 2014 and the Rhode Island only state mobilizations in November 2013, March 2014, and September 2014.

Project Title - Safe Communities Partnership - Woonsocket (WSCP)

Project Description - WSCP fostered cooperation between Woonsocket families and community education, social service, and health care and public safety organizations; conducted CPS clinics and individual seat checks; fitted and distributed bicycle helmets; and provided education/outreach on child restraint use, bicycle, and pedestrian safety.

Project Title - Law Enforcement Highway Safety Training Coordinator (LEHSTC)

Project Description - OHS contracted with a qualified consultant to serve as the LEHSTC. The LEHSTC promoted law enforcement participation in Operation Blue RIPTIDE, conducted outreach to police chiefs, and provided traffic safety training.

Project Title - Rollover Simulator Demonstrations - Rhode Island State Police (RISP)

Project Description - OHS worked with RISP to promote and conduct Rollover Simulator demonstrations in as many locations as possible (with a warranted size audience.) Two persons are required for each demonstration. Wherever possible, one RISP officer and an OHS Program Manager (all have been trained for these demonstrations) attended the event. If a program manager was not available, OHS funded two RISP officers for the event. This project included equipment with a per unit cost of greater than \$5,000 in the form of a Ford F-250

Heavy-Duty Pick-Up Truck to tow the Simulator. (This aspect of the project was approved by NHTSA in FFY 2013, but the purchasing process was not completed until FFY 2014.)

Project Title - Resource Center (OP)

Project Description - OHS maintained appropriate resource and promotional materials for use by local and state programs for all age levels addressing, among other issues: CPS and CIOT.

Project Title - Creative Media

Project Description - OHS intended to enter into a contract with a public relations firm for creative media services to create and produce ads for major occupant restraint campaigns. This project has not started due to non-Buy America Act compliance of some items in the Agency Purchasing Agreement.

Project Title - Click It or Ticket Sleeve Holder

Project Description - This project was not approved by NHTSA.

Project Title - Click It or Ticket Seat Belt Task Force Retroreflective Vests for Law Enforcement

Project Description - This project was not approved by NHTSA.

Project Title - RISP Collision Reconstruction Unit Airbag Control Module Data Downloads

Project Description - OHS reimbursed RISP for the most comprehensive set of downloads available to assist in the accuracy of crash investigations.

Project Title - Media Paid (CPS)

Project Description - OHS informed 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.

Project Title - Seat Belt Education and Statewide Public Outreach Initiative

Project Description - OHS, with the assistance of the minority community leaders, developed appropriate material and implemented multidisciplined and multifaceted programs with a focus on the various demographics within the minority communities, which met the National Highway Traffic Safety Administration-mandated guidelines. OHS sought applications from nonprofit community-based organizations (CBO) outlining community-based interventions designed to promote seat belt usage.

Project Title – Pediatric Practice CPST (Pilot Project)

Project Description – OHS reimbursed Safe Kids Rhode Island for expenses associated with conducting a 32-hour NHTSA CPST course in June 2014. OHS’s goal was to recruit candidates for the course from community-based organizations serving minority populations. It is our belief that a more diverse cadre of CPSTs will encourage greater minority participation in CPS check up events. Additionally, these new CPSTs assisted in the distribution of car seats to low-income, needy families. Also, OHS reimbursed Safe Kids Rhode Island for expenses related to conducting a one-day CPS Tech Update “miniconference” enabling existing CPSTs to obtain the Continuing Education Units required for their recertification.

Project Title – Registration Fees for Community Based Organizations’ Safe Kids Child Passenger Safety Technician Certification Course Fees

Project Description – OHS reimbursed community-based organizations for a cumulative total of up to 23 individual fees at \$85 each to Safe Kids for enrollment in the 32-hour NHTSA CPST course in June 2014.

Child Restraint Grant Program Report

During FFY 2014, OHS spent funds in accordance with 23 USC 405 Section 2011 (Car Seat Distribution/CPS Education for to Low-Income Families). Because child safety seats (CSS) were not purchased until late in FFY 2013, no additional seats were purchased in FFY 2014 with Section 2011 funds.

A total of 1,385 seats purchased in FFY 2013 were distributed by RIDOT and the following partners during FFY 2014:

- Municipal Police Departments:
 - Burrillville, Central Falls, Coventry. Cranston, Cumberland, East Greenwich, East Providence, Foster, Johnston, Lincoln, North Kingstown, North Providence, Pawtucket, Portsmouth, Richmond, Smithfield, South Kingstown, West Greenwich, West Warwick, Westerly, Woonsocket.
- Rhode Island State Police;
- AAA of Southern New England;
- Connecting for Children and Families (lead agency of the Woonsocket Safe Communities Partnership and the Woonsocket Child Opportunity Zone);
- Injury Prevention Center at Rhode Island Hospital (lead agency of the RI Safe Kids Coalition);
- Rhode Island Indian Council;
- RiverzEdge Arts;
- West End (Providence) Community Center; and
- Sue Mulligan, Independent CPST.

OHS awarded two grants to the Injury Prevention Center (IPC) at Rhode Island Hospital (lead agency of the RI Safe Kids Coalition). This first, to provide car seats and booster seats to needy families, consistent with Section 2011 rules, by conducting outreach targeting families participating in WIC and Food Stamp programs. In accordance with the Section 2011 regulation, no more than 50 percent of Section 2011 funds were expended on car seats.

The second program will station a Child Passenger Safety Technician at a pediatrician's office to serve patients and caregivers on-site.

Table 3.5 shows the total CSSs provided and checked for each month that the programs were in operation:

Table 3.5 Total CSSs Provided and Checked

Month	Apts.	Checked	Rear Facing	Forward Facing	High Back Booster	Backless Booster	Distr.	Total
April	39	4	28	16	11	0	55	59
May	65	14	46	33	17	9	77	107
June	69	17	50	17	21	13	101	118
July	53	6	35	21	19	5	80	86
August	86	15	60	49	10	14	123	140
September	82	6	60	34	8	11	86	118

Table 3.6 shows the checkup events staffed by personnel funded through the RIDOT grant to the IPC and the locations of these events:

Table 3.6 FFY 2014 Checkup Events

Date	Day	Time	Location
4/14/14	Monday	11:00 to 2:00	Bellani Maternity
4/23/14	Wednesday	11:00 to 2:00	Kohl's Smithfield
4/29/14	Tuesday	9:30 to 12:30	Faith Baptist Church
5/2/14	Friday	1:00 to 3:30	Jewish Community Center (JCC)
5/3/14	Saturday	9:00 to Noon	Elizabeth Baldwin Elementary School
5/7/14	Wednesday	Noon to 3:30	JCC
5/14/14	Wednesday	3:00 to 5:00	The Children's Workshop (TCW)
5/21/14	Wednesday	3:00 to 5:00	TCW
5/22/14	Thursday	11:00 to 2:00	Fidelity
5/28/14	Wednesday	11:00 to 2:00	Kohl's Smithfield
5/31/14	Saturday	11:00 to 2:00	Chafee Community Health Center
6/4/14	Wednesday	11:00 to 2:00	TCW
6/7/14	Saturday	10:00 to Noon	TCW

6/10/14	Tuesday	3:30 to 6:30	JCC
6/11/14	Wednesday	11:00 to 2:00	Bellani Maternity
6/14/14	Saturday	11:00 to 2:00	East Bay Community Action Program
6/27/14	Friday	5:00 to 7:00	Providence Children's Museum
6/28/14	Saturday	10:00 to 2:00	Child Welfare Institute
7/12/14	Saturday	11:00 to 2:00	Ready to Learn
7/14/14	Monday	11:00 to 2:00	Bellani Maternity
7/19/14	Saturday	11:00 to 2:00	Aquidneck Elementary School

Table 3.7 shows the noncheckup public education community events (health fairs) staffed by personnel funded through the RIDOT grant to the IPC and the locations of these events. At these events, CPS was promoted via distribution of educational materials and information about the Kohl's Cares Car Seat Program.

Table 3.7 FFY 2014 Noncheckup Public Education Community Events

Date	Time	Location
4/16/14	Unknown	Spaziano School, Providence
4/26/14	10:00 a.m. to 2:00 p.m.	Charles Fortes Elem. School
5/8/14	5:00 p.m. to 7:00 p.m.	Sackett Elem. School
5/19/14	1:00 p.m. to 3:00 p.m.	RI Dept. of Children, Youth and Families (DCYF)
5/21/14	10:00 a.m. to 2:00 a.m.	Providence Children's Museum
6/6/14	5:00 p.m. to 7:00 p.m.	Times2 Academy
6/9/14	1:00 p.m. to 3:00 p.m.	DCYF
6/13/14	8:00 a.m. to 4:30 p.m.	IPC
9/30/14	1:00 p.m. to 3:30 p.m.	Tri-Town Community Center

OHS sponsored Safe Kids Rhode Island 32-hour national Child Passenger Safety Technician (CPST) certification courses, which were conducted during June 2014 at the RIDOT Maintenance Division Headquarters in Warwick, Rhode Island. The NHTSA National Child Passenger Safety Certification Training Program curriculum was used for this training and 16 CPSTs were certified, representing the following agencies:

- Central Falls Police Department;
- Cranston Police Department;
- Warwick Police Department;
- Woonsocket Police Department;
- AAA of Southern New England;
- African Alliance;
- Brain Injury Association of Rhode Island, Inc.;

- Center for Southeast Asians;
- Oasis International
- Riverzedge Arts
- Safety Talks; and
- Dorel Juvenile Group.

The national standardized child passenger safety technician certification course combined classroom instruction, hands-on work with car seats and vehicles, and a community safety seat checkup event. At the checkup event, students demonstrated skills learned during class, following event procedures and instructions, proper use and installation of child restraints and safety belts and the ability to teach parents and caregivers how to properly protect their family on the road. Successful completion of this course certifies the individuals as CPS technicians for two years.

With regard to OHS' program to educate the public concerning proper installation and use of child restraints, OHS continued to use advertising designed to drive parents and caregivers to a new microsite: <http://www.dot.ri.gov/safety>, which provides a wealth of child passenger safety information, especially regarding the "Four Steps" of child restraint. The paid advertising ran concurrent with "National Child Passenger Safety Week," September 14-20, 2014, and is described in detail in the "Paid Media Report" Section of this Report.

3.3 SPEED

Problem Statement

Rhode Island has had mixed success in reducing speed-related fatalities, with regular fluctuations in fatalities. When the 2014 HSP was developed, speed-related fatalities made up for 42 percent of all traffic fatalities (2008 to 2012 data). Rhode Island's percentage of speeding-related fatalities to total fatalities ranged from a low of 30.8 percent in 2008 to a high of 49.3 percent in 2010, and was considerably greater than those of both the NHTSA Region 1 and the nation during three of the five years (2009, 2010, and 2012). In 2012, 48.4 percent of Rhode Island's traffic fatalities were recorded as speed-related, compared to 32.7 percent for the region and 30.4 percent nationwide.

Performance Measures and Targets

Table 3.8 summarizes the speed-related performance measures and targets identified in the 2014 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.8 Speed Performance Measures

Performance Targets	Performance Measures
To decrease by 3.2 percent annually, the number of speeding-related fatalities from a five-year average of 29 (2006-2010) to 24 in 2014.	Number of speeding-related fatalities.
To increase the number of speeding citations issued during grant-funded enforcement activities from 5,802 in 2011 to 6,000 in 2014.	Number of speeding citations issued during grant-funded enforcement activities.
To increase the number of speeding citations written and tracked monthly on all overtime speed patrols.	Number of monthly speeding citations written and tracked monthly on all overtime speed patrols.

Projects and Funding

The 2014 HSP identified 11 projects to address the above performance measures and make progress towards the targets. Table 3.6 lists the 11 projects; the relevant performance measures; the funds obligated to each project; and the project status.

Table 3.9 FFY 2014 Speed Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
402PM-14-03, K4PM-14-01	“Obey the Sign or Pay the Fine” Paid and Earned Media	<ul style="list-style-type: none"> Speeding citations issued during grant-funded enforcement activities; and Monthly speeding citations written and tracked monthly on all overtime speed patrols. 	Sec. 406	\$162,650	Completed
402PT-14-06	Resource Center	<ul style="list-style-type: none"> Speeding citations issued during grant-funded enforcement activities; and Monthly speeding citations written and tracked monthly on all overtime speed patrols. 	402PT	\$5,000	Not Started
402PT-14-10	Radar Units Speed Enforcement (Municipalities)	<ul style="list-style-type: none"> Speeding-related fatalities. 	402PT	\$155,326.53	Completed
402PT-14-02	“Obey the Sign or Pay the Fine” Law Enforcement Patrols Municipalities	<ul style="list-style-type: none"> Speeding-related fatalities. 	402PT	\$231,750.00	Completed
402PT-14-08	RI State Police (RISP) Radar Units Speed Enforcement	<ul style="list-style-type: none"> Speeding-related fatalities. 	402PT	\$148,750	Completed
402PT-14-03	RI State Police (RISP) Speed Enforcement	<ul style="list-style-type: none"> Speeding-related fatalities. 		\$90,750.00	Complete
402PT-14-07	State Agencies RI Municipal Police Academy Radar Units Speed Enforcement	<ul style="list-style-type: none"> Speeding-related fatalities. 	402PT	\$1,100	Not Started
402PT-14-09	State Agencies – URI Radar Units Speed Enforcement	<ul style="list-style-type: none"> Speeding-related fatalities. 	402PT	\$2,800	Not Started
402PT-14-04	State Agencies – URI Speed Enforcement	<ul style="list-style-type: none"> Speeding-related fatalities. 	402PT	\$2,000	Not Started
K4PT-14-01	Cranston Police Department Motorcycles, Equipment, and Training	<ul style="list-style-type: none"> Speeding-related fatalities. 	Sec. 406	\$20,000	Completed
402PM-14-04	Media Creative (PT)	<ul style="list-style-type: none"> Speeding citations issued during grant-funded enforcement activities; and Monthly speeding citations written and tracked monthly on all overtime speed patrols. 	Sec. 402PM	\$252,650	Not Started
402PT-14-01	Law Enforcement Highway Safety Training Coordinator (LEHSTC), including Drug Recognition Expert (DRE) Training and Statewide Program	<ul style="list-style-type: none"> Speeding-related fatalities. 	402PT	\$21,732	Completed
402PT-14-05	Municipalities Pawtucket Police Department Speed Alert Display Boxes	<ul style="list-style-type: none"> Speeding-related fatalities. 	402PT	\$18,750	Completed
402PT-14-14	Municipalities West Warwick Police Department “Shield 12” Traffic Monitoring and Calming Device	<ul style="list-style-type: none"> Speeding-related fatalities. 	402PT	\$5,437	Completed

Performance Results

Speed was a likely factor in 42 percent of all fatalities for the five-year average between 2008 and 2012. To lower this percentage, OHS completed eight speed projects in FY 2014.

Project Descriptions

The following are descriptions of the speed projects, including the outcomes of the project over the 2014 fiscal year.

Project Title - “Obey the Sign or Pay the Fine” Paid and Earned Media

Project Description - OHS developed and implemented statewide paid and earned media campaigns for the “Obey the Sign or Pay the Fine” law enforcement mobilizations. The target audience was 16- to 34-year-old males. Media materials were produced in both English and Spanish and the venues were chosen based on market data for each audience.

Project Title - Resource Center

Project Description - OHS intended to maintain appropriate resource and promotional materials for use by local and state programs for all age levels addressing, among other issues: CPS; CIOT; DSoGPO; Obey the Sign or Pay the Fine; and underage alcohol use. This project was not started since we have concerns about motorist incentive items that comply with BAA as well as funding availability.

Project Title - “Obey the Sign or Pay the Fine” Law Enforcement Patrols Municipalities

Project Description - OHS funded implementation of the “Obey the Sign or Pay the Fine” overtime speed enforcement patrols by local city/town police departments. OHS achieved participation from potentially 38 communities.

Project Title - Radar Units Speed Enforcement (Municipalities)

Project Description - OHS purchased hand held radar units for the 37 police departments that conduct overtime Speed Enforcement “Obey the Sign or Pay the Fine” patrols. The new radar units are smaller, programmable, and have the ability to download the data to a program, which can be emailed and analyzed by OHS and the Police Departments to determine the effectiveness of the speed campaign when compared to the crashes and fatalities in the areas being patrolled.

Project Title - RI State Police (RISP) Radar Units Speed Enforcement

Project Description - OHS purchased hand held radar units for the Rhode Island State Police to conduct overtime Speed Enforcement “Obey the Sign or

Pay the Fine” patrols. The new radar units are smaller, programmable, and have the ability to download the data to a program, which can be emailed and analyzed by OHS and the Police Departments to determine the effectiveness of the speed campaign when compared to the crashes and fatalities in the areas being patrolled.

Project Title - “Obey the Sign or Pay the Fine” Rhode Island State Police Law Enforcement Patrols

Project Description - OHS funded implementation of the “Obey the Sign or Pay the Fine” overtime speed enforcement patrols by the Rhode Island State Police. Patrols were mandatory participation in one annual enforcement period.

Project Title - State Agencies RI Municipal Police Academy Radar Units Speed Enforcement

Project Description - OHS purchased hand held radar units for the Municipal Police Academy to train new cadets on the use of speed radar detectors. The new radar units are smaller, programmable, and have the ability to download the data to a program, which can be emailed and analyzed by OHS and the Police Departments to determine the effectiveness of the speed campaign when compared to the crashes and fatalities in the areas being patrolled.

Project Title - State Agencies - URI Radar Units Speed Enforcement

Project Description - OHS intended to purchase hand held radar units for the Municipal Police Academy to train new cadets on the use of speed radar detectors. This project was not started since this Department did not pursue the purchase of this equipment.

Project Title - “Obey the Sign or Pay the Fine” University of Rhode Island Police Law Enforcement Patrols

Project Description - OHS provided funding for the implementation of the “Obey the Sign or Pay the Fine” overtime speed enforcement patrols by the University of Rhode Island. This Police Department did not use any of the available funds.

Project Title - Cranston Police Department Motorcycles, Equipment, and Training

Project Description - OHS provided seed money to the Cranston Police Department (CPD) to create a High-Visibility Enforcement Unit within its Traffic Division to conduct motorcycle saturation patrols focusing on Rhode Island’s speed, seat belt/child restraint, and distracted driving laws. The monies covered for one year only of the multiyear lease of two Electra Gilde HLHTP motorcycles (BAA complaint).

Project Title - Creative Media

Project Description - OHS intended to contract with a public relations firm for creative media to include creation and production of ads for the “Obey the Sign or Pay the Fine” campaign. This project has not started due to non-Buy America Act compliance of some items in the Agency Purchasing Agreement.

Project Title - Law Enforcement Highway Safety Training Coordinator (LEHSTC), including Drug Recognition Expert (DRE) Training and Statewide Program

Project Description - OHS contracted with a qualified consultant to serve as the LEHSTC. The LEHSTC promoted law enforcement participation in Operation Blue RIPTIDE, conducted outreach to police chiefs, and provided traffic safety training.

Project Title - Municipalities Pawtucket Police Department Speed Alert Display Boxes

Project Description - OHS reimbursed The Pawtucket Police Department for 10 speed alert display boxes, the solar panels to power these boxes and associated mounting equipment. These boxes are being used in Pawtucket to support a Data-Driven Approaches to Crime and Traffic Safety (DDACTS) mapping model and also are available to be loaned to other Rhode Island law enforcement agencies to develop DDACTS projects in their communities.

Project Title - Municipalities West Warwick Police Department “Shield 12” Traffic Monitoring and Calming Device

Project Description - OHS reimbursed the West Warwick Police Department for a “Shield 12” traffic monitoring and calming device. As part of a comprehensive, integrated speed management strategy, to gather adequately data to develop sound problem identification, the West Warwick Police Department placed two “Speed 12” traffic monitoring and calming devices at areas of concern. This equipment also is being used to capture rates of speed pre and post enforcement to assist in evaluation of the Department’s overall speed management program.

3.4 YOUNG DRIVERS

Problem Statement

Consistent with national trends, young drivers were overrepresented in fatal crashes in Rhode Island when the 2014 HSP was developed. Young drivers aged 16 to 20 years represented 4.5 percent of Rhode Island’s licensed driver population, yet comprised 14 percent of all the fatal crashes..

Performance Measures and Targets

Table 3.7 summarizes the young driver performance measures and targets identified in the 2014 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.



Table 3.10 Young Driver Performance Measures

Performance Targets	Performance Measures
To decrease the number of young driver (age 16 to 20) involved fatalities by 3.2 percent annually, from 9 in 2010 to eight in 2014.	Number of young drivers (age 16 to 20) involved fatalities.
To decrease the number of young driver (age 16 to 20) involved serious injuries by 3.2 percent annually, from 140 in 2010 to 122 in 2014.	Number of young drivers (age 16 to 20) involved serious injuries.

Projects and Funding

The 2014 HSP identified 11 young driver projects to address the above performance measures and make progress towards the targets. Table 3.11 lists the 11 projects; the relevant performance measures; the funds obligated to each project; and the project status.

Table 3.11 FFY 2014 Young Driver Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
402PM-14-05,	Occupant Protection, Distracted Driving, and Underage Drinking Paid and Earned Media	<ul style="list-style-type: none"> Young drivers (age 16 to 20) involved fatalities; and 	Sec. 402PM, 405E	\$3,000	Complete
402OP-14-08	Seat Belt Series	<ul style="list-style-type: none"> Young drivers (age 16 to 20) involved serious injuries. 	Sec. 405B	\$14,250	Completed
402AL-14-05 402OP-14-09, M5PEM-14-06, M2PE-14-08, M8PE-14-01	ThinkFast Interactive High School Education Program		Sec. 405 D, 405 B, 405E	\$114,316	In Progress
164AL-14-05	Zero Fatalities Project		Sec. 164AL	\$35,000	Complete
402AL-14-06, 402OP-14-10, M8PE-14-02	Youth Educator and Influencer Program		Sec. 402AL, 402OP, 405E	\$92,733	Complete
M8PE-14-05; M8*PM-14-01	Distracted Driving Public Education Campaign			\$103,542	Complete
M8PE-14-03	SIDNE® Overtime and Supplies		Sec. 405E	\$16,000	Complete
M8PE-14-04	Community-Based Distracted Driving Education and Outreach		Sec. 405E	\$53,000	Not Started
M8DDLE-14-01	Municipalities “Drive Now Text Later” Distracted Driving Law Enforcement Patrols		Sec. 405E	\$65,000	Complete
M8DDLE-14-02	Rhode Island State Police (RISP) “Drive Now Text Later” Distracted Driving Law Enforcement Patrols		Sec. 405E	\$40,000	Complete
M8*DL-14-01	DMV Updates to Driver Licensing Exam		Sec. 405E	\$9,000	Complete

Performance Results

OHS completed nine projects related to young driver education to help meet all of the performance targets identified in the 2014 HSP.

Project Descriptions

The following are descriptions of the young driver projects, including the outcomes of the project over the 2014 fiscal year.

Project Title - Occupant Protection, Distracted Driving, and Underage Drinking Paid and Earned Media

Project Description - This project provided for placement of media associated with young driver programs, including such opportunities as the HOT 106 high school football events and local, school-specific media. This task met the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements included closed captioning. In addition, this project was evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

Project Title - Seat Belt Series - Statewide Seatbelt Challenge

Project Description - Rhode Island high schools were offered the opportunity to participate in this data-driven, seat-belt-focused program. Students worked to develop a week of seat-belt-related awareness at their schools. Efforts included posters, handouts, audio/visual, and local media. OHS was available to participate in awareness activities. The week of awareness was preceded and followed by seat belt observational surveys conducted by students at their school parking lot. Survey evaluations determined the effectiveness of the awareness program.

Project Title - ThinkFast Interactive High School Education Program

Project Description - Up to 50 high schools and middle schools are or have been offered the opportunity to experience the ThinkFast Interactive program. This game show style program blends critical highway safety messaging with engaging pop culture references to command the attention of a school assembly. Programming is being strategically coordinated to precede high-risk weekends (Halloween, homecoming, prom season, etc.).

Project Title - Zero Fatalities Project

Project Description - The TSRP worked with the Department of Corrections, MADD and the school departments to develop this innovative project. High school students took a school bus to the prison and participated in listening sessions with prisoners convicted of DUI resulting in death. The prisoners discussed the actions leading up to the incident and the impact it has had on their lives and on those around them. MADD provided families of victims who

explained about the impact these fatalities have had on their lives as well. A full year of programming occurred.

Project Title – Youth Educator and Influencer Program

Project Description – MADD Rhode Island engaged two key demographics in the community through innovative programs. Youth in Action helped young people focus on law enforcement, educational, and policy-level changes, which affect underage drinking. Power of Parents was a training program offered to parents who were looking for guidance when dealing with youth and destructive decisions. Team Spirit is a successful program that offered students in grades 9-12 with the opportunity to experience a three and one-half-day leadership training seminar followed by a school year implementing action plans developed at the seminar.

Project Title – Distracted Driving Public Education Campaign

Project Description – RIDOT OHS will develop and implement a distracted driving outreach and education initiative to support the Distracted Driving program area and in particular emphasize NHTSA’s National Teen Driver Safety Week in October 2014. The program will consist of enforcement, education, outreach and paid media to support “Drive Now Text Later” throughout the school year as well as during the weeks leading up to the National campaign. We will work with local law enforcement agencies, AAA of Southern New England, and the Driver’s Education program to reach young drivers and emphasize the dangers of texting and driving.

Project Title – SIDNE® Overtime and Supplies

Project Description – RIDOT funded overtime details for certified SIDNE® trainers to conduct the SIDNE® curriculum at events statewide. The curriculum included a classroom lecture followed by the electric cart demonstration/simulation. After the demonstration, the participants returned to the classroom setting for an in-depth discussion of their experiences. This project also funded cell phone holder motorist incentive items. More than 3,800 students participated in a SIDNE demonstration in FY 2014. Cranston Police visited a total of 8 schools and events: Career Day, Coventry, Smithfield, Woonsocket, and CHSE High Schools, East Providence Family Day, and MADD TEAMSPIRIT day at Bryant College.

Project Title – Community-Based Distracted Driving Education and Outreach

Project Description – RIDOT intended to solicit project ideas from nonprofit and community-based organizations to educate the public on the dangers of distracted driving. Projects would identify the distracted driving problem for a selected demographic, develop a project to address the problem, and evaluate the behavior change motivated by their project. This project did not start due to OHS personnel shortage.

Project Title - “Drive Now Text Later” Distracted Driving Law Enforcement Patrols (Municipalities)

Project Description - RIDOT funded up to 10 municipal departments to participate in a pilot DNTL enforcement campaign. The first mobilization took place in February 2014. DNTL paid media accompanied the enforcement campaign. A total of 315 violations were issued.

Project Title - Rhode Island State Police (RISP) “Drive Now Text Later” Distracted Driving Law Enforcement Patrols

Project Description - RIDOT funded the Rhode Island State Police to participate in a pilot DNTL enforcement campaign. The first mobilization took place in February 2014. DNTL paid media accompanied the enforcement campaign. A total of 189 citations were issued.

Project Title - DMV Updates to Driver Licensing Exam

Project Description - This project updated the current driver education exam to include an additional 40 questions on distracted driving.



3.5 MOTORCYCLES

Problem Statement

From 2008 through 2013, motorcyclist fatalities in Rhode Island have fluctuated between a low of seven in 2008 to a high of 15 in 2010 and 2011. In 2012, fatalities dipped back down to 8, but increased slightly in 2013 to 11. The data also indicated the majority of fatalities involved motorcycle operators, not passengers, and most are unhelmeted. Current laws do not require helmets for riders with one or more years of experience.

Performance Measures and Targets

Table 3.12 summarizes the motorcycle performance measures and targets identified in the 2014 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.12 Motorcycle Performance Measures

Performance Targets	Performance Measures
Decrease the number of motorcycle fatalities from the five-year average (2006-2010) of 14 to 12 in 2014	Number of motorcycle fatalities.
To decrease the number of unhelmeted motorcycle fatalities by 28 percent from a five-year average (2006-2010) of nine to eight in 2014.	Number of unhelmeted motorcycle fatalities.
To decrease by two percentage points motorcycle operator crash fatalities with a known BAC of 0.01 or higher, from the five-year average (2006 to 2010) of 47 percent to 45 percent in 2014.	Percent of all motorcycle operator crash fatalities with a known BAC of 0.01 or higher.
To decrease by three percentage points motorcycle operator fatalities who were legally intoxicated, from the five-year NHTSA imputed average of 48 percent (2006 to 2010) to 45 percent in 2014.	Percent of motorcycle operator fatalities who were legally intoxicated.

Projects and Funding

The 2014 HSP identified seven motorcycle projects to address the above performance measures and make progress towards the targets. Table 3.13 lists the seven projects; the relevant performance measures; the funds obligated to each project; and the project status.

Table 3.13 FFY 2014 Motorcycle Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
K6-14-01	Motorcycle Paid and Earned Media	<ul style="list-style-type: none"> Motorcycle fatalities; and Unhelmeted motorcycle fatalities. 	Sec. 2010	\$122,306	Complete
M9MA-14-01	Mobile Motorcycle Outreach Training Unit	<ul style="list-style-type: none"> Motorcycle fatalities; Unhelmeted motorcycle fatalities; Motorcycle operator crash fatalities with a known BAC of 0.01 or higher; and Motorcycle operator fatalities who were legally intoxicated. 	Sec. 405F	\$19,304	Not Started
402MC-14-01	Mobile Motorcycle Outreach Training Support (MMOTS)	<ul style="list-style-type: none"> Motorcycle fatalities. 	Sec. 402MC	\$ 2,700	Not Started
402MC-14-02	Motorcycle Resource and Outreach Center	<ul style="list-style-type: none"> Motorcycle fatalities; Unhelmeted motorcycle fatalities; Motorcycle operator crash fatalities with a known BAC of 0.01 or higher; and Motorcycle operator fatalities who were legally intoxicated. 	Sec. 402MC	\$69,250	Not Started
402MC-14-03	Police Motorcycle Training	<ul style="list-style-type: none"> Motorcycle fatalities. 	Sec. 402MC	\$14,250	In progress
N/A	Motorcycle Awareness – Outreach	<ul style="list-style-type: none"> Motorcycle fatalities. 	N/A	N/A	Canceled
M9MA-14-02, M5PEM-14-04	Motorcycle Paid and Earned Media – Impaired Riding	<ul style="list-style-type: none"> Motorcycle fatalities; Motorcycle operator crash fatalities with a known BAC of 0.01 or higher; and Motorcycle operator fatalities who were legally intoxicated. 	Sec. 405F, 405D	\$231,500	Complete

Performance Results

Motorcycle fatalities, particularly unhelmeted drivers, and serious injuries continue to be a concern, but OHS completed two motorcycle projects in FFY 2014 and has one in progress. The data are not final for two of the four motorcycle performance targets, but media programs, combined with outreach, have helped OHS exceed the motorcycle fatality target and meet the unhelmeted target. It is too soon to report on the targets for motorcycle operator crash fatalities with a known BAC of 0.01 or higher and motorcycle operator fatalities who were legally intoxicated.

Project Descriptions

The following are descriptions of the motorcycle projects, including the outcomes of the project over the 2014 fiscal year.

Project Title - Motorcycle Paid and Earned Media

Project Description - OHS utilized paid and earned media to address visibility issues, safety, and motorcycle awareness for all drivers, particularly during Motorcycle Awareness month. As supported by data, the target audience for motorcycle media is older than for most of other media programs and includes males 35 to 54 years of age. This task met the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements include closed captioning. In addition, the project was evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

Project Title - Mobile Motorcycle Outreach Training Unit

Project Description - OHS wanted to purchase a customized vehicle to transport and house the SMART Trainer™ for use at major public motorcycle events, car shows, summer festivals, and concerts throughout the State to promote safe and sober riding practices and increased education for rider training. However, NHTSA denied this project.

Project Title - Mobile Motorcycle Outreach Training Support (MMOTS)

Project Description - OHS wanted to hire Certified Motorcycle Safety Instructors to promote and conduct SMART Trainer™ demonstrations at as many outreach events as possible. NHTSA denied this project.

Project Title - Motorcycle Resource and Outreach Center

Project Description - OHS maintained appropriate resource and promotional materials for use by local and state programs specifically for the motorcycle community addressing speeding; use of appropriate gear (helmets and visibility); and drinking and riding. Motorcycle kickstands were purchased with project funds. Further motorist incentive buys were not pursued due to limited funding.

Project Title - Police Motorcycle Training

Project Description - OHS is providing assistance to the Rhode Island MOTOR Officer training school for Motorcycle Police Officer safety training classes. OHS is currently working with the LEL and TSRP to implement this project in the FFY 2015.

Project Title - Motorcycle Awareness - Outreach

Project Description - OHS wanted to pay for printing for “BE AWARE! DRIVE AND RIDE WITH CARE! MOTORCYCLES ARE EVERYWHERE!” on 300,000 envelopes used by the DMV when sending out motor vehicle registration renewals. However, this project was not accepted by NHTSA.

Project Title - Motorcycle Paid and Earned Media - Impaired Riding

Project Description - OHS utilized paid and earned media to address impaired driving issues for all Motorcyclists, particularly during the months with the highest frequency of impaired motorcycle fatalities, July to October. As supported by data, the target audience for motorcycle media is older than for most of other media programs and includes males 35 to 54 years of age. This task met the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements included closed captioning. In addition, this project was evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

3.6 OTHER ROAD USERS

Problem Statement

Although crashes in Rhode Island are dominated by personal automobiles, other modes of transportation require consideration. Other transportation modes are generally classified as motorized (school buses) and nonmotorized (pedestrian and bicycle) modes. At the time the 2014 HSP was developed, pedestrian fatalities comprised 18 percent of all fatalities. Sixty-eight pedestrians were killed in motor vehicle crashes in Rhode Island from 2007 through 2012, which far exceeds the national percentage for pedestrian fatalities. Bicyclist fatalities had fluctuated between zero and two since 2004 and the State remains well below the national average for bicyclist fatalities

Performance Measures and Targets

Table 3.14 summarizes the performance measures and targets identified for other road users in the 2014 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.14 Other Road Users Performance Measures

Performance Targets	Performance Measures
To maintain the number of crash fatalities among pedestrians at or below the five-year average (2006-2010) of 13 to 11 in 2014.	Number of pedestrian fatalities.
To maintain zero crash fatalities among school bus occupants in 2014.	Number of crash fatalities among school bus occupants.
To maintain zero crash fatalities among bicyclists in 2014.	Number of bicyclist fatalities.
To decrease by 10 percent the number of pedestrian fatalities with a BAC of 0.08 or greater, from the five-year NHTSA imputed average (2006-2010) of 4 to 3 in 2014.	Number of pedestrian fatalities with a known BAC of 0.08 or greater.

Projects and Funding

The 2014 HSP identified six other road user projects to address the above performance measures and make progress towards the targets. Table 3.15 lists the six projects; the relevant performance measures; the funds obligated to each project; and the project status.



Bike Newport was recognized for its Smart Growth Leadership. Scott Wolf, Executive Director of Grow Smart RI; Bari Freeman, Executive Director of Bike Newport; Deanna Casey, Board Chair Bike Newport; Guillaume de Ramel, Frederick H. Prince Memorial Fund and Bill Riccio, City of Newport Director of Public Services; Despina Metakos and Francisco Lovera, both of RIDOT Highway Safety.

Grow Smart Summit

Grow Smart Rhode Island, a public interest group promoting sustainable economic growth, recognized Bike Newport with the Outstanding Smart Growth Leader award at the 2014 Power of Place Summit, which took place on May 23, at the Rhode Island Convention Center. This year's theme focused on "Positioning Rhode Island for an Economic Renaissance," the biennial statewide conference offers an opportunity to promote and celebrate successful smart growth, development, policy, and planning in the Ocean State.

Since officially launching as a Rhode Island nonprofit in 2011, Bike Newport has encouraged biking and has led a collaborative effort by city government, businesses, and community-based organizations to improve bicycle safety and enhance the overall experience for bicyclists. In 2013, the national League of American Bicyclists recognized Newport as a Bicycle Friendly Community—making it the first municipality in Rhode Island to achieve that honor. Freeman noted: "We hope to be the first of many bike friendly communities all over Rhode Island. This award will help to make that happen."

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Table 3.15 FFY 2014 Other Road User Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
402PS-14-02	Safe Communities Partnership Cranston Child Opportunity Zone (COZ)	<ul style="list-style-type: none"> • Pedestrian fatalities; and • Bicyclist fatalities. 	Sec. 402PS	\$37,250	Complete
402PS-14-03	Statewide Bike/PED Safety Day		Sec. 402PS	\$14,500	Canceled
402PT-14-11	National Nights Out Safety Events		Sec. 402PT	\$550	Not Started
402PS-14-04	Aquidneck Island Bike Safety Initiative	<ul style="list-style-type: none"> • Bicyclist fatalities. 	Sec. 402PS	\$12,250	Complete
402PT-14-13	Traffic Stop Complaint/Commendation Brochures for Drivers/Pedestrians	<ul style="list-style-type: none"> • Pedestrian fatalities. 	Sec. 402PT	\$7,750	Canceled
402PS-14-01	Resource Center (PS)	<ul style="list-style-type: none"> • Pedestrian fatalities; and • Bicyclist fatalities. 	Sec. 402PS	\$13,893	Complete

Performance Results

In FFY 2014, OHS completed two projects related to other road users. OHS was not able to meet its performance targets for pedestrian or bicycle fatalities as preliminary 2014 data indicates that both increased over 2012 and 2013. With more facilities and opportunities to bike and walk, pedestrian and bicycle fatalities and serious injuries are trending upwards. In the future, OHS will consider targeted activities and projects. Crash fatalities among school bus occupants remained at zero and data is not available to know if the pedestrian fatalities with a known BAC of 0.08 or greater performance target will be met.

Project Descriptions

The following are descriptions of the other road user projects, including the outcomes of the project over the 2013 fiscal year.

Project Title - Safe Communities Partnership Cranston Child Opportunity Zone (COZ)

Project Description - The COZ project fostered cooperation between Cranston families and community education, social service, health-care, and public safety organizations; conducted CPS clinics and individual seat checks; fitted and distributed bicycle helmets; and provided education/outreach on child restraint use, bicycle, and pedestrian safety. COZ reaches more than 4,000 Title 1 families 12 times a year with Highway Safety messaging.

Project Title - Statewide Bike/PED Safety Day

Project Description - OHS was planning to host a statewide Safety Day as it did in 2009. The intent was to work with local community action groups, the DEM and local law and state enforcement agencies to conduct training; fit and distribute bicycle helmets; and provide education/outreach on child restraint use, bicycle, and pedestrian safety. The Agency Price Agreement (APA) vendor could not comply with the Buy America Act. Administrative issues did not allow the office to obtain a new vendor. RI is working with the financial group to address these concerns during FFY 2015.

Project Title - National Nights Out Safety Events

Project Description - The OHS intended to work closely with municipal police departments to deliver an effective highway safety message to local residents. Each year, several Rhode Island police departments participate in “National Night Out,” a campaign that highlights safe behaviors while allowing residents to meet their local law enforcement. This project is not started due to concerns of available funding and personnel shortage.

Project Title - Aquidneck Island Bike Safety Initiative

Project Description - OHS partnered with BIKENEWPORT to broaden the reach of the “share the road” and “be safe be seen” message to residents and tourists on Aquidneck Island by increasing outreach through their existing programs, bike safety classes, school assemblies, distribution of information at Bike Rental facilities, Night Bright, Open Garage nights, Police Bike Patrol trainings, as well as print and on-line information regarding bike safety.

Project Title -Traffic Stop Complaint/Commendation Brochures for Drivers/ Pedestrians

Project Description - RIDOT intended to fund the printing of an estimated 150,000 complaint/commendation forms to be disseminated statewide by police departments, community groups, and state agencies. This project was not able to come to realization due to personnel shortage.

Project Title - Resource Center (PS)

Project Description - OHS maintained appropriate resource and promotional materials for use by local and state programs for all age levels addressing, among other issues; Distracted Driving issues such as Drive Now Text Later.

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.

Performance Measures and Targets

Table 3.16 summarizes the traffic records performance measures and targets identified in the 2014 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.16 Traffic Records Performance Measures

Performance Targets	Performance Measures
Improve the timeliness, accuracy, and/or completeness of crash data entering the RIDOT database by September 30, 2014.	Days needed for records to enter the database, error rate for inaccurate records attempting to enter the database, and number of fields with complete information.
Improve the integration of core data sets relevant to the state roadway network by September 30, 2014.	Number of data sets integrated in a central Linear Referencing System (LRS).
Improve the timeliness, accuracy, and completeness of the adjudication core data system by September 30, 2014.	Days needed for records to enter the database, error rate for inaccurate records attempting to enter the database, and number of fields with complete information.
Improve the accuracy and completeness of the roadway network core data system by September 30, 2014.	Number of verified roadway elements and number of additional MIRE data points collected.
Increase the accessibility of the crash data stored within the crash database by September 30, 2014.	Number of users that satisfactorily obtain their desired crash data.

Projects and Funding

The 2014 HSP identified 15 traffic records projects to address the above performance measures and make progress towards the targets. Table 3.17 lists the 15 projects, including the relevant performance measures; the funds obligated to each project; and the project status.

Table 3.17 FFY 2014 Traffic Records Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
K9-14-07	Traffic Records Coordinating Committee Consultant Services	<ul style="list-style-type: none"> Days needed for records to enter the database, error rate for inaccurate records attempting to enter the database, and number of fields with complete information. 	Sec. 408	\$68,000	Complete
K9-14-01, M3DA-14-02	Traffic Records Coordinator		Sec. 408, 405C	\$82,000	Complete
M3DA-14-05, K9-14-02	Local Law Enforcement Traffic Records Equipment		Sec. 405C	\$138,500	In Progress
M3DA-14-01, K9-14-03	Providence Brought into E-Citation	<ul style="list-style-type: none"> Number of data sets integrated in a central Linear Referencing System (LRS). 	Sec. 405C	\$135,000	In Progress
K9-14-04	Data Collection, Analysis, and Recommendation – Northeastern University	<ul style="list-style-type: none"> No Related PM (Relates to Racial Profiling PMs). 	Sec. 408	\$150,000	In Progress
K9-14-05, M3DA-14-07	Enterprise LRS and Road Inventory Implementation Project (RIDOT)	<ul style="list-style-type: none"> Number of verified roadway elements and number of additional MIRE data points collected. 	Sec. 408, 405C	\$430,283	In Progress
K9-14-06	State Agencies – RI Traffic Tribunal (RITT) Scanning Backlogged Citations	<ul style="list-style-type: none"> Days needed for records to enter the database, error rate for inaccurate records attempting to enter the database, and number of fields with complete information. 	Sec. 408	\$4,000	Canceled
K9-14-15	Race Data Collection Maintenance Agreement	<ul style="list-style-type: none"> No Related PM (Relates to Racial Profiling PMs). 	Sec. 408	\$11,324	Complete
K9-14-10	Crash Report Revision 2013	<ul style="list-style-type: none"> Days needed for records to enter the database, error rate for inaccurate records attempting to enter the database, and number of fields with complete information. 	Sec. 408	\$9,000	In Progress
K9-14-14, M3DA-14-03	MIRE Data Collection	<ul style="list-style-type: none"> Number of verified roadway elements and number of additional MIRE data points collected. 	Sec. 408/ 405C	\$544,207	In Progress
M3DA-14-04	Crash Coordinates via RIMS	<ul style="list-style-type: none"> Number of verified roadway elements and number of additional MIRE data points collected. 	Sec. 405C	\$216,936	In Progress
K9-14-08	E-Citation Equipment for URI and DEM	<ul style="list-style-type: none"> Days needed for records to enter the database, error rate for inaccurate records attempting to enter the database, and number of fields with complete information. 	Sec. 408	\$119,108	In Progress
K9-14-09	Health Data Integration – EMS	<ul style="list-style-type: none"> Number of data sets integrated in a central Linear Referencing System (LRS). 	Sec. 408	\$50,400	In Progress
K9-14-16	Hospital/Crash Data Linkage		Sec. 408	\$31,484	Complete

Performance Results

OHS completed five traffic records projects in FFY 2014 and has nine in progress. OHS was able to meet its target for number of days it takes to enter accident report data to a driver's history file, but fell short with the number of law enforcement agencies backfilling data into citations. OHS safety stakeholders have continued to improve the exchange of information but need to continue to improve in the areas of a timely, accurate, complete, uniform, and integrated system.

Project Descriptions

The following are descriptions of the traffic records projects, including the outcomes of the project over the 2014 fiscal year.

Project Title - Traffic Records Coordinating Committee Consultant Services

Project Description - The Rhode Island TRCC retained the services of Deep River, LLC for a third consecutive year. Deep River provided assistance with required TRCC documents (annual grant application, Interim Progress Report, etc.) and advised on many operational aspects of the TRCC. The consultant also provided meeting minutes following each TRCC meeting.

Project Title - Traffic Records Coordinator

Project Description - The TRCC Coordinator is partially funded through Section 408/405c Funds for required travel and other NHTSA sponsored trainings and conferences. The Coordinator convened a minimum of three meetings in FY 2014.

Project Title - Local Law Enforcement Traffic Records Equipment

Project Description - To fully implement the E-Citation program OHS continues to work in conjunction with the courts to ensure all patrol cars in the State are equipped with a computer and printer for electronic transmission of citation/passenger ethnicity data. All cities/towns have signed a Memorandum of Understanding (MOU), and agree to provide this data upon receipt of the equipment. Data will be provided to the courts and an educational institution to collect and analyze the ethnicity of driver/passenger information.

Project Title - Providence Brought Into E-Citation

Project Description - The Providence Police Department's RMS software does not currently have an E-Citation module. Providence PD is utilizing a stand-alone module for race data collection. This project is funding software and/or equipment (computers/printers) that enables electronic citation collection/transmission.

Project Title - Data Collection, Analysis, and Recommendation - Northeastern University

Project Description - OHS has selected Northeastern University to collect and analyze the ethnicity data from the police departments, and produce the results and recommendations to address pertinent issues. In addition to the data analysis, NU staff continuously audit the incoming data to uphold a high standard of accuracy and completeness. Information will be distributed through various web sites for public inspection and discussion. This multiyear project will conclude during the first one-half of FY 2014.

Project Title - Enterprise LRS and Road Inventory Implementation Project (RIDOT)

Project Description - The Enterprise LRS and Road Inventory Implementation project is providing the foundation for the integration and analysis of roadway and safety data. Because much of the data required for analysis of safety data exists in many different systems without any relationships other than location, it is critical to develop a common and consistent method for referencing location. This project is developing a common method that can be used amongst all the system with location-based information. This will lead to consolidation of redundant data, simplified integration, consumption of data by different systems, and expanded spatial capabilities across the enterprise.

Project Title - State Agencies - RI Traffic Tribunal (RITT) Scanning Backlogged Citations

Project Description - The Traffic Tribunal currently has thousands of outstanding citations in paper form within a storage area. Although they are still active and pending payment, a lack of electronic access inhibits the ability to link the citations to existing driver files. Without electronic access, drivers may pass through the Tribunal without notification of their outstanding citation. Some citations awaiting payment go back over 10 years. This project aims to use contractual services to scan and index the backlogged citations to a usable, electronic format. This project was cancelled during this fiscal year since it was not showing progress after several years. NHTSA has been adamant about increasing liquidation rates and the funds allocated for this project were directed to other ones that could use the monies sooner. We are working with the RITT to continue this project in the future, once they are ready to get going.

Project Title - Crash Report Revision 2013

Project Description - The Rhode Island Uniform Crash Report is being revised to include new fields. By adding “insurance policy effective dates” and “address of involved pedestrian” (if applicable), the RIDMV can eliminate their State Accident Report in favor of the Uniform Crash Report. Eliminating this report will reduce the current backlog of files that prevents timely updates to a driver’s history file. Additional fields for consideration are mile marker identification (to improve crash location accuracy) and a “lane departure” checkbox. Funds are

being used to modify the State's RMS systems for data input and the RIDOT import service for crash records.

Project Title - Model Inventory of Roadway Elements (MIRE) Data Collection

Project Description - Safety data are the key to sound decisions on the design and operation of roadways. The need for improved and more robust safety data is increasing due to the development of a new generation of safety analysis tools and methods. The RIDOT Traffic Management and Highway Safety Section are moving forward with using the FHWA Interactive Highway Design Model (IHSDM), SafetyAnalyst software, and Highway Safety Manual (HSM), all of which require roadway data to achieve the most accurate results. The Model Inventory of Roadway Elements (MIRE) is a listing and accompanying data dictionary of roadway and traffic data elements critical to safety management. This project involves collecting these data elements by means of mobile mapping and/or LIDAR on state and locally owned roads (the extent yet to be determined by RIDOT).

Project Title - Crash Coordinates via RMS

Project Description - RIDOT purchased a statewide license, valid for 10 years, which gives added functionality to crash reporting software used by about 40 Rhode Island police departments. The new capability allows users to accurately locate crashes, backfilling longitude and latitude coordinates on each crash report form submitted to RIDOT. A mapping component will be integrated into the existing crash module used by the majority of departments.

Project Title - E-Citation Equipment for URI and DEM

Project Description - The University of Rhode Island and RI Department of Environmental Management are among the last public law enforcement agencies that have not been equipped to participate in the statewide E-Citation program. To continue a statewide effort to have all departments submitting citations electronically, it is imperative to involve these two agencies. This grant also supports traffic stop data collection by the agency. URI currently has six active MDTs. DEM currently has 27 active front line vehicles to be equipped.

Project Title - HEALTH Data Integration - EMS

Project Description - The Department of Health - EMS currently is funding a project to replace their outdated patient care reporting system with the Electronic Patient Care Reporting system (ePCR). The new system will improve capabilities regarding data collection, analysis, and reporting. The system also will bring the state into full NEMSIS compliance. The RIDOT OHS is working closely with EMS to develop a means to access rescue data for use with FARS reporting. Designated 408 funds will be used to create the bridge between the EMS database and a desktop application accessible to the OHS FARS analyst. Additionally, these funds will integrate data between the ePCR and the Patient Tracking System (PTS).

Project Title - Hospital/Crash Data Linkage

Project Description - The RIDOT Office on Highway Safety funded 50 percent salary for a HEALTH employee to perform data linkage between Hospital Discharge/Emergency Department data and Crash report data. The results assisted in quantifying crash costs, evaluating countermeasures, and strengthening assessment of motor vehicle-related injuries. The project also generated recommendations for improved data collection that led to better data integration.

Project Title - Race Data Collection Maintenance Agreement

Project Description - RIDOT Office on Highway Safety facilitated the payment for software maintenance on the Traffic Stop Data Collection Module that has recently been integrated into the IMC Records Management System, used by 37 of 39 Rhode Island police departments.

3.8 PLANNING AND ADMINISTRATION

Problem Statement

The RIDOT Office on Highway Safety serves as the primary agency responsible for insuring highway safety concerns for Rhode Island are identified and addressed, especially through the delivery of the AR and HSP.

Performance Measures and Targets

Table 3.18 summarizes the planning and administration performance measures and targets identified in the 2014 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.18 Planning and Administration Performance Measures

Performance Targets	Performance Measures
To administer a fiscally responsible, effective highway safety program that is data driven, includes stakeholders, and addresses the State’s specific safety characteristics.	Conduct a Stakeholders’ meeting to receive input for development of the FFY 2015. Deliver the FFY 2013 Annual Report by December 31, 2013. Deliver the Federal Fiscal Year 2015 Highway Safety Performance Plan by July 1, 2014.

Projects and Funding

The 2014 HSP identified 10 planning and administration projects to address the above performance measures and make progress towards the targets. Table 3.19 lists the projects; the relevant performance measures; the funds obligated to each project; and the project status.

Table 3.19 FFY 2014 Planning and Administration Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
402PA-14-05 K2-14-02 K9-14-13 K8PA-14-02 K6-14-03 K3-14-02 164PA-14-01 M2HVE-14-04 M3DA-14-06 M5PEM-14-03 M9MA-14-03	Audit Fees	<ul style="list-style-type: none"> N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures). 	Sec. 402PA Sec. 405 Sec. 408 Sec. 410PA Sec. 2010 Sec. 2011 Sec. 164HE Sec. 405B Sec. 405C Sec. 405D Sec. 405F	\$140,443	Complete
402PA-14-01	Office Supplies	<ul style="list-style-type: none"> N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures). 	Sec. 402PA	\$10,303	Complete
402PA-14-02	GHSA Membership	<ul style="list-style-type: none"> N/A (Payment of the Governor’s Highway Safety Association Membership for RIDOT – OHS). 	Sec. 402PA	\$6,200	Complete
402PA-14-03, K9-14-11	Travel and Training	<ul style="list-style-type: none"> N/A (Funding to support in-state and out-of-state travel for OHS employees to attend pertinent conferences and training sessions). 	Sec. 402PA Sec. 408	\$16,308	Complete
402PA-14-06	Office Equipment	<ul style="list-style-type: none"> N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures). 	Sec. 402PA	\$7,250	Complete
402PA-14-04	Preparation of Highway Safety Performance Plan and Annual Report	<ul style="list-style-type: none"> Deliver the FFY 2013 Annual Report by December 31, 2013; and Deliver the Federal Fiscal Year 2015 Highway Safety Performance Plan by July 1, 2014. 	Sec. 402PA	\$56,600	Complete

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2014)	Project Status
402AL-14-07	Salaries	<ul style="list-style-type: none"> N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures). 	Sec. 402AL	\$971,428	Complete
402MC-14-05			Sec. 402MC	\$57,000	
402OP-14-11			Sec. 402OP		
402PS-14-05			Sec. 402PS		
402PT-14-12			Sec. 402PT		
402TR-14-01			Sec. 402TR		
K9-14-12			Sec. 408		
K8PA-14-01			Sec. 410PA		
K2-14-03			Sec. 405		
M2HVE-14-05			Sec. 405B		
M5PEM-14-05			Sec. 405D Sec. 403		
164HE-14-01	Hazard Elimination Program	<ul style="list-style-type: none"> N/A 	Sec. 164HE	\$5,884,893.53	In Progress
K4-TR-14-01	Analysis of Vulnerable Road Users' Serious Injury Crashes	<ul style="list-style-type: none"> N/A (Will support development of FFY 2016 HSP). 		\$45,000	Complete
K4RS-14-01	Northeast Traffic Safety Conference	<ul style="list-style-type: none"> N/A (Funding to support in-state and out-of-state travel for OHS employees to attend pertinent conferences and training sessions). 	Sec. 406	\$16,805	Complete

Performance Results

OHS met all four of its planning and administration performance targets for FY 2014, most importantly delivering the 2013 AR and 2015 HSP in a timely manner.

Project Descriptions

The following are descriptions of the planning and administration projects, including the outcomes of the project over the 2014 fiscal year.

Project Title - Audit Fees

Project Description - Fees charged by the State of Rhode Island based on cash receipts from NHTSA.

Project Title - Office Supplies

Project Description - Office supplies/equipment/dues necessary to support programming of all NHTSA projects, including phone, postage, dues.

Project Title - GHSA Membership

Project Description - Payment of the Governor's Highway Safety Association Membership for RIDOT - OHS.

Project Title - Travel and Training

Project Description - Funded in-state and out-of-state travel for OHS employees to attend pertinent conferences and training sessions.

Project Title - Office Equipment

Project Description - The OHS office copier/fax machine lease agreement was revised and the fax machine was replaced.

Project Title - Preparation of Highway Safety Performance Plan and Annual Report

Project Description - RIDOT OHS contracted for the development and production of the Highway Safety Performance Plan and the Annual Report required by NHTSA.

Project Title - Salaries

Project Description - Salaries for Despina Metakos Harris, Elvys Ruiz, Kathy Smith, and partial funding for Jim Barden, Sharon Bazor, and Andy Koziol salaries.

Project Title - Hazard Elimination Program

Project Description - Funds transferred to RIDOT's Infrastructure Development Division for Hazard Elimination Projects.

Project Title - Analysis of Vulnerable Road Users' Serious Injury Crashes

Project Description - OHS contracted the analysis of the serious injury crashes between 2008 and 2012 to better determine the target population of the highway safety problem focus areas in the State. The number of fatalities in Rhode Island is so small that we need to look into this type of crashes to better direct our limited resources. OHS will use this information in the development of the FFY 2016 HSP in conjunction with the most recent yearly data 2013 and 2014.

Project Title - Northeast Traffic Safety Conference

Project Description - OHS reimbursed expenses to this conference for the cost of law enforcement personnel and other stakeholders that attended the traffic safety behavioral related sessions, as well as for travel expenses and speaking fees for presenters at conference workshops focusing on highway safety behavioral topics.



4.0 State Attitudes Survey Report

4.1 RHODE ISLAND CLICK IT OR TICKET CAMPAIGN 2014 – DMV AWARENESS SURVEY RESULTS

The purpose of this memo is to share with the Rhode Island Department of Transportation's Office on Highway Safety (OHS) results for Wave 1 (Pre Click It or Ticket; April 2014) and Wave 2 (Post-Click It or Ticket; June 2014) of the DMV survey effort surrounding the 2014 Click It or Ticket Initiative. A one-page English/Spanish questionnaire was distributed in select DMV offices and was designed to assess respondents' knowledge and awareness of the paid media and enforcement campaign that took place from May 12 to June 1, 2014. The participation of the DMV offices was essential in our analysis of the campaign and we would like to extend our thanks and gratitude to each office for their efforts. Three RI DMV offices were visited: Cranston, Middletown, and Woonsocket. The first wave of DMV surveys was conducted directly before any media began (April 30 to May 10, 2014) and the second wave was collected directly after enforcement activity ended (June 2 to 6, 2014).

A snapshot of the results is provided in this paragraph whereas detailed analysis of the two survey waves is provided in the following pages. Results indicate that self-reported belt use and perception of enforcement severity increased slightly from Wave 1 to Wave 2. More than 80 percent (80.8 percent) of respondents reported "Always" wearing their seatbelt in Wave 1 and this percentage increased to 83.4 percent in Wave 2. The percentage of respondents indicating that their chance of getting a ticket was "Always/Nearly Always" was approximately 40 percent in each Wave. Close to one-third of respondents indicated that state and local police enforced the seat belt law "Very Strictly." Awareness of the safe driving message was apparent in both Waves (approximately 90 percent of respondents recognized the "Click It or Ticket" message in each of the two Waves). The number of respondents that reported having "read, seen, or heard anything" about extra belt enforcement in Rhode Island increased significantly, from 66.1 percent in the Pre to 71.6 percent in the Post. When asked where the safe driving message was heard, the most common answers were TV, radio, and billboards. The only media source to show a significant Pre/Post increase was TV, which went from 48.3 percent to 56.4 percent.

Rhode Island's OHS examines survey results for planning and evaluating purposes. We monitor results in order to move projects forward and to create new outreach efforts for statewide educational highway safety campaigns.

The following tables summarize respondent characteristics as well as survey question results across the two waves. All statistical significance testing was done with chi-square analysis at the $p < 0.01$ and/or $p < 0.05$ level.

Basic Information and Demographics

Approximately 300 surveys were collected in each office for each wave (Table 4.1). There were a total of 1,348 survey respondents; 903 during the Pre- and 445 during the Post. Extra surveys were collected during the Pre to give us a stronger baseline to compare future survey waves to.

Table 4.1 DMV Office Location and Number of Completed Surveys By Wave

Office Location	Wave 1	Wave 2
Cranston	300	149
Woonsocket	303	146
Middletown	300	150

Table 4.2 summarizes the demographic characteristics of the survey respondents. During both Wave 1 and Wave 2, just over one-half (53.1 percent and 53.2 percent, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 21-34-year-olds (33.72 percent in Wave 1 and 29.6 percent in Wave 2) and 35-49-year-olds (29.0 percent in Wave 1 and 31.40 percent in Wave 2). The majority of respondents were White during both waves (75.8 percent in Wave 1 and 74.8 percent in Wave 2). Approximately 18 percent of respondents were Hispanic (17.5 percent in Wave 1, 18.5 percent in Wave 2).

Table 4.2 Demographic Characteristics of Survey Respondents

Characteristic	Wave 1	Wave 2
Gender		
Male	53.1%	53.2%
Female	46.9%	46.8%
Total (N)	100.0% (N=895)	100.0% (N=440)
Age		
Under 18	2.4%	2.1%
18-20	7.5%	6.8%
21-34	33.7%	29.6%
35-49	29.0%	31.4%
50-59	15.7%	17.5%
60+	11.7%	12.5%
Total (N)	100.0% (N=899)	100.0% (N=439)
Race		
White	75.8%	74.8%

Characteristic	Wave 1	Wave 2
Black	7.1%	5.3%
Asian	2.9%	2.9%
American Indian/Alaskan Native	0.7%	1.5%
Native Hawaiian/Pacific Islander	0.2%	0.7%
Other	13.2%	14.8%
Total (N)	100.0% (N=854)	100.0% (N=413)
Hispanic		
Yes	17.5%	18.5%
No	82.5%	81.5%
Total (N)	100.0% (N=865)	100.0% (N=428)

Tables 4.3 to 4.11 summarize all awareness findings for Wave 1 and Wave 2 by survey question.

For the remainder of this memo, survey questions were grouped together with others based on subject similarity.

Belt Use/Belt Use Change and Belt Ticketing Perceptions

There was a nonsignificant increase in reported seat belt use from Wave 1 to Wave 2. Percentage of Respondents that indicated “*Always*” wearing their seat belts was 80.8 percent in Wave 1 compared to 83.4 percent in Wave 2 (see Table 4.3). Respondents also were asked “What do you think the chances are of getting a ticket if you don’t wear your seat belt?” Results for this question are shown in Table 4.3.

Table 4.3 Self-Reported Belt Use and Belt Use Change
Questions 8 and 9

Question	Wave 1	Wave 2
Q8. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?		
Always	80.8%	83.4%
Nearly Always	10.3%	8.9%
Sometimes	6.4%	3.6%
Seldom	1.5%	3.0%
Never	1.1%	1.1%
Total (N)	100.0% (N=896)	100.0% (N=439)
Q9. Compared to the last couple of years, would you say that you NOW wear your seat belt:		
Much Less Often	2.5%	1.8%
Less Often	1.2%	3.0%
About the Same	54.8%	56.2%
More Often	13.3%	11.9%

Much More Often	28.2%	27.2%
Total (N)	100.0% (N=884)	100.0% (N=438)

Table 4.4 Chance of Belt Ticketing
Question 10

Question	Wave 1	Wave 2
Q10. What do you think the chances are of getting a ticket if you do not wear your seat belt?		
Always	24.7%	26.7%
Nearly Always	16.1%	12.5%
Sometimes	35.5%	35.5%
Seldom	14.2%	14.4%
Never	9.5%	10.9%
Total N	N=887	N=431

Participants were asked whether or not police should be able to stop a vehicle solely for a seat belt violation alone. As shown in Table 4.5, more than one-half of all survey respondents were in support of law enforcement enforcing the primary seat belt law. There was little change from Wave 1 (59.0 percent responding *Yes*) to Wave 2 (61.0 percent).

Table 4.5 Seat Belt Law Policing
Question 17

Question	Wave 1	Wave 2
Q17. Should the police be able to stop a vehicle for a seat belt violation alone?		
Yes	59.0%	61.0%
No	41.0%	39.0%
Total (N)	100.0% (N=879)	100.0% (N=426)

Experience with Enforcement

DMV survey responses showed no increases in perception of enforcement severity from Wave 1 to Wave 2 (see Table 4.6 for details).

Table 4.6 Belt Enforcement Beliefs
Questions 12 and 13

Question	Wave 1	Wave 2
Q12. Do you think the Rhode Island State Police enforce the seat belt law:		
Very strictly	37.2%	36.7%
Somewhat Strictly	43.1%	41.2%
Not Very Strictly	14.0%	14.6%

Rarely	4.6%	5.9%
Not at All	1.1%	1.6%
Total (N)	100.0% (N=872)	100.0% (N=425)
Q13. Do you think the local police enforce the seat belt law:		
Very strictly	31.3%	32.3%
Somewhat Strictly	44.3%	42.2%
Not Very Strictly	17.4%	16.0%
Rarely	5.8%	7.8%
Not at All	1.3%	1.7%
Total (N)	100.0% (N=869)	100.0% (N=424)

DMV survey responses indicated that respondents had some recent personal experience with enforcement (Table 4.7). There was no substantial change when comparing results before and after the campaign. An average of 13.5 percent of respondents have received a belt ticket at some point (15.2 percent in Wave 1 versus 11.9 percent in Wave 2).

Table 4.7 Belt Ticketing
Questions 14 and 15

Question	Wave 1	Wave 2
Q14. In the past 60 days, have you personally experienced enforcement by police looking at seat belt use?		
Yes	18.0%	18.9%
No	82.0%	81.1%
Total (N)	100.0% (N=888)	100% (N=428)
Q15. Have you ever received a ticket for not wearing your seat belt?		
Yes	15.2%	11.9%
No	84.8%	88.1%
Total (N)	100.0% (N=887)	100.0% (N=429)

Awareness of Seat Belt Message, Slogan Recognition, and Fine Amount

DMV survey responses indicated an increase in public awareness of seat belt messages from Wave 1 to Wave 2. There was a significant increase in the percentage of respondents indicating they had “seen or heard about extra enforcement where police were looking at seat belt use” from Wave 1 to Wave 2 (from 66.1 percent to 71.6 percent, respectively, $p < .05$). Those answering yes to the latter question were then asked about the source and the nature of the message. Results are summarized in Tables 4.8 and 4.9. The only media source with a positive significant increase was

television (from 48.3 percent in the Pre to 56.4 percent in the Post). Respondents also were asked if they knew the name of any seat belt enforcement program in Rhode Island. The campaign slogan, “*Click It or Ticket*” showed a high level of recognition in both waves (89.5 percent in Wave 1 and 90.9 percent in Wave 2 (see Table 4.9).

Table 4.8 Enforcement Awareness
Question 11

Question	Wave 1	Wave 2
Q11. In the past month, have you seen or heard about extra enforcement where police were looking at seat belt use?		
Yes	66.1%	71.6%^
No	33.9%	28.4%
Total (N)	100.0% (N=896)	100.0% (N=433)

* Significant at $p < 0.01$.

^ $p < 0.05$.

Table 4.9 Enforcement Awareness Sources and Messages

Question	Wave 1	Wave 2
Q11a. Where did you see or hear about it?		
Newspaper	14.5%	10.0%^
Radio	42.4%	39.4%
Internet	11.7%	7.9%^
TV	48.3%	56.4%^
Poster	8.1%	5.8%
Billboard	26.5%	21.2%^
Police Patrol	17.9%	12.7%^
Electronic Message Sign	21.5%	25.5%
Other	8.3%	5.5%
Q11b. What did it say?		
Click It or Ticket	89.5%	90.9%
Drive Sober, Get Pulled Over	33.6%	28.2%
Buckle Up, No Excuses!	15.0%	16.4%
Survive Your Drive	2.4%	3.3%
Other	3.7%	2.4%

* Significant at $p < 0.01$.

^ $p < 0.05$.

There was a significant increase in the awareness of the fine amount when analyzing Pre versus Post data. More respondents were aware of the correct fine range during the Post measurement (22.4 percent Pre; 27.1 percent Post).

Table 4.10 Awareness of Ticket Amount
Question 16

Question	Wave 1	Wave 2
Q16. What is the fine for violating the seat belt law in Rhode Island?		
Less than \$35	6.8%	5.6%
\$35-\$50	22.4%	27.1%^
\$51-\$65	10.3%	8.0%
\$66-\$85	42.1%	36.3%
\$86-\$115	13.6%	14.1%
Over \$115	4.7%	9.0%
Total (N)	100.0% (N=745)	100.0% (N=377)

* Significant at $p < 0.01$.

^ $p < 0.05$.

Hand-Held Cell Phone Use and Texting While Driving

Across the two waves, there was a significant decrease in those reporting that they use their cell phone while driving. Specifically, 10.4 percent reported that they “*Always/Nearly Always*” do this in Wave 1 versus 7.2 percent in Wave 2 ($p < 0.05$). The percentage of respondents that indicated they “*Always/Nearly Always*” send texts or emails on their cell phone also decreased (though not by a statistically significant amount). Details for these questions are shown in Table 4.11.

Table 4.11 Cell Phone Use While Driving
Survey Questions 18 and 19

Question	Wave 1	Wave 2
Q18. How often do you talk on a hand-held cellular phone when you drive?		
Always	5.1%	3.7%^
Nearly Always	5.3%	3.5%
Sometimes	31.9%	38.0%
Seldom	30.1%	23.3%
Never	27.6%	31.5%
Total (N)	100.0% (N=884)	100.0% (N=429)
Q19. How often do you send text messages or emails on a hand-held cellular phone when you drive?		
Always	1.4%	0.9%
Nearly Always	2.3%	1.2%
Sometimes	10.2%	11.9%
Seldom	19.1%	19.6%
Never	67.1%	66.4%
Total (N)	100.0% (N=884)	100.0% (N=429)

* Significant at $p < 0.01$.
^ $p < 0.05$.

5.0 Special Events and Activities

Table 5.1 Completed FFY 2014 Rhode Island Safety Events

Event	Date	Program Area	Number of Attendees
Colombian Festival and Parade/Slater Mill Pawtucket/Dexter St. CF	7/21/2012	OP	200
RIDOT Preproposal Community Meeting/RI DOA	1/10/2013	OP	10
DOA/Seatbelt Grant. Meeting with Michelle Novello Prov. Community Library	1/15/2013	OP	
Providence Community Library/ RIDOT Preproposal Meeting – Seatbelt Grant	1/17/2013	OP	
Paul Cuffee E. School/Presenting on Seatbelt and CPS/Prov. C. Library Grant	2/13/2013	OP	
Oasis International/Presenting on Seatbelt to Youth	2/25/2013	OP	
Smith Hill Library/ Presenting on Seatbelt and CPS	2/26/2013	OP	
Central Falls Leadership Class	3/14/2013	OP/CPS	50
St. Patrick's Day Designated Driver Press Conference	3/14/2013	ALC	100
Central Falls Leadership Class	3/28/2013	OP/CPS	50
Burrillville HS Preprom Dinner	4/9/2013	OP/DNTL	200
Davies Vocational Tech School Rollover Simulator Demo	4/10/2013	OP	300
United HealthCare Health Fair/ Fogarty Elementary School	4/11/2013	PBL/OP	400
The Children's Workshop, Lincoln CPS Check Up	4/16/2013	CPS	50
"Latina" 101.3-FM "Feria" (Family Fair)	4/20/2013	OP	500
Bellini Maternity CPS Check Up, Warwick	4/22/2013	CPS	50
Highway Safety Partners Meeting – Planning for FFY 2014	4/23/2013	ALL	20
Reckless Driving Presentation – Lincoln High School	4/23/2013	DNTL	25
RIDOT Construction Career Day	4/24/2013	OP/DNTL	800
Bike Newport RI Press Conference	4/24/2013	Bike Safety	50
RIDOT Construction Career Day	4/25/2013	OP/DNTL	800
Central Falls Leadership Class	4/25/2013	OP/CPS	50
It Can Wait (Shea High School)	4/26/2013	DD	1,200
Woonsocket Head Start CPS Check Up	4/26/2013	CPS	50
Project GOAL" Soccer Tournament	4/27/2013	OP	300
YMCA CPS Check Up, Warwick	4/27/2013	CPS	50
THINKFAST – Middletown High School	4/29/2013	DNTL/OP	300
Distracted Driving Presentation – Portsmouth High School	4/30/2013	DNTL/OP	300
THINKFAST – Cranston West High School	5/1/2013	DNTL/OP	600
Seatbelt Grant Community Workshop/RI Indian Council	5/1/2013	OP	30
Seatbelt G. Community Workshop/CACDA	5/2/2013	OP	20

Event	Date	Program Area	Number of Attendees
Seatbelt G. Community Workshop/Boys and Girls Club Newport	5/3/2013	OP	20
Central Falls High School Child Passenger Safety Checkpoint	5/4/2013	CPS and OP	100
Safe Kids Bike Safety Day	5/4/2013	Ped/Bike and OP	300
Injury Prevention Center/Seatbelt Check Up With Dorcas IIRI	5/6/2013	OP	50
THINKFAST – Chariho	5/9/2013	DNTL/OP	600
THINKFAST – Dr. Jorge Alvarez High School – Providence	5/10/2013	DNTL/OP	300
African Alliance Health and Safety Day	5/11/2013	OP	100
St. James Baptist Church, Woonsocket Rollover Simulator Demo	5/11/2013	OP	100
“Translating Health Equity to Practice in Communities” YMCA	5/15/2013	OP	30
Town Hall Meeting at Dimension Church/Mayor’s Substance A.	5/16/2013	OP	30
THINKFAST – Cranston East High School	5/16/2013	DNTL/OP	600
Twisted Throttle Open house – Motorcycle Awareness Event	5/18/2013	MC	1,200
RIDOT OHS Statewide Seatbelt Challenge Event	5/18/2013	OP	100
Cranston COZ – Family Safety Event in Garden City	5/18/2013	CPS/OP/DNTL	2,000
It Can Wait – Central Falls High School	5/22/2013	DNTL	400
Extended Learning Opportunity Presentations – Central Falls High School	5/24/2013	OP	100
Seatbelt and CPS Training to students at Dorcas International I.	5/28/2013	OP	25
Health and Nutrition Fair/The Genesis Center	5/29/2013	OP	50
Power of Partnerships – Central Falls HS	5/30/2013	OP	100
Injury Prevention Center/Seatbelt Check Up With Dorcas IIRI	6/6/2013	OP	50
Statewide Seatbelt Challenge Check and Trophy Presentation	6/7/2013	OP	300
March for Jesus and Block Party at the Mansion Park Providence	6/8/2013	OP	25
Training to Child Care Providers at Ready to Learn Providence	6/8/2013	OP	25
Miriam Hospital-Sopkin Auditorium/Lifespan Community Health Advocates	6/11/2013	OP	20
Providence Community Library/Judge for the Seatbelt Bookmark Entries	6/11/2013	OP	20
Elliot Kaminitz Fathers Day Ride	6/16/2013	Ped/Bike and OP	300
Community Action Team Meeting at Family Services	6/19/2013	OP	20
“Reducing Suburban Unrestrained Fatalities” Grant Kickoff	7/2/2013	OP	10
Burrillville PD Press Conference	7/19/2013	DD/Speed	
RI Indian Council Pow Wow/Roger Williams Park	7/20/2013	OP	200
Oasis International/African Bash	7/27/2013	OP	200
Governor’s Bay Day	7/28/2013	OP/DNTL/ Bike/Ped	2,000
MADD TEAM SPIRIT TEXTING LECTURE	7/30/2013	TEXTING	260
Highway Safety Champion Awards @ MADD TeamSpirit	7/31/2013	AL/OP/PT	300
4 th Annual Marine Corp Veterans MC Ride	8/3/2013	MC	400
Motorcycle Safety Foundation – Annual Rider Coach update	8/3/2013	MC	70

Event	Date	Program Area	Number of Attendees
Emancipation Day Celebration/Roger Williams Park	8/4/2013	OP	200
21 st Annual imPossible Dream Charity Motorcycle Run	8/4/2013	MC	200
Central Falls “National Night Out”	8/6/2013	AL/OP	300
East Providence “National Night Out”	8/6/2013	AL/OP	600
Dominican Festival of RI/Parade/Broad St.-Roger Williams Park	8/11/2013	OP	200
National Alcohol Crackdown Press Conference, ** Community College of RI, Flanagan Campus, 1762 Louisquisett Pike, Lincoln 02865, President’s Conference Room	8/15/2013	AL	20
Seatbelt Party “Knight Memorial Library” Providence	8/30/2013	OP	30
Buckle Up RI – Bhutanese Community of RI – AARI	9/15/2013	OP	20
It can wait – North Providence HS	9/19/2013	DD	500
National “Seat Check Saturday,” Roger Williams Park, Providence	9/21/2013	OP	100
Kickoff of 1 st RI CIOT Enforcement Wave Since PBL Made Permanent	9/23/2013	OP	
SAFE A LIFE Program – Roger’s High School Newport	9/23/2013	DD	300
SAFE A LIFE Program – Central Falls High School	9/24/2013	DD	300
SAFE A LIFE Program – Westerly High School	9/25/2013	DD	300
SAFE A LIFE Program – Burrillville High School	9/26/2013	DD	300
SAFE A LIFE Program -Tiverton High School	9/27/2013	DD	300
Bike Safety Event – Thundermist Health Center 180 Providence Street, West Warwick	10/3/2013	Bike Safety	180
Police Chiefs’ Annual Trade Show	10/8/2013	Enforcement	
It can wait – Toll Gate Warwick	10/17/2013	DD	500
Binational Health Week/Guatemalan Consulate Presentation CPS/Seatbelt	10/18/2013	OP	60
Progreso Latino/Seatbelt Safety and CPS Presentation to Parents	10/18/2013	OP	40
Distracted Driving Kickoff	10/21/2013	DD	
Speaking and Booth “Temas Familiares” Juanita SC. H. School	10/26/2013	OP	300
Race Data Community Forum – CCRI Liston Campus, Providence	11/12/2013	TR	30
“It Can Wait” Texting Presentation @ East Greenwich H.S.	11/13/13	DD	200
Race Data Community Forum – Middletown Public Library	11/14/2013	TR	15
The Power of a Healthy Community. Sackett St. Recreation Center	11/16/2013	OP	200
Race Data Community Forum – East Providence City Hall	11/18/2013	TR	30
“It Can Wait” Texting Presentation @Warwick Vets H.S.	11/19/13	DD	200
Newport Bike Friendly Community Event	11/20/2013	PS	50
Thanksgiving Holiday Travel RI CIOT Wave Kickoff	11/25/13	OP	–
“It Can Wait” Texting Presentation @ North Kingstown H.S.	12/11/13	DD	200
Highway Safety/Engineering Presentation – MET School Providence	12/16/13	OP/ID/DD/SP	40
“It Can Wait” Texting Presentation @ North Smithfield H.S.	12/17/13	DD	200
OTC Newport Naval Presentation	12/18/13	AL/OP	200

Event	Date	Program Area	Number of Attendees
Drive Sober or Get Pulled Over Winter Holidays Nat. Crackdown at Providence Police HQ	12/19/13	AL	40
“It Can Wait” Texting Presentation @ Bishop Hendircken H.S. (Warwick)	1/8/14	DD	200
Kickoff Meeting Seatbelt Grant	1/17/14	OP/Seatbelt Grant	15
“It Can Wait” Texting Presentation @ East Providence H.S.	1/28/14	DD	150
MADD TEAM SPIRIT LECTURE	2/1/14	OP/DD/DNTL	65
Distracted Driving Law Enforcement Judicial Training	2/6/14	DD	60
RIDOT FILMING @ Burrillville HS for Texting Campaign	2/6/14	DNTL	15
Martin Luther King Community Center, Newport – Seatbelt Grant	2/14/14	OC/Seatbelt Grant	10
Meeting with Channavy Chhay Center for Southeast Asians	2/18/14	OC/Seatbelt Grant	5
Riverzedge Arts/Seatbelt Grant	2/27/14	OC/Seatbelt Grant	5
RIDOT FILMING @ Central Falls HS for Texting Campaign	2/27/14	DD	5
RI Indian Council Meeting	2/28/14	OC/Seatbelt Grant	5
“It Can Wait” Texting Presentation @ Hope High School (Providence)	2/28/14	DD	200
Oasis International/Meeting Seatbelt Grant	3/3/14	OC/Seatbelt Grant	1
Progreso Laitno/Meeting Seatbelt Grant	3/6/14	OC/Seatbelt Grant	3
“It Can Wait” Texting Presentation @ St. Mary’s Bay View (E Providence)	3/6/14	DD	200
RI Indian Council Seatbelt Open House	3/7/14	OC/Seatbelt Grant	200
CPS Tech Update Safe Kids RI	3/11/14	OC	100
St. Patrick’s Day Designated Driver Press Conference	3/13/14	Designated Driver/AL	50
RI CIOT Wave Kickoff	3/20/14	OP	–
National Distracted Driving Awareness Month	4/1/14	DNTL	–
“It Can Wait” Texting Presentation @ Woonsocket H.S.	4/3/14	DD	200
Management Review Entrance Meeting	4/7/14	All	–
North Kingstown High School Distracted Driving presentation	4/9/14	DD	300
Management Review Exit Meeting	4/11/14	All	–
Safe Kids RI Car Seat Check @Bellini Maternity, Warwick	4/14/14	OP	unknown
“It Can Wait” Texting Presentation @ Cumberland H.S.	4/15/14	DD	200
Marty Fogarty School/Health Fair	4/15/14	OP/Seatbelt Grant	200
Distracted Driving Presentation RIC	4/22/14	DD	50
Safe Kids RI Car Seat Check @Kohl’s Smithfield	4/23/14	OP	5,000
Center for Southeast Asians New Year Celebration at CSEA	4/25/14	OP	unknown
Information Booth/Walgreen’s Pharmacy Elmwood-Prov. Drug Take Back	4/26/14	OP	250
Imagine Walk (The Autism Project) CPS event and Rollover Simulator	4/27/14	OP	4,000
Construction Career Days	4/30/14	DNTL/OP/	800
Construction Career Days	5/1/14	DNTL/OP/	800

Event	Date	Program Area	Number of Attendees
Buckle Up Shuffle Relay – Smithfield High School – Local qualifier	5/2/14	OP	400
St. Paul Church/African Alliance Student’s Presentation on Seatbelt	5/5/14	OP	20
Claiborne Pell Elementary School Walk Safe Assemblies	5/6/14	Ped/Bike and OP	1,200
“It Can Wait” Texting Presentation @ La Salle Academy (Providence)	5/9/14	DD	
Meeting with Staff at the RI Indian Council	5/12/14	OP	5
Safe Kids RI Car Seat Check @The Children’s Workshop, E. Greenwich	5/14/14	OP	unknown
Buckle Up Shuffle Relay – STATEWIDE CONTEST	5/17/14	OP	100
Cranston COZ – Family Safety Event in Garden City	5/17/14	DNTL/OP/ PED/BIKE	2,000
CIOT Night at PawSox	5/17/14	OP	7,000
CIOT Nat. Mobilization Kickoff	5/19/14	OP	unknown
Woonsocket High School – Roll Over Demonstration and Discussion	5/19/14	DNTL/OP	600
Global Rhode Island/RI Foundation	5/19/14	OP	unknown
“It Can Wait” Texting Presentation @ South Kingstown H.S.	5/20/14	DD	200
Safe Kids RI Car Seat Check @The Children’s Workshop, Providence	5/21/14	OP	unknown
Bike Newport RI Press Conference	5/23/14	Ped/Bike and OP	unknown
Twisted Throttle Open House – Motorcycle Awareness Event	5/24/14	Motorcycle	2,000
U.S. Navy Safety Day Event	5/28/14	DNTL/OP/AL	500
“It Can Wait” Texting Presentation @ Ponaganset High School	5/28/14	DD	unknown
Safe Kids RI Car Seat Check @Kohl’s Smithfield	5/28/14	OP	unknown
“It Can Wait” Texting Presentation @ Shea H.S. (Pawtucket)	5/29/14	DD	200
Ella Risk Elementary School/Judge/Seatbelt Grant/Central Falls	5/29/14	OP	unknown
Safe Kids RI Car Seat Check @The Children’s Workshop, Smithfield	6/4/14	OP	unknown
Family Festival/Times 2 Academy School	6/6/14	OP	unknown
Safe Kids RI Car Seat Check @The Children’s Workshop, Westerly	6/7/14	OP	unknown
Ride Your Motorcycle to work day	6/16/14	MC	unknown
Click It Ticket Night @ PawSox, McCoy Stadium	6/17/14	OP	5,000
Safe Kids RI/RIDOT Car Seat Chek @ RIDOT’s Parking Lot	6/21/14	OP	50
RI Antique Fire Apparatus Society Annual Muster, Johnston War Memorial Park, 1583 Hartford Avenue (Rollover Simulator)	6/22/14	OP	unknown
Hanaford Elementary School	6/24/14	Pedestrian	200
Safe Kids RI Car Seat Check @Kohl’s Smithfield	6/25/14		unknown
Car Seat Check Up Event /IPC/ Ready to Learn RIDOT Parking Lot	7/12/14	OP	25
Manton Heights PHA Seatbelt Community Event	7/17/14	OP	200
Safe Kids RI Car Seat Check @Kohl’s Smithfield	7/23/14	OP	unknown
Car Seat Check Up Event /IPC/ Ready to Learn RIDOT Parking Lot	7/26/14	OP	25
National Night Out – East Providence	8/5/14	OP/DD/DNTL	500+
National Night Out – Jenks Park Progreso Latino	8/5/14	OP	500+

Event	Date	Program Area	Number of Attendees
Highway Safety Awards	8/6/14	All	120
Drive Sober or Get Pulled Over National Alcohol Crackdown Kickoff	8/15/14	AL	-
Paw Sox Fan Fest**	8/17/14	OP	
Safe Kids RI Car Seat Check @Kohl's Smithfield	8/27/14	OP	unknown
Preproposal Presentation Seatbelt Grant/Alcohol Impaired Driving	9/16/14	OP	13
Preproposal Presentation Seatbelt Grant/Alcohol Impaired Driving	9/17/14	OP	10
It Can Wait Texting Presentation @ Toll Gate High School, Warwick	9/19/14	DD	200
Safe Kids RI Car Seat Check @Roger Williams Park Zoo, Providence	9/20/14	OP	unknown
Meetings with Police Departments (Providence)	9/24/14	AL/OP/PT/DD	9
Meetings with Police Departments (Tiverton)	9/24/14	AL/OP/PT/DD	8
Meetings with Police Departments (Burrillville)	9/25/14	AL/OP/PT/DD	6
Meetings with Police Departments (West Warwick)	9/25/14	AL/OP/PT/DD	9
Meetings with Police Departments (CCRI Lincoln)	9/26/14	AL/OP/PT/DD	4
Meetings with Police Departments (Barrington)	9/29/14	AL/OP/PT/DD	8
It Can Wait Texting Presentation @ Jacqueline M. Walsh School for the Arts (Pawtucket)	10/2/14	DD	200
It Can Wait Texting Presentation @ Westerly High School	10/15/14	DD	200
It Can Wait Texting Presentation @ Barrington High School	10/23/14	DD	200
It Can Wait Texting Presentation @ Warwick Veterans Memorial High School	10/28/14	DD	200
National Teen Driver Safety Week	10/19/14-10/25/14	DD	
It Can Wait Texting Presentation @ North Kingstown High School	11/13/14	DD	200

OP = Occupant Protection (seat belts). E = Press Event.
 MC = Motorcycle. R= Press Release.
 DNTL = Drive Now Text Later. M=Media Advisory.
 CPS= Child Passenger Safety. K = Press Kit.
 PBL= Primary Belt Law. DD = Distracted Driving.

* Time does not include set up and break down of event

Outside of regular working hours.

** Efforts to reduce incidence of DUI on the Providence club scene by club owners. Visual: Large puzzle of Providence skyline (pieces represent various stakeholders and countermeasures: enforcement, education, designated drivers, club owners) with a piece missing – YOU are the missing piece in solving the Providence club scene DUI puzzle. RI Impaired Driving Task Force to announce chartering of Task Force and that Impaired Driving Plan to be submitted to NHTSA on or before 9/1/13.

6.0 Paid Media

6.1 PAID MEDIA TO SUPPORT HIGH-VISIBILITY TRAFFIC ENFORCEMENT

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

October 2013 to January 2014 Monday Night/Thursday Night Football Package

The primary target audience for this campaign was men between the ages of 18 and 34 years old.

Table 6.1 Details of media buy for Monday Night Football Package
October 2013 to January 2014

	Exposure	Spots	Bonus Spots	Net Cost
Cable	244.0 GRPs	1,298	495	\$25,619.00
Total		1,298		\$25,619.00

October 2013 to April 2014 URI Ryan Center Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

The primary target audience for this campaign was men between the ages of 18 and 34 years old for CIOT and 21 to 34 years old for Impaired Driving.

Table 6.2 Details of media buy for URI Ryan Center Sponsorship
October 2013 to April 2014

	Exposure	Spots	Bonus Spots	Net Cost
Sponsorship	Signage, Radio, Game Day Program, PA Announcements, Web Site billboard and logo, Safety messages, Email blasts, Production of dashers	N/A	N/A	\$16,250.00
Total				\$16,250.00

October 2013 to April 2014 Providence College Sports Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

The primary target audience for this campaign was men between the ages of 18 and 34 years old for CIOT and 21 to 34 years old for Impaired Driving.

Table 6.3 Details of media buy for Providence College Sponsorship Package
October 2013 to April 2014

	Exposure	Spots	Bonus Spots	Net Cost
Sponsorship	Radio Commercials (:60/:10), Season Ticket Booklet, Signage, Logo opportunities, etc.	N/A	N/A	\$11,950.00
Total				\$11,950.00

October 2013 to April 2014 Brown University Sports Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

The primary target audience for this campaign was men between the ages of 18 and 34 years old for CIOT and 21 to 34 years old for Impaired Driving.

Table 6.4 Details of media buy for Brown University Sponsorship Package
October 2013 to April 2014

	Exposure	Spots	Bonus Spots	Net Cost
Sponsorship	Signage, On-Site Opportunities, Web Site and Additional Opportunities, Public Address Announcements, Radio Commercials (:60/:10)	N/A	N/A	\$11,950.00
Total				\$11,950.00

October 2013 to April 2014 Providence Bruins Team Sponsorship (Alcohol-Impaired Driving Enforcement)

The primary target audience for this campaign was men between the ages of 21 and 34 years old.

Table 6.5 Details of media buy for the Providence Bruins Sponsorship Package
October 2013 to April 2014

	Exposure	Spots	Bonus Spots	Net Cost
Sponsorship	Dashboards, Video Scoreboards, PSAs, Scoreboard Panel Ads, Broadcast Advertising, Game Notes Panel, Poster Night, Player/Mascot Appearances, Web Site Player Page Ads, Public Address Announcements, Yearbook Ads	N/A	N/A	\$8,500.00
Total				\$8,500.00

November 2013 to January 2014 Boston Celtic's Sports Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

The primary target audience for this campaign was men between the ages of 18 and 34 years old for CIOT and 21 to 34 years old for Impaired Driving.

Table 6.6 Details of Media Buy for Celtic's Season Sponsorship
November 2013 to January 2014

	Exposure	Spots	Bonus Spots	Net Cost
Radio	2x -:30 pregame; 2x -:30 in game; 2x -:30 post game; opening and closing billboards, 2x -:30 drive to the hoop report, streaming and web site banner	825	95	\$8,288.00
Total		825		\$8,288.00

October 2013 Distracted Driving

The primary target audience for this campaign was adults between the ages of 18 and 24 years old.

Table 6.7 Details of Media Buy for Distracted Driving
October 2013

	Exposure	Spots	Bonus Spots	Net Cost
TV	65.9 GRPs	378	110	\$16,916.70
Radio	266.0 GRPs	249	25	\$3,781.82
Outdoor-bulletin	1,800,000 impressions	N/A	N/A	\$7,000.00
On-line	5,465,879 impressions	N/A	N/A	\$14,900.00
Total				\$42,598.92

November 2013 to December 2014 Click It or Ticket

The primary target audience for this campaign was men between the ages of 18 and 34 years old.

Table 6.8 Details of Media Buy for Click It or Ticket
November 2013 to December 2013

	Exposure	Spots	Bonus Spots	Net Cost
TV	162.0	524	107	\$29,700.00
Radio	134.5	207	46	\$9,396.75
Outdoor-bus kings; bus tails	4,330,000	N/A	2 kings; 2 tails	\$5,000.00
Total			N/A	\$44,096.75

December 2013 Alcohol-Impaired Driving Enforcement Campaign

The primary target audience for this campaign was men between the ages of 21 and 34 years old.

Table 6.9 Details of Media Buy for Alcohol-Impaired Driving
Enforcement Campaign
December 2013

	Exposure	Spots	Bonus Spots	Net Cost
TV	556 GRPs	2,269	540	\$89,670.75
Radio	312.0 GRPs	516	171	\$17,034.00
Outdoor-bus kings; bus tails	12,000,000 impressions	N/A	3 kings; 3 tails	\$14,000.00
Outdoor- bulletins	4,200,000	N/A	N/A	\$17,000.00
On-line	6,397,128	N/A	N/A	\$24,200.00
Total				\$161,904.75

January 2014 Patriots AFC Championship (Alcohol-Impaired Driving Enforcement)

The primary target audience for this campaign was men between the ages of 21 and 34 years old.

**Table 6.10 Details of Media Buy for the Patriots AFC Championship Game
January 2014**

	Exposure	Spots	Bonus Spots	Net Cost
TV	86.0 GRPs	18	17	\$21,250.00
Total		18	17	\$21,250.00

February 2014 Distracted Driving

The primary target audience for this campaign was adults between the age of 18 and 49 years old.

**Table 6.11 Details of Media Buy for Distracted Driving
February 2014**

	Exposure	Spots	Bonus Spots	Net Cost
TV	90.3 GRPs	30	20	\$9,860.00
Radio	108.0 GRPs	124	25	\$8,730.50
Outdoor-bus tails	4,680,000 impressions	N/A	2-week override	\$5,000.00
Newspaper-Providence en Espanol	25,000 circulation	N/A	N/A	\$1,100.00
Total				\$24,690.50

March 2014 Click It or Ticket

The primary target audience for this campaign was men between the age of 18 and 34 years old.

**Table 6.12 Details of Media Buy for Click It or Ticket
March 2014**

	Exposure	Spots	Bonus Spots	Net Cost
TV	73.6 GRPs	294	82	\$16,403.30
Radio	126.4 GRPs	223	74	\$9,155.75
Outdoor-bulletins	4,200,000 impressions	N/A	N/A	\$17,000.00
On-Line	83,555 impressions	N/A	N/A	\$1,500.00
Newspaper-Providence en Espanol	25,000 circulation	N/A	N/A	\$550.00
Total				\$44,609.05

April 2014 Pawtucket Red Sox

The primary target audience for this campaign was men between the age of 18 and 34 years old.

Table 6.13 Details of Media Buy for Pawtucket Red Sox
April 2014

	Exposure	Spots	Bonus Spots	Net Cost
OOH	10'x30' Upper-level Outfield billboard, "Own and Inning" logo placement on RF Outfield video board, Banner placement in Main Entry Tower Lobby, Two messages on the Outfield Message Billboard during each of the 71 home games, Full-page ad in PawSox game program, One :30 spot to be played on the RF video board in the pregame at each of the 71 home games, PA Announcement at conclusion of each home game to "Buckle Up" when driving home (includes logo placement on RF video board)	N/A	N/A	\$25,000.00
Total				\$25,000.00

April 2014 to September 2014 Boston Red Sox Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

The primary target audience for this campaign was men between the age of 18 and 34 years old.

Table 6.14 Details of Media Buy for Boston Red Sox Package on WVEI FM
April 2014 to September 2014

	Exposure	Spots	Bonus Spots	Net Cost
Radio – A.A. (April, June, July, and August)	544.0 GRPs	680	182	\$22,204.00
Radio – Occupant Protection (May and Sept)	233.6 GRPs	292	78	\$10,796.00
Total	777.6 GRPs	972	260	\$33,000.00

April 2014 to September 2014 New York Yankee's Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

The primary target audience for this campaign was men between the age of 18 and 34 years old.

Table 6.15 Details of Media Buy for New York Yankee's Package on WPRV AM
April 2014 to September 2014

	Exposure	Spots	Bonus Spots	Net Cost
Radio – A.A. (April, June, July, and August)	133.2 GRPs	333	0	\$5,189.25
Radio – Occupant Protection (May and Sept)	61.2 GRPs	153	0	\$2,384.25
Total	194.4 GRPs	486	0	\$7,573.50

April 2014 Distracted Driving/Texting

The primary target audience for this campaign was adults between the ages of 18 and 24 years old.

Table 6.16 Details of Media Buy for Distracted Driving
April 2014

	Exposure	Spots	Bonus Spots	Net Cost
TV	41.2 GRPs	100	30	\$3,174.00
Radio	103 GRPs	144	48	\$5,032.00
Outdoor- bulletins	2,100,000 impressions	N/A	N/A	\$8,500.00
On-Line	281,594 impressions	N/A	N/A	\$5,500.00
Total				\$22,206.00

April-May 2014 Motorcycle Awareness

The primary target audience for this campaign was adults between the ages of 18 and 49 years old.

Table 6.17 Details of Media Buy for Motorcycle Awareness
April to May 2014

	Exposure	Spots	Bonus Spots	Net Cost
TV	93.4 GRPs	143	35	\$13,069.60
Radio	129.6 GRPs	164	35	\$9,243.75
Outdoor-bulletins	2,400,000 impressions	N/A	N/A	\$11,000.00
Total				\$33,313.35

May 2014 Click It or Ticket Campaign

The primary target audience for this campaign was men between the ages of 18 and 34 years old.

Table 6.18 Details of Media Buy for Click It or Ticket
May 2014

	Exposure	Spots	Bonus Spots	Net Cost
TV	358.0 GRPs	964	80	\$50,648.95
Radio	291.4 GRPs	524	110	\$21,896.00
Outdoor-bulletins	4,200,000 impressions	N/A	N/A	\$16,000.00
Outdoor-bus kings; bus tails	7,540,000 impressions	N/A	N/A	\$9,000.00
On-Line	12,816,526 impressions	N/A	N/A	\$39,202.41
Newspaper-Providence en Espanol	25,000 circulation	N/A	N/A	\$550.00
Total				\$137,297.36

June 2014 Motorcycle Awareness - All the Gear, All the Time

The primary target audience for this campaign was men between the ages of 25 and 54 years old.

Table 6.19 Details of Media Buy for All the Gear
All the Time, June 2013

	Exposure	Spots	Bonus Spots	Net Cost
TV	49.2 GRPs	89	N/A	\$12,375.00
Radio	105.1	101	23	\$6,579.00
Total				\$18,954.00

June 2014 to August 2014 WBRU Summer Concert Series (Motorcycle Alcohol Awareness)

The primary target audience for this campaign was adults between the ages of 18 and 34 years old.

Table 6.20 Details of Media Buy for Motorcycle Awareness WBRU Summer Concert Series Sponsorship
June to August 2014

	Exposure	Spots	Bonus Spots	Net Cost
Radio	Sponsor On Air and On Site	N/A	N/A	\$13,218.00
Total				\$13,218.00

July 2014 Speed Enforcement

The primary target audience for this campaign was men between the ages of 18 and 34 years old.

Table 6.21 Details of Media Buy for Speed Enforcement
July 2014

	Exposure	Spots	Bonus Spots	Net Cost
TV	344 GRPs	1,724	330	\$72,851.80
Radio	300.2 GRPs	634	116	\$25,372.50
Outdoor - Bulletin	2,100,000 impressions	N/A	N/A	\$8,600.00
Outdoor- Movie Theaters	340,000 impressions	N/A	N/A	\$12,842.00
On-line	1,017.491 impressions	N/A	N/A	\$23,160.00
Total				\$142,826.30

August 2014 to September 2014 High School Ticket Backs Occupant Protection

Table 6.22 Details of the Buy for High School Ticket Backs at Rhode Island High Schools
August to September 2014

	Exposure	Spots	Bonus Spots	Net Cost
Ticket Backs	1,354,500 tickets			\$44,000.00
Total				\$44,000.00

August 2014 to September 2014 Alcohol-Impaired Driving Enforcement (Auto)

The primary target audience for this campaign was men between the ages of 21 and 49 years old.

Table 6.23 Details of Media Buy for Alcohol-Impaired Driving Enforcement
August 2014 to September 2014

	Exposure	Spots	Bonus Spots	Net Cost
TV	522.0 GRPs	1,592	255	\$76,298.55
Radio	487.8 GRPs	1,021	261	\$36,136.05
Outdoor – Bulletin	4,200,000 impressions	N/A	N/A	\$20,700.00
Outdoor – bus kings; bus tails	7,800,000 impressions	N/A	N/A	\$13,500.00
Outdoor-Movie Theaters	510,000 impressions	N/A	N/A	\$31,074.00
On-line	651,679 impressions	N/A	N/A	\$22,453.60
Total				\$200,162.20

August 2014 to September 2014 Alcohol-Impaired Riding Enforcement (Motorcycle)

The primary target audience for this campaign was men between the ages of 21 and 49 years old.

Table 6.24 Details of media buy for Alcohol-Impaired Riding Enforcement
August 2014 to September 2014

	Exposure	Spots	Bonus Spots	Net Cost
TV	292.0 GRPs	651	100	\$39,988.25
Radio	451.2 GRPs	514	112	\$26,830.25
Outdoor – Bulletin	5,600,000 impressions	N/A	N/A	\$28,300.00
Total				\$95,118.50

September 2014 Child Passenger Safety

The primary target audience for this campaign was women between the ages of 18 and 49 years old.

Table 6.25 Details of Media Buy for Child Passenger Safety
September 2014

	Exposure	Spots	Bonus Spots	Net Cost
Outdoor – Bulletin	2,100,000 impressions	N/A	N/A	\$10,350.00
On-line	1,701,715 impressions	N/A	N/A	\$15,300.00
Total				\$25,650.00

7.0 Financial Summary

Table 7.1 Highway Safety Program Cost Summary

Funding Sources	Description	Total	Expenditures	Balance
Planning and Administration				
PA-2014-14-01-00	Office Supplies	\$10,303.86	\$6,751.44	\$3,552.42
PA-2014-14-02-00	GHSA Membership	\$6,200.00	\$6,136.00	\$64.00
PA-2014-14-03-00	Travel and Training	\$22,850.00	\$14,175.27	\$8,674.73
PA-2014-14-04-00	HSP and AER Preparation – Cambridge	\$56,600.00	\$56,128.80	\$471.20
PA-2014-14-05-00	Audit Fees	\$2,700.00	\$1,224.92	\$1,475.08
PA-2014-14-06-00	Office Equipment	\$7,250.00	\$5,153.34	\$2,096.66
Planning and Administration Total		\$105,903.86	\$89,569.77	\$16,334.09
Alcohol				
AL-2014-14-01-00	RI State Police (RISP) “Drive Sober or Get Pulled Over”	\$2,375.00	\$1,177.08	\$1,197.92
AL-2014-14-02-00	State Agencies (HEALTH) – Traffic Safety Coordinator	\$108,500.00	\$108,128.19	\$371.81
AL-2014-14-03-00	Standardized Field Sobriety Testing Assessment	\$8,500.00	\$0.00	\$8,500.00
AL-2014-14-04-00	Incentive Rewards Program (“Chief’s Challenge”)	\$3,400.00	\$940.42	\$2,459.58
AL-2014-14-05-00	ThinkFast Interactive High School Education Program	\$13,750.00	\$0.00	\$13,750.00
AL-2014-14-06-00	MADD Youth Educator and Influencer Program	\$32,583.50	\$29,529.55	\$3,053.95
AL-2014-14-07-00	Salaries	\$44,698.50	\$28,421.50	\$16,277.00
Alcohol Total		\$213,807.00	\$168,196.74	\$45,610.26
Motorcycle Safety				
MC-2014-14-01-00	Mobile Motorcycle Outreach Training Support	\$2,700.00	\$0.00	\$2,700.00
MC-2014-14-02-00	Resource Center (MC)	\$19,250.00	\$0.00	\$19,250.00
MC-2014-14-03-00	Police Motorcycle Training	\$14,250.00	\$0.00	\$14,250.00
MC-2014-14-05-00	Salaries	\$25,600.00	\$19,476.63	\$6,123.37
Motorcycle Safety Total		\$61,800.00	\$19,476.63	\$42,323.37

Funding Sources	Description	Total	Expenditures	Balance
Occupant Protection				
OP-2014-14-01-00	Incentive Rewards Program (“Chief’s Challenge”)	\$1,800.00	\$748.78	\$1,051.22
OP-2014-14-02-00	Rhode Island State Police (RISP) “Click It Or Ticket”	\$12,250.00	\$11,662.00	\$588.00
OP-2014-14-03-00	Rhode Island State Police (RISP) Child Passenger Safety	\$1,950.00	\$1,448.50	\$501.50
OP-2014-14-04-00	CIOT Observational Surveys	\$96,800.00	\$96,666.22	\$133.78
OP-2014-14-05-00	Resource Center (OP)	\$17,500.00	\$16,000.00	\$1,500.00
OP-2014-14-06-00	Municipalities “Click It Or Ticket” Law Enforcement	\$153,700.00	\$147,438.79	\$6,261.21
OP-2014-14-07-00	Municipalities Child Passenger Safety (CPS)	\$106,000.00	\$105,709.89	\$290.11
OP-2014-14-08-00	Seat Belt Series – Statewide Seatbelt Challenge	\$14,250.00	\$446.22	\$13,803.78
OP-2014-14-09-00	ThinkFast Interactive High School Education	\$2,150.00	\$0.00	\$2,150.00
OP-2014-14-10-00	MADD Youth Educator and Influencer Program	\$18,483.50	\$17,496.81	\$986.69
OP-2014-14-11-00	Salaries	\$238,575.59	\$225,135.28	\$13,440.31
Occupant Protection Total		\$663,459.09	\$622,752.49	\$40,706.60
Pedestrian/Bicycle Safety				
PS-2014-14-01-00	Resource Center (PS)	\$13,893.04	\$6,650.00	\$7,243.04
PS-2014-14-02-00	Safe Communities Partnership Cranston Child Opportunity Zone	\$37,250.00	\$36,286.50	\$963.50
PS-2014-14-03-00	Statewide Bike/PED Safety Day	\$14,500.00	\$13,356.92	\$1,143.08
PS-2014-14-04-00	Aquidneck Island Bike Safety Initiative	\$12,250.00	\$12,050.00	\$200.00
PS-2014-14-05-00	Salaries	\$11,000.00	\$10,648.09	\$351.91
Pedestrian/Bicycle Safety Total		\$88,893.04	\$78,991.51	\$9,901.53

Funding Sources	Description	Total	Expenditures	Balance
Police Traffic Services				
PT-2014-14-01-00	Law Enforcement Highway Safety Training	\$21,732.98	\$20,402.51	\$1,330.47
PT-2014-14-02-00	Municipalities Speed Enforcement	\$231,750.00	\$231,600.45	\$149.55
PT-2014-14-03-00	RI State Police (RISP) Speed Enforcement	\$90,750.00	\$90,108.73	\$641.27
PT-2014-14-04-00	State Agencies – URI Speed Enforcement	\$2,000.00	\$0.00	\$2,000.00
PT-2014-14-05-00	Municipalities Speed Alert Display Boxes	\$18,750.00	\$14,000.00	\$4,750.00
PT-2014-14-06-00	Resource Center (PT)	\$5,000.00	\$0.00	\$5,000.00
PT-2014-14-07-00	State Agencies RI Municipal Police Academy Radar Units	\$1,100.00	\$0.00	\$1,100.00
PT-2014-14-08-00	RI State Police (RISP) Radar Units Speed Enforcement	\$148,750.00	\$147,186.00	\$1,564.00
PT-2014-14-09-00	State Agencies – URI Radar Units Speed Enforcement	\$2,800.00	\$0.00	\$2,800.00
PT-2014-14-10-00	Municipalities Radar Units Speed Enforcement	\$155,326.53	\$153,894.00	\$1,432.53
PT-2014-14-11-00	National Nights Out Safety Events	\$550.00	\$0.00	\$550.00
PT-2014-14-12-00	Salaries	\$58,700.00	\$58,417.07	\$282.93
PT-2014-14-13-00	Traffic Stop Complaint/Commendation Brochure	\$7,750.00	\$0.00	\$7,750.00
PT-2014-14-14-00	Municipalities Portable VMS	\$5,437.50	\$5,263.00	\$174.50
Police Traffic Services Total		\$750,397.01	\$720,871.76	\$29,525.25
Traffic Records				
TR-2014-14-01-00	Salaries	\$95,471.27	\$95,316.18	\$155.09
Traffic Records Total		\$95,471.27	\$95,316.18	\$155.09
Accident Investigation				
AI-2014-14-01-00	Rhode Island State Police (RISP) Collision Reconstruction Unit	\$5,000.00	\$4,923.00	\$77.00
Accident Investigation Total		\$5,000.00	\$4,923.00	\$77.00
Safe Communities				
SA-2014-14-01-00	Safe Communities Partnership – Woonsocket	\$47,007.44	\$46,577.79	\$429.65
Safe Communities Total		\$47,007.44	\$46,577.79	\$429.65

Funding Sources	Description	Total	Expenditures	Balance
Paid Advertising				
PM-2014-14-01-00	Media Paid (OP)	\$265,331.89	\$260,772.56	\$4,559.33
PM-2014-14-02-00	Media Creative (OP)	\$7,750.00	\$350.00	\$7,400.00
PM-2014-14-03-00	Media Paid (PT)	\$12,650.00	\$0.00	\$12,650.00
PM-2014-14-04-00	Media Creative (PT)	\$90,000.00	\$89,474.07	\$525.93
PM-2014-14-05-00	Media Paid (YD)	\$3,000.00	\$0.00	\$3,000.00
Paid Advertising Total		\$378,731.89	\$350,596.63	\$28,135.26
NHTSA 402 Total		\$2,410,470.60	\$2,197,272.50	\$213,198.10
405 OP SAFETEA-LU				
K2-2014-14-01-00	Municipalities Child Passenger Safety (CPS)	\$10,500.79	\$10,500.79	\$0.00
K2-2014-14-02-00	Audit Fees	\$32.07	\$32.07	\$0.00
K2-2014-14-03-00	Salaries	\$7,283.37	\$7,280.00	\$3.37
405 Occupant Protection Total		\$17,816.23	\$17,812.86	\$3.37
405 OP SAFETEA-LU Total		\$17,816.23	\$17,812.86	\$3.37
NHTSA 406				
K4PA-2014-14-01-00	Audit Fees	\$0.00	\$0.00	\$0.00
406 Planning and Administration Total		\$0.00	\$0.00	\$0.00
406 Safety Belts Paid Media				
K4PM-2014-00-00-00	Media Paid (PT)	\$150,000.00	\$149,645.44	\$354.56
406 Safety Belts Paid Media Total		\$150,000.00	\$149,645.44	\$354.56
406 Occupant Protection				
K4OP-2014-14-01-00	Seatbelt Education and Statewide Public Outreach Initiative	\$570,061.98	\$522,047.20	\$48,014.78
406 Occupant Protection Total		\$570,061.98	\$522,047.20	\$48,014.78
406 Police Traffic Services				
K4PT-2014-14-01-00	Cranston PD Motorcycles HVE Unit, Equipment	\$20,000.00	\$19,998.07	\$1.93
406 Police Traffic Services Total		\$20,000.00	\$19,998.07	\$1.93

Funding Sources	Description	Total	Expenditures	Balance
406 Traffic Records				
K4TR-2014-14-01-00	Analysis of Vulnerable Road Users' Serious Injury Crashes	\$45,000.00	\$43,976.00	\$1,024.00
406 Traffic Records Total		\$45,000.00	\$43,976.00	\$1,024.00
406 Roadway Safety				
K4RS-2014-14-01-00	Northeast Traffic Safety Conference	\$16,805.00	\$16,805.00	\$0.00
406 Roadway Safety Total		\$16,805.00	\$16,805.00	\$0.00
406 Special Occupant Protection				
K4SO-2014-14-01-00	Pediatric Practice Child Passenger Safety (CPS)	\$8,000.00	\$0.00	\$8,000.00
406 Special Occupant Protection Total		\$8,000.00	\$0.00	\$8,000.00
NHTSA 406 Total		\$809,866.98	\$752,471.71	\$57,395.27
408 Data Program SAFETEA-LU				
K9-2014-14-01-00	Traffic Records Coordinator	\$15,000.00	\$4,554.28	\$10,445.72
K9-2014-14-02-00	Local Law Enforcement Traffic Records Equipment	\$76,500.00	\$0.00	\$76,500.00
K9-2014-14-03-00	Providence Brought Into E-Citation	\$36,192.00	\$0.00	\$36,192.00
K9-2014-14-04-00	Data Collection, Analysis, and Recommend	\$150,000.00	\$99,523.00	\$50,477.00
K9-2014-14-05-00	Enterprise LRS and Road Inventory Implementation	\$368,283.10	\$4,350.00	\$363,933.10
K9-2014-14-06-00	State Agencies – RI Traffic Tribunal (RI Scanning Backlogged)	\$4,000.00	\$0.00	\$4,000.00
K9-2014-14-07-00	TRCC Consultant Services	\$68,000.00	\$37,000.00	\$31,000.00
K9-2014-14-08-00	State Agencies – DEM and URI E-Citation Equipment	\$119,108.00	\$94,058.00	\$25,050.00
K9-2014-14-09-00	State Agencies – DOH Data Integration	\$50,400.00	\$45,600.00	\$4,800.00
K9-2014-14-10-00	Crash Report Revision 2013	\$9,000.00	\$3,640.00	\$5,360.00
K9-2014-14-11-00	Travel and Training	\$5,000.00	\$1,413.66	\$3,586.34
K9-2014-14-12-00	Salaries	\$157,500.00	\$154,688.51	\$2,811.49
K9-2014-14-13-00	Audit Fees	\$700.00	\$240.95	\$459.05
K9-2014-14-14-00	MIRE Data Collection	\$253,100.00	\$118,752.72	\$134,347.28
K9-2014-14-15-00	Race Data Collection Maintenance Agreement	\$11,324.00	\$5,324.00	\$6,000.00
K9-2014-14-16-00	Hospital/Crash Data Linkage	\$31,484.00	\$31,484.00	\$0.00
408 Data Program Incentive Total		\$1,355,591.10	\$600,629.12	\$754,961.98
408 Data Program SAFETEA-LU Total		\$1,355,591.10	\$600,629.12	\$754,961.98

Funding Sources	Description	Total	Expenditures	Balance
410 Alcohol SAFETEA-LU				
K8-2014-14-01-00	SFST Checklist Clipboards	\$4,000.00	\$3,616.16	\$383.84
K8-2014-14-02-00	Impaired Driving Sports Marketing	\$3,000.00	\$0.00	\$3,000.00
K8-2014-14-03-00	State Agencies – URI “Drive Sober or Get Pulled Over”	\$2,000.00	\$0.00	\$2,000.00
K8-2014-14-04-00	Municipalities “Drive Sober or Get Pulled Over”	\$101,200.00	\$93,238.86	\$7,961.14
K8-2014-14-05-00	Municipalities Impaired Driving – DRE	\$9,800.00	\$587.25	\$9,212.75
K8-2014-14-06-00	Law Enforcement Highway Safety Training Coordinator	\$107,000.00	\$87,482.06	\$19,517.94
K8-2014-14-07-00	MADD Court Monitoring	\$19,000.00	\$16,034.16	\$2,965.84
K8-2014-14-08-00	State Agencies Attorney General (AG) Traffic Safety Resource	\$108,000.00	\$102,350.33	\$5,649.67
K8-2014-14-09-00	RI State Police (RISP) Drive Sober or Get Pulled Over”	\$22,000.00	\$2,216.11	\$19,783.89
410 Alcohol SAFETEA-LU Total		\$376,000.00	\$305,524.93	\$70,475.07
410 Alcohol Planning and Administration				
K8PA-2014-14-01-00	Salaries	\$86,500.00	\$86,391.67	\$108.33
K8PA-2014-14-02-00	Audit Fees	\$500.00	\$451.72	\$48.28
410 Alcohol Planning and Administration Total		\$87,000.00	\$86,843.39	\$156.61
410 Alcohol SAFETEA-LU Paid Media				
K8PM-2014-14-01-00	Media Paid(AL)	\$372,935.24	\$366,216.00	\$6,719.24
Total		\$372,935.24	\$366,216.00	\$6,719.24
410 Alcohol SAFETEA-LU Total		\$835,935.24	\$758,584.32	\$77,350.92
2010 Motorcycle Safety				
K6-2014-14-01-00	Media Paid (MC)	\$122,306.96	\$120,617.86	\$1,689.10
K6-2014-14-02-00	Exeter	\$0.00	\$0.00	\$0.00
K6-2014-14-03-00	Audit Fees	\$300.00	\$60.33	\$239.67
2010 Motorcycle Safety Incentive Total		\$122,606.96	\$120,678.19	\$1,928.77
2010 Motorcycle Safety Total		\$122,606.96	\$120,678.19	\$1,928.77

Funding Sources	Description	Total	Expenditures	Balance
2011 Child Seats				
K3-2014-14-01-00	Car Seat Distribution/CPS Education for Low Income Families	\$61,047.62	\$55,893.22	\$5,154.40
K3-2014-14-02-00	Audit Fees	\$150.00	\$55.92	\$94.08
K3-2014-14-03-00	RI Safe Kids CPS Tech Certification Course	\$7,598.00	\$7,039.39	\$558.61
2011 Child Seat Incentive Total		\$68,795.62	\$62,988.53	\$5,807.09
2011 Paid Media				
K3PM-2014-14-01-00	Media Paid (CPS)	\$47,500.00	\$26,149.81	\$21,350.19
2011 Paid Media Total		\$47,500.00	\$26,149.81	\$21,350.19
2011 Child Seats Total		\$116,295.62	\$89,138.34	\$27,157.28
164 Transfer Funds				
164PA-2014-14-01-00	Audit Fees	\$35,556.22	\$1,990.10	\$33,566.12
164 Planning and Administration Total		\$35,556.22	\$1,990.10	\$33,566.12
164 Alcohol				
164AL-2014-14-01-00	RI State Police (RISP) "Drive Sober or Get Pulled Over"	\$158,555.97	\$139,000.00	\$19,555.97
164AL-2014-14-02-00	Law Enforcement Highway Safety Training	\$82,000.00	\$34,642.46	\$47,357.54
164AL-2014-14-03-00	Municipalities "Drive Sober or Get Pulled Over"	\$211,660.59	\$190,438.22	\$21,222.37
164AL-2014-14-04-00	State Agencies – URI Impaired Driving	\$28,000.00	\$0.00	\$28,000.00
164AL-2014-14-05-00	Zero Fatalities Project	\$35,000.00	\$670.00	\$34,330.00
164AL-2014-14-06-00	Exeter	\$105,556.22	\$0.00	\$105,556.22
164AL-2014-14-07-00	Alcohol Survey	\$40,000.00	\$11,844.67	\$28,155.33
164AL-2014-14-09-00	Resource Center (AL)	\$45,000.00	\$4,997.76	\$40,002.24
164AL-2014-14-10-00	State Agencies (HEALTH) – Preliminary Breath Testing and Intoxilyzer 9000's Implementation	\$124,000.00	\$47,932.12	\$76,067.88
164AL-2014-14-11-00	State Agencies (HEALTH) – Traffic Safety Resource Forensic Toxicologist	\$45,000.00	\$5,110.05	\$39,889.95
164 Alcohol Total		\$874,772.78	\$434,635.28	\$440,137.50

Funding Sources	Description	Total	Expenditures	Balance
164 Paid Media				
164PM-2014-14-01-00	Creative Media	\$336,792.04	\$.00	\$336,792.04
164 Paid Media Total		\$336,792.04	\$.00	\$336,792.04
164 Hazard Elimination				
164HE-2014-14-01-00	Hazard Elimination Program	\$5,884,893.53	\$3,408,125.12	\$2,476,768.41
164 Hazard Elimination Total		\$5,884,893.53	\$3,408,125.12	\$2,476,768.41
164 Transfer Funds Total		\$7,132,014.57	\$3,844,750.50	\$3,287,264.07
MAP 21 405b OP Low				
M2HVE-2014-14-02-00	Municipalities "Click It or Ticket" Law Enforcement	\$124,000.00	\$46,102.22	\$77,897.78
M2HVE-2014-14-03-00	State Agencies -URI "Click It or Ticket" Law Enforcement	\$5,000.00	\$.00	\$5,000.00
M2HVE-2014-14-04-00	Audit Fees	\$1,400.00	\$266.10	\$1,133.90
M2HVE-2014-14-05-00	Salaries	\$152,000.00	\$112,919.16	\$39,080.84
M2HVE-2014-14-06-00	Rhode Island State Police (RISP) "Click It or Ticket" Law Enforcement	\$10,000.00	\$.00	\$10,000.00
405b Low HVE Total		\$292,400.00	\$159,287.48	\$133,112.52
405b Low Training				
M2TR-2014-14-01-00	Law Enforcement Highway Safety Training	\$78,000.00	\$19,131.82	\$58,868.18
405b Low Training Total		\$78,000.00	\$19,131.82	\$58,868.18
405b Low Public Education				
M2PE-2014-14-01-00	Media Paid (OP)	\$110,749.40	\$86,129.12	\$24,620.28
M2PE-2014-14-02-00	Occupant Protection Sports Marketing	\$100,000.00	\$.00	\$100,000.00
M2PE-2014-14-03-00	CIOT DMV Intercept Survey	\$65,000.00	\$20,028.67	\$44,971.33
M2PE-2014-14-04-00	Rhode Island State Police (RISP) – Rollover Simulator	\$77,000.00	\$30,045.91	\$46,954.09
M2PE-2014-14-05-00	Municipalities Child Passenger Safety (CPS)	\$45,000.00	\$7,587.92	\$37,412.08
M2PE-2014-14-06-00	CIOT Observational Surveys	\$61,712.00	\$39,010.44	\$22,701.56
M2PE-2014-14-07-00	Registration Fees for Community Based Organizations	\$15,000.00	\$85.00	\$14,915.00
M2PE-2014-14-08-00	Think Fast Interactive High School Education Program	\$15,000.00	\$.00	\$15,000.00
M2PE-2014-14-09-00	Seat Belt Series Statewide Seatbelt Challenge	\$5,000.00	\$.00	\$5,000.00
405b Low Public Education Total		\$494,461.40	\$182,887.06	\$311,574.34

Funding Sources	Description	Total	Expenditures	Balance
405b Low Community CPS Services				
M2CPS-2014-14-01-00	Pediatric Practice Child Passenger Safety	\$15,000.00	\$7,630.39	\$7,369.61
Total		\$15,000.00	\$7,630.39	\$7,369.61
MAP 21 405b OP Low Total		\$879,861.40	\$368,936.75	\$510,924.65
MAP 21 405c Data Program				
M3DA-2014-14-01-00	Providence Brought Into E-Citation	\$98,808.00	\$.00	\$98,808.00
M3DA-2014-14-02-00	Traffic Records Coordinator	\$67,000.00	\$.00	\$67,000.00
M3DA-2014-14-03-00	Model Inventory of Roadway Elements (MIRE)	\$291,107.47	\$.00	\$291,107.47
M3DA-2014-14-04-00	Crash Coordinates via RMS	\$216,936.08	\$46,170.00	\$170,766.08
M3DA-2014-14-05-00	Local Law Enforcement Traffic Records Equipment	\$62,000.00	\$.00	\$62,000.00
M3DA-2014-14-06-00	Audit Fees	\$861.43	\$23.10	\$838.33
M3DA-2014-14-07-00	Enterprise LRS and Road Inventory Implementation	\$62,000.00	\$.00	\$62,000.00
405c Data Program Total		\$798,712.98	\$46,193.10	\$752,519.88
MAP 21 405c Data Program Total		\$798,712.98	\$46,193.10	\$752,519.88
MAP 21 405d Impaired Driving Mid				
M5IDC-2014-14-01-00	Salaries	\$94,100.00	\$93,220.52	\$879.48
405d Mid ID Coordinator Total		\$94,100.00	\$93,220.52	\$879.48
405d Mid BAC Testing/Reporting				
M5BAC-2014-14-01-00	Municipalities Impaired Driving – Intoxilyzers	\$344,400.00	\$289,163.40	\$55,236.60
M5BAC-2014-14-02-00	RI State Police (RISP) Portable Breath Testing Units	\$428,500.00	\$52,939.56	\$375,560.44
M5BAC-2014-14-03-00	State Agencies (HEALTH) – Intoxilyer 9000 Pilot Program	\$314,087.74	\$260,983.47	\$53,104.27
405d Mid BAC Testing/Reporting Total		\$1,086,987.74	\$603,086.43	\$483,901.31

Funding Sources	Description	Total	Expenditures	Balance
405d Mid Paid/Earned Media				
M5PEM-2014-14-01-00	Media Creative (AL)	\$281,500.00	\$86,432.09	\$195,067.91
M5PEM-2014-14-02-00	Media Paid (AL)	\$331,500.00	\$137,379.19	\$194,120.81
M5PEM-2014-14-03-00	Audit Fees	\$686.49	\$488.32	\$198.17
M5PEM-2014-14-04-00	Paid Media (AL)	\$181,500.00	\$0.00	\$181,500.00
M5PEM-2014-14-06-00	Think Fast Interactive High School Education Program	\$50,000.00	\$0.00	\$50,000.00
405d Mid Paid/Earned Media Total		\$845,186.49	\$224,299.60	\$620,886.89
405d Mid Other Based on Problem ID				
M5OT-2014-14-01-00	MADD Designated Driver Program	\$126,500.00	\$0.00	\$126,500.00
M5OT-2014-14-02-00	RI Impaired Driving Task Force Coordinator	\$25,000.00	\$0.00	\$25,000.00
M5OT-2014-14-03-00	Law Enforcement Highway Safety Training	\$30,000.00	\$0.00	\$30,000.00
Total		\$181,500.00	\$0.00	\$181,500.00
MAP 21 405d Impaired Driving Mid Total		\$2,207,774.23	\$920,606.55	\$1,287,167.68
MAP 21 405e Distracted Driving				
M8PE-2014-14-01-00	ThinkFast Interactive High School Education Program	\$33,416.20	\$113.28	\$33,302.92
M8PE-2014-14-02-00	MADD Youth Educator and Influencer Program	\$41,666.00	\$39,172.53	\$2,493.47
M8PE-2014-14-03-00	SIDNE Overtime and Supplies	\$16,000.00	\$11,500.96	\$4,499.04
M8PE-2014-14-04-00	Community Based Distracted Driving Education	\$53,000.00	\$0.00	\$53,000.00
M8PE-2014-14-05-00	Distracted Driving Public Education Camp	\$103,542.04	\$97,693.86	\$5,848.18
405e Public Education Total		\$247,624.24	\$148,480.63	\$99,143.61
405e DD Law Enforcement				
M8DDLE-2014-14-01-00	Municipalities Drive Now Text Later DD L	\$65,000.00	\$46,076.70	\$18,923.30
M8DDLE-2014-14-02-00	State Agencies RISP Drive Now Text Later	\$40,000.00	\$6,648.02	\$33,351.98
405e DD Law Enforcement Total		\$105,000.00	\$52,724.72	\$52,275.28

Funding Sources	Description	Total	Expenditures	Balance
405e Driver Licensing				
M8*DL-2014-14-01-00	DMV Update to the Driver Licensing Exam	\$9,000.00	\$8,311.00	\$689.00
405e Driver Licensing Total		\$9,000.00	\$8,311.00	\$689.00
405e Paid Advertising				
M8*PM-2014-14-01-00	Media Paid (DD)	\$97,457.96	\$0.00	\$97,457.96
405e Paid Advertising Total		\$97,457.96	\$0.00	\$97,457.96
MAP 21 405e Distracted Driving Total		\$459,082.20	\$209,516.35	\$249,565.85
MAP 21 405f Motorcycle Programs				
M9MA-2014-14-01-00	Mobile Motorcycle Outreach Training Unit	\$19,304.89	\$0.00	\$19,304.89
M9MA-2014-14-02-00	Media Paid (MC/AL)	\$50,000.00	\$46,482.89	\$3,517.11
M9MA-2014-14-03-00	Audit Fees	\$100.00	\$7.99	\$92.01
405f Motorcyclist Awareness Total		\$69,404.89	\$46,490.88	\$22,914.01
MAP 21 405f Motorcycle Programs Total		\$69,404.89	\$46,490.88	\$22,914.01
NHTSA Total		\$17,215,433.00	\$9,973,081.17	\$7,242,351.83
Total		\$17,215,433.00	\$9,973,081.17	\$7,242,351.83