

State of Tennessee

2013

ANNUAL REPORT

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Governor's Highway Safety Office

Bill Haslam
Governor of Tennessee

John Schroer
Department of Transportation Commissioner
Tennessee Department of Transportation

Kendell Poole
Director
Governor's Highway Safety Office

TENNESSEE STATE GOVERNMENT
DEPARTMENT OF TRANSPORTATION



HIGHWAY SAFETY PERFORMANCE PLAN
ANNUAL REPORT
FEDERAL FISCAL YEAR 2013

“Our mission is to develop, execute, and evaluate programs to reduce the number of fatalities, injuries, and related economic losses resulting from traffic crashes on Tennessee roadways.”

Governor’s Highway Safety Office
James K. Polk Building, Suite 1800
505 Deaderick Street
NASHVILLE, TENNESSEE 37243-0349
Phone: (615) 741-2589 Fax: (615) 253-5523

Executive Summary

As the Federal Fiscal Year (FFY) 2013 Highway Safety Performance Plan was being planned and subsequently implemented, providing the most effective and safest highways was of importance. The State of Tennessee strived during the FFY 2012-13 to enhance its safety programs (education, enforcements, and emergency management services) to ensure highway safety.

The funding levels in the basic 402 programs remained much the same for the FFY 2011-12. Uncertainty in the funding levels for specialized program areas required the Tennessee Governor's Highway Safety Office (GHSO) to maintain a conservative budget approach throughout the year.

Considering the high population growth rate in Tennessee, including minority populations, we implemented projects both in rural and urban areas throughout this very diverse state.

The program areas we focused on included:

- Occupant Protection
- Impaired Driving
- Youth Drivers
- Police Traffic Services
- Traffic Records
- Motorcycle Safety
- Safe Communities
- Emergency Medical Services

A total of 479 grant proposals (259 regular and 220 High Visibility) were received from state, local agencies and not-for-profit organizations. GHSO awarded 405 grants (202 program grants and 203 high visibility grants) to law enforcement and its other related agencies and entities. These grants cover 95 counties and over a dozen media contracts for proven, result-driven programs and projects in the areas of alcohol and other drugs, occupant protection, traffic records, police traffic services, and safe communities. These funds also provided resources for state and local law enforcement to substantially strengthen their enforcement and educational programs.

Obstacles and problems in the traffic safety area tend to be the same from year to year. The state, city, and county law enforcement agencies have all suffered with budget decreases in recent years. In many cases, this has resulted in fewer officers. However, it did not create a significant impact on Tennessee's Highway Safety Program in FFY2012-13. GHSO saw a slightly increased observed seat belt use rate of 84.82%.

Overall, the Tennessee law enforcement community and the public identify with and support the efforts we at GHSO are providing for the highway traffic safety programs. Evidence strongly supports that the combination of paid and earned media and increased enforcement can have a significant impact on improving driver behavior.

Introduction

The Tennessee Highway Safety Office is pleased to present the Annual Report on our activities for Federal Fiscal Year 2013. The Mission Statement in our FFY 2013 Highway Safety Performance Plan served as the keystone for our highway safety planning efforts, and assisted us in establishing the following goals and objectives:

Goals:

- To decrease traffic fatalities from the 2011 calendar base year of 946 to fewer than 900 by December 31, 2013.
- To decrease serious traffic injuries from the 2011 calendar base year of 6,294 to 6,200 by December 31, 2013.
- To decrease fatalities/VMT from the 2011 calendar base year of 1.46 to 1.30 by December 31, 2013.

We developed the following principles to carry out the highway safety functions.

- Improve the traffic safety environment in the local law enforcement agencies' jurisdiction communities.
- Promote highway safety programs throughout the year, especially during summer and long-weekend periods.
- Provide information and education to various Tennessee state organizations engaged in highway safety.
- Coordinate Traffic Records Coordinating Committee for improving vehicle crash data collection.
- Encourage staff members to engage in a personal development plan.

Based on the above goal we had developed objectives for the various program emphasis areas of the Highway Safety Performance Plan. These objectives helped the program management team in developing performance measures and related action plans, and subsequently the FFY 2013 TN Highway Safety Performance Plan. The close of calendar year 2012 saw Tennessee's fatality number rise slightly to 1,014 from a 50 year low of 946 in 2011. This number represents the third best total in that same 50 year span.

In preparing this Annual Report for the National Highway Traffic Safety Administration, we have endeavored to measure our progress against our stated performance goals and action plans. The Annual Report is also the forum where we showcase the projects and the accomplishments of our safety partners. We have listed some of the highlighted projects and their accomplishments in this report of our success.

As the Director of Governor's Highway Safety Office, I am very proud of the accomplishments of our office and all of the grantees across Tennessee who worked so tirelessly to prevent injuries and save lives.

Kendell Poole, Director
Governor's Highway Safety Office
Tennessee State Government

December 18, 2012

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PLANNING & ADMINISTRATION

Program Goal:

- To administer the state and Community Highway Safety Grant Program and other state and federal-funded highway safety programs;
- To plan for coordinated highway safety activities so as to use strategic resources most effectively to decrease traffic crashes, injuries, and deaths in Tennessee.

Performance Objective Measures:

1. To produce required highway safety plans and performance documentation in a timely manner.
2. To deliver programs that is effective in changing knowledge, attitude and behavior and in reducing crashes, injuries and deaths.
3. To lead transportation safety programs related with vehicle driver behavior for the Department of Transportation and for the State of Tennessee.
4. To incorporate a competitive grant online application process into the development and implementation of the FFY 2012 Highway Safety Performance Plan.

Action Taken:

In keeping the program goals and objectives in mind, GHSO maintained a 10% budget of 402 funds for planning and administering functions of the FFY 2010 Highway Safety Performance Plan. Additionally, the University of Tennessee received grant funds to assist with monitoring and educating grantees in highway safety issues.

| Grantee | Funding Source | Grant Amount |
|-----------------------------|--------------------|----------------|
| GHSO | 402 | \$300,000.00 |
| University of Tennessee (*) | 402, 154, 410, 408 | \$1,012,500.00 |

(*) \$350,000.00 (402), \$200,000 (410), \$450,000 (154), \$10,000 (408), \$2,500 (2010)

Here is a summary of the achievements:

Objective 1: GHSO prepared FFY 2012 Highway Safety Performance Plan and submitted it on time to NHTSA's Regional office.

Objective 2: GHSO developed and deployed effective traffic safety programs to educate drivers and enforce state driving laws in order to reduce fatality crashes and injury crashes.

Objective 3: GHSO coordinated traffic safety and injury control programs with various GHSO traffic safety partners of TN State Government.

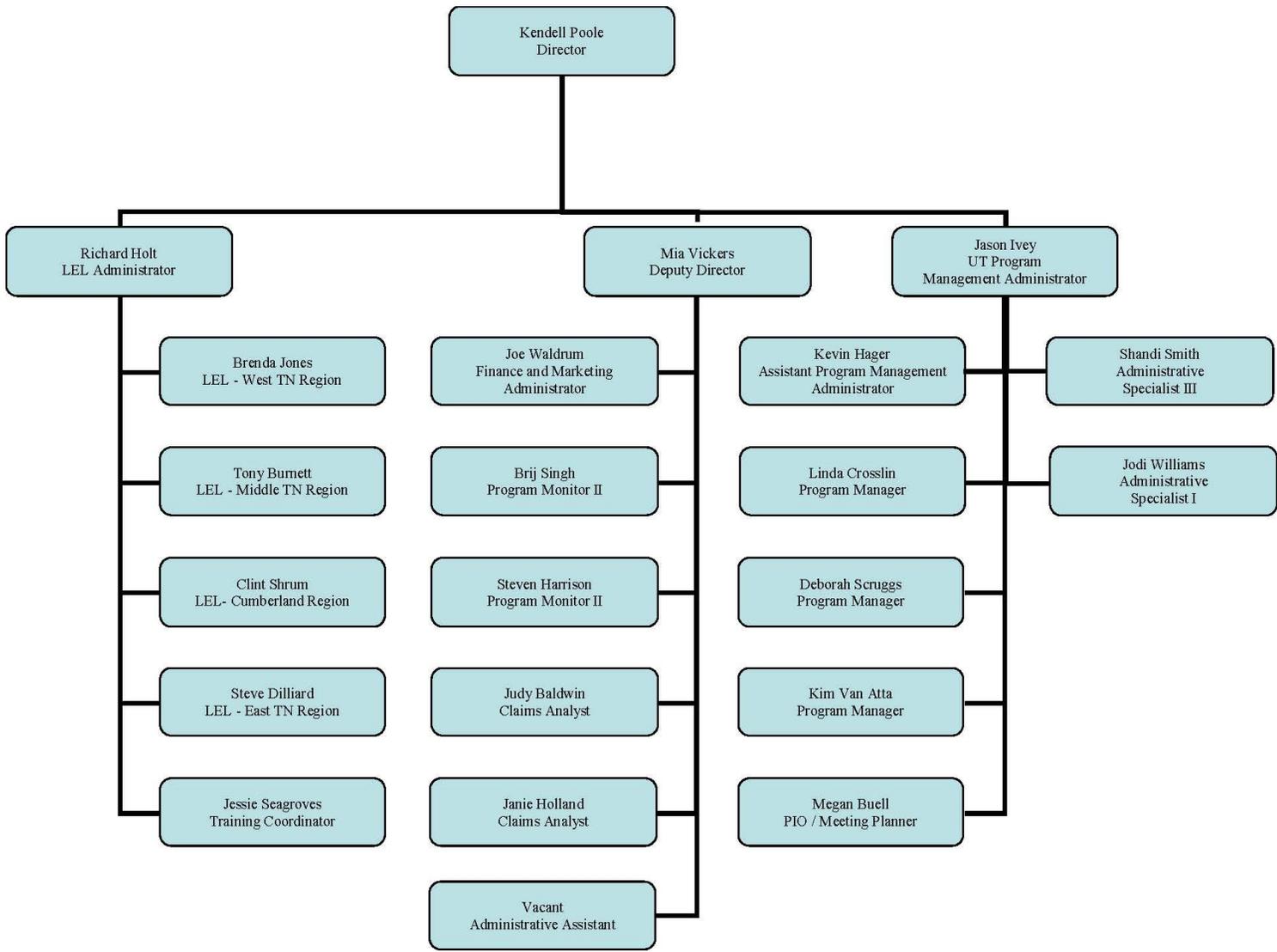
Objective 4: GHSO instituted online competitive Highway Safety Grant application and evaluation process forwarding the traffic safety grants to various law enforcement agencies and its safety partners.

Tennessee GHSO has already established a Law Enforcement Training Program headed by a Law Enforcement Liaison Trainer. This position is responsible for scheduling and conducting statewide certified law enforcement training.

The GHSO conducted Traffic Records Coordinating Committee meetings to address the tasks in the 408 project focusing on budget, activities, progression of goals and objectives, and any new items that needed to be addressed.

The GHSO staff members have continued to develop their professional development through active participation in NHTSA offered courses, attending the National Governor's Highway Safety Association annual meeting, National Lifesavers conference and other opportunities to enhance their skills and knowledge in establishing highway traffic safety program strategies.

The GHSO recognizes that achievement of quantified goals is dependent not only on the work of the office staff, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety.



GHSO ORGANIZATION CHART

Tennessee Ten Year Demographic and Statistical Comparison

| Square Miles in State: 42,146 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Population | 5,841,748 | 5,900,962 | 5,962,959 | 6,038,803 | 6,156,719 | 6,214,888 | 6,296,254 | 6,346,105 | 6,403,353 | 6,456,243 |
| Registered Vehicles | 5,691,537 | 6,119,903 | 6,065,085 | 6,376,092 | 6,731,792 | 6,228,842 | 6,478,705 | 6,685,288 | 6,813,957 | 6,738,943 |
| Licensed Drivers | 4,228,235 | 4,279,063 | 4,372,306 | 4,384,517 | 4,431,085 | 4,455,754 | 4,484,769 | 4,520,542 | 4,559,507 | 4,597,271 |
| Miles of State & Federal Roadways | 13,794 | 13,808 | 13,818 | 13,835 | 13,887 | 13,882 | 13,871 | 13,867 | 13,877 | 13,884 |
| Miles of Interstate | 1,104 | 1,104 | 1,104 | 1,104 | 1,105 | 1,105 | 1,104 | 1,104 | 1,104 | 1,104 |
| Total Crashes | 167,893 | 182,137 | 177,621 | 179,206 | 172,306 | 159,294 | 158,058 | 163,521 | 167,412 | 171,105 |
| Number of Non-Injury Crashes | 121,304 | 128,328 | 124,852 | 126,538 | 121,732 | 112,659 | 111,718 | 115,816 | 119,666 | 122,908 |
| Number of Injury Crashes | 45,498 | 52,618 | 51,608 | 51,507 | 49,463 | 45,677 | 45,425 | 46,747 | 46,872 | 47,260 |
| Number of Fatal Crashes | 1,091 | 1,191 | 1,161 | 1,161 | 1,111 | 958 | 915 | 958 | 874 | 937 |
| Injuries | 69,233 | 76,852 | 76,885 | 75,124 | 71,446 | 65,823 | 65,988 | 67,812 | 67,676 | 68,430 |
| Fatalities | 1,193 | 1,339 | 1,270 | 1,284 | 1,211 | 1,043 | 986 | 1,032 | 937 | 1,014 |
| Vehicle Miles Traveled (VMT) in 100 Millions | 689.36 | 708.6 | 707.04 | 707.08 | 712.5 | 696.61 | 702.92 | 704.29 | 707.45 | 711.46 |
| Fatality Rate Per 100 Million VMT | 1.73 | 1.89 | 1.80 | 1.82 | 1.70 | 1.50 | 1.40 | 1.47 | 1.32 | 1.43 |

Sources:

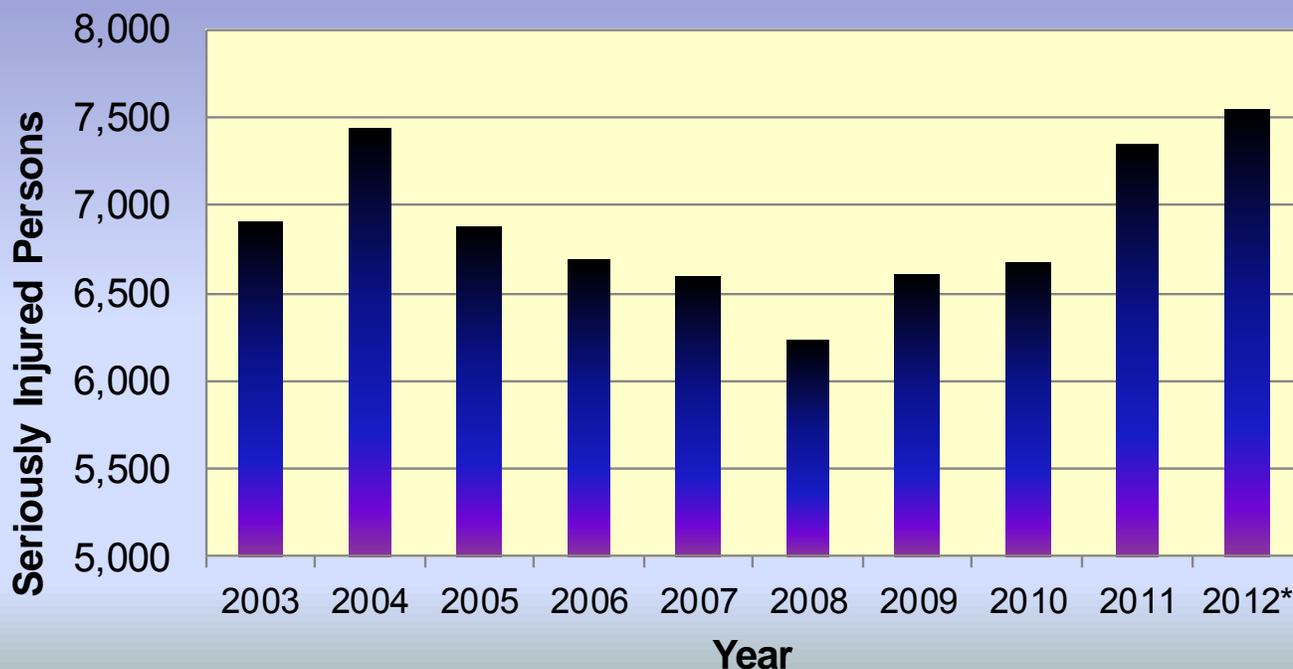
TN Dept of Revenue

TN Dept of Safety Licensed Drivers Reports

TN Dept of Transportation Highway Performance Monitoring System 2012, (<http://www.tdot.state.tn.us/hpms>).

TN Dept of Safety and Homeland Security, Research, Planning and Development, November 27, 2013.

Serious Injuries in Tennessee Traffic Crashes 2003 - 2012



| Injuries in Tennessee Traffic Crashes | | | | | | | | | | |
|---------------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Injury Type | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012* |
| No Injury | 322,105 | 351,439 | 344,894 | 350,034 | 342,310 | 313,195 | 310,963 | 321,662 | 334,167 | 335,267 |
| Possible Injury | 42,729 | 46,969 | 47,188 | 46,774 | 44,757 | 41,491 | 42,103 | 43,751 | 42,423 | 41,741 |
| Nonincapacitating Injury | 23,251 | 24,103 | 22,467 | 21,406 | 19,873 | 18,069 | 17,237 | 17,199 | 17,884 | 17,901 |
| Incapacitating Injury | 6,910 | 7,440 | 6,872 | 6,694 | 6,596 | 6,233 | 6,604 | 6,673 | 7,353 | 7,555 |
| Fatal Injury | 1,193 | 1,339 | 1,270 | 1,284 | 1,211 | 1,043 | 986 | 1,032 | 937 | 1,014 |

TN Dept of Safety and Homeland Security, Research, Planning and Development, November 27, 2013.

* 2012 data is preliminary.

Core Traffic Safety Performance Measures Result for Calendar Year 2012

C-1) Traffic Fatalities:

Goal: To decrease traffic fatalities from the 2011 calendar base year of 1031 to 900 by December 31, 2012.

Result: Tennessee did not achieve its goal as established in the 2013 HSPP but did decrease traffic fatalities by 17 from 1031 (2011 base year) to 1014 by December 31, 2012.

C-2) Serious Traffic Injuries:

Goal: To decrease serious traffic injuries from the 2010 calendar base year of 6,673 to 6,600 by December 31, 2012.

Result: Tennessee did not meet its goal of 6,660. Unfortunately, the number increased to 7,555 by December 31, 2012

C-3 Overall Fatalities/VMT

Goal: To decrease fatalities/VMT from the 2010 calendar base year of 1.47 to 1.30 by December 31, 2012.

Result: Tennessee did not meet its specific goal of decreasing the number of Traffic Fatalities per 100 Million Vehicle Miles of Travel to 1.30 but did see a decrease to 1.43 by December 31, 2012.

C-4 Unrestrained Passenger Vehicle Occupant Fatalities

Goal: To decrease the number of Unrestrained Passenger Vehicle Occupant Fatalities in all seating positions 5 percent from the 2009 calendar base year of 430 to 400 by December 31.

Result: Tennessee met its goal of decreasing the number of Unrestrained Passenger Vehicle Occupant Fatalities in all seating positions 5 percent from the 2009 calendar base year of 430 to 400 by December 31.

C-5 Alcohol Impaired Driving Fatalities:

Goal: To decrease alcohol impaired driving fatalities from the 2010 calendar year of 28 to 269 by December 31, 2012.

Result: Tennessee did not meet its 2013 goal of decreasing the number of alcohol impaired driving fatalities. The number increased instead to 295 by December 31, 2012.

C-6 Speeding Related Fatalities:

Goal: To decrease Speeding-Related Fatalities from the 2009 calendar base year of 209 to 190 by December 31, 2012.

Result: Tennessee exceeded its goal of decreasing speeding-related fatalities by 63. The number decreased from 209 to 127 by December 31, 2012.

C-7 Motorcyclist Fatalities:

Goal: To decrease Motorcyclist Fatalities from the 2010 calendar base year of 137 to 109 by December 31, 2012.

Result: Tennessee did not meet its goal of decreasing motorcyclist fatalities to 109 by December 31, 2012. The number instead increased to 139.

C-8 Un-Helmeted Motorcyclist Fatalities:

Goal: To decrease un-helmeted motorcyclist fatalities from the 2009 calendar base year of 24 to 21 by December 31, 2012.

Result: Tennessee exceeded its goal of decreasing un-helmeted motorcyclist fatalities by 13. The number decreased from 23 to 8 by December 31, 2012.

C-9 Drivers Age 24 or Younger Involved in Fatal Crashes:

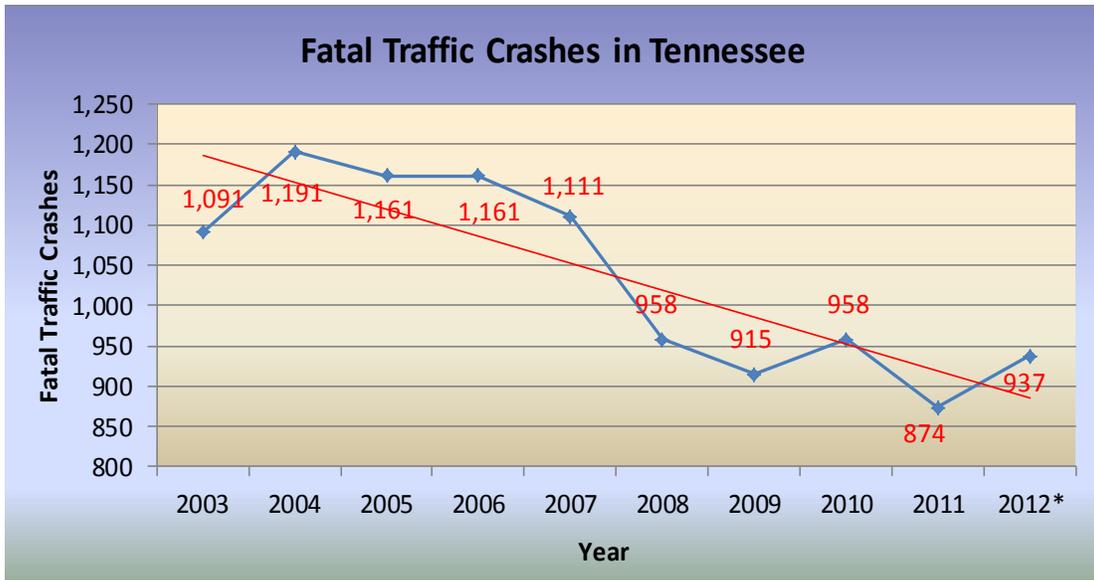
Goal: To decrease drivers age 24 or younger involved in fatal crashes from 279 to 266 by December 31, 2012.

Result: Tennessee did not meet its goal of decreasing the number of Drivers Aged 24 or Younger Involved in Fatal Crashes to 266. The number increased to 281 by December 31, 2012.

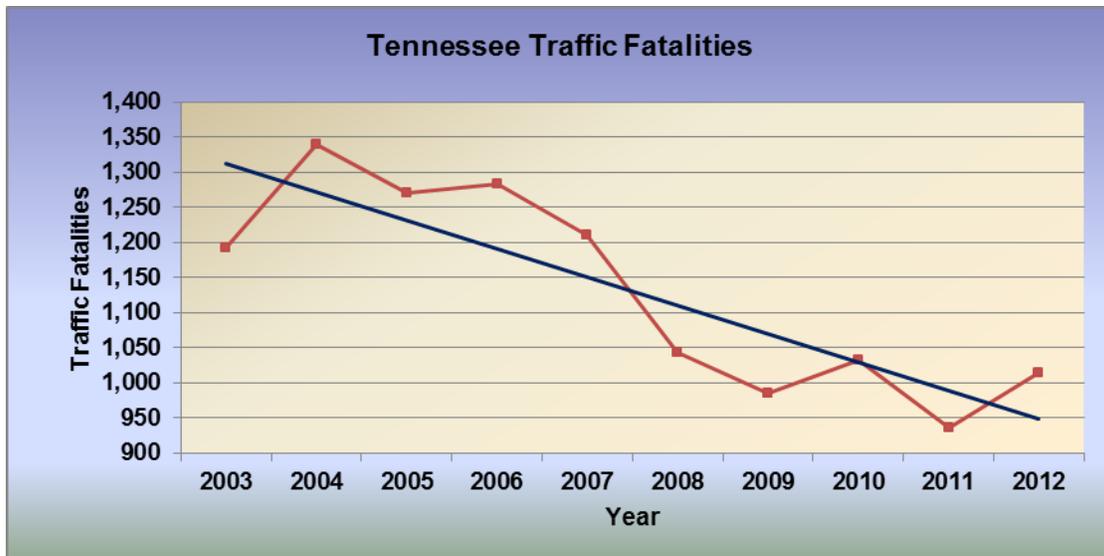
C-10 Pedestrian Fatalities:

Goal: To reduce pedestrian fatalities from the calendar base year of 90 to 75 by December 31, 2012.

Result: Tennessee exceeded its goal of decreasing pedestrian fatalities by 8. The number decreased to 67 by December 31, 2012.

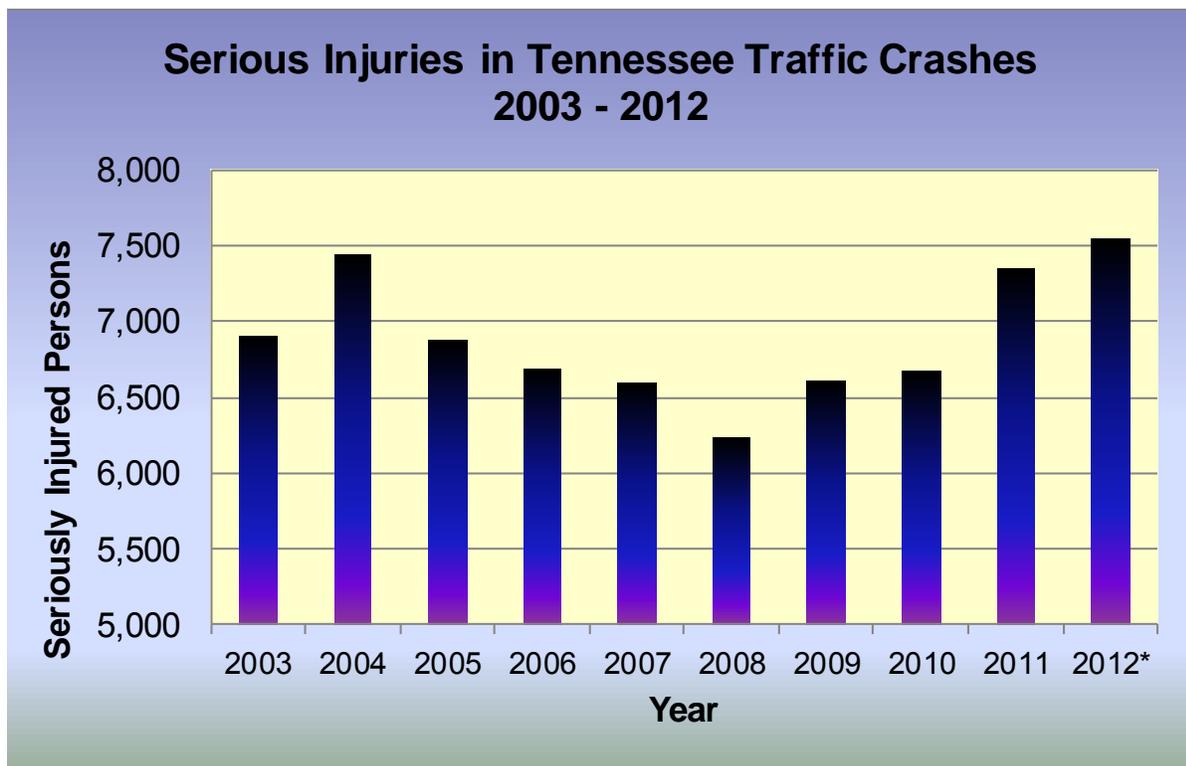


Source: TN Dept of Safety and Homeland Security, Research, Planning and Development, November 27, 2013.



TN Dept of Safety and Homeland Security, Research, Planning and Development, November 27, 2013.

* 2012 data is preliminary.



TN Dept of Safety and Homeland Security, Research, Planning and Development, November 27, 2013.

* 2012 data is preliminary.

Figure 1 shows the Tennessee Fatalities per 100 Million VMT trend over the past ten years.



Source: TN Dept of Safety and Homeland Security, Research, Planning and Development, November 27, 2013.

OCCUPANT PROTECTION PROGRAMS

Program Goals:

- To increase statewide average safety belt use by 2.5% from the baseline CY 2011 from 87.4% to 89.6% by December 31, 2012.
- To decrease the number of unrestrained fatalities 2.5% from the baseline CY 2011 from 51.8% to 48.3% by December 31, 2012.
- To increase the proportion of child safety restraint use in Fatal Crashes by 2.5% each year from 48.3% in the CY11 baseline to 50.8% by December, 2012.

Performance Objective Measures:

- To increase statewide average safety belt use to 89.6% by the end of CY12.
- To increase the usage of restraints by Pick-Up Truck drivers to 84% in CY12.
- To increase statewide average correct child safety seat use to 20% by the end of CY12.

| Percent Restraint Use: Observed Overall and Among Fatally Injured Passenger Vehicle Occupants Passenger Vehicle Occupants 2012 | | |
|--|--|--|
| | Observed Restraint Use % (State Survey) | Daytime Front Seat (Outboard Only) Passenger Vehicle Occupant Fatality Aged 5 and Over, by Percent Restraint Use* |
| Tennessee | 84% | 54% |
| USA | 86% | 58% |
| <i>Source: National Center for Statistics and Analysis STSI, http://www-nrd.nhtsa.dot.gov/departments/nrd-30/nrsa/STSI/47_TN/2010/47_TN_2010.htm, accessed November 27, 2013</i> | | |

Action Taken:

The primary goal of Tennessee's passenger protection program is to promote and increase the usage of safety belts and the proper usage of child safety systems by vehicle occupants. The Tennessee Child Passenger Safety Center (TCPSC) and its partners support this goal as they plan and implement statewide programs to train, certify and re-certify Child Passenger Safety Technicians (CPST). The TCPSC also assist technicians in carrying out child safety seat check points throughout the state, and interpret collected data to help develop improved educational materials and strategies. The ultimate goal is to promote the proper use of child restraint systems in all vehicles.

The general goal of Tennessee's Occupant Protection Program is to reach safety belt usage rates at a level that is consistently at or above the national average. Efforts undertaken were designed to increase awareness and adherence to Tennessee's occupant protection laws with a priority given to enforcements and education. Partnerships have been built with representatives from law enforcement agencies, media, health professionals, education, and local civic organizations.

Programming included enforcement activities, such as checkpoints and participation in national mobilizations. Public Information and education activities were administered through media announcements and support materials. Concentrated safety efforts included “Click it or Ticket” and “Buckle Up in your Truck”.

The Tennessee Traffic Safety Center continues to provide educational resources to child passenger safety advocates throughout the State of Tennessee. In addition, information may be requested by community members via telephone or electronic requests. Copies of some educational materials are provided at no cost to the community. The rationale for this is clear; availability of up-to-date and relevant information is a key factor in working to solve the problem.

The TCPSC delivered interventions in the four domains listed below, namely, Safety Restraint Misuse, Unrestrained Children, Safety Data Collection and Child Passenger Safety Technician Certification and Re-Certification.

During FFY 13, the TN Governor’s Highway Safety Office (GHSO) funded four projects that specifically addressed child passenger safety and safety belts. The occupant protection programs implemented by the GHSO included education, enforcement, equipment, and evaluation components. These programs were primarily conducted by partnering organizations that include local colleges and universities, health departments, local enforcement agencies, hospitals and clinics, EMS and Fire department personnel, and many of the state’s community programs related to injury prevention.

| Grant Number | Grantee | Funding Source | Grant Amount |
|---------------------|------------------------------------|-----------------------|---------------------|
| K3-13-01 | Hamilton County Sheriff’s Office | 402 | \$84,123.59 |
| OP-13-03 | Meharry Medical College | 2011 | \$249,999.36 |
| OP-13-02 | University of Tennessee, Knoxville | 402 | \$62,842.03 |

Highlights of Accomplishments:

The Safe Journey project is designed to reach rural and under-served communities, offering parents and caregivers of infants and young children, the tools needed to properly protect children while traveling in motor vehicles. During this grant year, Safe Journey staff conducted 126 educational programs in the Mid-Cumberland regions. As part of the resources, Safe Journey staff installed/instructed the correct use of 882 child seat restraints to parents and caregivers as well as distributed 257 seats to rural and/or underserved families. Also during this grant year, the Safe Journey staff received national child passenger safety certification training from national certifying agency, Safe Kids Worldwide, to become certified child passenger safety training instructors. In this capacity, the Safe Journey staff will seek opportunities to provide child passenger safety training to individuals specifically in the Mid-Cumberland region desiring to become certified child passenger safety technicians.

Additionally, the TN Governor’s Highway Safety Office funds the Tennessee Child Passenger Safety Center at Meharry. As a result of the decrease in Occupant Protection funding, the state restructured its child passenger safety project by combining resources to create a statewide CPS project. The TCPSC at Meharry is coordinated and managed by staff with the Meharry Medical College. The center has one fulltime staff employee who is the program manager for the statewide project. Under the direction of the center program manager, 69 child passenger safety fitting station sites have been established to provide the coordination and staffing of child passenger safety training classes, hands-on instruction and education sessions to citizens across the state of Tennessee, as well as distribution and donation of child

seat restraints to minority and underserved clients. This grant year, eight 32-hour, six CEU, and four 8-hour renewal CPS trainings were provided to law enforcement/EMS personnel, healthcare professionals, and community partners throughout the State of Tennessee.

The need for a statewide CPS center has been proven in reference to the overall misuse rate of 84 percent reported by the TCPSC and fitting stations across the area. However, 84% is still 9% above the national misuse average (75%).

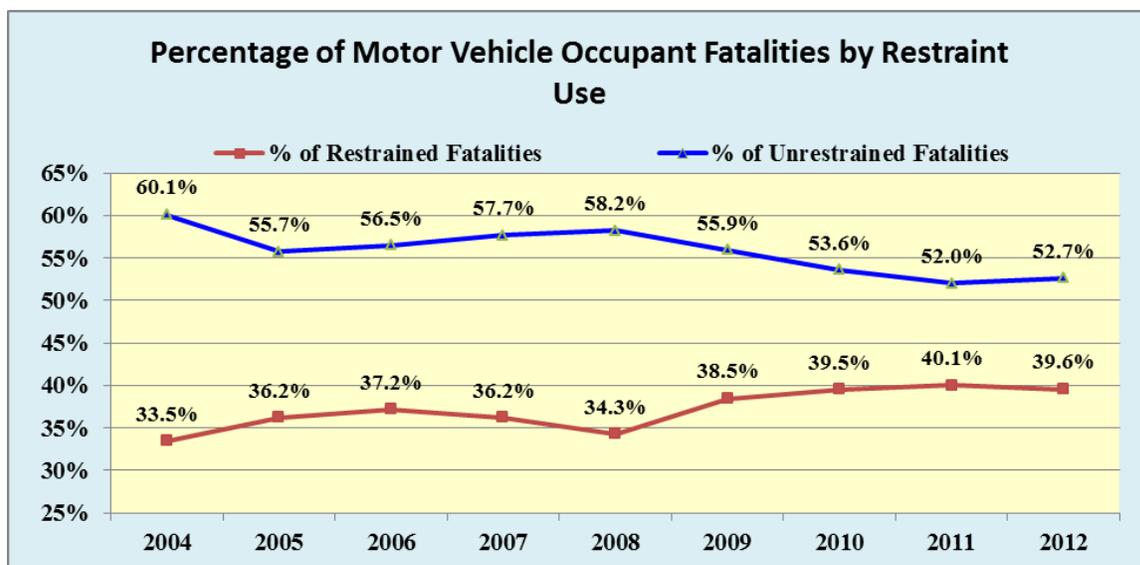
In addition, the TCPSC reported the following statistical data in reference to the overall project:

1. Total number of CPS checkup events – 271
2. Total child safety seats checked – 2,534
3. Total child safety seats misused – 2,127
4. Total new installs – 540
5. Total unsafe child safety seats – 411
6. Total number of children unrestrained – 198
7. Total number of seats distributed – 770
8. Avg. # of agencies participating in the distribution & reporting process per quarter – 26

As a result of the implementation of the updated GHSO website www.tntrafficsafety.org, the TCPSC has been very successful with online access as it relates to reaching cps partners across the State in support of program management and coordination. Therefore, the TCPSC continues to actively provide quality occupant protection services throughout communities across the State of Tennessee.

| Child Fatalities by Restraint Usage | | | | | | | | | |
|-------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Year | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Restrained | 16 | 21 | 26 | 17 | 11 | 8 | 18 | 14 | 13 |
| Unrestrained | 29 | 18 | 24 | 17 | 17 | 16 | 8 | 9 | 4 |
| Unknown | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 |
| Total | 45 | 39 | 50 | 34 | 28 | 24 | 26 | 29 | 17 |
| Year | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2011 |
| % of Restrained Fatalities | 35.6% | 53.8% | 52.0% | 50.0% | 39.3% | 33.3% | 69.2% | 48.3% | 76.5% |
| % of Unrestrained Fatalities | 64.4% | 46.2% | 48.0% | 50.0% | 60.7% | 66.7% | 30.8% | 31.0% | 23.5% |

** Child refers to age 14 and under.*



2012 Seatbelt Survey Results

Executive Summary

For 2013, the statewide observational survey of safety belt usage returned a final statistically adjusted usage rate of 84.82% (+/- 1.12%). By comparison, the final usage rate for 2011 was 83.65% (+/-1.21%). After a significant decline in seatbelt usage in 2012 (a change brought about in large part by changes required by the National Highway Traffic Safety Administration's new Uniform Criteria for State Observational Surveys of Seat Belt Use), Tennessee's 2013 observational survey results resume the state's long- term trend of steadily-increasing use over the past 14 years.

Many historical trends continued in 2013. Pickup trucks continue to have the lowest usage rate of any vehicle type. For 2013, pickup trucks occupants were observed to have a seat belt usage rate of 75.90%, up slightly from 75.48% in 2012. The next lowest rate by vehicle type was 86.78% for passenger cars. Vans and sport utility vehicles returned usage rates of 89.49% and 88.17%, respectively. The observed statewide motorcycle helmet usage in 2013 was 99.9%.

Methods

A multi-stage area PPS (probability proportional to size) sampling approach is used in the proposed survey design. In the first stage, primary sampling units are PPS randomly selected. The primary sampling unit for the Tennessee survey is the county. Tennessee has a total of 95 counties. The 59 counties shown in Table 1 together account for 85% of the state's passenger vehicle occupant fatalities and, consistent with NHTSA guidelines, are considered eligible for including in the final belt use design. They are the counties with the most passenger vehicle occupant fatalities in 2005-2009 except for Coffee County, whose 63 fatalities would rank it 17th among all counties. The final sample of counties in the 2012 observational survey includes: Davidson, Hamilton, Knox, Shelby, Blount, Dyer, Loudon, McMinn, Marion, Montgomery, Roane, Rutherford, Sevier, Tipton, Warren, and Williamson.

Scheduling

Observations will be conducted on all days of the week during daylight hours between 7:00 a.m. and 6:00 p.m. Clusters of five or six sites will be scheduled for one observer on any day. The sites in each county will be divided into two or three clusters, with road function strata balanced between clusters, and those clusters will be scheduled for different days of the week, not more than one weekend day per county. The assignment of days of the week will be balanced across similar counties (e.g., urban/rural, part of the state) so that all days of the week have roughly similar numbers of clusters. Within these constraints, actual day of week assignments will be randomly determined.

Results

For 2013, the final statistically adjusted statewide seat belt usage rate is 84.82% (+/- 1.12%). By comparison, the final usage rate for 2012 was 83.65% (+/- 1.21%). In addition to the overall year-to-year increase in belt usage for all vehicle types, belt usage increased in three out of four vehicle categories. Only sport utility vehicles (SUVs) recorded a decreased usage rate, declining slightly from 88.80% usage in 2012 to 88.17%

in 2013. This observed usage rate for SUVs still exceeds the overall rate by more than 3 percent. Despite recent changes to the survey design and methodology, many historical trends continue. Pickup trucks continue to have the lowest usage rate of any vehicle type, but their rate has nearly doubled since 2000. For 2012, pickup trucks occupants were observed to have a seat belt usage rate of 75.90%, up slightly from 75.48% in 2012. The next lowest rate by vehicle type was 86.78% for passenger cars. As previously mentioned, sport utility vehicles returned the second-highest observed usage rate at 88.17%. Finally, vans returned the highest observed usage rates in 2013 at 89.49%. Table 1, attached to this report, shows the final adjusted usage rates by vehicle type and county, as well as the final statewide usage rate of 84.82% ($\pm 1.12\%$) for all vehicle types.

In addition to the primary measures of belt usage by vehicle type, the survey also allows CTR to determine the belt usage for more specific occupant groups, including categories for gender and seating position. The survey also provides estimated usage rates for specific combinations of categories, such as that for male passengers in pickup trucks (65.2%). The calculation spreadsheets also allow for a comparison of rates between the four “certainty” counties (Davidson, Hamilton, Knox, and Shelby) and the 12 randomly selected counties.

| Tennessee Seatbelt Usage, 2003-2013 | | | | | |
|--|-----------------------|----------------------|-------------|-------------------------------|---------------------|
| Survey Year | Passenger Cars | Pickup Trucks | Vans | Sport Utility Vehicles | All Vehicles |
| 2003 | 72.5% | 55.0% | 71.3% | 75.4% | 68.4% |
| 2004 | 76.1% | 57.5% | 75.7% | 77.3% | 72.0% |
| 2005 | 78.2% | 62.6% | 77.3% | 79.5% | 74.4% |
| 2006 | 82.1% | 69.4% | 80.0% | 82.0% | 78.6% |
| 2007 | 83.3% | 72.3% | 80.8% | 82.7% | 80.2% |
| 2008 | 84.5% | 75.1% | 83.9% | 78.3% | 81.5% |
| 2009 | 81.7% | 73.4% | 82.7% | 84.6% | 80.6% |
| 2010 | 88.9% | 81.8% | 88.1% | 88.6% | 87.10% |
| 2011 | 90.1% | 77.9% | 88.9% | 88.4% | 87.4% |
| 2012 | 85.1% | 75.5% | 87.1% | 88.8% | 83.7% |
| 2013 | 86.8% | 75.9% | 89.5% | 88.2% | 84.82% |

Source: TN Safety Belt Use Statewide Observational Survey

Figure 1: Tennessee Seatbelt Usage, 2000-2012

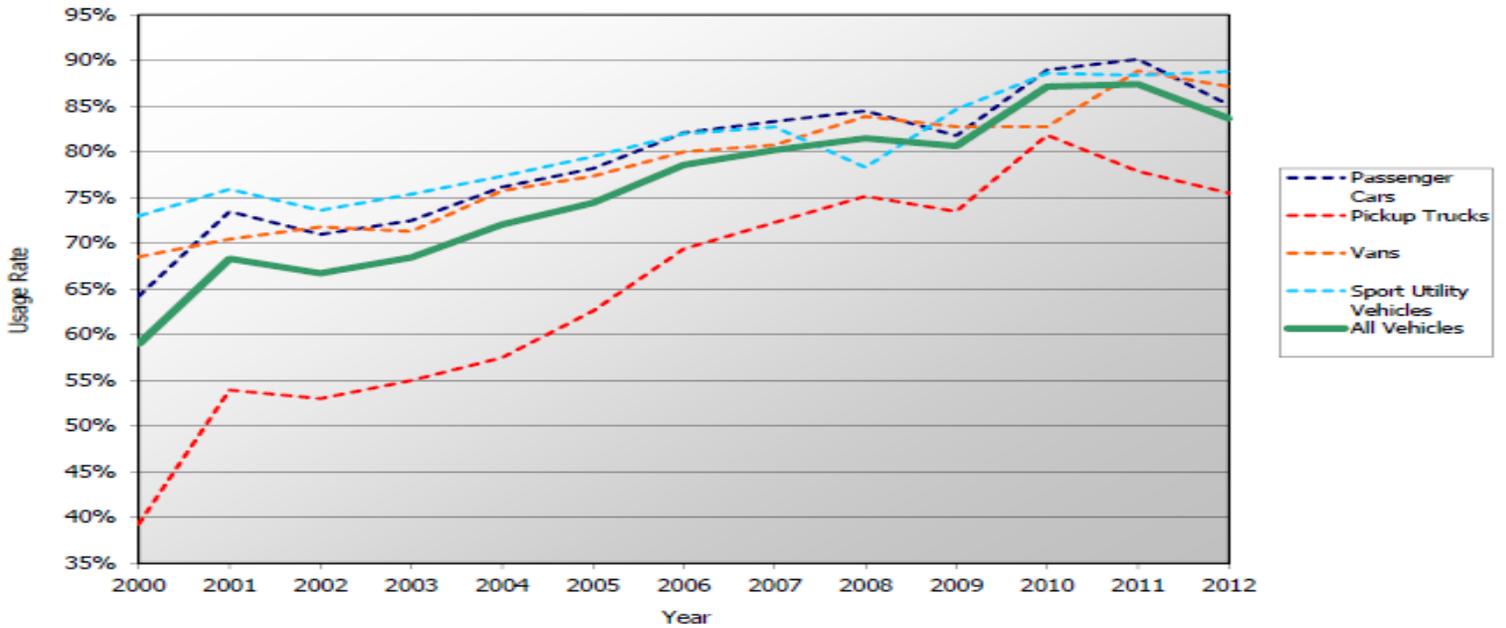
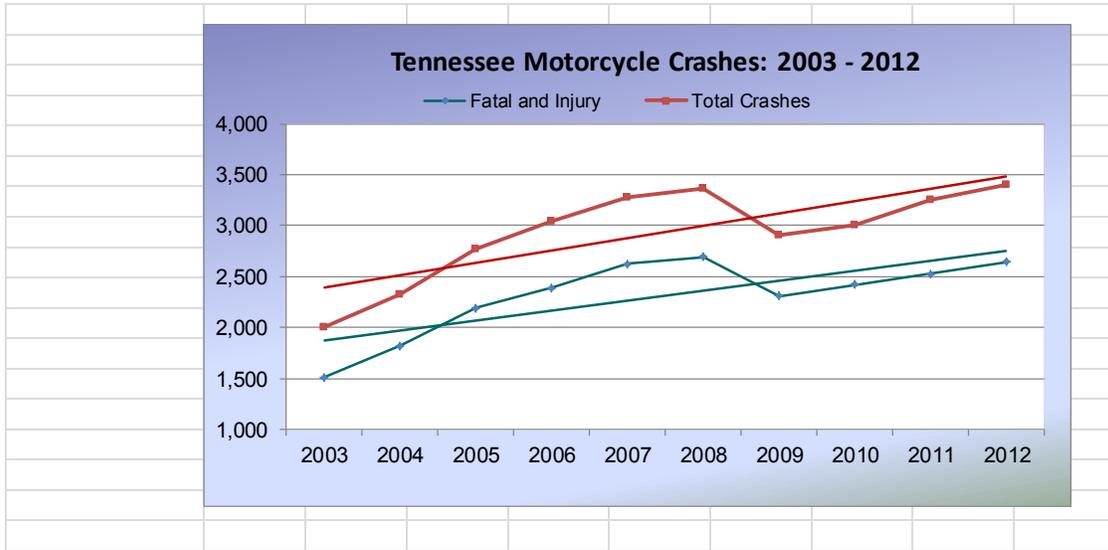


Table 1: Summary of June 2013 Tennessee Safety Belt Use
Final Statewide Observational Survey Results
July 31, 2013

| County | No. of Sites | Adjusted Usage Rates | | | | | |
|-------------------------|--------------|----------------------|---------------|---------------|--------------------|---------------|---------------|
| | | Passenger Cars | Vans | SUVs | Cars + Vans + SUVs | Pickup Trucks | All Vehicles |
| Davidson | 15 | 88.65% | 94.67% | 88.09% | 89.02% | 75.37% | 87.27% |
| Hamilton | 15 | 85.37% | 87.11% | 84.44% | 84.80% | 82.27% | 83.64% |
| Knox | 15 | 90.67% | 88.56% | 92.42% | 91.06% | 69.06% | 84.93% |
| Shelby | 15 | 88.02% | 95.28% | 86.40% | 87.74% | 79.76% | 86.63% |
| Blount | 11 | 91.12% | 90.87% | 94.42% | 92.12% | 81.51% | 89.39% |
| Dyer | 11 | 81.14% | 84.85% | 85.73% | 82.70% | 69.21% | 78.67% |
| Loudon | 11 | 72.63% | 97.02% | 93.21% | 85.07% | 79.57% | 80.62% |
| McMinn | 11 | 85.12% | 64.73% | 93.79% | 85.93% | 72.10% | 81.28% |
| Marion | 11 | 75.87% | 86.64% | 95.96% | 82.53% | 69.89% | 80.62% |
| Montgomery | 11 | 90.47% | 97.78% | 89.34% | 90.68% | 80.33% | 88.77% |
| Roane | 11 | 83.70% | 80.78% | 63.38% | 82.01% | 73.66% | 79.02% |
| Rutherford | 11 | 87.48% | 93.76% | 88.25% | 87.83% | 74.80% | 84.37% |
| Sevier | 11 | 92.27% | 84.45% | 92.38% | 91.03% | 79.62% | 88.54% |
| Tipton | 10 | 85.83% | 90.54% | 85.86% | 86.59% | 75.02% | 84.20% |
| Warren | 10 | 89.33% | 86.24% | 87.77% | 89.04% | 71.65% | 82.82% |
| Williamson | 11 | 93.54% | 92.38% | 89.79% | 91.95% | 78.86% | 89.81% |
| Statewide Totals | 190 | 86.78% | 89.49% | 88.17% | 87.74% | 75.90% | 84.82% |



| Tennessee Motorcycle Crashes 2003 - 2012 | | | | | | | | | | |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Crash Type | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Fatal | 81 | 93 | 125 | 132 | 137 | 146 | 122 | 137 | 115 | 139 |
| Injury | 1,429 | 1,728 | 2,066 | 2,260 | 2,488 | 2,548 | 2,187 | 2,283 | 2,410 | 2,506 |
| PDO | 493 | 500 | 576 | 649 | 656 | 672 | 598 | 586 | 731 | 761 |
| Fatal and Injury | 1,510 | 1,821 | 2,191 | 2,392 | 2,625 | 2,694 | 2,309 | 2,420 | 2,525 | 2,645 |
| Total Crashes | 2,003 | 2,321 | 2,767 | 3,041 | 3,281 | 3,366 | 2,907 | 3,006 | 3,256 | 3,406 |

Source: TN Dept of Safety and Homeland Security, Research , Planning and Development, December 2, 2013.

ALCOHOL & OTHER DRUGS COUNTERMEASURES

Program Goal: To decrease the number of impaired driving fatalities to 269 by Calendar Year (CY) 2013.

Performance Objective Measures:

Objective 1: To decrease by 5% the number of impaired driving fatalities from 283 in CY 2010 to 269 by CY 2013

Objective 2: To decrease the number of impaired driving crashes by 5% from 6,537 CY2011 to 6,210 by C 2013

Objective 3: To decrease the number of driver fatalities with BACs of 0.08 or greater by 5% by the end of 2012 from 283 (CY 2010) to 269 by CY2013.

Objective 4: To train 350 traffic enforcement officers in SFST, 25 officers as DREs, 150 officers in Advanced Roadside Impaired Driving Education (ARIDE) and to expand Judges and Prosecutor Training to 150 by December 2012.

Objective 5: To sustain and increase the Impaired Driving Prosecution Program.

Action Taken:

- Executed year round impaired driving enforcement
- Provided special enforcement emphasis during national enforcement campaign periods
Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication and rehabilitation
- Continued training of law enforcement on DUI laws
- Funded roadside safety checkpoints
- Continued funding DUI data tracking system called DUI Tracker. One of many components is that of tracking and identifying high repeat offender locations The DUI Tracker database, created in 2012 continues to be upgraded and provides real time data.
- Continued funding 22 of 31 Judicial Districts with at least one Specialized DUI prosecutor along with a DUI Coordinator as support staff
- Continued funding of 2 Traffic Safety Resource Prosecutors
- In accordance with the MAP-21 requirements, an Impaired Driving Strategic Planning Committee was created which is comprised of approximately 15 stakeholders' state wide

Highlights of Accomplishments: Tennessee District Attorneys General Conference –

Traffic Safety Resource Prosecutors

Training of prosecutors and law enforcement officers is evaluated through on site evaluations. These evaluations focus on whether the material provided result in practical applications enabling the student to have greater confidence and motivation for their work. Students are asked to rate from 1-9 such questions as: How confident are you that you will be able to apply what you have learned in your courtroom?

In the recent ARIDE for Prosecutors course, the students responded to this question with an average score of 7.56. We assume that the content of the course was such that it will result in a greater understanding and greater effort in prosecuting drug impaired driving cases among the 30 prosecutors who attended the three day course.

We evaluate the system by looking at several variables. We look at how often prosecutors contact the TSRP's with complex questions. Commonly we are contacted when a defense expert is called to testify in a case and questions the proof with expertise beyond the typical witness. We are contacted as well when new cases come out that call for immediate systematic responses.

This year, the U.S. Supreme Court case of Missouri v McNeely resulted in the need to immediately create a system to obtain search warrants in DUI cases on a regular basis. The TSRP's were able to push out information to the District Attorneys and law enforcement enabling some jurisdictions to obtain search warrants for DUI evidence in their jurisdiction for the first time in history on the same day as the McNeely case was released. Without the intervention of the TSRP's the revisions to the system would have taken months at the very least. The TSRPs also make information available through their website and blog. The blog has an average of 19,000 hits per year. The website has a password protected area that includes hundreds of documents helpful to prosecutors. It includes the DUI Trial manual, expert witness preparation materials and much more.

It is virtually impossible to provide numbers to courtroom effectiveness due to many variables affecting a case. For instance, if an officer forgets to write in his report something important to the case, the likelihood of a conviction is greatly reduced. On the other hand, if the information is included, the likelihood of a conviction is enhanced. While we look at things like "conviction rates", they pertain more to the strength or weakness of the entire judicial system than they do to the prosecutorial intervention in the case. A well trained prosecutor will recognize the strength or weakness of the case. A weak case results in a poor outcome, but also provides an opportunity for intervention to try to improve future outcomes through training and one on one conversation with other parts of the system.

The TSRP program provided training in this grant year to 1910 law enforcement officers and 172 prosecutors.

Tennessee District Attorneys General – Specialized DUI Prosecutors – 20th District
(This is a sampling of one of a total of 22 grants.)

Our office began its partnership with the Governor's Highway Safety Office (GHSO) on October 1, 2004. Since then, significant operational changes have occurred, the most substantial being the centralization of case management and dedicated court docketing. GHSO initially provided funding for two ADAG positions and a DUI Coordinator. On October 1, 2008, in response to a 43% increase in DUI arrests from the project's inception, GHSO increased our funding to include a third ADAG. On October 1, 2011, GHSO began assisting with office space funding, which allowed us to bring that third ADAG's office into space adjacent to the rest of the team when without that funding it had been at the other end of the building. From the beginning of this project, our Office has provided a supervising ADAG (who also carries a full traffic caseload), a secretary, and a victim witness coordinator. In total, we are a seven person team dedicated to proper traffic prosecution

Our team disposed of 563 DUI cases in Criminal Court (up from 520 last year), with 50% of them being guilty-as-charged (down from 65%). Overall, our Office disposed of 4029 DUI cases (654 in Criminal Court and 3375 in General Sessions), up from 3898 last year. In Criminal Court 59% were guilty-as-charged (down from 65%) and in General Sessions 53% were guilty-as-charged (down from 69%). The retirement of three DUI Unit officers who would not return for court appearances left approximately 1000 pending cases that in most cases were non-prosecutable. Additionally, the United States Supreme Court decision in *Missouri v. McNeely* significantly weakened all of our pending mandatory blood test cases.

We tried 20 cases, with 14 guilty verdicts, 3 not guilty verdicts, and 3 hung juries. We resolved 3 vehicular homicide by intoxication cases and 1 vehicular homicide by conduct case. We resolved 13 vehicular assaults, and handled 357 other traffic-related cases, such as driver license offenses and leaving the scene of an accident. Cases without an impairment-related aspect were handled by Kyle Anderson, whose salary is not provided by GHSO. We conducted 5 direct presentment reviews, approving 2 of them. We filed 298 petitions to have persons declared Motor Vehicle Habitual Offenders.

From its high of 12 in 2009, impairment-related vehicular homicide prosecutions have fallen steadily to 6 in 2010, 5 in 2011, 3 in 2012, and 2 thus far in 2013.

Metropolitan Nashville Police Department

During the 2012-2013 Nashville Highway Safety Grant, Nashville experienced several areas of success as well as continued challenges we have faced in the past. Although we did not reach our goals that were set in relation to the specific number of arrests, we did make significant strides in all areas. Our officers have really shown tremendous dedication in their efforts to locate drunken drivers. Officers in Nashville working the grant made 8239 vehicle stops resulting in 727 individuals being removed from the streets for driving under the influence of alcohol and or drugs. We have continued to see a reduction in fatality crashes over the past two years and are dedicated to continuing our efforts in reducing fatal crashes in the future. Our goal for the new grant year is to continue our focused approach to targeting drivers that are impaired and to continue to build upon prior successes to improve the safety of our citizens throughout Nashville and Davidson County. This will be done through effective enforcement in known DUI hotspots and constant re-evaluation of data to ensure the proper deployment of police resources. We are also conducting sobriety checkpoints during holidays and special events that are frequently associated with alcohol consumption in an effort to maintain high

visibility and DUI awareness.

At the conclusion of 2012-2013 the results are as follows:

8239 - Vehicle stops

727 - DUI arrests

31 - Felony charges

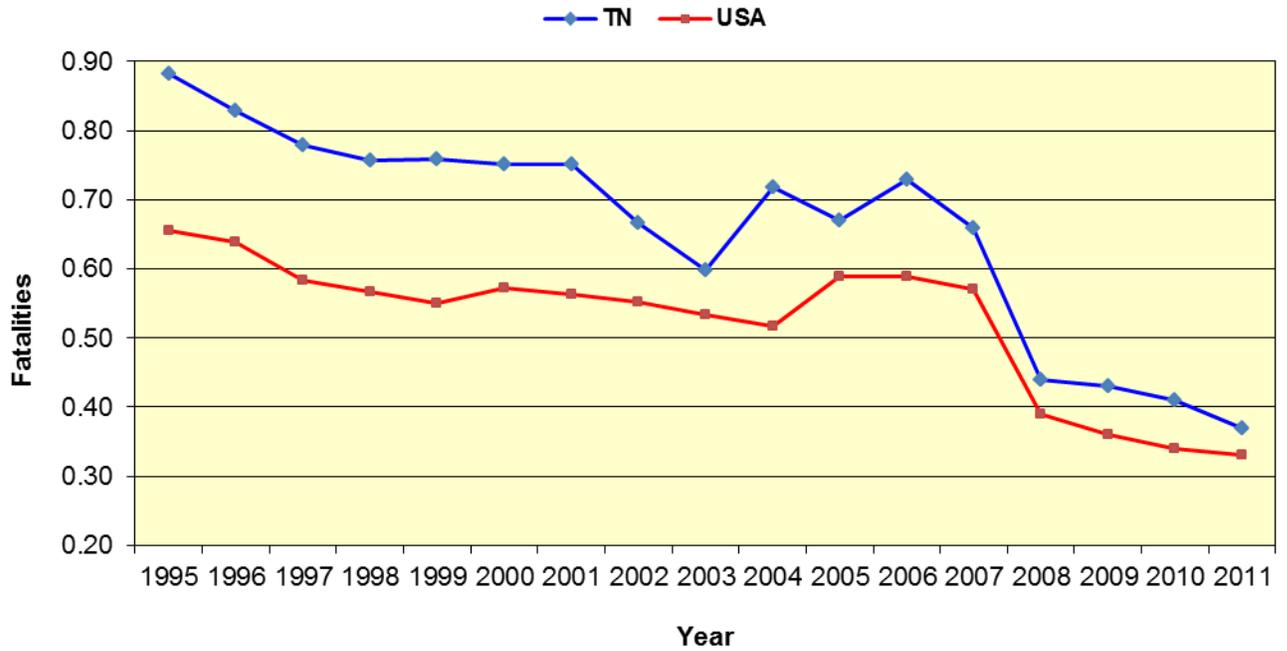
1246 - Misdemeanor charges

188 - Breath Alcohol Tests

183 - Blood Tests

For the year of 2011 Davidson County had a total of 75 fatal crashes resulting in 75 deaths with an impairment ratio of 51%. For the year of 2012 we had a total of 66 fatal crashes resulting in 67 deaths with an impairment ratio of 38%. As of November 9th 2013 we have had a total of 50 fatal crashes resulting in 54 deaths with an impairment ratio of 42%. Through the continued efforts of the officers working the NHSG Davidson County has seen a 12% decrease in fatal accidents in 2012 and year to date for 2013 we have seen a 14% decrease in fatal crashes.

TENNESSEE ALCOHOL-RELATED FATALITIES PER 100 MILLION VMT



Alcohol-Related Fatalities per 100 Million VMT*

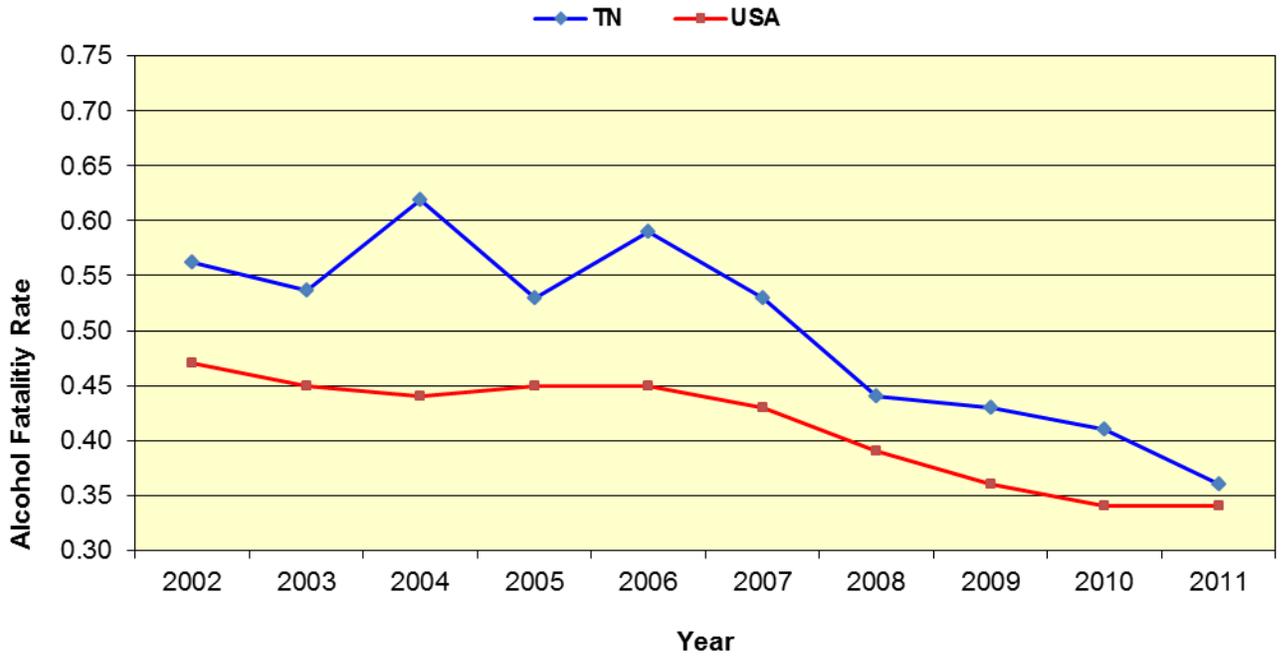
| | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TN | 0.88 | 0.83 | 0.78 | 0.76 | 0.76 | 0.75 | 0.75 | 0.67 | 0.60 | 0.72 | 0.67 | 0.73 | 0.66 | 0.44 | 0.43 | 0.41 | 0.37 |
| USA | 0.66 | 0.64 | 0.58 | 0.57 | 0.55 | 0.57 | 0.56 | 0.55 | 0.53 | 0.52 | 0.59 | 0.59 | 0.57 | 0.39 | 0.36 | 0.34 | 0.33 |

Source: <http://www-fars.nhtsa.dot.gov/Trends/TrendsAlcohol.aspx>, accessed November 27, 2013.

Note: 2010-2011 Data is preliminary; 2012 Data not published.

* Based on NHTSA's Old Definition for Alcohol Fatalities.

TENNESSEE ALCOHOL-IMPAIRED DRIVING FATALITIES PER 100 MILLION VMT



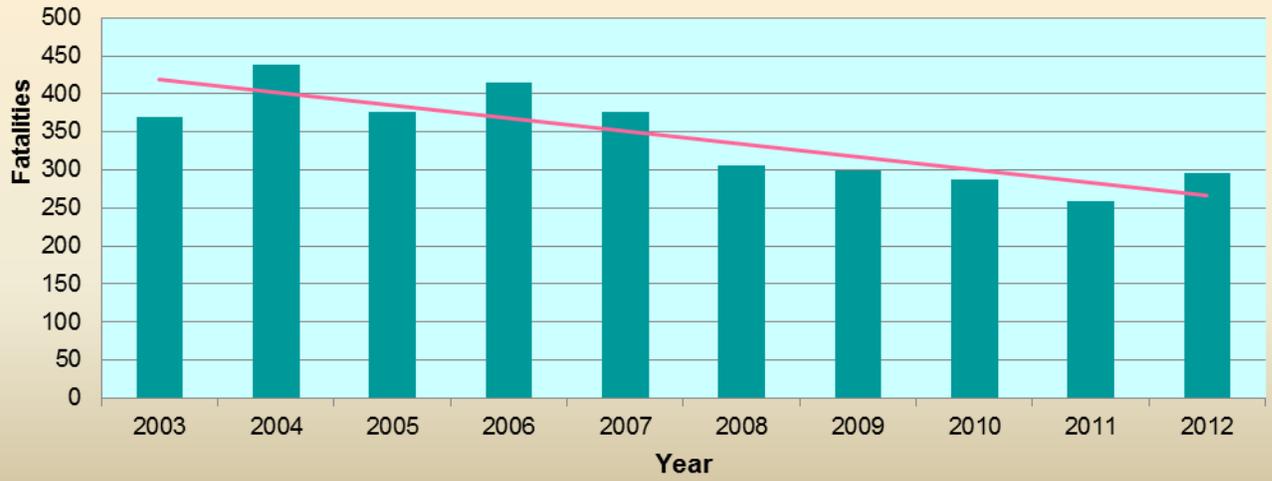
Alcohol-Impaired Driving Fatalities per 100 Million VMT*

| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|------------|------|------|------|------|------|------|------|------|------|------|------|
| TN | 0.65 | 0.56 | 0.54 | 0.62 | 0.53 | 0.59 | 0.53 | 0.44 | 0.43 | 0.41 | 0.36 |
| USA | 0.48 | 0.47 | 0.45 | 0.44 | 0.45 | 0.45 | 0.43 | 0.39 | 0.36 | 0.34 | 0.34 |

Source: http://www-nrd.nhtsa.dot.gov/departments/nrd-30/nca/STSI/47_TN2009/47_TN_2009.htm, accessed May 21, 2013.

* Based on NHTSA's Definition of Alcohol-Impaired Driving Fatalities.

Tennessee Alcohol Impaired Driving Fatalities 2003 - 2012

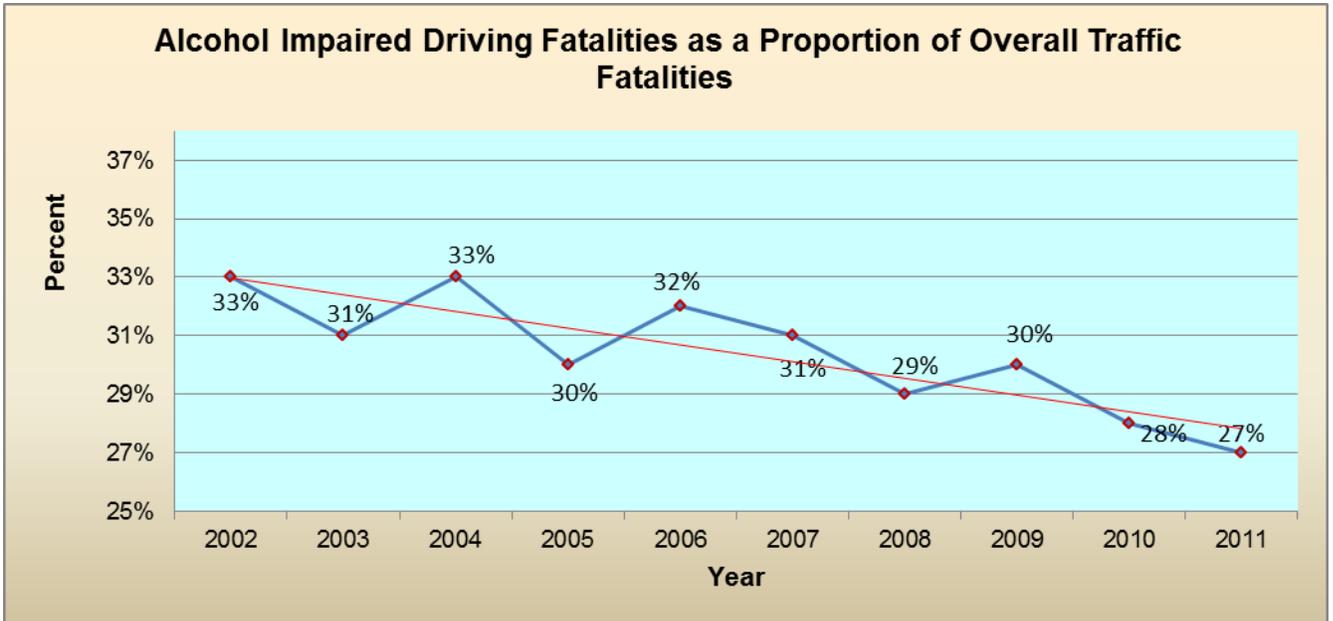


| Proportion of Alcohol Impaired Fatalities* | | | | | | | | | | |
|--|------|------|------|------|------|------|------|------|------|------|
| Year | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Alcohol Impaired Fatalities | 370 | 439 | 376 | 414 | 377 | 306 | 299 | 288 | 259 | 295 |

Source: <http://www-fars.nhtsa.dot.gov/Trends/TrendsAlcohol.aspx>, accessed November 27, 2013.

Note: 2012 Data is preliminary.

*Based on NHTSA FARS New Definition for impaired driving fatalities.



| Proportion of Alcohol Impaired Fatalities | | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|------|------|
| Year | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
| % of Alcohol Impaired Fatalities | 33% | 31% | 33% | 30% | 32% | 31% | 29% | 30% | 28% | 27% |

Source: <http://www-fars.nhtsa.dot.gov/Trends/TrendsAlcohol.aspx>, accessed July 9, 2012.

Note: 2010 Data is preliminary.

| Tennessee Drivers in Fatal Crashes by Gender and BAC | | | | | | |
|---|-------------------------|-----------------|-----------------|---------------------------|-----------------|-----------------|
| Year | Male | | | Female | | |
| | All Male Drivers | Percent | | All Female Drivers | Percent | |
| | | BAC=.01+ | BAC=.08+ | | BAC=.01+ | BAC=.08+ |
| 1994 | 1,163 | 32% | 27% | 455 | 16% | 14% |
| 1995 | 1,248 | 33% | 29% | 435 | 12% | 10% |
| 1996 | 1,222 | 32% | 27% | 461 | 13% | 11% |
| 1997 | 1,172 | 31% | 28% | 480 | 12% | 9% |
| 1998 | 1,231 | 30% | 26% | 459 | 15% | 13% |
| 1999 | 1,281 | 31% | 27% | 489 | 12% | 10% |
| 2000 | 1,258 | 29% | 25% | 474 | 18% | 14% |
| 2001 | 1,230 | 32% | 27% | 460 | 15% | 13% |
| 2002 | 1,128 | 31% | 26% | 416 | 17% | 13% |
| 2003 | 1,126 | 27% | 24% | 479 | 15% | 13% |
| 2004 | 1,291 | 30% | 26% | 487 | 14% | 12% |
| 2005 | 1,269 | 27% | 23% | 463 | 14% | 12% |
| 2006 | 1,243 | 30% | 25% | 461 | 16% | 14% |
| 2007 | 1,187 | 30% | 25% | 439 | 13% | 11% |
| 2008 | 1,022 | 27% | 23% | 371 | 18% | 13% |
| 2009 | 927 | 29% | 25% | 367 | 15% | 13% |
| 2010 | 982 | 28% | 23% | 391 | 15% | 13% |
| 2011 | 967 | 24% | 20% | 355 | 14% | 12% |

Source: NHTSA FARS Encyclopedia, <http://www-fars.nhtsa.dot.gov/Trends/TrendsAlcohol.aspx>, accessed November 27, 2013.

Note: 2010-2011 Data is preliminary; 2012 Data not published.

**YOUTH DRIVERS PROGRAMS
Including
ALCOHOL AND OTHER DRUGS
COUNTERMEASURES**

Program Goal: To decrease the number of 15 to 24-year-old drivers and passengers killed or seriously injured in all traffic crashes by 2.5% from 1,957 to 1,903 by the end of CY 2012.

Performance Objective Measures:

Objective 1: To decrease the number of Youth ages 15-19 killed or seriously injured in motor vehicle crashes 2.5 % by the end of CY 2012.

Objective 2: To decrease the number and percentage of 20 to 24- year old drinking drivers involved in fatal traffic crashes by 2.5% by the end of CY 2012.

Action Taken:

- Executed year round impaired driving enforcement
- Increased alcohol awareness on high school and college campuses across the state by providing innovative programs and materials to students
- Provided educational materials on teen safe driving to driver testing centers statewide
- Provided drunk driver simulation using top of the line Impaired Driving simulators to high schools and members of the community
- Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication and rehabilitation
- Increased partnerships with local corporations
- Enforcement of underage alcohol sales

| Grantee | Grant Amount | Grant Name |
|---|---------------------|---|
| McMinn County Rescue Squad | \$30,373.78 | "Prom Promise" program |
| Tennessee Trucking Foundation - statewide | \$50,000.00 | Teens and Trucks Share the Road |
| Tennessee Independent Colleges and Universities - statewide | \$20,010.00 | Reducing impaired driving among Tennessee's college students. |
| Dickson County Sheriff's Office | \$35,000.00 | Traffic Safety Awareness and Education Program |
| Arlington High School (Shelby County Schools) | \$25,000.00 | Alive at 25 |
| TJohnE Productions, Inc. | \$94,500.00 | ThinkFast Young Adult Impaired Driving Intervention |
| Washington County Sheriff's Department | \$60,000.00 | Safe Teen Driving Skills |

TICUA – Tennessee Independent Colleges and Universities: The Coalition for Healthy and Safe Campus Communities (CHAScO) Program Highlights

CHAScO's GHSO project reached approximately 102,910 undergraduate students at 15 colleges and universities throughout Tennessee at the following institutions:

- Aquinas College - Davidson
 - Austin Peabody State University - Montgomery
 - Carson- Newman University - Jefferson
 - Cumberland University - Wilson
 - Middle Tennessee State University - Rutherford
 - Motlow State Community College - Moore
 - Sewanee: The University of the South – Franklin
 - Southern Adventist University - Hamilton
 - Tennessee Tech University - Hardin
 - University of Memphis – Shelby
 - University of Memphis at Lambuth - Jackson
 - University of Tennessee Chattanooga - Hamilton
 - University of Tennessee Knoxville - Knoxville
 - Vol. State Community College – Sumner
 - Watkins College of Art, Design - Davidson
-
- Results from the 2012-13 CORE Survey administered to 4,010 students from 10 institutions revealed that 15% of students admitted to driving a car while under the influence of alcohol or other drugs. However, only 1% admitted to being arrested for a DWI/DUI. The problem of impaired driving is even greater than arrest records indicate as 710 students admitted to driving under the influence, but only 37 students were arrested. These statistics reveal that 94% of the students who drink while impaired are not arrested.
 - A comparison between the results from 2011-12 and 2012-13 reveals a 3% decline in the number of college students at participating institutions admitting to driving a car while under the influence of alcohol or other drugs.

TJohneE Productions, Inc. Think Fast Program Highlights

Over 40,000 middle and high school students participated and experienced the Thinkfast game show. The GHSO sponsored 26 shows while Nissan North America again provided the funding to offer an additional 75 schools the opportunity to be educated about the dangers and consequences of underage drinking, information about teen driver safety and the consequences of alcohol use/abuse. Hundreds of youth from various schools completed a pre-test immediately before the Think Fast event, and others completed a post-test just after the event. The average score for the pre-test was 68.52% and the post was 98.83%, demonstrating a 39.298% increase in test scores after the Think Fast event. These results show that Thinkfast definitely helped to increase teen knowledge about driver safety.

Arlington High School Alive at 25 Highlights

Over 600 students had the opportunity to take the Alive at 25 course which educated students about the dangers and consequences of alcohol, drinking and driving, and making poor decisions. Drunk goggles were utilized to show students the effects of alcohol and drugs while driving. They also received statistics, hands on activities to show how poor decisions can affect everyone around them. The course was instructed by The University of Memphis.

Dickson County Sheriff's Office Traffic Safety Awareness and Education Program Highlights

Records indicated that Dickson County reduced its crash related fatalities from 12 to 6 within a year's time. That's a 50% reduction. This was mostly in part to the various community activities and educational programs provided to students at the 2 high schools and 2 middle schools in the county. Some of the community activities were:

- DUI Traffic Safety Presentation with Blake McMeans
- DUI Traffic Safety Presentation with student members of HOSA (Health Occupational Students)
- State of the Art Impaired Driving Simulator purchased through the grant was not only used at countywide schools but also events such as the Annual Christmas parade.
- A seven week Safe Driver Reward Program was also implemented at the 2 high schools during Spring Break and Prom season.

Memphis Police Department CARD operation Highlights

The CARD Operation conducted 23 details to prevent youth from purchasing alcohol. 576 stores were checked by officers and underage operatives. 420 stores were in compliance. Misdemeanor citations were issued to 96 for violations that resulted in 33 city ordinances and 85 beer board complaints.

RESULTS FOR 2003-2012 CALENDAR YEARS

| Year | Drivers Involved in Fatal Crashes by Age | |
|------|--|-------------------|
| | 20 to 24 Year Old Drivers | Other Age Drivers |
| 2003 | 13% | 87% |
| 2004 | 14% | 86% |
| 2005 | 13% | 87% |
| 2006 | 14% | 86% |
| 2007 | 13% | 87% |
| 2008 | 13% | 87% |
| 2009 | 13% | 87% |
| 2010 | 13% | 87% |
| 2011 | 12% | 88% |
| 2012 | 12% | 88% |

| | Percentage of 20-24 Year Old Drivers Involved in Fatal Crashes Compared to Others | | | |
|------|---|-------|-------|-----|
| | 20-24 | Other | Total | % |
| 2003 | 202 | 1413 | 1615 | 13% |
| 2004 | 247 | 1541 | 1788 | 14% |
| 2005 | 233 | 1514 | 1747 | 13% |
| 2006 | 238 | 1481 | 1719 | 14% |
| 2007 | 211 | 1430 | 1641 | 13% |
| 2008 | 180 | 1218 | 1398 | 13% |
| 2009 | 163 | 1139 | 1302 | 13% |
| 2010 | 177 | 1203 | 1380 | 13% |
| 2011 | 159 | 1173 | 1332 | 12% |
| 2012 | 163 | 1202 | 1365 | 12% |

Source: TN Dept of Safety and Homeland Security, Research, Planning and Development, November 27, 2013.

<http://www.fars.nhtsa.dot.gov/QueryTool/QuerySection/Report.aspx>

* 2012 Data is preliminary from the TN Fatality Reporting System.

Representation of Drivers Between Ages 15 and 19 in Fatal and Injury Crashes

| Category | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | Change |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|
| Drivers Between Ages 15 & 19 in Fatal & Injury Crashes | 10,192 | 12,297 | 12,243 | 11,986 | 11,464 | 10,099 | 10,007 | 9,440 | 9,025 | 8,851 | -13.2% |
| Percentage of Drivers in Fatal & Injury Crashes Between Ages 15 & 19 | 12.67% | 13.09% | 13.10% | 12.96% | 12.93% | 12.49% | 12.45% | 11.36% | 10.85% | 10.53% | -16.9% |
| Licensed Drivers Between Ages 15 & 19 | 246,133 | 249,468 | 251,745 | 257,218 | 263,428 | 263,428 | 263,214 | 262,171 | 261,493 | 258,049 | 4.8% |
| Percentage of Licensed Drivers Between Ages 15 & 19 | 5.8% | 5.8% | 5.8% | 5.9% | 5.9% | 5.9% | 5.9% | 5.8% | 5.7% | 5.6% | -3.6% |
| Over-representation of Drivers Between Ages 15 & 19 | 2.18 | 2.25 | 2.27 | 2.21 | 2.18 | 2.11 | 2.12 | 1.96 | 1.90 | 1.88 | -13.8% |

Source: Drivers in Fatal and Injury Crashes - TN Dept of Safety Crash Databases, December 2, 2013.

Note: *Representation is percent of fatal and injury crashes divided by percent of licensed drivers.

| Year | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---------|---------|---------|---------|---------|---------|-----------|---------|-----------|-----------|
| All Lic. Drivers | 4228235 | 4279063 | 4372306 | 4384517 | 4431085 | 4455754 | 4,484,769 | 4520542 | 4,559,507 | 4,597,271 |
| All Lic. Drivers Aged 15 to 19 | 246,133 | 249,468 | 251,745 | 257,218 | 263,428 | 263,428 | 263,214 | 262,171 | 261,493 | 258,049 |
| Drivers Aged 15 to 19 in Fatal & Injury Crashes | 10,192 | 12,297 | 12,243 | 11,986 | 11,464 | 10,099 | 10,007 | 9,440 | 9,025 | 8,851 |
| All Drivers in Fatal and Injury Crashes | 80465 | 93933 | 93487 | 92454 | 88628 | 80847 | 80387 | 83074 | 83167 | 84048 |
| | 12.7% | 13.1% | 13.1% | 13.0% | 12.9% | 12.5% | 12.4% | 11.4% | 10.9% | 10.5% |
| | 5.8% | 5.8% | 5.8% | 5.9% | 5.9% | 5.9% | 5.9% | 5.8% | 5.7% | 5.6% |

| Persons 15 to 19 Years Old Killed in Tennessee Traffic Crashes by Person Type | | | |
|--|----------------|-----------------------------------|--------------|
| Year | Drivers | Persons Other Than Drivers | Total |
| 2000 | 87 | 66 | 153 |
| 2001 | 85 | 59 | 144 |
| 2002 | 104 | 60 | 164 |
| 2003 | 85 | 58 | 143 |
| 2004 | 102 | 65 | 167 |
| 2005 | 74 | 49 | 123 |
| 2006 | 88 | 65 | 153 |
| 2007 | 100 | 53 | 153 |
| 2008 | 72 | 33 | 105 |
| 2009 | 48 | 42 | 90 |
| 2010 | 46 | 30 | 76 |
| 2011 | 52 | 25 | 77 |
| 2012* | 57 | 32 | 89 |

Source: Federal FARS website: <http://www-fars.nhtsa.dot.gov/QueryTool/QuerySection/SelectYear.aspx>, accessed November 27, 2013.

POLICE TRAFFIC SERVICES

High Visibility Grants

Program Highlights

The main goals and objectives were:

- Increase safety belt use to 89% by the end of CY 2013.
- Maintain Selective Traffic Enforcement Program (STEP) Wave concept of enforcement
- Participate in national mobilization periods
- Increase DUI enforcement.

The State of Tennessee experienced an increase in the statewide safety belt usage rate of 1.17%. This is an increase from 83.65% in 2012 to 84.82% in 2013. We have also seen the usage rate increase for occupants in passenger cars, vans, and pickup trucks. SUVs were the only vehicle category to show a slight decrease from 2012, declining by 0.63% to a still-respectable 88.17% usage rate.

All agencies maintained traffic enforcement and participated in the national mobilizations. DUI enforcement was a focal point during the past year. Each agency submitted their enforcement data online on the www.tntrafficsafety.org website. The result of the campaign data is listed below.

Network Law Enforcement Grants

Program Highlights

The main goals and objectives were to reduce injuries, fatalities, and economic losses on TN roadways. The most important factors in the success of state-wide highway safety programs are the involvement of law enforcement agencies on the local level and their enthusiasm and interest in the programs. One time special award grants are awarded to 21 networks within the 4 LEL regions.

The success of the program was measured by:

- The number of agencies participating in monthly Network meetings
- The number of law enforcement agencies participating in planned enforcement initiatives
- The participation level of the agencies in the Network in national campaigns.
- The number of law enforcement officers within the network receiving training.
- The number of agencies implementing TITAN to download crash results electronically.

The number of agencies participating has increased and network meetings are well attended. Reporting was at 100% for the national mobilization periods. Results are included below. Multi-Jurisdictional and regional enforcement events took place in all regions of the State with participation from several agencies. Over 3000 law enforcement officers received training in highway safety subjects, all of which have been approved by the Police Officers Standards and Training (POST) Commission. More agencies are using the TITAN system. Currently, 86.1% of all crash reports are submitted electronically.

Tennessee

Reporting Agencies Summary

Agencies in your area registered to submit data.

Agencies that have reported this campaign.

| Law Enforcement Agencies | Participating This Period | Reporting This Period | |
|-------------------------------|---------------------------|-----------------------|----------------|
| State Police Patrol Districts | 8 | 8 | 100.00% |
| County Sheriffs Office | 94 | 94 | 100.00% |
| City/Town Police | 248 | 248 | 100.00% |
| College/University Police | 15 | 15 | 100.00% |
| Airport Police | 0 | 0 | 0.00% |
| Railroad Police | 1 | 1 | 100.00% |
| Federal Agency | 1 | 1 | 100.00% |
| Total | 367 | 367 | 100.00% |

Grand Totals

Agencies Reported: 367

Agencies Not Reported: 0

Agencies Not Reported: 0

Reported Results

| | | | |
|--|------|--------------------------------|-------|
| Sworn officers | 8403 | Impaired driving arrests (DUI) | 1744 |
| Safety belt citations | 4082 | Child safety citations | 403 |
| Felony arrests | 1438 | Recovered stolen vehicles | 59 |
| Fugitives apprehended | 710 | Suspended/Revoked licences | 3486 |
| Uninsured motorists | 9894 | Speeding | 21757 |
| Reckless driving | 398 | Drug arrests | 1676 |
| Individuals given DRE evaluations | 57 | Weapons seized | 75 |
| Press conferences held | 26 | TV news stories aired | 43 |
| Radio news stories aired | 29 | Print news stories run | 67 |
| Other news stories | 10 | Number of checkpoints | 171 |
| Number of vehicles passing through the checkpoints | 7144 | Number of vehicles detained | 326 |

Tennessee

Reporting Agencies Summary

Agencies in your area registered to submit data.

Agencies that have reported this campaign.

| Law Enforcement Agencies | Participating This Period | Reporting This Period | |
|-------------------------------|---------------------------|-----------------------|---------------|
| State Police Patrol Districts | 8 | 8 | 100.00% |
| County Sheriffs Office | 94 | 93 | 98.94% |
| City/Town Police | 247 | 245 | 99.19% |
| College/University Police | 15 | 15 | 100.00% |
| Airport Police | 0 | 0 | 0.00% |
| Railroad Police | 1 | 1 | 100.00% |
| Federal Agency | 1 | 1 | 100.00% |
| Total | 366 | 363 | 99.18% |

Grand Totals

Agencies Reported: 363

Agencies Not Reported: 3

Agencies Not Reported: 3

Covington Police Department

Fayette County Sheriff Department

Trimble Police Department

Reported Results

| | | | |
|-----------------------------------|-------|--------------------------------|-------|
| Sworn officers | 8790 | Impaired driving arrests (DUI) | 1364 |
| Safety belt citations | 9682 | Child safety citations | 800 |
| Felony arrests | 1598 | Recovered stolen vehicles | 71 |
| Fugitives apprehended | 1044 | Suspended/Revoked licences | 4039 |
| Uninsured motorists | 10871 | Speeding | 21536 |
| Reckless driving | 338 | Drug arrests | 1234 |
| Individuals given DRE evaluations | 12 | Weapons seized | 90 |
| Press conferences held | 18 | TV news stories aired | 36 |
| Radio news stories aired | 43 | Print news stories run | 74 |
| Other news stories | 12 | Number of checkpoints | 223 |

| | | | |
|--|-------|-----------------------------|------|
| Number of vehicles passing through the checkpoints | 12567 | Number of vehicles detained | 1977 |
|--|-------|-----------------------------|------|

Tennessee

Reporting Agencies Summary

Agencies in your area registered to submit data.

Agencies that have reported this campaign.

| Law Enforcement Agencies | Participating This Period | Reporting This Period | |
|-------------------------------|---------------------------|-----------------------|---------------|
| State Police Patrol Districts | 8 | 6 | 75.00% |
| County Sheriffs Office | 94 | 85 | 90.43% |
| City/Town Police | 248 | 224 | 90.32% |
| College/University Police | 15 | 15 | 100.00% |
| Airport Police | 0 | 0 | 0.00% |
| Railroad Police | 1 | 1 | 100.00% |
| Federal Agency | 1 | 1 | 100.00% |
| Total | 367 | 332 | 90.46% |

Grand Totals

Agencies Reported: 332

Agencies Not Reported: 35

Agencies Not Reported: 35

| | |
|-----------------------------------|--------------------------------------|
| Bethel Springs Police Department | Chester County Sheriff Department |
| Covington Police Department | Crump Police Department |
| Decatur County Sheriff Department | Decaturville Police Department |
| Dyer County Sheriff Department | Dyer Police Department |
| Friendship Police Department | Gallaway Police Department |
| Grand Junction Police Department | Halls Police Department |
| Hardin County Sheriff Department | Henderson County Sheriff Department |
| Henning Police Department | Hornbeak Police Department |
| Jackson Police Department | Lauderdale County Sheriff Department |
| Lexington Police Department | Madison County Sheriff Department |
| Maury City Police Department | Mcnairy County Sheriff Department |
| Obion County Sheriff Department | Obion Police Department |
| Parsons Police Department | Ridgely Police Department |
| Ripley Police Department | Saltillo Police Department |

| | |
|---|---|
| Savannah Police Department | Scotts Hill Police Department |
| Selmer Police Department | THP - Tennessee Highway Patrol - District 4 Memphis |
| THP - Tennessee Highway Patrol - District 8 Jackson | Trimble Police Department |
| Troy Police Department | |

Reported Results

| | | | |
|--|-------|--------------------------------|-------|
| Sworn officers | 10097 | Impaired driving arrests (DUI) | 1553 |
| Safety belt citations | 8393 | Child safety citations | 639 |
| Felony arrests | 2051 | Recovered stolen vehicles | 108 |
| Fugitives apprehended | 1468 | Suspended/Revoked licences | 5643 |
| Uninsured motorists | 12255 | Speeding | 28484 |
| Reckless driving | 376 | Drug arrests | 1840 |
| Individuals given DRE evaluations | 13 | Weapons seized | 89 |
| Press conferences held | 8 | TV news stories aired | 9 |
| Radio news stories aired | 39 | Print news stories run | 46 |
| Other news stories | 24 | Number of checkpoints | 263 |
| Number of vehicles passing through the checkpoints | 11906 | Number of vehicles detained | 2512 |

Tennessee

Reporting Agencies Summary

Agencies in your area registered to submit data.

Agencies that have reported this campaign.

| Law Enforcement Agencies | Participating This Period | Reporting This Period | |
|-------------------------------|---------------------------|-----------------------|---------------|
| State Police Patrol Districts | 6 | 6 | 100.00% |
| County Sheriffs Office | 52 | 47 | 90.38% |
| City/Town Police | 125 | 123 | 98.40% |
| College/University Police | 4 | 4 | 100.00% |
| Airport Police | 0 | 0 | 0.00% |
| Railroad Police | 0 | 0 | 0.00% |
| Federal Agency | 0 | 0 | 0.00% |
| Total | 187 | 180 | 96.26% |

Grand Totals

Agencies Reported: 180

Agencies Not Reported: 7

Agencies Not Reported: 7

| | |
|------------------------------------|-----------------------------------|
| Bledsoe County Sheriff Department | Fayette County Sheriff Department |
| Grand Junction Police Department | Grundy County Sheriff Department |
| Hardeman County Sheriff Department | Haywood County Sheriff Department |
| Livingston Police Department | |

Reported Results

| | | | |
|-----------------------------------|------|--------------------------------|------|
| Sworn officers | 7592 | Impaired driving arrests (DUI) | 680 |
| Safety belt citations | 2731 | Child safety citations | 193 |
| Felony arrests | 616 | Recovered stolen vehicles | 9 |
| Fugitives apprehended | 292 | Suspended/Revoked licences | 1749 |
| Uninsured motorists | 4669 | Speeding | 9190 |
| Reckless driving | 174 | Drug arrests | 557 |
| Individuals given DRE evaluations | 2 | Weapons seized | 53 |
| Press conferences held | 8 | TV news stories aired | 3 |

| | | | |
|--|------|-----------------------------|-----|
| Radio news stories aired | 26 | Print news stories run | 49 |
| Other news stories | 5 | Number of checkpoints | 48 |
| Number of vehicles passing through the checkpoints | 2987 | Number of vehicles detained | 107 |

Tennessee

Reporting Agencies Summary

Agencies in your area registered to submit data.

Agencies that have reported this campaign.

| Law Enforcement Agencies | Participating This Period | Reporting This Period | |
|-------------------------------|---------------------------|-----------------------|---------------|
| State Police Patrol Districts | 6 | 6 | 100.00% |
| County Sheriffs Office | 52 | 46 | 88.46% |
| City/Town Police | 125 | 117 | 93.60% |
| College/University Police | 4 | 4 | 100.00% |
| Airport Police | 0 | 0 | 0.00% |
| Railroad Police | 0 | 0 | 0.00% |
| Federal Agency | 0 | 0 | 0.00% |
| Total | 187 | 173 | 92.51% |

Grand Totals

Agencies Reported: 173

Agencies Not Reported: 14

Agencies Not Reported: 14

| | |
|-----------------------------------|------------------------------------|
| Benton County Sheriff Department | Big Sandy Police Department |
| Bledsoe County Sheriff Department | Brighton Police Department |
| Camden Police Department | Fayette County Sheriff Department |
| Gallaway Police Department | Grand Junction Police Department |
| Grundy County Sheriff Department | Hardeman County Sheriff Department |
| Haywood County Sheriff Department | Livingston Police Department |
| Munford Police Department | Tullahoma Police Department |

Reported Results

| | | | |
|-----------------------|------|--------------------------------|------|
| Sworn officers | 6081 | Impaired driving arrests (DUI) | 305 |
| Safety belt citations | 1566 | Child safety citations | 144 |
| Felony arrests | 274 | Recovered stolen vehicles | 9 |
| Fugitives apprehended | 184 | Suspended/Revoked licences | 980 |
| Uninsured motorists | 2194 | Speeding | 4486 |

| | | | |
|--|------|-----------------------------|-----|
| Reckless driving | 83 | Drug arrests | 257 |
| Individuals given DRE evaluations | 9 | Weapons seized | 45 |
| Press conferences held | 3 | TV news stories aired | 23 |
| Radio news stories aired | 22 | Print news stories run | 25 |
| Other news stories | 2 | Number of checkpoints | 60 |
| Number of vehicles passing through the checkpoints | 4754 | Number of vehicles detained | 324 |

Tennessee

Reporting Agencies Summary

Agencies in your area registered to submit data.

Agencies that have reported this campaign.

| Law Enforcement Agencies | Participating This Period | Reporting This Period | |
|-------------------------------|---------------------------|-----------------------|---------------|
| State Police Patrol Districts | 6 | 6 | 100.00% |
| County Sheriffs Office | 52 | 46 | 88.46% |
| City/Town Police | 125 | 117 | 93.60% |
| College/University Police | 4 | 4 | 100.00% |
| Airport Police | 0 | 0 | 0.00% |
| Railroad Police | 0 | 0 | 0.00% |
| Federal Agency | 0 | 0 | 0.00% |
| Total | 187 | 173 | 92.51% |

Grand Totals

Agencies Reported: 173

Agencies Not Reported: 14

Agencies Not Reported: 14

| | |
|-----------------------------------|------------------------------------|
| Benton County Sheriff Department | Big Sandy Police Department |
| Bledsoe County Sheriff Department | Brighton Police Department |
| Camden Police Department | Fayette County Sheriff Department |
| Gallaway Police Department | Grand Junction Police Department |
| Grundy County Sheriff Department | Hardeman County Sheriff Department |
| Haywood County Sheriff Department | Livingston Police Department |
| Munford Police Department | Tullahoma Police Department |

Reported Results

| | | | |
|-----------------------|------|--------------------------------|------|
| Sworn officers | 6047 | Impaired driving arrests (DUI) | 281 |
| Safety belt citations | 1432 | Child safety citations | 147 |
| Felony arrests | 258 | Recovered stolen vehicles | 13 |
| Fugitives apprehended | 130 | Suspended/Revoked licences | 722 |
| Uninsured motorists | 1826 | Speeding | 3739 |

| | | | |
|--|------|-----------------------------|-----|
| Reckless driving | 54 | Drug arrests | 212 |
| Individuals given DRE evaluations | 0 | Weapons seized | 11 |
| Press conferences held | 0 | TV news stories aired | 0 |
| Radio news stories aired | 12 | Print news stories run | 23 |
| Other news stories | 1 | Number of checkpoints | 31 |
| Number of vehicles passing through the checkpoints | 3753 | Number of vehicles detained | 871 |

Tennessee

Reporting Agencies Summary

Agencies in your area registered to submit data.

Agencies that have reported this campaign.

| Law Enforcement Agencies | Participating This Period | Reporting This Period | |
|-------------------------------|---------------------------|-----------------------|---------------|
| State Police Patrol Districts | 6 | 0 | 0.00% |
| County Sheriffs Office | 52 | 46 | 88.46% |
| City/Town Police | 124 | 117 | 94.35% |
| College/University Police | 4 | 4 | 100.00% |
| Airport Police | 0 | 0 | 0.00% |
| Railroad Police | 0 | 0 | 0.00% |
| Federal Agency | 0 | 0 | 0.00% |
| Total | 186 | 167 | 89.78% |

Grand Totals

Agencies Reported: 167

Agencies Not Reported: 19

Agencies Not Reported: 19

| | |
|--|--|
| Benton County Sheriff Department | Bethel Springs Police Department |
| Big Sandy Police Department | Bledsoe County Sheriff Department |
| Decatur County Sheriff Department | Fayette County Sheriff Department |
| Gallaway Police Department | Grand Junction Police Department |
| Hardeman County Sheriff Department | Livingston Police Department |
| Mcnairy County Sheriff Department | Parsons Police Department |
| Selmer Police Department | THP - Tennessee Highway Patrol - District 2 Chattanooga |
| THP - Tennessee Highway Patrol - District 3 Nashville | THP - Tennessee Highway Patrol - District 4 Memphis |
| THP - Tennessee Highway Patrol - District 6 Cookeville | THP - Tennessee Highway Patrol - District 7 Lawrenceburg |
| THP - Tennessee Highway Patrol - District 8 Jackson | |

Reported Results

| | | | |
|----------------|------|--------------------------------|-----|
| Sworn officers | 4792 | Impaired driving arrests (DUI) | 222 |
|----------------|------|--------------------------------|-----|

| | | | |
|--|------|-----------------------------|------|
| Safety belt citations | 1121 | Child safety citations | 105 |
| Felony arrests | 327 | Recovered stolen vehicles | 17 |
| Fugitives apprehended | 192 | Suspended/Revoked licences | 878 |
| Uninsured motorists | 1550 | Speeding | 4199 |
| Reckless driving | 60 | Drug arrests | 241 |
| Individuals given DRE evaluations | 1 | Weapons seized | 13 |
| Press conferences held | 0 | TV news stories aired | 2 |
| Radio news stories aired | 10 | Print news stories run | 14 |
| Other news stories | 11 | Number of checkpoints | 22 |
| Number of vehicles passing through the checkpoints | 3204 | Number of vehicles detained | 28 |

Tennessee

Reporting Agencies Summary

Agencies in your area registered to submit data.

Agencies that have reported this campaign.

| Law Enforcement Agencies | Participating This Period | Reporting This Period | |
|-------------------------------|---------------------------|-----------------------|---------------|
| State Police Patrol Districts | 6 | 0 | 0.00% |
| County Sheriffs Office | 52 | 46 | 88.46% |
| City/Town Police | 125 | 114 | 91.20% |
| College/University Police | 4 | 4 | 100.00% |
| Airport Police | 0 | 0 | 0.00% |
| Railroad Police | 0 | 0 | 0.00% |
| Federal Agency | 0 | 0 | 0.00% |
| Total | 187 | 164 | 87.70% |

Grand Totals

Agencies Reported: 164

Agencies Not Reported: 23

Agencies Not Reported: 23

| | |
|--|--|
| Alamo Police Department | Benton County Sheriff Department |
| Bethel Springs Police Department | Big Sandy Police Department |
| Bledsoe County Sheriff Department | Decatur County Sheriff Department |
| Decaturville Police Department | Fayette County Sheriff Department |
| Gallaway Police Department | Grand Junction Police Department |
| Hardeman County Sheriff Department | Livingston Police Department |
| Mcnairy County Sheriff Department | Parsons Police Department |
| Puryear Police Department | Scotts Hill Police Department |
| Selmer Police Department | THP - Tennessee Highway Patrol - District 2 Chattanooga |
| THP - Tennessee Highway Patrol - District 3 Nashville | THP - Tennessee Highway Patrol - District 4 Memphis |
| THP - Tennessee Highway Patrol - District 6 Cookeville | THP - Tennessee Highway Patrol - District 7 Lawrenceburg |
| THP - Tennessee Highway Patrol - District 8 Jackson | |

Reported Results

| | | | |
|--|------|--------------------------------|------|
| Sworn officers | 3746 | Impaired driving arrests (DUI) | 264 |
| Safety belt citations | 997 | Child safety citations | 122 |
| Felony arrests | 312 | Recovered stolen vehicles | 9 |
| Fugitives apprehended | 230 | Suspended/Revoked licences | 760 |
| Uninsured motorists | 1571 | Speeding | 4104 |
| Reckless driving | 69 | Drug arrests | 272 |
| Individuals given DRE evaluations | 1 | Weapons seized | 9 |
| Press conferences held | 0 | TV news stories aired | 0 |
| Radio news stories aired | 11 | Print news stories run | 21 |
| Other news stories | 8 | Number of checkpoints | 18 |
| Number of vehicles passing through the checkpoints | 2962 | Number of vehicles detained | 605 |

TRAFFIC RECORDS PROGRAM

December 2013

Goals and Objectives

- Improve the collection of traffic safety information by implementing the electronic collection system statewide which will provide timely, accurate, and complete data to local, state and federal highway safety stakeholders.
- To develop a statewide comprehensive traffic records system that provides information so resources are managed effectively in order to reduce the number of crashes, fatalities, and serious injuries that occur on Tennessee roadways.
- Strengthen partnerships and create links between the various data sources in order to provide information that will improve research and analysis for highway safety plans.

Performance Objective Measures:

- Increase the use of electronic crash data collection through a statewide program and promote data-driven decision-making in Tennessee for all data users and safety planners in FFY 2014.
- Implement and maintain a standardized process for the collection of electronic crash data and a statewide support process for both RMS and TITAN users.
- Update and improve electronic workflows and forms of crash data collection in order to increase timeliness, accuracy, and completeness.
- Work to increase crash outcome reporting by improving the data linkages between coroners, ambulance run, and emergency department databases during FFY 2014.
- Increase participation of the various interests in the state "Traffic Records Coordinating Committee" and use the TRCC's "Traffic Records Strategic Plan" recommendations as the basis for decision-making on highway safety information systems during FFY 2014.

Funded Grants

M3DA-14-03/TR-14-01 TN Dept. of Safety, TITAN 402 / 405 \$1,755,000.00

Activity: Data Improvements- Automated Crash Report (DOS)

Tennessee Integrated Traffic Analysis Network (TITAN) Grant

In May of 2013 a new five (5) year vendor contract was secured for the TITAN Records Management System. After careful reviews, the new developments and enhancements included in the contract were drawn from a combination of current needs and the recommendations for improvements from the 2009 Traffic Records Assessment. By virtue of this contract, the State strengthens its commitment to assist local law enforcement and judicial agencies in the collection, management and distribution of critical traffic safety information. The goal of the State is to have a unified records network that enables seamless collection and distribution of information throughout the state.

The emphasis outlined in the new contract through 2018 is:

- The maintenance and support of the existing TITAN system to ensure that no loss of current standardized process will occur.
- The development and implementation of new functionality, extending the capabilities of the state-wide system.
- The improvements must improve the accuracy, timeliness, completeness, and accessibility of the information used to form highway safety plans.

The Department continues to experience a positive growth rate in relation to reporting crash information electronically. The TITAN Business Unit has completed its planned statewide approach to implement the e-reporting program to local law enforcement agencies in each of the 8 THP Districts. There are 17 agencies remaining that will be will have the program implemented by the January 1, 2015 deadline as outlined in the legislation passed in early 2012. The state continues to work with local agencies to meet their crash data reporting needs. Several agencies use the state provided TITAN Records Management Systems (RMS) to store agency specific crash data. The TITAN system allows crash data to import to a local RMS. The download/import capabilities are continually updated to accommodate new agencies. Local agencies that do not use TITAN and instead use 3rd party crash reporting software are provided the crash report schema (data dictionary.) TDOSHS provides TITAN documentation and assistance to the third party RMS vendors. Agencies that send data to the TITAN system utilize the web portal to search for reports, produce statistics, or request any portion of their data to import into their local system(s).

Overall TITAN Program Status

- Tennessee Department of Safety and Homeland Security (TDOSHS) received 171,030 (86.1% of annual volume) electronic crash reports over the last 12 months. 156,982 or 92% of those were received within 7 days of when the crash occurred.
- There are 319 Local Law Enforcement Agencies utilizing electronic reporting for crash data.
- The State added 21 local law enforcement agencies to the TITAN E-reporting network over the previous 12 months. A 9% increase in the number of partners.
- All crash data in Tennessee since 2003 is now available via the TITAN web portal.
- The TITAN Business Unit implemented a full time Help Desk Service in October of 2013. A user can receive assistance from a live person 24 hours a day 7 days a week.
- Documents containing monthly results were submitted to GHSO.
- Paper crash reports continue to decrease as local agencies adopt the electronic reporting method. The paper reports that are being received are scanned, keyed, and entered in to the database for immediate access on a daily basis.

Crash reporting improvement measurements 2008 through November 2013:

Tennessee Department of Safety Crash Reports Processed - Paper and Electronic

| | Paper | | | Electronic TennCARS | | Electronic TITAN | Total Electronic |
|----------------|---------|---------|---------|---------------------|---------|------------------|------------------|
| | Scanned | Keyed | Loaded | Submitted | Loaded* | Accepted* | Loaded/Accepted* |
| Total 2008 | 197,724 | 418,708 | 392,926 | 59,742 | 55,013 | 17,033 | 72,046 |
| Total 2009 | 152,974 | 159,750 | 150,163 | 27,336 | 24,811 | 54,718 | 79,529 |
| Total 2010 | 103,671 | 107,662 | 100,277 | 4,281 | 3,899 | 92,726 | 96,625 |
| Total 2011 | 69,292 | 70,221 | 64,515 | 0 | 0 | 149,865 | 149,865 |
| Total 2012 | 37,367 | 36,941 | 32,510 | 0 | 0 | 173,266 | 173,266 |
| January 2013 | 3,222 | 3,601 | 3,195 | 0 | 0 | 13,907 | 13,907 |
| February 2013 | 1,476 | 1,432 | 1,933 | 0 | 0 | 12,578 | 12,578 |
| March 2013 | 3,011 | 1,509 | 1,412 | 0 | 0 | 13,797 | 13,797 |
| April 2013 | 3,670 | 1,146 | 972 | 0 | 0 | 15,042 | 15,042 |
| May 2013 | 1,934 | 2,112 | 1,926 | 0 | 0 | 15,206 | 15,206 |
| June 2013 | 3,215 | 2,576 | 1,962 | 0 | 0 | 14,419 | 14,419 |
| July 2013 | 3,627 | 5,740 | 4,221 | 0 | 0 | 14,625 | 14,625 |
| August 2013 | 2,263 | 4,284 | 2,929 | 0 | 0 | 14,483 | 14,483 |
| September 2013 | 2,288 | 1,783 | 2,821 | 0 | 0 | 14,583 | 14,583 |
| October 2013 | 2,988 | 2,993 | 3,003 | 0 | 0 | 15,351 | 15,351 |
| November 2013 | 886 | 1,087 | 1,592 | 0 | 0 | 16,427 | 16,427 |
| December 2013 | | | | 0 | 0 | | 0 |
| Total 2013 | 28,580 | 28,263 | 25,966 | 0 | 0 | 160,418 | 160,418 |

Most added value:

The State utilizes the MAP IT program that was implemented in February of 2012. The program allows for the accurate location of a crash using LAT/LONG coordinates without having to rely on GPS devices. The crashes, with locations, are stored in the data base and the TITAN web portal allows for a user to query these types of crashes and have the crashes displayed on a map that is sorted by crash type.

85.5% of crash reports now utilize Map-IT (TITAN Wizard users only). THP Map-It usage is at **99%**. TITAN technicians are in weekly contact and visit local agencies still not utilizing Map-IT to assist with downloading shape files, training officers and encouraging officers to utilize it. TDOT reports the overall accuracy rate of the location data is 90-95%. They can locate 27,000 crashes per hour. They have reported a re-obligation of over 500 man-hours as a result of this automation process.

MOTORCYCLE SAFETY PROGRAM

Goals

1. Reduce the number of motorcycle crashes by 10% from baseline CY 2009 from 2,282 to 2,053 by December 31, 2012.
2. Reduce the number of motorcycle fatalities by 10% from baseline CY 2009 from 121 to 109 by December 31, 2012.
3. Increase Helmet usage in fatal crashes by 10% from baseline CY 2009 from 80% to 88% by December 31, 2012.
4. Decrease un-helmeted motorcyclist fatalities by 10% from baseline CY 2009 from 24 to 21 by December 31, 2012.

Objective 1: To decrease number of motorcycle crashes to 2,785, and number of fatalities to 118 by December 31, 2012.

Performance Measure: Annual number of motorcycle crashes and motorcyclists killed as reported on police crash report forms, averaged over three years. Baseline: In CY 2011, 115 motorcycle riders died in 3,256 crashes.

Status: In CY 2012, 139 motorcycle riders died in 3,406 crashes.

Objective 2: To participate in a Motorcycle Safety Assessment for the State of Tennessee by the end of 2012.

Performance Measure: Identify key and prioritize motorcycle safety issues within the State, strategize and put into place a plan and organize a partnership team to address the issues.

Status: Received confirmation on the request for the assessment NHTSA officials have set a date within Federal fiscal year 2014.

Program Highlights:

In Blount County Tennessee, U.S. 129 weaves through 11 miles of mountainous roadway on the Tennessee side of the highway stretching to the North Carolina border. This portion of roadway has over 318 curves and is highly publicized on websites as the ultimate riding course for motorcycles and race cars. Drivers from all over the world come to test their endurance and push the limits for speed and agility.

In the spring of 2007, it was brought to the attention of the Governor's Highway Safety Office that there had been over 142 crashes from June 1, 2006 to September 30, 2006 and that Life Star continually had to transport seriously injured drivers and motorist. Law enforcement officials were concerned for the safety of residents in the area, but lacked the resources to continually man the area.

Action Taken:

Two grants were issued to agencies in that jurisdiction.

- Tennessee Department of Safety, Knoxville District and
- Blount County Sheriff's Office

| Grant No. | Agency | Program | Grant Amount | Funding Source |
|-----------|--------------------------------|------------|--------------|----------------|
| K6-13-03 | TN Department of Safety | The Dragon | \$71,116.80 | 402 |
| K6-13-02 | Blount County Sheriff's Office | The Dragon | \$84,384.00 | 402 |

Blount County Sheriff's Office:

This project started due to the high number of complaints, fatalities and serious injuries occurring along US 129 in the area of what is known as "The Dragon". This section of roadway is known worldwide for its sharp curves and people from all over the world travel here every year to ride this section of roadway. Every year there are multiple fatalities along this 11 mile section of roadway along with hundreds of injuries. When this project started it was not unusual to see people flown out with very severe injuries on a daily basis and on the weekends the UT Hospital medical airlift would transport from this location multiple times. By use of funding from this grant the number of injuries has been greatly reduced while the number of fatalities have stayed close to the same being 3 to 5 per year. Although this year there have only been two fatalities on the 11 mile section which is the lowest since the inception of this project.

According to data from UT hospital the number of medical flights from the area has been reduced by 80% since the inception of this program. According to data collected from Deputy's logs the number of fatalities has remained close to the same with this year being the lowest at 2 but the number of injuries reported has been reduce by 70% since the beginning of the project. Although we have not yet met the goal of zero fatalities we have made significant improvements and I believe the project has been successful thus far but efforts need to continue to achieve our ultimate goal which is attainable.

TN Department of Safety (Tennessee Highway Patrols)

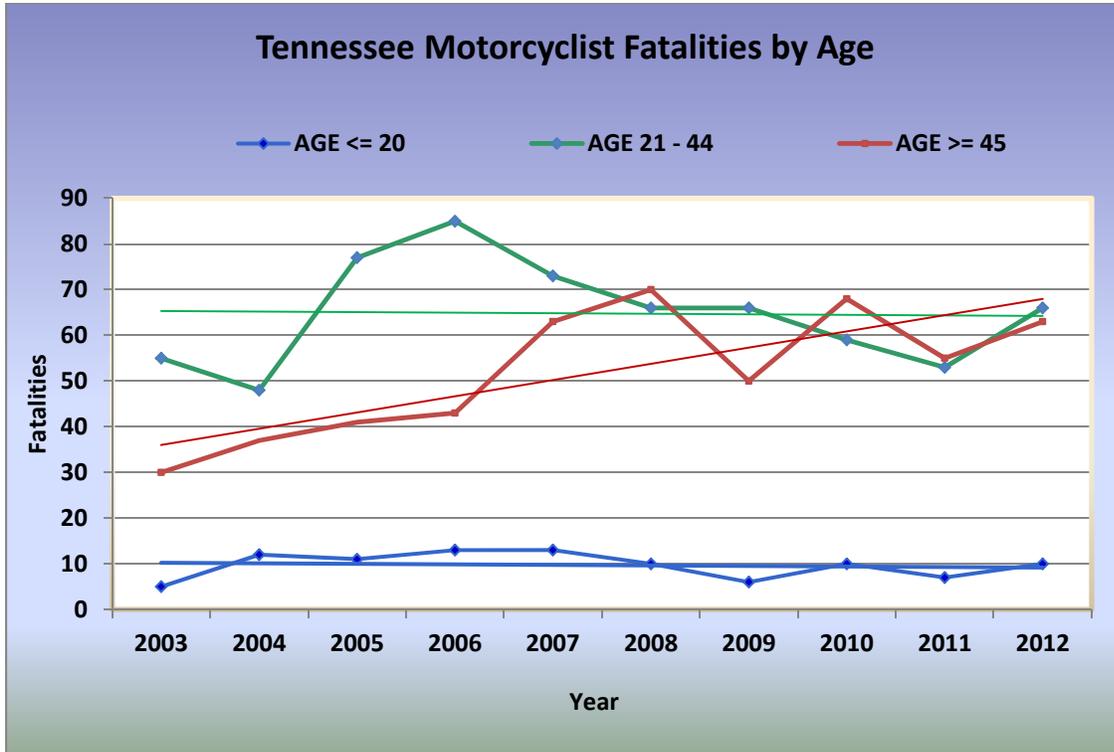
The Dragon is located in Blount County and is a 11 mile section of road on US 129. The project was stated several years ago due to the high number of crashes and fatalities. The frustration voiced by the community, law enforcement and victims. Air ambulance was being called almost if not every weekend sometimes two or three times in a given weekend to transport victims from a crash on US 129 (Dragon).The Dragon with 318 curves in 11 miles is recognized worldwide to racing enthusiast to test their skills and "slay the dragon" over the past 10 years Motorcycle and sport car clubs have held annual events on US 129, it is a problem when motorcycles or sport cars are there, but a major problem when both are there at the same time.

The long range goals of reducing crashes along with reducing the level of risk to tourists traveling in the area have become immediate. The objectives /propose of this project is to achieve these goals and is to increase visibility and aggressive enforcement of traffic laws in this area, major emphasis on moving violations.

This physical year (October 2012 to September 2013) the highway patrol have reduced traffic crashes both injury and non-injury, fatal crashes are also down. Enforcement was strict with 1,932 citation issued for this same time frame, compared to less than 1,000 for the same time frame (October 2011 to September 2012).

Crashes are down for 2012-2013 from this same time frame 2011-2012

Fatal crashes are down for 2012-2013 from this same time frame 2011-2012
 Citations have double for 2012-2013 from this same time frame 2011-2012



| Age Groups | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|--------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|
| AGE <= 20 | 5 | 12 | 11 | 13 | 13 | 10 | 6 | 10 | 7 | 10 |
| AGE 21 - 44 | 55 | 48 | 77 | 85 | 73 | 66 | 66 | 59 | 53 | 66 |
| AGE >= 45 | 30 | 37 | 41 | 43 | 63 | 70 | 50 | 68 | 55 | 63 |
| TOTAL | 90 | 97 | 129 | 141 | 149 | 146 | 122 | 137 | 115 | 139 |

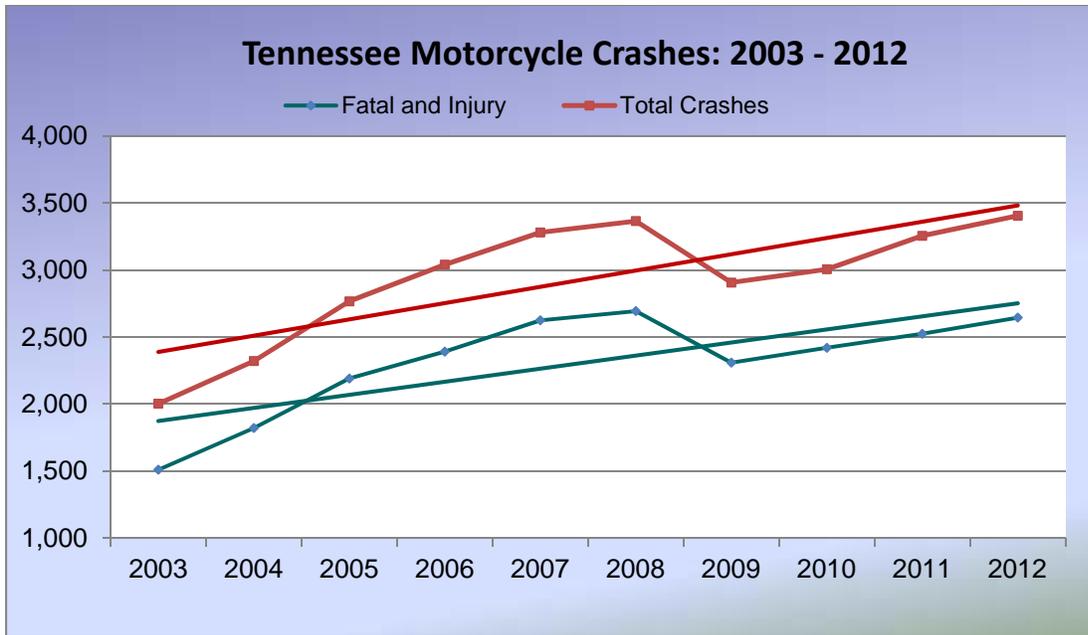
Sources: TN Fatality Analysis Reporting System, December 2, 2013.

2012 Data is preliminary.

| Year | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012* |
|--------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|
| Helmeted | 75 | 84 | 107 | 119 | 129 | 125 | 94 | 126 | 97 | 127 |
| Unhelmeted | 15 | 13 | 20 | 21 | 19 | 16 | 24 | 11 | 18 | 9 |
| Unknown | 0 | 0 | 2 | 1 | 1 | 5 | 4 | 0 | 0 | 3 |
| Total | 90 | 97 | 129 | 141 | 149 | 146 | 122 | 137 | 115 | 139 |

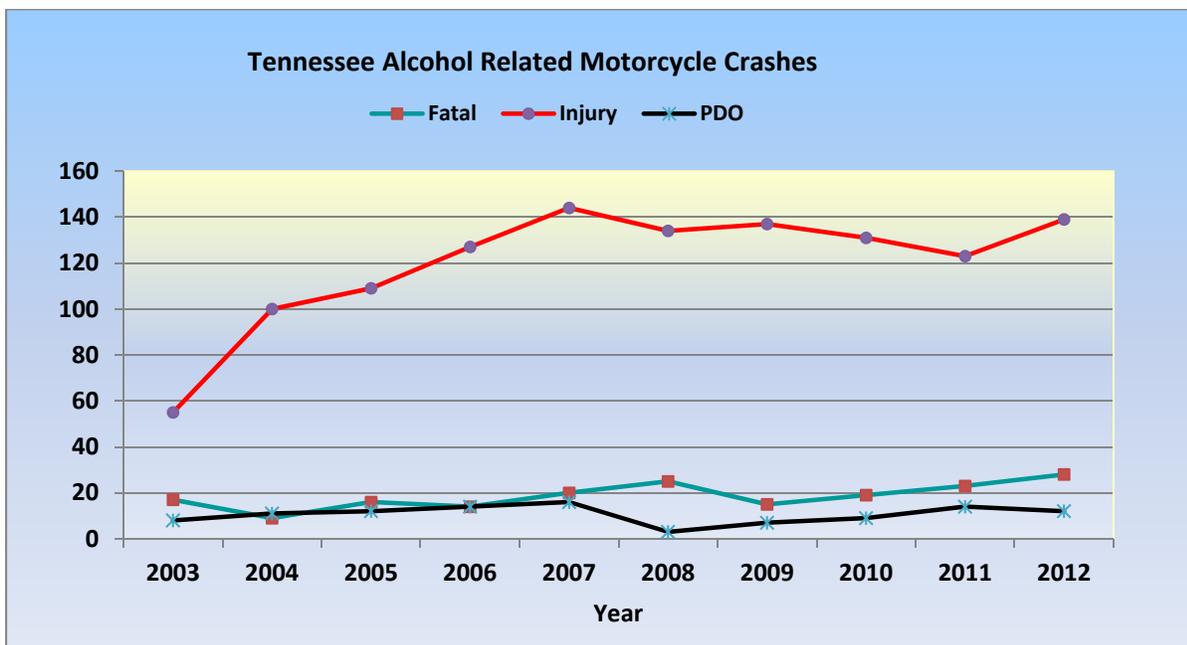
Source: National Center for Statistics and Analysis STSI, http://www-nrd.nhtsa.dot.gov/departments/nrd-30/hcsa/STSI/47_TN/2010/47_TN_2010.htm, accessed November 27, 2013.

*2012 data is preliminary from TN Fatality Reporting System



| Tennessee Motorcycle Crashes 2003 - 2012 | | | | | | | | | | |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Crash Type | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Fatal | 81 | 93 | 125 | 132 | 137 | 146 | 122 | 137 | 115 | 139 |
| Injury | 1,429 | 1,728 | 2,066 | 2,260 | 2,488 | 2,548 | 2,187 | 2,283 | 2,410 | 2,506 |
| PDO | 493 | 500 | 576 | 649 | 656 | 672 | 598 | 586 | 731 | 761 |
| Fatal and Injury | 1,510 | 1,821 | 2,191 | 2,392 | 2,625 | 2,694 | 2,309 | 2,420 | 2,525 | 2,645 |
| Total Crashes | 2,003 | 2,321 | 2,767 | 3,041 | 3,281 | 3,366 | 2,907 | 3,006 | 3,256 | 3,406 |

Source: TN Dept of Safety and Homeland Security, Research , Planning and Development, December 2, 2013.



| Tennessee Alcohol Related Motorcycle Crashes | | | | | | | | | | |
|---|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Fatal | 17 | 9 | 16 | 14 | 20 | 25 | 15 | 19 | 23 | 28 |
| Injury | 55 | 100 | 109 | 127 | 144 | 134 | 137 | 131 | 123 | 139 |
| PDO | 8 | 11 | 12 | 14 | 16 | 3 | 7 | 9 | 14 | 12 |
| Total | 80 | 120 | 137 | 155 | 180 | 162 | 159 | 159 | 160 | 179 |
| <i>Source: TN Dept of Safety, Office of Research, Statistics, and Analysis, December 2, 2013.</i> | | | | | | | | | | |

Law Enforcement Training Grants

The Governor's Highway Safety Office is proud to report **the following achievements** in training grants.

| Training Courses | # of Classes | Students Trained |
|---|---------------------|-------------------------|
| Advanced Traffic Crash Investigation | 5 | 73 |
| Advanced Roadside Impaired Driving Enforcement | 15 | 275 |
| At-Scene Traffic Crash Investigation | 5 | 85 |
| Standardized Child Passenger Safety | 8 | 187 |
| CPS CEU Training for Current Technicians | 6 | 59 |
| Standardized Child Passenger Safety Renewal | 4 | 32 |
| Drug Recognition Expert | 1 | 18 |
| Drug Recognition Expert In-Service | 1 | 60 |
| DUI Detection and Standardized Field Sobriety Testing | 16 | 290 |
| GHSO Grant Application Writing | 4 | 73 |
| Grade Crossing Collision Investigation | 2 | 37 |
| Law Enforcement Instructor Development | 5 | 101 |
| Motor Vehicle Window Tint Meter Train-the-Trainer | 1 | 25 |
| RADAR/LIDAR Instructor | 3 | 52 |
| Standardized Field Sobriety Instructor Development | 2 | 29 |
| Officer Spanish Communication (Basic) | 5 | 60 |
| Officer Spanish Communication (Enhanced) | 1 | 15 |
| Sobriety Checkpoints in Tennessee | 2 | 33 |
| STOPS (Instructor) | 2 | 34 |
| TITAN 'Wizard' | 7 | 96 |
| Traffic Crash Reconstruction | 3 | 46 |
| Traffic Crash Investigation Involving Pedestrians | 4 | 54 |

| | | |
|--|---|----|
| Traffic Crash Scene Photography | 3 | 37 |
| Traffic Safety Action Plan Development | 1 | 8 |

The Tennessee Traffic Safety Resource Prosecutors trained 1,910 law enforcement and 172 prosecutors in multiple classes related to highway safety

Total Trained is 3,861

SAFE COMMUNITY PROGRAMS

GOALS

- To promote increased multidisciplinary safety activities in statewide at least 40% of the state population and 33% of state traffic deaths and serious injuries.
- To inform the general public and safety advocates of changes in laws, new data, new studies, program opportunities, etc., and to reach high-risk audiences with informational and motivational safety messages.

Objectives

- Objective 1: To provide outreach, technical assistance and guidance on no less than a quarterly basis to community representatives in Tennessee's 95 counties.
- Objective 2: To provide training, technology transfer and technical assistance to at least 300 safety professionals and to assist with the coordination of at least two volunteer organizations during CY13.

Action Taken:

NHTSA's goal of developing the Safe Communities program was to promote injury prevention at a local level by engaging multiple representations of advocates in health, education, business, public works, law enforcement and interested citizens. The thrust was to analyze community needs and design programs that met those needs through a 'best practices' perspective.

The community practitioners involved implemented plans to address the problems primarily through education. The key area that was concentrated on was in the distribution of information through the Tennessee Traffic Safety Resource Center.

FFY 2013 Safe Communities Grant

| Grant Number | Grantee | Funding Source | Grant Amount | Grant Name |
|--------------|--------------------------------|----------------|--------------|---------------------------------------|
| SA-13-01 | Tennessee Technical University | 402 | \$299,755.78 | Safe Communities Educational Resource |

Highlights of the program:

We were contacted by the Governor's Highway Safety Office in order to redesign and restructure their web and marketing presence. The Business Media Center has been building expertise in the traffic safety industry for over seven years now, and had the technical and strategic capabilities to give a new "face" to GHSO. We offered a wide variety of services to help promote, market, and educate the state of the Tennessee about the Governor's Highway Safety Office. Our objectives included launching a new website, developing new print collateral, creating a new logo and branding for GHSO, helping with exhibitor and conference functions, and bringing new functionality in the social media and video arena. Our program was also designed to be used as a tool for the GHSO grantees. The website was structured for grantees to have, all in one place, access to submit campaign reports, register for training courses, receive news and updates about upcoming events, access program specific information (DRE, CPS, etc.), and share their own successes.

Through efficient planning we reviewed the websites of other state highway safety offices and then strategically met with stakeholders one by one to gain project insights. One obstacle we had to overcome was the funnel of communication and ideas. Each staff member had priorities for the programs that they were over and we came up with a system for individuals to share their ideas, have them approved, and have them brought to fruition by our office. The website officially launched October 1st and we have continual communication and meetings on project progression. We have had over 45,500 unique visitors to the website. We have had over 76,000 total visits indicating that 40% of visits are return visitors. The average visitor visits four pages (which is in line with our initial goal, for individuals to be able to access what they need in around three clicks) and spends 4.5 minutes on the website. Nearly half of our visitors use Internet Explorer, which supports our time spent on compatibility. Approximately 25% of our traffic comes from mobile devices, which supports our time spent on creating a responsive website. We have 3,000 users on the website. They are able to use this to access the training courses they have taken, print off past campaign reports, download duplicate certificates, create rolling log entries (DREs), order seats and report on checkpoints (CPS), order print materials, and complete applications for the LEC or DRE School. The top pages visited are those for training, law information, the law enforcement challenge, campaign reporting, and child passenger safety information. Our website has supported over 100 training classes and nearly 2,000 registrants. We have printed and distributed over 2,000 training manuals for GHSO, the Training Academies and TLETA. The Facebook page (launched in January) has over 1,000 likes and we have shared over 300 posts. We have fulfilled nearly 500 product orders, and printed over two million print pieces. Lastly, we have facilitated: 36 saved by the belt nominations, 66 law enforcement challenge applications, 2,001 campaign reporting submissions, 119 child restraint orders, 299 CPS checkpoint reports, and 45 DRE school applications. We've launched a YouTube channel with "Did You Know" clips and press events, we've successfully re-branded the Governor's Highway Safety Office slogan as "Helping You Arrive", and we've successfully marketed the Lifesavers Conference and Law Enforcement Challenge, the Healthy4Life exhibit, the SportsFest exhibit, and other public activities.

EMERGENCY MEDICAL SERVICES

Goal

- To improve motor vehicle crash survivability and injury outcome by improving the availability, timeliness, and quality of emergency medical response and by improving State and community coordination of emergency medical services, public safety, and mass casualty response.

Objective

- Provide initial training for at least 20-30 individuals per community belonging to qualified First Responder Organization.
- Provide startup equipment kits for at least 2 communities

Highlights of the program:

The emergency medical services program is a vital public service, a system of care for victims of sudden and serious injury. This system depends on the availability and coordination of many elements, ranging from an informed public capable of recognizing medical emergencies to a network of trauma centers capable of providing highly specialized care to the most seriously injured. The 9-1-1 emergency number, search and rescue teams, and well-trained and equipped pre-hospital and emergency department personnel are some critical elements of an emergency medical services system.

In order to decrease fatalities related to traffic crashes it is paramount that we increase the training to persons who are first on the scene by providing the following:

- Provide training and equipment to first responders in high motor vehicle crash risk locations within rural counties.
- Provide skills development for dealing with crash scenes and crash-related injuries, and skills development for crash injury prevention activities.
- Train emergency medical personnel via distance learning to reach more people who do not have the time or resources for long-distance travel.
- Provide extrication training for fire/ems personnel.

Challenges Encountered and Solutions Developed:

EMS response times for an ambulance in rural Tennessee can be anywhere from 10-30 minutes. Transport times to a hospital can even be longer, depending upon the location of the call for service. The longer a patient with a life threatening injury has to wait for medical personnel to arrive, the chances for survival diminish. This training is necessary to enhance survival rate and the ability to assess and provide emergency medical care within the "Golden Hour."

Action Taken:

Two grants were awarded for the first responder training and equipment program. The criteria for the awards were based on a ranking of one of the top 65 counties in overall crashes. The agency must also be in a rural county in order to qualify for funding.

| Programs | Agencies | Grant Amount |
|--|-----------------------------------|---------------------|
| First Responder and Extrication Training | Ashland City Fire Department | \$10,811.20 |
| Training for First Responders and Rescuers | Dayton Fire Department | \$10,000.00 |
| First Responder Training | TN City Volunteer Fire Department | \$10,000.00 |

Integrated Communications Plan Earned and Paid Media

The Governor's Highway Safety Office (GHSO) developed an integrated communications plan that worked in tandem with the NHTSA National Communications Plan, as well as utilized the unique opportunities that were available in the State of Tennessee. The plan focused on occupant protection and impaired driving through techniques that integrate marketing i.e. brand recognition, method of delivery, target audience selection and demographic characteristics and law enforcement efforts in order to support state laws and encourage behavioral changes.

Brand recognition and association of the message helped build and sustain social norms. Booze It and Lose It messaging associated with the penalties of drinking and driving and Click It or Ticket was associated with the seat belt use. Both messages associate the brand with behavioral changes. Although media was not the only factor utilized to change behavior, it was through influence and providing a sustaining message that over time was persuasive.

Paid and earned media, high visibility enforcement and partnerships was the foundation of the integrated communications plan. The GHSO engaged over 400 agencies across the state of Tennessee, with more than 300 of those being law enforcement agencies participating in the high visibility enforcement periods. Partnerships include such agencies as: Mothers Against Drunk Driving (MADD), the Tennessee Department of Safety, NFL Titan's football, NHL Nashville Predators, NBA Memphis Grizzlies, the University of Tennessee (UT) football and basketball, the University of Memphis and many other sports venues that reached the desired target audience and were utilized to complement the Booze It and Lose, Click It or Ticket, and Motorcycle Safety campaign messages.

Goal: To increase awareness of the following highway safety messages: Booze It and Lose It, Click It or Ticket, 100 Days of Summer Heat; High Visibility Law Enforcement Demo Project; and continue to have a media presence with Motorcycle Safety, Teen Driver Safety, along with other highway safety programs.

Objective(s): Provide educational messages through brand association geared towards changes of social norm behavior.

Evaluation: Attitudes and perceptions evaluation for each campaign over \$100,000 were conducted to determine if awareness had increased. Baseline evaluations have been conducted for each of these campaigns and were compared to the results gathered in previous year's evaluations.

Tasks: Developed, planned and executed the Booze It and Lose It, Holiday, Click It or Ticket, High Visibility Law Enforcement Demo Project, Motorcycle Safety campaigns as listed in the Events and Activities Calendar. If additional campaigns were added throughout the year, the calendar was updated. Conducted attitudes and perceptions evaluations for each campaign period exceeding \$100,000.00.

Funds: Federal Funding for the media marketing included 410, 402, 154, 406, 2010, and FHWA, along with any new funding as they were made available to the Governor's Highway Safety Office.

The UT Center for Transportation Research conducted interviews with residents of the state of Tennessee to measure driving habits and awareness of traffic safety slogans. Specifically, respondents were asked about their recall and recognition of two slogans: "*Click It or Ticket*" and "*Booze It and Lose It*". The timing of these interviews was scheduled to coincide with media campaigns sponsored by the Governor's Highway Safety Office. The findings of these surveys suggest that the "*Booze It and Lose It*" and "*Click It or Ticket*" campaigns have been successful in reaching the general public.

Booze It and Lose It

The Booze It and Lose It campaign tag was utilized with an enforcement message during the Holiday, Summer Heat, 4th of July, Labor Day and Hispanic campaign periods and targeted "risk takers" (men 18-29) and "blue collars" (men 25-34) demographic groups. Campaign periods included radio and television and the purchase of signage in the form of banners, posters and educational publications. Earned media included a news release and press conference at the onset of each campaign period, with local municipalities reporting in on progress, sobriety checkpoint locations, and other notable activities. The measure for advertising outreach of frequency and reach are set by NHTSA for national paid media campaigns.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

Based on the congressional requirements, attitudes and perceptions pre and post telephone surveys utilizing random digit dialing, sampling techniques were conducted for these campaign periods and the evaluation reports were submitted to the Governor's Highway Safety Office and included in the Annual Media Report to NHTSA.

Holiday Campaign – (12/12-12/18/2012 & 12/26/2012 – 1/1/2013)

Demographic and Target Audience Description - Primary - Men 18-34 (risk-takers, blue-collars)

Geography – Statewide

Media Goal - Media goal is to deliver frequency.

Media Approach

The “2012 Holiday” campaign will run in 2 separate 1-week flights in December. As the campaign will be running during the Christmas and New Year’s holiday time period, we will utilize a combination of TV, Radio and Online to help build overall frequency of the messaging.

Radio

Radio will be used primarily to generate frequency in each market. Focus for spot placement will be in Morning Drive (6a – 10a), and Afternoon Drive (3p – 7p), with additional placement during Mid-day (10:00A – 3:00P), nights and weekends to extend campaign reach. Our recommended GRP goal for men 18-34 is 150 GRPs per week in all markets.

Daypart Distribution Goals are as follows (will vary per market depending on costs):

- Morning Drive: 25%
- Mid-Day/Weekend: 20%
- Afternoon Drive: 30%
- Evening: 25%

Broadcast/Cable

Broadcast Television will be utilized to help build overall reach for the campaign, with Cable being purchased to expand that reach and build frequency of the messaging. We will focus our Broadcast buys on the Early Fringe (5p-7p), Prime Access (7p-8p), Primetime (8p-11p) and Late Fringe (1130p-1a) time periods, with Sports also being a focus. All markets will deliver 100 GRPs per week, except for Jackson which will deliver 75 GRPs per week. There are only 2 Broadcast stations in Jackson, and with that, delivering 100 GRPs will not be achievable.

For Cable, all markets will deliver 50 GRPs per week to help build frequency for the campaign.

Here are examples of Cable Networks we will focus our buys on:

- Country Music TV
- ESPN
- FX
- Spike
- TBS
- Comedy

Summer Heat (7/8 – 7/12 / 8/12- 8/23)

Demographic and Target Audience Description - Primary - Men 18-34

Geography - Statewide

Media Goal - Media goal is to deliver frequency.

Media Approach

The “Summer Heat” campaign ran in 2 separate flights in July and August, utilizing a mix of both traditional media with online.

Radio

Radio was used primarily to generate frequency in each market. Focus for spot placement was in Morning Drive (6a – 10a), and Afternoon Drive (3p – 7p), with additional placement during Mid-day (10:00A – 3:00P), nights and weekends to extend campaign reach. The GRP goal for men 18-34 was 100 GRPs per week in all markets, for a total of 300 GRPs over the course of the campaign.

Daypart Distribution Goals was as follows (varied per market depending on costs):

- Morning Drive: 25%
- Mid-Day/Weekend: 20%
- Afternoon Drive: 30%
- Evening: 25%

Cable/Broadcast TV

With summer television viewing lower than any time during the year, running a large broadcast/cable TV campaign was not the most cost efficient use of the allocated budget. The recommendation for the Summer Heat campaign was to build frequency with a strong Cable programming statewide, which delivered 150 GRPs per week. This equated to 200 to 250 spots per week in all the markets. While the goal was not to walk away from Broadcast television completely, the focus was on Broadcast buys on Sports programming, such as NASCAR and Major League Baseball.

4th of July Campaign (7/1 – 7/7/2013)

Demographic and Target Audience Description - Primary - Men 18-34
Geography - Statewide

Media Goal - Media goal was to deliver *frequency*.

Media Approach

The “July 4th” campaign ran for a total of 7 days, with a focus on building frequency for this campaign by utilizing Radio and Cable for the campaign. With Summer Broadcast viewership being low, and running re-runs, the focus was on Cable to deliver the message.

Radio

Radio was used primarily to generate frequency in each market. Focus for spot placement was in Morning Drive (6a – 10a), and Afternoon Drive (3p – 7p), with additional placement during Mid-day (10:00A – 3:00P), with nights and weekends used to extend campaign reach. Our recommended GRP goal for men 18-34 was 200-250 GRPs per week in all markets.

- Morning Drive: 25%
- Mid-Day/Weekend: 20%
- Afternoon Drive: 30%
- Evening: 25%

Cable TV

With summer television viewing lower than any time during the year, running a large broadcast/cable campaign would not be a strong use of the allocated budget. The focus of the July 4th campaign was to build frequency with a strong Cable programming statewide, which would deliver 100-150 GRPs per week, which equated to 120 to 175 spots per week in all the markets.

Labor Day Campaign - (8/22 – 9/3/2013)

Demographic and Target Audience Description - Primary - Men 18-34
Geography – Statewide

Media Goal - Media goal was to deliver frequency.

Media Approach

The “Labor Day” campaign ran from August 22nd through September 3rd. In an effort to maximize the allotted budget, we followed the National NHTSA plan and run our spots Thursday - Sunday of Week 1 (8/22 – 8/25) and then Wednesday - Tuesday for Week 2 (8/29-9/3).

Radio

Radio was used primarily to generate frequency in each market. Focus for spot placement was the Morning Drive (6a – 10a), and Afternoon Drive (3p – 7p), with additional placement during Mid-day (10:00A – 3:00P), nights and weekends to extend campaign reach. Our recommended GRP goal for men 18-34 is:

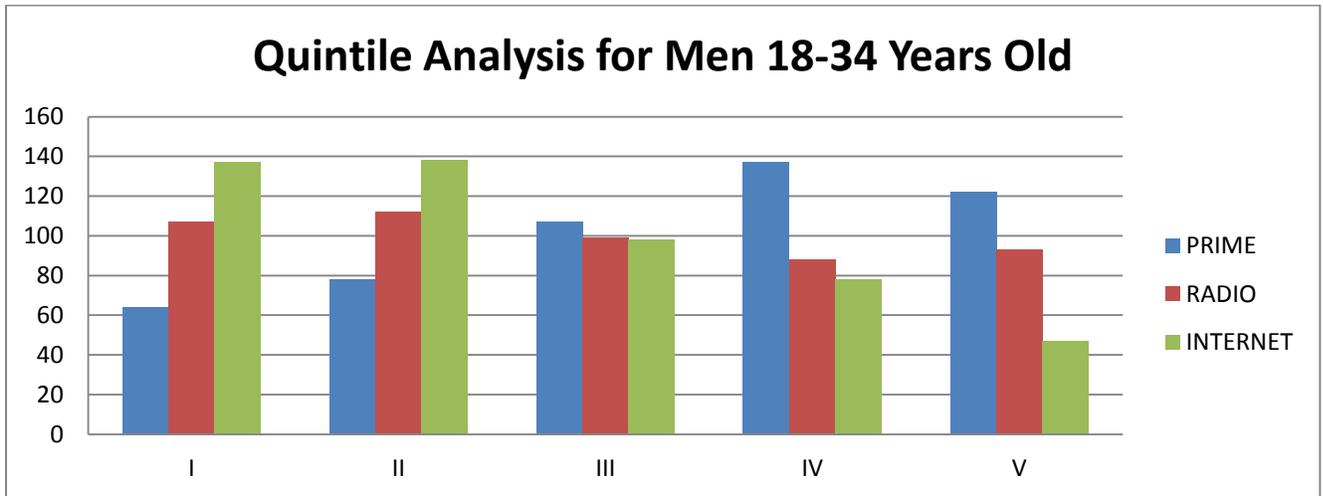
- Week 1: 80 GRPs
- Week 2: 125 GRPs

Cable

With summer television viewing lower than any time during the year, running a large broadcast/cable campaign would not be a strong use of the allocated budget. Additionally, broadcast ratings were the lowest during this time period, which increased overall Cost-Per-Points in all markets. As an example, the current Summer Men 18-34 CPP level in Memphis was \$329 and in Nashville was \$216; a 100 GRP campaign in just these two markets alone would exceed \$55,000. With that, our focus was on Cable television, where we built frequency at a lower CPP.

Online

Online represented one of the best vehicles to reach young men when we compare heavy users of various mediums. For example, looking at the heaviest use Quintile, #1, we see that the Internet was the most consumed medium, followed by Radio and then Primetime Television.



Source: 2012 MRI

One of the reasons the Internet can be so effective in reaching our young male target audience is due to the number of activities that these young men perform on the internet.

| <u>Activity</u> | <u>Index</u> |
|-------------------------------------|--------------|
| Email | 114 |
| Played Games Online | 159 |
| Obtained Sports/News Information | 185 |
| Visited TV Network or Shows website | 139 |
| Downloaded Music | 192 |

Diversity Media

To address the diversity issue within the State a plan was developed that targeted the Hispanic Community. Many of the immigrants in Hispanic communities across the State come from countries where more often than not, people did not own or drive vehicles, nor were they educated in highway safety issues. Coming to the States requires learning driving skills and roadway rules and laws which is difficult to deliver due to the possibility of incarceration for being in the country illegally. Through a partnership with MADD and Conexion Americanos- a non-profit agency that assists the Hispanic Community with everything from finding living arrangements to educational opportunities- delivered a DUI education and outreach program that provided educational materials to partners within the community and one-on-one interaction through a local phone number published in the educational materials. Efforts included radio and print ads during the campaign complimenting the Booze It and Lose message.

2013 Hispanic Campaign – Nashville Only (7/30 – 9/10)

| MEDIA | AUGUST | | | | SEPTEMBER | | | CLIENT |
|---------------------------------|--------|------|------|------|-----------|-----|------|-------------------|
| | 7/30 | 8/6 | 8/13 | 8/20 | 8/27 | 9/3 | 9/10 | GROSS |
| NEWSPAPER | | | | | | | | |
| LA CAMPANA | | | | | | | | |
| 1/4 Page (5 3/16" x 10") - 4C | 7/30 | | 8/13 | | 8/27 | | 9/10 | \$3,502.00 |
| Publishes: Every other Monday | | | | | | | | |
| Deadline: Friday 5pm | | | | | | | | |
| \$1,000 per insertion (Gross) | | | | | | | | |
| LATINO NEWS | 8/4 | | 8/18 | | 9/1 | | 9/15 | \$659.22 |
| 1/4 Page (5.6" x 4.96") - 4C | | | | | | | | |
| Publishes: Every other Saturday | | | | | | | | |
| Deadline: Thursday 5pm | | | | | | | | |
| \$188.24 per insertion (Gross) | | | | | | | | |
| HOLA! Tennessee | | | | | | | | |
| 1/3 Page (6.62" x 6.12") - 4C | | 8/11 | | 8/25 | | 9/8 | | \$726.15 |
| Publishes: Every other Saturday | | | | | | | | |
| Deadline: Tuesday 5pm | | | | | | | | |
| \$276.47 per insertion (Gross) | | | | | | | | |
| NEWSPAPER TOTAL COST | | | | | | | | \$4,887.36 |
| RADIO (:60 second spots) | | | | | | | | |
| LA NUEVA ACTIVA 1240AM | | | | | | | | \$5,515.65 |
| 30 Spots per Week | | | | | | | | |
| \$1,050 per week (Gross) | | | | | | | | |
| EL SOL 880 AM | | | | | | | | \$3,897.73 |
| 30 Spots per Week | | | | | | | | |

| | | | | | | | | |
|--------------------------------------|--|--|--|--|--|--|--|--------------------|
| \$742 per week (Gross) | | | | | | | | |
| LA SABROSITA 99.3 FM / 810 AM | | | | | | | | \$5,042.88 |
| 40 Spots per Week | | | | | | | | |
| \$960 per week (Gross) | | | | | | | | |
| LA RAZA 1380 AM | | | | | | | | \$3,466.98 |
| 30 Spots per Week | | | | | | | | |
| \$660 per week (Gross) | | | | | | | | |
| RADIO TOTAL COST | | | | | | | | \$17,923.24 |
| TELEVISION | | | | | | | | |
| TELEFUTURA | | | | | | | | |
| 30 weekly spots | | | | | | | | |
| \$352.94 per week (Gross) | | | | | | | | \$2,162.99 |
| | | | | | | | | \$24,973.59 |

2013 Share the Road Campaign - (5/6 – 5/12/2013)
Demographic and Target Audience Description - Primary - Men 18-49
Geography – Statewide
Media Goal - Media goal was to deliver *frequency*.

Media Approach

The “Share the Road” program ran for 1 week, starting on May 5th and ran through May 12th. The campaign was delivered with radio in all Tennessee markets.

Radio

Radio was the primary media vehicle utilized for this campaign because it allowed us to build frequency as well as help deliver the Matching PSA announcements. The campaign ran for 1 week with the goal of delivering 200 GRP’s.

Radio Overview:

Regular Schedule

Flight Dates: May 6 – May 12, 2013
GRP Goal: 200/wk
Spot Length :30

Sports Marketing of Alcohol Countermeasures:

The Booze It and Lose It tag was utilized in a soft alcohol countermeasures message in the following sports marketing venues: All Division One college teams in the state: The University of Tennessee, University of Memphis, and Vanderbilt University football and basketball, and Middle Tennessee State University; Tennessee Titans, Nashville Predators, Southern Heritage Classic, The Liberty Bowl, Music City Bowl, and 9 minor league baseball stadiums and others noted below. Interior and exterior signage, radio and television spots, public address announcements, Jumbo-tron, LED rotational lighting and other unique signage was used to promote the “Booze It and Lose It” message.

| Venue | Entity | Method of Delivery | Number of Deliveries | Amount of Contract |
|---|--------------------------|--|--|----------------------------|
| Tennessee Titans Fall 2012 | Tennessee Football, Inc. | Signage, Television, PSA's on jumbo-tron | 220 Television spots, 20 PSA's on jumbo-tron exposures on replays, 1 permanent signage | \$110,000.00 Funded 154 |
| Nashville Predators Fall 2012 – Spring 2013 | Nashville Hockey Club | Signage, Television, logo on scoreboard rotations, print ad in Predator Press | Permanent signage (7 vomitory signs, 24 – 1 min. LED signage, 24 PSA, 2 per home game :60 second PSA's (48 total) radio broadcasts, 24 issues of Predators Press print ad. | \$80,000.00 Funded 154 |
| Minor League Baseball (spring – summer 2013) | Alliance Sport Marketing | Signage, PSA's, program advertisement | Permanent outfield signage, (972) radio spots, and program advertisement. | \$100,000.00 Funded 154 |
| Southern Heritage Classic Football Game (Fall 2013) | Summit Management | Jumbo-tron, radio tags, logo inclusion on print materials, full page color ad, stadium signage | (8):30 second PSA's JumboTron, 14 total campaign signage, full page color ad in game day programs. | \$60,000.00 Funded 154 |
| Music City Bowl (Fall 2012) | Music City Bowl, Inc. | Signage, jumbo-tron, campaign logo on all print materials, radio, television, Internet. | LP Field perimeter & street pole signage, (4) during & (4) pre-and post-game shows, (2) :30 commercial units & ESPN TV broadcast, and print media, etc. Website banner. | 60,000.00 Funded 154 |

| Venue | Entity | Method of Delivery | Number of Deliveries | Amount of Contract |
|---|--|--|--|----------------------------|
| Liberty Bowl (Fall 2012) | Liberty Bowl Festival Association | Signage, jumbo-tron, television, radio, Internet. | 20 TV commercials, 446 radio spots, banner exposure in stadium & online, and print media exposure | \$60,000.00 Funded 154 |
| Motorsports (Fall 12) (Spring– Fall 13) | Alliance Sport Marketing | Billboard signage and PSA's | Billboard signage at 15 racetrack locations and a minimum of 5 :30 second PSA's per track per event. | \$125,000.00 Funded 154 |
| Middle Tennessee State University (Fall 2012 and Winter 2013) | Nelligan Sports | Signage, PSA's and radio spots. | Campaign logo on arena signage, (1) :30 second spot on each game day football and basketball. | \$18,000.00 Funded 154 |
| Titan's Radio Network (Fall 2012) | Citadel Broadcasting | Radio PSA's | 4,740 PSA's aired on 79 stations | \$100,000.00 Funded 154 |
| Memphis Grizzlies (Fall 2012 – Spring 2013) | Hoops LP | Signage and PSA's | LED Rotational Signage-Jumbotron animation and still, along with (2) PSA's each home game. | \$60,000.00 Funded 154 |
| U of M Football & Basketball (Fall 2012& Spring 2013) | Learfield Communications | Signage, jumbo-tron, rotational signage, print ads | LED rotational signage and static signage, PSA's (106) for basketball and football. | \$100,000.00 Funded 154 |
| Vanderbilt University Football & Basketball (Fall 2012 – Spring 2013) | IMG Communications , Inc. - Vanderbilt | PSA's, static signage, rotational signage, Jumbo-tron. | 120 PSA's football, basketball and baseball. (7) static signage – football & (1) baseball, digital signage at football (21 displays), basketball (64), and baseball | \$52,500.00 Funded 154 |
| UT Football & Basketball (Fall 2012 & Spring 2013) | IMG Communications , Inc. – UT | Television, radio, Signage, Jumbo-tron, video boards | (36) video replays, (357) PSA's football, (30) digital spots men's & women's basketball, digital signage Neyland Stadium, (2) :30 second spots per broadcast, (1) print ad Football Fan's guide, (1) ad football & basketball yearbooks. | \$150,000.00 Funded 154 |

Click It or Ticket & Rural Demonstration Project

The Click It or Ticket campaign tag was utilized with an enforcement message during the month of July during the Downtown Nashville 4th of July “Let Freedom Sing” event and targeted “risk takers” (men 18-29) and “blue collars” (men 25-34) demographic groups. Campaign periods included radio and television and the purchase of signage in the form of banners and educational publications.

| Venue | Entity | Method of Delivery | Deliveries | Amount of Contract |
|---|---------------------|---|---|------------------------------|
| 4 th of July Downtown Nashville 2013 | Music City, Inc. | PSA's, television, radio, newspaper print, static signage and Internet banner. | PSA's radio and onstage, (10) static banners, (5) commercials – event site, logo ID - flyers and posters, NCVB website banner. | \$35,000.00 Funded 406 |

2013 Earned Media

Earned media included a press release at the onset of each campaign period in conjunction with press events generating earned media during the holiday enforcement period.

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|------------|--|------|------|-----|-------|-------|
| 12/26/2012 | Weekend checkpoint to target DUI cases in Hermitage- <i>The Tennessean</i> | | x | | | |
| 12/28/2012 | TN Road Fatalities Top 1,000- <i>WPLN News</i> | | | | | x |
| 12/28/2012 | Tennessee road fatalities top 1,000- <i>Nashville Business Journal</i> | | | | | x |
| 12/29/2012 | Crash no more on I-24- <i>DNJ.com- Gannett Company</i> | | | | | x |
| 12/29/2012 | Law Enforcement increasing patrols through New Year's Day- <i>WRCB TV in Chattanooga</i> | x | x | | | |
| 12/30/2012 | An ominous electronic reminder- <i>The City Paper Nashville</i> | | | | | x |
| 12/31/2012 | Roadway fatalities surpass 1,000 in state- <i>NWTN Today- Kenton</i> | | | | | x |
| 12/31/2012 | Tennessee roadway fatalities surpass 1,000 in 2012- <i>WRCB TV Chattanooga</i> | | | | | x |
| 12/31/2012 | Tennessee Roadway fatalities surpass 1,000 in 2012- <i>News Channel 5 Nashville</i> | | | | | x |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|-------------|--|-------------|-------------|------------|--------------|--------------|
| 12/31/2012 | TN sees value in fatalities tally on highway signs though deaths up- <i>The Tennessean Nashville</i> | | | | | x |
| 12/31/2012 | Sober ride offers new years alternative in Nashville- <i>The Tennessean Nashville</i> | | x | | | |
| 1/1/2013 | Troopers checking for safety violations- <i>The Expositor Sparta</i> | x | x | x | | x |
| 1/1/2013 | Highway signs are a good start to traffic death reminder- <i>The Tennessean Nashville</i> | | | | | x |
| 1/2/2012 | Tennessee roadway fatalities surpass 1,000 in 2012- <i>timenews.net</i> | | | | | x |
| 1/2/2013 | Safe Ride program not running this year- <i>Herald Citizen Putnam County</i> | | x | | | |
| 1/2/2013 | Sheriff: Distractions are factor in fatal mishaps- <i>Cleveland Daily Banner Cleveland</i> | | | | | x |
| 1/2/2013 | TDOT to scale back road fatality messages- <i>WSMV Channel 4 Nashville</i> | | | | | x |
| 1/2/2013 | TDOT to run fatality messages on overhead signs on weekly basis- <i>News channel 2 Nashville</i> | | | | | x |
| 1/2/2013 | TDOT will continue to display roadway fatalities on 2013- <i>WBIR Channel 10 Knoxville</i> | | | | | x |
| 1/2/2013 | Tennessee road fatalities top 1,000 in 2012- <i>Memphis Business Journal</i> | | | | | x |
| 1/3/2013 | TDOT to run fatality messages on a weekly basis- <i>The Chattanooga</i> | | | | | x |
| 1/4/2013 | Traffic Fatalities hit five year high in Franklin County- <i>The Herald Chronicle</i> | | | | | x |
| 1/4/2013 | Fatality totals to run on Fridays- <i>WRCB Channel 3 Chattanooga</i> | | | | | x |
| 1/4/20123 | TDOT to run fatality messages on weekly basis- <i>101.5 News Talk WNWS Jackson</i> | | | | | x |
| 1/4/2013 | Fatality totals to run on Fridays- <i>Knoxville News Sentinel</i> | | | | | x |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|-----------|---|------|------|-----|-------|-------|
| 1/4/2013 | TDOT to run fatality messages on weekly basis- <i>HobNob Franklin</i> | | | | | x |
| 1/4/2013 | Fatality totals displayed only on Fridays- <i>WATE Channel 6</i> | | | | | x |
| 1/8/2013 | Sign Death toll to run Fridays- <i>Times Free Press Chattanooga</i> | | | | | x |
| 1/8/2013 | 2012 Stories- <i>Cleveland Daily Banner</i> | | | | | x |
| 1/11/2013 | Sister of drunken-driving victim supports TDOT signs- <i>WBIR Channel 10</i> | | | | | x |
| 1/11/2013 | Sister of drunken-driving victim supports TDOT signs- <i>The Tennessean</i> | | | | | x |
| 1/14/2013 | Join Columnist Gail Kerr and TDOT Commissioner on highway fatality signs- <i>The Tennessean</i> | | | | | x |
| 1/14/2013 | Montgomery County traffic deaths up by 4- <i>The Leaf Chronicle, Clarksville</i> | x | x | x | | x |
| 1/16/2013 | Traffic Deaths up in Tennessee for 2012 from prior year- <i>Chattanooga</i> | x | x | | | x |
| 1/16/2013 | Tennessee to release annual death totals- <i>Knoxville News Sentinel</i> | x | x | x | x | x |
| 1/16/2013 | TN Traffic Deaths- <i>WPTY-TV Memphis</i> | x | x | x | | x |
| 1/16/2013 | Tennessee to release annual total of traffic deaths- <i>WMCTV</i> | x | x | | | x |
| 1/17/2013 | THP Identifies Bon Aqua man killed in SR 840 Wreck- <i>The Tennessean</i> | x | x | | | x |
| 1/17/2013 | 1,019 traffic fatalities "unacceptable"; TN officials aim to reduce- <i>The Tennessean</i> | x | x | x | | x |
| 1/17/2013 | Traffic Fatalities in state increase- <i>NWTN Today</i> | x | x | x | | x |
| 1/18/2013 | More than half of traffic deaths were unrestrained- <i>The Murfreesboro Post</i> | x | | x | | |
| 1/19/2013 | Icy Roads cause wrecks in Knoxville- <i>WATE Channel 6</i> | | | | | x |
| 1/21/2013 | Tennessee fatal traffic crashes spike in 2012- <i>The Expositor-Sparta</i> | x | x | x | | x |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|-----------|--|------|------|-----|-------|-------|
| 1/21/2013 | TN work zone crashes kill mostly motorists- <i>The Tennessean</i> | | | | | x |
| 1/21/2013 | 9 of 12 Tennessee road construction zone deaths were in cars- <i>The Jackson Sun</i> | | | | | x |
| 1/21/2013 | 9 of 12 Tennessee road construction zone deaths were in cars- <i>WRCB TV 3 Chattanooga</i> | | | | | x |
| 1/22/2013 | Most road work deaths in cars- <i>Times Free Press Chattanooga</i> | | | | | x |
| 1/24/2013 | Traffic fatalities on rise in Cumberland Plateau- <i>WSMV News Channel 4 in Nashville</i> | x | x | x | | |
| 1/24/2013 | Traffic fatalities on rise in Cumberland Plateau- <i>Local 8 News</i> | x | x | x | | |
| 1/24/2013 | Traffic fatalities on rise in Cumberland Plateau- <i>WATE News Channel 6</i> | x | x | x | | x |
| 1/27/2013 | New traffic campaign meant to save lives- <i>The Murfreesboro Post</i> | x | x | x | x | x |
| 1/30/2013 | Franklin Police plan sobriety checkpoint for Friday- <i>HobNob, Franklin, TN</i> | | x | | | |
| 1/30/2013 | Traffic fatalities rise- <i>The Elk Valley Times Fayetteville</i> | x | x | x | | |
| 1/30/2013 | Denial a problem for Tennessee Drivers- <i>Citizen Tribune</i> | x | x | x | | x |
| 1/31/2013 | Governor's Highway Safety Office addresses 166 percent increase in fatalities in Upper Cumberland- <i>The Expositor Sparta</i> | x | x | x | | x |
| 1/31/2013 | States crack down on drunk drivers this holiday season-- <i>WDSI Fox 61, Chattanooga</i> | | x | | | |
| 1/31/2013 | Franklin County Press Event- <i>Fox 17 News</i> | | x | | | |
| 2/2/2013 | TN electric signs promote safe driving during Super Bowl weekend- <i>WATE Channel 6</i> | | | | | |
| 2/2/2013 | Fans don't let fans drive drunk tied to Super Bowl- <i>WLMT- UPN 30</i> | | x | | | x |
| 2/2/2013 | Fans don't let fans drive drunk this Super Bowl Sunday- <i>Hob Nob Franklin</i> | | x | | | x |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|-------------|---|-------------|-------------|------------|--------------|--------------|
| 2/2/2013 | Troopers prepared for Super Bowl Sunday- <i>Jackson Sun</i> | | x | | | x |
| 2/7/2013 | Wait b4 U text: Texting behind the wheel can be deadly for drivers- <i>The Tullahoma News</i> | | x | | | x |
| 2/13/2013 | Tennessee Highway Patrol's Interstate 75 safety campaign continues- <i>Times Free Press</i> | | x | | | |
| 2/15/2013 | Franklin County focuses on DUIs- <i>Times Free Press</i> | | x | | | |
| 2/15/2013 | Police Crack down on drunk drivers- <i>WREG Memphis</i> | | x | | | |
| 2/15/2013 | Jackson Police conduct sobriety checkpoints today- <i>Jackson Sun</i> | | x | | | |
| 2/18/2013 | Etowah Police use "body cameras" promise success to agencies- <i>WBIR 10 Knoxville</i> | | x | | | |
| 2/20/2013 | Safety Council: Traffic deaths surged in 2012- <i>NWTN Today</i> | x | x | x | | x |
| 2/23/2013 | THP Hands out nearly 300 citations- <i>WBBJTV</i> | x | x | | | x |
| 2/24/2013 | Memorial for Knoxville college student killed in car wreck prompts possible road changes- <i>WATE Channel 6</i> | | x | | | |
| 2/26/2013 | TN Teen Drivers Most Fatal- <i>WDEF News 12</i> | x | x | | | x |
| 2/26/2013 | Jump in young teen traffic deaths- <i>WCYB</i> | x | x | | | x |
| 2/26/2013 | Deaths of teen drivers jumped in early 2012- <i>Associated Press</i> | x | x | | | x |
| 2/28/2013 | Tens of thousands more new drivers to learn safe driving skills from Ford Driving Skills- <i>Beach Carolina.com</i> | | x | | | |
| 2/28/2013 | Tennessee tops in teen driving deaths- <i>Times Free Press</i> | x | x | | | x |
| 3/5/2013 | Hendersonville takes a step to beef up city's DUI enforcement- <i>Star News</i> | | x | | | |
| 3/6/2013 | House Cuts \$50M in highway safety grants in funding bill- <i>The Detroit News</i> | x | x | x | | x |
| 3/7/2013 | Deputies set roadside safety checkpoints- <i>The Elk Valley Times</i> | x | x | | | x |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|------------|--|------|------|-----|-------|-------|
| 3/8/2013 | THP Keeps eye on child safety- <i>The Herald News</i> | | | | | x |
| 3/12/2013 | TN conference educates local youth- <i>The Tennessean</i> | | | | | x |
| 3/13/2013 | Police have sobriety checkpoints slated Sunday, St. Patrick's Day- <i>Jackson Sun</i> | | | | | x |
| 3/13/2013 | Teen Driving Laws- <i>Jackson Sun</i> | | | | | x |
| 3/14/2013 | Not using seat belt in TN may cost \$50- <i>The Tennessean</i> | x | | | | |
| 3/14/2013 | TN has highest number of teen driving fatalities- <i>The Espositor</i> | | | | | x |
| 3/20/2013 | St. Patty's roadblock yields DUIs, citations- <i>The Elk Valley Times</i> | x | x | x | | x |
| 3/21/2013 | Memphis Man struck, killed on Interstate 24E in Antioch- <i>News Channel 5</i> | | | | | x |
| 3/22/2013 | New patrols aim to reduce traffic fatalities- <i>WATE.com channel 6</i> | | | | | x |
| 3/24/20123 | Tennessee Highway Patrol using semi-trucks- <i>Chattanooga Times Free Press</i> | | | | | x |
| 3/26/2013 | Tennessee Roadway Fatalities Down from Last March- <i>News Channel 5 Nashville</i> | | | | | x |
| 3/27/2013 | Highway Patrol using semi- trucks- <i>NWTN Today</i> | | | | | x |
| 3/27/2013 | Sheriff's Department announces enforcement partnerships to reduce traffic fatalities- <i>Oak Ridge Today</i> | x | x | x | | x |
| 3/28/2013 | Sullivan County joins campaign to decrease traffic fatalities- <i>Times News</i> | x | x | x | | x |
| 3/29/2013 | Sullivan Safety- <i>Bristol Herald Courier</i> | x | x | x | | x |
| 3/29/2013 | Grant makes DUI simulator available to community- <i>The Daily Post Athenian</i> | | x | | | |
| 3/29/2013 | DUI Court aims to change offenders' lives- <i>The Tennessean</i> | | x | | | x |
| 4/8/2013 | Tennessee cops cracking down on speeders the next two weekends- <i>Times Free Press</i> | | | | x | |
| 4/9/2013 | More Cops More Stops campaign aims to save lives on Tennessee Roadways- <i>Clarksville Online</i> | | | | x | |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|-------------|---|-------------|-------------|------------|--------------|--------------|
| 4/10/2013 | PSA: Sobriety checks announced in Hendersonville- <i>The Tennessean</i> | | x | | | |
| 4/11/2103 | TN could dramatically cut DUI deaths with device- <i>The Tennessean</i> | | x | | | x |
| 4/24/2013 | 64-Year-Old Woman Killed in I-65 Crash- <i>News Channel 5 Nashville</i> | x | | | | |
| 4/24/2013 | Warm Weather helps drive surge in motorcycle deaths- <i>WRCB-3 Chattanooga</i> | | | | | x |
| 4/24/2013 | One Killed, child injured in accident- <i>NWTN Today</i> | | | | | x |
| 4/25/2013 | Millersville woman killed at scene o I-65 crash- <i>The Tennessean</i> | x | | | | |
| 4/11/2012 | More cops.More Stops: Enforcement Campaign Targets Tennessee Roadways-- <i>The Chattanooga.com</i> | | | | x | |
| 4/12/2013 | Travel Safely- Says TDOT and TGHSO- <i>Williamson Source</i> | x | x | x | x | |
| 4/14/2012 | Sheriff joins 'More Cops More Stops' program-- <i>The Murfreesboro Post</i> | | | | x | |
| 4/15/2013 | Tennessee Department of Transportation reminds motorists: We're all in this together- <i>Clarksville Online</i> | | | | | x |
| 4/15/2013 | Study- Young drivers use gadgets when alone- <i>WCYB</i> | | | | | x |
| 4/16/2013 | Tennessee road fatalities down this year- <i>Tennessean</i> | | | | | x |
| 4/16/2013 | Sobriety Check Point- <i>Clarksville Leaf Chronicle</i> | | x | | | |
| 4/17/2013 | Mt. Juliet police says accident count has risen on section I-40- <i>News 2 Nashville</i> | | | | | x |
| 4/24/2013 | Warm Weather helps drive surge in motorcycle deaths- <i>NBC News</i> | | | | | x |
| 4/30/2013 | DPD, Sheriff's Department team up on checkpoints, <i>The Herald News</i> | x | x | | x | x |
| 5/1/2013 | Mock wrecks drive home serious message- <i>The Tennessean</i> | x | x | | | x |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|-------------|---|-------------|-------------|------------|--------------|--------------|
| 5/3/2013 | Motorcycle Awareness Month kicks off Friday- <i>Columbia Daily Herald</i> | | | | | x |
| 5/3/2013 | Motorcycle Awareness Month kicks off Friday- <i>TN Report</i> | | | | | x |
| 5/3/2013 | Motorcycle Awareness Month kicks off Friday- <i>Elizabethton Star</i> | | | | | x |
| 5/3/2013 | Motorcycle Awareness Month begins Friday- <i>WCYB News Channel 5</i> | | | | | x |
| 5/7/2013 | Monterey officers enjoy new fleet of cruisers- <i>Herald Citizen</i> | | | | | x |
| 5/7/2013 | SADD- Students Against Destructive Decisions- <i>Grundy County Herald</i> | | | | | x |
| 5/7/2013 | DUI Court aims change offenders- <i>The Tennessean</i> | | | | | x |
| 5/12/2013 | Car drivers should be more aware of bike riders- <i>WPTY-ABC Memphis</i> | | | | | x |
| 5/11/2013 | Tennessee 2nd bike friendliest state in Southeast- <i>Elk Valley Times, Chattanooga</i> | | | | | x |
| 5/23/2013 | Morristown police report increase in traffic deaths- <i>WBIR-TV-NBC</i> | x | x | | | x |
| 6/4/2013 | Tennessee becomes the 18th state to pass lifesaving Ignition Interlock Law- <i>WSMV Channel 4 Nashville</i> | | x | | | |
| 6/10/2013 | I-24 speed limit lowered to 55 mph for Bonnaroo- <i>WSMV Channel 4 Nashville</i> | | | | | x |
| 6/10/2013 | TDOT, THP prep for Bonnaroo- <i>Elk Valley Times, Chattanooga</i> | | | | | |
| 6/10/2013 | I-24 speed limit drops to 55 for Bonnaroo- <i>Tulahoma News</i> | | | | | x |
| 6/10/2013 | Troopers and TDOT getting ready for a huge rush of music fans - <i>WTNZ- Fox Knoxville</i> | | | | | x |
| 6/10/2013 | Crowds coming to Bonnaroo- <i>WATE-ABC Knoxville</i> | | | | | x |
| 6/11/2013 | <i>THP, TDOT: Buckle up, slow down for Bonnaroo Music Festival - WBIR-TV NBC</i> | | | | | x |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|-------------|---|-------------|-------------|------------|--------------|--------------|
| 6/11/2013 | Top 5 reasons motorists to Bonnaroo get ticketed by THP- <i>The Commercial Appeal</i> | | | | | x |
| 6/11/2013 | TDOT and THP prepare for 2013 Bonnaroo Festival- <i>Chattanooga Internet</i> | | | | | x |
| 6/11/2013 | Another big time Tennessee music festival is gearing up- <i>WRCB-NBC Chattanooga</i> | | | | | x |
| 6/11/2013 | Bonnaroo traffic headache- <i>WBBJ ABC</i> | | | | | x |
| 6/12/2013 | Bonnaroo Music Festival will kickoff Thursday Night- <i>WBIR-TV NBC 29 Knoxville</i> | | | | | x |
| 6/12/2013 | Barbara Harsha to retire as chief executive of GHSA at end of June- <i>The Trucker</i> | | | | | |
| 6/13/2013 | TDOT and THP prepare for Bonnaroo traffic- <i>Grundy County Herald Chattanooga</i> | | | | | x |
| 6/24/2013 | Clarksville Police , others plan roadside safety checkpoints- <i>Clarksville Leaf Chronicle</i> | x | x | | | |
| 6/26/2013 | Atoka gets grant for pedestrian and bike connection- <i>Biz Journals, Memphis</i> | | | | | x |
| 6/27/2013 | TDOT and THP prepare for Bonnaroo traffic- <i>Grundy County Herald</i> | | | | | x |
| 7/1/2013 | TDOT will halt road construction for 4th of July holiday- <i>WBIR</i> | x | x | | | x |
| 7/1/2013 | Tennessee suspending roadwork from Wednesday through the weekend- <i>Chattanooga Times Free Press</i> | x | | | | |
| 7/5/2013 | Houston Co. Sheriff's Office launches website- <i>The Stewart Houston Times</i> | | | | | x |
| 7/9/2013 | Road fatalities in state down in first half of 2013- <i>Fox 17</i> | | | | | x |
| 7/16/2013 | More officers on more roads- <i>WBIR- NBC Knoxville</i> | x | x | | | x |
| 7/16/2013 | More officers to patrol Tennessee roads this weekend- <i>WBIR- NBC 29 Knoxville</i> | x | x | | | x |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|-------------|--|-------------|-------------|------------|--------------|--------------|
| 7/20/2013 | Manhunt for driver who killed Chattanooga woman- <i>WDEF-TV CBS 12- Chattanooga</i> | | | | | x |
| 7/23/2013 | Chattanooga police issue 175 speeding tickets on Hwy 153 Tuesday- <i>WRCB-TV NBC Chattanooga</i> | x | x | | | |
| 7/23/2013 | DRE program helps to combat drug-impaired drivers- <i>WATE Channel 6 Knoxville</i> | | | | | x |
| 7/24/2013 | 4 killed in West TN I-40 crash caused by cow | | | | | x |
| 7/30/2013 | Man killed in wrong way I-40 crash was a longtime veteran- <i>WSMV Channel 4</i> | | | | | x |
| 8/1/2013 | Tennessee ranks 2nd bike friendliest Southeast state- <i>Business Clarksville</i> | | | | | x |
| 8/6/2013 | Police say he fell asleep behind the wheel- <i>WKRN ABC Nashville</i> | | | | | x |
| 8/8/2013 | Knoxville woman killed in crash caused by backup from earlier wreck- <i>WBIR TV 29 Knoxville</i> | | | | | x |
| 8/15/2013 | Jackson man killed in fatal TDOT wreck- <i>WBBJ-TV ABC 7 Jackson</i> | | | | | x |
| 8/18/2013 | Sheriff warns booze it and lost it- <i>Murfreesboro Post</i> | | x | | | |
| 8/15/2013 | TDOT dump truck driver dies in Adamsville crash- <i>Courier anywhere</i> | | | | | x |
| 8/20/2013 | Make I-24 safer by lowering trucker speed limit- <i>Chattanoogan</i> | | | | | x |
| 8/28/2013 | Bicyclists like life in the slow lane- <i>Tennessean</i> | | | | | x |
| 8/27/2013 | Tennessee to halt lane closures over Labor Day- <i>Bristol Herald Courier-Tri-Cities</i> | | | | | x |
| 8/27/2013 | TDOT halts lane closures on Tennessee highways for Labor Day weekend- <i>The Chattanooga</i> | | | | | x |
| 8/28/2013 | Waste Watch- Governor's Highway Safety Office- <i>Fox 17</i> | | | | | x |
| 8/23/2013 | Drive Sober and Get Pulled Open- <i>WRCB- NBC Chattanooga</i> | | x | | | |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|-------------|---|-------------|-------------|------------|--------------|--------------|
| 8/29/2013 | TDOT wants drivers to remember 3 simple steps- <i>WRCB -TV NBC 3 Chattanooga</i> | | | | | x |
| 9/10/2013 | Death of pedestrian affects community- <i>WRCB TV- NBC 3 Chattanooga</i> | | | | | x |
| 9/13/2013 | Tennessee program encourages teens to wear safety belts- <i>Chattanooga Times Free Press</i> | x | | | | |
| 9/12/2013 | TN loses out on federal funds over weak texting law- <i>Tennessean</i> | | | | | x |
| 9/13/2013 | TN GHSO sponsors Click it and Ticket Teen- <i>Clarksville Online</i> | x | | | | |
| 9/13/2013 | Program encourages teens to wear safety belts- <i>WRCB-TV NBC Chattanooga</i> | x | | | | |
| 9/17/2013 | FHS students participate in Click It and Ticket- <i>Elk Valley Times Chattanooga</i> | x | | | | |
| 9/27/2013 | Fewer fatal accidents reported on Tenn. Roadways- <i>WKRN TV ABC 2 Nashville</i> | | | | | x |
| 9/26/2013 | FC law enforcement receive funds to improve road safety- <i>Herald Chronicle Nashville</i> | | | | | x |
| 10/4/2013 | "God is our refuge" in I-40 crash- <i>Knoxville News</i> | | | | | x |
| 10/3/2013 | THP: complete Jefferson Co. crash investigation could take six months- <i>WVLT-TV CBS 8 Knoxville</i> | | | | | x |
| 10/3/2013 | Church bus crash- <i>WATE-ABC Knoxville</i> | | | | | x |
| 10/4/2013 | THP: Blown front tire made church bus tough to handle- <i>News Knoxville</i> | | | | | x |
| 10/4/2013 | Bus crash- <i>WREG-CBS Memphis</i> | | | | | x |
| 10/4/2013 | Investigation continues of deadly bus crash- <i>WREC-AM?ABC Memphis radio</i> | | | | | x |
| 10/22/2013 | Tennessee Roadway Fatalities on the rise- <i>Chattanooga Times Free Press</i> | | | | | x |
| 10/22/2013 | Tennessee Roadway Fatalities on the Rise- <i>WRCB Chattanooga</i> | | | | | x |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|------------|---|------|------|-----|-------|-------|
| 10/18/2013 | Death Toll continues to rise on TN roadways- <i>WMC-TV Memphis</i> | | | | | x |
| 10/18/2013 | TDOT Aims to Stop Tennessee Road Fatalities Rising Further- <i>WDEF-TV CBS 12 Chattanooga</i> | | | | | x |
| 10/23/2013 | TN's bad drivers don't like reminders- <i>Tennessean</i> | | | | | x |
| 10/22/2013 | Traffic Accidents are the number one killer of 14-18 year olds- <i>WRCB-NBC Chattanooga</i> | | | | | x |
| 10/23/2013 | Deputy killed in crash at fault- <i>WREG TV Memphis</i> | | | | | x |
| 10/27/2013 | Church Bus from October 2nd crash not registered with feds- <i>NewsKnoxville</i> | | | | | x |
| 10/27/2013 | Electric signs offer stark reminders to drive safely- <i>The Leaf Chronicle Bowling Green</i> | | | | | x |
| 10/29/2013 | Fatal wreck raises concern for safety issues on Alcoa Highway- <i>WATE-TV ABC</i> | | | | | x |
| 10/29/2013 | Driver fell asleep just before crash that closed State Route 840- <i>WSMV-TV</i> | | | | | x |
| 11/5/2013 | Aggressive Enforcement Planned - <i>WRCB- NBC Chattanooga</i> | x | x | | | x |
| 11/20/2013 | Maury County traffic fatalities triple in 2013- <i>Columbia Daily Herald</i> | x | x | x | | x |
| 11/20/2013 | Fatality numbers- <i>WBBJ- ABC Jackson</i> | x | x | x | | x |
| 11/20/2013 | Fatality numbers- <i>WJHL- CBS Tri- Cities</i> | x | x | x | | x |
| 11/25/2013 | Every available state trooper in Chattanooga to work this holiday- <i>WDEF- CBS Chattanooga</i> | x | x | x | | x |
| 11/25/2013 | No lane closures during holiday- <i>Elk Valley Times Chattanooga</i> | | | | | x |
| 11/25/2013 | Why are TDOT fatality sign numbers changing? <i>WREG CBS- Memphis</i> | x | x | x | | x |
| 11/26/2013 | TDOT halting lane closures for holiday- <i>Citizen Tribune- Knoxville</i> | x | x | x | | x |
| 11/28/2013 | Travel to increase for holiday season- <i>Lebanon Democrat</i> | x | x | x | | x |

| Date | Event | CIOT | BILI | CPS | COMET | Other |
|-------------|--|-------------|-------------|------------|--------------|--------------|
| 11/29/2013 | Fatality numbers- WDSI- FOX- Chattanooga | x | x | x | | x |
| 12/2/2013 | State Troopers take part in I-40 Challenge- 'WATE- TV ABC Knoxville | x | x | x | | x |
| 12/4/2013 | Rememberance held for victims of DUI crashes- WSMV NBC Nashville | x | | | | x |
| 12/5/2013 | Drug court will help solve problems- <i>Johnson City Press</i> | | | | | x |
| 12/5/2013 | Prescription-only pseudoephedrine- <i>Mountain Press</i> | | | | | x |
| 12/5/2013 | DEA agent hopes to puch drug awareness throughout Hamilton County- <i>Times Free Press</i> | | | | | x |
| 12/5/2013 | Cheaper, more potent form of methamphetamine is on the rise- <i>Times Free Press</i> | | | | | x |
| 12/13/2013 | GSHO announces 50 county enforcement campaign- <i>WSMV Nashville</i> | x | x | x | | x |
| 12/13/2013 | GSHO announces 50 county enforcement campaign- News Channel 5 Nashville | x | x | x | | x |

MEDIA EVALUATION

Executive Summary

This report documents the findings for the three telephone surveys conducted from Nov. 2012 to Sept. 2013. The surveys were designed to assess the exposure of Tennesseans to two implementations of the “*Booze it and Lose It*” Campaign and one implementation of the “*Click It or Ticket*” Campaign. The following are key findings from the three surveys:

- Two thirds (63%) of those interviewed for the Booze it and Lose survey indicated that driving felt less safe today than five years ago.
- More than nine out of 10 (93%) of those interviewed self-reported wearing a seatbelt “always” or “nearly always” while driving and 94% indicated the same while a front seat passenger.
- Nearly half of those interviewed for the Click it or Ticket survey said they had read, seen or heard about speed enforcement by police in the past 30 or 60 days.*
- Over 60% responded that they “rarely” or “never” drive faster than the posted 65 mph.
- Only about a quarter (26%) thought it was almost certain or very likely that they would get a ticket if they drove over the speed limit. However 38% felt it was somewhat likely.
- Less than 10% indicated they had used their cell phone to text or email while driving in the past 60 days.
- However 20% said they had been in a car with a driver in the past 60 days who used their cell phone to text or email while driving.
- Only about a third answered that they “frequently” or occasionally” talk on their cell phone while driving.
- Six out of 10 said they had heard or seen a message encouraging them to wear their seatbelts in the past 30/60 days. Almost 80% indicated they had heard or seen a message against drinking and driving in the past 30/60 days*
- Two thirds of our sample said they had been involved in a car crash while driving.

****(The survey was designed to ask 50% of the respondents about seeing or hearing messages in the past 30 days while the other half were asked about seeing or hearing messages in the past 60 days.)***

Background and Introduction

There were 1,014 traffic fatalities in Tennessee in 2012 (this is the 3rd lowest number since 1963) and as of October 16th, 2013 the number of traffic fatalities is virtually identical to 2012. The goal of media campaigns like *Click It or Ticket* and *Booze It and Lose It* is to reinforce to drivers and passengers the importance of using the appropriate safety restraint device and not driving while under the influence of alcohol or drugs. It is likely that the numerous programs and initiatives implemented and supported by the GHSO have been a factor in these reductions in recent years. *Booze It and Lose It* was evaluated twice during the 2012-13 grant year. First was around the 2012 Thanksgiving holiday and then in late summer around Labor Day 2013. Additionally, the Click It or Ticket campaign which ran from mid-May to early June 2013 was evaluated.

The Governor’s Highway Safety Office (GHSO), through a federally funded program with the National Highway Safety Transportation Administration (NHSTA), develops and implements media campaigns that target unsafe behavior on the road to warn Tennesseans of the dangers

and consequences of such behavior. GHSO's goal is to mitigate crashes and fatalities by modifying perceptions and ultimately behavior. To help measure the effectiveness of these campaigns, The University of Tennessee Center for Transportation Research (CTR) conducted telephone surveys on behalf of the GHSO between November 2012 and September 2013. This effort is a part of a continuing relationship since 2004 when the CTR began conducting telephone interviews for GHSO.

A total of 2,639 telephone surveys were collected between November 12th 2012 and September 16th, 2013 to evaluate the three media campaigns for the grant year. The two Booze it and Lose it surveys totaled 1,639 and there were 1,000 completed for the Click it or Ticket survey.

Methodology

The Center for Transportation Research used The University of Tennessee's College of Social Work Center for Applied Research and Evaluation (CARE) to conduct the telephone surveys. CARE maintains a 22 station CATI (Computer-Assisted Telephone Interviewing) system that enables the execution of complex survey research designs. CARE administered the telephone surveys to a total of 2,639 individuals from randomly selected households in Tennessee between November 12th 2012 and September 16th, 2013. The sample was managed so that splits among region and gender matched closely to Tennessee's demographics. The data collection periods were roughly 10 days before and after the various campaigns.

Additionally, efforts were made to include younger residents by implementing a script that inquired if anyone under the age of 25 and at least 16 years of age lived in the household. If a young adult lived in the household but was not available to complete the interview at that time, a callback was scheduled. Further efforts were also made to include male participants by asking to speak to the youngest male in the household. If no male was available, the youngest female in the household was interviewed.

Tennesseans' Perceptions of Various Driver Behaviors

Forty-one percent of those surveyed for the Booze it and Lose it campaigns (n=1,639) believed traffic crashes caused the highest number of deaths each year in Tennessee, while in reality there have been roughly 1,000 traffic related deaths each year for the past few years. Over 25% of the respondents thought heart disease was the 2nd leading cause of deaths in Tennessee and 24% indicated cancer was the 3rd. In reality, in 2011, heart related deaths claimed the most Tennesseans with 14,154 deaths and coming in 2nd was cancer related deaths at 13,461. So the perception that traffic crashes pose the biggest loss of life is quite a misconception.

These respondents were asked if they thought driving felt safer, less safe or about the same as it did five years ago. Over 60% indicated that driving felt less safe, 27% thought it was about the same and only nine percent felt driving was safer. Each respondent was asked to name (unaided) up to three reasons for their feelings. The responses from the 1,030 respondents who reported driving felt less safe are shown in Table 1. Behavior that had a distraction component (drivers using a cell phone and distracted drivers) were mentioned the most.

| Behavior | % 2013 | N 2013 | % 2012 | n 2012 |
|--|--------|--------|--------|--------|
| Drivers using cell phones | 34% | 353 | 36% | 345 |
| Drivers distracted/not paying attention | 29% | 296 | 33% | 315 |
| Drivers text messaging | 28% | 284 | 25% | 240 |
| More traffic / more cars on the road | 25% | 253 | 27% | 259 |
| Aggressive / impatient drivers / road rage | 14% | 140 | 18% | 168 |
| Speeding / driving too fast | 11% | 113 | 12% | 118 |
| Drunk driving / alcohol | 11% | 112 | 9% | 83 |
| Higher speed limits | <1% | 17 | 1.5% | 14 |

Table 1– Perceptions about threat level from specific driving behaviors
**** (Note: the grant year runs from Oct. 1st to Sept. 30th so each grant year includes two partial calendar years. The year indicated in charts and graphs refers to the grant year which corresponds to the Federal Fiscal Year)**

The 141 respondents who reported that driving felt safer were asked why they felt this way. The following graph shows the breakdown of their responses. Again, they could list up to three reasons. Better enforcement and safer cars received the highest responses.

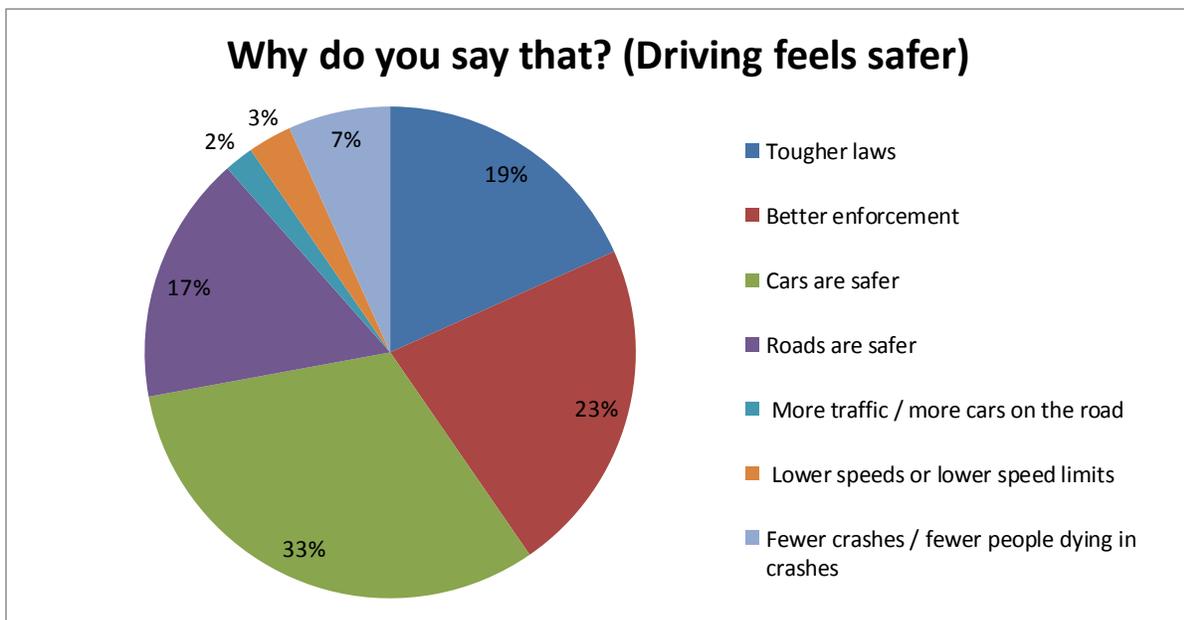


Figure 1 – Reasons given as to why driving feels safer

Respondents were asked to pick one behavior that they thought caused the MOST automobile crashes each year. The list that was read to them was:

1. TALKING ON A CELL PHONE
2. TEXT MESSAGING OR E-MAILING
3. CHANGING THE RADIO STATION OR CD PLAYER
4. TALKING WITH SOMEONE ELSE IN THE VEHICLE
5. DISCIPLINING KIDS IN THE VEHICLE

6. DRIVING WHILE IMPAIRED

Almost half (49%) of those surveyed indicated that text messaging caused the most automobile crashes. Nearly 30% of the respondents thought driving while impaired caused the most automobile crashes and talking on the cell phone while driving was the response from 15% of those participating in the survey.

Respondents were asked about how much of a threat certain driver behaviors were to their personal safety. They were randomly asked three questions out of a list of six behaviors. Table 2 shows the breakdown. There were only slight variations from last year's data. All the differences except driving while sleepy and driving well over the speed limit were within the margin of error.

| Behavior | Very serious threat | Somewhat serious threat | A minor threat | Not a threat | Last year's rank (Based on Very serious threat) |
|------------------------------------|----------------------------|--------------------------------|-----------------------|---------------------|--|
| Driving after drinking alcohol | 86% | 11% | 1% | <1% | 2 |
| Drivers text messaging or emailing | 82% | 14% | 3% | 1% | 1 |
| Driving while sleepy* | 61% | 30% | 7% | 1% | 3 (56%) |
| Aggressive driving | 59% | 30% | 8% | 2% | 5 |
| Driving well over the speed limit* | 56% | 31% | 10% | 3% | 6 (47%) |
| Drivers talking on cell phones | 52% | 34% | 2% | <1% | 4 |

Table 2 – Perceptions about threat level from specific driving behaviors

Driving While Unbuckled

Each survey had a question about frequency of seatbelt usage. According to the respondent's self-reported behavior, the majority indicated they "always" (85%) or "nearly always" (7%) wore their seatbelt when driving. Self-reported seatbelt use has been fairly consistent to findings in recent years. Interestingly, when looking at the most recent Observational Tennessee Seatbelt Research the data showed that 85% of the vehicles observed were observed wearing their seatbelts at a given moment in time. While the methodologies are clearly different, the consistent results are somewhat encouraging.

Respondents were read a list of the reasons they wear a seatbelt and asked which was the most important. Avoiding serious injury got the highest response with 35% indicating this. It's a habit was the answer given by 21% and it's the law was chosen by 16%. They were then asked if there were any other reasons they wore their seatbelt and 47% said yes. Those responses ranged from setting a good example to it saves lives.

Distracted/Texting

Less than 10% of those surveyed said they had texted while driving in the past 60 days, and of these respondents nearly 30% said they do so every day or nearly every day. Two out of 10 said they had used a cell phone while driving with a third of these indicating they frequently or occasionally talk on a cell phone while driving.

Speeding and Chances of Receiving a Ticket or Getting Pulled Over

Roughly a third of the respondents indicated that they drive over the posted speed limits “most” or “half of the time”. However, the majority (66%) indicated they “rarely” or “never” exceeded the speed limits. Over half said they had not seen any messages about speed enforcement by police in the past 30 or 60 days. Two thirds (64%) thought that it was “very or somewhat likely” that they would receive a ticket for driving over the speed limit.

Awareness and Exposure to Safety/educational Messages

Everyone who was interviewed for the Click or Ticket survey (n=1,000) were asked if they had heard some kind of message that encouraged them to wear their seatbelt or not to drink and drive. Six out of 10 said that they had heard a message encouraging them to wear their **seatbelt** in the past 30 or 60 days. This is similar to last year’s response of 56%. Over 60% said they saw it on TV and believed it was a commercial and another 40% said they saw it on a road sign. When asked if the frequency of these messages had changed in the past 30 or 60 days, the majority (70%) thought the messages were about the same as usual.

Nearly 80% of those interviewed for the Booze it and Lose it survey said they had heard a message against **drinking and driving** in the past 30 or 60 days. This is up slightly from last year’s 72% response. Television was the most prevalent source for these messages. Radio and road signs followed with roughly 20% each. Most thought the frequency of these messages was about the same as usual, but 30% thought the frequency had increased.

Drinking and Driving and Chances of Arrested

The majority of respondents from the Booze it and Lose it surveys (70%) indicated they had not drunk an alcoholic beverage in the past 30 or 60 days. Only 3% said they drank every day or nearly every day. Other responses fell into categories that ranged from 3-4 days a week to 2-3 days a month. Of those who said they had drunk an alcoholic beverage in the past 30 or 60 days only 14% said they had driven within two hours after drinking. Of the 14% (67) nearly three out of 10 indicated they had done so only once, another third had done this twice and 10% said had driven after drinking three times. When those who had drunk an alcoholic beverage were asked if they had avoided driving after drinking 60% said they had NOT avoided driving after drinking an alcoholic beverage.

Over half (54%) of those surveyed recalled seeing something about police enforcement regarding alcohol impaired or drunk driving in the past 30 or 60 days. Nearly 80% thought the chances of getting arrested if they drove after drinking was “almost certain” or “very or somewhat likely”.

Enforcement of Laws

Respondents were asked how effective the laws and penalties are at reducing drinking and driving. Over 60% thought the laws were “very” or “somewhat effective”. Over 50% said they had seen or heard some type of message in the past 30 or 60 days concerning police enforcement against alcohol impaired driving or drunk driving.

Demographics

This sample was comprised fairly evenly of females (51%) and males (49%). The racial make-up of the respondents was 85% white, 11% black and the remaining respondents were of other races. The demographics are shown in chart format at the end of the report.

***Booze It and Lose It* Holiday Campaign**

The *Booze It and Lose It* campaign ran from December 12th, 2012 through January 1st, 2013. We conducted data collection in two phases for this campaign. Survey data were collected during a *Pre* timeframe from November 12th, 2012 to November 26th, 2012 and then a *Post* timeframe from Jan. 2nd through January 11th 2013. A total of 813 surveys were collected to evaluate this campaign. In order to measure exposure to the media campaign, respondents were asked to report if they had read, seen or heard any messages discouraging people from driving after drinking alcohol in the past 30/60 days. According to the analysis of the data collected during this time period 80% of the respondents indicated they had seen or heard a message about drinking and driving (this is up slightly up the previous year's figure of 75%). From this number, 35% indicated that they could recall an anti-drinking and driving message. From those who said they could recall an anti-drinking and driving message, 64% recalled *Booze It and Lose It*. This is also up from last year's number of 53%. The slogan that got the next highest recall - "Friends Don't Let Friends Drive Drunk" is an old one that is not used in GHSO campaigns today yet nearly 30% named this slogan. **All** respondents were then presented with a list of specific slogans and asked if they recognized them. Roughly two thirds of the participants recognized *Booze It and Lose It*. This slogan received the highest percentage from the list. Other slogans like "You're gonna get nailed" and "we'll be everywhere" received 28% and 24% respectively.

The data were analyzed for two time periods only this year – *Pre*, and *Post* campaign. For the *Booze It and Lose It* campaign *Pre* is defined as November 11 to November 26, and the *Post* timeframe was January 2 to January 11. When asked about seeing or hearing an anti-drinking and driving message 72% of respondents in the *Pre* time frame, and 87% for the *Post* period indicated they had in fact been exposed to such a message. This is a slight increase over last year's figures. Figure 2 shows data from 2010 to 2013. Note: there was no data collection during the actual campaign timeframe for 2012 and 2013.

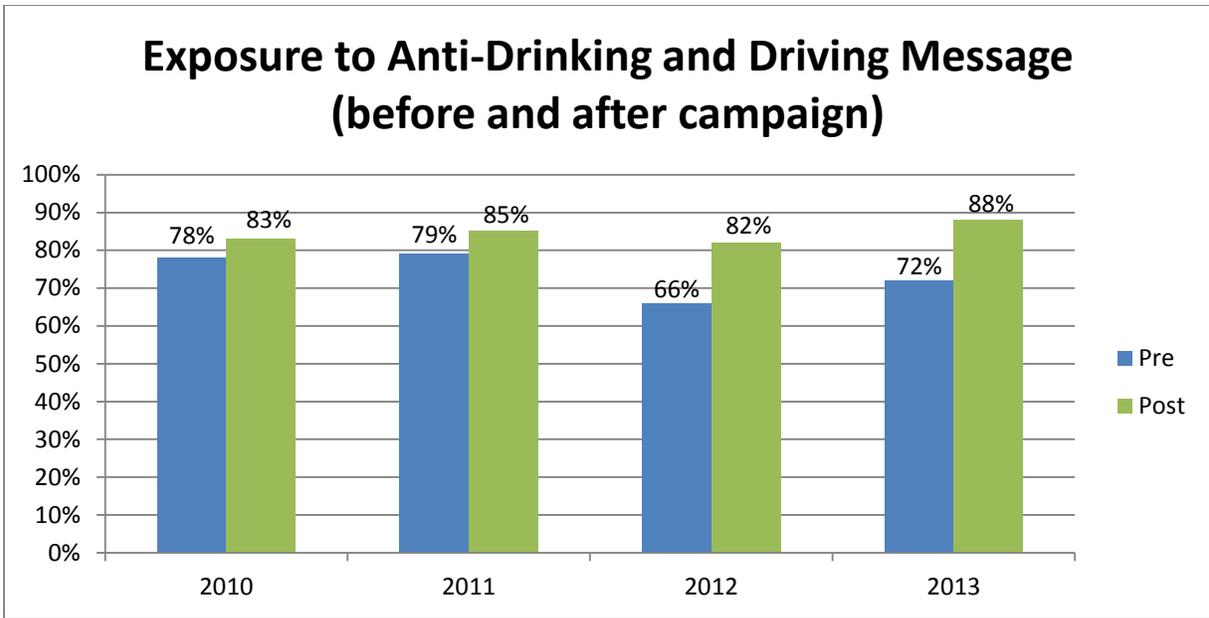


Figure 2: In the past 30/60 days have you read, seen or heard any messages discouraging people from driving after drinking alcohol (by campaign timing)?

Only 227 respondents out of the total 813 said they could name a specific slogan, 14% in the *Pre* timeframe, and 22% in the *Post* timeframe could name *Booze It and Lose It*. When all of the respondents were read a list of slogans, 58% in the *Pre* timeframe and 71% in the *Post* timeframe recognized *Booze It and Lose It*. See Figures 3 and 3A

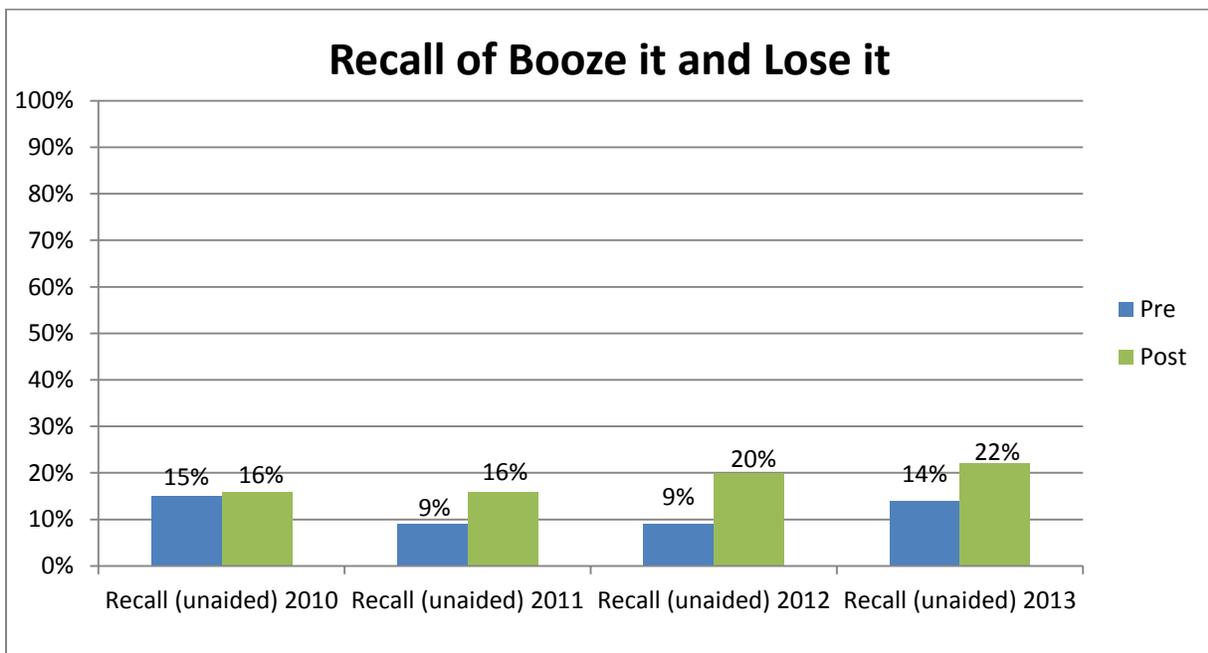


Figure 3: What were the slogans (Booze it and Lose it) you recall seeing or hearing in the past 30/60 days? (Unaided)

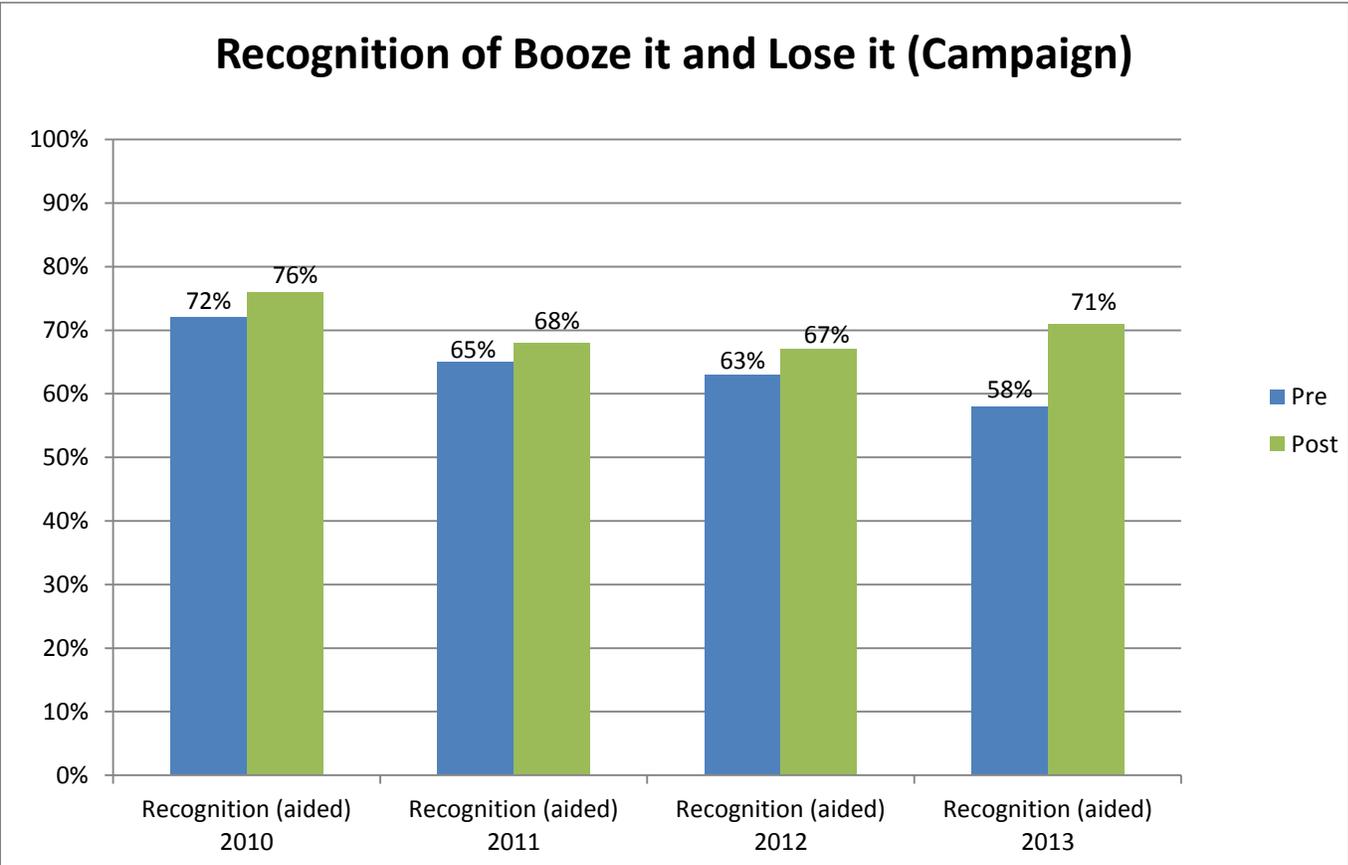


Figure 3A: Which of the following slogans do you recall seeing or hearing (Booze it and Lose it) in the past 30/60 days? (Aided)

Males, specifically those under 30, are targeted in the GHSO media campaign *Booze It and Lose It*. In fact, our research shows that males have consistently had a higher recall and recognition rate than females. See *Figure 4 and 4A*.

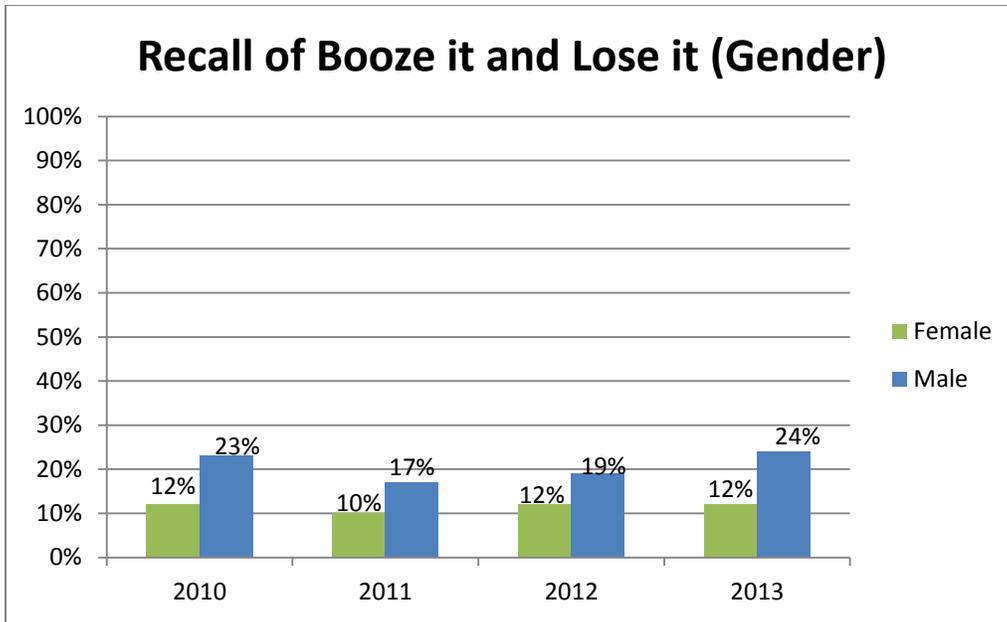


Figure 4: What were the slogans (Booze it and Lose it (unaided)) you recall seeing or hearing in the past 30/60 days? (by gender)

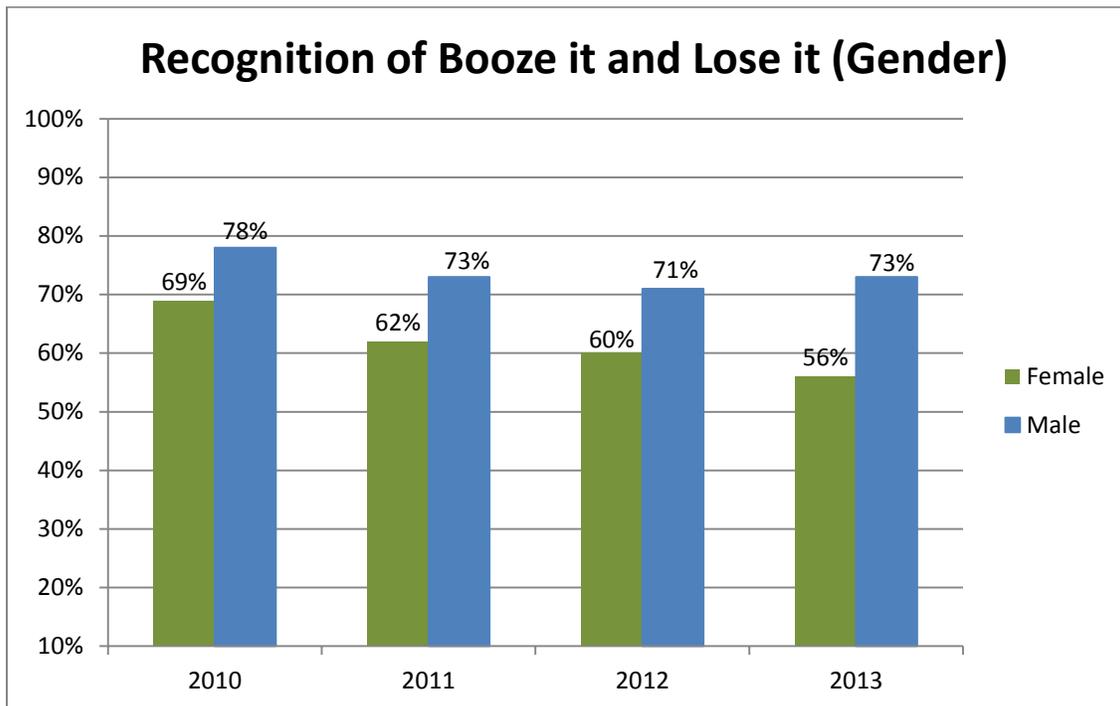


Figure 4A: Which of the following slogans (Booze it and Lose it (aided)) do you recall seeing or hearing in the past 30/60 days? (by gender)

The survey results regarding exposure to an anti-drinking and driving slogan by age indicate a fairly consistent response across all age categories. However, the exposure to the messaging in the majority of age categories is slightly higher than last year. See Figure 5.

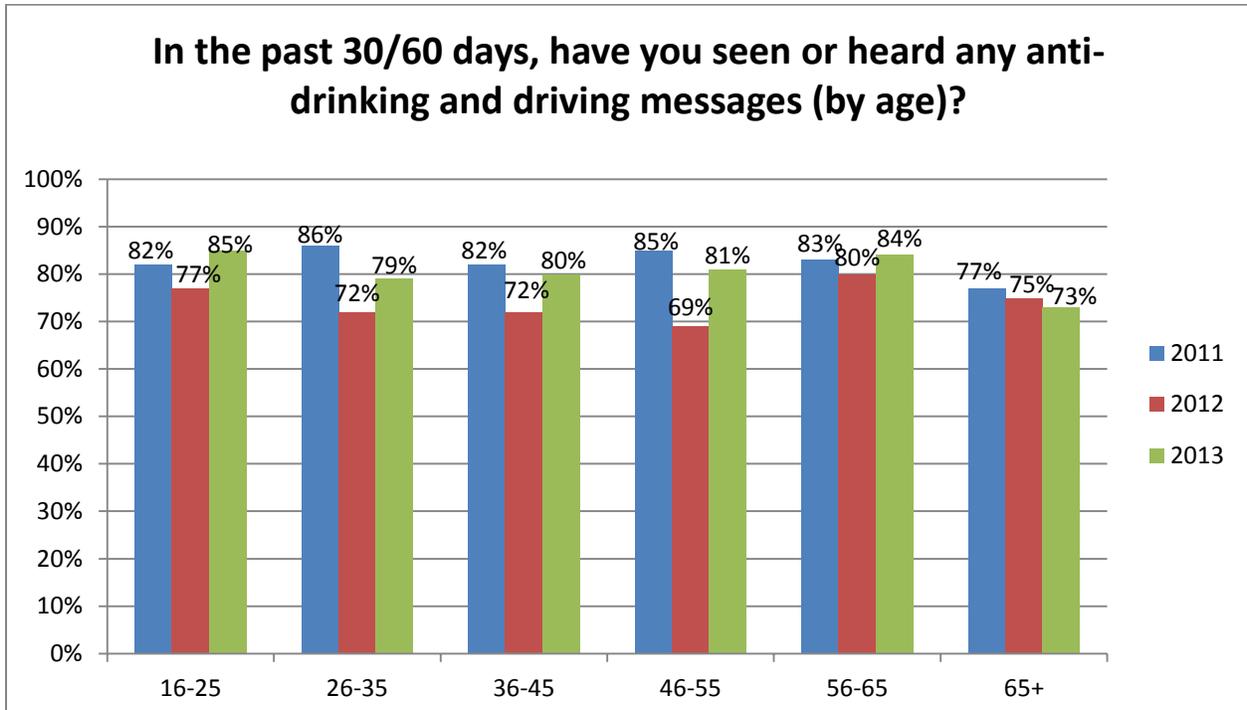


Figure 5: In the past 30/60 days, have you seen or heard any anti-drinking and driving messages (by age)?

Respondents were asked if the number of anti-drinking and driving slogan messages they had seen or heard in the previous 30/60 days were more than usual, about the same or less than usual. Nearly 40% of those respondents who indicated that they had seen or heard a message in the past 30/60 days said the number of messages seen/heard were more than usual, over half, 56%, indicated it was about the same and five percent said they had heard or seen fewer than usual. Figure 6 shows the results broken out by campaign timing. The expectation is to see an increase in those who said “*more than usual*” after the campaign period is over and this indeed was the case as each *Post* number did increase from the *Pre* time frame.

Would you say the number of these messages in the past 30/60 days have more than usual, about the same or fewer than usual?

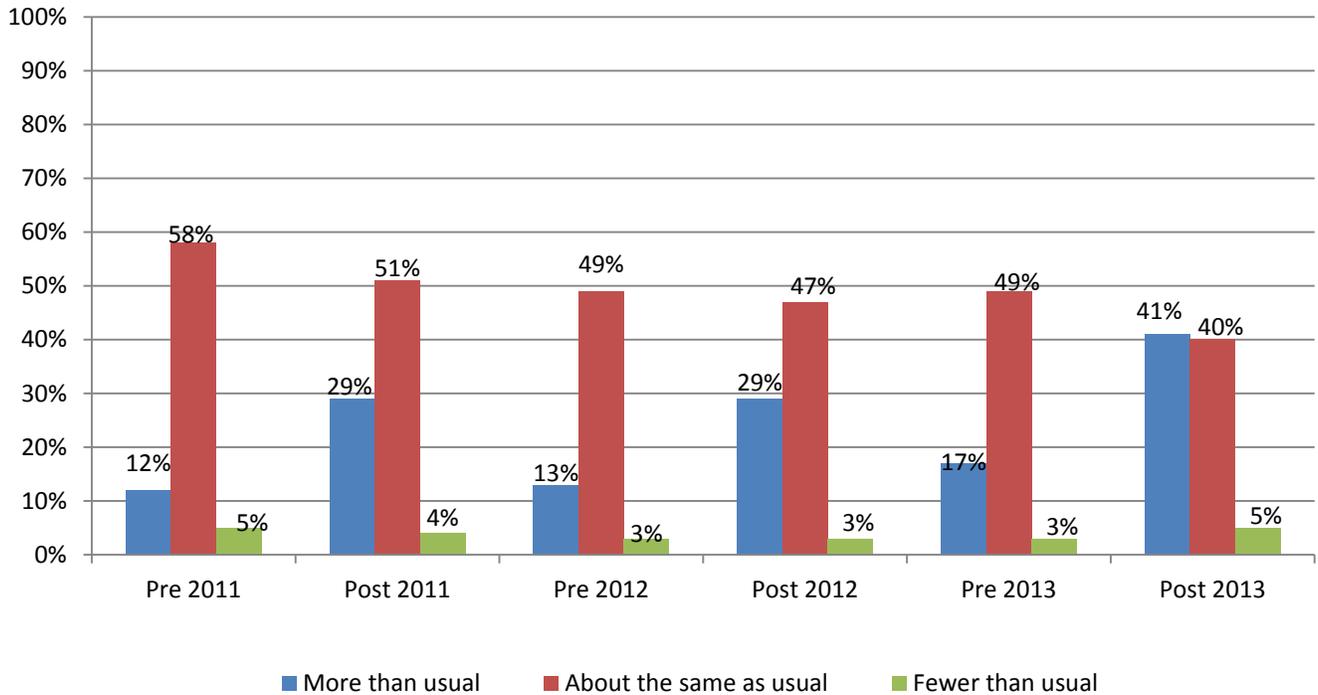


Figure 6: Would you say the number of these messages in the past 30/60 days have more than usual, about the same or fewer than usual?

Booze It and Lose It Summer Campaign

The *Booze It and Lose It* campaign ran from August 5th to September 16th, 2013. A total of 826 surveys were collected and 75% of the respondents indicated they had seen or heard an anti-drinking and driving message. This is fairly consistent for the same time period in 2012 as well as the holiday campaign that ran from November 2012 to January 2013. When one compares exposure by year, the data are also consistent. Figure 7 shows the previous five years broken down by *Pre* and *Post* campaign time periods.

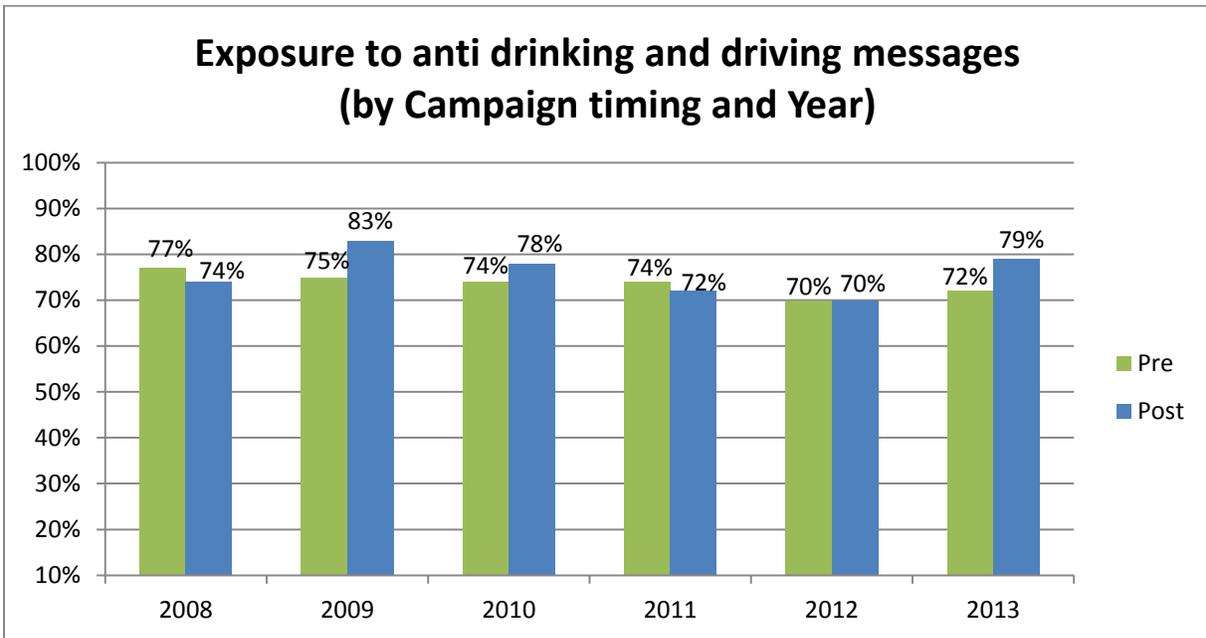


Figure 7: In the past 30/60 days have you read, seen or heard any messages discouraging people from driving after drinking alcohol (Campaign timing and year)?

When those who were asked if they could recall an anti-drinking and driving message were asked about the frequency of the messages being seen or heard in the past 30/60 days, 71% indicated they thought they *were about the same*. Roughly 23% of these respondents thought the number of messages was *more than usual* and only five percent thought the messages were *less than usual*. When looking at this data by *Pre* and *Post* campaign, 15% of the respondents indicated that they thought the messaging was *more than usual* during the *Pre*-campaign time frame and this number increased to 29% in the *Post* campaign time period.

Figure 8 shows data for what the respondents answered regarding the frequency of anti-drinking and driving messages. What is typical is the jump from the *Pre* time frame to the *Post* time frame. Over time there have been some changes in the ***about the same as usual*** category, but in most cases these differences are not statistically significant. Figure 9 shows the respondent percentage of exposure to an anti-drinking and driving message by age since 2010. Overall, the exposure is fairly consistent across the age categories.

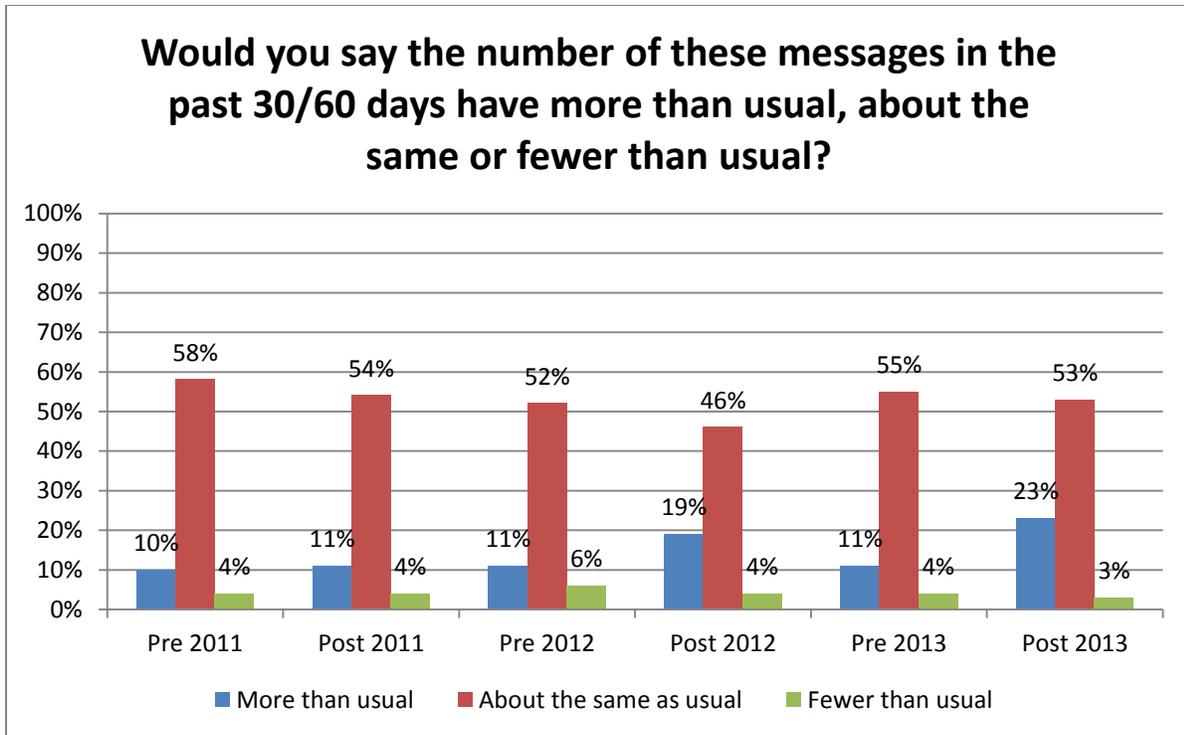


Figure 8: Would you say the number of these messages in the past 30/60 days have been more than usual, about the same or fewer than usual?

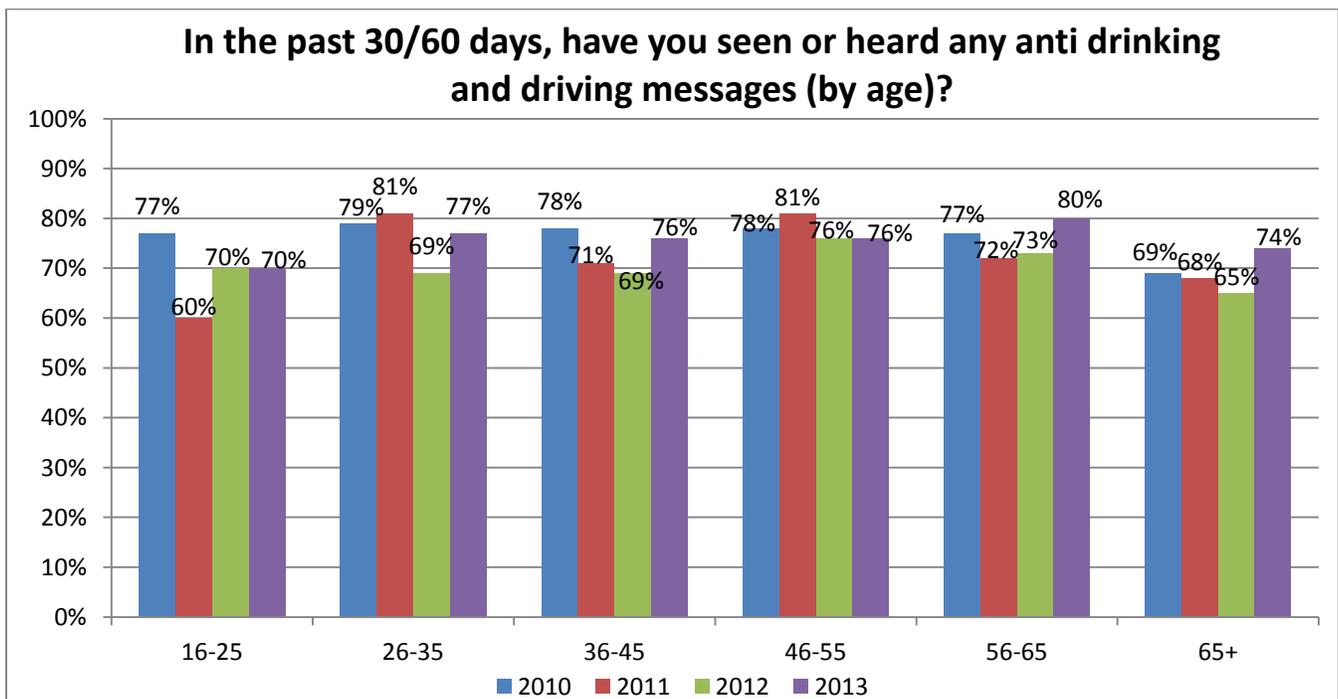


Figure 9: In the past 30/60 days have you read, seen or heard any messages discouraging people from driving after drinking alcohol (by age)

Figure 10 shows recall and recognition of *Booze it and Lose it* by campaign timing for three years. The data is fairly consistent among the three years. Generally, there is an increase from the *Pre* to the *Post* campaign time periods.

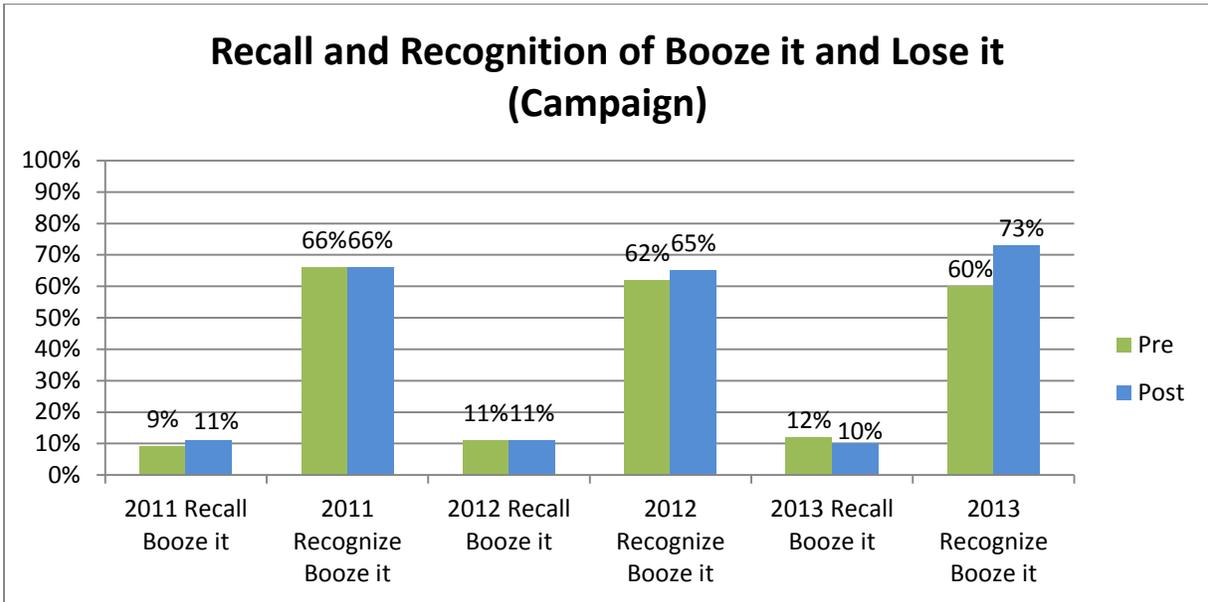


Figure 10: Recall and Recognition of Booze it and Lose it by Campaign

Figure 11 shows the respondent percentage of recall and recognition for Booze It and Lose It, by gender. There is not any difference between males and females when respondents are not given the slogans (recall), but the difference widens a bit between males and females when they are read the slogans (recognition).

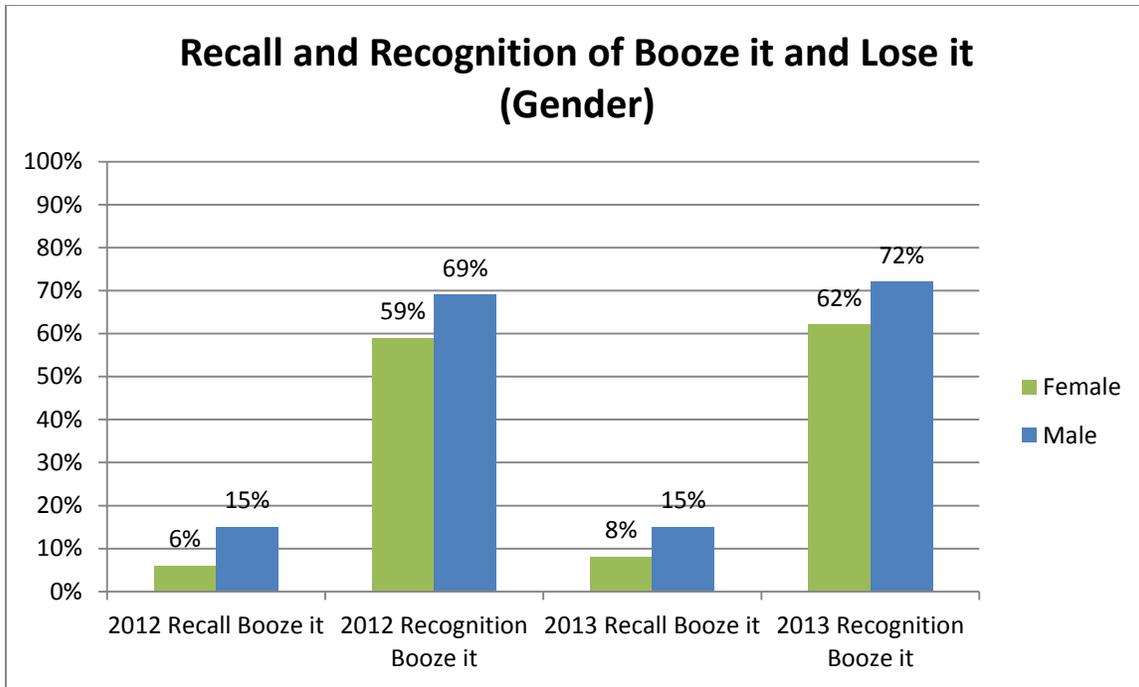


Figure 11: Recall and Recognition of Booze it and Lose it by gender

Click it or Ticket Campaign

The *Click it or Ticket* campaign ran from May 20th to June 2nd and a total of 1000 surveys were completed. Data was collected in two time periods. “Pre” consisted of 600 surveys and ran from May 8th through May 19th. The “Post” which included 400 surveys began after the campaign was over and data was collected from June 3rd through June 13th.

Two thirds (64%) (n=642) of the respondents indicated they had heard a seat belt message in the past 30 or 60 days and of these, 60% (n=387) said they could recall a seat belt slogan. Over 90% of those respondents who said they had heard a seatbelt message in the past could recall without prompting the *Click It or Ticket* slogan. All respondents were then presented with a list of slogans and *Click It or Ticket* was recognized by 80% of the entire sample, which is up slightly from the 2012 campaign results of 74%.

In Figure 12 below, the number of respondents who indicated they had heard or seen a message encouraging them to wear their seatbelts in the *Pre* and *Post* timeframes is shown. The numbers have stayed fairly consistent over the past six years and it’s typical to see a bit of an increase in the awareness when exposure to the messages extends over a period of time as shown in the *Post* timeframe.

In the past 30/60 days have you seen or heard any messages that encourage people to wear their seatbelts?

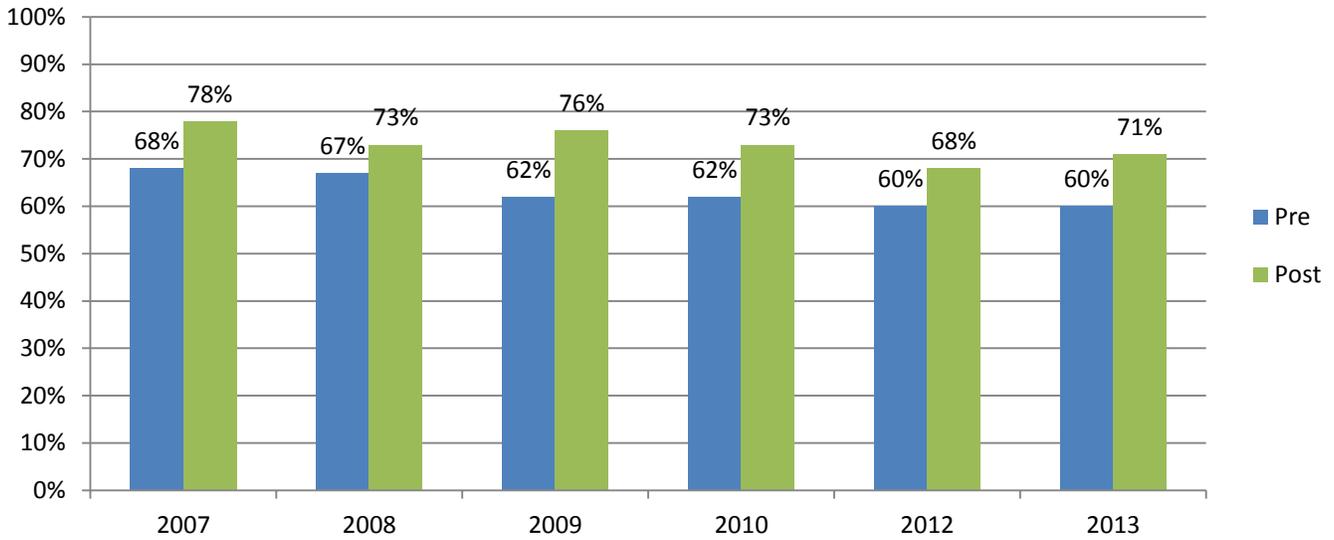


Figure 12: In the past 30/60 days have you seen or heard any messages that encourage people to wear their seatbelts?) Note: Click or Ticket data was not collected in 2011

When those who said they could recall a seatbelt message (39% of the total sample) were asked to name this message (unaided) 33% in the *Pre* timeframe and the 40% in the *Post* timeframe named *Click It or Ticket*. When all the respondents were read a list of slogans *Click It or Ticket* garnered 78% recognition for the *Pre* time frame and 80% for the *Post* period. See Figures 13 & 14.

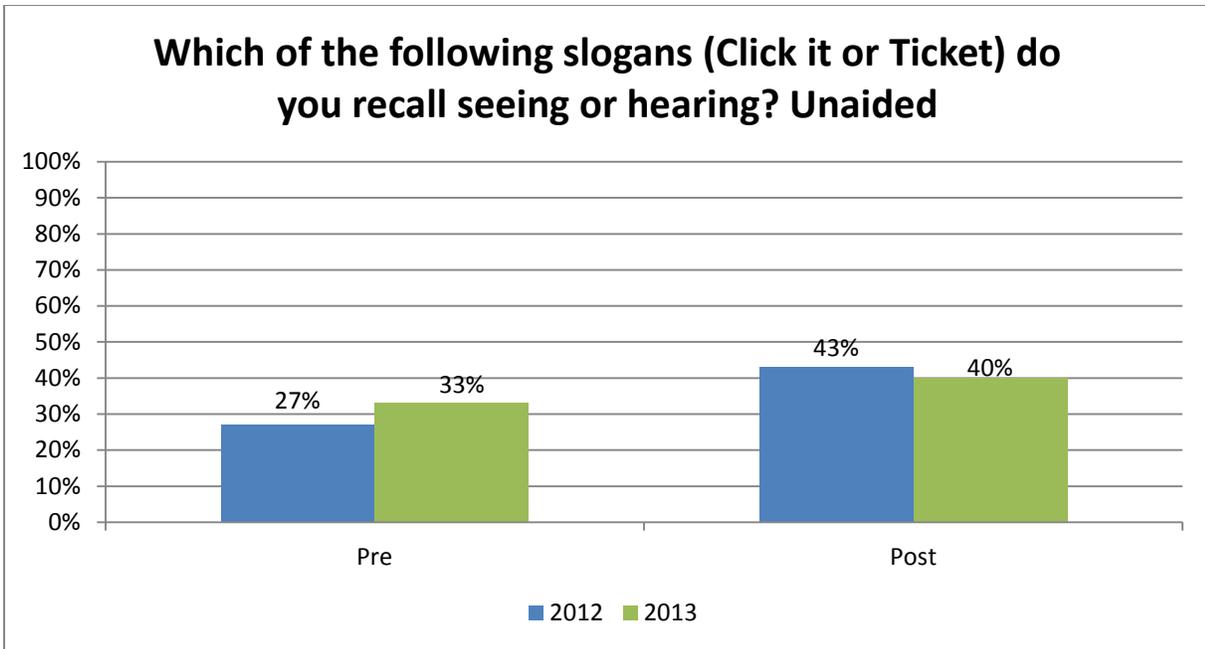


Figure 13: In the past 30/60 days which of the following slogans do you recall seeing/hearing (Unaided)?

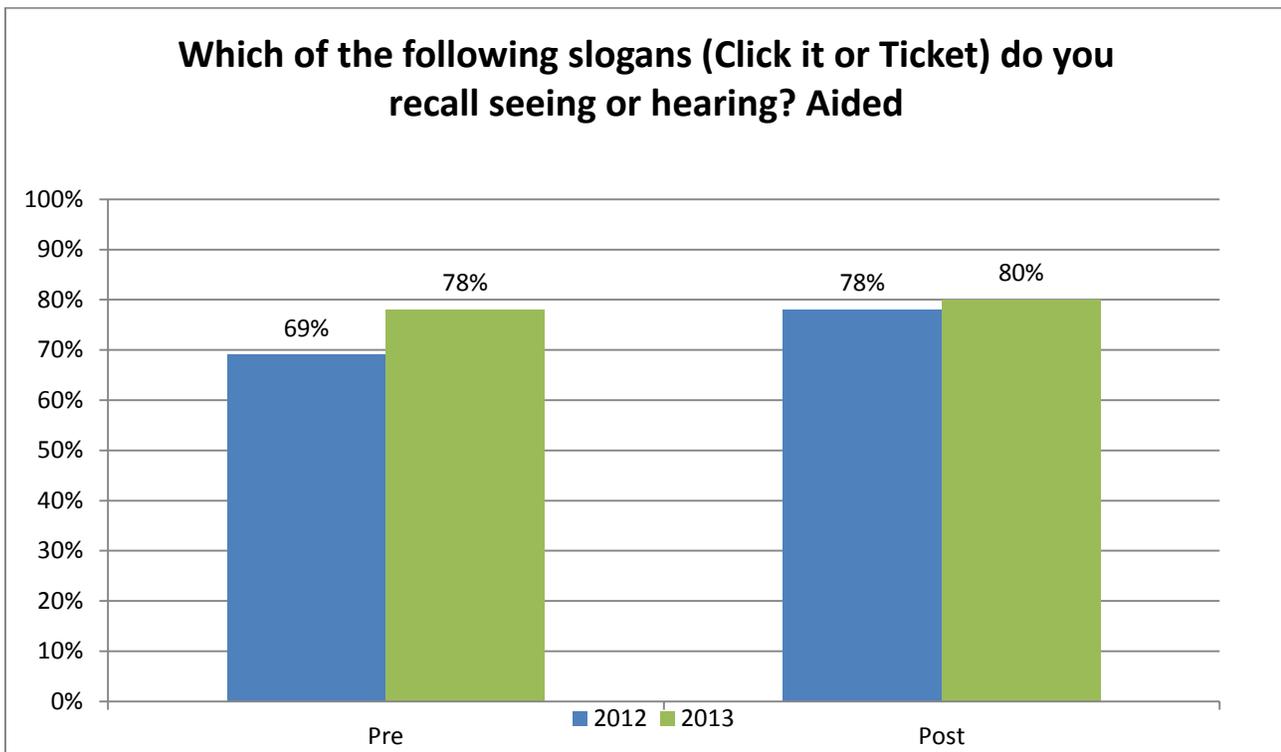


Figure 14: In the past 30/60 days which of the following slogans do you recall seeing/hearing (Aided)?

Recognition and recall of the Click or Ticket is also broken down by gender. This long standing slogan was recalled (unaided) by 43% of the males and 29% of the females. Recognition (aided, which is always higher) of this slogan showed 83% of the males and 75% of the females recognized Click it or Ticket. See Figure 15.

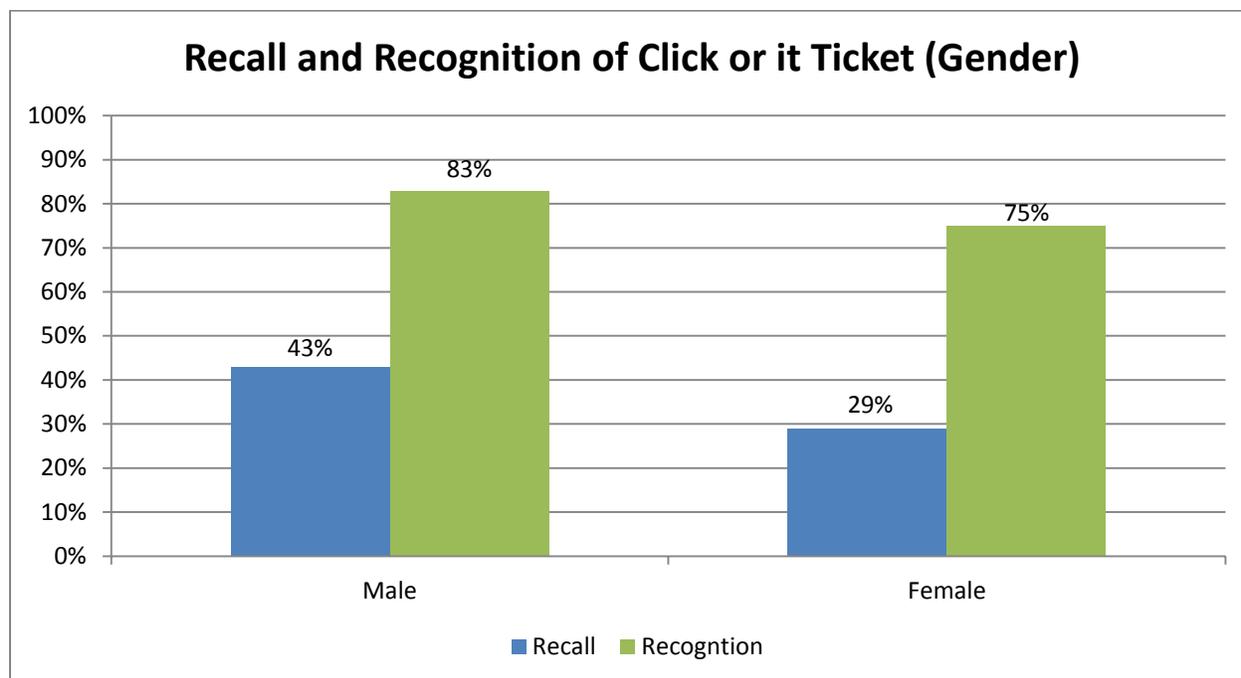


Figure 15: Recall and Recognition of Click it or Ticket (Gender)

A series of questions were asked about seatbelt usage. An overwhelming majority, 92% of the respondents, reported that they “always or nearly always” wear a seat belt while driving a vehicle and 94% said they “always or nearly always” wear a seat belt as a front seat passenger. The respondents were asked to self-report if this usage had changed over the past 12 months. Overall, the reported usage rates are fairly consistent among all the age categories and there is an increase in usage from the previous years as shown in Figure 16. However, it’s interesting to note that the biggest increases in reported seatbelt usage are in the two youngest categories and that they report 100% seatbelt usage. Most of the respondents, 91%, indicated that their behavior had NOT changed, while 8% indicated their seatbelt use had increased.

All respondents, regardless of whether their behavior had changed in the past twelve months, were read a list of statements about the reasons that they might not wear a seat belt. The reasons presented to the respondents included safety reasons, legal reasons, and habitual behaviors. The reason that got the highest response was, “Only riding a short distance” at 11% and following closely with 8% was “I forgot to put it on”. However, 79% said they always wear a seatbelt; there was no reason not to. When asked for the most important reason why they wear a seatbelt, 34% said “avoiding personal injury.” Nearly a quarter of the respondents (21%) said “it’s a habit,” 16% do it “because it’s the law” and 14% indicated all the reasons are important.

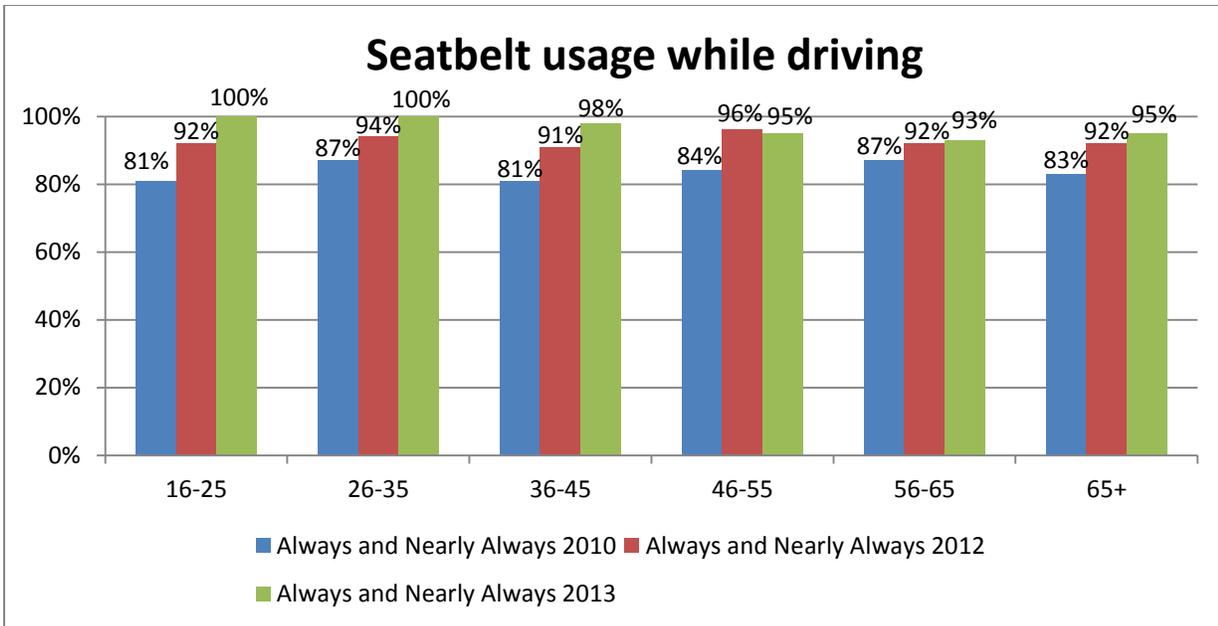


Figure 16: How often do you wear a seatbelt while driving or a front seat passenger? (By age) Note: Click or Ticket data was not collected in 2011

Seatbelt Law Enforcement

Each respondent was asked if they had seen any messages about seatbelt law enforcement by police. Over 50% said no, 47% indicated they had and 2% were not sure. Over a third of the respondents thought it very likely that they would receive a ticket for not wearing a seatbelt if caught. Roughly three out of 10 thought it somewhat likely and nearly 20% thought it very unlikely to receive a ticket for not wearing a seatbelt. However, only 7% said they had received a ticket for not wearing their seatbelt.

Speed Enforcement

The survey had series of questions regarding speeding. When asked how often they would drive faster than 35 MPH on a local road with a posted speed limit of 30 MPH, over a third (37%) indicated they did this most or half the time. Another third indicated they rarely did this and 27% said they never did this. When asked about speeding on a road with a 65 MPH posted speed limit, the numbers stayed about the same with 36% saying they did this most or half the time and 24% saying they never did this. Nearly 60% said they had not heard anything in the past 30/60 days about speed enforcement by police and 36% indicated they thought it almost certain or very likely to get ticketed for speeding while nearly a quarter of the respondents thought it somewhat or very unlikely. The remaining 38% thought it somewhat likely.

DEMOGRAPHICS FOR THE COMPLETE SAMPLE N=2639

Age distribution is shown in Figure 17. A breakdown of where the respondents live across the state is highlighted in Figure 18. Figure 19 shows how many miles or minutes the respondents drove or spent in the car on a typical weekday. Education and Income are shown in Figures 20 and 21.

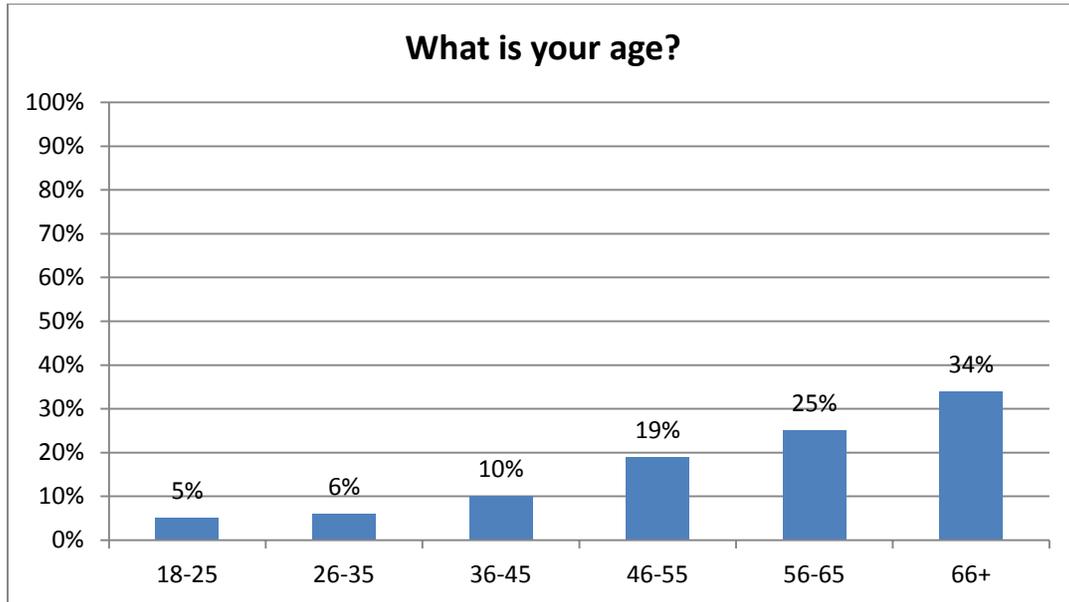


Figure 17 – Age Distribution

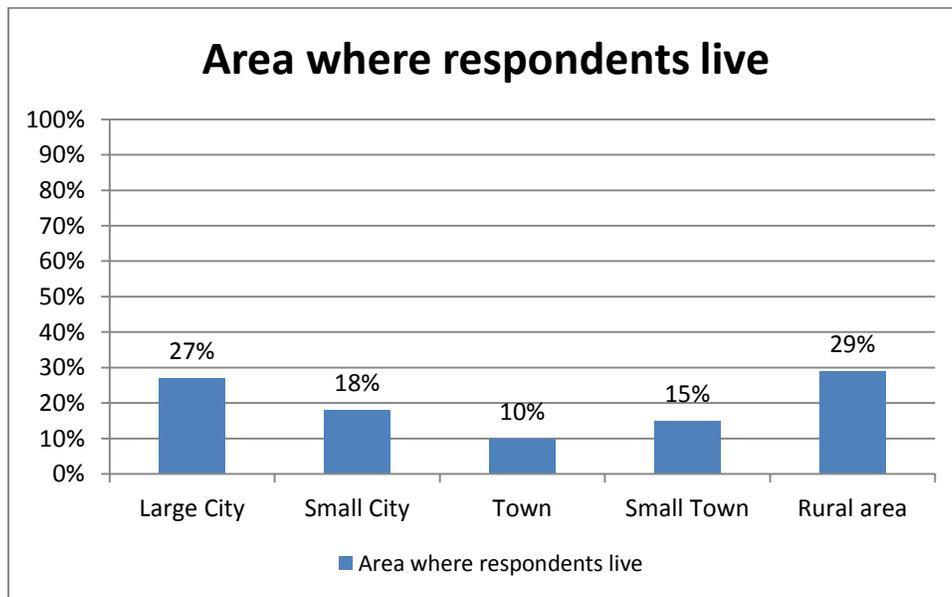


Figure 18 – Area where survey participants live

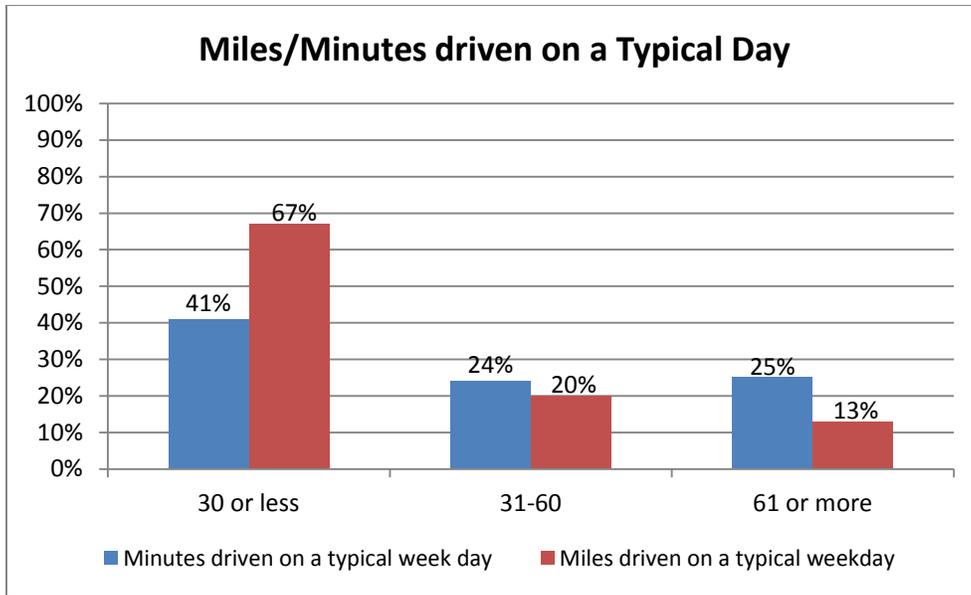


Figure 19– Respondent’s drive time or miles driven on a typical day

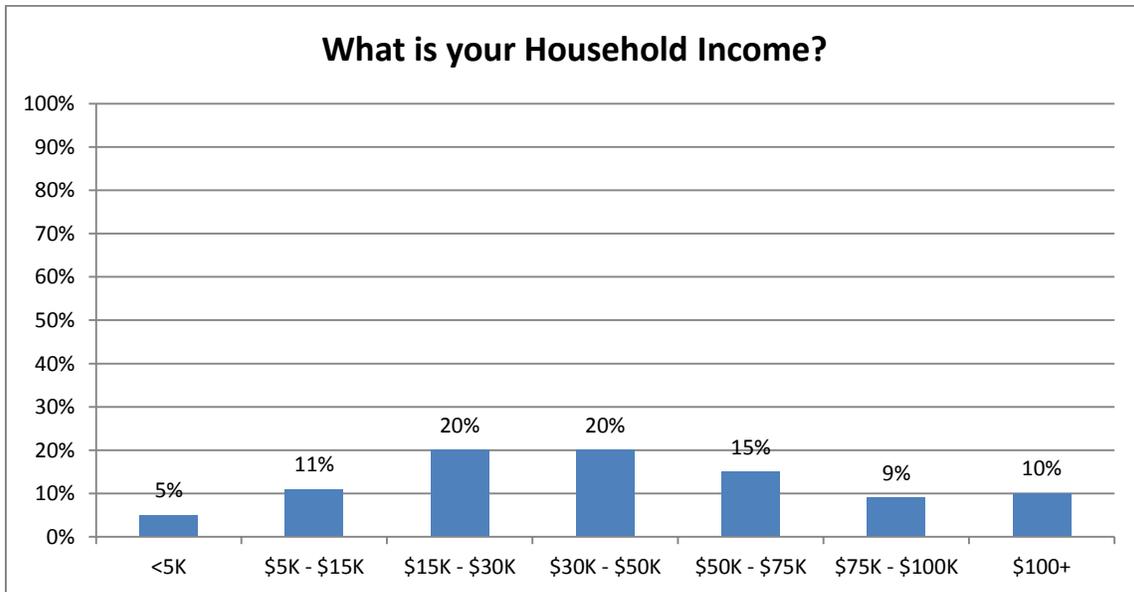


Figure 20 – Respondent’s Household Income

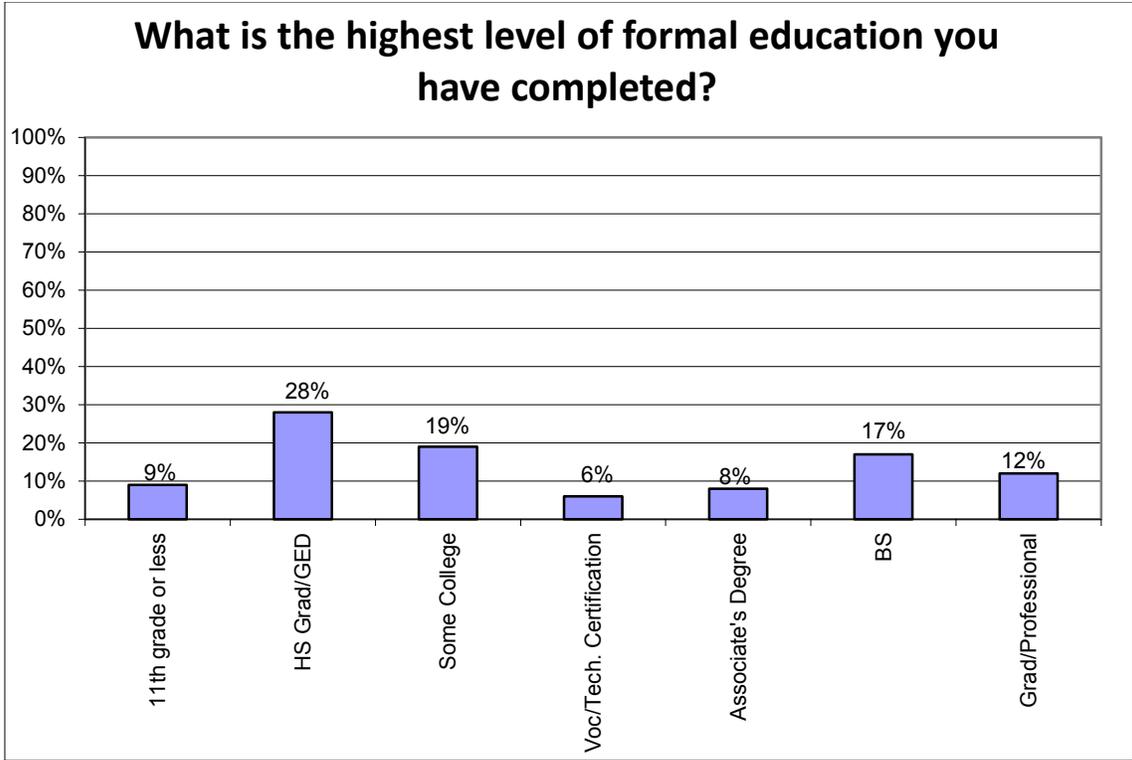


Figure 21 – Respondent’s Education