



**Highway Safety Plan**  
**FFY 2021**  
**Maine**

# Highway Safety Plan

## NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:

Section 402/HSP	Yes
405(b) Occupant Protection	Yes – Low Use Rate
405(c) State Data Systems Improvement	Yes
405(d) Impaired Driving	Yes – Mid-range State
405(d) Ignition Interlock	No
405(d) 24-7 Sobriety Program	No
405(e) Distracted Driving	Yes
405(f) Motorcyclist Safety	Yes
405(g) Graduated Driver Licensing	No
405(h) Nonmotorized	No
1906 Racial Profiling Data Collection	No

# Highway Safety Planning Process

## Data Sources and Processes

Maine has the benefit of immediate access to various data sources that contribute to problem identification and project and program evaluation. Maine's electronic crash reporting system (MCRS) collects and houses all reportable crash records from State, municipal and county law enforcement agencies. Additionally, the Maine DOT has a crash analysis unit that receives a daily import of MCRS raw crash data into their agency crash analysis system (MaineCrash) where it is scrubbed and verified for roadway, serious injury, and property damage analysis.

The MeBHS begins the Highway Safety Plan process by gathering data from various sources to determine which highway safety incentive grants the State will be eligible to apply for and to determine which traffic safety concerns are evident Statewide, and then within various towns, cities and counties.

The following data sources are used to gather important data to analyze as part of the 2021 planning process:

- Fatality Analysis Reporting System (FARS): Maine FARS and NHTSA FARS/STSI
- Maine Crash Reporting System (MCRS)
- Maine DOT Maine Crash
- Maine e-Citation System
- Maine Violations Bureau (citation)
- FHWA VMT
- Maine BMV licensed drivers, registered vehicles
- University of Southern Maine driver observation and attitudinal surveys
- Critical Insight Media Surveys
- Prior subrecipient history from various MeBHS grants tracking systems (Excel, GMIS)

To identify highway safety problem areas and effective evidence-based countermeasures, the MeBHS consults with many of our partners during the planning process (some listed as data sources above and others listed below). There are many data elements that the MeBHS and our partners analyze to identify highway safety problems for the Strategic Highway Safety Plan and the MeBHS HSP. The following data elements include some that are analyzed as part of the planning process to determine highway safety challenges/problems:

Fatalities	Population	Gender	Roadway Traffic counts	Time
Crashes	Demographics	Age	High Traffic Roadways	Location
Serious Injuries	Surveys	Seat Belt Usage	Roadway Design	Causation factors

The MeBHS and the Maine DOT begin collaborating in early May to determine and finalize the required identical performance targets for fatalities, serious injury, and fatalities per 100 million VMT for the MeBHS HSP and the State Highway Safety Improvement Plan (HSIP).

### **Process Participants**

The MeBHS and our partners consider it essential to continue to collaborate with traffic safety stakeholders to remain current about emerging traffic safety issues. This allows for appropriate action to be taken to address any identified problems.

The MeBHS staff regularly participate in meetings with:

- Maine DOT including: Strategic Highway Safety Plan (SHSP), Traffic Incident Management (TIM), Autonomous Vehicle (AV), and Large Animal Collision;
- Community coalitions and various highway safety advocacy groups;
- State, county, and municipal law enforcement meetings and events;
- Maine CDC working groups for substance abuse, the Alcohol-Stakeholder Group, and tobacco and marijuana;
- Various meetings of other Region 1 states HSOs;
- National conferences including GHSA, LifeSavers, and KIM.
- Maine Transportation Safety Coalition meetings;
- Traffic Records meetings;
- Impaired Driver Task Force Meetings;
- Speed Task Force Meetings;
- Child Passenger Safety Technician Trainings;
- Subrecipient meetings/trainings/monitoring;
- Emergency Medical Services meetings;
- Judicial and courts meetings;
- Attorney General and ADA meetings;
- Meetings with the SOS and BMV

to gather partner input and feedback. Additional data analysis is conducted throughout the HSP cycle to reaffirm or redirect planning and funding to address emergent or immediate needs.

The MeBHS partners include:

AAA of Northern New England	Alliance Sports Marketing
American Association of Retired People (AARP)	Atlantic Partners – EMS
Department of Health and Human Services – Elder Service	Federal Highway Administration (FHWA)
Federal Motor Carrier Safety Administration (FMCSA)	Ford Driving Skills for Life
Governor’s Highway Safety Association (GHSA)	Health Environmental Testing Lab (HETL)
Maine Bicycle Coalition	Maine Bureau of Labor Standard
Maine Bureau of Motor Vehicles (BMV)	Maine CDC Injury and Violence Prevention
Maine Associations of Chiefs of Police (MACP)	Maine Criminal Justice Academy (MCJA)
Maine Department of Education	Maine Department of Public Safety
Maine Department of Transportation (MeDOT)	Maine Driver Education Association
Maine Emergency Medical Services (EMS)	Maine Motor Transport Association
Maine Municipal Association	Maine Principals Association
Maine Secretary of State’s Office	Maine Sheriff’s Association
Maine State Police	Maine Substance Abuse Mental Health Services
Maine Turnpike Authority	Maine Violations Bureau
Motorcycle Rider Education of Maine, Inc.	National Highway Traffic Administration (NHTSA)
NL Partners Marketing	Safety and Health Council of Northern New England (SHCNNE)
United Bikers of Maine (UBM)	University of Southern Maine
Maine Transportation Safety Coalition	Maine CDC Alcohol Stakeholders Group
Traffic Records Coordinating Committee	Impaired Driving Task Force

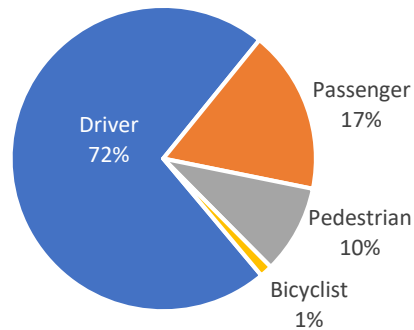
## Description of Highway Safety Problems

The following summarizes the findings from an analysis of highway fatalities from 2014 to 2018. The dataset used for analysis contained a total of 1589 records, each representing an individual involved in a fatal crash. In total, there were 699 fatal crashes during this 5-year time span and 756 fatalities. On average, there were 151 fatalities per year, ranging from a low of 131 in 2014 to a high of 173 in 2018.

### Who Dies?

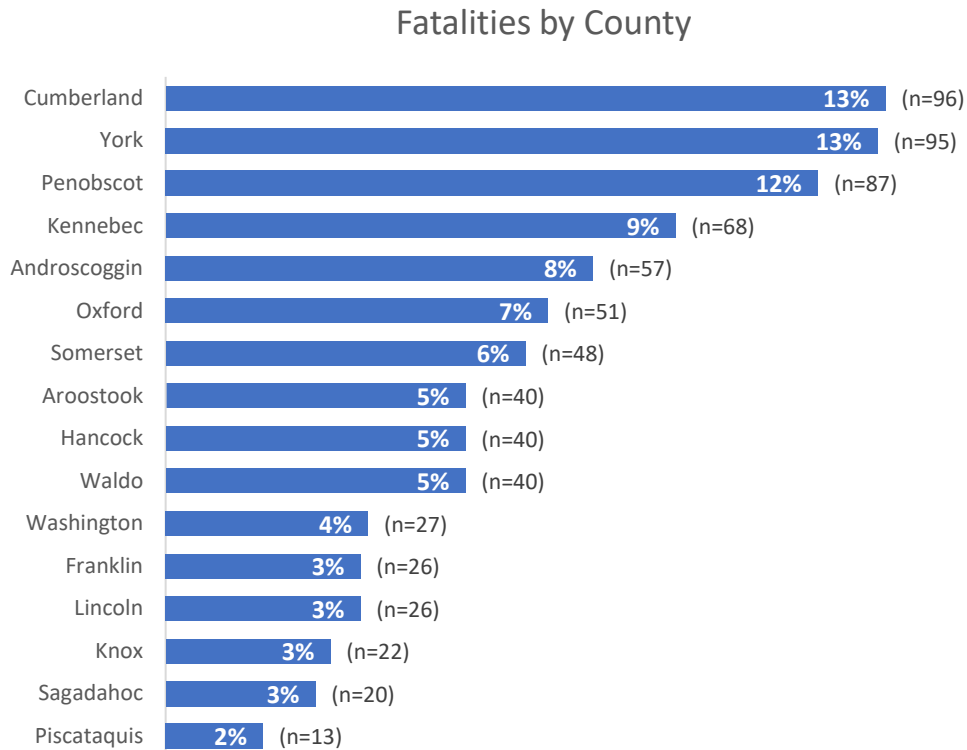
A total of 756 drivers, passengers, bicyclists, and pedestrians lost their lives as a result of highway crashes from 2014 to 2018. The majority of these fatalities (72%) were driver fatalities, 17% were passenger fatalities, 10% were pedestrian fatalities, and the remaining 1% were bicyclist fatalities.

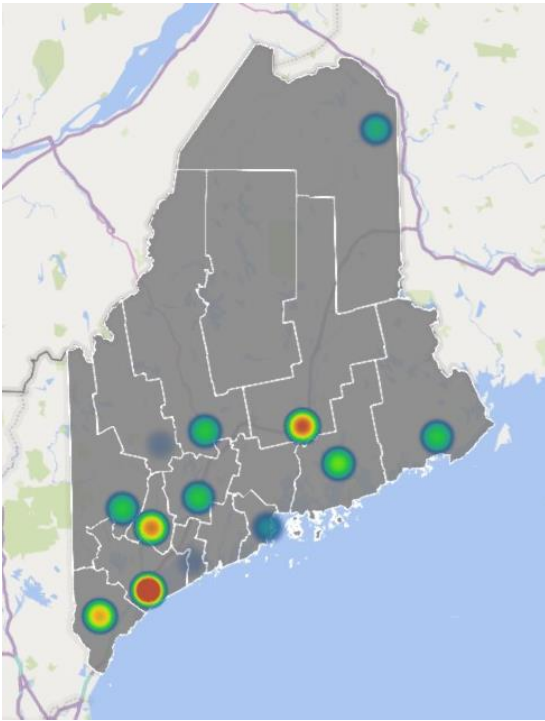
Fatalities by Person Type



## **Fatalities by County**

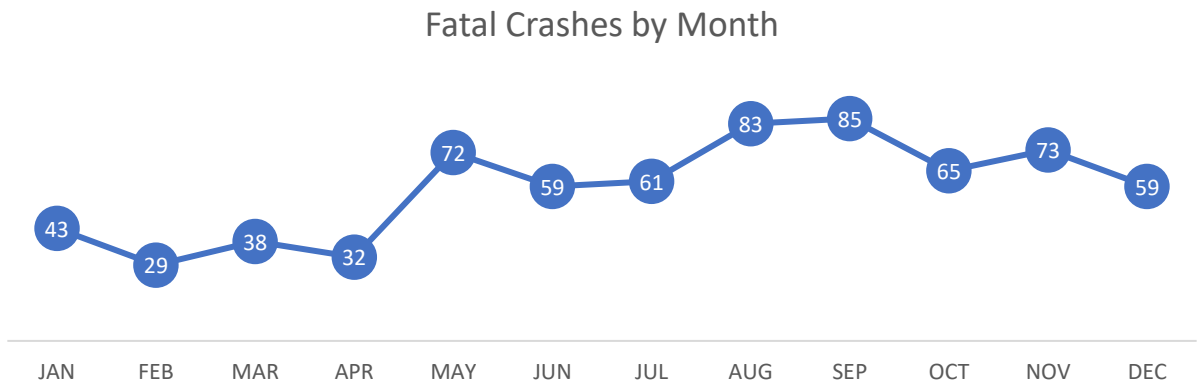
Approximately 13% of the 756 fatalities that occurred on Maine's highways between 2014 and 2018 occurred in Cumberland County, followed by 13% in York County, and 12% in Penobscot County.





**Fatal Crashes by Month**

While Maine’s roads are most dangerous during the winter months, a higher number of fatal crashes occur during the summer months. This may reflect a reduction in the number of miles driven during winter months and/or increased care taken by drivers when navigating during inclement weather. Almost a quarter of fatal crashes occur in August and September.



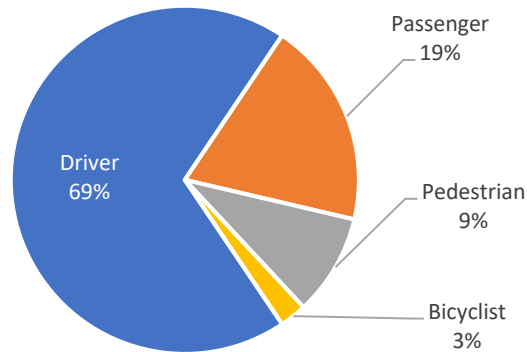
The following summarizes the findings from an analysis of highway crashes resulting in serious injuries in 2018. The dataset used for analysis contained a total of 1487 records, each representing an individual involved in a serious injury crash. In total, there were 645 serious injury crashes in 2018 and 723 serious injuries.



### **Who Is Seriously Injured?**

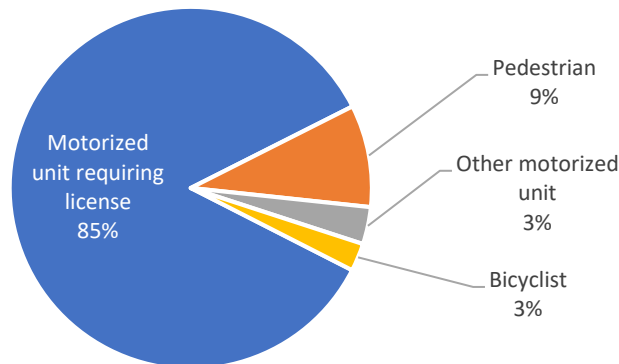
A total of 723 drivers, passengers, bicyclists, and pedestrians were seriously injured as a result of highway crashes in 2018. The majority of these serious injuries (69%) were driver injuries, 19% were passenger injuries, 9% were pedestrian injuries, and the remaining 3% were bicyclist injuries.

Serious Injury by Person Type



The majority of seriously injured persons, 85%, were occupants of motorized vehicles requiring a driver's license (e.g., cars, motorcycles, etc.), 9% were pedestrians, 3% were operating or riding other motorized vehicles (e.g., ATVs or snowmobiles), and 3% were bicyclists.

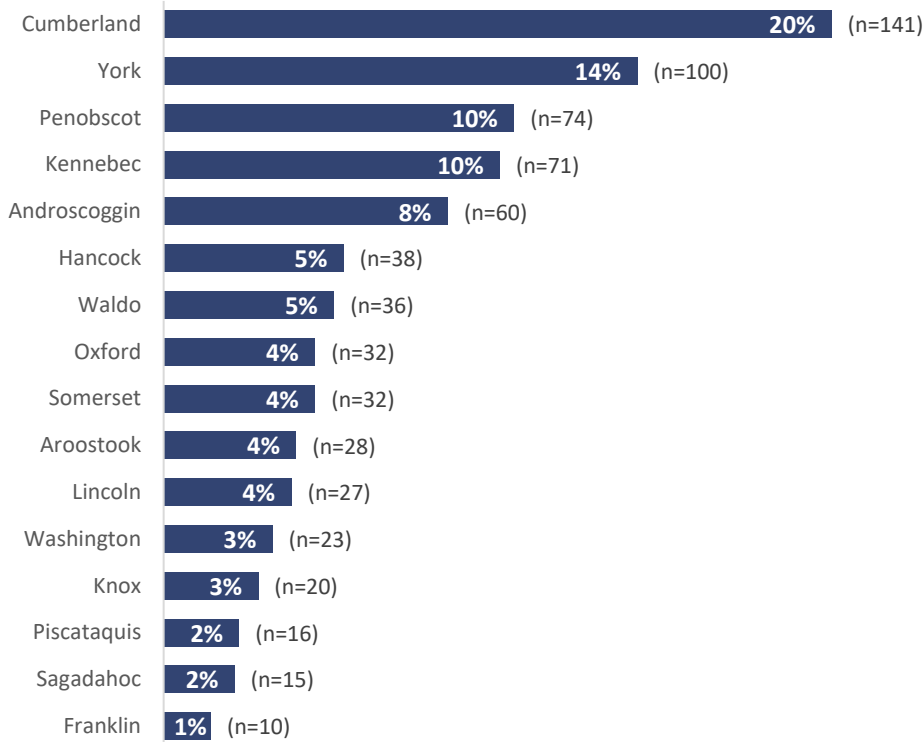
Serious Injury by Unit Type



### **Serious Injury by County**

Approximately 20% of the 723 serious injuries that occurred on Maine's highways in 2018 occurred in Cumberland County, followed by 14% in York County, and 10% in Penobscot County.

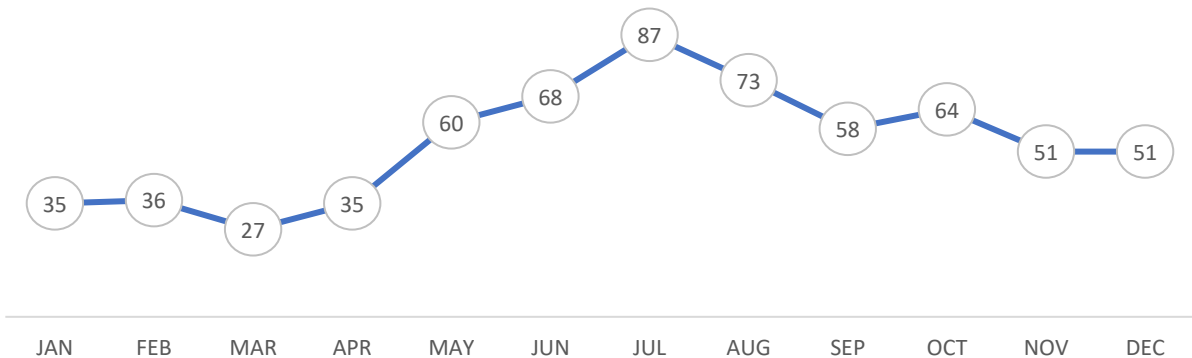
## Serious Injuries by County



### Serious Injury Crashes by Month

While Maine’s roads are most dangerous during the winter months, a higher number of serious injury crashes occur during the summer months. This may reflect a reduction in the number of miles driven during winter months and/or increased care taken by drivers when navigating during inclement weather. A quarter (25%) of all serious injuries in 2018 occurred in July and August.

### Serious Injury Crash by Month

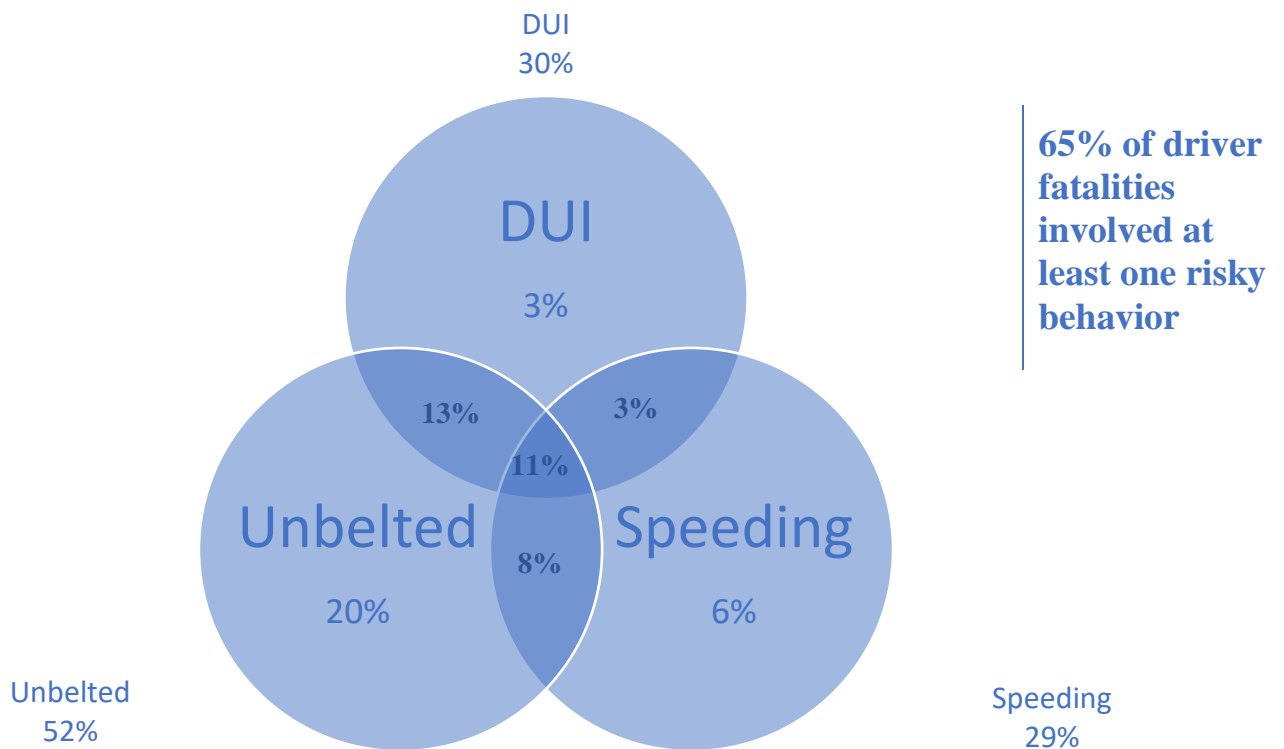


### **Co-Occurring Behaviors**

While driving under the influence, speeding, and failure to wear a seatbelt are all risky behaviors in themselves, these behaviors often occur together. The following analysis focuses on driver fatalities and identifies the proportion of driver fatalities associated with any or all of these risky behaviors. (Note: This analysis excludes drivers of vehicles with no seatbelts, such as motorcycles, ATVs, etc.)

- ◆ 3% of drivers were “only” under the influence
- ◆ 6% of drivers were “only” speeding
- ◆ 20% of drivers were “only” unbelted
- ◆ 3% of drivers were under the influence and speeding
- ◆ 8% of drivers were unbelted and speeding
- ◆ 13% of drivers were unbelted and under the influence
- ◆ 11% of drivers were under the influence, unbelted, and speeding
- ◆ 65% of drivers were engaged in at least one of these risky behaviors

Driver Fatalities by Impairment, Speed, and Seatbelt Use



## Methods for Project Selection

The process for selecting State and local safety projects for the HSP occur throughout the year as we meet with the various partners and stakeholder groups identified in the **Data Sources** and **Processes and Process Participants** sections of this Plan.

Requests for both inventive and evidence-based HSP projects are accepted from all eligible State, county, municipal, public and private entities and agencies and requests for projects are solicited during meetings of previously listed stakeholders and partners, but especially during the Maine Transportation Safety Coalition meetings, Maine Chiefs of Police meetings, and district Chiefs of Police meetings. Once projects are approved in the HSP, applications for grant awards can be submitted based on data-driven eligibility, on sole source, and by RFP. All grant applications are reviewed by the MeBHS using set criteria and rated for their potential impact in addressing the identified traffic safety problems outlined in the HSP, the SHSP, the Traffic Records Strategic Plan, the Impaired Driving Strategic Plan, and/or by NHTSA, using proven countermeasures linked to measurable objectives. Consideration is also given to previous performance for applicants seeking additional funding for a project initiated in the previous grant year. The Maine HSP countermeasure projects are consistent with projects listed in the SHSP and the latest version of the NHTSA publication *Countermeasures That Work*.

Subrecipient and subrecipient projects are selected for funding based on a grant application process that is both data-driven and evidence-based. The traffic safety enforcement grants are awarded based on problem identification first at the State level and then at the subrecipient level. Potential subrecipients describe traffic safety problem(s) in their application and request funding for dedicated overtime patrols to be used during the specified grant period. To ensure federal highway safety funds are expended properly, subrecipients submit enforcement activity reports to MeBHS that include information about traffic stops, arrests, citations, and verbal and written warnings as well as successes and problems encountered during the grant period. All overtime reimbursements are supported by agency payroll documentation and citation records.

The MeBHS asks the following *who, what, when, where, and why* questions to help guide project and funding selection:

1. Who is over-represented in crashes?
2. What types of crashes are occurring?
3. Where are crashes occurring in numbers or rates greater than would be expected given the amount of travel in those locations?
4. When are crashes taking place? Time of day? Day of week? Month?

5. What are the major contributing factors based on information we have?
6. Where are traffic citations being written and for what offenses?
7. Which agencies have the capacity to conduct effective overtime enforcement?
8. What are the conditions of the roadway that could contribute to driver behavior?
9. What external factors (i.e. COVID-19) might lead to a reduction of traffic volume, or an increased in certain driver behaviors (i.e. speeding)?

The answers to these questions, together with State and municipal crash, fatality, injury data, and citation information guide project selection and the awarding of grant funds to eligible subrecipients.

### **List of Information and Data Sources**

Maine’s highway safety challenges are identified by analyzing available data from traffic crashes and traffic citations. This step begins by outlining the data sources used to identify problems and the persons or organizations responsible for collecting, managing and analyzing relevant data. These data sources are described in the below table:

<b>Data Type</b>	<b>Data Set</b>	<b>Source/Owner</b>	<b>Year(s) Examined</b>
Fatality and Injury	FARS, Maine Crash Reporting System (MCRS), Maine DOT’s Maine CRASH	NHTSA, State Traffic Safety Information (STSI), MeBHS, Maine State Police, MeDOT	2013 to 2019
Citation/Violation	Maine Citation Data	Maine Violations Bureau	2013 to 2019
Seat Belt Use	Maine Seat Belt Use Observation Data, MCRS	MeBHS, MSP, Me DOT	2013 to 2019
Licensed Drivers, Registrations and Vehicle Miles Traveled (VMT)	Highway Statistics	FHWA, U.S. Census Bureau, Maine BMV, MeDOT	2013 to 2019
Operating Under the Influence	MCRS, FARS	NHTSA, Maine State Police	2013 to 2019

## **Description of Outcomes regarding SHSP and HSIP Coordination**

MeBHS partners with the MeDOT for crash records analysis, mapping and reporting. Results of the data are analyzed and coordinated with the HSIP where applicable, and with the SHSP to identify any gaps. This step also includes ongoing exchange with key federal, State, and local partners such as the MSP, local police departments, local transportation and planning agencies, the MeDOT, University of Southern Maine Muskie School and the Traffic Records Coordinating Committee (TRCC) to identify areas of concern and gain consensus. The programs outlined in this section allow for continuous follow-up and adjustment based on the availability of new data and the effect monitoring of existing and on-going projects.

# Current Year Performance Report

## C-1) Traffic Fatalities (in progress)

Baseline Value	<b>153</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>161</b>	Target Start Year	<b>2016</b>	Target End Year	<b>2020</b>

Like many states, Maine has seen an increase in fatalities in recent years, which makes it difficult to set a target that is both realistic and desirable. The baseline average was held relatively low by the inclusion of year 2014, which stands at a record low of 131 fatalities. The omission of this data point in the 2016 to 2020 5-year average will more than likely lead to an increase in average. Maine proposes to hold fatalities to 161 for its 2016 to 2020 target.

*Performance Review: As of June 30, 2020 the fatality count was 66. Historically (2014-2018), approximately 39% of Maine's highway fatalities occurred on or before June 30, which suggests a total of 170 for 2020 and a 5-year average of 159 for 2016-2020.*

## C-2a) Serious Traffic Injuries (in progress)

Baseline Value	<b>782</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>737</b>	Target Start Year	<b>2016</b>	Target End Year	<b>2020</b>

From 2013 to 2017, the annual count of serious injuries decreased by 15%, resulting in a baseline (2013-2017) value of 782. Maine proposes to continue the recent downward trend in serious injuries by decreasing the number of injuries further in order to reach a 5-year-average rate of 737.

*Performance Review: The 2016-2019 average is 713, putting BHS on track to meet its target if it holds the 2020 count to 761.*

## C-2b) Serious Injury Rate (in progress)

Baseline Value	<b>5.08</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>4.90</b>	Target Start Year	<b>2016</b>	Target End Year	<b>2020</b>

From 2013 to 2017, the annual rate of serious injuries decreased, resulting in a baseline (2013-2017) value of 5.08. Maine proposes to decrease its serious traffic injury rate further, to a five-year target value of 4.90 for 2016 to 2020.

*Performance Review: The 2016-2019 average is 4.75, putting BHS on track to meet its target if it holds the 2020 rate to 5.05.*

**C-3a) Fatalities/VMT (in progress)**

Baseline Value	<b>1.03</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>1.07</b>	Target Start Year	<b>2016</b>	Target End Year	<b>2020</b>

While the baseline value for 2013 to 2017 is 1.03, this 5-year average was held relatively low by the inclusion of year 2014, which stands at a record low rate of 0.92. The omission of this data point in the 2016 to 2020 average will likely lead to an increase in the average rate. Maine proposes to limit the increased fatality rate to 1.07 for its 2016 to 2020 target.

*Performance Review: The 2016-2019 average is 1.04, putting BHS on track to meet its target if it holds the 2020 rate to 1.10.*

**C-3b) Rural Mileage Death Rate (in progress)**

Baseline Value	<b>1.26</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>1.26</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

Approximately 80% of Maine’s fatalities occurred on roads that were designated “rural” from 2016 to 2018. In order to meet the overall fatality rate of 1.07, Maine proposes to hold its rural mileage fatality rate at or below 1.26 for 2020.

*Performance Review: The 2019 rural mileage rate was 1.13. Target is an annual target and will be calculated when 2020 VMT is available.*

**C-3c) Urban Mileage Death Rate (in progress)**

Baseline Value	<b>0.52</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>0.65</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

Approximately 20% of Maine’s fatalities occur on roads that are designated “urban” from 2016 to 2018. In order to meet the overall fatality rate of 1.07, Maine proposes to limit the increased urban fatality rate to 0.65 or below for 2020.

*Performance Review: The 2019 urban mileage rate was 0.98. Target is an annual target and will be calculated when 2020 VMT is available*



#### **C-4) Unrestrained Passenger Vehicle Occupant Fatalities (in progress)**

Baseline Value	<b>52</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>52</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison year of 4.5%. Maine will attempt to hold the number of unrestrained passenger vehicle occupant fatalities to the baseline (2013-2017) value of 52 for the year 2020.

*Performance Review: As of June 3, 2020, the number of unrestrained passenger vehicle occupant fatalities was 19. Historically (2014-2018), approximately 34% of Maine's unrestrained passenger vehicle occupant fatalities occurred on or before June 3, which suggests a total count of 56 unrestrained passenger vehicle occupant fatalities for 2020.*

#### **C-5) Alcohol-Impaired Driving Fatalities (in progress)**

Baseline Value	<b>48</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>50</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison years of 36.8%. Maine will attempt to hold the number of alcohol-impaired fatalities to the 2017 count of 50 for the year 2020.

*Performance Review: As of June 3, 2020, the number of alcohol-impaired driving fatalities was 14. Historically (2014-2018), approximately 32% of Maine's alcohol-impaired fatalities occurred on or before June 3, which suggests a total of 44 alcohol-impaired fatalities for 2020.*

#### **C-6) Speeding-Related Fatalities (in progress)**

Baseline Value	<b>51</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>42</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was an 18.0% decrease. Maine will decrease its speeding-related fatalities from a baseline (2013-2017) value of 51 to a target value of 42 for the year 2020.

*Performance Review: As of June 3, 2020, the number of speed-related fatalities was 15. Historically (2014-2018), approximately 32% of Maine's speed-related fatalities occurred on or before June 3, which suggest a total of 47 speed-related fatalities for 2020.*

### **C-7) Motorcyclist Fatalities (in progress)**

Baseline Value	<b>20</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>26</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison years of 36.8%. Maine will attempt to hold the number of motorcycle fatalities to the 2017 value of 26 for the year 2020.

*Performance Review: As of June 3, 2020, the number of motorcycle fatalities was 5. Historically (2014-2018), approximately 21% of Maine's motorcycle fatalities occurred on or before June 3, which suggests a total of 24 motorcycle fatalities for 2020.*

### **C-8) Unhelmeted Motorcyclist Fatalities (in progress)**

Baseline Value	<b>14</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>17</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison years of 41.7%. Maine will attempt to hold the number of unhelmeted motorcycle fatalities to the 2017 value of 17 for the year 2020.

*Performance Review: As of June 3, 2020, the number of unhelmeted motorcyclist fatalities was 3. Historically (2014-2018), approximately 18% of Maine's unhelmeted motorcycle fatalities occurred on or before June 3, which suggests a total of 17 unhelmeted motorcycle fatalities for 2020.*

### **C-9) Drivers Age 20 or Younger Involved in Fatal Crashes (in progress)**

Baseline Value	<b>17</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>13</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 21.2% decrease. Maine will decrease the number of drivers age 20 or younger involved in fatal crashes from a baseline (2013-2017) value of 17 to a target value of 13 for the year 2020.

*Performance Review: As of June 3, 2020, the number of drivers age 20 or younger involved in fatal crashes was 4. Historically (2014-2018), 27% of Maine drivers age 20 or younger involved in a fatal crash occurred on or before June 3, which suggests a total of 15 drivers age 20 or younger involved in fatal crashes for 2020.*

### **C-10) Pedestrian Fatalities (in progress)**

Baseline Value	<b>15</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>20</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison years of 77.5%. Maine will attempt to hold the number of pedestrian fatalities to the 2017 count of 20 for the year 2020.

Performance Review: As of June 3, 2020, the number of pedestrian fatalities was 3. *Historically (2014-2018), approximately 30% of Maine's pedestrian fatalities occurred on or before June 3, which suggests a total of 10 pedestrian fatalities for 2020.*

### **C-11) Bicyclist Fatalities (in progress)**

Baseline Value	<b>2</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>2</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison years of 52.8%. Maine will attempt to hold the number of bicyclist fatalities to the baseline value (2013-2017) of 2 for the year 2020.

Performance Review: *As of June 3, 2020, the number of bicyclist fatalities was 1, putting BHS on track to meet this target.*

### **B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (suspended)**

Baseline Value	<b>85.6%</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>88.9%</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

While the five-year alternative baseline method shows an average increase of 4.6% from the previous three baseline periods to the corresponding comparison years, data collected in 2018 shows that this upward trend has ended. Maine will hold the percentage of observed seat belt use for passenger vehicles to the 2016 value of 88.9% in 2020, which represents a 4% increase over the baseline (2013-2017) value.

Performance Review: *A usage rate for 2020 will not be determined due to COVID-19.*

### **Distracted Driver Fatalities (in progress)**

Baseline Value	<b>8</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>6</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

In 2011, Maine made a significant change in how it collects information regarding distracted driving, distinguishing distracted driving from the more general category of inattentive driving. This change is reflected in the numbers presented below and limits Maine's ability to use prior years for target setting purposes. The average number of distracted driving fatalities for 2013 to 2017 (baseline) was 8. Maine will decrease its distracted driver fatalities by 20 percent, resulting in a target of 6 for 2020.

*Performance Review: As of June 3, 2020, the number of distracted driver fatalities was 1. Historically (2014-2018), approximately 31% of Maine's distracted driving fatalities occurred on or before June 3, which suggests a total of 3 distracted driving fatalities for 2020.*

### **Senior Driver Fatalities (in progress)**

Baseline Value	<b>25</b>	Baseline Start Year	<b>2013</b>	Baseline End Year	<b>2017</b>
Target Value	<b>33</b>	Target Start Year	<b>2020</b>	Target End Year	<b>2020</b>

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 32.2% increase. Maine will attempt to hold the number of senior driver fatalities to 33 for the year 2020.

*Performance Review: As of June 3, 2020, the number of senior driver fatalities was 11. Historically (2014-2018), approximately 33% of Maine's senior driver fatalities occurred on or before June 3, which suggests a total of 33 senior driver fatalities for 2020.*

### **Media Recall Target (completed)**

Baseline Value	<b>45%</b>	Baseline Start	<b>Spring 2017</b>	Baseline End	<b>Spring 2019</b>
Target Value	<b>45%</b>	Target Start	<b>Spring 2020</b>	Target End	<b>Spring 2020</b>

Media recall has been decreasing since fall of 2015. Linear regression projects a recall rate of 40% by spring of 2020. Maine will nevertheless attempt to forestall further decreases and hold the rate of media recall to the level of baseline average rate (Spring 2017 to Spring 2019) of 45% for spring of 2020.

*Performance Review: The recall rate for spring of 2020 was 52%; BHS exceeded this target.*

### **EMS Uniformity (completed)**

Baseline Value **94.86%**    Baseline Start **April 1, 2018**    Baseline End **March 31, 2019**

Target Value **96%**    Target Start **April 1, 2019**    Target End **March 31, 2020**

*Performance Review: This measure reached 99.99%. It has reached and exceeded the target for 2020.*

### **Crash Completeness (completed)**

Baseline Value **65.36%**    Baseline Start **April 1, 2018**    Baseline End **March 31, 2019**

Target Value **66.0%**    Target Start **April 1, 2019**    Target End **March 31, 2020**

*Performance Review: This measure did not meet the target at 65.20. The result is a decrease in completeness by 0.16%. Recording of latitude and longitude values have apparently plateaued. Efforts are being made to use Windows Location Services along with the built-in mapping functionality of the crash reporting client to increase completeness.*

### **Crash Uniformity (completed)**

Baseline Value **42.79%**    Baseline Start **April 1, 2018**    Baseline End **March 31, 2019**

Target Value **44.0%**    Target Start **April 1, 2019**    Target End **March 31, 2020**

*Performance Review: This measure did not meet the target at 44.0%. The measure at 42.79% is maintained since form revision will drive target values and there are no current plans for form revisions.*

# FFY21 Performance Plan

	CORE OUTCOME MEASURES	Timeframe	2014	2015	2016	2017	2018	2021 HSP Target
C 1	Traffic Fatalities (FARS)	Annual	131	156	160	173	136	158
		5-Year Average	147	146	151	153	151	
C 2a	Serious Injuries in Traffic Crashes (State Crash File)	Annual	815	755	746	731	685	725
		5-Year Average	868	862	833	782	746	
C 2b	Serious Injury in Traffic Crash Rate (State Crash File)	Annual	5.68	5.09	4.98	4.89	4.56	5.02
		5-Year Average	6.03	5.97	5.71	5.32	5.04	
C 3a	Fatalities/VMT (FARS/FHWA)	Annual	0.91	1.05	1.07	1.16	0.91	1.12
		5-Year Average	1.02	1.01	1.04	1.04	1.02	
C 3b	Rural Mileage Death Rate (FARS)	Annual	1.14	1.23	1.29	1.36	1.13	1.36
		5-Year Average	1.38	1.33	1.33	1.28	1.23	
C 3c	Urban Mileage Death Rate (FARS)	Annual	0.33	0.64	0.58	0.77	0.42	0.63
		5-Year Average	0.14	0.28	0.41	0.48	0.55	
C 4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	41	53	60	53	50	51
		5-Year Average	52	55	57	52	51	
C 5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	37	50	63	49	42	48
		5-Year Average	38	40	48	48	48	
C 6	Speeding-Related Fatalities (FARS)	Annual	39	60	56	50	42	38
		5-Year Average	64	59	57	51	49	
C 7	Motorcyclist Fatalities (FARS)	Annual	11	32	18	26	23	22
		5-Year Average	17	19	20	20	22	
C 8	Unhelmeted Motorcyclist Fatalities (FARS)	Annual	4	24	12	17	18	15
		5-Year Average	11	13	13	14	15	
C 9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	Annual	16	13	19	18	9	11
		5-Year Average	21	18	17	17	15	
C 10	Pedestrians Fatalities (FARS)	Annual	9	19	17	20	7	14
		5-Year Average	10	12	13	15	14	
C 11	Bicyclist Fatalities (FARS)	Annual	2	0	4	2	2	2
		5-Year Average	2	1	2	2	2	
	CORE BEHAVIOR MEASURE	Timeframe	2014	2015	2016	2017	2018	2020 HSP Target
B 1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	85.0%	85.5%	85.8%	88.9%	88.5%	88.9%
		5-Year Average	83.2%	83.9%	84.7%	85.6%	86.7%	

	ADDITIONAL MEASURES	Timeframe	2014	2015	2016	2017	2018	2021 HSP Target
	Senior Driver Fatalities	Annual	20	20	27	36	28	26
		5-Year Average	21	20	22	25	26	
	Distracted Driver Fatalities	Annual	5	14	6	13	6	6
		3-Year Average	11	10	8	11	8	
	ADDITIONAL MEASURE	Timeframe	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020	2021 HSP Target
	Media Recall Target	Season	42%	40%	57%	47%	52%	48%
		5-Year Average	56%	50%	51%	49%	48%	

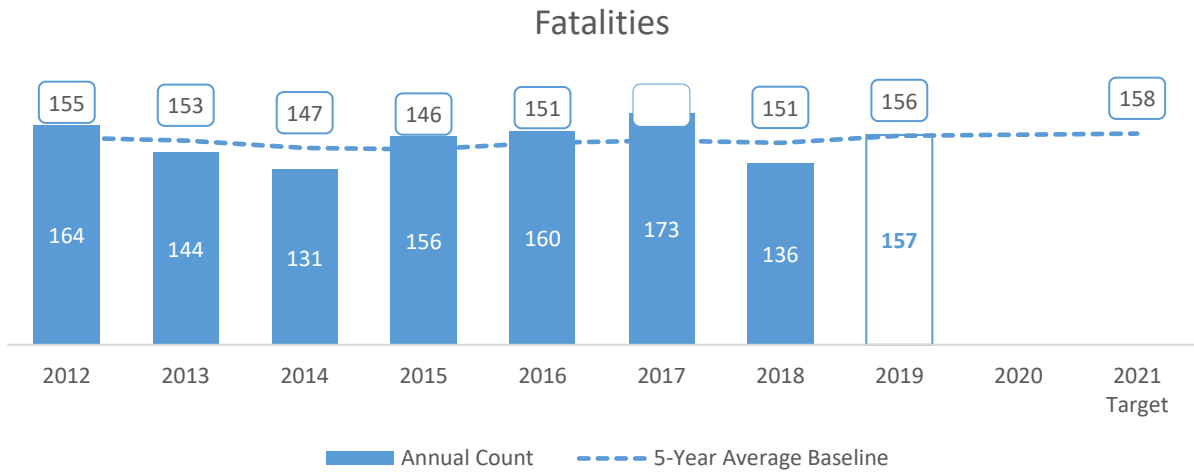
	TRAFFIC RECORDS OUTCOME MEASURES	Timeframe	2017	2018	2019	2020	2021 Target
	EMS Uniformity	3-year	0.87%	70.06%	94.86%	99.99%	--
	Crash Uniformity	Annual	n/a	36.59%	42.79%	42.79%	--
	Crash Completeness	Annual	64.14%	65.13%	65.36%	65.20%	66.00%
	Crash Timeliness	Annual	6.48	6.14	11.66	5.6	5.5

	ACTIVITY MEASURES	Timeframe	2015	2016	2017	2018	2019
A 1	# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	Annual	3,386	4,000	4,606	4,669	3,072
		5-Year Average	3,455	3,588	3,950	4,187	3,947
A 2	# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	Annual	501	379	276	319	289
		5-Year Average	477	452	461	415	353
A 3	# of Speeding Citations Issued During Grant-Funded Enforcement Activities	Annual	8,712	6,219	4,717	8,306	3,398
		5-Year Average	4,389	5,156	5,853	6,544	6,270

**Performance Measure: C-1) Traffic Fatalities**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)—2021	Numeric	158	5 year	2017

Like many states, Maine has seen an increase in fatalities in recent years, which makes it difficult to set a target that is both realistic and desirable. The State’s legalization of marijuana and increased illicit drug use have likewise increased the risk of highway fatalities, while State and local budgetary constraints have led to law enforcement staffing challenges, which reduces their on-road presence. Analysis of highway fatalities reflects these influences; the five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison year of 5.1%. Maine will attempt to hold the 2017-2021 fatality rate to 158. We believe that the combination of education and enforcement projects proposed within this Plan will help achieve this target.

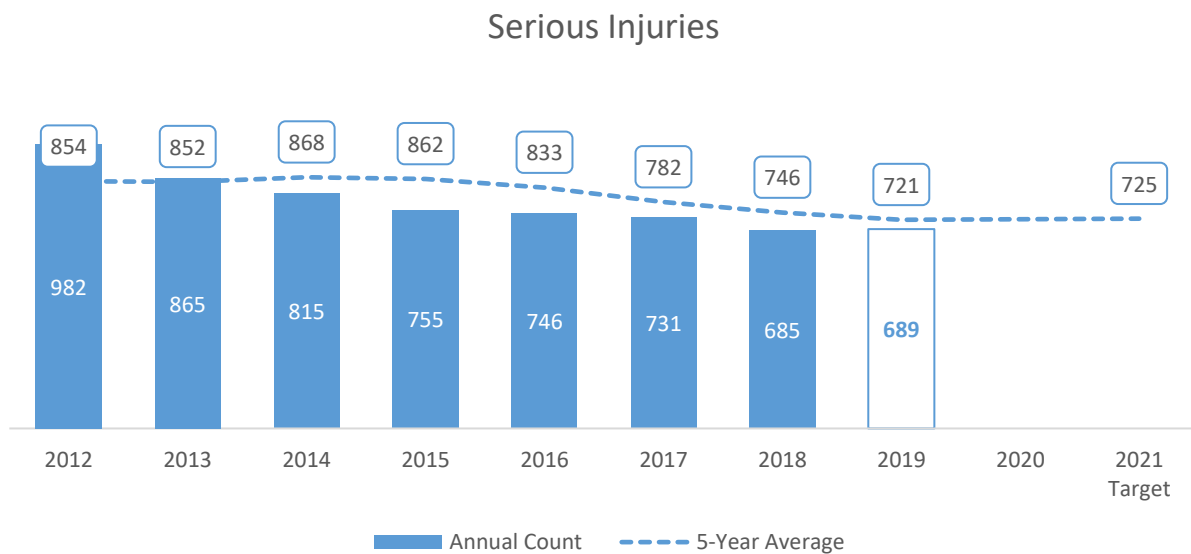




**Performance Measure: C-2a) Number of Serious Traffic Injuries (State crash data files)**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2a) Number of serious traffic injuries (State crash data files)—2021	Numeric	725	5 year	2017

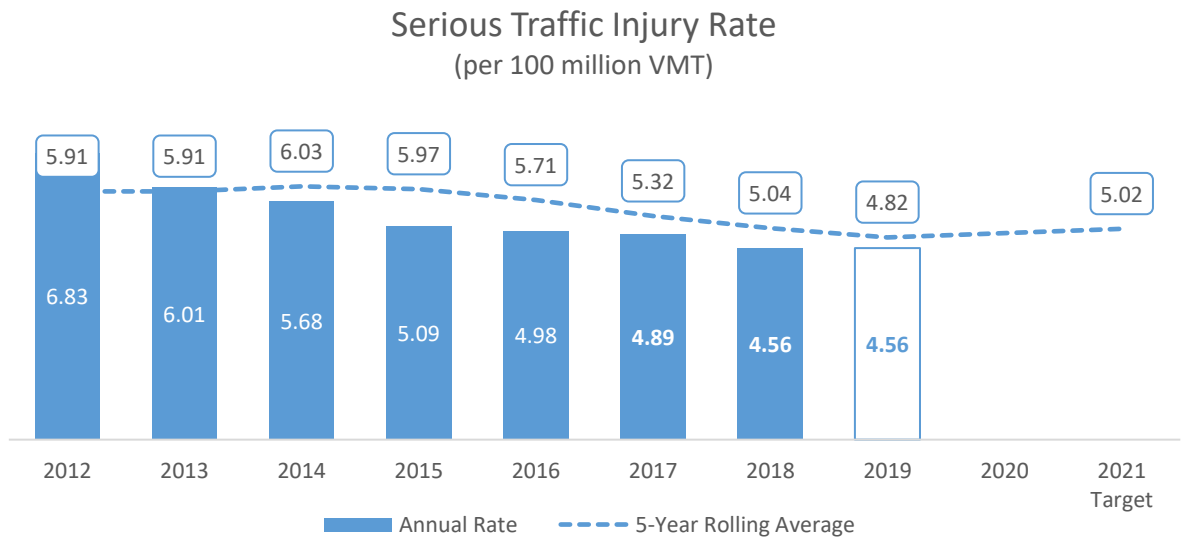
While the serious 5-year average for serious injuries has decreased over the last 5 years, the decrease has slowed recently, suggesting that the downward trend may soon plateau. Maine proposes a 5-year-average rate of 725 for 2017-2021. We believe that the combination of education and enforcement projects proposed within this Plan will help achieve this target for serious injuries.



**Performance Measure: C-2b) Serious Injury Rate**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2b) Serious injury rate (State crash file)—2021	Rate	5.02	5 year	2017

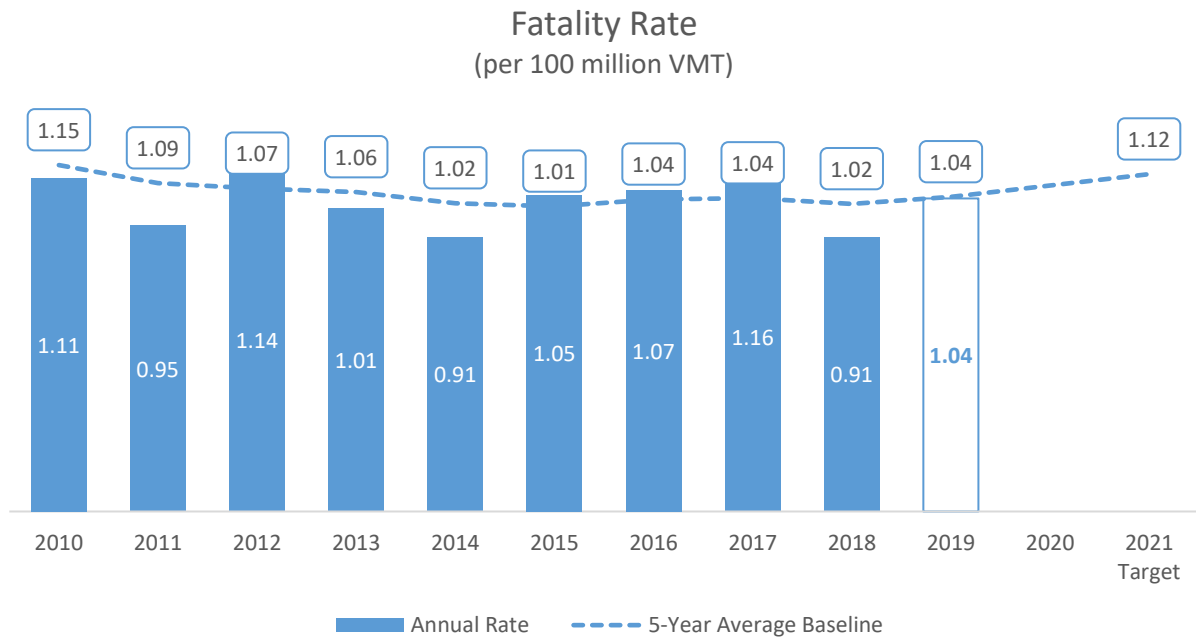
While the serious rate has decreased in recent years, the COVID-19 pandemic led to a sharp and immediate decrease in VMT in 2020. The long-term effects of the pandemic on VMT remain to be seen, but Maine anticipates a decrease in tourism as a direct result of the pandemic as well as an additional decrease due to economic pressure in 2020 and 2021. Maine proposes to limit the increase in serious traffic injuries to a five-year target value of 5.02 for 2017 to 2021. We believe that the combination of education and enforcement projects proposed within this Plan will help achieve this target.



**Performance Measure: C-3a) Fatalities/VMT**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3a) Fatalities/VMT (FARS, FHWA)—2021	Rate	1.12	5 year	2017

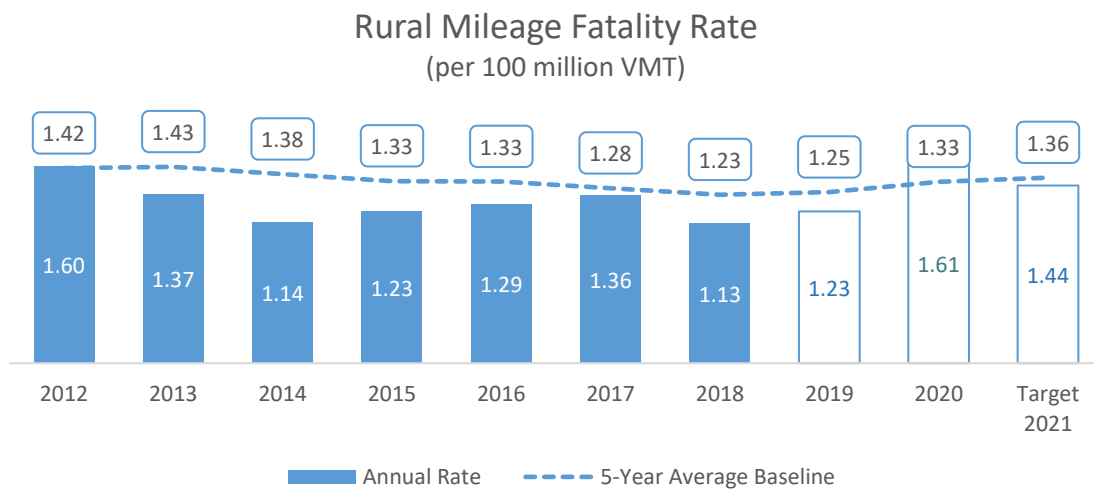
While the COVID-19 pandemic resulted in a decrease in VMT, it was not accompanied by a decrease in fatalities. Fatality counts for both April and May of 2020 remained similar to the corresponding months in 2019, despite the reduction in VMT. As a result, Maine expects to see an increase in rate for 2020 and 2021. Maine proposes to limit the increased fatality rate to 1.12 for its 2017 to 2021 target. We believe that the combination of education and enforcement projects proposed within this Plan will help achieve this target.



### Performance Measure: C-3b) Rural Mileage Death Rate

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3b) Rural mileage death rate (FARS)—2021	Rate	1.36	Annual	2021

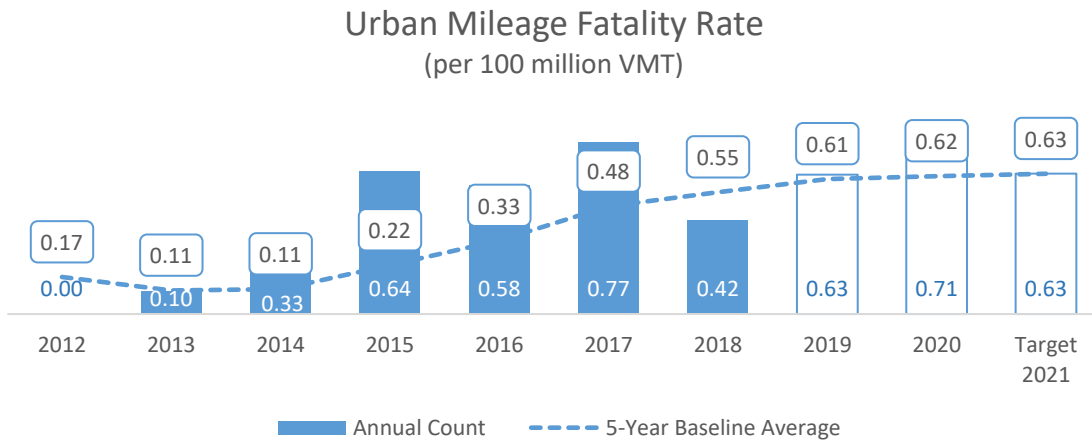
While the COVID-19 pandemic resulted in a decrease in VMT, it was not accompanied by a decrease in fatalities. Fatality counts for both April and May of 2020 remained similar to the corresponding months in 2019, despite the reduction in VMT. As a result, Maine expects to see an increase in rate for 2020 and 2021. Maine proposes to limit the increased rural fatality rate to 1.36 for its 2017 to 2021 target. We believe that the combination of education and enforcement projects proposed within this Plan will help achieve this target.



**Performance Measure: C-3c) Urban Mileage Death Rate**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3c) Urban mileage death rate (FARS)—2021	Rate	0.63	Annual	2017

While the COVID-19 pandemic resulted in a decrease in VMT, it was not accompanied by a decrease in fatalities. Fatality counts for both April and May of 2020 remained similar to the corresponding months in 2019, despite the reduction in VMT. Because the majority of Maine’s VMT are rural rather than urban, the impact of the reduced VMT will not be as severe for urban rates. Maine proposes to hold the urban fatality rate to the 2019 rate of 0.63 for its 2017 to 2021 target. We believe that the combination of education and enforcement projects proposed within this Plan will help achieve this target.



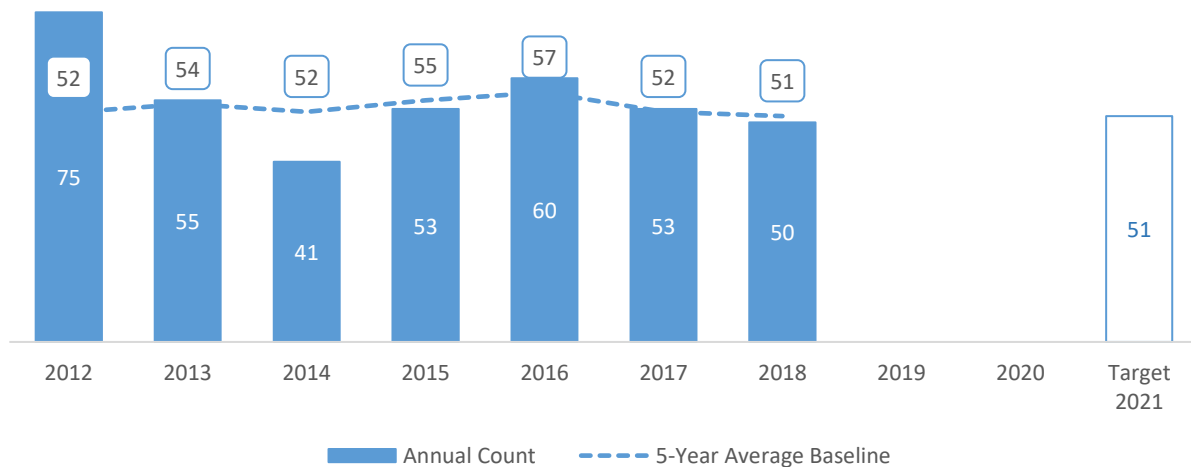
### Performance Measure: C-4) Unrestrained Passenger Vehicle Occupant Fatalities

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
--------------------	--------------------	--------------	---------------	-------------------

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)—2021	Numeric	51	Annual	2021
---	---------	----	--------	------

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison year of 0.9%. Maine will attempt to hold the number of unrestrained passenger vehicle occupant fatalities to the baseline (2014-2018) value of 51 for the year 2021. We believe that paid and earned media together with the projects under the Occupant Protection Program Area, such as the statewide Traffic Safety Educators and sustained and high-visibility enforcement will help us achieve this target.

Unrestrained Passenger Vehicle Occupant Fatalities



**Performance Measure: C-5) Alcohol-Impaired Driving Fatalities**

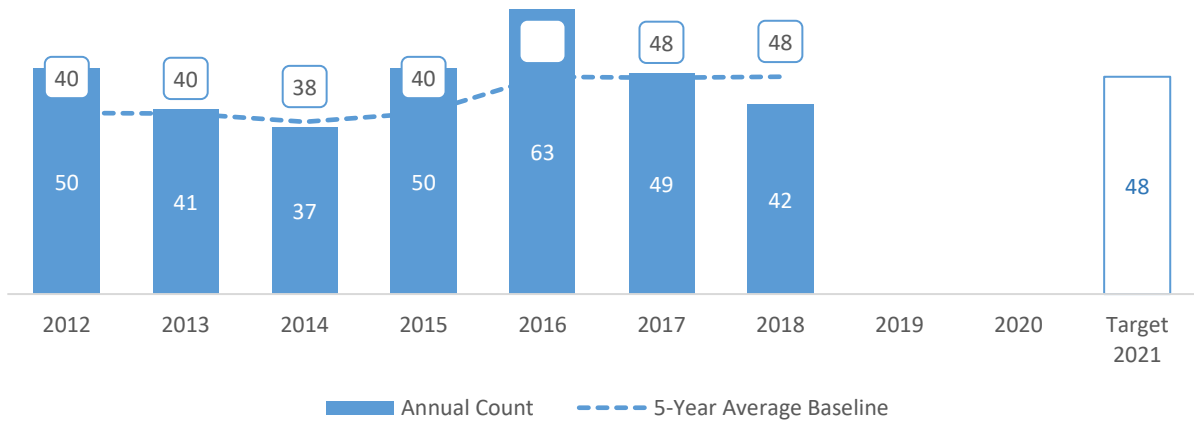
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
--------------------	--------------------	--------------	---------------	-------------------

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with BAC of .08 and above

Numeric 48 Annual 2021

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison years of 30.1%. Maine will attempt to hold the number of alcohol-impaired fatalities to the baseline (2014-2018) value of 48 for the year 2021. We believe that paid and earned media together with the projects in the Impaired Driving Program Area, such as specialized training for law enforcement in DRE and ARIDE; high-visibility enforcement; and the Statewide Impaired Driving Coordinator will help achieve this target.

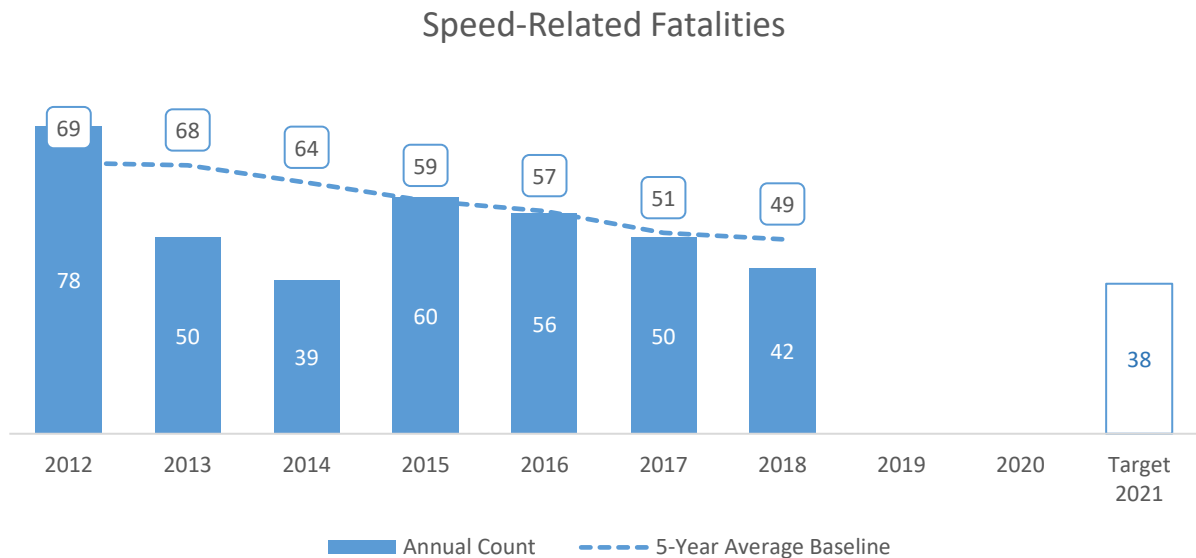
Alcohol Impaired Driving Fatalities



## Performance Measure: C-6) Speeding-Related Fatalities

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)—2021	Numeric	38	Annual	2021

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 22.9% decrease. Maine will decrease its speeding-related fatalities from a baseline (2014-2018) value of 49 to a target value of 38 for the year 2021. We believe that paid and earned media together with the projects identified in the Police Traffic Services Program Area, such as sustained speed enforcement and the Law Enforcement Liaison will help us achieve this target.

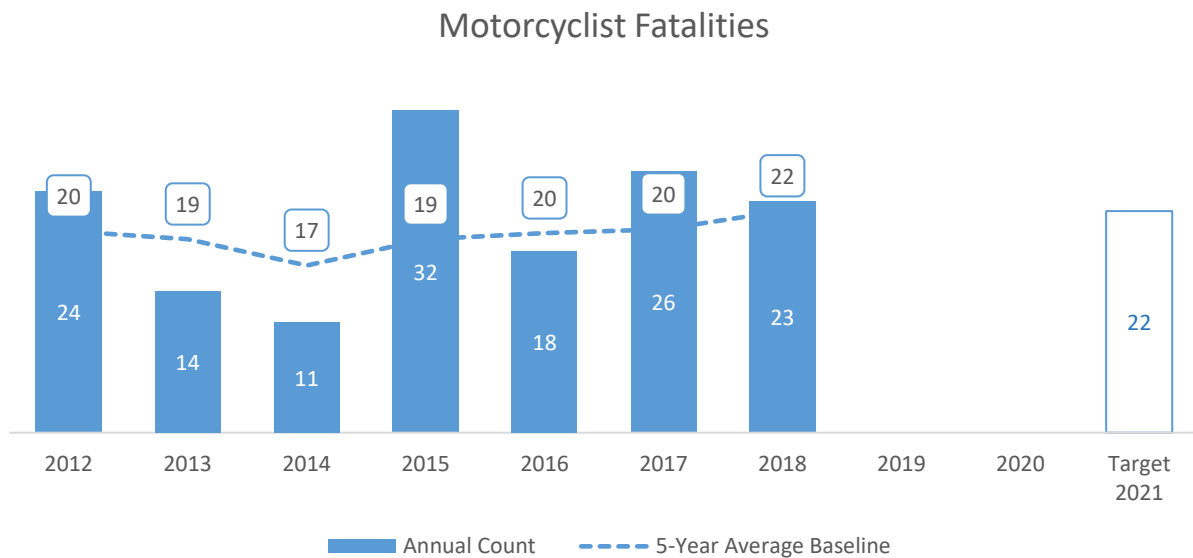




**Performance Measure: C-7) Motorcyclist Fatalities**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcycle fatalities (FARS)—2021	Numeric	22	Annual	2021

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison years of 23.4%. Maine will attempt to hold the number of motorcycle fatalities to the baseline (2014-2018) value of 22 for the year 2021. We believe that our statewide paid and earned media together with the Sports Marketing Share the Road program will help us achieve this target.



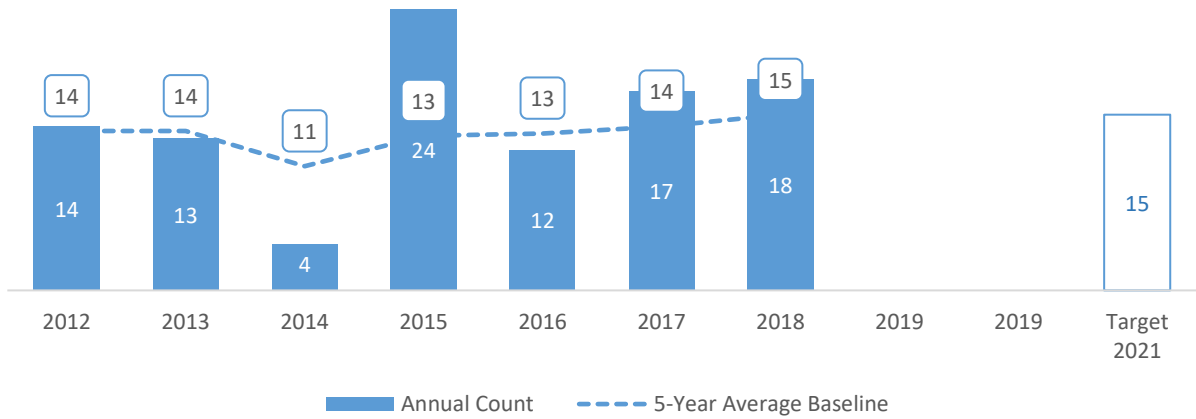
**Performance Measure: C-8) Unhelmeted Motorcyclist Fatalities**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
--------------------	--------------------	--------------	---------------	-------------------

C-8) Number of unhelmeted motorcyclist fatalities	Numeric	15	Annual	2021
---	---------	----	--------	------

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison years of 28.3%. Maine will attempt to hold the number of unhelmeted motorcycle fatalities to the baseline (2014-2018) value of 15 for the year 2021.

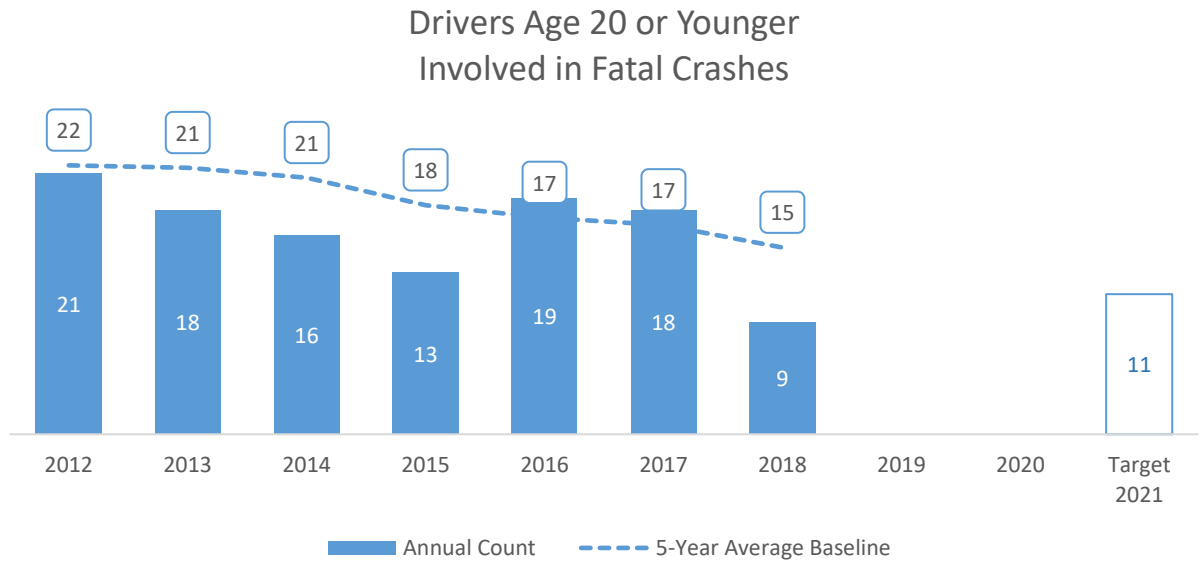
Unhelmeted Motorcyclist Fatalities



**Performance Measure: C-9) Drivers Age 20 or Younger Involved in Fatal Crashes**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)—2021	11	Numeric	Annual	2021

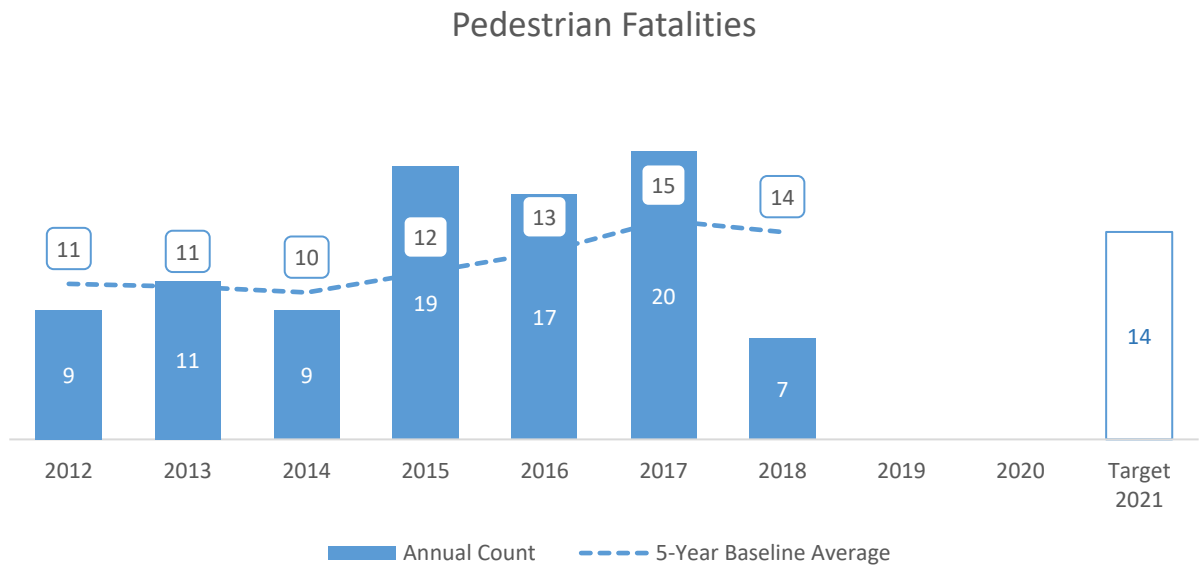
This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 25.0% decrease. Maine will decrease the number of drivers age 20 or younger involved in fatal crashes from a baseline (2014-2018) value of 15 to a target value of 11 for the year 2021. We believe that paid and earned media together with the newly created SADD coordinator will help us achieve this target.



**Performance Measure: C-10) Pedestrian Fatalities**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)—2021	Numeric	14	Annual	2021

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison years of 38.9%. Maine will attempt to hold the number of pedestrian fatalities to the baseline (2014-2018) value of 14 for the year 2021. We believe that paid and earned media together with our continued partnership with the Maine DOT pedestrian and bicycle coordinator, and implementation of pedestrian enforcement grants will help us achieve this target.

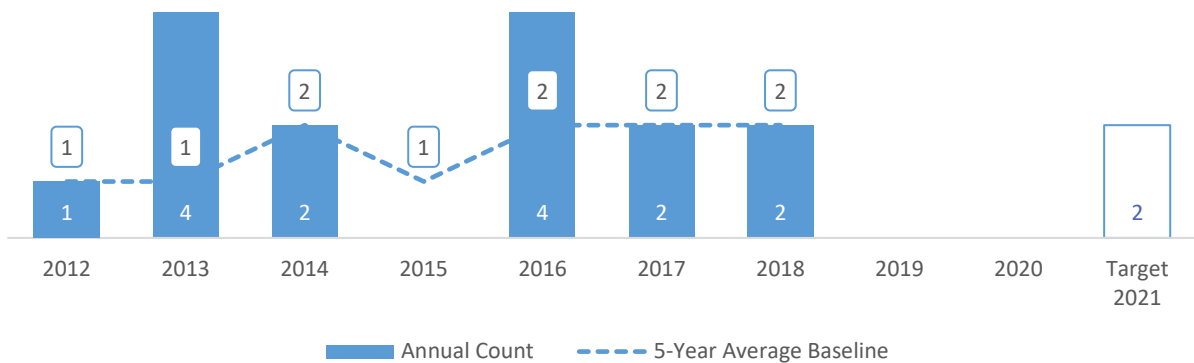


**Performance Measure: C-11) Bicyclist Fatalities**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclist fatalities (FARS)—2021	Numeric	2	Annual	2021

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison years of 100.4%. Maine will attempt to hold the number of bicyclist fatalities to the baseline value (2014-2018) of 2 for the year 2021. We believe that our continued partnership with the Bicycle Coalition of Maine together with paid and earned media will help us achieve this target.

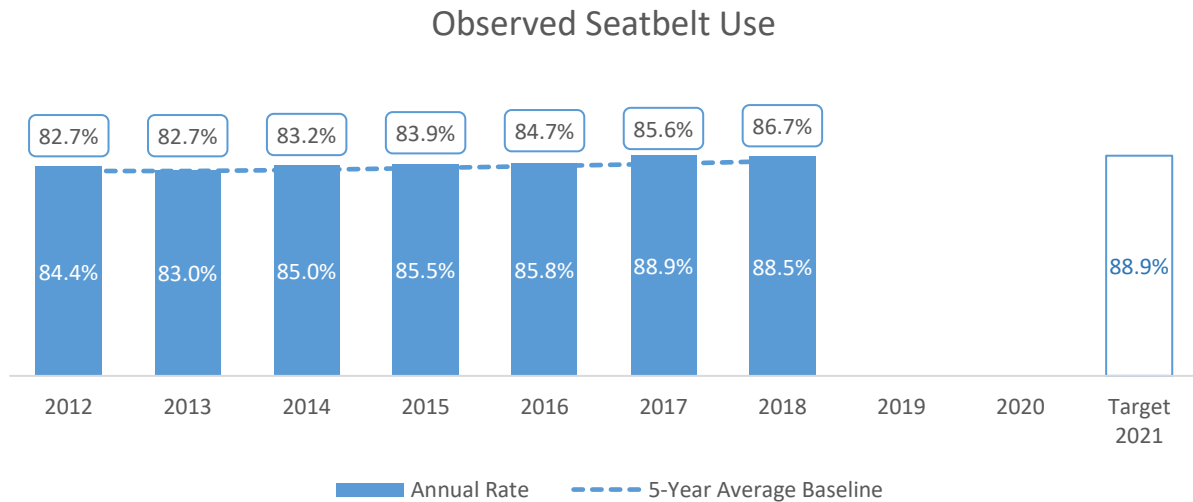
Bicyclist Fatalities



**Performance Measure: B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	Percentage	88.9%	Annual	2021

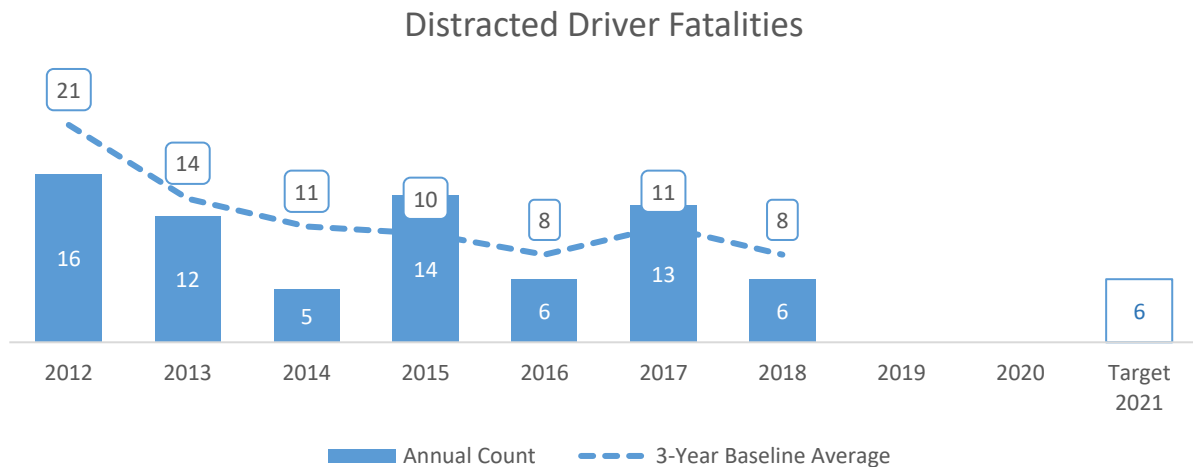
While the five-year alternative baseline method shows an average increase of 4.6% from the previous three baseline periods to the corresponding comparison years, data collected in 2018 shows that this upward trend has ended. The rate for 2019 was unchanged from 2018. Maine will attempt to move that rate back up to the 2017 value of 88.9% in 2020, which represents a 4% increase over the baseline (2014-2018) value of 86.7%. We believe that a combination of paid and earned media together with enforcement projects such as high-visibility enforcement during Click It or Ticket, Maine State Police sustained enforcement, and the Traffic Safety Educators will help us achieve this target.



## Performance Measure: Distracted Driver Fatalities

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Number of distracted driver fatalities—2021	Numeric	6	Annual	2021

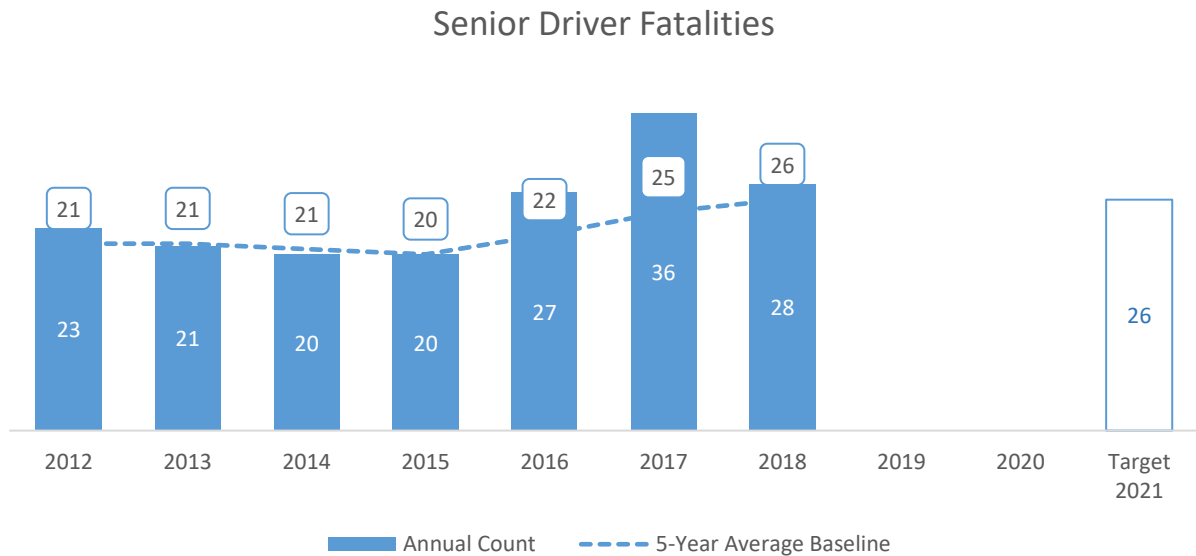
This target was set using the three-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 26.6% decrease. Maine will decrease the number of distracted driving fatalities from a baseline (2016-2018) value of 8 to a target value of 6 for the year 2021. We believe that paid and earned media together with the projects proposed in the Distracted Driving Program Area, specially sustained and high-visibility enforcement will help us achieve this target.



## Performance Measure: Senior Driver Fatalities

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Number of senior driver fatalities—2021	Numeric	26	Annual	2021

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison year of 47.4% Maine will attempt to hold the number of senior driver fatalities to the baseline (2014-2018) value of 26 for the year 2021. We believe that our continued partnership with AAA Northern New England together with a robust paid and earned media project will help us achieve this target.





### Performance Measure: Media Recall Target

Performance Target	Target	Target	Target	Target
	Metric Type	Value	Period	Start Year
Media recall—2021	Percentage	48%	Annual	(spring) 2021

This target is a maintenance target. The five-year alternative baseline method shows an average decrease from the previous three baseline periods to the corresponding comparison years of 4.8%. Maine will attempt to hold the rate of media recall to the level of baseline average rate (spring 2016 to spring 2020) of 48% for spring of 2021. We believe that a robust statewide public education program including paid and earned media and sports marketing will help us achieve this target.

### Performance Measure: Crash Timeliness Target

Performance Target	Target	Target	Target	Target
	Metric Type	Value	Period	Start Year
Crash Timeliness—2021	Numeric	5.5	1 Year	2020

Maine will improve the Timeliness of the Crash system as measured in terms of a Decrease of:

The average number of days from the crash date to the date the crash report is entered into the crash database within a period determined by the State.

The State will show measurable progress using the following method: The average number of days from the crash date to the date the crash report is entered into the crash database using a baseline period of April 1, 2019 to March 31, 2020 and a current period of April 1, 2020 to March 31, 2021.

The target value is the estimated timeliness improvement for crash data based on improvements being made to the Statewide crash data collection system (see Planned Activity: Maine Crash Reporting System Upgrades, Planned Activity Number: TRC21-002/ME-P-00006). Maine's crash timeliness is already exceptional and significant timeliness improvements will be difficult to obtain since crash reports undergo a review and approval process; therefore, Maine anticipates an incremental improvement in timeliness. We believe that planned upgrades to the Maine Crash Reporting System as described in the Traffic Records Strategic Plan and the Traffic Records Program Area of this Plan will help us achieve this target.

**Performance Measure: eCitation Completeness Target-Officer User Count**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
eCitation Completeness-Officer User Count— 2021	Numeric	380	1 Year	2020

Maine will improve the completeness of the eCitation system as measured in terms of an increase of:

The total number of officer accounts in Maine eCitation.

The State will show measurable progress using the following method: The number of officer accounts in Maine eCitation for the baseline period of April 1, 2019 to March 31, 2020 compared to the current period of April 1, 2020 to March 31, 2021.

The target value is the estimated total users based on the planned deployment of eCitation to additional law enforcement users (see Planned Activity: E-Citation Planned Activity Number: TRC21-002/ME-P-00011). The Maine eCitation system is being rolled out to additional Maine law enforcement users based on availability of hardware (i.e. laptops, printers, and networking) and personnel resources. We believe that fully implementing the e-citation project outlined in the Traffic Records Program Area of this Plan will help us achieve this target.

**Performance Measure: eCitation Completeness Target-Agency Count**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
eCitation Completeness-Agency Count —2021	Numeric	19	1 Year	2020

Maine will improve the completeness of the eCitation system as measured in terms of an increase of:

The total number of agencies issuing citations electronically within a period determined by the State.

The State will show measurable progress using the following method: The number of agencies issuing electronic citations using a baseline period of April 1, 2019 to March 31, 2020 and a current period of April 1, 2020 to March 31, 2021.

The target value is the estimated total agencies based on the planned deployment of eCitation to additional law enforcement agencies (see Planned Activity: E-Citation Planned Activity Number: TRC21-002/ME-P-00011). The Maine eCitation system is being

rolled out to additional Maine law enforcement agencies based on availability of hardware (i.e. laptops, printers, and networking) and personnel resources. We believe that fully implementing the e-citation project outlined in the Traffic Records Program Area of this Plan will help us achieve this target.

**Performance Measure: eCitation Completeness Target -Latitude/Longitude**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
eCitation Completeness-Latitude/Longitude—2021	Percentage	7%	1 Year	2020

Maine will improve the completeness of the eCitation system as measured in terms of an increase of:

The percentage of citations with Latitude and Longitude values entered by the Officer.

The State will show measurable progress using the following method: The number of citations with Lat/Long values for all reporting agencies during the baseline period of April 1, 2019 to March 31, 2020 and a current period of April 1, 2020 to March 31, 2021.

The target value is the anticipated percentage of reports that officers geo-locate using the mapping feature of eCitation. Improvements planned include using GPS in concert with the built-in mapping function to make it faster and easier for officers to geo-locate citations (see Planned Activity: E-Citation Planned Activity Number: TRC21-002/ME-P-00011). The challenge is that it takes officers additional time to geo-locate a citation and that can detract from officer safety; therefore, improving this measure will take system improvements as well as additional training and is expected to be realized over the next few years. We believe that fully implementing the e-citation project outlined in the Traffic Records Program Area of this Plan will help us achieve this target.

**Performance Measure: eCitation Timeliness Target**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
eCitation Timeliness—2021	Numeric	6	1 Year	2020

Maine will improve the Timeliness of the eCitation system as measured in terms of a Decrease of:

The average number of minutes from when the citation is issued to the time the citation is uploaded into the Statewide citation database within a period determined by the State.

The State will show measurable progress using the following method: The average number of minutes from when the citation is issued to the time the citation is uploaded into the Statewide citation database using a baseline period of April 1, 2019 to March 31, 2020 and a current period of April 1, 2020 to March 31, 2021.

Improvements planned in the eCitation system may increase citation timeliness (see Planned Activity: E-Citation Planned Activity Number: TRC21-002/ME-P-00011). Since eCitation timeliness is already exceptional, significant improvements are unlikely; therefore, the improvement target was kept minimal. We believe that fully implementing the e-citation project outlined in the Traffic Records Program Area of this Plan will help us achieve this target.

**Performance Measure: Crash Completeness Target**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Crash Completeness—2021	Percentage	66%	1 Year	2020

Maine will improve the Completeness of the Crash system as measured in terms of an increase in:

*The percentage of crash records with latitude and longitude values entered by the officer.*

The State will show measurable progress using the following method:

Count the number of crash reports with latitude and longitude values (count only non-null and non-zero values) for all reporting agencies in the State during the baseline period and the current performance period. Then, count the total number of reports for all reporting agencies in the State for the same periods. Divide the total number of reports by the count of reports with latitude and longitude and multiply by 100 to get the percentage of reports with latitude and longitude for each period.

The baseline period is April 1, 2019 to March 31, 2020 and the current period is April 1, 2020 to March 31, 2021.

The target value is the anticipated percentage of crash reports that officers geo-locate using the mapping feature of the crash system. Improvements planned include configuring MCRS to use GPS in concert with the built-in mapping function to make it faster and easier for officers to geo-locate crashes (see Planned Activity: Maine Crash Reporting System Upgrades, Planned Activity Number: TRC21-002/ME-P-00006). Improving this measure will require system configuration changes as well as additional training and is expected to be realized over the next few years. We believe that completion of the Maine Crash Reporting project outlined in the Traffic Records Program Area of this Plan will help us achieve this target.

**Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.**

**Grant Program Activity Reporting (see also Summary Table above)**

**A-1) Number of seat belt citations issued during grant-funded enforcement activities**

Seat belt citations: 3,072

Fiscal Year: **2019**

**A-2) Number of impaired driving arrests made during grant-funded enforcement activities**

Impaired driving arrests: 289

Fiscal Year: **2019**

**A-3) Number of speeding citations issued during grant-funded enforcement activities**

Speeding citations: 3,398

Fiscal Year: **2019**

# Program Areas

## Program Area: **Communications (Media)**

### **Description of Highway Safety Problems**

A robust public education campaign combined with high-visibility and sustained enforcement is proven to impact driver behavior (NHTSA). The MeBHS' public relations and marketing program focuses on all of the behavioral program areas including adult and child occupant protection, speed and aggressive driving, distracted driving and impaired driving. The NHTSA Communications Calendars are used to guide the State's schedule for media buys and campaigns.

MeBHS uses an RFP and resultant contractor(s) to assist us with PSA production and buys. The contract currently includes a survey to Maine residents, every six months, regarding the reach and recognition (recall) of media campaigns. Maine residents were asked, "In the past year, have you seen or heard any ads in the newspaper, on television, on the radio, etc. here in Maine that relate to a safe driving campaign?" The Spring 2020 critical insight report shows an increase in recall rate of 52% from 47% in Spring of 2019. Additionally, FARS data consistently show that motorcycle fatalities, senior drivers, and young drivers and pedestrians are dying in motor vehicle crashes at a higher rate than others. Together with our media contractor, in fiscal years 2019 and 2020 we created new Public Service Announcements for pedestrian, child passenger safety and motorcycle and a driver education training video for distracted driving. For our 2021 plan, we will continue our social and digital media, and add new PSA's for motorcycle, impaired, young drivers and senior drivers. Our sports marketing and Choices Matter programs continue to help us reach a wide demographic, including the younger driving age groups, through marketing at college events, sports venues such as race tracks, and community venues such as concerts is where we reach many of those young drivers through interactive displays.

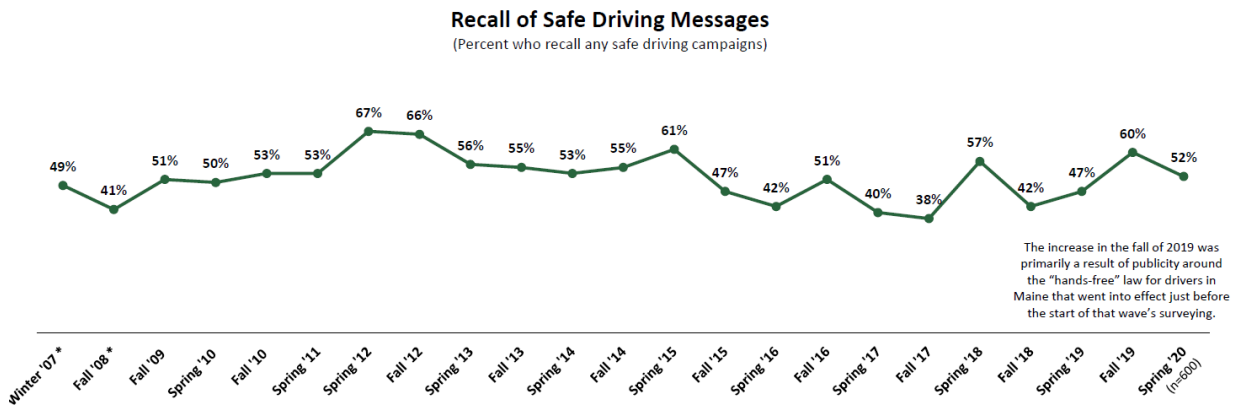
**Countermeasure Strategy:** Communications Outreach

### **Project Safety Impacts**

The MEBHS public relations and marketing program focuses on all behavioral program areas. The NHTSA communications calendar is used as a guide when developing the schedule for Statewide media campaigns.

MEBHS currently is under contract with NL Partners and Critical Insights to survey Maine residents every six months regarding the reach and recognition (recall) of media campaigns. Maine residents were asked "in the past year, have you seen or

heard any adds in the newspaper, on television, on the radio, etc., here in Maine that relate to a safe driving campaign?" The bar chart below shows that in the Spring of 2020, 52% of residents recalled seeing or hearing highway safety media messages.



The MeBHS' continued partnership with Alliance Sport Marketing (ASM) has resulted in direct communication and outreach at hundreds of events annually reaching more than one million high school and college students and sporting event attendees throughout the State.

Some of our sports marketing partners are:

- |   |                                     |
|---|-------------------------------------|
| University of Maine Hockey  | University of Maine Football        |
| Maine Mariners Hockey and Youth Hockey  | Maine Red Claws D-League Basketball |
| Maine Principals Association for: Maine Champion Football, Hockey, Basketball, Science and Math Tournaments | Oxford Plains Speedway              |
| Portland Sea Dogs   | Richmond Karting Speedway           |
| Unity Raceway   | Beech Ridge Motor Speedway          |
| Wiscasset Speedway  | Speedway 95                         |
| Spud Speedway   |                                     |

The ASM and MeBHS partner with local law enforcement agencies (LEAs) to help conduct the various event campaign messages. Campaigns include: *You've Been Ticketed* (seat belt); *Share the Road, Watch for Motorcycles*; and the *One Text or Call Could Wreck It All*. All campaigns include premium signage and public address announcements.

### Linkage Between Program Area

According to NHTSA, a sound highway safety program includes paid and earned media in conjunction with and in addition to high-visibility and sustained enforcement. Education and enforcement are proven to work together to reach the widest audience and impact behavior change.

### Rationale for Selection

According to NHTSA, effective high visibility communications and outreach are an essential part of successful highway safety programs. Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition.



### Planned Activity: Statewide Strategic Media Plan

Planned Activity Number: PM21-001

### Planned Activity Description

This project will fund a robust paid media (television, radio, print, digital, social) associated with all the MeBHS programs and NHTSA High Visibility Enforcement campaigns. Expenses may include: campaign development, re-tagging of NHTSA or other state's PSA's, purchase of radio, television, social and print materials, and production of new PSA's. We plan to create many new PSA's for both television and radio to include a focus on impaired (alcohol and drugged) driving, pedestrians, speeding, adult occupant protection, distracted driving and senior drivers.

### Intended Subrecipients

MeBHS with contracted media vendor(s) selected through RFP.

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402	FAST Act 402	\$2,374,143.17	\$593,535.79	\$950,000.00
2020	405e & 405e - Flex	FAST Act 405e Comprehensive	\$5,924,805.06	\$1,481,201.27	NA
2020	405f	FAST Act 405f	\$75,194.94	\$18,798.74	NA





**Planned Activity: Statewide Sports Marketing Campaign**

**Planned Activity Number: PM21-002**

**Planned Activity Description**

This project will support educational events and advertising at sporting venues which is our primary method to reach the young drivers age 20-24 and those between 25-55. Motorcycle safety, impaired driving, seat belt usage, distracted driving, and pedestrian safety will be addressed via public service announcements, signage, informational displays, and personal interaction with the public during the *You've Been Ticketed* and *Share the Road with Motorcycle* events. Funds will also be used for educational events and advertising at sporting venues that are frequented by sports enthusiasts. In addition, the Sports Marketing Program incorporates and focuses on young drivers through the One Text or Call Could Wreck It All Pledge Campaign and the Choices Matter program. These two programs involve high school and college age students through interactive displays, discussions, speaking events and signage at major school sporting and other events.

**Intended Subrecipients**

MeBHS with contracted vendor(s) determined by RFP.

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402	FAST Act 402	\$901,092.75	\$225,273.19	\$901,092.75
2020	405e & 405e Flex	FAST Act 405e Comprehensive	\$2,597,250.16	\$649,312.54	NA

## Program Area: **Distracted Driving**

### **Description of Highway Safety Problems**

Distracted driving is believed to be one of the leading causes of crashes, and it is the most difficult crash type for which to obtain precise data. Distracted driving data has only recently been reported as more than inattention and is believed to be grossly under reported for many reasons. Law enforcement continues to believe distraction plays a huge part in many the crashes they see. Although distractions encompass many behaviors, electronic device use is most often targeted.

With 94% of crashes being the direct result of driver behavior, there is little doubt that distracted driving is a significant factor. The proliferation of smartphone usage while driving has been identified as a significant catalyst for the increase. However, direct correlating data is hard to come by. The first landmark study of cell phone related crash risk was completed in 1997 and showed a quadrupled risk for those driving while using a cellphone. NHTSA estimated in 2012 that distraction was a factor in roughly 10% of all fatal motor vehicle crashes and 18% of all crashes causing injury. The exact toll is unknown because investigators often have difficulty measuring the extent to which driver distraction is a contributing factor in a crash. Methods of reporting are improving, but current estimates likely underestimate how frequently distraction causes crashes. A 2015 AAA Foundation for Traffic Safety study on teen driver distraction revealed that distraction was a factor in 58% of all crashes studied, including 89% of road-departure crashes and 76% of rear-end crashes. NHTSA previously has estimated that distraction is a factor in only 14% of all teen driver crashes. Maine's driver license test contains the following questions

specific to and regarding distracted driving:

### **Distracted Driving Questions**

1. When using a cellular telephone in your vehicle, you should:
  - A) Continue driving as you normally would
  - B) Pull off the road before dialing
  - C) Monitor traffic conditions before answering or making calls
  
2. Nearly all accidents involve;
  - A) Visual, manual, cognitive distractions
  - B) Listening to the radio
  - C) Talking to your passenger
  
3. A driver under what age is prohibited from operating while using a mobile telephone or handheld electronic device?
  - A) 20
  - B) 21
  - C) 18
  
4. To manage or eliminate distractions, it's important to understand the three distinct types;
  - A) Visual, speed and road conditions
  - B) Visual, manual and cognitive
  - C) Hearing, passengers and darkness
  
5. Laws that prohibit cell phone use and texting have an impact on what?
  - A) Getting your license
  - B) Safety
  - C) Time management

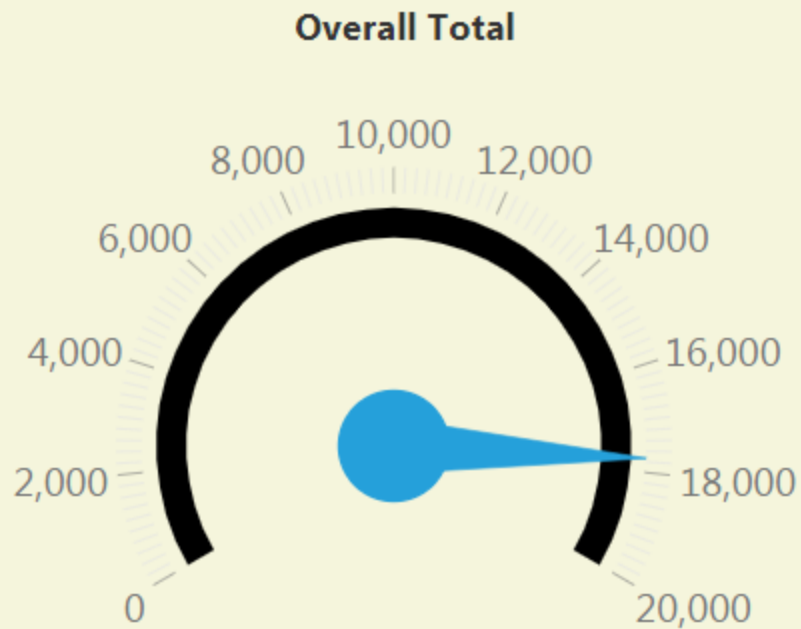
6. In the rush to be on time, don't make the sometimes fatal mistake of;
  - A) Putting your 4-way flashers on to get other motorists off the road
  - B) Multi-tasking behind the wheel
  - C) Neither A or B are correct
  
7. Nearly all motor vehicle accidents involve what?
  - A) A combination of two or more types of distractions
  - B) A driver who has no formal education
  - C) A vehicle operated by an out of state driver
  
8. When driving, tuning the radio would be considered what type of distraction?
  - A) Visual distraction
  - B) Manual distraction
  - C) Cognitive distraction
  
9. When using a cellular telephone in your vehicle, you should;
  - A) Continue driving as you normally would
  - B) Put the phone on the dashboard
  - C) Monitor traffic conditions before answering or making calls

Maine law prohibits all drivers from using a handheld device however all age groups suffer from distracting habits while driving. This law allows primary enforcement, which grants law enforcement the ability to stop motorists solely for cell phone use while driving. The average age of a driver involved in a distracted crash is 40. 77% of those observed driving while distracted, were between the ages of 25 and 59. Males and Females are equally as likely to be involved.

Maine's Cell Phone Use While Driving in Maine (2019) report supported that of 13,173 drivers observed, 3.8% held a phone to their ear, .7% used an in-ear device, and 3.1% of the time drivers were observed manipulating a phone. Overall 6.1% of drivers were observed holding or manipulating a mobile device.

Between 2015 and 2019 there was 35,328 crashes. Distraction as a noted behavior was recorded in more than 17,000 of those crashes.

Location: *Statewide*  
Years: *2015 To 2019 Combined*  
Type of Crash: *All Types of Crash*  
Injury Level: *All Crashes*  
Behavior: *Distracted*



Total Crashes - 17,732

## Countermeasure Strategy: Distracted Driving Laws and Enforcement

### Project Safety Impacts

Comprehensive research studies have identified distraction as a leading cause of motor vehicle crashes, serious injuries and fatalities. Strong laws against distraction are proven to reduce crashes. Although vehicle manufactures continue to increase the safety features in newer model vehicles, driver choices (including use of distracting devices) continues to be a challenge on Maine roadways. Maine distraction laws are some of the best in the Nation, but still pose a challenge for enforcement.

### Linkage Between Program Area

High-visibility enforcement and education has proven to be effective in reducing negative driver behaviors in other program areas. High-visibility enforcement for distracted driving is assumed to have the same effect.

### Rationale for Selection

High-visibility enforcement is detailed in CTW, Ninth Edition 2017 1.3. MeBHS chose the following activities focused on enforcement and education.



### Planned Activity: High Visibility Distracted Driving Enforcement

#### Planned Activity Number: DD21-000

### Planned Activity Description

Funding will support dedicated crash reduction overtime patrols for law enforcement agencies to conduct distracted driving enforcement where their data and State data indicate the most distracted driving related crashes, including: I-95, I-295 and other designated high crash locations. Our law enforcement partners will conduct high visibility overtime enforcement in support of the National Campaigns (October 2020 and April 2021) and during times and places that have been identified through the distracted observational survey and/or an analysis of the crash and fatal statistics that we have. MeBHS anticipates up to 50 subrecipients for activities dedicated to overtime enforcement.

### Intended Subrecipients

Various Law Enforcement Agencies

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$1,000,000.00	\$250,000.00	NA



## **Countermeasure Strategy: Innovative Countermeasure - Distracted Observational Survey**

### **Project Safety Impacts**

NHTSA's 2012 national observation survey found 5% of drivers on the road at any given moment were using hand-held cell phones, unchanged since 2009 (NHTSA, 2014). The percent of drivers who were manipulating a handheld device (e.g., texting or dialing) increased from 0.6% in 2009 to 1.5% in 2012. NHTSA currently estimates that 9% of drivers are using some type of phone (hand-held or hands-free) in a typical daylight moment (NHTSA, 2014). These estimates may under-represent cell phone use given the inherent difficulty in accurately observing these behaviors.

### **Linkage Between Program Area**

Educating the public on the dangers of distracted driving requires information regarding the observed usage of hand-held devices while driving. High-Visibility Enforcement deters texting and driving.

### **Rationale for Selection**

The effectiveness of hand-held cell phone bans in reducing crashes is still unclear. Nikolaev, Robbins, and Jacobson (2010) examined driving injuries and fatalities in 62 counties in New York State both before and after a hand-held cell phone ban took effect. Forty-six counties showed a significant decrease in injury crashes following the ban, and 10 counties showed a less significant decrease in fatal crashes. Although encouraging, the study did not include a control group to account for other factors that may have decreased crashes. A study by the Highway Loss Data Institute (HLDI) investigated State-level automobile insurance collision claims in California, Connecticut, New York and the District of Columbia. When compared to neighboring States, there was no change in collision claim frequency after these jurisdictions implemented hand-held cell phone bans (HLDI, 2009). However, the data from the Highway Loss Data Institute is proprietary and an independent analysis of the data has not been conducted. Also, not all crashes result in a collision claim, so collision claim rates may differ from crash rates.



**Planned Activity: Distracted Driving Observational Survey**

**Planned Activity Number: USM21-001**

**Planned Activity Description**

Cell phone use and texting while driving can degrade driver performance in three ways --visually, manually, and cognitively. Talking and texting while driving has grown in the past decade as drivers take their cell phones into their vehicles. To gather data on actual cell phone use, and to determine if enforcement efforts and education has been successful, Maine intends to conduct annual cell phone usage observational studies. The University of Southern Maine, Muskie School was set to conduct the 2020 survey in April of 2020, however due to the pandemic, that survey was cancelled. It would have been the first survey following the hand-held electronic device ban. However, a survey will be conducted in April of 2021.

**Intended Subrecipients**

MeBHS with contracted vendor (University of Southern Maine)

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405e	FAST Act 405e Comprehensive Distracted Driving	\$75,000.00	\$18,750.00	NA



## Program Area: Impaired Driving-Alcohol and Drug

### Description of Highway Safety Problems

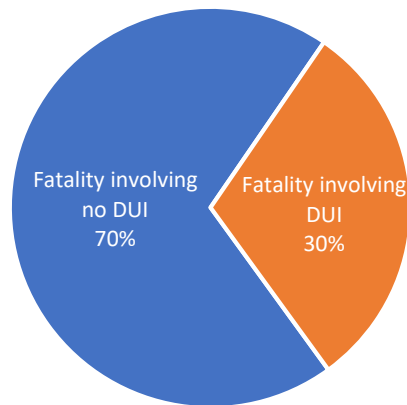
#### Fatality Facts

- ◆ There were 213 DUI-related fatal crashes involving 216 impaired drivers between 2014 and 2018.
- ◆ There were 230 DUI-related fatalities during this period.
- ◆ 30% of all fatalities involved an impaired driver.
- ◆ 22% of all drivers involved in fatal crashes were impaired.

#### Impaired Driving Fatalities in Perspective

Approximately 30% of all fatalities involved an impaired driver. This proportion ranged from a low of 27% in 2017 to a high of 36% in 2016.

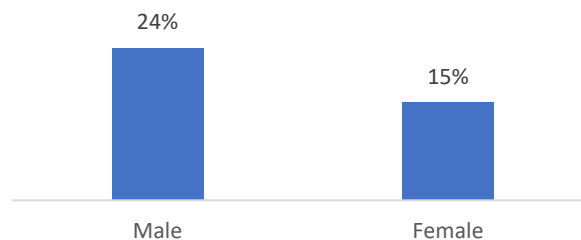
Fatalities by Impairment



#### Impaired Driving and Gender

While 22% of all drivers involved in fatal crashes were operating under the influence, a higher proportion of male drivers involved in fatal crashes were operating under the influence (24%) compared to female drivers (15%).

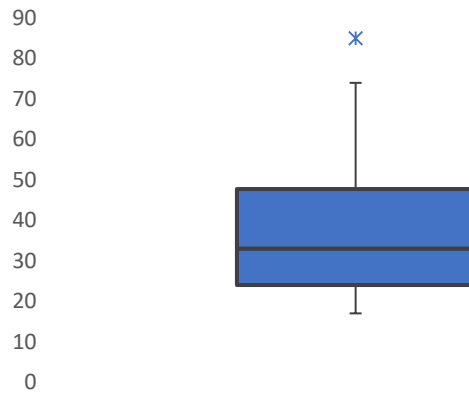
Impaired Driving by Gender



### **Impaired Driving and Age**

The median age of drivers operating under the influence in fatal crashes was 33, meaning half of the impaired drivers were younger than 33 and half were older. One-quarter of all drivers operating under the influence were between the ages of 17 and 23, and one-quarter were between the ages of 24 and 32. These are dense distributions compared to the remaining two quartiles, which together span the ages of 33 and 74; as such, the bottom two age quartiles might make good targets for public safety messages.

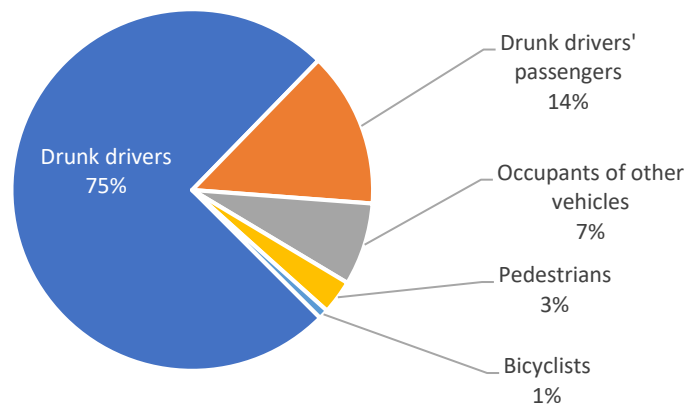
Age of Impaired Drivers



### **Who Dies?**

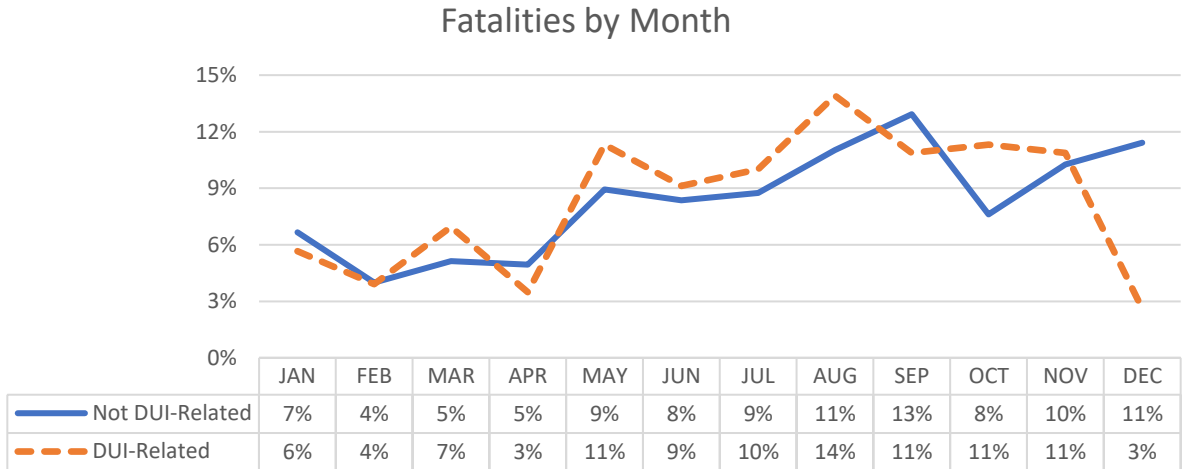
Crashes involving impaired driving resulted in 230 fatalities between 2014 and 2018. The majority of these fatalities (75%) involved the loss of life for the impaired driver. An additional 14% of fatalities involved the impaired drivers' passengers. This suggests that 89% of the risk associated with impaired driving is borne by impaired drivers and their passengers. An additional 11% of fatalities involved occupants of other vehicles, pedestrians, and bicyclists.

DUI-Related Fatalities by Person Type



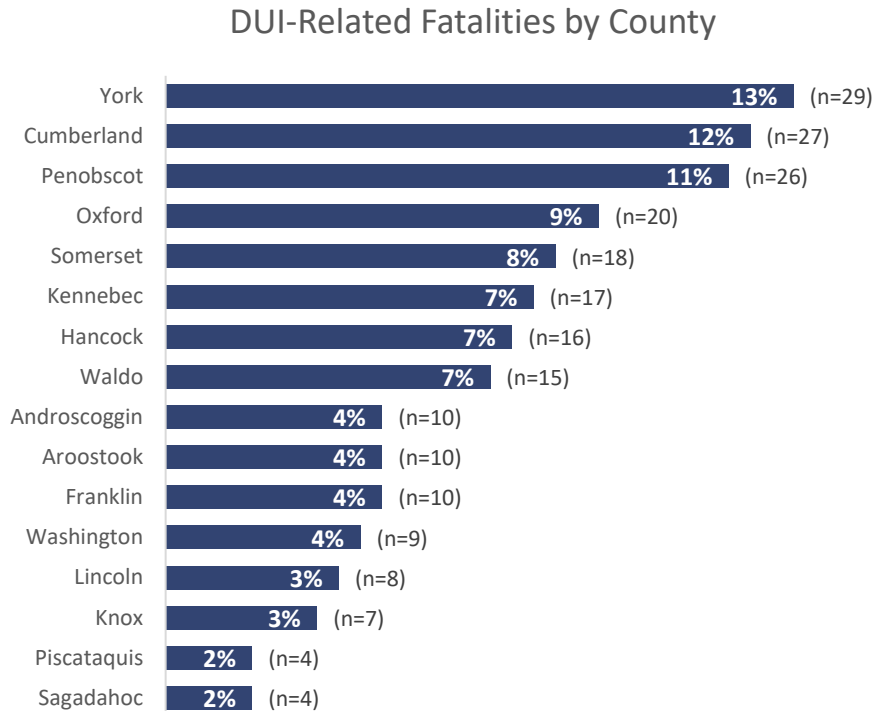
### **DUI Fatalities by Month**

The distribution of fatalities for both DUI- and non-DUI-related incidents are similar across the calendar year except for the month of December. While 11% of non-DUI-related fatalities occur in the month of December, only 3% of DUI-related fatalities occur during December, suggesting that drivers take more care during this time to *not* drink and drive.



### **DUI-Related Fatalities by County**

Approximately 13% of the 230 DUI-related fatalities that occurred on Maine’s highways between 2014 and 2018 occurred in York County, followed by 12% in Cumberland County, and 11% in Penobscot.



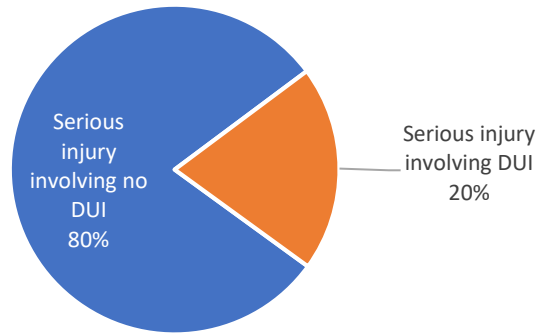
### **Serious Injury Facts**

- ◆ There were 122 DUI-related serious injury crashes involving 122 impaired drivers in 2018.
- ◆ There were 146 DUI-related serious injuries during this period.
- ◆ 20% of all serious injuries involved an impaired driver.
- ◆ 13% of all drivers involved in serious injury crashes were impaired.

### **Serious Injuries and Impaired Driving in Perspective**

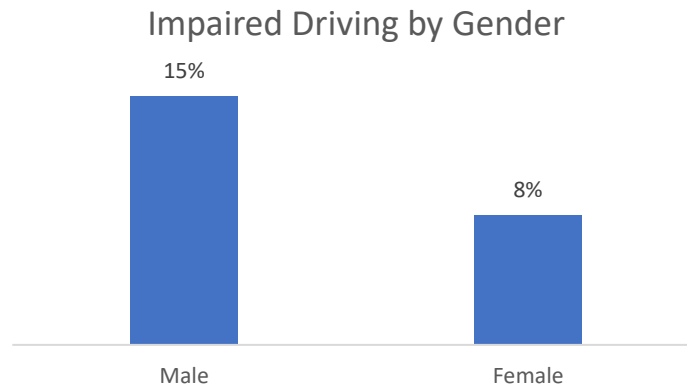
Approximately 20% of all serious injuries involved an impaired driver.

## Serious Injuries by Impairment



### **Impaired Driving and Gender**

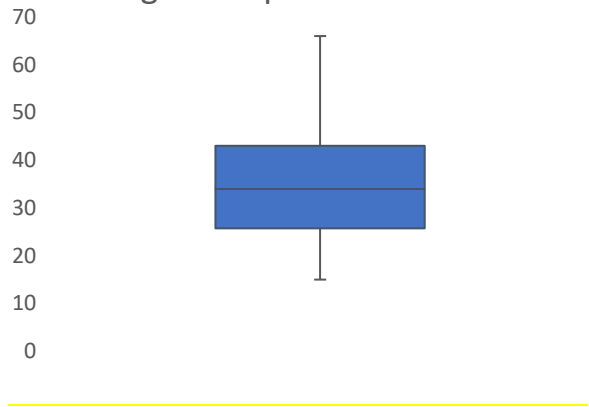
While 13% of all drivers involved in serious injury crashes were operating under the influence, a higher proportion of male drivers involved in serious injury crashes were operating under the influence (15%) compared to female drivers (8%).



### **Impaired Driving and Age**

The median age of drivers operating under the influence in serious injury crashes was 34, meaning half of the impaired drivers were younger than 34 and half were older. One-quarter of all drivers operating under the influence were between the ages of 15 and 25, and one-quarter were between the ages of 26 and 33. These are dense distributions compared to the remaining two quartiles, which together span the ages of 34 and 66; as such, the bottom two age quartiles might make good targets for public safety messages.

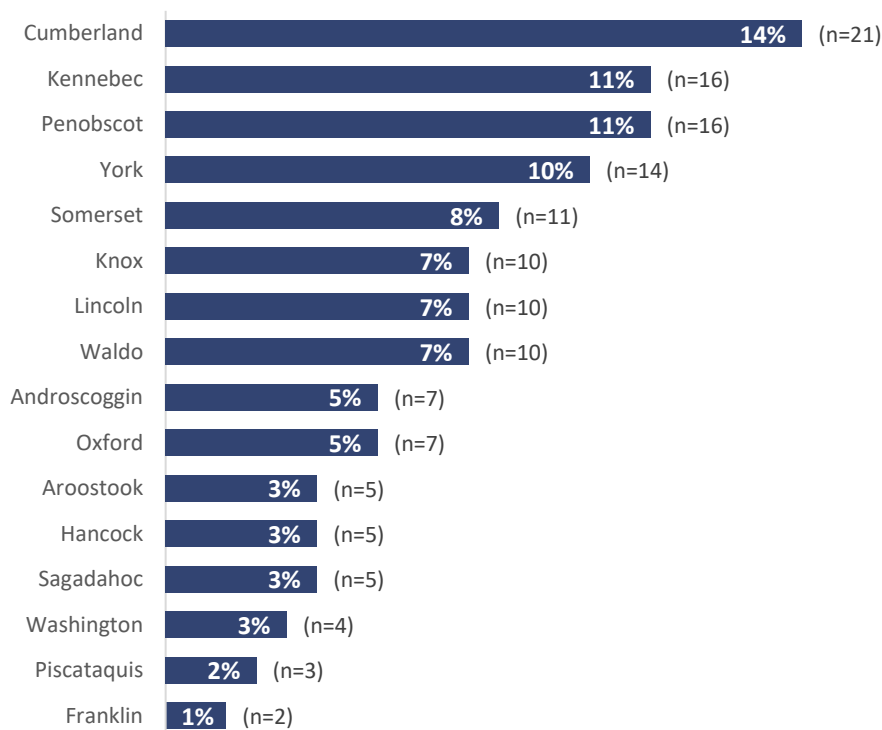
### Age of Impaired Drivers



### DUI-Related Serious Injury by County

Approximately 14% of the 146 DUI-related serious injuries that occurred on Maine’s highways in 2018 occurred in Cumberland County, followed by 11% each in Kennebec and Penobscot Counties.

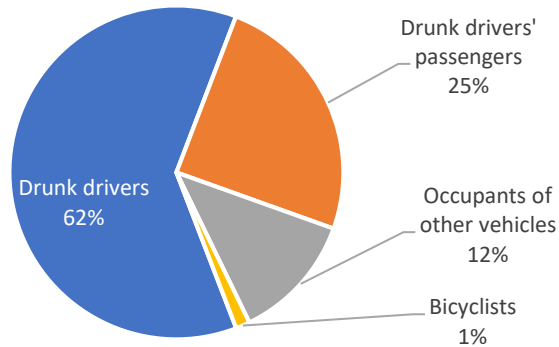
### DUI-Related Serious Injuries by County



### **Who Is Seriously Injured?**

Crashes involving impaired driving resulted in 146 serious injuries in 2018. The majority of these serious injuries (62%) involved injury to the impaired driver. An additional 25% of serious injuries involved the impaired drivers' passengers. This suggests that 86% of the risk associated with impaired driving is borne by impaired drivers and their passengers. An additional 14% of serious injuries involved occupants of other vehicles and bicyclists.

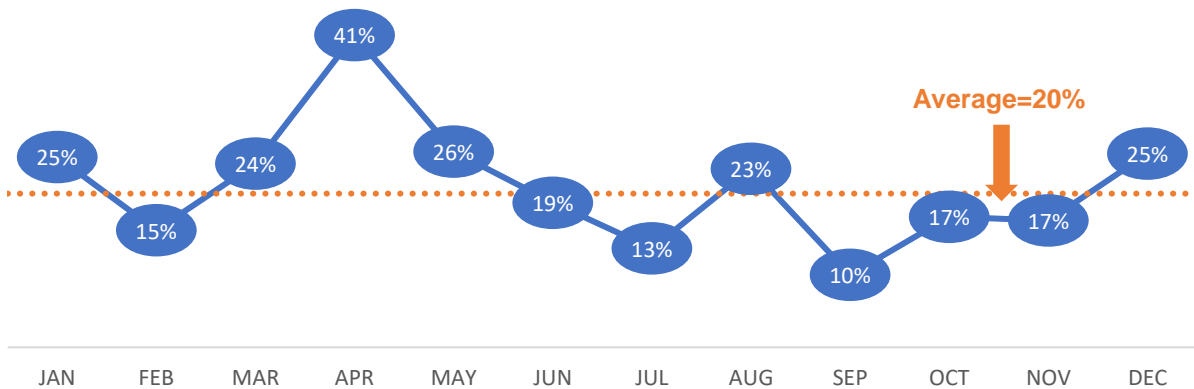
Serious Injuries Due to DUI by Person Type



### **DUI Serious Injury by Month**

While 20% of all serious injuries were related to impaired driving, that proportion varied by month, ranging from a low of 10% in September to a high of 41% in April.

Impaired Driving Serious Injuries by Month



## Program Area: **Impaired Driving-Alcohol and Drug**

### **Countermeasure Strategy: Impaired Driving Program Administration**

#### **Project Safety Impacts**

Impaired Driving Program Management is necessary for an Impaired Driving Program. Impaired driving continues to be a major concern on our State's roadways. Despite driver safety programs, alcohol impaired driving crashes continue at a rate of approximately 30% of all crashes. Additionally, the legalization of marijuana in Maine has increased the need for more administration of an impaired program.

#### **Linkage Between Program Area**

Impaired driving administration is necessary to administer the Statewide impaired driving program, Impaired Driver Task Force, and the State's Strategic Plan.

#### **Rationale**

Program Administration is necessary to ensure NHTSA funds are expended timely and appropriately for impaired driving programs.



### **Planned Activity: Impaired Driving Program Management and Operations**

**Planned Activity Number: AL21-001**

#### **Planned Activity Description**

Costs under this program area include allowable expenditures for program manager activities, travel, and training. Costs may also include general expenditures for operating costs e.g., printing, supplies, State indirect rates, insurance and postage.

#### **Intended Subrecipients**

MeBHS Program Administration

#### **Funding Source:**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 402	FAST Act 402	\$200,000.00	\$50,000.00	\$0.00



## **Countermeasure Strategy: Deterrence: Enforcement/High-Visibility Saturation Patrols and Publicized Sobriety Checkpoints**

### **Project Safety Impacts**

Driving Under the Influence (DUI) refers to operating or attempting to operate a motor vehicle while affected by alcohol and/or drugs, including prescription drugs, over-the-counter medicines, or illicit substances. The Maine impaired driving program focuses on individuals operating a motor vehicle under the influence of alcohol and/or drugs. In Maine, it is unlawful for a person under the age of 21 to operate a motor vehicle with a blood-alcohol or breath-alcohol level above 0.00 (referred to as zero tolerance) and at or above 0.08 for drivers 21 and older. Maine's impaired driving program provides guidance and funding for various impaired driving countermeasures that include DUI enforcement activities, awareness and education campaigns, proactive teen/young adult focused DUI education and outreach, and specialized law enforcement and prosecution programs to increase DUI adjudication.

High-visibility saturation patrols and publicized sobriety checkpoints are proven and accepted NHTSA countermeasures - CTW Ninth Edition, 2017. This project combines the two evidence-based countermeasures of high-visibility saturation patrols and publicized sobriety checkpoints for clarity and conciseness. A high-visibility saturation patrol consists of a large number of law enforcement officers patrolling a specific area to look for drivers who may be impaired. These patrols usually take place at times and locations where impaired driving crashes commonly occur. At a publicized sobriety checkpoint, law enforcement officers stop vehicles at a predetermined location to check whether the driver is impaired. They either stop every vehicle or stop vehicles at some regular interval, such as every third or tenth vehicle. To do this, checkpoints should be publicized extensively, highly visible, and conducted regularly as part of an ongoing publicized sobriety checkpoint program. Fell, Lacey, and Voas (2004) provide an overview of checkpoint operations, use, effectiveness, and issues. See Fell, McKnight, and Auld-Owens (2013) for a detailed description of six high visibility enforcement programs in the United States, including enforcement strategies, visibility elements, use of media, funding, and many other issues.

### **Linkage Between Program Area**

Despite continued efforts to reduce traffic-related fatalities and serious injuries in Maine over the past several years, the number of alcohol-involved crashes, fatalities, and injuries continues to be a challenge in our goal to reach zero fatalities. In the five-year period from 2014-2018, an average of 30% of all fatalities in Maine involve an impaired driver. This proportion ranged from a low of 27% in 2017 to a high of 36% in 2016.

Impaired driving countermeasures require a multi-pronged data-driven approach that utilizes high-visibility saturation patrols and publicized sobriety checkpoints. This data-driven approach to traffic safety includes sustained enforcement beyond the two, two-week national mobilizations. Maine is a partner in the NHTSA "Drive Sober or Get Pulled Over" national mobilizations. To further address the impaired

driving problem in high crash areas, Maine supports sustained enforcement outside of the national campaigns through the “Drive Sober, Maine” campaign. Locations chosen for the “Drive Sober, Maine” sustained impaired driving enforcement campaign are chosen based on data-analysis of impaired crash and fatality data as explained in the rationale below.

### **Rationale**

The primary purpose of high-visibility saturation patrol and publicized sobriety checkpoint programs is to deter driving under the influence of alcohol or drugs by increasing the perceived risk of arrest. To do this, high-visibility saturation patrols and sobriety checkpoints should be publicized extensively and conducted regularly, as part of an ongoing impaired driving enforcement program. Saturation patrols and publicized sobriety checkpoints are proven effective by the CTW Ninth Edition 2017.

Impaired driving countermeasures require a multi-pronged data-driven approach. MEBHS utilizes a three-step process to identify problem high-risk populations and locations. This three-step process is outlined below:

1. Due to the State of Maine’s geographic size, the State is divided into eight regions. To proportionately divide the State based on geography alone, the current State of Maine district court regions were utilized.
2. The eight geographic regions vary significantly in population density, which in turn affects their respective crash rates. To account for population density in each of these regions, the Maine Bureau of Highway Safety calculates the proportion of vehicle miles travelled in each region as compared to the total vehicle miles traveled in the State of Maine. Each region is then assigned a specific number of grants based upon those percentages and the total number of grants decided upon for each program area in the State. For example, Region 1 (York County) accounted for 15.73% of the total vehicle miles travelled in the entire State of Maine. This would allocate six grants to Region 1 out of the 35 high-visibility enforcement grants decided upon for the impaired driving program area.
3. To identify specific problem areas within each geographic region, the Maine Bureau of Highway Safety utilized impaired driving crash data from 2014-2018 for each locality. The data includes crashes that resulted in possible injuries, evident injuries, serious injuries, and fatalities.

**Planned activities in countermeasure strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
ID21-001	Maine State Police SPIDRE Team
ID21-002 to ID21-004	Regional Impaired Driving Task Force Teams (RIDE)
AL20-002	Impaired Driving Roadside Testing Vehicle (RTV) Operational Costs
ID21-000	NHTSA “Drive Sober or Get Pulled Over” and “Drive Sober, Maine!”
ID21-014	Breath Testing Device Procurement to Support of the NHTSA “Drive Sober or Get Pulled Over” and “Drive Sober, Maine!” campaigns



**Planned Activity: Maine State Police SPIDRE Team**  
**Planned activity number: ID21-001**

**Planned Activity Description**

The State Police Impaired Driving Reduction Enforcement team (SPIDRE) is comprised of members of the Maine State Police that are proficient in NHSTA Standardized Field Sobriety Training, ARIDE trained, and several are certified as Drug Recognition Experts. SPIDRE consists of a team leader and team members available Statewide. The SPIDRE team will increase publicized sobriety checkpoints and impaired driving high-visibility saturation patrols, with a focus on scheduled events where there is a significant potential for impaired drivers. The team leader will be a liaison within the MeBHS to work with other agencies. The Maine Bureau of Highway Safety Roadside Testing Vehicle (RTV) and agency message trailers will be utilized when assisting other departments at various events and publicized sobriety checkpoints throughout the State.

**Intended Subrecipients**

Maine State Police

**Funding sources**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 405d	FAST Act 405d-Mid	\$75,000.00	\$18,750.00	NA



**Planned Activity: Regional Impaired Driving Enforcement Teams (RIDE)**

**Planned activity number: ID21-002 to ID21-004**

**Planned Activity Description**

Funds will support overtime costs to continue support of impaired driving enforcement efforts by Regional Impaired Driving Enforcement (RIDE) Teams. RIDE team members are comprised of law enforcement officers from various local jurisdictions within a designated county and include law enforcement officers that are proficient in NHSTA Standardized Field Sobriety Training, ARIDE trained, Drug Recognition Experts, and Forensic Phlebotomists. RIDE team members may also include dedicated dispatch support staff. Each RIDE team member is selected by a designated RIDE team leader based on their impaired driving training and expertise. Approximately 20 officers/staff are necessary to conduct the proposed enforcement details. RIDE teams will be focusing their efforts during the time and days identified by data-analysis of alcohol and drug related crashes in the counties identified as high crash areas (Cumberland, York, Kennebec). RIDE teams conduct impaired driving high-visibility saturation patrols and sobriety checkpoints in selected locations (using evidence-based traffic safety methods) throughout identified jurisdictions. Exact patrol locations are determined and agreed upon by the MeBHS program coordinator and Law Enforcement Liaison in partnership with individual RIDE team leaders. MeBHS monitors the successes of the grant as it is being conducted to determine if modifications need to be implemented to insure the activity is producing results.

**Intended Subrecipients**

York Police Department; Cumberland County Sheriff Office; Augusta Police Department

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d	FAST Act 405d-Mid	\$150,000.00	\$37,500.00	NA



**Planned Activity: Impaired Driving Roadside Testing Vehicle (RTV)**

**Operational Costs**

**Planned Activity Number: AL21-002**

**Planned Activity Description**

The Maine State Police (MSP), local law enforcement and the MeBHS will be reimbursed for all necessary RTV operational and maintenance expenses including supplies and equipment (with NHTSA pre-approval prior to purchase), overtime for the troopers and other drivers working the RTV activities (estimated at \$65 per hour for 150 hours), fuel, maintenance, repairs, and monthly fees associated with storage (estimated at \$3600) tolls, radio fees, and OIT/Wi-Fi. This project benefits and supports all Maine law enforcement agencies at their sobriety checkpoints, including those scheduled by RIDE Teams.

**Intended Subrecipients**

MeBHS Administration

**Funding Sources**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST ACT 402	FAST Act 402	\$100,000.00	\$25,000.00	\$0.00



**Planned Activity: NHTSA “Drive Sober or Get Pulled Over” and “Drive Sober, Maine!”**

**Planned activity number: ID20-000**

**Planned Activity Description**

This project will support dedicated overtime costs for approximately 50 law enforcement agencies (LEA’s) selected by previously described data analysis, to participate in impaired driving enforcement details and checkpoints including those that support NHTSA’s national campaigns in August and December. The “Drive Sober, Maine!” campaign is designed to further address the impaired driving problem in Maine (outside of the two two-week national campaigns) but only during the months identified by each requesting agency, based on an analysis of crash and fatality data involving alcohol and discussed in the preceding pages. Agencies will be awarded grant funds using project selection and data analysis methods previously discussed in this plan.

**Intended Subrecipients**

Various Law Enforcement Agencies identified through data analysis listed above.

**Funding Sources:**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 405d	FAST Act 405d-Mid	\$725,000.00	\$181,250.00	NA



**Planned Activity: Breath Testing Device Procurement in Support of the NHTSA “Drive Sober or Get Pulled Over” and “Drive Sober, Maine!” campaigns**  
**Planned Activity Number: ID21-014**

**Planned Activity Description**

The State of Maine utilizes breath testing devices as the primary means to obtain evidence in alcohol-impaired driving cases. The results from these breath testing devices are used as evidence in court to prosecute DUI offenses. This planned activity will support the NHTSA “Drive Sober or Get Pulled Over” and “Drive Sober, Maine!” campaigns as well as all high-visibility saturation patrols and publicized sobriety checkpoints described above. Maine currently has 92 Evidential Breath Test (EBT) instruments that are located at various points throughout the State. A large majority of these State-owned EBT instruments are 7-10 years old and are frequently in need of repair. This planned activity would fund 20 new EBT instruments as part of a 5-year phased-in replacement of the current EBTs in use. This phased approach will allow the State to efficiently and effectively maintain the integrity of its breath testing program and is an integral part of any high-visibility enforcement and sobriety checkpoint program. Any equipment purchased will meet BAA and will be on NHTSA’s “Conforming Products List” and will also be pre-approved by NHTSA in writing as required.

**Intended Subrecipients**

MeBHS Program Administration

**Funding Source:**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 405d	FAST Act 405d-Mid	\$300,000.00	\$75,000.00	NA

## **Countermeasure Strategy: Deterrence/Enforcement/Deterrence: Prosecution and Adjudication/Alcohol and Drug-Impaired Driving/Innovative Countermeasures**

### **Project Safety Impacts**

Driving Under the Influence (DUI) refers to operating or attempting to operate a motor vehicle while affected by alcohol and/or drugs, including prescription drugs, over-the-counter medicines, or illicit substances. The Maine impaired driving program focuses on individuals operating a motor vehicle under the influence of alcohol and/or drugs. In Maine, it is unlawful for a person under the age of 21 to operate a motor vehicle with a blood-alcohol or breath-alcohol level above 0.00 (referred to as zero tolerance) and at or above 0.08 for drivers 21 and older. Maine's impaired driving program provides guidance and funding for various impaired driving countermeasures that include DUI enforcement activities, awareness and education campaigns, proactive teen/young adult focused DUI education and outreach, and specialized law enforcement and prosecution programs to increase DUI adjudication.

### **Linkage Between Program Area**

Despite continued efforts to reduce traffic-related fatalities and serious injuries in Maine over the past several years, the number of alcohol-involved crashes, fatalities, and injuries continues to be a challenge in our goal to reach zero fatalities. On average, approximately 31% of all fatalities in Maine involve an alcohol-impaired driver. This proportion ranged from a low of 28% in 2013 and 2014 to a high of 39% in 2016.

Drug-impaired driving is increasingly becoming as much of an impaired driving problem as alcohol. Activities addressing drug-impaired driving are necessary for a successful impaired driving program. Providing specialized impaired driving training for law enforcement officers in SFST, ARIDE, DRE, and Forensic Phlebotomy (FP) in addition to providing funding for staff at the in-State lab and highly-trained special prosecutors sets Maine up to effectively address the impaired driving problem.

### **Rationale**

MEBHS utilizes a three-prong approach to identify problem high-risk populations and locations. This three-prong approach is outlined below:

1. Due to the State of Maine's geographic size, the State is divided into eight regions. To proportionately divide the State based on geography alone, the current State of Maine district court regions were utilized.
2. The eight geographic regions vary significantly in population density, which in turn affects their respective crash rates. To account for population density in each of these regions, the Maine Bureau of Highway Safety calculates the proportion of vehicle miles travelled in each region as compared to the total vehicle miles traveled in the State of Maine. Each region is then assigned a specific number of grants based



upon those percentages and the total number of grants decided upon for each program area in the State. For example, Region 1 (York County) accounted for 15.73% of the total vehicle miles travelled in the entire State of Maine. This allocated six grants to Region 1 out of the 35 high-visibility enforcement grants decided upon for the impaired driving program area.

3. To identify problem areas within each geographic region, the Maine Bureau of Highway Safety utilized different tools to analyze data. Crash data spanning the five-year period from 2014-2018 is averaged for each program area. The data includes crashes that resulted in possible injuries, evident injuries, serious injuries, and fatalities.

**Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
ID21-005	Drug Recognition Expert (DRE) and Forensic Phlebotomist (FP) Call-Out Assistance
ID21-006	DHHS HETL Lab Chemists/Toxicologists
ID21-007	Impaired Driving Special Prosecutors (IDSP)
ID21-008	Maine Annual Impaired Driving Summit (with AAA NNE)
ID21-009	Statewide Impaired Driving Coordinator (MSP)
ID21-010	Specialized Law Enforcement Training (Impaired) MCJA
ID21-012	Forensic Phlebotomist (FP) Training



## **Planned Activity: Drug Recognition Expert (DRE) and Forensic Phlebotomist (FP) Call-Out Assistance**

**Planned Activity Number: ID21-005**

### **Planned Activity Description**

MeBHS recognizes the importance of specially trained law enforcement officers for drug recognition (DRE) and forensic evidence collection through forensic phlebotomy (FP). The lack of available on-duty DREs and FPs result in the frequent inability of officers to properly investigate DUI alcohol and drug cases. Many law enforcement agencies express a reluctance to allow overtime because of funding. Without DRE trained personnel performing a DUI drug investigation, a proper foundation cannot always be established for prosecution. Furthermore, Maine law enforcement experience difficulty in obtaining qualified personnel to draw blood within a time frame that is required for effective DUI prosecution. Reimbursement for specialized officers started with the FFY 2015 Plan and has increased in participation each year. Agencies are more inclined to allow their specialized officers to assist in these efforts if the overtime expenses are being reimbursed. Prosecutors are more likely to aggressively prosecute OUI cases when the proper evidence is gathered to create a solid legal foundation.

We anticipate more law enforcement agencies will participate as the issue of drugged driving becomes more widely recognized especially now that Maine has legalized recreational marijuana.

This planned activity supports a recommendation of the Maine Impaired Driving Task Force (IDTF) to increase the availability of Drug Recognition Experts (DRE) and Forensic Phlebotomy (FP) personnel by reimbursing overtime expenses when they are called-out from off-duty to assist on-duty officers investigating OUI cases. Law enforcement agencies that have invested time and resources in DRE and FP will be reimbursed for overtime associated with their officer attending other agency requests. They will also be reimbursed for their own agency, provided their DRE or FP is off-duty at the time of the call-out.

### **Intended Subrecipients**

Various LE Agencies and MEBHS Administrative

### **Funding sources**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 405d	FAST Act 405d Mid	\$25,000.00	\$6,250.00	NA



**Planned Activity: DHHS HETL Lab Chemists/Toxicologists**

**Planned Activity Number: ID21-006**

**Planned Activity Description**

This planned activity funds the activities of two chemists who are tasked with analyzing blood samples for drugs at the Maine Health and Environmental Testing Lab. These chemists will also assist with urine drug testing and the breath testing alcohol program. Training and travel costs are necessary for the chemists to remain certified toxicologists and to ensure Maine is working under and toward best practices and to ensure that these chemists can provide expert toxicological and pharmacological testimony for Maine prosecutors as needed. Training may include: SOFT conference, Borkestein courses, IACP DRE conference, and Web Based ABFT Prep Courses. The planned activity will also fund equipment and supplies necessary to ensure the integrity of the blood/drug testing program. Any equipment purchased will meet BAA and will be pre-approved by NHTSA in writing as required.

**Intended Subrecipients**

Maine DHHS

**Funding sources**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 405d	FAST Act 405d Mid	\$300,000.00	\$75,000.00	NA



**Planned Activity: Impaired Driving Special Prosecutors (IDSP)**

**Planned Activity Number: ID21-007**

**Planned Activity Description**

An IDSP is a member in good standing of the Maine bar with knowledge, education and experience in the prosecution of DUI crimes. The IDSP works directly with selected Maine prosecutorial districts to assist with the prosecution of DUI crimes. The IDSPs in the counties of York, Cumberland, Androscoggin, Kennebec, and Penobscot participated in the State DRE School, the Impaired Driving Summit, and the basic law enforcement academy Standardized Field Sobriety Testing School. All the IDSPs have worked closely and communicate regularly with Maine’s TSRP and Maine JOL in grappling with some of the issues Maine faces in DUI enforcement and prosecution. This multi-jurisdictional effort has increased the ability of all prosecutors in Maine to more efficiently handle their DUI caseload and understand the complex and technical issues association with drug impaired driving prosecution. This is especially important in the coming years as Maine implements sales of legalized recreational marijuana.

Funds support direct and dedicated DUI activities of 10 part-time DUI prosecutors in the counties listed, one computer and the appropriate software license for each participating district, and reimbursement for the IDSPs to attend up to two out-of-state training conferences that will enhance their special knowledge and training. One IDSP from each county will be selected to attend the national TSRP training and the national DRE Conference.

**Intended Subrecipients**

Maine Office of the Attorney General

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d	FAST Act 405d Mid	\$700,000.00	\$175,000.00	NA



**Planned Activity: Maine Annual Impaired Driving Summit (with AAA NNE)**

**Planned Activity Number: ID21-008**

**Planned Activity Description**

MeBHS, with our partners, will continue to elevate the importance of the serious and growing issue of drug impaired driving by hosting another annual summit similar to previous successful summits. The date and location will be determined upon contract negotiation with AAANNE. The project opportunity will be released upon approval of this Plan. Impaired Driving Summits are attended by over 200 people. Several out of state national speakers present at the conference. CEU’s were granted to eligible participants in the legal field. A survey was conducted to measure the attendance and effectiveness of the Summit. Responses indicated a need for a yearly summit. The attendance at the Annual Maine impaired driving summit has ranged from 200-250 attendees in years past. The goal is to increase the attendance of the Impaired Driving Summits and to encourage greater judicial and legislative attendance. The summits generate a significant amount of earned media and the after-event surveys provide useful recommendations for ongoing annual summits in Maine.

**Intended Subrecipients**

AAA Northern New England

**Funding sources**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 405d	FAST Act 405d Mid	\$50,000.00	\$12,500.00	NA



**Planned Activity: Statewide Impaired Driving Coordinator (MSP)**

**Planned Activity Number: ID21-009**

**Project Safety Impacts**

Impaired Driving continues to be the largest challenge facing Maine, especially with the drug and opiate crisis and the new legalization of marijuana laws. A dedicated statewide impaired driving coordinator will ensure that all of Maine's approaches to address impaired driving are implemented Statewide. The coordinators purpose includes assisting the highway safety grants program manager with law enforcement training; conducting successful sobriety checkpoints; alcohol and drug testing procedures and protocols are in place Statewide; increasing the number of ARIDE and DRE trained officers; working with the Law Enforcement Liaison to increase enforcement of impaired driving; and to work with the Traffic Safety Resource Prosecutor to ensure successful prosecution of cases. A well- trained cadre of officers and prosecutors in impaired driving is beneficial to a state's Impaired Driving Program. Increasing ARIDE, DRE trained officers, and well-trained prosecutors will enhance the State's overall impaired driving program.

**Planned Activity Description**

This project supports the continuation of the activities of one Maine State Police Trooper with the Maine State Police Traffic Safety Unit. This position assists the MEBHS and the MSP and all Maine law enforcement agencies with the creation, administration and improvement of various traffic safety programs aimed at reducing impaired driving by alcohol and drugs. This position works closely with various partners and communities such as the MEBHS, MCJA, BMV, Impaired Driving Task Force, LEL, JOL and TSRP, to deliver the best possible impaired driving reduction projects and information that save lives. This will include, but is not limited to: the DRE Program, Forensic Phlebotomy Blood Technician Program, DUI/SFST instruction, ARIDE, Impaired driving enforcement, educational speaking engagements, PSA's, awareness and prevention programs and monitoring of legislative issues.

**Intended Subrecipients**

Maine State Police

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d	FAST Act 405d Mid	\$150,000.00	\$37,500.00	NA



**Planned Activity: Specialized Law Enforcement Training (Impaired) MCJA**

**Planned Activity Number: ID21-010**

**Planned Activity Description**

Well trained law enforcement in DRE, SFST, and ARIDE increase the likelihood that police officers will successfully detect impaired drivers during enforcement activities or traffic stops.

This project funds the specialized training and supplies necessary for law enforcement officers to detect, apprehend, and prosecute motorists suspected of operating under the influence of alcohol and/or drugs. The Maine Impaired Driving Task Force has identified that a best practice methodology for DUI investigation dictates a three-pronged approach: (1) the NHTSA approved curriculum in Standardized Field Sobriety Testing (SFST) which is mandatory for all new police officers trained at the Maine Criminal Justice Academy’s Basic Law Enforcement Training Program; (2) the Advanced Roadside Impairment Driving Enforcement (ARIDE) program offered to experienced patrol officers who desire better awareness of DUI drug cases; and (3) The Drug Recognition Expert (DRE) program for those police officers who excel in DUI Enforcement. The MeBHS recognizes the need to increase DREs and is actively working toward that goal. To ensure that they meet the proficiency requirements without undue delay, these individuals may travel out of state for their certification requirements. This project provides travel expenses for DRE candidates to complete field certifications in more densely populated states. This project also funds selected attendance at the annual IACP DRE Conference which is critical for keeping DRE’s current and proficient in utilizing best practices. These projects are administered jointly with the Maine DRE and impaired driving training coordinator at the Maine Criminal Justice Academy (MCJA).

We expect to train 100 new officers for ARIDE and at least 15 new Drug Recognition Experts.

**Intended Subrecipients**

Maine Criminal Justice Academy and MEBHS Administrative

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d	FAST Act 405d Mid	\$25,000.00	\$6,250.00	NA



**Planned Activity: Forensic Phlebotomist (FP) Training**

**Planned Activity Number: ID21-012**

**Planned Activity Description**

In FFY 2020, MeBHS partnered with Kennebec Valley Community College to develop a new Forensic Phlebotomy training course for law enforcement officers. The new Forensic Phlebotomy course is modeled after Arizona’s Forensic Phlebotomy course. The course provides 5 weeks of online instruction followed by 3 days of classroom instruction and a clinical rotation that requires students to show proficiency in blood draws by completing 100 successful venipunctures. The first course was offered in March of 2020 and 10 students from 3 different law enforcement agencies successfully completed the training program in FFY2020. Kennebec Valley Community College plans to offer the course 4 to 5 times in FFY2021 due to the large demand from the law enforcement community. Class size is limited at 12 students and we expect to have approximately 50 public safety professionals trained in forensic phlebotomy in FFY2021. Kennebec Valley Community College also plans to begin offering Forensic Phlebotomy refresher training courses near the end of FFY2021. These refresher courses will ensure that Maine’s Forensic Phlebotomy program remains successful and is a program that will maintain a high level of integrity.

This planned activity will reimburse educational and necessary travel costs for law enforcement officers that attend FP training. Anticipated costs to have approximately 50 public safety professionals trained in forensic phlebotomy in FFY2021 is \$50,000.00.

**Intended Subrecipients**

Various LE Agencies and MEBHS Administrative

**Funding sources**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 405d	FAST Act 405d Mid	\$50,000.00	\$12,500.00	NA



## Countermeasure Strategy: Deterrence: Prosecution and Adjudication

### Project Safety Impacts

Educating judges, prosecutors and law enforcement officers on impaired driving programs and processes will lead to better overall prosecution of impaired driving cases.

### Linkage Between Program Area

Impaired driving continues to be one of Maine's biggest challenges. A trained and knowledgeable prosecutor and judicial system is key to a successful program implementation.

### Rationale

CTW Ninth Edition 2017 supports judicial training as part of the enforcement of drug and alcohol impaired driving.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
ID21-008	Region 1 Judicial Training Conference for Highway Safety
ID21-011	Prosecutor, Toxicologist, and Law Enforcement Training
ID21-011	Judicial Outreach Liaison (JOL) Position
ID21-011	Traffic Safety Resource Prosecutor (TSRP)



**Planned Activity: Region 1 Judicial Training Conference for Highway Safety**

**Planned Activity Number: ID21-008**

**Planned Activity Description:**

This project is intended to support Maine’s Judicial Outreach Liaison’s training projects for the Maine Judiciary. The project funding is intended to fund the cost of a day or 1 ½ day event on the topic of impaired driving for the members of the Judiciary and other actors in the justice system in Region 1, held during FFY2021. The seminar will focus on impaired driving topics and speakers as recommended by the Maine State JOL and Region 1 JOL, in coordination with Maine’s TSRP and approved by the Maine Bureau of Highway Safety. The topics will include at least one element on Cannabis impairment and one element on polysubstance (cannabis/ alcohol/other drugs) impairment. The goal is to provide this high-quality training to the judges and other professionals in the criminal justice system. We anticipate 150 in attendance. Costs include meeting space, speaker fees, lodging and travel, materials, and supplies. The funds will be used to cover these costs associated with delivery of the above trainings including printing/ materials, travel, lunch to site, speaker and registration fees for the trainers, judges and others participating in the program. The location, date, and time of the trainings are yet to be finally determined, but planning is focused on Spring 2021 in or near York, Maine. The training will be offered to Judges from other Region 1 states, and their state AOC’s have been encouraged to seek funding for their respective costs through their HSA’s. Seminar participants will be surveyed after the training using a survey instrument designed to provide information that can improve future seminars of this type. The results will be tabulated and provided to Maine Highway Safety.

**Intended Subrecipients**

AAA of Northern New England

**Funding Sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d	FAST Act 405d Mid	\$25,000.00	\$6,250.00	NA



**Planned Activity: Prosecutor, Toxicologist, and Law Enforcement Training**

**Planned Activity Number: ID21-011**

**Planned Activity Description**

This project is intended to support training projects for Maine prosecutors and law enforcement. The project funds the following classes: DUI Investigation Review; Prosecutor and Toxicologist Guide to Effective Communication in Impaired Driving Cases; and Cops in Court. Maine’s TSRPs one-day class for prosecutors and law enforcement is entitled: “DUI Investigation Review” This class presents the concepts and principles employed by law enforcement officers in DUI investigation; including alcohol and drug impairment, the use of SFST for impairment evaluation, chemical testing, fatal motor vehicle investigation, and relevant Maine case law. The class is accredited by the Maine Board of Bar Overseers for continuing legal education credits. This year MeBHS will to offer this class in four locations within Maine. The locations are selected due to their geographic diversity within Maine giving consideration to locations where we have not trained in the last two fiscal years. They are Presque Isle, Sunday River, Auburn, and Wells. These locations are subject to change depending on scheduling. The Auburn location will be simultaneously video cast on Zoom or the like. This training is not considered an “SFST Refresher” and therefore in-person assessment of skills is not required. Attendance is expected to be about 25 per class. In addition to this locally taught class for Maine prosecutors and law enforcement, the MeBHS has sponsored classes annually from the National Traffic Law Center to be held here in Maine. Past classes were “Lethal Weapon,” and “Courtroom Success,” This year, MeBHS would like to sponsor another two NTLC classes “Prosecutor and Toxicologist Guide to Effective Communication in Impaired Driving Cases” and “Cops in Court” using NTLC Staff and other out-of-state TSRPs as deemed appropriate by Maine’s TSRP. Attendance expected for these two classes is approximately 35 each.

The goal is to continue to provide this high-quality training to the prosecutorial districts in Maine. Costs include: lodging and travel, materials, and supplies. The funds will be used to cover the costs associated with delivery of the above trainings including printing/ materials, travel, and lunch on site, for the District Attorneys and Law Enforcement participating in the program. The dates and time of the trainings are yet to be determined. Funding should be flexible to accomplish distance training if necessary.

**Intended Subrecipients**

Dirigo Safety, LLC

**Funding Sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d	FAST Act 405d Mid	\$50,330.47	\$12,582.62	NA



**Planned Activity: Judicial Outreach Liaison (JOL) Position**

**Planned Activity Number: ID21-011**

**Planned Activity Description**

This funding will support activities of a Judicial Outreach Liaison (JOL). The JOL is responsible for developing a network of contacts with judges and judicial educators to promote judicial education related to sentencing and supervision of DUI offenders, court trial issues, and alcohol/drug testing and monitoring technology. In addition, the JOL makes presentations at meetings, conferences, workshops, media events and other gatherings that focus on impaired driving and other traffic safety programs. The JOL identifies barriers that hamper effective training, education or outreach to the courts and recommends alternative means to address these issues and concerns. With the help of the Traffic Safety Resource Prosecutor, the JOL achieves uniformity regarding impaired driving prosecution throughout Maine. The planned funding will include part-time activities of the JOL, traffic safety training, and may include in-State travel and out-of-state travel.

**Intended Subrecipients**

Dirigo Safety, LLC

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d	FAST Act 405d Mid	\$105,000.00	\$26,250.00	NA



**Planned Activity: Traffic Safety Resource Prosecutor (TSRP)**

**Planned Activity Number: ID21-011**

**Planned Activity Description**

Funding the Maine Traffic Safety Resource Prosecutors (TSRP) will ensure that we continue to maintain a coordinated, multidisciplinary approach to the prosecution of impaired driving and other traffic crimes. Traffic safety resource prosecutors (TSRPs) are typically current or former prosecutors who provide training, education, and technical support to traffic crimes prosecutors and law enforcement personnel throughout their states. Traffic crimes and safety issues include alcohol and/or drug impaired driving distracted driving, vehicular homicide, occupant restraint, and other highway safety issues. Some state TSRP's prosecute cases.

The TSRPs disseminates, among other things, training schedules, case law updates, new trial tactics, and new resource material to help keep prosecutors, judges, and law enforcement officers, and other interested parties current and informed.

A Traffic Safety Resource Prosecutor (TSRP) facilitates a coordinated, multi-disciplinary approach to the prosecution of traffic crimes with a strong focus on impaired driving. Funds will continue to support the TSRP contract, which assists Maine law enforcement, prosecutors, motor vehicle hearings examiners, DHHS lab technicians, and other State agencies with training, investigation and prosecution of traffic safety and impaired driving-related crimes. The TRSP will also assist with the implementation and coordination of the Impaired Driving Special Prosecutors (IDSPs) within selected prosecutorial districts in Maine. The TSRP is encouraged by NHTSA and proven effective in the fight against impaired driving.

**Intended Subrecipients**

Dirigo Safety, LLC.

**Funding Sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d	FAST Act 405d Mid	\$275,000.00	\$68,750.00	NA

## Program Area: **Motorcycle Safety**

### **Description of Highway Safety Problems**

Motorcycle crash data is collected through the Maine Crash Reporting System and then all crash data is analyzed by the Maine DOT Crash Analysis Unit. Fatal motorcycle crashes are analyzed by the MeBHS and entered in the FARS system. Motorcycle registration and education data is collected from the Bureau of Motor Vehicles. For the purposes of this application, FHWA registration information is used.

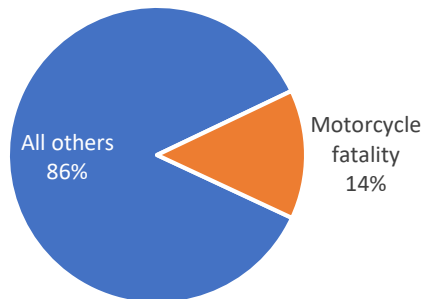
### **Fatality Facts**

- ◆ There were 104 fatal motorcycle crashes between 2014 and 2018 involving 128 motorcyclists (113 drivers and 15 passengers).
- ◆ One hundred six (106) motorcyclists died in these crashes (99 drivers and 7 passengers)

### **Motorcycle Fatalities in Perspective**

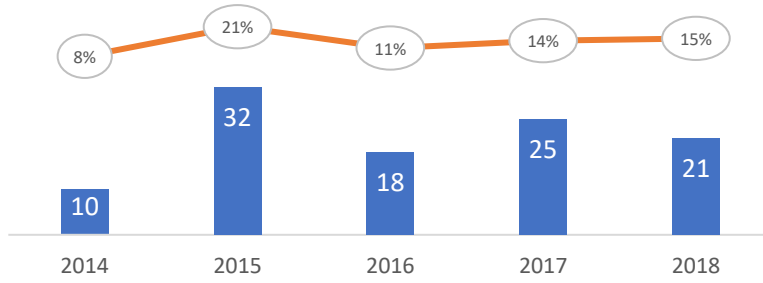
Motorcycle fatalities made up 14% of all the fatalities between 2014 and 2018.

Motorcycle Fatalities



The number and proportion of motorcycle fatalities fluctuated over the years of analysis, from a low of 10 in 2014, when motorcycle fatalities made up 8% of all fatalities, to a high of 32 in 2015, when motorcycle fatalities made up 21% of all fatalities.

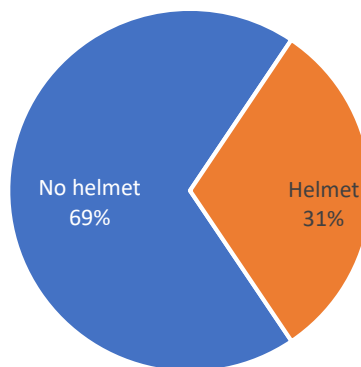
### Motorcycle Fatalities by Year



### Helmet Use

Approximately 69% of motorcycle fatalities involved the failure to use a (DOT-compliant) helmet.

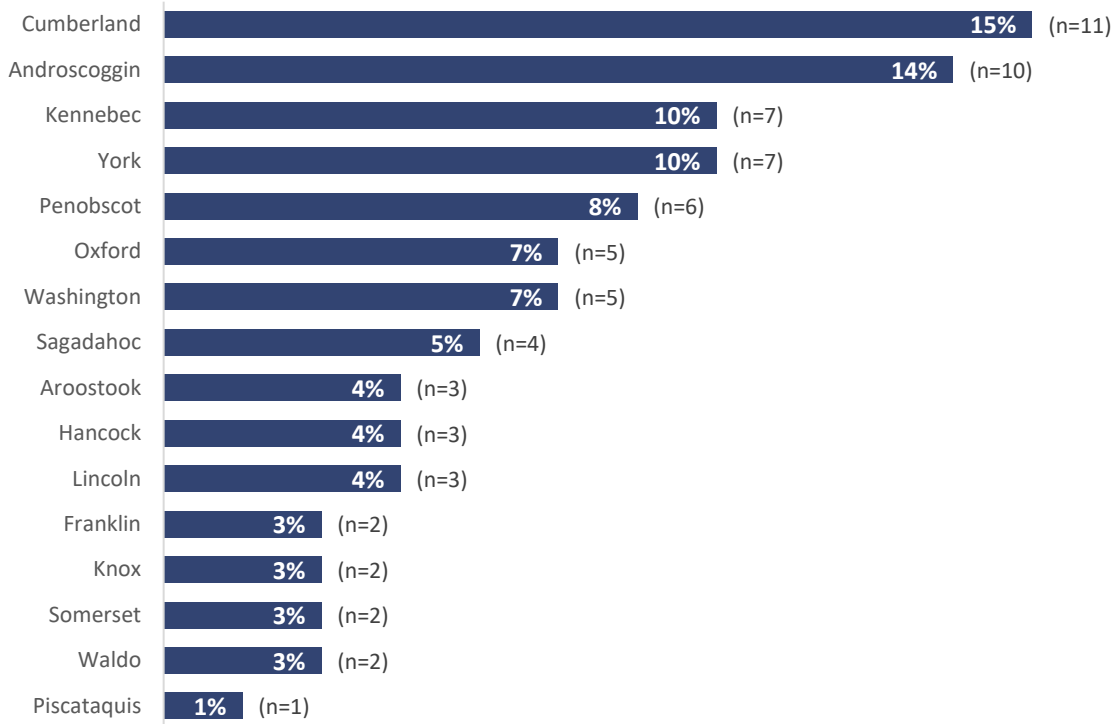
### Motorcycle Fatalities by Helmet Use



### **Unhelmeted Motorcyclist Fatalities by County**

Approximately 15% of the 73 unhelmeted motorcyclist fatalities that occurred on Maine’s highways between 2014 and 2018 occurred in Cumberland County, followed by 14% in Androscoggin County, and 10% each in Kennebec and York Counties.

Unhelmeted Motorcyclist Fatalities by County

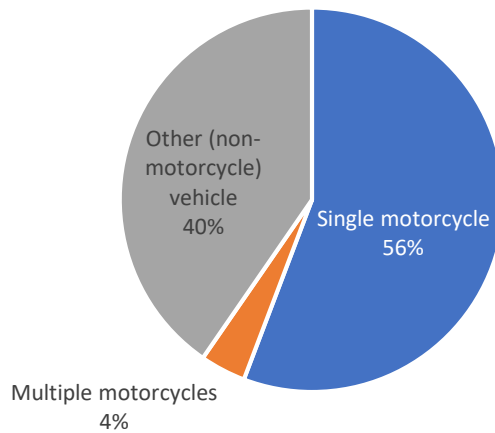


### **Other Vehicle Involvement**

In approximately 56% of all fatal motorcycle incidents, only a single motorcycle was involved. In an additional 4% of all fatal motorcycle incidents, another motorcycle was involved. In 40%, at least one other non-motorcycle vehicle was involved. Thus, more than half (60%) of all fatal motorcycle crashes involved only one or two motorcycles but no other vehicle.



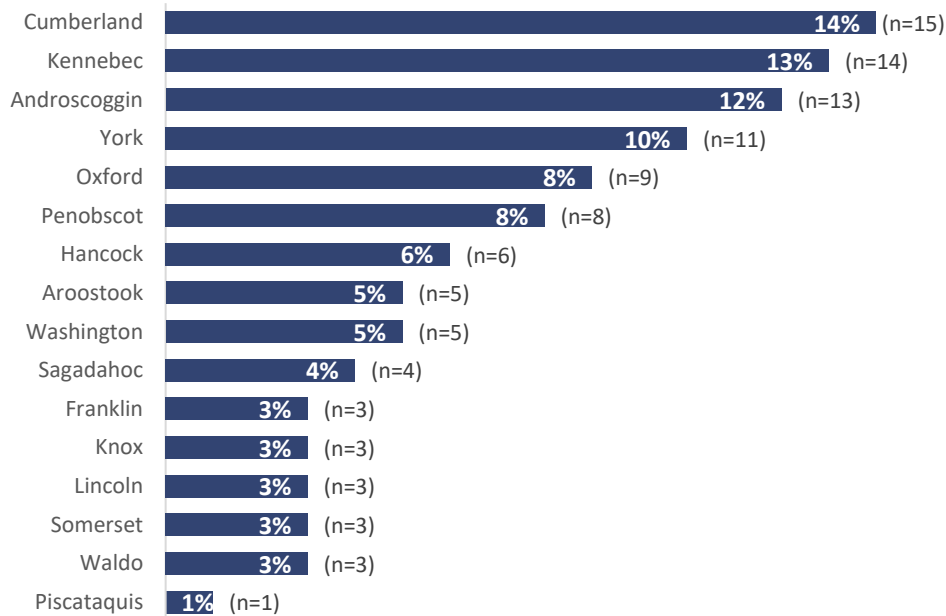
## Fatal Motorcycle Crashes by Vehicle Involvement



### **Motorcyclist Fatalities by County**

Approximately 14% of the 106 motorcyclist fatalities that occurred on Maine’s highways between 2014 and 2018 occurred in Cumberland County, followed by 13% in Kennebec County, and 12% in Androscoggin County.

### Motorcyclist Fatalities



## **Motorcycle Fatalities and Other Factors**

A number of factors may contribute to motorcycle fatalities. The following table summarizes the percentage of fatalities associated with each factor. Notable contributing factors were *no helmet*, *motorcyclist OUI*, and *motorcycle speed*. These factors were associated with 69%, 34%, and 25% of all motorcycle fatalities, respectively.

No helmet	Motorcyclist OUI	Motorcycle speed	Motorcycle senior driver	Other Vehicle Senior driver	Motorcyclist license suspended	Other driver OUI	Weather	Other Vehicle young driver	Motorcyclist young driver	Other Vehicle license suspended
69%	34%	25%	18%	10%	6%	3%	1%	1%	1%	1%

**NOTE:** Only 11% of motorcycle fatalities were not associated with any of the factors above.

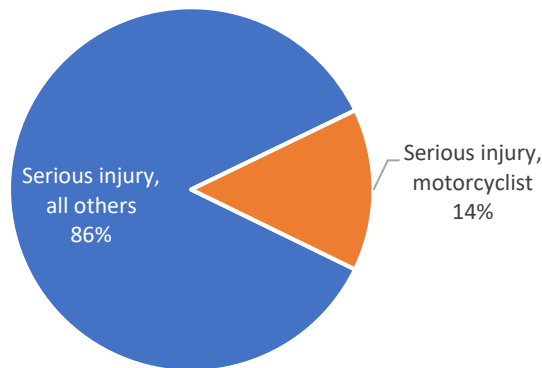
## **Serious Injury Facts**

- ◆ There were 102 motorcycle crashes resulting in serious injury in 2018 involving 116 motorcyclists (107 drivers and 9 passengers).
- ◆ One hundred four (104) motorcyclists were seriously injured in these crashes (97 drivers and 7 passengers) as well as one pedestrian.

### Serious Injury to Motorcyclists in Perspective

Seriously injured motorcyclists accounted for 14% of all serious injuries in 2018.

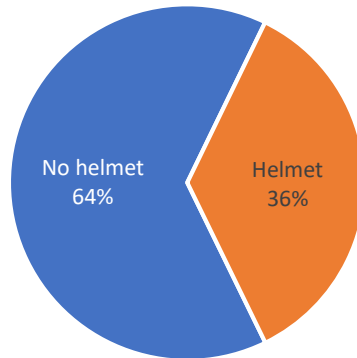
Serious Injury to Motorcyclists



## **Helmet Use**

Approximately 64% of seriously injured motorcyclist were not using a (DOT-compliant) helmet.

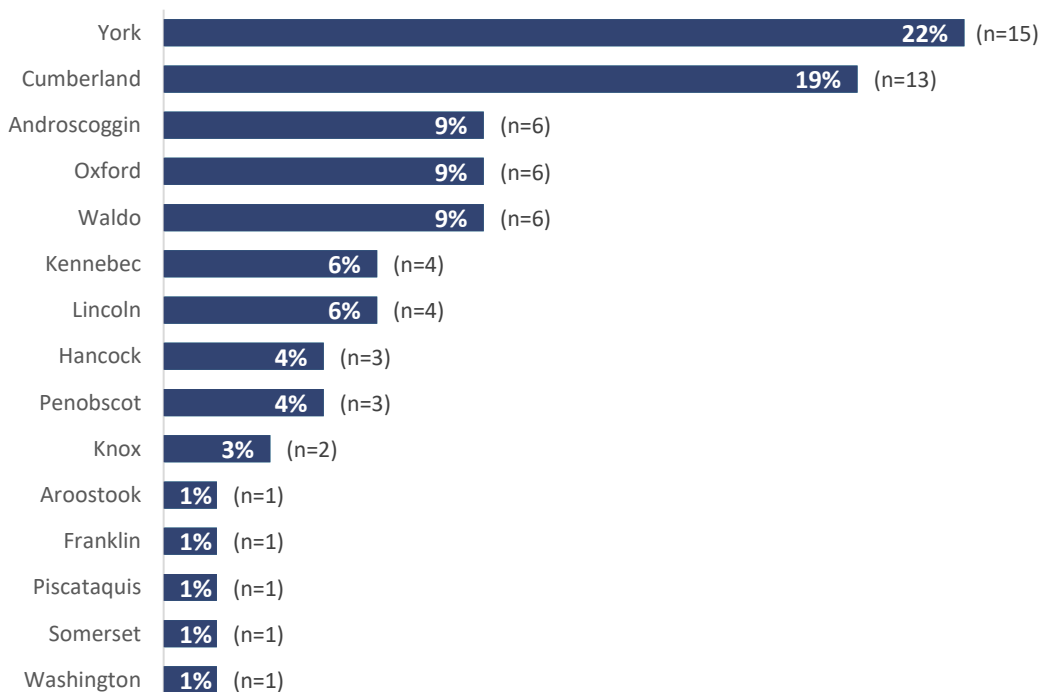
Helmet Use by Seriously Injured Motorcyclist



## **Unhelmeted Motorcyclist Serious Injuries by County**

Approximately 22% of the 67 unhelmeted motorcyclist serious injuries that occurred on Maine's highways in 2018 occurred in York County, followed by 19% in Cumberland County, and 9% each in Androscoggin, Oxford, and Waldo Counties.

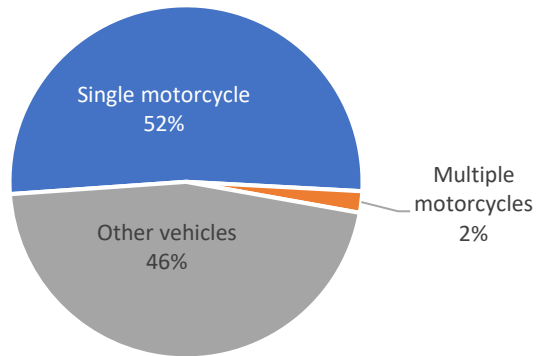
Unhelmeted Motorcyclist Serious Injuries by County



### **Other Vehicle Involvement**

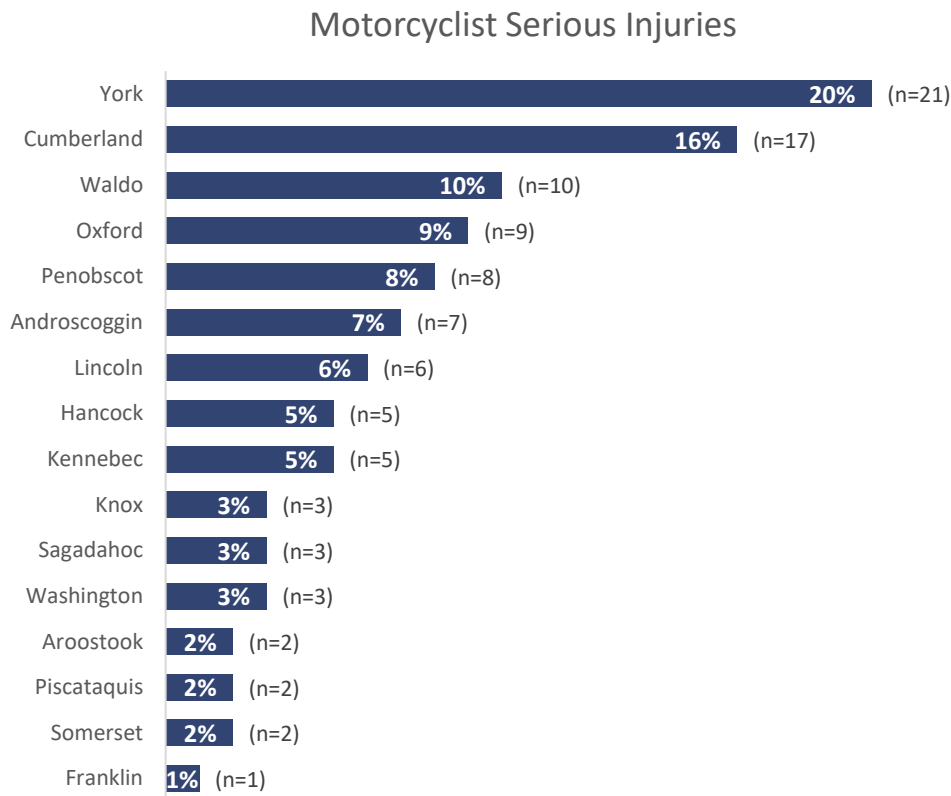
In approximately 52% of all crashes involving a seriously injured motorcyclist, only a single motorcycle was involved. In an additional 2%, another motorcycle was involved. In 46%, at least one other non-motorcycle vehicle was involved. Thus, 54% of all crashes involving a seriously injured motorcyclist involved only one or two motorcycles but no other vehicle.

Serious Motorcycle Crashes by Vehicle Involvement



### **Motorcyclist Serious Injuries by County**

Approximately 20% of the 104 motorcyclist serious injuries that occurred on Maine’s highways in 2018 occurred in York County, followed by 16% in Cumberland County, and 10% in Waldo County.



### **Seriously Injured Motorcyclists and Other Factors**

A number of factors may contribute to the serious injury of motorcyclists. The following table summarizes the percentage of serious injuries associated with each factor. Notable contributing factors were *no helmet*, *motorcyclist speed*, and *other vehicle senior driver*. These factors were associated with 64%, 18%, and 16% of all seriously injured motorcyclists, respectively.

No helmet	Motorcyclist speed	Other vehicle senior driver	Motorcyclist OUI	Motorcyclist senior driver	Motorcyclist license suspended	Motorcyclist young driver	Inclement weather	Other vehicle young driver	Other vehicle driver OUI	Other vehicle license suspended
64%	18%	16%	12%	7%	4%	4%	3%	3%	2%	1%

**NOTE:** *Other vehicle speed* was not a factor in any of these crashes.

Only 16% of seriously injured motorcyclists were not associated with any of the factors above.

Number of Courses planned by County and Number of Registered Motorcycles by County:

<b><u>ANDROSCOGGIN</u></b> 46 BRC	<b><u>KENNEBEC</u></b> 40 BRC	<b><u>PENOBSCOT</u></b> 13 BRC	<b><u>WALDO</u></b> 0 BRC
<b><u>AROOSTOOK</u></b> 6 BRC	<b><u>KNOX</u></b> 0 BRC	<b><u>PISCATAQUIS</u></b> 0 BRC	<b><u>WASHINGTON</u></b> 1 BRC
<b><u>CUMBERLAND</u></b> 22 BRC	<b><u>LINCOLN</u></b> 0 BRC	<b><u>SAGADAHOC</u></b> 0 BRC	<b><u>YORK</u></b> 21 BRC
<b><u>FRANKLIN</u></b> 3 BRC  <b><u>HANCOCK</u></b> 23 BRC	<b><u>OXFORD</u></b> 0 BRC	<b><u>SOMERSET</u></b> 5 BRC	<b><u>STATEWIDE</u></b> 180 BRC's

<b>County or Political Subdivision</b>	<b>Number of registered motorcycles</b>
Androscoggin	4164
Aroostook	2412
Cumberland	9007
Franklin	1444
Hancock	2220
Kennebec	4898
Knox	1553
Lincoln	1496
Oxford	2567
Penobscot	5840
Piscataquis	647
Sagadahoc	1399
Somerset	2176
Waldo	1911
Washington	1063
York	10,199



## Countermeasure Strategy: MC Safety Communications and Outreach Campaign

### Project Safety Impacts

A solid communication and outreach program with paid and earned media is helpful to raise awareness of traffic safety concerns. A Share the Road with motorcycles campaign together with education on proper safety gear is designed to decrease crashes, serious injuries, and fatalities.

### Linkage Between Program Area

Share the Road with Motorcycles is a solid communication program sponsored by NHTSA.

### Rationale

CTW: Communications and Outreach CTW, Ninth Edition, 2017



### Planned Activity: Motorcycle Safety Paid Media Campaign

Planned Activity Number: (See also PM21-001 and PM21-002)

### Planned Activity Description

MeBHS will purchase advertisements and sports marketing in multiple markets to promote the “Share the Road” concept. The goal of the campaign is to increase awareness of motorcyclists and to educate motor vehicle operators to Share the Road with motorcyclists. Additionally, the MeBHS will design and implement a ‘proper gear’ campaign for motorcyclists which includes a program specific to use of helmets as required in M.R.S.A. 29-A §2083 (4). We will also work together with other states without all-rider helmet laws to investigate additional successful projects and programs to increase voluntary helmet usage.

### Intended Subrecipients

MeBHS with contracted media vendor

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405f	Fast Act 405f	*See PM21-001		NA



## Program Area: Non-motorized (Pedestrians and Bicyclist)

### Description of Highway Safety Problems

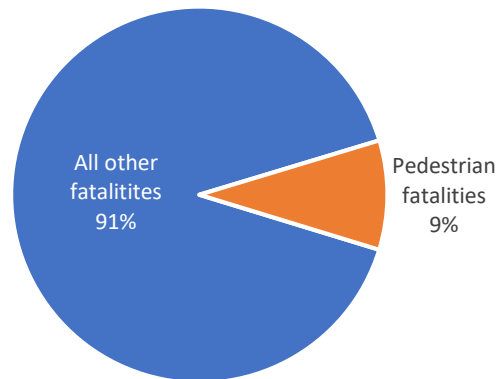
#### Pedestrian Fatality Facts

- ◆ There were 70 fatal pedestrian crashes between 2014 and 2018 resulting in 71 pedestrian deaths.
- ◆ Three (3) of the 70 fatal pedestrian crashes were hit and runs.
- ◆ Twenty-one percent (21%) of the pedestrians who died in crashes were under the influence.

#### Pedestrian Fatalities in Perspective

Approximately 9% of highway fatalities were pedestrian fatalities.

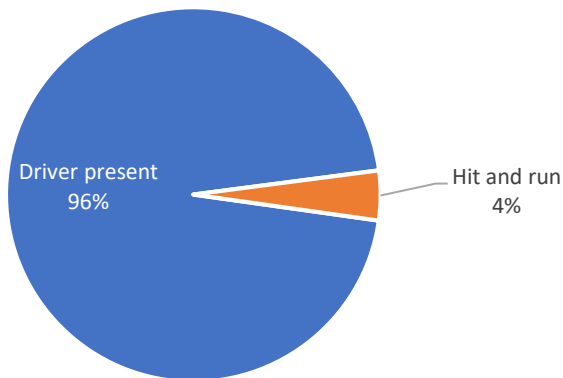
Pedestrian Fatalities



#### Pedestrian Hit and Runs

Of the 70 fatal pedestrian crashes occurring from 2014 to 2018, 3 (4%) were hit and runs.

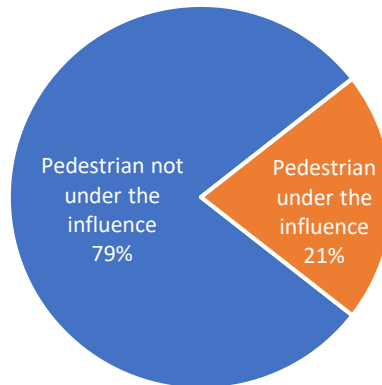
Pedestrian Hit and Runs



### **Pedestrians Under the Influence**

A sizeable proportion (21%) of the pedestrians who died as a result of highway crashes were under the influence at the time of the crash.

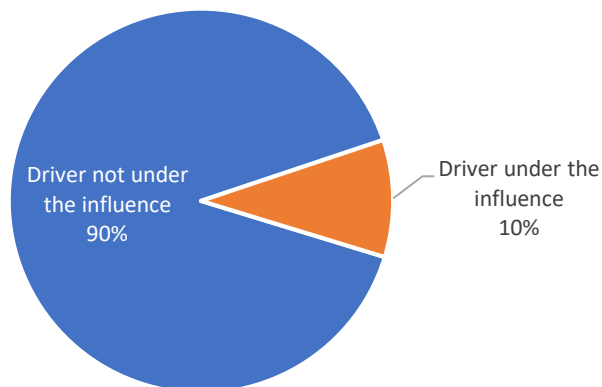
Pedestrian Fatalities by Impairment



### **Pedestrian Fatalities and Drivers Under the Influence**

A smaller proportion (10%) of crashes that resulted in a pedestrian fatality involved a driver who was under the influence at the time of the crash.

Pedestrian Fatalities by Driver Impairment



### **Pedestrian Fatalities and Other Factors**

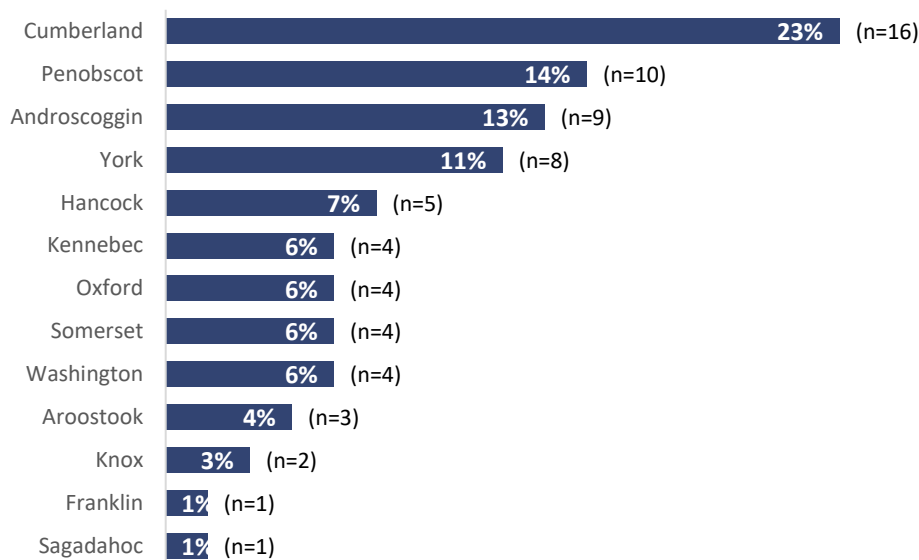
A number of factors contribute to pedestrian fatalities. The following table summarizes the percentage of fatalities associated with some of these known factors. Notable contributing factors were *after dark*, *pedestrian under the influence*, *inclement weather*, and *senior driver*, at 66%, 21%, 13% and 13%, respectively.

Dark	Pedestrian under the influence	Inclement weather	Senior driver	Driver under the influence	Speed	Young driver	License suspension
66%	21%	13%	13%	10%	6%	6%	4%

### **Pedestrian Fatalities by County**

Approximately 23% of the 71 pedestrian fatalities that occurred on Maine’s highways between 2014 and 2018 occurred in Cumberland County, followed by 14% in Penobscot County, and 13% in Androscoggin County.

Pedestrian Fatalities by County



**NOTE:** Only 15% of pedestrian fatalities were not associated with any of the factors above.

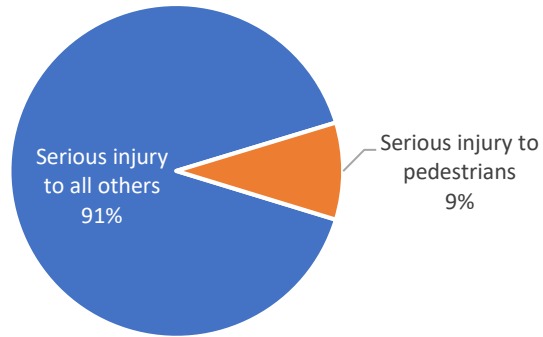
### **Pedestrian Serious Injury Facts**

- ◆ There were 67 pedestrian crashes in 2018 resulting in the serious injury of 68 pedestrians.
- ◆ Seven percent (7%) of the pedestrians who were seriously injured in crashes were under the influence.

### **Serious Injury to Pedestrians in Perspective**

Approximately 9% of serious injuries were to pedestrians.

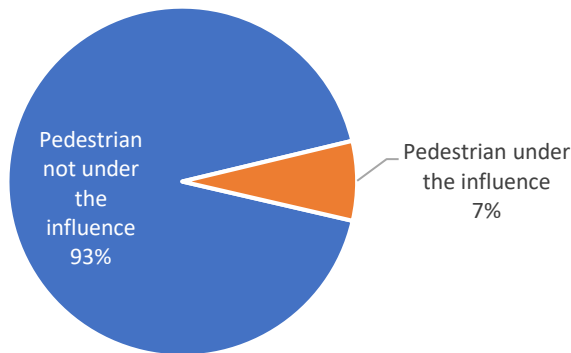
## Serious Injury to Pedestrians



### **Pedestrians Under the Influence**

A sizeable proportion (7%) of the pedestrians who were seriously injured were under the influence at the time of the crash. No seriously injured pedestrians were injured due to an impaired driver in 2018.

## Serious Injury to Pedestrians by Impairment



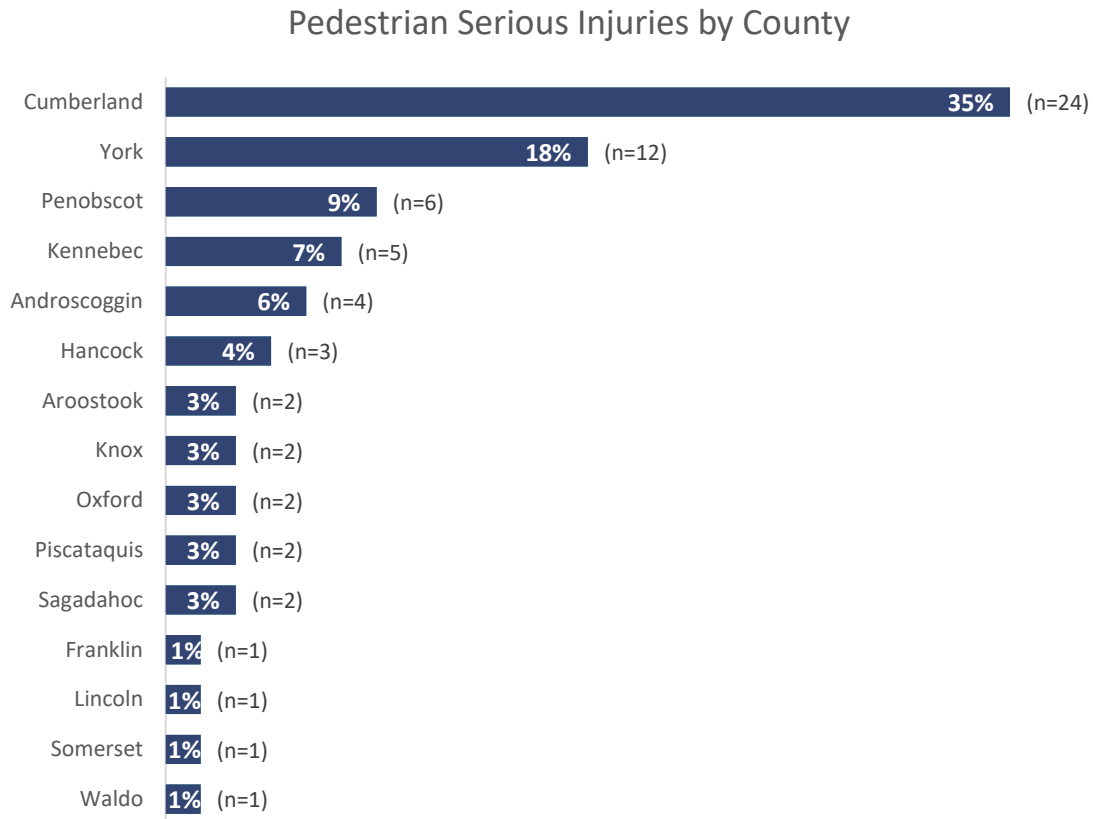
### **Serious Injury to Pedestrians and Other Factors**

A number of factors contribute to the serious injury of pedestrians. The following table summarizes the percentage of serious injury associated with some of these known factors. Notable contributing factors were *after dark*, *senior driver*, and *inclement weather*, at 38%, 29%, and 16%, respectively.

After dark	Senior driver	Inclement weather	Speed	Pedestrian under the influence	Young driver	License suspension
38%	29%	16%	8%	7%	7%	3%

### **Pedestrian Serious Injuries by County**

Approximately 35% of the 68 pedestrian serious injuries that occurred on Maine’s highways in 2018 occurred in Cumberland County, followed by 18% in York County, and 9% in Penobscot County.



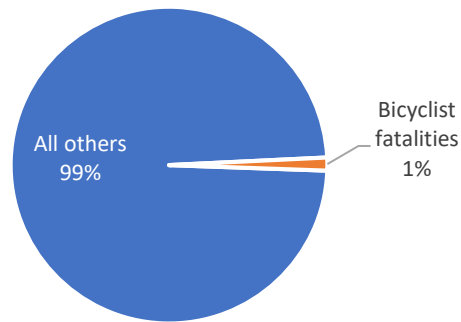
### **Bicycle Fatality Facts**

- ◆ There were 10 fatal bicycle crashes between 2014 and 2018.
- ◆ Ten bicyclists died in these crashes.

### **Bicyclist Fatalities in Perspective**

Bicyclists make up a very small proportion, 1%, of all highway fatalities. On average, there were 2.0 bicyclist fatalities per year.

## Bicyclist Fatalities



### **Bicyclist Fatalities and Other Factors**

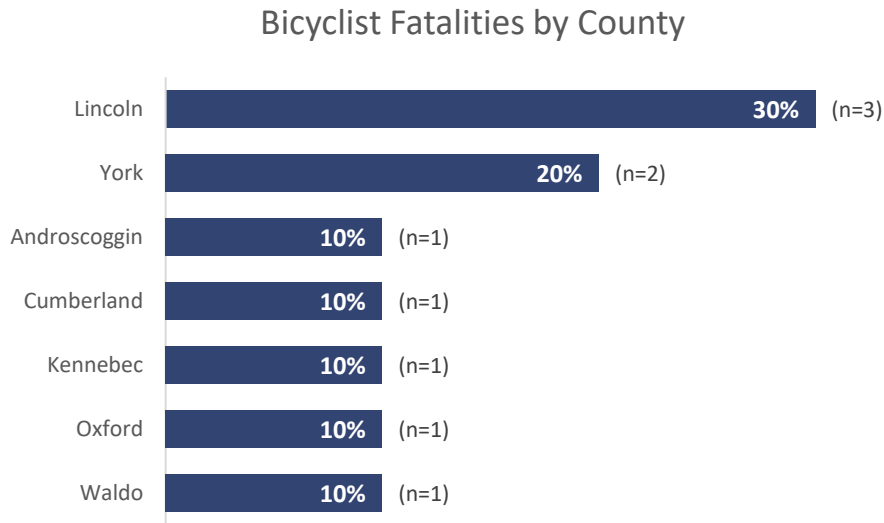
A number of factors contribute to bicyclist fatalities:

- ◆ 2 fatalities occurred after dark
- ◆ 2 fatalities involved an impaired vehicle driver
- ◆ 3 fatalities involved a young (< age 21) vehicle driver
- ◆ 2 fatalities involved a senior ( $\geq$ age 65) vehicle driver
- ◆ 1 fatality involved a young (< age 16) bicyclist
- ◆ 1 fatality involved an impaired bicyclist

No bicyclist fatalities involved speeding, inclement weather, or driver's license suspension.

### **Bicyclist Fatalities by County**

Approximately 30% of the 10 bicyclist fatalities that occurred on Maine’s highways between 2014 and 2018 occurred in Lincoln County, followed by 20% in York County.



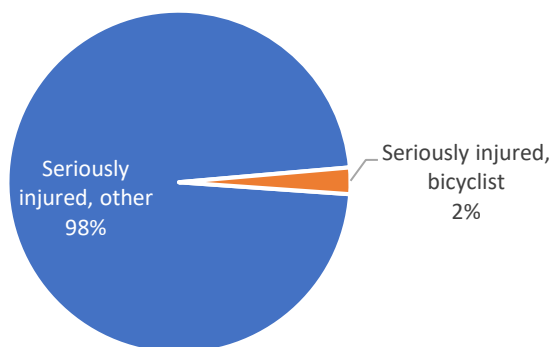
### **Bicyclist Serious Injury Facts**

- ◆ There were 17 crashes resulting in serious injury to 18 bicyclists in 2018.

#### Serious Injury to Bicyclists in Perspective

Bicyclists make up a very small proportion, 2%, of all serious injuries.

Serious Injury to Bicyclists



## **Serious Injury to Bicyclists and Other Factors**

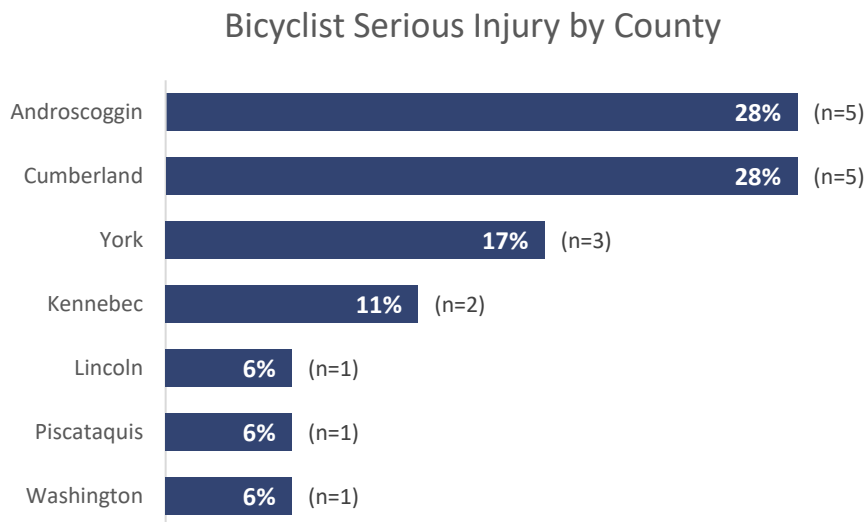
A number of factors contribute to the serious injury of bicyclists:

- ◆ 5 serious injuries involved a young ( $\leq$  age 16) bicyclist
- ◆ 3 serious injuries involved a senior ( $\geq$  age 65) driver
- ◆ 2 serious injuries involved a young ( $\leq$  age 20) vehicle driver
- ◆ 2 serious injuries involved an impaired vehicle driver
- ◆ 2 serious injuries occurred after dark
- ◆ 1 serious injury involved a senior ( $\geq$  age 65) bicyclist
- ◆ 1 serious injury involved inclement weather

No bicyclists sustained serious injury due to impaired bicycling, speeding, or driver's license suspension.

## **Bicyclist Serious Injuries by County**

Approximately 28% of the 18 bicyclist serious injuries that occurred on Maine's highways in 2018 occurred in both Androscoggin and Cumberland Counties, followed by 17% in York County.







## Countermeasure Strategy: Enforcement Strategies

### Project Safety Impacts

Increasing compliance with traffic laws for pedestrians, bicyclists, and motorists will improve road user behaviors.

### Linkage Between Program Area

Pedestrians and bicyclists are the most vulnerable road users. Targeted enforcement focuses on high crash locations.

### Rationale

Education for pedestrians, bicyclists, and drivers make them understand why behavior changes are important. Enforcement is necessary to encourage compliance.



## Planned Activity: Pedestrian and Motor Vehicle Traffic Enforcement Planned Activity Number: PS21-000

### Planned Activity Description

Targeted enforcement (in high pedestrian crash locations) will continue to be utilized to reduce the number of pedestrian crashes and fatalities in the State of Maine. Agencies will be selected together with the Maine DOT and as identified by the Maine Department of Transportation Pedestrian Safety Working Group. If not all the identified agencies accept an award, the MeBHS will use our data-analysis to select additional subrecipients in surrounding areas to impact those towns/cities. Together with enforcement, the Bureau intends to support the October 2020 Pedestrian Safety Month and plans to address impaired-walking and bicycling and distracted walking and bicycling as part of our paid media campaign. MeBHS anticipates 10-15 subrecipients for pedestrian-related enforcement activities.

### Intended Subrecipients

High-Crash Pedestrian Community Law Enforcement Agencies

### Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 402	FAST Act 402	\$50,000.00	\$12,500.00	\$50,000.00

# Program Area: Occupant Protection (Adult and Child Passenger Safety)

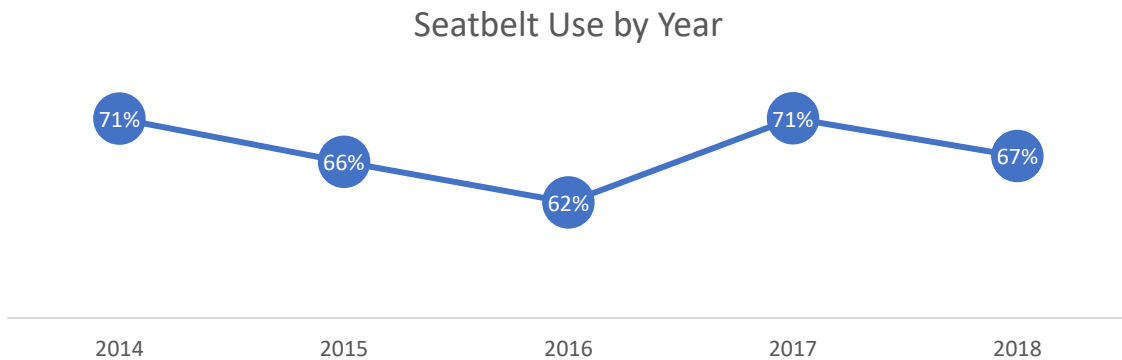
## Description of Highway Safety Problems:

### Fatality Facts

- ◆ Two-thirds (67%) of those involved in fatal crashes between 2014 and 2018 who were required to wear seatbelts were wearing them while a third (33%) were not.
- ◆ The proportion of occupants involved in fatal crashes who were wearing seatbelts varied between a low of 62% in 2016 and a high of 71% in 2017.
- ◆ Sixty-three percent (63%) of males involved in fatal crashes between 2014 and 2018 were wearing seatbelts while 75% of females were.

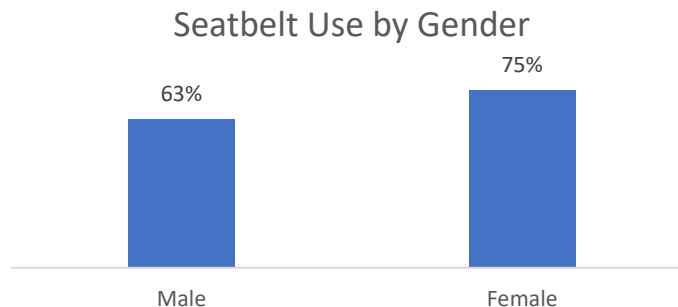
### Seatbelt Use Over Time

While 67% of occupants involved in fatal crashes between 2014 and 2018 who were required to wear seatbelts were wearing them, that rate varied from one year to another. The lowest rate occurred in 2016, at 62%, while the highest occurred in 2018, at 71%



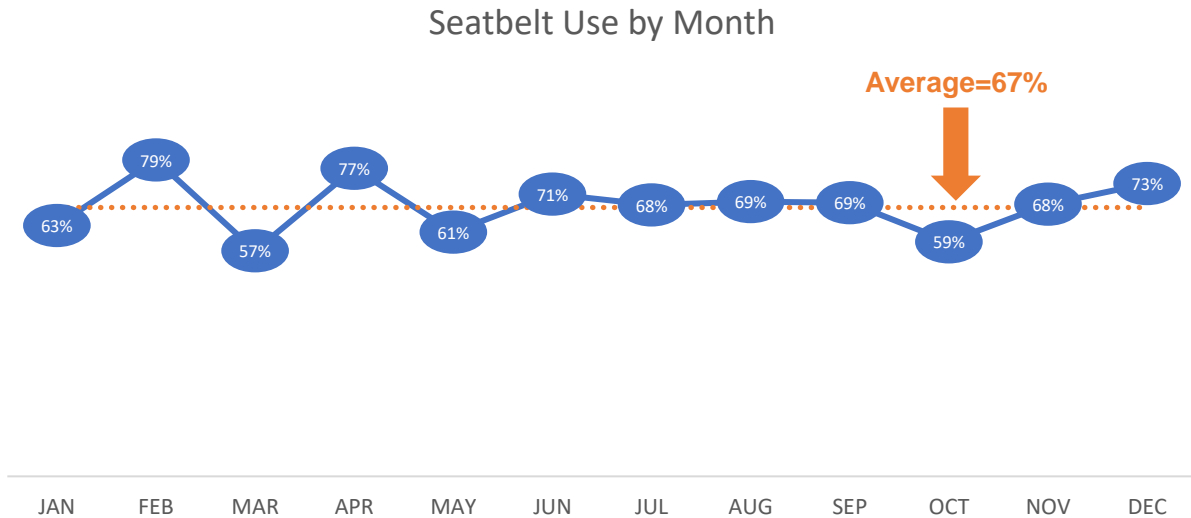
### Seatbelt Use and Gender

Seatbelt use rate also varied depending upon occupant gender. Approximately 75% of females involved in fatal crashes were wearing seatbelts compared to 63% of males.



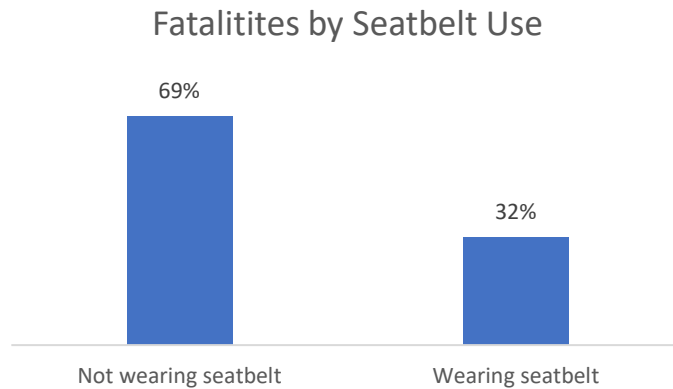
### **Seatbelt Use by Month**

Seatbelt use varied slightly depending on time of year. During the month of February 79% of occupants involved in fatal crashes were buckled up—the highest rate. Seatbelt use among those involved in fatal crashes was lowest in March, at 57%.

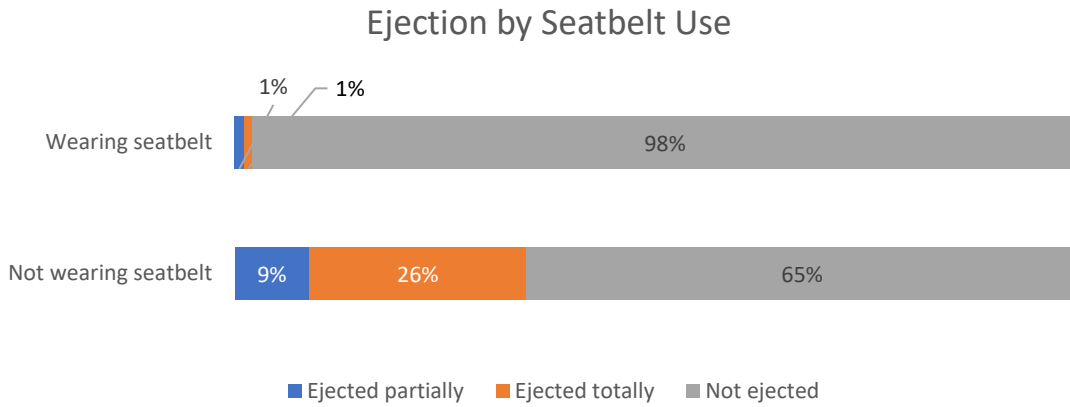


### **Seatbelt Use and Fatalities**

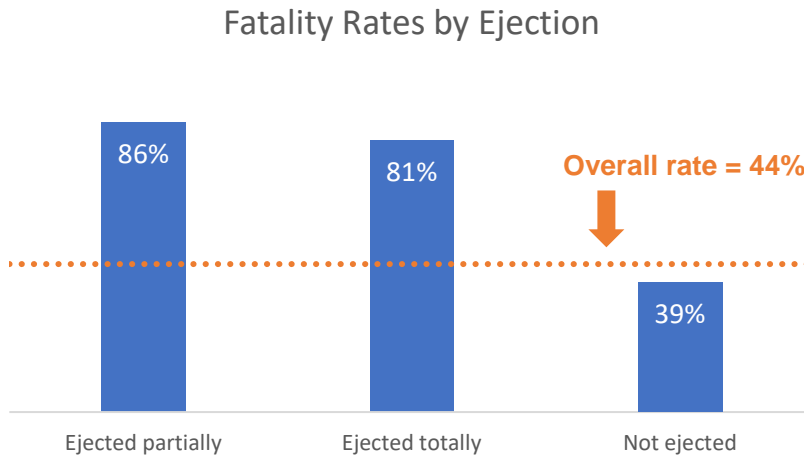
Approximately 44% of all people involved in fatal crashes between 2014 and 2018 who were required to wear seatbelts died, but unbelted occupants died at more than double the rate (69%) of belted occupants (32%). Seatbelt use may partially determine who does and does not die in a fatal crash.



Seatbelt use saves lives in part by preventing occupants from being ejected during fatal crashes. Approximately 35% of all those who were not belted were partially or fully ejected from their vehicles during fatal crashes, while only 2% of those who were belted were ejected.

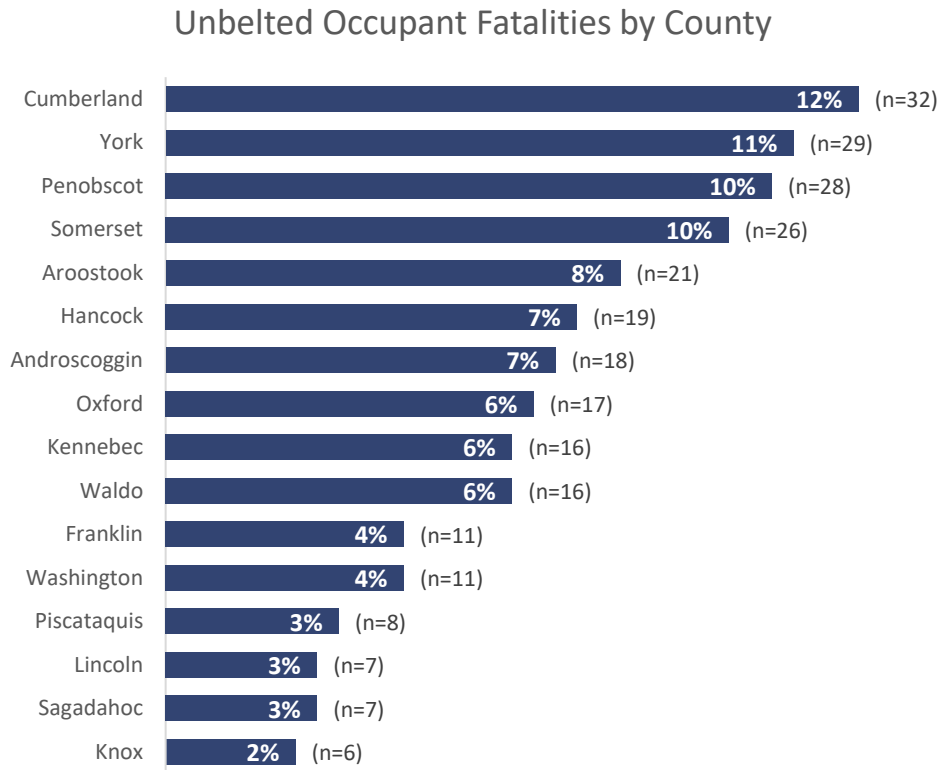


Ejection, in turn, results in a much higher probability of death. While 39% of those who were not ejected nevertheless died, the rates were much higher for those who were partially or totally ejected, at 86% and 81%, respectively.



### **Unbelted Occupant Fatalities by County**

Approximately 12% of the 272 unbelted occupant fatalities that occurred on Maine’s highways between 2014 and 2018 occurred in Cumberland County, followed by 11% in York County, and 10% in Penobscot County.



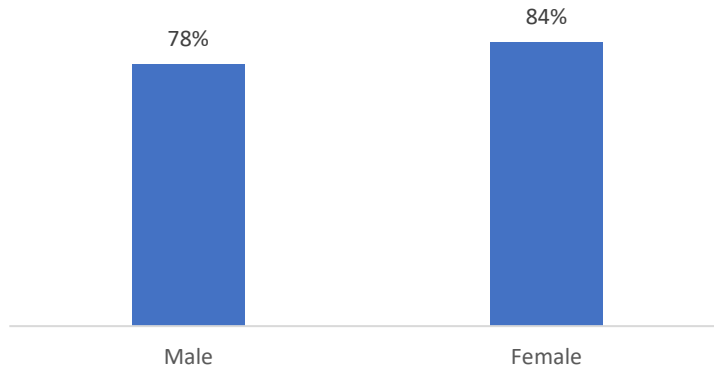
### **Serious Injury Facts**

- ◆ Eighty percent (80%) of those involved in serious injury crashes in 2018 were wearing seatbelts while 20% were not.
- ◆ Seventy-eight percent (78%) of males involved in serious injury crashes in 2018 were wearing seatbelts while 84% of females were.

### **Seatbelt Use and Gender**

Seatbelt use rate varied depending upon occupant gender. Approximately 78% of males involved in serious injury crashes were wearing seatbelts compared to 84% of females.

### Seatbelt Use by Gender



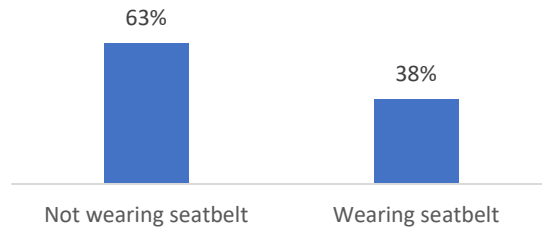
### **Seatbelt Use and Young Occupants**

There was no difference between the overall rates of seatbelt use for young people (20 years of age and younger) and the rest of the driving population.

### **Seatbelt Use and Serious Injury**

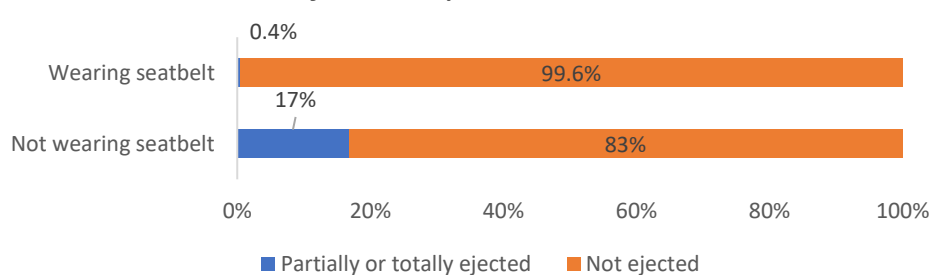
Approximately 43% of all people involved in serious injury crashes in 2018, who were required to wear seatbelts, were seriously injured, but unbelted occupants were injured at a significantly higher rate (63%) than belted occupants (38%). Seatbelt use may partially determine who is and is not seriously injured in a serious injury crash.

### Serious Injury by Seatbelt Use



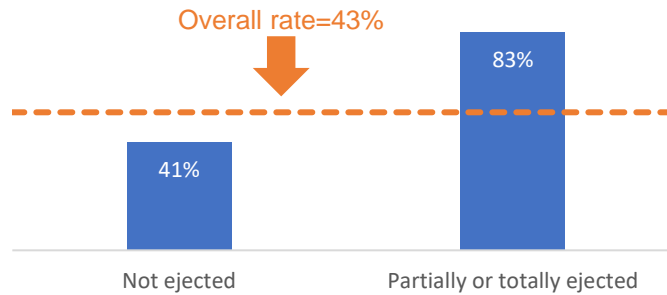
Seatbelt use protects occupants in part by preventing them from being ejected during crashes. Approximately 17% of all those who were not belted were partially or fully ejected from their vehicles during serious injury crashes, while less than 1% of those who were belted were ejected.

### Ejection by Seatbelt Use



Ejection, in turn, results in a much higher probability of serious injury. While 41% of those who were not ejected nevertheless were seriously injured, the rates were much higher for those who were partially or totally ejected at 83%.

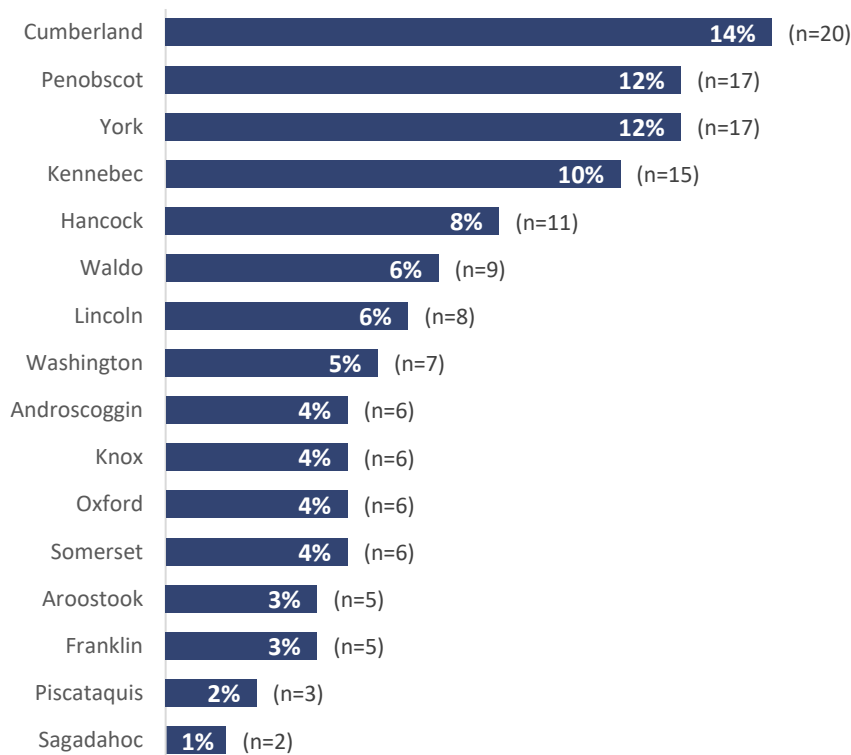
### Serious Injury by Rates of Ejection



### Unbelted Occupant Serious Injuries by County

Approximately 14% of the 143 unbelted occupant serious injuries that occurred on Maine’s highways in 2018 occurred in Cumberland County, followed by 12% each in Penobscot and York Counties.

### Unbelted Occupant Serious Injuries by County





## **Countermeasure Strategy: Occupant Protection Administration**

### **Project Safety Impacts**

Occupant Protection program management is necessary for a successful Occupant Protection and Child Passenger Safety Program. Lack of belt use continues to be a major concern on our State's roadways and just about one-half of the deceased in motor vehicle crashes are unbelted.

Costs under this program area will include: salaries for program manager activities, travel (e.g., TSI training courses, in-State travel to monitor sub-grantees, meetings) and operating costs (e.g., printing, supplies, State indirect rate, postage) directly related to the development, coordination, monitoring, evaluation, public education, monitoring, marketing, and training required of this program.

### **Linkage Between Program Area**

Salaries, training, travel, and equipment maintenance costs to administer the Statewide occupant protection and child passenger safety program area.

### **Rationale**

A statewide occupant protection program is necessary to reduce serious injuries and fatalities resulting from non-belted adults and non-restrained children.





**Planned Activity: Occupant Protection Program Management and Operations**  
**Planned Activity Number: OP21-001**

**Planned Activity Description**

This project funds costs associated with the activities of highway safety program coordinators, the procurement, use, gasoline and repairs, and maintenance of highway safety vehicles and equipment used for occupant protection and traffic safety education programs. Vehicles and equipment include: a loaned truck from the Maine State Police, the CPS trailers, and both the Convincer and Rollover Simulators.

**Intended Subrecipients**

MeBHS

**Funding Source:**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST ACT 402	FAST ACT 402	\$150,000.00	\$37,500.00	\$0.00



## **Countermeasure Strategy: Communications and Outreach/Strategies for Child Restraint and Booster Seat Use.**

### **Project Safety Impacts:**

Child passenger safety is a NHTSA priority program. The Statewide distribution and education about child restraints to income-eligible children is part of the overall occupant protection and child passenger safety program.

### **Linkage Between Program Area:**

From 2014 to 2018, eleven children aged twelve and under have died in crashes in Maine. To reach zero, we distribute child safety seats to income-eligible children together with proper installation instruction for parents and caregivers. We also provide free seat checks and installation education for all children and families in Maine.

### **Rationale for Selection:**

Countermeasures That Work Ninth Edition, 2017.

The misuse of child restraints has been a concern for many years. Programs have been implemented to provide parents and caregivers with hands-on assistance with the installation and proper use of child restraints to combat widespread misuse. Child Passenger Safety (CPS) inspection stations (a/k/a Fitting Stations) are places or events where families and received assistance from certified CPS technicians.



**Planned Activity: Car Seat Purchase for Income Eligible Children/Inspection Station Technician Support**  
**Planned Activity Number: CR21-001**

**Planned Activity Description**

This project supports the purchase and distribution of child safety seats (convertible and/or booster) for Maine income eligible families that are issued through partner CPS distribution sites having at least one certified technician on staff. Every distribution and inspection station are staffed with certified child passenger safety technicians. We expect to distribute more than 900 seats to income eligible children in FFY21 through our current and active distributions sites. Inspection stations and distribution stations are located around the State of Maine and serve 70% of the State. All Maine counties offer car seat inspection services. Underserved communities are the rural towns throughout the State of Maine. Essential services are provided in larger towns/cities where smaller underserved communities seek services. There are 100% of Maine residents that have access to car seat inspection/educational services, consistent services are offered in each county/larger service area across Maine. Minority populations/refugees are served through these service locations/centers and are directed to services upon entry to the State. The MeBHS and partners plan the below number of inspection events:

Population Served - urban	24
Population Served - rural	34
Population Served- at risk	29

The State’s distribution partner sites conduct outreach in their own communities as well. This project will also include some necessary inspection station and technician supplies and educational materials required for distribution if pre-approved by MeBHS. Distribution sites and Inspection Stations can be found on the MeBHS website.

Population – 1,329,328\*

Cumberland County	290,944
York County	203,102
Penobscot County	151,748
Kennebec County	121,545
Androscoggin County	107,444
Aroostook County	68,269

Oxford County	57,325
Hancock County	54,541
Somerset County	50,710
Knox County	39,823
Waldo County	39,418
Sagadahoc County	35,277
Lincoln County	34,067
Washington County	31,694
Franklin County	30,019
Piscataquis County	16,887

\* United States Census Bureau / American FactFinder. "Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2015". 2015 Population Estimates Program. Web. March 2016.  
<http://factfinder2.census.gov>.

### **Intended Subrecipients**

MeBHS with contracted distribution sites with certified technicians

### **Funding sources**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 405b	FAST Act 405b Low (5%)	\$14,000.00	\$3,500.00	NA
2020	FAST Act 402	FAST Act 402	\$100,000.00	\$25,000.00	\$100,000.00



**Planned Activity: CPS Technician and Instructor Training**

**Planned Activity Number: OPB21-001**

**Planned Activity Description**

This project will support the new certification training costs (and possible conference attendance for Kidz in Motion and/or LifeSavers) for Child Passenger Safety technicians and Instructors. It will also provide for recertification for those with expired credentials. MeBHS anticipates at least four certification classes and at least one certification renewal class in the federal fiscal year 2021. The classes scheduled for 2020 were interrupted by the COVID-19 pandemic.

Certification courses will be planned to be held in each large region of the State of Maine: Northern Central Maine, Northern Maine (County), Central Maine and Down East, however exact hosting locations and dates for the trainings will be determined in the fall and spring to ensure that we are meeting the needs of potential trainees (as received by requests) and that we are ensured full class registrations.

Additionally, MeBHS will host a one-day CEU training for technicians and instructors at a centrally located venue (TBD) in the late Fall of 2020 or Spring of 2021 (pandemic contingent). We expect attendance of up to 100. Costs will include speaker fees, venue rental, food, and other allowable costs as determined.

**Intended Subrecipients**

MEBHS

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b	FAST Act 405b Low	\$50,000.00	\$12,500.00	NA



## **Countermeasure Strategy: Seat Belt Law Enforcement/Short-Term High-Visibility Seat Belt Law Enforcement/Integrated Nighttime Seat Belt Enforcement/Sustained Enforcement**

### **Project Safety Impacts**

The most effective strategy for achieving and maintaining restraint use at acceptable levels is well publicized high visibility enforcement of strong occupant restraint use laws. The effectiveness of high visibility enforcement has been documented repeatedly in the United States and abroad. The strategy's three components – laws, enforcement, and publicity – cannot be separated: effectiveness decreases if any one of the components is weak or missing. This countermeasure is chosen by Maine in order to increase our observed seat belt usage rate to a high-rate for eligibility purposes and to save more lives. Maine has a primary belt law effective since April 2008. Regardless, approximately 50% of traffic fatalities are unrestrained. Sustained enforcement beyond the National Campaign will help us achieve this.

### **Linkage Between Program Area**

Both high-visibility and sustained enforcement are proven countermeasures to increase seat belt usage rates, when combined with paid and earned media and other communication and outreach programs.

### **Rationale**

Maine is a low-belt use rate State with an observed rate of 88.5%. To achieve 90%, a robust plan for both high-visibility and sustained enforcement is necessary. CTW, Ninth, 2017.



**Planned Activity: Maine State Police TOPAZ**

**Planned Activity Number: OPB21-002**

**Planned Activity Description**

To increase seat belt compliance and decrease unrestrained fatalities, the Maine State Police Targeted Occupant Protection Awareness Zone (TOPAZ) project is planned to sustain enforcement. The TOPAZ team will be made up of troopers focused on seat belt enforcement in previously identified zones with the highest unbelted fatalities. The annual observational study conducted in the State of Maine has helped the MeBHS determine not only where the unbelted driving is primarily occurring; it has also identified the times (day and night) at which unbelted driving tends to occur. The MSP TOPAZ team will work the specific days, times and zones and will focus on male pickup drivers and younger drivers. Additionally, the Maine State Police will conduct State-funded occupant protection patrols in order to assist with Maintenance of Effort.

**Intended Subrecipients**

Maine State Police

**Funding Source:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b	FAST Act 405b Low	\$100,000.00	\$25,000.00	NA



**Planned Activity: HVE Occupant Protection (CIOT-BUNE)**  
**Planned Activity Number: OPB21-000**

**Planned Activity Description**

Funds will support overtime enforcement activities for law enforcement to conduct patrols for the NHTSA National *Click It or Ticket* high-visibility campaigns (November 2020 and May 2021). This project supports law enforcement overtime activities to increase the seat belt usage rate, voluntary compliance, and to decrease unbelted passenger fatalities. Selected law enforcement agencies will be awarded grants following Maine’s standard process for subrecipient contracting and will follow the data analysis process described elsewhere in this document. Participating law enforcement agencies often incorporate an educational component (non-federally funded) to their CIOT activities through school events, MeBHS sports marketing events, and community events.

**Intended Subrecipients**

Approximately 50 Law Enforcement Agencies, based on data analysis, are planned for participation in the national mobilization in 2020 and 2021.

**Funding Source:**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 405b	FAST Act 405b Low	\$619,973.44	\$154,993.36	NA





## Countermeasure Strategy: Occupant Protection: Seat Belt Surveys

### Project Safety Impacts:

Understanding what a statewide seat belt usage rate is, allows a state to understand its occupant protection problem and aids in deploying resources and education to lower belt use counties and toward identified demographics.

### Linkage Between Program Area

Uniform Guidelines for Highway Safety Program 20 stipulates that states must conduct and publicize at least on statewide observational survey of seat belt use annually, ensuring that it meets current, applicable Federal guidelines.

### Rationale

Observational seat belt usage surveys are a requirement by NHTSA.



### Planned Activity: Annual Observational Seat Belt Use Survey

Planned Activity Number: OPB21-003

### Planned Activity Description

This project funds the annual contract with for the MeBHS annual observational and attitudinal surveys. This annual survey will be conducted in the two weeks immediately following the May 2021 *Click It or Ticket* enforcement campaign.

### Intended Subrecipients

MeBHS with contracted vendor University of Southern Maine

### Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b	FAST Act 405b Low	\$155,000.00	\$38,750.00	NA



## **Communications and Outreach/Strategies for Low-Belt-Use Groups and Other Strategies: School Programs**

**Project Safety Impacts:** A robust communications and outreach program together with traffic enforcement is essential to teaching the public about the benefits of traffic safety, including voluntary belt usage.

### **Linkage Between Program Area**

Traffic Safety Education is a vital component of an Occupant Protection Program. These educators allow us to communicate directly with the public, and especially with those least likely to voluntarily use their seat belts (males). In addition to school programs, the educators conduct safety trainings at universities, sports venues, race tracks, fairs, construction businesses and other places where they can make an impact. The Highway Safety Office staff do not have the capacity to conduct these events.

### **Rationale**

CTW, Ninth Edition, 2017



**Planned Activity: Traffic Safety Education**

**Planned Activity Number: OP21-002**

**Planned Activity Description**

This project funds the activities of two educators for traffic safety education Statewide. The education includes: NETS activities, Convincer and Rollover Simulator demonstrations for occupant protection, distracted and impaired driving simulations, and the use of highway safety displays at schools, colleges, health fairs, community centers, businesses, and other locations where the targeted demographic can be found. The seat belt education component of this program reaches approximately 4,000 citizens each year and provides education to grades K-12, private businesses and State agencies. Funds for in-State and out-of-state travel to state and national conferences (KIM/LifeSavers/GHSA) and trainings are also included in the project. This project also funds transportation by way of one BAA approved leased vehicle suitable for transporting trailers, rollover, convincer, and large simulators. The vehicle is used only for the Traffic Safety Education Program. The NETS component of this program works with businesses and industry safety leaders Statewide. This Traffic Safety Education Program has been proven to be the most effective tool for outreach and communication to school-aged children, young drivers, parents, and the employer workforce.

**Intended Subrecipients**

Atlantic Partners EMS

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 402	FAST Act 402	\$200,000.00	\$50,000.00	NA

## Program Area: **Older Drivers**

### Description of Highway Safety Problems

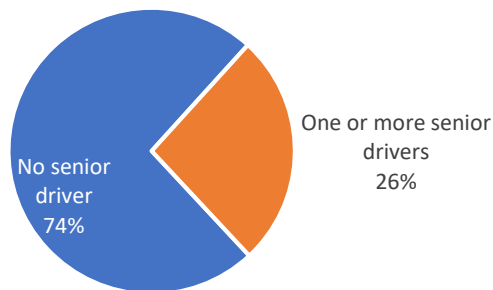
#### Fatality Facts

- ◆ Senior drivers were involved in 177 of the 699 fatal crashes (25%) that occurred between 2014 and 2018.
- ◆ Of the 756 fatalities that occurred, 199 (26%) involved a senior driver.

#### Senior Driver Fatalities in Perspective

A total of 199 fatalities were associated with senior drivers (ages 65 and older) between 2014 and 2018. These fatalities accounted for 26% of all highway fatalities.

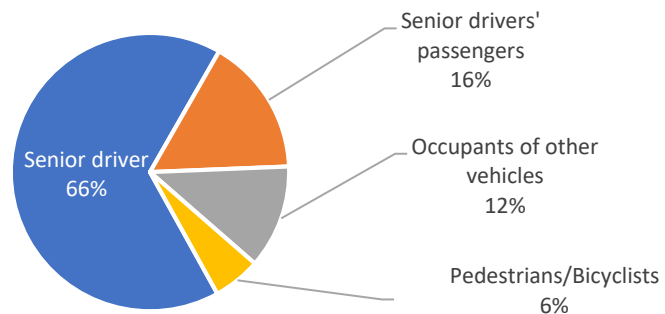
Fatalities by Senior Driver



#### Who Dies?

Many of the fatalities associated with senior drivers, 66%, involved loss of life for the senior driver. An additional 16% of fatalities were the senior drivers' passengers. This suggests that 82% of the risk associated with senior drivers is borne by senior drivers and their passengers. An additional 18% of fatalities were occupants of other vehicles, bicyclists, and pedestrians.

Senior Driver Fatalities by Person Type



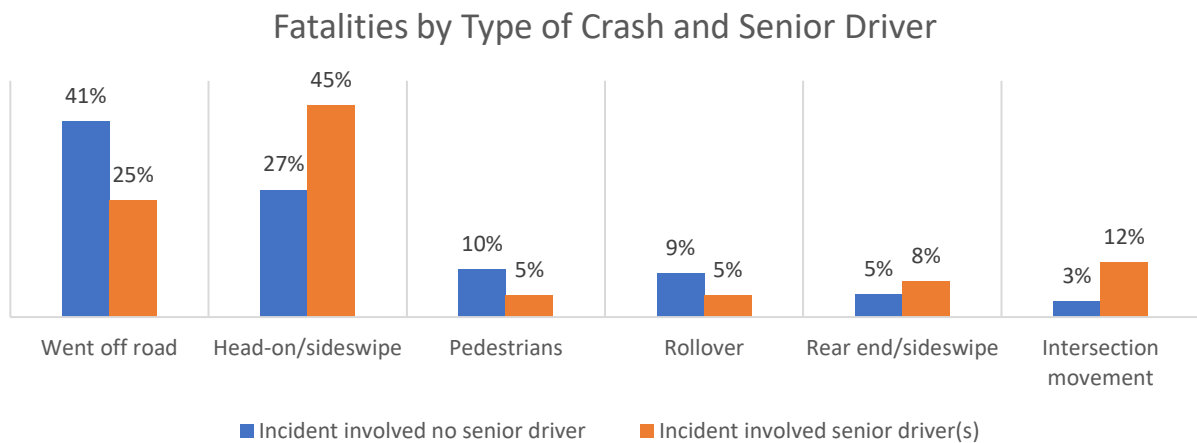
## Type of Crash

The majority (96%) of **all** fatalities between 2014 and 2018 were related to one of the following crash types:

- ◆ Went off road (37%)
- ◆ Head-on/sideswipe (32%)
- ◆ Pedestrians (9%)
- ◆ Rollover (8%)
- ◆ Rear-end/sideswipe (6%)
- ◆ Intersection movement (6%)

While these six categories were likewise the top six categories for fatalities involving a senior driver, there were nevertheless differences between senior drivers and the remainder of the driving population in the distribution among these categories. *Went off the road* accounted for the plurality of fatalities involving no senior driver; approximately 41% of fatalities from incidents involving no senior driver fell into this category. *Head-on/sideswipe* crashes accounted for an additional 27% of fatalities involving no senior driver. For fatalities involving senior drivers, the order of these categories was flipped: Approximately 45% of fatalities involving senior drivers were associated with *head-on/sideswipe* crashes, while 25% were associated with *went off the road*.

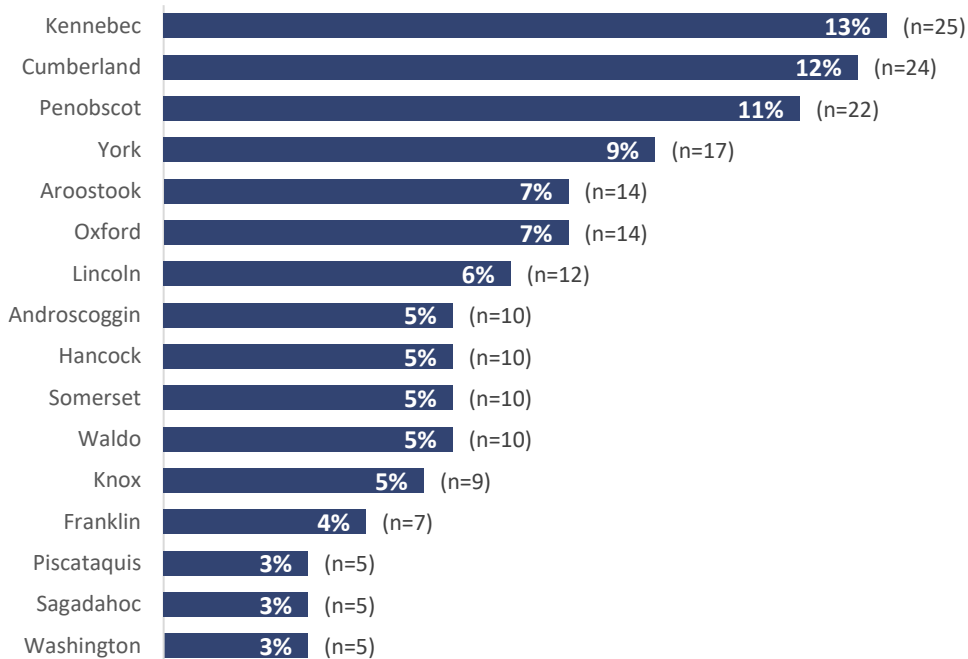
In addition to this difference, incidents involving senior drivers were more likely to be associated with *intersection movement* crashes. Approximately 12% of incidents involving senior drivers were *intersection movement* crashes, while only 3% of incidents involving no senior drivers fell into this category.



### **Senior Driver-Related Fatalities by County**

Approximately 13% of the 199 senior-driver related fatalities that occurred on Maine’s highways between 2014 and 2018 occurred in Kennebec County, followed by 12% in Cumberland County, and 11% in Penobscot County.

Senior Driver-Related Fatalities by County



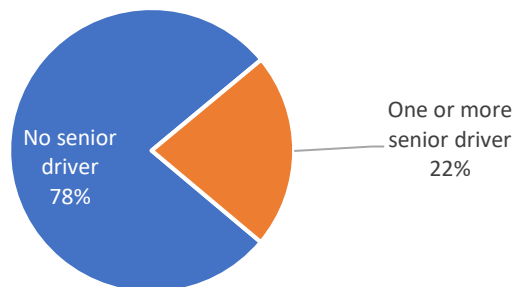
### **Serious Injury Facts**

- ◆ Senior drivers were involved in 140 of the 645 crashes (22%) that resulted in serious injury in 2018.
- ◆ Of the 723 serious injuries that occurred, 160 (22%) involved a senior driver.

### **Serious Injury to Senior Drivers in Perspective**

A total of 160 serious injuries were associated with senior drivers (ages 65 and older) in 2018. These injuries accounted for 22% of all serious injuries.

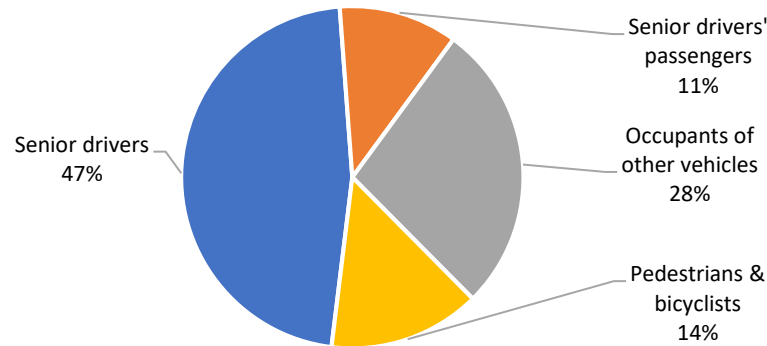
Serious Injury by Senior Driver



### **Who Is Seriously Injured?**

Many of the serious injuries associated with senior drivers, 47%, were sustained by the senior driver. An additional 11% of injuries were sustained by the senior drivers' passengers. This suggests that 58% of the risk associated with senior drivers is borne by senior drivers and their passengers. An additional 42% of serious injuries were sustained by occupants of other vehicles, bicyclists, and pedestrians.

Serious Injuries & Senior Drivers by Person Type



### **Type of Crash**

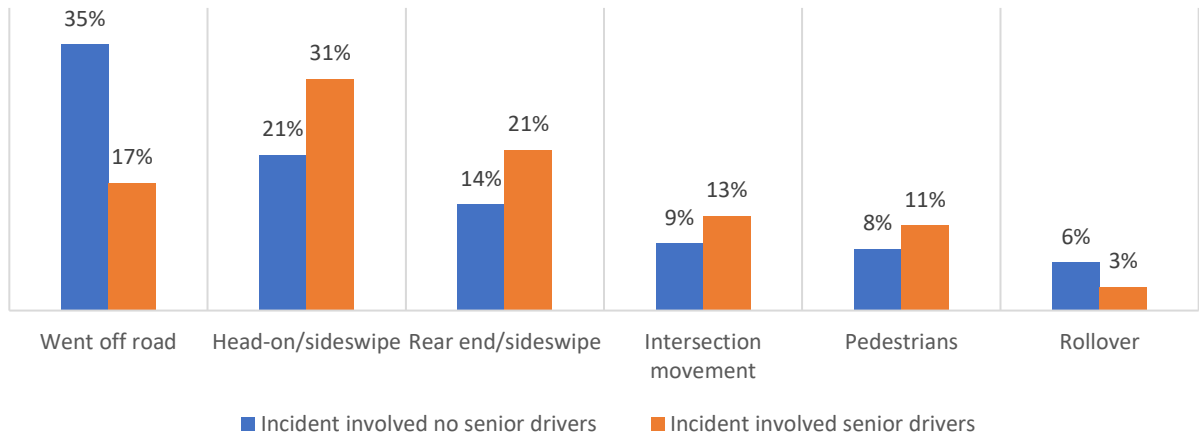
The majority (94%) of all serious injuries in 2018 were related to one of the following crash types:

- ◆ Went off road (31%)
- ◆ Head-on/sideswipe (23%)
- ◆ Rear-end/sideswipe (16%)
- ◆ Intersection movement (10%)
- ◆ Pedestrians (9%)
- ◆ Rollover (6%)

While these six categories were likewise the top six categories for serious injuries involving a senior driver, there were nevertheless differences between crashes involving senior drivers and crashes involving no senior drivers in the distribution among these categories. Crashes involving no senior drivers were more likely to be *went off road* crashes. While 35% of crashes involving no senior driver fell into this category, only 17% of crashes involving senior drivers did. Likewise, while 6% of crashes involving no senior driver were *rollovers*, only 3% of crashes involving senior drivers were *rollovers*. In both these types of crashes the rate of senior driver-involved crashes was half that of non-senior driver-involved crashes.

The remaining types of crashes (head-on/sideswipe, rear end/sideswipe, intersection, and pedestrians) occurred at a greater frequency in crashes involving a senior driver.

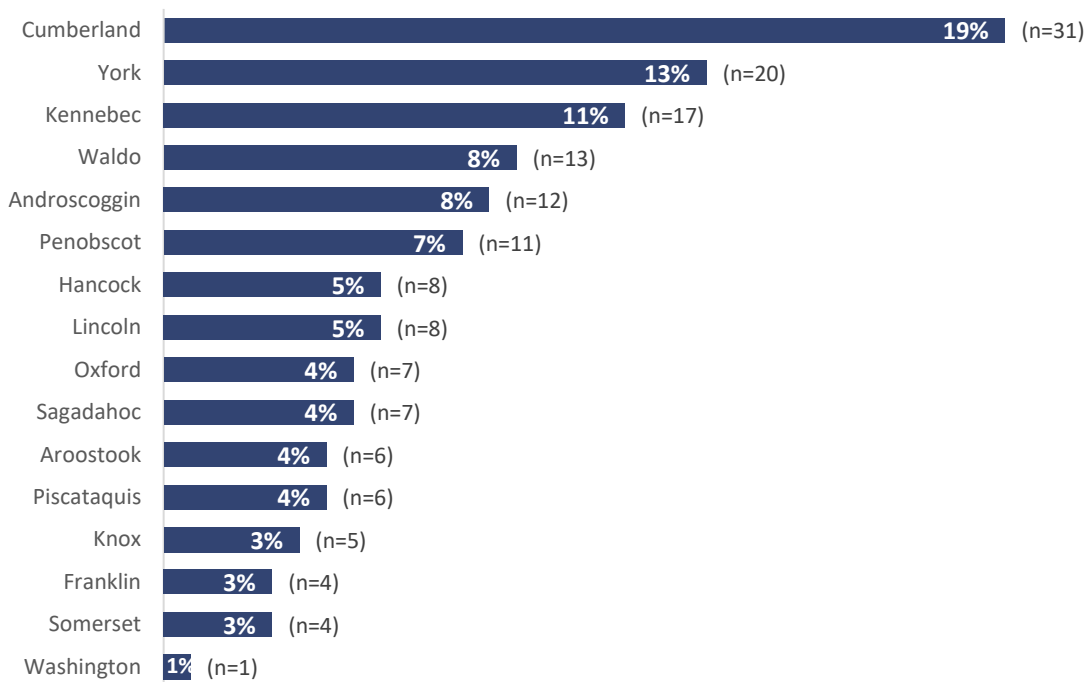
## Serious Injury by Type of Crash and Senior Driver



### **Senior Driver-Related Serious Injuries by County**

Approximately 19% of the 160 senior-driver related serious injuries that occurred on Maine’s highways in 2018 occurred in Cumberland County, followed by 13% in York County, and 11% in Kennebec County.

### Senior Driver-Related Fatalities by County







## Countermeasure Strategy: General Communications and Education

### **Project Safety Impacts**

Maine has the highest rate of older drivers in the nation and due to the rural nature of the State, public transportation is limited and nonexistent in many rural areas of the State. Activities designed to provide media and education to older drivers and their families will aid in our efforts to decrease older driver crashes and fatalities.

### **Linkage Between Program Area**

Senior drivers die at a relatively high proportion compared to other ages drivers. Outreach via media and print materials is our best tool for communicating the importance of safe driving.

### **Rationale**

CTW Ninth Edition, 2017



**Planned Activity: Older Driver Education**  
**Planned Activity Number: PM21-001**

**Planned Activity Description**

The MeBHS media vendors will work with us to develop driver safety educational materials for Physicians, nurses, caretakers and others for distribution. The educational materials will complement the older driver paid, earned and digital media campaign. The focus of the materials will be the effects of prescription, the natural decline of driving time which may lead to perception deception, the effects of various medications on driving, and will include resources for where people can turn to if they feel themselves or a loved one driving abilities are starting to decline.

**Intended Subrecipients**

Media Vendor (NL Partners and RFP selected vendor)

**Funding sources**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 402	FAST Act 402	\$100,000.00	\$25,000.00	\$100,000.00

## Program Area: **Planning & Administration**

### **Description of Highway Safety Problems**

The MEBHS mission is to reduce and eliminate motor vehicle crashes resulting in death and serious injury. The annual Highway Safety Plan and Annual Report for each federal fiscal year outline the status of the State's motor vehicle crash, fatality, injury and property damage problems and our intended efforts to administer projects that will positively impact the stated problems.

### **Countermeasure strategies: Administration**

### **Project Safety Impacts**

Management and Administration for the State's Highway Safety Office is necessary for a successful Highway Safety Program.

### **Linkage Between Program Area**

Administration of the State Highway Safety Office is allowed at 15% of total Section 402 expenditures.

### **Rationale for Selection**

Planning and Administration is an allowable cost and necessary for the administration of the State Highway Safety Office and its programs.



### **Planned Activity: Planning & Administration**

**Planned Activity Number: PA21-001**

### **Planned Activity Description**

The Planning & Administration (P&A) program area and its associated projects outline the activities and costs necessary for the overall management and operations of the MeBHS, including, but not limited to:

- Identifying the State's most significant traffic safety problems
- Prioritizing problems and developing methods for distribution of funds
- Developing the annual Highway Safety Plan and Annual Report
- Recommending individual grants for funding
- Developing planned grants
- Monitoring and evaluating grant progress and accomplishments
- Preparing program and grant reports
- Conducting grantee performance reviews
- Increasing public awareness and community support of traffic safety and appropriate behaviors that reduce risk

- Participating on various traffic safety committees and task forces
- Promoting and coordinating traffic safety in Maine
- Creating public awareness campaigns and providing staff spokespersons for all national and State campaigns, including Child Passenger Safety Week, Drive Sober or Get Pulled Over, Teen Driver Week, etc.
- Conducting trainings for applicable grant personnel
- Applicable salaries and State costs
- Preparing for Management Reviews
- Collaboration with many traffic safety partners

Costs under this program area will include: salaries for program manager activities, travel (e.g., TSI training courses, in-State travel to monitor sub-grantees, meetings) and operating costs (e.g., printing, supplies, State indirect rate, postage and grant-related supplies) that are directly related to the development, coordination, monitoring, evaluation, public education, monitoring, marketing, and training required to administer the State Highway Safety Office and Program. Costs in P&A have decreased in recent years due to a P&A salary being directed at the Fatality Analysis Reporting System (FARS). When FARS activities decrease for that salaried position, P&A costs will increase. Additionally, the Bureau is testing a grants module of the State of Maine’s official Accounting System. If this module fits the needs of the Bureau, we will be moving to an electronic grants system in FFY2021. This new module ties directly with the State’s accounting system which will streamline invoice services. Although the exact cost is unknown at this time, there will likely be one-time and ongoing P&A expenses related to use of the module including contracted vendor time to prepare the module specifically for the Bureau. The budget below reflects a carry-over of FFY2020 P&A plus anticipated new P&A for FFY2021 if this Plan is approved.

**Intended Subrecipients**

MEBHS Administration

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 402	FAST Act 402 (15%)	\$683,287.38	\$683,287.38	\$0.00

## Program Area: **Police Traffic Services/Speeding**

### Description of Highway Safety Problem:

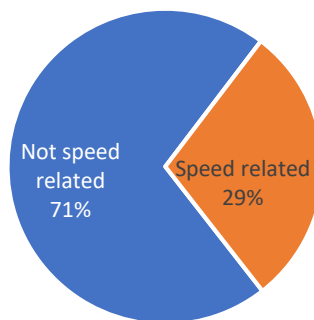
#### **Fatality Facts**

- ◆ There were 195 speed-related fatal crashes between 2014 and 2018.
- ◆ There were 219 speed-related fatalities between 2014 and 2018, including 162 driver fatalities, 53 passenger fatalities, and 4 pedestrian fatalities.
- ◆ Twenty-nine percent (29%) of all highway fatalities were speed related.

#### **Speeding Fatalities in Perspective**

Between 2014 and 2018 there were 219 fatalities related to speeding. Speed-related fatalities made up between a quarter and a third (29%) of all highway fatalities.

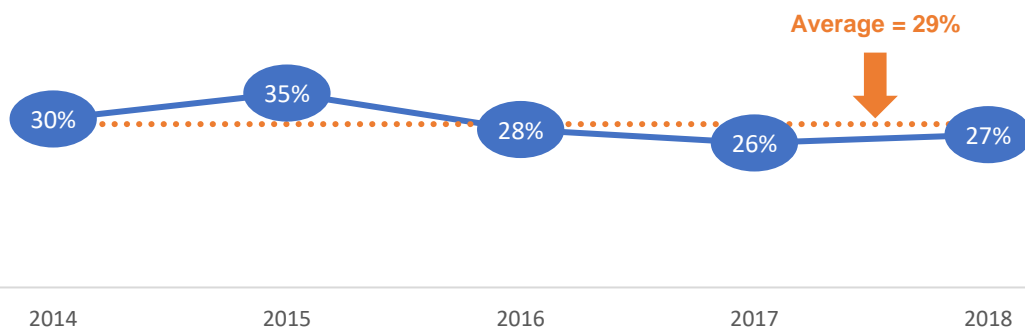
Fatalities by Speeding



#### **Speeding Fatality Trend**

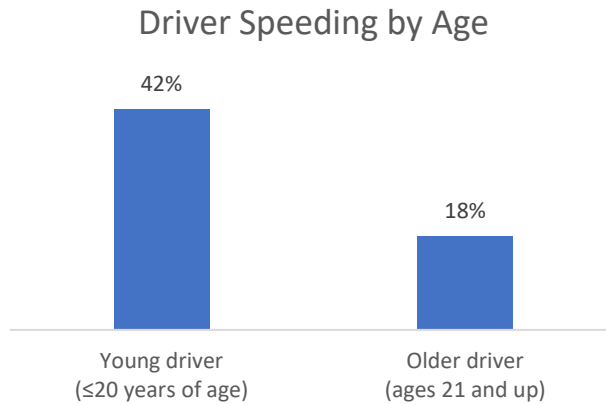
The proportion of fatalities associated with speeding fluctuated slightly over the years, from a high of 35% in 2015 to a low of 26% in 2017.

Speed-Related Fatalities by Year



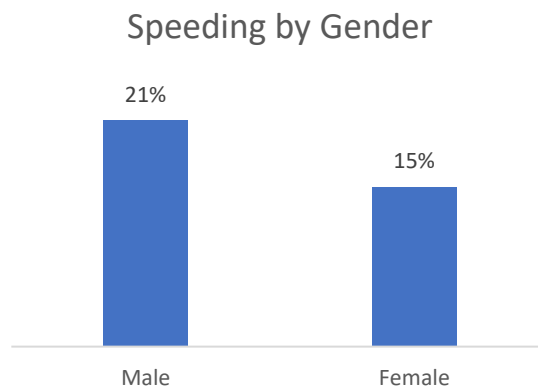
### **Speeding and Age**

While 20% of all drivers involved in fatal crashes were speeding, the rate differed by driver age. At 42%, young drivers (those 20 years of age and younger) were much more likely to have been speeding than older drivers, 18% of whom were speeding.



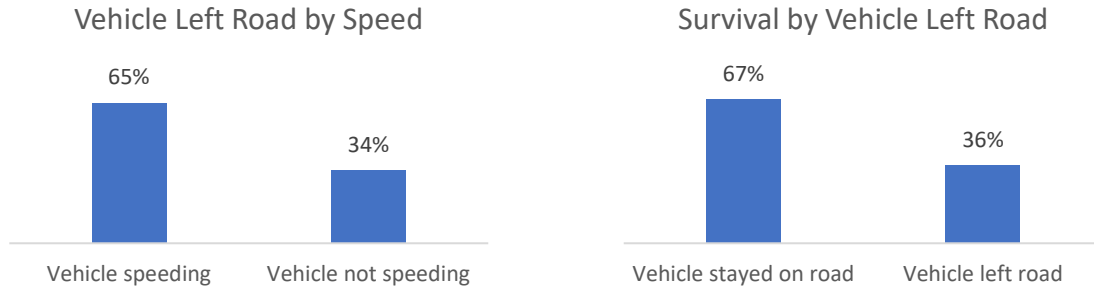
### **Speeding and Gender**

At 21%, a higher proportion of male drivers involved in fatal crashes were speeding compared to female drivers, at 15%.



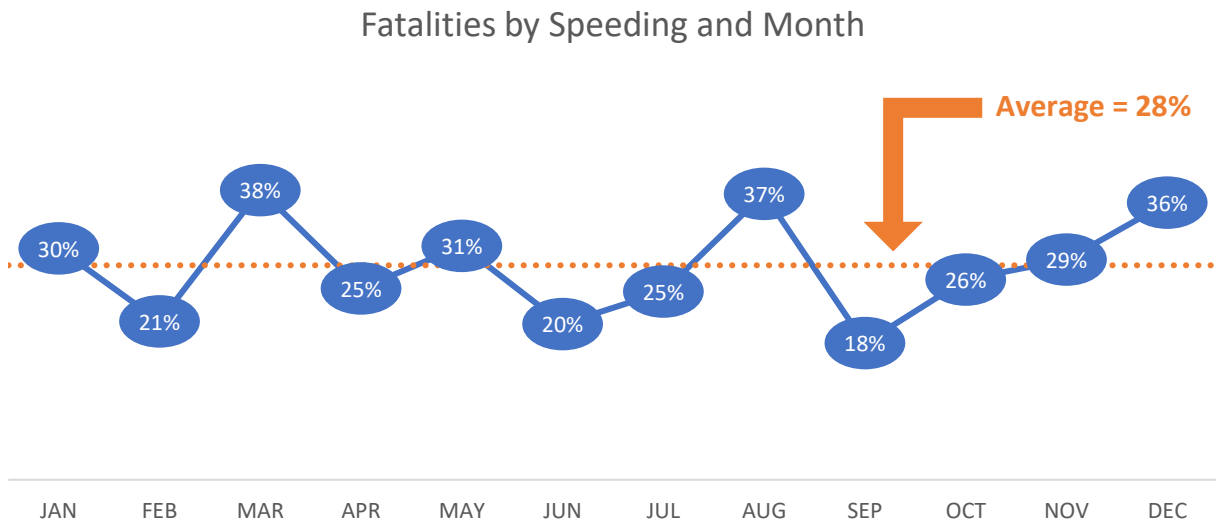
### **Speeding Fatalities and Leaving the Road**

Approximately 65% of speeding vehicles left the road, while approximately 34% of non-speeding vehicles did so. This is an important distinction because a smaller proportion of people involved in fatal crashes in which the vehicle leaves the road survive the crash. Approximately two-thirds (67%) of occupants involved in fatal crashes in which the vehicle remained on the road survived the crash, but when the vehicle left the road only about half that rate (36%) survived.



### **Speeding by Month**

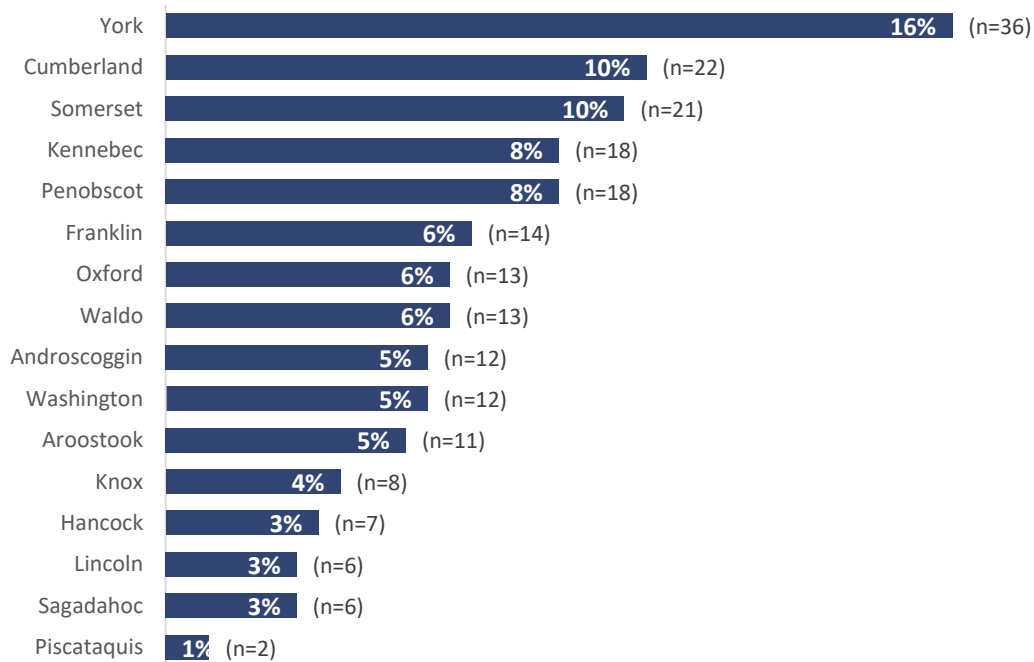
Overall, 28% of fatal crashes were speed related, but this proportion varied depending on month. Rates ranged from a low of 18% in September to a high of 38% in March.



### **Speed-Related Fatalities by County**

Approximately 16% of the 219 speed-related fatalities that occurred on Maine’s highways between 2014 and 2018 occurred in York County, followed by 10% in Cumberland County, and 10% in Somerset County.

Speed-Related Fatalities by County



### **Serious Injury Facts**

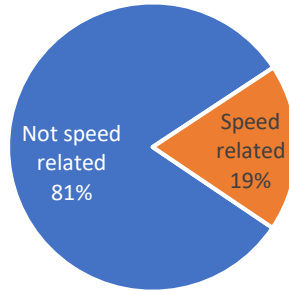
- ◆ There were 120 speed-related serious injury crashes in 2018.
- ◆ There were 135 speed-related serious injuries in 2018, including 91 driver injuries, 39 passenger injuries, and 5 pedestrian injuries.
- ◆ Nineteen percent (19%) of all serious injuries were speed related.

### **Speed-Related Serious Injuries in Perspective**

In 2018, there were 135 serious injuries related to speeding. This was approximately nineteen percent (19%) of all serious injuries.



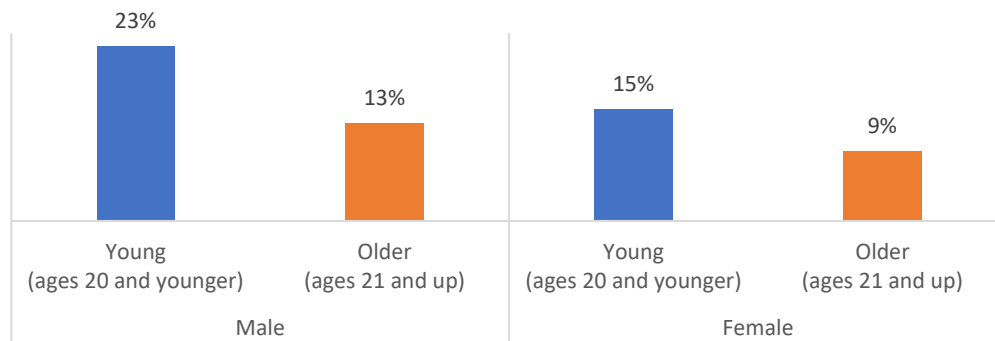
## Serious Injuries by Speeding



### **Speeding by Age and Gender**

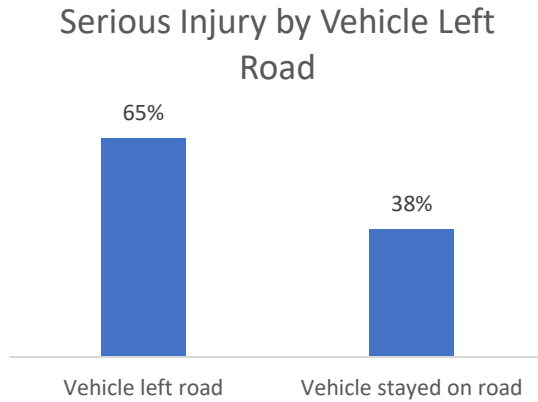
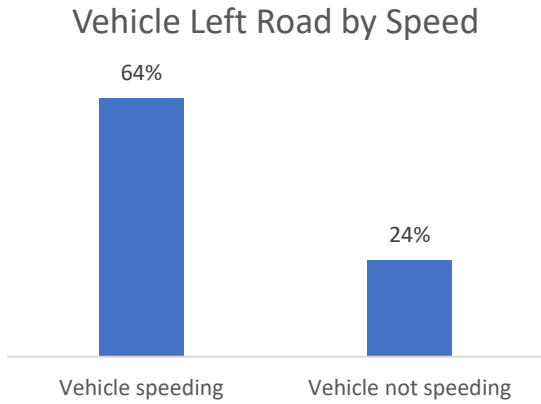
While 13% of all drivers involved in serious injury crashes were speeding, young male drivers (ages 16 to 20) were more likely to be speeding than other drivers. Twenty-three percent (23%) of young male drivers were speeding, compared to 13% of older male drivers, 15% of young female drivers, and 9% of older female drivers.

### Driver Speed by Age and Gender



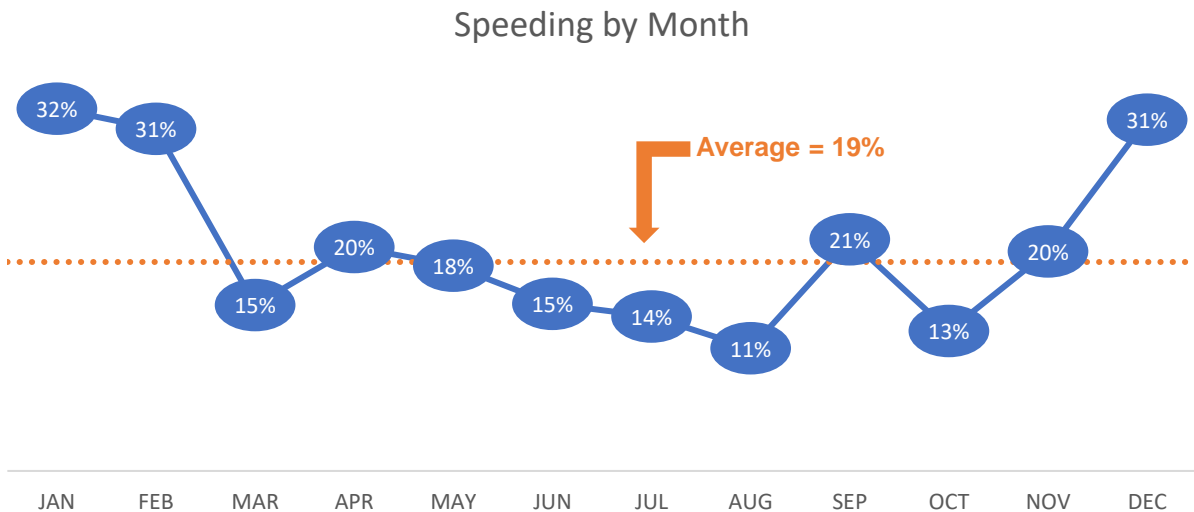
### **Speed-Related Serious Injuries and Leaving the Road**

Approximately 64% of speeding vehicles left the road, while approximately 24% of non-speeding vehicles did so. This is an important distinction because a larger proportion of people involved in serious injury crashes in which the vehicle leaves the road are seriously injured. Approximately 38% of occupants involved in crashes in which the vehicle remains on the road are seriously injured, but when the vehicle leaves the road, the proportion rises to 65%.



### **Speeding by Month**

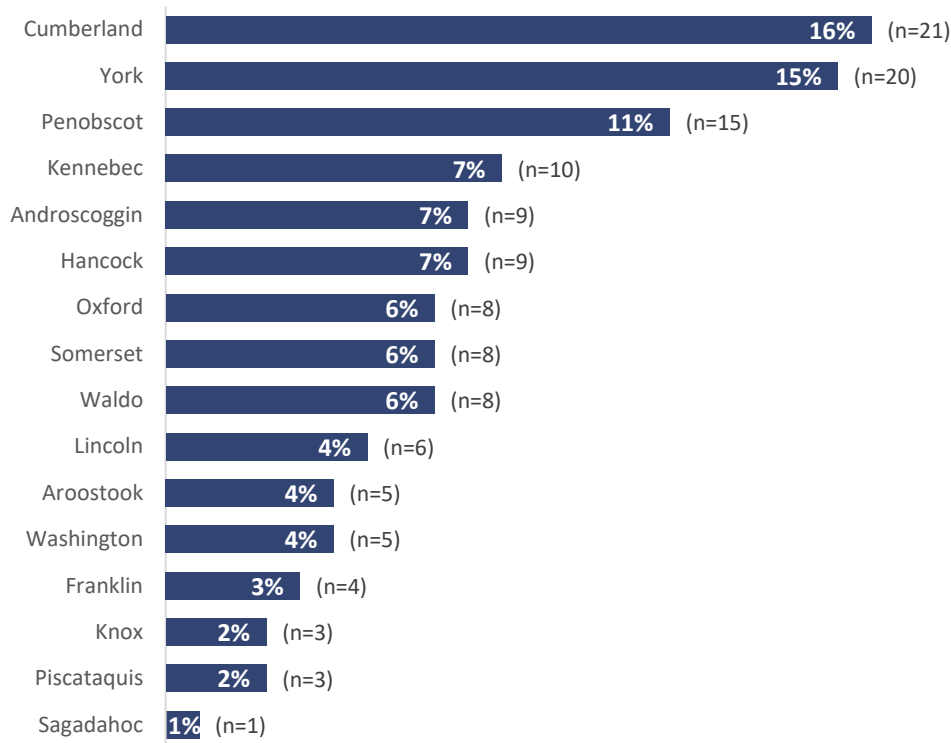
Overall, 19% of serious injury crashes were speed related, but this proportion varied depending on month. Rates ranged from a low of 11% in August to a high of 32% in January.



### **Speed-Related Serious Injuries by County**

Approximately 16% of the 135 speed-related serious injuries that occurred on Maine's highways in 2018 occurred in Cumberland County, followed by 15% in York County, and 11% in Penobscot County.

Speed-Related Serious Injuries by County





## **Countermeasure Strategy: Speeding and Speed Management/Police Traffic Services Administration**

### **Project Safety Impacts**

Police Traffic Services Program Management is necessary for administering a program designed to primarily reduce speeding and speed-related crashes and fatalities. Speeding and aggressive driving continues to be a major concern on our State's roadways and a factor in approximately 33% of motor vehicle crashes.

### **Linkage Between Program Area**

Administrative support is required to successfully implement the Police Traffic Services Program Area of the Highway Safety Plan.

### **Rationale**

Administration of safety programs is necessary to successful implementation.



**Planned Activity: Police Traffic Services Program Management and Operations**  
**Planned Activity Number: PT21-001**

**Planned Activity Description**

Costs under this program area include: salaries for highway safety program coordinators working on law enforcement grants, travel (e.g., TSI training courses, in-State travel to monitor sub-grantees, meetings) for highway safety program coordinators, and operating costs (e.g., printing, supplies, State indirect rate, postage) directly related to the development, coordination, monitoring, evaluation, public education, monitoring, marketing, and training required of this program.

**Intended Subrecipients**

MeBHS

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 402	FAST Act 402	\$200,000.00	\$50,000.00	\$0.00



**Countermeasure Strategy: Speeding and Speed Management: Enforcement: High-Visibility Enforcement/Sustained Enforcement/Other Enforcement Methods**

**Project Safety Impacts**

High-Visibility and sustained enforcement are proven countermeasures to reduce speeding and aggressive driving. Sustained enforcement together with a robust educational component, is proven to be more effective in changing driver behavior. Speeding continues to be a factor in motor vehicle fatal crashes in all categories (younger, older, motorcycle). By choosing this countermeasure and by conducting sustained speed enforcement in locations of known high-crash will help us reduce speeding related crashes in 2021 and beyond.

**Linkage Between Program Area**

High-visibility and sustained enforcement are proven countermeasures to reduce speeding and aggressive driving.

**Rationale**

CTW Ninth Edition, 2017



## **Planned Activity: Municipal and County Speed Enforcement**

**Planned Activity Number: PT21-000**

### **Planned Activity Description**

High-visibility and sustained enforcement are proven countermeasures to reduce speeding and aggressive driving. Enforcement, together with a robust educational component, is proven to be more effective in changing driver behavior. Speeding continues to be a significant factor in motor vehicle fatal crashes in all categories (younger, older, motorcycle). By choosing this strategy to conduct data-driven sustained speed enforcement in locations of known high-crash will help reduce speeding related crashes in 2021 and beyond. The MeBHS will utilized a tiered approach to awarding funding (if larger high crash location agencies do not apply, lower crash rate agencies will be offered an opportunity to apply. MeBHS anticipates approximately 25 subrecipients for speed enforcement activities.

### **Intended Subrecipients**

Various Law Enforcement Agencies

### **Funding Sources:**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 402	FAST Act 402	\$800,000.00	\$200,000.00	\$800,000.00



**Planned Activity: Maine State Police Strategic Area Focused Enforcement (SAFE) Program**

**Planned Activity Number: PT21-003**

**Planned Activity Description**

This project will support dedicated over-time speed enforcement activities by the Maine State Police troopers, including the MSP Air Wing Unit. Activities will be conducted in identified high-crash locations. Strategic Area Focused Enforcement (SAFE) locations are determined using the most recent and available crash and fatality data. Approximately 1,500 hours of enforcement hours will be conducted by Troopers in these high-crash, high-speeding citation areas.

**Intended Subrecipients**

Maine State Police

**Funding sources**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 402	FAST Act 402	\$125,000.00	\$31,250.00	\$0.00



## **Countermeasure Strategy: Speeding and Speed Management: Communications and Outreach Supporting Enforcement**

### **Project Safety Impacts**

The Law Enforcement Liaison serves the highway safety office and the law enforcement community and key partners by encouraging increased participation by law enforcement in HVE campaigns; encouraging the use of DDACTS and other proven countermeasure and evaluation measures; promoting specialized training Standardized Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), Drug Recognition Expert (DRE), and the Law Enforcement Forensic Phlebotomist (FP) Program; soliciting input from the MeBHS partners on programs and equipment needed to impact priority program areas. Funding for this project will support contracted Law Enforcement Liaison costs including hourly wage and related travel expenses. State Highway Safety Offices are encouraged to utilize LELs based on proven improvements in services conducted and supported by LEL's in other states.

### **Linkage Between Program Area**

Law Enforcement Liaisons are proven effective in administration of highway safety programs and in increasing communications between state highway safety offices and law enforcement partners.

### **Rationale**

State Highway Safety Offices are encouraged to fund Law Enforcement Liaisons.





**Planned Activity: Law Enforcement Liaison**

**Planned activity number: PT21-002**

**Planned Activity Description**

The Law Enforcement Liaison serves the highway safety office and the law enforcement community and key partners by encouraging increased participation by law enforcement in HVE campaigns; encouraging the use of DDACTS and other proven countermeasure and evaluation measures; promoting specialized training (SFST, ARIDE, DRE, and the Law Enforcement Blood Tech Program); soliciting input from the MeBHS partners on programs and equipment needed to impact priority program areas. Funding for this project will support contracted Law Enforcement Liaison costs including hourly wage and related travel expenses. State Highway Safety Offices are encouraged to utilize LELs based on proven improvements in services conducted and supported by LEL's in other states.

**Intended Subrecipients**

MeBHS with Contracted Vendor

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 402	FAST Act 402	\$260,000.00	\$65,000.00	\$260,000.00

## Program Area: **Traffic Records**

### **Description of Highway Safety Problems**

A complete traffic records program is necessary for planning, problem identification, operational management, and evaluation of a state's highway safety activities. MeBHS and its partners collect and use traffic records data to identify highway safety problems, select the most appropriate countermeasures and evaluate their effectiveness. The goal of Maine's Traffic Records Coordinating Committee (TRCC) is to continue to develop a comprehensive traffic records system so Maine can address the highest priority highway safety issues. The State's TRCC includes Executive and Technical members as follows:

<b>Name / Title</b>	<b>Agency</b>	<b>System Represented</b>
James Glessner <i>State Court Administrator</i>	Maine Judicial Branch	Citation
Matthew Dunlap <i>Secretary of State</i>	Office of the Secretary of State	Driver/Vehicle
Bruce Van Note <i>Commissioner</i>	Maine Department of Transportation	Crash/Roadway
Michael J. Sauschuck <i>Commissioner</i>	Maine Department of Public Safety	Crash/Citation/ Highway Safety/ Injury Surveillance System
<b>Name / Title</b>	<b>Agency</b>	<b>System Represented</b>
Charles Szeniwski <i>Chief</i>	Maine Chiefs of Police Association	Law Enforcement
J. Sam Hurley <i>Director</i>	Department of Public Safety, Maine EMS	Injury Surveillance System
Linda Grant <i>Senior Section Manager</i>	Maine Bureau of Motor Vehicles	Driver/Vehicle
Karen Knox <i>Systems Team Leader</i>	Maine Office of Information Technology	Information Technology
Al Leighton <i>CODES and Data Analyst</i>	University of Southern Maine, Muskie School	Highway Safety
David Poulin <i>Systems Section Manager</i>	Maine Office of Information Technology	Information Technology
Emile Poulin <i>Senior Information Systems Support Specialist</i>	Maine Office of Information Technology	Information Technology

Name / Title	Agency	System Represented
Bruce Scott <i>Lieutenant, Traffic Safety</i>	Maine State Police	Crash/Citation TRCC Co-Chair
John Smith <i>Manager</i>	Maine Violations Bureau	Citation
Robert Skehan <i>Director, MDOT Safety Office</i>	Maine Department of Transportation	Roadway
Lauren Stewart <i>Director</i>	Maine Bureau of Highway Safety	Highway Safety TRCC Co-Chair TRCC Coordinator
Jaime Pelotte <i>Senior Contract Grants Specialist</i>	Maine Bureau of Highway Safety	Highway Safety

Maine’s TRCC partners have made significant progress in improving the State’s traffic records systems. These accomplishments and projects are identified in the *Traffic Records Strategic Plan* (separate attachment).

Maine’s TRCC has identified, selected and prioritized projects to resolve the deficiencies identified in the Traffic Records Strategic Plan through a 2016 Traffic Records Assessment. The TRCC agreed on the prioritization during the May 2020 meeting and voted on funding priority. Maine’s TRCC prioritized projects based on the ability to: improve data quality in the core traffic records data systems, bring existing efforts currently contracted and underway to completion, make measurable progress toward the end goals of the TRCC and the Sections 405c programs using the performance areas (timeliness, consistency, completeness, accuracy, accessibility, and integration), and increase MMUCC and NEMSIS compliance.

**Countermeasure Strategy: Improves Accuracy, Completeness, Integration, Timeliness, Uniformity and Accessibility of a Core Highway Safety Database:**

	Performance Area					
Core System	Accuracy	Completeness	Integration	Timeliness	Uniformity	Accessibility
Crash	✓	✓	✓	✓	✓	✓

**Project Safety Impacts**

Traffic Records Projects are designed to increase MMUCC and NEMSIS compliance of core traffic systems. In addition, projects must increase timeliness, accuracy, completeness, uniformity, integration and accessibility of specific systems. Making crash data analysis available to the public and providing EMS quality assurance, FARS analysis and Highway Safety Plan data are projects working toward accessibility of core data sets.

**Linkage Between Program Area**

Access to crash and fatality data is often limited to just the agency managing the data. Traffic Records projects should increase accessibility of data.

**Rationale**

NHTSA's Traffic Records Program Assessment Advisory discusses the core components and measures of successful Traffic Records Projects.



**Planned Activity: Maine Crash Reporting System Upgrades**

**Planned Activity Number: TRC21-002/ME-P-00006**

**Planned Activity Description**

The Maine Crash Reporting System (MCRS) Upgrade project goals are to: update the technical foundation of the system, increase MMUCC compliance of the data collected; and incorporate a common data schema for ease of data transfer between the variety of software programs and agencies that use crash data.

The goals of this project are to improve the overall data handling processes, reduce redundancy, reduce data manipulation, minimize human intervention, and improve efficiency throughout the system. This will also create opportunities for increased interoperability with other data systems. Specifically:

MCRS Support and Maintenance:

Maine State Police and Local Agency Support

Provide toll-free telephone support that will be staffed Monday through Friday, 8:00 AM-5:00 PM EST. This help desk support will be available to local and State law enforcement agencies in support of the Maine Crash Reporting System users. A

trained technician will respond, via telephone, to address calls and prioritize based on the importance and criticality of the question asked and/or problem.

**Office of Information Technology (OIT) System Support:**

Provide telephone support to Maine Office of Information Technology staff by the vendor’s project technical/development staff for the MCRS web site, interfaces and database hosted by the State of Maine.

**Maintenance Services:**

Maintain a complete programming development environment for all system components, including SQL Server database and IIS web servers.

- MCRS Statewide SQL Server Crash Database
  - MCRS Import Web Service
  - MCRS Export Managers (installed at approx. 100 local law enforcement agencies)
  - MCRS Web-based Standard and Ad-Hoc Reports
  - MCRS Data Collection Client (approx. 600 mobile and agency installations)
  - MCRS BMV Crash Export Service
  - MCRS Email Processor
  - MCRS SafetyNET Crash Export Utility
  - Crash Report PDF Web Service for INFORME
  - MCRS to Search.Org Person and Vehicle Search Web Service
  - MCRS NHTSA Crash Data Export
- MCRS Enhancements

**MCRS Client Updates:**

Update client application to reflect user and stakeholder feedback and to address emerging issues (e.g. form changes, security updates).

**MCRS Web Portal Updates:**

Update the web portal to reflect user and stakeholder feedback and to address emerging issues (e.g. form changes, additional reports, security updates).

**Intended Subrecipients**

Lexis-Nexis Contract

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405C	FAST Act 405C	\$346,545.20	\$86,636.30	NA

**Countermeasure Strategy: Improves Accuracy, completeness, Timeliness, Uniformity and Accessibility of a Core Highway Safety Database:**

	Performance Area					
Core System	Accuracy	Completeness	Integration	Timeliness	Uniformity	Accessibility
E-Citation	✓	✓		✓	✓	

**Project Safety Impacts**

The E-Citation project is designed to improve uniformity, completeness and accuracy of a core traffic records system. Creation and implementation of the electronic citation system will allow the violations bureau to receive electronic file uploads of all citations written - real time. All citations will be uniform.

**Linkage Between Program Area**

Utilization of an electronic citation system by all law enforcement agencies will increase uniformity, accuracy, completeness and timeliness of citation records.

**Rationale**

Improving uniformity (among other attributes) of core traffic record data systems is supported by NHTSA in the Traffic Records Program Assessment Advisory.



**Planned Activity: E-Citation**

**Planned Activity Number: TRC21-002/ME-P-00011**

**Planned Activity Description**

eCitation Support and Maintenance:

Law Enforcement Support:

Provide toll-free telephone support that will be staffed Monday through Friday, 8:00 AM-5:00 PM EST. This help desk support will be available to local and State law enforcement agencies in support of the Maine eCitation system users. A trained technician will respond, via telephone, to address calls and prioritize based on the importance and criticality of the question asked and/or problem.

Office of Information Technology (OIT) System Support:

Provide telephone support to Maine Office of Information Technology staff by the vendor’s project technical/development staff for the eCitation SQL Server database and eCitation web site hosted by the State of Maine.\

Maintenance Services:

Maintain a complete programming development environment for all programs, including SQL Server database and IIS web servers.

eCitation Enhancements

#### eCitation Web-Portal Updates

Update the web portal to reflect user and stakeholder feedback and to address emerging issues (e.g. form changes, additional reports, security updates).

#### eCitation Client Updates

Update client application to reflect user and stakeholder feedback and to address emerging issues (e.g. form changes, security updates).

#### eCitation Autofill Query Interface

#### eCitation Client CPI Interface

This task involves creating an interface between the eCitation data collection client and the State's CPI message switch. The interface will allow users to perform person and vehicle searches and auto-populate the citation with results obtained from the message switch for in-State source data.

#### MCRS Client CPI Interface

This task involves creating an interface between the MCRS data collection client and the State's CPI message switch. The interface will allow users to perform person and vehicle searches and auto-populate the crash reports with results obtained from the message switch for in-State source data.

#### CPI Interface out-of-state Upgrade – 5 additional states

This task involves upgrading the CPI message switch interface to perform person and vehicle searches and auto-populate the citation with results obtained from the message switch for out-of-state data. Note that each state returns results in a unique format that must be processed and handled accordingly.

### **Intended Subrecipient**

Lexis-Nexis Contract

### **Funding Sources:**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act 405c	FAST Act 405c	\$200,000.00	\$50,000.00	NA

**Countermeasure Strategy: Improves Accessibility of a Core Highway Safety**

**Database:**

	Performance Area					
Core System	Accuracy	Completeness	Integration	Timeliness	Uniformity	Accessibility
Crash						✓



**Planned Activity: Public Access Reports - Traffic**

**Planned Activity Number: TRC21-002/ME-P-00015**

**Planned Activity Description**

Crash Public Query Tool Support and Maintenance

OIT System Support

Provide telephone support to Maine Office of Information Technology staff by the vendor’s project technical/development staff for the Crash Public Query Tool website hosted by the State of Maine.

Maintenance Services

Maintain a complete programming development environment for all programs and IIS web server.

Crash Public Query Tool Web Portal Updates

Update the web portal to reflect Maine Bureau of Highway Safety, Maine DOT, and other stakeholder feedback to address emerging issues and enhancements.

**Intended Subrecipients**

Lexis-Nexis Contract

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c	FAST Act 405c	\$50,000.00	\$12,500.00	NA



**Countermeasure Strategy: Improves Accuracy, Completeness, and Integration of a Core Highway Safety Database**

	Performance Area					
Core System	Accuracy	Completeness	Integration	Timeliness	Uniformity	Accessibility
Crash/EMS	✓	✓	✓			



**Planned Activity: EMS Data Quality Analysis**

**Planned Activity Number: TRC21-003/ME-P-00024**

**Planned Activity Description:**

Maine EMS and MeBHS use data from various traffic records sources, including the EMS Run-Reporting System to verify accuracy and completeness of EMS/NEMSIS data and present findings to the Maine EMS and the TRCC.

**Intended Subrecipients**

University of Southern Maine

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c	FAST Act 405c	\$75,000.00	\$18,750.00	NA

**Countermeasure Strategy: Improves Integration and Accessibility of a Core Highway Safety Database**

	Performance Area					
Core System	Accuracy	Completeness	Integration	Timeliness	Uniformity	Accessibility
Data Warehouse			✓			✓

**Project Safety Impacts**

Integration of various data systems is necessary to achieve the most benefit from traffic records data and systems.

**Linkage Between Program Area**

Integration of systems is a traffic records core criterion.

**Rationale**

Integration of data and systems enhances a state’s traffic records systems.



**Planned Activity: Traffic Records Data Warehouse**

**Planned activity number: TRC21-002/ ME-P-0000**

**Planned Activity Description**

Develop a traffic records data warehouse that hosts a central repository of traffic records information, beginning with Statewide crash data that will be analyzed by Highway Safety stakeholders to make better, more informed decisions.

**Phase 1 – Crash**

Implement data flow from the MCRS Statewide crash repository into the Traffic Records Data Warehouse so that data is loaded on a periodic basis (e.g. daily) from the MCRS database.

Implement functionality that allows business analysts, data scientists, and decision makers to access the data through business intelligence (BI) tools, SQL clients, and other analytics applications.

Phase 1 of this effort will allow users to access reports, dashboards, and analytics tools and extract insights from crash data, monitor business performance, and support highway safety decision making. These reports, dashboards, and analytics tools will be powered by the Traffic Records Data Warehouse. The warehouse stores data in a way that minimizes I/O and enables quick and easy querying of vast amounts of traffic records data.

The components of the Traffic Records Data Warehouse include the data warehouse database, the analytics engine, and the front-end client that presents results through reporting, analysis, and data mining tools.

Future phases of the Traffic Records Data Warehouse effort will be designed with additional traffic records data sources in mind; specifically, eCitation data, EMS Run Report (PCR) data, and Roadway data.

**Phase 2 – Citation**

Implement data flow from the Maine eCitation Statewide citation repository into the Traffic Records Data Warehouse so that data is loaded on a periodic basis (e.g. daily) from the Maine eCitation database.

Implement functionality that allows business analysts, data scientists, and decision makers to access the data through business intelligence (BI) tools, SQL clients, and other analytics applications.

Phase 2 of this effort will allow users to access reports, dashboards, and analytics tools and extract insights from citation data, monitor business performance, and support highway safety decision making. These reports, dashboards, and analytics tools will be powered by the Traffic Records Data Warehouse. The warehouse stores data in a way that minimizes I/O and enables quick and easy querying of vast amounts of traffic records data.

The components of the Traffic Records Data Warehouse include the data warehouse database, the analytics engine, and the front-end client that presents results through reporting, analysis, and data mining tools.

Future phases of the Traffic Records Data Warehouse effort will be designed with additional traffic records data sources in mind; specifically, EMS Run Report (PCR) data, and Roadway data.

**Intended Subrecipient:**

Lexis-Nexis Contract

**Funding Source:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c	FAST Act 405c	\$100,000.00	\$25,000.00	NA

## Countermeasure Strategy: Administration of Core Highway Safety Databases

### Project Safety Impacts

A complete traffic records program is necessary for planning, problem identification, operational management, and evaluation of a state's highway safety activities. MeBHS and its partners collect and use traffic records data to identify highway safety problems, select the most appropriate countermeasures and evaluate their effectiveness

### Linkage Between Program Area

Travel costs and salaries allowable for administration of the Traffic Records Program and FARS programs.

### Rationale

Administration is required to coordinate the Traffic Records Program Area. Additionally, the Traffic Records Assessment and Program Assessment Advisory identifies successful strategies for Traffic Records projects.

	Performance Area					
Core System	Accuracy	Completeness	Integration	Timeliness	Uniformity	Accessibility
FARS						✓

### Planned Activity: FARS

### Planned Activity Number: TRC21-001

### Planned Activity Description

Under a cooperative agreement with NHTSA, the FARS analyst and the FARS Supervisor perform fatal crash analysis for Maine and enter specified criteria into the National FARS database. Mandatory travel/trainings are included in this project, as well as the hourly activities of the FARS unit and minimal supplies such as printer ink.

### Intended Subrecipients

MEBHS Administration

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c	FAST Act 405c	\$75,000.00	\$18,750.00	NA



**Planned Activity: Highway Safety Data Analysis**

**Planned activity number: TR21-001**

**Planned Activity Description**

The Highway Safety Office contracts with the University of Southern Maine for data-analysis from various traffic records data sources to facilitate highway safety reports and analyses. These data are compiled and included in the annual Highway Safety Plan and the Annual Report.

**Intended Subrecipients**

MeBHS with University of Southern Maine.

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 402	FAST Act 402	\$100,000.00	\$25,000.00	\$0.00



**Planned Activity: Traffic Records Program Administration (including Traffic Records Assessment)**

**Planned activity number: TR21-001**

**Planned Activity Description**

Costs under this program area include activities of highway safety program coordinators, in-State travel to monitor sub-grantees and contractors, out of state travel for Traffic Records Conference(s) and other operating costs (e.g., printing, supplies, State indirect rate, postage) directly related to the development, coordination, monitoring, evaluation, public education, monitoring, marketing, and training required of this program.

Additionally, this project funds Traffic Records Coordinating Committee Support, as follows:

**Traffic Records Consulting Services**

The provider shall manage/administer the Section 405c traffic records program in line with the federal guidelines and shall provide the following services to the State:

Support the administration and activities of the Traffic Records Coordinating Committee (TRCC) and its subcommittees. This involves providing expert opinion on traffic records related subjects and ensuring the TRCC activities are focused on the vision and mission to develop, maintain, and track accomplishments related to the State’s plan for Traffic Records Improvement.

- Assist the TRCC and sub-grantees in project development and reporting; support the TRCC in development of performance measures and use of standardized quantitative measurements to establish a baseline or benchmark for proposed projects; compile data and statistics from Section 405 (c) funded projects; coordinate input from involved agencies in order to prepare the Traffic Records grant application. Arrange and provide support/assistance for three (3) TRCC meetings each year; prepare and distribute meeting minutes to TRCC/TREC members; document action plan and distribute; participate in sub-committee meetings providing support/assistance. In FFY2020 the meeting dates were: November 13, 2019, February 5, 2020, and May 6, 2020. The FFY21 planned meeting dates are: November 4, 2020, February 3, 2021, and May 5, 2021.
- Develop the annual application for each Federal Fiscal Year that will include required information including: a) update to the Traffic Records Highway Safety Plan, and b) the Annual Report to be developed in cooperation with the Bureau of Highway Safety (BHS) and the TRCC. Provide the completed Application (HSP) to the OHS three (3) weeks prior to the July 1 federal submission deadline date.

## NHTSA Traffic Records Assessment Support

### **Workshops**

Each workshop will focus on developing answers for one traffic records data system by working with data system owners and stakeholders to develop responses that demonstrate the progress that Maine has made in developing the State's traffic records data systems.

Use prior assessment experiences and lessons learned to facilitate full and complete answers to assessment questions. Assist respondents in identifying and collecting evidentiary documentation (a requirement of the assessment).

Consolidate all answers into Word documents (one per focus area) that respondents can use during Round 1 of the online Assessment.

Workshops will be held for:

TRCC Management; Strategic Planning; Data Use and Integration

Crash

Roadway

Vehicle

Driver

Citation/Adjudication

Injury Surveillance

## Assessment Facilitation

- Attend 1 month call prior to Assessment kick-off meeting.
- Identify Respondents for each data system:
  - TRCC Management; Strategic Planning; Data Use and Integration
  - Crash
  - Roadway
  - Vehicle
  - Driver
  - Citation/Adjudication
  - Injury Surveillance
- Enter all respondent contact info into online assessment system (STRAP).
- Assign all 328 questions to Respondents in the STRAP system.
- Attend Assessment Kick-off Meeting.
- Work with the State Assessment Coordinator and NHTSA Assessment Facilitator.
- Collect and organize supporting documentation from all Respondents and upload into the STRAP System.
- Provide respondents with the workshop results prior to Round 1 of the assessment.
- Provide assessment support to Respondents in using the STRAP system, answering questions, coordinating responses, and troubleshoot problems.
- Monitor Assessment for the two rounds of data collection.
- Download all answers and Assessors' findings after each round.
- Review Assessors' findings after each round of data analysis. Assist respondents in disputing findings where necessary.
- Attend Final Assessment Meeting (NHTSA report out).

## Intended Subrecipients

MEBHS Administration

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 402	FAST Act 402	\$200,000.00	\$50,000.00	\$0.00

## Program Area: **Young Drivers**

### Description of Highway Safety Problem:

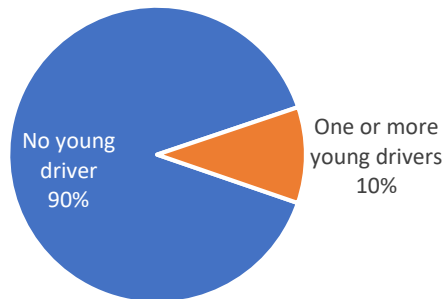
#### **Fatality Facts**

- ◆ Young drivers (ages 16 to 20) were involved in 72 of the 699 fatal crashes (10%).
- ◆ Seventy-nine (79) of the 756 fatalities involved a young driver (10%).
- ◆ Seven percent (7%) of drivers involved in fatal crashes between 2014 and 2018 were young drivers.

#### **Young Driver Fatalities in Perspective**

A total of 79 fatalities were associated with young drivers (ages 16 to 20) between 2014 and 2018. These fatalities accounted for 10% of all highway fatalities.

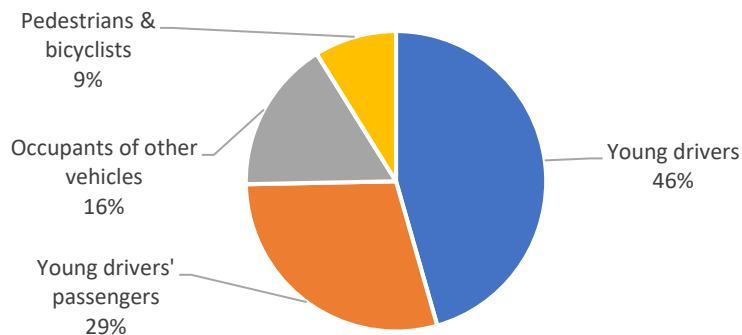
Fatalities by Young Driver (ages 16 to 20)



#### **Who Dies?**

Many of the fatalities associated with young drivers (46%) involved loss of life for the young driver. An additional 29% of fatalities were the young drivers' passengers. This suggests that 75% of the risk associated with young drivers is borne by young drivers and their passengers. An additional 25% of fatalities were occupants of other vehicles, pedestrians, and bicyclists.

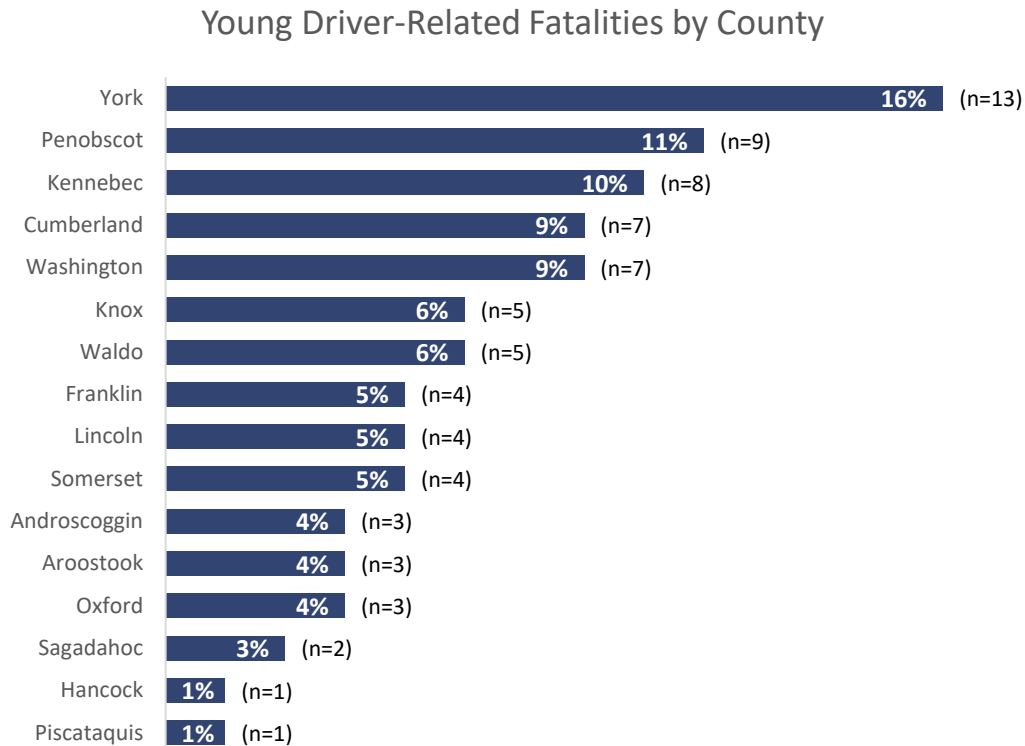
Young Driver Fatality by Person Type





### **Young Driver-Related Fatalities by County**

Approximately 16% of the 79 young driver-related fatalities that occurred on Maine’s highways between 2014 and 2018 occurred in York County, followed by 11% in Penobscot County, and 10% in Kennebec County.



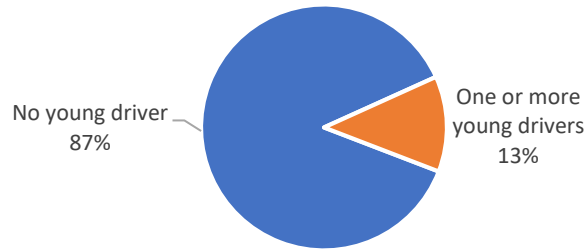
### **Serious Injury Facts**

- ◆ Young drivers (ages 16 to 20) were involved in 76 of the 645 crashes (12%) that resulted in serious injury.
- ◆ Ninety-one (91) of the 723 serious injuries involved a young driver (13%).
- ◆ Eight percent (8%) of drivers involved in crashes resulting in serious injury in 2018 were young drivers.

### **Serious Injury to Young Drivers in Perspective**

A total of 91 serious injuries were associated with young drivers (ages 16 to 20) in 2018. These injuries accounted for 13% of all serious injuries.

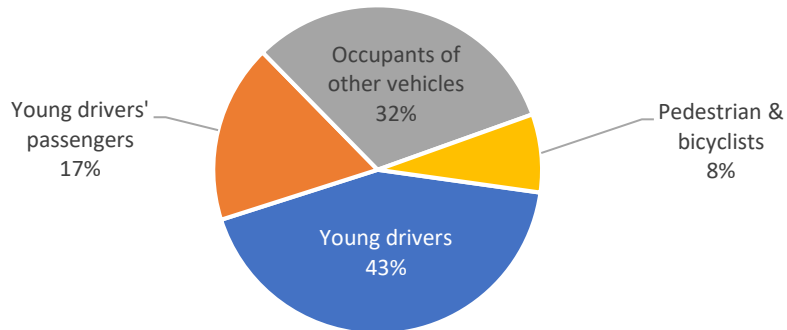
## Serious Injury by Young Driver (ages 16 to 20)



### **Who Is Seriously Injured?**

Many of the serious injuries associated with young drivers (43%) were sustained by a young driver. An additional 17% of serious injuries were sustained by a young drivers' passengers. This suggests that 60% of the risk associated with young drivers is borne by young drivers and their passengers. An additional 40% of serious injuries were sustained by occupants of other vehicles, pedestrians, and bicyclists.

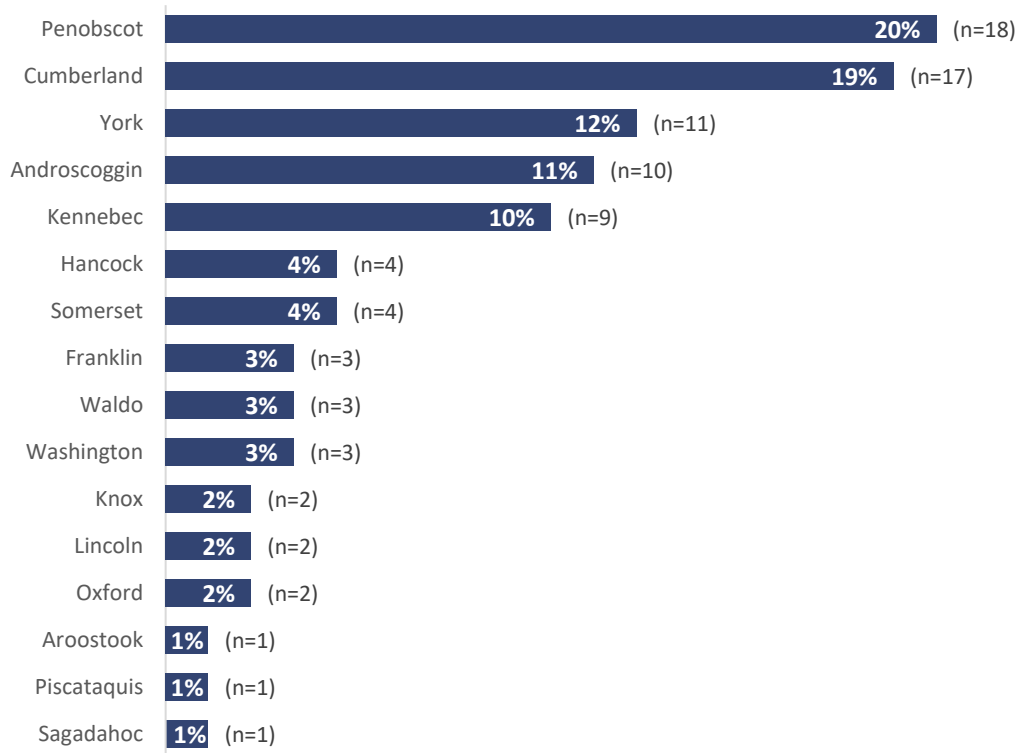
## Serious Injury & Young Drivers by Person Type



### **Young Driver-Related Serious Injuries by County**

Approximately 20% of the 91 young driver-related serious injuries that occurred on Maine’s highways in 2018 occurred in Penobscot County, followed by 19% in Cumberland County, and 12% in York County.

Young Driver-Related Serious Injuries by County





## Countermeasure Strategy: Young Driver: Pre-Licensure Driver Education/Communication and Community/Coalition Outreach

### Project Safety Impacts

Teen and young drivers are involved crashes leading to serious injuries and fatalities more often than more experienced drivers. Education of this age group will help reduce motor vehicle crashes.

### Linkage Between Program Area

Reaching young, inexperienced drivers can be challenging. Providing programs targeting directly to them in locations they can be found, such as schools, allows us to interact with them.

### Rationale

CTW Ninth Edition 2017



### Planned Activity: SADD State Coordinator

### Planned Activity Number: SA21-001

### Planned Activity Description:

This project will fund the activities of one SADD, Inc (Students Against Destructive Decisions) peer-to-peer program coordinator to open new chapters of their organization in schools across the State. SADD, Inc is responsible for creating education messaging that promote safe teen driving and establishing new chapters and supporting existing chapters. Students are empowered to help identify problems within their school and community and will be in charge of delivering intervention(s), participating in activities, and running their local SADD chapter. In addition to the SADD coordinator, funds will be used to procure a computer with supporting technology to power a drugged and drowsy driving simulator that has been developed (Virtual reality equipment), printer, various educational materials, in State travel with hotel stay, and airfare for out of state travel.

### Intended Subrecipient

SADD Nation, Inc.

### Funding Sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 402	FAST Act 402	\$200,000.00	\$50,000.00	\$200,000.00



**Planned Activity: AAA NNE Young Driver Education and Expo**  
**Planned Activity Number: SA21-002**

**Planned Activity Description**

This project will fund the annual AAA of Northern New England Young Driver Expo. The Teen Driver Expo and AAA Dare to Prepare programs provide education for young drivers, pre-drivers and parents. National speakers and presenters are sought to discuss and demonstrate topics that appeal to and influence teens and impress upon them the importance of making good driving choices. Based on past years, it is estimated that 300 teens will attend the expo. AAA had developed an evaluation component to determine the effectiveness of the annual event. The evaluation is used to guide future improvements and adjustments to the event. In addition to the Expo, workshops at established leadership conferences or camps during the summer months educating teen leaders on the importance of traffic safety will be conducted.

**Intended Subrecipients**

AAA Northern New England

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 402	FAST Act 402	\$100,000.00	\$25,000.00	\$100,000.00



**Planned Activity: Driver Education Curricula**  
**Planned Activity Number: SA21-003**

**Planned Activity Description**

This project will fund Maine Driver Education Schools with the most recent editions of AAA's training curriculum (15<sup>th</sup> Edition How to Drive). It is estimated that 150 driving schools all around the State would benefit from new materials including an Instructor Guide, a DVD and a Power Point (estimated cost \$600 per school).

**Intended Subrecipients**

AAA Northern New England for Maine Driving Schools

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 402	FAST Act 402	\$100,000.00	\$25,000.00	\$100,000.00

# Evidence-Based Traffic Safety Enforcement Program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):

Unique Identifier	Planned Activity Name
ID21-006	DHHS HETL Lab Chemists
ID21-005	Drug Recognition Expert (DRE) and Forensic Phlebotomist (FP) Call-Out Assistance
DD21-000	High-Visibility Enforcement -Distracted Driving
OPB21-000	High-Visibility Enforcement – Occupant Protection (CIOT/BUNE)
ID21-007	IDSP - Impaired Driving Special Prosecutors
ID21-011	Training – Maine Judicial
ID21-001	Maine State Police -SPIDRE Team
PT21-003	Maine State Police – SAFE Program
OPB21-002	Maine State Police – TOPAZ
PT21-000	Municipal and County Speed Enforcement
ID21-000	High-Visibility Enforcement/Drive Sober, Maine Impaired Driving
PS21-000	Pedestrian/Motor Vehicle Traffic Enforcement
ID21-002 to ID21-004	RIDE Teams – Impaired Driving

## Crash Analysis

A Statewide problem identification process is used in the development of the Highway Safety Plan (HSP). The data analyses are designed to identify the high-risk populations in crashes and who, what, when, where and why crashes are occurring.

MEBHS utilizes a three-prong approach to identify problem high-risk populations and locations. This three-prong approach is outlined below:

1. Due to the State of Maine’s geographic size, the State is divided into eight regions. To proportionately divide the State based on geography alone, the current State of Maine district court regions were utilized.

2. The eight geographic regions vary significantly in population density, which in turn affects their respective crash rates. To account for population density in each of these regions, the Maine Bureau of Highway Safety calculates the proportion of vehicle miles travelled in each region as compared to the total vehicle miles traveled in the State of Maine. Each region is then assigned a specific number of grants based upon those percentages and the total number of grants decided upon for each program area in the State. For example, Region 1 (York County) accounted for 15.73% of the total vehicle miles travelled in the entire State of Maine. This allocated six grants to Region 1 out of the 35 high-visibility enforcement grants decided upon for the impaired driving program area.
3. To identify problem areas within each geographic region, the Maine Bureau of Highway Safety utilized different tools to analyze data. Crash data spanning the five-year period from the most recent 5-year period is averaged for each program area. The data includes crashes that resulted in possible injuries, evident injuries, serious injuries, and fatalities.

Geographic Information Systems (GIS) are used to map the top problem areas in the State to further assist in problem identification. This step helps identify the major roads that have high crash rates. Law enforcement agencies located in the problem areas identified for each region are offered grant opportunities as tier 1 agencies. Sheriff's offices and the Maine State Police in the tier 1 areas are also identified to assist with tier 1 problem areas outside of local jurisdictions. Tier 2 problem areas are identified based on their proximity to tier 1 areas using crash data as outlined above. Law enforcement agencies in the tier 2 problem areas are offered grant opportunities if an agency in the tier 1 agency does not apply for a grant. The intent for tier 2 agencies is to have an impact on crash numbers in areas identified as tier 1 due to their proximity and shared roadways.

All enforcement agencies requesting MEBHS grant funding to support additional overtime patrols, must also present a data-driven approach to identifying the traffic safety problems in their jurisdictions. Data documenting the highway safety concern must be included in the funding application submitted to MEBHS, along with proven strategies and countermeasures that will be implemented and evaluated to address the problem.

### **Deployment of Resources**

MeBHS uses a combination of evidence-based countermeasures which can be found in the most recent edition of NHTSA's, *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* and other innovative countermeasures. The innovative countermeasures outlined in this plan were a result of various program specific task force recommendations. Maine currently has an impaired driving, speed, young/teen driver and occupant protection task force. The individual task forces are made up of stakeholders from various agencies and organizations responsible for critical components of the highway safety plan. These stakeholders are selected and nominated as subject matter experts in their field.

The groups meet on a quarterly basis and remain in constant communication when issues involving their individual program arise.

In order to ensure the effective and efficient deployment of resources, MeBHS utilizes targeted, evidence-based and innovative countermeasures to ensure a comprehensive effort towards Maine's overall safety goal of zero deaths. The following overarching strategies are part of the MeBHS strategy:

1. Collaborate with stakeholders such as the Maine Center for Disease Control, Bureau of Alcoholic Beverages and Lottery Operations, local schools, employers and other community-based coalitions to prevent high-risk driving.
2. Identify high-risk populations and locations through extensive crash data analysis.
3. Reduce impaired driving behavior through targeted high-visibility enforcement, effective prosecution, enhanced penalties for subsequent offenses resulting from high-risk driving.
4. Combine high-visibility enforcement with increased public awareness of the dangers, costs, and consequences of high-risk driving with emphasis on high-risk populations and locations.

### **Effectiveness Monitoring**

MeBHS Highway Safety Coordinators will use progress reports, and conduct desk and on-site monitoring to ensure grant funded law enforcement projects are effective and that funds are being utilized according to Plan. Monthly or quarterly progress reports will be required from each agency receiving grant funding to ensure both understanding and achievement of the goals and outcomes of each project. These reports must include data on the activities conducted, such as the area and times worked and the number of contacts made, and citations and warnings issued. MeBHS uses the Maine Crash Reporting System and FARS to monitor crashes and fatalities and will advise law enforcement if there are increases or decreases that would require a change in strategy in a particular jurisdiction. This continuous review and follow-up will allow for subtle or major adjustments thereby ensuring the best use of resources to address the stated priority traffic safety problem(s). MeBHS has developed monitoring policies and procedures to ensure that enforcement resources are used efficiently and effectively to support the goals of the State's highway safety program.



## High-visibility enforcement (HVE) strategies

### Planned HVE strategies to support national mobilizations:

Countermeasure Strategy
Deterrence: Enforcement Sobriety Checkpoints
Distracted Driving Laws and Enforcement
Impaired Driving High Visibility Enforcement
Occupant Protection Sustained Enforcement
Police Traffic Services Sustained Enforcement
Deterrence: Enforcement Short-term, High Visibility Seat Belt Law Enforcement

### HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
DD21-000	High Visibility Distracted Driving Enforcement
ID21-002-004	Regional Impaired Driving Task Force Teams (RIDE)
ID21-000	NHTSA HVE and Drive Sober, Maine!
ID21-001	Maine State Police SPIDRE Team
OPB21-002	Maine State Police TOPAZ
PT21-000	Municipal and County Speed Enforcement
PT21-003	Maine State Police Strategic Area Focused Enforcement (SAFE) Program
OPB21-000	NHTSA HVE CIOT and Buckle Up. No Excuses!

## Certifications, Assurances, and Highway Safety Plan PDFs

**Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.**

ME\_FY21\_ CERTIFICATIONS AND ASSURANCES APPENDIX A- Attached

ME\_FY21\_ CERTIFICATIONS AND ASSURANCES APPENDIX B- Attached

ME\_FY21\_405c\_Traffic Records Strategic Plan- Attached

ME\_FY21-405d\_Statewide Impaired Strategic Plan- Attached

ME\_FY21\_405b -Attached

ME\_FY21\_405c-Attached

ME\_FY21\_405d – Attached

ME\_FY21\_405e – Attached

ME\_FY21\_405f – Attached