

Annual Report

FFY 2019

Massachusetts Office of Grants and Research



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Message from the Executive Director

The Massachusetts Executive Office of Public Safety and Security's Office of Grants and Research (OGR) is pleased to present the Federal Fiscal Year (FFY) 2019 Annual Report. This Report serves as the Agency's evaluation of the 2019 Highway Safety Plan (HSP). It is our opportunity to celebrate performance target attainment in the past year and to identify opportunities for additional improvements in the coming year.

In FFY 2019, Massachusetts continued to have one of the nation's lowest fatality rates based on vehicle miles traveled. This critical statistic is a testament to the work done throughout the state by all stakeholders in the broad effort to keep our roads safe. This year Massachusetts maintained its historically high seat belt use rate, which rose in 2018 to 82%, up from 73% in 2017. Seat belt use is an area that still could be significantly improved, but the trend is in the right direction, and more people are being saved.

The OGR Highway Safety Division staff under the leadership of Division Director, Jeff Larason, have worked closely with safety partners to conduct problem identification, identify priority focus areas, select realistic performance measures, and identify and implement proven countermeasures. This Annual Report reviews the yearly progress on implementing the Massachusetts HSP and documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for funds available under the Section 402 Highway Safety grant program.

OGR's mission statement for highway safety is as follows:

"...to facilitate the development and implementation of policies, programs, and partnerships to help reduce fatalities, injuries, and economic losses from motor vehicle crashes on Massachusetts roadways."

Following the current reauthorization legislation, Fixing America's Surface Transportation Act (FAST Act), the OGR has included the following components in the FY 2019 Annual Report:

- Assessment of the state's progress in meeting targets identified in our FY 2019 HSP
- Description of the projects and activities funded
- Federal funds expended on identified funded projects and activities
- The extent to which the identified projects contributed to meeting the highway safety targets

I am very proud of the work that has been done by my highway safety team to keep Massachusetts one of, if not the, safest state in the country to drive. I extend my gratitude to all of our partners throughout the Commonwealth that made this possible. OGR will continue to strive to reduce crashes, injuries, and loss of life to keep Massachusetts roadways amongst the safest in the country. To that end, we will focus on thoughtful traffic safety data analysis and the use of identified best practice countermeasures to continue to tackle the challenges that lie ahead.

Kevin Stanton, Executive Director



Office of Grants and Research
Executive Office of Public Safety and Security
December 31, 2019

Executive Summary

FFY 2019 Highlights

- For FFY 2019 (October 1, 2018, to September 30, 2019), OGR successfully applied for, and received, \$9,494,099.99 in FAST Act (Fixing America's Surface Transportation) funding from NHTSA. Utilizing the funds received, OGR implemented projects focused on Occupant Protection, Alcohol Enforcement/Impaired Driving, Pedestrian/Bicyclist Safety, Motorcyclist Safety, Traffic Records Data Improvement, Police Training, and overall program management. With this funding from NHTSA, OGR was able to provide grant awards to local, state, and regional non-profit entities representing 52% of all communities in Massachusetts, up from 51% in FFY 2018.
- The 2019 Seat Belt Usage Observation Survey rate held steady at 82%, giving Massachusetts, for the first time, two consecutive years belt usage over 80%. For the survey, 147 observation locations recorded 22,727 drivers and front-seat passengers in 20,160 vehicles between June 4 and June 28, 2019.
- The 2019 Child Passenger Safety (CPS) Equipment Grant was awarded to 58 subrecipients, including local police and fire departments, as well as regional hospitals. Subrecipients purchased 2,233 federally-approved child safety seats and distributed 988 new seats to low-income families and caretakers across 133 communities in Massachusetts. During FFY 2019, subrecipients also distributed 510 seats from previous grant year's inventory, while also conducting over 4,000 inspections at inspection stations and checkup events.
- The 2019 Statewide CPS Administration and Training vendor, Baystate Medical Center, organized 20 classes, which attracted 480 participants, on CPS-related topics including CPS Technician, CPS Technician Renewal, and CPS Ambulance. Through these classes, 153 new CPS technicians were certified. Baystate also continued to work with the Massachusetts Department of Children and Families (DCF) to offer a modified CPS training program for social worker staff. Through this modified program, 95 social workers received training.
- FFY 2019 saw the continued success of the Sustained Traffic Enforcement Program (STEP) with 16 communities (Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield, and Worcester) along with Massachusetts State Police (MSP) implementing high-visibility traffic enforcement throughout the year. The coordinated efforts resulted in 9,515 hours of enforcement and 26,935 citations, warnings, and arrests.
- During FFY 2019, local police departments participated in impaired driving (Drive Sober or Get Pulled Over), distracted driving (DD), and occupant protection (Click It or Ticket) mobilizations. These mobilizations took place in December 2018 (DSOGPO), April 2019 (DD), May 2019 (CIOT), and August 2019 (DSOGPO) and resulting in 18,504 hours of enforcement patrols, which lead to 49,744 motor vehicle stops and nearly 15,000 citations being issued. Subrecipients also purchased over \$400,000 in approved traffic safety-related equipment.

- The Pedestrian and Bicyclist Safety Enforcement & Equipment grant was awarded to 93 local police departments in support of both overtime enforcement and the purchase of traffic safety devices aimed at improving pedestrian and bicyclist safety in their respective communities. The grant funding allowed subrecipients to conduct 6,805 hours of enforcement, 15,757 stops, and issue over 15,000 citations and warnings to drivers, pedestrians, and bicyclists as well as purchase over \$40,000 in safety items such as bicycle helmets and crosswalk signs.
- OGR provided funding to AAA Northeast to support the "*Impaired Driving Summit*" that was held on November 6, 2018, in Dedham. AAA was joined by several national speakers including; The Honorable Bella Dinh Zarr, Chairwoman of the NTSB, Jake Nelson, from AAA National, Britte McBride from the Massachusetts Cannabis Control Commission, along with Art Kinsman, Region One Administrator for NHSTA, Jeff Larason, MA Director of Highway Safety, as well as advocates who tackled the subject of poly-pharma drugged driving continued its outreach efforts with traffic safety stakeholders across the Commonwealth by hosting four public forums throughout February 2018 in Burlington, Fall River, Springfield, and Worcester. Attendees included over 90 officers representing 59 different police departments in Massachusetts as well as 26 non-law enforcement attendees for a total of 117 participants.
- OGR continued working with its media vendor, ThinkArgus, to implement media campaigns and messaging aimed at influencing roadway user behavior. During FFY 2019, media campaigns were launched in support of enforcement mobilizations for impaired driving (DSOGPO), occupant protection (CIOT), distracted driving (DD), and pedestrian/bicyclist safety. Through various mediums (television, radio, billboards, online), these media campaigns generated nearly 55 million impressions (i.e., the number of times media consumed). OGR also maintains a highly influential Twitter feed (2,058 followers) and Facebook page (9,842 followers).

Joining OGR

There were no new hires for the highway safety division during FFY 2019.

Leaving OGR

There were no employees that departed the highway safety division during FFY 2019.

Key Dates and Activities During FFY 2019

December 2018 – FFY 2018 Annual Report submitted to NHTSA
December 2018 to January 2019 – Local DSOGPO Mobilization
April 2019 – Local and MSP Distracted Driving Mobilization
May 2019 – Local and MSP CIOT Mobilization
June 2019 – Statewide Seat Belt Observation Survey
July 2019 – FFY 2020 Highway Safety Plan submitted to NHTSA
August to September 2019 – Local and MSP DSOGPO Mobilization

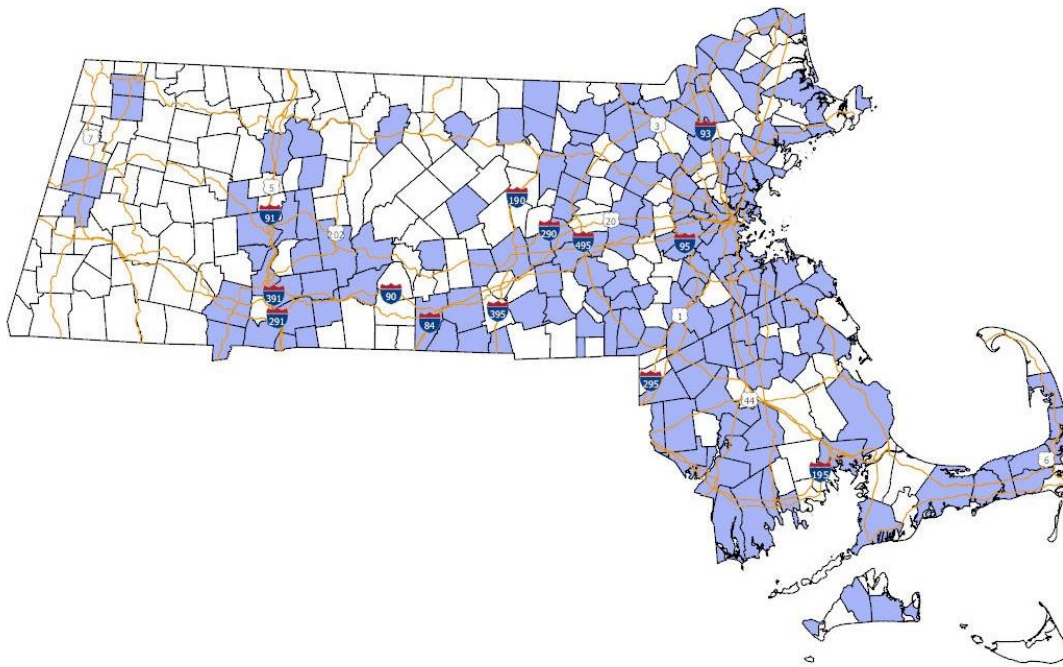
Note on Data for the FFY 2019 Annual Report

For the Annual Report, OGR relied primarily on 2014 to 2018 trend data and, whenever available, 2019 data. The Fatality Analysis Reporting System (FARS) data used in the Performance Data section is preliminary for 2018. The 2018 and 2019 data derived from the MassDOT IMPACT portal is preliminary. Once the FARS and MassDOT data is final, which typically occurs in the first half of 2020, the numbers may differ from what is provided in this report.

FFY 2019 Traffic Safety Enforcement Plan (TSEP) Review

The FAST Act requires a state’s Annual Report to provide a summary of evidence-based enforcement program activities in support of the enforcement plan detailed in the state’s FFY Highway Safety Plan.

During FFY 2019, funding was provided in Massachusetts for a variety of grants to state, municipal, and regional non-profit agencies with a traffic safety focus. In all, 181 different communities received funding aimed at improving traffic safety and educating all roadway users, including drivers, passengers, motorcyclists, pedestrians, and bicyclists. The work of the Highway Safety Division represents 52% of all communities in the Commonwealth, a slight increase from the 180 communities funded in FFY 2018.

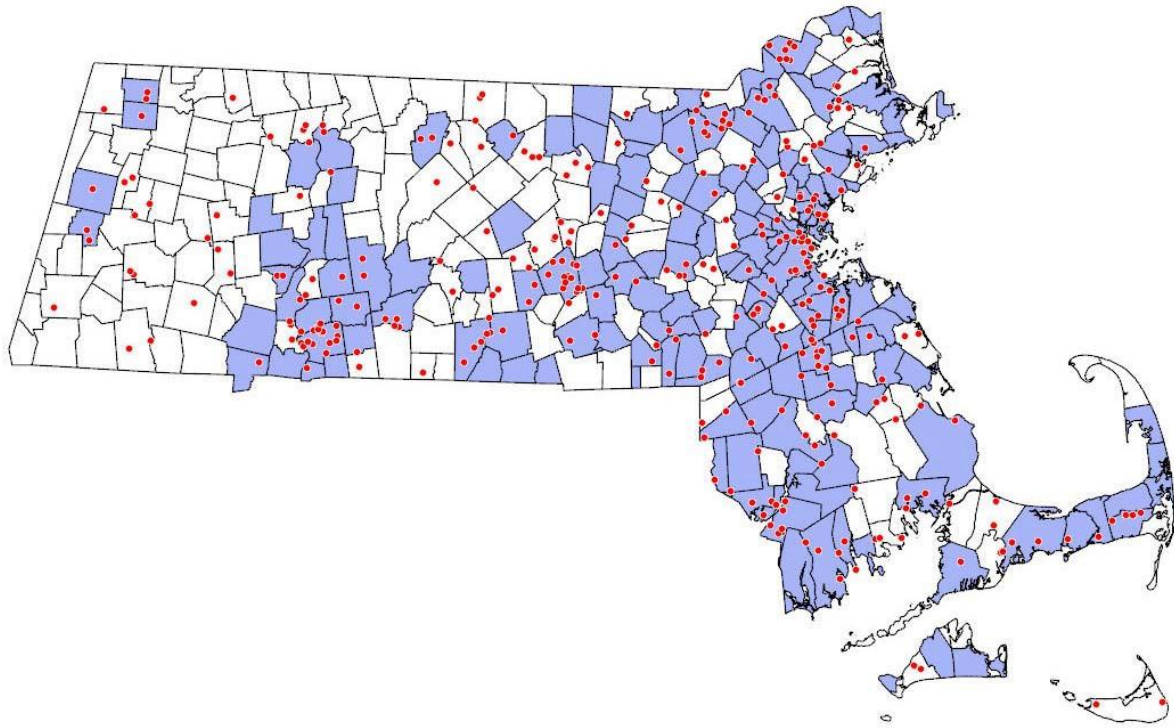


**Map 1: FFY 2019
Grant Funded
Communities**

Communities in each county of Massachusetts, except for Nantucket, received FFY 2019 funding to make roadways safer across the state. As the map above shows, more funding was provided to municipalities in eastern Massachusetts than the western region. This is because data indicated that the problem areas were more prevalent in eastern than western Massachusetts, likely due to higher population density, more vehicle miles traveled, and far more congested roadways with major interstates (90, 93, 95, 495) running through the region.

On the following page, Map #2 shows the location of fatal crashes during 2018 across Massachusetts with the FFY 2019 subgrantee towns for reference. During 2018, 172 communities across the state had at least one fatal crash. Of these towns, 72 were subrecipients of grant funding in FFY 2019 – a rate of 56%.

The map shows distinct clustering of fatal crashes in around Boston, Fall River, Lowell, Springfield, and Worcester. Having major roadways intersecting is likely a factor in the high fatal crash incidences. For example, Springfield has I-91, I-291, and I-391 converging in the area. Boston has I-90, I-93, and Route 1 running through it.



Map 2:
*Fatal
 Crash
 Locations
 in 2018*

For FFY 2019, HSD made every effort to reach out to all communities affected by fatal crashes in 2018 and make aware of the funding opportunities available to help improve traffic safety in their respective towns. Critical programs offered in FFY 2019 were aimed at reducing fatalities caused by undesirable roadway behaviors such as failure to wear a seat belt, failure to use a government-approved child safety seat, failure to keep eyes on the road, and use of alcohol and/or drugs before getting behind a wheel.

Activities conducted during FFY 2019 (October 2019 to September 30, 2019) had a positive impact on the number of fatalities reported.

Total MV Traffic Fatalities	Oct – Dec	Jan – Sept	Total
FFY 2017 (Oct 2016 – Sept 2017)	115	269	384
FFY 2018 (Oct 2017 – Sept 2018)	79	264	343
FFY 2019 (Oct 2018 – Sept 2019)	92	256	348

FFY 2019 saw total traffic fatalities reduced by 10.3% from the total reported in FFY 2017 and 1.5% higher than in FFY 2018. Despite the incremental increase in fatalities from FFY 2018 to FFY 2019, FFY 2019 realized a 3% drop compared to FFY 2018 for the January through September period.

Here is a summary of key traffic safety-focused programs conducted in FFY 2019:

Click It or Ticket (CIOT) Mobilizations

Funding was provided to 141 local police departments to conduct overtime enforcement activity in May and June 2019 in support of the national Click It or Ticket campaign that took place from May 20 to June 2, 2019. During May, 120 local police departments conducted overtime activity resulting in 2,318 enforcement hours and 6,828 stops. In June, 77 departments reported activity leading to 1,303 hours of enforcement and 3,692 stops. Total activity over the two months was 3,621 enforcement hours and 10,520 stops. The stops per hour rate of 2.90 is slightly higher than the 2.87 reported for FFY 2018.

MSP also received funding to conduct overtime enforcement activity during the CIOT campaign period. In FFY 2019, MSP reported 1,882 hours of enforcement, resulting in 4,541 citations issued to drivers. (Note: MSP does not provide data on the number of stops for departmental policy reasons). This activity is a substantial increase over the 796 hours of enforcement and 1,996 citations issued during the same period in FFY 2018.

The number of unrestrained fatalities reported during April and May 2019 was 16 – a 16% drop from the 19 unrestrained deaths recorded during the same period in 2018.

Child Passenger Seat (CPS) Equipment Grant

Funding was provided to 58 subrecipients to purchase federally-approved child passenger seats for distribution to families in need at no cost. During FFY 2019, 2,333 car seats were purchased, and 988 of those new seats were distributed and installed by certified CPS technicians at fitting stations and checkup events. The number of car seats purchased and new seats distributed was 6% and 147% higher, respectively than in FFY 2018.

Subrecipients also reported the distribution of 510 car seats, which were leftover from FFY 2018. In all, CPS grantees issued nearly 1,500 new car seats to families and caregivers in need across the state.

CPS technicians performed over 4,000 inspections and installations via fitting stations and checkup events during FFY 2019, up from 2,500 reported in FFY 2018.

The recipients of new car seats – families in need, caregivers, and guardians – came from 133 different communities across the Commonwealth. This distribution is up 82% from the 73 communities reported receiving car seats during FFY 2018.

Massachusetts experienced four fatalities for passengers who were aged 14 or younger in FFY 2019, up from two for FFY 2018.

Distracted Driving Mobilization

Funding was available to 141 local police departments to conduct overtime enforcement activity during April 2019 in support of the month being designated Distracted Driving Awareness Month by NHTSA. A total of 119 local police departments conducted overtime enforcement activities during the month resulting in 2,524 hours of enforcement and 4,782 stops. The stops per hour rate was 1.89. Nearly 800 texting violations were issued to stopped drivers during enforcement activity.

During the same month in 2018, funding for Distracted Driving Awareness-focused overtime mobilization was available to 63 local police departments, of which 37 conducted enforcement activity. Participating departments conducted 687 hours of patrols resulting in 1,831 stops. The stops per hour rate was 2.67. Over 200 texting violations were issued during enforcement activity.

FFY 2019's Distracted Driving activity involved nearly three times more police departments than in FFY 2018 and resulted in a 267% increase in enforcement patrols as well as a 161% rise in traffic stops. Fatalities reported in April 2019 were 23% lower than in April 2018.

MSP also conducted enforcement activity in support of Distracted Driving Awareness Month. Over two weeks, MSP reported 1,212 hours of overtime enforcement patrols resulting in 2,975 citations issued to drivers. Nearly 1,000 violations involved the use of a hand-held device while driving. MSP did not conduct any Distracted Driving-focused enforcement patrols during FFY 2018.

There were three reported distracted driving fatalities in April 2019. Overall, the number of distracted driving fatalities for FFY 2019 (as of December 11, 2019) is 17, which is significantly lower than the 33 deaths reported for FFY 2018.

Drive Sober or Get Pulled Over (DSOGPO) mobilization

Funding was provided to 158 eligible local police departments to conduct overtime enforcement for two DSOGPO mobilizations – one in December 2018 and the other in August 2019. In the December mobilization, 148 departments participated, while August had 136 departments involved. The two mobilization efforts resulted in 4,059 hours of enforcement, and 11,336 stops for a rate of 2.79 stops per hour. This higher than 2.65 reported for FFY 2018.

Compared to FFY 2018, 12% fewer police departments were involved in the December mobilization, and 32% fewer participated in August. As a result of the decline in total enforcement hours were 41% less in FFY 2019 than in FFY 2018, and stops were down 38%.

Data related to driver BAC for 2019 is currently unreliable (in the case of MassDOT IMPACT) or unavailable (FARS). Using FARS data through December 31, 2018, the first three months of FFY 2019 (October – December), which includes the December DSOGPO, there were 25 reported fatal crashes involving a driver with BAC 0.08 or higher. This statistic is slightly higher than the 21 fatal crashes reported during the same period for FFY 2018.

Pedestrian and Bicyclist Safety Enforcement

Funding was provided to 93 local police departments to conduct overtime enforcement patrols aimed at making the roadways safer for pedestrians and bicyclists. A portion of the funding to a department could be used, if approved by OGR/HSD, to purchase pedestrian and bicyclists safety-related equipment. For FFY 2019, 93 local police departments received funding. The period of grant activity took place between March and September 30, 2019. For those seven months, departments conducted a total of 6,805 hours of enforcement, resulting in 15,757 stops, and 3,299 citations being issued. Subrecipients were also allowed over \$40,000 in approved equipment purchases of items related to pedestrian and bicyclist safety.

FFY 2019 Pedestrian & Bicyclist Enforcement Grant increased grant awards 11% from 84 in FFY 2018 and saw reported enforcement hours jump 90% from 3,589 and stops rise 88% from 8,376. It must be noted that the grant activity period for FFY 2018 was one month shorter, running from April 2018 to September 30, 2018.

Unfortunately, despite the increase in grant awards, enforcement hours, stops, and equipment purchases in FFY 2019, the number of pedestrian fatalities rose to 82 from 73 reported in FFY 2018. Bicyclist fatalities, on the other hand, did drop slightly from five in FFY 2018 to four in FFY 2019.

Sobriety Checkpoints

Funding was provided to MSP to conduct sobriety checkpoints and associated saturation patrols throughout FFY 2019. Since October 2018, MSP has conducted 112 checkpoints and saturation patrols, an increase of 72% from FFY 2018. The checkpoints involved 9,074 hours of overtime by MSP, resulting in 271 OUI arrests (249 alcohol, 22 drugs). The number of OUI arrests increased by 19% from 228 reported during FFY 2018.

MassDOT IMPACT portal provides fatalities in crashes where alcohol is suspected, and for FFY 2019, there were 54 fatalities in crashes where police suspected alcohol was involved. This is 13% less than the 62 deaths reported during FFY 2018.

Sustained Traffic Enforcement Program (STEP)

Funding was provided to MSP and 16 local police departments to conduct high-visibility year-long traffic enforcement patrols. The program resulted in 631 distracted driving-related violations, 1,256 seat belt, and CPS violations, 2,486 speeding citations, and 4 OUI alcohol/drug arrests during 9,515 hours of overtime enforcement patrols.

During FFY 2019, MSP and local police made 27,293 traffic stops during STEP overtime enforcement. This is 68% higher than the 16,250 stops reported in FFY 2018. Crash data from MassDOT IMPACT shows the overall number of crashes reported by the 16 local STEP participants in FFY 2019 was 40,338, which is 6% lower than in FFY 2018. Non-fatal injury crashes declined 9% to 10,736 in FFY 2019 from 11,778 in FFY 2018. Surprisingly, fatal injury crashes remained the same at 78 during both FFYs.

Disclaimer on FFY 2019 Traffic Enforcement and Equipment (TE&E) Grant Program Results

There has been a significant decline in enforcement activity related to the three major enforcement mobilizations that took place during FFY 2018 – December 2017 DSOGPO, May 2018 CIOT, and August 2018 DSOGPO. Compared to the results from FFY 2017, there was a drastic reduction in the number of hours, stops, and citations issued by participating law enforcement agencies. This section explains the numerous factors that contributed to this decrease. Going forward, OGR will work to slow or reverse this trend.

For FFY 2018, participating departments were provided the opportunity to purchase equipment upon completion of at least eight hours of enforcement during both the December 2017 Driver Sober or Get Pulled Over and May 2018 Click It or Ticket mobilizations. This new feature in the FFY 2018 TE&E grant was added to help police departments further enhance their enforcement efforts in addressing traffic safety issues related to impaired driving, occupant protection, speeding, and distracted/inattentive driving.

Outside of this requirement, a participating department conducted overtime patrols at any time using its discretion but scheduling at the high-risk times and locations determined by their internal data resources. However, departments were directed to focus their patrols on the particular traffic safety issue relative to the funding source.

The availability of funding for this program was hindered due to delayed congressional appropriations, which resulted in only a portion of the allocation being dispensed to the departments. The uncertainty of not knowing when the next round of funding might be distributed led to confusion and resulted in departments holding back on enforcement patrols.

In FFY 2020, the TE&E program offered eligible departments the opportunity to purchase equipment but was restructured to allow for a more manageable and effective use of enforcement funding during a campaign period.

Impaired Driving

Problem Identification

Preventing impaired driving crashes on the roadways of the Commonwealth has always been a top priority of OGR. In 2018, impaired driving fatalities dropped 19% from 124 in 2017 to 120. While this may be considered optimistic news, impaired driving fatalities have been inconsistent over the past five years. Fatalities have not gone down in consecutive years yet. Despite the lack of consecutive years of declining fatalities, the alcohol-related fatalities per VMT continue to fall. It was 0.24 in 2016, 0.20 in 2017, and 0.19 in 2018. Going forward, Massachusetts will continue working on bringing the number of impaired driving fatalities to zero.

For FFY 2019, OGR provided funding to numerous programs aimed at further reducing impaired driving deaths as well as increasing awareness among roadway users, especially drivers, on the dangers of drinking and/or doing drugs and getting behind the wheel of a motor vehicle. These programs include but are not limited to, two local ‘*Drive Sober or Get Pulled Over*’ (DSOGPO) mobilizations; ABCC Compliance Checks and Sale to Intoxicated Persons (SIP) Enforcement; MSP Sobriety Checkpoints; and Drug Recognition Expert (DRE) training provided by Municipal Police Training Committee (MPTC).

Funding grant programs aimed at reducing impaired driving-related crashes, injuries, and fatalities is one part of a two-fold strategy by OGR. The other part is increasing awareness through media messaging. During FFY 2019, television, radio, social media as well as outdoor billboards and signs were utilized to spread the key message of ‘*Drunk? Stoned? Driving? DON’T*’ across Massachusetts. The messaging emphasized the importance of choosing safe transportation alternatives to driving, such as taxis, public transportation, and rideshare programs.

Notable Accomplishments in FFY 2019

- Drive Sober or Get Pulled Over (DSOGPO) mobilization activity by participating local police departments resulted in 34,239 stops and 12,415 citations issued during 12,284 hours of overtime enforcement patrols
- Impaired Driving media campaigns in support of the Holiday 2018 and Summer 2019 DSOGPO mobilizations, which promoted safe alternatives to impaired driving and celebrated designated drivers, led to over 53 million distinct impressions across television, online, and outdoor advertisement displays.
- The enforcement activity by 16 local and MSP for the Sustained Traffic Enforcement Program (STEP) led to over 25,000 traffic stops during 9,500 hours of overtime patrols resulting in 27,465 violations issued, warnings, and arrests. Of the arrests, only four were for OUI Alcohol or Drugs.
- During FFY 2019, MSP conducted 85 sobriety checkpoints over 9,074 hours of high-visibility enforcement, which led to 249 arrests for OUI Alcohol and 22 arrests for OUI Drugs.
- The Alcohol Beverages Control Commission (ABCC) was provided funding to conduct underage drinking compliance checks as well as investigate the last sale of alcohol to persons convicted of impaired driving. Compliance checks yielded a 3% failure rate across 2,756 licensed establishments across Massachusetts.

The Last Sale of Alcohol investigations involving 1,636 liquor establishment resulted in 295 warnings and 57 charges.

- Massachusetts Police Training Committee (MPTC) conducted 13 classes related to impaired driving training, including Standardized Field Sobriety Tests (SFST) and SFST Update for Instructors. Ninety law enforcement participants attended the classes.
- MPTC's Drug Evaluation and Classification (DEC) program provided 20 classes related to Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Experts (DRE). Twenty-nine officers completed the DRE program to become certified DREs, and over 460 officers attended ARIDE training classes. As of September 30, 2019, Massachusetts has 138 certified DREs across the state.
- Funding provided to MSP-Office of Alcohol Testing (OAT) allowed the agency to conduct 27 classes related to Breath Test Operating (BTO) and distribute over 1,400 toxicology kits to local police departments across Massachusetts. The BTO classes were attended by 616 law enforcement officers.

Performance Targets & Results for FFY 2019

Decrease alcohol-impaired (BAC = 0.08 or higher) driving fatalities 5% from the five-year average of 126 in 2016 to 119 by December 31, 2019

- ↓ *The five-year average for alcohol-impaired driving fatalities was 129 in 2018, which is 8.4% higher than the target of 119.*

Impaired Driving Projects for FFY 2019

Project Code: AL-19-01

Project Title: Impaired Driving Media

Summary of FFY 2019 Activity:

OGR implemented paid and earned media campaigns in support of both the Holiday and Summer “*Drive Sober or Get Pulled Over*” (DSOGPO) enforcement mobilizations. The campaigns focused on heightening awareness of both drug and alcohol-impaired driving. For further details on these campaigns, go to the **Paid & Earned Media** section on page 59.

In addition to the media backing enforcement mobilizations, OGR also assisted the Governor's Office by holding a press conference in March to promote the state's impaired driving enforcement and awareness efforts as well as having conducted focus groups in June.

Allotted Funding: \$ 750,000
Expenditures: \$ 648,438.92 [\$598,488.92 – Paid; \$49,950 - Earned]
Fund Source(s): 405d

Project Code: AL-19-02
Project Title: Local Police Impaired Driving Enforcement

Summary of FFY 2019 Activity:

Within the FFY 2019 Traffic Enforcement and Equipment (TE&E) Grant Program, funds were provided to local police departments for overtime enforcement of impaired driving laws as well as for the purchase of equipment related to the utilization of traffic enforcement focused on impaired driving. Of the 203 eligible departments, 136 local law enforcement agencies participated in the Winter 2018 DSOGPO mobilization, which covered activity from December 2018 through March 2019. For the Summer 2019 DSOGPO, 125 departments participated in enforcement during the months of July, August, and September 2019. For FFY 2019, traffic enforcement subrecipients were directed to conduct enforcement activity, not only during the two-week national mobilization period but also across two or more months. This allowed departments to better manage overtime activity and provide more leeway to conducting enforcement patrols. At the same time, departments were still required to conduct a minimum of eight enforcement hours during each of the two national DSOGPO mobilization periods.

Table 1: Results from FFY 2019 DSOGPO Mobilizations

	Winter 2018	Summer 2019	Total Reported in FFY 2019
Patrol Hours	7,164	5,120	12,284
Total Stops	20,036	14,203	34,239
Stops Per Hour	2.80	2.77	2.79
Total Citations	7,282	5,133	12,415
OUI Arrests	43	29	72
Speeding Citations	1,552	1,363	2,915
Speeding Warnings	5,430	4,424	9,854
Safety Belt Citations	739	572	1,311

Allotted Funding: \$ 862,452.84
Expenditures: \$ 817,720.67
Fund Source(s): 402, 405d

Project Code: AL-19-03

Project Title: MSP Sobriety Checkpoint & Saturation Patrols

Summary of FFY 2019 Activity:

Funding was provided for overtime patrols to MSP to conduct approximately 85 Breath Alcohol Testing units (BAT) supported Sobriety Checkpoints and/or Operating Under the Influence (OUI) saturation patrols during documented high-risk days of the week, times and locations across the Commonwealth. Whenever operationally feasible, one or more of the BAT mobile vehicles are deployed to the checkpoint. Additionally, when operationally possible, a certified Drug Recognition Expert (DRE) is assigned to work the sobriety checkpoint. During FFY 2019, MSP was able to conduct 112 sobriety checkpoints and/or saturation patrols – an average of 9.3 a month.

The BAT vehicle, when prominently displayed at a checkpoint area, signifies the omnipresence of the enforcement initiative and the threat of apprehension to drivers. This program is a valuable tool in removing impaired drivers from the roadways.

Table 2: Results from FFY 2019 MSP Sobriety Checkpoints & Saturation Patrols

	2018	2019
Sobriety Checkpoints	65	112
High-Visibility Enforcement Hours	7,723	9,074
Vehicle Passed Through	15,036	11,037
OUI Arrests	208	249
OUI Drug Arrests	20	22
Speeding Citations (excludes warnings)	1,650	2,517
Safety Belt Citations	513	502
CPS Citations	36	63

Allotted Funding: \$ 1,080,000

Expenditures: \$ 1,025,515.08

Fund Source(s): 405d

Project Code: AL-19-04

Project Title: Local Sustained Traffic Enforcement Program (STEP)

Summary of FFY 2019 Activity:

The STEP program, comprised of 16 local police departments, completed its sixth year in FFY 2019. The participating communities included Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield, and Worcester. These

communities conducted sustained, high-visibility traffic enforcement all year long with a focus on impaired driving, occupant safety, speeding, and distracted driving.

A chart detailing results of enforcement activities during the FFY 2019 for local STEP participants is provided in the Occupant Protection section on page 25.

Allotted Funding: \$ 319,277.63
Expenditures: \$ 282,492.31
Fund Source(s): 405d

Project Code: AL-19-05

Project Title: MSP Sustained Traffic Enforcement Program (STEP)

Summary of FFY 2019 Activity:

Funding provided to MSP to deploy sustained and selective “zero tolerance” traffic enforcement overtime patrols during FFY 2019. For activity results, please consult the chart provided in the Occupant Protection section for OP-19-05 on page 26.

Allotted Funding: \$ 49,000
Expenditures: \$ 14,664.27
Fund Source(s): 405d

Project Code: AL-19-06

Project Title: Judicial Education Relating to Highway Safety Strategies

Summary of FFY 2019 Activity:

Funding for this program was used to provide educational opportunities for six Massachusetts judges to increase their knowledge of traffic safety laws and regulations. The judges to attend the National Judicial College Conference on Impaired Driving Case Essentials in Reno, Nevada on May 20th to 23rd, 2019.

Allotted Funding: \$ 12,200
Expenditures: \$ 8,521.49
Fund Source(s): 405d

Project Code: AL-19-07
Project Title: MSP-OAT BTO Training

Summary of FFY 2019 Activity:

Funding was provided to the MSP Office of Alcohol Testing (OAT) to conduct Breath Test Operator (BTO) classes for state and local law enforcement officers. BTO training helps officers in detecting and removing impaired drivers from the roadways. Additionally, funding allowed the purchase of BTO-related equipment, including 1,473 Toxicology Kits. Twenty-seven classes with 616 participants were held at various MPTC training locations and other facilities in Reading, Lowell, and Shrewsbury.

Funding was also used to purchase a new Drager Alcotest 9510 Breathalyzer, approved by NHTSA Region 1, which was utilized as a part of training BTO training in FFY19.

Allotted Funding: \$ 62,000
Expenditures: \$ 60,268.14
Fund Source(s): 405d

Project Code: AL-19-08
Project Title: MSP DRE Training

Summary of FFY 2019 Activity:

Funding was provided to MSP to expand and enhance its Drug Recognition Expert (DRE) program. Correctly recognizing and handling a suspected drugged driver is of the utmost importance. Several members of MSP attended the August 2019 International Association of Chiefs of Police (IACP) National Drug Recognition Expert Conference in Anaheim, CA. Discussions with other law enforcement officials and drug recognition experts helped them gain insight and understanding on how best to approach this traffic safety issue. Funding also allowed for the purchase of program-related equipment, including 11 portable breathalyzer units (PBTs).

Allotted Funding: \$ 30,000
Expenditures: \$ 13,971.65
Fund Source(s): 405d

Project Code: AL-19-09
Project Title: MPTC Impaired Driving Law Enforcement Specialized Training Program (SFST)

Summary of FFY 2019 Activity:

Funding was provided to MPTC to conduct training classes focused on impaired driving. During FFY 2019, 13 courses were scheduled – SFST and SFST Update (each for Officers, Instructors, and Supervisors and FTO) – were

offered. Ninety law enforcement participants attended the training sessions, which were held at MPTC Academies and police departments throughout the Commonwealth.

Allotted Funding: \$ 78,597.38
Expenditures: \$ 24,258.55
Fund Source(s): 405d

Project Code: AL-19-10

Project Title: MPTC Drug Evaluation and Classification Program (DEC)

Summary of FFY 2019 Activity:

Funding was provided to MPTC to conduct training for local law enforcement as well as cover travel costs for officers to attend field DRE training located in Maricopa County, Arizona. In FFY 2019, MPTC organized eighteen ARIDE classes and two DRE schools for instructors. Twenty-nine officers completed the DRE program and became certified DREs, while over 460 officers participated in ARIDE training. As of September 30, 2019, Massachusetts has 138 DREs available across the state.

Allotted Funding: \$ 267,509.75
Expenditures: \$ 266,407.87
Fund Source(s): 405d

Project Code: AL-19-11

Project Title: ABCC Underage Drinking Compliance Checks Program

Summary of FFY 2019 Activity:

Funding was provided to ABCC to conduct enhanced liquor compliance checks across the Commonwealth. During FFY 2019, ABCC conducted Compliance Checks in 224 municipalities across the commonwealth. There were 2,756 licensed establishments checked, of which 96 failed (3%). Of these licensees, there were 1,088 off-premise licensees checked, of which 61 failed (6%); and 1,668 on-premise licensees checked, of which 35 failed (2%).

Allotted Funding: \$ 179,975
Expenditures: \$ 151,757.20
Fund Source(s): 405d

Project Code: AL-19-12

Project Title: ABCC Prevent the Sale of Alcohol (SIP) to Intoxicated Persons

Summary of FFY 2019 Activity:

Funding was provided to ABCC for investigators to participate in undercover operations within municipalities with the highest concentration of bars that have been identified as the ‘place of last drink’ (POLD) for convicted drunk drivers. Utilizing a database of MGL 90§24J, ABCC determined the top bars involved within the designated municipalities.

During FFY 2019, ABCC conducted 37 SIP operations that investigated 1,636 liquor establishments resulting in 295 warnings and 57 charges. This represents a 3% charge rate, down from 4% reported in FFY 2018. Also reflected is an 18% warning rate, up from 8% in FFY 2018. ABCC has reported an increase in warnings issued due to witnessing intoxicated individuals that do not order another alcoholic beverage and appear to be intending to drive a motor vehicle. In these cases, investigators will intervene and prevent the intoxicated individual from driving but did not have sufficient evidence to charge the establishment, and a warning is issued instead. ABCC has reported that these warnings provide a significant deterrent impact for the establishment.

Allotted Funding: \$ 170,000

Expenditures: \$ 165,753.97

Fund Source(s): 405d

Project Code: AL-19-13

Project Title: Local Underage Marijuana Enforcement Grant Program

Summary of FFY 2019 Activity:

Due to limited funding and higher priorities for funded projects, OGR decided to postpone this program until FFY 2020.

Allotted Funding: \$ 50,000

Expenditures: \$ 0

Fund Source(s): 405d

Project Code: AL-19-14

Project Title: Stakeholders Conference

Summary of FFY 2019 Activity:

Funding was provided to AAA Northeast to support the "Impaired Driving Summit" that was held on November 6, 2018, in Dedham. This event was attended by 80 law enforcement officers, teachers, advocates, and public safety officials. AAA was joined by several national speakers including; The Honorable Bella Dinh Zarr, Chairwoman of the NTSB, Jake Nelson, from AAA National, Britte McBride from the Massachusetts Cannabis Control

Commission, along with Art Kinsman, Region One Administrator for NHSTA, Jeff Larason, MA Director of Highway Safety, as well as advocates who tackled the subject of poly-pharma drugged driving.

Allotted Funding: \$ 5,000
Expenditures: \$ 2,554.00
Fund Source(s): 402

Project Code: AL-19-15
Project Title: Higher Education Impaired Driving Media Program

Summary of FFY 2019 Activity:

Due to limited funding and higher priorities for funded projects, OGR decided to postpone this program until FFY 2020.

Allotted Funding: \$ 10,000
Expenditures: \$ 0
Fund Source(s): 402

Project Code: AL-19-16
Project Title: Alternative Transportation Program

Summary of FFY 2019 Activity:

Due to limited funding and higher priority programs to fund, OGR did not pursue this program during FFY 2019.

Allotted Funding: \$ 35,000
Expenditures: \$ 0
Fund Source(s): 405d

Project Code: AL-19-17
Project Title: Community-Based Impaired Driving Grant Program

Summary of FFY 2019 Activity:

Due to the onboarding of staff designated to oversee this program, it was not completed in FFY 2019. It is, however, a planned activity for FFY 2020 that is currently in the application period.

Allotted Funding: \$ 25,000
Expenditures: \$ 0
Fund Source(s): 402

Project Code: AL-19-18
Project Title: Impaired Driving Assessment

Summary of FFY 2019 Activity:

During FFY 2019, NHTSA Region I participated in an assessment of the EOPSS/OGR Highway Safety Division's impaired driving program.

Allotted Funding: \$ 51,830
Expenditures: \$ 45,512.96
Fund Source(s): 405d

Project Code: AL-19-19
Project Title: Program Management – Impaired Driving

Summary of FFY 2019 Activity:

Funding used to support staff in the day-to-day management of all impaired driving programs during FFY 2019.

Allotted Funding: \$ 279,000
Expenditures: \$ 255,075.57
Fund Source(s): 402

Impaired Driving – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
AL-19-01	Impaired Driving Media	402, 405d	\$ 648,428.92
AL-19-02	Local Police Impaired Driving Enforcement	402, 405d	\$ 817,720.67
AL-19-03	MSP Sobriety Checkpoint & Saturation Patrols	405d	\$ 1,025,515.08
AL-19-04	Local STEP	405d	\$ 282,492.31
AL-19-05	MSP STEP	405d	\$ 14,664.27
AL-19-06	Judicial Education – Highway Safety	405d	\$ 8,521.49
AL-19-07	MSP-OAT BTO Training	405d	\$ 60,268.14
AL-19-08	MSP DRE Training	405d	\$ 13,971.65
AL-19-09	MPTC Impaired Driving (SFST)	405d	\$ 24,258.55
AL-19-10	MPTC DEC	405d	\$ 266,407.87
AL-19-11	ABCC Underage Drinking Compliance Checks	405d	\$ 151,757.20
AL-19-12	ABCC Prevent Sale of Alcohol (SIP)	405d	\$ 165,753.97
AL-19-13	Local Underage Marijuana Enforcement	N/A	\$ 0
AL-19-14	Stakeholders Conference	402	\$ 2,554.00
AL-19-15	Higher Education Impaired Driving Media	N/A	\$ 0
AL-19-16	Alternative Transportation Program	N/A	\$ 0
AL-19-17	Community-Based Impaired Driving Grant	N/A	\$ 0
AL-19-18	Impaired Driving Assessment	402	\$ 45,512.96
AL-19-19	Program Management – Impaired Driving	405d	\$ 255,075.57

FFY 2019 Total: \$ 3,782,912.65

Occupant Protection

Problem Identification

Increasing the seat belt use rate in Massachusetts remains a top priority for OGR. On the one hand, over the last decade, that state has had the lowest, or close to the lowest, fatalities/VMT rate in the country. On the other hand, Massachusetts had consistently had one of the worst seat belt usage rates in the country. But, this is slowly changing. In 2018, Massachusetts saw its seat belt rate jump from 74% to 82%, surpassing not only secondary belt law states of New Hampshire and South Dakota but also the primary belt law states of Arkansas and Mississippi. In 2019, the seat belt rate held steady at 82%, showing that 2018's results were not an anomaly.

Based on both preliminary FARS data and MassDOT VMT numbers, the 2018 fatalities/VMT rate is 0.57 – up 4% from 0.55 reported in 2017. The 2018 rate is expected to be among the lowest in the country again.

In an effort to continue with efforts to improve the seat belt usage rate, OGR conducted a highly targeted campaign combining outreach, marketing, and enforcement grant funding in FFY 2019. The non-traditional campaign reached out specifically to the lowest use demographics in Massachusetts, young men (18-34 y/o), pick up and commercial truck drivers, and Hispanics. As a result, at least in part, the safety belt usage rate rose dramatically in 2018 from 74% to 82% - a 12 percentage point gain. The increase in CIOT participants, the addition of equipment purchase as an option for CIOT participants, and a new, more powerful media message (“Love Your Mom – Buckle Up”) push through both traditional (television, radio, billboards) and new media (social media, email) may have all contributed to the rise in seat belt usage.

Notable Accomplishments in FFY 2019

- MSP and 133 local police departments conducted overtime enforcement activity in support of the national Click It or Ticket (CIOT) mobilization during the months of May and June 2019. MSP and local police reported 5,510 hours of enforcement, resulting in over 10,000 stops and 8,203 citations issued. There were 1,969 safety belt citations given out to motorists as well as 80 child passenger seat violations issued.
- The 2019 Statewide Seat Belt Observation Survey involved a total of 22,727 drivers and front-seat passengers in 20,160 vehicles were observed at 147 different locations across the state. The statistically weighted percentage of front-seat occupants using a seat belt during the observation period was 81.60. This was 0.02 percentage points higher than the 81.58 reported in 2018.
- Funding was awarded to 58 public safety and non-profit healthcare organizations to purchase federally-approved child safety seats for distribution to low-income families and residents in need. Subrecipients ordered and received 2,233 car seats, of which 988 (as of September 30, 2019) have been given out to residents in need from 133 different communities across Massachusetts. Subrecipients also conducted over 4,000 inspections and installations via inspection stations and checkup events.
- Baystate Medical Center, OGR's statewide CPS program Administrator, organized and conducted 20 training classes including CPS Technician, CPS Technician Renewal, and CPS Special Health

Care Needs. These class offerings enabled 153 new CPS technicians to be certified as well as recertifying 58.5% of technicians, which is higher than the national average of 55.1%.

- Local and MSP STEP enforcement activity during FFY 2019 resulted in 1,179 safety belt citations and 77 child safety seat citations being issued to drivers.
- OGR's earned media campaign in support of Child Passenger Safety Week in September 2019, which relied on 30-second ads run on terrestrial radio in four markets for Spanish with English-speaking ads running concurrently on streaming services such as Pandora and Spotify, yielded over 1.2 million impressions and 2,615 unique visitors to HSD's car seat safety website, <https://www.mass.gov/car-seat-safety>.

Performance Targets & Results for FFY 2019

Decrease the five-year average for unrestrained passenger vehicle fatalities 5% from 102 in 2016 to 97 by December 31, 2019

- ↓ *The five-year average for unrestrained passenger vehicle fatalities rose to 110 in 2018. This is 13.4% higher than the target of 97.*

Increase the observed seat belt usage rate 3% from the five-year average of 76 in 2017 to 78 by December 31, 2019

- ↓ *The five-year average for observed seat belt usage rose to 78 in 2019. This is in line with a target goal of 78.*

Occupant Protection Projects for FFY 2019

Project Code: OP-19-01

Project Title: Occupant Protection Media

Summary of FFY 2019 Activity:

OGR implemented an earned media campaign in support of the May Click It or Ticket enforcement mobilization and a combined earned and paid media campaign throughout the summer to promote seat belt usage. For further details on the "Love Clicks - Buckle Up" campaign, refer to the **Paid & Earned Media** section on page 59.

In September, OGR ran a radio campaign to support Child Passenger Safety Week and to promote the importance of using the right seat and the availability of local technicians via www.mass.gov/carseats. Thirty-second ads ran on terrestrial radio in four markets for Spanish, with English ads running programmatically on streaming services, including Pandora and Spotify. The two-week buy yielded over 1.2 million impressions and 2,615 visitors to HSD's car seat safety webpages.

Allotted Funding: \$ 500,000
Expenditures: \$ 302,114.66 [\$280,128.47 – Paid; \$21,986.19 – Earned]
Fund Source(s): 402

Project Code: OP-19-02
Project Title: Local Police Occupant Protection Enforcement Campaign

Summary of FFY 2019 Activity:

Funding was provided to 133 local police departments for overtime enforcement of occupant protection driving laws during the May/June CIOT mobilization campaign as well as for the purchase of equipment related to the utilization of traffic enforcement focused on driver and passenger safety. Patrols by participants were conducted during high-risk times and locations determined by the latest available state and local crash data. Each participant was required to do a minimum of eight enforcement hours during the CIOT mobilization period, which ran from May 20 to June 2, 2019.

Table 3: Results from FFY 2019 Local Police CIOT Mobilization

	May 2018 Mobilization	May 2019 Mobilization
HVE Patrol Hours	4,376	3,620
Total Stops	12,509	10,520
Stops Per Hour	2.86	2.91
Total Citations	4,680	3,662
OUI Arrests	9	4
Speeding Citations	936	942
Safety Belt Citations	1,616	1,049
CPS Citations	59	50

Participants also issued 999 verbal warnings along with 5,301 written warnings. Speeding accounted for 66% of warnings given out.

Allotted Funding: \$ 625,000.09
Expenditures: \$ 356,353.18
Fund Source(s): 405b

Project Code: OP-19-03

Project Title: MSP Occupant Protection CIOT Enforcement Campaign

Summary of FFY 2019 Activity:

Funding was provided for overtime patrols to MSP to participate in the national May CIOT mobilization in FFY 2019. Based on information gathered through the MSP database management system, overtime patrols were conducted in areas with high incidences of motor vehicle crashes, aggressive driving complaints, and other indicators of reckless driving behaviors. The MSP dedicated enforcement patrols took a ‘zero tolerance’ approach to observed traffic citations with a focus on seat belt and child passenger seat violations.

Table 4: Results of FFY 2019 MSP CIOT Enforcement

	2018 CIOT	2019 CIOT
HVE Patrol Hours	796	1,882
Total Citations Issued	1,996	4,541
OUI Alcohol Arrests	0	0
OUI Drug Arrests	0	0
Speeding Citations	557	1,119
Safety Belt Citations	429	920
CPS Citations	19	30

Allotted Funding: \$ 275,000

Expenditures: \$ 189,019.54

Fund Source(s): 402, 405b

Project Code: OP-19-04

Project Title: Local Police Sustained Traffic Enforcement Program (STEP)

Summary of FFY 2019 Activity:

STEP completed its fifth year of funding with sixteen local police departments – Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield, and Worcester – implementing sustained, high-visibility year-long traffic enforcement. Considered ‘hot spot’ communities because of high crash rates, these departments focused their patrols on locations and specific times of year and days where data show crashes, injuries, and fatalities are at the highest in their respective municipality. Subrecipients used the funding to crack down on violations related to seat belt laws, child passenger safety, impaired driving, speeding, and distracted driving, as well as other traffic safety infractions.

Table 5: Results of FFY 2019 Local STEP Activity

	2018 STEP	2019 STEP
Total Traffic Stops	13,039	25,397
Total Violations, Warnings, and Arrests	11,968	25,040
Total Patrol Hours	4,418	8,808
Stops Per Hour	2.95	2.88
Weighted Stops Per Hour	3.38	3.42
Total Arrests	273	700
OUI Arrests – Alcohol	3	3
OUI Arrests – Drugs	0	0
Red Light Running	1,788	3,640
Speeding Citations	1,165	1,948
Speeding Warnings	3,203	5,540
Safety Belt	913	1,115
Child Safety Seat	42	66
Marked Lane Departure	689	1,190
Crosswalk	170	300
Suspended License	182	578
Texting and Impeded Operation	533	797

Allotted Funding: \$ 319,277.63
Expenditures: \$ 286,936.14
Fund Source(s): 402

Project Code: OP-19-05
Project Title: MSP Sustained Traffic Enforcement Program (STEP)

Summary of FFY 2019 Activity:

Funding was provided to MSP to deploy sustained ‘zero tolerance’ traffic enforcement overtime patrols in locations within each respective Troop area to augment local police department efforts within the same general area as outlined in support of the STEP program. MSP STEP enforcement patrols provided maximum visibility for deterrent purposes and saturated target areas with an emphasis on occupant protection laws, including seat belt usage and child passenger safety infractions.

Table 6: Results of FFY 2019 MSP STEP Activity

	2018 MSP STEP	2019 MSP STEP
Total Patrol Hours	1,348	707
Total Citations, Warnings, and Arrests	3,867	2,425
Safety Belt	251	64
Child Safety Seat	15	11
Speeding Citations	1,070	538
Speeding Warnings	720	361
Suspended License	42	16
Handheld Device	46	64
Move Over Law	101	75
Total Arrests	65	6
OUI Arrest – Alcohol	7	1
OUI Arrest - Drugs	0	0

Allotted Funding: \$ 104,000
Expenditures: \$ 104,079.59
Fund Source(s): 405b

Project Code: OP-19-06
Project Title: CPS Equipment Grant Program

Summary of FFY 2018 Activity:

Funding was awarded to 58 public safety and healthcare organizations to purchase federally-approved child safety seats for distribution to low-income families and residents in need. Seats were purchased by OGR through Mercury Distributing Inc., the statewide vendor for car seats, and delivered directly to each subrecipient. As part of the Child Passenger Safety (CPS) Seat Distribution Grant Program, subrecipients performed outreach to Women, Infants, and Children (WIC) regional offices; healthcare centers; elementary schools; daycare operations; Department of Children and Families (DCF) offices; domestic violence shelters; homeless shelters; teen parenting programs at local high schools, and other non-profits catering to children and families.

Mercury Distributing delivered 2,233 seats to subrecipients in January-February. From January through September, subrecipients distributed 988 new car seats to residents in need from 133 different communities in Massachusetts. The breakdown of new seats distributed by type was:

- Infant – 144 seats
- Convertible – 534 seats
- Combination – 136 seats
- Booster – 174

During this period, subrecipients also distributed 510 seats from previous grant years' inventory, while conducting over 4,000 inspections via inspection stations and checkup events.

Allotted Funding: \$ 225,000
Expenditures: \$ 189,940.90
Fund Source(s): 402

Project Code: OP-19-07
Project Title: CPS Administration and Training

Summary of FFY 2019 Activity:

Funding was provided to Baystate Medical Center to administer the statewide CPS program, including coordinating all training classes, responding to calls made to the Massachusetts CPS Information Line, staffing checkup events to ensure technicians get sign-offs and providing support for the Commonwealth's network of 918 CPS Technicians and 27 Instructors. Baystate organized and conducted 20 training classes, including CPS Technician, CPS Technician Renewal, Continuing Education Unit (CEU) Update, and CPS Special Health Care Needs. In FFY19, these funds enabled 153 new technicians to be certified.

Baystate also assisted in coordinating 21 checkup events and ensured each event had an experienced CPS Technician Proxy or Instructor on hand to provide sign-offs. These events, combined with class offerings, allowed Massachusetts to continue to stay ahead of the national average (55.1%), with 58.5% of technicians recertified.

OGR continued to partner with the Massachusetts Department of Children and Familiar (DCF) to bring a modified CPS training program to their social worker staff. Classes in FFY18 were conducted at DCF's statewide training center, but in FFY19, classes were held in regional DCF offices, which provided the opportunity for more staff to attend. Half-day classes held in Springfield and on Cape Cod, and coordinated by Baystate, allowed for 95 social workers to receive both in-classroom and hands-on in-vehicle training.

Allotted Funding: \$ 225,000
Expenditures: \$ 151,972.81
Fund Source(s): 405b

Project Code: OP-19-08
Project Title: CPS Statewide Information Line

Summary of FFY 2019 Activity:

The funding allowed OGR's CPS Administration and Training Program vendor, Baystate Medical Center, to respond to 20 messages left on the CPS Telephone Information Line. Due to diminishing use of the information

line in recent years, OGR is in the process of creating an email account that will be advertised on our website, social media, and distributed literature as a means of having CPS questions submitted and answered. A phone number will also be advertised, but it will be overseen by OGR. Since there are currently CPS hand cards in circulation with the information line number on it, OGR will maintain the line through FFY19, while also promoting the methods of communication.

Allotted Funding: \$ 1,100
Expenditures: \$ 474.65
Fund Source(s): 402

Project Code: OP-19-09

Project Title: Statewide Seat Belt Observation Survey

Summary of FFY 2019 Activity:

Funding was provided to UMassSAFE (through the UMass Donahue Institute) to conduct a statewide safety belt observation survey utilizing standard NHTSA statistical methodology. UMassSAFE conducted observations at various times between June 4 and June 28, 2019. A final report was submitted and approved by OGR. This report was sent to NHTSA at the end of August 2019 and subsequently approved by NHTSA.

During the observation period, a total of 22,727 drivers and front outboard passengers in a total of 20,160 vehicles were observed at 147 locations across the Commonwealth. The statistically weighted percentage of front-seat occupants properly using seat belts during the observation period was **81.60** percent. This number is 0.02 percentage points higher than the rate observed in 2018 (81.58), and it is the highest reported seat belt rate recorded in Massachusetts history.

Allotted Funding: \$ 140,000
Expenditures: \$ 138,194.44
Fund Source(s): 405b

Project Code: OP-19-10

Project Title: MSP Car Seat Checkpoints

Summary of FFY 2019 Activity:

Funding was provided to MSP to allow their technicians to continue to be a statewide resource to caregivers and to aid in their recertification efforts. In FFY19, MSP hosted two checkup events and inspected nearly 70 seats. They also purchased 90 new car seats for usage at their events, and at events at which their technicians may be assisting.

Allotted Funding: \$ 42,000
Expenditures: \$ 11,158.80

Fund Source(s): 402

Project Code: OP-19-11

Project Title: Occupant Safety and Impaired Driving Awareness Display Vehicle

Summary of FFY 2019 Activity:

After running for two years, it was decided that the benefits of continuing the program would have diminished value. No expenses were reported for the project.

Allotted Funding: \$ 2,000

Expenditures: \$ 0

Fund Source(s): 402, 405d

Project Code: OP-19-12

Project Title: “Buckle Up” Road Signage

Summary of FFY 2019 Activity:

This program was planned for FFY 2019, but due to limited grant funding, it was not implemented. There are no plans to implement the program in FFY 2020.

Allotted Funding: \$ 250,000

Expenditures: \$ 0

Fund Source(s): 402, 405b

Project Code: OP-19-13

Project Title: Higher Education Grant Program – Occupant Protection Media Program

Summary of FFY 2019 Activity:

This program was planned for FFY 2019, but due to limited grant funding, it was not implemented. OGR hopes to be able to implement the program in FFY 2020.

Allotted Funding: \$ 10,000

Expenditures: \$ 0

Fund Source(s): 405b

Project Code: OP-19-14

Project Title: Community-Based Occupant Protection Program

Summary of FFY 2019 Activity:

Due to the onboarding of staff designated to oversee this program, it was not completed in FFY 2019. It is, however, a planned activity for FFY 2020 that is currently in the application period.

Allotted Funding: \$ 25,000

Expenditures: \$ 0

Fund Source(s): 405b

Project Code: OP-19-15

Project Title: Program Management – Occupant Protection

Summary of FFY 2019 Activity:

Funding used to support staff's inability to properly manage occupant protection programming during FFY 2019. Travel, professional development expenses, and office supplies were also covered.

Allotted Funding: \$ 207,000

Expenditures: \$ 182,221.67

Fund Source(s): 402

Occupant Protection – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
OP-19-01	Occupant Protection Media	402	\$ 302,114.66
OP-19-02	Local Police CIOT Campaign	405b	\$ 356,353.18
OP-19-03	MSP CIOT Campaign	402, 405b	\$ 189,019.54
OP-19-04	Local Police STEP	402	\$ 286,936.14
OP-19-05	MSP STEP	405b	\$ 104,079.59
OP-19-06	CPS Equipment Grant	405b	\$ 189,940.90
OP-19-07	CPS Administration & Training	405b	\$ 151,972.81
OP-19-08	CPS Statewide Information Line	402, 405b	\$ 474.65
OP-19-09	Statewide Seat Belt Observation Survey	405b	\$ 138,194.44
OP-19-10	MSP Car Seat Checkpoints	402	\$ 11,158.80
OP-19-11	Occupant Safety Awareness Display Vehicle	N/A	\$ 0
OP-19-12	“Buckle Up” Road Signage	N/A	\$ 0
OP-19-13	Higher Education – OP Media Program	N/A	\$ 0
OP-19-14	Community-Based OP Program	N/A	\$ 0
OP-19-15	Program Management – Occupant Protection	405b	\$ 182,221.67

FFY 2019 Total: \$ 1,912,466.38

Speeding and Distracted Driving

Problem Identification

Massachusetts roadways are not immune to speeding and distracted-affected driving behaviors, no doubt fueled by the busy pace of life in the region and increasingly congested roads that are far beyond their intended capacity. OGR has worked hard to help local and state law enforcement enforce speeding and distracted driving laws through enforcement mobilization funding and media messaging in conjunction with the enforcement activities.

In 2018, speeding fatalities dropped for the second consecutive year, dropping from 103 to 95. Distracted driving-related fatal crashes (aka distraction-affected) saw a slight increase, rising from 35 in 2017 to 38 in 2018.

One key demographic targeted for media messaging and enforcement has been drivers 35 or younger, which encompass drivers that had cell phones and/or smartphones around when they began to drive. Over the past three years (2016-2018), these drivers have accounted for over a third of all distracted drivers in a fatal crash and nearly 83% of all drivers in a speed-related fatal crash.

Notable Accomplishments in FFY 2019

- MSP conducted speed enforcement patrols in support of national Speed Awareness in June 2019. Through 934 hours of patrol, MSP handed out 1,212 warnings and 2,123 citations while making 19 arrests. Speeding accounted for 54% of all warnings and 33% of citations.
- OGR launched a distracted driving media campaign, *That Guy*, during the month of June 2019 (Speed Awareness Month). The video advertisement ran for three weeks on broadcast television in the Boston and Springfield markets. A total of 446 spots reached 65% of the targeted adults, making over 4.2 million impressions.
- Local police departments and MSP conducted distracted driving enforcement during FFY 2019. The combined efforts resulted in 3,746 patrol hours and 5,408 citations issued to motorists. The use of a handheld or electronic device accounted for 31% of MSP's citations and 51% of local police citations.

Performance Targets & Results for FFY 2019

Decrease speed-related fatalities 3% from the five-year average of 97 in 2016 to 94 by December 31, 2019

↓ *The five-year average for speed-related deaths was 100 in 2018, which is 6% higher than the target of 94.*

Decrease the five-year average of distracted-affected fatal crashes 10% from 30 in 2016 to 27 by December 31, 2019

↓ *The five-year average of distraction-affected fatal crashes was 42 in 2018. (insert disclaimer about revised numbers on FARS)*

Speeding and Distracted Driving Projects for FFY 2019

Project Code: SC-19-01

Project Title: Speed Media

Summary of FFY 2019 Activity:

EOPSS/OGR did not spend funds on a specific speed-related campaign and prioritized 402 funds to provide media in support of the required enforcement mobilizations that were conducted in FFY 2019. EOPSS/OGR did, however, continue to message about the dangers of speeding on its social media platforms, Twitter, and Facebook. EOPSS/OGR is currently working with other Region 1 states on a combined media campaign in support of local speed enforcement in the summer of 2020.

Allotted Funding: \$ 50,000

Expenditures: \$ 0

Fund Source(s): 402

Project Code: SC-19-02

Project Title: MSP Speed Enforcement

Summary of FFY 2019 Activity:

During FFY 2019, MSP conducted 934 patrol hours of enforcement in support of the national Speed Mobilization period from June 13 – June 29. The enforcement efforts resulted in 1,434 citations (including 19 arrests) and 1,212 warnings. There were 704 speed citations and 655 speed warnings, which accounted for 51% of all citations and warnings.

Allotted Funding: \$ 150,000

Expenditures: \$ 92,599.86

Fund Source(s): 402

Project Code: SC-19-03

Project Title: Program Management – Speed & Aggressive Driving

Summary of FFY 2019 Activity:

Funding used to sufficiently support staff to manage all speed and aggressive driving programming during FFY 2019. Travel, professional development expenses, conference fees, and supplies were also funded.

Allotted Funding: \$ 40,000

Expenditures: \$ 21,149.68

Fund Source(s): 402

Project Code: DD-19-01

Project Title: Distracted Driving Media

Summary of FFY 2019 Activity:

As part of the national awareness month, OGR launched *That Guy*, a media campaign aimed at making people more aware of their distracted behavior behind the wheel and reminding them to *Just Drive*. The [video ad](#) ran on a 3-week flight of broadcast TV in the Boston and Springfield markets. A total of 446 spots reached 65% of the targeted adults who saw the spot an average of 2.8 times, good for over 4.2 million impressions.

OGR's earned media included working with the New Hampshire Office of Highway Safety on a cross-border enforcement collaboration as part of *Connect to Disconnect* as well as coordinating media coverage to observe enforcement demonstrations in Central MA and on Cape Cod. These efforts, as well as a statewide press release promoting *That Guy*, netted 25 stories on TV, online, print, and radio.

Allotted Funding: \$ 200,000

Expenditures: \$ 189,682.56 [\$169,702.56 – Paid; \$19,980 – Earned]

Fund Source(s): 402

Project Code: DD-19-02

Project Title: MSP Distracted Driving Enforcement

Summary of FFY 2019 Activity:

During FFY 2019, MSP conducted 1,212 patrol hours of enforcement over the two-week-long Distracted Driving Mobilization period (April 28 – May 10), resulting in 2,217 citations including 40 arrests and also issued 1,270 warnings to motorists during the enforcement period. There were 929 violations for the use of a handheld device, accounting for 42% of all citations given out by MSP.

Allotted Funding: \$ 175,000
Expenditures: \$ 120,751.79
Fund Source(s): 402

Project Code: DD-19-03
Project Title: Local Police Distracted Driving Enforcement

Summary of FFY 2019 Activity:

As done in 2018, the April Distracted Driving mobilization was not required for FFY 2019. Unlike FFY 2018, when only 37 towns participated, FFY 2019 saw 119 police departments conduct Distracted Driving Mobilizations in April. Participating departments conducted 2,524 hours of enforcement, resulting in 4,782 traffic stops for a stops-per-hour rate of 1.89, which is lower than the 2.67 reported for FFY 2018. A portion of funding allowed for the purchase of equipment and messaging mediums related to traffic enforcement focused on inattentive and distracted driving.

Table 7: Results of FFY 2019 Local Distracted Driving Enforcement

	April 2018 (37 towns)	April 2019 (119 towns)
Enforcement Hours	687	2,534
Total Stops	1,831	4,782
Stops Per Hour	2.67	1.89
Total Citations Issued	1,912	2,433
Improper Use of Phone 18+ (90 13MP)	88	457
Text Messaging (90 13B)	244	777
Impeded Operation (90 13)	67	224

Police also issued 2,096 written warnings and 549 verbal warnings along with 12 arrests for various outstanding charges (none related to OUI). Of the written warnings, 19% were for Failure to Stop, and 39% were for speeding.

Allotted Funding: \$ 377,014.56
Expenditures: \$ 250,386.00
Fund Source(s): 402

Project Code: DD-19-04

Project Title: Higher Education Distracted Driving Media Program

Summary of FFY 2019 Activity:

Due to limited funding and higher priority programs to fund, OGR decided to postpone this project until FFY 2020.

Allotted Funding: \$ 10,000

Expenditures: \$ 0

Fund Source(s): 402

Project Code: DD-19-05

Project Title: Community-Based Distracted Driving Grant Program

Summary of FFY 2019 Activity:

Due to the onboarding of staff designated to oversee this program, it was not completed in FFY 2019. It is, however, a planned activity for FFY 2020 that is currently in the application period.

Allotted Funding: \$ 25,000

Expenditures: \$ 0

Fund Source(s): 402

Project Code: DD-19-06

Project Title: Program Management – Distracted Driving

Summary of FFY 2019 Activity:

Funding used to allow staff to conduct distracted driving programming during FFY 2019, as well as to cover travel, professional development expenses, conference fees, postage, and office supplies.

Allotted Funding: \$ 86,000

Expenditures: \$ 76,546.85

Fund Source(s): 402

Higher-Risk Transportation System Users

Problem Identification

In Massachusetts, higher risk or vulnerable transportation system users are defined as young drivers, older drivers, motorcyclists, pedestrians, bicyclists, and school bus occupants.

According to preliminary 2018 FARS data, younger drivers (age 20 and under) accounted for 5% of all drivers (26 of 488) involved in a fatal crash. 2018 is the seventh straight year that younger driver crash involvement has been under 10%, with a decline from 8% in 2017. The low rate of younger driver involvement shows how impactful the Junior Operator License (JOL) law has been for since its inception in 2012. Before the JOL, younger driver involvement in fatal crashes was consistently in double-digit percentages. The JOL law has helped increase the knowledge, the amount of experience, and training and has limited teens from driving in the most dangerous circumstances, late at night, and with other teens.

Older drivers (65 years and older) were involved in 14% of all fatal crashes in Massachusetts in 2018, up from 13% reported in 2017, rising from 60 to 68. In recent years, the RMV has revised how motor vehicle operators age 75 or older renew their licenses – from requiring in-person renewal to having to pass an onsite vision test – in an attempt to better screen for older drivers that may not have the visual acuity necessary for driving. Despite this, the influx of older drivers (Baby Boomers) may be part of the reason why drivers 75 years or older involved in fatal crashes increased from 30 to 36 between 2017 and 2018.

For both younger and older drivers, males accounted for a large majority of the drivers involved in fatal crashes. In 2018, males represented 69% of all younger drivers (18 of 26), and 81% of all older drivers (55 of 68) involved in a fatal crash. OGR has worked with its media vendor to ensure media messaging encourages male drivers across the Commonwealth to be more mindful of safe roadway behaviors.

There was only a small increase in motorcycle registrations between 2015 and 2018, but the demand for quality rider training continues to be strong. Preliminary FARS 2018 data shows motorcyclists comprised 16% (59 of 360) of all motor vehicle-related fatalities, up from 15% in 2017. Unfortunately, there has been an increase in unhelmeted motorcycle fatalities – up to six in 2018 from one in 2017. Had these riders been wearing a helmet at the time of the crash, they would have reduced their chance of dying by 42% and risk of head injury by 69%. During FFY 2019, OGR was in constant communication with RMV about developing and promoting rider training classes aimed at educating new and current motorcyclists on all aspects of motorcycle safety, including roadway rules and regulations, licensing requirements, and proper equipment usage and maintenance.

After declining the last two years, 2018 saw a rise in pedestrian fatalities – up to 78 from 72 in 2017. Nearly 50% of all pedestrian fatalities during 2018 occurred in three counties – Middlesex (13), Norfolk (12), and Suffolk (13). The colder months (October – February) accounted for over 60% of these deaths in 2018. In 2017, the colder months accounted for 53% of fatalities. The higher likelihood of pedestrian fatalities during colder months could be attributed to poor visibility (dusk falling earlier), unsafe roadways and sidewalks (snow, ice), and judgment errors on the part of pedestrians (jaywalking, not using crosswalks) and drivers (too fast, not paying attention). Weekends (Friday – Sunday) accounted for nearly half the pedestrian fatalities reported in 2018. OGR worked with FFY 2019 Pedestrian and Bicycle Safety Enforcement and Equipment Grant subrecipients to focus overtime activities during these periods of increased pedestrian fatalities.

Bicycling has increasingly been a popular mode of transportation in Massachusetts, especially in the Boston metro area. During 2018, there were four bicyclist fatalities. This is a significant drop from the 12 deaths reported in 2017. All four of these fatalities were male, and all were 21 years or older. Since 2014, the vast majority, 39 of 36, bicyclist fatalities have been male, and over 80% were over 20 years of age.

Higher-risk transportation system users accounted for 52% of the 360 traffic fatalities reported in 2018. During FFY 2019, OGR, through policy and outreach efforts, sought to reduce the incidence of vulnerable user fatalities. Strategies included increasing the number of pedestrian and bicycle grant recipients, promoting the availability of rider training classes offered by RMV through social media, and informing mobilization participants of the importance of cracking down on poor driving behaviors by young and older drivers.

Notable Accomplishments in FFY 2019

- Through funding provided by OGR, the Massachusetts Registry of Motor Vehicles (RMV) was able to fund a Motorcycle Safety Conference that featured hands-on sessions of rider training evaluations.
- In conjunction with RMV, OGR ran a paid media campaign utilizing online and radio spots to enhance motorist awareness of motorcyclists on the roadways. Ten and 15-second radio sponsorships across 16 stations in Massachusetts' five radio 'metros' – Boston, Cape Cod, New Bedford-Fall River, Springfield, and Worcester – yielded almost 1.5 million impressions.
- Funding was provided to 93 local police departments to conduct pedestrian and bicyclist safety enforcement patrols during FFY 2019. Participating subrecipients conducted 6,805 hours of overtime enforcement, resulting in 15,757 stops and 3,299 citations issued. The most frequent violation reported, in terms of citations and warnings, was "Failure to Yield to Pedestrian in a Crosswalk" (MGL 89 11).
- OGR and MassDOT continued with the collaborative media campaign called "Scan the Streets for Wheels and Feet." MassDOT utilized its network of regional transportation providers to run digital and print advertisements at stations and on trains and buses, while OGR provided messaging on recycling kiosks and Blue Bike rental depots.

Performance Targets & Results for FFY 2019

Decrease motorcycle fatalities 5% from the five-year average of 49 in 2016 to 46 by December 31, 2019

- ↓ *The five-year average for motorcycle fatalities was 51 in 2018, which is 11% higher than the target value of 46.*

Decrease unhelmeted motorcycle fatalities 25% from the five-year average of 4 in 2016 to 3 by December 31, 2019

- ↓ *The five-year average of unhelmeted motorcycle fatalities was 4 in 2018, slightly higher than the target value of 3.*

Decrease pedestrian fatalities 5% from the five-year average of 79 in 2016 to 75 by December 31, 2019

- ↓ *The five-year average of pedestrian fatalities was 76 in 2018, which is 1% higher than the target value of 75.*

Decrease bicyclist fatalities 10% from the five-year average of 10 in 2016 to 9 by December 31, 2019

- ↓ *The five-year average of bicyclist fatalities was 9 in 2018, which is in line with the target value of 9.*

Decrease number of young drivers (age 20 or under) involved in fatal crashes 5% from the five-year average of 38 in 2016 to 36 by December 31, 2019

- ↓ *The five-year average of young drivers involved in a fatal crash was 34 in 2018, which is 6% lower than the target value of 36.*

Higher-Risk Transportation System User Projects for FFY 2019

Project Code: MC-19-01

Project Title: Motorcycle Safety Media

Summary of FFY 2019 Activity:

In conjunction with the RMV, OGR ran a paid media campaign utilizing online and radio to enhance motorist awareness of sharing the road safely with motorcyclists. The campaign launched to hit during Laconia Motorcycle Week in June, with media staggered to enable us to keep motorcyclist safety top of mind through August. Digital ads featured the “Ghost Riders” videos produced in FFY 2018 on YouTube, Facebook, and Instagram targeting Massachusetts adults on these platforms. The digital component delivered 943,000 impressions, with 506,000 video views and a completion rate of 41 percent.

The online buy was supported with 10 and 15-second news/traffic/weather report radio sponsorships on 16 stations in MA’s five radio metros – Boston, Cape Cod, New Bedford-Fall River, Springfield, and Worcester. 436 radio spots delivered almost 1.5 million impressions with an average frequency of 31.5% and reach of 1.4 for our target audience.

Allotted Funding: \$ 75,000

Expenditures: \$ 0

Fund Source(s): 405f

Project Code: MC-19-02

Project Title: Motorcycle Safety Program Enhancements

Summary of FFY 2019 Activity:

EOPSS/OGR provided 405-f funds to the Massachusetts Registry of Motor Vehicles (RMV), but RMV was unable to utilize most of the funds for various reasons. During the 2019 training season, federal funding did support seven RiderCoach updates on the Motorcycle Safety Foundation's Beginner Rider Course, three SMART trainer events at rider events, and a motorcycle safety conference that featured hand-on sessions of rider training evaluations in August 2019.

Allotted Funding: \$ 205,593.55

Expenditures: \$ 80,649.61

Fund Source(s): 405f

Project Code: MC-19-03

Project Title: Program Management – Motorcycle Safety

Summary of FFY 2019 Activity:

Funding was used to support staff needed to facilitate motorcycle-related programming as well as cover travel and miscellaneous expenses during FFY 2019.

Allotted Funding: \$ 55,000

Expenditures: \$ 49,995.66

Fund Source(s): 402

Project Code: PS-19-01

Project Title: Pedestrian and Bicyclist Safety Media

Summary of FFY 2019 Activity:

During FFY 2019, OGR and the MassDOT continued the collaborative "Scan the Streets for Wheels and Feet" media campaign promoting situational awareness for drivers, bicyclists, and pedestrians. MassDOT utilized its network of regional transportation providers to run digital and print ads at stations and on trains and buses. OGR continued to complement these out-of-home ads with messaging on recycling kiosks and Blue Bike signage in Boston and radio ads. 10 and 15-second news/traffic/weather report radio sponsorships on 16 stations in MA's five radio metros – Boston, Cape Cod, New Bedford-Fall River, Springfield, and Worcester. In total, the campaign which ran from June-August netted over 2 million impressions.

Allotted Funding: \$ 150,000

Expenditures: \$ 99,729.88

Fund Source(s): 405h

Project Code: PS-19-02

Project Title: Local Police Pedestrian & Bicyclist Enforcement/Equipment Program

Summary of FFY 2018 Activity:

Funding was provided to 93 local police departments to conduct overtime enforcement activities aimed at reducing pedestrian and bicyclists’ injuries and fatalities from motor vehicle crashes. Subrecipients were also allowed to spend an approved percentage of their fund award on safety items for distribution specifically for improving pedestrian and bicycle safety in their respective communities. Purchased safety items included bike helmets, bike lights, coloring books, and reflective bracelets, which help drivers become more aware of pedestrians on crosswalks. Over \$40,000 was spent on safety items by subrecipients.

Local police conducted 6,805 hours of overtime enforcement patrols resulting in 15,757 stops, 3,299 citations issued, and 11,866 warnings to motor vehicle drivers, pedestrians, and bicyclists. The number of patrol hours jumped 89%, and the number of stops nearly doubled compared to FFY 2018. The most frequent violation, in terms of total citation and warnings, was to motor vehicle drivers for “Failure to Yield to Pedestrian in a Crosswalk” (MGL 89 11).

Table 8: Results from FFY 2019 Pedestrian & Bicyclists Enforcement/Equipment Program

	FFY 2018	FFY 2019
Total Subrecipients	84	93
Total Enforcement Patrol Hours	3,589	6,805
Total Stops	8,376	15,757
Total Citations	2,135	3,299
Total Warnings	7,230	11,866
Total Arrests	5	11

Allotted Funding: \$ 683,339.84

Expenditures: \$ 423,262.85

Fund Source(s): 405h

Project Code: PS-19-03

Project Title: Community-Based Pedestrian and Bicyclist Safety Program

Summary of FFY 2019 Activity:

Due to the onboarding of staff designated to oversee this program, it was not completed in FFY 2019. It is, however, a planned activity for FFY 2020 that is currently in the application period.

Allotted Funding: \$ 25,000

Expenditures: \$ 0

Fund Source(s): 405h

Project Code: PS-19-04

Project Title: Program Management – Pedestrian & Bicycle Safety Program

Summary of FFY 2019 Activity:

Funding to provide sufficient support to staff to conduct pedestrian and bicycle-related programming as well as to cover travel, professional development expenses, conference fees, postage, and office supplies during FFY 2019.

Allotted Funding: \$ 123,000

Expenditures: \$ 111,645.86

Fund Source(s): 402

Higher-Risk Transportation System User – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
MC-19-01	Motorcycle Safety Media	405f	\$ 0
MC-19-02	Motorcycle Safety Program Enhancements	402	\$ 80,649.61
MC-19-03	Program Management	402	\$ 49,995.66
		<i>MC Subtotal:</i>	<i>\$ 130,645.27</i>
PS-19-01	Pedestrian and Bicycle Media	405h	\$ 99,729.88
PS-19-02	Pedestrian and Bicycle Enforcement	405h	\$ 423,262.85
PS-19-03	Pedestrian and Bicycle Safety Planning	N/A	\$ 0
PS-19-04	Program Management	402	\$ 111,645.86
		<i>PS Subtotal:</i>	<i>\$ 634,638.59</i>

FFY 2019 Total: \$ 765,283.86

Traffic Records

Problem Identification

OGR and its partners collect, maintain, and provide access to traffic records data to help with identifying highway safety issues and crash trends, developing appropriate countermeasures, and evaluating the effectiveness of these efforts. To do this efficiently and accurately, the data needs to be as up-to-date as possible. Unfortunately, Massachusetts has numerous challenges with regards to its statewide traffic records system, including, but not limited to, antiquated computer systems and inadequate data submission protocols and requirements. Improvements have been made in recent years, especially with the development and implementation of the Motor Vehicle Automated Citation and Crash System (MACCS). The overarching goal of MACCS is to automate the collection and submission of motor vehicle citation and crash report information by state and local police, which will lead to improved quality and timeliness of data used by all traffic safety stakeholders.

Performance Targets & Results for FFY 2019

TR-1 Number of Linked Massachusetts EMS/crash reports

For FFY 2019, the target was to improve the integration of traffic records systems by increasing the number of linked Massachusetts EMS/crash reports from 0% to 75% from January 1, 2018, to December 31, 2018.

The goal was not achieved as the final linkage rate was 58% as of December 31, 2018.

TR-2 Improve Accuracy and Completeness of RMV's Crash Data System

For FFY 2019, the target was to decrease the number of crash reports rejected for not meeting the minimum criteria to be accepted into the system from 1,487 between April 1, 2017, and March 31, 2018, to 1,425 or less between April 1, 2018, and March 31, 2019.

This goal was not achieved as the number of crash reports rejected for not meeting the minimum criteria to be accepted into the system only decreased from 1,487 to 1,466 by March 31, 2019.

TR-3 Number of Ambulance Services Submitting NEMSIS Version 3.0

For FFY 2019, the target was to improve the completeness of MATRIS by increasing the number of ambulance services submitting NEMSIS Version 3 reports to the system from 0 between April 1, 2017, and March 31, 2018, to 3 or more between April 1, 2018, and March 31, 2019.

This goal was achieved with the number of ambulance services submitting NEMSIS Version 3 reports to MATRIS increasing from zero to eight by March 31, 2019.

TR-4 number of Intersections with Fundamental Data Elements (FDEs)

For FFY 2019, the target was to improve the completeness of the Massachusetts statewide road inventory database by increasing the number of intersections with Fundamental Data Elements (FDEs) from 0 as of June 30, 2017, to 5,400 as of December 31, 2018.

This goal was not achieved as the final number of intersections with FDEs was 1,407 by December 31, 2018.

TR-5 Development of a new MassTRAC

For FFY 2019, the target was to develop a tentative business plan for a new MassTRAC by December 31, 2018.

The goal was not achieved as it was deemed prudent to await further research on the upgrading of MassDOT's Crash Data Portal before proceeding with a business plan. In late 2019 the project was canceled.

Traffic Records Projects for FFY 2019

Project Code: TR-19-01

Project Title: MassTRAC

Summary of FFY 2019 Activity:

MassDOT and EOPSS/OGR had several exchanges on this project, but in early FFY 2020, it was decided to end this effort. This decision will free-up \$375,000 for the next 405c funded Availability of Grant Funding.

Allotted Funding: \$ 425,000
Expenditures: \$ 0
Fund Source(s): 402, 405c

Project Code: TR-19-02

Project Title: FARS

Summary of FFY 2019 Activity:

Funding was provided to the RMV to support a FARS analyst, responsible for collecting data concerning traffic-related fatalities and maintaining a database sufficient to meet NHTSA requirements. This traffic-related fatality data was sent to NHTSA to be included in the national FARS (<http://www-fars.nhtsa.dot.gov>) database.

Allotted Funding: \$ 77,400 for CY 2019
Expenditures: \$ 67,700
Fund Source(s): FARS Coop Agreement

Project Code: TR-19-03

Project Title: MACCS

Summary of FFY 2019 Activity:

Funding was provided to EOPSS – Office of Technology and Information Services to further develop this secure, web-based system for the collection of citation, crash, alcohol test refusal, and traffic stop data for state and local police departments. The goals of this multi-year project are to improve office and motorist safety, streamline data collection, improve data quality, eliminate redundant data entry processes across agencies, improve the timeliness of reporting to state and federal entities, and make data available faster to law enforcement agencies, highway safety professionals and the public. Since the beginning of MACCS' rollout in April 2017, it has been adopted by 45 local police departments and the Massachusetts State Police. In FFY 2019, training and in-vehicle printers were provided to expedite MACCS start-up by local police agencies and MSP. Since the inception of the program through September 30, 2019, 1,303 crash reports and 500,793 citations (including warnings) have been submitted through MACCS. Interface enhancements with state and local record management services were also completed during FFY 2019. Some unspent funds were carried forward to FFY 2020 for the continuation of this project, specifically for further MACCS system improvements and more printers.

Allotted Funding: \$ 1,410,092.45

Expenditures: \$ 165,933.33

Fund Source(s): 402, 405c

Project Code: TR-19-04

Project Title: Investigation of Improved Linkage Strategy

Summary of FFY 2019 Activity:

University of Massachusetts Traffic Safety Research Program (UMassSAFE) continued work from prior years to investigate improved processes and strategies for linking highway safety data sets. A 58% linkage rate of available EMS and crash data was achieved. A final report addressed relevant findings for key highway safety emphasis areas. Also, issues related to data quality improvement to improve accessibility, integration, accuracy, and completeness as well as ways to encourage future linkage efforts. A presentation on the project was made to the TRCC in January 2019.

Allotted Funding: \$ 124,209

Expenditures: \$ 52,867.52

Fund Source(s): 405c

Project Code: TR-19-05

Project Title: Data Quality Review of Crash Reports

Summary of FFY 2019 Activity:

RMV continued its work with UMassSAFE started in FFY 2018 to develop and implement processes for reviewing and addressing crash reports that have been “accepted with warning” by the RMV. Prioritized and one-on-one outreach work with state and local police departments was done to improve the accuracy and completeness of crash report data by focusing on preventing common errors and increasing resubmissions. The RMV also worked with police academies to improve crash report training for recruits as well as with records management vendors to ensure their products maximized the quality of crash report submissions from departments. Over the course of the project, from March 2018 to August 2019, the percentage of crash reports accepted with warning dropped from 14% to 10.32%.

Allotted Funding: \$ 196,802.46

Expenditures: \$ 198,253.03

Fund Source(s): 405c

Project Code: TR-19-06

Project Title: Tools for Improving Crash Reports Reviews Project

Summary of FFY 2019 Activity:

This funding enabled UMassSAFE to continue to build on an earlier successful project, Crash Data Audit, by investigating ways to improve the supervisory review of crash reports, specifically the narrative section, before submission to the RMV. These improvements will be rolled out statewide in early 2020 will enhance accuracy, completeness, and uniformity of the crash data system.

Allotted Funding: \$ 132,321

Expenditures: \$ 35,163

Fund Source(s): 405c

Project Code: TR-19-07

Project Title: Data Uniformity, Accuracy, Completeness and Timeliness

Summary of FFY 2019 Activity:

This funding allowed the Massachusetts Department of Public Health (MDPH) to continue making improvements to the Massachusetts Ambulance Trip Records Information System (MATRIS) and the Trauma Registry (TR) through June 2019. A MATRIS NEMSIS V3 Data Dictionary was completed in December 2018 MATRIS went

live with a National EMS Information System (NEMESIS) Version 3 standard submission option to eventually replace the Version 2 standard. By June 2019, 21 out of 319 services had updated their electronic Patient Care Report (ePCR) vendor software to be able to submit V3 data. The TR system has been updated for FFY 2019 reporting, adding a significant number of new fields as recommended by the National Trauma Databank annual update. The TR system opened for 2019 submissions in March 2019. Evaluation reports were used to create a TR legacy dataset for 2008-2015 and a preliminary, live TR dataset for 2016-2018. Data analysis to provide TR information to clinical and state planning teams was provided and is available on the Mass.Gov website. An RFR for a new TR platform was posted, and the vendor selection was advanced.

Allotted Funding: \$ 180,000
Expenditures: \$ 70,619.35
Fund Source(s): 405c

Project Code: TR-19-08

Project Title: MATRIS and Trauma Registry National Standard Uniformity and Data

Summary of FFY 2019 Activity:

This funding allowed MDPH to continue making improvements to the Massachusetts Ambulance Trip Records Information System (MATRIS) and the Trauma Registry (TR) through September 2019. The adoption of the National EMS Information System (NEMESIS) Version 3 standard option for MATRIS submissions continued, increasingly replacing the Version 2 standard. By June 2019, 91 out of 319 services had updated their electronic Patient Care Report (ePCR) vendor software to be able to submit V3 data. The TR system has been updated for FFY 2019 reporting, adding a significant number of new fields as recommended by the National Trauma Databank annual update. The TR system continued to receive 2019 submissions. The vendor selection for a new Trauma Registry platform was completed.

Allotted Funding: \$ 414,779
Expenditures: \$ 79,254.07
Fund Source(s): 405c

Project Code: TR-19-09

Project Title: Boston Cyclist, Pedestrian and Vehicular Incident Information System

Summary of FFY 2019 Activity:

Boston Emergency Medical Services (EMS) began this project in FFY 2013 to address information gaps, inconsistent data gathering and analysis, and the lack of usable real-time data to guide decisions on traffic safety and transportation policy in Boston. Major 2019 project deliverables included: project management and coordination by a Boston EMS paramedic serving as project lead, specifically for validating the project's key data

components; data vetting for every roadway incident to ensure the data sets have the most accurate data; and data analysis to ensure timely reports to stakeholders (such as City's Vision Zero Task Force). The project enabled Boston EMS to issue its annual report on Boston bicyclist and pedestrian-related crash data.

Allotted Funding: \$ 118,453
Expenditures: \$ 92,896.59
Fund Source(s): 405c

Project Code: TR-19-10

Project Title: Test the Template Developed by VHB for MIRE FDEs for Intersections

Summary of FFY 2019 Activity:

This project was canceled before the start of FFY 2019. MassDOT/Highway Division decided to complete in-house the rest of the intersection-related Fundamental Data Elements (FDE) of a Model Inventory Road Element (MIRE) data collection work that was to be done by the Central Transportation Planning Services with a MassDOT-provided online template.

Allotted Funding: \$ 44,517.40
Expenditures: \$ 0
Fund Source(s): 405c

Project Code: TR-19-11

Project Title: Projects to be Approved by TRCC

Summary of FFY 2019 Activity:

This funding was used for an Availability of Grant Funding that ultimately awarded funding with TRCC input to three projects. Two of the projects will start in FFY 2020. One project, TR 19-05-02, Law Enforcement Liaison for the Crash Data System, was able to start in late FFY 2019.

Allotted Funding: \$ 375,000
Expenditures: \$ 0
Fund Source(s): 405c

Project Code: TR-19-12

Project Title: Program Management – Traffic Records

Summary of FFY 2018 Activity:

Funding was provided to allow staff to conduct traffic-related programming as well as cover travel and miscellaneous expenses during FFY 2019.

Allotted Funding: \$ 123,000

Expenditures: \$ 107,392.87

Fund Source(s): 405c

Traffic Records – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
TR-19-01	MassTRAC	N/A	\$ 0
TR-19-02	FARS	FARS Coop	\$ 67,700
TR-19-03	MACCS	402, 405c	\$ 165,933.33
TR-19-04	Investigation of Improved Linkage Strategy	405c	\$ 52,867.52
TR-19-05	Data Quality Review of Crash Reports	405c	\$ 198,253.03
TR-19-06	Tools for Improving Crash Reports	405c	\$ 35,163
TR-19-07	Data Uniformity, Accuracy & Completeness	405c	\$ 70,619.35
TR-19-08	MATRIS and Trauma Registry	405c	\$ 79,254.07
TR-19-09	Boston Cyclist, Pedestrian & Vehicular System	N/A	\$ 92,896.59
TR-19-10	Test the Template – MIRE FDEs	N/A	\$ 0
TR-19-11	Projects to be Approved by TRCC	N/A	\$ 0
TR-19-12	Program Management – Traffic Records	405c	\$ 107,392.87

FFY 2019 Total: \$ 870,079.76

Police Traffic Services and Support

Problem Identification

Well-trained police, court personnel, and highway safety stakeholders are critical to the successful development, implementation, and evaluation of highway safety initiatives and programs. Many of the previously mentioned program areas are dependent on the success of police training efforts.

The projects described in this section include municipal police training, law enforcement liaison (LEL), and MDAA TSRP.

This section also provides information on planning and administration expenditures necessary for the operation of OGR.

Notable Accomplishments for FFY 2019

- ✓ The FFY 2020 Highway Safety Plan was successfully submitted on or prior to the due date of July 1, 2019.
- ✓ The FFY 2019 Annual Report was successfully submitted on or prior to the due date of December 31, 2018.
- ✓ MDAA's Traffic Safety Resource Prosecutor (TSRP) program participated in or hosted numerous trainings and webinars throughout FFY 2019 that were attended by over 2,500 police, prosecutors, law students, members of the judiciary and other law enforcement agencies.
- ✓ MPTC conducted 11 classes related to Crash Investigations across the Commonwealth. Nearly 100 officers attended the classes.
- ✓ MSP conducted over 65 hours of overtime at various high schools and safety events to provide educational rollover simulator demonstrations to show young drivers the dangers involved in not wearing a seat belt, as well as driving under the influence.

Performance Targets & Results for FFY 2019

Reduce motor vehicle-related fatalities 3.61% from the five-year average of 367 in 2016 to 353 by December 31, 2019

- ↓ *The five-year average for motor vehicle-related fatalities was 358 in 2018, which is 1.4% higher than the target of 353.*

Police Traffic Services and Support Projects for FFY 2019

Project Code: PT-19-01

Project Title: Municipal Police Training (MPTC)

Summary of FFY 2019 Activity:

Funding was provided to MPTC to conduct training classes for municipal police departments to improve enforcement of traffic safety laws. During FFY 2019, MPTC held four Crash Investigation courses and trained a total of 59 officers at Worcester Police Department. Crash investigation courses included Basic Crash Investigation, Advanced Crash Investigation, and Crash Reconstruction. MPTC also held seven Speed Measurement courses and trained a total of 39 officers throughout the Commonwealth. Speed Measurement courses included Radar Operator, Lidar Operator, Speed Measurement Instructor, and Speed Measurement Instructor Update. MPTC also used funds to purchase training manuals from the Institute of Police Technology and Management (IPTM).

Allotted Funding: \$ 67,904.32

Expenditures: \$ 29,633.88

Fund Source(s): 402

Project Code: PT-19-02

Project Title: Law Enforcement Liaison (LEL)

Summary of FFY 2019 Activity:

The employment contract for the LEL was not renewed for FFY 2019. The hiring of a new LEL is included in the FFY 2020 HSP.

Allotted Funding: \$ 50,000

Expenditures: \$ 0

Fund Source(s): 402

Project Code: PT-19-03

Project Title: MDAA/TSRP

Summary of FFY 2019 Activity:

Funding was provided to the MDAA for a full-time TSRP. The MDAA hosted or participated in the numerous trainings and webinars including:

- Understanding Field Sobriety Testing
 - The Signs and Symptoms of Marijuana Impairment
-

- ✓ Standardized Field Sobriety Testing Updates
- ✓ The Law Governing Sobriety Checkpoints
- ✓ Crash Reconstruction 101
- ✓ Use of a DRE at Trial

A total of 2,521 police, prosecutors, law students, members of the judiciary and other law enforcement agencies, both locally and nationally, were trained by the TSRP during FFY19. The TSRP updated the Massachusetts OUI Manual for Prosecutors (12th edition), which was printed in September 2019, for distribution to prosecutors and other law enforcement partners. Over 400 manuals were sent out. The TSRP wrote 14 motor vehicle or court-related case summaries and five legal updates while responding to 398 calls for technical assistance from prosecutors, law enforcement, and other agencies.

Allotted Funding: \$ 175,000
Expenditures: \$ 151,866.93
Fund Source(s): 402, 405d

Project Code: PT-19-04
Project Title: MSP LEL

Summary of FFY 2019 Activity:

Funding was provided to MSP for training and travel-related expenses for the Law Enforcement Liaison to attend meetings, training, and national conferences. Benefits derived from attendance at these different venues included building strong networks with peers on vital traffic safety topics such as safety belts, distracted and drugged driving, OUI, and speed enforcement. The LEL was unable to use any further funding because he was placed on medical leave and could not perform his regular duties.

Allotted Funding: \$ 1,500
Expenditures: \$ 0
Fund Source(s): 402

Project Code: PT-19-05
Project Title: State Judicial Outreach Liaison (SJOL)

Summary of FFY 2019 Activity:

EOPSS/OGR was not able to hire for this new position in FFY 2019. Funding was not used. The program is included in the FFY 2020 HSP.

Allotted Funding: \$ 150,000
Expenditures: \$ 0

Fund Source(s): 405d

Project Code: PT-19-06

Project Title: MSP Young Drivers Education Program

Summary of FFY 2019 Activity:

Funds were provided to MSP to provide educational rollover simulator demonstrations to young drivers, as well as the general public on the importance of wearing a seat belt and the dangers of impaired driving. Funding also allowed the MSP to purchase a newly updated rollover simulator vehicle. The MSP conducted over 65 overtime hours of demonstrations at various high school and public events throughout the Commonwealth.

Allotted Funding: \$ 60,000

Expenditures: \$ 53,389.96

Fund Source(s): 402

Project Code: PT-19-07

Project Title: MSP Traffic Data Analyst

Summary of FFY 2019 Activity:

This program was removed as a priority after the FFY 2019 HSP was submitted and approved. No funds were expended.

Allotted Funding: \$ 75,000

Expenditures: \$ 0

Fund Source(s): 402

Project Code: PT-19-08

Project Title: Program Management – Police Traffic Services

Summary of FFY 2019 Activity:

Funding was used to allow staff to facilitate police traffic services programming described in the FFY 2019 HSP as well as cover travel, professional development expenses, conference fees, and miscellaneous costs.

Allotted Funding: \$ 140,000

Expenditures: \$ 121,428.86

Fund Source(s): 402

Project Code: PA-19-01

Project Title: Administration of Statewide Traffic Safety Program

Summary of FFY 2019 Activity:

Funding was used to allow support staff to implement, monitor, and evaluate programs and projects detailed in the FFY 2019 HSP. Funding also used for staff to produce the FFY 2018 Annual Report and FFY 2020 HSP, among other things.

Allotted Funding: \$ 572,000

Expenditures: \$ 295,972.06

Fund Source(s): 402

Project Code: PA-19-02

Project Title: Americans with Disabilities Act (ADA) Compliance Services

Summary of FFY 2019 Activity:

Funding was used to provide Communication Real-Time Access Translation (CART) services when needed during FFY 2019 to assist a hearing-impaired OGR employee.

Allotted Funding: \$ 28,000

Expenditures: \$ 0

Fund Source(s): 402

Police Traffic Services & Planning/Administration – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
PT-19-01	Municipal Police Training (MPTC)	405d	\$ 29,633.88
PT-19-02	Law Enforcement Liaison (LEL)	N/A	\$ 0
PT-19-03	MDAA/TSRP	402, 405d	\$ 151,866.93
PT-19-04	MSP LEL	N/A	\$ 0
PT-19-05	State Judicial Outreach Liaison (SJOL)	N/A	\$ 0
PT-19-06	MSP Young Drivers Education Program	402	\$ 53,389.96
PT-19-07	MSP Traffic Data Analyst	N/A	\$ 0
PT-19-08	Program Management – Police Traffic Services	402	\$ 121,428.86
		<i>PT Subtotal:</i>	<i>\$ 356,319.63</i>
PA-19-01	Administration of Statewide Traffic Safety	402	\$ 295,972.06
PA-19-02	ADA Compliance Services	N/A	\$ 0
		<i>PA Subtotal:</i>	<i>\$ 295,972.06</i>

FFY 2019 Total: \$ 652,291.69

Paid and Earned Media

Paid and Earned Media in Support of Enforcement Mobilizations

OGR contracted with advertising and communications agency, ThinkArgus, to implement media campaigns aimed at influencing road user behavior, promoting traffic enforcement efforts, and reducing fatalities, injuries, and crashes. The concept and strategy for each campaign were developed using local and national data, focus groups conducted by OGR in 2016 and 2019, and input from public safety stakeholders.

Each campaign was complemented with social media via the OGR Highway Safety Division's Twitter (2,058 followers) and Facebook (9,842 followers) accounts, as well as partnerships with MassDOT, who provided billboard space, and the RMV who provided inventory on digital screens at their customer service centers across the state. In addition to the Distracted Driving, Motorcycle Safety, Child Passenger Safety, and Pedestrian and Bicyclist Safety campaigns previously detailed, OGR implemented bilingual paid media and/or earned media in support of the enforcement mobilizations expanded upon below.

Impaired driving

The FFY19 Holiday Drive Sober or Get Pulled Over campaign, *The Ones Who Get You Home*, promoted safe alternatives to impaired driving and celebrated designated drivers, including rideshare, mass transit, and taxi. Working in collaboration with Lyft, the MBTA, and the Independent Taxi Association, OGR produced TV, digital, and out-of-home ads that ran throughout the national mobilization period and into January and generated over 40 million impressions.



To promote the enforcement mobilization and the ad campaign, OGR sent a statewide press release, to go along with an opinion piece written by the Undersecretary for Law Enforcement, and a local press release template that was sent out to the participating police departments. These efforts yielded 30 news stories across TV, print, and online. Lyft also sent out a press release announcing our collaborative ad campaign, which was boosted by \$25,000 in ride credits for their customers via email to 100K passengers announcing \$10 off their next ride between 9 pm-3 am from 12/27-1/1.

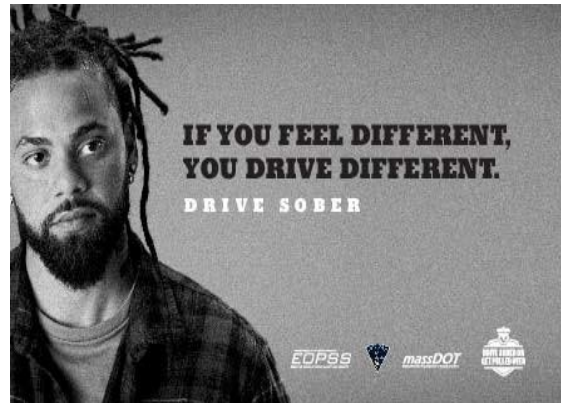
[Boston Herald Editorial](#)

[The Ones Who Get Your Home- 30 Second Ad](#)



The Summer Drive Sober or Get Pulled Over campaign, *Wisdom*, was developed with feedback gathered from focus groups OGR conducted in June of local adults with varying marijuana usage. The focus groups showed that while there is much disagreement about the effects of marijuana and alcohol, there is a fair degree of consensus on driving. Whether they're drinkers or cannabis users, most participants found driving tedious – a tiresome activity that they have to do to get to work, to the concert, the party, etc., one that required little attention or skill. With a broad focus on both alcohol and drug impairment, *Wisdom* aimed to disrupt this casual attitude toward driving and make people think about the responsibility of being a driver.

Wisdom featured local cannabis users talking about their personal experiences with and thoughts on driving after consuming cannabis, alcohol, or other drugs. These interviews were turned into 30-second ads in English and Spanish that ran on TV and online during the mobilization period and netted nearly 11 million impressions. All ads carried the NHTSA developed *If You Feel Different You Drive Different* tagline and can be viewed at www.mass.gov/drivesober. Earned media included a statewide press release and releases issued by departments participating in the enforcement mobilization; these resulted in 28 print, TV, and online stories.



Additionally, OGR partnered with state, private, and industry representatives to provide educational materials to cannabis users at the point of sale at adult-use retail stores. Handouts featuring information on marijuana's effect on driver performance, enforcement, and prosecution of OUI laws, and driving alternatives were created using NHTSA funds and printed using funds from the Cannabis Control Commission and AAA. Working through the Commonwealth Dispensary Association, these handouts began being placed in customers' bags at 22 retail stores starting in June.

Occupant Protection

Building on the success of last year's *Love Your Mom. Buckle Up* campaign, OGR continued to take a non-traditional media approach to boost seat belt use. FFY19's *Love Clicks. Buckle Up* campaign broadened the emotional appeal to drivers, who, based on our 2016 focus groups, said loved ones could influence their decision to wear a seat belt. Last year's campaign primarily featured commercial vehicles carrying this message directly to drivers on the state's roads, with OGR getting interest from municipalities to participate in spreading the message as well. OGR ended up partnering with 16 cities and towns starting in June, with various sized *Love Clicks* adhesive decals in English and Spanish affixed on 691 municipal vehicles and an additional 116 commercial vehicles from towing companies.

Complementing the decals was an interactive free-standing art installation created by Artists for Humanity. This 6x12 foot display was wrapped with real seat belts and displayed at high traffic locations across the state throughout the summer.



Radio ads ran throughout the summer in the Boston and Fall River/New Bedford markets carrying the message of “Seatbelts protect you and everyone you care about. Love clicks. Buckle up.” A total of 473 spots yielded over 2.5 million impressions of the target 18-34-year-old adults. Given Massachusetts status as a secondary enforcement state, OGR’s media campaigns related to seat belt use have tended to focus more on awareness than enforcement. As such, most of our media efforts this year fell outside of the national Click It or Ticket enforcement mobilization period. During the mobilization, OGR worked to promote the work of local departments participating in the mobilization, including participating in the Border to Border kickoff in New Hampshire.

Paid and Earned Media – Expenditures Summary

Fund Source	Paid	Earned
Section 402	\$448,604.56	\$39,960
Section 405d	\$558,784.31	\$49,950
Section 405f	\$74,999.87	
Section 405h	\$99,729.88	
Total	\$1,182,118.62	\$89,910.00

Campaign Final Paid Media Reports

DECEMBER 2018 DRIVE SOBER OR GET PULLED OVER

Medium/Market	Total	Paid	Bonus	Total	M18-34			Gross		Total		
	Units	Units	Units	GRPs	Reach	Freq	Impressions	Cost	Added Value	Gross Value		
CABLETV: 12/13/18-1/1/19	1,983	1,012	971				925,373	\$ 97,593.00	\$ 51,831.50	\$ 149,424.50		
Boston	490	222	268	109.8	45.5%	2.2	826,000	\$ 78,900.00	\$ 40,550.00	\$ 119,450.00		
Springfield	788	323	465	105.2	30.8%	2.8	55,000	\$ 9,020.00	\$ 6,445.00	\$ 15,465.00		
BristolCounty	705	467	238	114.3	36.2%	2.9	44,373	\$ 9,673.00	\$ 4,836.50	\$ 14,509.50		
ONLINE: 12/13/17-1/1/18	4,817,323	3,583,865	1,233,458				5,356,537	\$ 66,470.59	\$ 3,484.04	\$ 69,954.63		
ProgrammaticDisplay (English/Spanish)	2,577,197	2,576,326	871	N/A			2,577,197	\$ 14,117.65	\$ 216.88	\$ 14,334.52		
YouTube (English Only) :15, :30 [VIEWS]	322,008	312,500	9,508				861,222	\$ 29,411.76	\$ 760.64	\$ 30,172.40		
Connected/OTT TV (English)	185,433	181,818	3,615				185,433	\$ 9,411.76	\$ 159.06	\$ 9,570.82		
Facebook/Instagram (English/Spanish)	1,732,685	513,221	1,219,464				1,732,685	\$ 13,529.41	\$ 2,347.46	\$ 15,876.87		
OOH/Transit: 12/17-1/27*	653	285	368				37,168,015	\$ 44,817.65	\$ 41,040.76	\$ 85,858.41		
MBTA Bus Tails, ICCs, Station Posters	455	160	295	N/A			22,752,815	\$ 24,705.88	\$ 25,000.00	\$ 49,705.88		
SRTA (FR/NB): 12 Bus Tails/60 ICCs	72	12	60				57%	2.5	2,500,000	\$ 3,388.24	\$ 2,893.71	\$ 6,281.94
WRTA (Worcester): 13 Bus Tails/13 ICCs	26	13	13				50%	2.8	1,264,000	\$ 3,958.82	\$ 382.35	\$ 4,341.18
Taxi Tops (Boston): 50 Taxis/2-Sided	100	100	-				53%	4.5	10,651,200	\$ 12,764.71	\$ 12,764.71	\$ 25,529.41
TOTAL MEDIA							43,449,925	\$ 208,881.24	\$ 96,356.30	\$ 305,237.54		

APRIL 2019 DISTRACTED DRIVING

Medium/Market	Total	Paid	Bonus	Total	A25-54			Gross		Total
		Units	Units	GRPs	Reach	Freq	Impressions	Cost	Added Value	Gross Value
BOSTON TV	315	173	142	159.1	66.4%	2.5	3,826,755	\$ 91,425.00	\$ 46,577.50	\$ 138,002.50
WBTS	31	17	14	6.1				\$ 5,350.00	\$ 3,084.12	\$ 8,434.12
WBZ	49	33	16	26.8				\$ 14,700.00	\$ 5,701.82	\$ 20,401.82
WCVB	74	46	28	53.1				\$ 35,800.00	\$ 15,253.91	\$ 51,053.91
WFXT	62	33	29	32.5				\$ 15,625.00	\$ 9,611.74	\$ 25,236.74
WHDH	80	44	36	39.1				\$ 19,950.00	\$ 11,425.91	\$ 31,375.91
NECN	19	-	19	1.5				\$ -	\$ 1,500.00	\$ 1,500.00
SPRINGFIELD TV	131	90	41	208.2	64.9%	3.2	445,000	\$ 13,025.00	\$ 3,661.97	\$ 16,686.97
WWLP	43	30	13	143.0				\$ 7,080.00	\$ 2,147.60	\$ 9,227.60
WGGB	53	43	10	51.7				\$ 5,000.00	\$ 813.95	\$ 5,813.95
EGGB	35	17	18	13.5				\$ 945.00	\$ 700.41	\$ 1,645.41
TOTAL MEDIA	446	263	183				4,271,755	\$ 104,450.00	\$ 50,239.47	\$ 154,689.47

JUNE-SEPTEMBER 2019 MOTORCYCLIST AWARENESS

Medium/Market	Total	Paid	Bonus	Total				Gross		Total
	Units	Units	Units	GRPs	Reach	Freq	Impressions	Cost	Added Value	Gross Value
Online [Views]	506,602	451,261	55,341				1,043,000	\$ 44,190.59	\$ 9,745.02	\$ 53,935.61
YouTube	429,637	407,143	22,494		N/A		1,043,000	\$ 35,367.06	\$ 3,175.62	\$ 38,542.68
Facebook/Instagram	76,965	44,118	32,847					\$ 8,823.53	\$ 6,569.40	\$ 15,392.93
Radio	436	300	136				1,466,084	\$ 29,940.00	\$ 9,961.50	\$ 39,901.50
Boston	130	90	40	40.5	29.2%	1.3	811,767	20,700	\$ 6,900.00	\$ 27,600.00
Cape Cod	77	49	28	73.4	40.7%	1.4	52,950	1,470	\$ 630.00	\$ 2,100.00
New Bedford-Fall River	101	75	26	59.5	39.1%	1.3	371,667	3,900	\$ 1,014.00	\$ 4,914.00
Springfield	63	43	20	50.5	25.6%	1.7	114,900	1,935	\$ 675.00	\$ 2,610.00
Worcester	65	43	22	56.6	22.9%	1.4	114,800	1,935	\$ 742.50	\$ 2,677.50
TOTAL MEDIA	507,038	451,561	55,477	56.1	31.5%	1.4	2,509,084	\$ 74,130.59	\$ 19,706.52	\$ 93,837.11

JUNE-SEPTEMBER 2019 PEDESTRIAN AND BICYCLIST SAFETY

Medium/Market	Total	Paid	Bonus	Total				Gross		Total
	Units	Units	Units	GRPs	Reach	Freq	Impressions	Cost	Added Value	Gross Value
OUT-OF-HOME	77	47	30					\$ 53,176.47	\$ 42,941.18	\$ 96,117.65
OOH - Solar Kiosks	27	22	5	N/A			70,274,250	\$ 17,294.12	\$ 25,000.00	\$ 42,294.12
OOH - Blue Bikes	50	25	25				16,571,400	\$ 35,882.35	\$ 17,941.18	\$ 53,823.53
TOTAL TRAFFIC RADIO*	482	341	141				2,176,617	\$ 34,690.00	\$ 9,678.75	\$ 44,368.75
Boston	142	105	37	58.2	31.36	2.8	1,164,167	\$ 24,150.00	\$ 6,382.50	\$ 30,532.50
Cape Cod	88	55	33	87.5	39.52	3.0	113,917	\$ 1,650.00	\$ 742.50	\$ 2,392.50
New Bedford-Fall River	111	81	30	82.5	41.06	2.7	554,383	\$ 4,300.00	\$ 1,170.00	\$ 5,470.00
Springfield	68	50	18	93.2	28.39	3.1	170,950	\$ 2,295.00	\$ 607.50	\$ 2,902.50
Worcester	73	50	23	106.8	43.76	3.2	173,200	\$ 2,295.00	\$ 776.25	\$ 3,071.25
TOTAL MEDIA	559	388	171				2,176,617	\$ 87,866.47	\$ 52,619.93	\$ 140,486.40

JUNE 2019 SEAT BELT

Medium/Market	Total	Paid	Bonus	Total				Gross		Total
	Units	Units	Units	GRPs	Reach	Freq	Impressions	Cost	Added Value	Gross Value
Boston Radio	245	240	5	75.1	38.4%	2.2	1,500,667	\$ 48,000.00	\$ 1,000.00	\$ 49,000.00
Boston Radio - Sept M/G	72	-	72	19.4	14.6%	1.4	387,600	\$ -	\$ 10,800.00	\$ 10,800.00
Bristol County Radio*	120	120	-	92.7	21.4%	2.4	579,733	\$ 6,000.00	\$ -	\$ 6,000.00
Bristol County Radio - Sept M/G	36	-	36	19.5	14.3%	1.4	122,400	\$ -	\$ 1,080.00	\$ 1,080.00
TOTAL MEDIA	473	360	113				2,590,400	\$ 54,000.00	\$ 12,880.00	\$ 66,880.00

AUGUST-SEPTEMBER 2019 DRIVE SOBER OR GET PULLED OVER

Medium/Market	Total	Paid	Bonus	Total	M18-34			Gross		Total
	Units	Units	Units	GRPs	Reach	Freq	Impressions	Cost	Added Value	Gross Value
Television-8/14-9/1/19	2,245	1,390	855				453,000	\$ 88,859.00	\$ 48,826.66	\$ 137,685.66
Boston - Comcast Interconnect, WNEU, WUNI	470	212	258	65.2	25.8%	2.4	376,000	\$ 65,575.00	\$ 40,548.36	\$ 106,123.36
Springfield - Comcast Interconnect	643	425	218	77.5	31.7%	2.3	46,000	\$ 11,105.00	\$ 3,987.35	\$ 15,092.35
Bristol County - Cox Media (2 Systems)	1,132	753	379	74.7	33.4%	2.5	31,000	\$ 12,179.00	\$ 4,290.95	\$ 16,469.95
ONLINE-8/14-9/2/10	11,051,915	7,574,483	3,477,432				10,535,133	\$ 88,137.33	\$ 26,534.46	\$ 114,671.79
Display, Mobile In-App	7,328,056	5,630,435	1,697,621	N/A			7,180,273	\$ 35,294.12	\$ 10,355.49	\$ 45,649.61
Pre-Roll Video	520,082	500,000	20,082				520,082	\$ 9,000.00	\$ 503.86	\$ 9,503.86
YouTube	217,125	128,572	88,553				217,125	\$ 10,329.66	\$ 4,338.21	\$ 14,667.87
Facebook/Instagram	2,523,540	857,143	1,666,397				2,154,541	\$ 14,117.65	\$ 11,164.86	\$ 25,282.51
OTT/ConnectedTV	463,112	458,333	4,779				463,112	\$ 19,395.91	\$ 172.04	\$ 19,567.95
TOTAL MEDIA	11,054,160									10,988,133

SEPTEMBER 2019 CHILD PASSENGER SAFETY

Medium/Market	Total	Paid	Bonus	Impressions	Gross		Total
	Units	Spts/Imps	Spts/Imps		Cost	Added Value	Gross Value
RADIO (SPANISH)	332	232	100	-	\$ 10,000.00	\$ 4,735.38	\$ 14,735.38
WAMG-AM, Boston	66	44	22	N/A	\$ 3,340.00	\$ 1,670.00	\$ 5,010.00
WKOX-AM, Boston	66	44	22		\$ 1,100.00	\$ 550.00	\$ 1,650.00
WKKB-FM, Fall River/New Bedford	72	48	24		\$ 2,220.00	\$ 1,110.00	\$ 3,330.00
WSPR-FM, Springfield	62	52	10		\$ 860.00	\$ 165.38	\$ 1,025.38
WORC-AM, Worcester	66	44	22		\$ 2,480.00	\$ 1,240.00	\$ 3,720.00
DIGITAL (ENGLISH)	1,197,670	1,034,783	162,887		1,034,783	\$ 28,000.00	\$ 4,407.72
Programmatic Audio/Banner Ads	1,197,670	1,034,783	162,887	1,034,783	\$ 28,000.00	\$ 4,407.72	\$ 32,407.72
TOTAL MEDIA	1,198,002			1,034,783	\$ 38,000.00	\$ 9,143.11	\$ 47,143.11

FFY 2019 Performance Targets, Results, and Analysis

In the FFY 2019 HSP, performance targets were provided by Massachusetts for 12 core performance measures and one non-core as required by NHTSA. The targets and results are as follows:

Table 9: FFY 2019 Performance Targets and Results

Code	Target Name	Performance Measure	Date Range	FFY 2019 HSP Target	Actual Result
C-1	Traffic Fatalities	5-yr avg.	2014-2018	353	358
C-2	Serious Injuries	5-yr avg.	2014-2018	2,801	2,810
C-3	Fatalities per 100M VMT	5-yr avg.	2014-2018	0.58	0.59
C-4	Unrestrained Occupant Fatalities	5-yr avg.	2014-2018	97	110
C-5	Alcohol-Impaired Driving Fatalities (BAC= .08+)	5-yr avg.	2014-2018	119	129
C-6	Speed-Related Fatalities	5-yr avg.	2014-2018	94	100
C-7	Motorcyclist Fatalities	5-yr avg.	2014-2018	46	51
C-8	Unhelmeted Motorcyclist Fatalities	5-yr avg.	2014-2018	3	4
C-9	Drivers Age 20 or Younger Involved in Fatal Crash	5-yr avg.	2014-2018	36	34
C-10	Pedestrian Fatalities	5-yr avg.	2014-2018	75	76
C-11	Bicyclist Fatalities	5-yr avg.	2014-2018	9	9
B-1	Observed Seat Belt Usage Rate	5-yr avg.	2015-2019	78	78
NC-1	Distraction-Affected Fatal Crashes	5-yr avg.	2014-2018	27	42

As shown in the chart above, the five-year average for most performance targets has not yet met the FFY 2019 HSP targets for that performance measure. Three measures have already met or surpassed the target set in the FFY 2019 HSP: C-9 (Drivers Age 20 or Younger), C-11 (Bicyclist Fatalities), and B-1 (Observed Seat Belt Usage).

In this section, an assessment of each performance measure will be covered as well as comments on how Massachusetts will adjust its upcoming FFY 2020 HSP to meet future performance targets.

C-1: Traffic Fatalities

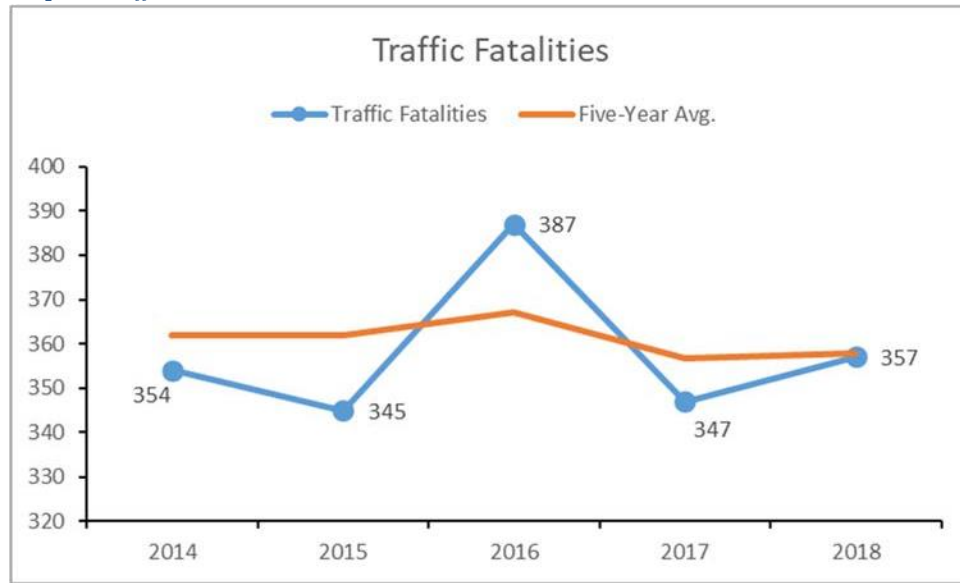
FFY 2019 Target:

Reduce motor vehicle-related fatalities 3.61% from the five-year average of 367 in 2016 to a five-year average of 353 by December 31, 2019.

Performance as of December 31, 2018:

Based upon preliminary 2018 FARS data, the five-year average for traffic fatalities from 2014-2018 was 358, which is 1.42% higher than the desired target of 353.

Graph 1: Traffic Fatalities



Analysis:

Looking ahead, MassDOT preliminary data for 2019 (as of November 2019) has fatalities at 367 with the month of December still to come. The final fatalities count may be lower (as was the case with 2018 figures), but will likely be higher than the 357 reported in 2018. Although the number of fatalities has fluctuated over the last few years, the overall fatality rate per 100M vehicle miles traveled (VMT) is expected to remain low as projected VMT for 2019 will be higher than in 2018.

Each year, as more and more cars travel the roadways of Massachusetts, the likelihood of crashes increases and, consequently, the possibility of fatalities among those involved in a crash. To better understand how safe Massachusetts roadways are, a comparison with states of VMT in the same range is helpful. In the latest FHWA Highway Statistics Report for 2018, Massachusetts’ VMT is similar to that of four other states – Washington, Maryland, Missouri, and Tennessee. The five-year average for fatalities for these states are:

- 532 – Washington
- 508 – Maryland

- ✓ 887 – Missouri
- ✓ 1,005 – Tennessee

With a five-year average of 358, fatalities on Massachusetts roadways are far lower than these four states within the same VMT range. While deaths may increase slightly in Massachusetts from time to time, the state continues to remain among the safest in the nation for driving.

Going forward, OGR will continue to improve and enhance enforcement programs to help reduce unsafe driving behaviors on the roadways – with focus on the counties of Hampden, Middlesex, Norfolk, and Worcester. These four counties accounted for 53% of all fatalities in 2018.

C-2: Serious Injuries

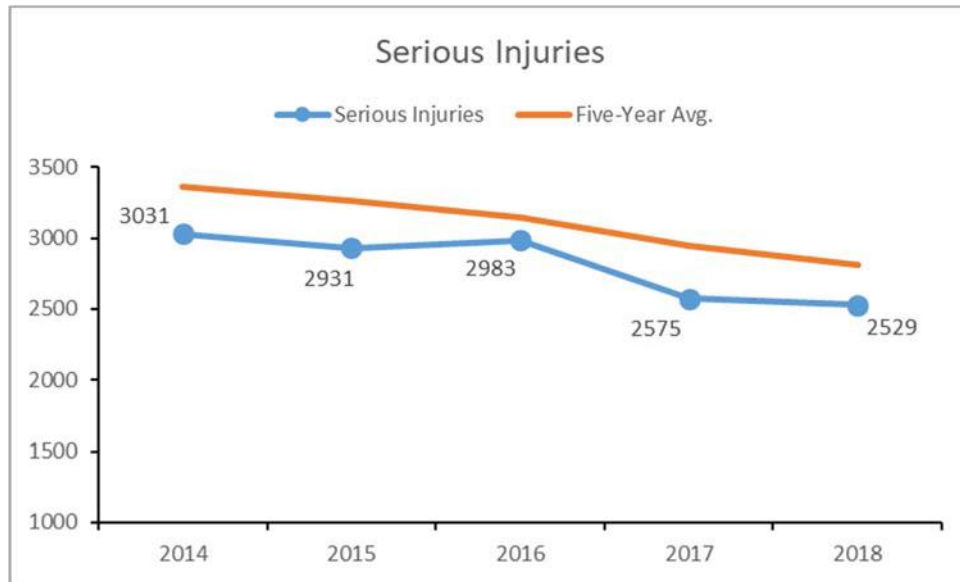
FFY 2019 Target:

Reduce motor vehicle-related serious injuries (based on State crash data) 10.6% from the five-year average of 3,132 in 2016 to a five-year average of 2,801 by December 31, 2019.

Performance as of December 31, 2019:

With the most recent State crash injury data as of December 31, 2018, the five-year average for serious injuries was 2,810. This number is 0.32% higher than the desired target of 2,801.

Graph 2: Serious Injuries



Analysis:

The five-year average for serious injuries continues to decline, and OGR is confident the target of 2,801 will be met or even surpassed by December 31, 2019. With the statewide seat belt rate above 80% for the last two years (2018, 2019) and a 13% decline in speed-related non-fatal injury crashes since 2014 shows that focus on safety and safe driving by drivers is increasing. The severity of injury in a crash has been linked to whether or not a driver was speeding prior to the crash. New advances in automobile technology such as automatic braking systems, improved airbags, and lane departure warnings have also increased the chances of surviving a collision with minimal or no injuries.

C-3: Fatalities Per 100 Million VMT

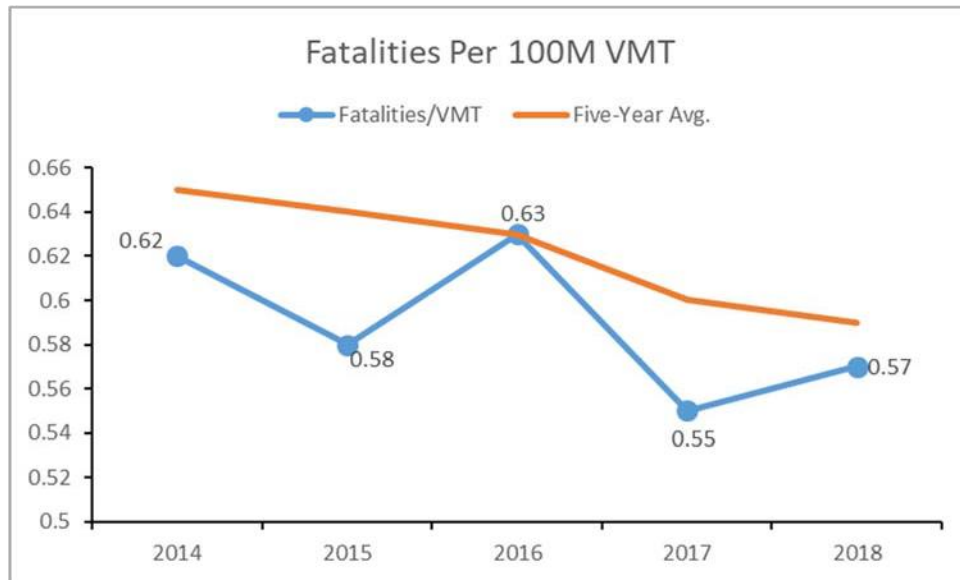
FFY 2019 Target:

Decrease fatality/VMT rate of 8.72% from the five-year average of 0.64 in 2016 to a five-year average of 0.58 by December 31, 2019.

Performance as of December 31, 2018:

With preliminary 2018 VMT numbers provided by MassDOT, the five-year average for fatalities/VMT from 2014-2018 was 0.59, which is 1.72% higher than the target rate.

Graph 3: Fatalities Per 100 Million VMT



Analysis:

With the increase in traffic fatalities from 347 in 2017 to 357 in 2018, the fatality/VMT rate rose slightly from 0.55 to 0.57. Preliminary VMT data for 2019 estimates fatalities will increase from 2018, which will possibly lead to another bump up in the fatality/VMT rate. Despite this projected rise in deaths for 2019, historical data reveals that Massachusetts VMT rose 10% in the last five years (2014 – 2018) and will likely keep increasing over the next five years. In short, even as fatalities rise, the continued increases in Massachusetts’ VMT will help keep the fatality/VMT rate low.

C-4: Unrestrained Occupant Fatalities

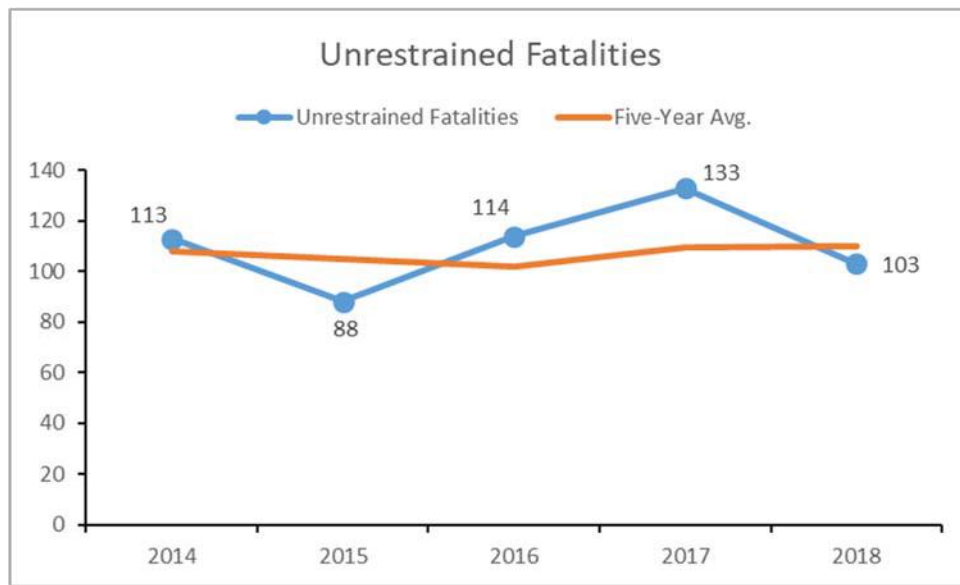
FFY 2019 Target:

Decrease unrestrained passenger vehicle occupant fatalities 5% from the five-year average of 102 in 2016 to a five-year average of 97 by December 31, 2019.

Performance as of December 31, 2018:

Based upon preliminary 2018 FARS data, the five-year average for unrestrained occupant fatalities from 2014-2018 was 110, which is 13.4% higher than the desired target of 97.

Graph 4: Unrestrained Occupant Fatalities



Analysis:

Although the five-year average for unrestrained fatalities remains higher than the target of 97, the 23% drop in unrestrained fatalities from 2017 to 2018 is a positive development. In 2018, the statewide seat belt rate was 82% - a jump of 12 percentage points from 74% reported in 2017. While direct correlation cannot be made, the increase in belt usage comes as unrestrained fatalities dropped during the same year

As of December 1, 2019, the number of unrestrained deaths reported on MassDOT IMPACT is 82. This is less than the 88 reported at the same time in 2018. Coupled with a seat belt rate of over 80%, OGR is confident the number of unrestrained fatalities will continue downward for 2019 and 2020.

C-5: Alcohol-Impaired Driving Fatalities

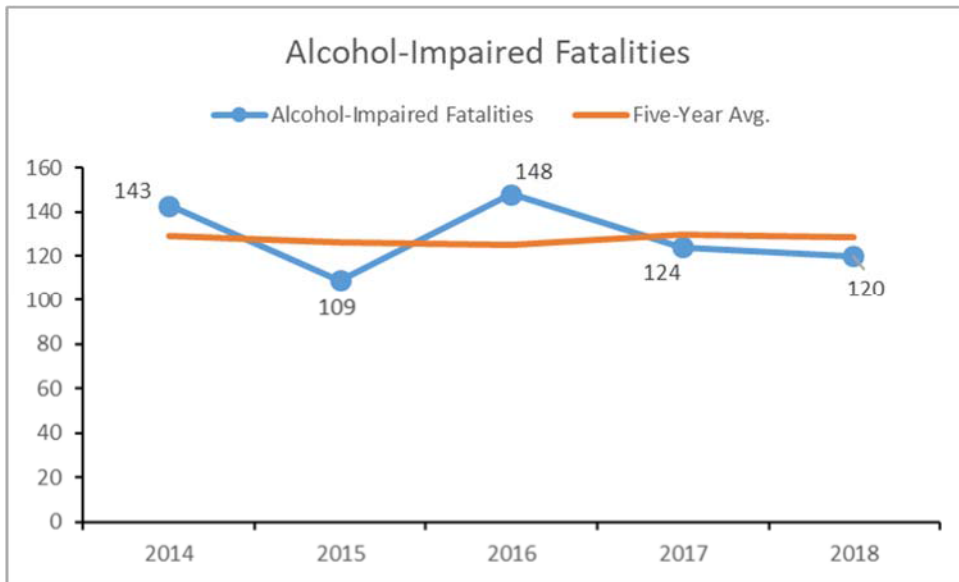
FFY 2019 Target:

Decrease alcohol-impaired driving fatalities 5% from the five-year average of 126 in 2016 to a five-year average of 119 by December 31, 2019.

Performance as of December 31, 2018:

Based upon preliminary 2018 FARS data, the five-year average for alcohol-impaired driving fatalities from 2014-2018 was 129, which is 8.4% higher than the desired target.

Graph 5: Alcohol-Impaired Driving Fatalities



Analysis:

The level of alcohol-impaired driving fatalities in Massachusetts has dropped over the past two years – a 19% decline since 2016. Despite the decrease, fatalities in these alcohol-impaired fatal crashes involve more persons aged between 21-34. Over the past five years (2014-2018), 40% of alcohol-impaired deaths were within this age group.

OGR is hopeful media outreach during FFY 2019 that was aimed at drivers and passengers within the 21-34 age range will further decrease fatalities within this age group, which will likely lead to an overall drop in alcohol-impaired fatalities in 2019.

C-6: Speed-Related Fatalities

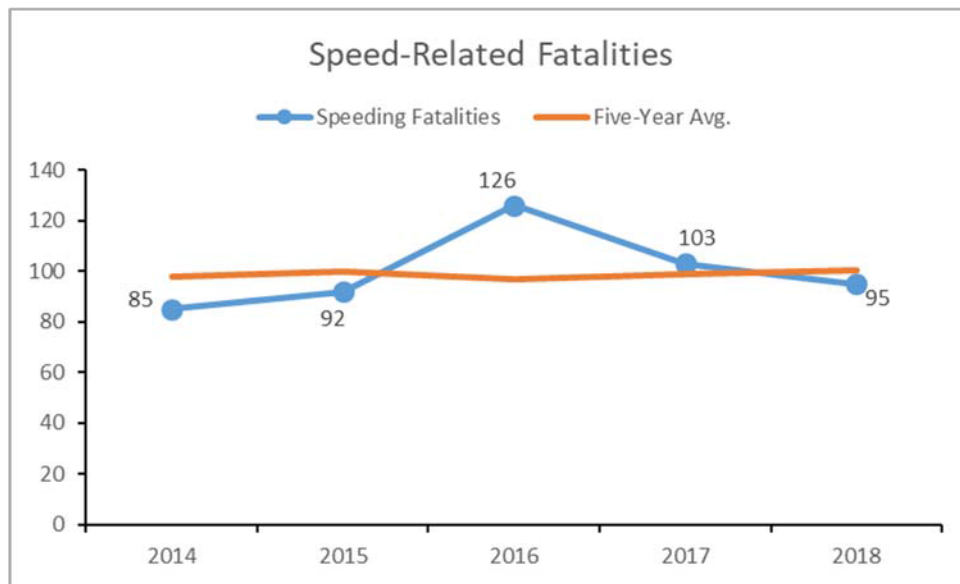
FFY 2019 Target:

Decrease speed-related fatalities 5% from the five-year average of 97 in 2016 to a five-year average of 94 by December 31, 2019.

Performance as of December 31, 2018:

Based upon preliminary 2018 FARS data, the five-year average for speed-related fatalities from 2014-2018 was 100, which is 6.38% higher than the desired target.

Graph 6: Speed-Related Fatalities



Analysis:

Speed-related fatalities continue to decline, falling 7% from 103 in 2017 to 95 in 2018. Occupants not wearing restraints made up 40% of all occupant speed-related fatalities. This is far lower than the 56% reported in 2017 and shows how impactful increased seat belt usage can be in reducing deaths in a motor vehicle crash.

Research of violations issued by police departments from 2014 to 2018 revealed the least number of speeding violations issued took place in 2016, the year of highest speeding fatalities recorded during the five years. In 2017, the number of speeding violations was 8% higher than in 2016; in 2018, 5% higher. OGR is confident the number of speed-related fatalities will keep falling in 2019 as the statewide seat belt usage rate holds steady at 82%, and police departments continue being vigilant about issuing speeding violations to ensure drivers don't get complacent about safe driving habits.

C-7: Motorcyclist Fatalities

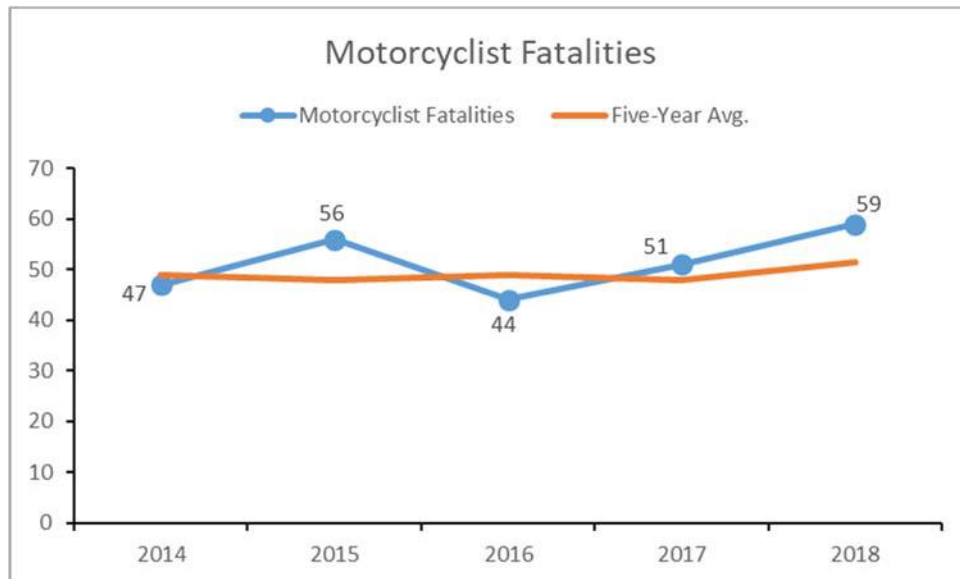
FFY 2019 Target:

Decrease fatalities 5% from the five-year average of 49 in 2016 to a five-year average of 46 by December 31, 2019.

Performance as of December 31, 2018:

Based upon preliminary 2018 FARS data, the five-year average for motorcyclist fatalities was 51, which is 10.9% higher than the desired target.

Graph 7: Motorcyclist Fatalities



Analysis:

After dropping from 56 in 2015 to 44 fatalities in 2016, motorcycle fatalities have risen 34% since then. Although the number of motorcycle fatalities involving speeding declined from 38% of all motorcycle fatalities to 33% in 2018, the number of unhelmeted deaths rose from 1 to 6 during the same period.

Going forward, OGR will work with the RMV to focus training outreach as well as media messaging to four areas of the state where motorcycle crashes have been most prevalent over the past two years: Middlesex County, Springfield, and southeastern Massachusetts (Bristol and Plymouth County). By focusing funding and media resources towards these key areas, OGR is confident the number of motorcycle fatalities will drop in the coming years.

C-8: Unhelmeted Motorcyclist Fatalities

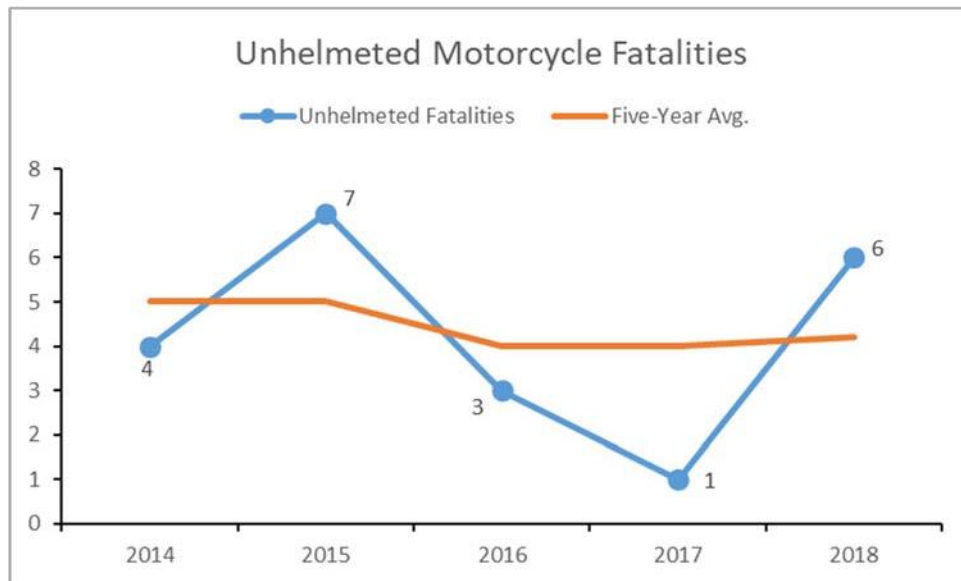
FFY 2019 Target:

Decrease unhelmeted motorcyclist fatalities 25% from the five-year average of four in 2016 to a five-year average of three by December 31, 2019.

Performance as of December 31, 2018:

Based on preliminary 2018 FARS data, the five-year average of unhelmeted motorcyclist fatalities was four, which is 33.3% higher than the desired target.

Graph 8: Unhelmeted Motorcyclist Fatalities



Analysis:

After dropping from seven in 2015 to one in 2017, unhelmeted motorcyclist fatalities rose to six in 2018. OGR, through collaboration with RMV as well as its media partner, ThinkArgus, will continue warning motorcyclists of the dangers associated with not wearing a helmet.

Furthermore, Massachusetts has a primary law that requires all motorcycle riders (drivers and passengers alike) to wear a helmet. The first offense is a \$35 fine and an insurance surcharge for six to seven years. Subsequent violations result in higher penalties and more years of insurance surcharges.

Of the six unhelmeted motorcyclist fatalities reported in 2018, speeding was a factor in half. Since 2014, 10 of the 21 unhelmeted deaths involved speeding – a rate of nearly 50%.

C-9: Drivers (Under 21) Involved in Fatal Crashes

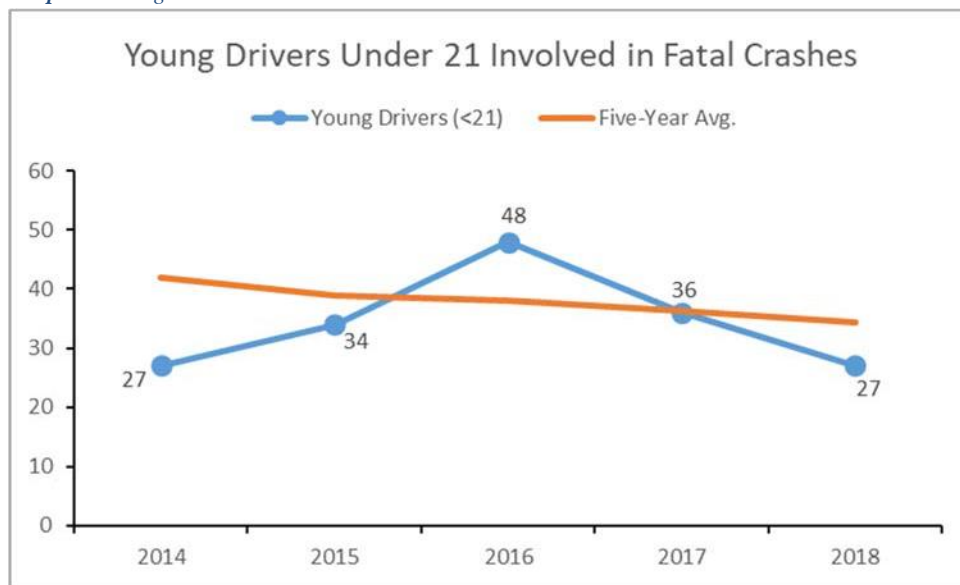
FFY 2019 Target:

Decrease number of young drivers (age 20 or under) involved in fatal crashes 5% from the five-year average of 38 in 2016 to a five-year average of 36 by December 31, 2019.

Performance as of December 31, 2018:

Based on preliminary 2018 FARS data, the five-year average of drivers under 21 involved in fatal crashes was 34, which is 5.6% lower than the desired target.

Graph 9: Young Drivers Involved in Fatal Crashes



Analysis:

In 2018, drivers under 21 years of age involved in a fatal crash dropped 25% from 2017. Out of 488 drivers involved in a deadly crash during 2018, only 6% were under 21, compared to 8% in 2017 and 10% in 2016. This decline shows the impact of OGR’s outreach and collaboration with local communities to educate and enforce safe driving habits among young drivers.

Despite this decline, young drivers are disproportionately represented by males. From 2014-2018, male drivers under 21 accounted for 71% of all young drivers involved in a fatal crash. Across all age groups, males represented 73% of drivers during this time frame.

Also of concern is the lack of restraint used by male drivers in a fatal crash has risen over the past five years. Since 2014, 54 young drivers were unrestrained in a deadly crash, with males accounting for 70% of these drivers. OGR will work with its media vendor as well as local communities to improve messaging about driving safety for better retention by males.

C-10: Pedestrian Fatalities

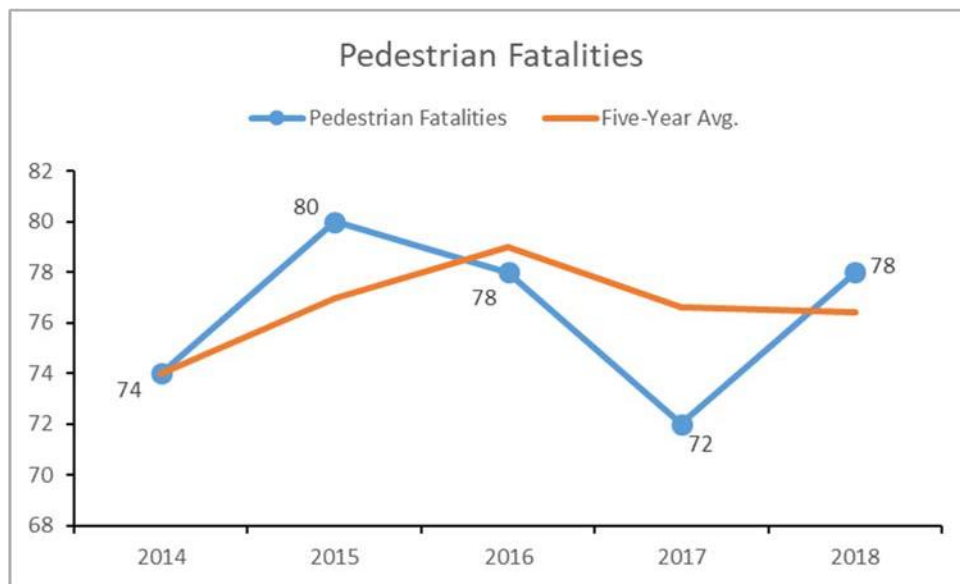
FFY 2019 Target:

Decrease pedestrian fatalities 5% from the five-year average of 79 in 2016 to a five-year average of 75 by December 31, 2019.

Performance as of December 31, 2018:

Based on preliminary 2018 FARS data, the five-year average of pedestrian fatalities was 76, which is 1.3% higher than the desired target.

Graph 10: Pedestrian Fatalities



Analysis:

In 2018, pedestrian fatalities increased by 8% from 2017. This increase is unfortunate given pedestrian fatalities had declined in consecutive years after hitting a high of 80 in 2015. Over the past five years, nearly 60% of pedestrian fatalities have taken place in four counties – Middlesex, Norfolk, Suffolk, and Worcester.

For FFY 2019, OGR was able to increase the number of communities involved in the Pedestrian & Bicyclist Safety Enforcement and Equipment Grant from 84 in 2018 with the new towns mostly coming from the top four counties for pedestrian fatalities. Based on data analysis of pedestrian fatalities, OGR sought to have local police departments conduct enforcement activities during the high pedestrian fatality months of October through January – nearly half of all pedestrian fatalities over the past five years have occurred during these months.

OGR is hopeful the increase in participating communities as well as better focused enforcement efforts in FFY 2019, will lead to a reduction in pedestrian fatalities in 2019 and 2020.

C-11: Bicyclists Fatalities

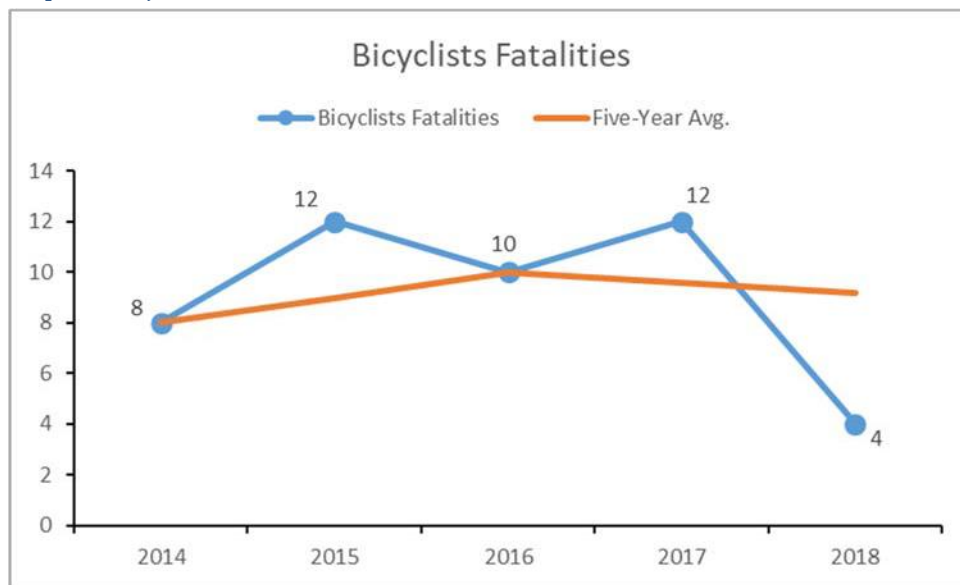
FFY 2019 Target:

Decrease bicyclist fatalities 10% from the five-year average of 10 in 2016 to a five-year average of nine by December 31, 2019.

Performance as of December 31, 2018:

Based upon preliminary 2018 FARS data, the five-year average of bicyclist fatalities was nine, which is in line with the desired target.

Graph 11: Bicyclist Fatalities



Analysis:

In 2018, bicyclist deaths decreased significantly from 12 to 4. None of the four reported bicyclist fatalities involved a person under 21 years of age. In 2017, nearly a third of the deaths were under 21.

OGR saw the number of Pedestrian and Bicycle Safety Enforcement & Equipment Grant participants increase from 84 in FFY 2018 to 93 in FFY 2019. For the past two years, subrecipients have been allowed to purchase bicycle helmets for distribution within their respective towns. OGR is confident that the distribution of free bicycle helmets has contributed to the decline in bicyclist fatalities among those under 21 years of age in 2018.

B-1: Observed Seat Belt Use (Passenger Vehicles – Front Seat only)

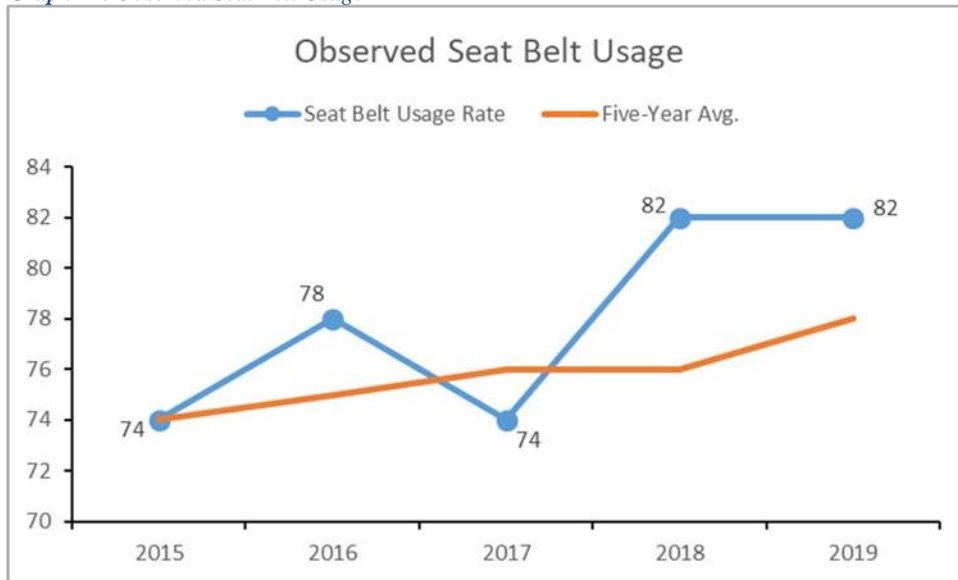
FFY 2019 Target:

Increase the observed seat belt use rate 3% from the five-year average of 76 in 2016 to a five-year average of 78 by December 31, 2019.

Performance as of September 30, 2019:

The observed seat belt rate in 2019 was 82% resulting in a five-year average of 78, which is in line with the desired target.

Graph 12: Observed Seat Belt Usage



Analysis:

With the seat belt rate staying at 82% in 2019, OGR has achieved the FFY 2019 target goal of a five-year average of 78. Going forward, OGR seeks to keep the seat belt rate above 80% and have the five-year average continue its upward climb.

Having the seat belt usage rate over 80% for the past two years has shown its positive impact with the number of unrestrained fatalities dropping from 133 to 103 between 2017 and 2018. According to preliminary MassDOT IMPACT data, the first ten months of 2019 recorded 82 unrestrained deaths, which is the lowest total for the January – October period over the past five years (2015 – 2019). OGR is cautiously optimistic that the number of unrestrained fatalities will be even lower in 2019.

NC-1: Distraction-Affected Fatal Crashes

FFY 2019 Target:

Decrease the five-year average of distraction-affected fatal crashes 10% from 30 in 2016 to 27 by December 31, 2019

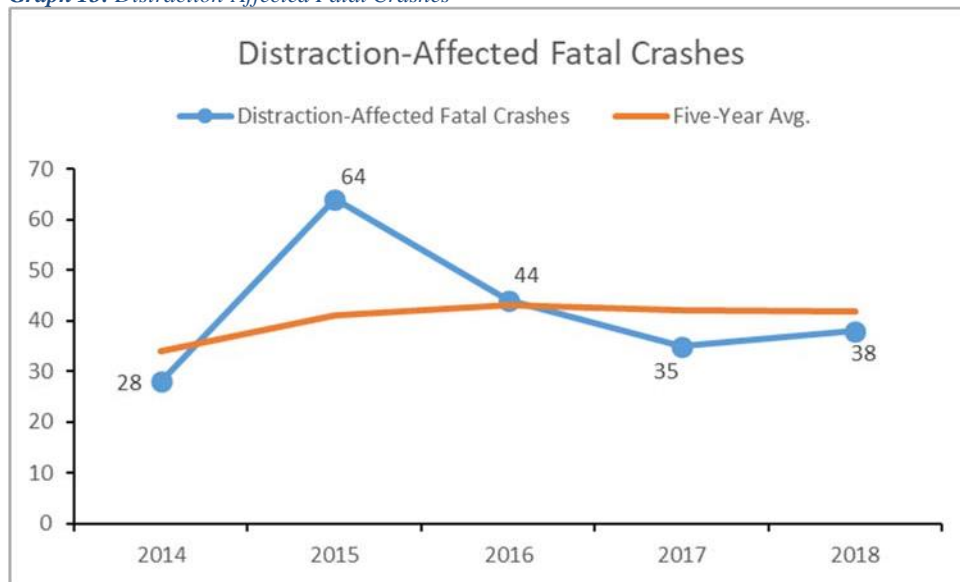
Note - In the FFY 2020 HSP, the number of fatal crashes from 2013-2017 was 39, 22, 28, 33, and 21 for a five-year average of 29, which would have been a slight decline from 30 in 2016. During the period between when the 2020 HSP was submitted (July 2019), and work began on the 2019 Annual Report, FARS overhauled its query system and updated the numbers for distraction-affected fatal crashes. Now, the numbers for 2013-2017 are as follows: 40, 28, 64, 44, and 35 for a five-year average of 42.

Performance as of December 31, 2018:

The five-year average of distraction-affected fatal crashes was 42 in 2018, which is 55% higher than the target value of 27. This is due to the revision of how FARS determines distraction-affected fatal crashes.

Measured against the revised five-year average for 2012-2016 (43), the 2014-2018 average of 42 would be 2% lower.

Graph 13: Distraction-Affected Fatal Crashes



Analysis:

Distraction-affected fatal crashes are notoriously difficult to determine with accuracy. Those involved in a crash may not be inclined to mention distractions, especially looking at a phone, when interviewed by police officers and obtaining cell phone records can be time-consuming and expensive. Nevertheless, distraction-affected fatal crashes have declined by 41% since 2015. OGR’s is hopeful that the number of collisions will decrease with the implementation of the recently passed ‘hands-free’ law.

Table 10: Massachusetts Crash Data Trends (2014 – 2018)

The crash data presented below for 2014-2018 is primarily from two sources: FARS and NHTSA’s *State Traffic Safety Facts*. Serious Injuries and Fatality Rate/VMT for 2018 are determined using data received from MassDOT.

Crash Data	2014	2015	2016	2017	2018
Fatalities	354	345	387	347	357
Fatality Rate/100M VMT	0.63	0.58	0.63	0.55	0.57
Serious Injuries	3,031	2,931	2,983	2,575	2,529
Alcohol-Impaired Driving Fatalities (BAC = .08+)	143	109	148	124	120
Unrestrained Occupant Fatalities	113	88	114	133	103
Speed-Related Fatalities	85	92	126	103	95
Motorcyclist Fatalities	47	56	44	51	59
Unhelmeted Motorcyclist Fatalities	4	7	3	1	6
Drivers (Age 20 or under) Involved in a Fatal Crash	27	34	48	36	27
Pedestrian Fatalities	74	79	78	72	78
Bicyclist Fatalities	8	12	10	12	4
Distracted Driving Fatalities	29	68	49	38	39

Grant Funded Activities	FFY15	FFY16	FFY17	FFY18	FFY19
Safety Belt Violations Issued during FFY19 Enforcement	8,818	7,878	9,275	5,599	5,909
Impaired Driving Arrests during FFY19 Enforcement	343	344	369	304	280
Speeding Violations Issued during FFY19 Enforcement	9,161	8,013	15,003	7,829	9,851

	2015	2016	2017	2018	2019
Observed Seat Belt Usage	74%	78%	74%	82%	82%

Per NHTSA’s request, preliminary data for 2019 of several core crash data trends is provided below. Please be aware these numbers are preliminary and do not reflect the final numbers, which are likely to change by the time NHTSA finalizes the figures.

Preliminary Fatalities for 2019 as reported by MassDOT/Registry of Motor Vehicles (<https://apps.impact.dot.state.ma.us/cdp/home>) as of December 10, 2019:

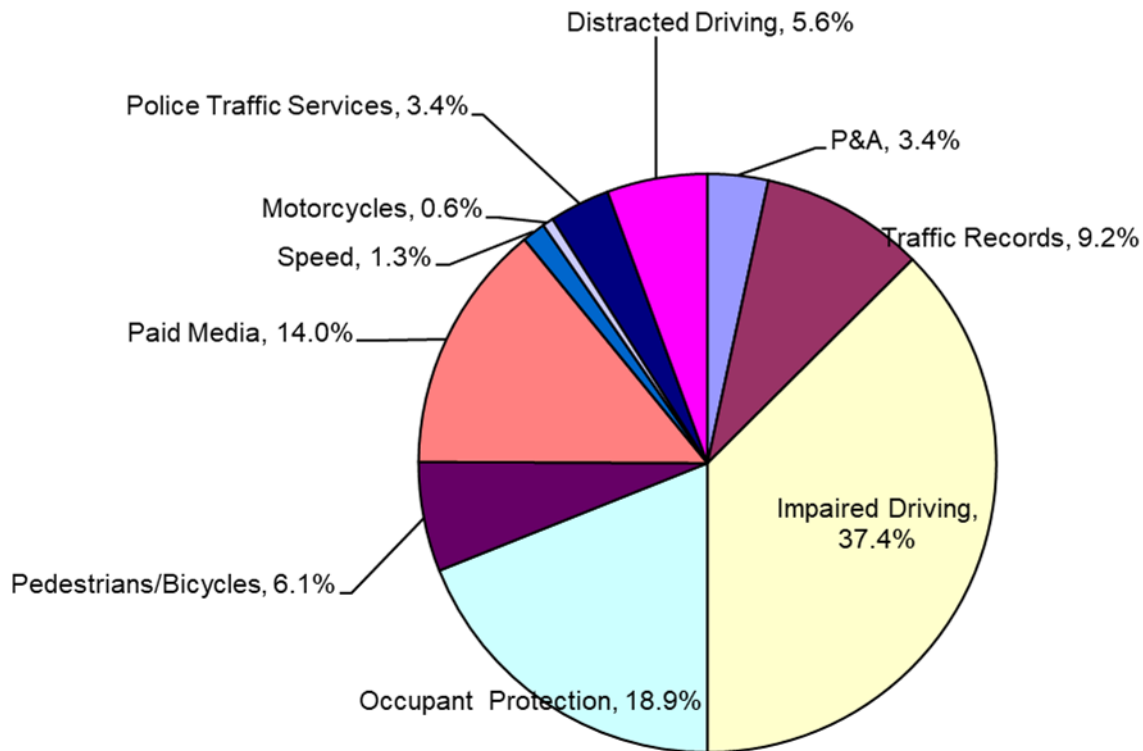
Crash Data	2019
Total Fatalities	320
Motorcyclists Fatalities	45
Pedestrian Fatalities	70
Bicyclists Fatalities	5
Distracted Driving Fatalities	17
Unrestrained Fatalities	93

Financial Summary – Distribution of Funds in FFY 2019

Table 11: FFY 2019 Financial Summary as of 12-26-19

	402	410	405b	405c	405d	405f	405h	Total	% of Total
P&A	\$295,972							\$295,972	3.4%
Traffic Records	\$107,393			\$694,987				\$802,380	9.2%
Impaired Driving	\$414,851				\$2,857,400			\$3,272,251	37.4%
Occupant Protection	\$1,166,779		\$489,607					\$1,656,386	18.9%
Pedestrians/Bicycles	\$160,693						\$374,216	\$534,909	6.1%
Paid Media	\$549,561				\$598,489	\$76,318		\$1,224,368	14.0%
Speed	\$113,750							\$113,750	1.3%
Motorcycles	\$49,996					\$4,332		\$54,328	0.6%
Police Traffic Services	\$295,666							\$295,666	3.4%
Distracted Driving	\$491,713							\$491,713	5.6%
Total	\$3,646,374	\$0	\$489,607	\$694,987	\$3,455,889	\$80,650	\$374,216	\$8,741,723	

Graph 14: FFY 2019 Funding Distribution by Program Area



Acronym Glossary

Administrative Office of the Trial Court (AOTC)

Advanced Roadside Impaired Driving Enforcement (ARIDE)

Alcoholic Beverages Control Commission (ABCC)

Automated License and Registration System (ALARS)

Blood Alcohol Concentration (BAC)

Breath Alcohol Testing (B.A.T.)

Breath Test (BT)

Center for Disease Control (CDC)

Child Passenger Safety (CPS)

Click It or Ticket (CIOT)

Continuing Education Unit (CEU)

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

Drive Sober or Get Pulled Over (DSOGPO)

Drug Recognition Expert (DRE)

Executive Office of Public Safety and Security (EOPSS)

Fixing America's Surface Transportation (FAST Act)

Fatality Analysis Reporting System (FARS)

Federal Fiscal Year (FFY)

Governors Highway Safety Association (GHSA)

Highway Safety Division (HSD)

High Visibility Enforcement (HVE)

International Association of Chiefs of Police (IACP)

Junior Operator License (JOL)

Law Enforcement Liaison (LEL)

Moving Ahead for Progress in the 21st Century Act (MAP-21)

Massachusetts Department of Transportation (MassDOT)
Massachusetts Department of Public Health (MDPH)
Massachusetts District Attorneys Association (MDAA)
Massachusetts Executive-Level Traffic Records Coordinating Committee (METRCC)
Massachusetts Law Enforcement Challenge (MLEC)
Massachusetts Rider Education Program (MREP)
Massachusetts State Police (MSP)
Massachusetts Traffic Records Analysis Center (MassTRAC)
Municipal Police Training Committee (MPTC)
National Highway Traffic Safety Administration (NHTSA)
Office of Alcohol Testing (OAT)
Office of Grants and Research (OGR)
Operating Under the Influence (OUI)
Registry of Motor Vehicles (RMV)
Sales to Intoxicated Persons (SIP)
Standardized Field Sobriety Testing (SFST)
Traffic Occupant Protection Strategies (TOPS)
Traffic Records Coordinating Committee (TRCC)
Traffic Safety Resource Prosecutor (TSRP)
Vehicle Miles Traveled (VMT)