

# State of Rhode Island

## Highway Safety Annual Report

Federal Fiscal Year 2012

**DRIVE NOW  
TEXT LATER**

**You Drink  
You Ride  
You Lose**

Prepared for:  
U.S. Department of Transportation  
National Highway Traffic Safety Administration



Developed and Presented by:  
Rhode Island Department of Transportation  
Office on Highway Safety  
Two Capitol Hill, Suite 126  
Providence, Rhode Island 02903-1111

Lincoln D. Chafee, Governor  
Michael P. Lewis, Director, Rhode Island Department of Transportation

December 14, 2012

Don't end up in the penalty box...





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# **Highway Safety Plan Credits Rhode Island Department of Transportation**

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# 1.0 Highway Safety in Rhode Island

## ■ 1.1 Introduction

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

In 2011, crashes on Rhode Island's highways resulted in 66 fatalities and 452 serious injuries. Roadway fatalities and serious injuries declined 1.5 percent from the 2010 levels. The human and economic consequences of these fatal and serious injury crashes remain unacceptable, unaffordable, and largely avoidable. As a fundamental component of improving the quality of life for the citizens and visitors of the State, the OHS remains committed to its mission which consists of two goals:

- To reduce the number of fatalities and serious injuries on Rhode Island's roadways; and
- To reduce the number of traffic crashes and the severity of their consequences.

In the *Highway Safety Performance Plan (HSPP) for Federal Fiscal Year (FFY) 2012*, the OHS assessed highway safety in Rhode Island based on fatal and serious injury crash data and problem areas, set goals, developed programs, and dedicated resources to implementing these programs and projects in the areas of greatest need. The *Rhode Island FFY 2012 Highway Safety Annual Evaluation Report (AER)* reviews the execution of the *FFY 2012 HSPP*.

## ■ 1.2 Challenges

Nine program areas were the focus of the OHS' *FFY 2012 HSPP*. These programs included:

- **Impaired Driving** - The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
- **Occupant Protection** - The failure of vehicle occupants to use safety belts and appropriate child passenger safety (CPS) restraints.
- **Speed** - The incidence of speed and related recklessness as a contributor to fatalities and serious injuries on Rhode Island's roadways.

- **Young Drivers** - The overrepresentation of young drivers in fatal and serious injury crashes.
- **Motorcycles** - The safety of motorcyclists and their passengers on Rhode Island’s roadways.
- **Other Road Users** - The safety of pedestrians, bicyclists, and school bus passengers.
- **Traffic Records** - The improvement of timeliness, completeness, accuracy, uniformity, compatibility, and integration of the State’s traffic records for problem identification, strategy selection, and performance measurement.
- **Racial Profiling** - The development of a multifaceted program to assess if racial profiling exists and, if it does, the level and/or locations where it exists. Programs to address and improve community/police relations also are essential.
- **Planning and Administration** - The planning, development, coordination, monitoring, and evaluation of highway safety projects.

The OHS established an ambitious set of goals to mitigate these problems in Rhode Island, as shown in Table 1.1.

**Table 1.1 FFY 2012 Highway Safety Program Area Goals**

Problem Area	FFY 2012 Goal
<i>Impaired Driving</i>	<ul style="list-style-type: none"> <li>• To decrease alcohol-impaired driving fatalities (those involving a legally intoxicated driver or motorcycle operator with a BAC of .08 or greater) by 35 percent, from 34 in 2009 (NHTSA imputed data) to 22 in 2012.</li> <li>• To collect and report data on the number of impaired driving arrests made during grant-funded enforcement activities in FFY 2012.</li> <li>• To decrease by 28.5 percent the number of crash fatalities involving a BAC of .01 or higher, from a three-year average (2007-2009) of 35 to 25 in 2012.</li> <li>• To decrease by 4.7 percent the number of drivers involved in fatal crashes with a known BAC of .01 or higher, from 21 in 2009 to 20 in 2012.</li> <li>• To increase the percent of survey participants responding “Very Likely” or “Somewhat Likely” in regard to their perceived likelihood of being stopped after drinking to excess and driving from 59.4 percent.</li> <li>• To increase the recognition of the slogan used by OHS to support high-visibility impaired driving enforcement. (In 2011, 27.1 percent recognition of “Drive Sober or Get Pulled Over” slogan.)</li> </ul>

**Table 1.1 FFY 2012 Highway Safety Program Area Goals (continued)**

<b>Problem Area</b>	<b>FFY 2012 Goal</b>
<b><i>Occupant Protection</i></b>	<ul style="list-style-type: none"> <li>• To increase by 11 percentage points the statewide observed safety belt use of front seat outboard occupants in passenger vehicles, from 80.4 percent in 2011 to 91 percent in 2012.</li> <li>• To decrease the number of unrestrained passenger vehicle occupant fatalities, in all seat positions, by 33 percent, from 30 in 2009 to 20 in 2012.</li> <li>• To increase the number of safety belt citations issued during grant-funded enforcement activities, from 4,109 in FFY 2011.</li> <li>• To increase safety belt use among pickup truck drivers and front seat occupants, as measured by observational study, from 67.3 percent in 2011.</li> <li>• To increase awareness of the “Click It or Ticket” slogan, as measured by a telephone survey, from 95.9 percent in 2011.</li> <li>• To increase perception that persons will be ticketed for not wearing safety belts always or most of the time, as measured by a telephone survey, from 30.9 percent in 2011.</li> <li>• To decrease by 15 percentage points the percent of passenger vehicle occupant fatalities known not to be wearing a restraint, from 67 percent in 2009 to 52 percent in 2012 (three-year average is 59.6 percent).</li> </ul>
<b><i>Speed</i></b>	<ul style="list-style-type: none"> <li>• To decrease by three percent the number of speeding-related fatalities from the five-year average (2005-2009) of 30 to 27 in 2012.</li> <li>• To increase the number of speeding citations issued during grant-funded enforcement activities from 5,802 in 2011 to 6,000 in 2012.</li> <li>• To increase the number of speeding citations written and tracked monthly of all overtime speed patrols.</li> </ul>
<b><i>Young Drivers</i></b>	<ul style="list-style-type: none"> <li>• To maintain the number of young drivers age 16 to 20 involved in fatal crashes at or below the three-year average (2007-2009) of 13 young drivers.</li> <li>• To decrease the number of young driver (age 16 to 20) fatalities (from seven in 2010).</li> <li>• To monitor the number of DUI charges filed for drivers under 18 years of age (19 in 2010) to determine the effectiveness of the grant program.</li> <li>• To implement a minimum of four contacts with parents/care givers to provide information on the role of alcohol and/or primary safety belt use for young drivers.</li> <li>• To distribute GDL informational packets to new young drivers.</li> </ul>

**Table 1.1 FFY 2012 Highway Safety Program Area Goals (continued)**

Problem Area	FFY 2012 Goal
<i>Motorcycles</i>	<ul style="list-style-type: none"> <li>• To maintain the number of motorcycle fatalities at the five-year average (2006-2010) of 14 in 2012.</li> <li>• To decrease the number of unhelmeted motorcycle fatalities by 28 percent from a five-year average (2006-2010) of nine to seven in 2012.</li> <li>• To decrease by two percentage points all motorcycle operator crash fatalities with a known BAC of .01 or higher, from the five-year average (2007 to 2011) of 39 percent to 37 percent in 2012.</li> <li>• To decrease by five percentage points motorcycle operator fatalities who were legally intoxicated, from the five-year NHTSA imputed average of 50 percent (2004-2008) to 45 percent in 2012.</li> </ul>
<i>Other Road Users</i>	<ul style="list-style-type: none"> <li>• To maintain the number of crash fatalities among pedestrians at or below the five-year average (2005-2009) of 14 in 2012.</li> <li>• To maintain zero crash fatalities among school bus occupants in 2012.</li> <li>• To maintain zero crash fatalities among bicyclists in 2012.</li> <li>• To decrease by 10 percent the number of pedestrian fatalities with a BAC of .08 or greater, from the five-year NHTSA imputed average (2005-2009) of four to three in 2012.</li> </ul>
<i>Traffic Records</i>	<ul style="list-style-type: none"> <li>• To increase the timeliness of E-citation data from police and state and municipal courts being posted into the system, from monthly in 2010 to daily in 2011.</li> <li>• To increase by 17 the number of law enforcement agencies backfilling data into citations, from eight in 2010 to 25 in 2011.</li> </ul>
Racial Profiling	<ul style="list-style-type: none"> <li>• To implement a process to determine if racial profiling is occurring and to identify appropriate program recommendations if necessary.</li> <li>• To produce by means of data collection and analysis by an appropriate entity at least one quarterly comprehensive report, including passenger and driver ethnicity information, from all police departments who have received computer equipment.</li> </ul>
<i>Planning and Administration</i>	<ul style="list-style-type: none"> <li>• To administer a fiscally responsible, effective highway safety program that is data-driven, includes stakeholders, and addresses the State's specific safety characteristics.</li> </ul>



## ■ 1.3 Accomplishments

Rhode Island achieved many improvements in highway safety in FFY 2012. Following is a brief summary of these accomplishments by program area, with detail provided in Section 3.0 of this report.

### *Impaired Driving*

- Increased the number of impaired driving arrests made during grant-funded enforcement activities to 453 in FFY 2012 from 297 in FFY 2011.
- Improved the perception of the likelihood of being stopped after drinking to excess and driving, from 59.6 percent of survey respondents stating “Very Likely” or “Somewhat Likely” in 2011 to 60.6 percent in 2012.



- Increased the number of DWI charges filed from 1,914 in 2010 to 2,805 in 2011

### *Occupant Protection*

- Increased the number of citations for failure to use proper restraints issued during grant-funded activities to 6,787 in FFY 2012 from 4,109 in FFY 2011.
- Increased the number of citations for failure to use proper restraints issued during the national Click It or Ticket (CIOT) enforcement mobilization to 3,991 from 1,679 in 2011.

### *Speed*

- Reduced the number of speeding-related fatalities to 17 in 2011.
- Increased the number of speeding citations issued during grant-funded enforcement activities from 6,446 in 2011 to 7,317 in 2012.
- Increased the number of speeding citations written and tracked monthly of all overtime speed patrols.

### *Young Drivers*

- Reduced the number of young drivers involved in fatal crashes to four (the goal was no more than 12).
- Reduced the number of young drivers killed in fatal crashes to two (the goal was no more than five).

### *Motorcycles*

- Conducted 1<sup>st</sup> Annual Motorcycle Skills Revival Rally at Lincoln (April 2012). Ten riders, each holding a license for over five years, participated in the event.
- Disseminated “You Drink. You Ride. You Lose” kick stand plates and “All The Gear, All The Time” reflective t-shirts to more than 1,000 motorcycle drivers at Twisted Throttle’s Grand Opening at Exeter (May 2012).
- Participated in 1<sup>st</sup> Annual Rider Sober event conducted by Sober Riders Club (May 2012). Disseminated “You Drink. You Ride. You Lose.” kick stand plates and “All The Gear All The Time” reflective t-shirts.
- Participated in 3<sup>rd</sup> Annual Motorcycle and Classic Car Day at Paw Sox (May 2012). Disseminated “You Drink. You Ride. You Lose.” kick stand plates and “All The Gear, All The Time” reflective t-shirts to more than 500 motorcycle drivers.

### *Other Road Users*

- Conducted five regional Safety Days throughout the calendar year in 2012.
- Supplemented summer and school break camp activities focusing on safe interactions among pedestrians, bicyclists, and motorists.
- Partnered with local schools/agencies to participate in their safety programs.
- Conducted program management and oversight for all activities within this priority area.



### *Traffic Records*

- The Traffic Records Coordinating Committee (TRCC) completed a guiding document: “Rhode Island Traffic Records Coordinating Committee Five-Year Strategic Plan (FY 2012-FY 2016)”. The document describes all projects endorsed by the TRCC. It also details the infrastructure in place for each core highway safety data system.

- Completed a comprehensive imaging project for State Accident Reports at the Rhode Island Division of Motor Vehicles eliminating the previous backlog of reports which contributed to delays in updating vehicle history files with crash incidents. Prior to this project, an incident could take up to four and half months before being included in a driver's vehicle history file. Currently, the sample size is not large enough to determine the timeliness. However, the vehicle history file can be expected to update within 14 business days.
- Established a funding mechanism for all but three municipal Rhode Island police departments to receive technology equipment that will allow agency participation in the E-citation program. Rhode Island is on track to achieve 100 percent participation in the E-citation program.

### *Racial Profiling*

- Signed a Memorandum of Agreement (MoA) between RIDOT and the Rhode Island State Police granting access to Rhode Island Telecommunications System (RILETS) for data transmission.
- Obtained and configured a virtual server, maintained by RIDOT, to receive data transmissions from state and local police departments.
- Modified Records Management System (RMS) data collection module to include "safety belt violation" as a "basis for stop." Currently, 37 out of the 39 municipal police departments and the State Police use the RMS.



## 2.0 Performance Data – Rhode Island, 2002 to 2012

### ■ 2.1 Crash Summary

In Rhode Island, the total number of crashes increased by 0.3 percent from 45,275 in 2010 to 45,415 in 2011. Fatal crashes for the same period decreased by 3.1 percent as well. Traffic fatalities declined from 67 in 2010 to 66 in 2011, while serious injuries<sup>1</sup> decreased from 459 in 2010 to 452 in 2011.

According to observed restraint use surveys, Rhode Island’s safety belt use rate decreased by 2 percentage points from 80 percent in 2011 to 78 percent in 2012. The decline comes after four straight years of increased safety belt use. In 2011, Rhode Island became the country’s 33<sup>rd</sup> state to enact a primary seat belt law, however the legislation is currently set to expire on June 30, 2013 under a sunset provision.

Table 2.1 provides detail on Rhode Island highway safety trends from 2002 to 2012 (as data are available). The table details “Select Performance Measures” identified by NHTSA and the Governors Highway Safety Association (GHSA) for measuring progress. Figures 2.1 to 2.11 illustrate select data shown in Table 2.1 in greater detail and include data points, an associated trend line, and one-year achievements for the most recent year for which there is complete data (2010 or 2011). Trends from 2002 to 2005 are considered “baseline” and trends from 2006 to the present represent “progress.” When baseline data are inadequate or unavailable, only five-year trends are charted. Table 2.2 provides additional traffic safety trend data from 2006 to 2012.

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<sup>1</sup> 2007 was a transition year for crash data in Rhode Island. “Serious injuries” were defined differently prior to 2007, which helps explain the large fluctuation between serious injuries reported from 2006 to 2007/2008/2009.

**Table 2.1 Traffic Safety Trends in Rhode Island  
2002 to 2012**

Crash Data/Trends <sup>a</sup>	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011 <sup>b</sup>	2012 <sup>b</sup>
Fatalities (Actual)	84	104	83	87	81	69	65	83	67	66	
Fatality Rate per 100 Million VMT) <sup>c</sup>	1.03	1.24	0.98	1.05	0.98	0.80	0.79	1.01	0.81	0.80	
Number of Serious Injuries	1,845	1,887	1,600	1,329	1,313	764	416	426	459	452	339
Number of Fatalities Involving Driver or Motorcycle Operator with $\geq .08$ BAC <sup>d</sup>	35	50	38	34	30	22	23	34	25	U/A	
Number of Unrestrained Passenger Vehicle Occupant Fatalities	48	47	47	38	35	19	29	32	26	23	
Number of Speeding-Related Fatalities	45	55	45	40	42	20	20	34	28	17	
Number of Motorcycle Fatalities	9	13	10	14	16	13	7	19	15	15	
Number of Unhelmeted Motorcyclist Fatalities	7	6	7	6	11	9	2	12	11	8	
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	20	25	17	20	14	16	9	11	7	4	
Number of Pedestrian Fatalities	9	13	7	14	15	13	12	16	9	14	
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	71%	74%	76%	75%	74%	79%	72%	75%	78%	80%	78%
Number of Safety Belt Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	2,024	2,226	2,336	2,553	2,181	4,109	6,787
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	-	-	2,227	2,519	U/A	U/A	253	305	297	453
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities <sup>e</sup>	-	-	-	-	-	-	-	4,630	5,802	6,446	7,317

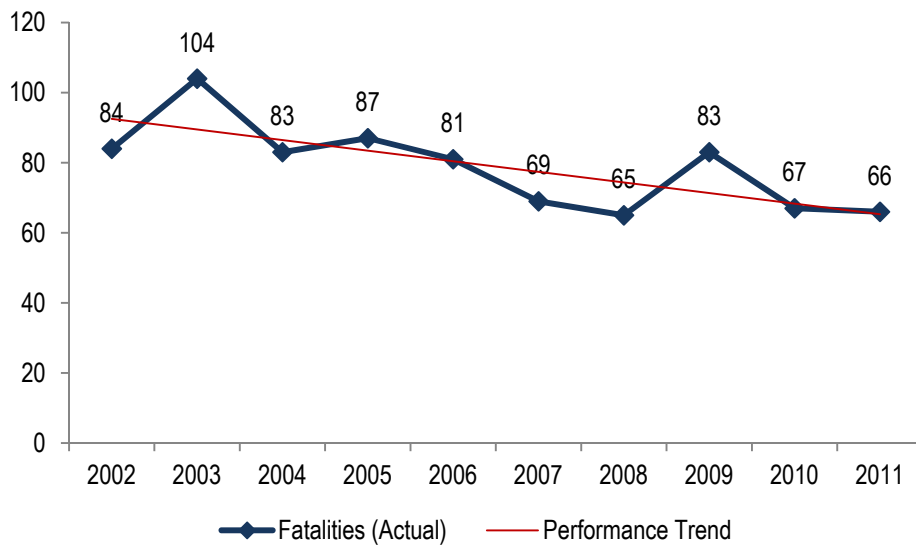
Source: RIDOT, August 2012; Rhode Island DMV, August 2012; FARS, August 2012; 2002 to 2012 Rhode Island Observed Restraint Use Surveys. Grant-funded enforcement activity data are from RIDOT OHS.

<sup>a</sup> Some numbers reported in this FFY 2012 Highway Safety Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology.

<sup>b</sup> 2011 and 2012 data are preliminary at the time of reporting. U/A indicates data are not available at this time.

- c 2010 VMT was used to calculate metrics since VMT for 2011 is not available.
- d Data imputed by NHTSA.
- e 2009 was the first year this data was collected.

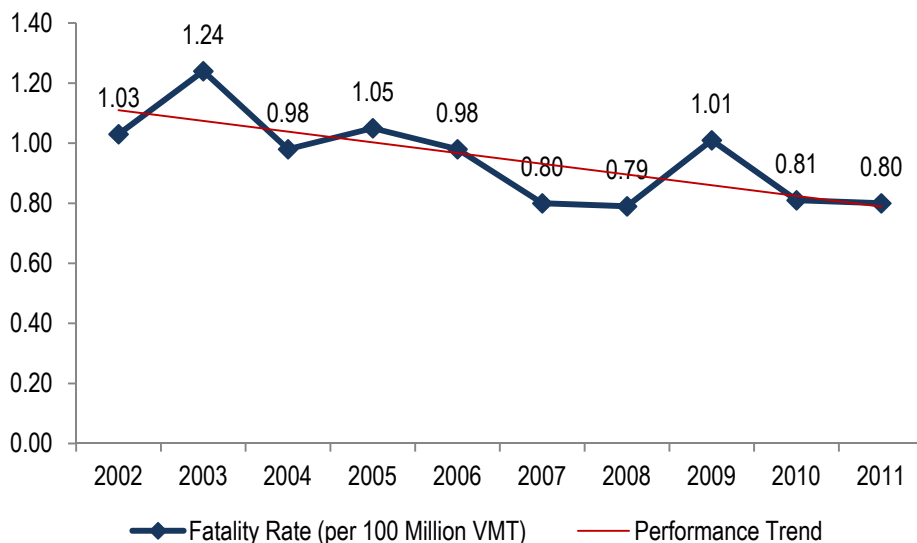
**Figure 2.1 Statewide Fatalities**  
*Achieved a 1.5 Percent Decrease between 2010 and 2011*



Source: RIDOT 2012

Note: 2011 data are preliminary.

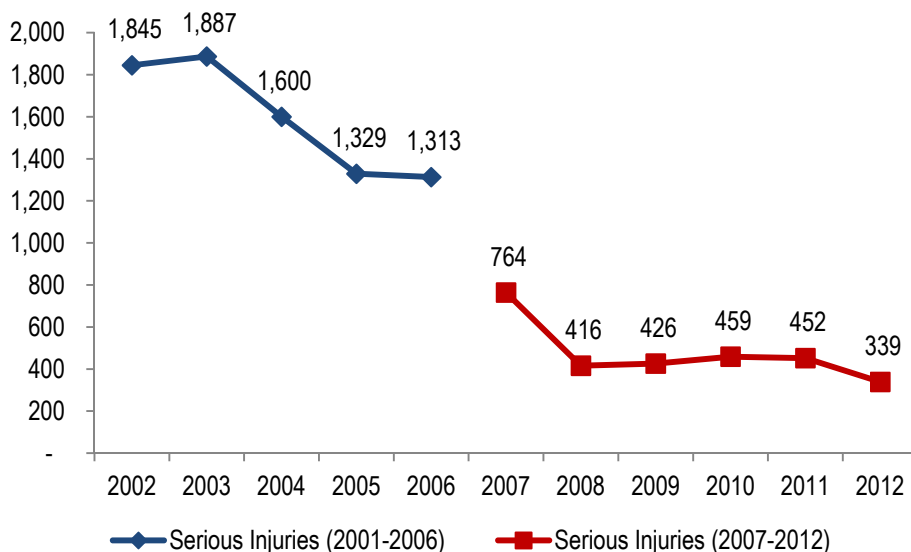
**Figure 2.2 Statewide Fatality Rate per 100 Million VMT**  
*Achieved a 1.2 Percent Decrease between 2010 and 2011*



Source: RIDOT 2012

Note: 2011 data are preliminary.

**Figure 2.3 Statewide Serious Injuries**  
*Achieved a 1.3 Percent Decrease between 2010 and 2011*

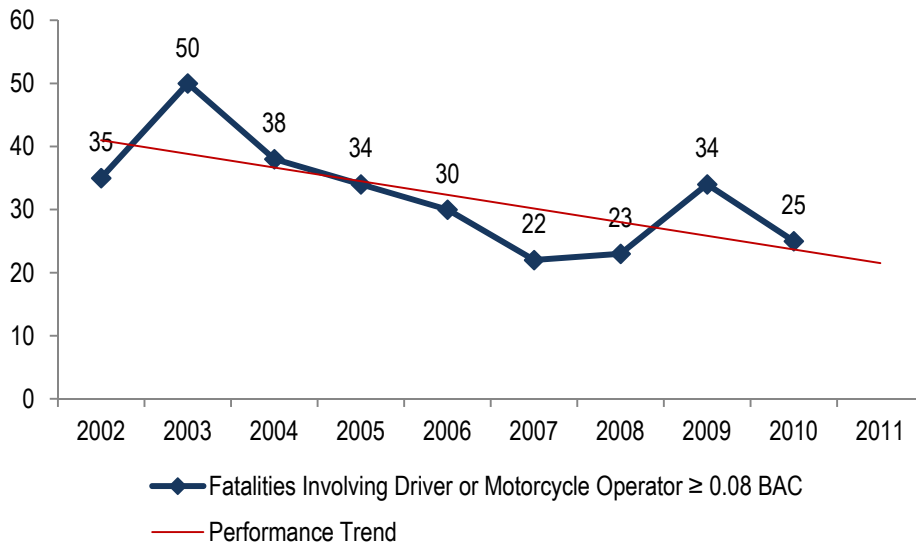


Source: RIDOT 2012

Note: 2012 data are preliminary. 2007 was a transition year for crash data in Rhode Island. “Serious injuries” were defined differently prior to 2007, which helps explain the large fluctuation between serious injuries reported from 2006 to 2007/2008.

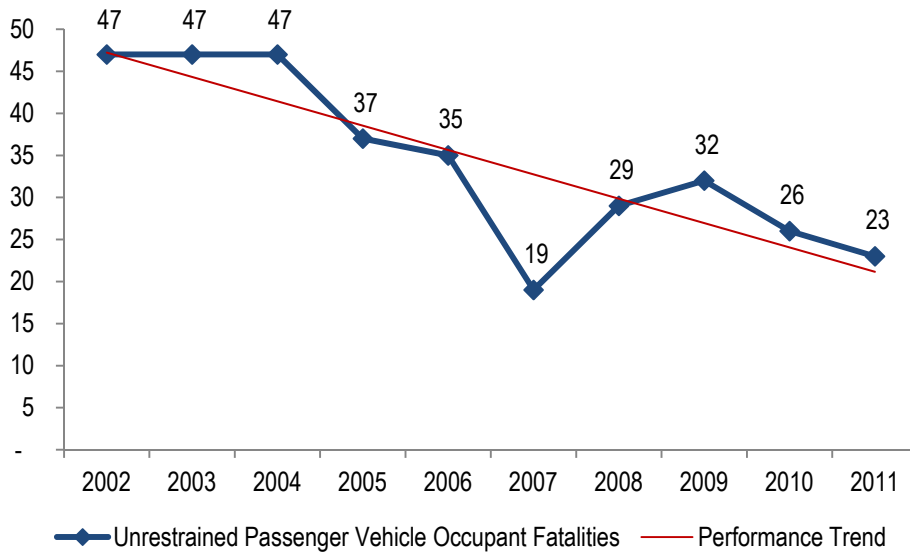


**Figure 2.4 Fatalities Involving Driver or Motorcycle Operator with  $\geq .08$  BAC**  
*Achieved a 26.5 Percent Decrease between 2009 and 2010*



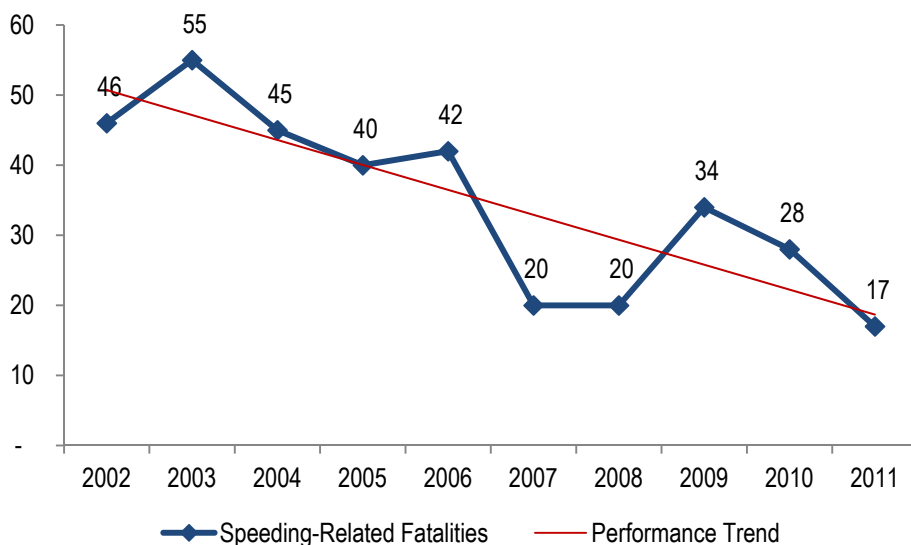
Source: RIDOT 2012.  
 Note: 2011 data are not available.

**Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities**  
*Achieved a 15.4 Percent Decrease between 2010 and 2011*



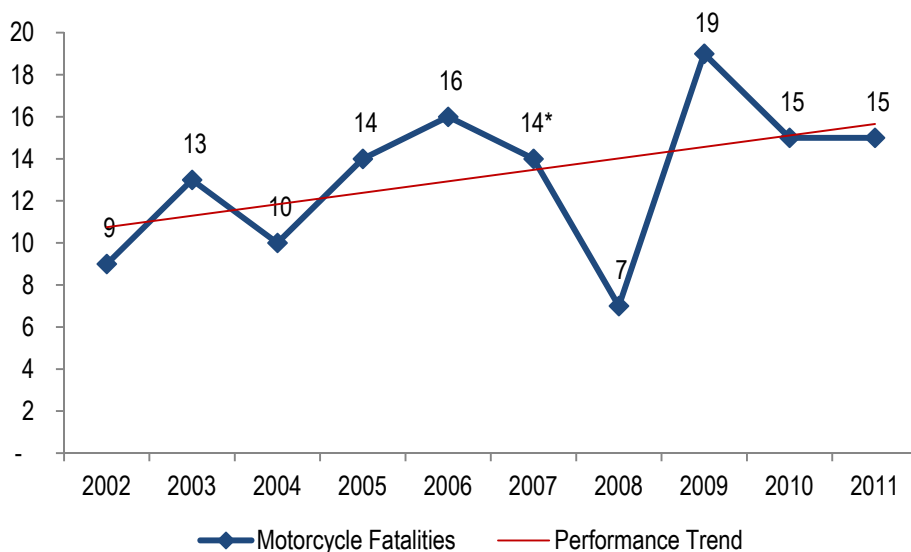
Source: RIDOT 2012  
 Note: 2011 data are preliminary.

**Figure 2.6 Speeding-Related Fatalities**  
*Achieved a 50 Percent Decrease between 2010 and 2011*



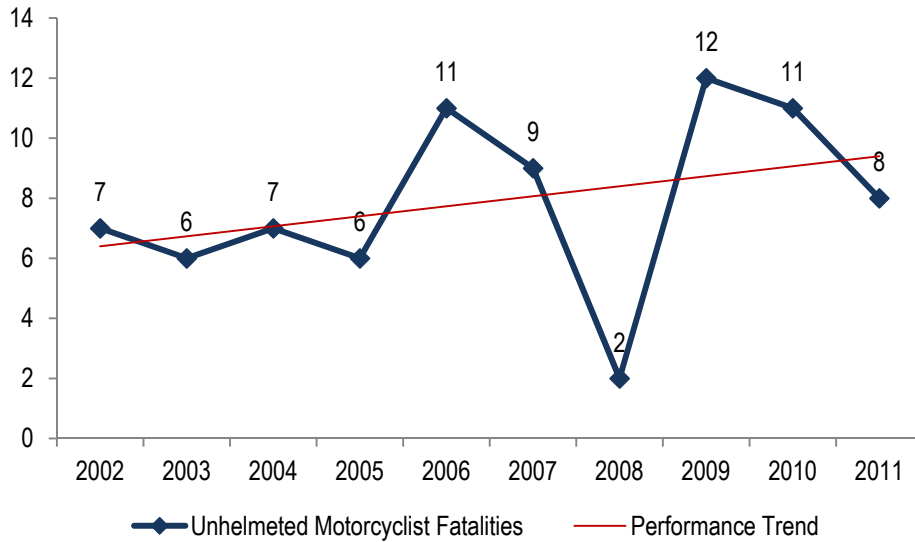
Source: RIDOT 2012.  
 Note: 2011 data are preliminary.

**Figure 2.7 Motorcycle Fatalities**  
*No Change Observed between 2010 and 2011*



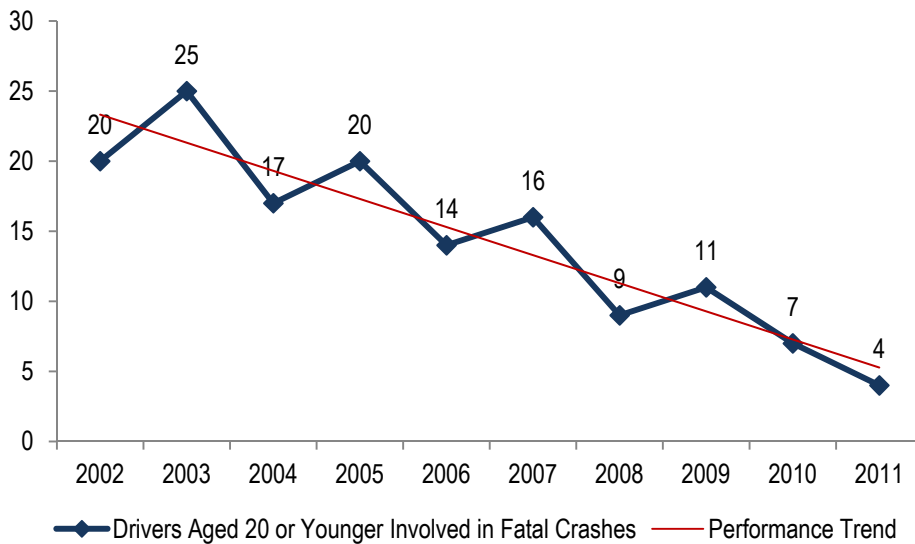
Source: RIDOT 2012.  
 Note: 2011 data are preliminary.  
 \* 2007 data includes one ATV fatality.

**Figure 2.8 Unhelmeted Motorcyclist Fatalities**  
 Achieved a 27.3 Percent Decrease between 2010 and 2011



Source: RIDOT 2012.  
 Note: 2011 data are preliminary.

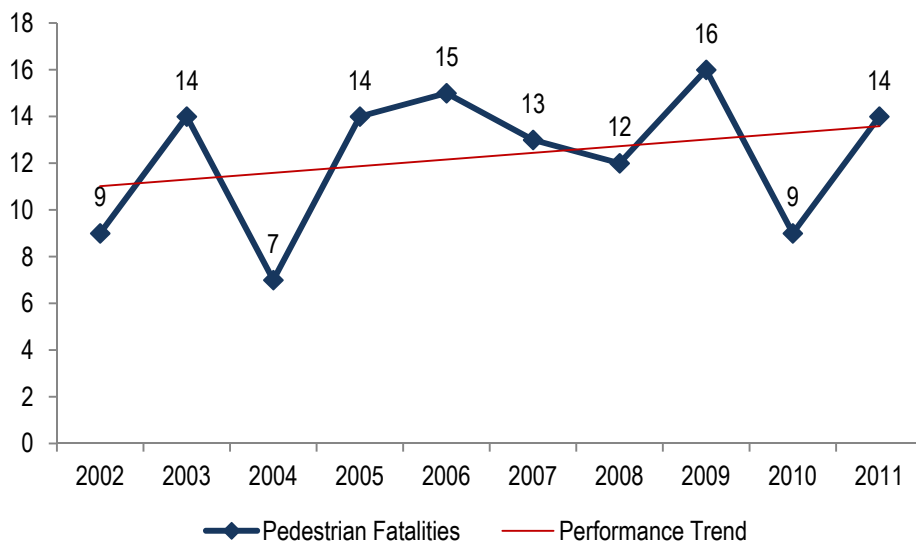
**Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes**  
 Achieved a 42.9 Percent Decrease between 2010 and 2011



Source: RIDOT 2012.  
 Note: 2011 data are preliminary.

### Figure 2.10 Pedestrian Fatalities

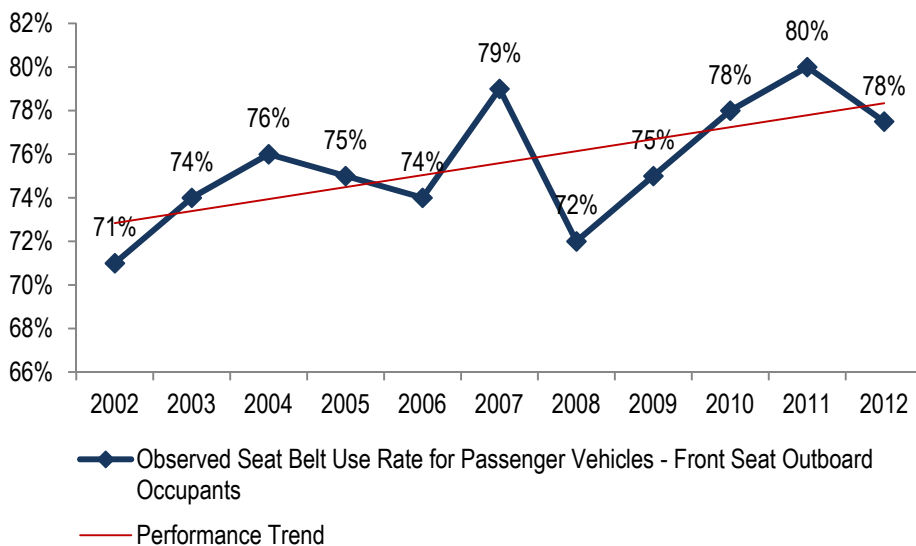
*Observed a 55.6 Percent Increase between 2010 and 2011*



Source: RIDOT 2012.  
 Note: 2011 data are preliminary.

### Figure 2.11 Observed Safety Belt Use Rate for Passenger Vehicles - Front Seat Outboard Occupants

*Observed a 2 Percent Decrease between 2010 and 2011*



Source: Rhode Island Safety Belt Use Observation Surveys, 2012.

**Table 2.2 Additional Traffic Safety Trends in Rhode Island  
2006 to 2012**

Crash Data/Trends	2006	2007	2008	2009	2010	2011 <sup>a</sup>	2012 <sup>a</sup>
Fatalities - Actual	81	69	65	83	67	66	
Fatal Crashes - Actual	72	64	63	76	65	63	
Fatality Rate per 100 Million VMT	0.98	0.80	0.79	1.01 <sup>b</sup>	0.81	0.80	
Fatality Rate per 100,000 Population	7.59	6.54	6.17	7.88	6.34	6.23	
Number of Serious Injuries <sup>b</sup>	1,313	764	416	426	459	452	339
Fatality and Serious Injury Rate per 100 Million VMT	16.79	9.65	5.88	6.17 <sup>b</sup>	6.35	6.26	
Fatal and Serious Injury Rate per 100,000 Population	130.57	78.75	45.78	48.34	49.96	49.27	
Month of Most Fatal Crashes	Aug	Mar/Oct	Oct	Dec	Jul/Oct	Jul	
Day of Most Fatal Crashes	Sun	Fri	Sun	Sun	Sun	Fri	
Time of Most Fatal Crashes	1:00 p.m.- 3:59 p.m.	10:00 p.m.- 12:59 a.m.	10:00 p.m.- 3:59 a.m.	10:00 p.m.- 12:59 a.m.	1:00 a.m.- 3:59 a.m.	4:00 p.m.- 6:59 p.m.	
Alcohol-Impaired Fatalities (Involving Driver or Motorcycle Operator with $\geq$ .08 BAC) <sup>e</sup>	30	22	23	34 <sup>e</sup>	25	U/A	
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	2,519	U/A	U/A	253	305	297	453
Alcohol-Related Fatalities (BAC $\geq$ .01)	38	29	29	40	26	21	
Proportion of Alcohol-Related (BAC $\geq$ .01) Fatalities	0.47	0.42	0.45	0.48	0.39	0.32	
Alcohol-Related (BAC $\geq$ .01) Fatality Rate per 100 Million VMT	0.46	0.34	0.35	0.26	0.31	0.25	
Alcohol-Related (BAC $\geq$ .01) Fatality Rate per 100,000 Population	3.56	2.74	2.76	1.99	2.47	2.00	
Speeding-Related Fatalities - Actual	42	20	20	34	28	17	
Proportion of Speed-Related Fatalities	0.52	0.29	0.31	0.41	0.42	0.26	
Speed Fatality Rate per 100 Million VMT	0.51	0.23	0.24	0.41	0.34	0.21	
Speed Fatality Rate per 100,000 Population	3.93	1.89	1.90	3.23	2.66	1.62	
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	-	-	-	4,630	5,802	6,446	7,317
Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	74%	79%	72%	75%	78%	80%	78%
Number of Safety Belt Citations Issued During Grant-Funded Enforcement Activities	2,024	2,226	2,414	2,553	2,181	4,109	6,787
Unrestrained Passenger Vehicle Occupant Fatalities - Actual	35	19	29	32	26	23	

**Table 2.2 Additional Traffic Safety Trends in Rhode Island (continued)**  
2006 to 2012

Crash Data/Trends	2006	2007	2008	2009	2010	2011 <sup>a</sup>	2012 <sup>a</sup>
Nonmotorist Fatalities - Actual	16	14	14	16	12	14	
Nonmotorist Fatality Rate per 100 Million VMT	0.19	0.16	0.17	0.19	0.15	0.17	
Nonmotorist Fatality Rate per 100,000 Population	1.50	1.32	1.33	1.52	1.14	1.33	
Nonmotorist Serious Injuries - Actual	143	98	46	62	77	103	75
Nonmotorist Fatality and Serious Injury Rate per 100 Million VMT	1.92	1.30	0.73	0.95	1.07	1.41	
Nonmotorist Fatal and Serious Injury Rate per 100,000 Population	14.89	10.59	5.71	7.41	8.45	11.13	
Pedestrian Fatalities - Actual	15	13	12	16	9	14	
Pedestrian Fatality Rate per 100 Million VMT	0.18	0.15	0.15	0.20	0.11	0.17	
Pedestrian Fatality Rate per 100,000 Population	1.41	1.23	1.14	1.52	0.86	1.33	
Pedestrian Serious Injuries - Actual	107	71	30	51	57	62	48
Pedestrian Fatality and Serious Injury Rate per 100 Million VMT	1.47	0.97	0.50	0.82	0.80	0.92	
Pedestrian Fatal and Serious Injury Rate per 100,000 Population	11.43	7.94	3.90	6.36	6.27	7.23	
Bicyclist Fatalities - Actual	1	1	1	0	2	0	
Bicyclist Fatality Rate per 100 Million VMT	0.01	0.01	0.01	0.00	0.02	0.00	
Bicyclist Fatality Rate per 100,000 Population	0.09	0.09	0.10	0.00	0.19	0.00	
Bicyclist Serious Injuries - Actual	36	27	16	11	16	33	21
Bicyclist Fatality and Serious Injury Rate per 100 Million VMT	0.45	0.32	0.21	0.13	0.22	0.40	
Bicyclist Fatal and Serious Injury Rate per 100,000 Population	3.47	2.65	1.62	1.04	1.71	3.14	
Motorcycle Fatalities - Actual	16	14	7	19	15	15	
Motorcycle Fatality Rate per 100 Million VMT	0.19	0.16	0.09	0.23	0.18	0.18	
Motorcycle Fatality Rate per 100,000 Population	1.50	1.32	0.67	1.80	1.43	1.43	
Motorcycle Serious Injuries - Actual	107	87	63	72	67	65	
Motorcycle Fatality and Serious Injury Rate per 100 Million VMT	1.48	1.16	0.86	1.10	0.99	0.97	
Motorcycle Fatal and Serious Injury Rate per 100,000 Population	11.52	9.45	6.66	8.64	7.80	7.61	
Unhelmeted Motorcyclist Fatalities - Actual	11	9	2	12	11	8	

**Table 2.2 Additional Traffic Safety Trends in Rhode Island (continued)**  
2006 to 2012

Crash Data/Trends	2006	2007	2008	2009	2010	2011 <sup>a</sup>	2012 <sup>a</sup>
Young Drivers Involved in Fatal Crashes - Actual <sup>c</sup>	14	16	9	11	7	4	
Young Drivers in Fatal Crashes per 100 Million VMT	0.17	0.19	0.11	0.13	0.08	0.05	
Young Drivers in Fatal Crashes per 100,00 Population	1.31	1.51	0.86	1.04	0.67	0.38	
Young Drivers in Serious Injury Crashes - Actual	300	186	37	42	47	33	29
Young Drivers in Serious Injury Crashes per 100 Million VMT	3.61	2.15	0.45	0.51	0.57	0.40	
Young Drivers in Fatal and Serious Injury Crashes per 100 Million VMT	3.78	2.34	0.56	0.65	0.65	0.45	
Young Drivers in Fatal and Serious Injury Crashes per 100,000 Population	29.41	19.10	4.38	5.03	5.13	3.52	
Older Drivers Involved in Fatal Crashes - Actual <sup>d</sup>	12	5	15	15	11	14	
Older Drivers in Fatal Crashes per 100 Million VMT	0.14	0.06	0.18	0.18	0.13	0.17	
Older Drivers in Serious Injury Crashes - Actual	122	105	31	25	43	25	25
Older Drivers in Fatal and Serious Injury Crashes per 100 Million VMT	1.61	1.27	0.56	0.48	0.65	0.47	
Older Drivers in Fatal and Serious Injury Crashes per 100,000 Population	12.55	10.40	4.36	3.80	5.13	3.71	

Note: Fatality and fatal crash data are from FARS, queried August 2012. Serious injury data are from RIDOT, queried August 2012. Safety belt use is from Rhode Island Safety Belt Use Observation Surveys, 2012. Grant-funded enforcement activity data are from RIDOT OHS.

Some numbers reported in this FFY 2012 Highway Safety Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology.

<sup>a</sup> 2011 and 2012 data are preliminary at the time of reporting. U/A indicates data are not available at this time.

<sup>b</sup> 2007 was a transition year for crash data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the discrepancy between serious injuries reported from 2006 to 2007/2008.

- c Young drivers are defined as those age 16 to 20 with the exception of years 2007 and 2010 when one driver was of age 14.
- d Older drivers are defined as those age 65 and over.
- e Data imputed by NHTSA.



## 3.0 Program Areas

The program goals, accomplishments, and performance measures of the nine program areas addressed in the *FFY 2012 HSPP* are described in this section.

### ■ 3.1 Impaired Driving

#### Goals

- To decrease alcohol-impaired driving fatalities (those involving a legally intoxicated driver or motorcycle operator with a BAC of .08 or greater) by 35 percent, from 34 in 2009 (NHTSA imputed data) to 22 in 2012. INCOMPLETE (25 alcohol-impaired fatalities in 2010).
- To collect and report data on the number of impaired driving arrests made during grant-funded enforcement activities in FFY 2012. COMPLETE (453 arrests in FFY 2012).
- To decrease by 28.5 percent the number of crash fatalities involving a BAC of .01 or higher, from a three-year average (2007-2009) of 33 to 25 in 2012. COMPLETE (21 fatalities with a known BAC of .01 or higher in 2011 – state reported).
- To decrease by 4.7 percent the number of drivers involved in fatal crashes with a known BAC of .01 or higher, from 21 in 2009 to 20 in 2012. INCOMPLETE (26 drivers were involved in fatal crashes with a known BAC of .01 or higher in 2010).
- To increase the percent of survey participants responding “Very Likely” or “Somewhat Likely” in regard to their perceived likelihood of being stopped after drinking to excess and driving from 59.4 percent. COMPLETE (60.6 percent of survey participants responded “Very Likely” or “Somewhat Likely” in 2012).
- To increase the recognition of the slogan used by OHS to support high-visibility impaired driving enforcement. (In 2011, 27.1 percent recognition of “Drive Sober or Get Pulled Over” slogan). COMPLETE (Unaided awareness of the slogan “Drive Sober or Get Pulled Over” was 45.3 percent in 2012).

## Program Accomplishments<sup>2</sup>

- Increased the number of impaired driving arrests made during grant-funded enforcement activities to 453 in FFY 2012 from 297 in FFY 2011.
- Improved the perception of the likelihood of being stopped after drinking to excess and driving, from 59.4 percent of survey respondents stating “Very Likely” or “Somewhat Likely” in 2010 to 60.6 percent in 2012.
- Increased the number of DWI charges filed from 1,914 in 2010 to 2,805 in 2011.

## Program Performance Measures

- Number of fatalities involving a driver or motorcycle operator with a BAC of .08 or greater.
- Number of impaired driving arrests made during grant-funded enforcement activities.
- Number of crash fatalities with a known BAC of .01 or higher.
- Number of drivers involved in fatal crashes with a known BAC of .01 or higher.
- Percent of survey participants responding “Very Likely” or “Somewhat Likely” in regards to their perceived likelihood of being stopped after drinking to excess and driving.
- Percent of survey respondents reporting slogan recognition.

## ■ 3.2 Occupant Protection

### Goal

- To increase by 11 percentage points the statewide observed safety belt use of front seat outboard occupants in passenger vehicles, from 80 percent in 2011 to 91 percent in 2012. INCOMPLETE (78 percent safety belt use in 2012).
- To decrease the number of unrestrained passenger vehicle occupant fatalities, in all seat positions, by 33 percent, from 32 in 2009 to 20 in 2012. INCOMPLETE (23 unrestrained passenger vehicle occupant fatalities in 2011).
- To increase the number of safety belt citations issued during grant-funded enforcement activities, from 4,109 in FFY 2011. COMPLETE (6,787 citations issued in 2012).

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<sup>2</sup> Data from 2009 and 2010 indicates Rhode Island may meet its 2012 goals. It will be known once the 2012 data are available.

- To increase safety belt use among pickup truck drivers and front seat occupants, as measured by observational study, from 67 percent in 2011. INCOMPLETE (64 percent use among pickup truck drivers and front seat occupants in 2012).
- To increase awareness of the “Click It or Ticket” slogan, as measured by a telephone survey, from 95.9 percent in 2011. INCOMPLETE (95.9 percent awareness of slogan in 2012).
- To increase perception that persons will be ticketed for not wearing safety belts always or most of the time, as measured by a telephone survey, from 30.9 percent in 2011. COMPLETE (38.8 percent responding “always” or “most of the time” in 2012).
- To decrease by 15 percent the percent of passenger vehicle occupant fatalities known not to be wearing a restraint, from 67 percent in 2009 to 52 percent in 2012 (three-year average is 59.6 percent). INCOMPLETE (59.4 percent of fatalities were not wearing a restraint in 2011).

### Program Accomplishments

- Increased the number of citations for failure to use proper restraints issued during grant-funded activities to 6,787 in FFY 2012 from 4,109 in FFY 2011.
- Increased the number of citations for failure to use proper restraints issued during the national CIOT enforcement mobilization to 3,991 from 1,679 in 2011.

### Rhode Island CIOT Mobilization FFY 2012

The Rhode Island State Police (RISP) and 38 Rhode Island municipal police departments received funding to participate in the RIDOT OHS-sponsored May-June 2012 CIOT Mobilization. The Mobilization resulted in:

**Table 3.1 Rhode Island CIOT Mobilization Efforts**

Enforcement Activity	
Total Hours Worked	1,301
Citation Information	
DWI Arrests	41
Safety Restraint Citations	3,991
Child Passenger Citations	57
Fugitives Apprehended	38
Suspended Licenses	181
Uninsured Motorists	124
Speeding	2,439
Drugs	61

## Program Performance Measures

- Percent of front seat outboard vehicle occupants who are observed to be using safety belts.
- Number of unrestrained passenger vehicle occupant fatalities (all seat positions).
- Number of safety belt citations issued during grant-funded enforcement activities.
- Percent of pickup truck drivers observed to be using safety belts.
- Percent of telephone survey participants aware of the “Click It or Ticket” slogan.
- Percent of telephone survey participants with perception that persons are likely to be ticketed for not wearing safety belts.
- Percent of passenger vehicle occupant fatalities known to be not wearing a restraint.

## ■ 3.3 Speed

### Goal

- To decrease by three percent the number of speeding-related fatalities from the five-year average (2005-2009) of 30 to 27 in 2012. COMPLETE (Reduced to 17 in 2011).
- To increase the number of speeding citations issued during grant-funded enforcement activities from 5,802 in 2011 to 6,000 in 2012. COMPLETE (Speed citations increased to 7,317 during FFY 2012 grant-funded enforcement).
- To increase the number of speeding citations written and tracked monthly of all overtime speed patrols. COMPLETE (Speed citations increased to 7,317 during FFY 2012 grant-funded enforcement).

### Program Accomplishments

- Reduced the number of speeding-related fatalities to 17 in 2011.
- Increased the number of speeding citations issued during grant-funded enforcement activities from 6,446 in 2011 to 7,317 in 2012.
- Increased the number of speeding citations written and tracked monthly of all overtime speed patrols.

## Program Performance Measures

- Number of speeding-related fatalities.
- Number of speeding citations issued during grant-funded enforcement activities.
- Number of speeding citations written and tracked monthly of all overtime speed patrols.

## ■ 3.4 Young Drivers

### Goals

- To maintain the number of young drivers age 16 to 20 involved in fatal crashes at or below the three-year average (2007-2009) of 13 young drivers. COMPLETE (Preliminary data from 2011 shows four young drivers involved in fatal crashes).
- To decrease the number of young driver (age 16 to 20) fatalities from seven in 2010. COMPLETE (Preliminary data show two young drivers were fatally injured in 2011).
- To monitor the number of DUI charges filed for drivers under 18 years of age (19 in 2010) to determine the effectiveness of the grant program. COMPLETE (12 filed in 2011).
- To implement a minimum of four contacts with parents/care givers to provide information on the role of alcohol and/or primary safety belt use for young drivers. COMPLETE (At least four contacts were made).
- To distribute Graduated Drivers License (GDL) informational packets to new young drivers. INCOMPLETE (Packets are still in development, and brochures are in the approval process).

### Program Accomplishments

- Reduced the number of young drivers involved in fatal crashes to four (goal was no more than 12).
- Reduced the number of young drivers killed in fatal crashes to two (goal was no more than five).

### Program Performance Measures

- Number of young drivers (age 16 to 20) involved in fatal crashes.
- Number of young driver (age 16 to 20) fatalities.
- Number of DUI charges filed for drivers under 18 years of age.

- Number of contacts with parents/care givers to provide information on the role of alcohol and/or primary safety belt use for young drivers.
- Number of GDL informational packets distributed to new young drivers.

## ■ 3.5 Motorcycles

### Goals

- To maintain the number of motorcycle fatalities at the five-year average (2006-2010) of 14 in 2012. COMPLETE (Preliminary data show eight motorcycle fatalities recorded in 2012).
- To decrease the number of unhelmeted motorcycle fatalities by 28 percent from a five-year average (2006-2010) of nine to seven in 2012. INCOMPLETE (Preliminary data indicate a total of eight unhelmeted motorcycle fatalities in 2012).
- To decrease by two percent all motorcycle operator crash fatalities with a known BAC of .01 or higher, from the five-year average (2007 to 2011) of 39 percent to 37 percent in 2012. COMPLETE (Preliminary data show two out of eight motorcycle fatalities in 2012 involved alcohol, which represents 25 percent).
- To decrease by five percent motorcycle operator fatalities who were legally intoxicated, from the five-year NHTSA imputed average of 50 percent (2004-2008) to 45 percent in 2012. COMPLETE (Reduced fatalities to 40 percent in 2011).

### Program Accomplishments

- Conducted 1<sup>st</sup> Annual Motorcycle Skills Revival Rally at Lincoln (April 2012). Ten riders, each holding a license for over five years, participated in the event.
- Disseminated “You Drink. You Ride. You Lose.” kickstand plates and “All The Gear, All The Time” reflective t-shirts to more than 1,000 motorcycle riders at Twisted Throttle’s Grand Opening at Exeter (May 2012).
- Participated in 1<sup>st</sup> Annual Rider Sober event conducted by Sober Riders Club (May 2012). Disseminated “You Drink. You Ride. You Lose.” kickstand plates and “All The Gear All The Time” reflective t-shirts.
- Participated in 3<sup>rd</sup> Annual Motorcycle and Classic Car Day at Paw Sox (May 2012). Disseminated “You Drink. You Ride. You Lose.” kickstand plates and “All The Gear, All The Time” reflective t-shirts to more than 500 motorcycle riders.

### Program Performance Measures

- Number of motorcycle fatalities.
- Number of unhelmeted motorcycle fatalities.

- Percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher.
- Percent of motorcycle operator fatalities who were legally intoxicated.

## ■ 3.6 Other Road Users

### Goals

- To maintain the number of crash fatalities among pedestrians at or below the five-year average (2005-2009) of 14 in 2012. ONGOING (Preliminary data show five pedestrian fatalities in 2012).
- To maintain zero crash fatalities among school bus occupants in 2012. INCOMPLETE (2012 data unavailable).
- To maintain zero crash fatalities among bicyclists in 2012. INCOMPLETE (Preliminary data show two bicycle fatalities in 2012).
- To decrease by 10 percent the number of pedestrian fatalities with a BAC of .08 or greater, from the five-year NHTSA imputed average (2005-2009) of four to three in 2012. INCOMPLETE (2012 NHTSA imputed data unavailable).

### Program Accomplishments

- Conducted five regional Safety Days throughout the calendar year in 2012.
- Supplemented summer and school break camp activities focusing on safe interactions among pedestrians, bicyclists, and motorists.
- Partnered with local schools/agencies to participate in their safety programs.
- Conducted program management and oversight for all activities within this priority area.

### Program Performance Measures

- Number of pedestrian fatalities.
- Number of crash fatalities among school bus occupants.
- Number of bicyclist fatalities.
- Number of pedestrian fatalities with a known BAC of .08 or greater.

## ■ 3.7 Traffic Records

### Goals

- To increase the timeliness of E-citation data from police and state and municipal courts being posted into the system, from monthly in 2010 to daily in 2011. COMPLETE (This goal is only relevant to agencies currently using E-citation; note: the Traffic Tribunal must also wait for the paper copy to arrive for verification).
- To increase by 17 the number of law enforcement agencies backfilling data into citations, from eight in 2010 to 25 in 2011. COMPLETE (The current number of departments submitting via E-citation is 25).

### Program Accomplishments

- The Traffic Records Coordinating Committee (TRCC) completed a guiding document: “Rhode Island Traffic Records Coordinating Committee Five-Year Strategic Plan (FY 2012-FY 2016)”. The document describes all projects endorsed by the TRCC. It also details the infrastructure in place for each core highway safety data system.
- Completed a comprehensive imaging project for State Accident Reports at the RI Division of Motor Vehicles eliminating the previous backlog of reports which contributed to delays in updating vehicle history files with crash incidents. Prior to this project, an incident could take up to four and half months before being included in a driver’s vehicle history file. Currently, the sample size is not large enough to determine the timeliness. However, the vehicle history file can be expected to update within 14 business days.
- Established a funding mechanism for all but three municipal Rhode Island police departments to receive technology equipment that will allow agency participation in the E-citation program. Rhode Island is on track to achieve 100 percent participation in the E-citation program.

### Program Performance Measures

- Number of days necessary for E-citation data from police and state and municipal courts to be posted into the system.
- Number of law enforcement agencies backfilling data into citations.

## ■ 3.8 Racial Profiling

### Goals

- To implement a process to determine if racial profiling is occurring and identify appropriate program recommendations if necessary. INCOMPLETE (Although



analysis has not yet commenced the process for data collection and analysis has been established. State and local police departments will collect data through their Records Management System and export the data to a virtual server maintained by RIDOT. Subconsultants to Northeastern University (NU), the organization contracted for data collection and analysis will access the virtual server and securely transmit the data to NU for analysis).

- To produce by means of data collection and analysis by an appropriate entity at least one quarterly comprehensive report, including passenger and driver ethnicity information, from all police departments who have received computer equipment. INCOMPLETE (Northeastern University will prepare a safety belt supplemental report by February 15, 2013. The full comprehensive report will be completed by November 2013).

### **Program Accomplishments**

- Signed a MoA between RIDOT and the Rhode Island State Police granting access to RILETS for data transmission.
- Obtained and configured a virtual server, maintained by RIDOT, to receive data transmissions from state and local police departments.
- Modified RMS data collection module to include “safety belt violation” as a “basis for stop.” Currently, 37 out of the 39 municipal police departments and the State Police use the RMS.

### **Program Performance Measures**

- Number of police departments collecting traffic stop data.
- Number of police departments transmitting traffic stop data.
- Number of traffic stop data records received by Northeastern University for analysis.

## **■ 3.9 Planning and Administration**

### **Goal**

- To administer a fiscally responsible, effective highway safety program that is data-driven, includes stakeholders, and addresses the State’s specific safety characteristics. ONGOING (RIDOT OHS continues to work with existing partners; seek new partnerships and maintain fiscally sound, data-driven, effective programs to improve highway safety).

## **Program Accomplishments**

- Conducted a Stakeholders' meeting to receive input for development of the FFY 2013 Highway Safety Performance Plan.
- Delivered the FFY 2011 Annual Report by December 31, 2011.
- Delivered the Federal Fiscal Year 2013 Highway Safety Performance Plan by September 1, 2012.

## **Program Performance Measures**

- A Stakeholders' meeting is conducted to receive input for development of the FFY 2013 Highway Safety Performance Plan.
- The FFY 2011 Annual Report is delivered by December 31, 2011.
- The FFY 2013 Highway Safety Performance Plan is delivered by September 1, 2012.
- Prepare for and participate in a NHTSA Program Management Review in September 2011.

## 4.0 Special Events and Activities

### Motorcycle Skills Revival Rally



Source: RIDOT-OHS Office of Safety.

Conducted 1<sup>st</sup> Annual Motorcycle Skills Revival Rally at Lincoln (April 2012). Ten riders, each holding a license for over five years, participated in the event.



Source: RIDOT-OHS Office of Safety.

### Motorcycle Safety Day McCoy Stadium

OHS partnered with the Paw Sox, and the Rhode Island Motorcycle Association to host the 2<sup>nd</sup> annual Motorcycle Safety Day (May 2012). OHS was situated in the vendor area and disseminated motorcycle safety and awareness educational materials to more than 400 bikers in attendance.

### Motorcycle Awareness Day at Twisted Throttle

Participated in Twisted Throttle's Grand Opening at Exeter (May 2012). Disseminated "You Drink. You Ride. You Lose." kickstand plates and "All The Gear, All The Time" reflective T-shirts to more than 1,000 motorcycle drivers.



Source: RIDOT-OHS Office of Safety.

## Career and School Safety Days

OHS participated in several Career and Safety Days throughout the state at various elementary, middle, and high schools. The importance of buckling up every trip, every time, was emphasized as well as pedestrian safety, bike safety and skateboard safety. Highway Safety provided bookmarks, key chains, and pens with CIOT messages.

- Burrillville High School;
- Roger's High School - Mock Crash;
- Tiverton High School - Roll Over Simulator;
- Arlington Elementary School Safety Day (Cranston, Rhode Island);
- Governor's Bay Day - Bike Safety;
- Statewide Bike Safety Day;
- Boy Scouts of America, Outdoor Challenge;
- Health Fair, Robinson St. School, Woonsocket;
- Saturday Garden City Shopping Center;
- Saturday Chariho High School, alcohol-free graduation party fundraiser;
- Woonsocket, "National Night Out";
- Cumberland Fire Department Safety Event;
- Roger Williams University;
- Raytheon Health Fair (June 19, 2012);
- Highway Safety presentations to Westerly High School health classes (October 21-22, 2011);
- Highway Safety presentations to Westerly High School health classes (March 15-16, 2012);
- Distracted Driving presentation at Rhode Island College (April 3, 2012);
- CPS check at Kohl's in Smithfield (May 5, 2012);
- CPS check at Brown University (July 19, 2012);
- Warwick Night Out (August 1, 2012);
- Rhode Island Driver's Education Instructors Annual Meeting at CCRI Warwick (September 22, 2012); and
- Feria De La Familia - Participated in a multicultural program in order to promote highway safety outreach and education to minority community (November 4, 2012).

## Construction Career Days



Source: RIDOT-OHS Office of Safety.

OHS participated in the 2011 RIDOT Construction Career Days (April, 2012). Over 1,000 high school students and community youth throughout Rhode Island attended this exciting event. The Rhode Island State Police demonstrated standardized field sobriety tests (SFST) using the fatal vision goggles. Participants were verbally surveyed regarding new Graduated Driver Licensing (GDL) laws. Bookmarks were developed and distributed with recent laws regarding the GDL system, cell phone usage while driving, primary seat belt law for youth, and underage drinking information.

## DRE Instruction

East Providence Patrol Officer and Drug Recognition Expert Instructor Gregory Tainsh instructs police officers from around the State in Advanced Roadside Impaired Driving Enforcement at the Providence Police Academy, during the inaugural “Drive Sober or Get Pulled Over” blitz, February 27-March 2, 2012.



## MADD-RI Team Spirit Program



Source: RIDOT-OHS Office of Safety.

This summer, in July 2012, training was once again sponsored by OHS for nearly 200 high school students at Bryant University. Activities included highway safety presentations, role-playing, team building, and hands-on exercises that assist the students in planning and promoting “nonalcoholic” activities and messages at their individual schools.

## Child Passenger Safety Events

OHS certified technicians participated in the installation of child safety seats as part of Injury Prevention Center’s Child Passenger Safety (CPS) initiatives at several check stations throughout the year. Multiple CPS checkpoints were conducted at Cardi’s & Kohls throughout the year.



Source: RIDOT-OHS Office of Safety.

## **WBRU Summer Concert Series**

From July through September 2012, OHS sponsored “You Drink & Drive You Lose” (YDYDYL), motorcycle, and young drivers messaging to WBRU concert attendees with the radio ads promoting the concerts. They were also re-played during the concert.

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## **SFST Instructor Training**

Rhode Island added 18 SFST instructors to the ranks of SFST Instructors between December 5 through 9, 2011.

## **Strike Out Drunk Driving**

OHS teamed up with Rhode Island Police Departments and MADD Rhode Island to Strike Out Drunk Driving during the annual “Tie One On”, ceremony on November 19, 2011 at the East Providence Bowling Lanes.

## **Drive Sober or Get Pulled Over**

Rhode Island Police Departments cracked down on drunk driving on December 23 and 29, 2011 and August 17, 2012.

## **HOT 106 Partnerships**

OHS partnered with radio station HOT 106 during “Friday Night Football.” This partnership promoted zero tolerance, occupant protection, and speed prevention among young drivers. Live broadcasts were conducted during high school football games from the field. Our messaging was presented both during the game and in promotions for the games.

## Operation Blue RIPTIDE

In concert with the State and the local law enforcement, OHS continued to fund year-round drunk driving and speed enforcement patrols. These overtime patrols were supplemented with paid and earned media to emphasize speeding and drunk driving are taken seriously in Rhode Island and violators will be required to face the consequences.

## Minority Outreach

OHS participated in various multicultural events around the state. Outreach activities included interacting with attendees regarding seat belt use, GDL requirements and impaired driving. Handouts included: bookmarks, key chains, pens, and coloring books/crayons with highway safety messages in both English and Spanish.

### *Activities:*

- |                   |  |
|-------------------|--|
| January 15, 2012  | OHS participated at the Martin Luther King Jr. annual celebration organized by the Rhode Island Civil Rights Roundtable at the Roots Cultural Center.  |
| January 31, 2012  | OHS disseminated information at the Dr. Martin Luther King, Jr. Unity event at the University of Rhode Island, Multicultural Center (URI).   |
| February 1, 2012  | OHS disseminated information at the Rhode Island College 2011 Health Facts for African Americans in Rhode Island; Organized by Rhode Island Department of Health and Rhode Island College Nursing Department.                                |
| February 14, 2012 | OHS disseminated information at the symposium titled: “The Association on Thoughts of Race and Experience of Discrimination and the Mental Health of Black Adults,” at the Miriam Hospital.  |
| February 24, 2012 | OHS disseminated information at the Bryant University Extravaganza.  |
| February 28, 2012 | OHS disseminated information at the Community Meeting with State Police Superintendent Col. Steve O’ Donnell and Providence Police Chief, Col. Hugh Clements. The event took place at the Multi-Service Center (Former Perry Middle School). |



Source: RIDOT-OHS Office of Safety.

March 15, 2012	OHS disseminated information at the Community Health Fair at the Ella Risk Elementary School Central Falls, Rhode Island.
April 28, 2012	OHS participated in the Prescription Drug Take-Back Day at Walgreens Pharmacy 533 Elmwood Ave., Providence. Informational Booth at the Mayor's Substance Abuse Prevention Council.
May 2, 2012	OHS participated in the Urban League's Job Fair.
May 7, 2012	OHS provided training on Seat Belt Usage and Car Seat Safety to Home Day Care Providers at the Ready to Learn Center in Providence.
May 19, 2012	OHS participated in the Seventh Annual African Health Summit organized by the African Alliance of Rhode Island.
August 9, 2012	OHS participated in ECAS/City of Providence Community Festival at the Roger Williams Park. Distributed Seat Belt Safety information (Informational Booth).
August 10, 2012	OHS participated in Hot Summer Sounds Street Festival. Distributed Seat Belt Safety information.
August 12, 2012	OHS distributed Seat Belt Safety Literature in Dominican Festival of Rhode Island.
October 4, 2012	OHS participated in a Child Passenger Safety Check Up event at Dorcas Place, Providence.
November 5, 2012	OHS provided Car Seat Safety/Seat Belt Safety presentation to the South Providence Library as part of their Seat Belt Grant Activities.
November 13, 2012	OHS presented on Seat Belt Usage at the Wanskuck Library in Providence.
November 4, 2012	DOT participated in the Feria de la Familia at the Providence Career and Technical Academy.

### **ThinkFast Interactive**

OHS collaborated with AAA Southern New England to bring this engaging program to East Greenwich High School in May 2012. The game-show style program fuses pop-culture references with vital highway safety information. The information disseminated to students was specific to the rules and statistics of Rhode Island. Evaluation of pre and post tests of student knowledge indicated positive behavior change.



## **“It Can Wait” Distracted Driving Awareness Campaign**

Attorney General Peter F. Kilmartin and the Rhode Island Department of Transportation (RIDOT) have teamed up to bring AT&T’s powerful “Txtng & Drivng...It Can Wait” awareness campaign to schools throughout Rhode Island. The campaign kicked off in September 2012 at Coventry High School.

## **Primary Belt Law CIOT Mobilization**

The East Providence Police Department led the effort to enforce the new Primary Belt Law and was the first department statewide to cite motorists for failing to wear their seatbelts (September 18, 2012).



## **NTSBE - Nighttime Seat Belt Enforcement**

Nighttime Seat Belt Enforcement Campaign kicked-off with a press conference on March 15, 2012.

## **DITEP Training**

Rhode Island held the 1<sup>st</sup> Drug Impairment Training for Education Professionals (DITEP) training at South Kingstown High School on November 9, 2011.

## **Work Zone Safety and Mobility**

OHS conducted 53 Work Zone Safety and Mobility trainings resulting in over 600 police officers trained in Work Zone Safety.

## **School Crossing Guard Training**

OHS conducted a School Crossing Guard Training for the entire Bristol Warren School district on January 13, 2012.

## **Highway Safety Champion Award**

The Highway Safety Champion Award is a traffic safety award program focusing on three major traffic safety priorities: occupant protection, impaired driving, and speed management. These awards provided agencies with an opportunity to recognize individual officers within their departments who made a significant contribution in the communities they serve through traffic safety activities, ultimately reducing injuries, saving lives and detecting and deterring crime. The training and award ceremony were held on July 31, 2012. A total of ten awards to six different departments were given out at the event.

## **Zero Fatalities Project**

Zero Fatalities Project (ZFP) is a collaborative project of Department of Transportation, Department of Corrections, Attorney General's Office, MADD-RI, Family Court, Police Chief's Association, State Police, and Office of State Medical Examiners. It is aimed at raising the awareness of the devastating consequences of underage drinking and reckless driving. Students travel from schools across the state to the John J. Moran Medium Security Facility at the Adult Correctional Institutions (ACI) to attend the ZFP, which features panel sessions of preselected inmates doing long sentences of DUI and reckless driving-related offenses. The panelists speak candidly about their crimes, the effects of their poor choices, and their incarcerations. Victim family members speak at each session about the tragic effects these crashes have upon those who loved ones who are killed or permanently injured. Fourteen trainings were conducted throughout the year. More than 900 students participated in the project lead by OHS - TSRP, Jay Sullivan.

## **2012 Law Enforcement Highway Safety Training Coordinator - Activities**

- Over 600 police trained in Work Zone Safety and Mobility during 53 training days;
- Over 150 police trained in Traffic Occupant Protection Strategies during seven training days;
- Over 50 police and fire personnel trained in Electric/Hybrid Vehicle incidents during two training days in August and September, 2012;
- Eighteen new SFST Instructors added to the ranks in February and March, 2012 during a weeklong training;
- Eighteen new Drug Recognition Expert Instructors added to the ranks in December, 2011 during weeklong training;
- Seventy five Providence Police officers recertified in breathalyzer and SFST techniques in March, 2012 during a weeklong training;
- Thirty five Rhode Island officers recertified in breathalyzer and SFST techniques in June, 2012 during a weeklong training;
- Ninety four recruits certified in breathalyzer and SFST techniques in October, 2011 and May, 2012 during a two weeklong session;
- Over 150 officers trained in Professional Police/Racial Profiling by Dr. Lori Fredel during 12 training days;
- Twenty five DRE's recertified during 2012;
- Four new DRE's added to the roster in December, 2011 and August, 2012;

- Sixteen officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE), September 17-18, 2012;
- Data Driven Approach to Crime and Traffic Safety (DDACTS) implementation workshop with 14 Rhode Island Police Departments during December 6-8, 2011;
- Nighttime Seat Belt Enforcement (NTSBE) and Media training for 60 Rhode Island police officers by NHTSA, February 8, 2012;
- Numerous Highway Safety presentations throughout year; Shea High School Pawtucket, Classical High School Providence, CCRI, Providence Jewish Community Center, Team Spirit Week, etc;
- Assisted in the implementation of the RIDOT-OHS Highway Safety Champion Award; and
- Assisted in Drive Sober or Get Pulled Over press conferences; November and December, 2011 and August, 2012.



## 5.0 Paid Media

### ■ 5.1 Paid Media to Support High-Visibility Traffic Enforcement

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

#### *Newport Yachting Center Octoberfest*

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

	Exposure	Spots	Bonus Spots	Cost
	15,000 event brochures with “Drive Sober or Get Pulled Over” web site logo/link placement, Facebook posts, signage, banners, logo on 15,000 bar napkins and 20,000 wristbands	N/A	N/A	\$30,000.00
<b>Total</b>				<b>\$30,000.00</b>

#### *October 2011-April 2012 Providence Bruins Team Sponsorship*

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

Details of media buy for the Providence Bruins Team Sponsorship Package, October 2011-April 2012:

	Exposure	Spots	Bonus Spots	Cost
Sponsorship	Dasherboards, video scoreboards, PSAs, scoreboard panel ads, broadcast advertising, game notes panel, poster night, player/mascot appearances, web site player page ads, public address announcements, yearbook ads	N/A	N/A	\$10,000.00
<b>Total</b>				<b>\$10,000.00</b>

***October 2011-June 2012 Providence College Sponsorship (CIOT)***

The primary target audience for this campaign was men between the ages of 18 and 64 years old.

Details of media buy for Providence College Sponsorship Package, October 2011-June 2012:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Sponsorship	Radio commercials (:60/:10), season ticket booklet, signage, logo opportunities, etc.	N/A	N/A	\$13,647.06
<b>Total</b>				<b>\$13,647.06</b>

***October 2011-June 2012 Brown University Sponsorship Package (Alcohol-Impaired Driving Enforcement/CIOT)***

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

Details of media buy for Brown University Sponsorship Package, October 2011-June 2012:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Sponsorship	Signage, on-site opportunities, web site and additional opportunities, public address announcements, radio commercials (:60/:10s)	N/A	N/A	\$13,647.06
<b>Total</b>				<b>\$13,647.06</b>

***October 2011-January 2012 Patriots 360 Package***

The primary target audience for this campaign was men between the ages of 18 and 54 years old.

Details of media buy for Patriots 360 Package, October 2011-January 2012:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio	660 GRPs	117	N/A	\$16,776.00
<b>Total</b>	<b>660 GRPs</b>			<b>\$16,776.00</b>

Note: GRP refers to Gross Rating Points.

***October 2011 Friday Night Football – Under 21, It Only Takes 1/CIOT***

The primary target audience for this campaign was adults between the ages of 18 and 21 years old.

Details of media buy for Friday Night Football Package, October 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	607 GRPs	491	N/A	\$6,000.00
<b>Total</b>	<b>607 GRPs</b>	<b>491</b>	<b>N/A</b>	<b>\$6,000.00</b>

***October 2011-January 2012 Monday Night Football Package***

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

Details of media buy for Monday Night Football Package, October 2011-January 2012:

	Exposure	Spots	Bonus Spots	Cost
Cable	370 GRP	1,243	0	\$6,966.60
On-Line	240,000 tower impressions over 3 months	N/A	N/A	\$3,278.40
<b>Total</b>				<b>\$10,245.00</b>

***October 2011-September 2012 URI Ryan Center Sponsorship (Alcohol-Impaired Driving Enforcement/CIOT)***

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

Details of media buy for URI Ryan Center Sponsorship October 2011-September 2012:

	Exposure	Spots	Bonus Spots	Cost
Sponsorship	Signage, radio, game day program, PA announcements, web site billboard and logo, safety messages, e-mail blasts, production of dashers	N/A	N/A	16,6088.23
<b>Total</b>				<b>16,088.23</b>

***November 2011 Click It or Ticket***

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

Details of media buy for Click It or Ticket, November 2011:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio	217 GRPs	385	N/A	\$13,000.00
TV	234 GRPs	124	N/A	\$35,000.00
Cable	723 GRPs	998	N/A	\$22,000.00
RMM On-Line	555,556 exp. Impressions	N/A	N/A	\$5,000.00
<b>Total</b>	<b>1,174 GRPs</b>			<b>\$75,000.00</b>

***December 2011-January 2012 Alcohol-Impaired Driving Enforcement***

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

Details of media buy for Alcohol-Impaired Driving Enforcement, December 2011-January 2012:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio	892 GRPs	1,312	N/A	\$49,720.00
TV	466 GRPs	306	N/A	\$97,464.25
Cable	1,675 GRPs	2,037	N/A	\$47,690.93
RMM On-Line	Ad size: 300 x 250 video; 728 x 90 exp; 2,777,778 impressions	N/A	N/A	\$25,000.00
<b>Total</b>	<b>3,033 GRPs</b>			<b>\$219,875.18</b>

***March 2012 Click It or Ticket***

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

Details of media buy for Click It or Ticket, March 2012:



	Exposure	Spots	Bonus Spots	Cost
Radio	413 GRPs	593	161	\$12,895.00
Cable	938 GRPs	1,048	353	\$23,500.00
TV	206 GRPs	284	80	\$33,067.00
On-Line	Facebook - 1,430,726 impressions	N/A	N/A	\$233.00
On-Line	RMM - Display - 582,000 impressions	N/A	N/A	\$4,725.00
<b>Total</b>	<b>1,557 GRPs</b>	<b>1,925</b>	<b>594</b>	<b>\$74,420</b>

### *April 2012 Pawtucket Red Sox*

The primary target audience for this campaign was men between the ages of 18 and 34 years old. Details of media buy for Pawtucket Red Sox, April 2012:

	Exposure	Spots	Bonus Spots	Cost
OOH	10 x 30-foot upper-level outfield billboard, "Own & Inning" logo placement on RF outfield video board, banner placement in main entry tower lobby, two messages on the outfield message billboard during each of the 71 home games, full page ad in PawSox game program, one 30 sec spot to be played on the RF video board in the pregame at each of the 71 home games, PA announcement at conclusion of each home game to "Buckle Up" when driving home (includes logo placement on RF video board)	N/A	N/A	\$29,411.76
<b>Total</b>				<b>\$29,411.76</b>

### *April 2012-September 2012 Boston Red Sox Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)*

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

Details of media buy for Boston Red Sox Sponsorship Package on WVEI-FM, April 2012-September 2012:

	Exposure	Spots	Bonus Spots	Cost
Radio - Alcohol Awareness April/July/Aug/Sept	672 GRPs	336	292	\$23,893.00
Radio - Occupant Protection May/June	300 GRPs	150	130	\$10,978.00
<b>Total</b>	<b>972 GRPs</b>	<b>486</b>	<b>422</b>	<b>\$34,871.00</b>

***May 2012-September 2012 New York Yankee’s Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)***

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

Details of media buy for New York Yankee’s Sponsorship Package on WPRV-AM, May 2012-September 2012:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio - Alcohol Awareness July/Aug/Sept	97 GRPs	416	70	\$5,331.80
Radio - Occupant Protection May/June	54 GRPs	232	40	\$2,743.55
<b>Total</b>	<b>151 GRPs</b>	<b>648</b>	<b>110</b>	<b>\$7,805.35</b>

***April 2012 Motorcycle Awareness***

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

Details of media buy for Motorcycle Awareness Campaign, April 2012:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio	234 GRPs	274	70	\$13,030.50
Cable	125 GRPs	171	0	\$6,483.12
Television	74 GRPs	26	0	\$9,371.25
Outdoor - Lamar	14 x 48-foot billboard - 4,252,056 impressions	3 locations	N/A	\$19,425.00
<b>Total</b>	<b>433 GRPs</b>	<b>471</b>	<b>70</b>	<b>\$48,309.87</b>

***May 2012-June 2012 Click It or Ticket Campaign***

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

Details of media buy for Click It or Ticket, May 2012-June 2012:

	Exposure	Spots	Bonus Spots	Cost
Radio	303 GRPs	464	159	\$13,650.89
Cable	92 GRPs	469	154	\$12,135.32
TV	69 GRPs	58	0	\$11,468.63
On-Line	Facebook - 955,933 impressions	N/A	N/A	\$198.70
On-Line	RMM - Display - 524,557 impressions	N/A	N/A	\$4,725.00
<b>Total</b>	<b>464 GRPs</b>	<b>991</b>	<b>313</b>	<b>\$42,208.54</b>

### *June 2012 Motorcycle Awareness - All the Gear, All the Time*

The primary target audience for this campaign was men between the ages of 25 and 49 years old.

Details of media buy for All the Gear, All the Time, June 2012:

	Exposure	Spots	Bonus Spots	Cost
Radio	78 GRPs	69	18	\$5,359.46
Cable	61 GRPs	90	0	\$8,250.27
TV	24 GRPs	11	0	\$5,399.63
On-Line	Google Search/You Tube - 60,746 impressions	N/A	N/A	\$464.40
<b>Total</b>	<b>163 GRPs</b>	<b>170</b>	<b>18</b>	<b>\$19,473.76</b>

### *June 2012-July 2012 WBRU Summer Concert Series (Motorcycle Alcohol Awareness)*

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

Details of media buy for Motorcycle Awareness WBRU Summer Concert Series Sponsorship, June 2012-July 2012:

	Exposure	Spots	Bonus Spots	Cost
Radio	Sponsor on-air and on-site	N/A	N/A	\$13,860.00
<b>Total</b>				<b>\$13,860.00</b>

### *July 2012 Speed Enforcement*

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

Details of media buy for Speed Enforcement, July 2012:

	Exposure	Spots	Bonus Spots	Cost
Radio	389 GRPs	550	189	\$18,723.76
Cable	1,493 GRPs	907	88	\$29,780.05
TV	152 GRPs	86	0	\$40,372.24
Outdoor - Lamar	14 x 48-foot billboard - 2,706,540 impressions	1 location	N/A	\$8,925.00
<b>Total</b>	<b>2,034 GRPs</b>	<b>1,543</b>	<b>277</b>	<b>\$97,801.05</b>

*August 2012-September 2012 Alcohol-Impaired Driving Enforcement (Motorcycle)*

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

Details of media buy for Alcohol-Impaired Driving Enforcement, August 2012-September 2012:

	Exposure	Spots	Bonus Spots	Cost
Outdoor - Lamar	14 x 48-foot billboard - 584,572 impressions	1 location	N/A	\$2,625.00
On-Line	Display - 20,802 impressions	N/A	N/A	\$220.50
On-Line	Search - 474,875 impressions	N/A	N/A	\$1,354.50
<b>Total</b>				<b>\$4,200.00</b>

*August 2012-September 2012 Alcohol-Impaired Driving Enforcement (Auto)*

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

Details of media buy for Alcohol-Impaired Driving Enforcement, August 2012-September 2012:

	Exposure	Spots	Bonus Spots	Cost
Radio	578 GRPs	764	127	\$32,946.64
Cable	766 GRPs	1,629	195	\$54,421.08
TV	296 GRPs	243	0	\$47,427.45
Outdoor -Bus	King bus sides - 7,150,000 impressions	30 panels	5 panels	\$16,905.36
<b>Total</b>	<b>1,640 GRPs</b>	<b>2,636</b>	<b>322</b>	<b>\$151,700.53</b>

**September 2012 Click It or Ticket Campaign**

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

Details of media buy for Click It or Ticket, September 2012:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio	345 GRPs	520	122	\$18,733.58
Cable	482 GRPs	630	0	\$24,547.32
TV	132 GRPs	75	0	\$23,142.53
Outdoor - Lamar	14 x 48-foot billboards - 2,941,608 impressions	2 locations	N/A	\$17,325.00
Outdoor - Lamar	Bus shelter posters - 19,305,000 impressions	60	N/A	\$15,750.00
On-Line	Google display network - 3,234,617 impressions	N/A	N/A	\$9,809.78
On-Line	Facebook - 2,539,152 impressions	N/A	N/A	\$517.68
<b>Total</b>	<b>959 GRPs</b>	<b>1,285</b>	<b>122</b>	<b>\$109,825.89</b>

**September 2012 Texting While Driving Campaign**

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

Details of media buy for Texting While Driving, September 2012:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio	313 GRPs	326	92	\$11,997.35
Cable	216 GRPs	458	0	\$12,512.85
TV	97 GRPs	58	0	\$13,253.63
Outdoor - Lamar	14 x 48-foot billboards - 2,851,696 impressions	2 locations	N/A	\$11,550.00
<b>Total</b>	<b>626 GRPs</b>	<b>842</b>	<b>92</b>	<b>\$49,313.83</b>



## **6.0 Financial Summary**

A summary of 2012 Highway Safety Program approved costs is shown in the following tables.