

State of Rhode Island

Highway Safety Annual Report

prepared for

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

developed and presented by

Rhode Island Department of Transportation
Two Capitol Hill
Providence, Rhode Island 02903

LINCOLN D. CHAFEE, Governor
MICHAEL P. LEWIS, Director



Federal Fiscal Year 2013



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Office on Highway Safety
Two Capitol Hill, Suite 126
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date

December 2013

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On the cover: RIDOT Deputy Director Phillip Kydd speaks at a September 13, 2012 press event recognizing the first three seat belt outreach and education grant recipients. The grantees developed projects to educate minority, low-income, and non-English speaking populations on the State's primary seat belt law. Seated are Governor Lincoln D. Chafee and Representative Anastasia P. Williams - two individuals that played primary roles in establishing the permanent belt law.

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1.0 Highway Safety in Rhode Island

1.1 EXECUTIVE SUMMARY

This Rhode Island Highway Safety Annual Report for Federal Fiscal Year (FFY) 2013 serves as the State of Rhode Island's assessment of the Highway Safety Plan (HSP) for Federal Fiscal Year (FFY) 2013. It documents the use of grant funding administered by National Highway Traffic Safety Administration (NHTSA) for Federal funds available under Section 402 State and Community Highway Safety grant program, Section 405 National Priority Safety Program of Moving Ahead for Progress in the 21st Century (MAP-21), Section 164 penalty transfer funds, and carry-forward funds from other funding programs. A comprehensive HSP is developed by Rhode Island Department of Transportation (RIDOT) Office on Highway Safety's (OHS) on an annual basis to document the goals and objectives related to creating safer roadways. This plan identifies current highway safety problems, defines performance goals and targets, and describes the projects and activities that will be implemented to address highway safety concerns and achieve set goals. The Annual Report reviews the yearly status and progress on implementing Rhode Island's highway safety programs and projects.

For FFY 2013, the HSP identified nine program areas to focus resources on reducing fatalities and serious injuries. The areas included: impaired driving, occupant protection, speeding, young drivers, motorcycles, other road users, traffic records, racial profiling, and planning and administration. Within each area, data-driven performance measures and targets were identified based primarily on 2006-2010 trend data. In total 42 performance measures and goals were developed in the 2013 HSP (Table 1.1 details all of the performance measures and targets). Through the implementation of safety activities and projects, Rhode Island achieved 26 of its' 43 goals. In instances where goal information is not available, it is because the Fatality Analysis Reporting System (FARS) data for FFY 2013 is not available.

This Annual Report:

- Documents Rhode Island's progress in meeting its highway safety goals identified in the 2013 HSP for each of the nine program areas; and
- Describes projects and activities funded during the 2013 FFY and how they contributed to meeting Rhode Island's identified highway safety goals.

1.2 INTRODUCTION

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

In 2012, crashes on Rhode Island's highways resulted in 64 fatalities and 447 serious injuries. Roadway fatalities declined 3 percent from the 2011 levels, and serious injuries declined 10 percent. Despite the improvement in 2012, serious injuries have generally shown an increasing trend since 2008; however, a downward trend in fatalities has been observed. In the previous 5 years (2008 to 2012), the average number of fatalities in Rhode Island was 69 annually.

The human and economic consequences of these fatal and serious injury crashes remain unacceptable, unaffordable, and largely avoidable. As a fundamental component of improving the quality of life for the citizens and visitors of the State, the OHS remains committed to its mission which consists of two goals:

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

The OHS provides the required resources to plan and carry out activities to fulfill this mission. To ensure effectiveness, relationships are developed and maintained with advocacy groups, citizens, community safety groups, complementary state and Federal agencies, and local and state police departments. The OHS conducts data analysis to monitor crash trends in the State and ensure state and Federal resources target the areas of greatest need. The OHS is an active participant in the development and implementation of the State's Strategic Highway Safety Plan (SHSP), providing expertise related to driver behavioral issues, education, and enforcement-related countermeasures. The OHS works closely within the RIDOT to ensure coordination between the HSPP and the SHSP, ideally resulting in one comprehensive and strategic highway safety program for the State.

In the 2013 HSPP, the OHS assessed highway safety in Rhode Island based on fatal and serious injury crash data and problem areas, set goals, developed programs, and dedicated resources to implementing these programs and projects in the areas of greatest need. The Rhode Island FFY 2013 Highway Safety Annual Report reviews the execution of the FFY 2013 HSPP.

1.3 STRATEGIC PARTNERS

During this 2013 planning cycle, OHS conducted a safety stakeholder listening session to gather input on safety problems and effective countermeasures being implemented by other agencies on April 23, 2013. Opportunities to enhance

partnerships and collaboration also were identified. The list of stakeholders that attended is provided below.

- African Alliance of Rhode Island.
- Connecting for Children and Families, Inc. – Woonsocket Safe Communities (CCF);
- Cranston Child Opportunity Zone (COZ);
- Mothers Against Drunk Driving (MADD);
- Oasis International; and
- Providence Community Library;
- Rhode Island Department of Administration, Division of Motor Vehicles (DMV);
- Rhode Island Department of Health;
- Rhode Island Hospital Injury Prevention Center;
- Rhode Island Office of the Attorney General;
- Rhode Island State Police (RISP);
- University of Rhode Island (URI);

In addition to these stakeholders, OHS worked with numerous other agencies and organizations throughout the year. These partners are noted below.

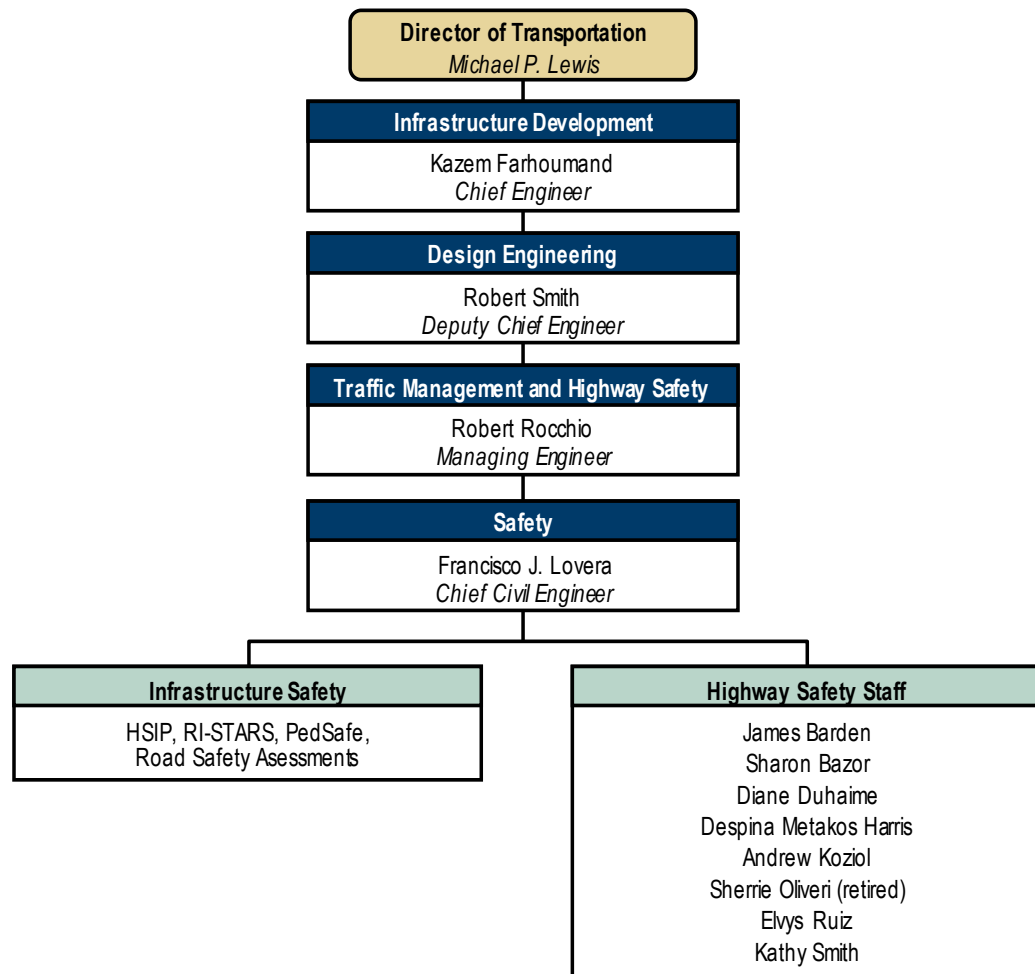
- American Automobile Association, Southern New England (AAASNE);
- Bruno United Futbol Club
- Black and Latino Caucus Community Partnership;
- Brain Injury Association of RI
- Community College of Rhode Island (CCRI);
- Enforcing the Underage Drinking Laws (EUDL) Advisory Committee;
- Federal Highway Administration (FHWA);
- Federal Motor Carrier Safety Administration (FMCSA);
- The Genesis Center
- Institute for Labor Studies and Research
- Judiciary of Rhode Island;
- Thirty-eight local police departments;
- Motorcycle retail and repair representatives;
- National Highway Traffic Safety Administration (NHTSA);
- Progreso Latino, Inc.;

- Rhode Island Association of Independent Insurers;
- Rhode Island Department of Behavioral Healthcare, Developmental Disabilities and Hospitals (BHDDH);
- Rhode Island Department of Corrections (DOC);
- RI Film Collaborative
- Rhode Island Hospitality and Tourism Association – Rhode Island Hospitality Association Education Foundation;
- Rhode Island Interscholastic League (RIIL);
- Rhode Island Motorcycle Association;
- Rhode Island Municipal Police Academy;
- Rhode Island Police Chiefs Association (RIPCA);
- Rhode Island Safe Kids Coalition;
- Rhode Island Traffic Tribunal;
- Socioeconomic Development Center for SEA, Inc.
- Statewide Substance Abuse Task Forces; and
- Students Against Destructive Decisions (SADD).
- Urban League of Rhode Island
- Young Voices



1.4 ORGANIZATION

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



In addition to operational and administrative tasks, each OHS staff member is responsible for developing, implementing, and/or overseeing specific programs. The program areas addressed by OHS are assigned to the staff members as noted below.

- **James Barden** - Occupant Protection, Impaired Driving, and Media;
- **Sharon Bazor** - FARS Analyst;
- **Diane Duhaime** - OHS Finance
- **Despina Metakos Harris** - Speed, Motorcycles, Pedestrians, Bicycles, Other Roadway Users, and Young Drivers;
- **Andrew Koziol** - Traffic Records, and FARS;
- **Elvys Ruiz** - Minority Outreach.

In FFY 2013, OHS funded two-thirds of the salary of a Traffic Safety Resource Prosecutor (TSRP), John J. Sullivan III, Esq., within the Attorney General's Office. The TSRP implements training programs for prosecutors and law enforcement to improve prosecution rates in driving under the influence (DUI) cases and assists OHS in evaluating the impact of Rhode Island's new chemical test refusal law on impaired driving arrest rates.

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

1.5 PROBLEM IDENTIFICATION

Nine program areas were the focus of the OHS' FFY 2013 HSP. The activities and projects identified to address these areas, and the results are detailed in *Section 3.0 - Program Areas*. These programs included:

- **Impaired Driving** - The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
- **Occupant Protection** - The failure of vehicle occupants to use safety belts and appropriate child passenger safety (CPS) restraints.
- **Speed** - The incidence of speed and related recklessness as a contributor to fatalities and serious injuries on Rhode Island's roadways.
- **Young Drivers** - The overrepresentation of young drivers in fatal and serious injury crashes.
- **Motorcycles** - The safety of motorcyclists and their passengers on Rhode Island's roadways.
- **Other Road Users** - The safety of pedestrians, bicyclists, and school bus passengers.
- **Traffic Records** - The improvement of timeliness, completeness, accuracy, uniformity, compatibility, and integration of the State's traffic records for problem identification, strategy selection, and performance measurement.
- **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.

1.6 LEGISLATIVE UPDATE

Rhode Island has several laws and policies, which have a direct impact on specific highway safety initiatives. In addition to the highway safety problem

areas identified in this plan, Rhode Island faced the following significant legislative and institutional challenges:

- Rhode Island does not have a universal helmet law for all motorcyclists (Rhode Island's motorcycle helmet use law only covers all passengers (regardless of age) and all operators during the first year of licensure (regardless of age));
- Sobriety checkpoints are banned by judicial ruling in Rhode Island;
- Required installation of alcohol ignition interlocks is at the discretion of the sentencing judge and for repeat offenses only; and
- No requirement for behind-the-wheel training for novice drivers; only classroom instruction is required.

Rhode Island, however, has achieved several highway safety legislative and policy-related milestones in recent years:

- On June 28, 2013, Governor Chafee signed into law legislation removing the sunset provision for the primary seatbelt law from 2011 that was set to expire on June 30, 2013. This new legislation also reduced the fines from \$85.00 to \$40.00 for improperly secured restrained passengers older than seven. The \$85.00 remained for children through seven years old.
- In 2009, the State revised the Child Passenger Safety Law to include children up to the age of 8 unless the child is at least 57 inches tall or 80 pounds. The previous provisions covered children up to age seven, 54 inches tall, or 80 pounds.
- In October 2009, Rhode Island banned sending or receiving text messages while driving. This also bans the use of cell phones on all drivers younger than 18 years old.

1.7 PERFORMANCE MEASURES

The OHS established an ambitious set of performance measures and targets for 2013, shown in Table 1.1, to improve safety in each of the program areas. The performance measures and targets were based on 2006-2010 trend data and preliminary 2011 data. In developing these, OHS recognized that the goals may need to be adjusted in the future, based on final 2011 data. Achievement of these measures is calculated using preliminary data through 2013 (January 1, 2013 through November 30, 2013). The exception is the grant-funded citations/arrests, which are reported based on FFY 2013. About half of the items cannot be reported on at this time because they are FARS-based measures, and the background information has not been obtained yet for the files.

Table 1.1 FFY 2013 Highway Safety Performance Report

Program Area	PM ID	Performance Measures	Target	Target Year	Current Level	Target Met	Percent Difference (Current versus Target)
Overall OHS Program Area Goals	PG.1	Traffic-related fatalities and serious injuries (five-year average)	913	2009-13 (average)	527 ^a	Y	-42%
	PG.2	Traffic-related serious injuries	426	2013	369 ^b	Y	-13%
	PG.3	Fatalities per 100 million VMT	1.0	2013	N/A	N/A	N/A
Impaired Driving	ID.1	Alcohol-impaired fatalities (driver or motorcycle operator with BAC 0.08 or higher)	23	2013	N/A	N/A	N/A
	ID.2	Alcohol-impaired serious injuries (driver with BAC 0.08 or higher)	6	2013	9 ^b	N	50%
	ID.3	Impaired driving arrests made during grant-funded enforcement activities	336	2013	509 ^c	Y	52%
	ID.4	Alcohol-impaired fatalities (driver with BAC 0.01 or higher)	29	2011-13 (average)	N/A	N/A	N/A
	ID.5	Drivers and motorcycle operators involved in fatal crashes (BAC of 0.01 or higher)	15	2013	N/A	N/A	N/A
	ID.6	Survey participants responding "Very Likely" or "Somewhat Likely" to the likelihood of being stopped after drinking to excess and driving	61.0%	2013	N/A	N/A	N/A
	ID.7	Survey respondents that recognize the impaired driving enforcement slogan	28.5%	2013	N/A	N/A	N/A
Occupant Protection	OP.1	Front seat vehicle occupants observed using safety belts	80%	2013	85.6%	Y	7%
	OP.2	Unrestrained passenger vehicle occupant fatalities (all seating positions)	21	2013	16 ^b	Y	-24%
	OP.3	Unrestrained passenger vehicle occupant serious injuries (all seating positions)	109	2013	77 ^b	Y	-29%
	OP.4	Safety belt citations issued during grant-funded enforcement activities	4,195	2013	7,012 ^c	Y	67%

Program Area	PM ID	Performance Measures	Target	Target Year	Current Level	Target Met	Percent Difference (Current versus Target)
	OP.5	Pickup truck drivers observed using safety belts	67.1%	2013	N/A	N/A	N/A
	OP.6	Telephone survey participants aware of the "Click It or Ticket" slogan	94.5%	2013	N/A	N/A	N/A
	OP.7	Telephone survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt	41%	2013	N/A	N/A	N/A
	OP.8	Passenger vehicle occupant fatalities not wearing a restraint	52%	2013	50% ^b	Y	-4%
Speed	SP.1	Speeding-related fatalities	13	2013	N/A	N/A	N/A
	SP.2	Speeding citations issued during grant-funded enforcement activities	6,000	2013	6,216 ^c	Y	4%
	SP.3	Monthly speeding citations written and tracked monthly on all overtime speed patrols	500	2013	518 ^c	Y	4%
Young Drivers	YD.1	Young drivers (age 16 to 20) involved in fatal crashes	9	2013	7 ^b	Y	-22%
	YD.2	Young drivers (age 16 to 20) fatalities	6	2013	2 ^b	Y	-67%
	YD.3	Young drivers (age 16 to 20) involved fatalities	8	2013	8 ^b	Y	0%
	YD.4	Young drivers (age 16 to 20) involved serious injuries	127	2013	56 ^b	Y	-56%
	YD.5	Contacts with parents/care givers to provide information on the role of alcohol and/or primary safety belt use for young drivers	4	2013	12 ^b	Y	200%
Motorcycles	MC.1	Motorcycle fatalities	14	2013	11 ^b	Y	-21%
	MC.2	Unhelmeted motorcycle fatalities	7	2013	7 ^b	Y	0%
	MC.3	Motorcycle operator crash fatalities with a known BAC of 0.01 or higher	45%	2013	N/A	N/A	N/A
	MC.4	Motorcycle operator fatalities who were legally intoxicated	45%	2013	N/A	N/A	N/A
Other Road Users	OU.1	Pedestrian fatalities	13	2013	14 ^b	N	8%
	OU.2	Crash fatalities among school bus occupants	0	2013	0 ^b	Y	Undefined

Program Area	PM ID	Performance Measures	Target	Target Year	Current Level	Target Met	Percent Difference (Current versus Target)
	OU.3	Bicyclist fatalities	0	2013	3 ^b	N	Undefined
	OU.4	Pedestrian fatalities with a known BAC of 0.08 or greater	3	2013	N/A	N/A	N/A
Traffic Records	TR.1	Days to enter Accident Report data to a driver's history file from date of report submission to RIDMV to date of data entry	14	2013	14 ^b	Y	0%
	TR.2	Law enforcement agencies backfilling data into citations	38	2013	30 ^b	N	-21%
Racial Profiling	RP.1	Module changed to include ethnicity of passengers on the traffic stop form and provide mechanism to transmit information from all police departments to the designated data collection entity			Achieved	Y	N/A
	RP.2	Development of an independent software program that allows all police departments to transmit required information regardless of their software service provider			Achieved	Y	
	RP.3	Contract implemented to collect, analyze, and distribute traffic stop data and to make programmatic recommendations			Achieved	Y	
Planning and Administration	PA.1	Integrate recommendations from NHTSA's Special Management Review Performance Enhancement Plan (PEP) within specified timeframe			Achieved	Y	
	PA.2	Conduct a Stakeholders' meeting to receive input for development of the FFY 2013			Achieved	Y	
	PA.3	Deliver the FFY 2012 Annual Report by December 31, 2012			Achieved	Y	
	PA.4	Deliver the Federal Fiscal Year 2014 Highway Safety Performance Plan by July 1, 2013			Achieved	Y	

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

^a Average from 2009 to 2012.

^b Preliminary total reported from January 1 to November 30, 2013.

^c FY 2013 totals.

2.0 Performance Data – Rhode Island, 2008 to 2013

2.1 CRASH SUMMARY

In Rhode Island, the total number of crashes decreased by 5 percent from 45,275 in 2011 to 42,952 in 2012. The total number of crashes reported between January 1 and November 30, 2013 was 39,811. Traffic fatalities declined from 66 in 2011 to 64 in 2012, while serious injuries decreased from 498 in 2011 to 447 in 2012.

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 4 consecutive years of increased safety belt use. In 2011, Rhode Island became the country’s 33rd state to enact a primary seat belt law; however the legislation was set to expire on June 30, 2013 under a sunset provision. On June 28, 2013, the Rhode island General Assembly passed legislation removing the sunset clause, giving permanence to the primary seat belt law.

Table 2.1 provides detail on Rhode Island highway safety trends from 2008 to 2013 (as data are available). The table details “Select Performance Measures” identified by NHTSA and the Governors Highway Safety Association (GHSA) for measuring progress. Figures 2.1 to 2.11 illustrate select data shown in Table 2.1 in greater detail and include data points, an associated trend line, and one-year achievements for the most recent year for which there is available data (2012 or January 1-November 30, 2013). Table 2.2 provides additional traffic safety trend data from 2008 to 2013.

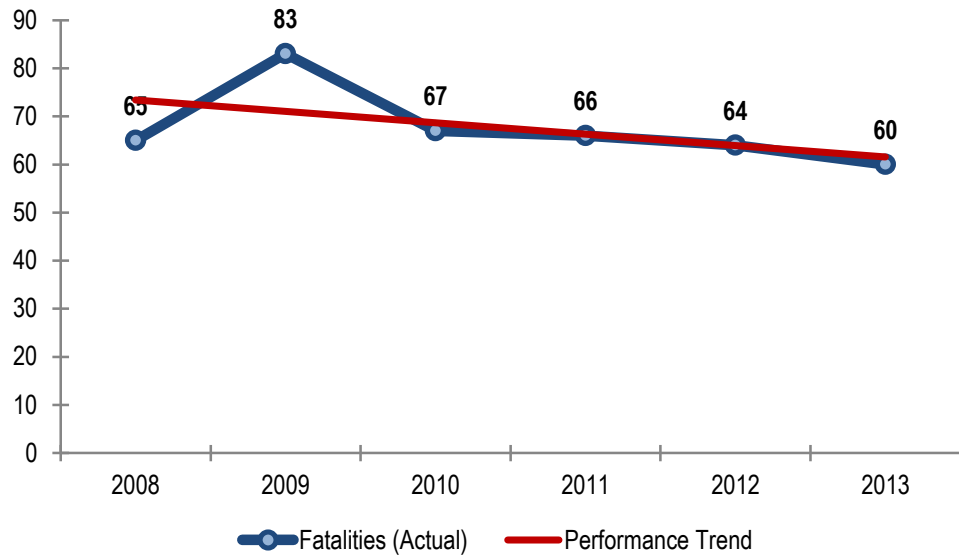
**Table 2.1 Traffic Safety Trends in Rhode Island
2008 to 2013**

Crash Data/Trends^a	2008	2009	2010	2011	2012^b	2013^c
Fatalities (Actual)	65	83	67	66	64	60
Fatality Rate/(100 Million VMT)	0.79	1.01	0.81	0.84	0.82	N/A
Number of Serious Injuries	401	461	523	498	447	369
Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC ^d	23	34	27	26	24	N/A
Number of Unrestrained Passenger Vehicle Occupant Fatalities	29	32	26	23	20	16
Number of Speeding-Related Fatalities	20	39	33	23	31	N/A
Number of Motorcycle Fatalities	7	19	15	15	8	11
Number of Unhelmeted Motorcyclist Fatalities	2	12	11	8	6	7
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	9	11	7	4	4	7
Number of Pedestrian Fatalities	12	16	9	14	5	14
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	72%	75%	78%	80%	78%	86%
Number of Safety Belt Citations Issued During Grant-Funded Enforcement Activities	2,336	2,553	2,181	4,109	6,787	7,012
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	N/A	253	305	297	453	509
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	–	4,630	5,802	6,446	7,317	6,216

Source: RIDOT, November 2013; Rhode Island DMV, June 2013; FARS, June 2013; 2008 to 2012 Rhode Island Observed Restraint Use Surveys.

- ^a Some numbers reported in this FFY 2013 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures and/or methodology.
- ^b 2012 FARS data is preliminary at time of reporting.
- ^c 2013 crash statistics reflect preliminary crash totals reported from January 1 through November 30. Citation/arrest data reflects 2013 totals at time of reporting. N/A indicates data was not available at the time of reporting.
- ^d NHTSA imputed.

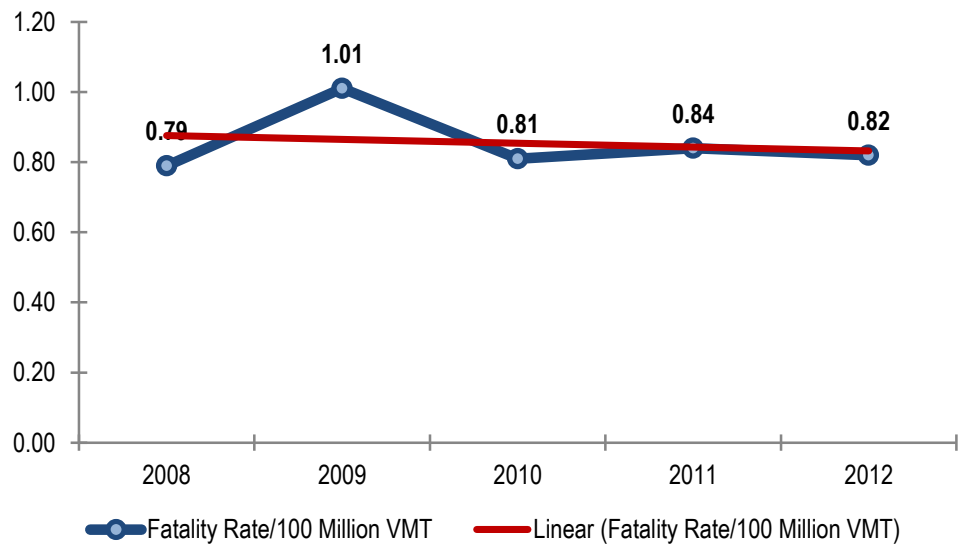
Figure 2.1 Statewide Fatalities
 Achieved a 3 Percent Decrease between 2011 and 2012



Source: RIDOT 2013.

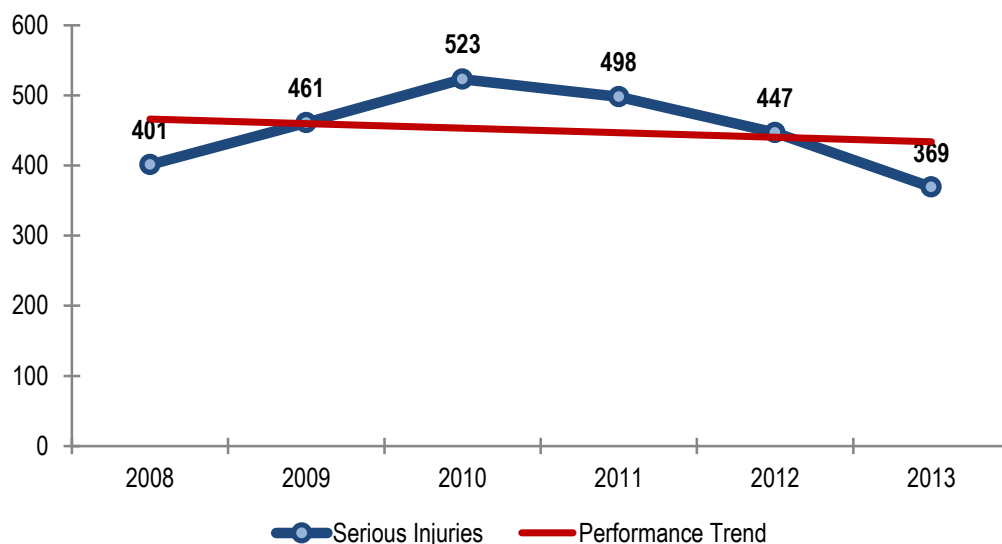
Note: 2013 data is based on preliminary crash totals reported from January 1 – November 30.

Figure 2.2 Statewide Fatality Rate per 100 Million VMT
 Achieved a 2 Percent Decrease between 2011 and 2012



Source: RIDOT 2013.

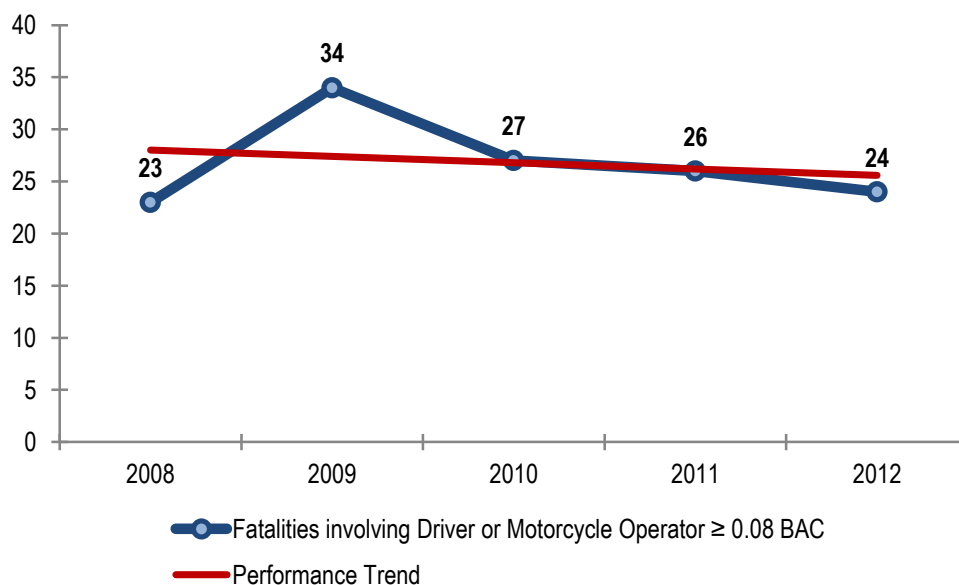
Figure 2.3 Statewide Serious Injuries
Observed a 10 Decrease between 2011 and 2012



Source: RIDOT 2013.

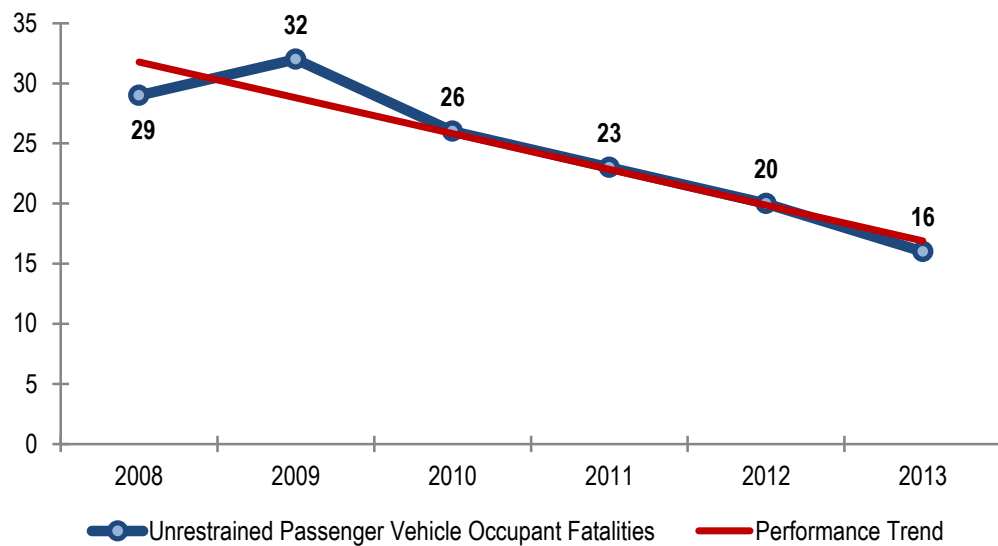
Note: 2013 data is based on preliminary crash totals reported from January 1 – November 30.

Figure 2.4 Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC
Achieved an 8 Percent Decrease between 2011 and 2012



Source: RIDOT 2013.

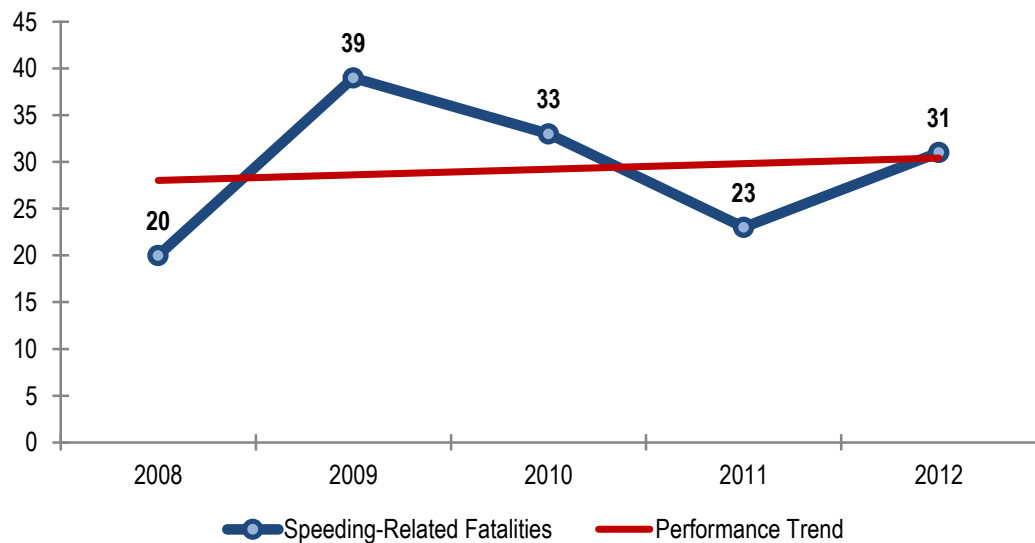
Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities
Achieved a 13 Percent Decrease between 2011 and 2012



Source: RIDOT 2013.

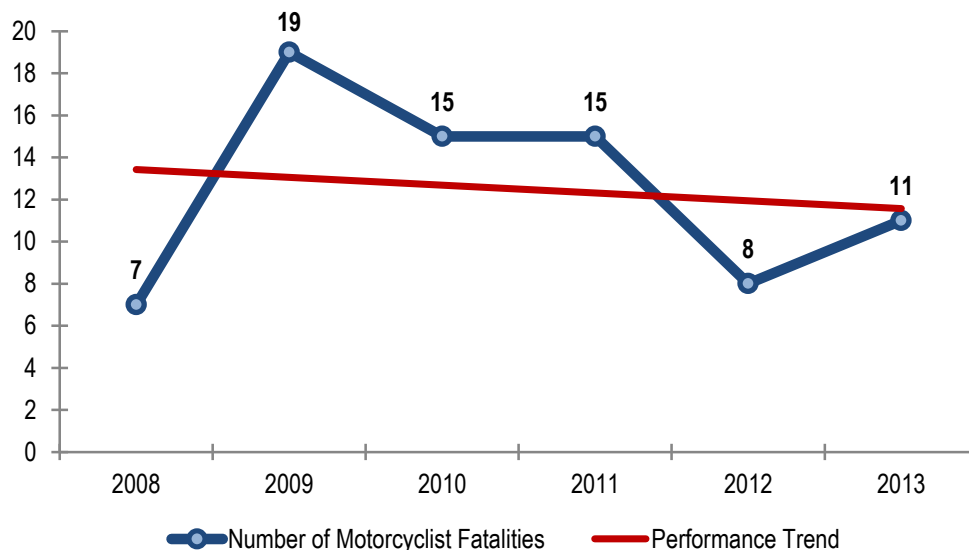
Note: 2013 data is based on preliminary crash totals reported from January 1 – November 30.

Figure 2.6 Speeding-Related Fatalities
Observed a 35 Percent Increase between 2011 and 2012



Source: RIDOT 2013.

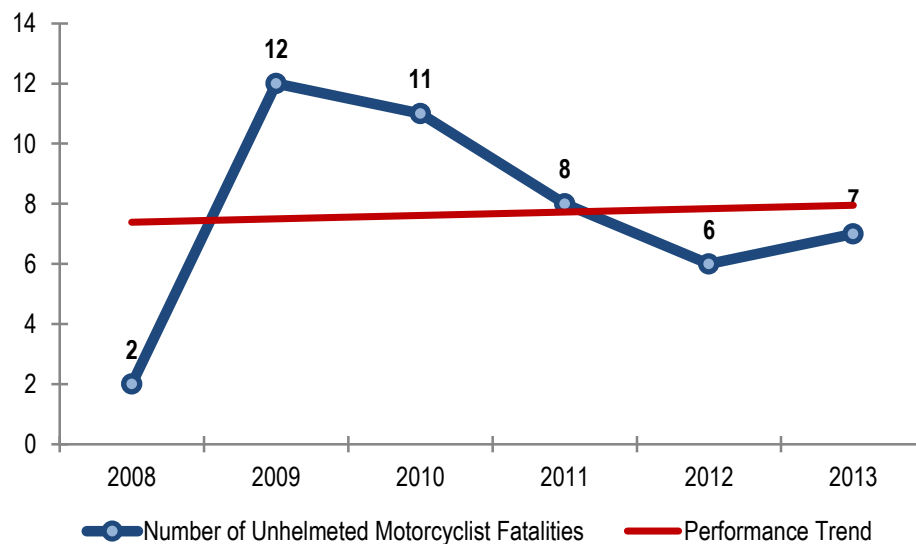
Figure 2.7 Motorcycle Fatalities
 Achieved a 47 Percent Decrease between 2011 and 2012



Source: RIDOT 2013.

Note: 2013 data is based on preliminary crash totals reported from January 1 – November 30.

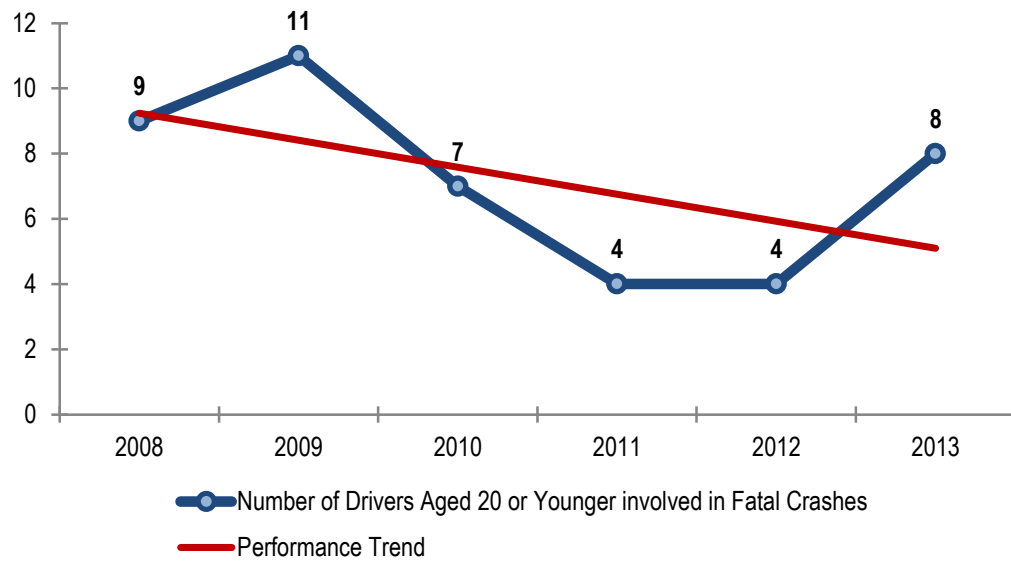
Figure 2.8 Unhelmeted Motorcyclist Fatalities
 Achieved a 25 Percent Decrease between 2011 and 2012



Source: RIDOT 2013.

Note: 2013 data is based on preliminary crash totals reported from January 1 – November 30.

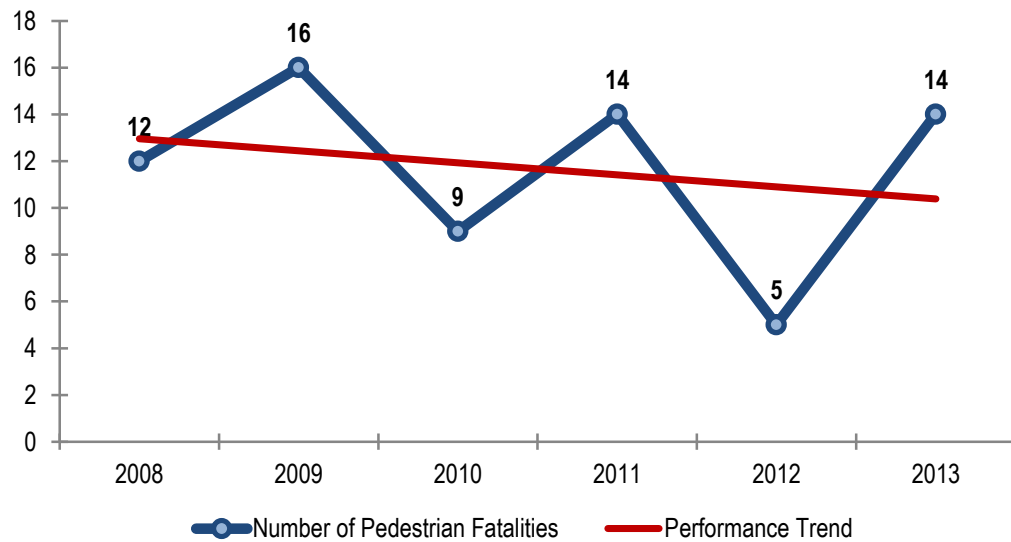
Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes
No Change Observed between 2011 and 2012



Source: RIDOT 2013.

Note: 2013 data is based on preliminary crash totals reported from January 1 – November 30.

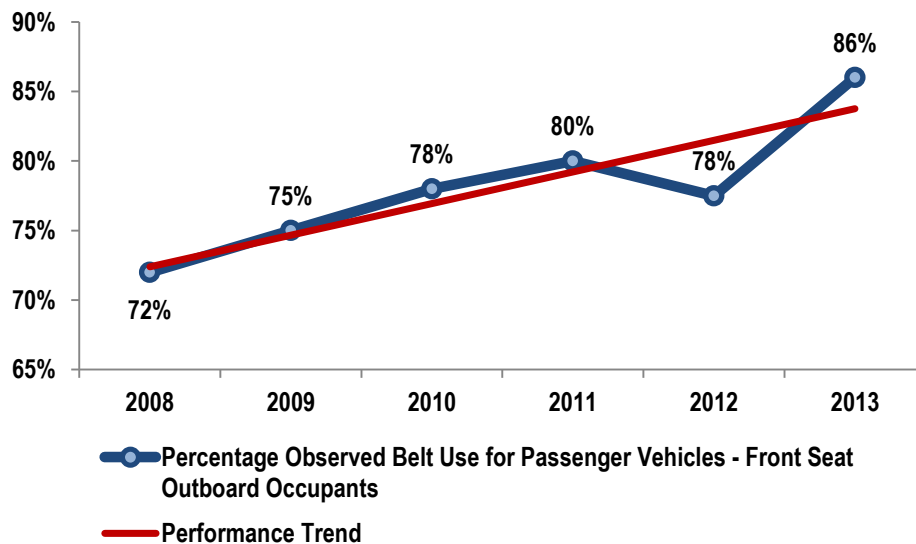
Figure 2.10 Pedestrian Fatalities
Achieved a 64 Percent Decrease between 2011 and 2012



Source: RIDOT 2013.

Note: 2013 data is based on preliminary crash totals reported from January 1 – November 30.

Figure 2.11 Observed Safety Belt Use Rate for Passenger Vehicles – Front Seat Outboard Occupants
Observed a 2.5 Percent Decrease between 2011 and 2012



Source: RIDOT 2013.



**Table 2.2 ...Additional Traffic Safety Trends in Rhode Island
2008 to 2013**

Crash Data/Trends ^a	Progress Report Data 2008 to 2013					
	2008	2009	2010	2011	2012 ^b	2013 ^c
Fatalities – Actual	65	83	67	66	64	60
Fatal Crashes – Actual	63	76	65	63	62	57
Fatalities/100M VMT	0.79	1.01	0.81	0.84	0.82	N/A
Fatalities/100,000 Pop.	6.19	7.88	6.36	6.28	6.10	N/A
Number of Serious Injuries	401	461	523	498	447	369
Fatalities and Serious Injuries/100M VMT	5.69	6.59	7.13	7.14	6.52	N/A
Fatalities and Serious Injuries/100,000 Pop.	44.35	51.65	56.04	53.65	48.65	N/A
Month of Most Fatal Crashes	Oct	Dec	Jul/Oct	Jul	Jul	N/A
Day of Most Fatal Crashes	Sun	Sun	Sun	Fri	Fri	N/A
Time of Most Fatal Crashes	10pm-3:59am	10pm-12:59am	1am-3:59am	4pm-6:59pm	10pm-12:59am	N/A
Alcohol-Impaired Fatalities (Involving Driver or Motorcycle Operator with 0.08 BAC) ^d	23	34	27	26	24	N/A
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	N/A	253	305	297	453	509
Alcohol-Impaired Drivers or Motorcycle Operators with a BAC of 0.01 or above – Actual	20	25	26	21	23	N/A
Alcohol-Impaired Fatalities (Percent of All Fatalities) ^d	35%	41%	40%	39%	38%	N/A
Alcohol-Impaired Fatalities/100M VMT ^d	0.28	0.41	0.33	0.33	0.31	N/A
Alcohol-Impaired Fatalities/100,000 Pop ^d	2.19	3.23	2.56	2.47	2.29	N/A
Speed-Related Fatalities – Actual	20	39	33	23	31	N/A
Speed-Related Fatalities (Percent of All Fatalities)	31%	47%	49%	35%	48%	N/A
Speed-Related Fatalities/100M VMT	0.24	0.47	0.40	0.29	0.40	N/A
Speed-Related Fatalities/100,000 Pop.	1.90	3.70	3.13	2.19	2.95	N/A
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	–	4,630	5,802	6,446	7,317	6,216
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	72%	75%	78%	80%	78%	86%
Number of Safety Belt Citations Issued During Grant-Funded Enforcement Activities	2,336	2,553	2,181	4,109	6,787	7,012
Unrestrained Passenger Vehicle Occupant Fatalities – Actual	29	32	26	23	20	16

..... Crash Data/Trends ^a	Progress Report Data 2008 to 2013					
	2008	2009	2010	2011	2012 ^b	2013 ^c
Nonmotorist Fatalities – Actual	14	16	12	14	7	17
Nonmotorist Fatalities/100M VMT	0.17	0.19	0.14	0.18	0.09	N/A
Nonmotorist Fatalities/100,000 Pop.	1.33	1.52	1.14	1.33	0.67	N/A
Nonmotorist Serious Injuries – Actual	43	51	69	90	80	42
Nonmotorist Fatalities and Serious Injury Rates/100M VMT	0.70	0.81	0.98	1.32	1.11	N/A
Nonmotorist Fatalities and Serious Injuries/100,000 Pop.	5.42	6.36	7.69	9.89	8.29	N/A
Pedestrian Fatalities – Actual	12	16	9	14	5	14
Pedestrian Fatalities/100M VMT	0.15	0.19	0.11	0.18	0.06	N/A
Pedestrian Fatalities/100,000 Pop.	1.14	1.52	0.85	1.33	0.48	N/A
Pedestrian Serious Injuries – Actual	28	40	52	57	58	30
Pedestrian Fatalities and Serious Injuries/100M VMT	0.50	0.82	0.79	0.78	0.77	N/A
Pedestrian Fatalities and Serious Injuries/100,000 Pop.	3.90	6.36	6.18	5.90	5.80	N/A
Bicyclist Fatalities – Actual	1	0	2	0	2	3
Bicyclist Fatalities/100M VMT	0.01	0.00	0.02	0.00	0.03	N/A
Bicyclist Fatalities/100,000 Pop.	0.10	0.00	0.19	0.00	0.19	N/A
Bicyclist Serious Injuries – Actual	15	11	17	33	22	12
Bicyclist Fatalities and Serious Injuries/100 MVMT	0	0	0	0	0	N/A
Bicyclist Fatalities and Serious Injuries/100,000 Pop.	2	1	2	3	2	N/A
Motorcycle Fatalities – Actual	7	19	15	15	8	11
Motorcycle Fatalities/100M VMT	0.09	0.23	0.18	0.19	0.10	N/A
Motorcycle Fatalities/100,000 Pop.	0.67	1.80	1.42	1.43	0.76	N/A
Motorcycle Serious Injuries – Actual	61	70	68	67	68	61
Motorcycle Fatalities and Serious Injuries/100M VMT	0.83	1.08	1.00	1.04	0.97	N/A
Motorcycle Fatalities and Serious Injuries/100,000 Pop.	6.47	8.45	7.88	7.80	7.24	N/A
Unhelmeted Motorcyclist Fatalities – Actual	2	12	11	8	6	7
Young Drivers Involved in Fatal Crashes – Actual ^e	9	11	7	4	4	7
Young Drivers in Fatal Crashes/100 MVMT	0.11	0.13	0.08	0.05	0.05	N/A

Crash Data/Trends ^a	Progress Report Data 2008 to 2013					
	2008	2009	2010	2011	2012 ^b	2013 ^c
Young Drivers in Fatal Crashes/100,000 Pop.	0.86	1.04	0.66	0.38	0.38	N/A
Young Drivers in Serious Injury Crashes – Actual	65	85	84	72	63	40
Young Drivers in Serious Injury Crashes/100 MVMT	0.79	1.03	1.01	0.91	0.80	N/A
Young Drivers in Fatal and Serious Injury Crashes/100 MVMT	0.90	1.16	1.10	0.96	0.86	N/A
Young Drivers in Fatal and Serious Injury Crashes/100,000 Pop.	7.04	9.11	8.64	7.23	6.38	N/A
Older Drivers Involved in Fatal Crashes – Actual ^f	15	15	11	14	13	N/A
Older Drivers in Fatal Crashes/100 MVMT	0.18	0.18	0.13	0.18	0.17	N/A
Older Drivers in Serious Injury Crashes – Actual	54	44	63	47	46	40
Older Drivers in Fatal and Serious Injury Crashes/100 MVMT	0.84	0.72	0.89	0.77	0.75	N/A
Older Drivers in Fatal and Serious Injury Crashes/100,000 Pop.	6.57	5.60	7.03	5.80	5.62	N/A

Source: RIDOT, June 2013; Rhode Island DMV, June 2013; FARS, June 2013; 2004 to 2012 Rhode Island Observed Restraint Use Surveys.

- ^a Some numbers reported in this FFY 2013 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures and/or methodology.
- ^b 2012 FARS data is preliminary at time of reporting.
- ^c 2013 crash statistics reflect preliminary crash totals reported from January 1 through November 30. Citation/arrest data is reported based on federal fiscal year 2013. N/A indicates data was not available at the time of reporting.
- ^c NHTSA imputed.
- ^e Young drivers are defined as those age 16 to 20.
- ^f Older drivers are defined as those age 65+.

3.0 Program Areas

The program goals, performance measures, and projects identified for the nine program areas addressed in the FFY 2013 HSPP are described in this section.

3.1 IMPAIRED DRIVING

Problem Statement

The 2013 HSP stated that alcohol impaired driving comprised a large share of the State's crash fatalities in 2011 and 2012. Based on NHTSA imputed numbers, from 2011 through 2012, 38 percent of Rhode Island's fatalities involved a driver or motorcycle rider with blood alcohol concentration (BAC) of 0.08 or above.

Performance Measures and Targets

Table 3.3 summarizes the impaired driving performance measures and targets identified in the 2013 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.1 Impaired Driving Performance Measures

Performance Targets	Performance Measures
To decrease alcohol-impaired driving fatalities (those involving a legally intoxicated driver or motorcycle operator with a BAC of 0.08 or greater) by 3.2 percent annually, from 25 in 2010 (NHTSA imputed data) to 23 in 2013.	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.
To decrease alcohol-impaired driving serious injuries (those involving a legally intoxicated driver or motorcycle operator with a BAC of 0.08 or greater) by 3.2 percent annually, from 7 in 2010 to 6 in 2013.	Number of serious injuries involving a driver or motorcycle operator with a BAC of 0.08 or greater.
To collect and report data on the number of impaired driving arrests made during grant-funded enforcement activities in FFY 2013.	Number of impaired driving arrests made during grant-funded enforcement activities.
To decrease by 10 percent the number of impaired driving fatalities involving a BAC of 0.01 or higher, from a three-year average of 32 (2008-2010) to 29 (2011-2013) in 2013.	Number of crash fatalities involving a known BAC of 0.01 or higher.
To decrease by 16.6 percent the number of drivers involved in impaired driving fatal crashes with a known BAC of 0.01 or higher, from 18 in 2011 to 15 in 2013.	Number of drivers and motorcycle operators involved in fatal crashes with a known BAC of 0.01 or higher.
To increase the percentage of survey participants responding "Very Likely" or "Somewhat Likely" to the likelihood of being stopped by law enforcement after drinking to excess and driving from 59.6 percent to 61 percent in 2013.	Percent of survey participants responding "Very Likely" or "Somewhat Likely" to the likelihood of being stopped after drinking to excess and driving.
To increase the recognition of the slogan used by OHS to	Percent of survey respondents that recognize the impaired

Performance Targets	Performance Measures
support high-visibility impaired driving enforcement. (Drive Sober or Get Pulled Over slogan recognition in 2011 was a 27.1 percent).	driving enforcement slogan.

Projects and Funding

The 2013 HSP included 17 impaired driving projects to address the above performance measures and make progress towards the targets. Table 3.2 contains a list of the 17 projects, the relevant performance measures, the funds obligated to each project, and the project status. In FFY 2013, five impaired driving projects were either canceled or not started. Descriptions as to why these projects were either canceled or not started are found in the *Project Descriptions* section.



Table 3.2 FFY 2013 Impaired Driving Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2013)	Project Status
ID.P1	Impaired Driving Law Enforcement Patrols (“Drive Sober or Get Pulled Over”)	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); Fatalities (driver with BAC 0.01 or higher); Serious injuries (driver with BAC 0.08 or higher); Drivers and motorcycle operators in fatal crashes (BAC of 0.01 or higher); and Arrests. 	Sec. 402AL, 410, 164AL	\$391,350	Complete ●
ID.P2	Intoxilyzers for State and Local Law Enforcement and the Rhode Island Department of Health	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); Fatalities (driver with BAC 0.01 or higher); Serious injuries (driver with BAC 0.08 or higher); and Drivers and motorcycle operators in fatal crashes (BAC of 0.01 or higher). 	Sec. 164AL	\$49,000	In Progress ●
ID.P3	Impaired Driving Paid and Earned Media	<ul style="list-style-type: none"> Survey participants responding “Very Likely” or “Somewhat Likely” to the likelihood of being stopped after drinking to excess and driving; and Survey respondents that recognize the impaired driving enforcement slogan. 	Sec. 410PM, 164PM	\$315,000	Complete ●
ID.P4	Zero Fatalities Project (Duplicate Project)	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); Fatalities (driver with BAC 0.01 or higher); Serious injuries (driver with BAC 0.08 or higher); and Drivers and motorcycle operators in fatal crashes (BAC of 0.01 or higher). 	Sec. 164AL	\$15,000	Complete ●
ID.P5	Alcohol Survey	<ul style="list-style-type: none"> Survey respondents that recognize the impaired driving enforcement slogan. 	Sec. 164AL	\$25,674	Canceled ^a ⊗
ID.P6	MADD Team Spirit	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); 	Sec. 402AL	\$44,000	Complete ●
ID.P7	Traffic Safety Resource Prosecutor	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.01 or higher); 	Sec. 164AL	\$111,922	Complete ●
ID.P8	Resource Center (Duplicate Project)	<ul style="list-style-type: none"> Serious injuries (driver with BAC 0.08 or higher); and Drivers and motorcycle operators in fatal crashes (BAC of 0.01 or higher). 	Sec. 402OP, 402MC, 402PS, 402PT, 164AL	\$125,000	Complete ●

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2013)	Project Status
ID.P9	Law Enforcement Highway Safety Training Coordinator (LEHTSC), including Drug Recognition Expert (DRE) Training and Statewide Program (Duplicate Project)		Sec. 402PT, 410AL, 405	\$153,016	Complete ●
ID.P10	Creative Media (Duplicate Project)	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); Fatalities (driver with BAC 0.01 or higher); Serious injuries (driver with BAC 0.08 or higher); Drivers and motorcycle operators in fatal crashes (BAC of 0.01 or higher); Survey participants responding “Very Likely” or “Somewhat Likely” to the likelihood of being stopped after drinking to excess and driving; and Survey respondents that recognize the impaired driving enforcement slogan. 	Sec. 402PM	\$150,000	In Progress ●
ID.P11	Traffic Safety Resource Forensic Toxicologist (TSRFT)	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); Fatalities (driver with BAC 0.01 or higher); 	Sec. 402AL	\$95,142	Complete ●
ID.P12	SFST Assessment	<ul style="list-style-type: none"> Serious injuries (driver with BAC 0.08 or higher); and Drivers and motorcycle operators in fatal crashes (BAC of 0.01 or higher). 	Sec. 402AL	\$15,000	Not Started ○
ID.P13	Incentive Rewards Program (“Chief’s Challenge”)	<ul style="list-style-type: none"> Drivers and motorcycle operators in fatal crashes (BAC of 0.01 or higher). 	Sec. 402AL	\$3,000	Complete ●
ID.P14	Gas Chromatograph Mass Spectrometer (GCMS) and Headspace GC		Sec. 402AL, 164AL	\$166,000	Complete ●
ID.P15	Validation of GCMS		Sec. 410AL	\$54,000	Canceled ⊗
ID.P16	Borkenstein Drug Course – Training Grant		Sec. 402AL	\$6,000	Complete ●
ID.P17	Breath Analysis Simulator Replacement		Sec. 164AL	\$2,140	Complete ●
Total Funds Obligated (Impaired Driving)				\$1,721,244	

^a This performance measure is now obtained via inclusion in the Occupant Protection Survey.

Performance Results

Impaired driving continues to be an issue in Rhode Island, but in FFY 2013, OHS completed twelve impaired driving projects to help meet the performance targets. In particular, impaired driving arrests increased significantly and fatalities involving a driver with BAC of .08 or higher continued to decrease through 2012(2013 data are not available). Serious injuries however involving a driver with BAC of .08 or higher continue to increase.

Project Descriptions

The following are descriptions of the impaired driving projects, including the outcomes of the projects over the 2013 fiscal year.

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

Project Description - Implemented *Drive Sober or Get Pulled Over* (DSoGPO) overtime enforcement patrols by local city/town/state police departments. Thirty-three communities, the State Police, and the University of Rhode Island participated in the two DSoGPO annual mobilizations which occurred between December 14, 2012 to January 1, 2013 and August 16 to September 2, 2013. Patrols were conducted on Thursday, Friday, and Saturday evenings. Participating officers must be fully trained in the use of SFST or DRE detection techniques. This also includes RISP C.A.R.E. (Combined Accident Reduction Effort) patrols.

Project Title - Intoxilyzers for State and Local Law Enforcement and the Rhode Island Department of Health

Project Description - The devices were not provided before September 30, 2013 due to unexpected delays from the supplier. This delay did not allow for the equipment to be delivered before the end of FFY 2013 and was outside of OHS control. The goal is that this pilot project and the projects to provide Intoxilyzer 9000s to all municipal law enforcement agencies, the Rhode Island State Police and University of Rhode Island Police will be completed before September 30, 2014.

Project Title - Impaired Driving Paid and Earned Media

Project Description - OHS developed and implemented a statewide paid and earned media campaign for the DSoGPO campaigns which coincided with enforcement mobilizations in December 2012 and August/September 2013. The target audience was 21- to 34-year-old males. Media materials were produced in both English and Spanish and the venues were chosen based on market data for each audience.

Project Title - Zero Fatalities Project

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

Project Title - Alcohol Survey

Project Description - This telephone survey was canceled. OHS determined that a telephone survey was redundant to a DMV intercept survey, and that a DMV intercept survey is a better instrument to gauge public awareness. A contract has been awarded for DMV intercept surveys and survey work is in process. The Occupant Protection Survey was completed and included the Governors Highway Safety Association/NHTSA recommended questions regarding impaired driving. The responses to these questions may be found in Section 4 of this Report.

Project Title - MADD Team Spirit

Project Description - MADD Team Spirit is based on the Team Spirit Leadership Training developed and piloted by NHTSA over 13 years ago. MADD Rhode Island added an environmental approach to the original peer-to-peer model. The program includes the education component, and addresses the desire of the students to change the law and the norms surrounding drunk driving and underage drinking by offering opportunities to be involved with these processes. The mechanics of the program are youth led and youth driven. The 213 youth and adults, with a program coordinator, planned, developed, implemented, and evaluated the program in 2013.

Project Title - Traffic Safety Resource Prosecutor (TSRP)

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

Project Title - Resource Center

Project Description - OHS maintained appropriate resource and promotional materials for use by local and state programs for all age levels addressing, among other issues: child passenger safety, "Click It or Ticket," DSoGPO, "Obey the Sign or Pay the Fine," graduated drivers licensing (GDL), and underage alcohol use.

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

Project Description - The Rhode Island Municipal Police Academy continued to employ a full-time contract employee with OHS funds to serve as the LEHSTC. The LEHSTC promoted law enforcement participation in Operation Blue RIPTIDE, (Rhode Island Police Teaming for Impaired Driving Enforcement), conducted outreach to police chiefs, and provided traffic safety training. OHS also conducted Standardized Field Sobriety Testing (SFST) Refresher Training courses through the LEHSTC.

OHS continued to reinvigorate the DRE training and program implementation through the Municipal Police Academy's Law Enforcement Highway Safety Training Coordinator.

Project Title - Creative Media

Project Description - OHS decided to continue using the NHTSA creative for alcohol impaired driving.

Project Title - Traffic Safety Resource Forensic Toxicologist (TSRFT)

Project Description - OHS reimbursed the salary of a Full-Time Equivalent (FTE), who served as the Traffic Safety Resource Forensic Toxicologist at the Rhode Island Department of Health, Forensics Laboratory.

Project Title - SFST Assessment

Project Description - OHS decided to have an Occupant Protection Assessment conducted in FFY 2013 to meet additional criteria to qualify for MAP-21 Sec. 405(b) funds and will request an SFST Assessment during FFY 2014.

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

Project Description - OHS funded the purchase of NHTSA approved highway safety equipment to reward state and local law enforcement agencies for their participation in the OHS overtime enforcement program as well as for outstanding achievements as part of a competition among the departments.

Project Title - Gas Chromatograph Mass Spectrometer (GCMS) and Headspace GC

Project Description - Purchased a new GCMS and a new Headspace GC for the Department of Health, Forensic Laboratories. The equipment is dedicated solely to testing forensic samples arising from motor vehicle cases. These instruments provide consistent testing reliability and ensure samples are processed in a timely manner, thus increasing prosecutorial capabilities. The new Headspace GC has better drug detection, identification and quantification of drugs, especially the newly emerging synthetic cannabinoids class. NHTSA regulations call for proportionate funding of equipment used for nonhighway safety-related

purposes; however, since this equipment was used solely to identify evidence of drunk and drugged driving, only NHTSA funds were used to fund these items.

Project Title - Validation of GCMS (subject to approval of purchase of GCMS by NHTSA)

Project Description - This project was canceled. It was not approved by NHTSA due to concerns about supplanting.

Project Title - Borkenstein Drug Course - Training Grant

Project Description - To address the need for continuing education of employees of Forensic Breath Analysis Units and the Forensic Toxicology Units, the Robert F. Borkenstein Course on Drugs, Alcohol, and Highway Safety was created in 1958. Located at Indiana State University, this is the premier school in the philosophy of alcohol and drug impairment. The attendance of two employees from the Department of Health’s Toxicology Lab increased efficiency within the lab, increased prosecutorial ability, and provided for greater understanding of alcohol and drugs in relation to traffic safety and presentation of alcohol in the courtroom.

Project Title - Breath Analysis Simulator Replacement

Project Description - The Rhode Island Department of Health, Forensics Labs is required by statute and regulation to inspect monthly all breath testing equipment used by law enforcement in the State. The office performs more than 60 inspections per month using a device called a “wet bath simulator,” which houses a known reference solution that is introduced into the breath instruments by way of a simulator. This project replaced two simulators that are more than three years old and in need of repair, the original purchase of which was reimbursed by OHS.



3.2 OCCUPANT PROTECTION

Problem Statement

When the 2013 HSP was developed, Rhode Island's observed safety belt use had decreased from 80 percent in 2011 to 78 percent in 2012. The number of unrestrained passenger vehicle occupant fatalities had been showing downward trends since 2009. Following the passage of a *permanent* Primary Belt Law, the statewide belt use rate increased to 85.6% in 2013 - the highest level ever recorded in the state.

Performance Measures and Targets

Table 3.3 summarizes the occupant protection performance measures and targets identified in the 2013 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.3 Occupant Protection Performance Measures

Performance Targets	Performance Measures
To increase by 2.5 percentage points the statewide-observed safety belt use rate for front seat occupants in passenger vehicles, from 77.5 percent in 2012 to 80 percent in 2013.	Percent of front seat vehicle occupants who are observed using safety belts.
To decrease the number of unrestrained passenger vehicle occupant fatalities, in all seat positions, by 3.2 percent annually, from 22 in 2011 to 21 in 2013.	Number of unrestrained passenger vehicle occupant fatalities (all seating positions).
To decrease the number of unrestrained passenger vehicle occupant serious injuries, in all seat positions, by 3.2 percent annually, from 120 in 2010 to 109 in 2013.	Number of unrestrained passenger vehicle occupant serious injuries (all seating positions).
To increase the number of safety belt citations issued during grant-funded enforcement activities during the May-June Click It or Ticket National Mobilization, from 3,995 in 2012.	Number of safety belt citations issued during grant-funded enforcement activities.
To increase safety belt use among pickup truck drivers, as measured by observations, from 63.9 percent in 2012.	Percent of pickup truck drivers observed using safety belts.
To increase awareness of the "Click It or Ticket" slogan, as measured by a telephone survey, from 90 percent in 2012.	Percent of telephone survey participants aware of the "Click It or Ticket" slogan.
To increase the perception people will be ticketed for failure to wear safety belts "always" or "most of the time," as measured by a telephone survey, from 38.8 percent in 2012.	Percent of telephone survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt.
To decrease by 12.7 points the percent of unrestrained passenger vehicle occupant fatalities, from 64.7 percent in 2011 to 52 percent in 2013 (three-year average is 67.1 percent).	Percent of passenger vehicle occupant fatalities not wearing a restraint.

Projects and Funding

The 2013 HSP identified 15 occupant protection projects to address the above performance measures and make progress towards the targets. Over the year, OHS also initiated one occupant protection project, not listed in the 2013 HSP. Table 3.4 lists the 16 projects, including the one new project; the relevant performance measures; the funds obligated to each project; and the project status. In FFY 2013, two occupant protection projects were either canceled or not started. Explanations for why these projects were canceled are found in the *Project Descriptions* section.



Table 3.4 FFY 2013 Occupant Protection

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2013)	Project Status
OP.P1	“Click It or Ticket” (CIOT) Law Enforcement Patrols	<ul style="list-style-type: none"> • Front seat vehicle occupants observed using safety belts; • Unrestrained passenger vehicle occupant fatalities (all seating positions); • Unrestrained passenger vehicle occupant serious injuries (all seating positions); • Safety belt citations issued during grant-funded enforcement activities; • Pickup truck drivers observed using safety belts; and • Passenger vehicle occupant fatalities not wearing a restraint (%). 	Sec. 402OP	\$238,000	Complete ●
OP.P2	Child Passenger Safety (CPS)	<ul style="list-style-type: none"> • Unrestrained passenger vehicle occupant fatalities (all seating positions); • Unrestrained passenger vehicle occupant serious injuries (all seating positions); and • Passenger vehicle occupant fatalities not wearing a restraint (%). 	Sec. 402OP	\$163,000	Complete ●
OP.P3	CPS Outreach to At-Risk Populations (Minorities and Teen Parents)	<ul style="list-style-type: none"> • Front seat vehicle occupants observed using safety belts; • Unrestrained passenger vehicle occupant fatalities (all seating positions); • Unrestrained passenger vehicle occupant serious injuries (all seating positions); and • Passenger vehicle occupant fatalities not wearing a restraint (%). 	Sec. 2011OP	\$30,000	In Progress ●
OP.P4	CIOT Observational Surveys	<ul style="list-style-type: none"> • Front seat vehicle occupants observed using safety belts; and • Pickup truck drivers observed using safety belts. 	Sec. 402OP	\$41,742	In Progress ●
OP.P5	Occupant Protection Paid and Earned Media	<ul style="list-style-type: none"> • Telephone survey participants aware of the “Click It or Ticket” slogan; and • Telephone survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt. 	Sec. 402PM	\$350,000	Complete ●
OP.P6	CIOT Statewide Phone Surveys		Sec. 405	\$25,674	Canceled ⊗
OP.P7	CIOT DMV Intercept Survey	<ul style="list-style-type: none"> • Safety belt citations issued during grant-funded enforcement activities. 	Sec. 405OP	\$33,131	In Progress ●
OP.P8	Safe Communities Partnership – Woonsocket (WSCP)	<ul style="list-style-type: none"> • Unrestrained passenger vehicle occupant fatalities (all seating positions); • Unrestrained passenger vehicle occupant serious injuries (all seating positions); and • Passenger vehicle occupant fatalities not wearing a restraint (%). 	Sec. 402SA	\$50,000	Complete ●

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2013)	Project Status
OP.P9	Law Enforcement Highway Safety Training Coordinator (LEHTSC), including Drug Recognition Expert (DRE) Training and Statewide Program (Duplicate Project)	<ul style="list-style-type: none"> Unrestrained passenger vehicle occupant fatalities (all seating positions); Unrestrained passenger vehicle occupant serious injuries (all seating positions); and Passenger vehicle occupant fatalities not wearing a restraint (%). 	Sec. 402PT, 410AL, 405	\$153,016	Complete ●
OP.P10	Rollover Simulator Demonstrations – Rhode Island State Police (RISP)		Sec. 405	\$16,250	Complete ●
OP.P11	Resource Center (Duplicate Project)		Sec. 402OP	\$25,000	Complete ●
OP.P12	Creative Media (Duplicate Project)	<ul style="list-style-type: none"> Telephone survey participants aware of the “Click It or Ticket” slogan; and Telephone survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt. 	Sec. 402PM	\$150,000	In Progress ◐
OP.P13	Child Safety Seats and Booster Seats for Low-Income, Needy Families	<ul style="list-style-type: none"> Unrestrained passenger vehicle occupant fatalities (all seating positions); Unrestrained passenger vehicle occupant serious injuries (all seating positions); and 	Sec. 2011OP	\$135,000	Complete ●
OP.P14	Child Seat Projects	<ul style="list-style-type: none"> Passenger vehicle occupant fatalities not wearing a restraint (%). 	Sec. 2011OP	\$136,771	In Progress ◐
OP.P15	Fire Department’s Training for Hybrid Vehicle Extraction		Sec. 402EM	\$41,197	Canceled ⊗
OP.P16	Seat Belt Education and Statewide Public Outreach Initiative (New Project)		Sec. 406	\$1,000,000	In Progress ◐
Total Funds Obligated (Occupant Protection)				\$2,588,781	

Performance Results

In 2011 and 2012, occupant fatalities accounted for nearly one-third of the deaths, but the number of unrestrained passenger vehicle occupant fatalities continued to decline. OHS completed eight occupant protection projects and has another six in progress, to help meet the performance targets. In particular, seatbelt citations increased significantly and fatalities and serious injuries for unrestrained passenger vehicle occupants (all seating positions) declined.

Project Descriptions

The following are descriptions of the occupant protection projects, including the outcomes of the project over the 2013 fiscal year.

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

Project Description - OHS funded implementation of the CIOT overtime enforcement patrols by local city/town/State police departments. Thirty-seven communities and the State Police participated. Patrols were conducted during both daytime and nighttime hours, including mandatory participation for the national mobilization, May 20 to June 2, 2013 and three State mobilizations (Thanksgiving holiday travel, November 19-26, 2012, March 18-24, 2013, and September 23-29, 2013).

Project Title - Child Passenger Safety (CPS)

Project Description - This project provided funds for law enforcement personnel to conduct CPS clinics. This enabled each law enforcement agency, with a certified national Child Passenger Safety Technician (CPST), to send at least one CPST to the Bi-Regional NHTSA CPS Conference in Atlantic City, New Jersey in October 2012.

Project Title - CPS Outreach to At-Risk Populations (Minorities and Teen Parents)

Project Description - OHS solicited applications from organizations affiliated with a Level 1 Trauma Center to provide car seats and booster seats to needy families, consistent with Section 2011 rules, by conducting outreach targeting families participating in Head Start and teen parent programs. A grant will be awarded in FFY 2014.

Project Title - CIOT Observational Surveys

Project Description - OHS conducted the full observational safety belt survey in November and December 2013, according to NHTSA regulations.

Project Title - Occupant Protection Paid and Earned Media

Project Description - OHS developed and implemented a statewide paid and earned media campaign for the CIOT campaigns in November 2012, March 2013, May-June 2013, and September 2013. The target audience was 16- to 34-year-old males. Media materials were produced in both English and Spanish with the venues chosen based on market data for each audience.

Project Title - CIOT Statewide Phone Surveys

Project Description - This telephone survey was canceled. OHS determined that a telephone survey was redundant to a DMV intercept survey, and that a DMV intercept survey is a better instrument to gauge public awareness. A contract has been awarded for DMV intercept surveys and survey work is in process.

Project Title - CIOT DMV Intercept Survey

Project Description - "Pre-" and "Post-" DMV office intercept surveys were conducted to assess the public awareness and effectiveness of the CIOT media and enforcement campaigns in November 2013.

Project Title - Safe Communities Partnership - Woonsocket (WSCP)

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

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

Project Description - OHS funded the Rhode Island Municipal Police Academy to employ a full-time contract employee to serve as the LEHSTC. The LEHSTC promoted law enforcement participation in Operation Blue RIPTIDE, conducted outreach to police chiefs, and provided traffic safety training.

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

Project Description - OHS worked with RISP to promote and conduct Rollover Simulator demonstrations in 15 locations.

Project Title - Resource Center

Project Description - OHS maintained appropriate resource and promotional materials for use by local and state programs for all age levels addressing, among other issues: CPS, CIOT, DSoGPO, Obey the Sign or Pay the Fine, and underage alcohol use.

Project Title - Creative Media

Project Description - OHS used the State Master Price Agreement for creative media services to create and produce ads for major occupant restraint campaigns.

Project Title - Child Safety Seats and Booster Seats for Low-Income, Needy Families

OHS conducted a statewide needs analysis for child safety seats and booster seats for children living in families on any form of public assistance and purchased child safety seats and booster seats.

Project Title - Child Seat Projects

Project Description - Information was conveyed via paid media.

Project Title - Fire Department's Training for Hybrid Vehicle Extraction

Project Description - This training was accomplished through the Rhode Island Municipal Police Academy in conjunction with the OHS grant-funded Law Enforcement Highway Safety Training Coordinator. Thus, a separate project was not required.

Project Title - Seat Belt Education and Statewide Public Outreach Initiative

Project Description - RIDOT contracted with several nonprofit organizations to educate minority, low-income, and non-English speaking populations on the benefits of seat belt usage. The outreach also spread awareness of Rhode Island's primary seat belt law. This project will carry forward into FFY 2014.



Child Restraint Grant Program Report

During FFY 2013, OHS purchased 2,346 child safety seats. The funding was spent in accordance with 23 USC 405 Section 2011. Because these seats were not purchased until late in the FFY, however, no seats were distributed in FFY 2013.

OHS sponsored Safe Kids Rhode Island 32-hour national Child Passenger Safety Technician (CPST) certification courses, which were conducted on July 30 and 31, and August 1 and 6, 2013 at the Rhode Island State Police Headquarters in Scituate, Rhode Island. The NHTSA National Child Passenger Safety Certification Training Program curriculum was used for this training. Twenty-one CPSTs were certified, representing the following agencies:

- Barrington Police Department;
- Burrillville Police Department;
- Cumberland Police Department;
- East Providence Police Department;
- Jamestown Police Department;
- Johnston Police Department;
- Middletown Police Department;
- Rhode Island State Police;
- Westerly Police Department;
- Injury Prevention Center, Rhode Island Hospital;
- Hasbro Children's Hospital; and
- Women and Infants Hospital.

With regard to OHS' program to educate the public concerning proper installation and use of child restraints, OHS commissioned the creation of advertising designed to drive parents and caregivers to a new microsite: <http://www.saveourkidsri.com/>, which provides a wealth of child passenger safety information, especially regarding the "4 Steps" of child restraint. The paid advertising was scheduled to run concurrent with "National Child Passenger Safety Week," September 15-21, 2013, and is described in detail in the "Paid Media Report" Section of this Report.

3.3 SPEED

Problem Statement

Rhode Island has had mixed success in reducing speed-related fatalities, with regular fluctuations in fatalities. When the 2013 HSP was developed, speed-related fatalities made up for 33 percent of all traffic fatalities (2007-2011 data). In 2012, they made up 48 percent of the fatalities.

Performance Measures and Targets

Table 3.5 summarizes the speed-related performance measures and targets identified in the 2013 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.






Table 3.5 Speed Performance Measures

Performance Targets	Performance Measures
To decrease by 3.2 percent annually, the number of speeding-related fatalities from 14 in 2011 to 13 in 2013.	Number of speeding-related fatalities.
To increase the number of speeding citations issued during grant-funded enforcement activities from 5,802 in 2011 to 6,000 in 2013.	Number of speeding citations issued during grant-funded enforcement activities.
To increase the number of speeding citations written and tracked monthly on all overtime speed patrols.	Number of monthly speeding citations written and tracked monthly on all overtime speed patrols.

Projects and Funding

The 2013 HSP identified five speed projects to address the above performance measures and make progress towards the targets. Table 3.6 lists the five projects; the relevant performance measures; the funds obligated to each project; and the project status. In FFY 2013, two speed projects were either canceled or not started. Explanations for the cancellation or delay of the projects are found in the *Project Descriptions* section.

Table 3.6 FFY 2013 Speed Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2013)	Project Status
SP.P1	“Obey the Sign or Pay the Fine” Law Enforcement Patrols	<ul style="list-style-type: none"> Speeding citations issued during grant-funded enforcement activities; and 	402PT	\$150,000	Compl 
SP.P2	“Obey the Sign or Pay the Fine” Paid and Earned Media	<ul style="list-style-type: none"> Monthly speeding citations written and tracked monthly on all overtime speed patrols. 	402PM	\$90,000	Compl 
SP.P3	Creative Media (Duplicate Project)		402PM	\$150,000	Not Sta 
SP.P4	Speeding Ticket Holder Sleeve and Web Site Project Description	<ul style="list-style-type: none"> Speeding-related fatalities. 	402PM	\$100,000	Cance 
SP.P5	Resource Center (Duplicate Project)	<ul style="list-style-type: none"> Speeding citations issued during grant-funded enforcement activities; and Monthly speeding citations written and tracked monthly on all overtime speed patrols. 	402PM	\$25,000	In Prog 
Total Funds Obligated (Speeding)				\$515,000	

Performance Results

The data are not final for 2013, but in 2012, speed-related fatalities increased 35 percent between 2011 and 2012. To lower this percentage, OHS completed two speed projects in FY 2013 and has one in progress, achieving two of the three performance targets identified in the 2013 HSP. In particular, the number of speed citations written in FY 2013 was 4 percent higher than the target and the number of monthly citations written in FFY 2013 also exceeded the 2013 HSP target.

Project Descriptions

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

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

Project Description - OHS funded implementation of the “Obey the Sign or Pay the Fine” overtime speed enforcement patrols by local city/town/state police departments. Communities and the State Police participated. Patrols were conducted during daylight hours and there is mandatory participation in one annual enforcement period. This also includes RISP C.A.R.E. patrols and travel.

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

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

Project Title - Creative Media

Project Description - Creative media this fiscal year focused on impaired riding. Staffing limitations and time constraints prevented the development of speed-related media.

Project Title - Speeding Ticket Holder Sleeve and Web Site Project Description

Project Description - This project was recommended for cancellation by NHTSA.

Project Title - Resource Center

Project Description - OHS maintained appropriate resource and promotional materials for use by local and state programs for all age levels addressing, among other issues: CPS; CIOT; DSoGPO; Obey the Sign or Pay the Fine; and underage alcohol use.

3.4 YOUNG DRIVERS

Problem Statement

Consistent with national trends, young drivers were overrepresented in fatal crashes in Rhode Island when the 2013 HSP was developed. Young drivers aged 16 to 20 years represented a small percent of Rhode Island’s licensed driver population, yet comprised 11 percent of all the fatal crashes. Between 2011 and 2012 young drivers involved in fatal crashes remained the same at 4, but young drivers in serious injury crashes declined.

Performance Measures and Targets

Table 3.7 summarizes the young driver performance measures and targets identified in the 2013 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.








Table 3.7 Young Driver Performance Measures

Performance Targets	Performance Measures
To maintain the number of young drivers age 16 to 20 involved in fatal crashes at or below the 3-year average (2008-2010) of nine.	Number of young drivers (age 16 to 20) involved in fatal crashes.
To decrease the number of young driver (age 16 to 20) fatalities (from 7 in 2010).	Number of young drivers (age 16 to 20) fatalities.
To decrease the number of young driver (age 16 to 20) involved fatalities by 3.2 percent annually, from 9 in 2010 to eight in 2013.	Number of young drivers (age 16 to 20) involved fatalities.
To decrease the number of young driver (age 16 to 20) involved serious injuries by 3.2 percent annually, from 140 in 2010 to 127 in 2013.	Number of young drivers (age 16 to 20) involved serious injuries.
To implement a minimum of four contacts with parents/ care givers to provide information on alcohol and/or safety belt use for young drivers.	Number of contacts with parents/care givers to provide information on the role of alcohol and/or primary safety belt use for young drivers.

Projects and Funding

The 2013 HSP identified seven young driver projects to address the above performance measures and make progress towards the targets. Table 3.8 lists the seven projects; the relevant performance measures; the funds obligated to each project; and the project status. In FFY 2013, two young driver projects were canceled and explanations for the cancellations can be found in the *Project Descriptions* section.

Table 3.8 FFY 2013 Young Driver Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2013)	Project Status
YD.P1	Occupant Protection, Distracted Driving, and Underage Drinking Paid and Earned Media	<ul style="list-style-type: none"> Young drivers (age 16 to 20) involved in fatal crashes; Young drivers (age 16 to 20) fatalities; Young drivers (age 16 to 20) involved fatalities; Young drivers (age 16 to 20) involved serious injuries; and Contacts with parents/care givers to provide information on the role of alcohol and/or primary safety belt use for young drivers. 	Sec. 402PM	\$15,000	Comple 
YD.P2	Seat Belt Series	<ul style="list-style-type: none"> Young drivers (age 16 to 20) involved in fatal crashes; 	Sec. 402OP	\$20,000	Cancele 
YD.P3	ThinkFast Interactive High School Education Program	<ul style="list-style-type: none"> Young drivers (age 16 to 20) fatalities; Young drivers (age 16 to 20) involved fatalities; and 	Sec. 402AL, 402OP	\$45,000	Comple 
YD.P4	Student Advisory Board	<ul style="list-style-type: none"> Young drivers (age 16 to 20) involved serious injuries. 	Sec. 402AL	\$5,000	Cancele 
YD.P5	Pedal Cart Driving Simulators		Sec. 164AL	\$10,000	Comple 
YD.P6	Zero Fatalities Project (Duplicate Project)		Sec. 164AL	\$15,000	Comple 
YD.P7	Youth in Action/Power of Parents	<ul style="list-style-type: none"> Contacts with parents/care givers to provide information on the role of alcohol and/or primary safety belt use for young drivers. 	Sec. 402AL, 402OP	\$21,000	Comple 
Total Funds Obligated (Young Drivers)				\$131,000	

Performance Results

OHS completed five projects related to young driver education to help meet all of the performance targets identified in the 2013 HSP.

Project Descriptions

The following are descriptions of the young driver projects, including the outcomes of the project over the 2013 fiscal year.

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

Project Description - This project provided for placement of media associated with young driver programs, including such opportunities as the WBRU Summer Concert Series and local, school-specific media.

Project Title - Seat Belt Series

Project Description - The seat belt series concept was canceled in favor of the "Buckle Up Shuffle."

Project Title - ThinkFast Interactive High School Education Program

Project Description - The ThinkFast Interactive program was performed at five high schools in Rhode Island during FFY 2013. This game show-style program blends critical highway safety messaging with engaging pop culture references to command the attention of a school assembly.

Project Title - Student Advisory Board

Project Description - Through discussion with our highway safety partners, it was determined this project would be redundant and unnecessary. The concept has been implemented outside of RIDOT without NHTSA funding.

Project Title - Pedal Cart Driving Simulators

Project Description - Rather than purchasing two pedal carts, OHS granted funds to the Cranston Police Department to buy two electronic SIDNE carts. The carts can be set to "impaired mode," which allows users to simulate the difficulty of navigating when impaired. Cranston PD will be offering the SIDNE cart demonstrations to other Rhode Island schools throughout FFY 2014.

Project Title - Zero Fatalities Project

Project Description - The TSRP worked with the Department of Corrections, MADD and the school departments to develop this innovative project. High school students took a school bus to the prison and participated in listening sessions with prisoners convicted of DUI resulting in death. The prisoners

discussed the actions leading up to the incident and the impact it has had on their lives and on those around them.

Project Title – Youth in Action/Power of Parents

Project Description – MADD Rhode Island engaged two key demographics in the community through two innovative programs. Youth in Action helps young people focus on law enforcement, educational, and policy-level changes, which affect underage drinking. Power of Parents is an interactive training session for parents who are looking for guidance when dealing with youth and destructive decisions.



3.5 MOTORCYCLES

Problem Statement

From 2006 through 2011, motorcyclist fatalities in Rhode Island have fluctuated between a low of seven in 2008 to a high of 19 in 2009. In 2012, fatalities dipped back down to eight. The data also indicated the majority of fatalities involved motorcycle operators, not passengers, and most are unhelmeted. Current laws do not require helmets for riders with one or more years of experience.

Performance Measures and Targets

Table 3.9 summarizes the motorcycle performance measures and targets identified in the 2013 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.






Table 3.9 Motorcycle Performance Measures

Performance Targets	Performance Measures
To maintain the number of motorcycle fatalities at the 5-year average (2006-2010) of 14 in 2013.	Number of motorcycle fatalities.
To decrease the number of unhelmeted motorcycle fatalities by 28 percent from a 5-year average (2006-2010) of nine to seven in 2013.	Number of unhelmeted motorcycle fatalities.
To decrease by two percentage points motorcycle operator crash fatalities with a known BAC of 0.01 or higher, from the 5-year average (2006 to 2010) of 47 percent to 45 percent in 2013.	Percent of all motorcycle operator crash fatalities with a known BAC of 0.01 or higher.
To decrease by three percentage points motorcycle operator fatalities who were legally intoxicated, from the 5-year NHTSA imputed average of 48 percent (2006 to 2010) to 45 percent in 2013.	Percent of motorcycle operator fatalities who were legally intoxicated.

Projects and Funding

The 2013 HSP identified five motorcycle projects to address the above performance measures and make progress towards the targets. Table 3.10 lists the five projects; the relevant performance measures; the funds obligated to each project; and the project status. In FFY 2013, three motorcycle projects were not started. Explanations for the delay of the projects are found in the *Project Descriptions* section.

Table 3.10 FFY 2013 Motorcycle Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2013)	Project Status
MC.P1	Motorcycle Paid and Earned Media	<ul style="list-style-type: none"> Motorcycle fatalities; and Unhelmeted motorcycle fatalities 	Sec. 2010	\$88,750	Complete 
MC.P2	Mobile Motorcycle Outreach Training Unit	<ul style="list-style-type: none"> Motorcycle fatalities; Unhelmeted motorcycle fatalities; Motorcycle operator crash fatalities with a known BAC of 0.01 or higher; and Motorcycle operator fatalities who were legally intoxicated. 	Sec. 2010	\$150,000	Not Starte 
MC.P3	Mobile Motorcycle Outreach Training Support (MMOTS)	<ul style="list-style-type: none"> Motorcycle fatalities. 	Sec. 2010	\$20,000	Not Starte 
MC.P4	Motorcycle Resource and Outreach Center	<ul style="list-style-type: none"> Motorcycle fatalities; Unhelmeted motorcycle fatalities; Motorcycle operator crash fatalities with a known BAC of 0.01 or higher; and Motorcycle operator fatalities who were legally intoxicated. 	Sec. 402MC	\$25,000	In Progres 
MC.P5	Police Motorcycle Training	<ul style="list-style-type: none"> Motorcycle fatalities. 	Sec. 2010	\$25,000	Not Starte 
Total Funds Obligated (Motorcycle Safety)				\$308,750	

Performance Results

Motorcycle fatalities, particularly unhelmeted drivers, and serious injuries continue to be a concern, but OHS completed one motorcycle project in FFY 2013 and has one in progress. The data are not final for two of the four motorcycle performance targets, but media programs, combined with outreach, have helped OHS exceed the motorcycle fatality target and meet the unhelmeted target. It is too soon to report on the targets for motorcycle operator crash fatalities with a known BAC of .01 or higher and motorcycle operator fatalities who were legally intoxicated.

Project Descriptions

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

Project Title - Motorcycle Paid and Earned Media

Project Description - OHS utilized paid and earned media to address visibility issues, safety, and motorcycle awareness for all drivers, particularly during Motorcycle Awareness Month. As supported by data, the target audience for motorcycle media is older than for most of other media programs and includes males 35 to 54 years of age.

Project Title - Mobile Motorcycle Outreach Training Unit

Project Description - RIDOT was unable to determine the appropriate specifications for the unit in time to obtain a quote. RIDOT has solicited help from our partner agencies in an effort to identify the equipment best suited for this purpose.

Project Title - Mobile Motorcycle Outreach Training Support (MMOTS)

Project Description - The training support project is dependent on the successful acquisition of a training unit. With the delay of the unit, the training support also was delayed.

Project Title - Motorcycle Resource and Outreach Center

Project Description - OHS maintained appropriate resource and promotional materials for use by local and state programs specifically for the motorcycle community addressing speeding; use of appropriate gear (helmets and visibility); and drinking and riding.

Project Title - Police Motorcycle Training

Project Description - Logistically, RIDOT was unable to obtain buy-in from the necessary stakeholders needed to make this project work.

3.6 OTHER ROAD USERS

Problem Statement

Although crashes in Rhode Island are dominated by personal automobiles, other modes of transportation require consideration. Other transportation modes are generally classified as motorized (school buses) and nonmotorized (pedestrian and bicycle) modes. At the time the 2013 HSP was developed, pedestrian fatalities comprised 21 percent of all fatalities (2011 data). Between 2008 and 2011, pedestrian serious injuries increased by 123 percent from 30 to 67. Bicyclist fatalities had fluctuated between zero and two since 2004. Bicycle serious injuries however, follow an increasing trend similar to pedestrian serious injuries. In 2012, pedestrian fatalities decreased to five, but serious injuries remained consistent; bicycle fatalities increased to two, but serious injuries declined.

Performance Measures and Targets

Table 3.11 summarizes the performance measures and targets identified for other road users in the 2013 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.11 Other Road Users Performance Measures

Performance Targets	Performance Measures
To maintain the number of crash fatalities among pedestrians at or below the 5-year average (2006-2010) of 13 in 2013.	Number of pedestrian fatalities.
To maintain zero crash fatalities among school bus occupants in 2013.	Number of crash fatalities among school bus occupants.
To maintain zero crash fatalities among bicyclists in 2013.	Number of bicyclist fatalities.
To decrease by 10 percent the number of pedestrian fatalities with a BAC of 0.08 or greater, from the 5-year NHTSA imputed average (2006-2010) of 4 to 3 in 2013.	Number of pedestrian fatalities with a known BAC of 0.08 or greater.

Projects and Funding

The 2013 HSP identified three other road user projects to address the above performance measures and make progress towards the targets. Table 3.12 lists the three projects; the relevant performance measures; the funds obligated to each project; and the project status. In FFY 2013, one project was canceled and an explanation for the cancellation can be found in the *Project Descriptions* section.

Table 3.12 FFY 2013 Other Road User Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2013)	Project Status
OU.P1	Safe Communities Partnership Cranston Child Opportunity Zone (COZ)	<ul style="list-style-type: none"> • Pedestrian fatalities; and • Bicyclist fatalities. 	Sec. 402PS	\$35,000	Complete ●
OU.P2	Statewide Bike/PED Safety Day		Sec. 402PS	\$50,000	Canceled ⊗
OU.P3	National Nights Out Safety Events		Sec. 402PT	\$50,000	Complete ●
Total Funds Obligated (Other Road Users)				\$135,000	

Performance Results

In FFY 2013, OHS completed two projects related to other road users, but they were not specifically focused on bicycle and pedestrian safety. OHS was not able to meet its' performance targets for pedestrian or bicycle fatalities as preliminary 2103 data indicates that both increased over 2011 and 2012 numbers. With more facilities and opportunities to bike and walk, pedestrian and bicycle fatalities and serious injuries are trending upwards. In the future, OHS will consider targeted activities and projects. Crash fatalities among school bus occupants remained at zero and data is not available to know if the pedestrian fatalities with a known BAC or .08 or greater performance target will be met.

Project Descriptions

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

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

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

Project Title - Statewide Bike/PED Safety Day

Project Description - Bike Safety Day in FY 2013 was canceled due to scheduling difficulties and the timing needed to obtain the necessary approvals and purchase orders. RIDOT intends to host Bike Safety Day during FY 2014.

Project Title - National Nights Out Safety Events

Project Description - The OHS worked closely with municipal police departments to deliver an effective highway safety message to local residents. Each year, several Rhode Island police departments participate in "National Night Out," a campaign that highlights safe behaviors while allowing residents to meet their local law enforcement. OHS efforts will encourage greater statewide participation and will help make a more robust event.

3.7 TRAFFIC RECORDS

Problem Statement

The traffic records system allows for collection and reporting of data elements necessary for problem identification, problem analysis, and countermeasure evaluation in all areas of traffic safety in the state. Some of the identified issues, include: Lack of data integration; Flawed injury data; Lack of serious injury data for speed-related crashes; Lack of roadway/roadside inventory data; Incomplete toxicology reports for impaired driving; Lack of data on contributing factors in run-off-road fatalities; and Low numbers for distracted driving crashes.

Performance Measures and Targets

Table 3.13 summarizes the traffic records performance measures and targets identified in the 2013 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.13 Traffic Records Performance Measures

Performance Targets	Performance Measures
To increase the timeliness of entering Accident Report data to a driver’s history file at the RIDMV from over 4.5 months to 14 days.	Number of days to enter Accident Report data to a driver’s history file from date of report submission to RIDMV to date of data entry.
To increase by 18 the number of law enforcement agencies backfilling data into electronic citations, from 20 in December 2011 to 38 in December 2012.	Number of law enforcement agencies backfilling data into citations.

Projects and Funding

The 2013 HSP identified 17 traffic records projects to address the above performance measures and make progress towards the targets. Over the year, OHS also initiated four additional projects, not listed in the 2013 HSP. Table 3.14 lists the 21 projects, including the 4 new projects; the relevant performance measures; the funds obligated to each project; and the project status. In FFY 2013, 12 traffic records projects were either canceled or not started. Explanations for why these projects were canceled are found in the *Project Descriptions* section.

Table 3.14 FFY 2013 Traffic Records Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2013)	Project Status
TR.P1	Traffic Records Coordinating Committee Consultant Services (New obligated amount)	<ul style="list-style-type: none"> Days to enter Accident Report data to a driver’s history file from date of report submission to RIDMV to date of data entry; and 	Sec. 408	\$50,000	Complete ●
TR.P2	Traffic Records Coordinator (New obligated amount)	<ul style="list-style-type: none"> Law enforcement agencies backfilling data into citations. 	Sec. 408	\$10,000	Complete ●
TR.P3	Local Law Enforcement Traffic Records Equipment (New obligated amount)		Sec. 408	\$125,607	In Progress ●
TR.P4	Data Collection, Analysis, and Recommendation – Northeastern University (Duplicate Project) (New obligated amount)	<ul style="list-style-type: none"> No Related PM (Relates to Racial Profiling PMs). 	Sec. 408	\$360,000	In Progress ●
TR.P5	New World Communities Brought Into Race Data Collection (Duplicate Project)		Sec. 408	\$110,000	Not Started ○
TR.P6	Department of Health Data Integration – EMS (RIDOH EMS)	<ul style="list-style-type: none"> No Related PM (Improved reporting). 	Sec. 408	\$100,000	In Progress ●
TR.P7	GIS Map Interface for Rhode Island’s Electronic Crash Reporting System	<ul style="list-style-type: none"> No Related PM (Improved accuracy/location). 	Sec. 408	\$100,000	Canceled ⊗
TR.P8	Enterprise LRS and Road Inventory Implementation Project (RIDOT) (New obligated amount)		Sec. 408	\$423,850	Not Started ○
TR.P9	Electronic Conversion of Dealer Plates on Demand (RIDMV)	<ul style="list-style-type: none"> Law enforcement agencies backfilling data into citations. 	Sec. 408	\$65,000	Canceled ⊗
TR.P10	Scanning Backlogged Citations (RITT)		Sec. 408	\$100,000	Not Started ○
TR.P11	Rhode Island Traffic Tribunal Interface Project (RITT)	<ul style="list-style-type: none"> No Related PM (Data linkage improvement). 	Sec. 408	\$49,558	Canceled ⊗
TR.P12	Police Department Document Imaging Integration Project (RITT)	<ul style="list-style-type: none"> Days to enter Accident Report data to a driver’s history file from date of report submission to RIDMV to date of data entry; and 	Sec. 408	\$73,034	Canceled ⊗
TR.P13	Rhode Island Traffic Tribunal Municipal Court Document Imaging Integration Program (RITT)	<ul style="list-style-type: none"> Law enforcement agencies backfilling data into citations. 	Sec. 408	\$154,400	Canceled ⊗

TR.P14	Rhode Island Traffic Tribunal E-Citation Municipal Court Disposition Enhancement Program (RITT)		Sec. 408	\$89,000	Cance	⊗
TR.P15	Traffic Tribunal Modify E-Citation to Comply with Court Rules (RITT)		Sec. 408	\$40,000	Cance	⊗
TR.P16	Traffic Tribunal CMS Adjudication Process Imaging Project (RITT)		Sec. 408	\$170,000	Cance	⊗
TR.P17	Race Data Collection Maintenance Agreement (Duplicate Project) (New obligated amount)	• No Related PM (Relates to Racial Profiling PMs).	Sec. 408	\$5,324	Comp	●
TR.P18	Rhode Island State Police Mobile Data Hardware Enhancement Project (New Project)	• Law enforcement agencies backfilling data into citations.	Sec. 408	\$60,138	Comp	●
TR.P19	Crash Report Revision 2013 (New Project)	• Number of MMUCC elements collected.	Sec. 408	\$65,000	In Prog	◐
TR.P20	E-Citation Equipment for URI and RI DEM (New Project)	• Law enforcement agencies backfilling data into citations.	Sec. 408	\$119,108	Not Sta	○
TR.P21	MIRE Data Collection (New Project)	• Number of MIRE elements collected.	Sec. 408/ 405C	\$652,817	In Prog	◐
Total Funds Obligated (Traffic Records)				\$2,922,836		

Performance Results

OHS completed four traffic records projects in FFY 2013 and has five in progress. OHS was able to meet its target for number of days it takes to enter accident report data to a driver's history file, but fell short with the number of law enforcement agencies backfilling data into citations. OHS safety stakeholders have continued to improve the exchange of information but need to continue to improve in the areas of a timely, accurate, complete, uniform, and integrated system.

Project Descriptions

The following are descriptions of the traffic records projects, including the outcomes of the project over the 2013 fiscal year.

Project Title - Traffic Records Coordinating Committee Consultant Services

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

Project Title - Traffic Records Coordinator

Project Description - The TRCC Coordinator is partially funded through Section 408 Funds for required travel and other NHTSA sponsored trainings and conferences.

Project Title - Local Law Enforcement Traffic Records Equipment

Project Description - To fully implement the E-Citation program and the requirements of the Section 1906, Racial Profiling, programs, OHS continued to work in conjunction with the courts to ensure all front-line patrol cars in the State are equipped with a computer and printer for electronic transmission of citation/passenger ethnicity data. All cities/towns have signed a Memorandum of Understanding (MOU), and agree to provide this data upon receipt of the equipment. Data is provided to the courts and an educational institution to collect and analyze the ethnicity of driver/passenger information. Most municipal departments have now received an equipment grant, and this project will carry forward into FFY 2014.

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

Project Description - OHS selected Northeastern University to collect and analyze the ethnicity data from the police departments, and produce results and recommendations to address pertinent issues. The final report will be based on data collected by departments from January 1, 2013 through September 30, 2013.

This project will be carried forward into FFY 2014, and the final report is expected to be publicly released in December 2013.

Project Title - New World Communities Brought Into Race Data Collection

Project Description - The Providence Police Department did not begin the year with software capable of collecting traffic stop data. Using means outside of this project, Providence obtained stand-alone software for collecting this data. The New World software was not modified. Providence still lacks the ability to electronically issue citations, and this project will carry forward with the intent of developing that capability. It is not certain that the New World software will be modified or if a stand-alone module will be developed.

Project Title - Department of Health Data Integration - EMS (RIDOH EMS)

Project Description - The Department of Health - EMS funded a project to replace their outdated patient care reporting system with the Electronic Patient Care Reporting system (ePCR). The new system improved capabilities regarding data collection, analysis, and reporting. The RIDOT OHS worked closely with EMS to develop a means to access rescue data for use with FARS reporting. Designated 408 funds were used to create the bridge between the EMS database and a desktop application accessible to the OHS FARS analyst. The direct access is not formally established at the end of the year. The project was 50 percent complete by the end of FFY 2013. The ePCR has been developed and implemented at dozens of EMS agencies. The remaining funds will be carried forward into FFY 2014 where the ePCR will be linked to the State Patient Tracking System (PTS).

Project Title - GIS Map Interface for Rhode Island's Electronic Crash Reporting System

Project Description - This project was originally envisioned several years ago. The concept included having IMC (now TriTech) integrate a smart map solution into their Records Management System. This project became irrelevant after TriTech implemented their own mapping solution using a Google mapping platform. A separate project in the HSP seeks to take advantage of the Google mapping capabilities.

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

Project Description - The Enterprise LRS and Road Inventory Implementation project provided the foundation for the integration and analysis of roadway and safety data. Because much of the data required for analysis of safety data exist in many different systems without any relationships other than location, it is critical to develop a common and consistent method for referencing location. This project developed a common method to be used amongst all the system with location-based information. This led to consolidation of redundant data,

simplified integration, consumption of data by different systems, and expanded spatial capabilities across the enterprise.

Project Title - Electronic Conversion of Dealer Plates on Demand (RIDMV)

Project Description - This project was canceled after it was unable to gain NHTSA approval. The project did not sufficiently address a highway safety concern, and it was deemed an unallowable expense for NHTSA funding.

Project Title - Scanning Backlogged Citations (RITT)

Project Description - The Traffic Tribunal currently has thousands of outstanding citations in paper form within a storage area. Although they are still active and pending payment, a lack of electronic access inhibits the ability to link the citations to existing driver files. Without electronic access, drivers may pass through the Tribunal without notification of their outstanding citation. Some citations awaiting payment go back over 10 years. This project used contractual services to scan and index the backlogged citations to a usable, electronic format.

Project Title - Rhode Island Traffic Tribunal Projects (RITT)

Project Description - All six of the RITT projects were canceled after the Tribunal confirmed they were not ready to move forward. Hindrances ranged from staffing shortages to technical difficulties. The HSP is a one-year plan, and none of these projects were going to spend money during FY 2013 or FY 2014.

Project Title - Race Data Collection Maintenance Agreement

Project Description - This annual cost provides maintenance and service for the Race Data Module, which has been integrated into the IMC Records Management Software. This RMS is used by 37 of 39 Rhode Island police departments. Maintenance of the software allows for consistent collection of traffic stop data. The collected data will be analyzed and reported on during the FFY 2013.

Project Title - Rhode Island State Police Mobile Data Hardware Enhancement Project

Project Description - This project concluded the complete outfitting of the RISP with hardware capable of collecting traffic stop data and issuing electronic citations. The project carried forward from FFY 2012, and it is now complete.

Project Title - Crash Report Revision 2013

Project Description - This project seeks to eliminate the Division of Motor Vehicle's State Accident Report that is filled out by drivers involved in car crashes. By adding two elements to the State of Rhode Island Uniform Crash Report, filled out by law enforcement, the DMV will have all the information needed. This project was approved in FFY 2013, although no funds were expended. The project has been carried forward into FFY 2014 where it is progressing.

Project Title - E-Citation Equipment for URI and DEM

Project Description - With almost all municipal departments outfitted with E-Citation hardware, OHS seeks to fund equipment purchases for two state law enforcement agencies: the University of Rhode Island and the Department of Environmental Management. The installation of the equipment will permit the departments to participate in traffic stop data collection and electronic ticketing. The project did not spend funds in FFY 2013, and it has been carried forward to FFY 2014.

Project Title - MIRE Data Collection

Project Description - This project was added to the FFY 2013 HSP late in the year as a part of the first round of MAP-21 405C awards. The project will seek a vendor to collect and electronically catalog roadway elements. Funds were not spent in FFY 2013, although significant progress was made towards advertising the project in FFY 2014.



3.8 RACIAL PROFILING

Problem Statement

The act of racial profiling affects both law enforcement and the community at large by undermining the civil rights of everyone; this creates mistrust with the majority of law enforcement personnel who are enforcing the law in an equitable manner. The State of Rhode Island received racial profiling monies (Section 1906) as an assurance state for two years.

Performance Measures and Targets

Table 3.15 summarizes the racial profiling performance measures and targets identified in the 2013 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.15 Racial Profiling Performance Measures

Performance Targets	Performance Measures
To implement a process to determine if racial profiling is occurring and to identify appropriate program recommendations.	Module changed to include ethnicity of passengers on the traffic stop form and provide mechanism to transmit information from all police departments to the designated data collection entity.
To produce at least one quarterly comprehensive report that includes passenger and driver ethnicity information and summarizes the traffic stop information from all police departments.	Development of an independent software program that allows all police departments to transmit required information regardless of their software service provider. Contract implemented to collect, analyze, and distribute traffic stop data and to make programmatic recommendations.

Projects and Funding

The 2013 HSP identified two racial profiling projects to address the above performance measures and make progress towards the targets. Table 3.16 lists the two projects; the relevant performance measures; the funds obligated to each project; and the project status. In FFY 2013, one racial profiling project was not started. Any explanations for why this project was not started can be found in the *Project Descriptions* section.

Table 3.16 FFY 2013 Racial Profiling Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2013)	Project Status
RP.P1	New World Communities Brought Into Race Data Collection (Duplicate Project)	<ul style="list-style-type: none"> Module changed to include ethnicity of passengers on the traffic stop form and provide mechanism to transmit information from all police departments to the designated data collection entity; and Development of an independent software program that allows all police departments to transmit required information regardless of their software service provider. 	Sec. 408	\$110,000	Not Started <input type="radio"/>
RP.P2	Northeastern University Data Collection, Analysis, and Recommendation (Duplicate Project) (New Obligated Amount)	<ul style="list-style-type: none"> Module changed to include ethnicity of passengers on the traffic stop form and provide mechanism to transmit information from all police departments to the designated data collection entity; and Development of an independent software program that allows all police departments to transmit required information regardless of their software service provider. 	Sec. 408	\$360,000	In Progress <input checked="" type="radio"/>
Total Funds Obligated (Racial Profiling)				\$470,000	

Performance Results

OHS has one project in progress, which is nearly complete, to continue developing a multifaceted program to assess the level and/or locations where racial profiling may exist and to implement programs to address and improve community/police relations. OHS achieved all three of its' racial profiling performance targets.

Project Descriptions

The following are descriptions of the racial profiling projects, including the outcomes of the project over the 2013 fiscal year.

Project Title - New World Communities Brought Into Race Data Collection

Project Description - The Providence Police Department did not begin the year with software capable of collecting traffic stop data. Using means outside of this project, Providence obtained stand-alone software for collecting this data. The New World software was not modified. Providence still lacks the ability to electronically issue citations, and this project will carry forward with the intent of developing that capability. It is not certain that the New World software will be modified or if a stand-alone module will be developed.

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

Project Description - OHS selected Northeastern University to collect and analyze the ethnicity data from the police departments, and produce results and recommendations to address pertinent issues. The final report will be based on data collected by departments from January 1, 2013 through September 30, 2013. This project will be carried forward into FFY 2014, and the final report is expected to be publicly released in December 2013.

3.9 PLANNING AND ADMINISTRATION

Problem Statement

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

Performance Measures and Targets

Table 3.17 summarizes the planning and administration performance measures and targets identified in the 2013 HSP. The relationship between the individual projects and the program area performance measures is described in the next table.

Table 3.17 Planning and Administration Performance Measures

Performance Targets	Performance Measures
To administer a fiscally responsible, effective highway safety program that is data-driven, includes stakeholders, and addresses the State’s specific safety characteristics.	Integrate recommendations from NHTSA’s Special Management Review Performance Enhancement Plan (PEP) within specified timeframe. Conduct a Stakeholders’ meeting to receive input for development of the FFY 2013. Deliver the FFY 2012 Annual Report by December 31, 2012. Deliver the Federal Fiscal Year 2014 Highway Safety Performance Plan by July 1, 2013.

Projects and Funding

The 2013 HSP identified seven planning and administration projects to address the above performance measures and make progress towards the targets. Table 3.18 lists the seven projects; the relevant performance measures; the funds obligated to each project; and the project status.

Table 3.18 FFY 2013 Planning and Administration Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2013)	Project Status
PA.1	Audit Fees	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Sec. 402, 405, 408, 410, 2010, 164	\$6,543	Complete ●
PA.2	Office Supplies	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Sec. 402	\$11,000	Complete ●
PA.3	Travel	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Sec. 402	\$23,000	Complete ●
PA.4	Office Equipment	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Sec. 402	\$6,500	Complete ●
PA.5	Preparation of Highway Safety Performance Plan and Annual Report	<ul style="list-style-type: none"> • Deliver the FFY 2012 Annual Report by December 31, 2012; and • Deliver the Federal Fiscal Year 2014 Highway Safety Performance Plan by July 1, 2013 	Sec. 402	\$60,000	Complete ●
PA.6	Salaries	N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures).	Sec. 402, 410	\$690,350	Complete ●
PA.7	Hazard Elimination Program	N/A	Sec. 164	\$5,500,000	In Progress ●
Total Funds Obligated (Planning and Administration)				\$6,297,393	

Performance Results

OHS met all four of its' planning and administration performance targets for FY 2013, most importantly delivering the 2012 AR and 2014 HSP in a timely manner.

Project Descriptions

The following are descriptions of the planning and administration projects, including the outcomes of the project over the 2013 fiscal year.

Project Title - Audit Fees

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

Project Title - Office Supplies

Project Description - Office supplies/equipment/dues necessary to support programming of all NHTSA projects, including phone, postage, and Governor's Highway Safety Association dues.

Project Title - Travel

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

Project Title - Office Equipment

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

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

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

Project Title - Salaries

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

Project Title - Hazard Elimination Program

Project Description - Funds transferred to RIDOT for Hazard Elimination Projects.

4.0 State Attitudes Survey Report

Driver Reports: Chances of Getting a Ticket If Driving Unbelted

Chances of getting a ticket if driving unbelted?	Number	Percent
Always	115	26.3
Nearly always	79	18.1
Sometimes	135	30.9
Seldom	56	12.8
Never	52	11.9
TOTAL	437	100.0

Driver Reports: Hear about enforcement of seat belt laws? Y/N

	Number	Percent
Hear Yes	282	64.8
Hear No	153	35.2
TOTAL RESPONDENTS	435	100.0

Driver Reports: Where Did They See or Hear About Extra Seat Belt Enforcement

(Where see/hear about seat belts) *	Number	Percent
Newspaper	52	18.4
Radio	117	41.5
Television	135	47.9
Poster	32	11.3
Billboard	55	19.5
Internet/Web site	29	10.3
Police patrol	53	18.8
Electronic sign/VMS	56	19.9
Other	12	4.3
TOTAL RESPONDENTS	282	*

* Respondents could check more than one; percents do not need to add to 100%.

Driver Reports: If Hear= Yes, What Did It Say?

What did the messages say?	Number	Percent
Click it or ticket	242	85.8
Drive Sober or Get Pulled Over	78	27.7
Buckle up. No excuses!	50	17.7
Survive your drive	5	1.8
Other	4	1.4
TOTAL RESPONDENTS	282	*

Driver Report: Number of respondents who heard anything about police enforcement of alcohol impaired driving (or drunk driving) laws

	Frequency	Percent
Yes	333	78.5
No	91	21.5
TOTAL	424	100.0

Driver Reports: Chances of Getting arrested if driving after drinking

Chances of getting arrested?	Number	Percent
Always	139	32.0
Nearly always	119	27.4
Sometimes	156	35.9
Seldom	13	3.0
Never	8	1.8
TOTAL	435	100.0

Driver reports: How often drive 35 mph in a posted 30 mph zone

Frequency of driving 35 in 30 mph zone	Number	Percent
Always	28	6.5
Nearly always	61	14.2
Sometimes	185	42.9
Seldom	93	21.6
Never	64	14.8
TOTAL	431	100.0

Driver reports: Respondents who heard anything about police enforcement of speed laws

Hear: Yes/No	Frequency	Percent
Yes	271	62.7
No	161	37.3
TOTAL	432	100.0

5.0 Special Events and Activities

Table 5.1 Completed FFY 2013 Rhode Island Safety Events

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

Event	Date	Program Area	Number of Attendees
Seatbelt Grant Community Workshop/Rhode Island Indian Council	5/1/2013	OP	30
Seatbelt G. Community Workshop/CACDA	5/2/2013	OP	20
Seatbelt G. Community Workshop/Boys and Girls Club Newport	5/3/2013	OP	20
Central Falls High School Child Passenger Safety Checkpoint	5/4/2013	CPS and OP	100
Safe Kids Bike Safety Day	5/4/2013	Ped/Bike and OP	300
Injury Prevention Center/Seatbelt Check Up With Dorcas IIRI	5/6/2013	OP	50
THINKFAST – Chariho	5/9/2013	DD/OP	600
THINKFAST – Dr. Jorge Alvarez High School – Providence	5/10/2013	DD/OP	300
African Alliance Health and Safety Day	5/11/2013	OP	100
St. James Baptist Church, Woonsocket Rollover Simulator Demo	5/11/2013	OP	100
“Translating Health Equity to Practice in Communities” YMCA	5/15/2013	OP	30
Town Hall Meeting at Dimension Church/Mayor’s Substance A	5/16/2013	OP	30
THINKFAST – Cranston East High School	5/16/2013	DD/OP	600
Twisted Throttle Open house – Motorcycle Awareness Event	5/18/2013	MC	1,200
RIDOT OHS Statewide Seatbelt Challenge Event	5/18/2013	OP	100
Cranston COZ – Family Safety Event in Garden City	5/18/2013	CPS/OP/DD	2,000
It Can Wait – Central Falls High School	5/22/2013	DD	400
Extended Learning Opportunity Presentations – Central Falls High School	5/24/2013	OP	100
Seatbelt and CPS Training to students at Dorcas International I	5/28/2013	OP	25
Health and Nutrition Fair/The Genesis Center	5/29/2013	OP	50
Power of Partnerships – Central Falls HS	5/30/2013	OP	100
Injury Prevention Center/Seatbelt Check Up With Dorcas IIRI	6/6/2013	OP	50
Statewide Seatbelt Challenge Check and Trophy Presentation	6/7/2013	OP	300
Miriam Hospital-Sopkin Auditorium/Lifespan Community Health Advocates	6/11/2013	OP	20
Providence Community Library/Judge for the Seatbelt Bookmark Entries	6/11/2013	OP	20
March for Jesus and Block Party at the Mansion Park Providence	6/8/2013	OP	25
Training to Child Care Providers at Ready to Learn Providence	6/8/2013	OP	25
Elliot Kaminitz Fathers Day Ride	6/16/2013	Ped/Bike and OP	300
Community Action Team Meeting at Family Services	6/19/2013	OP	20
“Reducing Suburban Unrestrained Fatalities” Grant Kickoff	7/2/2013	OP	10
Rhode Island Indian Council Pow Wow/Roger Williams Park	7/20/2013	OP	200
Colombian Festival and Parade/Slater Mill Pawtucket/Dexter St. CF	7/21/2012	OP	200
Oasis International/African Bash	7/27/2013	OP	200

Event	Date	Program Area	Number of Attendees
MADD Team Spirit Texting Lecture	7/30/2013	DD	260
Highway Safety Champion Awards at MADD TeamSpirit	7/31/2013	AL/OP/PT	300
4 th Annual Marine Corp Veterans MC Ride	8/3/2013	MC	400
Motorcycle Safety Foundation – Annual Rider Coach update	8/3/2013	MC	70
Emancipation Day Celebration/Roger Williams Park	8/4/2013	OP	200
21 st Annual imPossible Dream Charity Motorcycle Run	8/4/2013	MC	200
Central Falls “National Night Out”	8/6/2013	AL/OP	300
East Providence “National Night Out”	8/6/2013	AL/OP	600
Dominican Festival of Rhode Island/Parade/Broad St.-Roger Williams Park	8/11/2013	OP	200
National Alcohol Crackdown Press Conference, ** Community College of Rhode Island, Flanagan Campus, 1762 Louisissett Pike, Lincoln 02865, President’s Conference Room	8/15/2013	AL	20
Seatbelt Party “Knight Memorial Library” Providence	8/30/2013	OP	30
Buckle Up Rhode Island – Bhutanese Community of Rhode Island – AARI	9/15/2013	OP	20
It Can Wait – North Providence HS	9/19/2013	DD	500
Arrive Alive Rally 4 Recovery/Roger Williams National Memorial	9/21/2013	OP	10,000
National “Seat Check Saturday,” Roger Williams Park, Providence	9/21/2013	OP	100
Kickoff of 1 st Rhode Island CIOT Enforcement Wave Since PBL Made Permanent	9/23/2013	OP	20
SAFE A LIFE Program – Roger’s High School Newport	9/23/2013	DD	300
SAFE A LIFE Program – Central Falls High School	9/24/2013	DD	300
SAFE A LIFE Program – Westerly High School	9/25/2013	DD	300
SAFE A LIFE Program – Burrillville High School	9/26/2013	DD	300
SAFE A LIFE Program –Tiverton High School	9/27/2013	DD	300
Bike Safety Event – Thundermist Health Center 180 Providence Street, West Warwick	10/3/2013	Bike Safety	180
Police Chiefs’ Annual Trade Show	10/8/2013	Enforcement	50
It Can Wait – Toll Gate Warwick	10/17/2013	DD	500
Binational Health Week/Guatemalan Consulate Presentation CPS/ Seatbelt	10/18/2013	OP	60
Progreso Latino/Seatbelt Safety and CPS Presentation to Parents	10/18/2013	OP	40
Distracted Driving Kickoff	10/21/2013	DD	100
Speaking and Booth “Temas Familiares” Juanita SC. H. School	10/26/2013	OP	300
Race Data Community Forum – CCRI Liston Campus, Providence	11/12/2013	TR	30
Race Data Community Forum – Middletown Public Library	11/14/2013	TR	15
The Power of a Healthy Community – Sackett St. Recreation Center	11/16/2013	OP	200

Event	Date	Program Area	Number of Attendees
Race Data Community Forum – East Providence City Hall	11/18/2013	TR	30
Community Action Team Meeting at Prairie Avenue Community Health Center	11/20/2013	OP	20
Newport Bike-Friendly Community Event	11/20/2013	PS	50
Occupant Protection Campaign (Thanksgiving)	11/25/2013	OP	
Highway Safety/Engineering Presentation – MET School Providence	12/9/2013	OP/AL/DD/SP	15
Impaired Driving Campaign (Holidays)	12/13/2013	AL	
Total			30,290



6.0 Paid Media

6.1 PAID MEDIA TO SUPPORT HIGH-VISIBILITY TRAFFIC ENFORCEMENT

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

October 2012 to January 2013 Monday Night/Thursday Night Football Package

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

Details of media buy for Monday Night Football Package, October 2012 to January 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Cable	224.5 GRPs	1,360	0	\$18,170.00
Total		1,360		\$18,170.00

October 2012 to April 2013 URI Ryan Center Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

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

Details of media buy for URI Ryan Center Sponsorship October 2012 to April 2013:

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

October 2012 to April 2013 Providence College Sports Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

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

Details of media buy for Providence College Sponsorship Package, October 2012 to April 2013:

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

October 2012 to April 2013 Brown University Sports Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

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

Details of media buy for Brown University Sponsorship Package, October 2012 to April 2013:

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

October 2012 to April 2013 Providence Bruins Team Sponsorship (Alcohol-Impaired Driving Enforcement)

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

Details of media buy for the Providence Bruins Sponsorship Package, October 2012 to April 2013:

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

November 2012 Telemundo's Feria de la Familia Sponsorship

The primary target audience for this campaign was Hispanic adults.

Details of media sponsorship for Feria de la Familia, November 2012:

	Exposure	Spots	Bonus Spots	Net Cost
Sponsorship:	Audio and logo mention on TV and radio 25x – :30 spots to be used in November; logo on microsite; banner and booth at event	N/A	N/A	\$10,000.00
Total				\$10,000.00

November 2012 to April 2013 Boston Celtic's Sports Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

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

Details of media buy for Celtic's Season Sponsorship, November 2012 to April 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Radio	2x –:30 pregame; 2x –:30 in game; 2x –:30 post game; opening and closing billboards, 1x –:30 Danny Ainge report; 1x –:30 Doc Rivers report; and streaming and web site banner	814	190	\$17,648.00
Total		1,360		\$17,648.00

November 2012 to December 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, November 2012 to December 2012:

	Exposure	Spots	Bonus Spots	Net Cost
Outdoor – Billboards	3,992,408 impressions	2 locations	N/A	\$17,000.00
Radio	373.4 GRPs	562	149	\$16,787.50
On-line	1,659,534 impressions	N/A	416,151 impressions	\$10,909.00
Total		562	N/A	\$44,696.50

December 2012 Alcohol-Impaired Driving Enforcement Campaign

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 Campaign, December 2012:

	Exposure	Spots	Bonus Spots	Net Cost
Outdoor Billboards	1,507,175 impressions	2 locations	N/A	\$30,750.00
TV	611.7 GRPs	2,034	234	\$106,217.70
Radio	418.3 GRPs	630	165	\$22,253.00
On-line	2,797,985 impressions	N/A	N/A	\$1,800.00
Total		2,664	399	\$161,020.70

January 2013 Patriots AFC Championship (Alcohol-Impaired Driving Enforcement)

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

Details of media buy for the Patriots AFC Championship game, January 2014:

	Exposure	Spots	Bonus Spots	Net Cost
TV	147.6 GRPs	25	6	\$24,905.00
On-line	2,072,988 impressions	N/A	N/A	\$1,500.00
Total		25	6	\$26,405.00

March 2013 Click It or Ticket

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

Details of media buy for Click It or Ticket, March 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Outdoor Billboards	3,762,412 impressions	2 locations	N/A	\$17,000.00
TV	246.9	912	526	\$35,105.00
Radio	297.0	498	116	\$18,385.50
On-line	2,141,422 impressions	N/A	N/A	\$500.00
Total				\$70,990.50

April 2013 Pawtucket Red Sox

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

Details of media buy for Pawtucket Red Sox, April 2013:

	Exposure	Spots	Bonus Spots	Net Cost
OOH	10'x30' Upper-level Outfield billboard, "Own and Inning" logo placement on RF Outfield video board, Banner placement in Main Entry Tower Lobby, Two messages on the Outfield Message Billboard during each of the 71 home games, Full-page ad in PawSox game program, One :30 spot to be played on the RF video board in the pregame at each of the 71 home games, PA Announcement at conclusion of each home game to "Buckle Up" when driving home (includes logo placement on RF video board)	N/A	N/A	\$29,411.76
Total				\$29,411.76

April 2013 to September 2013 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 Package on WVEI FM, April 2013 to September 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Radio – A.A. (April, July, August, and September)	864.0 GRPs	432	175	\$21,389.00
Radio – Occupant Protection (May and June)	432.0 GRPs	216	86	\$11,611.00
Total	1,296.0 GRPs	648	261	\$34,871.00

May 2013 to September 2013 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 Package on WPRV AM, May 2013 to September 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Radio – A.A. (April, July, August, and September)	159.0 GRPs	318	75	\$4,955.50
Radio – Occupant Protection (May and June)	81.5 GRPs	163	25	\$2,571.25
Total	240.5 GRPs	481	100	\$7,526.75

March 2013 – Primary Seatbelt Law

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

Details of media buy for Primary Seatbelt Law, March 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Providence En Español	344,000 impressions	N/A	N/A	\$14,112.00
Providence American	60,000 impressions	N/A	N/A	\$15,048.00
Total	404,000 impressions	N/A	N/A	\$29,160.00

March 2013 – June 2013 – Toward Zero Deaths

The primary target audience for this campaign was Rhode Islanders of all genders and ages.

Details of media buy for Toward Zero Deaths, March 2013 – June 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Rhode Island Movie Theaters	816,000 impressions	25,536	N/A	\$87,534.00
Total	816,000 impressions	25,536	N/A	\$87,34.00

April 2013 Distracted Driving/Texting

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

Details of media buy for Distracted Driving, April 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Outdoor Billboard	3,464,000 impressions	2 locations	N/A	\$17,000.00
TV	247.0 GRPs	312	86	\$16,425.40
Radio	243.0 GRPs	264	60	\$12,197.50
On-line	2,193,444 impressions	N/A	N/A	\$1,830.48
Total				\$47,453.38

May 2013 East Bay Bike Path Map

The primary target audience for this campaign was bicyclists of all genders and ages.

Details of media buy for East Bay Bike Path Map, May 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Print	16,000 impressions	N/A	N/A	\$195.00
Total				\$195.00

May 2013 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 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Outdoor Billboard	2,261,620 impressions	N/A	N/A	\$8,500.00
Transit Bus Sides and Tails	4,000,000 impressions	20 sides/20 tails	4 panels	\$9,900.00
TV	203.8 GRPs	2,598 spots	N/A	\$32,507.40
Radio	321.7 GRPs	438	120	\$18,134.75
On-line	3,083,795 impressions	N/A	N/A	\$2,215.51
Total				\$71,257.66

May 2013 Motorcycle Awareness

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

Details of media buy for Motorcycle Awareness, May 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Outdoor Bulletins	2,583,172 impressions	2 locations	N/A	\$11,000.00
TV	109.1 GRPs	284 spots	N/A	\$16,698.25
Radio	278.2 GRPs	284 spots	70	\$14,458.50
Total				\$42,156.75

June 2013 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 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Radio	138.0 GRPs	142	54	\$6,953.00
TV	50.4 GRPs	181	N/A	\$12,091.25
Total	188.4 GRPs	323		\$19,044.25

June 2013 to August 2013 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 to August 2013:

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

July 2013 Seatbelt Enforcement/Cranston-Warwick

The primary target audience for this campaign was residents of Cranston and Warwick, Rhode Island.

Details of media buy for seatbelt enforcement/Cranston-Warwick, July 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Outdoor Bulletin	1,848,000 impressions	N/A	3 digital locations	\$3,250.00

Total	1,848,000 impressions	\$3,250.00
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July 2013 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 2013:

	Exposure	Spots	Bonus Spots	Net Cost
TV	376.6 GRPs	2,080	285	\$67,662.55
Radio	309.2 GRPs	480	130	\$16,107.50
Outdoor Bulletin	2,208,188 impressions	1 location	N/A	\$8,500.00
On-line	173,193 impressions	N/A	N/A	\$2,753.99
Total				\$95,024.04

August 2013 to September 2013 High School Ticket Backs Occupant Protection

Details of the buy for High School Ticket Backs at Rhode Island High Schools, August to September 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Ticket Backs	1,354,500 tickets			\$38,000.00
Total				\$38,000.00

August 2013 to September 2013 Alcohol-Impaired Driving Enforcement (Auto)

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

Details of media buy for Alcohol-Impaired Driving Enforcement, August 2013 to September 2013:

	Exposure	Spots	Bonus Spots	Net Cost
TV	539.3	3,726	1,070	\$118,745.00
On-line TV (Hulu)	515,152 impressions	N/A	N/A	\$17,000.00
Radio	490.3 GRPs	740	204	\$29,015.00
Outdoor Bulletin	5,443,784 impressions	2 locations	N/A	\$17,000.00
Transit Bus Sides and Tails	4,000,000 impressions	20 sides/20 tails	4 panels	\$9,600.00
Movie Theaters	415,000 impressions	48,720	N/A	\$49,180.00
On-line	19,409,332 impressions	N/A	N/A	\$13,026.67
Total				\$253,566.67

August 2013 to September 2013 Alcohol-Impaired Riding Enforcement (Cycle)

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

Details of media buy for Alcohol-Impaired Riding Enforcement, August 2013 to September 2013:

	Exposure	Spots	Bonus Spots	Net Cost
TV	339.6 GRPs	1,106	248	\$57,128.50
Radio	405.0 GRPs	556	132	\$20,349.00
Outdoor Bulletin	3,437,204 impressions	2 locations	N/A	\$17,000.00
Total				\$94,477.50

September 2013 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 2013:

	Exposure	Spots	Bonus Spots	Net Cost
Outdoor Bulletin	1,833,916 impressions	2 locations	N/A	\$17,000.00
Radio	234.6 GRPs	406	100	\$16,226.50
Total				\$33,226.50

September 2013 Child Passenger Safety

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

Details of media buy for Child Passenger Safety, September 2013:

	Exposure	Spots	Bonus Spots	Net Cost
TV	147.9	743	110	\$25,710.80
Radio	206.1 GRPs	278	48	\$12,537.50
On-line	3,004,687 impressions	N/A	N/A	\$9,796.44
Total				\$48,044.74

7.0 Financial Summary

Table 7.1 Highway Safety Program Cost Summary

Program Area	Project	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	State Match Col F – Col G	Fed Previous Amount Claimed	Fed Funds Claimed this Period	Carried Fwd into Next FFY14
NHTSA									
NHTSA 402									
Planning and Administration									
	PA-2013-00-00-00	\$90,000.00	\$0.00	\$166,784.56	\$83,392.28	\$83,392.28	\$81,760.27	\$1,632.01	\$6,607.72
Planning and Administration Total		\$90,000.00	\$0.00	\$166,784.56	\$83,392.28	\$83,392.28	\$81,760.27	\$1,632.01	\$6,607.72
Alcohol									
	AL-2013-00-00-00	\$415,867.42	\$249,242.96	\$569,368.51	\$382,740.89	\$186,627.62	\$283,160.07	\$99,580.92	\$33,126.53
Alcohol Total		\$415,867.42	\$249,242.96	\$569,368.51	\$382,740.89	\$186,627.62	\$283,160.07	\$99,580.92	\$33,126.53
Emergency Medical Services									
	EM-2013-00-00-00	\$4,297.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,297.00
Emergency Medical Services Total		\$4,297.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,297.00
Motorcycle Safety									
	MC-2013-00-00-00	\$146,269.52	\$0.00	\$15,614.53	\$15,614.53	\$0.00	\$15,613.22	\$1.31	\$130,654.99
Motorcycle Safety Total		\$146,269.52	\$0.00	\$15,614.53	\$15,614.53	\$0.00	\$15,613.22	\$1.31	\$130,654.99
Occupant Protection									
	OP-2013-00-00-00	\$898,541.48	\$352,121.85	\$968,376.02	\$740,270.32	\$228,105.70	\$667,457.35	\$72,812.97	\$158,271.16
Occupant Protection Total		\$898,541.48	\$352,121.85	\$968,376.02	\$740,270.32	\$228,105.70	\$667,457.35	\$72,812.97	\$158,271.16
Pedestrian/Bicycle Safety									
	PS-2013-00-00-00	\$77,529.75	\$25,909.58	\$44,136.71	\$44,136.71	\$0.00	\$43,856.68	\$280.03	\$33,393.04
Pedestrian/Bicycle Safety Total		\$77,529.75	\$25,909.58	\$44,136.71	\$44,136.71	\$0.00	\$43,856.68	\$280.03	\$33,393.04
Police Traffic Services									
	PT-2013-00-00-00	\$670,020.98	\$368,534.93	\$567,755.03	\$431,755.03	\$136,000.00	\$353,212.22	\$78,542.81	\$238,265.95
Police Traffic Services Total		\$670,020.98	\$368,534.93	\$567,755.03	\$431,755.03	\$136,000.00	\$353,212.22	\$78,542.81	\$238,265.95
Traffic Records									
	TR-2013-00-00-00	\$124,376.25	\$0.00	\$74,233.71	\$74,233.71	\$0.00	\$74,226.98	\$6.73	\$50,142.54
Traffic Records Total		\$124,376.25	\$0.00	\$74,233.71	\$74,233.71	\$0.00	\$74,226.98	\$6.73	\$50,142.54

Program Area	Project	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	State Match Col F – Col G	Fed Previous Amount Claimed	Fed Funds Claimed this Period	Carried Fwd into Next FFY14
Safe Communities									
	SA-2013-00-00-00	\$50,025.00	\$36,383.43	\$39,310.12	\$39,310.12	\$0.00	\$39,301.25	\$8.87	\$10,714.88
Safe Communities Total		\$50,025.00	\$36,383.43	\$39,310.12	\$39,310.12	\$0.00	\$39,301.25	\$8.87	\$10,714.88
Traffic Courts									
	TC-2013-00-00-00	\$1,242.55	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,242.55
Traffic Courts Total		\$1,242.55	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,242.55
Paid Advertising									
	PM-2013-00-00-00	\$719,500.00	\$654,765.61	\$718,520.76	\$718,520.76	\$0.00	\$675,922.44	\$42,598.32	\$979.24
Paid Advertising Total		\$719,500.00	\$654,765.61	\$718,520.76	\$718,520.76	\$0.00	\$675,922.44	\$42,598.32	\$979.24
NHTSA 402 Total		\$3,197,669.95	\$1,686,958.36	\$3,164,099.95	\$2,529,974.35	\$634,125.60	\$2,234,510.48	\$295,463.97	\$667,695.60
405 OP SAFETEA-LU									
	K2-2013-00-00-00	\$101,112.74	\$0.00	\$387,035.48	\$83,396.51	\$303,638.97	\$76,449.52	\$6,946.99	\$17,716.23
405 Occupant Protection Total		\$101,112.74	\$0.00	\$387,035.48	\$83,396.51	\$303,638.97	\$76,449.52	\$6,946.99	\$17,716.23
405 Paid Media									
	K2PM-2013-00-00-00	\$100.25	\$0.00	\$0.25	\$0.25	\$0.00	\$0.25	\$0.00	\$100.00
405 Paid Media Total		\$100.25	\$0.00	\$0.25	\$0.25	\$0.00	\$0.25	\$0.00	\$100.00
405 OP SAFETEA-LU Total		\$101,212.99	\$0.00	\$387,035.73	\$83,396.76	\$303,638.97	\$76,449.77	\$6,946.99	\$17,816.23
NHTSA 406									
	K4OP-2013-00-00-00	\$1,000,000.00	\$0.00	\$190,133.02	\$190,133.02	\$0.00	\$172,455.03	\$17,677.99	\$809,866.98
406 Occupant Protection Total		\$1,000,000.00	\$0.00	\$190,133.02	\$190,133.02	\$0.00	\$172,455.03	\$17,677.99	\$809,866.98
NHTSA 406 Total		\$1,000,000.00	\$0.00	\$190,133.02	\$190,133.02	\$0.00	\$172,455.03	\$17,677.99	\$809,866.98
408 Data Program SAFETEA-LU									
	K9-2013-00-00-00	\$1,818,190.58	\$0.00	\$730,177.95	\$462,599.48	\$267,578.47	\$462,504.62	\$94.86	\$1,355,591.10
408 Data Program Incentive Total		\$1,818,190.58	\$0.00	\$730,177.95	\$462,599.48	\$267,578.47	\$462,504.62	\$94.86	\$1,355,591.10
408 Data Program SAFETEA-LU Total		\$1,818,190.58	\$0.00	\$730,177.95	\$462,599.48	\$267,578.47	\$462,504.62	\$94.86	\$1,355,591.10
410 Alcohol SAFETEA-LU									
	K8-2013-00-00-00	\$1,029,457.88	\$0.00	\$1,250,921.75	\$289,028.33	\$961,893.42	\$223,753.18	\$65,275.15	\$740,429.55

Program Area	Project	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	State Match Col F – Col G	Fed Previous Amount Claimed	Fed Funds Claimed this Period	Carried Fwd into Next FFY14
410 Alcohol SAFETEA-LU Total		\$1,029,457.88	\$0.00	\$1,250,921.75	\$289,028.33	\$961,893.42	\$223,753.18	\$65,275.15	\$740,429.55
410 Alcohol Planning and Administration									
	K8PA-2013-00-00-00	\$95,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$95,000.00
410 Alcohol Planning and Administration Total		\$95,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$95,000.00
410 Alcohol SAFETEA-LU Paid Media									
	K8PM-2013-00-00-00	\$438,744.74	\$0.00	\$438,239.05	\$438,239.05	\$0.00	\$339,569.89	\$98,669.16	\$505.69
410 Alcohol SAFETEA-LU Paid Media Total		\$438,744.74	\$0.00	\$438,239.05	\$438,239.05	\$0.00	\$339,569.89	\$98,669.16	\$505.69
410 Alcohol SAFETEA-LU Total		\$1,563,202.62	\$0.00	\$1,689,160.80	\$727,267.38	\$961,893.42	\$563,323.07	\$163,944.31	\$835,935.24
2010 Motorcycle Safety									
	K6-2013-00-00-00	\$295,841.02	\$0.00	\$173,234.06	\$173,234.06	\$0.00	\$173,184.96	\$49.10	\$122,606.96
2010 Motorcycle Safety Incentive Total		\$295,841.02	\$0.00	\$173,234.06	\$173,234.06	\$0.00	\$173,184.96	\$49.10	\$122,606.96
2010 Motorcycle Safety Total		\$295,841.02	\$0.00	\$173,234.06	\$173,234.06	\$0.00	\$173,184.96	\$49.10	\$122,606.96
2011 Child Seats									
	K3-2013-00-00-00	\$84,683.90	\$0.00	\$129,334.88	\$73,391.69	\$55,943.19	\$44,543.98	\$28,847.71	\$11,292.21
2011 Child Seat Incentive Total		\$84,683.90	\$0.00	\$129,334.88	\$73,391.69	\$55,943.19	\$44,543.98	\$28,847.71	\$11,292.21
2011 Paid Media									
	K3PM-2013-00-00-00	\$223,881.94	\$0.00	\$127,019.00	\$118,878.53	\$8,140.47	\$98,878.53	\$20,000.00	\$105,003.41
2011 Paid Media Total		\$223,881.94	\$0.00	\$127,019.00	\$118,878.53	\$8,140.47	\$98,878.53	\$20,000.00	\$105,003.41
2011 Child Seats Total		\$308,565.84	\$0.00	\$256,353.88	\$192,270.22	\$64,083.66	\$143,422.51	\$48,847.71	\$116,295.62
164 Transfer Funds									
	164PA-2013-00-00-00	\$136,278.23	\$0.00	\$722.01	\$722.01	\$0.00	\$589.21	\$132.80	\$135,556.22
164 Planning and Administration Total		\$136,278.23	\$0.00	\$722.01	\$722.01	\$0.00	\$589.21	\$132.80	\$135,556.22
164 Alcohol									
	164AL-2013-00-00-00	\$1,346,231.01	\$322,321.91	\$462,655.78	\$462,655.78	\$0.00	\$412,224.30	\$50,431.48	\$883,575.23
164 Alcohol Total		\$1,346,231.01	\$322,321.91	\$462,655.78	\$462,655.78	\$0.00	\$412,224.30	\$50,431.48	\$883,575.23
164 Paid Media									

Program Area	Project	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	State Match Col F – Col G	Fed Previous Amount Claimed	Fed Funds Claimed this Period	Carried Fwd into Next FFY14
	164PM-2013-00-00-00	\$120,725.19	\$101,541.80	\$112,064.60	\$112,064.60	\$0.00	\$16,826.60	\$95,238.00	\$8,660.59
164 Paid Media Total		\$120,725.19	\$101,541.80	\$112,064.60	\$112,064.60	\$0.00	\$16,826.60	\$95,238.00	\$8,660.59
164 Hazard Elimination									
	164HE-2013-00-00-00	\$6,833,551.05	\$0.00	\$948,657.52	\$948,657.52	\$0.00	\$948,657.52	\$0.00	\$5,884,893.53
164 Hazard Elimination Total		\$6,833,551.05	\$0.00	\$948,657.52	\$948,657.52	\$0.00	\$948,657.52	\$0.00	\$5,884,893.53
164 Transfer Funds Total		\$8,436,785.48	\$423,863.71	\$1,524,099.91	\$1,524,099.91	\$0.00	\$1,378,297.63	\$145,802.28	\$6,912,685.57
MAP 21 405b OP Low									
	M2HVE-2013-00-00-00	\$207,919.45	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$207,919.45
405b Low HVE Total		\$207,919.45	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$207,919.45
405b Low Training									
	M2TR-2013-00-00-00	\$123,476.32	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$123,476.32
405b Low Training Total		\$123,476.32	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$123,476.32
405b Low Public Education									
	M2PE-2013-00-00-00	\$123,476.33	\$0.00	\$54,088.75	\$43,271.00	\$10,817.75	\$0.00	\$43,271.00	\$80,205.33
405b Low Public Education Total		\$123,476.33	\$0.00	\$54,088.75	\$43,271.00	\$10,817.75	\$0.00	\$43,271.00	\$80,205.33
MAP 21 405b OP Low Total		\$454,872.10	\$0.00	\$54,088.75	\$43,271.00	\$10,817.75	\$0.00	\$43,271.00	\$411,601.10
MAP 21 405c Data Program									
	M3DA-2013-00-00-00	\$387,783.36	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$387,783.36
405c Data Program Total		\$387,783.36	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$387,783.36
MAP 21 405c Data Program Total		\$387,783.36	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$387,783.36
MAP 21 405d Impaired Driving Mid									
	M5BAC-2013-00-00-00	\$368,009.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$368,009.00
405d Mid BAC Testing/Reporting Total		\$368,009.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$368,009.00
405d Mid Paid/Earned Media									
	M5PEM-2013-00-00-00	\$368,010.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$368,010.00
405d Mid Paid/Earned Media Total		\$368,010.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$368,010.00
405d Mid Other Based on Problem ID									

Program Area	Project	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	State Match Col F – Col G	Fed Previous Amount Claimed	Fed Funds Claimed this Period	Carried Fwd into Next FFY14
	M5OT-2013-00-00-00	\$368,009.48	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$368,009.48
	405d Mid Other Based on Problem ID Total	\$368,009.48	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$368,009.48
	MAP 21 405d Impaired Driving Mid Total	\$1,104,028.48	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,104,028.48
MAP 21 405e Distracted Driving									
	M8PE-2013-00-00-00	\$229,541.10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$229,541.10
	405e Public Education Total	\$229,541.10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$229,541.10
405e Paid Advertising									
	M8*PM-2013-00-00-00	\$229,541.10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$229,541.10
	405e Paid Advertising Total	\$229,541.10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$229,541.10
	MAP 21 405e Distracted Driving Total	\$459,082.20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$459,082.20
MAP 21 405f Motorcycle Programs									
	M9MA-2013-00-00-00	\$34,585.29	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$34,585.29
	405f Motorcyclist Awareness Total	\$34,585.29	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$34,585.29
	MAP 21 405f Motorcycle Programs Total	\$34,585.29	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$34,585.29
	NHTSA Total	\$19,161,819.91	\$2,110,822.07	\$8,168,384.05	\$5,926,246.18	\$2,242,137.87	\$5,204,148.07	\$722,098.11	\$13,235,573.73
	Total	\$19,161,819.91	\$2,110,822.07	\$8,168,384.05	\$5,926,246.18	\$2,242,137.87	\$5,204,148.07	\$722,098.11	\$13,235,573.73