

# Connecticut Department of Transportation



## Connecticut Highway Safety Annual Report 2012



**Connecticut Highway Safety**

**ANNUAL REPORT**

**Federal Fiscal Year 2012**

Prepared by

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# INTRODUCTION

# INTRODUCTION

The goal of the Connecticut Highway Safety Program is to prevent roadway fatalities and injuries as a result of crashes related to driver behavior. Under the Highway Safety Act of 1966 (U.S. 23 USC- Chapter 4) the Governor is required to implement a highway safety program through a designated State agency suitably equipped and organized to carry out the program. An appointed Governor's Highway Safety Representative oversees the program and supporting Section 402 highway safety grant funds are made available to the States to carry out their annual Highway Safety Plans. The Connecticut Highway Safety program is an extension of this Federal requirement. The Highway Safety Office (HSO) is located in the Connecticut Department of Transportation in the Bureau of Policy and Research in the Planning section. **The primary objectives of the HSO are to plan, coordinate and implement effective highway safety programs and to provide technical leadership, support and policy direction to highway safety partners.**

This Annual Report contains information on initiatives, projects, accomplishments and financial expenditures of Connecticut's Highway Safety Program for Federal Fiscal Year 2012.

Enforcement efforts, combined with bi-lingual media, public information and education campaigns, training programs for law enforcement, car seat technicians, motorcycle safety instructors and other safety professionals make up the basis of Highway Safety activity.

The success of the Highway Safety Program is contingent upon cooperation and coordination with safety partners and the motoring public. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) continue to provide leadership and technical assistance. Various state agencies are active participants, including the Governor's and Lieutenant Governor's Office, Department of Emergency Services and Public Protection/State Police, State Police Toxicology Laboratory, Department of Mental Health and Addiction Services, Department of Public Health, Department of Motor Vehicles, Motor Carrier Safety Administration, Division of Criminal Justice, Office of the Chief State's Attorney, and Office of Policy and Management. Local law enforcement agencies, through coordinated efforts with the Connecticut Police Chiefs Association, are also essential partners. Schools, civic and non-profit groups (including Mother's Against Drunk Driving, the Connecticut Coalition to Stop Underage Drinking, SAFE KIDS, and the Connecticut Motorcycle Riders Association), Yale New Haven, St. Francis and Hartford Hospitals and private sector and business organizations all serve as cooperative partners. Connecticut also actively participates as a member in the Governor's Highway Safety Association and the National Association of State Motorcycle Safety Administrators.

During the 2012 Federal Fiscal Year, the following core "Activity Measures" were achieved during grant funded overtime enforcement:

**Speeding Citations: 13,614**  
**Safety-Belt Citations: 19,260**  
**Impaired Driving Arrests: 1,705**

# **CRASH DATA/TRENDS**

## Core Outcome Measures

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
<b>Traffic Fatalities</b>						
Total	311	296	302	224	320	220
Three Year Moving Average		295	303	274	282	255
Rural	49	47	55	36	62	38
Three Year Moving Average		49	50	46	51	45
Urban	262	249	247	187	257	178
Three Year Moving Average		246	253	228	230	207
Unknown	0	0	0	0	0	4
Three Year Moving Average		0	0	0	0	1
<b>Fatalities Per 100 Million Vehicle Miles Traveled</b>						
Total	0.98	0.92	0.95	0.71	1.02	0.71
Three Year Moving Average	0.93	0.93	0.95	0.86	0.89	0.81
Rural	1.26	1.18	1.38	0.91	1.59	
Three Year Moving Average	1.26	1.23	1.27	1.16	1.29	
Urban	0.94	0.89	0.89	0.68	0.94	
Three Year Moving Average	0.88	0.88	0.91	0.82	0.84	
<b>Serious (A) Injuries</b>						
Total	2415	2577	2311	2155	2033	
Three Year Moving Average	2440	2486	2434	2348	2166	
<b>Serious (A) Injuries Per 100 Million Vehicle Miles Traveled</b>						
Total	7.61	7.53	7.28	6.86	7.00	
Three Year Moving Average	7.70	7.64	7.47	7.22	7.05	
<b>Passenger Vehicle Occupant Fatalities (All Seat Positions)</b>						
Total	207	208	183	150	203	144
Three Year Moving Average		201	199	180	179	166
(Fatalities) Restrained	93	97	77	58	79	57
Three Year Moving Average		88	89	77	71	65
Unrestrained	72	84	77	69	85	55
Three Year Moving Average (Unrestrained)		81	78	77	77	70
Unknown	42	27	29	23	39	32
Three Year Moving Average		31	33	26	30	31
<b>Alcohol-Impaired Driving Fatalities (BAC=.08+)</b>						
Total	113	111	95	97	119	92
Three Year Moving Average		107	106	101	104	103

**Core Outcome Measures continued...**

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
<b>Speeding-Related Fatalities</b>						
Total	95	99	99	103	124	73
Three Year Moving Average		97	98	100	109	100
<b>Motorcyclist Fatalities</b>						
Total	57	43	63	45	52	37
Three Year Moving Average		48	54	50	53	45
Helmeted	20	15	20	17	16	10
Three Year Moving Average		16	18	17	18	14
Unhelmeted	36	28	42	27	36	24
Three Year Moving Average		30	35	32	35	29
Unknown	1	0	1	1	0	2
<b>Percentage of MC Operator Fatalities with BAC &gt; 0%</b>						
Total	28%	33%	35%	38%	41%	27%
Three Year Moving Average		31%	32%	35%	38%	35%
<b>Drivers Involved in Fatal Crashes</b>						
Total	452	403	404	300	421	291
Three Year Moving Average		420	420	369	375	337
Aged Under 15	0	0	0	1	0	0
Three Year Moving Average		0	0	0	0	0
Aged 15-20	61	54	37	31	32	24
Three Year Moving Average		53	51	41	33	29
Drivers Involved in Fatal Crashes - Aged Under 21	61	54	37	32	32	24
Three Year Moving Average		54	51	41	34	29
Aged 21 and Over	383	345	362	267	382	262
Three Year Moving Average		362	363	325	337	304
Unknown Age	8	4	5	1	7	5
Three Year Moving Average		5	6	3	4	4
<b>Pedestrian Fatalities</b>						
Total	38	32	47	26	46	26
Three Year Moving Average		35	39	35	40	33
<b>Observed - Restrained</b>						
Total	<u>2007</u> 85.8%	<u>2008</u> 88.0%	<u>2009</u> 85.9%	<u>2010</u> 88.2%	<u>2011</u> 88.4%	<u>2012</u> 86.8%
Three Year Moving Average			86.6%	87.4%	87.5%	87.8%

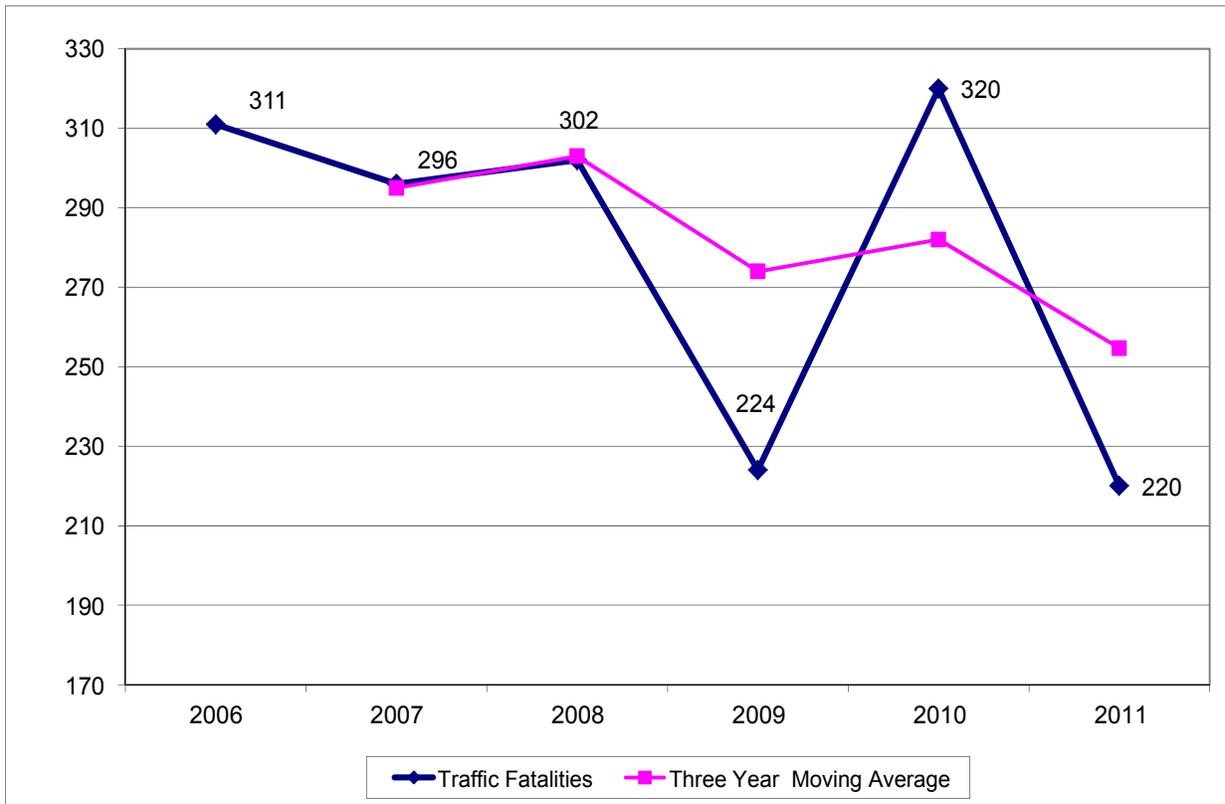
# **PERFORMANCE GOALS AND TRENDS**

## Graph 1

Graph 1 shows Connecticut's Fatality figures with 220 in 2011. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data. The three year moving average indicates an overall decrease in the number of roadway fatalities over the 2008 to 2011 period, despite an increase in fatalities from 2009 to 2010.

### **2012 Highway Safety Plan (HSP) Goal:**

*To reduce the three year (2007-2009) moving average of 274 in 2009 fatalities five percent to a three year (2011-2013) moving average of 260 in 2013.*



### **Outcome:**

Final NHTSA-FARS figures showed the three year average over the period of 2007-2009 to be 274. The most recent three year period spanning the period from 2009-2011 had an average of 254 traffic fatalities.

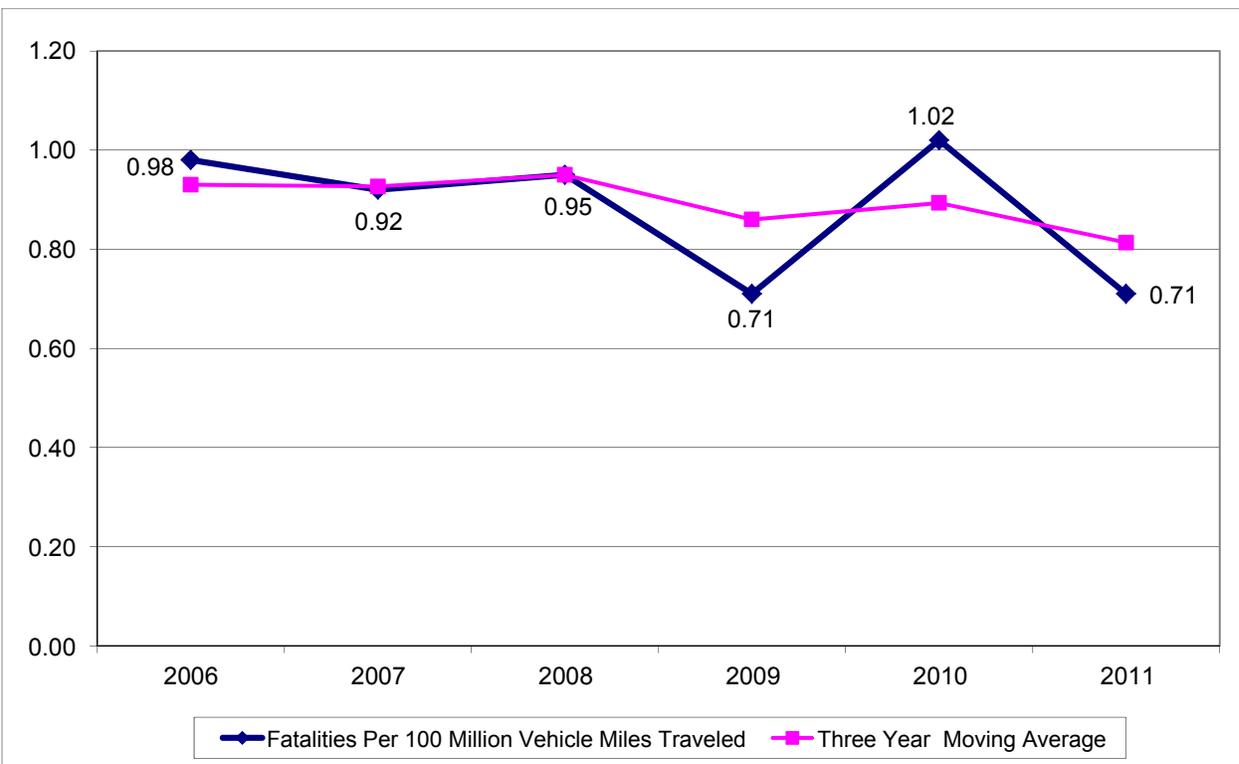
\*\*Please note that data in this Report is sourced from the preliminary 2011 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 2

Graph 2 shows Connecticut's Fatality Rate per 100 million miles driven. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data. There were .71 fatalities per 100M VMT in 2011. While the figures jumped over the 2006-2011 period, the three year moving average shows a slight decrease in this measure.

### **2012 HSP Goal:**

*To reduce the Fatality rate per 100M VMT from the three year (2007-2009) moving average of .86 in 2009 by 5 percent to a three year (2011-2013) moving average of .82 in 2013.*



### **Outcome:**

Both the 2011 rate of .71 and three year moving average of the rate over the period of 2009-2011 of .71 fatalities per 100M VMT, are the lowest value(s) for this measure during the reporting period.

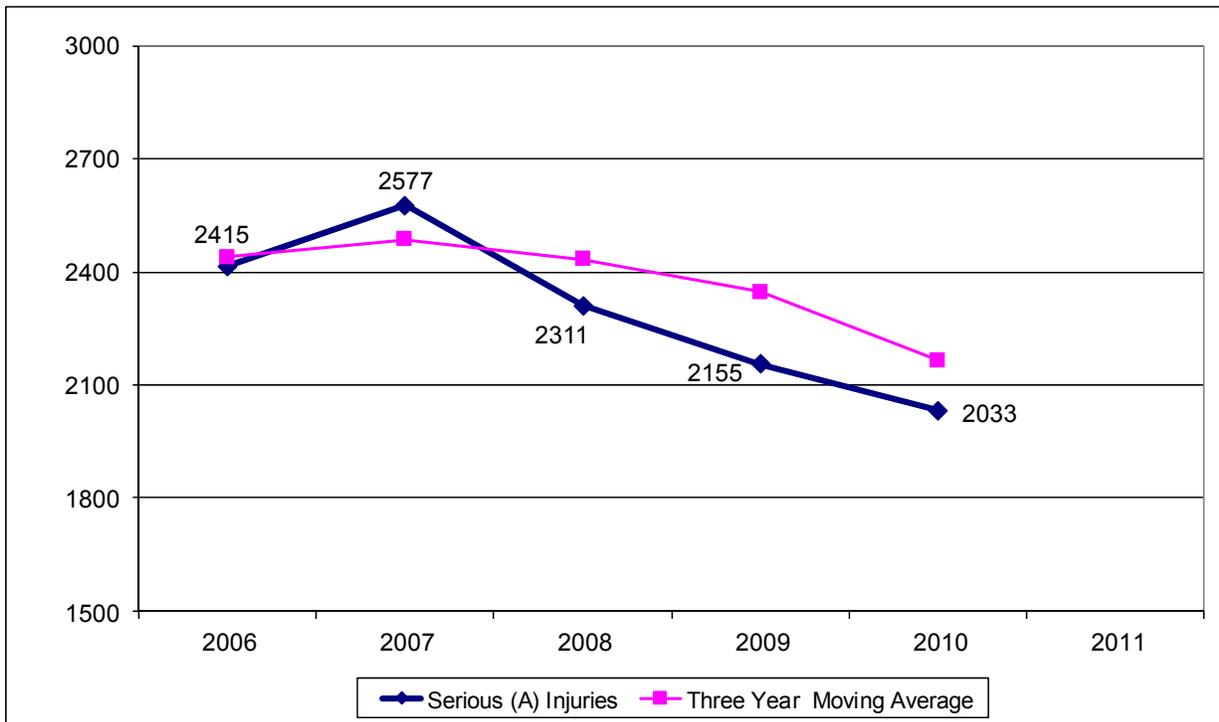
**\*\*Please note that data in this Report is sourced from the 2010 NHTSA-FARS final file and Connecticut Department of Transportation. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\***

### Graph 3

Graph 3 shows Connecticut's Serious Injuries (A); there were 2,033 serious injuries in 2010. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

#### **2012HSP Goal:**

*To reduce the Serious (A) Injuries in motor vehicle crashes from the three year (2007-2009) moving average of 2,294 in 2009 by 10 percent to a three year (2011-2013) moving average of 2,065 in 2013.*



#### **Outcome:**

With the exception of 2007, Serious Injuries (A) have been on a steady decline in Connecticut. The value reported for 2010 is the lowest observed during the reporting period. The three year moving average has decreased during the reporting period as well.

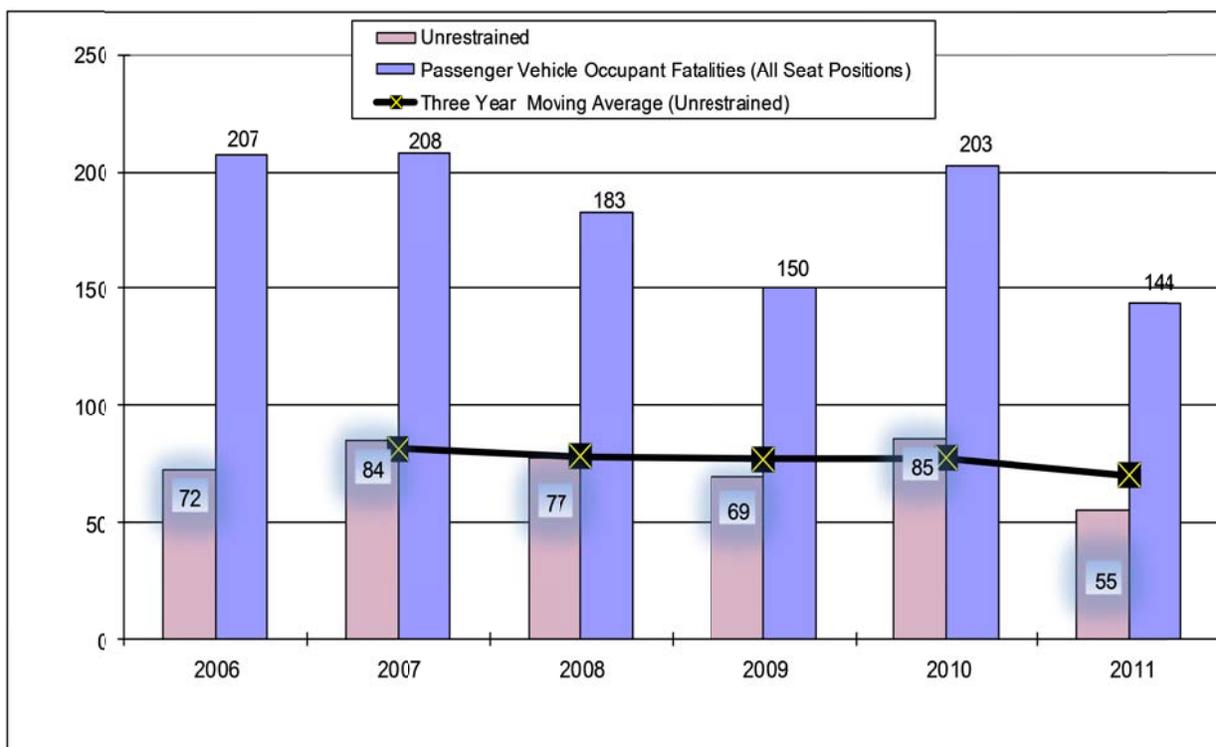
\*\*Please note that data in this Report is sourced from the 2010 Connecticut crash file. The data will be updated again in accordance with NHTSA standards and changes may be reflected during this update.\*\*

## Graph 4

Graph 4 shows Connecticut's Passenger Vehicle occupant fatalities in all seating positions as well as the number of unrestrained fatalities in this category. There were 55 unrestrained fatalities in 2011. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2012 HSP Goal:**

*To reduce the number of unrestrained occupants in fatal crashes from the three year (2007-2009) moving average of 77 in 2009 by 10 percent to a three year (2011-2013) moving average of 69 in 2013*



### **Outcome:**

Both measures and the three year moving average of unrestrained fatalities reflected in this graph reached their lowest reported levels during the 2006-2011 period.

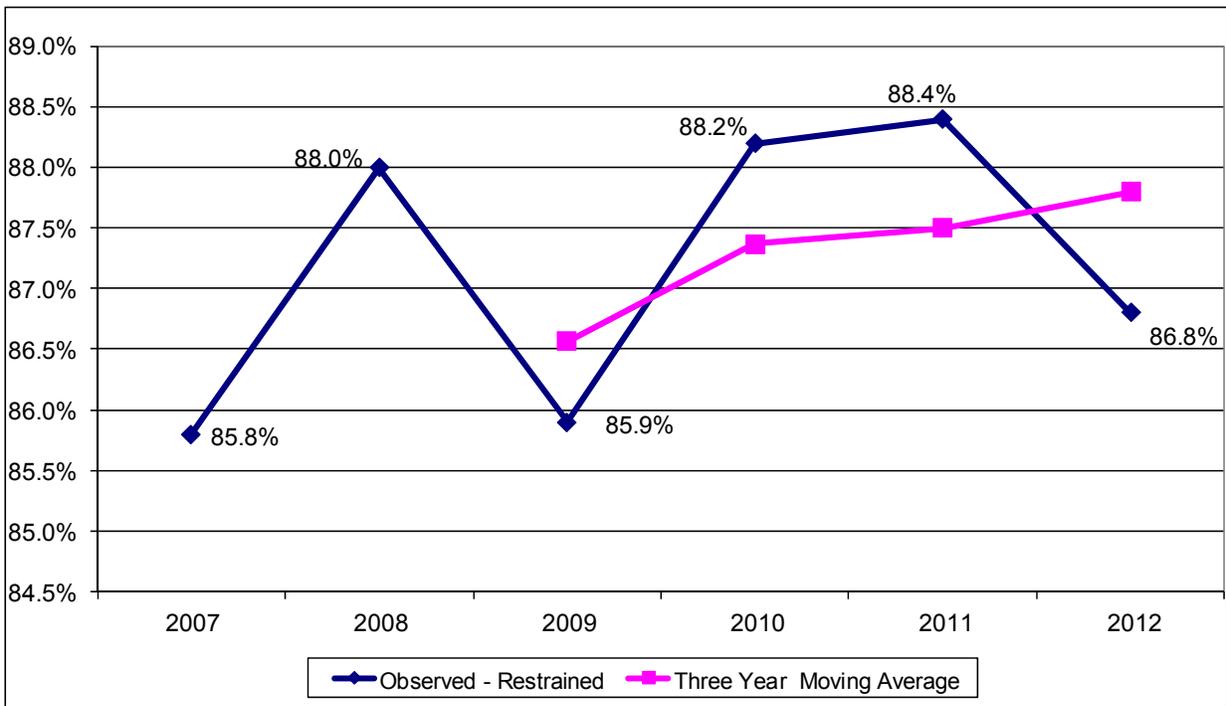
**\*\*Please note that data in this Report is sourced from the preliminary 2011 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\***

### Graph 5

Graph 5 shows observed annual safety belt usage rate for the State of Connecticut for the 2007-2012 reporting period. The annual belt-use rate was 86.8 percent in 2012.

**2012 HSP Goal(s):**

*To increase the safety belt usage rate (observations) from 88 percent in 2010 to 90 percent or above in 2013.*



**Outcome:**

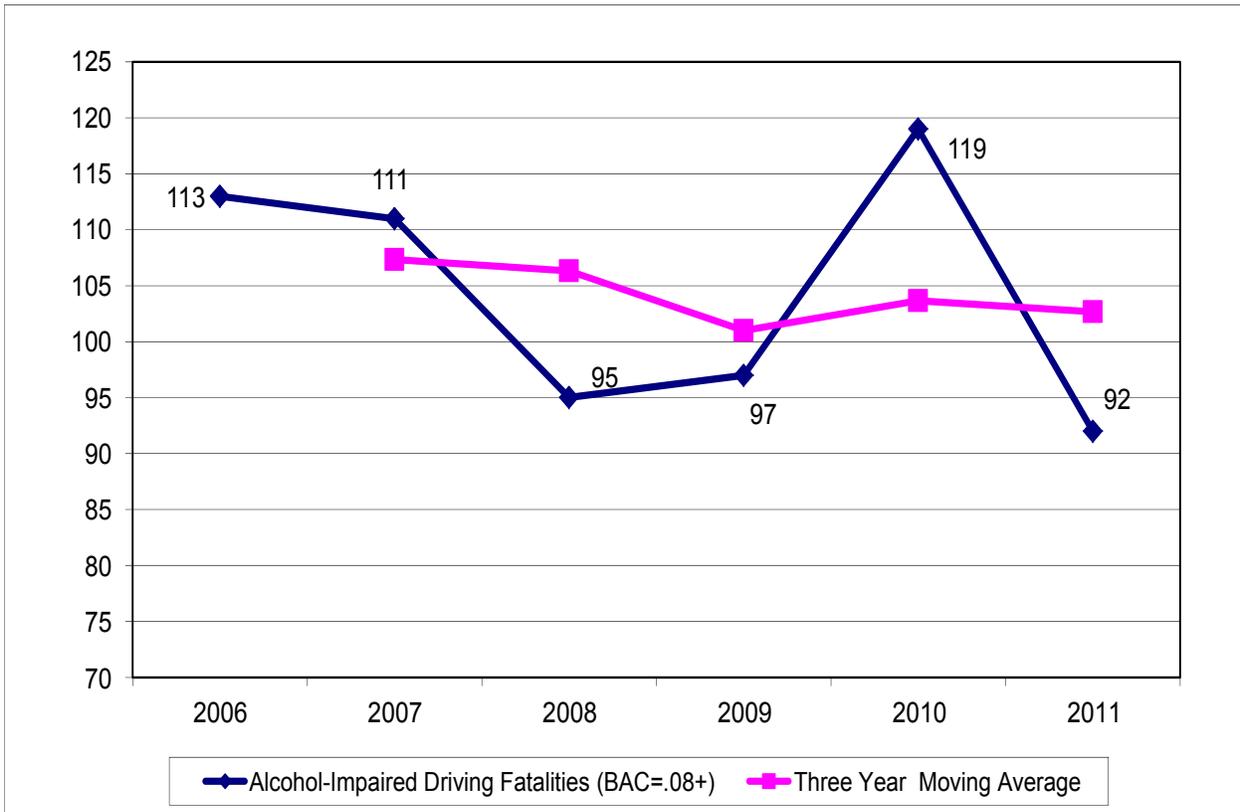
While observed belt use reached its highest level during this reporting period at 88.4% in 2011, it fell again to 86.4% in 2012. The three-year moving average increased to 87.8% during the 2010-2012 period.

## Graph 6

Graph 6 shows Connecticut's alcohol-impaired driving fatalities. There were 92 alcohol-impaired driving fatalities in 2011. NHTSA defines an alcohol-impaired driving fatality based on a BAC of .08+ for all involved drivers and motorcycle operators involved in fatal crashes. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2012 HSP Goal:**

*To decrease alcohol-impaired driving fatalities (BAC =.08+) from the three-year (2007-2009) moving average of 120 in 2009 by 5% to a three-year (2011-2013) moving average of 114 in 2013.*



### **Outcome:**

The preliminary count of 92 alcohol-impaired driving fatalities is the lowest recorded during the reporting period. While this data is subject to change the overall trend of the three-year moving average has been consistently downward with the most recent 2009-2011 period at 103.

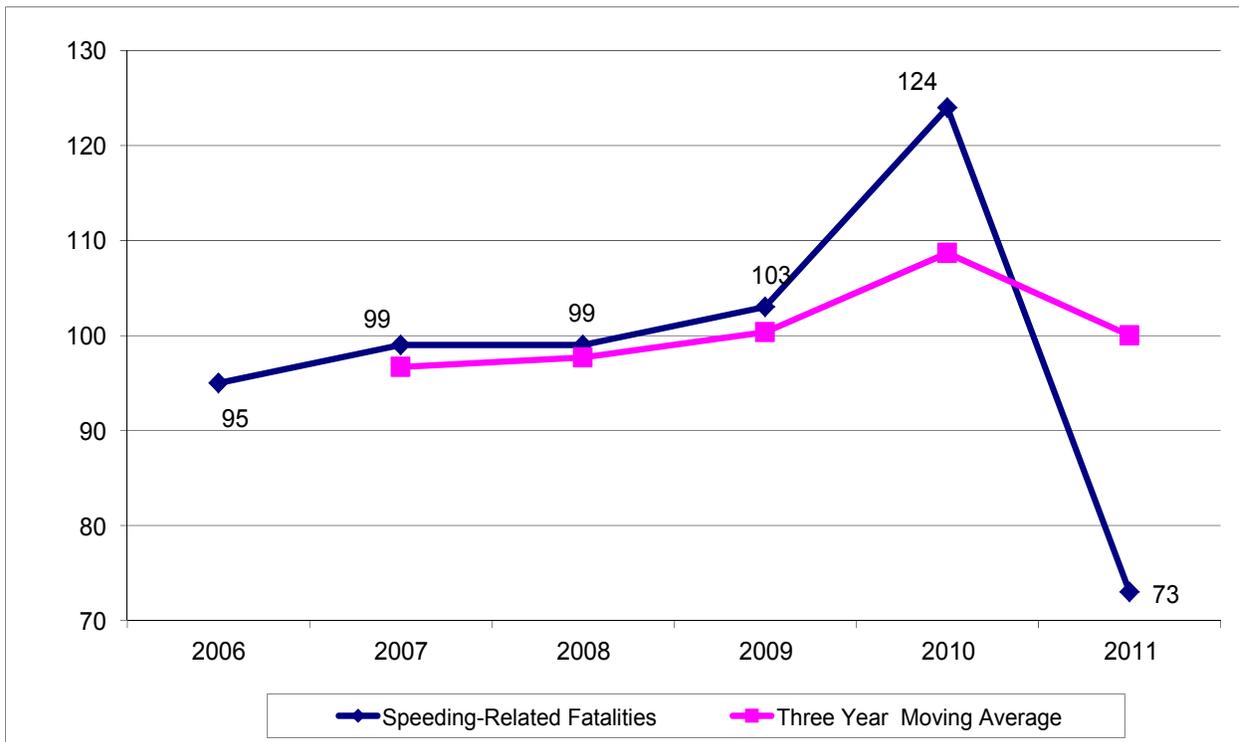
**\*\*Please note that data in this Report is sourced from the preliminary 2011 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\***

## Graph 7

Graph 7 shows Connecticut's speeding-related fatalities for the years from 2006-2011. There were 73 speeding-related fatalities in 2011. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2012 HSP Goal:**

*To reduce the number of speed related fatalities from the three-year (2007-2009) moving average of 100 in 2009 by five percent to a three-year (2011-2013) moving average of 95 in 2013.*



### **Outcome:**

Speeding-related fatalities increased steadily during the reported timeframe reaching a high of 124 in 2010 before falling to their lowest level of the reporting period at 73 in 2011. However, the three-year moving average still shows a slight increase during the 2006-2011 timeframe.

\*\*Please note that data in this Report is sourced from the preliminary 2011 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

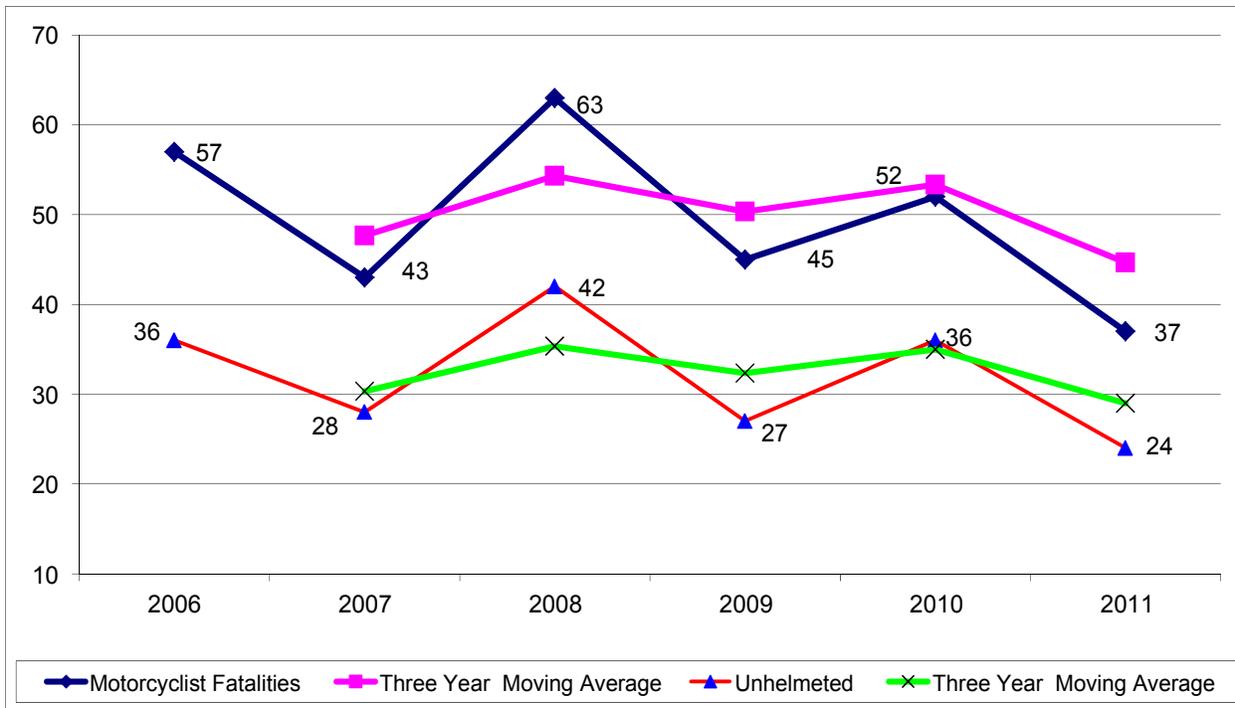
## Graph 8

Graph 8 shows Connecticut's motorcyclist fatalities. Both the number of fatalities as well as un-helmeted fatalities are shown. There were 37 motorcyclist fatalities in 2011, 24 of which were unhelmeted. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2012 HSP Goal(s):**

*To decrease the number of un-helmeted fatalities below the three-year (2007-2009) moving average of 32 in 2009 by five percent to a three-year (2011-2013) projected moving average of 30 in 2013.*

*To decrease the number of motorcycle fatalities below the three-year (2007-2009) moving average of 50 in 2009 by five percent to a three-year (2011-2013) projected moving average of 47 in 2013.*



### **Outcome:**

Both measures have fluctuated, but show a slight decrease in their three-year moving averages over the reporting period. The three-year moving average for motorcycle fatalities for 2009-2011 is 45 and the three-year moving average for un-helmeted fatalities for the same period is 29.

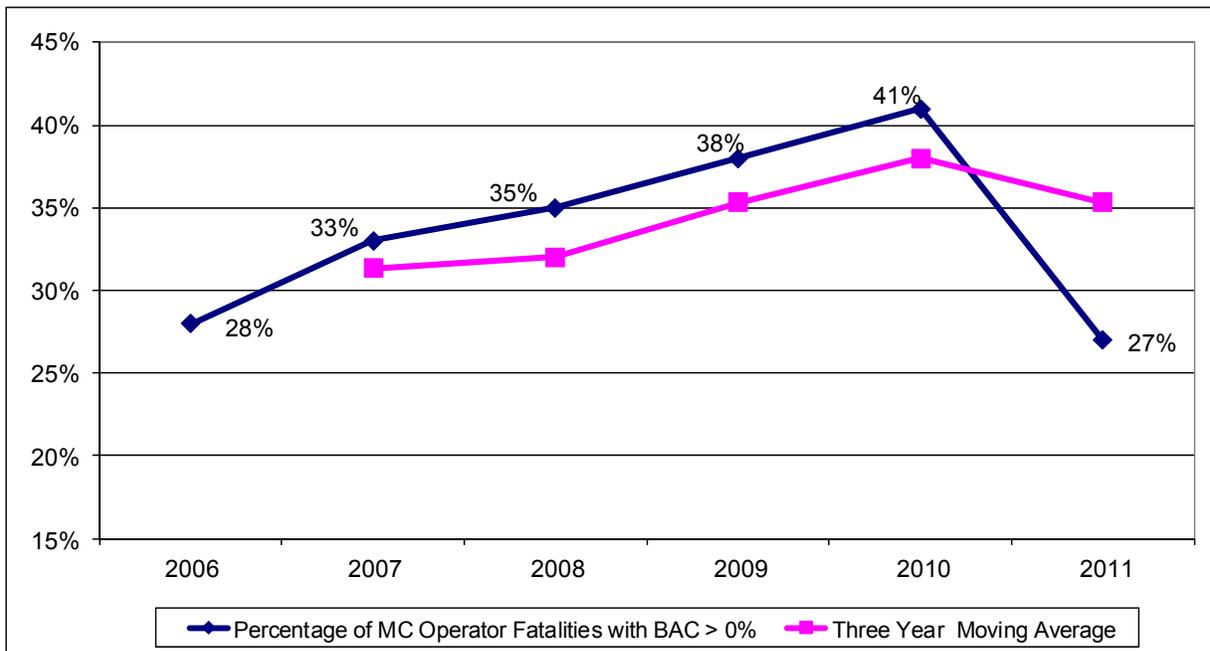
**\*\*Please note that data in this Report is sourced from the preliminary 2011 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\***

## Graph 9

Graph 9 shows Connecticut's motorcyclist fatalities with a Blood Alcohol Content (BAC) greater than zero. 27 percent of all fatally injured motorcyclists had a positive BAC in 2011. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### 2012 HSP Goal(s):

To decrease the percentage of fatally injured motorcycle operators with BACs greater than 0.00 below the three-year (2007-2009) moving average of 37 in 2009 percent by five percent to a three-year (2011-2013) projected moving average of 35 percent in 2013.



### Outcome:

After increasing steadily for most of the reporting period, the number of motorcyclists with a positive BAC dropped to its lowest level during the 2006-2011 period. The three-year moving average of 35 percent in 2011 has increased during the same timeframe.

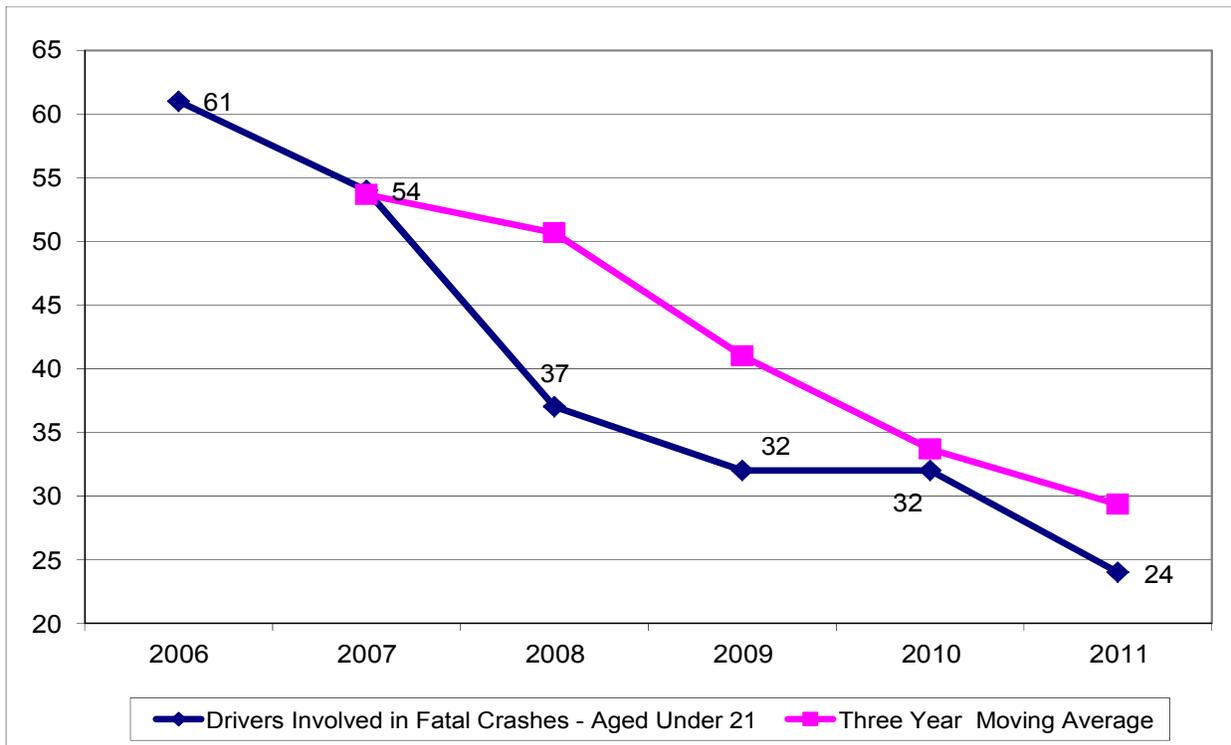
\*\*Please note that data in this Report is sourced from the preliminary 2011 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 10

Graph 10 shows Connecticut's number of driver fatalities by drivers under the age of 21 for the 2006-2011 reporting period. There were 24 drivers under the age of 21 killed in 2011. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2012 HSP Goal(s):**

*To decrease drivers age 20 or younger involved in fatal crashes from the three-year (2007-2009) moving average of 32 in 2009 by 50% to a three-year (2011-2013) moving average of 16 in 2013.*



### **Outcome:**

Both the fatality numbers and the three-year moving average show a steady decline in this measure during the 2006-2011 reporting period.

\*\*Please note that data in this Report is sourced from the preliminary 2011 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 11

Graph 11 shows Connecticut's number of pedestrian fatalities during the 2006-2011 reporting period. There were 26 pedestrian fatalities in 2011. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2012 HSP Goal(s):**

*To reduce the number of pedestrians killed in traffic crashes from the three-year (2007-2009) moving average of 35 in 2009 by 15% to a three-year moving average of (2011-2013) of 30 in 2013.*



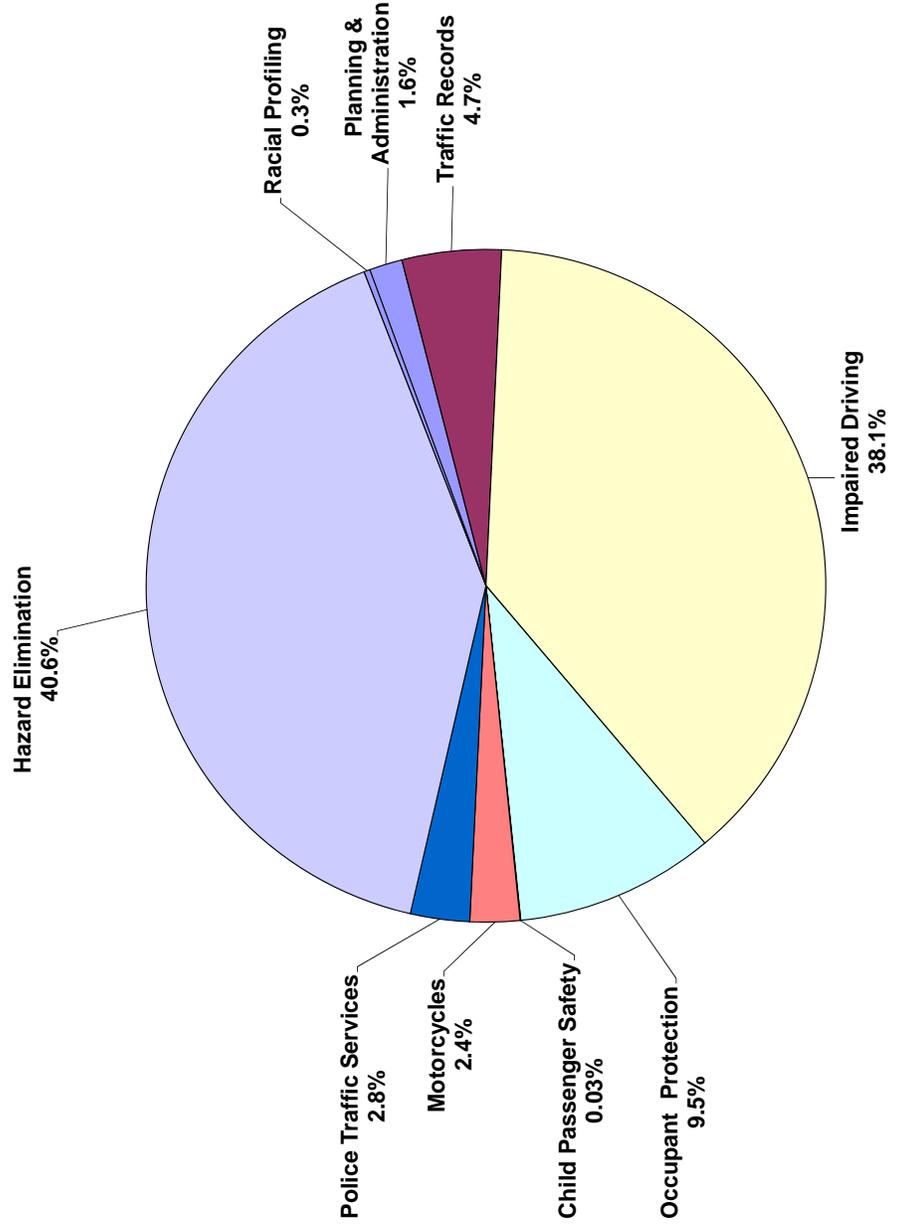
### **Outcome:**

While the 26 pedestrians killed in 2011 represented the lowest number during 2006-2011, the three-year moving average indicates a slight decrease in the number of pedestrian fatalities over the reporting period. The most recent three-year moving average value for the period from 2009-2011 was 33.

**\*\*Please note that data in this Report is sourced from the preliminary 2011 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\***

# **FINANCIAL SUMMARY**

Financial Summary		402	405	408	410	154AL	154PM	154HE	1906	2010	Total	% of Total
(Preliminary Data as of 12/21/12)												
Planning & Administration	\$197,202										\$197,202	1.58%
Traffic Records	\$145,199		444,998								\$590,197	4.72%
Impaired Driving	\$16,248				1,252,375	2,935,368	564,500				\$4,768,491	38.12%
Occupant Protection	\$916,080	272,952									\$1,189,032	9.51%
Child Passenger Safety	\$3,254										\$3,254	0.03%
Motorcycles	\$264,006									32,000	\$296,006	2.37%
Police Traffic Services	\$352,510										\$352,510	2.82%
Hazard Elimination								5,076,074			\$5,076,074	40.58%
Racial Profiling									35,565		\$35,565	0.28%
<b>TOTAL</b>											\$12,508,331	100.00%



# **PROGRAM AREAS**

## ***Impaired Driving***

The general goal of Connecticut's Impaired Driving Program is to substantially reduce the number of alcohol-related crashes. Performance goals include: decreasing alcohol-impaired driving fatalities (BAC =.08+) from the three year (2008-2010) moving average of 122 in 2010 by 5% to a three-year (2012-2014) moving average of 115 in 2014; and decreasing alcohol-related driving serious injuries ("A") from the three-year (2008-2010) moving average of 146 in 2010 by 5% to a three-year (2012-2014) moving average of 138 in 2014; diminishing access to alcohol by teens through collaboration with prevention partners coupled with education and enforcement and training a minimum of 125 Standardized Field Sobriety Testing (SFST) practitioners and nine Drug Recognition Experts (DRE) at the Police Officer Standards and Training Council facility and other municipal Police Department locations. The core outcome measures indicate that the alcohol-impaired driving fatalities with a BAC =.08+ has increased 20 percent in 2010, however three-year moving average for 2011 to 2013 is projected to decreased by 17 percent.

The Impaired Driving Program emphasized enforcement efforts of reducing driving under the influence of drugs and/or alcohol (DUI). Through cost-share-programming, it was possible to substantially increase the number of officers throughout the State to engage in high-visibility DUI enforcement. Activities included a combination of extra DUI patrols and sobriety checkpoints. These activities conveyed to motorists a simple message: if they drive impaired, they will be caught.



Law enforcement agencies statewide conducted DUI enforcement efforts during the Thanksgiving, Christmas, New Years, Memorial Day, July 4<sup>th</sup> and Labor Day holidays. Expanded DUI enforcement grants were also awarded to municipalities for enforcement outside of the holiday mobilization periods. These grants allowed existing regional traffic enforcement units to combine resources in regional DUI operations. This strategy emphasized an enhanced police presence and created an effective deterrent to impaired driving by heightening the public's perception of being apprehended. The expanded grants continued throughout the fiscal year and allowed a great deal of flexibility in deployments based on the particular needs of a community. Some examples included targeting the shoreline during seasonal timeframes, municipalities with high-profile sporting activities, and/or other possible alcohol-related special events.

Connecticut continued implementation of the Connecticut Impaired Driving Records Information System (CIDRIS). Through the guidance and direction of the Office of Policy and Management, CIDRIS will provide for electronic data capture of traffic citations, integration of judicial and DMV information, integration with offender-based data and a data warehouse support system.

Training and education initiatives designed to provide a better understanding of Connecticut's DUI laws were provided to law enforcement personnel and motor vehicle per-se hearing officers resulting in additional DUI cases being successfully prosecuted.



According to the most current statewide statistics for Federal Fiscal Year (FFY) 2010, there were 10,301 DUI arrests in the State of Connecticut. The age group of 25-29 year olds registered the most DUI arrests with a total of 1,670. Next age group was between the ages of 21-24, with a total of 1,634. The majority of the DUI arrests, 5,433, occurred between the hours of 12:00am and 4:00am. The day of the week with the most DUI arrests was Saturday, with 2,591. Sunday accounted for the second most DUI arrests, with a total of 2,181.

More than 75% of the DUI arrests, 7,839 in total, were of males, while 2,462 were of females. The average age of offenders was 36. There were 2,388 alcohol-related crashes in Connecticut in 2010. The median range of arrested person's Blood Alcohol Content (BAC) was between .150 and .199, with 2,281 registering between those figures. Of those who had their BAC tested, more than 75% submitted to breathalyzer testing, 7,804 in total.

According to the State Police, the agency reported that DUI enforcement funds were utilized during this time period for the staffing of the State Police Breath Alcohol Testing (B.A.T.) Mobile. This vehicle had 56 deployments resulting in 53 DUI arrests. The general enforcement initiatives that were implemented during this calendar year resulted in 120 DUI arrests, 37 narcotics violations, 670 seatbelt violations, 5,809 various motor vehicle violations, and 14 criminal arrests.

DOT and the State Toxicology Laboratory have collaborated on evaluation of DUI data analysis and interpretation, with the results enhancing the testimony provided in support of DUI prosecutions in the State. Further, the collaboration has focused on expanding the scope of drugs that are routinely detected and reported by the Laboratory, again, supporting DUI prosecutions. This program specifically addresses the use of prescription drugs, over-the-counter medications, and drugs of abuse/controlled substances that impair an automobile operator's abilities.

The Highway Safety Office continues to work with Office of Information Systems, regarding the improvement and updates on the [www.drink.drive.lose.com](http://www.drink.drive.lose.com) website. Tasks include gathering statistical data and relevant articles that can be posted within

the sight to enhance public education on the regulations and dangers of driving under the influence.

The State of Connecticut Drug Evaluation and Classification Program for the development of a DRE Expert Program in CT was approved by the International Chiefs of Police Association (IACP) in Chicago on October 21, 2011. To date, the State HSO has funded certifications for 16 Connecticut DREs. This past October 2012, Connecticut conducted its first DRE training class at the Police Officer Standards and Training Council which allowed for a larger number of officers to become certified.

The Connecticut Mothers Against Drunk Driving (MADD) office received funding for the “Power of Parents, It’s Your Influence” program. Presentations were made throughout the state at local schools and auditoriums regarding how to talk to your teens about alcohol. MADD staff members provided an hour presentation along with handbooks for each participant. The information presented provided communication strategies, a better understanding of alcohol and the effects on a teenager’s body and developing brain, and examples to help parents talk to their teen and how to react to tough questions. Through 20 Power of Parent Workshops MADD Connecticut reached 505 parents/caregivers distributing 1315 Parent Handbooks (including collateral materials-bookmarks, “Conversation Starters,” “Seven Tips for Connecting With Your Teen,” and tri-fold brochures.) Parent Workshops were conducted in the following towns: Bridgeport, Trumbull, New Haven (2 workshops), Killingworth, Voluntown, Plantsville, Windsor Locks, New London, Darien, Waterbury, Branford, Brookfield, Avon, Stratford (4 workshops) and North Haven (2 workshops)

The use of media, including television, radio, internet and print, was an integral component in supporting the State’s impaired driving initiatives. In addition, DOT conducted a public information campaign encouraging motorists to drive responsibly during the Thanksgiving through New Year’s holiday season. The campaign employed both television commercials and radio public service announcements.



Media was also in the areas of public service announcements and billboards to reinforce the dangers of speeding on Connecticut roadways.

The multi-media campaign included a Spanish language television and radio component featuring both paid and bonus spots. This campaign utilized broadcast media to deliver a culturally-relevant message to educate those in the Latino community about driving sober and upcoming traffic safety enforcement activities.

The DUI Enforcement Grant Program featured the national campaign “*Drive Sober or Get Pulled Over*” during the holiday crackdowns. There were 23 variable message boards that carried the slogan to reinforce the campaigns. Connecticut awarded 87 law

enforcement agencies federal funds to conduct DUI overtime enforcement initiatives throughout the State including saturation patrols and DUI checkpoints. There were a total of 1,591 DUI arrests, 3,518 seatbelt violations, 615 narcotic violations, 7,172 speeding citations, 1,705 cell phone violations, and 13,604 other motor vehicle violations conducted during this 2011/2012 grant program.

Approximately \$4,165,000.00 was spent to accomplish these enforcement activities.

## **Police Traffic Services**

The general goal of Connecticut's Police Traffic Services Program is to significantly reduce the number of speed-related crashes. Performance goals included reducing the percentage of speed-related fatal crashes by five percent by the end of 2011, and by an additional three percent in the year 2012. Moreover, the goal includes reducing the high level of crashes due to Connecticut's four predominant contributing factors (following too closely, failure to grant the right of way, speeding, and violation of traffic controls) from 64.7 percent to 60 percent by the end of 2012, with an emphasis on speeding.

Countermeasure programming continues to focus on increasing the number of regional traffic enforcement units (RTUs). Connecticut's law enforcement community is composed entirely of State and local agencies. A gap exists in enforcement due to a lack of county or "regional" agencies. Through mutual aid agreements, Connecticut has established a statewide network of RTUs comprised of State and local enforcement agencies within regions of the State.

RTUs achieve continuous statewide comprehensive traffic enforcement by sharing personnel and equipment within the unit. This allows agencies to regularly participate in traffic enforcement checkpoints that would ordinarily be cost prohibitive. RTUs are an integral component of



Connecticut's traffic enforcement structure and have proven to be successful. The mobility and visibility of these units have successfully projected a broad police presence to the public.

The South Central RTU, consisting of the Towns of East Haven, North Haven and North Branford has joined 69 other towns and have formed a compact this year for the purpose of conducting regional traffic enforcement. These Towns recommitted to conduct monthly enforcement deployments in each municipality. The South Central RTU also participates in the Comprehensive Alcohol Grant on a regional basis.

The Connecticut Police Chiefs Association, in partnership with the Highway Safety Office, held a Law Enforcement Summit to discuss current highway safety priorities and to recognize the law enforcement community for their participation in DOT's Highway Safety Programs. Over 280 law enforcement officers attended. Nineteen law enforcement agencies participated in the Law Enforcement Challenge and were recognized for their outstanding enforcement efforts in the following categories: Best Overall Alcohol Enforcement Program, Best Overall Child Passenger Safety Program, Best Overall Occupant Protection Program, and Best overall Speed Awareness Program.

The State Police conducted a Comprehensive Safety and Speed Compliance Project. State Police personnel operated unmarked cruisers and other non-conventional patrol vehicles to target enforcement areas where speeding was a contributing factor in traffic crashes. DOT also supported three national Combined Accident Reduction Effort (C.A.R.E.) holiday periods and various safety belt campaigns through this grant, which resulted in 3,524 violations for speeding, 56 for Reckless Driving, 340 Distracted Driving, 292 for occupant Protection and 939 for other violations.

The PTS section included Connecticut's Federal 1906 Funds in Fiscal Year 2012. This project was initiated in May of 2012, and invoicing and expenditure of these funds subsequently took place in the following months. The goals of the project included the following:

1. Analyze current racial profiling law and make recommendations to the Connecticut General Assembly to better align the statute to legislative intent and current best practices.
2. Ensure compliance with the racial profiling law in as efficient, effective, transparent and inclusive a manner possible.
3. Ensure compliance with NHTSA requirements of Section 1906 funding to include:
  - a. Fund activities to prohibit racial profiling in the enforcement of State laws regulating the use of Federal-aid highways
  - b. Collect, maintain and provide public access to traffic stop data
  - c. Evaluate the results of such data; and develop and implement programs to reduce the occurrence of racial profiling, including programs to train law enforcement officers

A brief summary of project activities that took place from the project initiation through the end of the fiscal year included the following:

- The establishment and regular meeting of an advisory board compiled of end users, agencies, community members and interested groups to advise on policy and grant management. The advisory board will help inform the design, evaluation, and management of the racial profiling study mandated by P.A. 03-160 "An Act Concerning the Alvin W. Penn Racial Profiling Prohibition Act."
- The establishment and maintenance of a website to inform the public as to the advisory board's activities. The website will include advisory board minutes, agendas, research, reports, and other information related to the Connecticut racial profiling project.
- A survey of all 103 law enforcement agencies in the state including state and municipal police to find out how traffic stop ethnicity is currently collected in order to make recommendations on how to improve this process.
- Provision of monthly reports to the Highway Safety Office updating progress, pitfalls, and anticipated upcoming activities.

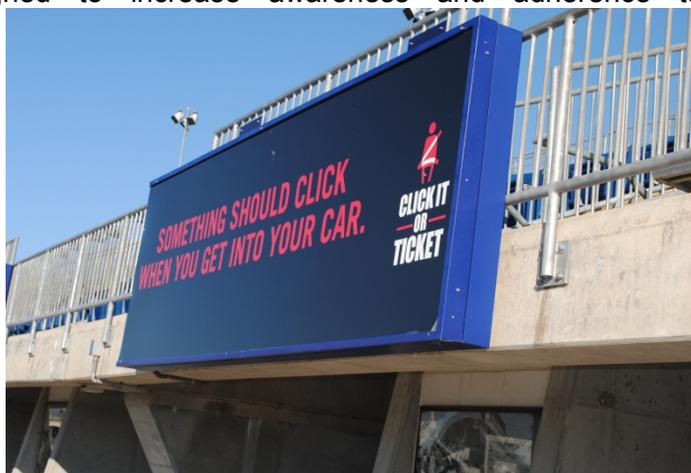
During 2012, approximately \$351,743.51 was spent to accomplish PTS activities.

During 2012, approximately \$35,564.81 was spent to accomplish activities associated with Federal 1906 Funds.

## **Occupant Protection**

The general goal of Connecticut's Occupant Protection Program is to maintain safety belt use rates at a level that is consistently above the National average. The latest information available through National Occupant Protection Use Survey (NOPUS) indicates an 85 percent National safety belt use rate. Generally over the past several years the Connecticut Safety Belt Usage Rate has gradually increased. The increase in safety belt usage can be attributed to both the increase in fines for not wearing your seat belt from \$35 to \$92, and the increased awareness through our media campaigns. 2012 saw a slight decline in our use rate (86.8 from 88.4). This could be in part attributable to the new statewide seat belt design survey that was used for the first time this year. There have not been any huge departures up or down in the last five years of the number of reported fatalities of restrained occupants with the exception of 2009, which was much higher than 2008 and 2010.

Efforts undertaken were designed to increase awareness and adherence to Connecticut's occupant protection laws with a priority given to enforcement and education. Partnerships have been built with representatives from law enforcement, media, health professionals, education, and local civic organizations. Programming included enforcement activities, such as checkpoints and participation in national mobilizations. Public information and education activities were conducted by the HSO staff and by State and local law enforcement personnel. Information was disseminated through one-on-one contact, media announcements and a variety of Public Information and Education (PI&E) materials. Concentrated safety belt mobilization efforts included the November 2011 and May 2012 National "Click it or Ticket" (CIOT) Mobilizations, "Buckle Up America Week" and "Child Passenger Safety Awareness Week." These initiatives are nationwide efforts to increase awareness of the need for proper use of safety belts and child safety seats. Both the Highway Safety staff members and representatives from the Connecticut State Police conducted public outreach at safety and health fairs along with a variety of sporting venue and other special event venues. Law enforcement officials offered Convincer/Rollover public demonstration programs. These demonstrations provide the opportunity for individuals to experience a low-speed impact and "convince" the rider that they need to wear a safety belt when riding in a vehicle. The Rollover simulator also demonstrates the need for safety belt use by providing a visual experience of what happens when a vehicle is involved in a rollover crash. The State Police conducted Safety Belt Convincer demonstrations at 86 events and Rollover simulator demonstrations at 60 events. There were 2,150 people who were permitted to ride the Convincer and an estimated 41,256 people viewed the Rollover demonstrations.



Additionally, the Connecticut Police Chief's Association's (CPCA) rollover simulator went out 10 times to nine different police departments. 210 demonstrations were completed.

Approximately 6,180 people viewed these demonstrations and their seatbelt convincer went out 15 times (four of those being at the CT Police Academy for training) the others were as follows 11 different police departments. 130 people rode the convincer. Approximately 1,692 people observed these demonstrations.

DOT continued to conduct the traffic enforcement WAVE Program. Each WAVE directed a concentrated enforcement effort designed to enforce Connecticut's seat belt laws. There were two "Click it or Ticket" Enforcement WAVE/Mobilization efforts commencing on November 8, 2011 and May 21, 2012. The safety belt enforcement WAVE began with a pre-WAVE seat belt observation survey. The November 2011 WAVE was conducted with 81 agencies participating. An average post-WAVE safety belt usage rate of 86.3 percent was achieved. Enforcement activity included a total of 8,758 safety belt citations, 1,892 speeding citations, 72 child safety seat citations, 152 DUI arrests, and 6,954 citations for miscellaneous violations. The May 2012 WAVE was conducted with 121 agencies participating. An average post-WAVE safety belt usage rate of 92 percent was achieved. Enforcement activity included a total of 7,434 safety belt citations, 1340 speeding citations, 60 child safety seat citations, 154 DUI arrests, and 4,271 citations for miscellaneous (other) violations.

The spring 2012 statewide scientific survey revealed an 86.8 percent safety belt usage rate with 127 agencies participating. The survey determined statewide safety belt usage for drivers and front seat passengers in passenger vehicles only, during daytime hours. After the spring WAVE period, the full statewide survey was conducted; this survey established the statewide rate for the year. The pre and post-WAVE surveys provide feedback on the statewide rate throughout the year. All surveys monitor performance and activity relating to safety restraint usage. Law enforcement activities, communication programs highlighting enforcement efforts, and enhanced public relations have all contributed to the statewide rate. The use of media was an important component of the campaign. A statewide multi-media campaign was developed and implemented. Numerous safety belt checkpoints were established throughout Connecticut during this period and each was supported by local media news coverage during the WAVE periods.

Law enforcement departments conducting safety belt checkpoints that included local media news coverage could submit for reimbursement of the checkpoint's operational costs. There were two multi-media campaigns that included print media, radio and television spots that served to complement enforcement efforts. The Winter Holiday 2011 Campaign focused on impaired driving and was a comprehensive effort overall. The Campaign featured three, thirty-second commercials airing Statewide across five broadcast television stations and twenty-five cable systems over the six and one-half week period. Campaign results indicated a 99 percent reach of the target population combined with a 69 times campaign frequency, meaning that of the target adults exposed to the campaign message, on average they were exposed to the messages 69 times. The May 2012 Campaign featured three, thirty-second commercials aired statewide across five broadcast television stations and 25 cable systems throughout the State for the full two and one-half week campaign as well as internet advertising. Campaign results indicated a 99 percent campaign reach of the target population combined with a 69 times campaign frequency.

The multi-media campaign included a Spanish language television and radio component featuring both paid and bonus spots. This campaign utilized broadcast media to deliver

a culturally-relevant message to educate those in the Latino community about the importance of using seat belts and upcoming traffic safety enforcement activities.

DOT and its many partners supported efforts that complemented mobilization/enforcement campaigns and helped increase safety belt and child safety seat use. Thousands of pieces of educational materials on occupant protection were disseminated to the public at sporting venues, safety and health fairs. The Highway Safety staff interacted with the public at 78 public outreach venues.

The Traffic Services Unit of the Connecticut State Police ran their Seat Belt Convincer/Rollover Simulator Project throughout the year at various public venues including but not limited to health and safety fairs, awareness days, career days and injury prevention presentations. The Convincer and Rollover demonstrators provide dramatic education to observers as to what happens when someone rides unrestrained. Observers were given educational items like pencils, pens, water bottles, key tags and dog tags all with specific traffic safety messages.

The New Britain Rock Cats baseball team partnered with DOT to promote the "Click It or Ticket" message as part of the statewide campaign. A "Click It or Ticket" billboard was displayed for the entire season along with a custom video board segment. To support the campaign there was a rewards ticket program, a premium promotional item giveaway night, a nightly Click it or Ticket video board announcement, and numerous tabling opportunities. Latino Beisbol Fiesta, a bi-lingual game day program, promoted buckling up by use of the video board and stadium signage. A Click It or Ticket outfield billboard, video board segment and ticket giveaway were included at no cost added value.

The Highway Safety Office also partnered with the Bridgeport Sound Tigers Hockey Team to promote Highway Traffic Safety initiatives. This included the National Campaigns of Click It or Ticket and Drive Sober or Get Pulled Over, underage drinking prevention, distracted driving prevention and child passenger safety. The "Click It or Ticket" message was displayed on the outdoor marquee which is visible from the highway for all motorists to see. The previously used National Campaign tag line of Over the Limit, Under Arrest logo was affixed to the player's jerseys for the entire season. There were In-Ice Logos, the Storm Van Wrap, Video Board, Public Address Announcements, a magnetic calendar schedule and unlimited tabling opportunities to interact with guests attending the events including the COOL Fun 101 Kids Festival, a special promotion day that was attended by thousands of children.

DOT partnered with the Connecticut Whale to promote the following Highway Traffic Safety initiatives: educational information and promotions of "Click It or Ticket", underage drinking prevention, drinking and driving prevention, distracted driving prevention and child passenger safety. This provided the Highway Safety staff tremendous opportunity to interact with guests attending the events. Signage with the "Click It or Ticket" slogan was displayed inside of the arena as well as on the outdoor marquee and an in-ice logo. The effort also included promotional tags on local radio stations, opening and closing billboards, Pod Squad Title Sponsorships, magnetic calendar schedules and numerous tabling opportunities.

DOT partnered with The Connecticut Sun Basketball Team from the WNBA to promote and distribute educational materials regarding car seat safety, teen driving safety, seat belt safety, motorcycle safety and to discuss the dangers of drinking and driving. This

was accomplished through traffic safety signs, a celebrity PSA announcement and driver level parking locator tickets. A branded victory basketball giveaway, LED signage, co-sponsorship of Regional Marketing Events and tabling nights were provided at no cost added value.

DOT partnered with the Bridgeport Bluefish to promote car seat safety, seat belt safety, safe teen driving, and to discuss the dangers of drinking and driving. Staff attended several tabling opportunities to interact with guests attending the event. There was a traffic safety messaged outfield billboard and an LED Board In-Game message, social media interaction focused on DUI awareness. A CIOT outfield billboard, speeding Suite Level sign, CIOT seating vouchers and tabling nights were given at no cost added value.

The Connecticut Tigers baseball team partnered with the Highway Safety Office to promote Highway Traffic Safety messages through parking lot banners, an outfield billboard and distribution of DUI awareness promotional drinking cups. A CIOT Pitch/Speed Temperature Sign, outfield billboard, seating vouchers and tabling nights were provided at no-cost added value.

The Waterford Speedbowl, Stafford Motor Speedway, Thompson Motor Speedway and Lime Rock Park partnered with the Department of Transportation to address safety belt safety and impaired driving prevention at several family night race car events throughout the season. On several designated evenings at each facility, the first 100 drivers who were observed wearing their safety belt upon entering the parking lots were given a “friendly ticket” that could be redeemed for a “Drive Sober or Get Pulled Over” tee shirt.



The Highway Safety Office partnered with the Rentschler Field to produce and distribute “Click it or Ticket” hand towels which were distributed at a University of Connecticut Football Team home game and promoted all highway safety program areas by participating in several home game tabling opportunities.

The Highway Safety Office also partnered with Live Nations at their Comcast Theater and Oakdale Theater sites to promote highway traffic safety outreach program initiatives. The Highway Safety staff members promoted “Click it or Ticket” and “Drive Sober or Get Pulled Over” underage drinking prevention, distracted driving prevention and child passenger safety prior to various stage productions at these venues including; Cinderella, Pink Floyd, The Moody Blues, Billy Currington and Jason Aldean. Additionally, signage and banners were placed at strategic locations to educate patrons when arriving and leaving the venues.

During 2012, a total of \$1,189,032.00 was spent to accomplish these activities.

## **Child Passenger Safety**

The general goal of Connecticut's Child Passenger Safety (CPS) Program is to reduce the percentage of injuries to children as the result of traffic crashes. During Fiscal Year 2012, DOT, along with partners in the child passenger safety community, continued to educate parents and caregivers about the importance of child safety restraints. The program focused on education and training to ensure that all children are properly restrained in motor vehicles.

The support of safety seat inspection stations are a priority of the CPS Program. DOT continues to provide educational materials to support their activities.

In 2012, there were 10 CPS technician-training sessions at various locations statewide with 69 participants. The training sessions resulted in 64 additional certified technicians. One update renewal class was held with 6 attendees. Connecticut has 24 instructors and 69 fitting stations. These instructors and technicians disseminate the most current information relating to design, hardware, installation and curriculum.

A total of 73 technicians were eligible for recertification, bringing Connecticut to a 61.9 percent recertification rate as compared to the 54.1 percent national average.



Many community outreach activities organized by the Hartford Fire Department, Waterbury Police Department and Safe Kids were attended to inform caregivers of the importance of proper child restraint.

DOT disseminates a variety of public education materials, specific to child passenger safety to a variety of agencies, health and safety fairs and other public outreach venues. Thousands of brochures in English were distributed in response to requests from the public. The brochures include NHTSA materials: Car Seat Recommendations for Children, Connecticut's Booster Seat Law (in both English and Spanish), Booster Seats are for Big Kids, Kids in Cars, Child Safety in and Around Vehicles and Guide to Car Seat Installation. LATCH books were also purchased for the 74 fitting stations around the state.

The Waterbury Area Traffic Safety Program (WATSP), administered through the City's Police Department, serves the Waterbury and Litchfield County region of the State. WATSP addresses multiple traffic safety issues. This program reached over 1,600 parents, children and caregivers through educational presentations on occupant protection which including car seat safety. These presentations were held for groups as small as nine to as large as 300. The participants were given outreach materials at the end of the two hour presentations. In addition, Buckle Bear was used at Head Start programs and day cares centers to reach over 480 children with a buckle up message.



The WATSP program, through its networking with schools, libraries, health centers, police departments, hospitals, halfway houses, grocery stores and agencies such as the Elks and Safe Kids, has distributed over 12,000 pieces of material promoting occupant protection and child passenger safety.

The Highway Safety Office also completed the following tasks related to the Child Passenger Safety program:

- Attended the Hispanic Festival in Losada Park in Hartford where hundreds of educational materials were handed out to attendees.
- Attended a car seat clinic during CPS week at AMR Ambulance.
- Attended the International Walk to School event at Jonathan Reed Elementary School in Waterbury.

During 2012, a total of \$3,254.13 was spent to accomplish these activities.

## **Motorcycle Safety**

The general goal of Connecticut's Motorcycle Safety Program is to reduce the number of injuries and deaths among motorcycle operators and passengers. Performance goals set during the previous planning period included:

- To decrease the number of un-helmeted fatalities below the three-year (2007-2009) moving average of 32 in 2009 by 5 percent to a three-year (2011-2013) projected moving average of 30 in 2013.
- To decrease the number of fatalities below the three-year (2007-2009) moving average of 50 in 2009 by 5 percent to a three year (2011-2013) projected moving average of 47 in 2013.
- To decrease the percentage of fatally injured motorcycle operators with BAC's greater than 0.00 below the three-year (2007-2009) moving average of 37 in 2009 by 5 percent to a three-year (2011-2013) projected moving average of 35 percent in 2013.

The latest available data from 2011 indicates that the three year moving average of un-helmeted fatalities is 29 (Graph 8). During the same time period, the three year moving average for fatalities was 45 (Graph 8). Un-helmeted fatalities over the last three years have shown a small decline while overall motorcycle fatalities have remained largely the same in relation to total fatalities of 17% (37 out of 220).



This data also indicates that in 2011, 27 percent of the fatalities tested had a BAC greater than 0.00. This is the lowest since 2006. The three year moving average for this group is 35 percent (Graph 9).

During Fiscal Year 2012, DOT's Connecticut Rider Education Program (CONREP) continued motorcycle rider safety training at 15 site locations throughout the State. Each location offered the

Basic Rider Course (beginner), Intermediate Rider Course, and Experienced Rider Course. In 2012 CONREP continued a pilot program offering an additional course targeting advanced and sport bike riders who are over represented in State crash data.

To assure quality control, CONREP Instructors monitored the program under the supervision of three chief instructors. In order to accommodate additional student demand, CONREP trained and certified 13 new instructors. Preliminary data for 2012 indicates 6,064 students were enrolled in 581 Connecticut Rider Education Program courses. Student tuition and motorcycle registration fees collected from Connecticut motorcyclists provided the majority of funding for the training program.

CONREP Instructors attended an annual curriculum update in February to address issues found during the years' quality assurance visits. Adult learning principles, range

management and engaging students in the classroom were covered. 160 CONREP Instructors attended the update which was held at the Courtyard Marriot in Cromwell, CT.

In January 2011, newly enacted state law required motorcycle operator safety training for all new license applicants. Details of this legislation may be found in the legislative section of this report. CONREP continued an upward trend in Basic Rider Course participation in 2012 training 5,825 students, or 96% of total students trained. The remaining 4% were IRC, ERC and ARC students.

Providing public information and education materials that promote safety is an important component of the motorcycle safety program. Motorcycle organizations and several Connecticut motorcycle dealerships helped in this effort by distributing the materials. The materials included information on training course availability, safe riding gear, alcohol and/or drug impairment, safe riding tips, and motorist awareness of motorcycles. One popular item was the State motorcycle-specific map that incorporates NHTSA motorcycle safety educational information. CONREP was also represented and promoted at several grassroots events. Preliminary estimates indicate that over 12,000 Connecticut motorcyclists received NHTSA and State motorcycle safety education and rider impairment informational materials during this reporting period.

CONREP previously used NHTSA funding to purchase two Safe Motorcyclist Awareness and Recognition Trainers (SMARTrainer). The SMARTrainer is an advanced, interactive instructional tool with standard motorcycle controls and realistic traffic situations. The SMARTrainer leads a rider through a computer simulated ride designed to develop and apply risk-management and crash avoidance strategies.



Instructors received training on SMARTrainer procedures and instructional applications. This team conducted successful presentations at numerous grassroots events throughout the State and approximately 45 events took place over the course of the year, where over 2000 people participated in the SMARTrainer exercises. The largest event was in January at the Hartford Motorcycle Expo, additional events were held in Enfield at the Hendee Indian Motorcycle Festival as well as numerous Dealer Open Houses.

CONREP used NHTSA funding to purchase 10 Yamaha Zuma scooters. These Motorcycles and scooters are fuel injected and are necessary to keep up with the increasing student demand.

A successful statewide campaign, "Open the Throttle. Not the Bottle," continued to address motorcycle rider impairment and the impact of alcohol, drugs, and fatigue on

riding ability. Funded by a NHTSA grant, the campaign was developed to increase awareness of the dangers of riding impaired, with a focus on fatal injuries, and to encourage safe motorcycle riding practices. The campaign web site ([www.ride4ever.org](http://www.ride4ever.org)) contains impaired riding messages and includes downloadable ride maps, digital postcards, and articles. The site showed 26,000+ visits over the course of the year, with the bulk of them coming in the spring and summer. Partners in this Program include the American Motorcyclists Association, and the Connecticut Motorcycle Riders Association. The campaign continued throughout the year with public service announcements and campaign message events at motorcycle gatherings.

CONREP received sixth year Section 2010 motorcycle safety funding from NHTSA. These funds were programmed to support the expansion of motorcycle rider training courses during 2012. This includes the addition of new motorcycles and other training equipment necessary to allow the program to offer more safety classes for novice riders. Additional funding will also be reserved to support our efforts to reduce rider impairment fatalities.

During 2012, approximately \$291,116 of federal funds (\$259,116 of Section 402, and \$32,000 of Section 2010) and a combined \$1,193,245 from both Connecticut's Motorcycle Safety fund and CONREP course fees were spent to accomplish these activities.

## **Traffic Records**

High-quality traffic records data is critical to effective safety programming, operational management, and strategic planning. A traffic records system must support the data-driven, science-based decision-making necessary to identify problems; develop, deploy, and evaluate countermeasures; and efficiently allocate resources. Achieving maximum results – reducing motor vehicle crashes, deaths and injuries through highway safety improvements, requires:

- Comprehensive traffic records system;
- Long-range traffic records strategic plan; and
- Dedicated/active traffic records coordinating committee (TRCC), supported by the Highway Safety Office

### **Traffic Records System**



A traffic records system includes the collection, management, and analysis of traffic safety data. It is comprised of six core data systems – crash, driver, vehicle, roadway, citation and adjudication, and injury control. Driving the current year’s traffic records strategic plan is the focus on the electronic collection and transfer during, or as close as possible to a traffic safety event, whether that event is a crash, a traffic stop, or issuance of a citation.

- Connecticut recently received “best practices” honors at the National Traffic Records Forum in Mississippi for its Electronic Citation (E-Citation) initiative; and
- Connecticut is close to implementing the biggest change in crash reporting (E-Crash) for the state in the past thirty years

E-Crash will provide an innovative browser/question based electronic crash reporting application based on National Guidelines (collaborative effort to generate uniform crash data that are accurate, reliable and credible for today’s data-driven highway safety decisions). E-Crash is being developed in concert with the Crash Data Repository (CDR), a web-based utility serving users with timely access to data queries, report summaries, and analytic tools. The TRCC has continued its efforts to focus on the development of electronic field data capture for all traffic safety events, including the back-end systems to receive and process this data.

In 2008, the State established an electronic emergency medical services (EMS) patient care report data collection system. Other core safety data system developments include: a) Integrated Vehicle and Licensing System – Department of Motor Vehicles; b) Electronic Citation and Crash Reporting – Commercial Vehicle Safety Division; c) Injury Prevention and Control – Department of Public Health; d) Impaired Driver Records

Information System – Department of Public Safety; and e) Digital Roadway Network – Department of Transportation.

The TRCC has helped to initiate efforts for seventh year Section 408 traffic safety information system improvements, comprised largely of E-Crash and E-Citation initiatives, while it prepares for updates to the 2013 traffic records system strategic plan.

Acknowledging significant gains in the State’s traffic records system, many opportunities remain for improving core data systems. Responding to increased emphasis by the National Highway Traffic Safety Administration (NHTSA), the TRCC places a high priority on integrating planned performance measures with any new proposed system improvements.

**Performance Measures**



**Timely:**  
Date file available; updates how often?



**Accurate:**  
Percent of records with no errors in critical data elements?



**Complete:**  
Percent of records with no missing critical data elements?



**Uniform:**  
Number of standards-compliant data elements entered into database?



**Integrated:**  
Percent of records in one file linked to another system or file?



**Accessible:**  
Ability of principal users to obtain data or other services requested?

States need traffic records data that are timely, accurate, complete, and uniform to be able to identify and prioritize traffic safety issues and to choose appropriate counter measures and evaluate their effectiveness. Data must be integrated/linked and most importantly, accessible by authorized users in a timely manner.

The TRCC maintained an active schedule in 2012, meeting monthly as a technical advisory committee, and interacting with working groups on the new E-Crash initiative, E-Citation, related criminal justice and chief’s of police initiatives, crash data improvement (CDIP), and crash data repository (CDR) efforts.

TRCC representatives from the Judicial Branch, Highway Safety Office, Capitol Region Council of Governments, New Britain PD, State Police, and Department of Transportation participated in the 38<sup>th</sup> Annual National Traffic Records Forum, conducting sessions on the State’s E-Citation system, and E-Crash, emphasizing the National MMUCC Guideline, to be incorporated into Connecticut’s system.

The TRCC website contains the 2012 Traffic Records Strategic Plan, 2012 Traffic Records Assessment, and content/updates from the most recent meeting of the TRCC. The website is located at - <http://www.ct.gov/dot/cwp/view.asp?a=2094&q=435916>.

The TRCC continues to pursue a more comprehensive and effective traffic records system to support the highway safety planning process. This process serves to accurately identify safety problems, set performance goals and objectives, plan programs and countermeasures, implement countermeasures, monitor projects and their impact on performance measures, and evaluate their effectiveness.

During 2012, a total of \$145,198.75 was spent to accomplish these activities.

# PAID MEDIA REPORT

**CONNECTICUT DEPARTMENT OF TRANSPORTATION  
HOLIDAY SAFETY CAMPAIGN  
WINTER 2011  
ENGLISH LANGUAGE BUY**

The campaign included a variety of media vehicles to deliver the message to Connecticut's residents. The specific media vehicles used consisted of the following:

- Television
- Radio
- King Size Bus Panels
- Digital Outdoor Billboards
- Outdoor Poster Panels
- Online Website Banners

As this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional message exposure for no-charge. The additional message delivery helped boost the campaign's message exposure to Connecticut's residents well beyond that which the media budget could normally afford.

**Schedule Timing**

The campaign aired from November 21 through January 1 – a period of six weeks. Advertising messages were constantly visible throughout that period.

**Television**

Three different 30-second commercials aired statewide across five broadcast television stations and 25 cable systems throughout the state for the full six week campaign. The commercials that aired included the following:

- "Mistletoe"
- "Snowball"
- "Lights"

Each commercial was rotated to air a significant amount of time. A schedule of paid commercials and no-charge bonus commercials was negotiated and aired across the programs listed for each station. The majority of the no-charge bonus commercials were aired in the same dayparts as the paid commercials; if we purchased a spot to air in a primetime program, a no-charge bonus match spot also aired in primetime.

The stations that aired these commercials, and the dayparts that they aired within, included the following:

WTNH-TV8 (ABC)

- Early Morning (M-Sun 5-9am)
- Daytime (M-F 9am-4pm)
- Early Fringe/Early News (M-F 4-7pm)
- Access/Primetime/Late News (M-Sun 7-11:35pm)
- Late Fringe (M-Sun 11:35pm-2am)
- Overnights (m-Sun 2am-5a)

WCCT-TV20 (CW)

- Daytime (M-F 9am-4pm)
- Early Fringe/Early News (M-F 4-7pm)
- Access/Primetime/Late News (M-Sun 7-11:35pm)
- Late Fringe (M-Sun 11:35pm-2am)
- Overnights (m-Sun 2am-5a)

WVIT-TV30 (NBC)

- Early Morning (M-Sun 5-9am)
- Daytime (M-F 9am-4pm)
- Early Fringe/Early News (M-F 4-7pm)
- Access/Primetime/Late News (M-Sun 7-11:35pm)

- Late Fringe (M-Sun 11:35pm-2am)
- Overnights (m-Sun 2am-5a)
- NBC Universal Sports

WCTX-TV59 (MyTV)

- Daytime (M-F Noon-4pm)
- Early Fringe/Early News (M-F 4-7pm)
- Access/Primetime/Late News (M-Sun 7-11:35pm)
- Late Fringe (M-Sun 11:35pm-2am)
- Overnights (m-Sun 2am-5a)

WTIC-TV61 (FOX)

- Early Morning (M-Sun 5-9am)
- Daytime (M-F 9am-4pm)
- Early Fringe/Early News (M-F 4-7pm)
- Access/Primetime/Late News (M-Sun 7-11:35pm)
- Late Fringe (M-Sun 11:35pm-2am)
- Overnights (m-Sun 2am-5a)

## **Cable Television**

### Connecticut Cable Interconnect (22 systems statewide, less Fairfield County)

BET	TNT
Comedy Central	ESPN
Court TV	TBS
E!	HISTORY
FX	TOON
MTV	DISCOVERY
NESN	ESPN2
Sci Fi	TVLAND
Spike	HEADLINE NEWS
Versus	GOLF
VH1	TRAVEL
CNN	BRAVO
FOX NEWS	TLC
USA	ANIMAL PLANET
AMC	THE WEATHER CHANNEL
FOOD	HGTV
MSNBC	FAMILY
ARTS AND ENTERTAINMENT	NICK
LIFETIME	
CNBC	

### Cablevision (Fairfield County cable systems)

ESPN  
ESPN 2  
ESPN CLASSIC  
ESPN NEWS  
Comedy Central  
DISCOVERY  
TOON  
SNY  
Speed  
Spike  
Versus  
VH1  
COUNTRY MUSIC TV

### Comcast Danbury and Shelton

BET  
COMEDY  
COURT  
FX  
MTVSPEED  
SPIKE  
VERSUS  
VH1  
USA

## **Television Schedule Recap**

A total of 10,385 paid commercials aired over the schedule.  
Additional 11,150 bonus commercials aired at no-charge (this includes n-charge bonus spots, PSA's and vignettes)

A total of 16,641,755 Men18-34 gross impressions were realized over the course of the schedule.

The delivery of the campaign was as follows:

Men 18-34 GRPs	6435
Men 18-34 Reach	99%
Men 18-34 Frequency	65x

## **Radio**

One 30-second commercial ran on 13 different radio stations across the state for the full six week campaign.

- "Jingle Crash"

The stations (and their formats) that aired the commercials included the following:

### **Danbury Market**

WDAQ-FM Hot Adult Contemporary  
WDBY-FM Contemporary Hit Radio  
(Top 40)

### **Hartford Market**

WCCC-FM Active Rock  
WKSS-FM Contemporary Hit Radio  
(Top 40)  
WMRQ-FM Alternative Rock  
WZMX-FM Urban

### **New Haven Market**

WKCI-FM Contemporary Hit Radio  
(Top 40)  
WYBC-FM Urban

### **Bridgeport Market**

WEZN-FM Adult Contemporary

### **New London Market**

WQGN-FM Contemporary Hit Radio  
(Top 40)  
WWRX-FM Urban

### **Stamford/Norwalk Market**

WFOX-FM Classic Rock

A schedule of paid commercials and no-charge bonus commercials was negotiated and aired.

### **Radio Schedule Recap**

A total of 1,320 paid commercials aired over the schedule.

Additional 1,445 bonus commercials aired at no-charge. A total of 1,868,776 gross impressions against Men18-34 were realized over the course of the schedule.

#### **Total campaign M18-34**

	<u>GRPs</u>	<u>Reach</u>	<u>Frequency</u>
Danbury	584.73	65.7%	8.9x
Hartford	1280	80.2%	16.0x
New Haven	1204	70.6%	17x
New London	660	60%	11x
Stamford/Norwalk	65.4	21.8%	3x
Bridgeport	75.9	25.3%	3x

### **Transit**

A transit advertising schedule was purchased consisting of bus panels on the street side (kings) and back side (tails) of buses running in major markets in the state.

The schedule is designed to reach at least 25% of each market's population on a monthly basis.

	<u>Kings</u>
Bridgeport	5 buses
Hartford	15 buses
New Haven	7 buses
Stamford	3 buses
Waterbury	2 buses

A total of 32 paid bulletins ran over the schedule.

An additional 32 bonus bulletins ran at no-charge.

A total of 7,552,000 Men 18-34 gross impressions were realized over the course of the schedule.

#### **Additional Added Value-**

- The DOT paid for one month Nov 21-Dec 20, and the balance of the schedule was no charged

## **Billboards**

A statewide Billboard schedule was purchased from November 21 through January 1. It included two digital boards on I-91 in Hartford and 30-sheet posters statewide. A total of 37,576,000 gross impressions were realized over the course of the schedule.

## **Paid**

- (2) Digital Bulletins (14 x 48) ran from November 21 through January 1.
- (20) 30-sheet posters ran during the same timeperiod.

## **Bonus**

- (2) Digital Bulletins (14 x 48) ran from November 21 through January 1.
- (20) 30 sheet posters ran during the same timeperiod.

## **Overall Campaign Delivery**

A conservative estimate of the message delivery of this campaign to the residents of Connecticut is as follows:

Campaign reach – combining all mediums - Men 18-34:	99%
Campaign frequency – combining all mediums - Men 18-34:	72x

This means that approximately 99% of all men aged 18-34 in the state of Connecticut were exposed to the campaign message at least once.

Of those adults exposed to the campaign message, on average they were exposed to the message 72 times.

**CONNECTICUT DEPARTMENT OF TRANSPORTATION  
HOLIDAY SAFETY CAMPAIGN  
WINTER 2011  
SPANISH LANGUAGE BUY**

**OVERVIEW**

Bauzá & Associates (B&A) was hired to develop a Spanish-language, multi-media Holiday campaign for the Connecticut Department of Transportation. The campaign included “don’t drink and drive” and “click it or ticket” messages to air November 21<sup>st</sup> 2011 and end midnight of January 2<sup>nd</sup> 2012. The assignment required a share of investment (SOI) media mix of TV (65% SOI), Radio (30% SOI) and Internet (5% SOI) with a primary target of Hispanic males 18-34 and drivers in Connecticut, which was met in the plan. Initially the campaign was to include new TV creative for the Driving Sober program; however, the new Spanish TV spot was not available for the launch date. Approved adjustments confirmed by Stephen P. Livingston were done to comply with the campaign:

**Television:** Initially the agency rotated existing “Click it or Ticket” and “Don’t Drink and Drive” spot (11/21/2011 to 12/1/2012) and when the new TV spot “Soplando” was ready it began airing during the week of December 12<sup>th</sup> and ran until the end of the campaign.

**Radio:** B&A ran 50% Click it or Ticket 30ss and 50% Don’t Drink and Drive 30ss throughout the campaign.

**Internet:** B&A produce banners with approved materials from the Federal DOT website using same concept from general market but executed in the different dimensions. The headline reads in English "The holidays should be shared with family, not with the police." The banners ended up being static banners (with no active link to a site) since there wasn’t an adequate Spanish language website available at either the state or Federal level. This would limit the campaign report from clicks to impressions.

This report includes the air checks by media (TV/ Radio) and impressions on web banners. The campaign plan and purchase order called for exposures to deliver 21,120 which consisted of 174 paid TV spots and 265 bonus spots, 213 Radio paid spots and 298 bonus posts and for internet 10,000 paid impressions and 20,000 bonus impressions with total clicks of 170. Total impressions for the plan were: 21,120.

The campaign comprehensively combined broadcast media (TV and Radio) and internet presence in order to better deliver a culturally-relevant message that reminds the Latino community about the importance of not driving under the influence and to comply with the safety laws of wearing seat belts. In our efforts to gauge the impact of the campaign, Bauza Associates obtained through negotiation with the media a large quantity of bonus spot and special discounted rates airing packages which doubled the exposure of the campaign. It’s vital to mention that the campaign helped to remind the Latino community of the existence of a law and that it will be enforced through the Holiday season. The objective of the communication is to remind the criminal act of driving under the influence. Bauza & Associates is proud to once again have been granted the opportunity to a campaign that promotes and ensures community safety.

## **Media Plan & Deliveries**

### **Television**

#### ***SUMMARY AND EVALUATIONS***

Bauza & Associates included in the station mix the main Spanish-language television stations in the state for this campaign, namely:

- Entravision
- WUVN Univision
- WUTH Telefutura
- WRDM Telemundo

The television stations provided the campaign with great support by offering quality value added ways to enhance and maximize the budget and fulfill objectives for the 6 weeks plan. Entravision provided Univision as the main station in the negotiation, increasing the reach of the campaign with statewide outreach as the number one Hispanic TV network in the state. In addition, they offer value-added of 1:2 bonuses subject to availability.

Telefutura is the second most important station of Entravision, segmenting through different programming adding more reach to the plan. Bonus spots of 82% of the paid presence were offer upon availability. Telemundo also provided the campaign the availability of air commercials on their highest rated day parts, which assures the delivery of the message to the targeted market and also agreed to double the amount of paid spots 1:1. Overall, the exposure that the campaign received via television was great due to the reach and frequency. The CT Department of Transportation received great exposure as a direct result of our negotiating power with the key television stations in the market.

#### ***WUVN (UNIVISION HARTFORD/NEW HAVEN)***

#### **PLANNED**

42 paid spots, mix of day part and evening shows. Budget \$7,695

Additional offerings:

- 108 fixed bonus spots distributed through the course of the campaign.
- 1:2 Bonus on same properties purchased upon availability

#### **DELIVERED**

Univision fulfilled the paid spots as ordered: 42 paid spot. While delivering 200% of bonus (102 spots). Total of 150 spots aired through the specific period with a total budget of \$7,695.

#### **EVALUATION AND NOTES**

Univision ran all paid spots and fulfilled negotiation agreement on 2:1 bonus. 90% of the bonus ran on fixed programming.

#### ***WUTH-TV (TELEFUTURA HARTFORD)***

## **PLANNED**

30 paid spots, mix of day part and evening shows. Budget \$2,400

Additional offerings:

☐ 30 bonus spots distributed through the course of the campaign.

☐ 83% Bonus on same properties purchased upon availability

## **DELIVERED**

Telefutura fulfilled both paid and bonus spots as ordered: 85 spots total in planned budget \$2,400

## **EVALUATION AND NOTES**

Telefutura offered a different platform on programming to the Hispanic community that increased reach.

Sports, talk shows and entertainment shows offered a different kind of audience that don't necessarily watches soap opera.

## **WMDR Channel 65 (Telemundo, CT)**

### **PLANNED**

102 paid spots, mix of primetime and daytime daypart split. Budget: \$7,500

Additional offerings:

- 102 bonus Spots through the duration of the campaign

### **DELIVERED**

The insertion order called for 102-30ss spots during five weeks with a special negotiation for 1:1 bonus spots for a total of 204-30ss seconds spots. The station, due to availability on fixed position on the 4<sup>th</sup> Quarter, needed to adjust and as a result DOT obtained 203-30ss total spots. The bonus spots were negotiated subject to availability. Only 1 bonus spot was pending placement.

### **EVALUATION AND NOTES**

The CT Department of Transportation received great exposure through frequency in the Connecticut Market. The value added offers enhanced the exposure for the Campaign given its short duration.

## **Radio**

### ***SUMMARY AND EVALUATIONS***

Bauza & Associates utilized all of the most important local Spanish-language radio stations in the state, namely:

- WLAT MEGA (910AM) Hartford
- BOMBA (97.1 FM) Hartford
- WPRX-AM "La Puertorriqueñísima" Hartford
- RADIO CUMBRE (WUCM AM) Bridgeport

Radio plays an important role in marketing to Hispanics. The average Hispanic consumes more radio per hour than the general market and they tend to reach specific segments of

the demographic. Bauza & Associates always advocates the use of Spanish language radio because of the special link that their talents create with the listeners.

### **Bomba 97.1 FM**

Bomba 97.1FM is the only Hispanic FM Station in the State. Music format includes Reggaeton, Salsa, Merengue, Bachata and contemporary ballads targeting the younger side of the audience.

#### **PLANNED**

Bauza & Associates media plan called for placing a total of 58 paid 60 second spots on the air.

As per negotiation added bonus were finalized on 1:2 basis, yielding 116 spots in bonus spots during the 6-week campaign. Bonus will be fulfilled based on availability.

58-60 second commercial spots, equally distributed in between morning and afternoon programming (6am –7pm) for the 6 weeks of the campaign with budget of \$ 2,088.

#### **DELIVERED**

The insertion order called for a total of 174 (58 paid and 116 bonus spots), to be aired on the 5 week duration of the campaign and received a total of 168. 6-60ss bonus spots weren't able to air due to availability.

#### **EVALUATION AND NOTES**

This station is the only FM Hispanic station in the Greater Hartford area. Spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market of Bolton, Hartford, New Britain, Springfield, Willimantic.

### ***WLAT– AM Mega***

WLAT – AM 910 is Tropical Spanish featuring Salsa, Merengue, Bachata and Reggaeton. Tropical music appeals primarily to those of Caribbean and Coastal Central American descent. Mega is the highest wattage Spanish-language AM station in Connecticut...

#### **PLANNED**

Bauza & Associates media plan called for placing a total of 50 paid: 60 second spots on the air. Mega 910 offered 50% Bonus spots during the campaign for a total of 25-60ss additional spots.

50 :60 second commercial spots for the 6 weeks of the campaign distributed equally between the morning and afternoon programming (6:00 AM to 12:00 AM) during the 6 weeks period of the campaign, and as added value a 50% of additional spots were negotiated with the station to with a plan investment of \$2,250.

#### **DELIVERED**

La Mega complied with the placed ordered as negotiated. Total of 75-60ss during a 5 weeks period were achieved. Total spots per week on average were 12-60ss.

#### ***EVALUATION AND NOTES***

This station is one the top station in Greater Hartford., The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market in the Hartford area.

### ***WPRX AM “La Puertorriqueñísima”***

WPRX 1120– AM “La Puertorriqueñísima” is Spanish-language radio station in New Britain that plays top 40 Spanish-language music. The station has a very popular morning show as well as popular shows throughout the day. The station’s format and music appeal primarily to Hispanics of Caribbean descent.

#### **PLANNED**

Bauza & Associates media plan called for placing a total of 52 paid 60 second spots on the air and WRYM agreed to provide 2:1 bonus 60 spots during the 6 week campaign.

A total of 156 commercial spots, equally distributed in between morning and afternoon programming (6a-7p) for the 6 weeks of the campaign. The station provided the CT DOT with a special discounted spot rate, with a total of \$ 1,560.

#### **DELIVERED**

The insertion order called for a total of 52 in scheduled paid spots and 2:1 bonus spots, to be aired for the 6 week duration of the campaign, and all paid spots ran as planned.

#### ***EVALUATION AND NOTES***

This station is the top station in New Britain and Waterbury, Connecticut. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market in the station’s coverage area

### ***WCUM- 1450AM***

WCUM-AM has been 22 years on the air and offers a great following. Format includes Salsa Classics, Popular Hits and specialized shows with well know radio personalities in the CT area. Serving the Bridgeport area is ideal part of me station mix.

#### **PLANNED**

Bauza & Associates media plan called for placing a total of 53 paid 60 second spots on the air at a great low rate and 100% bonus for the 6-week campaign.

106 commercial spots, equally distributed in between morning and afternoon programming (6a-7p) for the 6 weeks of the campaign. CT DOT obtained with a special discounted spot rate and added value spots negotiation, with a total of \$ 2,120.

#### **DELIVERED**

The insertion order called for a total of 53 in scheduled paid spots and 53-60ss as added value, to be aired for the 6 week duration of the campaign. The station ran paid and bonus spots as ordered.

#### ***EVALUATION AND NOTES***

This station is the top station in Bridgeport. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market. ct

### **Web Presence**

#### ***SUMMARY AND EVALUATIONS***

The plan for DOT’s Holiday 2011 requested 5% SOI on web presence. B&A negotiated with key partners that would deliver the best results for the campaign. The most effective and

content generating media outlets were incorporated as part of the communication plan. Total investment \$1,500.

- www.wuvntv.com Univision Harford's website
- www.holaciudad.com – Telemundo New England's website

Web / mobile play an important role in marketing to Hispanics. According to Terra Networks/ comScore Media Metrix, the average Hispanic access more web and mobile media than non-Hispanics. Between Dec. 2005 and Dec. 2006, Hispanic online audience increased by 13%, while the general market increased 2%. Hispanics also surpassed the general market in time spent online per day. Hispanics spent an average of 88.1 minutes online per day vs. General Market which spends 81.7 minutes per day. This is in part due to content and specific information that general market media doesn't provide to the Hispanic market. The media outlets selected update daily content and promote through Broadcast their web based versions. Promotions and events are a vital part of the web based version. CT DOT effort for web was limited to static banners (no click through), due to the fact that there was no Spanish website available for the local market. Clicks can't be reported. Through both web pages impressions planned were estimated on the 20,000, we obtained a 17% less impressions due mainly for the bonus impressions couldn't be accommodated by Univision on a month long effort. The web banner creative approval shortened the web plan.

**Web Impressions**

Planned	20,000.00
<b>Obtained</b>	<b>16,523.00</b>
Variance	-3,477
<b>-17%</b>	

**CONNECTICUT DEPARTMENT OF TRANSPORTATION**  
**Click it or Ticket Campaign**  
**May 2012**  
**English Media Buy**

The campaign employed a variety of media vehicles to deliver the message to Connecticut's residents. The media vehicles used to deliver the campaign messages included the following:

- Radio
- Digital Billboards
- Online Web Banners

As this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional message exposure for no-charge. The additional message delivery helped boost the campaign's message exposure to Connecticut's residents well beyond that which the media budget could normally afford.

**Schedule Timing**

The campaign aired from May 14th – June 3rd – a period of 3 weeks. Advertising messages were constantly visible throughout that period.

**Radio**

One: 30 commercial ran on 19 different radio stations across the state for the full 3-week campaign.

- "Car Talk"

Additionally, :10 and :15 second traffic sponsorships ran from May 21st – June 2nd on the Connecticut Clear Channel Traffic Network. The stations (and their formats) that aired the commercials included the following:

**Danbury Market**

WDAQ-FM Light/Soft hits  
WRKI-FM Active Rock

**Hartford Market**

WCCC-FM Active Rock  
WKND-FM R&B/Oldies  
WKSS-FM Contemporary Hit Radio (Top 40)  
WMRQ-FM Alternative Rock  
WZMX-FM Urban, Hip Hop/R&B  
WUCS-FM Sports

**New Haven Market**

WAVZ-AM Sports  
WELI-AM News Talk  
WKCI-FM Contemporary Hit Radio (Top 40)  
WPLR-FM Active Rock  
WYBC-FM Hits & Oldies

**Bridgeport Market**

WEBE-FM Adult Contemporary

**New London Market**

WBMW-FM Soft Hits  
WMOS-FM Classic Rock  
WQGN-FM Contemporary Hit Radio (Top 40)  
WWRX-FM Urban/Rhythmic Contemporary

**Stamford/Norwalk Market**

WFOX-FM Classic Rock  
A schedule of paid commercials and no-charge bonus commercials was negotiated and aired.

## **Radio Schedule Recap**

Budget: \$83,000

A total of 3,150 commercials and 1,250 GRPs aired over the schedule. This schedule reached approximately 83% of Men 18-34 an average of 15 times. A total of 23,493,000 gross impressions were realized over the course of the schedule.

## **Digital Billboards**

Budget: \$22,000

A statewide Billboard schedule was purchased from May 14th – June 3rd and included 11 digital boards in Hartford, New Haven & Fairfield. A total of 3,657,000 gross impressions were realized over the course of the schedule.

### **Paid**

- (7) Digital Bulletins ran from May 14th – June 3rd

### **Bonus**

- (4) Digital Bulletins ran from May 14th – June 3rd

This digital outdoor schedule reached 93% of our target audience an average of 36 times.

## **Online Web Banners**

Budget: \$30,000

A web banner buy ran during the period of May 14th – June 14th for additional targeted impressions and ad message frequency. Standard leaderboard (728x90) and tile (300x250) size units ran across the following websites:

WFSB.com AOL.com Automotive.com  
Courant.com Autotrader.com Carsdirect.com  
NBCConnecticut.com CBSsports.com Flickr.com  
WTNH.com GameShark.com Gamespot.com  
Gamezone.com Mensfitness.com Motortrend.com  
Movies.com Newser.com Playlist.com  
Rollingstone.com Trucktrend.com Ultimateguitar.com  
USAToday.com Wrestlezone.com Wrestlingnews.com  
Xbox360cheats.com TV.com ESPN.com  
SI.com Sportinglife.com Yahoo.com  
Prosportsdaily.com About.com Hartfordadvocate.com

## **Online Web Banner Recap**

A total of 7,000,000 impressions were delivered over the duration of the campaign. An additional 1,000,000 bonus impressions were delivered above and beyond the guaranteed number of impressions. A total of 3,750 GRPs were delivered over the campaign reflecting a total CPM of \$4.28.

## **Overall Campaign Delivery**

A conservative estimate of the message delivery of this campaign to the residents of Connecticut is as follows:

Campaign reach – combining all mediums - Men 18-34: 99%

Campaign frequency – combining all mediums - Men 18-34: 84.3

This means that approximately 99% of all men aged 18-34 in the state of Connecticut were exposed to the campaign message at least 7 times per week.

**CONNECTICUT DEPARTMENT OF TRANSPORTATION  
CLICK IT OR TICKET  
SPRING 2012  
SPANISH LANGUAGE BUY**

**OVERVIEW**

Bauzá & Associates coordinated a Spanish-language TV and radio marketing campaign for the Click it or Ticket campaign for Connecticut Department of Transportation. The campaign included TV and Radio, airing campaign from May 14, 2012 through May 31, 2012.

Detailed in this document is the summary report and evaluation of the campaign. This report includes the air checks by media. The campaign plan and purchase order called for exposures to deliver 341 paid radio spots.

The campaign comprehensively utilized Spanish-language radio broadcast media across the state to deliver a culturally-relevant message that reminds the Latino community about the importance of using the seat belts and the enforcement of the law for the community's safety. In our efforts to gauge the impact of the campaign, Bauza & Associates obtained through negotiation with the media 158 bonus spots and special discounted rates airing packages which added more exposure of the campaign.

**Media Plan & Deliveries**

**Radio**

**SUMMARY AND EVALUATIONS**

Bauza & Associates utilized all of the most important local Spanish-language radio stations in the state, namely:

- WLAT MEGA (910AM) Hartford
- LATINA (1230AM) Hartford
- WILI "Sabor Latino Show" (Willimantic)
- BOMBA (97.1FM) Hartford
- WRYM "La Gigante" (Meriden, New Haven)
- RADIO CUMBRE (WUCM AM) Bridgeport

Radio plays an important role in marketing to Hispanics. The average Hispanic consumes more radio per hour than the general market and they tend to reach specific segments of the demographic. Bauza & Associates always advocates the use of Spanish language radio because of the special link that their talents create with the listeners. We leverage that relationship to generate attendance at remotes and to promote the products and services that our clients wish to offer to the market.

**WLAT– AM Mega**

WLAT – AM 910 is Tropical Spanish featuring Salsa, Merengue, Bachata and Reggaeton. Tropical music appeals primarily to those of Caribbean and Coastal Central American descent. Mega is the highest wattage Spanish-language AM station in Connecticut...

**PLANNED**

Bauza & Associates media plan called for placing a total of 44 paid: 30 second spots on the air. Mega 910 offered 100% bonus to run on simultaneously during advertising period. 44 :30 second commercial spots for the 3 weeks of the campaign distributed equally between the morning and afternoon programming (6:00 AM to 12:00 AM) during the 3 weeks period of the campaign, making this a total of 44 paid spots offered by the station, with a total of \$1,848.00.

#### **DELIVERED**

The insertion order called for a total of 44 in scheduled paid spots, to be aired for the 3 week duration of the campaign, and all paid spots ran as planned. However, the 18 on-air live reads ordered did not run as scheduled. B&A negotiated and the CT Department of Transportation received a reduced spot cost and a bonus buy of 100% on Mega.

#### **EVALUATION AND NOTES**

This station is one the top station in Greater Hartford., The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market in the Hartford area and in combination with Latina 1230 this buy yielded great reach for the best cost efficient negotiation possible.

#### **LATINA 1230– AM**

Latina 1230 – AM 910 is Spanish-language radio station featuring ballads and other contemporary music. The station’s format appeals primarily to older of Caribbean and Coastal Central American descent.

#### **PLANNED**

Bauza & Associates media plan called for placing a total of 44 bonus 30 second spots on the air. As part of the negotiation we obtained 100% bonus during the advertising period. 44 :30 second commercial spots for the 3 weeks of the campaign distributed equally between the morning and afternoon programming (6:00 AM to 12:00 AM) during the 3 weeks period of the campaign, making this a total of 44 spots offered by the station, with a total of \$1,848.

#### **DELIVERED**

The insertion order called for a total of 44 in scheduled paid spots, to be aired for the 3 week duration of the campaign, and all paid spots ran as planned. In addition, the CT Department of Transportation received a reduced spot cost and a bonus buy on Latina 1230. However, the 24 on-air live reads ordered did not run as scheduled. B&A negotiated and the CT Department of Transportation received a reduced spot cost and a bonus buy of 100% on Latina.

#### **EVALUATION AND NOTES**

This station is the top station in greater Hartford for a mature Hispanic audience. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market in the Hartford area.

#### **WILI “Sabor Latino Show” (Willimantic)**

This weekly radio program broadcasts live each Sunday morning beginning @ 10:30 AM, on WILI-AM Radio 14 in Willimantic, CT.

#### **PLANNED**

Bauza & Associates will place a total of 4:30 second spots on the air, throughout the program for 3 weeks

#### **Sabor Latino.**

6:30 second commercial every Sunday for 2 weeks of the campaign, making this a total of 12 spots paid with an average cost of \$28.33 per spot, which added up to \$340. B&A negotiated and the CT Department of Transportation received a reduced spot cost and a bonus buy of 50% on WILI.

**DELIVERED**

The buy called for a total of 8 in scheduled paid spots, to be aired for two weeks duration of the campaign and all spots were delivered as planned.

**EVALUATION AND NOTES**

This Show is the only Spanish-language radio program directed to the Hispanic community, in Willimantic offering the campaign great exposure on this area.

***Bomba 97.1 FM***

Bomba 97.1FM is the only Hispanic FM Station in the State. Music format includes Reggeaton, Salsa, Merengue, Bachata and contemporary ballads targeting the younger side of the audience.

**PLANNED**

Bauza & Associates media plan called for placing a total of 18 paid spots on air and 44 paid spots.

As per negotiation lower spot rate and 60% bonus Bomba yielding 26 spots in bonus spots during the 3-week campaign.

88-30 second commercial spots, equally distributed in between morning and afternoon programming (6am –7pm) for the 3 weeks of the campaign with budget of \$2088.00

**DELIVERED**

The insertion order called for a total of 44 in scheduled paid spots, to be aired on the 3 week duration of the campaign and received a total of 70 . In addition, the CT Department of Transportation received a good deal on per spot rate which helped increase exposure on this media.

**EVALUATION AND NOTES**

This station is the only FM Hispanic station in the Greater Hartford area. Spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market of Bolton, Hartford, New Britain, Springfield, and Willimantic.

***WRYM “La Gigante”– AM***

WRYM– AM 910 is Spanish-language radio station featuring Salsa, Merengue, Bachata and Reggaeton. Tropical music appeals primarily to those of Caribbean and Coastal Central American descent. La Gigante has one of the most popular morning shows in the state.

**PLANNED**

Bauza & Associates media plan called for placing a total of 44 paid :30 second spots on the air and WRYM agreed to provide 18 bonus :30 spots during the 3-week campaign.

64 commercial spots, equally distributed in between morning and afternoon programming (6a-7p) and 24 on air spots for the 3 weeks of the campaign. The station provided the CT DOT with a special discounted spot rate, with a total of \$ 2,040.

**DELIVERED**

The insertion order called for a total of 44 in scheduled paid spots with 18 bonus, to be aired for the 3 week duration of the campaign, and all paid spots ran as planned.

**EVALUATION AND NOTES**

This station is the top station in central Connecticut. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market in central Connecticut.

**WCUM- 1450AM**

WCUM-AM has been 22 years on the air and offers a great following. Format includes Salsa Classics, Popular Hits and specialized shows with well know radio personalities in the CT area. Serving the Bridgeport area is ideal part of me station mix.

**PLANNED**

Bauza & Associates media plan called for placing a total of 44 paid :30 second spots on the air at a great low rate and 50% bonus for the 3-week campaign.

66 commercial spots, equally distributed in between morning and afternoon programming (6a-7p) for the 3 weeks of the campaign. The station provided the CT DOT with a special discounted spot rate, with a total of \$ 1,584.00.

**DELIVERED**

The insertion order called for a total of 44 in scheduled paid spots, to be aired for the 3 week duration of the campaign with 50% bonus. The station ran paid and bonus spots as ordered. However, the 24 on-air live reads ordered did not run as scheduled. B&A negotiated and the CT Department of Transportation received a reduced spot cost on WCUM.

**EVALUATION AND NOTES**

This station is the top station in Bridgeport. The spots aired provided the CT Department of Transportation a great opportunity to reach the large and growing Hispanic market.

# **NOTEWORTHY PRACTICES**

## **NOTEWORTHY PRACTICE 1**

### PROJECT TITLE

Electronic Citation (E-Citation) Project

### TARGET

Implementing a system across multiple jurisdictions with 105 different police agencies and a very diverse set of software in each of those agencies.

### PROGRAM AREA

Traffic Records – Citation/Adjudication Core System

### PROBLEM STATEMENT

The E-Citation project eliminated a completely paper process and substituted the electronic capture of citation data by Connecticut law enforcement. The program allows police officers through their in-vehicle systems to access motor vehicle and wanted persons databases, and to enter citation information, populating the Centralized Infractions Bureau (CIB) database of the Connecticut Judicial Branch.

### OBJECTIVE

Create an application that enables the Judicial Branch's CIB to electronically receive traffic citation information from law enforcement agencies, automatically store information in the CIB citation database, and electronically process citations.

### STRATEGIES

Based on trust that those tasked with these efforts would deliver them in a comprehensive and sensible fashion that served the entire highway safety community and not simply individual parts, Connecticut's Judicial Branch took the lead responsibility for this project. Working with twenty two police agencies as a pilot, the Judicial Branch broke with tradition and implemented the first electronic signature approach in state criminal and motor vehicle history.

### RESULTS

Processing times for electronic citations dropped substantially; demonstrating the effectiveness not only for the issuing police officers but for the back end systems that support their efforts. Even the violators found the system easier to use; they could either pay or enter a not guilty plea on-line. Instructions were clearer and readily available. For police users equipped with the systems, productivity jumped substantially. The systems were linked directly to motor vehicle and wanted person's databases, so there was no redundant data entry. No handwriting issues. No incorrect charges. The system even calculates the fines and fees according to the rules without exception. There was no downside to this application.

In October 2012, Connecticut received a National Best Practices Award by the Association of Transportation Safety Information Professionals (ATSIP) during the 38<sup>th</sup> Annual National Forum on Traffic Records in Biloxi, Mississippi.

With the acknowledgement of the Governor of the State to the individual stakeholder agencies represented on the Traffic Records Coordinating Committee (TRCC), Connecticut's pride is evident for its accomplishments, lead by the Central Infractions Bureau of the Judicial Branch in successfully moving a best practice into common practice.

## COST

Funding for E-Citation the past few years topped \$400,000 for “back end” systems development of the CIB database to allow for the direct population of citation data received from law enforcement. Funding for law enforcement topped \$700,000 for the development of the E-Citation mobile application, linkage to the State COLLECT system, equipment, vehicle installation, training and roll-out.

## **NOTEWORTHY PRACTICE 2**

### PROJECT TITLE

Ridgefield Underage Drinking Grant

### TARGET

Under age 21 populations

### PROGRAM AREA

Alcohol Education and Enforcement

### PROBLEM STATEMENT

Over the past three years the Police Department has issued 79 citations for possession of alcohol by a minor. In addition to this, the Ridgefield Police Department has made 32 arrests for underage individuals procuring alcohol for minors. The majority of these arrests occurred at house parties. This department has also had three motor vehicle fatalities that were alcohol related involving underage drivers. In each of these cases the operator of the vehicle was under twenty one and had consumed alcohol at a house party.

### OBJECTIVE

The main objective was to reduce the amount of underage drinking parties and offenses that the Ridgefield Police Department responds to each year. In addition, the Department reduced the amount of adults that procured alcohol for minors. This was accomplished through the amount of arrests made and the media coverage that was utilized. The combined initiative sent a strong message to the public that any violations pertaining to alcohol and youths will not be tolerated in the town of Ridgefield.

### STRATEGIES

The activities included:

1. Cops in shops: In the program, officers were dressed in plain clothes inside liquor stores located in Ridgefield. The liquor stores participated on a voluntary basis and were aware of the officer's presence. The officer looked out for any underage individuals attempting to purchase alcoholic beverages. An officer was also outside of the establishment looking for legal aged individuals procuring alcohol for minors. The arrests made were covered by local media. Enforcement was done on Fridays and Saturdays between the hours of 1800 – 2100.
2. Party patrol: After officers were done with “Cops in Shops”, they began party patrol between the hours of 2100 – 0200. Party patrol used unmarked patrol cars and officers in plain clothes to patrol the town looking for underage alcohol violations. The officers went to known party spots and looked for large groups of vehicles or other indicators that demonstrated an underage party was occurring. Also, officers walked in many of the parks and downtown locations where youth alcohol violations were occurring.

RESULTS

The results of this enforcement provided a dramatic decrease in underage drinking, greater utilization of Safe Rides, two bars sighted for serving minors, and two liquor stores sighted for selling alcohol to minors.

COST

\$16,425.00

Funding Source(s):

Section 410 – Alcohol SAFETEA-LU

# **ATTITUDE AND AWARENESS OUTCOME MEASURES**

	2010						2011						2012					
	CIOT		Labor Day		Holiday		CIOT		Labor Day		Holiday		CIOT		Labor Day		Holiday	
	pre	post	pre	post	pre	post	pre	post	pre	post	pre	post	pre	post	pre	post	pre	post
<b>IMPAIRED DRIVING</b>																		
A-1: In the past 30-60 days*, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? _____ (number of times)	None		81.3	83.7	86	84.9	83.5	84.4	88.6	83.3	84.4	86.4			84.4	86.4		
	1 to 2		11.5	9.2	9.4	10.1	11.1	9.8	7.4	11.8	9.7	8.7			9.7	8.7		
	3 or more		7.2	7.1	4.6	5	5.5	5.9	4	4.8	5.9	4.9			5.9	4.9		
	(N)		1714	1768	894	892	1228	1128	948	1140	1339	1339			1339	1339		
A-2: In the past 30-60 days*, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police	Yes		65.4	73.1			68	68			66.1	72.1			66.1	72.1		
	No		34.6	26.9			32	32			33.9	27.9			33.9	27.9		
	(N)		1752	1796			1255	1173			1369	1361			1369	1361		
A-3: What do you think the chances are of someone getting arrested if they drive after drinking?	Always		18.4	19.6	24.7	27.3	20.3	24.1	29.2	27.8	22.7	24.6			22.7	24.6		
	Nearly																	
	Always		21.2	20	22.7	24.6	18.9	19.5	22.5	23.1	18	19.3			18	19.3		
	Sometimes		38.1	39.5	37.2	33.8	39.6	35.1	33.5	34.5	39	33.6			39	33.6		
	Seldom		12.2	10.8	6.1	6.8	11.1	8.6	6.6	6.4	8.6	9.9			8.6	9.9		
	Never		10.2	10.1	9.3	7.5	10.1	12.7	8.2	8.2	11.6	12.5			11.6	12.5		
	(N)		1728	1792	920	916	1246	1164	990	1167	1363	1347			1363	1347		
<b>SEAT BELT</b>																		
B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?	Always		81.1	80.4	81.1	84.2	85.9	82.9	85.4	85.1	79.5	82.3			79.5	82.3		
	Nearly																	
	Always		10.6	11.2	10.7	9.6	8.4	10.4	8.6	7.6	11.4	10.8			11.4	10.8		
	Sometimes		5.9	5.3	5.5	3.8	4.2	4.5	4.5	4.2	4.8	4.1			4.8	4.1		
	Seldom		1.5	2	1.6	1.5	1.7	1.4	0.5	1.7	2.4	1.5			2.4	1.5		
	Never		0.9	1.1	1.1	0.8	1.6	1.1	1	1.4	2	1.4			2	1.4		
	(N)		1789	1780	1775	1824	1775	1824	933	928	1383	1353			1383	1353		
B-2: In the past 30-60 days*, have you read, seen or heard anything about seat belt enforcement by the police	Yes		47.2	63.6			45.1	66.4			38.9	60.9			38.9	60.9		
	No		52.8	36.4			54.9	33.6			61.1	39.1			61.1	39.1		
	(N)		1770	1773			1238	1228			1373	1350			1373	1350		
B-3: What do you think the chances are of getting a ticket if you don't wear your safety belt?	Always		19.3	21.5			20.4	23.2			21.3	22.6			21.3	22.6		
	Nearly																	
	Always		16.4	18.3			19.1	18.8			19.1	17			19.1	17		
	Sometimes		41	39.9			40.2	38			39.1	41.3			39.1	41.3		
	Seldom		18.1	16.2			15.3	14.6			16	13.7			16	13.7		
	Never		5.1	4.1			5	5.3			4.5	5.5			4.5	5.5		
	(N)		1778	1770			1248	1236			1370	1343			1370	1343		

		2010			2011			2012		
		CIOT	Labor Day	Holiday	CIOT	Labor Day	Holiday	CIOT	Labor Day	Holiday
<b>SPEED</b>										
<b>S-1a: ** On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?</b>	Always Nearly Always Sometimes Seldom Never (N)	9 20.5 42.7 19.2 8.7 <b>1749</b>	9.7 21 43.5 16.9 9 <b>1756</b>		8.2 18.4 46 18.7 8.8 <b>1209</b>	8.5 16.6 42.8 21.6 10.4 <b>1216</b>		10.7 16.7 45.6 17.6 9.5 <b>1361</b>	10.9 18.7 43.7 17.7 8.9 <b>1336</b>	
<b>S-1b: ** On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?</b>	Always Nearly Always Sometimes Seldom Never (N)									
<b>S-2: In the past 30-60 days*, have you read, seen or heard anything about speed enforcement by police?</b>	Yes No (N)	52.6 47.4 <b>1678</b>	55.5 44.5 <b>1686</b>		51.1 48.9 <b>1148</b>	53.2 46.8 <b>1161</b>		45 55 <b>1319</b>	53.9 46.1 <b>1272</b>	
<b>S-3: What do you think the chances are of getting a ticket if you drive over the speed limit?</b>	Always Nearly Always Sometimes Seldom Never (N)	14.5 24.3 48.6 10.5 2.1 <b>1726</b>	13.5 23.5 51.4 9.1 2.4 <b>1748</b>		14.4 23.3 51 8.7 2.7 <b>1203</b>	14.5 26 48.3 8.6 2.6 <b>1210</b>		16.5 24.4 48.7 7.9 2.5 <b>1354</b>	14.9 22.8 51.6 8.2 2.5 <b>1323</b>	